Our target market for our group game.

Genre: Educational

Target audience: 11-14 year old males due to the competitive nature.

We’re aiming to succeed the emotions within “hard fun”. This includes fiero, strategy, relief.

References:

<https://msu.edu/~jsherry/Site/Orientations.pdf>

<http://nicolelazzaro.com/wp-content/uploads/2012/03/4_keys_poster3.jpg>

<http://www.bigfishgames.com/blog/2015-global-video-game-stats-whos-playing-what-and-why/>