**Market Research**

Co-Op Puzzle Game (Action-puzzle game)

* An **action puzzle game** is defined as ones which “requires players to manipulate game pieces in a real-time environment, often of a single screen and with a time limit. This can cross-over with other action genres:” **(Wikipedia)**
  + Puzzle platformer such as Braid and Limbo
  + Other action games that require timing and accuracy with pattern-matching or logic skills e.g. Portal or The Talos Principle
  + Action games are the second best selling genre of 2017 by units sold, 21.9% **(ESA Annual Survey 2018)**
* Mid-core/hardcore gamers
  + Twitch mechanics may deter casual gamers due to increased element of skill required
* PC/Potentially mobile if networked
  + 33% are mobile gamers while 32% play on a PC or laptop, allows us to cover a large percent of the market **(strategyr.com)**
  + 41% of US households play on PC while 36% play games on their smartphones **(ESA 2018 Annual Survey)**
  + Both options allow for digital distribution - 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)**
* Gender: Male/females
  + Social gamers are 54% female and 46% male, fairly equal balance so makes sense to cater for both genders **(strategyr.com)**
* Age: 18-35?
  + In terms of theme, it makes sense not to target a much younger audience while the twitch mechanic may rule out those who are older
* Co-op
  + 56% of the most frequent gamers play multiplayer games **(ESA 2018 Annual Survey)**
  + “55% of most frequent gamers say that video games help connect them with their friends” - **(ESA 2018 Annual Survey)**
  + “46% say it helps their family spend time together” - **(ESA 2018 Annual Survey)**
* Competitors; what are some similar games on the market
  + Battleblock theater
  + Ibb and obb
* Achievers
  + Collectibles, completing challenges set by the game, progression
* Socialisers
  + Forming relationships with other players
* People fun
  + Amusement, cooperation, communication and social bonding
* Hard fun
  + Challenges, strategy, goals, obstacles, fiero

<http://www.theesa.com/wp-content/uploads/2018/05/EF2018_FINAL.pdf>

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