What is BTK?

* A multi-player tower defence game where one defends their base with turrets and attacks their opponents with 3 elemental type minions. Users can discover that attacking with minions can turn into a means of defense as well.

What is in a tower defence game?

* Bases
* Towers defend base
* Spawns attack base

What defines BTK and makes it unique, fun and DIFFERENT from other tower defence games?

1. 3 element type ‘rock paper scissors’
   * Can be used for both attack and defense
2. Attacking your opponent AND Defending your base simultaneously
3. 2 person multi-player on ONE device
   * Encourages in person interaction

What are the problems that hold BTK back?

* GUI is cumbersome
* Hard to initially understand
* Monetization is not effective
* Facebook integration is complete shit….

What is the goal for BTK?

* Have a simple game that is easy to understand within the first 30 seconds of play
* Be done ~2 weeks before the end of summer
* For ALL 4 members to enjoy our game and be proud of it
* Have a product Jean is happy with and is willing to publish
* Have a method of monetization that doesn’t turn the user away from the game

What are the solutions to make BTK a fun and unique game?

* Redesign UI/UX experience (solves GUI cumbersome problem)
  + *Remove* radial menus from both base and placing towers
  + *Add* new GUI at the bottom of the screen and on the sides
  + Due to this new GUI redesign, we need to:
    - Figure out how to spawn more than one minion
    - Allow boost towers to be upgradable in order for minions to upgrade to medium and heavy when they pass by
* Create a simple pop-up tutorial at game start
* Create ‘Heroes’ that have special abilities attached to them
* Create different layouts for the battle maps
* Remove all Facebook social integration

Once the game is published, what else can we add?

* Single player AI
* Additional map layouts
* Additional Hero abilities

Product Completion Paths:

* Finish product without publishing
  + Pros
    - Less work
  + Cons
    - Makes it seem like we did not have a good enough product to publish and were too lazy to complete the full development process
    - No market exposure
    - No proof for a resume that future employer can download
* Independently publish on Google Play and App Store
  + Pros
    - Experience of going through full development process
    - Have the ability to say we did everything ourselves
    - Have full control over the game
    - All profits go directly to 4 developers
    - Looks good on a resume
  + Cons
    - Don’t gain networking opportunities in the professional industry
    - Worrying about accounts and financial documents
* Snowed In Studios publishes on Google Play and App Store
  + Pros
    - Experience of going through full development process
    - Have experience negotiating and working with a studio
    - Have the ability to say our game was good enough to be picked up by a studio
    - Gain networking opportunities
    - Take advantage of Snowed In Studios marketing network
    - Don’t have to worry about financial aspect
    - Looks amazing on a resume
  + Cons
    - The obligation to include monetization
    - Snowed In takes a cut of the profits
      * (But this shouldn’t be a con because we all stated we are not in it for the money)