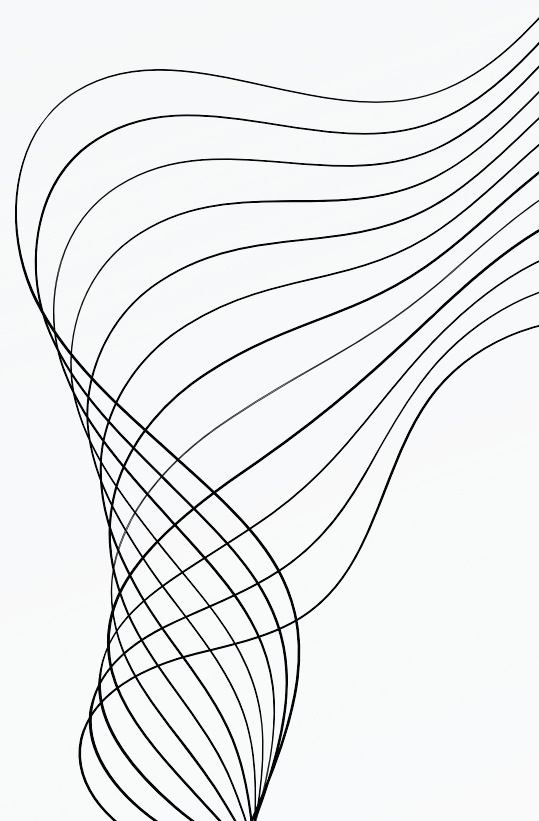
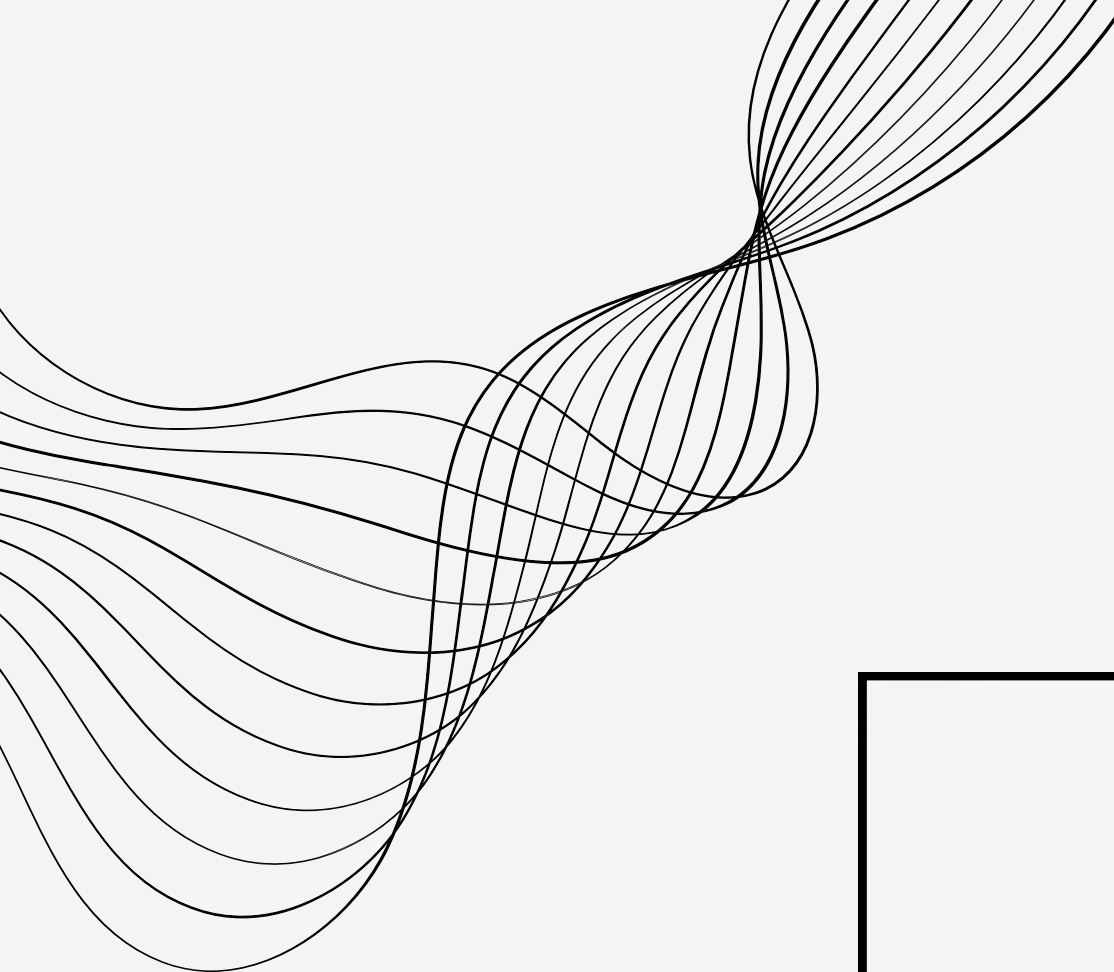




