**Market Analysis:**

Target market: Our target market are internet gamers. They have been relatively prominent throughout recent years, roughly 700 million according to <http://venturebeat.com/2013/11/25/more-than-1-2-billion-people-are-playing-games/>. 155 Million are Americans. It is currently a growing market as the technology has developed to produce better, more fun games. It is currently at 2.8 Billion dollar industry. The characteristics of our target market are people mostly under 30, particularly people in their youth.

Profile of Competitors: Our primary competitors are other web based gaming organizations, such as Nitrome. Our competitors provide a variety of games with varying styles for customers to play. Some of the companies that are in the market are Nitrome, Miniclip, and Addicting Games, which are all game creation organizations. The advantages of our competitors are quality and quantity. However, our game has the advantage of originality and uniqueness, which are large appealing factors.

Competitive Advantage:

The benefits of our product are its uniqueness and its simplicity. Our product has a relatively simple concept that is unique to our game and is different than other games created by our competitors. Additionally, the fact that this game is not long and arduous like many of our competitors games, but rather simple and manageable gives us an advantage. Four out of five households play video games, but not all of them are looking for a long, time consuming experience. Our game appeals to those customers more than the big name gaming organizations do.

**Results of the retrospective on first iteration:**

Looking back on are first iteration of our 3 week sprint cycle some of the successful things were creating a good overall layout for the development of our game and getting a start in the right direction. We had good results in dividing the work up and having concise goals. The members of our group have divided into 3 groups that have all started either the website, game, or database work. However the exact writeup and layout of our sprint cycles were not specific or clear enough.

The things that were unsuccessful of the iteration was defining a scope for each weekly iteration. They were very general and this may have created a situation of getting less work done because we were not specific enough with our goals throughout the iteration.

Concepts that we are going to use in the future is creating sprint cycles that have much more specific goal requirements

**Plan Cycle within the Methodology:**

For our project, we will be implementing a sprint cycle. Our sprint cycle for the next two weeks is the following:

Week 1:

Market Analysis (Determine business factors)

Develop database more

Week 2:

Website up (has create account, and other info)

Begin and End with game (make sure everything is connected and working)