The Birth of a Great Game:

*Crazy Race: Route 66*

Prepared for:
Dr. Luttfring
Product Development Manager

Prepared by:
Grant Panko
Nick Javens
Shane Drake
Chrystal Chen

December 15, 2015
Dr. Sara Lutftring  
Product Development Manager  
GameVision, Inc  
5263 Clay Street  
Glen Ellyn, IL 60137

Dear Dr. Lutftring:

Enclosed is a report for the development of a traditional board game called *Crazy Race: Route 66*. GameVision should make this game concept into a reality. We believe that this game should be created because

- It is a fun and family promoting game
- It takes advantage of the strong games market

GameVision should determine to develop this game by conducting further tests, analyses, and trials.

Thank you for taking the time to review and consider our product. We look forward to hearing more information about production and development in the near future.

Sincerely,

Nicholas Javens  
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Shane Drake  
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Grant Panko  
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Chrystal Chen  
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**Product Vision**

Our main goal is to enter the market for traditional board games and give people a game that they can enjoy, learn from, and tell stories around with the company of their friends and family. We want our customers to have a fun family experience, and walk away wanting to come back for more.

**Current Business Situation**

Entry to market is a difficult task for any new product. Currently, we are facing many barriers to entry in the games market, such as competitors, production costs, advertising costs, and startup costs. We have a specific game market and sales position, however, that presents us with a good opportunity to rise up and achieve our goals by reaching our target audiences and using our specific product placements.

**Product Roadmap and Customer Benefits**

*Product design:*

The game design is a specified map of the US, with a sectional path connecting the two cities with 120 mile markers in between, representing 20 mile increments of the 2400 total miles. Making a total of 120 spaces on the game board. The game boards appearance will change in accordance to the region. For example, near the Rocky Mountains there will be snowy mountains, and near dry areas, such as Arizona, it will have a sandy look like that of a desert. Along the route, there will be scenic landmarks, such as the Grand Canyon, the St. louis Arch, the Great Ball of Twine, Las Vegas, and National Parks. All the states that Route 66 runs through will be labeled with their names, and capital cities will be marked by a star. That way, players can learn some of the US’s geographical characteristics, along with the states’ names and capitals. Players may have to identify capitals depending on which trivia card is drawn, more information on trivia cards can be found within the Product Summary.
Crazy Race: Route 66’s game board will be 3ft x 2ft and the game board will be focused on the part of the United States that Route 66 runs through. Therefore, the East coast will not be visible on the game board. Cutting that portion of the United States helped utilize more of the game board’s space and prevents having too much extra unused space on the board.

The box for the game will include the gameboard, a die, game instructions, a mini-landmark book, and various game pieces, such as an RV, sports car, station wagon, bus, semi cab, and taxi. The mini-landmark book will contain historical information and pictures of all the notable landmarks that are alongside Route 66.

The box will be primarily a solid Old Glory Blue, and the text for the game’s title will be Old Glory Red with a white outline. These are the colors found on the American Flag. The back of the box will have a short summary of how the game is played. Also, a picture of the game board will be printed on the back.

If players happen to lose their instructions, there will be a website address that is printed on to the back of the game board, so they can access them online.

Product Summary:

The objective of the game is to reach the opposite side of the board before other players. The first player to make it to the opposite end of Route 66 is named the winner. First, players will select which game piece they would like to use to differentiate between each other. Players have the option to select which side of Route 66 that they would like to start on, Chicago, IL or Los Angeles, CA.

To engage gameplay, the players will roll the included 6 sided die, which will indicate how many spaces that player is allowed to travel. If a player lands on the same space that is currently occupied by another player, this results in a car accident, resulting in both players will losing one turn. The six sided die will allow for a player to move a maximum of 5 spaces, with the 6th side of the die indicating to draw a chance card. Players can also receive chance cards by landing on a chance space on the route.
The chance cards do not always require a player to use them immediately. Some cards are to be kept by the player until they desire to use them. The cards will specify their uses, and they can help the player advance their position, or deter their opponents. Some cards will require an opponent to draw from a trivia deck and read it to the player. Trivia cards will ask questions about the route that are about state capitals and the route itself. Getting trivia questions correct will allow the player to roll again, but the chance of pulling a question card is one out of every ten cards. Failing the trivia question will move the player back to their position before the die roll.

