Competitive Analysis

Since the game I am creating is Candy Crush, it follows very closely to the app. All the candies (normal, striped, and packaged) behave the same as the game itself. So, a “move” is sliding together 3 or more candies in a row. If a striped candy is in the row, then the whole row is removed depending on the orientation of the stripes. If a packaged candy is in the row, then all the surrounding candies are removed. Finally, one can make a color bomb by sliding together 5 candies in a row. A color bomb together with another candy wipes out any candies of that color on the board. Some other aspects that will be included from the game include the lollipop hammer, the hand to swap candies, a timer, a score, jelly to be cleared and chocolate.

Some of the anti-features include the fish that appear at the end of each level once the user reaches the goal. Another anti-feature is the maze at the opening of Candy Crush which tells you which level you are on. Instead, the user will be able to click on a screen that takes them to the levels they have unlocked and the ones that they haven’t.

A very similar game to Candy Crush is bejeweled. Bejeweled is different in the sense that it is more straightforward. The goal is simply to get three or more gems in a row before the bar runs out. There are not really any special gems or power ups like Candy Crush has. Bejeweled is a more time driven game whereas Candy Crush has to do with strategic moves.

Finally, a feature I would like to add if time permits is music. There is both background music as well as a sound made if when the candies slide together. This would bring the user’s experience to life.