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TEAM PROPOSAL

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TEAM NAME	RC MORA
CATEGORY(WEB/APP)	APP
SCHOOL / OPEN	OPEN
NAME OF THE APP/WEB	Whac-a-mole
FIELD OF THE APP/WEB	Gaming for visually impaired

***Before completing the template please refer proposal guidelines document to understand the submission guidelines.**

PROBLEM DEFINITION, BACKGROUND & MOTIVATION AND PROPOSED SOLUTION

Problem Definition: State the problem you have identified in the current field you choose.

Background & Motivation: State what drives you in identifying the above-mentioned problem.

Solution: Explain how your app will solve the above-mentioned problem

APP/WEB OVERVIEW , UNIQUENESS OF THE APP/WEB

App/Web overview: State a detailed explanation about the app/web you are going to introduce to the market. You may use illustrations to interpret your app.

Uniqueness: State what differentiates your app/web from the other similar competitive apps/websites that already exist in the market.

IMPLEMENTATION & MARKETING PLAN

Implementation: State how you are going to implement the App/Web. Describe about the promotional strategies you would adopt for your app/web; how would you further develop your App/Web relevant to your solution while attracting the subscribers. State the development plan of the app/web highlighting necessary stages in brief.

Marketing Plan: State how you are going to enter the app/web market and advertising goals. It is important since ideally it proves you have a solid plan for reaching new customers, and whether you can attain new customers in the long run.

TEAM DETAILS

Please provide the necessary details of your team. All fields including photographs are required.

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PROBLEM DEFINITION, BACKGROUND & MOTIVATION AND PROPOSED SOLUTION

- The current field of gaming lacks inclusive and accessible options for visually impaired individuals. Most existing games heavily rely on visual elements, making it challenging for blind individuals to engage and enjoy gaming experiences. This limitation results in a lack of entertainment, challenge, and immersion for visually impaired gamers.
- The motivation behind identifying this problem stems from the desire to promote inclusivity and provide equal opportunities for individuals with visual impairments. Accessible gaming experiences can significantly enhance the quality of life for visually impaired individuals, offering them entertainment, cognitive stimulation, and social interactions. By addressing the gap in accessible gaming options, we can contribute to a more inclusive and diverse gaming landscape.
- The app will leverage audio-based gameplay, voiceover functionality, non-visual navigation, haptic feedback, and game sound design to create an immersive and engaging experience for users. Through the use of audio cues and instructions, visually impaired players can interact with the game environment and complete various challenges. The app will incorporate intuitive touch-based controls, gestures, and audio.

PROBLEM DEFINITION, BACKGROUND & MOTIVATION AND PROPOSED SOLUTION

App/Web Overview:

We are excited to present a groundbreaking app/web game designed specifically for blind individuals - a Whac-A-Mole game that provides an inclusive and engaging gaming experience. This game aims to bridge the gap between accessibility and entertainment, allowing blind users to enjoy the thrill of Whac-A-Mole in a unique and accessible way.

The game board consists of a grid layout, initially set at 3x3 squares, with the potential to expand to higher levels as the game progresses. Within each square, turtles will randomly pop up, and the game will audibly announce the location of the turtle using a naming system similar to chess notation (e.g., (1,3) or (2,1)). This audio cue will enable players to identify the specific square where the turtle has appeared.

To ensure that players are familiar with the grid layout, we have incorporated a tactile grid feature. Before starting the game, users will be guided to touch each square on the grid, and the game will audibly announce the corresponding square name (e.g., (2,1)). This tactile interaction will help users map the grid to their mental image, enhancing their gameplay experience.

APP/WEB OVERVIEW , UNIQUENESS OF THE APP/WEB

In addition to the core gameplay mechanics, our Whac-A-Mole game for blind individuals includes several accessibility features. A leaderboard will be implemented to track high scores, fostering competition and motivation among players. Furthermore, the game will provide haptic feedback in the form of vibrations when players mistakenly hit the wrong square, allowing them to quickly correct their actions.

To ensure a seamless user experience, we have developed a startup menu with audio-based setup options. Users will be able to adjust the game difficulty according to their preferences, ensuring a personalized and enjoyable gaming experience. Additionally, audio settings can be customized to suit individual preferences, providing flexibility and inclusivity.

Uniqueness:

Accessibility for the Visually Impaired: The primary differentiating factor of this game is its focus on providing an enjoyable gaming experience for blind people. While there may be similar Whac-a-Mole games available in the market, this game specifically caters to the needs of visually impaired individuals by utilizing audio cues and tactile feedback.

APP/WEB OVERVIEW , UNIQUENESS OF THE APP/WEB

And also Customized Game Board, Inclusive Features like leaderboard and customizable audio settings, Additionally, the game provides haptic feedback (vibration) when a wrong square is pressed, enhancing the overall accessibility and Level-based Difficulty.

Development Plan:

Initial Development: Create the core mechanics of the game, including the grid system, audio cues, and tactile feedback. Develop a basic user interface that is intuitive and accessible for blind users.

Testing and Feedback: Conduct extensive testing with blind individuals to gather feedback on the game's accessibility, usability, and overall experience. Make necessary adjustments and improvements based on user input.

Additional Features: Add features such as a leaderboard, customizable audio settings, and level-based difficulty to enhance the gameplay and engagement for blind users.

Iterative Updates: Continuously update the app based on user feedback, market trends, and technological advancements. This can include

APP/WEB OVERVIEW , UNIQUENESS OF THE APP/WEB

adding new levels, introducing new game modes, or integrating additional accessibility features.

Marketing Plan:

Targeted Advertising: The app will be promoted through targeted advertising campaigns on platforms frequented by blind individuals, such as blindness-related forums, social media groups, and assistive technology websites. Advertisements will highlight the unique features and accessibility of the game, emphasizing its suitability for blind users.

Partnerships: Collaborations with organizations and communities that support visually impaired individuals will be sought. This can include partnerships with blind schools, rehabilitation centers, or advocacy groups, which can help promote the game to their members and networks.

App Store Optimization: The app will be optimized for search visibility on app stores by using relevant keywords, clear descriptions, and appealing visuals. This will help attract users who are specifically searching for accessible games for blind individuals.

User Reviews and Ratings: Encouraging users to leave positive reviews and ratings on app stores will help build credibility and attract new subscribers. This can be achieved through in-app prompts, incentives, or by providing exceptional customer support.

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