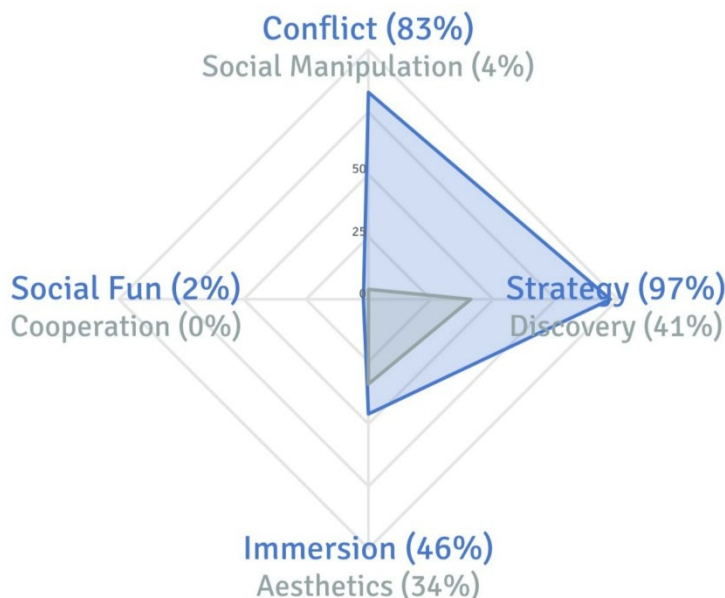


SIGIL –Target Audience & Psychographics

Target Psychographic (gamer motivation) profile.

- **Strategy:** Our target gamer enjoys deep strategy, and “going deep” with a game. They enjoy puzzling out tricky situations, and going “into the tank”. They also enjoy exploring one or two games in significant depth. Learning and developing more advanced play patterns and strategy.
- **Conflict:** Sigil is a dueling game where players are pitted against each other. One player’s triumph is another’s defeat. Sigil players enjoy pitting their minds against their opponents in a contest of intellect. They want to be the best.
- **Immersion:** While Sigil is an abstract strategy game it is deeply rooted in a robust flavor and world. It is full of magic and wonder, and players feel like they are casting powerful spells, rather than just placing stones on a board.
- **Discovery:** Sigil has a huge amount of replayability both due to the strategic depth, as well as the excitement of discovering new spells and exploring novel board configurations.



SIGIL "Target Gamer" Profile

Demographics

- **Age 20-35:** A Sigil player is a young professional. They are looking for a challenge, and a game that they can immerse themselves in, but don't yet have all the trappings and time commitments of a family.
- **Gender Agnostic:** While most young competitive gamers are male, the Sigil gaming culture is undefined. We anticipate interest from men and women, especially as we market to younger demographics and tap into the chess community - which has a strong cohort of young women players with strong online followings. Sigil also has some undertones of tarot and zodiac imagery

– which attracts a higher concentration of women ([source](#)) (note that these undertones are not the focus of the game, but add a depth of flavor and immersion).

- **Income & Education:** We expect the average Sigil player to be a young professional. Some have the disposable income to purchase premium versions of games, but since our demographic target skews younger, some appreciate the ~\$50 option without needing to shell out hundreds of dollars on a heavier game.

Lifestyle Gamers

- **The Sigil player is a lifestyle gamer.** They enjoy exploring one or a few games in depth. They want to hone their skills over time and test their mettle against other invested players.
- **Magic: The Gathering:** Competitive Magic: The Gathering players are the most analogous player demographic & psychographic profile for Sigil. Competitive players will invest thousands of hours over the course of years improving their gameplay (trust me, I am one of them). They enjoy the challenge of competing against their peers. Look for tournaments, organized play, or even just sitting down for a match with their friends. While the competitive gamers tend to care less about the fantasy world of Magic, it is still a major driver and point of resonance for them.
- **Chess:** While less of a directly analogous player group, the Chess player shares a lot in common with the Sigil player. They want to test their mental prowess against their opponents in an abstract strategy dueling game. Where chess differs is the deep historical context of the game, and the further abstraction of it from a flavor or world – especially when compared to Sigil & Magic: The Gathering. Our target Chess player is younger, less invested in the high-level tournaments, but enjoys studying the game, watching streamers, and trying to inch up their own personal ranking.

Abstract Hobbyists

- While lifestyle gamers are our primary target audience, I expect we will have a strong cohort of abstract games hobbyists. These are players who enjoy the puzzle of abstract games, but don't generally go as deep into strategy as lifestyle gamers.
- **Onitama:** Onitama is a great example of a lighter abstract strategy game that hits a lot of the notes we are going for with Sigil. It has a strong thematic element, interesting table presence and unique gameplay. Where Onitama and Sigil differ is on the complexity and depth of strategy.
- **Quoridor:** While it has little real flavor, Quoridor has a strong table presence, and solid production value. Similar to Onitama, it is unlikely that players invest substantially into thinking about and learning strategy away from the table.

Immersion Matters

- Sigil is more than stones on a board. The tie in to spell-casting, alchemy, magic, runes, and zodiac is the life-blood that sets the game apart from dryer abstract strategy games like Blokus, Quoridor and Hive.
- As with Magic: The Gathering – the imagery and flavor of Sigil is often the first touch-point and anchor that draws a new player in. There is something alluring and intriguing about the Sigil board. It is a piece of art.

- The thematic elements and strong visual impact is often the initial touchpoint – and a source of emotional resonance.

What Draws Gamers In

- **Visual Impact:** Sigil has a distinct and engaging table presence. The board is circular, the distinct board layout tells a story, the spells are exciting and full of energy. We spent a lot of time developing the brand of Sigil and it really shows. In person, this is usually the first touch point that draws in new gamers. They see an exciting and unique looking game and they want to know more.
- **Elegant Rules:** Very quickly gamers notice the elegance of Sigil's rules. Everything just makes sense.
- **Casting Spells / More than a Puzzle:** We've witnessed strong resonance when we pitch Sigil as Go but with Magic. It has a deep puzzle, but it is more than a puzzle. The thematic core of the game drives emotional resonance and creates exciting gameplay. The flavor also *makes sense* in the game and is intertwined mechanically.
- **Strategic Depth:** We've had players sit down for the first time and unprompted play Sigil for hours straight – including begging off prototypes from us. The game has a huge amount of replayability brought on both by the strategic depth as well as exploration of new spells and novel board set ups.