One-pager

# **Instructions**

*(once read, remove instructions from your one-pager)*

A one-pager is simple one-page document that gives a high-level overview of a product, service, or business.  In our case, it shows our concept and the essential background information. Visual styling of the document can help to compress complicated information and give a clear impression of the intended style of the game to be.

Use the information below to create a one-pager that sells the concept of your game. Add sources in APA style. Remove the instructions after reading and ***style the document*** in a way that fits the concept of your game: **make it visual, use images!**

More information:   
https://kopywritingkourse.com/one-pager-examples/

<https://medium.com/default-to-open/22-tips-for-writing-great-one-pagers-770bad8af6c7>

# Questions / Inspiration What elements make a game an Arcade Game?

|  |  |
| --- | --- |
| Arcade Game  General description: | *research general information that describe an Arcade Game* |
| Arcade Game  Required Technical elements: | *research technical information that is essential for an Arcade Game* |
| Arcade Game  Required User experience related elements: | *research user experience related information that is essential, important or interesting for an Arcade Game* |

## Competitor analysis

*(once read, remove instructions from your one-pager)*

The USP is what makes your game unique in comparison with games that are already on the market. It is a term used in marketing, that explains in what way a product is different from the competitors in a unique way. It is, so to say, “the reason to buy”. Examples are:  

* Uber: *Tap the app, get a ride*
* Apple iPhone: *It’s more than a collection of features. It’s simple, beautiful and magical.*
* Unbounce: *Build, publish and A&B test landing pages without IT*
* Slack: *Makes users’ “working lives simpler, more pleasant, and more productive.*
* Digit: *Makes your life easier with our accounting software*

|  |  |
| --- | --- |
| Name/show 10 inspiring Arcade Games and explain their USP in one sentence: | |
| Game 1 *(rename)* |  |
| Game 2 |  |
| Game 3 |  |
| Game 4 |  |
| Game 5 |  |
| Game 6 |  |
| Game 7 |  |
| Game 8 |  |
| Game 9 |  |
| Game 10 |  |

## Other inspiration?

*Include other (visual/technical/interaction) inspiration here.*

# Answers / Solutions

## Concept description

*Describe / show your game concept*

## Target Group

*Describe / explain your target group*

## Unique Selling Point (USP)

*What makes your game different and why should consumers buy it? Describe this in one sentence:*