Competition side:

We found a few different apps on the market, specifically focussing on energy generated through wind turbines  
  
Tony - discuss android and ios apps  
  
None of these games were aimed at young users and they usually focused on a specific type of energy, usually wind. So we saw our biggest competitor as Electrocity, a flash game which aims to educate 11-13yr olds about energy generation and environmental management. Students can manage their own cities by using different types of energy and testing various environmental methods to attract people to their city.

While Electrocity is thematically similar, it’s gameplay is very slow and hard to immediately pick up. It’s unclear where to click or how to interact with the game.  
 We’re going to focus on how children are going to use our app and how we can make gameplay instinctive for a young demographic.

Because our game is designed to be easy to use and fast paced, the message of our game (renewable energy is the safer and environmentally logical, compared to other types of power such as gas or nuclear) will be communicated more efficiently and effectively, compared to electrocity and other apps on the market.