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The Mod-Con inclusive game controller

CONTENTS PAGE

1. Product/Service Introduction
2. SWOT Analysis
3. The Market
4. The Marketing Strategy

1. Brief Product/Service Introduction

Gaming is an interactive media that should be able to be enjoyed by everyone however some people due to either injury or disability are unable to play and enjoy them and this is often due to the issue of the design and shape of the controller and the location of the buttons. We at Accessible Gaming are a Community Interest Company that aims to fix this by creating a modifiable controller that can be used to comfortably play games by people who are disabled. Any profits we make from sales will go into researching future iterations of the Mod-Con. Along with the general population there is a rising demand for accessible gaming and a rise in people's expectations of being able to play games.

The product we will be producing will be called the Mod-Con and will be a easily modifiable controller to aid people with disabilities to play games. The Mod-Con will work by having a base controller that will have several additional components that can be added for both comfort and usability. The Mod-Con will be thoroughly tested by people with a wide range of disabilities to ensure that it can be used by as wide a range of people as possible with varying disabilities such as motor neuron disease, nerve damage and amputees just to name a few of the many conditions that can affect a person's ability to play games.

There will be a variety of options to configure the Mod-Con for each individual's preference.

Components of the controller will either be able to be directly connected to the base controller via a snap on or off mechanism as well as being connected via wires for additional flexibility while still maintaining fast and responsive connections. There will also be a variety of mounts for the controller components which means that it will be easy to assemble and disassemble the users the Mod-Con particularly useful for those that are restricted to wheelchairs.

What makes this product unique will be its snap on and off feature which is more accessible than any competitor as it allows for users to either have a single solid controller or have it split into several different components to fit users pay style. Our product will also be made of as lightweight material as possible in order to assist those who have little muscle mass or are unable to use their muscles properly. The Mod-Con will also support profiles for different controller bindings when playing different games in addition to being able to support macros which allows players to program multiple actions to a single button. This allows users to have a completely customisable experience.

2. SWOT analysis

2.1 SWOT Analysis Findings

Strengths

- Our product will be modular to allow a variety of positions to suit individual needs
- Our product will be made using lightweight materials for ease of use
- Our product will be easy to use by the consumer

- Our product will be easy to assemble as well as disassemble
- There is a clear consumer demand for this product

Weaknesses

- Small market
- Lots of research needs to be done
- Start up capital will be required

Opportunities

- Not much competition
- Will be able to collaborate with universities and other research institutions for both research and publicity
- Research is already going on in universities and research institutions that could be used and or modified in the creation and improving the usability of the Mod-Con
- Sony's Playstation would likely be looking to create a competitor for Microsoft's adaptive controller
- Collaboration with charities who have similar intentions

Threats

- Microsoft is a large company which already has a similar product currently on market in the form of it's adaptive controller
- Small charities that perform similar features
- Target market likely has low disposable income

2.2 SWOT Analysis Conclusion

In conclusion the Mod-Con has a lot more pros than cons. Although the product will require a lot of research before it usable as well as customisable for people of varying disabilities there are many research institutions that could be used not only to further the usability of the Mod-Con but could also assist in advertising the product. Charities or other good will organisations such as SpecialEffect will likely be competitors however they will may also be willing to cooperate and possibly share resources. The target market we are aiming at will likely have low disposable income due to their disability which means our product will have to be both cheap and durable.

3. The Market

3.1 Market Description

The UK government's most recent official survey conducting in 2002 estimate that there are around 11 million people with a limiting long term illness, impairment or disability in the UK and equates to around 18% of the Uk population at the time. Unfortunately it doesn't categorize the disabilities however it does state that the most common of which are those

that affect a person's mobility, ability to lift as well as their ability to carrying heavy objects which are the groups of disabilities we are hoping to assist with our product . According to NewZoo.com's there are 31.6 million people who play game in the UK in 2016 which was around 48% of the population. These statistics have most likely only risen over the years however even with these statistics that would mean that there are at least 5.5 million people in the UK who both play games and suffer from some form of disability which would be our target market. In the UK disabled people spend around £249 billion pounds a year in the UK, this figure is referred to as the purple pound according to sources from the BBC.

3.2 Competition

There aren't that many competitors out there since it is a fairly niche market however our largest competitor Microsoft has partnered with many charities such as the AbleGamers Foundation, The Cerebral Palsy Foundation, SpecialEffect and Warfighter Engaged in order to make their adaptive controller, they also have several hardware manufacturers partnered with them such as Ram, Logitech and AbleNet which makes them a very well backed competitor. In spite all of this Microsoft's Adaptive Controller is very expensive with will be discussed in more detail in later sections.

Sony doesn't yet have any kind of controller available aimed at people with disabilities for their Playstation however they will likely attempt to develop a competitor for Xboxes adaptive controller. If possible we will enter into some sort of partnership with Sony in creating the Mod-Con to be compatible with thier console as well as being usable on the PC and any other major video game platforms such as the Nintendo Switch.

