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<center>The Analysis of Subway Surfers</center>

- One of the best games for killing time: simple design, need a few minutes to play as a snack game (Chang, B2, B3, B4).
- Requires low commitment: game is short and fast (Mauro, F8).
- New player friendly: you can learn how to play that easy (Mauro, M1).
- Easy to play: only one finger needed (Mauro, F6).
- Simple conception: to get higher scores you just need practice (Mauro, F1, F2).
- Has no ends: you can always get better score (Conrad, C1).
- There is in-game currency which can be gained by playing (Conrad, C7) and can be used to improve your score (Conrad, C3, C5).
- New items are introduced as the version goes up (Conrad, C9).
- You can compete with friends to see who gets the highest score (Conrad, C2).
- You can pick the image and dress the character in the way you want (Conrad, C13).
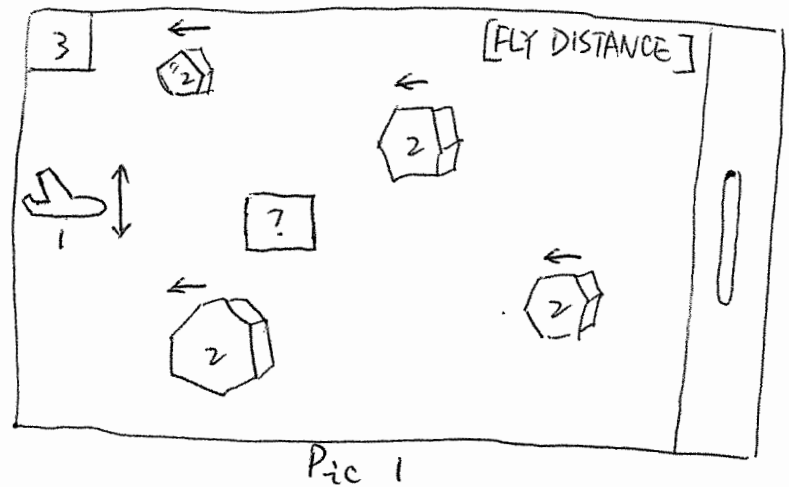- Visual design is good for all ages (Mauro, M9).

References:

1. Dr. Brent Conrad. Why are Video Games Addictive?
   https://www.northeastern.edu/mscs_online/cs5520-fall2017/wp-content/uploads/sites/8/2017/09/Conrad-WhyVideoGamesAreSoAddictive.pdf
2. Charles Mauro. Why Angry Birds is so successful and popular: a cognitive teardown of the user experience.
   https://www.northeastern.edu/mscs_online/cs5520-fall2017/wp-content/uploads/sites/8/2017/09/Mauro-WhyAngryBirdsIsSoSuccessful.pdf
3. Charles Mauro. Why Flappy Bird Is / Was So Successful And Popular But So Difficult To Learn: A Cognitive Teardown Of The User Experience (UX).
   https://www.northeastern.edu/mscs_online/cs5520-fall2017/wp-content/uploads/sites/8/2017/09/Mauro-FlappyBird.pdf
4. Tim Chang. Economic and Business Dimensions Gaming Will Save Us All.
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The game is to control an spaceship (#1 on Pic 1) to dodge the space rocks(#2 on Pic 1) and reach the furthest distance as possible.

The spaceship can be controlled by phone gravity function. The game should be played with the screen facing up and in landscape view. The spaceship will go up when you slightly rotating the screen away from you and go down when you slightly rotating the screen towards you. The spaceship will stay on the left side of the screen all the time.

The rocks and mystery objects (with ?) will move from right to left. There will be function items in mystery boxes which will either make the game more or less challenging for a short period of time. The #3 box will show your current status while one mystery item is activated. The upper-right box will show your current score.

Once your spaceship crashes on one of the rocks, the game will be over and you will be directed to a screen shown as Pic. 2. You can see the scores and your ranking among your contacts. You can even send a challenge request to your friend by FB/text to invite them to play.

Pic 1

1. Spaceship
2. Space rocks
3. Current Status

Pic 2
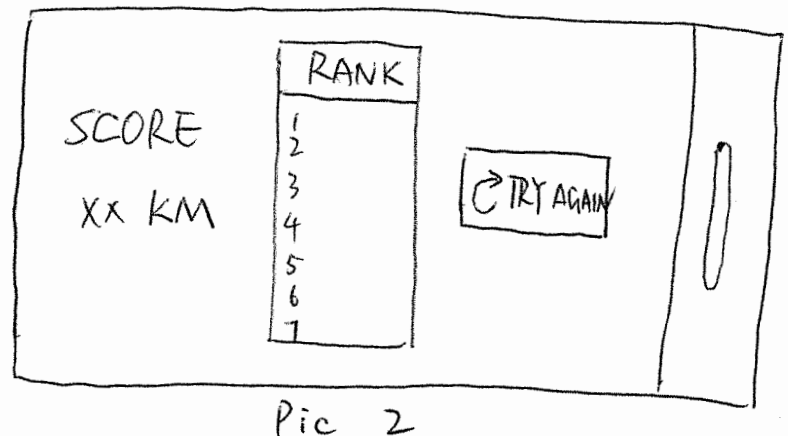
Selling points:
1. It's very easy to play (Mauro, M1).
2. Low commitment (Mauro, F8).
3. One of the best games for killing time: simple design, need a few minutes to play as a snack game (Chang, B2, B3, B4).
4. Has no ends: you can always get better score (Conrad, C1).
5. You can compete with friends to see who gets the highest score (Conrad, C2).
6. The random path and random mystery items will enhance the enjoyment.

