

Product Vision - First Draft

Target Audience:

Our game is specifically targetted at auditorium audiences. Our game should be accessible for all ages, but is most suited for young adults aged ~20-35. The game should be playable in auditoriums that hold a lot of people (~1500), but is aimed at an audience of 50-200 people.

Goal:

The goal of this game is to encourage people to interact with each other in a setting that is occupied by people that generally do not know each other. The nature of the game should encourage all attendees to participate. Furthermore our game will adress the general need for entertainment during waiting periods, specifically before an event starts or in between talks. When the attendents of the event are part of an already established group (such as for a workshop) this game can also be used to help team building.

Attributes to succes:

Crucial in our game is that it should encourage participation. Our game does so by making all players feel relevant and encouraging participants to move around using motion controls. Furthermore the game encourages the players to be competitive as the entire auditorium will be split into teams. This split should give players a sense of belonging to a team and thus drive them to perform well for that team.

Unique Selling Points and Comparison to the market:

The concept of a game that is played by an auditorium is one that has not yet been explored fully by competitors. In that way our game is unique in the sense that it allows a large group of people to play the game at the same location at the same time in a collaborative ánd competitive setting.

Timeframe and Budget:

We want to deliver a release version in 10 weeks time. After 5 weeks we want to have a playable version that can be evaluated as an alpha. After 8 weeks we want to deliver a beta version that can be played by members of our target audience.

We intend to use only our own resources; we do not require any additional funding to develop this game.