

Research Document

Competitor Set Analysis: Splatoon 2

- The Game Experience:
 - Splatoon 2's better graphics from Splatoon was a contributor for its success and also, its switch from Wii U to Nintendo Switch.
- Aesthetics:
 - Updated graphics from Splatoon
- Theme and Narrative:
 - Strong paint/graffiti theme throughout the game.
- Player Expectations:
 - Mostly positive reviews. Players like its variety of customizations you can do to their squid.
- Feature Set:
 - Its improved graphics from Splatoon, and release on Nintendo Switch since it was more popular than the Wii U.
- Marketing:
 - Nintendo marketing, and release with Nintendo Switch.
- Revenue Estimates
 - ~12 million copies sold.

Competitor Set Analysis: Splitgate

- The Game Experience:

- Splitgate mixed mechanics from Portal into an FPS like Halo. Made it possible for Halo fans to have a similar game with more mechanics across more platforms, since its supported on PlayStation, Xbox, and PCs.
- Aesthetics:
 - It looks a lot like Halo. But different enough to not be an exact copy. Graphics are optimized for new gen and look high quality.
- Theme and Narrative:
 - The game doesn't really have a story. The whole theme of the game is consistent throughout the whole game.
- Player Expectations:
 - The game got popular during its public beta and being free to play. The theme of being a mix between Portal and Halo, got players attention.
- Feature Set:
 - The game being free to play is a big factor for it being successful, also having an open beta for player to test out the game before "official release" so the developers can fix bugs before it releases.
- Marketing:
 - Splitgate's Twitter account is very active, they usually respond to big creators on their game. They usually respond to people who tweet about achievements they accomplished within the game to congratulate them and also answer questions that players might have. They also have a Discord where they provide info about

their game like server status and info on how to become a partnered content creator.

- Revenue Estimates
 - 10 million downloads and the developers received 10 million dollars in funding to expand their servers and keep working on the game.

Competitor Set Analysis: The Unfinished Swan

- The Game Experience:
 - It's new innovation to reveal a story through the player's ability to paint the game.
- Aesthetics:
 - Very minimalist but enough to make it look good. Narration sounds authentic.
- Theme and Narrative:
 - Strong theme and narrative throughout the whole game. From its narration to gameplay, it all mixes very well.
- Player Expectations:
 - Very positive reviews across all platforms. Mostly agree on its great art style, interesting story, and good gameplay.
- Feature Set:
 - Its great story combined with interesting mechanics to paint the world.
- Marketing:
 - Release and support from PlayStation since it started as a student project and ended up being a PS3 exclusive.

- Revenue Estimates

Audience Engagement Plan

Create a Discord server for future players and create a Twitter account to promote the Discord.

Weekly updates on art aesthetics as well as showing mechanic implementations while development would be beneficial for the game's success. Being active/responding to comments would affect the game positively. For example, Splitgate's ability to maintain engagement with its big content creators as well as their player base is important for the game's relationship to players. Have beta tests available for Discord members.