Product benefits:

This game provides a fun family experience and can be played with 2-4 players. It not only enhances relations between family members but also provides an easy way of getting to know one another.

This game can keep the children occupied, as the problem solving skills that they need to calculate the fastest way to get to the end and critical thinking ability are tested. It also can help children to learn how to do the right thing to find the best way to win this game. Our game can teach important social skills, with which children can apply in school, or in society later on, such as communicating verbally, sharing, waiting, taking turns, and enjoying interaction with others. Children may be able to use these skills in the future. Board games can foster the ability to focus, and lengthen the child’s attention span by encouraging the completion of an exciting, enjoyable game. The game is based on Route 66, which helps the players learn some basic geography of the United States of America. They are able to learn about the state’s location, and capitales as they travel along Route 66. It also develops more agility of the brain, increasing critical thinking in different ways and developing intelligence.
Market Analysis and Positioning

Market Overview:

The current toy and game market is very strong. According to the NPD Group, the annual revenue in the United States of America for this market in 2013 was $17.5 billion and rose to $18.24 billion in 2014. This was a 4% growth in the market over one year. The games/puzzles category within this market has risen from $1.33 billion in 2013 to $1.46 billion in 2014. This category also has a positive and very strong growth of 9%.

There are many various board games in the market today. There are games suitable for almost everybody – slow strategic board games, high physical interaction ones, games about war, games about love, some for children, and some for adults. Games are constantly being developed, and the market for board games is rapidly growing. There is a culture developing about achieving a healthy lifestyle through exercise and playing games. There is also thoughts on how playing self-involving games helps brain development. This has given the board games a fair market share in comparison to other types of games.

Market Position:

Crazy Race: Route 66 is a game that caters to players of ages 8 and up. The game specifics are simple, user friendly and very easy to learn. The target market for this product mainly consists of the learning population. This is evidenced through involving adventure through Route 66 with different geographical features of the region. Therefore, this game is targeted at children of ages 8 and up, families that enjoy going on a road trip, people who have a strong connection to Route 66, kids who like a simple, yet competitive game environment, and enjoy using strategy to win a game. Away from the competition in the game, the players also get to learn the names of the cities and the geographic characteristics along the route. This makes it educative and entertaining at the same time. This feature is lacking in most games in the market today (Lindstrom, 2005).
This product obtains a lucrative share of the market among the young adventurous, up to the challenge group. This is because the whole concept is about navigating through Route 66 to the specified destination, Chicago or Los Angeles. The other portion of the market that the game secures is the family that loves to travel. Crazy Race: Route 66 requires at least two participants who can challenge each other for it to be interesting. Generally, there is fun in working or playing a game that has realistic elements. This also makes the game market bigger by targeting the adults as well as children. Therefore, the game takes the place of a documentary on Route 66, making it more interesting by the fact that it is involving, and lets one participate in the building of the documentary.

**Market Innovation:**

There have been many games that utilize paths to some specified destination and looking for the shortest routes, but Crazy Race: Route 66 brings in new elements of the game. It makes use of a route that truly exists. A player can be playing a game based on a route that he or she has actually used in real life. This makes the whole experience even more interesting and more engaging by trying to connect that experience to the gameplay.

Crazy Race: Route 66 involves the application of strategic planning to outshine an opponent in a very competitive environment. This competition gives the user the pressure to be more creative in a progressive manner and develop the skill of adapting into any hardship situation. It also gives the user the ability to follow rules as required, because the rules of this game are concise, complete, and as clear as possible (Jensen, 2003). Winning the game depends primarily on chance, with the combination of strategy. Therefore, the player has to use the elements of strategy wisely, to outdo their opponent(s). For example, choosing to start on one side of the board may be riskier than the other, due to chance and trivia opportunities. The time the game takes to end is relatively short, giving the player the challenge to think and be innovative as quickly as possible in order to beat his or her opponents (Scanlon, 2001).
Brand Essence

When people hear about Crazy Race: Route 66, we want players to have fun and feel a great sense of pride for the United States. Players will experience a trip across the United States first hand, like going on a personal road trip across the country itself. It displays some of America’s finest landmarks along with accurate geography, reminding the players of some of the great attractions this country has to offer. The game’s fun competition of racing across Route 66 is combined with trivia questions about the history and geography of the United States, reinforcing the knowledge one has of what makes this country great.

