

## RESEARCH ON DEMOGRAPHIC

I researched the best multiplayer offline games on my app store and looked through the comments section as well as playing the video so I knew what the games premise is. Excluding the top one which I found through looking at the app store myself, the rest came from this website. <https://mydigitalland.com/top-10-best-offline-multiplayer-android-games/>

- 1- 4 Player Reactor. A simple game where you solve the puzzle in the middle of the screen and at either end of the phone is a buzzer of sort which players press when the puzzle is solved. The questions where like, can the mouse reach the cheese in this maze, stop when the shapes are the same size. That sort of thing. The reviews that where positive where mostly middle aged men, complementing its use for a drinking game, using on the train with colleagues and generally wasting some time while socializing.
- 2- chain reaction- The audience for this game appear to be younger slightly and don't offer much insight other than they love it and you should play it instead of reading comments. With the occasional, let me choose my colour. So I decided to test it out myself. The idea is exactly what the brief wants, its turn based, its simple to do but no doubt you could pull off a lot of combos with some mastery, and its engaging.
- 3- Which has already been reviewed previously, most commentators are again middle-aged males and they all seem to be playing single player. No one liked the co-op from what I saw.
- 4- Pocket tanks – Again follows the same audience. What's new is that most players are reminiscing the old PC version from when they were kids and its why most of them are playing it now.
- 5- Micro battles. The game is practically begging for money for you to play it which isn't ideal for players though they do enjoy the game and most go as far as deleting it and downloading it to play again without paying. To go through that much effort, it must be worth playing and the audience must enjoy the premise.

Surprisingly despite the fact that most people seem to believe that women are the main consumers of phone games, adding a competitive element seems to attract more of a male audience. Now that I have a rough idea around the audience I googled these question and found out the following information through researching.

Question	Result
What typical size is their phone?	According to this site <a href="https://www.cnet.com/news/women-prefer-apple-gentlemen-prefer-samsung/">https://www.cnet.com/news/women-prefer-apple-gentlemen-prefer-samsung/</a> men prefer buying Samsung phones. The older models have a screen size around 5.1" whereas the new ones on release are on average 6.1"
Where and how do they play?	I can't find much information to support my ideas. Though when men do play app games it is simply somewhere they can't typically play fifa instead for example, or with drinking involved. Playing a

	<p>competitive game will most likely occur at work on a break, or during travel with friends. Unless of course it is based around drinking then it will happen around a pub or house etc. This will be sitting down and hopefully with a table/desk, but not always. They also are not about to cuddle up to the phone so they can both see, so the game needs to ideally be easily passed in case there is no table to rest it on.</p>
How long should the game last?	<p>No longer than 10mins. Considering its likely to happen around a break or travel.</p>
What are their interests?	<p>Looking at the games above it would be competing skill. Through either the timing of a shot or the strategy used to overpower your opponent. Does not have to have violence, although there is a theme of that present.</p>