

## **Introduction:**

We want the game to be accessible to all ages 9 and older. We also want to target the difficulty of the game to ages 18 to 30. With colorful graphics we have a very wide range of people who could be interested in our game and with high difficulty scaling we can even attract advanced strategy gamers and because of incremental progression even people new to strategy can play our game. We retain our players with infinite levels and a randomized store every wave making each level and wave unique

## **Research results:**

About up to 70% of players of this genre are male and of the ages 25 to 44, for idle games the ages are 18 to 44, the gender is heavily dependent on the theme of the game.

60% of casual gamers and 50% of strategy gamers play to pass the time, so having a game they can pick up and drop quickly would be enticing to them.

This gives us a wide range of men with the ages of 18 to 44 to target to with our game.

sources:

<https://www.blog.udonis.co/mobile-marketing/mobile-games/strategy-games-report>

<https://adjoe.io/glossary/idle-games-mobile/>

<https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/strategy-gaming-statistics/>