**Research into the demographic and audience of group project concepts:**

**Concept 1:** The Unnamed stealth detection game.

One way we could take this theme, would be to make it kid friendly and have it look more cartoony and animated as opposed to realistic. Utilize the desire for kids to protect and save animals in a game that has a happy ending. If this is indeed the case, we would want to aim our game at **7-10 years old’s**. We would want to avoid aiming at an age group that might be too young to get to grips with the mechanics of the game. We want to appeal to those that both understand the theme as well as the mechanics of the game.

This will also affect the gameplay as we don’t want to end up making the levels too difficult and cause frustration. Instead we want tense, cautious yet elaborate stealth, as well as allowing the player to find new ways of finishing each level. We want to appeal to the “oh no these innocent animals are in danger” theme, this fits with this concept and would work well to gain sympathy and profound feelings towards these in-game characters.

**Game example 1:** Untitled Goose Game by House House

The Untitled Goose Game currently has a Metacritic meta score of 81 and an overall user score of 7.7. In terms of the games target audience, it’s generalized and broad as it has been purposely made accessible to those that love stealth games, comedy/parody games, animal games and players and fans of “House House’s” other titles. By doing this it’s able to appeal to the biggest possible audience.

The reviews on Metacritic for the most part, are highly positive, hence the high meta score. Many of them talk about the amount of fun they were having and the laughs that it brought. One of the things people seemed to like the most was the act of **“screwing around with people”** **(Untitled Goose Game for Switch Reviews - Metacritic, 2019).** Having said that, there are also some people that are saying the fun that comes from messing around with free reign, eventually fades and wares off, some of the reviews mention that the free roam fun turns into frustration. One review even mentions that they had to **“look up a solution online” (Untitled Goose Game for Switch Reviews - Metacritic, 2019).**

**Game example 2:** Hotline Miami by Devolver Digital is a fast-paced top down stealth game that currently holds a Metacritic meta score of 85 and a user score of 8.6. The target audience for this game is less generic and more targeted at the adult populous in general as it is heavily violent. The reviews of this game are also very positive, a lot of the positive reviews mention how tense and thrilling the game is and makes them feel. One review mentions that it’s a must play for those looking for a **“challenge in planning, reflexes and dexterity” (Hotline Miami, 2019).**

In terms of the negative reviews they for the most part share a common point, which is that the game in fact has too many different themes/mechanics involved and is hard to pin-point exactly what it is. As a reviewer mentioned: **“Is it a stealth game? a tactical strategy? a top-down arcade?”** **(Hotline Miami, 2019**)**.** This is important to take note of because the one thing we want to avoid a group with our game is overcrowd the gameplay with too many mechanics and ultimately confuse and overwhelm the users with too much information to learn. 

**Concept 2:** War on Waste wave survival. There are many possible target audiences for a game like this as it could be made into an adult orientated wave survival with a pretty heavy inclusion of violence (things like machine guns, sword slashing, headshots, D-Day type dramatization). But on the other hand, you could develop it into an educational topical game on pollution and the situation with plastic waste. It could be a fun to take on the idea that ‘dumped plastic ends up in our oceans’.

I would personally develop it to aim for 7-12 year old’s as an educational game that provides children with a fun way to tackle the waste problem that we face in reality, it could also double as an informative or interactive medium and could therefore be applied to many different platforms.

**Game Example 1:** Plants vs Zombie by PopCap Games is a highly popular wave survival and is similar to the image I had in mind for this concept. It’s a critically acclaimed game with a current Metacritic Meta score of 87 and a user score of 8.7. There is a huge volume of positive reviews that compliment the aesthetics of the game, the interactivity and the mechanics of the game. Some of the reviews claim that the game is **“Incredibly addicting”** and **“addictive but very simple” Plants vs. Zombies, 2019).**

In terms of the negative reviews there are far and few of them about on this title, due to its high popularity it’s received very little criticism in the form of reviews. The negative reviews that do exist mention that there was hardly any replay-ability to it. Some called it **“slow paced as hell and dull”** or **“a bit too easy” Plants vs. Zombies, 2019).**



**Bibliography List:**

Anon 2019. Hotline Miami. [online] Metacritic. Available at: <<https://www.metacritic.com/game/pc/hotline-miami>> [Accessed 3 Oct. 2019].

Anon 2019. Plants vs. Zombies. [online] Metacritic. Available at: <<https://www.metacritic.com/game/pc/plants-vs-zombies>> [Accessed 4 Oct. 2019].

Anon 2019. Untitled Goose Game for Switch Reviews - Metacritic. [online] Available at: <<https://www.metacritic.com/game/switch/untitled-goose-game>> [Accessed 3 Oct. 2019].