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Competitor Analysis

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# Introduction

At the request of the stakeholder, this research is carried out to investigate other products that are similar to what is going to be made this semester. This means we’ll take a look at certain aspects of the product and compile them and see how we can use existing technologies, improve on them and compare them to the vision of our product. This includes escape room like games and places, but also online teaching games and applications.

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# Escape Room Games

## Escape room simulator

Escape room simulator is a game where you can make and design your own escape rooms, using a fairly easy to use editor to make and design your own escape rooms. The game can be played alone or played with friends, and levels can be shared online. The versatility that comes with the editor in this game results in being able to create complex rooms while still being quite easily made in the editor. You can easily adjust the size of the room. This is possible because the room consists of blocks, and you can easily add and remove them.

**One thing to note:**

What the game does right or wrong is only compared to our vision, and seeing how certain features would be good or bad for *our* product.

**What does this game do right:**

* Simplicity while being complex

The editor used in this game has a lot of options, while still being easy to use. This is done through self self explanatory and clear visuals and easy controls.

* Prefabs

This game offers a bunch of prefabs for making a level, making it easy for you to decorate and design a room. For each prefab you can customize a lot about the object itself.

**What does this game does wrong:**

* No beginner friendliness

The only downside to the editor being still easy to understand yet complex, is the fact that it’s still very complex. To make a big room, it takes a lot of time and effort to create a proper escape room. The downside of that compared to what our product is aiming for, is that it can’t be used effectively immediately. It takes time to be mastered and that hinders its effectiveness for teachers.

## De Verloren Herinneringen

De Verloren Herinneringen or The Lost Memories translated is a non linear online escape room game where you try and uncover the history in an old house and places related to the house. The game is a 2d web game where you click, type and drag to complete puzzles and other obstacles to in the end fill out a code to open a chest.

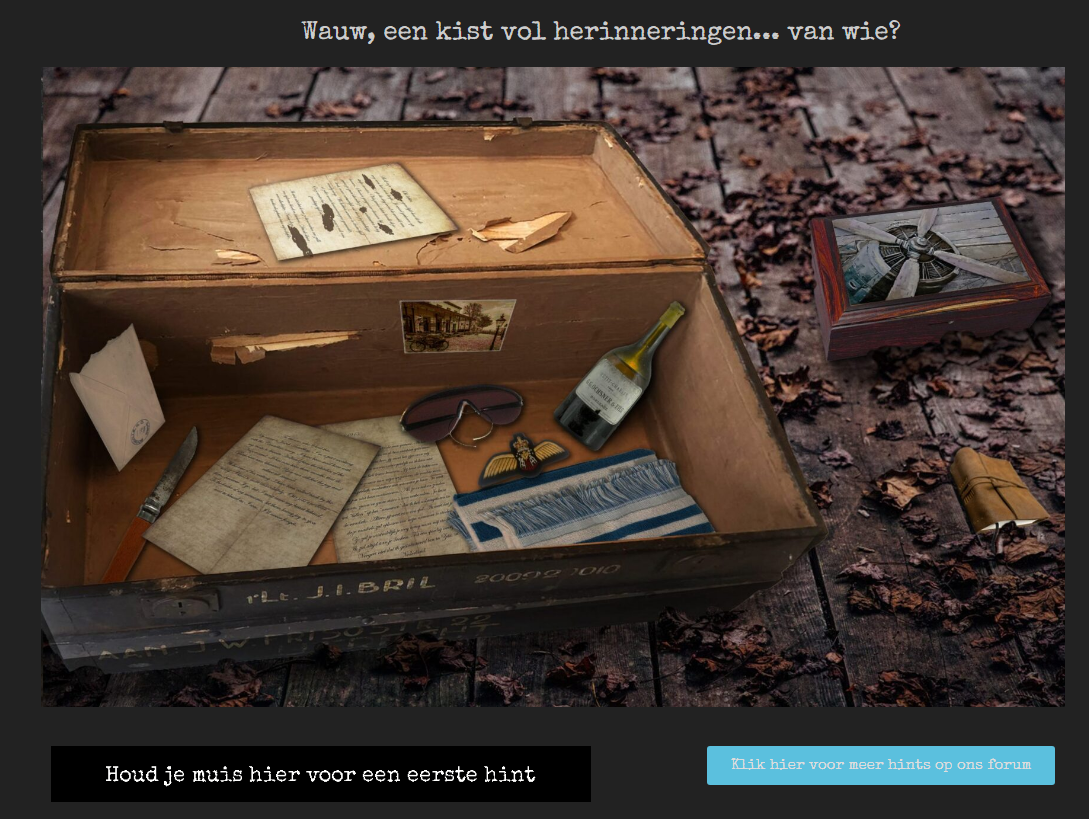
**What does this game do right:**

* An interesting environment, while being 2d

The game conveys a story in different rooms. The environment and puzzles itself play a big role in how that story is being told. This escape room uses a theme effectively while still being 2d, and it really helps with the storytelling and puzzles.

* Objects grow in size upon hovering

It’s a pretty small function, however, it is a very good mechanic to have in an escape room game like this where the room is in 2d. For example, you can hover a letter and it will show the full letter instead of having to constantly click on it if you want to take a look at it.



**What does this game does wrong:**

The only problem with this online escape room, is that it doesn’t feel very polished, and that mostly comes down to the picture quality and the assets that were used. The assets that were used were the right ones as objects, but it’s obvious that all the pictures were not taken by themselves and thus created some weird assets sometimes. This can be fixed by making every asset yourself, and making the look of every asset consistent.

**Teaching Games and Applications**

## Kahoot

Kahoot is a very popular quiz game, used globally in varying teaching practices. With kahoot you can make quizzes yourself, or play quizzes that others made on varying subjects. The quiz is shown on one screen and other participants can join on their phone, laptop, or any other device with internet access.

**What does this application do right:**

* Competitiveness

When playing kahoot, the main reason for answering the questions correctly is that, at the end of the game, you’ll be shown on top of the leaderboard at the end. You’ll get a little animation and see the top 3 contenders of that game.

* Easy access and usability

Kahoot can easily be picked up by a teacher and make it a useful learning tool in a classroom in a matter of seconds. Making a quiz yourself is also a fairly easy process.

## Conclusion

If we were to take all the good aspects of the games and applications above, we would have a good and well rounded product, inline with our vision of it. Most notably:

* Easy access and usability
* Well designed assets and prefabs
* Interesting environments
* A slight competitive edge
* Being able to make it complex without it being too beginner unfriendly

If we were to have these boxes checked in our product, it would be better than other products that are on the market right now, focussing on a combination between education and escape rooms.