



DOTS and **BOXES**

Business Case: Dots & Boxes Mobile Game

The current mobile app stores market have seen a sky-rocket in demand for quick, quirky and well-designed casual games. These games have been holding the top positions on most mobile platforms markets as the most downloaded application.

The rationale behind it is that most users like to take a quick break from whatever task they're currently doing and have a quick mini-game to take their minds off their original task. On top of that, they then pursue or "chase" achievements within these games, drawing users back. Additionally the competitive nature in some of them have them comparing their game score and abilities with others. This has all led to a mutual beneficial for both the app developer and the user, as more users use and enjoy the application, it receives more publicity on platform markets and by word of mouth.

The proposed game of "Dots & Boxes" aims to be one of this applications. It would be well-designed unlike many of those already on the market. Additionally the option of integrated local multi-player, currently not available on examples seen in the market, would enrich users experiences with their friends on meet-ups while additionally promoting the game itself.

The game by design unleashed us from having a small targeted demographic. There-by giving us a larger audience. More importantly, the game would provide as a core stepping stone for the developers to break into the mobile market. Additionally, a model of the game mechanics have already been drawn up in the Vienna Development Method in another module. This could potentially reduce launch-day bugs and propel the development pipeline.

Current investigations into the market have shown a handful of similar "Dots & Boxes" games, however none with an appealing interface and achievements included.

