

One-pager

Answer the following research question:

Research existing physics-based puzzle games. What elements (technical and user experience) do you need to consider?

Physics-based puzzle Game. General description:	Games which involve puzzle solving skills while obeying to laws of physics. Puzzle games are challenge based rather than action and adventure based. Players may utilize mechanics and the physics of the world to pass obstacles and solve puzzles.
Physics-based puzzle Game. Required Technical elements:	Gravity is often present in physics-based puzzle games, and the player must play with or against the gravitational pull of the game.
Physics-based puzzle Game. Required User experience related elements:	Progressive difficulty, clear objectives, rewards etc.

What is the Unique Selling Point of your concept/product?

The USP is what makes your game unique in comparison with Physics-based puzzle Game that are already on the market. It is a term used in marketing, that explains in what way a product is different from the competitors in a unique way. It is, so to say, “the reason to buy”. Examples are:

- Uber: *Tap the app, get a ride*
- Apple iPhone: *It's more than a collection of features. It's simple, beautiful and magical.*
- Unbounce: *Build, publish and A&B test landing pages without IT*
- Slack: *Makes users' "working lives simpler, more pleasant, and more productive.*
- Digit: *Makes your life easier with our accounting software*

Name/show 10 inspiring <i>Physics-based puzzle Game</i> and explain their USP in one sentence:	
Cut the Rope	Cut the rope, get the candy
Angry Birds	Launch birds, destroy pigs
Where's my Water?	Dig the dirt, give crocodile shower
Snail Bob	Transport snail
Bad piggies	Build a vehicle,
Portal	Use portals, move to different testing rooms
Human Fall Flat	Solve the puzzle, move to area
Escape simulator	Escape the room
Brain it on!	Draw shapes to solve puzzles
Poly Bridge	Build a bridge for vehicles to cross.

Answers / Solutions

Concept description 1

Shapeshifter ball

A ball going down or sideways through levels with platforms and obstacles, the ball can be changed to different shapes and sizes (square, smaller ball, bigger ball etc.) to work with the coming obstacles

Concept description 2

Firefighter game

Help civilians get out of a building by clearing fire, set a trampoline in the right place to where the civilians are falling. If the civilians hit fire or the ground, the level is lost.

Concept description 3

Cannonball game

Shoot a cannonball to destroy an object/obstacle. While the cannonball is shot, different things have to be done to clear the path or help the cannonball reach its objective through flipping switches.

Chosen concept

Firefighter game (turned into burger making game)

Target Group

18-25 years old

Unique Selling Point (USP)

What makes your Physics-based puzzle Game different and why should consumers buy it? Describe this in one sentence:

Run your own steampunk style mice steakhouse

Machinations. (2022). How to design a puzzle game. *Machinations.io*. <https://machinations.io/articles/how-to-design-a-puzzle-game/>