

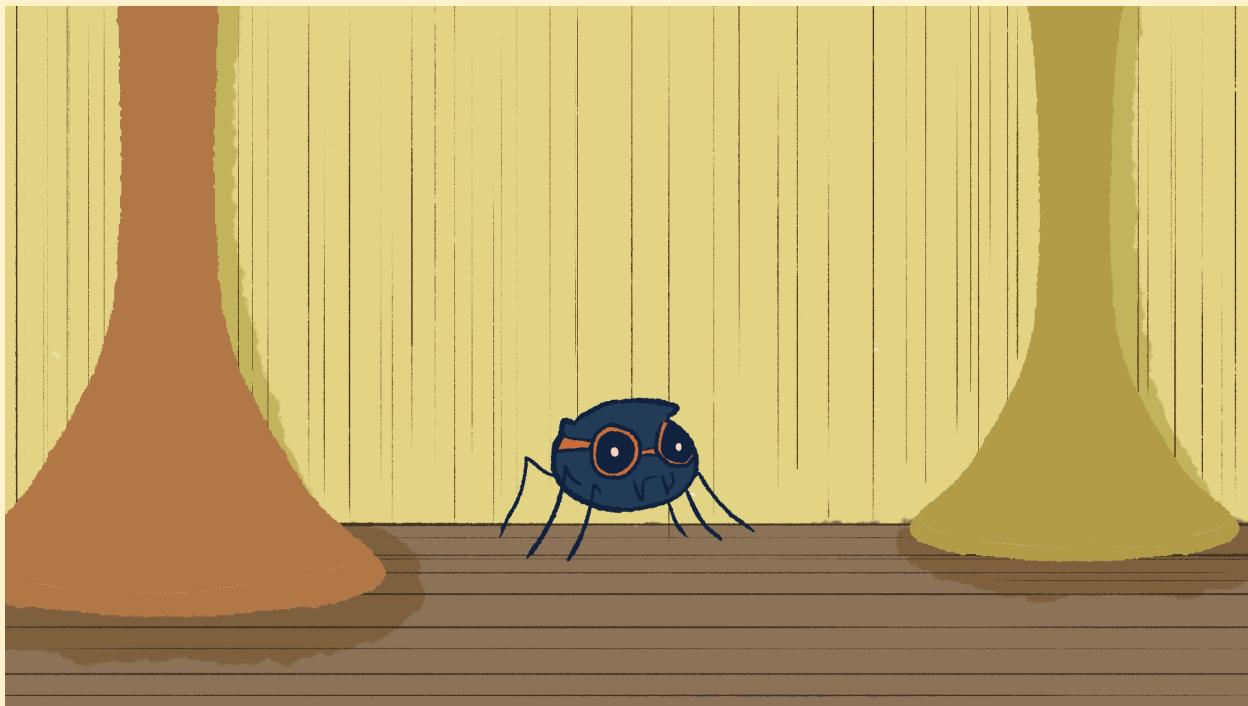
# SPYDER

# BUSINESS

# SUMMARY

Leah Gimbutas : Sprint 5 : Team Operation (Sting) : EGD 220-06

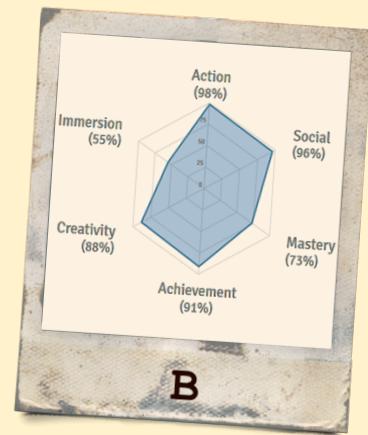
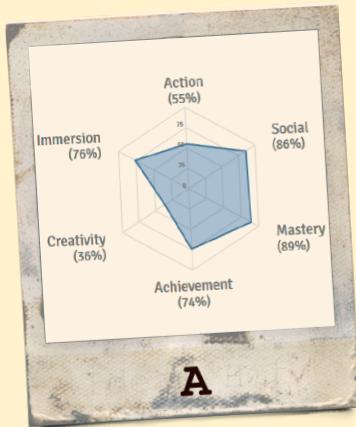
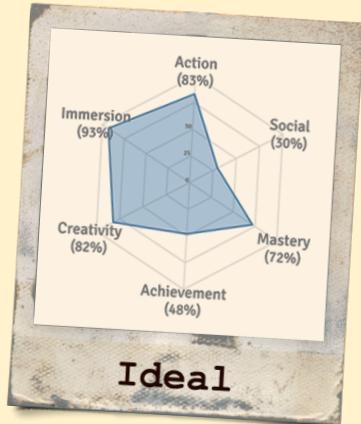
## Dossier: Concept Overview



*Spyder* is a PC/Mac puzzle-platformer in which the player uses a grappling hook to infiltrate an enemy base and steal vital documentation for their agency. The player must use their wit and skill in a richly toned 70's themed skyscraper to solve puzzles, avoid deadly lasers, and stay out of the view of surveillance cameras. With all of these methods, any type of player that loves fast-paced gameplay will fall in love with the traps, schemes, and noir style setting. *If they do so, their in-game mission might just be accomplished!*