In addition to patriotism, we want our consumers to have an enjoyable experience when they play our game. We incorporated competitive strategies, along with the comical game pieces and rules. When our players are done, they should all say, “Wow! What a fun game! America is awesome!!”

We will position our game in the market so that it can reach out to those who have a sense of pride for their country, enjoy a quality road trip, and have an appreciation for landmarks, national parks, or geography. When they see an ad for our product, we want them to be able to find the game appealing to one or many of their interests, so that they can buy it and share with others who have the same values. Our market position will display our image of a classic, patriotic board game that can be enjoyed by families and friends. Consumers will also be amazed by how entertained they can be while learning about America’s great qualities and history. That is what we want people to think of when they see Crazy Race: Route 66.

Advertising Strategy

For Crazy Race: Route 66, the primary audience for this game is children, ages 8 and up. This audience is beginning to develop a longer attention span, while our game can offer a longer, but not too long, playing time. Children in this age group are also starting to become more competitive in a social environment. With the game being
chance based and providing the ability to strategize a little, kids can be more competitive with friends and family throughout the game experience.

The secondary audience for the game is adults that have kids. Parents with young kids desire to know the game is bringing their children more than just a fun atmosphere. Parents want to know that their kids are learning something important, such as the United States geography, while having an enjoyable experience themselves when they are playing *Crazy Race: Route 66* with their children. Parents are a target market because they will be buying the game for their children, and most likely playing *Crazy Race: Route 66* with them.

Another group that is a secondary audience is people who have strong ties to Route 66. When people have a connection, or nostalgic feeling towards something, it pulls them into whatever it might be. A quote from Ian Pearman says “being able to tap into the nation's collective memory is something few brands can do, but brings real benefits to those that can” (Bussey). Which makes a proper use of nostalgia, a big selling point for *Crazy Race: Route 66*.

When it comes to advertising our product, we want to keep it simple. Advertising our product to a select target market makes product placement extra important. We want to place advertisements such as billboards and sell the game at popular stops along Route 66. For our advertisements, we want them to stay very simple and very visually intensive. Kelsey Jones states in her article, “visuals are actually processed 60,000X faster in the brain than text” (Jones). By using visuals to convey our game on our packaging and advertising, people will be drawn to it and understand it faster.
Appendices:

MEMORANDUM

TO: Sara Luttfring
FROM: Group 1
DATE: November 9, 2015
SUBJECT: Traditional Game Proposal

Introduction
This report is intended to provide you with information on the conceptual board game, Route 66. In this report, you will learn about the game industry, be provided with a summary of the game and its characteristics, along with information on the marketing strategies to be used. In addition, the obstacles and complications will be disclosed, along with the methods to overcome them. Lastly, you will be provided with an estimated work schedule that defines when tasks will be completed and how much time will be spent on the project.

Background Information
The gaming industry has been very popular for quite sometime, and video games are extremely popular, as new games are coming out on a consistent basis. Game publishers release yearly iterations of video games like Call of Duty and Battlefield. It is difficult to compete with these games because they have established such a good name for themselves, and these games attract a very broad age range of players.

Video games are becoming the norm, and as more and more games are released, the industry is becoming oversaturated. Route 66 is a traditional board game that aims to get the family gathered together and create a fun family experience. Providing a unique experience will differentiate this game from the rest.

Product Summary
The game design is rather simplistic. It has a very basic look, as it is a map of the United States. The map/gameboard has a path running from Chicago to Los Angeles, which is known as Route 66, and will also serve as the path that the players will use during gameplay. Alongside the path,
there will be pictures of notable landmarks and attractions. There will be equal length mile markers along the route, providing sectional increments for the players along Route 66.

