

FLAPPY BIRD CHECKLIST

Business Checklist

Product:

- What is the proposed product?
- What is the most suitable business model?

User interaction:

- Least complex and user friendly interface
- How can the user effortlessly give feedbacks?

Marketing:

- Who is our target audience?
- How can we most effectively advertise this product?

Competitors:

- Examine which competitors are currently leading the market.
- What percentage of the market do they control?
- How can we set ourselves apart from their presence in the market?

Checklist Analysis

Product:

- What is the proposed product?

The Flappy Bird game implemented in Python offers users a captivating gaming experience characterised by its simplicity and entertainment. Players navigate a bird through a series of pipes by pressing the spacebar. The objective is to keep the bird airborne and pass through openings between the pipes without colliding onto the pipes or the ground. The game utilises user inputs in the form of quick key presses to control the bird's altitude, requiring precise timing to navigate through the challenging obstacles. The minimalistic design and intuitive controls contribute to an accessible and enjoyable experience for players, making it a perfect choice for those seeking a quick and engaging gaming session.

- What is the most suitable business model?

The most suitable business model for the Flappy Bird game would be a freemium approach, allowing users to access the core game for free while providing enticing optional in-app purchases for enhanced features and customization. Additional features could include different bird sprites, special power-ups, or alternative game modes that add variety and excitement to the overall gameplay. Customization options may involve personalised themes, backgrounds, or bird sprite accessories, allowing players to tailor their gaming experience to their preferences. This freemium model aims to attract a wide user base with the free, accessible core game while offering players the opportunity to elevate their experience through these optional purchases, thereby generating revenue and sustaining the game's ongoing development and support.

User Interaction:

- Least complex and user friendly interface:

The game boasts a straightforward and user-friendly interface, ensuring a seamless and enjoyable gaming experience. The straightforward controls, by pressing just a designated key, makes it accessible to players of all skill levels, from beginners to more experienced gamers. The intuitive design allows users to quickly grasp the mechanics and immerse themselves in the gameplay without the need for any tutorials or commit to any strategies. This commitment to user-friendliness ensures that all players can enjoy the game effortlessly.

- How can the user effortlessly give feedback?

Users can effortlessly provide feedback through a dedicated section on the website, such as Steam or Epic Games Store, allowing them to share their thoughts, suggestions, or report issues.

Marketing:

- Who is our target audience?

The target audience includes casual gamers of various age groups who enjoy simple yet addictive games. The focus is on individuals seeking quick and enjoyable gaming experiences. By targeting this demographic, the game aims to capture the attention of those seeking quick and enjoyable gameplay sessions without the need for complex strategies or time-consuming commitments.

- How can we most effectively advertise this product?

We can effectively advertise the product through social media platforms, gaming forums, and online game stores. By utilising

visually appealing graphics and engaging gameplay snippets, we can attract our target audience.

Competitors:

- Examine which competitors are currently leading the market.

Analyse the gaming market to identify leading competitors offering similar simple and addictive games.

- What percentage of the market do they control?

Determine the percentage of the market controlled by these competitors through market research and analysis.

- How can we set ourselves apart from their presence in the market?

Set the Flappy Bird game apart by emphasising its unique features, such as simple graphics, responsive controls, and a calm gaming environment which a user feels like they can immerse themselves in anytime. Its addictive characteristics is a huge advantage from a business perspective. Highlighting these elements will differentiate it from competitors in the market.