

# Target Audience and Competitor Analysis Report

## Type of Game

Our game is an RPG zombie game set in the university, with a twist. The playable characters will be the zombies and the aim of the game is to turn all humans into zombies. The humans will be infected by a single bite and projectile vomiting inflicted by the zombie characters. The human characters can kill zombies by administering fatal impacts using sharp or blunt objects. The final stage of the game will feature existing computing staff from the university. The final boss will attempt to decapitate the main player in order to prevent completion of the game, resulting in the player losing and receiving a grade of E. In order for the player to successfully complete the game and receive a grade A+, the main character must defeat the boss and turn him into a zombie.

The game will be developed using \*\*\*Taluloo\*\*\* which is an HTML 5 development kit. Taluloo uses HTML 5 which incorporates both GPU, CPU and RAM to enhance graphics within the game. This game will be hosted on a web server and will be categorized as a web game.

## Target Audience

Zombie games are an increasingly popular theme for video games, particularly survival horror, FPS and role-playing games. Examples of such games are that of the Resident Evil, Silent Hill, Dead Rising, Dead Rising 2 and many other games. Some of the games even allow the player to play as the zombie, which is the road we will be following.

Studies carried out in Great Britain provide the enormity of the video game playing audience, which in the UK are around 32.9 million people.

Using a group of 4,000 people between the ages of 8 to 65, a survey indicated that of the 32.9 million people 82% of them are between the ages of 8 to 65. 51% of who are male.

Seven out of ten of them are between the ages of 16 to 65 and play games on a regular basis.

54% of people who play games are in the upper middle, middle and lower middle class, and the other 46% are skilled working class, working class and those of a lower level of subsistence.

The study shows that those who play console games are more likely to play for longer periods of times, while people playing on mobile and tablets play more frequent but for a shorter period of time, as are browser and social network games.

72% of these people either play games with their friends and family in person or online, or online with other players who they don't know.

On researching specifically the target audience for games such as Resident Evil, it was found that the audience ranged from the age from 14 to 35. The survey also revealed that males between the ages of 14 to 32 spend on average 22 hours or more per week playing online games.

From all these results we have deduced that our target audience will be people aged between the age of 14 to 32 who statistically play games on a frequent basis, both male and female who play online on a browser and social network sites, while playing the game for less duration which would suit for having such little game play because of being an online browser game, but also frequently return to play. By implementing an online multi-player option to allow players to play with their friends or family, also introducing a lobby to join and play with other players online could also increase our target audience without losing from single player audiences.

## Competitor Analysis

Our main competitors are smaller game developers who make web games such as The Last Stand, Project Zomboid and Dead Frontier. These games are aimed towards the casual gaming community, where the player will be able to complete the game within 15-30 minutes but have lots of replay value.

We do have other competitors within the zombie RPG genre. These games would include War Z, Dead Island and the Resident Evil Series. These games are aimed at PC stand-alone as well as Console gaming.

The Last Stand is currently hosted on Armor Games and created by ConArtists with 8,498,595 plays with an average rating of 9.3 out of 10. The Last Stand includes 20 days and nights of game play, 11 different weapons, over 3,500 zombie appearances. This took one developer 8 months to produce and has continued on to make another 3 games in this series including an online Farmville like game. ConArtists used Adobe Flash to create The Last Stand which the engine itself has limits which ConArtists have pushed. The main strength of this game is the replay value and the unique game play. The weaknesses are defiantly the engine, the engine can only use CPU rendering which limits the graphics mainly but has a strong functionality.

The strategies used by the web based games are using websites such as armorgames.com, onemorelevel.com. These are websites created to publish web based games using such engines as Adobe Flash, HTML5 and Unity 3D web player. These websites are catalogs or arcade of games using these engines. Upload of these games are usually free and provide advertisement using Google adsense. The strategies used by PC stand-alone and console games are more aimed towards public marketing such as billboards, new papers, travel stations, etc. They can also use web based strategies as well such as the Google adsense and adverts on websites and videos.

The game market is always expanding due to the internet. The internet can provide information internationally and gives the developers a large target audience which was mentioned earlier. The market is increasing due to indie games, which are low budget, small business games such as web games. These are created in a shorter time constraint and can produce some income depending on the engine. Bigger developers have taken this on board such as Steam and have provided a means of advertising these games such as the new 'Greenlight' program developed by Valve. Greenlight is a community based rating system where developers upload their game which costs \$70 which will be donated to a charity of the developer's choice. Users of Steam will then rate this game and once it has reached a target it will be released on the Steam store.

## Referencing

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