

# Market Research

COMP240 Market Research

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## 1 Introduction

For my essay I aim to illustrate who the target market is for my lobby system component. Furthermore how the use of networking in games increases the sales of the game. For my project I am working for a BA team where I am creating a network lobby system that will help match make players before the game starts.

## 2 Target Audience

The target Audience for this product is people who like game such as Valkyria Chronicles and Frozen Synapse, and those who like to play games with friends.

## References

- [1] J. An, D. Quercia, and J. Crowcroft, “Recommending investors for crowdfunding projects,” in *Proceedings of the 23rd international conference on World wide web*, pp. 261–270, ACM, 2014.