

Lab Two

Market Analysis

TCID 396-50: Publishing and Selling Your Game
Sydney Monn

User Persona



This lady is Lera Krasinski but likes to be referred to as Nana since having grandchildren. Mrs. Krasinski is 58 years old and lives in Atkinson, North Carolina. She inherited her parents cabin in Terrell, with a lakefront on Lake Norman. Every July, she and all her family make the four hour trip northwest from Pender County to the cabin and stay there all month.

She and her husband love spending time there with their kids and grandkids and have very fond memories of

everyone coming together. As the grandchildren grow older, the less time they want to spend there and be away from their friends and devices during the summer. After some give and take, Nana allowed the grandchildren to bring one friend each. And things were good, though, this caused Nana to have more freetime since everyone was busy with friends and activities in town and on the lake.

One year, Nana's eldest granddaughter, Mari, came alone with just her gaming device. This was unusual, Mari always brought her best friend and Nana has grown a liking to this friend. When Nana asked Mari about it she was waved off. Later that week, when everyone left to get on the boat and fish, Nana walked down the stairs to see Mari on the living room couch, looking at the TV with a controller in her hand. Nana came next to her and asked if she could sit down with her. Mari agrees and scooches over, Nana sits, and they both watch the TV.

"What are you playing?" said Nana.

"It's called Life is Strange" Mari replies.

"Strange hm, what's it about?" Nana questioned.

[User Persona](#) | [Market Analysis](#) | [Footnote](#)

"It's... it's kinda hard to explain right now." Mari said, trying to pay attention to the cutscene.

"Oh I see, alright, well I'll let you play." Nana says as she starts to get up.

"Wait- you can stay Nana," Mari sighs and pauses the game then backs out to the main menu, "It would be better if you just played it for yourself." Mari hands Nana the controller.

"No no, it's fine, I don't know how to, I just wanted to watch." Nana waves her.

"It's cool, I'll show you."

Mari and Nana spent the rest of the afternoon playing Life is Strange, talking about Mari's friend, and having a great time. Nana was so happy to be able to hang out with Mari like this as it felt like so long ago for Nana. She also enjoyed playing the first chapter and was amazed at how far gaming has come. Her favorite part was being about to reverse time and fix any mistakes she thought she made.

Mari and Nana spent the rest of the week playing Life is Strange and having an emotional rollercoaster of a weekend. Nana felt so blessed to have this opportunity to learn a new game and bond with Mari.

When the month was over and time for everyone to go home, Mari told Nana that the game developers are planning to make another game in the franchise and she's going to get it so they can play it here next year. Nana was touched and elated; she has not been this excited to come back to the cabin in a couple of years.

Market Analysis

[Wide View](#) | [Genre Information](#) | [Comparable Games](#) | [Comparable Companies](#)

A Wide View of the Industry

I looked into some statistics on the [most popular video game genre worldwide in 2022](#). I was not surprised to see shooter take the lead. What was unexpected though was strategy and board games being low. Most shooters have some kind of strategy to it, no? In that one class in the fall, I think it was theories of fun and play. If I remember correctly, it talked about games needing to be more like board games. Or that video game creators can learn a multitude of ideas from playing board games. The Wii had a lot of board games like monopoly and I play the fudge out of Clubhouse 51 so I guess I am a granny now. While my game is not a shooter, it will be more action adventure and a simulation so I am glad to see them high for all ages.

Information About the Genre

Action-Adventure : featuring characters involved in exciting and usually dangerous activities and adventures

Simulation : games that are designed to mimic activities you'd see in the real world.

Psychological Thriller : a subgenre of thriller that explores the psychology of a character or characters who are more often than not unstable.

Two Comparable Games

LIFE IS STRANGE	It is a story-based game that relies on the player's choices to progress the game. You play as a girl named Max, a student photographer at Arcadia Bay College. You discover that Max has the power to turn back time. You learn this by saving a girl in the bathroom who ends up being an old friend. She tells you about a girl who was her friend when you moved away and she suddenly disappears. Together, you find out what happened to this friend and discover some dark secrets of Arcadia Bay.
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User Persona | Market Analysis | Footnote

A PLAGUE TALE: INNOCENCE	This game takes place in 14th-century France and follows the story of siblings named Amicia and Hugo de Rune. The Black Death plague worsens by the day and people of higher power are desperate for a cure. A priest finds information on a person who has an illness that has immunity to the plague so he sends the inquisition to capture the boy in hopes to give the priest immunity. The inquisition slaughters the De Rune family leaving the siblings orphaned. Now they are forced to brave the world and rely on each other in order to avoid trials, tribulations, the inquisition, and most importantly the rats.
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Two Comparable Companies

THAT GAME COMPANY	This company is known for creating beautiful, open and interactive world games with simple designs. They are currently focused on their biggest online game called Sky: Children of the Light. It is a super cool game and there are many things to do. They are constantly adding things to do and buy as well as tweet reminders daily. They worked with Aurora for in-game music. Last Christmas they did an Aurora concert and basically made her God so I stopped playing, but it is a decent game. I think the game that really got them noticed was Journey.
BEHAVIOUR INTERACTIVE	I want to say this is a small startup because Dead By Daylight is kind of the only thing they got going for them. They are the largest independent game dev and pub so maybe not. They say that DBD has surpassed 50 million players on all platforms. It looks like most of their games have a horror aspect. But I like that their games also include exploration, strategy, and survival. Behaviour as a Dead By Daylight twitter page that is used daily and they also have a newsletter on the game that opens immediately once you fully load in.

Footnote

<https://www.statista.com/statistics/1263585/top-video-game-genres-worldwide-by-age/>

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