

The image features seven solid-colored circles arranged in a circular pattern around the central text. Starting from the top and moving clockwise, the colors are orange, yellow, green, blue, purple, magenta, and red.

Spectrum

Bringing colour to life

Prem-Rishi Patel

A decorative border of colored dots surrounds the text. The dots are arranged in a grid-like pattern, with colors including red, orange, yellow, green, blue, purple, pink, and light green.

What is Spectrum?

Spectrum is a 2D, puzzle game, which is both fun and entertaining, where you must match the same coloured dots with each other to remove them from the level and build on the tally for the amount of points needed to complete the level.

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Format

The format of Spectrum will be compatible with both iOS and Android because the world of mobile games are becoming popular as it offers an immense amount of free games to download onto your mobile devices. Also, the games are with you wherever you go.

A decorative border of colored dots surrounds the text. The dots are arranged in a grid-like pattern, with colors including red, orange, yellow, green, blue, purple, pink, and light green. The word "Audience" is centered in a large, grey, sans-serif font.

Audience

The audience of Spectrum ranges from 10-30+ because is easy to play as you have to match the same coloured dots with each other. The game being on iOS and Android makes the game available to most people as it is on their mobile phone.

A decorative border of colored circles surrounds the text. The top row contains ten circles in the following order from left to right: red, orange, yellow, green, blue, purple, purple, pink, red, orange. The bottom row contains ten circles in the following order from left to right: orange, red, pink, purple, purple, blue, green, yellow, orange, red. The left and right sides each have a vertical column of five circles, with colors alternating between purple and green on the left, and blue, purple, purple, pink, and red on the right.

Language & Territories

The language of Spectrum will only be in English, because the majority of games created for mobile devices are in English. The game will be available in Europe, Asia, North America, South America, Australia and Africa.

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Objective

The objective of Spectrum is to match the amount of coloured dots required on the level in the time period given to earn as many points as you can in the time period that you are given. If you earn the amount of points required on the level you have played then you could proceed onto the next level.

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Environment

The environment of Spectrum will change every month to give the gamer a different approach to the level and to feel a sense of achievement. There will be different coloured backgrounds making the game colourful and enticing the gamer to play different levels.

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Market Research

The market research of Spectrum showed that 50% were men and 50% were women. The age group would range from 10-30+. 19 out of the 20 people I asked had iOS or Android devices. 80% of the people I asked played games on their mobile devices. 90% of the people enjoyed playing puzzle games on their devices.

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Free Version

There will be a free version of the game to allow everyone to try the game and have a feel for what the game is like. On the free version, there will only be 15 levels through out the whole game, whereas the full version will have all 12 months with the number of days in each month to make up the levels. The free version will not have the daily challenge or online feature and will contain adverts.

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Money & Full Version

The cost of the full version of the game will be 69p and the game will also contain in game purchases, such as power ups and extra time. The full version will contain an online and daily challenge feature, as well as being advert free making the game user friendly. This will generate money and income for developers of the game.

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Daily Challenge

There will be a daily challenge feature, where the gamer can play the game on a daily basis, whether it be on the train or in the car or even just at home.

The daily challenge will allow you to set your own score and you can try and beat it everyday.

However, you can only play the daily challenge once a day.

A decorative border of colorful circles surrounds the text. The circles are arranged in a grid-like pattern, with colors including red, orange, yellow, green, blue, purple, pink, and light blue. The word "Online" is centered in a large, grey, sans-serif font.

Online

Spectrum will have an online feature where you will be able to play against anyone in the world. This gives the game a competitive feeling to the gamer. You will also be able to add your family or friends if they have Spectrum on their iOS or Android device so that you can play them online at anytime. All you have to do is send them a game invite and they will be notified instantly. They can then decide whether to accept the invite to play you.



USP

- The USP of the game is that the gamer has fun, whilst combining the colour and bring the colour to life. Also,
- Spectrum can become a timeless classic game for the majority of people to play. With the game having
- an online feature, it allows you to challenge the rest of the world at your fingertips.

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Future

If Spectrum becomes a popular game, I plan on creating different versions of it for different events and times of the year, such as a Christmas edition. I will also plan on producing merchandise like clothing and accessories, which will also generate money.