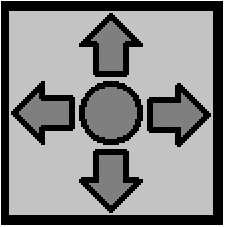
 **Executive Summary – Shape Stack Shack** 

*Blocks appear at the top of the screen. Move them all around the grid, place them, and connect matching blocks to them to form strings. Pop the strings for points and a satisfying popping sound!*

**Game Design and Costs.**

The game concept Shape Stack Shack is a mobile tile-matching puzzle game based around stacking shapes, as the name implies. This sounds simple and relatively familiar to other games, but how it’s played is so different and rather unique. The game involves the player moving singular blocks left, right, up, or down. The player needs to focus on stacking blocks of the same shape and then popping the strings that are made to get points. It’s designed to be a simple game, easy to pick up and just get on with until a player’s run is over. Then, after a few attempts – four to be precise – the player must wait for an hour to play four times again. Each round lasts 20 turns, and attempt takes 15 minutes to recharge. Alternatively, they could pay money to refill their attempts and try again immediately for more fun, bigger strings and higher scores. An energy refill would be £0.25 per energy block. To control the blocks, the player uses a simple virtual controller, consisting of four directional arrows (left, right, up and down) to move then in any of the four directions, and a central circle button in the centre to place the block. The player also uses the screen to tap on block strings to pop them. This is how points are earned.

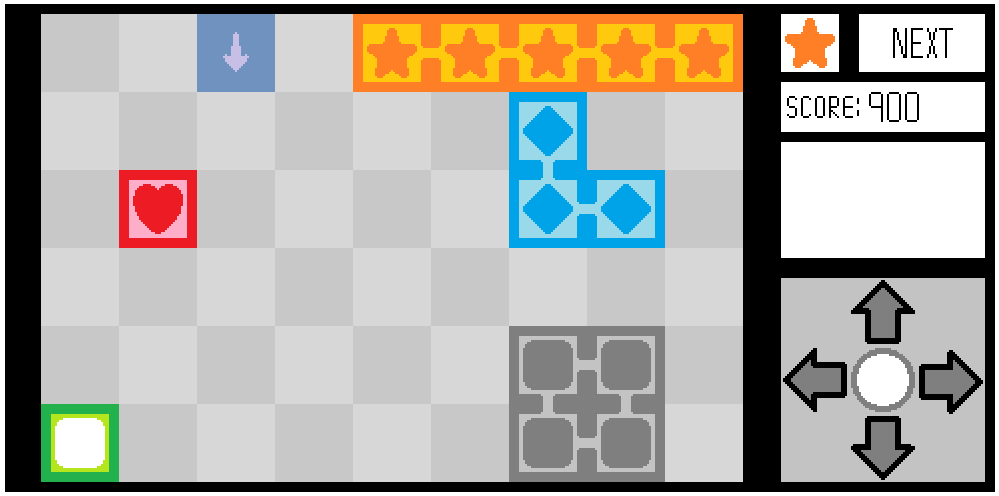


When thinking about how much it would cost to make an app, I consulted the Internet and pulled some figures from <https://www.formotus.com/blog/figuring-the-costs-of-custom-mobile-business-app-development>. The gist of it is costs ranging from around $100,000 (~£79,000) to around $500,000 (~£393,000). Considering this is a relatively simple app, I’d say it’d cost around £120,000 to £180,000 to fully design, make, and optimise, as well as advertisement.

**Gameplay Walkthrough.**

From start to finish, this is how a five-minute play-through of the game would look when described:

