Product Manager HQ
Spec Template – Autotelic Games

Product / Feature Name:
Guts and Bunnies

Summary / Background:

Parents who are working from home during the COVID-19 pandemic are caring for a child 0-11 years old while working full time. Younger children need entertaining and educating, older children need help with online classes. These parents are exhausted and need a mental break to recharge and change the subject for a few minutes.

Goals:

Create a match-3 mobile game that is addicting and exciting. The objective is to match-and-destroy cute characters in an over-the-top way, then make clips of the destruction and the user's reaction to social media. This destruction of cuteness brings sudden laughter, catharsis, and a change of pace to parents needing a quick mental break at home.

Success Metrics:

Retention rate, daily active users (DAU), daily sessions per DAU, return on investment.

Target Audience:

Parents who are working from home during the pandemic and have children 0-11 years old to care for while working full time. They used to go the office and liked to play quick mobile games on their phones on their way to work or during breaks. They miss that. At home, they haven't discovered anything new to play (no informal office conversations going on), so their existing games are getting old. Staying home is getting old too. A quick laugh would help a lot. They wish they had more time to play console or PC video games at home, but with everything landing on them, they're just too tired at the end of the day.

Requirements:

#	User Need	User Stories	Launch Phase
1	Parents working full time and having their kids at home at the same time need a way to take a quick break and recharge during the day	As a parent working full time with my kids at home, I want to take an effortless and quick mental break during the day so that I can keep going until bedtime	MVP
2	People impacted by the monotony and isolation of the pandemic need a way to laugh and find catharsis that is easy and satisfying	As a person staying home during COVID-19 isolation, I want an easy and satisfying way to laugh and find catharsis, so that I can improve my mood for my next task	MVP
3	Young people who are bored between Zoom classes need a way to entertain and impress their friends on social media	As a young person between Zoom classes, I want a way to entertain and impress my friends on social media so that I can keep in touch with them and feel connected while we're all home	V.2

Designs:

Matching game, vertical container where cute ball-like characters bounce in. They giggle and complain.

Core Loop:
- Characters fall into the container, making owie faces
- Power-ups load on certain characters if there are any
- Player makes a pattern with existing characters
- Characters get dramatically destroyed, surviving characters giggle

As the game progresses, the destruction gets even more exaggerated.
Players can unlock new power-ups that give different ways to destroy the characters
Players can unlock special characters

Legal:

Because of planned cartoon gore, keep to a high Teen ESRB rating.

Launch / Roll-Out Plan & Timeline:

This is a prototype of a game, it will only be rolled out to friends and family at this time. The objective is to have it completed by May 2021.