

ARG Pirate Finder

By: Group 3

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App Definition Statement: An Augmented Reality Game (ARG) for boat enthusiasts who want more fun sailing the high seas/lakes.

Executive Summary (Overview)

ARG Pirate Finder is an AR (augmented reality) experience for sailing enthusiasts and pirate enjoyers alike. Our target audience are those who are on a boat with nothing to do, but our "Landlubber Mode" allows those who are incapable of hopping onto a cruiser at a moment's notice to also live out their pirate fantasies. Once registered, users on the seven seas can shoot AR cannons at other boats, earning gold and glory (in-game currency which they can use to buy better weapons or defenses) if they "sink" another ship. On land, users can either fight in a PvP mode for buried treasure, or play pirate-themed versions of simple games like capture the flag.

Market Research

- ❖ Pokemon GO, a similar AR game, did incredible in the market making 8 billion in lifetime revenue. While much of this profit can be attributed to the love of Pokemon instead of the actual game itself, it proves that AR games as a medium can be incredibly successful ¹ (Juego). We also can see the potential of AR Games in a report from Ericsson detailing market opportunities, and game trends ⁸ (Ericsson).
- ❖ According to the NMMA (National Marine Manufacturers Association), boating sales have gone down 9% in 2024. This means that people may not be as interested in boating as in the past, and our game can exploit the market and maybe get more people into boating ⁶ (NMMA).
- ❖ If you don't know boating you may be surprised to learn that boat rides across a great lake can take several hours or even multiple days ² (Maritime Museum), which is a lot of time to just sit still on a boat, many people find it boring.
- ❖ This is an original idea, there is nothing much like it out there on the market. In fact there aren't really any companies dedicated to making games specifically to be played on boats ³ (Laken Water Sports), vastly decreasing our competition, of course we are still up against generic mobile and board games, as well as other AR companies. However over 30% of AR gamers both wish for more physically active AR games and more multiplayer AR games ⁸ (Ericsson), which our game provides.
- ❖ In terms of monetization and costs, there is a good amount of potential for profit with this idea. Spending wise all this product needs is a server to run on, server maintenance, creation, and initial product updates (response to feedback and bug fixes), of course if we ever plan on updating the game later we can, but it isn't a necessity. In order to make money we can charge users for use (one time purchase or monthly), generate ad revenue, and add micro-transactions. Additionally we can track and then sell user data in a similar fashion that Pokemon GO did, for reference Pokemon GO is using user data to train an AI specifically for AR interaction ⁴ (USA Today), we can also sell the data of popular routes and travel times to lake charting companies like Savvy Navy. In fact the Maritime

Information Market is expected to increase by about 1.25 billion over the next five years ⁵ (Mordor Intelligence). All together this gives us an incredible opportunity to generate passive income.

