**John**

Wellington uses enough power each year to power at least 59 billion light bulbs

Energy demand - The demand for energy is only going to increase

* Population growth
* More and more energy consuming devices and more power hungry devices

Energy production - The problems with meeting this ever increasing demand for energy

* Need to keep up with demand
* Will run out of fossil fuels
* Renewable may not be able to meet demand yet

Environment - The effects of keeping up with the demand in energy

* Climate change
* Energy security

**Nicola**

Our mobile application is an educational game revolving around managing Wellington’s power. The

player starts off with an initial fund and must purchase and build power sources in order to keep the

city running and meet the power demands. Core game mechanics will be; the ability to purchase

buildings, an income system, and a pollution system that affects the population of Wellington and

therefore the amount of money the player has available to them. We are aiming our application at

an audience of 5 to 12 year olds, although we will not alienate other age groups by making sure our

graphics and gameplay are appealing to different age groups. Our application will use the gyrometer

so that the player can tilt the screen to “scroll” through the scenery (with subtle parallax effects),

will subtly use the microphone to affect the weather or wind turbines in the game, and also will take

use of the touch screen with the typical swipe, tap, or pinch commands.

We are currently in touch with multiple power retailers as well as the power provider, Wellington

Electricity, to ensure that we will be using accurate information.

**Tony**

We try to find the same or similar apps on three largest mobile platform, which include Google Play for Android app, Apple App Store for iOS app and Microsoft Windows Phone Store for WP app. We found two similar apps on Android market, two similar apps on iOS market, and none of similar apps on WP market. Here I want to talk about two of similar apps that we found is related to our app.

One is called “Bax3DPlayer”, which is Android app, it was a business app to display real-time data from different wind farm in Europe, the design is similar to us, but it only focus on the wind turbine.

Another one is called “Wind Whackers”, which is iOS app, it was a game app, but it not for educational purpose.

Next, I want to how betters we are on the market.

1) different power sources, like wind turbine, hydropower, nuclear power, etc. the final game score will depend on the how many electricity generated, the population of the city and the impact of the environmental pollution to the residents.

2) very simple design, kids just choose the power plant on screen, and then place on the map to wait (less than 10 minutes) get the final score and compete with their friends, but they can get basic information about power plant while they are waiting.

As a result, we probably could say we are the only kid’s educational game app on the market.

**Josh**

After finding very little competition within the app market, we looked for competition and resources elsewhere.  
This is when we found 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. We saw Electrocity as probably our biggest competitor, because it’s so thematically similar to our idea, and it’s aimed at a young audience.

But 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 that renewable energy is the safe and environmentally logical option, will be communicated more efficiently and effectively, compared to electrocity and other apps on the market.

**Nicolas**

We aren’t aiming for any monetary gain for this application be it through sales or advertising for multiple reasons.

Mainly, from a consumer perspective, we do not want to deter potential clients through the presence of advertisements or other external links.

However, seeing as this application is intrinsically tied to energy companies, it would be possible to make a one-off profit by selling it to one of the power companies willing to promote an eco friendly image.