

Competitive analysis

Alpha Mud

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Our game will have a modern feel to it. With realistic graphics and focus on lowering costs where possible. We believe "Alpha Mud" has great possibilities of becoming the next gaming franchise. The game is set in America due to the fact that America is very central in the gaming community. This is a good selling point and will automatically boost sales numbers. If the game would happen to get popular and a demand for a new game were to be requested, a sequel to Alpha Mud could be set anywhere else in the world.

We are now going to compare Alpha Mud with other games in the same genre and look at the differences that can be positive for us, and other things that possibly can be looked at as negative.

Red Dead Redemption 2 (unreleased) 26.11.2018

Publisher: Rockstar Games

- + Apocalyptic world
- + You can't make your own character
- + More modern time
- Same type of open world
- Similar combat
- Similar type of progress by main missions

Mount & Blade II: Bannerlord (unreleased)

Publisher: TaleWorlds Entertainment

- + The game is set in medieval times
- + Set in hills and deserts, not cities
- + Mainly in top-down view
- Will most likely have good combat where you fight alongside your own soldiers.
- you can have your own army and manage your own city.
- The main playstyle you conquer other cities and villages until you are king over the whole continent.

- Expansive Character creation

Horizon: Zero Dawn 28.02.2017

Publisher: Sony Interactive Entertainment

- + No character creation
- + Little to no karma system
- + Released a relatively long time ago
- + Fantasy setting
- Open world RPG
- Fully voiced

The Witcher 3: Wild hunt. 19.05.2015

Publisher: CD Projekt

- + Different kind of combat
- + Guns
- + Released a relatively long time ago
- Fully voiced
- Open world

Mass Effect: Andromeda 21.03.17

Publisher: EA

- + Bad reviews
- + Different time and setting
- Bigger world
- Similar karma system
- Similar character creator

Far cry 5. 27.03.18

Publisher: Ubisoft

- + We are aiming to capture the feeling of all the states in one game
- + You can build and form your own crew
- Character creator
- Open world
- Set in the United states
- Combat

- Similar types of civilians/NPCs

Homefront: The Revolution. 20.05.2016

Publisher: Deep Silver

- + Make your own character
- + Different endings
- + Different periods of time
- Open world
- Similarity in the backstory
- Combat