**Middle Age Female**

**Have no killing or scary looking enemies.**

We want the players to use/feel motherly emotions in this game by caring for and guiding the young fish to the end and having big scary enemies that will eat the young fish could put the players off this game as it would be too violent.

**Maybe have food(kelp) that the fish eat and get too fat to move to the end.**

This could be better for our chosen target audience as it can resemble real life where parents don’t want their children to eat too much junk food. This could make them care for the young fish as the goal of that game is to also avoid all of the food and get to the end.

**No time restraints, let them have time to think about their moves. Highlight players fish after time or an animation plays for the fish.**

The target demographic does not want to be put on a time limit and rushed to make decisions at every turn so if we remove the timer completely and after 15 seconds an animation plays that just highlights beneath the fish that can now move or some form of animation will play for the fish, the fish could possibly spin to signal it wants to move. Doing this won’t pressure the player into moving in a small time frame so it can keep with the calm nature of the game.

**Keep reward stars for least amount of moves but not for time limit.**

We can keep the reward system of 1-3 stars each level but have it based on the number of moves used in each level instead of on a time based system. This way it doesn’t become too fast and hectic for the player, this way will be much better for our taget audience so they can keep the game as calm and slow as they would like to.

**Move limit – only restriction.**

The move limit shall be the only restriction in our game. As above, it keeps the pacing of the game slow and relaxed. The target audience don’t want to have to worry about multiple restrictions and be penalised for taking too long.

What needs, challenges and frustrations does our target market have?

Our target market typically have a busy schedule and only short amounts of time throughout the day to spare playing games so we have to make it so our game can be played in short bursts of around 20-30 minutes at a time and if they quickly quit out it won’t effect their progress so they can come back to it at a later time.

The chosen target market have a lot of stress and frustration from day to day, especially parents. Given this, if our game were to be very relaxed but still playable in short time periods it would not only be played as a game but many of our target market find puzzle games relaxing so it could be played as more than just a game but as a tool for relaxing.

Survey

I have had people fill out a survey that includes their age, platform they use, favourite genre, length of average play time and why they play games.

Based on the results I have received from the surveys, I can conclude the results are mostly the same as said in the research above.

Our target audience are between the ages of 41 and 50, they play games in sessions lasting between 20 – 30 minutes at a time, their favoured platform they use to play games are their mobile phones and they mostly enjoy playing puzzle games to relax and pass the time.