MIMIC HUNT

TARGET AUDIENCE



CONTENT



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QUESTIONS

TARGET AUDIENCE

“a particular group at which a product is aimed”

Why is it important ?

- Meeting our players' expectations
- User centered
- Helps driving game design choices
- Efficient marketing

GOALS

- Datas collected DO NOT **define** our target audience
- It gives us **solid hints** of what it **could be**
- **We** decide what our target audience will be
- The data collected **doesn't represent the absolute truth**
 - It's used to extract **tendancies**, from which we can reflect on the directions we want to take for the game
- It's **NOT science** : based on empirical research, we're looking for tendancies and general answers
 - We're not making a scientific demonstration : no proper statistics have been applied

Steam reviews analysis of similar games

- **Lethal Company, Phasmophobia, GTFO**
 - Coop, multiplayer, voice chat, first person, survival horror
- Cost efficient
- Good to quickly extract tendencies about how people perceive a game
- Relevant reviews (arguments, amount of words, time played)
- 25 positive, 25 negative per game
- half from the “all time” category, half from the “recent”
- 150 reviews analyzed in total (and hundreds more I’ve read)
- *Weight system : how often did I see this element mentioned in reviews (a kind of rough ratio of times I saw it compared to the total amount) ?*

Lethal company

A co-op horror about scavenging at abandoned moons to sell scrap to the Company.

Gameplay loop :

- Explore, communicate
- Gather resources, avoid enemies
- Work as a team
- Return and escape
- Sell to the company

Lethal company : high weights

Positive

Aa Feedback	Review Type	Aa Amount	Weight	+
Fun to play with close Friends	POSITIVE	21	VERY HIGH	
Funny	POSITIVE	12	VERY HIGH	
Gettings scared/jumpscares	POSITIVE	11	VERY HIGH	
Modding	POSITIVE	9	VERY HIGH	
Being chaotic/create awkward, goofy, funny situations	POSITIVE	8	VERY HIGH	
Fun gameplay	POSITIVE	6	HIGH	
Betraying/messing with your own friends for fun	POSITIVE	5	HIGH	
Immersion (audiovisual)	POSITIVE	4	HIGH	
Feeling intense emotions (laughing, shouting, being scared...)	POSITIVE	4	HIGH	
Proximity chat	POSITIVE	4	HIGH	

Lethal company : moderate/low weights

Positive

Content updates	POSITIVE	3	MID
Simple concept/easy to pick up	POSITIVE	3	MID
Addictive	POSITIVE	3	MID
Blending tension and humor	POSITIVE	2	LOW
Ambience	POSITIVE	2	LOW
Community/Meeting people	POSITIVE	2	LOW
Teamwork	POSITIVE	2	LOW
Variety	POSITIVE	1	LOW
Level Design	POSITIVE	1	LOW

Lethal company : *what users like*

- **Playing with friends** : *fun to play with close friends, fun multiplayer gameplay, multiplayer at the core, community, meeting new people*
- **Intense moments** : *jumpscares, feeling strong emotions (shouting, laughing, being scared), immersion, ambience, blending tension and humor*
- **Cooperation** : *proximity chat, teamwork, communication, coordination*
- **Funny situations** : *betraying friends, messing with them, laughing, being chaotic, awkward, create funny and goofy situations*
- **Pushing limits** : *modding, addictive, retrying and sense of mastery*
- **Content** : *content updates, variety of situations, level design, easy to pick up*

Lethal company

Negative

Repetitive/Boring	NEGATIVE	12	VERY HIGH
Toxicity in voice chat/community	NEGATIVE	7	VERY HIGH
No graphics options	NEGATIVE	5	HIGH
Too difficult/intense	NEGATIVE	3	MID
Jumpscared (in a bad way)	NEGATIVE	2	MID
Not enough content	NEGATIVE	2	MID
Scary	NEGATIVE	1	LOW
Steep learning curve	NEGATIVE	1	LOW
Motion sickness from 1st person view	NEGATIVE	1	LOW
Only fun with friends	NEGATIVE	1	LOW
Dull mechanics	NEGATIVE	1	LOW
No tutorial	NEGATIVE	1	LOW

Lethal company : *what users don't like*

- **Accessibility features** : *no graphics option, too difficult/intense, jumpscares/too scary, steep learning curve, motion sickness, no tutorial*
- **Community related** : *toxicity in voice chat and community, only fun with friends*
- **Repetitiveness** : *the game becomes boring, not enough content, dull mechanics*

Phasmophobia

Paranormal activity is on the rise and it's up to you and your team to use all the ghost-hunting equipment at your disposal in order to gather as much evidence as you can.

