

# [Prompted AI Party Game]

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

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

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

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## 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.

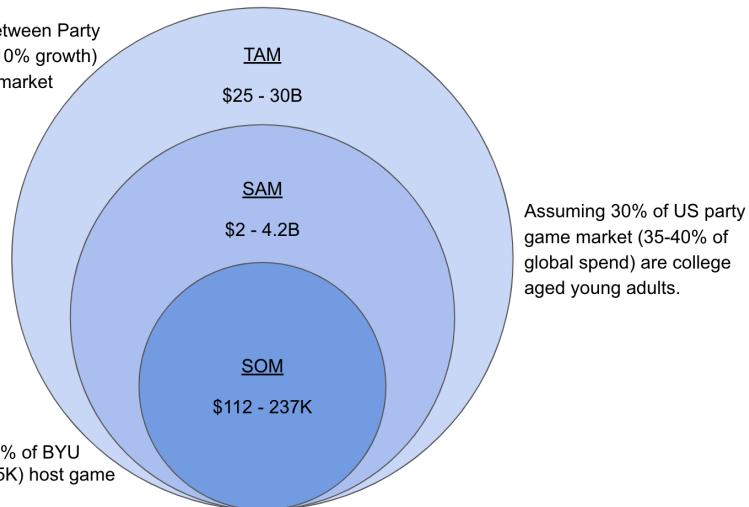
### Opportunity & Supporting Evidence

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).



## 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.
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## 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	Key Activities	Jobs-To-Be-Done	Customer Relationships	Customer Segments	
<b>Key Resources</b> <ul style="list-style-type: none"> <li>-Image generation API</li> <li>-Prompt library IP</li> <li>-Moderation technology</li> <li>-Backend database / infrastructure</li> </ul>		<b>Functional:</b> <ul style="list-style-type: none"> <li>-Provide easy, fun entertainment/game</li> </ul> <b>Social:</b> <ul style="list-style-type: none"> <li>-Reduce social anxiety related to game nights (skill-based games / complex rules / poor engagement with games)</li> </ul> <b>Emotional:</b> <ul style="list-style-type: none"> <li>-Strengthen friendships</li> <li>-Helps users feel creative and funny</li> </ul>	<b>Custom Prompt Packs (user made)</b> <ul style="list-style-type: none"> <li>-Easy to use</li> <li>-Honest Pricing (no hidden fees)</li> </ul> <b>Acquisition channels:</b> <ul style="list-style-type: none"> <li>-Word of Mouth (playing it with others)</li> <li>-Social media</li> <li>-Virality, one host needs at least 2 other people to play</li> </ul>	<b>Social gamers/party hosts:</b> <ul style="list-style-type: none"> <li>-Age 18-28</li> <li>-Host Game night/parties/social events regularly (at least once a month)</li> <li>-Tech-Savvy</li> <li>-Price conscious, looking for low-cost entertainment</li> </ul> <b>Families:</b> <ul style="list-style-type: none"> <li>-Older kids (who have phones)</li> <li>-Currently and consistently have family game nights</li> </ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>-AI image generation = \$0.003 / generation</li> <li>-Hosting on Lovable = \$12.5 / month</li> <li>-Domain name: \$20 / year</li> <li>-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</li> </ul>		<b>Solution Customer Value Proposition (CVP)</b> Web-based party game combining AI image generation with social voting/judging gameplay	<b>Channels</b> <ul style="list-style-type: none"> <li>-Organic growth/word of mouth (playing it at someone else's party or game night)</li> <li>-QR code and flyer</li> <li>-Meta Ads?</li> <li>-Social Media (create easy way to share)</li> <li>-BYU student networks</li> </ul>	<b>Revenue Streams</b> <p>\$12 for all three game modes and 1000 image generations. OR \$5 per game mode.</p> <p>Additional image generations \$3.99 for every 1000 \$1.99 for every 500, \$.99 for 250.</p>	

## 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](#).