

Space Race

Idea

I'd like a game that I can pick up quickly but is challenging enough so that I am kept occupied during my commute to work.

Primary User

John is 25 years old. He lives in the suburbs and works a full-time job in the city. To save money he uses public transportation to get to and from work. This accumulates to about two hours per day of commuting. John needs a game that he can pick up quickly but is challenging enough to keep his attention for each hour commute.

Context

John steps onto the bus. it is 5:45am. He is tired. He takes a seat and gets ready for his hour commute. The ride seems like an eternity when he is just sitting there. He wants a game that he can play to make the hour go by quicker as well as get him in a good mood for work. He needs the game to be something he can pick up quickly but is challenging to master. This way he can jump right in once he takes a seat on the bus and will take his mind off the commute. He reaches for his phone and turns on Space Race!

Primary Use Case

- 1) A game that is quick to pickup and play without much of a learning curve
- 2) A game that is challenging to master