Platforms and properties of Casual Games
What is a Casual Game
What is a Casual Game

• Easy to learn
• Light strategic thought
• Easy to play
• Simple rules
• Lack of commitment required
• Fit in any genre
Old ones

• Tetris
• Pac-Man
• Game Boy
• Solitaire
• Minesweeper
Genres

Seven Popular genres
- Puzzle games
- Hidden object games
- Adventure games
- Strategy games (including time management)
- Arcade & action games
- Word & trivia games
- Card & board games
Market

• Older children to adults
• Anywhere
• Different business model
  • Apple allowed in-app purchases in free-apps in Oct, 2009
Platforms

• NOT a platform differentiator
  • Games take over the whole screen;
  • There is an entire industry devoted to providing cross-platform compatibility from day one.
  • Games are much more likely to be faddish
PVZ

- http://www.popcap.com/games/plants-vs-zombies/online