

# The Monster App - Product Spec

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## Intro & Goal

The goal is to showcase my product skills for “The Monster App”. The game’s premise is simple: either feed or give heart to the monster to keep him alive. The secondary goal is to execute the task quickly by designing, developing, and launching in the App Store within a week (3 days for design and development + 4 day App Review)

## Who’s it for?

1. **Adults** – interested in trying a simple game
2. **Children** – those that like to play simple games

## Why build it?

1. Never built an iOS Game with animations, gameplay mechanics. Swift 2.0
2. Try something new

## What is it?

### Glossary

1. **Main View** - homepage of “The Monster” with instructions and play game buttons
2. **Instructions View** – explanation of the game followed by play game button
3. **Gameplay View** – play the game here, options to return to menu and restart

### Main View

This is the main view controller when the app is first loaded. It contains the title, “Instructions” button to lead to the Instructions View, and “Play Game” button to lead to the Gameplay View. Animations are created using the Spring Framework.

### Instructions View

The user only gets to this view when he/she taps the ‘Instructions’ button on the Main View. The user sees the instructions to play the game followed by a “Play Game” button leading to the Gameplay View. Animations are created using Spring Framework.

### Gameplay View

The user only gets to this view either from the Main View or the Instructions View. The user plays the game here and can return to the main menu by pressing the “Menu” button. The user can restart the game by pressing the “Restart” Button. To play the game, the user must drag the heart or the food to the monster within a 1 second time frame. Failure to do so before the timeframe results in a life lost. Once you loose your life 3 times, the monster dies and you have the option to Restart or go to the Menu.

### Push Notifications

Users do not receive any notifications.

### Registration

Users do not need to create an account. No Game Center authentication.

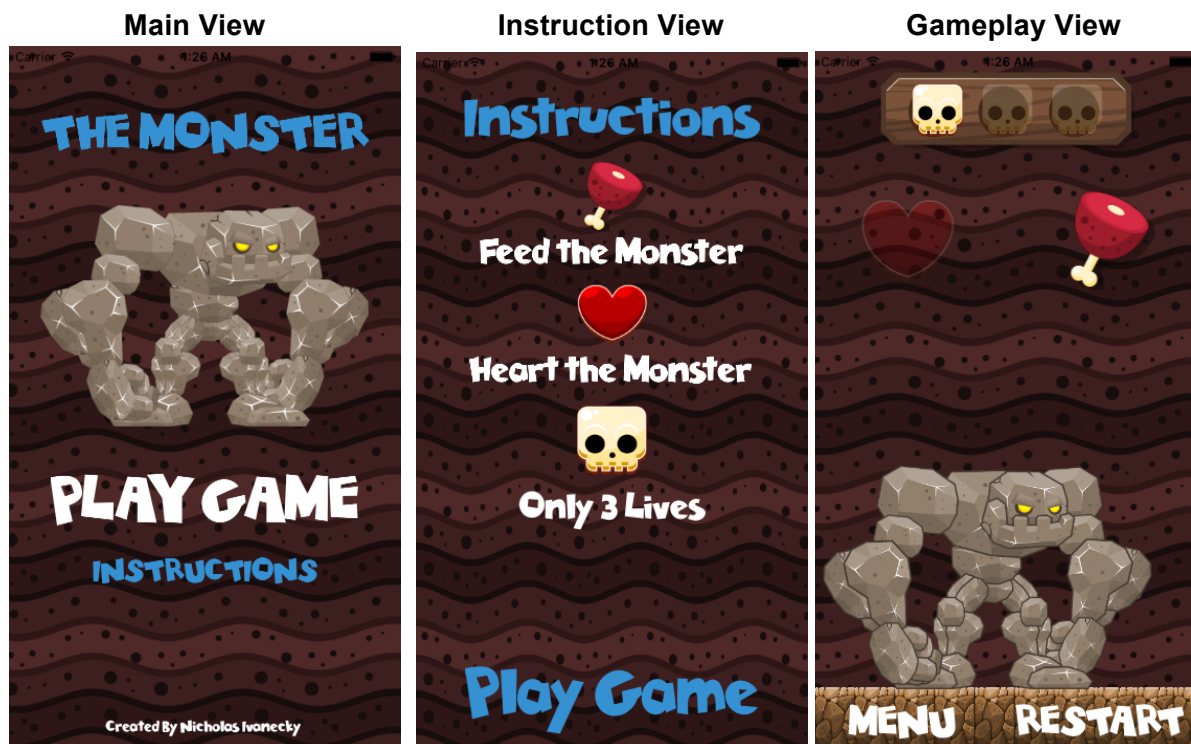
## Competitors & Product Inspiration

- 1) Any Game with “Monster” keywords in the App Store

## Seeding Users

Initial users will be the ones from the blog post and my individual contacts to try the app. The blog post will be written on Medium and distributed on Twitter, Facebook, and LinkedIn. To capture higher AEO in the App Store, strong keywords will be used with beautiful screenshots.

## Mockups



## Product

The iOS App can be installed from the App Store here:

<https://itunes.apple.com/us/app/the-monster-game-app/id1079778064?ls=1&mt=8>

Github Code Repo seen here:

<https://github.com/tron1991/The-Monster-Game-iOS-App>

## Go to Market

1. **Apple App Store Contact**– reach out to be featured in the App Store Game Section
2. **Blog Post** - “Simple Monster Game”
  - a. Post on Medium and LinkedIn
3. **Social Media**
  - a. Twitter Sharing (300+ followers), Publish on LinkedIn (1,000+ Contacts)