

Product Vision - Carried Away

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Date: 04/05/2016

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1. Introduction

This document describes the overall goal of the game. The purpose of the Product Vision is to add more thought to where the product is going to¹⁾. To achieve this, five fundamental questions are answered:

1. Who will want to buy this product?
2. What are the needs of these customers this product will address?
3. How will the product achieve these needs?
4. What makes this product stand out compared to other existing products?
5. What is the targeted timeframe and budget to develop and launch the product?

Section 2 explains the target audience of this product and their needs, answering the questions 1-3 in it's corresponding subsections. The fourth question is answered in section 3, which will compare this product to other product with similar attributes. The last question about the targeted timeframe and budget is answered in section 4.

1.1. Product description

Before showing the vision of the product, here is a short description of the actual product.

This game, *Carried Away*, consists of five players working together, one of them being the commander and the other four the carriers of the platform the commander sits on. The goal of the game is to carry the platform with the commander on it as far as possible. The commander wears the Oculus Rift and is the only one who can see the in-game environment and has to therefore point out the upcoming dangers on the road to the four carriers. Dangers can consist of pits, branches, rocks and enemies. The carriers 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 VR 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. *Carried Away* is a party game¹⁴⁾, which means it's meant to play at parties and other sorts of social gatherings. The fun of the game is in working together scoring victories by getting farther, a smooth learning curve (keeping the game easy at the beginning and making the difficulty ramp up slowly), and getting rewarded for reaching checkpoints by introducing new elements.¹³⁾

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. However the amount of checkpoints is finite. We'll be able to introduce new elements to the game until the final check at which there will be a small celebration for making it that far. After the final checkpoint the difficulty will still slowly increase, but no more new elements appear.

2. The Target Audience and their Needs

Why should anybody want to buy this product? That's the main question this section will answer. Sub-section 2.1 will describe the target audience of this game, *who* will want to use the product. 2.2 marks out *what* the needs of these customers are that the product will address. Finally, 2.3 explains *how* the game satisfy these need and which product attributes are crucial for this.

2.1 The Target Customers

If the Oculus Rift wasn't as expensive as it is now, its price sitting at \$599 at the moment²⁾, and if it didn't require as much power from the pc it's running on³⁾, the target audience would probably be much larger. However because of this, the focus is specifically on people that have an interest in gadgets and new technology. And of course, because this product is a game, it attracts gamers.

2.2 The Customer's Needs

This product is a video game and every game addresses customer needs that the user can not experience in real life⁴⁾. Below are the basic customer needs that this product addresses.

- **Fun**
In the broadest way the focus of the product is fun gameplay. Fun is a basic human need. After all, fun is a pathway to a successful life⁵⁾.
- **Simplicity**
Without simplicity, fun is much harder to achieve. With simplicity it is meant that there shouldn't be any difficulty in setting up the game or understanding it. Without simplicity, the users will waste a lot of time understanding and setting up the game, without actually playing it and experiencing the way it is meant to.
- **Social Interaction**
Social interaction is one of the fundamental needs of every human⁶⁾. Many games Provide this need in the form of cooperative *multiplayer*. By playing together, people strengthen their social skills.

2.3 Satisfying the Customer's Needs

How does this product satisfy the needs described in section 2.2?

- **Fun**

Fun is a very broad term and is interpreted differently by everyone. What is fun for one person does not have to be fun for the other. So proving this product is “fun” is next to impossible. What can be shown however, is the success of games similar to this one, that are perceived as fun by the majority of the people. One game that shares similarities to this game and is perceived as fun is *Keep Talking and Nobody Explodes*⁷⁾.

This game also contains an attribute that are perceived as fun by many people: it requires its users to overcome challenges. “When a person is charged with overcoming challenges, they are more likely to enjoy a new experience and view it as fun.”⁸⁾.

- **Simplicity**

Many would argue that needing four Android devices and an Oculus Rift is already complex enough. However, most people have Smartphones nowadays, for example in the US about 68% of people has one⁹⁾. Setting up the game shouldn't be much of a problem, because no extra peripherals, besides the Oculus Rift, need to be purchased to be able to play the game.

Linking all devices together can also be done very easily. All five players should be located in the same room (section 1.1), so it makes sense that all their devices are connected to the same local network. Already many games such as *Minecraft*¹⁰⁾ and *Sid Meier's Civilization V*¹¹⁾ automatically find servers on your local network.

The game itself is easy to understand. The rules of the game can generally be explained within two minutes.

- **Social Interaction**

From the description of the game (section 1.1) it can be seen that this game requires a lot of cooperation, which is a form of social interaction. Without cooperation, the players of the game are almost guaranteed to fail in a short time. For example if the Oculus Rift player does not communicate with the rest of the group, they won't be aware of any nearby obstacles and will fall right into them, consequently losing the game.

3. Comparing to existing products

When comparing our game to other existing products, you'll notice that there isn't a single game quite like ours. The game mixes the elements of asynchronous co-op (cooperative multiplayer gameplay with players having different roles that play in different ways), gyroscope controls and battling enemies through swiping and pressing buttons (or other actions) to create unique experience.

Asynchronous co-op alone exists already for the Oculus Rift, for example *Keep Talking and Nobody Explodes*⁷⁾, a game in which the person with the Oculus Rift headset has to execute actions read by the other players. However in our game, the players are all constantly active (either looking for dangers and instructing the other players or constantly balancing, steering and defending themselves against enemies), working together towards a single goal (making as much distance as possible).

4. Targeted timeframe and budget

Carried Away is planned to be finished in nine weeks. A version of the game is planned to be ready for beta testing by the end of week 6.

The budget isn't supplied by the developers, needed tools are provided by the university of Delft, like the Oculus Rift.

Scrum¹²⁾ is used to ensure that the product will be done in time. This is done by using so called sprints, it was decided to devote one week per sprint. During a sprint, a backlog is set up to determine what will be done this week and by who. Things that weren't completed last week will be reviewed and included in the backlog for the current week. The developers will review how last week went and how problems can be handled differently in the future. This way the structure of development changes constantly and makes sure everything will be done in time for the required deadlines.

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