Our Target Audience

### The majority of the audience

From the research I have made from the top grossing multiplayer games, I have found that the target audience for our game are females in the age range of 21-35. In locations, that are in-between the middle class – higher class. They also seem to not pay like male players do. Multiplayer games such as Candy Crush Saga and Bejewelled Blitz are casual games with similar art styles and also have the same kind of challenge.

They like jewels which are shiny and shiny food. More feminine.

Characters in candy crush are “cutesy”

The colours are primary and secondary colours and are bright and vibrant. It also has whites; pearly whites.

Bejewelled – it has a colourful phoenix – has very feminine colours – fiery pale lighting trail – its stands out. Purple and yellow – complimentary colours

Phoenix – colours – gradients from red to blue with pinkish purple-ish undertones.

Candy Crush Saga – there is a setting of a candy world – so has fantasy like the phoenix in bejewelled

Characters are paper – showing creativeness and artistic – crafts

### The minority

Taking into account of the other age groups and genders to make balance in accessibility

Male audiences –

Younger ages (male)-

Older ages (male)-

Younger ages (female)-

Older ages (female)-

### How we can apply this information to our game.

### The changes I can make for the game (suggestions)