Your one-pager needs to answer the following questions:

* What elements (technical and user experience) make a game an Arcade Game?
* How would you describe the value proposition of your game?
* Make a competitor analysis: how does your game add more value?

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| Arcade game | |
| General description: | A usually coin-operated game designed for play at an amusement arcade.(Merriam-Webster, 2005) |
| Technical elements: | Addictive, short levels with difficulty increases, simple controls with simply physics |
| User experience related elements: | Intuitive and simple controls Short levels + increase in difficulty as time goes on Highscore Focus on gameplay instead of story |

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| Value proposition | |
| A value proposition is the promise from a company to the consumer or user. It’s the easy- to- understand reason why a consumer should buy the product or service.   In this context, value, means why the product or service is valuable for the consumer. A product or service can have functional value or emotional value. Functional value concerns the measurable features, like speed or traction of a car. Emotional value concerns the non-measurable features, like status or design. For a game the functional values can be for example accessibility, number of levels, number of in game purchases. The emotional values can be for example status, fun, nice design.  The Value Proposition should convince a potential consumer that your product will add more value or better solve a problem than similar products or services will. | |
| Analyse your game | |
| functional values: | Move, shoot, dodge, get a score based on how you do, infinite level |
| emotional values: | Kill the mafia using these fun mechanics! Get a higher score than others! |
| Summarize your value proposition in one sentence: | Shoot the brute, get the girl. |
| Examples are:    Uber: *Tap the app, get a ride*  Apple iPhone: *It’s more than a collection of features. It’s simple, beautiful and magical.*  Unbounce: *Build, publish and A&B test landing pages without IT*  Slack: *Makes users’ “working lives simpler, more pleasant, and more productive.*  Digit: *Makes your life easier with our accounting software* | |

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| Competitor analysis | |
| In this case a competitor analysis means that you will have to explain what value similar games offer the player. Mention 10 similar games and explain in one sentence the value they offer. Is it fun, excitement, competition, good value for money or something else? | |
| To hell with hell(Steam) | Pretty shooter where you kill enemies and have many abilities to play with using their mask system. – Game is too slow/frustrating compared to what we’re planning on doing. (Steam) |
| Enter the Gungeon(Steam) | Pick up a random gun, make your way through five randomized levels and win. – In our game you know what you’re going to get, your higher score is dependant on you and not on what weapon you pick up. |
| Nuclear Throne(Steam) | Humanity is dead, mutants and monsters try to survive and shoot their way to the nuclear throne. – In our game you’ll play as a human which means it’s easier to connect with the story and competing with others and getting the highest score is the most important thing. |
| Tesla v Lovecraft(Steam) | Insane game where you play as Nikolas Tesla trying to kill Lovecraftian Horrors, huge amount of abilities and guns as you kill the variety of enemies. – Lack of focus on high score. |
| NeuroVoider(Steam) | Twin-stick shooter set in a cyberistic future about shooting robots, big hordes, big enemies. – People complain about the huge variety of weapons being boring, because it feels shit to get half the weapons in the game. We only have a few classes to make sure there’s variety that is still balanceable. |
| Nex Machina(Steam) | Arcade style twin-stick shooter in a distant cablepunk future, kill all the enemies and survive. It’s expensive however at 20 euros, which is far above the price range of all the other games on the list. |
| DEADBOLT(Steam) | An extremely challenging stealth-action hybrid where you can choose to play as an assassin or a one-man army. The gameplay is finnicky and unreliable and often feels unfair. Our game has the intention of making it your skill that decides how far you get. |
| Berzerk(Wikipedia, n.d.) | Berzerk is a directional shooter, move with the joystick and shoot the enemies! There’s no dodge mechanics and the graphics are substantially worse. |
| Gauntlet(Wikipedia, n.d.) | In Gauntlet, four people choose their class and get dropped into a dungeon where they have to kill the enemies and work together to get to the exit. The graphics are very low-res and our game will do much better on that front, as well as the fact that we have a dodge button and more interesting gunplay/combat. |
| Wizard of Wor(Wikipedia, n.d.) | In Wizord of Wor you and up to one other player try to clear the maze of zombies whilst also fighting each other or working together. The graphics are a lot better in our game as well as the fact that ours focuses more on skill based combat vs the working together part of Wizard of Wor. |

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