

# Game design and free to play

TC1 : Game design marketing

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# Game design and free to play

- I. Presentation
- II. Mkg
- III. Concept
- IV. Gameplay
- V. L&F/LD
- VI. Doc./proto.
- VII. Ludi.

# Unique selling point (USP)

- Unique feature for a game
- Highlighted for promotion
- Examples:
  - Alone in the Dark : first survival horror
  - Prince of Persia: new kind of gameplay

Unique point which make « sell »  
( Even if there is nothing to sell literally )



# Customer target

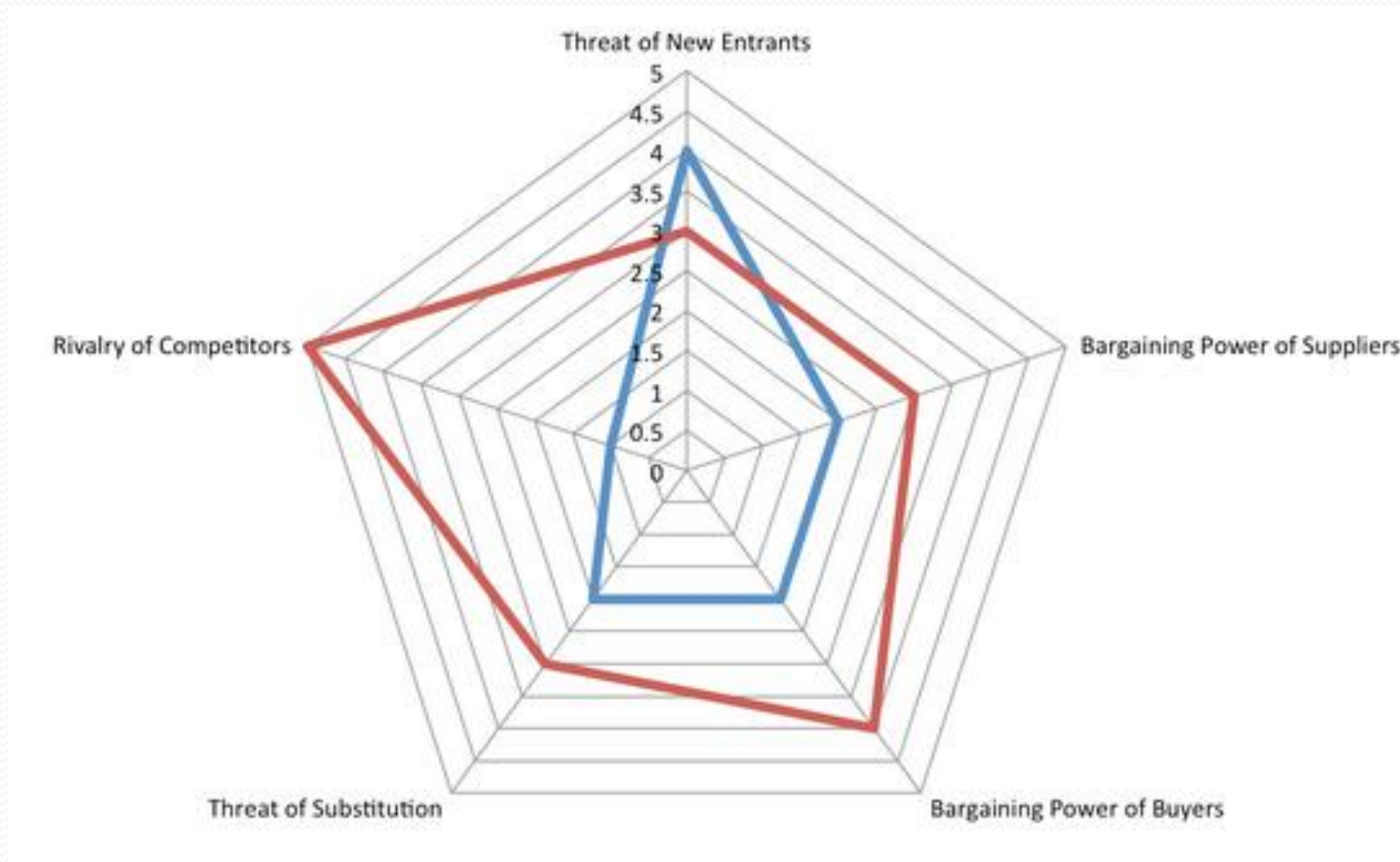
Target exactly to have a global impact

- Age:
  - Example: 15 to 35 year old
- Gender:
  - Example: female
- Frequency of play:
  - Example: low (casual player)
- Likes:
  - Example: love story, puppet game, success
- Required quality:
  - Example: home design, architecture, careerism
- Video game knowledge required:
  - Example: none to low

