Video Game Case Study

By Richard Pountney

The genre I have chosen is Platformer.

Most of this is from personal experience from playing a lot of this genre so there may be some examples from those games.

The game(s) selected for the case study is the New Super Mario Series.

Analyse Video Game Genre

Document findings of the analysis

What I think are the defining game-play characteristics of this genre:

* Movement  
  Left, right & possibly up, down movement.
* Jumping  
  Having different types of jumps (Most commonly holding the jump button to have a higher jump)
* Platforms & Obstacles  
  Spikes, enemies, pits of death, higher platforms
* Navigation of the platforms & obstacles  
  Springs/bounce platforms, ladders
* Time  
  Timing is key for some jumps, a time limit.
* Lives &or health system  
  how many times you can die before a game-over?
* Score  
  Get awards for a score.
* \*Power-ups &or Items  
  Can give a benefit of some sort or give an extra hit point.
* Level selection or world map  
  A way to select a level or a way to show progression.
* Collectables  
  Can give points, be secret bonuses, or be hidden or hard to get.
* \*Puzzles  
  To find a different ending on a level

\*Asterisk means not common or different for each game

What I think are the objectives & purpose of gameplay for this genre:

* Navigation of the platforms & obstacles
* Get to the ending(s) of the level or the objective.
* Taking challenges to get collectables.

Interpret Consumer Demographics

What I think the characteristics of the target consumers are:

* Casual gamers
* Problem-solving players.

What I think the habits of the consumers are:

* People that will buy the games just because of a franchise.
* People that want to play something that is simple.

Outline Game Design & Gameplay Principles

References:

* Most are my own knowledge from watching Playthroughs on YouTube & personally playing some platformer games myself.
  + I have played:
    - Mario
      * Super Mario Bros
      * Super Mario World
      * New Super Mario Bros Wii
      * New Super Mario Bros DS
      * New Super Mario Bros U
      * Sonic Forces
      * Sonic 1, 2, 3 & Knuckles
      * Sonic Generations
  + What I have only watched:
    - Celeste