

**GAME: Subway Surfers**  
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- As a player tries to complete mission sets (that increase in difficulty), they will be given coins or object as rewards. These can be used to purchase and/or personalize characters/boards that have special powers to advance even further or improve their game playing. (W3)
- While playing, items are introduced as you run into them. When they are obtained, the items ability immediately takes effect for a select amount of time. In this way, the user instantly understands what each tool does with little to no learning curve. (C6)
- On the first play of the game, arrows on the screen point to the direction you should swipe the screen as your character is surfing through the subway as a guide to learn the available moves. This allows a well-formed idea of how the game works. (M1)
- The user can beat their own high score each time they play. The user's highest score is stored and ranked with other players. The higher your score, the higher you move up and have a chance at being named Champion amongst other people who are also playing. (W4)
- The longer you play a round, the fast the game becomes. The user needs to react fast to keep up with the pace of the game, but also needs to be strategic about which moves/tools they make so that they can avoid future obstacles. (M5)
- There is no storyline, it is a game that has variations of the same playing field. (C4)
- There is a special super mystery box reward. This user has no idea of what this reward is and can only unlock it after completing an entire mission set. The reward cannot be bought. (M7)