**Chapter 8: The game is Made for a Player**

We must understand our audience just like Einstein didn’t explain theory of relativity in a luncheon but played violin which was a better idea as largely audience was non-academic. In this way, Einstein created such a memorable experience because he knew his audience. Always try to put yourself in your audience place. Understanding demographics is important, a woman may bring more value to a design meant for teenage girls. The main demographic variables are age and gender. The analysis of some the typical age demographics is important that a game designer has to consider. The groups are infant/toddler, Preschooler, Kids, Preteen, Teen, Young adult, Twenties and thirties, Thirties and forties, fifties and up. Males and females are different. They have different interests, different tastes, and different skills and abilities. To a designer, it doesn’t much matter – what matters is acknowledging and designing for these differences.

Five things Males like to see in Games:

1. Mastery
2. Competition
3. Destruction
4. Spatial Puzzles
5. Trial and Error

Five things Females like to see in Games:

1. Emotion
2. Real World
3. Nurturing
4. Dialog and Verbal Puzzles
5. Learning by Examples

Our process:

During our process of brainstorming each member found bike game more fascinating than the others. We as an individual enjoyed the experience and then decided to develop something similar. Our game’s main demographic is same age group as of our developer group. We can experience the feel of the game as we belong to the target audience ourselves. Our game is for every gender.