

OverDog Project Summary

Background:

This project is the brainchild of athletes who want to further engage with there fans and community.

OverDog enables Fans to play games with their favorite Athletes on Xbox and PlayStation. The application allows Fans to compete against there favorite athletes and share the experience with there friends.

Challenge:

Research the current market and platform for collaborative gaming and pinpoint key features and attributes of competitive platforms to assess. Understand who joins these networks, secularization of networks to specific games/themes, and how organizations are able to engage there target audiences effectively.

Solution:

As a Video Game rookie my first step was to exchange dialogue with individuals who play games regularly and absorb there thoughts on the collaborative approach. Based on this I was able to begin my search of gaming platforms extending beyond video games to include poker websites and applications connecting celebrities with their fans.

OverDog Competitive Analysis

Metric					
	beta.Xfire.com	twitch.tv	gxstream.co	jow.st	playhem.com
live broadcasting	Yes	Yes	Yes		
voice chat	Yes	No	N/A		
text chat	Yes: Yahoo, AIM, Google Chat	Yes?	N/A		
screen shots feature	Yes	No	N/A		
video recording	Yes	No	N/A		
social media sign up/in	Facebook	Facebook	N/A	No	Facebook
user profiles	Yes	Yes	N/A		Yes
Groups/Communities	join or create clans, guilds, communities	No	N/A		add people as friends
Server Browser	Yes	Yes	N/A		
Games	3400	328	N/A		
Gamer skill level	All	All	N/A	All	
Stage	beta?	live	beta-2013(FEW DETAILS)		
Registration Process		username, password, birthday, email OR FB	N/A	username, email, nationality, team name	nickname, email, password, birthday
Highlights		features large scale gaming competitions	N/A		
Mobile capabilities		iOS, Android	N/A		
Other Smart devices		Xbox, PlayStation, Ouya (announced)	N/A		
social media sharing		Facebook and Twitter sharing	N/A	Facebook, Twitter	
profit		Yes-popular streams	N/A		bet on games
tournaments	View	View	N/A	Create	Create, Visit, Join
invite others			N/A		yes