**Gift Game**

**Team N/A**

1. **Overview**
   1. **Experience**
      1. Pitch: Shake, swap, and steal your way to the best haul in this exciting new mobile game about opening the best presents. Rattle the package to hear what’s inside, inspect the outside, and make your best judgement as to what’s inside, but beware, it’s not always what you think.
2. **Consumer Evaluation**
   1. **Target Audience**
      1. Age range: 14+ year olds
      2. Casual gamers who enjoy bright and silly mobile games
   2. **Getting Information to Audience**
      1. Creating social media platforms to reach wide variety of consumers.
         1. Instagram
         2. Facebook
         3. Twitter
         4. Tumblr
         5. Snapchat
      2. **Ads & Teaser Trailers**
         1. Releasing teaser trailers as new features are added to the game
         2. Posters/flyers in the TC
3. **Milestones**
   1. **Builds**
      1. Alpha build by Oct. 15th
      2. Potentially have a playable build with up to 3+ players for Nanocon
      3. Continual build updates as features are implemented
   2. **Presentations**
      1. Powerpoint presentation for Game 101 on Sept. 5th
      2. Powerpoint and still images of gameplay/art for Game 101 Presentation on Oct. 15th
      3. Updated Powerpoint of current build status and some gameplay videos for Game 101 on Nov. 14th
      4. Final Presentation for semester