Target market analysis of Ruckus

# Summary.

## Genre.

1. Hack n slash, rogue like.

## 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. 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.

## Current market aim.

## Audience of product.

## Differences and influences on questions provided.

# References

<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)>.