

Game Concept for VDP 2014/2015 – Release It!

Introduction: Release It! Is a party game for tablet, with the opposite movement of Double Dare – Instead of smashing the tablet screen, players pull their hands away.

Description: The game is designed for 4 people, each represented somehow (by a color, number, etc). When everyone's put one hand on the tablet's screen, the game asks a question (like “Who is married?”, “Who has pets?” or “Who is older?”). You pull your hand from the screen if you answer “me” or “yes” (or something like that – depends on the question). Then the game assigns a penalty for one of the sides, an small joke (like “play with your other hand on your head”, “wrap a tie to your wrist”, or other silly things). The penalized side and the penalty may not be the same for a same question. The objective of the game is to create histories for the players, without necessarily creating a “winner”.

Key Features:

- Double Dare opposite movement – you don't push a button.
- Big list of penalties - to make each game-play different.
- Family-friendly – You can play with your children, nephews...
- Dynamic interaction with other people – make a party with a few people!

Genre: Party Game

Platform: Tablets in general – iPads, Galaxy tabs, and other similar stuff.

Market Analysis:

Looking at Google Play store, there's no category for party games, indicating either a small market or an overlook from other producers. Checking the casual and family categories, no party game appears in the 100 top games. Searches for “Party Game” shows mainly adaptations from card-based party games and drinking games.

The most similar games in the market are the Mario Party series, a Nintendo series of board-based party games (with a mini-game element) and Rayman Raving Rabbids, another console video game with mini-game elements.

Finally, the market seems open to a new approach on mobile devices.