

[Prompted AI Party Game]

[AI-powered social party game where players generate and vote on AI images created through text prompts]

Organization: [MSB 341 / ENT 401]

Contributors: [Jacob Bingham], [Henry Tuttle]

Resources: [[Survey](#)], [[Virtual Prototype Doc](#)], [[Prototype](#)], [[Slideshow](#)]

Status: [Draft](#) / [Problem Review](#) / [Solution Review](#) / [Launch Review](#) / [Launched](#)

Last Updated: Dec 9, 2025

Problem Alignment

High-Level Approach

Cross-device, web-based platform that integrates an AI image generator into a simple "prompt and vote" party game loop. Include a quick-join lobby system and a quick, multi-round game experience focused on creative output.

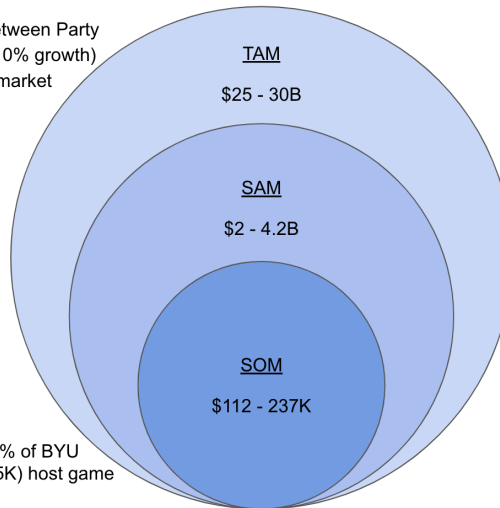
Opportunity & Supporting Evidence

Game night hosts feel that game nights often suffer from poor engagement, long setup times, and overly complex rules that reduce social interaction, fun, and creativity.

- Jobs-to-be-done:
 - Functional: Entertainment
 - Social: Be seen as a good host
 - Emotional: Feeling connected and happy with friends
- Evidence: [Survey Responses](#)
- Market Validation:

Market Opportunity Validation

Assuming some crossover between Party Games market (\$20–26B, 8–10% growth) and Casual/Browser Games market (\$14–18B, 10–13% growth).



Assuming 30% of US party game market (35–40% of global spend) are college aged young adults.

Assuming 5% of BYU students (35K) host game nights.

Target Audience

Primary Persona: A young adult who hosts or attends game nights and values laughter, creativity, and connection with friends.

Secondary Persona: Families that enjoy group game nights and have tech-savvy children with device access.

Goals

1. 3 different game modes
2. Setup time under 2 minutes
3. Make AI UI feel familiar (like you're texting it)
4. Create one new prompt pack (15+ thematic prompts) each month
5. Fun, interactive UI (art gallery theme)
6. Achieve an average of 6 signups a month

Non-goals

1. Not making a native app
2. Not another AI image generation app (keep use to the game, not image generation for other purposes)

Solution Alignment

Design Research

1. **Messenger AI Chatbot:** Original inspiration for the game (where an early prototype was first played). Trying to copy same chat feeling.
2. **Jackbox:** A leader in the online party game space. Trying to copy their gameplay logic, including how users host and join games.
3. **Kahoot:** Building on their round gameplay logic and avatar system.
4. **Prestigious Art Gallery:** Inspiration behind the UI experience. Trying to make the game have a uniform theme.

Key Features

1. **AI Image Prompt Rounds:** Players generate an image based on a humorous open-ended text prompt.
2. **Voting System:** Judge or by popular vote on the images generated by the players.
3. **Quick Join System:** Host creates a code; players join instantly via web link or QR.
4. **Cross-Device Compatibility:** Fully playable on phones, tablets, or desktop browsers.
5. **Curated Prompt Library:** Large, categorized library of 50+ prompts.
6. **Host Account & Database:** Database to store host information and generated images.

Key Flows

1. **Lobby Setup** – Host creates a game and shares the join code (visible on the main screen).
2. **Prompt Selection** – The round judge chooses a prompt or all players vote on the round's prompt.
3. **Round Prompt** – All players receive the same prompt on their individual device screens.
4. **Image Generation** – Players input a description to generate an image, then submit it. (Strict timer applies).
5. **Voting Phase** – All generated images are displayed on the main screen; players vote anonymously on their device, or the round judge picks their favorite image.
6. **Results** – Points and chosen image are displayed.
7. **Next Round or End Game** – Game continues or concludes with a recap and a leaderboard.

