

Competitive Analysis

Team JASSHANDS

Epic Win



“Epic Win” is a very similar application to our proposed idea. It is primarily a task management app which uses completed tasks as sources of experience points. As more tasks are completed, the player levels up, and progresses through the game. Key features include quests and loot. Quests are simply the tasks which the user assigns, which can be categorized as 5 different “stats” in-game. The loot are items which can be unlocked after completing some number of quests. Like our idea, loot in “Epic Win” is unlockable as the player levels up.

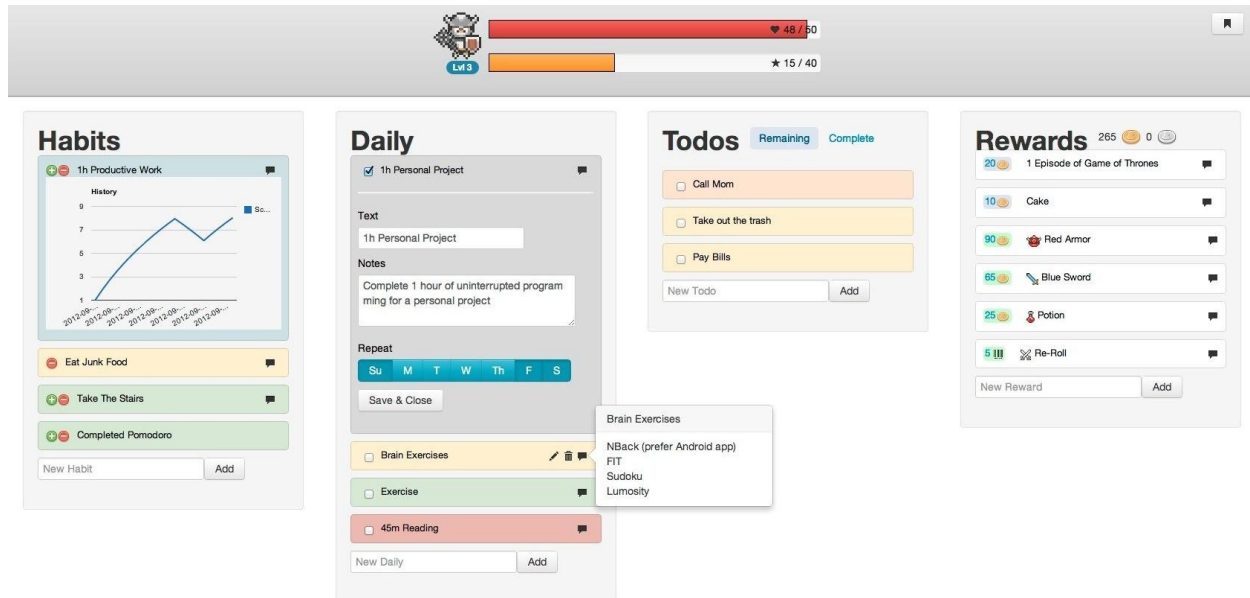
Strengths:

- fun alternative to a typical task management application
- clean, well-made graphics and animations
- syncs with calendar on device

Weaknesses:

- lack of multiplayer
- lack of “game” aspect to application (ex. level, stats, and loot do not contribute to any gameplay)
- largely non customizable avatar

HabitRPG



“HabitRPG” provides similar functionality as “Epic Win”, with the key difference of the user determining their own rewards. The interface is very simple and much like a typical task management application, with all tasks written by the user for the user.

The reward system is comprised of two parts: rewards written by the user, and unlockable content to customize the avatar. For example, upon leveling up, a user may unlock new armor or potions. These rewards can be bought using coins earned from completing tasks.

Strengths:

- fun alternative to a typical task management application
- customizable avatar
- for repetitive tasks and habits, a progress bar graph is shown
- unlockable clothing

Weaknesses:

- lack of multiplayer
- lack of “game” aspect to application (ex. level, stats, and loot do not contribute to any gameplay)

LINE Play



“LINE Play”, a Japanese application based primarily on one’s social network, consists of a community of avatars. Like our proposed product, it features unlockable outfits and a friend system. However, the target audience of “LINE Play” seems to be young, female women, so a greater emphasis is placed on the interface and the variety of unlockable items. In addition, the multiplayer aspect is nothing more than visiting other friends and chatting with them using the LINE calls and messages application.

