

# Product Vision

Team Kroket  
28-04-2016

|                    |               |         |
|--------------------|---------------|---------|
| Irene van der Blij | ivanderblij   | 4385691 |
| Jochem Heijltjes   | jheijltjes,   | 1534041 |
| Mayke Kloppenburg  | mlkloppenburg | 4383265 |
| Alan van Rossum    | alanvanrossum | 4293932 |
| Harvey van Velton  | hvanveltom    | 4350073 |

# Product Goal and Target Audience

This document will further elaborate the goal, the target audience, the customer needs, the distinguishing factors of the game and the time frame.

## The goal of the game

The primary goal for the players is to make sure that the player that is locked up can escape before the time runs out and the room fills up with the toxic gas. The locked up player can help fulfilling this goal by searching through the room and interacting with the present objects, in order to find hidden information, clues and puzzles. For the puzzles the help of the players at the CIA headquarters is needed, so by solving puzzles they can contribute to the main goal.

## The target audience

Even though the game can be played by a very broad audience, here the target audience will be explained in more detail. First of all, the target audience ranges from the age of 16 up to 50 years old. This is due to the fact that most people within this range are familiar with modern technology and own a smartphone. The Oculus Rift is not suitable for most children, since it needs a gentle and careful user. In addition to this, the puzzles that are to be solved in the game might be too difficult for very young children.

Apart from age, it is also important that the players like the game concept. The Oculus Rift user is mostly busy with searching the environment and communicating his findings to the other players. The other players will be busy with playing minigames, to obtain information and clues for the Oculus Rift player to escape, and communicating with the Oculus Rift player. This means that the target audience is interested in cooperative games, like to solve problems and play minigames.

## Customer needs

This game is meant for entertainment. The customer should have an enjoyable, immersive experience.

## Distinguishing factors

Over the last years the computer game industry has gotten gigantically large. Still, there are significant differences between this new game and the many already existing ones.

The first distinguishing factor of the game is, of course, the use of the Oculus Rift. This device allows the user wearing it to have an exceptionally vivid and realistic, so that the

player gets absorbed into the environment. This extraordinary experience will make the game more attractive and interesting to play.

Another factor that makes this game special opposed to other games, is the fact that all players have to be in the same physical space. This allows the players to have the best communication and it will support the cooperative element of the game. The game also encourages friends to meet up in the real world, instead of just gaming online with each other.

A great difference between this game and other games is that most games only allow all players to take on the same roll; in other words, all players have the same tasks and possible actions. In this game there is a clear distinction between two roles. One role being the Oculus Rift player whose primary task is to search through the environment, and the other role having the primary task of solving puzzles and minigames.

The last distinguishing factor is that the game makes use of multiple modern technologies as opposed to most games that only make us of one technique. The first device was already mentioned, namely the Oculus Rift. The Oculus Rift player will also use a controller to move and interact with the objects in the environment. Next to this, the other players will make us of yet another device, namely smartphones. The use of different devices will make the game interesting and modern.

## Timeframe

This game should be finished within 10 weeks. This is including the brainstorm sessions about the idea. The release date is the 22nd of June.