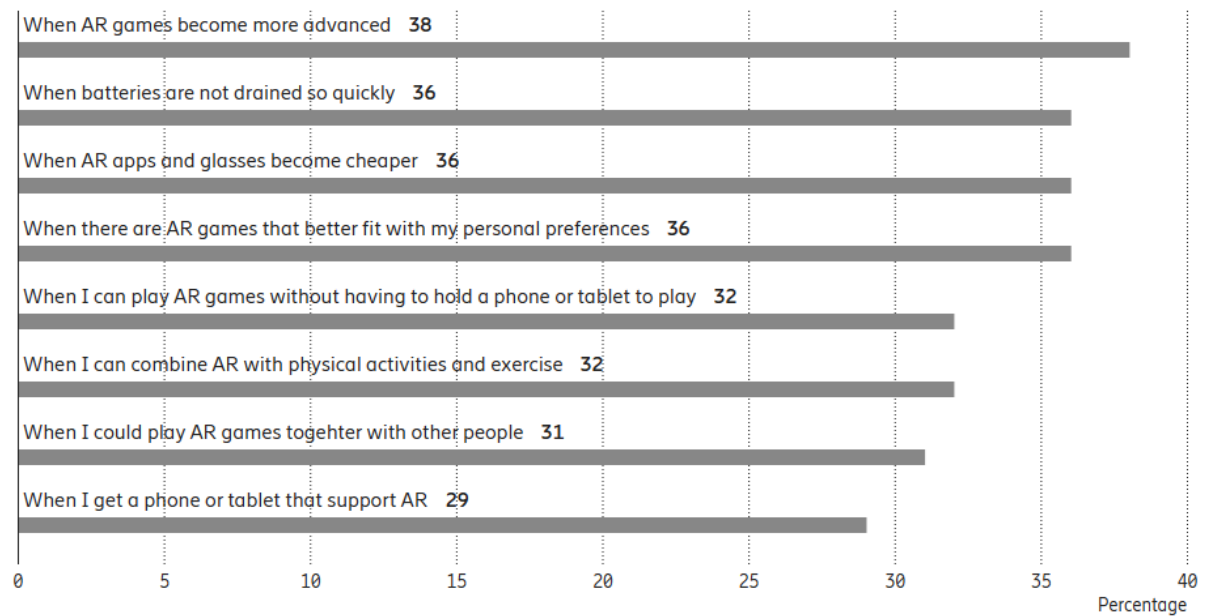
- ❖ A key competitor to our game could be Jadu AR. Jadu AR is another AR game company. In Jadu players control an avatar and fight other players ⁹ (Jadu AR). It also has NFT based sales ¹¹ (Medium/Wagmi) however if need be we can always incorporate these into our game, at a later time, too. There are some key differences between our game and theirs. We have a first person based game, they have a third person game. Ours is pirate stylized, while theirs is more dark web styled; our game takes place in real time with GPS (you fight the actual people in front of you), whereas theirs your fight is projected in front of you (you fight a CPU); and ours is primarily taking place on boats, but can be played anywhere, while theirs can simply just be played anywhere. JADU has made 45 million in funding, again proving that AR games can be very successful ¹² (Tracxn).

Changes that would make AR games more interesting

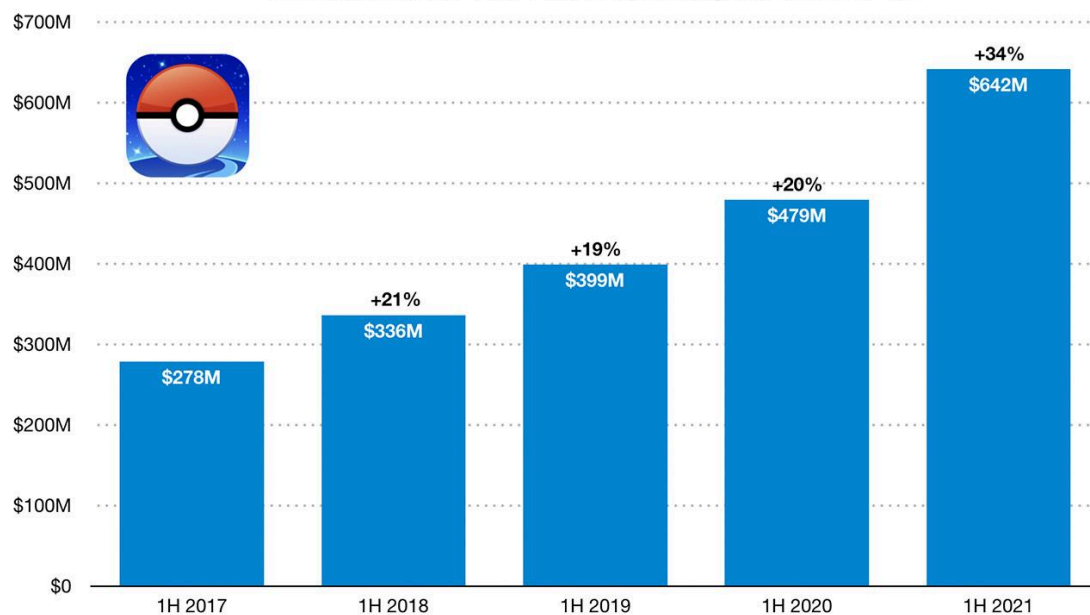
Base: AR gamers aged 15-69 in Brazil, China, France, Japan, South Korea, the UK and the US.

