

An analysis of a conceptual game which uses Augmented Reality technology and is based on early 2000s popular series "Beyblade".

Created by – Keshav Sikawat

Beyblader Game Analysis

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About Project

This document is prepared for project purpose only. The contents of this document are prepared for a hypothetical company named "*Bharat Gaming Pvt. Ltd.*". Every content of this document is based on a conceptual game named "*Beyblader*". *Beyblader* is an augmented reality game based on early 2000s popular Japanese series *Beyblade*. Any resemblance of the content with real world is purely coincidental.

Project Vision Document

Title:

Beyblader

Project Description:

Beyblader is a game based on early 2000s popular Japanese series “*Beyblade*”. It is inspired by the 2016 game “*Pokémon Go*” and uses augmented reality technology at its core. It addresses the ever-growing need of entertainment among users with an aim to provide outstanding experience to users, rewarding opportunities to the project team and superior value to the project stakeholders.

Deliverables/Outcomes:

The project outcome is a mobile based online game which users can play by having individual matches, location-based tournaments, and sponsored tournaments.

Functionality & Technology

The game will use augmented reality technology at its core along with other gaming technologies. The user does not need any special hardware and can play the game through their mobile devices only.

The game requires permission to access the mobile camera so it can scan the user surroundings and augment the *Beyblade* accordingly. The user gets two control panels to move the *Beyblade* and use its powers.

- The user can play the game by setting up individual matches or group tournaments.

- The user can also explore the game map and find the pre-defined location-based tournaments. To play such tournaments, users need to physically visit those places in the real world.
- The users can also play sponsored tournaments which can be classified as championship leagues. Such leagues can be organized each year and can be sponsored by different brands.

Audience:

The target audience primarily includes millennials and gen-Z people, i.e., people within the age group of 15-30. These people are tech-savvy, major contributors of online gaming and have a nostalgic feeling of the popular old series which can be a key to the popularity of game.

Partners

- Takara Tomy: *Takara Tomy* is a Japanese toy company who created the *Beyblade* brand and have its ownership rights. They are crucial as a partner since the game is based on their brand and without proper agreements, the project may face problems.

SWOT Analysis

- Based on a highly popular anime series
- Can be played on a smartphone
- Individual and community tournaments option
- Unique story mode progression
- Integrate with real world

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- Lack of 5G infrastructure, need to be lightweight
- Budget may go high
- In-app purchases may be low

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- Fast growing gaming market
- Profits from in-app purchases
- Rise of e-players which can bring crowd
- Early access to immersive game market

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- Future govt regulations
- Competitors
- Pandemics such as Covid-19 which can stop mobility of people

KPIs to measure

The project success can be measured using following KPIs -

1. Daily active users (DAU)
2. Retention rate
3. Average session time
4. Customer lifetime value (CLV)
5. Cost per customer acquisition (CoCA)

Generalized User Persona



Note – Although there is no restriction on people, this is a generalized user persona which covers different characteristics of users. All the users are divided into 4 main groups based on their age.

Group 1: Age 15-18

Group 2: Age 19-22

Group 3: Age 23-26

Group 4: Age 27-30

Gender:

Male, Female

Age Group:

15-18 (Group 1), 19-22 (Group 2), 23-26 (Group 3), 27-30 (Group 4)

Education:

Within high school (Group 1), within college (Group 2), college passouts (Group 3, 4)

Occupation:

Unemployed (Group 1, 2), employed in various firms (Group 3, 4)

Income:

Pocket money (Group 1, 2), 20k-100k pm (Group 3, 4), 100k+ (Group 4)

Location:

Tier 1 & 2 cities

Residence:

Own the house (All groups), hostels (Group 2), rented properties (Group 3, 4)

Relationship status:

Bachelor (Group 1, 2, 3), In relation but not married (Group 2, 3), married (Group 4)

Technologies used:

Mobile, internet, social media

Motivations:

Travel, money, comfort, immersive experiences

Game requirements:

Socially popular, free download, missions/tournaments, easy to use

Pain points of games:

Cost to download, latency, too hard to advance

Business Requirement Document

Business Objective:

Developing an augmented reality game based on “*Beyblade*” series by introducing AR developers in team and releasing first version of game by the end of 18 months.

Background:

With a vision of dominating world’s gaming industry, *Bharat Gaming* has made its mission to provide quality and innovative games for its customers. It had created a total of 12 games till now out of which 7 are among the top 25 games of India. At present, their games are not a part of top 25 international games due to quality standards. But the company has improved its quality drastically in past few years. In order to penetrate the international market, a new innovative game has to be developed with which every country’s population can relate to.

Scope:

- The project will start in October 2020 as soon as the work of *Mini Game* is finished.
- Before the project starts, AR developers are required to get hired and join the team.
- Also, necessary paperwork is to be done with *Takara Tomy* company before the project starts.
- First of all, the team will analyse tasks and produce minimal required *System Requirement Documentation*.
- Only issues found during implementation of first version and issues explicitly requested will be resolved. Issues found after releasing first version will not be included in this scope.

- This version is to be developed only for Android 8.0 & above and iOS 9.3 & above mobile devices.
- This version is to be developed only for New Delhi city map. Places except New Delhi city are out of this scope.
- Individual matches and location-based tournaments are to be included in the scope. Sponsored tournaments will not be included in this scope.

Features:

The users will be able to –

- play the game through their mobile devices
- play individual matches with other users
- play location-based tournaments all over the New Delhi city
- locate the tournaments using in-built game map
- view their scorecard and position on leader-boards
- control their *Beyblade* with two control panels
- upgrade their *Beyblades* by using game currency
- increase their game currency by winning matches, performing skilled moves and in-app purchases

Functional requirements:

The system should –

- detect the surrounding through mobile camera and place the *Beyblade* correctly
- keep a scorecard of each player and view the top players on the leader-board
- detect the user location and show the game map accordingly
- allow users to upgrade their *Beyblades* through game currency
- notify users through push notifications about the nearby and upcoming tournaments
- automatically send the crash reports, if any

- generate and send analytics reports to the developing team

Non-functional requirements:

The system should –

- use the *Bharat Gaming's* standards for UI/UX
- comply with international standards of data protection and network security
- be designed according to Bharat Gaming's values & standards and comply with the company's vision
- be lightweight despite using the AR technology
- not experience latency
- be scalable enough to cover other Indian cities and other countries

Assumptions:

- The project will leverage our existing team of developers and tools
- Further versions of project will be developed to remove the bugs found and release in other countries
- Necessary paperwork with *Takara Tomy* company and hiring of AR developers will be done in a timely manner
- Current work of *Mini Game* will be completed by October 2020

Limitations/constraints:

- Budget will not be increased without the approval of board of directors

- The first version must be launched within 18 months in order to meet the business case objectives
- The team has never worked on AR technology previously and can find difficulties integrating the same

Risks:

- *Takara Tomy* company denies signing the agreement
- No signs of nostalgic feeling for *Beyblade* series among the users which may slow down the popularity of the game
- Rise of social groups which are against online gaming which might force government to introduce stricter regulations

Glossary

AR:	Augmented Reality
Beyblade:	<i>Beyblade</i> is the popular anime series. Within game, it refers to the 3d model through which user will play the game
Immersive experience:	Technological experience through which user see a simulated reality either fully or partially on the top of real world
KPI:	Key Performance Indicator
Latency:	Time delay between cause and effect
Mini Game:	A hypothetical game on which team is working currently
SWOT:	Strength, Weakness, Opportunities and Threats