

Context Project: Human Pencils Product Vision

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1. Target audience

Our target audience mainly consists of people in public places with some spare time on their hands. For example someone waiting at an airport or visiting a museum. The game is accessible and enjoyable for a very broad spectrum of people and personalities. Therefore time and place is the main factor that determines our audience. The game is meant for all ages, and for all combinations of ages. People are really encouraged to paint together with their kids, friends, colleagues and parents.

Of course, artists and other people with an artistic background are a part of our target audience, but they are not the main focus. No drawing or painting experience is required to play the game, and there is no pressure to perform well. However, these people will be more attracted to this game, because it's very close to their domain and in their interests.

2. Customer needs

The main need the game addresses is the need of exploration and the fulfillment of curiosity. To see someone playing the game by walking around and flapping his arms makes people wonder what is going on. Seeing that this person is creating a piece of art by flapping his arms raises the need to explore this sensation. You want to create art in this extraordinary way yourself and apply your creativity in new ways.

You can play the game with the guy you saw flapping his arms, because you can just step right into the game. There is no waiting or signing up, you can literally walk onto the canvas and start painting. The game will be immediately understandable for everybody that joins, because all you have to do is move your arms around to paint.

Drawing together with someone you have never seen before will create a feeling of solidarity, and brings people together. Together you will be able to express yourself on a canvas, and collaborate to create a beautiful painting. When the painting is completed or you think you have done your share, you will be able to leave the game just as easily as you have joined.

3. Product attributes

In order to clearly define the product attributes that are crucial to satisfy the previously described needs, we categorize each one of them according to the MoSCow method. Here, each requirement is grouped into one of four categories. In particular order;

Must have: These are the requirements that must be within the final product. Without them the product will not be able to function correctly.

Should have: These requirements are still valuable and should be within the product.

However, without them, the product would still be usable.

Could have: These requirements will only be implemented if there is enough time left, as they will only add extra features to the product.

Won't have: These are the requirements that probably will not be implemented, yet they can still be taken into consideration whenever the project will be continued later on.

Must Haves	
	Players are able to collaborate with each other.
	Players are able to freely roam the "canvas".
	Players are not restricted by a time limit. (Unless chosen otherwise.)
	Body movement allows the player to draw.
	Players have several colours they can use.
	Easy to join / leave of the game.
	The game is easy to play; minimal learning curve.
Should Haves	
	We send / give players their creation after the game has ended.
	Eraser option to undo mistakes.
	Players can blend colours when drawn on top of a previously coloured section.
Could Haves	
	Players are able to increase / decrease the transparency of the colour they are drawing with by "pressuring the brush"; lowering their hand.
	Time restraint on certain game modes.
	Bonuses or debuffs can appear on the playing field, which will give the player(s) an advantage / disadvantage.
	Current players are given the task to invite another player to the field.
	In order to counter players sabotaging the game, we need an undo function over a predetermined time interval.
	People can submit their own drawings so other people can recreate them.
	We send / give players their creation after the game has ended.
Won't Haves	
	People are able to paint a large surface together by pointing at each other and walking around.

4. Unique selling points

The game focuses on artistic freedom and expression. There is a small competitive component to the game, which consists of trying to match other existing paintings, but this is optional and there is no time pressure. The core of the game is about creating art with your friends or others from the crowd, and expressing yourself on a virtual canvas. There is no pressure to perform, and you will be able to leave and join the game any time you want. Also, you will be able to share your drawings with others, and your friends can have a go at trying to recreate your painting.

Another thing that makes this game stand out is the fact that you will be painting using your arms, instead of a mouse, a controller or your phone. You will be able to select a colour using only your arms, and with your movements the painting will be created. Your arms will function as the brushes, which really separates this game from other painting games.

Finally, the game is meant for all ages. Young kids can have their way with the game in the free mode, drawing whatever they like. A seven year old kid and his granddad can step up to the canvas and create art together without any problems. The game is suitable for any age, and for every group of people you can imagine.

5. Timeframe and budget

The target timeframe for the product is ten weeks. This corresponds to the amount of time of one term, which we've been given in order to complete this project.

We are not entirely sure what the required budget would be for our product, but we can give somewhat of an indication as we do know what kind of materials we are most likely going to need.

For hardware components, we would at least make use of;

A beamer in order to create the projection on the floor.

A camera, which will enable us to keep track of the players and their movements.