Gameplay loop :

- Preparation
- Investigation : gather evidences
- Survive
- Report findings
- Exit and get rewards

Phasmophobia : high weights

Positive

Having fun with friends	POSITIVE	24	VERY HIGH
Really scary/terrifying	POSITIVE	15	VERY HIGH
Opressing ambience	POSITIVE	15	VERY HIGH
Enemies and missions variety	POSITIVE	9	HIGH
Cooperation/teamwork	POSITIVE	8	HIGH
Lots of content (maps, tools)	POSITIVE	8	HIGH
Graphics	POSITIVE	7	HIGH
Proximity chat/communication	POSITIVE	6	HIGH
Voice recognition	POSITIVE	6	HIGH

Phasmophobia : moderate/low weights

Positive

Feeling of progression	POSITIVE	4	MID
Investigation	POSITIVE	4	MID
Replayability	POSITIVE	3	MID
Accumulating knowledge	POSITIVE	3	MID
Difficulty settings	POSITIVE	2	LOW
Original Gameplay	POSITIVE	1	LOW
Feeling vulnerable	POSITIVE	1	LOW
Community	POSITIVE	1	LOW
Onboarding	POSITIVE	1	LOW

Phasmophobia : *what users like*

- **Playing with friends** : *fun to play with close friends, fun multiplayer gameplay, multiplayer at the core, community, meeting new people*
- **Actually terrifying** : *really scary, feeling vulnerable, immersion, ambience, opressing ambience*
- **Communication** : *proximity chat, teamwork, cooperation, coordination, voice recognition*
- **Learning** : *ennemies, missions, maps, tools variety, feeling of progression, accumulating knowledge, onboarding*
- **Content/features** : *lots of content, graphics, difficulty settings, replayability, investigation*

Phasmophobia : high weights

Negative

Lots of bugs	NEGATIVE	11	VERY HIGH
Slow progression/too much farming	NEGATIVE	10	VERY HIGH
Onboarding	NEGATIVE	8	VERY HIGH
Hard to understand/too much knowledge required	NEGATIVE	7	HIGH
Bad UI/too much or messy information layout	NEGATIVE	7	HIGH
Repetitive/boring	NEGATIVE	4	MID
Bad/awkward IA behaviour	NEGATIVE	3	MID
Desensitization	NEGATIVE	3	MID

Phasmophobia : moderate/low weights

Negative

Repetitive/boring	NEGATIVE	4	MID
Bad/awkward IA behaviour	NEGATIVE	3	MID
Desensitization	NEGATIVE	3	MID
Feeling slow	NEGATIVE	2	LOW
Gets boring	NEGATIVE	2	LOW
Progression reset	NEGATIVE	2	LOW
Poor/feeling like no updates	NEGATIVE	2	LOW
Accessibility for deaf people	NEGATIVE	1	LOW
Solo gameplay	NEGATIVE	1	LOW
Animations	NEGATIVE	1	LOW
No public servers	NEGATIVE	1	LOW
Not really scary	NEGATIVE	1	LOW

Phasmophobia : *what users don't like*

- **Bugs** : *lots of bugs, bad/awkward AI behaviour, animations*
- **Onboarding** : *Bad UI/messy information layout, hard to understand/too much knowledge required*
- **Progression** : *slow progression/too much farming, repetitive/boring, progression reset, no public servers*
- **Desensitization** : *feeling slow, gets boring, no/poor updates, not really scary*

GTFO

a hardcore cooperative horror shooter that throws you from gripping suspense to explosive action in a heartbeat. Stealth, strategy, and teamwork are necessary to survive in your deadly, underground prison. Work together or die together.

