Goals in mobile games:

In mobile games targeted to similar demographics (early-teen girls), goals are used as a means of challenging players and they often grant cosmetic rewards upon completion.

In Gaia, currently, we have the ability to breed different creatures and gather different trees and environmental assets, allowing players to customise the space. However we don’t have a goal that requires challenge first, which means our game isn’t engaging.

In ‘My Singing Monsters’, players can breed various monsters, with each type of monster having it’s own voice. By breeding and putting various monsters together, players can create different songs. The more complex the song, the more islands and monsters they unlock, allowing them to repeat the cycle. By continuing through the game, players are also rewarded with decorations (similar to Gaia).

‘Dragon City’ focuses on breeding dragons, similar to Gaia’s focus on breeding. However, the dragons can be powered up and sent on quests in order to gather items needed to expand the Dragon City, allowing more space for dragon breeding and more questing locations to be completed. Maybe employing a similar questing system like this could work for Gaia, though it would have to employ a less action heavy narrative. Maybe we could have the pets go to dancing/singing contests and earn rewards that way?

In ‘Alpaca World HD+’, Players can gather different colours of alpacas and dress them, storing them in a hotel. The goal of the game is to fill out an alpaca journal by collecting every colour and type of alpaca. Players also upgrade a hotel in this game, which is somewhat similar to the expansion mechanics of ‘Dragon City’. While our game could have a journal, there aren’t enough colours for our creatures to make it a goal worth striving for. Maybe if we can add different colours and reward players for even breeding the pets, it could act as an idle/de-stress game, though that seems like it would be more popular with older demographics.

Ultimately, I would lead more towards the questing goal, as it could easily be tailored to our demographic/psychographic and the quests could increase in difficulty/changed daily, similar to other popular apps with events.