Planet Game

* Aim to appeal to middle aged women - enjoy nurturing, caring for things, decorating/customisation. Will also appeal to them through the art style (minimalistic, bright colours).
* Easy fun (exploration, role play, imagination, curiosity, surprise, awe)
* Serious fun (zen focus, relaxation, excitement, ‘play as therapy’)
* Casual gamers - easy mechanics, not skill based, relaxing, no pressure, players don’t have to commit large amounts of time and will be able to check in on the game often & for small amounts of time
* Game will contain exploration and interaction with the game world which will appeal to players in the ‘explorers’ category of Bartle’s player types and we will also appeal to ‘achievers’ as players will be able to collect items and complete a journal containing the items they find

<https://gameanalytics.com/blog/mobile-consumers-women-2018.html>

<https://www.polygon.com/2017/1/20/14337282/games-for-women-and-girls>

<https://thewire.in/gender/female-games-gender-mobile>

<https://www.beingtechsavvy.com/best-android-ios-mobile-games-parents-senior-elderly/18050>