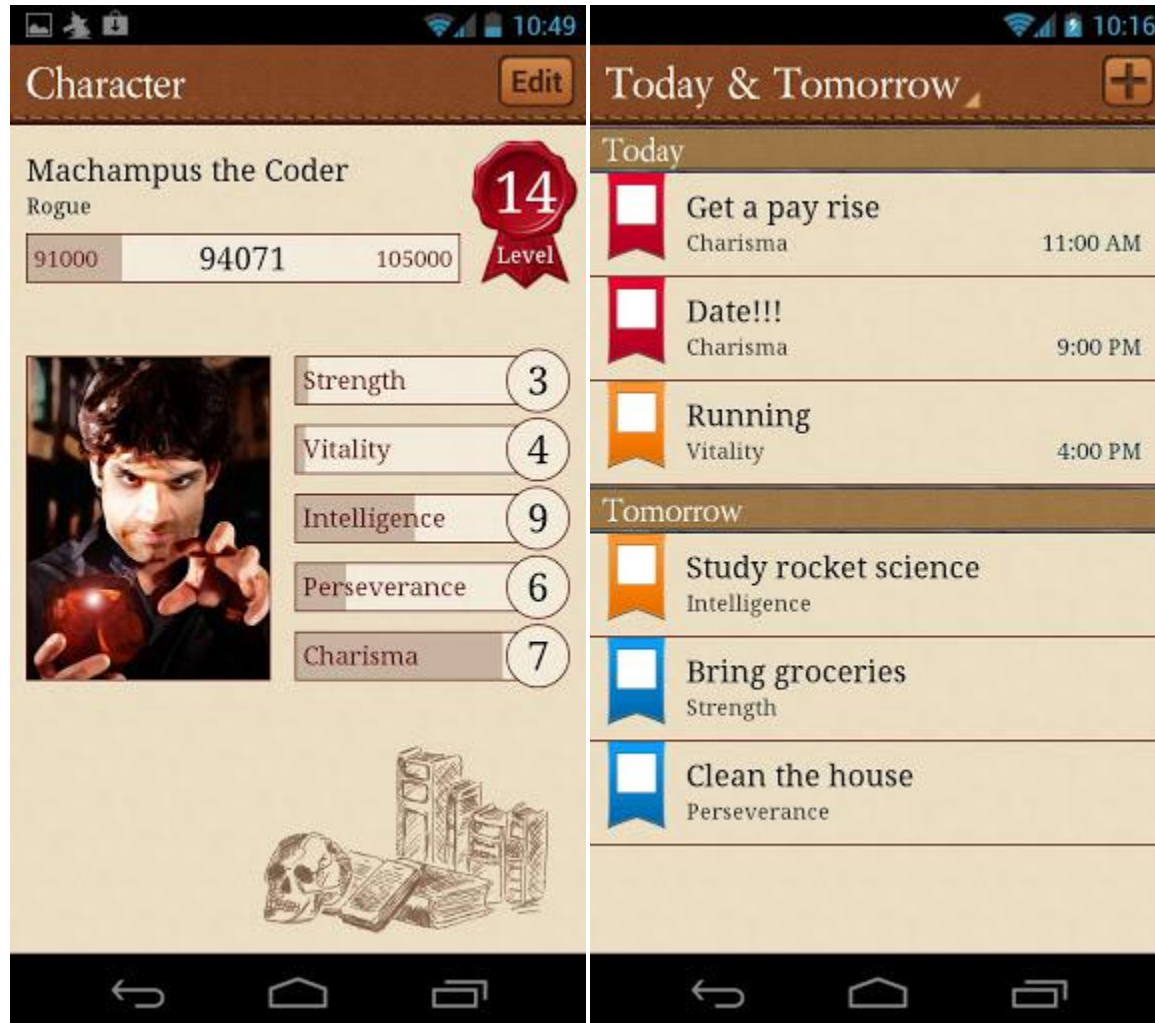
Strengths:

- customizable avatar
- beautiful interface
- friend system

Weaknesses:

- lack of gameplay
- very specific audience
- lack of specific goals to complete

Task Hammer



"Task Hammer" is essentially a simplified version of "Epic Win". It prominently features a task management application with a "game-like" interface built on top. Though the user may improve their skills and level themselves, there is no significance to the skills and level other than for aesthetics. In addition, unlike the other applications as well as our own, there are no "rewards" for the user upon leveling or completing tasks, which may be viewed as a disadvantage for this application.

