Script

The target audience for our game are mobile casual gamers

which are female in between the ages of 21-35.

This is our target audience as they take up 60-70 % of the current market making them the dominant demographic.

We have decided to choose a cartoony art style

The reason we have chosen this is because

* It makes it easier to download. Its on a mobile and 2d images are quick and don’t take up much storage space.
* People can easily recognize the object such as “these being hands and these being foods”

Our game is fast paced so we need the players to understand exactly where they are and what they’re doing.

* Casual games all have very similar art styles. From our research, they have gone for this style as it appeals to the demographic’s psychography, allowing it to artistically flow with that target audience.
* Immersing the player -