4. The Marketing Strategy

4.1 Overview of Customers

Our customers will be people with various disabilities who play video games on as many platforms as possible. As previously stated we will be looking at the 5.5 million people in the UK who both have a disability and play games. We will be aiming sell the Mod-Con to those aged between 20-40 since the average of someone who plays games is 31 years old according to studies done by Entertainment Software Association. The study by the Entertainment Software Association also states that the age of people playing games is rising so our age range gives us a bit of a buffer for future when the average age of people who play games rises further.

4.2 The Marketing Plan

The Five P's

4.2.1 Price

Microsoft's Adaptive Controller costs £74.99 for the base controller and the recommended accessories aren't much better with it costing £49.99 for a single button which the standard Xbox controller has fourteen of plus two joysticks to controller movement and aiming the cheapest of which cost £19.99 each but come with two buttons meaning in order to get their cheapest recommended setup it would cost around £614.87 which is more expensive than

the console itself. These prices are exceptionally high and discouraging for people with disabilities as most official controllers only costing around £50 although some can be twice this amount.

We aim for our controller to be as low price as possible at £50-60 as the cost of the base controller with the recommended accessories/components bundles for certain disabilities being an additional cost. This price is going to make the Mod-Con more expensive than most standard controllers however more in line with special edition or “Elite” controllers which are often priced at £70 or higher. We believe that our £50-60 price range as the cost of the base controller is acceptable since it will still be reasonably priced compared to deluxe controllers while remaining significantly cheaper than Xbox’s Adaptive controller however we will have to do more research to be able to determine the price of our accessory bundles.

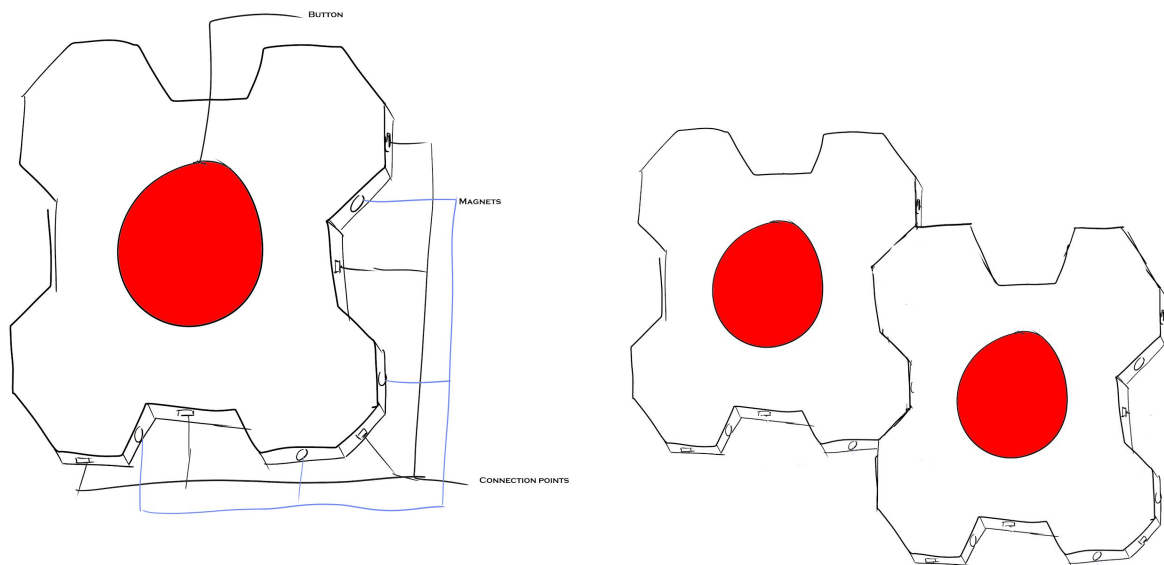
4.2.2 Promotion

We aim to advertise our product through Universities, Charities as well as making our online presence as big as possible gaining a positive reputation. There are also many high-profile individuals/groups who already campaign for accessibility controllers that would promote our product in order to waymark users looking for accessible controllers. We would also create social media campaigns that would follow the development process of the Mod-Con. Establishing a partnership with Sony that would help significantly with advertising as they already have a large presence in the gaming market and resources to better advertise the Mod-Con, but the business plan will not require this to be the case.

We also have the option to sponsor Youtubers and Twitch streamers such as RockyNoHands, Aieron and Zach Anner who we can give our products to try out as they stream or make their YouTube Videos.

4.2.3 Product

The Mod-Con will require a significant amount of research before the final design of it will be realised however this early sketch shows our initial idea. The connection ports will be USB-C and will have an internal wire spool. Each component will be secured in place by magnets and indentations.



4.2.4 Place

We will be selling via an online store both on our own dedicated website and other online retailers such as Amazon. We will also be selling in via online and retail businesses that specialise in technology and or gaming such as GAME and PC World. We will most likely be using an established Delivery service such as UPS, FedEx and DPD in order to deliver our product to retailers and customers.

4.2.5 People

Accessible Gaming will be assisted by various research institutions in order to make our controller usable by a variety of people with different disabilities.

We aim to create a friendly and helpful image for our business which is one of the reasons why we have chosen to be a Community Interest Company.