Business Objective:

The Target market for the people will be toward the gamers on pc. The pc is our decided platform for the game to play on and is home to the majority of the gamer population. The pc is also easier to distribute the pc gaming is mostly distributed digitally. “Misthaven” also has a heavily driven story and would be considered as a game for people who are focused on the game’s story and emotional attachments. We also want to make the game feel like the older Nintendo games such as Pokémon and Legend of Zelda as inspiration. Because of this, the game can be considered a target towards people that grew up with the older Nintendo games. It is also targeted to people enjoy hack and slash elements as it is one of our major gameplay mechanic in the game .