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JUDUL: CARTOON AVENGER MOBILE APPLICATION

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CARTOON AVENGER MOBILE APPLICATION

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This report is submitted in partial fulfilment of the requirements for the
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FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY
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2013

DECLARATION

I hereby declare that this project report entitled
CARTOON AVENGER MOBILE APPLICATION

Is written by me and is my own effort and that no part has been plagiarized
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STUDENT : _____ **DATE:** _____

(NG SING LIANG)

SUPERVISOR: _____ **DATE:** _____

(DR. SABRINA AHMAD)

DEDICATION

To my beloved parents

You are my constant source of inspiration. Thanks for given me the drive and discipline to do any task with enthusiasm and determination. Your support full with boundless love have enriches and replenishes my soul during the whole process of the project. Without your love and support this final year project would not have been made possible or completed.

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Your guidance brings incredible inspiration to me.

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ABSTRACT

The usage of Smartphone has become a very common thing in this few years. It is common to see people having more than 5 games in their smart phone. However, current application that available in the market still has some weaknesses. Some comment or feedback given by the player is not implemented or just being ignored by the developer. Therefore, study has been done on literature review and examining the existing application to determine the strength of the current features and weaknesses that we should not include in our system. To attract more players and improve the popularity, we will implement features such as online scoreboard for player to compete with each other. Other features such as storyboard and multiple games in an application also will be implemented as well.

ABSTRAK

Abad 21 merupakan zaman teknologi. Pada hari ini penggunaan telefon pintar telah menjadi satu perkara biasa dalam kehidupan harian. Menurut kajian, kebanyakan pengguna telefon pintar mempunyai sekurang-kurangnya lima jenis Game dalam telefon pintar mereka. Walau bagaimanapun, permintaan semasa yang terdapat di pasaran masih mempunyai pelbagai kelemahan. Komen-komen atau maklum balas yang diberi oleh pengguna jarang dilaksanakan dan kebanyakan diabaikan sahaja. Oleh itu, kajian telah dilakukan ke atas kajian literatur dan analisis telah dilakukan untuk menentukan kekuatan dan kelemahan ciri-ciri game semasa. Ciri-ciri yang mampu menarik perhatian pengguna dan meningkatkan populariti terdapat menyediakan satu platform untuk pengguna bersaing dan mempersembahkan game dengan cerita yang menarik.

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CHAPTER I

INTRODUCTION

1.1 Project Background

Advertising draws attention to the product or service which can be performed through a number of mediums. It helps in spreading information about the advertising firm, the products, and the qualities, and so on. Commercial businesses use advertising to drive the consumption of their product, while non-profit organizations may place ads to raise awareness or encourage a change in behaviour or perception.

The surge of advertisements in mass media is making it harder for companies to lure customer to buy specific product and they are unable neither to grab the attention of their target users nor to stand out in comparison to others. Persuasive advertising is a technique in video product promotion that attempts to influence and convince consumers in favour of purchasing particular products as advertisers strive to make each advertisement memorable, convincing, and exciting.

Three components in video promotion known as characters, slogans and sounds are all part of the persuasive technique. Each technique is chosen to appeal specifically to the product's target audience. However, in Malaysia which has a multiracial composition of consumers as well as the disparity of product sentiment

between rural and urban young adult has made it more difficult for advertisers to make an informed decision on what sort of character, slogans and sound elements that could enhance the persuading effect of the video advertisement.

The purpose of this paper is then to discuss the differences of techniques that advertisers can adopt to advertise in Malaysian market and to highlight which among the techniques proposed would be most impactful to convince Malaysian young adult to make a product purchase. A market survey will be analysis to develop a persuasive advertisement that can attract the attention of target user. At the end of the project, persuasiveness of the advertisement will be evaluated.

1.2 Problem Statements

The According to past research on android games, fewer free games are really attracting.If compare to IOS games, quality of free android games are far behind. Besides that, nowadays most gamers not only attracted by the games quality but also the storyline of the games. Android games have fewer games that benefit the users, do not have theme characters and less free games have a features for player to compete. Hence, the problem statement is as follows:

“How to design an application which has potential to benefits player, have theme character, have story board and able player to compete?”

1.3 Project Goal

The goal of this project is to develop an interesting application that can give entertainment and has potential to benefit the players in the same time. In this era of technology, people are working harder to earn more money. They feel a lot of stress at their working place. Therefore, develop a mobile games is the best choice to release tension or relax since it can be play at anywhere and anytime.

1.4 Objective

- To develop a game with potential to improve human brain function through gaming strategy.
- To develop an android game with storyline.
- To develop an android game which consists of theme characters.
- To develop an android game that consists of online scoreboard.
- To develop a free android games.

1.5 Project Scope

The scope of the project is an essential element. It used to determine whether how large our project will be develop and who is our target user. The scopes of this project are as below:

- Development in android platform.
- All of the android smart phone user will be our target in the project.
- Target age will be from 5 years old to 50 years old.

