

A. Experimentation:

1. As our first experiment, we are going to launch the first game in an online platform called *itch.io* where we can create an account for free and it let us distribute our game for free. We can even set a minimum price for our game which will give flexibility to some users that can not pay the full price for our games. By launching our game in this online platform we believe that we are going to create an audience that will be attracted to our games and vision. While the game is on this online platform we can also get feedback from the users that try our game. This feedback is really important to us because this way we are listening to the community and it lets us know what things they want to see while playing our video games.

As I said earlier this online platform is going to be useful for us in order to make our company known for entertaining and informative games.

2. After a successful first experiment, as one of our strategies suggested we can start by creating an advertisement that will be published on multiple social media platforms. These advertisements will attract users from different ages, but most likely we target users between ages 16 to 20 years old that we think are the most active on their phones. The advertisements will create an audience that will be directly sent to Apple or Google stores where they can download our games. Also, there could be users that are already familiar with our products and now they are going to see that we are accessible on their phones by a mobile application. These games are going to be easy to understand and very user friendly, but if something goes wrong or a user has any suggestion there will be a dedicated section where they can write directly to *Antivirus Co.* In addition, we want to know if users found these games entertaining and informative by giving voluntary surveys that will appear at the end of their third game played. These surveys will have a few questions that we think are important to our games and feedback that we can be used for future references.

As we previously mentioned, our target is to launch a game at the beginning of April every year, so that our audience never gets bored and can choose from different varieties of games.

B. Priorities:

1. We are going to prioritize the first experiment because it is going to help us get known in an online platform call *Itch.io*. This online platform is going to let us create an online account for free while putting a price to our game for the people that want to play our game. On this platform, we can also design our game page which is the first thing people are going to see so we have to make it as appealing as possible. *Itch.io* also lets us analyze how good we are doing in popularity by giving us a statistics graph that shows how many people visited our game page, how many people download or purchase our game which is really helpful because we have an idea in which parts we have to get better. So if we are high in visits, but the amount of people that are purchasing the game is low then we know is because of the high prices that we put and we need to lower it or even make it free. If we decide to make it for free then we need to think about how to generate money by creating inside purchases that could get you better in the game. This technique is increasing in popularity in many big games nowadays and is really interesting because making it free open an opportunity for everyone to have the game no matter your economic status. I think this technique is perfect for our first time because is going to make us more famous around gamers and people are going to see that we deliver good games.
2. After we have been in that online platform for months we would like to create our games for phones and tablets. This is our main goal because this will make us more famous and we are going to reach even more people that are going to play our game. Not a lot of people have a computer available but most of the people around the world have access to a phone or tablet so this platform will be the best for our game. With this platform, we are going o have an audience of different ages that are going to play this family-friendly game. This is perfect for us because the main goal of all this is too bring knowledge and awareness to the people that play our game because they are going to know how a virus is spread and how you can prevent getting the virus.