Imagine Cup

Project Blueprint Challenge

Games

Fill out the three lines below:

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| --- | --- |
| **Team Name** | Enter your team’s name here |
| **Country** | Enter your team’s country here |
| **Project Name** | Enter your project’s name here |

For each section below, replace the grey text with your own writing. To learn more about these topics and links to helpful resources you can learn from, please visit our [Project Blueprint Challenge](http://www.imaginecup.com/Competition/1004) page.

Your finished document should be ten pages or less. You may delete these instructions from your document. You may include images, flowcharts, or other visual elements in your document.

# Concept

Briefly explain your game’s concept here. Describe the gameplay and provide a few relevant examples.

# Target Audience

Explain who your audience is. Consider targeted platforms, geography, and demographics. If you can estimate the size of your target audience please do so and cite your source for the estimated data.

# Personas

Create one or two personas that represent your likely users.

# Game Mechanics

How does your game work? For each major game system, briefly explore how that system functions, and how it is integrated into the whole game design. Try to provide enough detail that the reader can understand how each system will be implemented.

# Top User Stories

Write up the 3-5 most important user stories for your project. This can be epics or implementation-level user stories. For each one include the title and your intended confirmations.

# Competition

What other games will you directly compete with for your audience? How do you expect to differentiate your project from your competitors? What elements from competing games have you included in your design?

# Business Model

How will your project make money? If it provides an ongoing service, how will that service be sustainable? If there are critical partnerships you must make for your business model to work, describe those here as well.

# Core Technologies

This includes your key platform(s) as well as specific technologies such as the Kinect SDK, the Unity game engine, or other elements that you believe will be critical to your project’s success.