

Design Document: Play With Fire

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7. Appendix I: Target Audience

7.1. Evangelist Clusters

Evangelist clusters represent sections of the audience for the game with the potential and intent to spread knowledge of the game to a wider audience. The evangelist clusters for the game would be:

- **H3 Wanderers (looking for a unique experience):** a "Hardcore" gaming cluster (based on self-assessment and number of games purchased), this cluster is mixed gender and samples many different games over the course of each year. Their interest in novelty should aid in reaching them with this product. About 20% of Specialist Press reviewers fall into this cluster – these should be targeted by the game's PR drive.
- **H2 Managers (looking for systems & puzzles):** Logical puzzles of all kinds appeal to this cluster. The original yet intuitive mechanics of *Fireball*, coupled with the puzzle-oriented gameplay, will appeal to players preferring this play style. Although there are many H2 type players in the specialist press they are unlikely evangelists, as they tend mostly to review strategy games.

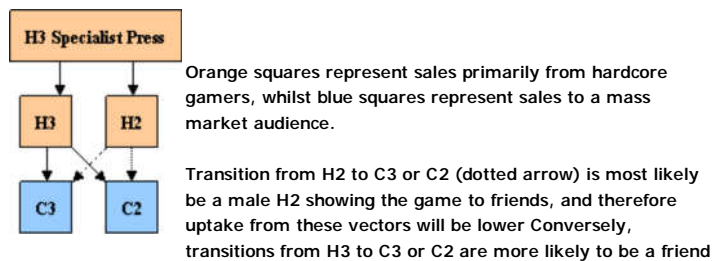
7.2. Target Clusters

Target clusters are the wider audience being targeted. The target clusters for the game would be:

- **C3 Wanderers:** related to the H3, these have similar game habits to the H3's but play fewer games each year. They are attracted to novelty, and will buy into the game if it is recommended to them. If word-of-mouth for the game is significant, this cluster can drive game sales to levels above typical budget products.
- **C2 Manager:** a mass market cluster who can potentially be attracted by abstract games with a strong bias towards process orientation. They buy many games (but complete few), which makes them a likely target cluster for an unusual game at a budget price point.

7.3. Market Vector

The planned market vector for this game therefore consists of the following:



8. Delta Log

8.1. Version 1.0

Core design incorporated from Concept version 1.0

8.2. Version 1.05

Changed references that read 'Combos' to saying 'Chains' (i.e. renamed 'Combos' to 'Chains').

Added a section about Chains.

Added a Template section giving advice to field designers.

Also, moved the M stages after F and before PM.

8.13. Version 1.75

Added Ribbons.

Added High Level state diagram and annotations.

Added Overlays

Added Options

Added sound effects table (from Pending Features).

Noted the new name 'Quest' as a synonym for field list.

8.14. Version 1.76

Added 'Hell' difficulty.

8.15. Version 1.8

Revised flow diagrams to include:

- Language select screen
- Pause state
- Added Continue/Quit overlay to Pause screen.

8.16. Version 1.9

Incorporated changes made from Update.doc, and removed sections no longer relevant.

This included changes to Hub display and how Quests were unlocked.

8.17. Version 1.95

Reversed the decision to change the Puzzle Path progression from being a strict linear sequence.