**Softfox target audience**

**Target Audience**

The national curriculum states that year 2 is the academic year at which the study of plants and animals. Similar to the theme of our game which revolves around a fox. In year 2 students would be aged 6 to 7 so the target for our game is centred around this specific age group as this is where the peak level of interest around the games theme will exist.

Key areas of study which relate to our game at this age is around animals habitats and how they obtain food which is the foxes goal throughout the game. Students are introduced to the idea that all living creatures have certain characteristics. This means this age group (our target audience) will be at the age where they are learning about animals and will likely study foxes as they are a common animal found in England. This means our target audience will appreciate the fix and its characteristics throughout the game but also be able to learn from the game giving it a different dimension for them.

For this key reason our game will be targeted towards this group and the game will be tailored with this age group in mind to make sure that the game is relevant to this group and tackles issues and has themes key to what is likely to be relevant to them.

**Themes key points related to our target audience**

Sources of information; <http://www.howkidsdevelop.com/behaviorK1.html>, <http://www.pegi.info/en/index/>, <http://www.whattoexpect.com/toddler/behavior/fear-of-darkness.aspx>

At the age range which we are targeting children are adventures and are curious about new things and learning new information. This means that for the game it is important to be gradually introducing the target audience to new things throughout the game but at a pace which allows them to grasp one thing before another is introduced. This could be done through having new information and activities slowly progress throughout the levels and make sure the tasks are clearly laid out with a way to re-read information so that the games pace is dictated by the player.

Key to the game is bright enthusiastic colours and a positive feel to the game. At this age children have got a developing sense of humour and interests so it is important that the game be fun and engaging to hold the players attention as if they lose interest in something they are less likely to want to stick with it.

At this age encouragement is important and letting them try new things without negative repercussions but instead positivity is key. This means that they should be allowed to fail in the game without it being game ending or negative. To achieve this removing a concept of lives in the game and introducing regular checkpoints would be key to make sure that the player is allowed to explore and try new ways of doing something. It is also important to as much as possible let the player try things by themselves and not be walked through the game but instead ideas could just be suggested to them.

With the game it is important that kids are not isolated in game. At this age children are developing relationships with those around them and it is important to help develop social skills and show them what is the best way to act in different situations. This could be achieved by having a character which follows the player and encourages them and gives them advice so the fox is not doing thing by itself and maybe a sharing mechanic where when the other character is in need sharing food with them helps them.

At this age children it is important that the game is age appropriate. This means that the game as to adhere to the age ratings played out. In order to be able to be played by this particular age group the game has to fall under the categories where it is suitable for our target audience. There are no plans for any mature content but to make sure that game doesn’t fall under 7 rated managing violent content is key. Lego Dimensions – midway arcade level pack is a 7 rated and it is a Lego game due to violence. So in order to make sure our game is appropriate avoiding any violent content is best. When the character falls or losses all of its health as appose to it clearly dying maybe it lays down and the game resets with a positive message on screen.

At this age children have common fears. Being scared of the dark is particularly common. A darkness mechanic could be introduced where the player has to overcome the dark. With this it is key to acknowledge the fear of the dark. Maybe the character your with could also be scared of the dark. Ways to help the player overcome a fear of the dark could be having positive associations when traveling through the dark. When they travel through the dark for those segments maybe not attacking the player would be good to show how there is nothing to be scared of. Appreciating bravery when they get through the dark to make the player feel confident with darkness. The character you are with could also gradually get over their fear of the dark and comfort the player with theirs.