		Direct Competitors			Indirect	
	Tilt 5	**Wizama (SquareOne)**	**PlayTable**	**TableTopia**	**Steam**	**Nintendo Switch**
Value Proposition	Tilt 5s focus is to provide an amazing gaming experience that blends things that people love about video games and board games. Uses glasses to create a 3D experience in Augmented Reality with holographics in which every user gets their own private view, dynamic tools for special effects, sounds and interactions, and blends physical and virtual game objects. Glasses lenses are large and wide so they do not block vision and it is affordable	Merges tabletop gaming with classical video gaming. Full-surface screen, dice, customizable tower, cards and pawns that act as controllers, enabling both physical and digital interaction. They seem to want to bring families together since children like to play tablet games, while parents tend to prefer physical tabletop games	PlayTable is board game console that allows you to choose from hundreds of games at the touch of button. With a large digital playspace that can detect physical objects on the screen, our social gaming platform breathes new life into tabletop gaming and collectible toys. Most importantly, we use the power of play to bring families back together — bonding, sharing, and building memories.	Online arena for playing board games just like in real life. Play directly into modern desktop web browsers on Mac and Windows platforms, or download on Steam, App Store and Google Play. Unique editor for building new board games from scratch and bringing paper games to the digital. No programming skills required! Specialized tools for playtesting, demonstrating, promoting, and monetizing your games.	A gaming platform where users can buy, play, create, and discuss PC games. They feature games from both indie and big-name developers. It allows users to easily purchase and download games, and developers to easily make their games available.	Nintendo Switch is designed to transform from a home console to a portable device in a snap. The joycon controllers give the player gameplay flexibility and there are both single and multiplayer gaming options. The library of games consist of a large variety for families, kids and adults and games exclusive to the Nintendo brand. The switch focuses on making gaming portable, accessible and fun
Target Audience	•people who play board games and video games •groups of families and friends who play games together and have game nights	• Children who enjoy tablet or phone games • Adults who game regularly • Families	Children, adults, and families.	Has games for gamers ages 3 - 50 years old	• New gamers • Experienced gamers • Large age range: games for children and adults	•younger adults •families and kids •people who grew up playing Nintendo •casual gamers
Physical Size	LE 31.5" x 31.5" XE 31.5" x 31.5" - 42"	19 x 16.62 x 1.22 inches	24"screen rectangular shape	The games fit the screen of your PC, Mac, Android or iOS device	• Used on computer (laptop or desktop) • Also played on mobile via app called Steam Link	•4 inches high, 9.4 inches long, and 0.55 inches deep •Also played on TV
Memory & Harddrive	—	• RAM 2GB Disk 64/128GB • Cloud Storage	RAM 2GB Disk 16GB, 32GB, 64GB options	Server	—	RAM 4GB; 32 GB internal storage •can be expanded to 2TB w/ MicroSD •online account allows cloud storage
Operating System		Android Stack	PlayTable OS	PC, Mac OS, Android, iOS	Requires PC, Xbox, or Playstation	Nintendo Switch System Software
Kickstarter Funding	1,767,301	Unknown		Has section of 303 games which are on Kickstarter		—
Number of Backers	3,345	Unknown			90million active users	over 55.7 millions units sold
Price	LE: $299 XE: $359	$499	$549(16GB), $649(32GB), $799 (64GB)	Players - Free, $3.99/mth, $9.99/mth Developers - Free, $9.99/mth, 19.99/mth	Free for platform, purchase games	$300 Lite Version: $200
Release Date	summer 2020	"early 2020" (no update since)	December 2019	December 1st, 2016	2003	March 2017
Additional Resources	—	Info about their UX Award Walkthrough at UKGE	—	—	—	—
FEATURES						
Create an Account	— unclear, did not see any information about this	✓ Players create user profiles	✓ Player creates user accounts and profiles	✓ 3 tier subscription for designers 3 tier subscription for players	✓ • Free to create account • Users can view community forums and game library when not logged in, but cannot post or play without account	✓ •Nintendo Switch Online Account •needed to be able to purchase digital games from eshop •also gives user cloud storage, online play, library of classic Nintendo games, app and special offers •free 7 day trial; 1 month- $3.99; 3 month- $7.99; 12 month- $19.99; Family Plan(12mo) $34.99
Standalone System	✗ glasses are 3.0 peripheral that rely on pc or mobile device to act as host platform for application's processing needs	✓	✓	✓	✗	✓
Connect Peripheral Device	✓ 3D glasses are peripheral and must connect to a phone or mobile device	✓ dice track that detects every dice roll and sends its value to the console automatically using Bluetooth and NFC technologies	✓ Yes, smartphones and app	— Unknown	✓ • Using Steam Link app, users can play using phone	✓ •main device is the joy-con
Player Network	✓ ability to play with anyone, anywhere in the world	✓ Unclear. There's a "social" option on the main menu, but I can't find any information about what that actually is	✓ You can play with others remotely through the internet who are using the same board	✓ The website itself is a network through which players can come together to play games from all over the world	✓ • Platform includes online co-op • Users can "remote play together" local multiplayer games (usually require players to be in the same room). One player launches game, views Steam friends list and invites friends to play • Supports cross-platform games	✓ •Included with Nintendo Switch Online Play •can play multi-player games with anyone around the world •app allows players to voice chat with others who have the app
