In creating the game, we will be providing a casual time-wasting activity for anyone hoping to keep himself or herself occupied. The game, although built around a simple gameplay mechanic, provides an increasingly in-depth game as the player progresses, letting the player feel a sense of accomplishment with each round played. The game’s light-hearted and silly atmosphere can also improve the player’s mood, should he or she be having a particularly bad day. In addition, we will benefit as we gain experience with cooperation, art, and Unity. The target audience will be anyone with an Android smartphone who enjoys casual gaming.

The cost of creating the game will be the time required to familiarize ourselves with Unity and develop the game and to create art. The software we will be using, the Unity game engine and the GameMaker sprite editor, is entirely free. Publishing on Android is free, so there is no cost associated with the target device.

The game will provide consumers with a cheap (if not free) game to pass the time without having to worry about spending money on in-app purchases. Should we choose to monetize the game for a small price, we will receive the hard benefit of a source of income from our project. Regardless of monetization, we will receive the soft benefits of experience and a portfolio piece, both of which are invaluable in advancing in the video game industry.