Players will select a recreational vehicle (RV) as their game piece. Each player can choose to start from either ending city of Route 66, Los Angeles or Chicago, and head east or west towards the other end of the route. Players will roll a special six sided die, that only goes up to 5. The other spot on the die is for chance cards, which are mostly things that move you back or make you miss turns. The die’s outcome determines whether the players will collide; if they land on the same space each player loses a turn. There is a chance card that will allow a player to split their die roll to take their space and knock the other player back the remaining moves. The chance cards may give the player an option to use the card immediately, or save it for later use. This will create an element of strategy for the player to move their own game piece or target another player. When you are getting close to Chicago or Los Angeles on Route 66, there will be a mile marker on both ends where you will be returned to if you do not directly land on Chicago or Los Angeles. The first person to land directly on their destination city is crowned the winner.

**Audience and Advertising Strategy**

This game has a target audience mainly focused on children ages eight and up. We selected this audience because it is a simplistic navigational game similar to *Candyland*, but yet requires some strategy and reading. It involves geographical traveling from East to West via Route 66, which will give the players an enjoyable competition amongst themselves.

Secondary audiences for this game are those who enjoy camping across the United States, and educators. Games are conceptualized and designed for the purpose of entertainment, education, technological exhibits or acts of creativity. Campers and roadtrippers are alike, as they enjoy traveling, adventuring, and taking in nature. *Route 66* puts all of these aspects into one game without even departing from the home. This game will also have some educational elements that could help in the United States geography learning process, such as landmarks, state names and capital cities, and spatial accuracy. Moreover, it provides the players with geographical information about the United States.
Topics to Investigate

- How popular is the board game market?
- How many travellers typically follow Route 66?
- What places along the route could sell the game as a souvenir?
- Points of interest/landmarks on Route 66. Help in game board design
- What elements can we incorporate to add an educational component?

Methods/Procedure

There are many sources available to get information on Route 66. Some examples are listed below.

http://www.historic66.com/
http://national66.org/

Companies have their financial reports, as well as research they have done on the market available and published online for use to gather information from. Some examples are below.


Qualifications/Facilities/Resources

We will use financial information from existing traditional game companies, along with databases to find articles and journals, and previously recorded surveys. There are many sources online that can provide us with the extra information that we may need in order to accurately conduct this study.

Work Schedule

Friday, November 13th: 12:20 - 1:05PM
- Regular class is canceled. Still meet in the lab to work on project.
- Finalize game concept
- Record progression for progress report #1 *Due Sunday, Nov. 15th*

Monday, November 16th: 12:45 - 1:05PM
- Finalize game concept
- Begin researching audience, benefits, advertising
- Record progression for progress report #2

Wed, November 18th: 12:20 - 1:05PM
- Decide what each group member will present on December 2nd.
- Discuss possible presentation visuals
- Research parts 3 and 4 for final report. *See page 12 in group project packet for details.*
  - *This research will also apply to presentation*
- Record progression for progress report #2

Friday, November 20th: 12:20 - 1:05PM
- Begin writing parts 3 and 4 of final report.
- Finalize presentation before Thanksgiving break
- Record progression for progress report #2 *Due Sunday, Dec. 6*

Monday, November 30th: TBD
- Review presentation for presentations on Dec 2nd
- Complete parts 3 and 4
- Begin research and writing for remaining final report parts.
- Record progression for progress report #2 *Due ON Sunday, Dec. 6*

Wednesday, December 2nd:
- Group presentation

Monday, December 7th: 12:45 - 1:05PM
- Work on final report

Wed, December 9th: 12:20 - 1:05PM
- Work on final report parts
- Create the following
  - Title page
  - Letter of transmittal addressed to Dr. Lutfiring
  - Table of contents
  - Works cited, if not created already
  - Appendices
- Combine all final report pieces together
Call to Action
After reviewing the information provided, we hope that you can see how Route 66 will be a success. It has an interesting game concept that can expand, as you can see from past experiences with games such as Candyland or Life. This game provides players with an entertaining game experience, while learning about the United States with the company of family and friends.
Group 1

Group Contract

Group Contact information:
Nicholas Javens: 814-844-3941
Chrystal Chen: 610-781-9372
Shane Drake: 724-963-8381
Grant Panko: 814-806-6186

Group Meeting Rules/Guidelines:
1. Group meetings will be decided upon on an as needed basis. Times when all group members are available to meet is listed in the table below.
2. If a group member is unable to attend an agreed upon meeting date due to illness or other important reason, they must attempt to notify the group via group text at least 1 day in advance.
3. If group members repeatedly miss meetings without a heads-up and fail to work on their portion of the assignment or complete the assignment poorly, Dr. Luttfring will be notified of member’s lack of participation.

