Target market analysis of Ruckus

# Summary.

## Genre.

1. Hack n slash, rogue like, Dark comedy, comedy violence.

## core mechanics.

1. Core mechanics include combat, augmentations, movement mechanics and the rage mechanic.

# Target market analysis.

## Age Groups.

1. Late teens to young adults.

## Genders.

1. Based on the gameplay and character appearance. Target market is targeted towards the male audience with power fantasies of a strong and buff male body.

## Socioeconomics.

* Being targeted at an older audience. About 82% of young adults and teens will be focused and committed to having a job. This in turn will mean a smaller attention span and less time to play the game. The game should be advertised as a premium game with quick bursts of gameplay and replay ability.A graph with blue bars

  Description automatically generated

## Platforms.

Based on the GDD Ruckus is implied to be a PC only game with no possibilities to other devices. With the gameplay and quality of the game, it could very easily be adapted to consoles, specifically the PlayStation and Xbox. This would allow a more diverse player base as well as make more sales in the community.

## Player Profiles.

1. People who enjoy comedic violence.
2. Collectors and people who enjoy playing a game repeatedly to unlock new aspects of the game and different variations of the game.
3. Players who generally don’t have a lot of time to play games due to dedications to other things in life such as work.

# Direct competitor. DMC5

## Current market aim.

The market aim for Ruckus was to be a premium fast paced roguelike hack n slash game. the market for fast paced hack n slash games is wide with one of the more prominent games being *Devil may cry 5(DMC5)*. This game has had players peaked at over 80k players within 24 hours. With a reoccurring 1.6k still playing daily.

* Hack and slash.
* Premium game with a market price of $89.
* Story driven game.

Another proposed direct competitor for its roguelike status is *Hades.* Stated in the GDD, Ruckus has multiple similarities with *Hades*, however the final product of Ruckus presents no similarities with hades. And is not a direct competitor.

## Audience of product.

The audience of the Devil may cry is more directed at older adults of the male gender. This is shown in the gameplay as the main characters are all male with supporting characters being female. While this does still include the female power fantasies. It prioritises the male fantasies of fighting demons.

Due to the price range and graphics of DMC5 it is shown to be targeted to people who enjoy a story game that costs a lot and can spend their free time playing this game. adults (mainly male) with a casual/part time job would be the core audience for this game.

## Differences and influences on questions provided.

* What elements of the games are roguelike?
* Is this intended to be story like?

Influences that Devil may cry can have on Ruckus is asking how heavy does ruckus lean into story? There is a reoccurring theme in ruckus and a storyline. But is it explored at all?

# References

*Devil may cry 5* (no date) *Steam Charts*. Available at: https://steamcharts.com/app/601150 (Accessed: 08 September 2023).

*Education and work, Australia, May 2022* (no date) *Australian Bureau of Statistics*. Available at: https://www.abs.gov.au/statistics/people/education/education-and-work-australia/latest-release#:~:text=Young%20people%20aged%2015%2D24,Victoria%20(84%25%20each). (Accessed: 08 September 2023).