**Summary:**

As a group, we have decided to look into creating a mobile snack game, that will be played in blocks of 5 – 10 minutes, which will combine puzzle elements and a caring mechanic. The caring mechanic acts as a basic reward for completing the puzzle element, in a similar vein to games like GardenScapes, which use a match 3 puzzle game to award the player stars, which are then used to complete tasks and improve/repair a garden.

We aim to primarily appeal to a target demographic of 15 – 30-year-old females, as this is the biggest age group that play mobile games (Flurry, 2016) and that also enjoy puzzle games.

We believe we will be able to achieve Serious Fun from our game, as puzzle games tend to lend themselves to the zen like focus feeling.

The type of empathy we will aim to achieve is emotional empathy, which is defined as “our automatic drive to respond appropriately to another’s emotions. This kind of empathy happens automatically, and often unconsciously.” (Thomas, 2013). We believe that using common pets as the basis for the caring element of the game, due to pets being very common, approximately 9 million dogs in the UK (PetSecure, 2017), will allows players to have an easier connection, therefore creating a strong sense of emotional empathy.

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