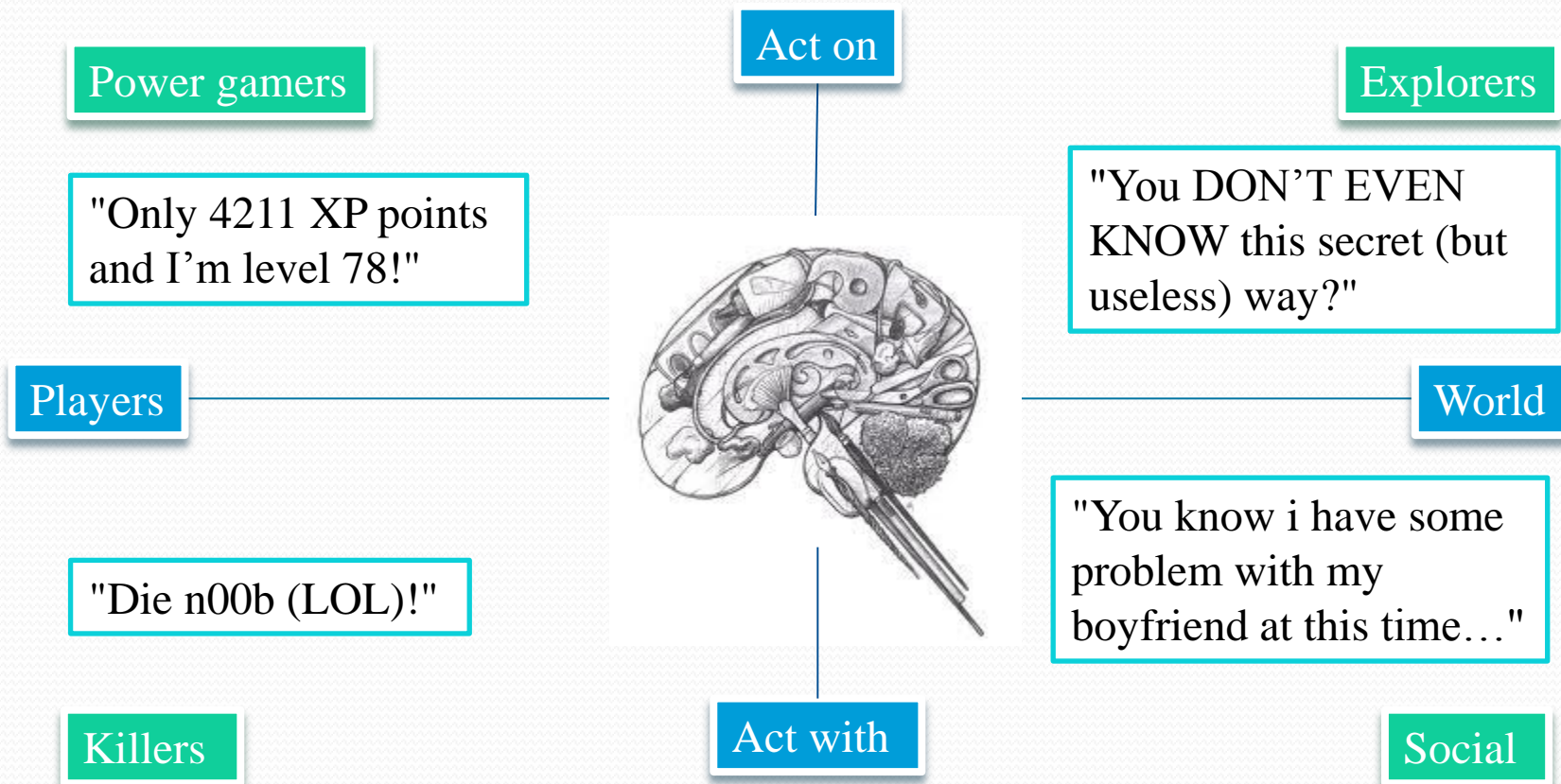


# Rivalry's analysis

- Porter : 5 forces



# Players archetypes



# Credits

## Author

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Electronic Business Card

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