به نام خدا

Concept Document

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The Premise

The Phoenix Dash is the adventure of running away from your Destiny! Avoid the obstacles, test your escaping skills, dodge as fast as you can and beware of The Deathly Fire!

Player Motivation

This game contains many interesting elements. From funny and exciting obstacles and boosts to fast controls, funky graphics and competitive challenges; there is always something new to offer to the player. Just try to do your best and bet your records!

Unique Selling Preposition(USP)

This game is very special in its own kind. It’s the first time that a Phoenix feather is taking charge in a Casual game, plus the newly designed graphic functions and controls are not seen in the similar games. Also, people have a special connection with Fawkes the Phoenix, the main character.

Target Market

Play Store, Café Bazaar, Steam

Target Rating

ESRB: E

ESRA: +3

Genre

Casual

Target Platform

Android Phones, PC

License

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Competitive Analysis

There are a lot of similar record setting casual games in the market nowadays, but what makes this game stand out against the potential competitors, is the uniqueness, special design and the excitement of seeing some new elements for the future players. Other similar games mainly use repetitively used ideas over and over again. Such as: snake chasing, ball chasing, people runaway, but many objects that have not been used in any other similar games with new unexpected functions are sure to attract many players and be at least as successful as its competitors.

Goals

We want this game to bring joy and happiness to its player at a first main goal. This game is supposed to reduce the everyday life pressure from the player and make the exhilarated, meanwhile; playing such a game will help increasing concentration, attention and also boosts your reaction and brain speed.