Gameplay loop :

- Mission preparation
- Explore and manage your resources
- Use stealth, or fight against monsters if you need, solve puzzles
- Complete objective
- Die and retry

GTFO : high weights

Positive

Hardcore/challenging	POSITIVE	10	VERY HIGH
Cooperation/coordination	POSITIVE	8	VERY HIGH
Fun with friends	POSITIVE	8	VERY HIGH
Stealth	POSITIVE	6	HIGH
Atmosphere	POSITIVE	6	HIGH

GTFO : moderate/low weights

Positive

Communication	POSITIVE	4	MID
Immersion	POSITIVE	4	MID
Difficulty	POSITIVE	3	MID
Strategy	POSITIVE	2	MID
Action	POSITIVE	1	LOW
Puzzle aspect	POSITIVE	1	LOW
Diversity of situations	POSITIVE	1	LOW
No grind	POSITIVE	1	LOW
Different difficulty levels	POSITIVE	1	LOW
Scary	POSITIVE	1	LOW
Lots of content	POSITIVE	1	LOW
Don't mess with the enemies	POSITIVE	1	LOW
Lots of tools	POSITIVE	1	LOW
Community	POSITIVE	1	LOW

GTFO : *what users like*

- **Hardcore experience** : *difficulty, don't mess with the enemies, different difficulty levels*
- **Coommunication** : *coordination, community, fun with friends*
- **Immersion** : *atmosphere, scary, action*
- **Using a bunch of different skills** : *strategy, stealth, diversity of situations, puzzle aspect*
- **Content** : *lots of tools, lots of content*

GTFO

Negative

Can't be done solo	NEGATIVE	3	VERY HIGH
Punitive	NEGATIVE	2	HIGH
Not enough weapons/gear	NEGATIVE	2	HIGH
No matchmaking (added)	NEGATIVE	2	LOW
Long missions	NEGATIVE	1	LOW
No in game voice chat	NEGATIVE	1	LOW
Progression feeling	NEGATIVE	1	LOW

GTFO : *what users don't like*

- **Punitive**
- **Can't be done solo**
- **Content** : *Not enough weapons/gear, no matchmaking, no in game voice chat (apparently fixed)*
- **Long missions**
- **No progression feeling**

Games ditched from the analysis :

- **Prey** : has mimics, but doesn't relate to our game in any way, couldn't find relevant data about mimics, user reviews weren't focused on them
- **Content Warning** : didn't correspond to the experience we want to create even though it's concept is really close. Reviews were very focused on the goofy side, which we want to avoid

GENERAL TENDENCIES

Likes

SOCIAL FEATURES

Playing with friends, Cooperation, Communication Funny situations

HARDCORE EXPERIENCE

Using a bunch of different skills, content/feature updates, learning/mastering, Intense moments, Pushing limits, modding

IMMERSION

Terrifying situations, graphics, ambience, atmosphere

Dislikes

ACCESSIBILITY FEATURES

Toxic community, difficulty, No solo, Onboarding, jumpscare/too scary, motion sickness, no solo mode, too difficult and punitive

PROGRESSION

not enough content, slow feeling of progression , too much farming

REPETITIVENESS

Desensitization, Long missions, gets boring, not enough content/weapons/gear

Quantic Foundry's GMM :

- Empirical : asking players directly
- Data collected on almost 2M users
- 12 motivations in 6 categories
- Profiles based on motivators



TARGET AUDIENCE

Midcore → Hardcore

3 DIMENSIONS



SOCIAL

- Plays with friends
- Wants to have a good time through communication and interactions
- Cares about having fun in a social way

Motivators :

Social, Community,
Discovery

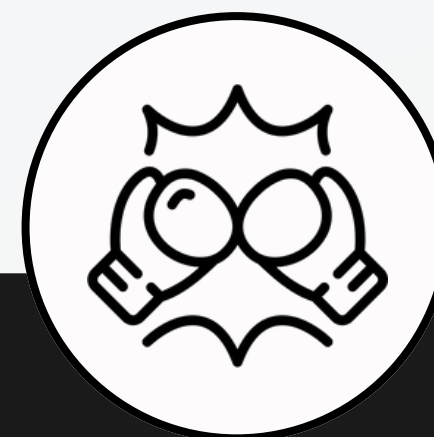


HORROR

- Plays for the horror side
- Looks for immersion
- Likes gloomy ambiances, wants to experience strong emotions
- Genuinely likes to be scared

Motivators :

Action, Excitement,
Discovery



TRYHARD

- Up for a challenge
- Likes action
- Likes optimizing, understanding situations, learning through failure
- Pushes the game, downloads/creates mods

Motivators :

Mastery, Action, Challenge,
Strategy, Discovery

TARGET AUDIENCE



SOCIAL

- Plays with friends
- Wants to have a good time through communication and interactions
- Cares about having fun in a social way

