Themes

**Theme 1:** the player assumes the role of a computer anti-virus/firewall and has to stop viruses, like malware, worms, phishing attempts, trojans, etc. from reaching the computer’s hard drive.

I have only seen one other game use this theme, and it seems to be quite popular with over 800,000 plays. The game can be found here: <http://armorgames.com/play/6962/pcdefense>

The demographic would be males aged 18-29 as the game features a lot of destruction.

This would fit in very well with the genre of the game, as there are multiple enemy types to choose from and destroying viruses fits with what an anti-virus does in reality.

**Theme 2:** the player must stop noise from waking up their baby, while it sleeps. The noises could be represented by different musical notes and/or what is causing the noise, for example, a note in the shape of a dog to represent a dog’s bark.

I haven’t seen this theme used in tower defence games, but has been used in other genres of games.

The demographic would be females aged 25-35, as this theme would be more about caring and protection, as keeping a baby asleep is the goal.

Due to the demographic, the mechanics and controls would have to be simplified, as this could be a demographic that doesn’t typically play games.

**Theme 3:** the player assumes the role of an immune system, that has to stop diseases, like cold, flu, etc., from infecting a person.

The theme has been used multiple times and isn’t as popular as other themes, as it has less than half of the plays, around 300,000, on the same site as the pc virus idea.

Again, the demographic would be females aged 25-35, as this theme would be more about caring and protection, as protecting a person from getting ill is the core goal.

Due to the demographic, the mechanics and controls would have to be simplified, as this could be a demographic that doesn’t typically play games.

**Theme 4:** the player acts as a football manager and has to stop footballs from reaching a goal at the end of the track. This can be done by using towers like, defenders, goalkeepers, etc.

There a few examples of this type of game, but I was unable to access them and cannot see how popular they are. However, likely to be popular as 24.4 million people play some form of soccer in the US and 24.3 million people watch some form of soccer in the US. (source: <https://www.nbcnews.com/storyline/fifa-corruption-scandal/soccer-numbers-look-game-u-s-n365601> )

Demographic would be males aged 18-34 as this is the targeted audience of soccer, thus making sense for a soccer game to follow suit.

**Theme 5:** the player acts as a game developer, stopping pirates from stealing copies of their games. Towers can be represented as anti-pirate software, court orders, lawyers, etc.

I’ve seen no examples of this type of game, therefore it would be unique. However, it’s difficult to gauge popularity because there are no previous examples.

The demographic would be males between the ages of 20 and 35, as this a more adult theme.