<table>
<thead>
<tr>
<th>Times when all members are available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
</tr>
<tr>
<td>Can meet if needed. Work schedules Vary</td>
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</tbody>
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Group Work:
1. All written group work will be done using Google Docs; therefore everyone can access the most up-to-date version at all times.
2. Group will work to finish projects at least 2 days before assignments are due in class.
3. Group project work times, provided by Dr. Luttfring, will be utilized by the group. Group will meet at an agreed upon location on campus.
4. Small group work may be done together through Google Docs. Larger project assignments will be done together, preferably in a computer lab.

Signatures:
Nicholas Javens:_________________________________________
Chrystal Chen:___________________________________________
Shane Drake:____________________________________________
Grant Panko:____________________________________________
MEMORANDUM

TO: Sara Luttfring
FROM: Group 1
DATE: November 15, 2015
SUBJECT: Progress Report #1

This progress report is to inform you as to how Group 1 has been performing with the creation of the traditional board game, Route 66. This report will cover progress that has been completed so far and the work that still needs to be completed.

Work Completed
As a group we have been making very good progress. So far we have managed to finish a group contract, group proposal, and come up with a game concept and new name, Crazy Race: Route 66.

Fri, October 30 - In Class & Individual Work
Group introductions and discussed contract plans. After class, group members wrote group contract. Contract was completed later that night using Google Docs.

Mon, November 2
Group signed and turned in group contract to Dr. Luttfring. Each member of the group was assigned to individually research proposal topics.

Fri, November 6 - In Class
Group members worked in-class on proposal. Also, group discussed game mechanics, target audience, and topics to investigate.

Mon, November 9 - In Class & Individual Work
Group members worked in-class on proposal. Revised “Audience and Advertising Strategy” section. Group worked together to create a schedule that works for everyone. Anything that was not completed was worked on individually. Grant submitted proposal to Dr. Luttfring around 10:40PM.

Wed, November 11 - Nick Individual Work
After more research I discovered that there is already a game published with a similar name, Route 66: The Great American Road Trip Game. Therefore, we will need to change the name of the game. Both games are similar with the game board going across the United States, but overall the games are played
very differently. *Route 66: The Great American Road Trip Game* consists of singing songs, guessing state capitals, and reading maps. This game has a playtime of 240 minutes. While our game is played similarly to that of *Candyland*, and has a quick playtime of 20 to 30 minutes. To find more information about *Route 66: The Great American Road Trip Game*, go to this website: 

**Fri, November 13 - Group Meeting in Library**

During this meeting we discussed different game name options because of the other *Route 66* board game. We eventually agreed upon the name *Crazy Race: Route 66*. We reviewed and finalized how the game will be played and our desired look/feel of the game. Also, finalizing those two parts allowed us to be certain that we are targeting the right market of children ages eight and up. Secondary markets would be high school students, campers, and tourists. Lastly, we began researching customer benefits and advertising. We added an additional feature to improve the game’s degree of fun by giving a player a speeding ticket when they roll a 5 two turns in a row. This will result in the loss of a turn. This will help to prolong the game by preventing players from moving across the board too quickly.

**Work to be Completed**

At this point, we still have much more to accomplish. For starters, we must continue with our board game development. As of now, we have a general concept for layout, but we still need to work out the specifics, such as size, placement of player pathways, and placement of additional graphics, along with game board design. In addition, we need to finalize specific gameplay details, such as rules, contents of chance cards, and finalize the situational gameplay options.

We will need to continue to gather information on the game market. It is crucial to make sure our game has a chance to thrive in the board game market. The more in depth we get with our research of the market, the more we will understand and be able to effectively position our board game.

As a group, we have to present our board game to the class. We will soon begin working on the presentation. We will have to decide if we want to use PowerPoint, or any other visual aides to help with our presentation. We will need to, as a group, figure out who is going to talk about what, and what everyone is most comfortable talking about.

