**Eleven11 game approach and concepts**

**GOAL:**

* Create levels 1-3 to appeal to competitive and goal orientated mentality of gameplay. This will also allow return players/users to navigate to more challenging games quickly.
* Allow various experiences, such as beating the clock, team building and player v player
* Develop game Themes that would help users navigate and align to interests
* Create a core set of game types (e.g., Trivia, Problem Solving, Word Association, etc.)

**Themes:**

* Sports
* Music
* Movies/TV/Pop Culture
* Food
* Travel

*Each game will have time limits – 15-30 seconds*

**Level 1 Games**

(intended as icebreakers or fun ways to initiate game place, e.g., rock, paper, scissors to determine who goes first in a player v player experience)

*Types of games in this category:*

* Rock, paper, scissors style
* What came first? Show multiple images and then numbers

**Level 2 Games**

1. **Sports:** Free throw competition (incorporate a “smack talk” option in frame
2. **Music:** Name that tune
3. **Movies/TV/Pop Culture:** Name that star
4. **Food:** Make me a Sandwich / Make me a drink builder
5. **Travel:** Name that place(local, national and International options)

**Level 3 Games**

1. **Sports:** Team trivia
2. **Music:** Finish that lyric
3. **Movies/TV/Pop Culture:** Match that star to their show
4. **Food:** Battleship style based on favorite foods
5. **Travel:** Treasure hunt (local, national and international options)