Source: Ericsson ConsumerLab, Ready, steady, game! (March 2019)

● Changes that would make AR games more interesting



Global First Half-Year Player Spending in Pokémon GO



Note: Does not include revenue from third-party Android stores in China or other regions.

Source: Sensor Tower Store Intelligence

Need Analysis

We would need to develop a GPS realtime coordinate system, as well as an AR based game, similar to pokemon GO.

Product Description

- ❖ **Main Game:** Pirate Finder is an AR game available on all app stores for boat enthusiasts who want something fun to do with other boat users. The game includes a menu, map, and AR screen.
- ❖ In the game, you register yourself with a username, then go onto the water and find other users. You then use the AR cannon mode to shoot other users' boats to "sink" their ships. If you have no other users near you, you can enjoy the game in an offline mode where you can play against computer controlled AR pirate boats.
- ❖ **"Landlubber" Mode:** An on land mode for people who don't own a boat. Users can fight other players on land using AR generated flintlocks and blunderbusses. In the future, our team is looking to implement a capture the flag game mode or buried treasure PvP mode.
- ❖ Both boat and land users alike will find this comical and satirical game funny, with its pirate themed UI and laughable SFX. Overall, Pirate Finder's UX is centered around fun, comedy, and incorporating natural gameplay. Technological innovations from this project may include interesting statistics, such as realtime boat velocity, speed, and orientation tracking-while satisfying user privacy, of course.
- ❖ **Feature List:**
 - Pirate themed menus, sound effects, and UI
 - Multiplayer Capability
 - Realtime GPS and location tracking
 - AR gameplay
 - Local multiplayer with friends
 - Laser tag, capture the flag, and other on-land AR modes available for non-boaters



Possible Issues and Counter-Arguments

- ❖ **What if I have no friends or people to play with?**
 - In the future, a car/highway mode could be implemented to instead allow passengers on long road trips to fight against players in other cars around them-with a larger scope, so no one gets hurt.
- ❖ **What if the game loses its player base?**
 - This problem eventually happens to most games, but we think implementing a notification system where players would get notifications telling them when players are in the game around them, to get them back into the game. Obviously the bane of any notification system like this is sending too many notifications, further annoying the user and pushing them to delete the app, so we will try to avoid that as well.
- ❖ **What if multiple people are playing from the same cruise ship?**
 - Join the boat you're in (boats act as parties, so multiple people can join) and then you can gang up on

other boats (multiple users shooting = more damage).
If you defeat a boat with multiple users, that equals more booty.

❖ **What will the gameplay be like if the servers end up being extremely dead?**

- If you either would like to play in low data areas or in areas where there are not many other players, you can play the landlubber mode with friends or other players. You also have the option to play with ships captained by computers to allow you to play the game as intended.

Conclusion and Recommendations

At its core, ARG Pirate Finder is a game for interaction and entertainment, designed for users to bond with other players through healthy competition with a unique pirate twist. With both water and land game modes and multiple different minigames to choose from, the app offers a bit of everything for every pirate lover; moreover, its comical theme and distinctive humor allows marketing to multiple generations-especially to the digital consumer.

Through the competitive bonding activity of attacking other users, the app will increase sociability, as well as offer a fun activity to occupy users' time-whether that be out on the waters, or simply walking around town. Finding simple, cheap, and fun activities to do with friends is difficult in today's society, and ARG Pirate Finder is offering a quirky and humorous solution.

Although our target audience is niche, our team's love for the project is strong-which will shine through during development and the product itself. For further clarification, we would love to meet with you. Just contact us to learn more about our proposed app and hilarious features!

Appendix

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