1.5 Importance

The importance of the project is as below:

- To develop a new type of game that does not conflict with the existing games in the market.
- To develop a free game that has potential to benefit human brains.

1.6 Summary

This chapter discusses the project background, problem statement, project goal, objectives and etc. Next chapter we will discuss the literature review.

CHAPTER II

LITERATURE REVIEW

2.1 Overview

In this chapter, we will discuss on detail about the trend of android and IOS platform. Besides that, we also will discuss about the features of the games that we are going to implement in this project such as online scoreboard and short storyboard. Finally, we will make some comparison with the existing games available in the market.

2.2 Trend of current smart phone technology

2.2.1 Android

Android is an open source Linux based operating system which designed for smart phone and tablet computer. Android, Inc initially developed with financially backed by Google and later bought by Google in 2005. Android is open source operating system. Google release the code of the operating system under Apache License. Open source code and permissive licensing allow the code to be freely modified and distributed by wireless carriers, enthusiast developers and device manufacturers. There were around 700,000 applications available for Android device in October 2012. The estimated number of download from Google Play was around 25 billion. Due to the factors mentioned above, it is clear to see that android have become the world's most widely used smart phone operating system. In fourth quarter of 2010, Android had overtaking the Symbian. Open nature of Android further encouraged a large community of developers to use the code as a foundation of community-driven projects. In third quarter of 2012, 75% of smart phone market share is belonging to Android. There are 750,000,000 devices activated in total and increasing with a volume of 1,500,000 devices activation per day. Therefore, I will decide to develop my project in android platform since the market in android operating system is increasing rapidly.

2.2.2 IOS

IOS is a smart phone operating system which is developed and distributed by Apple Inc. In 2007, IOS is originally released for Iphone and Ipod touch platforms. It is further extended to support other Apple devices such as iPad. IOS is different compare to Microsoft's Windows Phone and Google's Android. IOS do not allow to installs in any non-Apple hardware. For example, Mac book are able to install Microsoft window operating system but any other computer are not able to install IOS. In September 2012, there are more than 700,000 of IOS application is the Apple's App Store. The estimated number of download from App Store was around 40 billion which is higher compare to Google Play. In fourth quarter of 2012, 21% of smart phone market share is belong to Apple which is only behind Google's

Android. There are around 410,000,000 devices activated in total at the half of 2012. In the special media event held by Apple, they announced that 400,000,000 devices have been sold through June 2012.

2.3. Important features of the game

2.3.1 Online scoreboard

Competition occurs naturally between living organisms when they try to achieve the same thing. Previously, human is usually competes with each other for food and mates. They fight with each other to protect themselves and all of their belonging. However, in this era of technology, human competes with each other not only in food and mates. They competes everything including their skill, education, financial and also their achievement. Therefore, a scoreboard is a compulsory feature that we need to implement in the game. This is because scoreboard enabled player to compare with each other. A higher score means that they perform better compare with other players. However, a game scoreboard is not enough for people to compete since they are only able to compete within their friend. In order to solve this problem, I would like to implement an online scoreboard in the game. This is because an online scoreboard is no longer competing among their friend, but it is competing with the people all over the world. With the technology available, it is easier for data to transfer all over the world hence it would be more competitive.

2.3.2 Storyboard

Some gamers prefer playing more arcade games with game play alone while some other prefer playing multiplayer games. For arcade games, player would like to play the game for a simple-minded fun. Just like watching movie, some people would like to explore more about the game to find out

the mysterious story behind the game. For example, RPG games provide a free moving function that allow player to explore the virtual world. They would not only like to complete the games with a simple way. Most of them would like to complete it with a perfect ending. Therefore, I would like to implement a storyboard in the beginning of the game. Player can choose to view through the video or skip it to continue with the game. Without the story of the game, interest of the player in the games would fade out fast. Therefore, a storyboard is very important as it is a key reason for enjoyment for most of the player.

2.4. Comparison with existing current game.

2.4.1 Draw Something

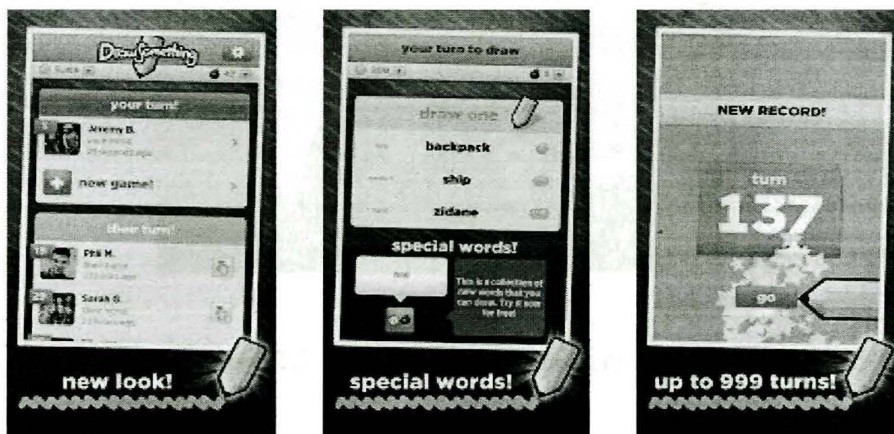


Figure 2.1 Screen shot for Draw Something

Draw Something is an application that designed for player to play with their friend by guessing the word from the drawing. This game is starting with one of the player choose which word they prefer to draw. After that, the application will send a notification to their friend and also the drawing that have been drawn. 2nd Player have to guess the word that 1st player choose to draw. 2nd player is giving 3 chances to guess. If 2nd player