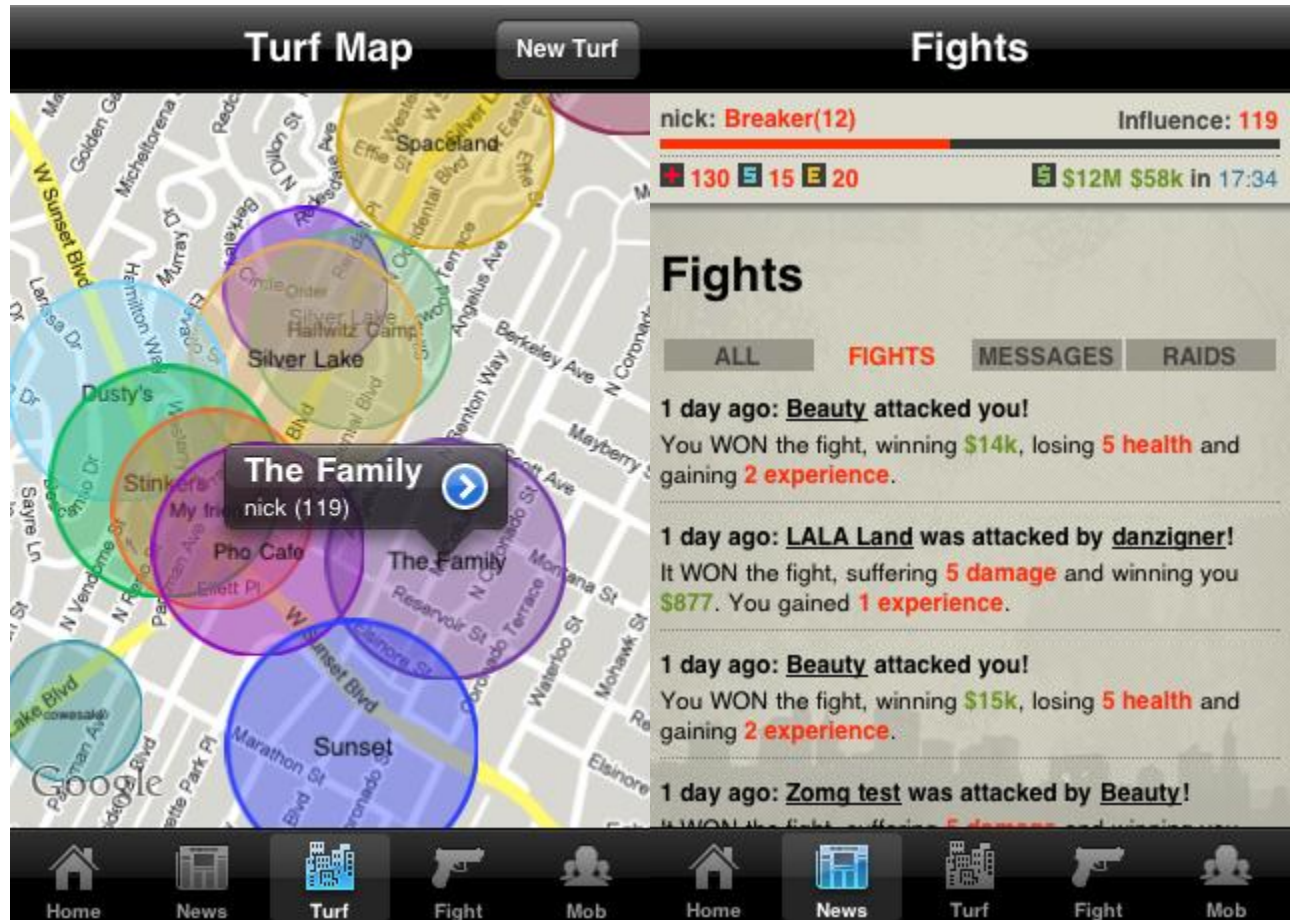
Strengths:

- fun alternative to a typical task management application
- simplified user interface
- good for keeping track of repetitive tasks

Weaknesses:

- lack of multiplayer
- lack of reward system
- lack of gameplay elements

Turf Wars



“Turf Wars” employs the use of the built-in geolocation feature of mobile phones. The game itself uses the real world map. In the game, the user plays a mobster whose goal is to expand control of their own territory. In game features include attacking other mobsters, running missions, and increasing their influence and power to further their control. Players can also join forces in order to take down a tough enemy.

Strengths:

- strong use of GPS functionality
- interesting and fun gameplay
- PvP functionality
- wide variety of features, such as weapons and upgrades

Weaknesses:

- lack of communication between users
- lack of personalization of personal profile

Feature Matrix

		Features						
		To-Do List	Rewards	Custom Avatar	Geolocation	Multiplayer	Cross-User Communication	Real World Elements
Apps	Epic Win							
	HabitRPG							
	LINE Play							
	Task Hammer							
	Turf Wars							

Colors denote the following:	
	feature included
	feature somewhat included
	feature not included

Summary

Of the applications analyzed, the strongest feature among them seems to be the increase in productivity due to the game aspect of typical task management applications. Based on reviews and studies, adding a game feature promotes the application as more fun, which increases a user's productivity. Since our application is not meant to deter the user from real life, but rather incorporate it, our application will also produce a strong calendar-synced aspect in which the user can record weekly and daily events in addition to a checklist of completed and incomplete tasks.

Some key features which are lacking many applications similar to ours are interactions between users as well as real gameplay. While many applications have a very strong "self-help" component, none attempt to "gamify" the user's tasks and real life events. In role-playing games, typically the main character is not alone. There are other NPCs or real life players to converse with, for example. Thus, our application will implement these features, and simultaneously tackle the problem of "gamifying" the user experience through the multiplayer aspect. We seek to have nearby players interact in a game or event using the built-in geolocation of mobile devices.