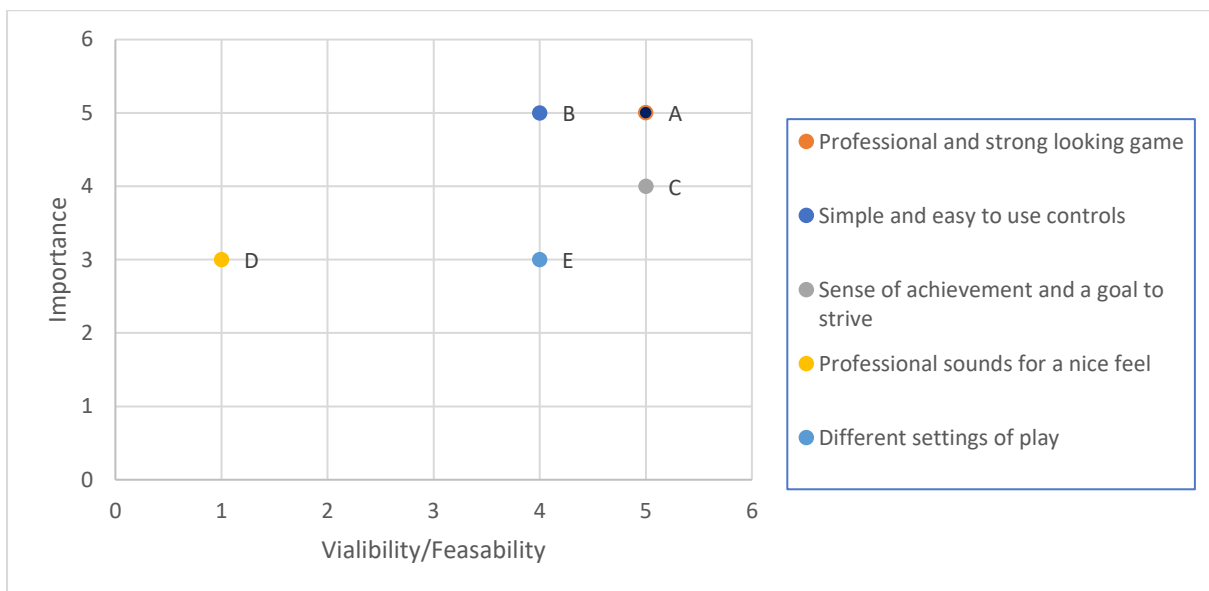


Strategy plane

- **What's culturally appropriate?**
 - Users are going to be generally younger in most cases, so intuitive and easy to understand design is a must.
- **What content type would be relevant?**
 - Bright colours, animations, fun and catchy sounds, pop-ups and challenges to keep the players attention.
- **Why would a user want this?**
 - Clear, easy and intuitive feel for the game right away.
Simple controls which allow the player to have an easy understanding of how to play the game.
- **What make a good Simon game experience?**
 - Inviting sounds and bright colours, catchy animations.
 - Winning and losing features
 - Additional challenges and goals to achieve
- **What does the user expect?**
 - What is this?
 - Simon game board with 4 coloured pads and strict mode switch.
 - Is this what I expect to see?
 - Easy to follow through design, bright colours and fun sounds to make the user feel more comfortable and relaxed during gameplay.
 - Is it valuable enough to stay?
 - Challenging and interactive pop-ups to keep the user attention.

Opportunity/Problem	Importance	Viability/Feasibility
Professional and strong looking game	5	5
Simple and easy to use controls	5	4
Sense of achievement and a goal to strive	4	5
Professional sounds for a nice feel to their specific purpose.	3	4
Different settings of play	3	1
TOTAL	20	21



From the above table I will concentrate on A, B, C, E which are:

- Professional and strong looking game
- Simple and easy to use controls
- Sense of achievement and a goal to strive
- Different settings of play