Introduction

The Big Pixel is a simple drawing program. However, unlike other such products, The Big Pixel will limit the things that the user can do in an attempt to stretch the user's creativity.

After the product is introduced, we will run regular contests (with cash prizes) to encourage users to try and develop interesting and unique pictures.

Vision

In The Big Pixel, the user will only be able to draw filled rectangles (called "big pixels") and a picture will be able to contain at most 9 rectangles. In addition, the size of the rectangles will be controlled by The Big Pixel. That is, the first rectangle will be 9 cells x 9 cells, the second rectangle will be 8 cells x 8 cells, etc... The user will only be able to choose the stroke and fill color and the upper-left corner of the rectangle to be drawn.

A simple example of the kind of picture that the user will be able to draw is shown below.
The Big Pixel

Mission Statement

The challenge will be to create more interesting and less "geometric" pictures.

Target Market

We anticipate that The Big Pixel will be a mass-market product that will have an "addictive" quality. We expect it will be of most interest to people in the middle- and high-income groups.

Our preliminary research indicates that there are no other companies discussing/developing a similar product.

Constraints

The Big Pixel must be developed in Java.

Business Requirements

In order to reduce development costs, The Big Pixel must, wherever possible, use existing components.