able to guess the word, then game will continue with the 2nd player draw and 1st player guess. Draw Something is available for both Google Play market and IOS App Store. The website of the application is <https://play.google.com/store/apps/details?id=com.omgpop.dstfree>.

2.4.2 Angry Birds

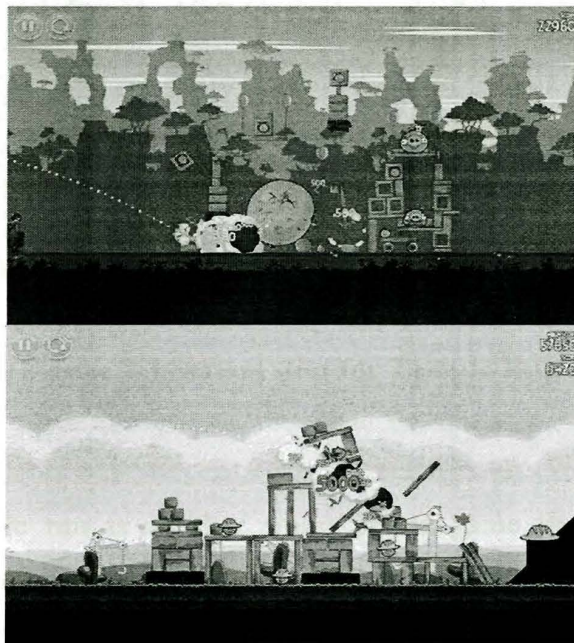


Figure 2.2 Screen shot for Angry Birds

Angry bird is an application that suitable to play by various range of age person. It consists of simple play method and nice graphic that attract a lot of children to play. There is a lot of level for player to achieve. Each level requires logic, skill and force to complete it. First of all, player needs to select the level that they want to play. If the player able to complete the current level, the next level will be unlock. Each time player completes a level, ranking of a maximum 3 star will be given to the player depend on the score gain by the player. Player can keep on retry on specific level in order to get all 3 stars. Angry bird is available in both Google Play market and

IOS App Store. The website of the application is <https://play.google.com/store/apps/details?id=com.rovio.angrybirds>.

2.4.3 Temple Run

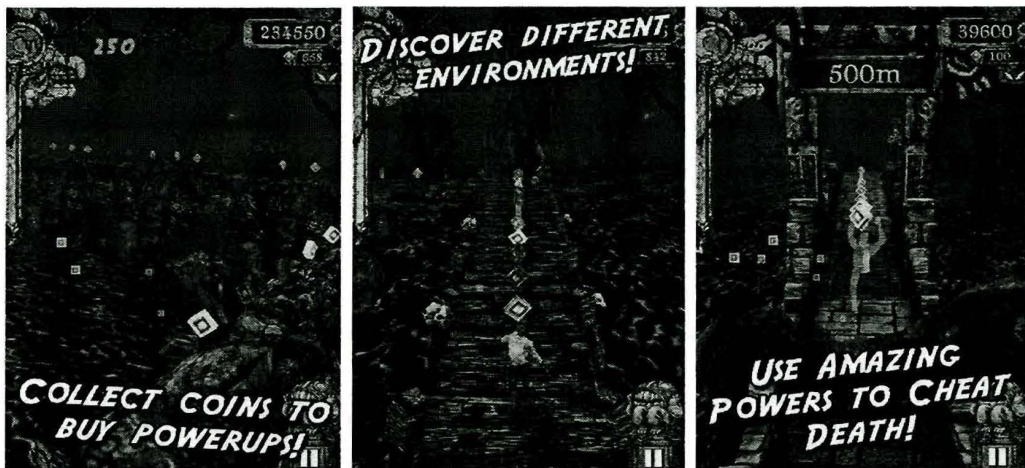


Figure 2.3 Screen shot for Temple Run

Temple run is another smart phone game that requires very fast responding and mind thinking. The game will start from a player running out of the temple and trying to run away from the monster. Player need to swipe on the screen to control the direction to run. There is no ending for the game. Player will need to survive as long as possible to get for higher score. A few power ups and item is available for user to revive from death. However, the game does not provide online scoreboard. Player needs to upload their score to any social networking websites by themselves. Temple run is available in both Google Play market and IOS App Store. Figure 2.3 shown the screen shot for Temple Run. The website of the application is <https://play.google.com/store/apps/details?id=com.imangi.templerun>.

2.5 Summary

This chapter is discuss about the pros and cons of other games. In chapter 3, we discuss the methodology.