**What problem you are solving?**

Our game will satisfy the growing need for children’s educational games for mobile devices. We will focus on the fundamentals of learning while creating a game that is also fun to play. Since educational games are still rare for mobile devices, our game will become popular and profitable.

**Why should "I" (as an employer) care about your project?**

 You should care about this game because it will generate money by satisfying the need for educational children’s games for mobile devices. Our plan is to make the game free with ads or $0.99-$1.99 to disable ads as well as have in-app purchases available. We will have add-ons you can buy, such as, different levels that vary in difficulty and subject. Since our game will be both educational and fun, kids will want to play, while parents will want their kids to play.

**3) What is your market size?**

According to Express, Home of the Daily and Sunday Express says that “The [toddler](http://www.express.co.uk/life-style/health/554497/Toddlers-risk-dangers-technology) has already learnt her colours and the names of farm animals on the shiny new iPad which she received for Christmas from mum Ewelina Krzysztofik of east London.” Which shows that there are places where a child at any age can learn from using an application. As long as they are well monitored by their parents.

**4) What features you see in your dream product?**

Because kids are becoming more and more interested with technology, we believe that our project has the potential to be sold to schools to use as a learning tool. We would like to add more learning topics such as spelling, reading, and biology, and so on in order to offer more to the client (individual or school) and increase business profit. Adding a profile feature would also be ideal should our project be sold to schools.

**5) Who are your competitors? Who do you cope with them?**

Our competitor are some companies that are also interested in android based learning games. That are there to help kids learn before and after school to help them hone ones skills or develop skills that they don’t have. These companies include AppQuiz, Intellijoy, and abcmouse.

**6) Project description**

Learning Garden will be an Android game application with an emphasis on education focused for children 5- 10. The application will allow the user to develop an understanding of basic math concepts such as picking the correct number of seeds to plant and counting how many plants are growing in their garden. It will also introduce the user to an easy concept of the water cycle as they will be able to watch their plants receive water from clouds and see evaporation caused by the sun. Using a fun kid-friendly color scheme and friendly graphics, we hope to keep the user visually entertained as they play and learn.