**Demographic**

**Competition**

**Candy Crush Saga**

**Gender: Female**

**Age: 25-34**

**Relationship: Married**

**Education: University**

**Job: Admin, Sales**

**Location: France**

**Device: Mobile**

**Bejeweled**

**Gender: Female**

**Age: 34-44**

**Relationship: Married**

**Education: University**

**Job: Legal Services, Admin**

**Location: UK**

**Device: Desktop and Mobile**

**Monument Valley**

**Gender: Female**

**Age: 25-34**

**Relationship: Married**

**Education: University**

**Job: IT, Computation and Mathematics, Arts**

**Location: US**

**Device: Desktop and Mobile**

**Colouring Books/Painting**

**Gender: Female**

**Age: 25-34**

**Relationship: Married**

**Education: University**

**Job: Legal Services, Arts**

**Location: Taiwan**

**Device: Mobile**

**Common Themes**

* Demographic is mostly Female
* Device is primarily mobile devices, but also desktop, alluding to two states in which this audience use the games. During an on-the-go state, and during a relaxing, stationary state
* Audience shares a lot of demographics with those that using colouring books and enjoy painting
* **CC**
  + Puppets controlled by player
  + Feedback on progress at the end of the level
  + Player character is 8-year-old girl
  + Various companions you encounter throughout
    - Animals
    - Humans – warped anatomy
    - 9 characters
* **Monument Valley**
  + Pastel colours
  + Block colours with gradients for geometry
  + Puzzles around perspective
  + Minimalistic