Group Project Demographic Research:

At the heart of all games there is the gameplay and content, the content of every game is based around and created to appeal to a particular audience or demographic. Decisions and themes on game mechanics and gameplay are based on or based off of the demographic set to that game.

Demographic is important to a game because it allows the creators to produce a refined game with it’s mechanics, gameplay and story revolving around the goal of making the experience for the target audience the best that it can be for that kind of game it is.

Demographic can cover many different factors such as gender, age groups and types of people's personalities. For example there are several different ways of tagging a game to a demographic or visa versa. One of the ways of doing this is to class the demographic of the game with age groups. Age groups can either stand as a bracket or as a stand alone age rating for games, these ratings and brackets are once again based on the content of the game itself. If the game includes mature themes and a dark story then it’s rating is more than likely going to be over 18 and the bracket 18-24.

Demographics are also accompanied by gender, whether the game is aimed at females of 18-24, or aimed at female and male, the demographic can be more specific. However because of the shift in society and the way that more and more females play games, games companies are now beginning to expand their demographic and adapt to this increase in female video game interest, as they now produce their games to fit and appeal to both the male and female side of their demographic.

Another way that was looked into and talked about was ‘The 4 keys 2 fun” by Nicole Lazarro, where in this she describes there being four main types of fun that each appeal to their own demographic. The first is Hard fun where it is all about the challenge and overcoming that challenge to gain a bigger reward, a reward that focuses on the players skill. Then there is serious fun where it focuses more on the focus and the determination and the payoff of that control from the player. Another is easy fun, which deals with the more lighter and more trivial challenges and the idea of the players curiosity. The last is people fun or social fun where it involves more than one player and focuses on the fun of socialising and communication of sorts, as well focus on the more competitive side of games.

In the case of our group project game, we are creating a 2D sling shooter that is both adversarial and competitive as both players take it in turns to fire a series of balls that will need to land and hit the most objects to earn more points than that of your opponent. As the levels progress there will be different levels and layouts as well as different pickups that will act as modifiers to your shot, either to fire multiple balls at once or to convert a number of objects to your colour giving you a temporary point boost. These add modifiers and variety in levels will create a sense of tense competition and social fun between players as they will be battling for control over the most cubes or objects in order to score the highest. However the catch this game presents is that the players will only have a small number of shots to pull off and convert objects to their colour before the round or level is up. The pacing of the game is fairly relaxed and provides a simple and easy to learn game that can be played with ease, by making the game this way we are able to create easy fun for the player as well as social fun due to the fact that the game is adversarial. Those are the two forms of fun that we as a group will be focusing on and creating our mechanics and gameplay around. In terms of a more general demographic It fits to have the game aimed at 24-36 year old females due to the need for skill and focus as well as the light and nature related theme and the steady pacing of the gameplay. The game will be aimed at females as it fits appropriately with the theme, colours and type of gameplay the game gives.