References :
1.   Dr. Brent Conrad. Why are Video Games Addictive? https://www.northeastern.edu/mscs_online/cs5520-fall2017/wp-content/uploads/sites/8/2017/09/Conrad-WhyVideoGamesAreSoAddictive.pdf
2.   Charles Mauro. Why Angry Birds is so successful and popular: a cognitive teardown of the user experience. https://www.northeastern.edu/mscs_online/cs5520-fall2017/wp-content/uploads/sites/8/2017/09/Mauro-WhyAngryBirdsIsSoSuccessful.pdf
3.   Charles Mauro. Why Flappy Bird Is / Was So Successful And Popular But So Difficult To Learn: A Cognitive Teardown Of The User Experience (UX). https://www.northeastern.edu/mscs_online/cs5520-fall2017/wp-content/uploads/sites/8/2017/09/Mauro-FlappyBird.pdf
4.   Tim Chang. Economic and Business Dimensions Gaming Will Save Us All. https://www.northeastern.edu/mscs_online/cs5520-fall2017/wp-content/uploads/sites/8/2017/09/Chang-GamingWillSaveUsAll.pdf

Step 5

Social networking app

1. Eat with me:

   You are not always able to find someone when you don't want to be alone. Sometimes you want to try a new restaurant, but your friend has no interest; or when you move to a new place where you don't know anybody, you have to eat alone. But in big cities, sometimes the waiting line is too long that you have to wait for about an hour to be seated, you are going to be very bored and sometimes awkward. This app can locate you or anywhere you want to eat and show the restaurant nearby. You can select a restaurant and launch an invitation, you can select the numbers of people that can join you, you can also post what time you want to eat here. When other people select this restaurant, they can see all the invitation that are posted and the information of the invitation owner. The invitation creator can see their information and review as well and has the right to make a decision whether the stranger can join or not.

2. Gym buddy:

   Same conception. When you need someone to workout together, this app will allow you to find another one to join you. Plus, this app will allow them to discuss about the training plan and has the pre-designed plan based on the user's information such as weight, height and objective. The app also provides a timer when the workout starts. It has a checkbox for each set of activities. And all information are trackable.

3. Share the trip:

   The world is big and there are always new things for us to explore. Apparently not everybody will enjoy travelling alone. You can select the time window and destinations that you are interested, the app will provide you a list of the matches. The app will allow you to communicate with each other and you can choose not to disclose your information until you want to. The app will also get data from other traveling webs to provide travelling tips for you selected destinations.

Task board application

1. Level me up

   A lot of online games request long time commitment that players need to spend at least a couple hours on the game every day to avoid falling behind. What if you have something more important to do and have to set the game aside for a while but you don't want to be left so behind. This application can help video game players in need to find someone that are interested in helping them, such as doing the daily quests, leveling up or any particular request. The poster can offer any type of commission as the reward. Also, the app will also include trading feature that help players trade their virtual game items for safe. All commission will be held by the app running company and won't be released until the poster checks the work and approves to pay.

2. Do me a favor
   This app will allow user to post a task. The user has to include the job content, the location and any special request. For example, you need a certified plumber to install a disposal for you, you can check the box which will only allow registered certified plumber to see your post. Or you can post some kind of easy job such as hiring someone to stand in the line of Foot Locker for the new released Air Jordans. Or you can post to see if someone is willing to mow your lawn at the price you offer. The whole process will be quite simple that you don't even have to communicate. Whoever is interested in doing the job will just click accept and do it, the app will pay him/her afterwards.

3. Hungry?
   We already see how uber is working. Maybe we can use same logic for ordering taking-out foods.
   The restaurants can register and input their menu. The users can select their favorite restaurant and start to order using their phone. After that the system can do the calculating to match one food delivery person that is on the closest route. Example will be how uber pool is working. Anybody can deliver food, the commission is based on the amount of the deliveries you complete and if they are all on time.

Knowledge learning game

1. Lightning round
   When user choose to start, the system will match another user who also is playing. Then there will be a lighting round between the two players. There will be 5 or 10 questions, for each one there will be 5 seconds for the users to answer. The question will cover all fields from art to science, from daily life to work, from common sense to anecdotes. Whoever answers it correct and fast will get the points. The will be a ranking system, like you win a game you get one star, you lose a game you lose one star. 5 stars will make you approach next level. You can also challenge your contacts or view their rank in this game. The users will be able to submit a new question in the system.

2. Know-all

   Kind of similar to previous one but it's different. The system will match 8 players at the same time and shuffle them in a bracket. The player will have to win from a quarterfinal game to the final game to win a title. In each round, the players will rotate to answer the questions. In one's turn, the user can choose the field and the difficulties (1-3) of the question. The more difficult the question is, the more points it values. If the user answers correct, the points go towards him/her. Otherwise it is given to the opponent. There will be three rounds in each game. Each game is about 2-3 minutes and it can take up to 10min from quarterfinal to final.

3. Know-all another version
   The logic will be same: 8 random players.

   The difference:
   In each game, one will select one question from a field for the opponent to answer, if opponent answers it correct, it rotates, otherwise the opponent gets eliminated immediately. One game can take very long if two players are both very knowledgeable. So maybe it better to use non-tournament system to avoid letting other players waiting for too long and get bored.