

Research on Market and Technology

The team researched 3 topics:

- 1) Characteristics of smart devices.
- 2) Characteristics of US mobile users
- 3) Characteristics of U.S. mobile gamers

We uncovered several ideas that we thought would be helpful for our project. Of particular importance were:

- Despite popular opinion, the majority of mobile gaming is done from home, rather than while commuting (53% of mobile gaming time occurs from home). This gives us hope that our 4-player co-located game should be viable.
- Though the U.S. Mobile user market is not growing as quickly as others (e.g. China), it still accounts for a disproportionate amount of the global market. This is the market that we're targeting with this game.

We compiled this information and presented it to SmileGate, who was particularly interested in:

- 57% of people who enjoy mobile games tell their friends about it.

We also wanted to get a head-start on building tools with the iPad and iPhone connectivity. One of the items we've obtained is Prime 31, a plug-in, allows us to connect both of these devices, so that a swipe on the iPhone is registered on the iPad and vice-versa.

Created 3 Game Design Sketches

We met as a team and brainstormed a total of over 15 valuable game design ideas. We narrowed those down to our favorite 3. We have subdivided into pairs and have assigned a game to each pair to be further detailed and sketched. The three games are of starkly different genres: strategy, action, and party/casual; they each have unique mechanics that we feel take best advantage of the technology and communication between iPhone and iPad devices.

Next Week

We will present 3 game design concepts to SmileGate and refine whichever concept they feel has the most potential. The concept of inter-connectivity between devices is still unproven, so we need to discover what restrictions and complexity there is to the technology.

