**Developed Market Research**

Planet Game

* Casual gamers
  + Game focuses on ‘casual mechanics’ such as sorting and managing.
  + Players have a natural liking for sorting, particularly when the characteristics being sorted are obvious **(Trefry, p.127)**
* Mobile
  + In 2017, 79% of sales were in the digital format. This includes subscriptions, digital copies of full games, digital add-on content, mobile apps and social network games **(ESA Annual Survey 2018)**
  + 57% of mobile gamers play daily **(Strategyr)**
  + Makes it easy to play on the go and in small sessions
    - 31% of mobile gamers play in bed, while 16% of them play on the bus or train **(Strategyr)**
    - Casual players enjoy shorter session times **(Mobile Games Blog)**
* Females, between the ages 25-50
  + Looking at a study conducted by the Mobile Games Blog for Bejewelled Blitz, 78.2% of players were female, of which the majority were between the ages of 25-44 **(Mobile Games Blog)**
  + The average age of a female video game player is 36 **(ESA Annual Survey 2018)**
  + 45% of US gamers are women **(ESA Annual Survey 2018)**
  + 69% of respondents who enjoyed match 3 and family/farming sim games are women **(Mobile Games Blog)**
  + 53% of mobile gamers are female **(Strategyr)**
  + Women have a natural desire to nurture (**Psychology Today)**
  + “Women consistently rank values strongly linked to environmental concern… as more important than men do.” **(LA Times)**
* Competitors; what are some similar games on the market
  + Incremental
    - Plantera; player can plant different types of seeds and earn coins upon harvesting, as the player progresses they unlock the ability to purchase new seeds, as well as animals
    - My Oasis; player has the ability to click and gain hearts to spend on upgrades and new animals for their island
    - Terrarium (incremental idle game); player has the ability to add new pot plants to their terrarium and collect oxygen from them to upgrade, when the player levels up they have the ability to unlock new plants
    - Abyssrium; players click to collect vitality which can be used to grow corals and unlock fish
    - Neko Atsume (incremental idle game); player decorates their yard with “goodies” in order to attract different cats - player can then photograph these cats to fill out their photo album
  + Majority of these games tend to be clickers, therefore ours is different as we intend to use a sorting mechanic for the purpose of progression/unlocking new objects

Sources

* <http://www.theesa.com/wp-content/uploads/2018/05/EF2018_FINAL.pdf>
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* <https://www.strategyr.com/MarketResearch/Wireless_Gaming_Market_Trends.asp>
* <https://www.psychologytoday.com/us/blog/complete-without-kids/201103/woman-s-biological-need-nurture-and-how-satisfy-it-when-you-re-not>
* <http://articles.latimes.com/2012/jun/13/opinion/la-oe-polakovic-gender-and-the-environment-20120613>
* Casual Game Design, Designing Play for the Gamer In All of Us - Gregory Trefry

Consumer Profile

* Patricia, 37 years old
* Has a family; may be able to play the game with her children or use it to unwind once they have been put to bed
* Uses facebook; can use targeted marketing/ads
* Financially independent; may be able play the game on her commute to work or during work breaks
* Enjoys gardening, cake decorating and bird watching
* Is an animal lover