**Netscapes**

**Research on target audience**

Our target audience is going to be aimed at the younger generation as we aspire to create a game that has purpose. The purpose of the game is to engage young children in an educational manner and stimulate their brains with platform puzzle games.

Research has shown that the younger mind is like a sponge when taking in new information, this is why languages are easier to pick up from a very early age if taught. With this knowledge in place and most of today's society striving for the best future for their children it makes complete sense to encourage children to participate and engage in educational games.

The putt putt series sought to provide this platform to children back in 1992 “He(putt putt) led the way for the children's adventure game genre in a company founded by traditional adventure game designers Ron Gilbert and Shelley Day, who recognized that the market for intriguing, interactive game play for children was there." (Kubin, 2000)

The games developed by company ‘Humongous Games’ don’t have a particular age audience. Unlike some first person shooter games or horror games, the games being developed for the younger audience are repeatable for an audience aged three to eight years old “Humongous Entertainment game offers repeat play for children over an extended life period.” (Kubin, 2000)

Their blueprint for success it seems is to make the games not level based but rather through on screen interactivity and in addition to that, the games are not one goal orientated but rather a number of concurrent goals that vary depending on the age of the user. Having gone over how successful this company has been through educational games and seeing how they have developed a market that wasn’t yet in place before, we can use this information when developing our own educational game for children.

The next challenge we face is how to cater towards all the age groups which will be from six to twelve. Humongous Games recognised this issue “Any one who has children, or has worked with children, knows that a three year old is very different emotionally, physically and mentally from an eight year old” (Kubin, 2000)

Our game is going to be a sandbox game so where else best to look then at those who did it best.

Minecraft is a revolutionary game which is aimed at the younger audience, the sole purposes of the game are to build, destroy and survive but that's not where it ends as people build incredible works of art via this sandbox platform.

There are many things children can learn from the basic concepts of the game itself, for example why can’t you chop through solid rock in seconds? Why can’t you swim up a vertical shaft of water? Other examples include minecrafts large maps which could teach children about displacement in geography lessons. Stephen Reid puts the argument forward best “teachers can look at the tools and encourage learning from them regardless". (Walton, 2015)

There are also millions of tutorial videos on youtube mostly from children sharing their knowledge and skills learnt from the game “Self learning is more powerful than listening to what any teacher has to say and there are other benefits too. Building structures with others teaches children the power of collaboration, and opens them up to interacting with others outside of their own friendship circles, often with people from across the globe.” (Walton, 2015)

There is a lot children can take away from interacting online whether it be solo play, multiplayer play or even interacting with professionals.

Animal Jam is another pioneering game that was released in 2010, it is an online virtual world launched by company WildWorks. The game has around 160 million players worldwide and is one of the fastest growing online childrens games.

The game lets children interact whilst learning “While they are engaged in game play, kids are consuming vast amounts of educational content and are inspired to learn more about the natural world through their direct interaction in-game with world renowned scientists.” (Interactive, 2012)

This is something we would hope to achieve in our own product, keeping the child interested, stimulated yet intrigued.

*Bibliography*

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