

Market Research

COMP240 Market Research

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1 Introduction

Firelock is a game being developed by R-LOC Studios. The game is a turn based multi-player First Person Shooter (FPS).

2 USPs

Strategic gameplay in a third person shooter setting. Multiplayer. Colourful art direction.

3 Target Market

The market for strategic turn-based multiplayer shooters is pretty small with only 2 popular games that have similar gameplay. These games are Valkryia Chronicles and Frozen Synapse.[1, 2], and with Valkryia Chronicles having over 900,000[1] in sales and Frozen Synapse with just over 700,000 [2]. There is a large market for multiplayer games. There is a large market for turn based games, ie.e Xcom

4 Target Audience

The main Target Audience for this product is people who like games such as Valkyria Chronicles and Frozen Synapse, furthermore those who like to play games with friends. The demographic for the game would be males and females in the age range of about 12+.

5 Marketing

References

- [1] Steamspy, "Valkyria chronicles." [Online]. Available: <https://steamspy.com/app/294860>. [Accessed: 22-Mar-2017].
- [2] Steamspy, "Frozen synapse." [Online]. Available: <https://steamspy.com/app/98200>. [Accessed: 22-Mar-2017].