Key Logic

1. **Moderation:** All player-inputted text and generated images must pass both a safe-prompt filter and an integrated NSFW content blocker before display.
2. **AI Fallback:** If the AI API fails or is too slow, a pre-cached "AI Error" image is displayed, and the round is skipped or regenerated.
3. **Minimum & Maximum Players:** A minimum of 3 players is required to start a game and ensure meaningful voting with a maximum of 12.
4. **Leaving & Entering:** Players should be able to leave and enter the game at any time without ruining gameplay (keep the QR code present).

Risks

| The Risk | ⚡ Likelihood | 🔥 How bad would it be if the risk happens? | Impact notes | Mitigations |
|-------------------------------|--------------|--|---|--|
| Image Generation API Shutdown | ⚡ | 🔥🔥🔥🔥 | No image generation, no game | Find backup Image generation API's |
| API Key Leaked | ⚡ | 🔥🔥🔥🔥 | Thousands of images could be generated, ramping up high costs | Ensure proper security of the API key |
| Bandwidth Overload | ⚡⚡ | 🔥🔥🔥 | Game crashes on high-use nights, and we lose customers | Scale database and API use to match high-traffic events (like holidays). |

Moderation
Failure



Potential for
inappropriate
content
despite
moderation
attempts

Allow user-controlled content block and reporting
system.

Assumptions

1. **Tech-Savvy Users:** Users know how to screen-share and dialogue with image generation.
2. **Reasonably Sized Market:** There is a TAM/SAM/SOM that makes this product worth pursuing.
3. **Image Generation:** People enjoy AI image generation as a game.
4. **Barriers:** We can create barriers to entry and imitation.

Go-to-Market Strategy

Strategy

1. **Where:** Start on BYU campus (first 100 signups get it free for life) then expand to other college campuses.
2. **Unique Value:** Deliver a novel game that has consistent updates and comes in at a lower price than similarly targeted party games.
3. **Resources & Capabilities:** Lovable, user feedback, university connections (clubs / classes), virality effect (game requires multiple players) to build user base.
4. **Barriers:** Network effects and switching costs through unique prompt packs and a referral system that rewards both new users and those that give referrals.

Monetization Plan

Monetization:

- \$12 for all three game modes with free 1000 generations
- \$5 per game mode with 300 image generations
- \$.99 for 250 image generations
- Evidence for WTP: [Survey Responses](#)

Business Model Canvas

| Prompted Business Model Canvas | | | | |
|---|---|--|---|--|
| Key Partners -AI image API provider (Replicate) -Payment processor (Stripe) -Web host (Lovable) | Key Activities -Prompt curation -Software development for game play optimization | Jobs-To-Be-Done Functional: -Provide easy, fun entertainment/game Social: -Reduce social anxiety related to game nights (skill-based games / complex rules / poor engagement with games) Emotional: -Strengthen friendships -Helps users feel creative and funny | Customer Relationships -Custom Prompt Packs (user made) -Easy to use -Honest Pricing (no hidden fees) Acquisition channels: -Word of Mouth (playing it with others) -Social media -Virality, one host needs at least 2 other people to play | Customer Segments College/ young adult social gathering hosts: -Age 18-28 -Host Game night/parties/social events regularly (at least once a month) -Tech-Savvy -Price conscious, looking for low-cost entertainment Social gamers/party hosts: -Host game nights, group dates, parties, and social events -Want easy, low-friction entertainment Families: -Older kids (who have phones) -Currently and consistently have family game nights |
| | Key Resources -Image generation API -Prompt library IP -Moderation technology -Backend database / infrastructure | Solution Customer Value Proposition (CVP) Web-based party game combining AI image generation with social voting/judging gameplay | Channels -Organic growth/word of mouth (playing it at someone else's party or game night) -QR code and flyer -Meta Ads? -Social Media (create easy way to share) -BYU student networks | Revenue Streams \$12 for all three game modes and 1000 image generations. OR \$5 per game mode. Additional image generations \$3.99 for every 1000 \$1.99 for every 500, \$.99 for 250. |
| Cost Structure -AI image generation = \$0.003 / generation -Hosting on Lovable = \$12.5 / month -Domain name: \$20 / year -Break even margins (assuming 100 image generations per game and an average of one game per user per month): Need \$30 / month OR 3-6 new paying users / month | | | | |

Test Plan & User Feedback Integration

Test Plan (Next Steps):

- Play the game with customers to see how they interact with it and record observations / feedback on the action items [list](#).
- Share the game through campus channels (classes / clubs) and get organic growth and feedback.
 - Share via QR codes and social media too.
- Buy a domain name: prompted.party.
- Create a referral system that rewards both parties

[Prompted Action Items]

- List of user feedback from gameplay sessions to systematically integrate.
- For a full history of changes, see the Lovable [project](#).