

Strategy Plane

What am I creating?

- I am creating a browser game that can be played on a laptop or desktop computer for users to enjoy a simple but addicting game.

Who Is my target audience?

- My target audience is people of all ages who want to play a simple game that is quick and easy to access and get started on.
- This game is for people who want a easy to play game and just want to get go on for a couple of minute, hours and just pass the time and set new high scores.

What are the business goals?

- Being a new developer, I just want to get their game out there for people to enjoy and get some feedback.
- Eventually I will be adding loads of new features to the game and a store section where users can purchase new skins for the character.
- I want this simple game to be his first steppingstone in a long career of game development eventually building a company up and making it more popular so we can take on more complex tasks and produce better games.

Why are the we so special?

- This being my first game I have ever developed I feel like I have nothing to lose so developed something I enjoyed playing and I think other people will enjoy playing to. With the game being so simple and easy to play literally anyone can play. The controls are very easy to get a grip of and the end goal of the game is very straight forward.
- The site will have a simple responsive navigation bar so the users can navigate the site with ease.

Why would the user want this?

- Stating what I have previously said this game is for any users that just want to pass some time and set a new high score.
- Because the game is so simple in what you are trying to achieve it means the user can just log on access the game and play without worrying about what has previously went on in the story.
- Because the game possesses a high score section it means the users will feel the need to keep playing to achieve better and bigger high scores.

What content type would be relevant?

- The how to play section will need to be obvious to the user so they don't miss it and go straight to playing the game and not know what to do. This goes for all sections in the home page.
- The game page will need to be simple so they users and overwhelmed with the amount of information on the page when they are trying to achieve new high scores
- The game itself will need to be simple so it is suitable for all users.
- The comments page will hold information on it for the developer so I can see what the users want in future features, what doesn't work well in the game and what does work well in the game.

What will make for a good user experience?

- Easy navigation so the user can navigate the website with ease.
- A good home page with information about the game, how to play the game and information about the developer.
- A simple game page with just the game on it so the users aren't confused when trying to play the game.
- A comments page so the users can leave reviews on the game and what they would like to see new to the game.
- The game is very simple and addicting so the user will feel the need to come back an play it more.

Opportunity/Problem	Importance	Visibility/Feasibility
Create an online presence	5	5
Showcase the game	5	5
Supply a comments page	4	4
Create a store Page	2	1
Create a leader board page	3	2
Supply a forum	1	1
	20	18

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