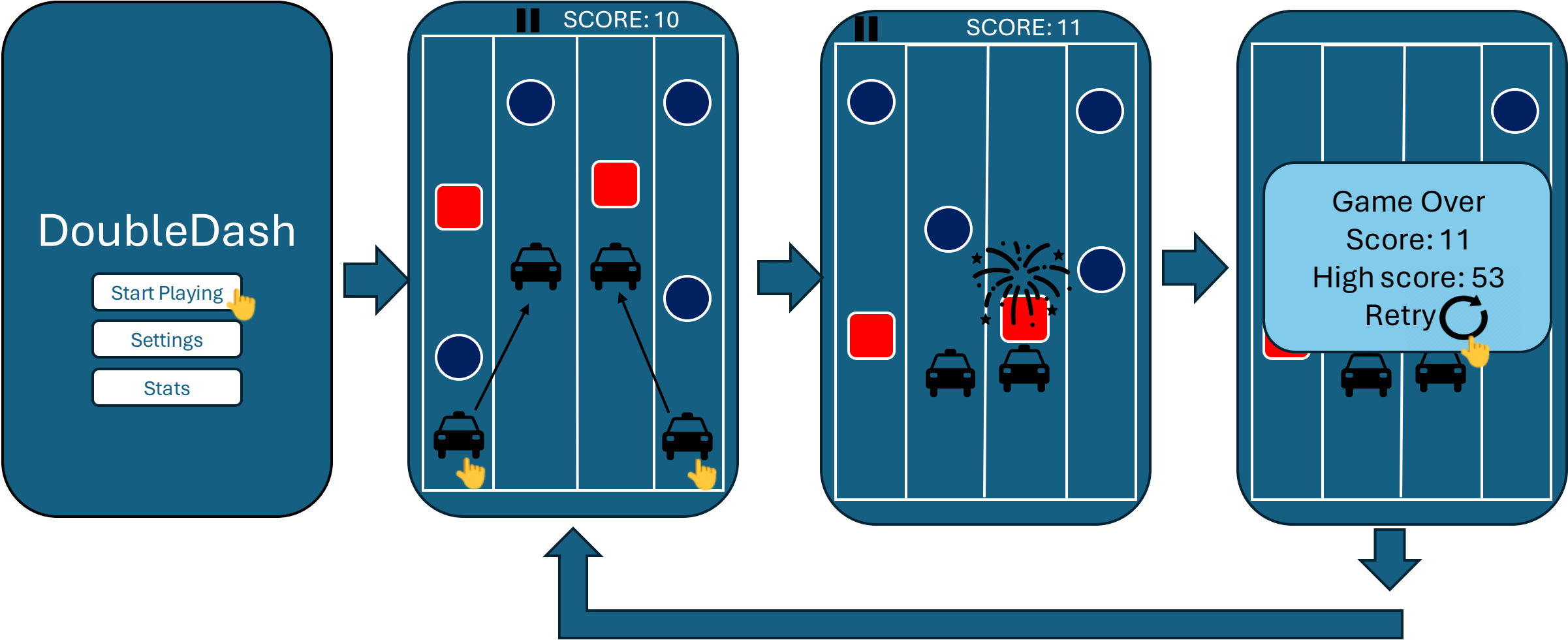


# DoubleDash Mobile Game App – Initial Mockup



# **Design Relevance to the targeted demographic**

The design of DoubleDash is highly relevant to our target demographic of teenagers and young adults aged 18-25. The game's fast-paced, forever-running environment is perfectly suited to the energetic nature of this demographic, providing an exhilarating gaming experience that captures their attention and keeps them engaged. By challenging players to compete against their own high scores and offering endless gameplay opportunities, DoubleDash taps into the competitive spirit of this age group, encouraging them to strive for improvement and mastery. This design approach ensures that the game resonates with our target audience, driving prolonged engagement and enjoyment.