After the presentation work is concluded, we will prepare the final report. We will assess our goals, marketing position, and product roadmap. Also, we will identify our brand essence, and the personality of our board game. In addition, we will include our advertising strategy, describing how we will reach out to our target audience and put our board game out there.
Project evaluations will be completed individually after the final report has been written. Each group member will have to write about the project, their role, and other group members’ performances.

**Conclusion**
We are confident that our final report, presentation, and project evaluations will be ready and on time as prescribed by our group schedule and the schedule you have provided us with.
MEMORANDUM

TO: Sara Luttfring

FROM: Group 1

DATE: December 6th, 2015

SUBJECT: Progress Report #2

This is a progress report containing information on how Group 1 has been performing in the creation of the traditional board game, Crazy Race: Route 66. This report will cover progress that has been completed so far and the work that still needs to be completed.

Work Completed

Development for Crazy Race: Route 66 has been moving along very smoothly, and we have been operating very efficiently as a group. Since our first progress report, we have presented information about our game, and completed parts three and four of the final report. Following is a detailed list of what we have accomplished and when.

Mon, November 16 - Group conference & Group Work

The group met with Dr. Luttfring to discuss the progression of Crazy Race: Route 66. After class, group began working on parts three and four of the final report.

November 18 - Group Meeting in Library

During this meeting, the group discussed how we planned present our game concept to the class. We determined that we would not need to use a PowerPoint for this presentation. In addition, we developed a new rule to enhance the strategic elements of the game. This new change includes the following: an addition of one chance space on the die, increasing the total number to two. We also added chance spaces to the game board so that players may land on them to draw a card. In addition, we decided that players may retain their chance cards to be used whenever they like in an advantage or against their opponent. In addition to the new rule, we finalized our design. We decided to use a 3’ X 2’ board, specifically zoomed...
in on Route 66 in order to maximize player space. We also calculated the exact number of spaces to be 120, representing 20 mile increments of the real Route 66. We chose to display the names and capitals of the states along with scenic landmarks like the Grand Canyon, St. Louis Arch, Great Ball of Twine, Las Vegas, and some national parks.

Friday, Nov 20 - Group Meeting/Work
Continued to work on presentation materials. Discussed which member would present which information.

Mon, November 30 - Nick Individual Work & Game Discussion Over Phone
Nick worked on revising presentation materials and edited the completed portions of parts three and four of the final report. Also, due to a medical appointment, Nick was unable to attend the presentation on and December 2 informed the group of his absence. Other group members picked up his portion of the presentation.
During a conversation over group messaging, we decided to add trivia cards to the chance pile. The rules for the trivia cards are correct answers may proceed and incorrect answers must move backwards equal spaces. The chance of drawing a trivia card from the deck is only 1 out of every 10 chance cards.

Tuesday, December 1 - Group Work/Individual Work
Group worked together through Google Docs and communicated via text group to create our presentation for the class.

Wednesday, Dec 2 - Group Presentation
Gave the group presentation of our game of our game during class. Shane talked about the game concept and a brief overview of how to play Crazy Race: Route 66. Chrystal spoke on the benefits the players receive from playing the game. Grant talked about the target audience of the game, how to advertise the game to them, and the progress of the group as a whole throughout the project. Nick was not at the presentation due to a doctor’s appointment but did warn us beforehand.

Work to be Completed
We still need to continue to gather information on the game market. It is crucial to make sure our game has a chance to thrive in the board game market. The more in depth we get with our research of the market, the more we will understand and be able to effectively position our board game. Learning more about the market gives us insights into what helps games sell. If we are able to apply these concepts to our advertising strategy, our board game will excel in the marketplace.

We also need to finish the final report. We will continue to assess our goals, marketing position, and product roadmap. Also, we will identify our brand essence, and the personality of our board game. In addition, we will include our advertising strategy, describing how we will reach out to our target audience and put our board game out there. We will determine how we market our game in various situations, and what the advantage of our game is compared to other, similar products.

Project evaluations will be completed individually after the final report has been written. Each group member will have to write about the project, their role, and other group members’ performances throughout the entire project.

Conclusion

We are confident that our final report and project evaluations will be ready and on time as prescribed by our group schedule and the schedule you have provided us with.
Works Cited


