**Mechanics for Casual Gamers & New Game Ideas**

Form research I have done it has become obvious that casual gamers on mobile enjoy certain mechanics. Casual gamers tend to play games that only involve one or two core mechanics that are very simple and intuitive. If you look at some of the most popular mobile games aimed at casual gamers like Candy Crush Saga and Cut the Rope, they use one very simple mechanic that is easy to learn. Also, casual gamers seek games where the simple and intuitive mechanics are repetitive, they like to do the same thing repeatedly. Casual gamers tend to not seek a challenge, they enjoy being rewarded quickly by having a simple experience where they can play in short periods.

Another trend found in the games that casual players tend to play, is the amount of positive feedback given to the player. When a casual player does something good they want to be rewarded straight away, they enjoy seeing lots of particles effects and word of praise pop up on the screen.

List of tasks to complete is also something most casual games include. Like in Candy Crush the player must match several certain sweets to complete the level. Or in One Tap Hero the player must collect 3 stars. It seems casual players want to be told what to do, be given a clear goal and forced to complete a task to progress.

Social interaction is also something most casual games I’ve looked at include.

**Game Ideas**

Sushi Bar – to further iterate on the Sushi bar game idea, we could turn it into a matching game. At the bottom of the screen is a list of sushi that constantly scrolls along the x axis, the player must find the corresponding sushi on the conveyor belt. Maybe have it so a customer at the sushi bar is asking for a certain type of sushi and the player must find the sushi to match.

Photo taking hidden object game – The game gives player 1 a pose they must perform (star jump, riding a horse) then player 2 takes a photo of player 1 performing said pose. The game then gives player 1 a set of objects they must look for in the photo taken. The game then adds objects to the photo which will include the objects the players is tasked with finding and objects that act like red herrings. Player 1 must then find the objects within a certain time limit. The quicker the player finds the objects the more points given. Then player 2 has their turn to try and beat player 1’s score.

The photo hidden object game I feel could hit every part of the brief and be aimed more to the casual gamer. The game will include a lot of social interaction because both players will be interacting by taking photos of each other in awkward/funny poses. The core mechanics are very simple to learn with a simple and quick gameplay loop. The game gives the players a task to complete so the player knows exactly what their goal is. It would also be easy to implement the schadenfreude effect because of how much social interaction is needed to play.