

## **Product Vision**

### **Summary and goal of the game**

The game consists of 5 players working together, 1 being the commander the other 4 the bearers of the platform the commander stands on. The goal of the game is to carry the platform, including the commander, as far as possible. The commander wears the headset and is the only one who can see anything and has to therefore communicate the upcoming dangers on the road to the 4 bearers. Dangers can consist out of pits, branches, rocks and enemies. The bearers have to stabilize the platform by using the gyroscope in their smartphone. When they don't work in synchronicity, the platform will start to wobble, which will affect the commander with the headset in both real life and the virtual world. When people die, the platform becomes harder and harder to handle, until too many people die and the platform falls over and it is game over.

There is no true end to the game, the goal is to get as far as possible, and thus get the highest score. The road is infinite and procedurally generated and gets harder the further you get.

### **Target audience:**

If the Oculus Rift wasn't as expensive as it is now, we probably would've had a very large target audience. However, we are focusing specifically on people that have a large interest in gadgets and new technology who are ages 16 to 30.

Not only will this game be a really fun party game, but this game would be a great showcase of what VR can add to gaming. They will love our unique co-op gameplay that's only possible with Virtual Reality. Most of our specific target audience have a smartphone, which makes it easy to set up the game.

### **Compared to existing products:**

When comparing our game to other existing products, you'll quickly notice that there isn't a single game quite like ours. Our game mixes the elements of asynchronous co-op, gyroscope controls and battling enemies through swiping and pressing buttons (or other actions) to create something fun and entirely new. Asynchronous co-op of course exists for the Oculus Rift, for example Keep Talking and Nobody Explodes, a game in which the person with the VR headset has to execute actions read by the other players, but in our game, the players are all constantly active, working together towards a single goal, with the player wearing the VR headset having a better view on the threats that endanger all of the players.

**Target timeframe and budget:**

We are expecting to finish the game within 9 weeks. We plan on having a version of the product ready for beta testing at the end of week 6.

We don't really have a budget on our own, but tools we need are provided by the university, as long as we stay below a budget of a few hundred euros.

**Which needs the product will address**

In the broadest way we focus on fun gameplay, we can subdivide this into multiple elements we address with this product. As was said before, we target young people in the context of a party or for example a fun night of gaming with friends. The game isn't designed to be played hardcore, for hours or days on end.

Customers with a Oculus Rift will want more games for their device, as not many great ones have been developed yet. They want some way to share the fun of having an Oculus, being in a position where not everyone has one yet.

Players who want challenging, hectic and entertaining gameplay will definitely be satisfied by the product. The product is less suited for gamers who are looking for a more serious, long term and hardcore gaming experience.

**How the game satisfies the needs of the user**

The game satisfies the above needs by using the concept of the commander and the bearers. The communication between the players, the weird movements both commander and bearers will make during the game makes it ideal for party environments. Imagine 5 people playing and a dozen watching and the commander yells: "rocks ahead!" and all 4 bearers jump in real life. Then one doesn't jump in time, and dies in the virtual world, the platform becomes unstable and the commander starts to wobble in real life. This creates a hilarious and hectic environment which is even fun to watch for bystanders.

People who own an Oculus Rift can now share their experience of having one with all their friends. The sharing also suits this healthy rivalry aspect of the game, where people will want to show they're the best commander among their friends.

## Referentials

1. Context Project Guidelines. Retrieved on 26 April, 2016 from [https://docs.google.com/document/d/1Xb4vrF9V78ge\\_vq4VLrI3YZ2Qq0daCLW2oid2IrGRfA/pub](https://docs.google.com/document/d/1Xb4vrF9V78ge_vq4VLrI3YZ2Qq0daCLW2oid2IrGRfA/pub)
2. Roman Pichler, *Product Vision*, <http://www.scrumalliance.org/community/articles/2009/january/the-product-vision>