



Word Game App Category: Micro Apps

MARKET

Gaming market on app store and Ios is quite huge. Any game with a small amount of publicity could become a blockbuster app with millions of people downloading it.

Ref image.



DEVELOPMENT TIME

It could take around 2 months of development time to launch the game.

OBSERVATION / TREND / PROBLEM

Observation

- Most of the teens and people on vacation play game apps
- Word apps are quite famous and easy to understand
- There has to be a stage wise difficulty level that the apps present to make it more interesting and to have stickiness to the app.
- People like to win against each other or some reward points (not money – it would be classified as gambling)

OVERVIEW OF THE IDEA

The app is designed around word formation. Stage by stage one has to cross levels to reach a room, where in again there is a puzzling format on the walls. One gets rewards on the way and special cheat tiles that can be used later or when stuck as a hint. The game is simple to look and doesn't require a lot of 'temple run or candy crush kind of look '.

VALUE

The word formation is an entertaining format internationally and downloads range from few millions to even billion downloads in some cases.

VARIANTS

Numerous variations can be brought in, and the game can be made to be more glamorous.

Disclaimer: The idea explained here is only to give an insight that a product can be made catering to this domain, that is answering a need.

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