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|  | **Halloween Hideout** | **Date**: September 14, 2020 |
|  |  | **Version**: 1.0 |

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| **Problem**  **List** | **Solution** | **Unique Value** **Proposition** | **Competitive Advantage** | **Customer Segments** |
| 1. People are stressed 2. People are bored | The game provides mindless entertainment, which will distract people from their lives.   1. Costume Shop 2. Multiple levels varying in difficulty 3. Candy collection | *Halloween Hideout is a 2D iOS game that will provide stress relief in uncertain times while being simple enough for non-gamers to learn but complex enough for causal gamers to enjoy.* | 1. No micro transactions 2. No subscriptions 3. Optional ads | 1. Stressed people 2. Bored people 3. Apple Users 4. Casual gamers 5. Non gamers |
| **Key Metrics**   1. Almost all features implemented 2. Minimal bugs 3. Functioning database 4. Functioning application 5. Deployed on multiple devices and iOS version | **Channels**   1. Social Media    1. Twitter, Instagram 2. Website 3. Ads |
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| **Cost Structure** | | **Revenue Streams** | | |
| 1. N/A | | 1. Ads – double candy amount if viewed | | |