Competitive Analysis

# Description of Your Planned Project

The goal of my project is to create the game Bloons Tower Defense 3 created by Ninja kiwi. The game will first start off with a splash screen containing different options. The two options will be to create an own map or to use a preexisting map. There will also be three game modes – Easy, Medium, and Hard where the speed and type of the balloons based on the difficulty. Each of the maps will have five levels, through which the user progresses through.

This game consists of several components. The balloons will travel across the screen based on the map. The second main component are the weapons that the user can choose when to deploy in order to fight off the balloons. The weapons will destroy the first balloon that enters the screen only if it is in the range of the weapon. The last main component is how customizable the game is. The user will be able to create their own map, choose their weapons, and choose what type of balloons they want in the game. The player earns money from popping the balloons. Based on how many balloons the user popped, they can earn money to buy more weapons to attack the balloons. There will be five total weapons that the user can purchase (dart, spike, freeze, sniper, and super weapon). Each of these five weapons have certain characteristics to help users win the game. Whenever a balloon exits the screen without being popped, the number of lives that the user has will be decreased based on the color of the balloon.

# Evaluating Your Competition

The three games that are similar to the game that I want to create are Kingdom Rush, Plants vs. Zombies, and Tiny Defense.

In Kingdom Rush, it has many similar objectives as Bloons Tower Defense. There consists of villagers or other animals who want to go from one side of the screen to the other. The user can buy towers to shoot them in order to prevent them from going to the other side of the screen. Users get money based on every time they shoot on of the people.

The second game is Plants vs. Zombies. In this game, there are zombies that try to cross from one side of the screen to the other. The plants’ objective is to destroy the zombies before they can make it over to the other side. Based on how many zombies they kill, the plants become stronger, but as the levels progress, the Zombies also become harder to kill. The user is awarded money every time they kill one of the zombies.

The third game is Tiny Defense, robots are fighting to save their friends from enemies taking over the planet. The objective of the game is similar in that the robots try to kill the enemies before they get to the other side of the screen. If they do get to the other side, they lose a certain amount of lives. The robots can gain skill and power if they kill the enemies and progress through each level.

# Identify Comparison Dimensions

1) Gameplay – The gameplay should be very smooth in order to convince the user to keep playing the game. There should not be any bugs or any confusing instructions of how to play the game.

2) Graphics – The graphics must look good to attract the user. If the graphics look amazing, the user will be more inclined to play the game.

3) Challenge – The game must be challenging. If the game is too easy, the user will get bored after a couple tries and probably would not want to play the game anymore.

4) Social aspect – If the game has a social aspect, such as a leaderboard where you can compete for the top spot against friends, users will be much more inclined to play to beat their friends.

5) Customizable – If the user wants to change the map or change the characters, allowing them to do so will entice them to keep playing.

# Comparison Table

Fill out the table shown below with the features you identified in the section above.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Gameplay** | **Graphics** | **Challenge** | **Social aspect** | **Customizable** |
| Kingdom Rush | Yes | No | Yes | Yes | Yes |
| Plants vs. Zombies | Yes | No | No | Yes | No |
| Tiny Defense | Yes | Yes | Yes | No | No |

# Summary

Based on the results, it is apparent that the best game to create should have all the features listed above. In order to make my project be competitive, I will need to make sure that the gameplay is very smooth, the graphics entice the user, the levels and gameplay make it challenging, there exists leaderboards for users to play with friends, and it is easily accessible through the app store. In addition, some gaps my project can take advantage are creating a very customizable experience for the user as well has have a very appealing graphical interface, which the users will enjoy playing. To make the game more challenging, I would also like to add an AI component where based on the weapons the user has out, a certain type of balloon can be shown onto the screen. With these components, I believe that my game could be very competitive in the strategy game market.