**CLAIMS**

1. A method for aim assist in electronic games, the method comprising:

generating a game environment in a device;

generating a crosshair and a target in the game environment, the target having a targeting area, the targeting area comprising a portion of the target and an area of space surrounding the said portion of the target;

receiving a manipulation input from a user for moving the crosshair to different positions in the game environment;

receiving a firing input from the user;

executing an attack action in response to receiving the firing input from the user;

determining whether the crosshair is within the targeting area at the time of executing the attack action; and

in response to determining that the crosshair is within the targeting area at the time of executing the attack action, activating an aim assist to provide a computer-controlled input to adjust a position of the crosshair towards an auto-aim position on the target as the target moves from a first position to a second position in the game environment, wherein the executed attack action is directed in accordance with the adjusted position of the crosshair.

2. The method of claim 1, wherein the computer-controlled input adjusts the crosshair from the targeting area onto the auto-aim position on the target, the auto-aim position being disposed along a central vertical axis of the target.

3. The method of claim 1 or 2, wherein the firing input is a sustained firing input, and in response to receiving the sustained firing input, executing the attack action and subsequent attack actions, and wherein in response to determining that the crosshair is within the targeting area at the time of executing the subsequent attack actions, performing the computer-controlled input to adjust the position of the crosshair to an offset position displaced from the auto-aim position.

4. The method of claim 3, wherein for every subsequent attack action, the offset position of the crosshair is displaced a greater distance away from the auto-aim position.

5. The method of claim 3 or 4, further comprising determining a firing input duration of the sustained firing input, wherein a distance between the offset position and the auto-aim position increases in relation to an increase in the firing input duration.

6. The method of any one of claims 1-5, further comprising determining a firing input duration at the time of executing the attack action, wherein an increased firing input duration decreases a distance that the crosshair is moved towards the auto-aim position.

7. The method of claim 6, wherein the increased firing input duration exponentially decreases the distance that the crosshair is moved towards the auto-aim position.

8. The method of any one of claims 1-7, wherein the auto-aim position is on a centre of a head of the target.

9. The method of any one of claims 1-7, wherein the auto-aim position is on a centre of a body of the target.

10. The method of any one of claims 1-9, wherein the aim assist is deactivated to end the computer-controlled input after the position of the crosshair is adjusted towards the auto-aim position on the target.

11. The method of any one of claims 1-10, wherein the device is a mobile computing device.

12. The method of any one of claims 1-11, wherein the targeting area comprises a first targeting area, the first targeting area comprising a head of the target and an area surrounding the head of the target.

13. The method of claim 12, wherein the targeting area further comprises a second targeting area, the second targeting area is separate and distinct from the first targeting area.

14. The method of claim 13, wherein the second targeting area comprises a portion of a body of the target and an area surrounding the portion of the body of the target.

15. The method of claim 14, wherein the second targeting area is contiguous with the first targeting area.

16. A system comprising one or more computers and one or more storage devices storing computer-readable instructions that, when executed by the one or more computers, cause the one or more computers to perform the method of any one of claims 1 to 15.

17. One or more non-transitory computer storage media storing instructions that, when executed by one or more computers, cause the one or more computers to perform the method of any one of claims 1 to 15.