



Vision

What is your purpose for creating the product?

Which positive change should it bring about?

The primary purpose for creating the product is to provide a unique parent and child gameplay experience that is simple enough for children to get involved with but still complex enough for adults to enjoy.

The positive change the product should bring is a pleasant bonding experience between the child and parent where they must work together to achieve the same goal of winning the game.



Target Group

Which market or market segment does the product address?

Who are the target customers and users?

The product is primarily aimed at parents and their children.

The game could potentially be played by just adults in a single player mode where the child character is absent. In this case, the parent character should be able to complete the game on their own without requiring any help from a second player.

On the other hand, the game could be played by just young children where the main character is controlled by an AI. This would be a complex task to achieve however since the child cannot communicate with the AI and may get frustrated because the AI has most of the control.

These features may be implemented later after product release as an optional extension to the main game. For now, the main audience will remain as a parent and their child.



Needs

What problem does the product solve?

What benefit does it provide?

The problem the product will attempt to solve is to provide a cooperative gameplay experience for a parent and their child despite the large skill gap between both demographics.

Games targeted at a young child are very simple in nature and are therefore unappealing to an adult who would quickly get bored from the lack of complexity and difficulty. Adult games on the other hand are most of the time far too complex making it difficult for young children to remember controls and gain an understanding of how the game mechanics work.

The primary benefit of this product is it would bridge the gap between young children and adults to play together on the same game while meeting the needs of both. It also serves as a good introductory platform for children who are learning how to use a gamepad controller or play games in general in a cooperative environment.



Product

What product is it?

What makes it stand out?

Is it feasible to develop the product?

The product is a co-op action platformer with asynchronous gameplay. The second (child) player has simplified mechanics and is attached to player one.

What makes the product stand out is its niche ability to be played by an adult and a young child with minimal fuss and frustration. Furthermore, the game is played using gamepad controllers appealing to console gamers and local coop enthusiasts.

Additionally, the art style makes the product stand out from other 2D platformer titles with a low poly theme and bright contrasting colours so users will enjoy the visual elements of the game.

It is feasible to develop the product within the given time restraints due to the simplicity of a 2D platformer, a simple art style, and the use of 3rd party assets.

