Goodbye Games

Title: Gacha Game Project

Objective:

Make a compelling game for users to buy and spend money on in-game purchases. The game aims to sustain user retention by providing directed art design for a specific group of users.

Scope:

The platforms that game uses are PC, Android and IOS. For PC, steam integration will be required. The game will be released on Google Play for Android and App Store for IOS.

The game plans to have a community forum where users can post messages and interact about the game. The forum needs to be moderated for proper usage. In the forum the announcements about will be given.

The target user base for this project is young adults (16 – 33).

Reason:

The market for gacha games at western markets are not capitalized like Asian market. The competition at the west market is underdeveloped.

The game will have continuous updates and new content which will drive more money then keeping the base game only. These content updates will be cheaper to develop than the base game. Thus, each update will be profitable.

Responsible Officer:

Sinem Ozden, Developer

Egemen Inal, Developer

Deliverable(s):

A base game which can easily get additional content with each update.

How to Measure Success of the Proposed Project:

We can measure the success of the project by completing the base game that can get additional content. After the base game completed the user retention, download rates, game ratings, etc. will measure the success of the project.

Resources:

This project will need developer, art designers, forum moderators, a secure sever for user data.