Developers Can Upload Own Games	✓ •SDK kit comes with Tilt 5 •Designed for eased adoption and to have a minimal footprint •support integrations on host platforms through native APIs and provide ready made plugins for Unity 5.5+ and Unreal Engine 4	✓ • looks like they intend for developers to submit games for upload • games are specific to SquareOne	✓ They intend for developers to do so but have not opened it up for that as yet.	✓ They have dedicated a 3 tier membership/subcription scheme for developers.	✓ • Encourage developers to include controller support in their games including PlayStation, Xbox, and Nintendo controllers	✓ Nintendo developer portal in which people can develop games for different consoles such as the switch, wii u and 3Ds
Object Detection	✓ •cards, dice and game pieces •vivid special effects, sounds and interactions	✓ Detects game pieces as well as touch	✓	✗	—	✓ Joycon controllers can detect objects in front of them
Augmented Reality	✓ •uses augmented reality glasses for a 3D experience	✗	✗	✗	✓ Supports AR games	✗ •Not currently available for the Switch, though it is something they are looking at for future models •Switch currently does support virtual reality
Gesture Controls	✓ •strong preference for using wand for tracked interactions w/ holographic scene •games that don't use 6 DOF for tracking should use keyboard, mouse or gamepad for input	✓ • Player swipes from edge of board towards center to pull out menu during gameplay	✓	✗ Only on mobile platforms	✓ • Supports VR games that require gesture controls using controller	✓ •Library contains several games that use gesture controls •joycons are on the side and can be taken off and turned into controller
Alternative Controller	✓ •wand is the most direct way to interact with game •includes buttons and analog joysick w/ button press, analog trigger & 7 additional buttons •wand allows user to poke, shove, shoot, burn, drag, slide, twirl, and crush. •also can play with game pads, joysticks, keyboards, mice, or other gaming peripherals	✗ No external controllers, just pieces that affect the games	✗ Just Smartpieces and smartphone interaction	✗	✓ • Can connect Steam brand controller, other console controllers, or phone for game controls • VR controllers available • encourages developers to include controller support in their games including PlayStation, Xbox, and Nintendo controllers	✓ Main controller is the joycon, but also supports other controllers such as the pro-controller, or specialized controllers depending on the game such as a wheel or pokeball

Feature	Col 1	Col 2	Col 3	Col 4	Col 5	Col 6
Player Limit	✓ can play solo or with multiple people, doesn't give an actual limit	✓ 8 simultaneous players	✓ 4-6 players physically around 1 device	✗	✓ • Limit depends on the game • There are games listed that allow up to 50+ players	✓ up to 8 platers in a single location
Ability to Connect with Other Physical Boards	✓ •can add additional sections •not sure about linking boards together	✗	✗	✗	—	—
Game Streaming	✓ •ability to stream on Twitch, Mixer and Youtube	— • Unclear if it connects for live streaming • Ability to record games onto device to upload elsewhere	✗	✓ Through Steam and Twitch	✓ • Steam Broadcasting (Beta) allows users to watch their friends play games • Players can see which friends are playing and request to watch their game • Players have option to allow anyone to view broadcast and it will become accessible in the game's hub on Steam • Players can stream screen using Twitch	✓ •The switch can stream gameplay, but there is no direct connection from the console •A pc is needed, as well as capture card, and a mic and webcam if the player wants to provide commentary and be seen •Because it needs to be connected to a doc, players cannot stream on the switch lite
Social Media Connection	— unclear, though mentions that they want to have their own media lobby for players to connect with one another	— Unclear. There's a "social" option on the main menu, but I can't find any information about what that actually is	✗	✗	✗ • Developers can list their social media accounts on Store pages	✓ In user settings, players can link their Facebook or Twitter account
Offline Mode	— unclear	✓ Play downloaded games offline	✓	✗	✓ Play downloaded games offline	✓ Most games are available to play offline
Portable	✓ 5 lbs	✓ 7 lbs.	✗ 12 lbs.	✓ When using mobile devices	✓ Steam Link app allows users to play games from their phone	✓ Switch is designed to be a handheld device that 'switches' into a home console
Player Can Use Own Pieces	— unsure as to how this part will work, as there is not much informations •seems as if physical objects can be used but not sure if this is only implemented by gamemakers or players as well	✗ Different games require their own pieces, but can't be random objects	✓ Players can use and create their own pieces made with RFID and NFC tags and chips.	✗	— Steam games don't use physical pieces	— Switch games don't use physical pieces
Smart Pieces	✓ playing cards, tokens, minatures and other objects •can all be tracked from glasses with high resolution computer vision camera	✓ Cards, dice, and game skins that connect around the outside edge. Pieces that can be used on screen as well	✓ Cards, pieces, dice,and pieces the player can create.	✗	—	—
Gamepiece Data Storage	— unclear	— Unclear what data is stored in each gamepiece	✓ Gameboard stores and recognizes data associated with piece	✗	—	—
Directionally Agnostic	✓ •players have unique views of the same board based on their position •retro reflective surface where light from projector bounces back to the user so single pad gives perspective correct view based on position	✓ • When in main menu, players touch a circle on their side of the board to rotate the direction the menu faces	— Unclear	✗	—	—