## Target Audience Intel

### Audience Profiles:



- Wide age range
- Male leaning
- PC/MAC Player
- Mastery/Action/ Creativity

- 20 Years
- Male
- PC
- Mastery/Achievement/ Social

- 10 Years
- Male
- PC
- Action/Achievement/ Creativity

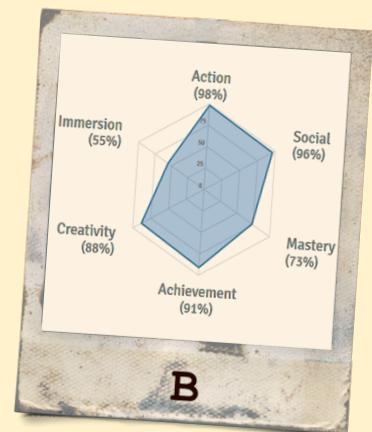
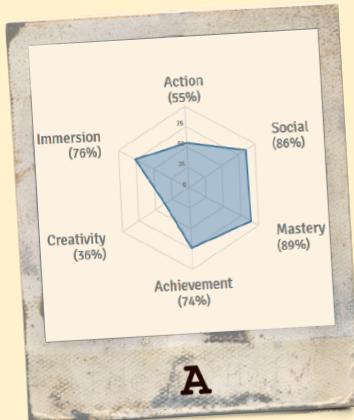
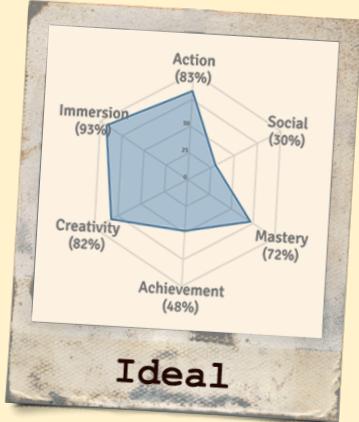
### Market:

For *Spyder*, an ideal target player focuses on 3 types of traits: *mastery*, *action*, and *creativity*. Based on tester analysis, *mastery* was a massive type that dominated testers that left positive feedback. Considering *Spyder* is a fast paced grappling hook game with a rich art style, it is highly likely that it would provide the excitement, challenge, and immersiveness for all of the outlined traits. In addition, when asking sample players to take Quantic Foundry's player profile survey, they received recommendations of similar titles such as *N++* and *Gunpoint*. The key aspect to these traits, however, is what demographics display these desires?

While researching, we learned that participants who took the survey, and aligned with our ideal player type, ranged from preteens to young adults in their mid twenties. One potential cause could be that *Spyder* is a very fast-paced game that may not appeal to older players, as they tend to be less motivated by adrenaline-filled gameplay<sup>3</sup>. Conversely, younger audiences seek out a fast-paced environment that is highly competitive<sup>4</sup>.

Our target audience also seems skewed to male players, as well. One causation for this may be the traits that *Spyder* appeals to. Male players tend to focus on higher difficulties and fast-paced gameplay, and female players lean towards player customisation and a complex narrative<sup>5</sup>. With this said, female players are still very important to target, as the unique and charming environment could have a large potential appeal for this playerbase.

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## Operation: Market Approach

### **Marketing Locations:**

#### **□ Youtube**

Youtube is an ideal platform for video ads. It's two primary age groups are 13-17 year olds making up a whopping 85% of the user base along with 18-29 making up an even larger 91%. In addition, 78% of youtube accounts are male.

Considering the demographics, *Spyder* would feature gameplay focused clips showing the excitement of player movement along with its comedic 70's inspired art style. Emphasising these specific aspects of the game would appeal to both age and gender groups, as it shows off the whimsical setting, while showing a dynamic movement system and daunting level design.

#### **□ Facebook**

Surprisingly enough, Facebook is also a valuable platform to market the game through. While commonly known for having an aging user base, Facebook still has a healthy 79% statistic for users aged 18-29. With our dynamic lighting and compelling art style, even idle browsing can likely catch a younger user's eye. Ads on this site would be more focused on *Spyder*'s setting, as Facebook also has a larger female population than male. Another primary goal of these ads would be gathering useful data on user interest, and modifying these ads based on feedback.

#### **□ Itch.Io/Reddit Communities**

Itch.Io is an indie friendly game platform that simultaneously serves as a broad base testing platform and an exposure method to fellow game developers. Cross-posting our game mid-development will allow direct player feedback. In addition, this can very easily garner attention from developers that frequent subreddits such as r/playmygame. While Itch.Io is much smaller than other channels than Steam, it provides a much involved audience that is more likely to pick up our game versus many other sites.

## **Monetization:**

*Spyder's* primary focus on revenue generation will be individual sales through Steam's Game Marketplace. Ideally, *Spyder* will be around a \$15-\$20 price point. This will be justified by it's large supply of content through levels and replayability for mastery focused players. In addition, additional levels could be sold as DLC featuring new locations and obstacles to maneuver. While aimed to be a single player game initially, it is feasible to create online features as global leaderboards to generate a longer term and competitive focused playerbase. This involvement will increase the game's lifespan and thus generate a more stable revenue stream for continued development.

## Anonymous Sources

<sup>1</sup>Chen, Jenn. "Social Media Demographics to Inform Your Brand's Strategy in 2020." *Sprout Social*, 15 Jan. 2020. *sproutsocial.com*, <http://sproutsocial.com/insights/new-social-media-demographics/>.

<sup>2</sup>Yee, Nick. "Gaming Motivations Align with Personality Traits." *Quantic Foundry*, 5 Jan. 2016. *quanticfoundry.com*, <https://quanticfoundry.com/2016/01/05/personality-correlates/>.

<sup>3</sup>Yee, Nick. "Gender Differences in Gaming Motivations Align with Stereotypes, but Small Compared to Age." *Quantic Foundry*, 28 Aug. 2015. *quanticfoundry.com*, <https://quanticfoundry.com/2015/08/28/gender-differences-in-gaming/>.

<sup>4</sup>Yee, Nick. "Revisiting the Strategy Genre Map: Age, Audience Homogeneity, and TheLasso Effect." *QuanticFoundry*, 23 Mar. 2016, <https://quanticfoundry.com/2016/03/23/revisiting-the-strategy-genre-map/>.