**Target audience:**

Under 18

Males, Without excluding females.

Our base target audience should be surrounding age and gender genres of competitive or rivalry games between players, while the game also being puzzle based.

As the game that we are creating as has no solid story line or narrative, aiming the game towards the younger generations will appeal to them more, as stereotypically they often or not will spend less time on singular games and more time on a multitude of games, especially when going below the ages of 13 years old, there starts to become a rise of arcade style games being played, Specifically within the online communities. They will also play games less and for lesser periods of time. Whereas older generations will stick to specific games for longer, This would not be applicable to the game we are creating due to its puzzle and simultaneous gameplay between two players.

Competitive Gamers have a strong impulse to be better or beat their opponent, this shows even more so in younger generations, while competitive fast paced games tend to have a majority of male player base, this is changing each year and game genres are becoming more and more widely played by females, so we must not exclude or outright direct our game at males.

So the target audience for our game should be under 18 year olds, younger players being male and female, But will hold a majority of males.

References:

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