Internal Device Memory	✓ ability to save games	✓ Holds up to 100 downloaded games	✓ Uses Ethereum blockchain to keep track of game stats, transfer information from one player to another or purchase upgrades	✗	— (requires an external device to function)	✓ 32 gb of internal memory
Multiple Types of Games	✓ •consists of video games, board games, rpg games and nongaming applications	✓ Access to game library on device	✓ Has a game library	✓ Over 1000 games for free	✓ Over 300,000 available on the platform	✓ Over 2,000 games and counting
Subscription Service	— unclear	— Unclear whether games will be purchased individually or available via subscription model	✓ PlayTable Pro	✓ 3 tier subscription services for both developers and players	✓ No subsciption to the platform as a whole, but allows users to set up subscriptions to games that require them	✓ Subscription needed for nintendo account (see 'Create an Account' above for specific plans)
USB Compatible	✓ glasses use USB3 to connect to host system	✗	✓ 4 USB ports for charging phones	✓ Able to be used on various devices which have USB ports	—	✓ USB used for controllers, keyboards, ethernet lan adapter, headsets, aux adapter, gamecube adapter
User Can Play on Own Device (doesn't need the product to play the library)	✓ •All games work on windows and android devices	✗ Games are specific to the device	✗	✓ • Designed to be played on user's own device	✓ • User must play on own device • Platform supports cross-patform games	✓ •The games are usually played on handheld or TV, but can also be connected to a computer •There is also a mobile app to play on phone (need to be subcribed to use this)
Battery Powered (what is its battery life?)	✗ •doesn't use a battery, relies on a host platform	✓ 3hr battery life	✗ No battery, plug in only	✗	—	✓ approx 4.5-9 hrs
TAKEAWAYS						

What they do well	•Glasses create an augmented reality and contain stereo system and microphones with each person getting their own private perspective based on their position and the story •pieces of board can be propped up for depth and height •combines digitalobjects with physical objects that are tracked and come to life with special effects, sounds and interactions • SDK kit makes it easy to create games as well as non-gaming applications •Games can be played on other devices if someone doesn't have a board	• Special physical dice that are rolled into a bowl-like structure. SquareOne recognizes the roll • Mixture of physical and digital game pieces • Introducing new games that combine physical pieces and digital environments	• Ability to create your own board, card and tabletop games • 30 games available as of June 2020 • Remote play feature allowing play with other players online (as if they were in the same room) • Downloadable "HandHeld PlayTable companion app" for smartphones enabling play that incorporates private cards/ information • Smartpieces (dice, Figurines, Cards w/RFID/NFC chips) • Works with existing or self-made figurines • Learn games through video tutorials • Connects to phone and home speakers	• Being an advanced virtual table for gaming on PC, Mac, iOS and Android; • Database for matching players, public and private game tables, players ratings and reputation system etc.; • Special editor to build your own games from scratch or port from standard graphics (no programming skills are required); • Tools for publishers and authors to playtest, demonstrate, promote and monetize their games. automatic game setups, card dealing, drafting etc. • player's turn control, timers, game phases indication •interactive zones on the table with predefined automatic actions • intelligent counters for tracking victory points and many other in-game parameters custom surfaces, game room wallpapers, sound effects advanced camera controls … and many other useful features!	• Provide a wide array of games • Allow users to easily connect with the Steam community, even while playing • User can connect controllers that they already own • Provide users a snapshot of their history with a game before clicking "play" (last play, total play time, recent achievements)	•Device is portable and easy to travel with. It can be played as either a handheld device or a console •Joycon devices comes attached and also can use different types of controllers depending on the game for a more realistic gameplay •Switch can be used as a tablet with several apps such as Hulu and Youtube for subscribers •Price is affordable as well as the subscription prices
What to improve	•Not a standalone device as it has to be connected to a phone or computer •Currently someone playing on a non-gameboard can only use Windows and Android devices •Everyone needs glasses to use this product •Augmented reality may be difficult for some to handle and cause motion sickness	• In some of the videos, the gameboard did not register the cards that players put down, so that tech seemed a little off • User has to have specific pieces in order to play • Very limited number of games available	• Not as portable as a board game because of weight and shape • inability to enlarge, change board configuration or physically connect with another board to accomodate games of different shapes and proportions or more people around the board • Can't upgrade memory/storage of device	• Doesn't coonnect with social media platforms • Lacks the ability to come together around a board or the physicality of a physical game board	• Requires user to have their own device • Doesn't connect users with any other social platforms that they already use	•Doesn't directly connect to streaming services •To access online content, user needs to be subscribed to online service •Only comes with 32GB of internal memory with only 25GB being available to the user so user will most likely need a Micro SD card