GAMER MOTIVATION MODEL



					
Action "Boom!"	Social "Let's Play Together"	Mastery "Let Me Think"	Achievement "I Want More"	Immersion "Once Upon a Time"	Creativity "What If?"
Destruction Guns. Explosives. Chaos. Mayhem.	Competition Duels. Matches. High on Ranking.	Challenge Practice. High Difficulty. Challenges.	Completion Get All Collectibles. Complete All Missions.	Fantasy Being someone else, somewhere else.	Design Expression. Customization.
Excitement Fast-Paced. Action. Surprises. Thrills.	Community Being on Team. Chatting. Interacting.	Strategy Thinking Ahead. Making Decisions.	Power Powerful Character. Powerful Equipment.	Story Elaborate plots. Interesting characters.	Discovery Explore. Tinker. Experiment.

TARGET AUDIENCE



HORROR

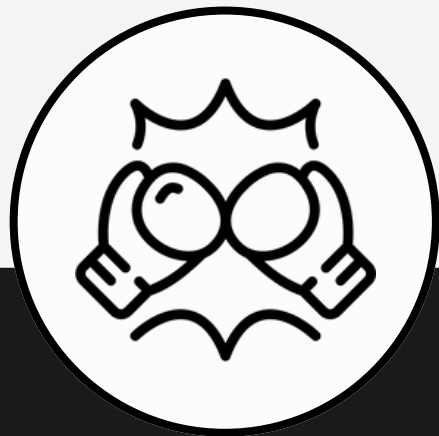
- Plays for the horror side
- Likes to get spooked
- Likes gloomy ambiances, wants to experience strong emotions
- Genuinely likes to be scared

GAMER MOTIVATION MODEL



Action "Boom!"	Social "Let's Play Together"	Mastery "Let Me Think"	Achievement "I Want More"	Immersion "Once Upon a Time"	Creativity "What If?"
Destruction Guns. Explosives. Chaos. Mayhem.	Competition Duels. Matches. High on Ranking.	Challenge Practice. High Difficulty. Challenges.	Completion Get All Collectibles. Complete All Missions.	Fantasy Being someone else, somewhere else.	Design Expression. Customization.
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TARGET AUDIENCE



TRYHARD

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TARGET AUDIENCE

OVERALL MOTIVATORS



TARGET AUDIENCE

OVERALL MOTIVATORS



-  **Main motivator**
-  **Important motivator**
-  **Secondary motivator**

TO CONCLUDE

There are lots of them, but **don't panic!**

The following questions should be progressively answered during production to fit our target audience's needs

- How do we make sure that players have fun together ?
- How do we create a sense of community around the game ?
- How do we make sure that the game is really scary ?
- How do we make players feel immersed in the virtual environment ?
- How to make our players feel strong emotions ? (both positive and negative)
- How do we monitor the emotions our game generates ?
- How do we make sure that players can communicate between them in the best and most realistic way ?
- How do we make players cooperate and act as a team ?
- Do we allow players to mess around and commit betrayals ? If so, how ?
- Do we want our game to be playable solo ?
- How long should a mission last ?

- How hard is it to allow players to mod the game ? If it's even slightly possible, what would be doable ?
- How do we make sure that players feel a sense of mastery by playing the game more and more ?
- How do we offer a large variety of situations to the players, so that they don't get bored ?
- Do we want our game to be easy to pick up, or very deep and complex ? And how will this affect the onboarding ?
- How do we make sure that our game is as accessible as possible ?
- How is the learning curve ?
- How do we avoid generating motion sickness in fps view ?
- How do we make sure that players can avoid toxicity in the voice chat ?
- How do we make sure that the gameplay loop isn't repetitive and boring ?
- How to make the players feel vulnerable ?
- How do we create an opressing atmosphere and ambience ?

- How do we allow players to coordinate ?
- How do we make sure that players learn new things, and are able to easily remember them ?
- How do we make sure that players are feeling a sense of progression ? (≠ mastery)
- What are the difficulty settings we want to implement ?
- How do we make our game infinitely replayable ?
- How do we bring players in a state on investigation ?
- How should the AI behave to feel interesting and logical ?
- How do we make the UI as clear and simplified as possible ?
- How do we make sure that the players do not become desensitized to the gameplay elements and loop ?
- How do we address the game to midcore players ?
- How do we address the game to hardcore players ?
- How do we make sure that players have a bunch of skills/possibilities to influence their environment and kill mimics ?
- What are the tools we give players to deal with the situation