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<center>Homework #5: Tetris Timber</center>

Topic option:

        Free Rice

Incorrect words:

1. adoral = near the mouth
2. soothsayer = foreteller
3. tabanid = horsefly
4. katzenjammer = hangover
5. numdah = Indian rug

Website Proposal:

a. **Cause:**

Strives to help end homelessness; donates building material to countries in need.

b. **Activity:**

Users must play a charity version of Tetris called Tetris Timber. The concept/inspiration behind the game is classic Tetris but it would be different in that:

- Some blocks would be special. The limitations to these is that these blocks would drop at a much faster rate than the other blocks so they would be more difficult to control. Also note that some of these special blocks would negatively impact the game. Some ideas for these special blocks include but are not limited to:

    - wrecking balls: delete adjacent blocks
    - hammers: delete a row

- cranes: move the block(s) it lands on to somewhere else randomly
- cement truck: adds a horizontal block the length of the entire game screen on top of everything, essentially blocking everything off)
- For more advanced levels, some of the blocks will not be subject to the classic shapes. There will even be blocks in the shapes of little houses and planks of wood.
- A pop-up would show every 5-10 successful lines with some sort of trivia question related to homeless statistics. The hope would be that this would emphatically motivate players to keep playing.
- How much is donated increases exponentially because each level will also become exponentially more difficult. The higher levels will be virtually impossible.

c. **Argument:**

According to an industry study, 1.2 billion people are playing games worldwide, with 700M of them being online (Soper 1). Now, consider that "Tetris battle is one of the top ten most popular games on Facebook", enjoying about 3.1 million daily active users as recorded three years ago (Au 1). Clearly, our website would already have an advantage over similar charity websites by incorporating a fundamentally engaging, simple, and famous game such as Tetris into the donation process.

Furthermore, while it would be nice to believe that people would simply come to the website to help the world's homeless problem, a more realistic and slightly cynical argument would be that Tetris Timber is not a simple quiz that could grow tiring and boring over time like Free Rice, where users are likely to continue to play for the sake of the charity more-so than for the quiz itself. Tetris Timber is an addicting game that users would want to play repeatedly not only to support the cause but also to beat the challenging game. Users would get hooked on this new and improved version of the classic game, all the while not having to feel guilty for playing for hours because of the knowledge that they were giving back; it's the fun without the shame.

d. **Business Model:**

Most of our revenue would come in from ad space on the site itself that advertisers would purchase at their own discretion. The ads would remain the same throughout each player's visit; throughout their game, so it is to be expected that these ads would be more expensive than the click-through ads.

Secondly, as mentioned in part B there is a trivia portion of the game to keep the momentum going. We would have companies endorse these questions. A possible question would be: "Bank of America, in association with this charity organization, launched the first-ever global, multi-city build, which took place over one week in 41 communities around the world last year (Bank of America 1). Should a player answer incorrectly in this situation, they would be linked to an ad of both Bank of America and Habitat for Humanity. This would make the participating corporations look favorable in the eyes of the player while sneaking in advertisements.

e. **Citation:**

N.p. "Bank of America Launches First-ever Global Habitat for Humanity Build." Bank of America. Bank of America, 17 Sept. 2014. Web. 30 Mar. 2015. <http://about.bankofamerica.com/en-us/partnering-locally/habitat-humanity-international-global-build.html#fbid=ZXkgJJWmyFl>.

Au, James. "Inside Tetris Battle, Facebook's Top Multiplayer Arcade Game." SocialTimes. Social Times, 12 Jan. 2012. Web. 30 Mar. 2015. <http://www.adweek.com/socialtimes/inside-tetris-battle-facebooks-top-multiplayer-arcade-game/591024>.

Soper, Taylor. "Study: 1.2 Billion People Are Playing Games Worldwide; 700M of Them Are Online." *GeekWire*. GeekWire, LLC, 25 Nov. 2013. Web. 30 Mar. 2015. <http://www.geekwire.com/2013/gaming-report-12-billion-people-playing-games