PONG

* **High Concept**

Pong is a 2D table-tennis themed one or two player twitch game where the objective is to use the mobile touchscreen to score 5 points before the opponent.

* **Description**

The objective of the game is to move the paddle in the left side of the screen (in the right side for the second player in two player mode) up and down to stop the ball from reaching the end of the screen. If the ball reaches the end (horizontally) of the screen, the player furthest from that side will score a point. The vertical ends of the screen function as walls where the paddles can’t move beyond them and the ball collides with them.

There will also be an online mode to play against other players online, with the player always being on the left, the opposing player receiving the input reversed so they are also seen as the left player.

* **Controls**

The player will drag their finger along the screen to move the paddle in order to hit the ball. In two player mode, each player will touch their side of the screen to move their respective paddle.

* **Adquisition**

The game will be promoted in social media after having some influencers play the game to generate traction. Since it’s a super simple well known iteration of an already established game, there’ll be some familiarity with the common players of the Google Play Store.

There’ll be as much feedback as possible for every element of the game so the player is constantly receiving some sort of gratification and positive interaction from hitting the ball, pushing a button in the menu or anything else.

* **Activation**

The first few uses and matches of the game will be add free, so the player starts with an overwhelming positive perception of a game that isn’t trying to waste their time and when they can spend time playing at their leisure, with adds being gradually shown after the fifth match.

* **Retention**

In order to maintain the playerbase’s retention, each week, a new game mode to play a slightly different version of the game will be added, so there’s always a something new if a player decides to return.

To incentivize the player’s return, whenever each new game mode is added, a notification will be sent to remind the player that if they so please, they can try out the new version and check out their skill against other players online.

For the first time the single player mode is used, the difficulty of the opponent will purposefully be toned down so no matter what, a player can’t lose involuntarily, with the difficulty raising to it’s normal level by the point the player starts seeing adds.

For consecutive uses of the game in multiple days, players will be rewarded different skins for the paddles that can be earned by the in game currency (adquired through wins or watching adds) so they can show off to players that aren’t that active and make them want to collect them.

The online mode will have a ranking system to classify different skill levels of players, and to give players a goal to beat other players online to get to the next rank.

* **Revenue**

The revenue for the game will come from adds. After the first games without an add, finishing a game will trigger an unskippable add. In order to gain more of the game currency, players can choose to watch an add in exchange for a fixed amount of the game currency, never an amount that makes getting all the collectible skins easy with a few adds.

There won’t be any advantage in exchange of choosing to watch adds.

* **Referal**

After the first 5 games, right before the first unskippable add, the player will be offered the option to share the game in their social media in exchange for game currency.