Competitive Analysis

	Jacksmith on Addicting Games	Empire on miniclip.com	Swords and Potions on armorgames.com
Menu on Left side	yes	yes	No (in corners of screen.)
Instructions at each level	Yes (people wanting weapons made)	Yes (quest book)	yes
Prizes for winning battles	yes	n/a	n/a
Shows "point needed for next level" bar	yes	yes	no
Icons for weapons (attack, hp, ice, fire)	yes	yes	no
Troops to back user up	yes	no	yes
A beginning Story line	yes	no	no
New weapon is announced and added to inventory	yes	n/a	yes
A place to store reference, help, and new item designs.	yes	Yes (on two different menus)	yes
Music w/ toggle off button	yes	Yes	yes
User always has a task	yes	yes	no
Level ups or weapons take time	yes	yes	yes
Unlock items on level up	yes	yes	no
Random rewards for staying active	no	yes	no

User needs resources	Yes (won in battle)	Yes(made by buildings)	yes
Game has Gold/Bronze as Logo Font color	yes	yes	yes
Gold font paired with red, black or blue.	yes	Yes (red)	yes
Logo has Shield or Emblem design	no	yes	no
Fit's screen	yes	no	no
Easy to navigate	yes	no	no
Summary at level up	yes	no	yes
Avatar customizable	no	no	yes
Inventory categorized	no	yes	Yes (faded out if not available)

What decision have been made based off research?
1. Make logo with gold font and one (or more) of the background colors red, black, or blue.
2. User should receive a prize for winning a battle
3. Instructions should be clear and happen as needed.
4. There should be a reference page just in case the user skipped through the instructions or needs a reminder.
5. I can have more than one menu.
6. Icons for weapons attack and defence reinforces understanding of weapon details.
7. Major buttons, like buy, make, sell, should be highlighted and attention drawing.
8. A level up bar should be added and a hp bar should be added during battle.
9. Minimal and organized is best.