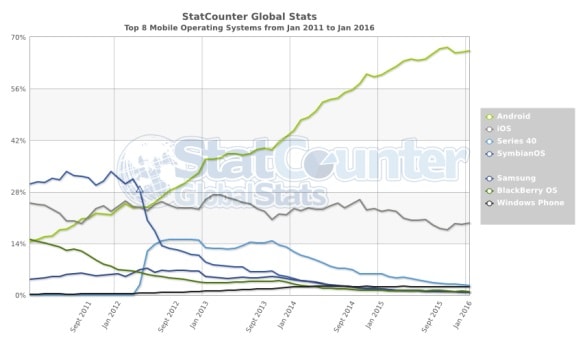
The player opens up the app.  
It loads to the home menu, displaying a play button, a settings button, a scores button, and an exit button.  
The player presses the play button, and they begin playing the game.  
The first shape block appears at the top of the screen, and the player uses the virtual controller to move the block into a position for later. There is also the second block, marked as NEXT, displayed in the top right hand corner.  
When the block is in position, the player presses the central button on the virtual controller and the block is placed. Another block immediately spawns.  
This cycle continues until the player gets a string of 2-3 blocks. They tap on the block string and pop it, earning points\* accordingly. \**Points explained later.*  
Some more time passes, and the timer has run out. The player has an acceptable sum of points, but they want more. They watch a 30-second advert to continue playing for another five minutes to try and get a better score.  
This time, they do better, but their friend has a better score than them, so they spend a bit of money to get a score booster. Each popped string now awards x1.5 points.  
They get a hi-score, and have the option to post it to Facebook. They post a message to Facebook, and now all their friends know the new score to beat.



**Target Platform.**

Considering the abundance of mobile devices that use Android, I prioritised the Android OS when considering the target platform. In accordance with the below chart, Android OS is used in just under 70% of all phones as of Jan 2016, and is most likely still on the rise as of today. For this reason alone, I have prioritised popular Android phones – namely Samsung phones – when considering how to optimise this app. As the various versions of Android OS are structurally similar to each other, this game can most likely be picked up on the Play Store on most or all Android phones, new or old.

Since it’s a simple game, it could also be optimised for iOS and become available on the *second* most popular OS as well as the first.



**Target Audience.**

My target audience is the “casual gamer,” which consists of people who play video games infrequently (on-and-off) and only look for simplicity in a game. [The typical casual gamer is older and more predominantly female]. The game concept I have laid out is simple to pick up and easy to waste time with for a few minutes. And, if they wish to play for longer, they could watch an advert to continue if they want to. These adverts can offer a way for players to quickly get another go, while also generating revenue for us. Alternatively, they could spend a little bit of money to start again with a power-up of extra time, or maybe a higher likelihood of certain block types appearing. An energy refill would be £0.25 per energy block, and a power-up would be another £0.50. This tempts the player with low prices for more fun, and gives us a welcome flow of money.

**Purposes and Goals.**

The ultimate goal of the game is to score as high as possible. That’s it. The game does gradually speed up as the timer counts down to 0, but there’s not too much more to it than stringing together blocks and popping the strings that are made. It’s a challenge of forward-thinking, or just random chance (and money). It’s also a time-waster, suitable for whisking away a few minutes of boring life in exchange for a few minutes of popping strings of blocks with a satisfying pop sound.

The scoring system is relatively simple. Popping a standalone block nets 0 points, though one would want to pop single blocks to get them out the way. Popping a string of two nets 100 points. Three blocks in a string nets 250 points. Popping four blocks at once grants the user 400 points, and beyond that points become relative to amount of blocks in a string. The ideal string size is four, since there are technically no benefits for going beyond four blocks.

**Unique Selling Points.**

The unique selling points are its easy to pick up gameplay, along with its engaging control scheme in the form of a virtual controller/touchscreen combination, and fun rewarding sound. A challenge between friends to get the highest possible scores will drive everyone over the wall to spend a few minutes every so often to improve. Via Facebook and Twitter posts, and also with the in-game Facebook link, people can compete and assess each other’s scores without playing together head-to-head, leading to casual competition.

**The Team behind the Scenes.**

Behind the game, a team is needed. The design is here already, but a genuine games designer may be needed (leeching themselves a salary of £30k average), alongside people to actually develop the game (these people can earn on average a salary of £42.5k). Testers may be needed too, though not as much as the aforementioned (they would get paid a salary of around £20k). Sound designers and graphics designers will be needed to make the sights and sounds as entertaining and relevant as can be (graphics designers will gain an average salary of £30k, and sound designers will earn a similar salary). Overall, total costs of the game range around £1.2m

With all this added together, our sights are set high for this to work. I ensure you that this innovative idea shall bring us big money.