



## Market Study Document

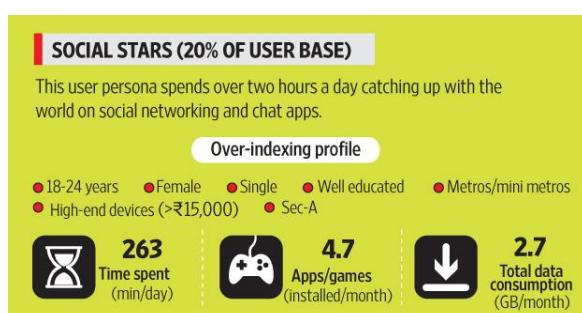
### MARKET STUDY REFERENCES

#### VSERV – INDIAN SMARTPHONE DEMOGRAPHICS (2015)

**Link to study:**

<http://www.livemint.com/Home-Page/DMsLNQaN3gataO9rHbwtAJ/Smartphone-demographics.html>

**What is interesting for us?**



20% of the total user base in India are considered as "social stars". The "social stars" profile correspond to our target audience: 18-24 years old people, mostly women.

This study shows that they spend an average of 4h43 using their mobile, and that they download in average almost 5 games or application per month.

This data proves that a game targeting this audience can potentially have a lot of user and be a success.

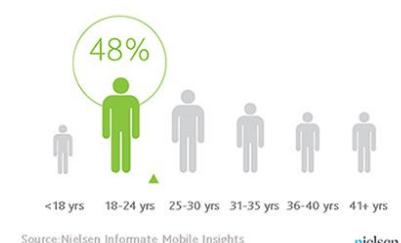
#### NIELSEN – SMARTPHONE USAGE IN INDIA (2013)

**Link to study:**

<http://www.nielsen.com/us/en/insights/news/2013/smartphones-keep-users-in-india-plugged-in.html>

**What is interesting for us?**

Almost Half of Mobile Users are Younger than 25

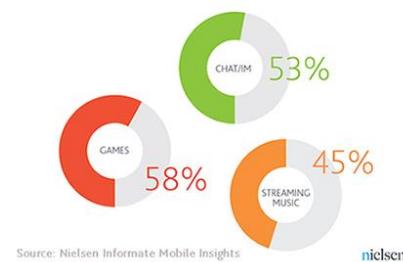


Half of the Indian smartphone users are younger than 25 years old. If we consider that approximately 50% of these young users are women, this mean that our target audience gathers a lot of people. (40 million devices \* 25% = 10 million devices used by users within our target audience)

Also, the study shows that games are the preferred application, and that 58% of the user are ready to pay in order to play.

Finally, Android is largely the most common operating system used for smartphones in India; it is the platform on which our game should be developed.

Indian Consumers Prefer Game Apps



## WE ARE SOCIAL – SOCIAL, DIGITAL AND MOBILE IN INDIA (2014)

### Link to study:

<http://wearesocial.com/uk/blog/2014/07/social-digital-mobile-india-2014>

### What is interesting for us?

This study doesn't answer the specific questions related to our target audience. However, it helps us know that Facebook is the most used social media in India and that if our game has social sharing features, then it is better to use Facebook as the main platform. Also, this study confirms that the penetration of smartphones on the India market keeps being more and more important.

## SMALL INTERNAL SURVEY CONDUCTED IN RUBIKA SUPINFOGAME PUNE

### Protocol:

We asked 4 junior girls (who fit our target audience) what kind of mobile games they like to play. As they answered our questions, we took notes which we used later to help us decide on a concept.

### What is interesting for us?

This very restricted but yet useful survey showed that girls do not want girl-specific content and that the game doesn't have to display stereotypical girly activities (such as cooking or shopping). Also, as far as mobile games are concerned, we learnt that most of them liked casual games which don't require too much time from the player, as well as games with light-hearted themes. Finally, they especially appreciate games which make them discover things (such as artistic games or travelling games)

## CONCLUSION

### SUM-UP OF THE INTERESTING DATA COLLECTED

- Our target audience corresponds to an important group of person: our game can be potentially played by millions of people.
- Our target audience uses their mobiles a lot (several hours per day) but for a lot of different purposes. The play sessions are likely to be short.
- Android is the dominant phone operating system in India.
- In order to answer the needs of our target audience, we must not follow the stereotypes and develop a 'girly' game. On the contrary, the game we develop should be "open-minded" and enjoyable for all type of audience.

### GAME INTENTION AND CHOICES JUSTIFICATION

- The theme of our game is photography and travelling.
- The levels are short, allowing for quick play sessions.
- The game doesn't require too much concentration in order for the player to succeed. Also, the game is not punitive: it is more about freedom and experience than challenge and difficulty.
- The players can publish their pictures on Facebook (our target audience like social aspects)

## FREQUENTLY ASKED QUESTIONS

### Why would Indian women be interested in visiting Rajasthan?

India is a very vast country: it has an area of over 3 million sq. km. In comparison, France has an area of only around 644,000 sq.km. In this way, we can compare the case of an Indian woman visiting Rajasthan to the case of a French person visiting another European country (such as Italy or Germany). The different states of India definitely don't share the same culture, landscape, architecture, traditions, and rare are the Indians who had the occasion to travel across their entire country.

### Can the game target other locations?

Tasveer is currently targeting Rajasthan only, but it could of course be developed further and be available for virtually any touristic place in the world. This would however the creation of a lot of specific content.