1. The product’s target market are people who need to take a short break from working at the office and enjoy some friendly competition with in a quick game of Tic-tac-toe with friends or coworkers. However, the game can be enjoyed by anyone else of almost all age groups.

2. Our product solves the problem of having nothing fun to do while on break; and as we know breaks are important for productivity, thus a Tic-tac-toe break is a healthy distraction. A distraction that would allow busy cubicle workers to rest their minds from the difficult projects that they are working on, while still sharpening their intellect trough the development of their Tic-tac-toe skills.

3. The product is in the category of games and as such serves the purpose of entertainment. The popular name of the game is “Tic-tac-toe”; however, we plan on calling it “A few in a row” in order to portray the added functionality and game modes that will be included.

4. One of the main advantages of A few in a row is that it can be played on a local multiplayer with friends and coworkers, thus eliminating annoying, laggy, and frequently shut down remote online servers.

5. An advantage over the classic Tic-tac-toe is that A few in a row, will contain more than just the classic 3x3 grid. A few in a row will have a 20x20 grid in which players will have to get five elements in a line in order to win. This added game mode differentiates A few in a row and makes it far more superior to the classic Tic-tac-toe, providing players with more possibility and greater joy during gameplay.

6. To put it all together, A few in a row is going to be a better version of the conventional Tic-tac-toe with multiplayer (PvP) capabilities along with a clever artificial intelligence (AI) to challenge players to try and beat the computer when there is no one around to play with.  
All of that comes packaged in a beautifully designed user interface that is both practical and esthetically pleasing.