

# Comp240 Market Evaluation & Business Case

Alastair Rayner

October 7, 2017

# About the Product

The product I have been working on is a lobby system for the BA team Firelock.

# About the Product

The product I have been working on is a lobby system for the BA team Firelock.

This presentation will aim to address whether there is an audience for the game being developed by Firelock, and furthermore which marketing strategy we believe to be the best for this product.

# About the Product

The product I have been working on is a lobby system for the BA team Firelock.

This presentation will aim to address whether there is an audience for the game being developed by Firelock, and furthermore which marketing strategy we believe to be the best for this product.

# What is the Target Audience for this Product?

**What is the target audience for this product?**

# What is the Target Audience for this Product?

## What is the target audience for this product?

- One target audience for this product would be people who like to play video games with their friends, especially at LAN parties etc.

# What is the Target Audience for this Product?

## What is the target audience for this product?

- One target audience for this product would be people who like to play video games with their friends, especially at LAN parties etc.
- Another would be players who like strategy games such as Valkyria Chronicles and Frozen Synapse.

# What is the Target Audience for this Product?

## What is the target audience for this product?

- One target audience for this product would be people who like to play video games with their friends, especially at LAN parties etc.
- Another would be players who like strategy games such as Valkyria Chronicles and Frozen Synapse.
  - Both of these games have an owner base of around 700,000 players.



# What is the Target Audience for this Product?

## What is the target audience for this product?

- One target audience for this product would be people who like to play video games with their friends, especially at LAN parties etc.
- Another would be players who like strategy games such as Valkyria Chronicles and Frozen Synapse.
  - Both of these games have an owner base of around 700,000 players.
  - Valkyria Chronicles has sold a total of 1.3 million copies according to SteamSpy.

# What is the Target Audience for this Product?

## What is the target audience for this product?

- One target audience for this product would be people who like to play video games with their friends, especially at LAN parties etc.
- Another would be players who like strategy games such as Valkyria Chronicles and Frozen Synapse.
  - Both of these games have an owner base of around 700,000 players.
  - Valkyria Chronicles has sold a total of 1.3 million copies according to SteamSpy.
- The demographic for the game would be males and females in the age range of about 12+.

# What is the Target Audience for this Product?

## What is the target audience for this product?

- One target audience for this product would be people who like to play video games with their friends, especially at LAN parties etc.
- Another would be players who like strategy games such as Valkyria Chronicles and Frozen Synapse.
  - Both of these games have an owner base of around 700,000 players.
  - Valkyria Chronicles has sold a total of 1.3 million copies according to SteamSpy.
- The demographic for the game would be males and females in the age range of about 12+.
  - This demographic may not have a lot of disposable income, however they may have a lot of spare time.

# What is the Target Audience for this Product?

## What is the target audience for this product?

- One target audience for this product would be people who like to play video games with their friends, especially at LAN parties etc.
- Another would be players who like strategy games such as Valkyria Chronicles and Frozen Synapse.
  - Both of these games have an owner base of around 700,000 players.
  - Valkyria Chronicles has sold a total of 1.3 million copies according to SteamSpy.
- The demographic for the game would be males and females in the age range of about 12+.
  - This demographic may not have a lot of disposable income, however they may have a lot of spare time.
  - They may also be interested in merchandise.

# What is the Target Audience for this Product?

## What is the target audience for this product?

- One target audience for this product would be people who like to play video games with their friends, especially at LAN parties etc.
- Another would be players who like strategy games such as Valkyria Chronicles and Frozen Synapse.
  - Both of these games have an owner base of around 700,000 players.
  - Valkyria Chronicles has sold a total of 1.3 million copies according to SteamSpy.
- The demographic for the game would be males and females in the age range of about 12+.
  - This demographic may not have a lot of disposable income, however they may have a lot of spare time.
  - They may also be interested in merchandise.
- The lobby system that I am working on will allow players to play Firelocks game over a local network easily

# What is the Target Audience for this Product?

## What is the target audience for this product?

- One target audience for this product would be people who like to play video games with their friends, especially at LAN parties etc.
- Another would be players who like strategy games such as Valkyria Chronicles and Frozen Synapse.
  - Both of these games have an owner base of around 700,000 players.
  - Valkyria Chronicles has sold a total of 1.3 million copies according to SteamSpy.
- The demographic for the game would be males and females in the age range of about 12+.
  - This demographic may not have a lot of disposable income, however they may have a lot of spare time.
  - They may also be interested in merchandise.
- The lobby system that I am working on will allow players to play Firelocks game over a local network easily