

# Tanya Lenz

## Smartphone App Description for Amazon.com Product Page

### Web Marketing / Creative Nonfiction



The screenshot shows the Amazon.com product page for the mobile app 'THE GAME OF LIFE'. The browser address bar shows the URL: [www.amazon.com/GAME-LIFE-Kindle-Fire/dp/B0066T8JRK/ref=sr\\_1\\_1?s=mobile-apps&ie=UTF8&qid=1329101064&sr=1-1](http://www.amazon.com/GAME-LIFE-Kindle-Fire/dp/B0066T8JRK/ref=sr_1_1?s=mobile-apps&ie=UTF8&qid=1329101064&sr=1-1). The page features a 'Product Description' section with a large image of the game's logo and a 3D car on a track. The description includes sections for 'Lust for Life', 'Live on the Edge or Play it Safe?', 'Money Money Money', and 'C'est la Vie'. There are also two smaller images showing the game being played on a smartphone, one with the text 'Pass 'N Play WITH FRIENDS!' and another with 'Enjoy the AMAZING 3D WORLD'. The 'Technical Details' section at the bottom indicates the app size is 12.7MB and the version is 1.0.36.

**Product Description**

Anything can happen in THE GAME OF LIFE™, which is now better than ever played on your mobile device. Enjoy amazing 3D visual effects, whimsical graphics, upbeat music, and vibrant landscapes complete with weather effects like falling snow.

**Lust for Life**

You can take up to three friends along with you as you journey through all those important life decisions and milestones. After you choose your car color (orange, red, blue, or green) and player (Mary, John, Rachel, or Bob) you're set to spin that familiar colorful wheel to see who goes first and how far you'll go.

Touch the screen and give it a spin with your finger. Whatever number the spinner lands on determines the number of spaces your car will move ahead on the board. If you're a strategist, scope out the board before you spin to see which space would be best to move toward. To do this, simply press an area of the board that does not contain a space and drag the board around.

It's in your best interest to use the spinner wisely. To net the most profits over time, aim for the best spaces and try to avoid bad stops like Taxes Due.

**Live on the Edge or Play it Safe?**

Just as in real life, THE GAME OF LIFE is full of choices. One of the first choices you'll make is between College and the School of Hard Knocks. If you're drawn to the ivory tower, you'll shoulder a hefty \$100,000 in loans and you won't get to collect any cash when you pass those Pay Day tiles. Jumping into your career without the benefit of higher education, on the other hand, will bring an immediate, if lower, salary.

Either way, invest early if you can. Buy a Long-Term Investment and you'll earn \$5,000 each time the spinner wheel lands on your investment number. All you have to do is sit back and watch your net worth multiply...and watch out for the competition.

**Money Money Money**

Landing on one of the 25 Life spaces is kind of like winning the lottery. Each tile is worth a secret amount of money, ranging from \$10,000 to \$50,000. You'll have to wait to the end of the game to find out the actual values. Whoever has the most Life Tiles potentially has a lot more money than other players.

"Share the Wealth" cards are also a good thing. You start the game with three of these babies but you can gather more as you play. Some "Share the Wealth" cards allow you to play extra numbers when landing on a "Spin to Win" space; others allow you to steal money from other players or block them from stealing your stash. Using one of these cards at a strategic moment could be your ticket to retiring with the most money and winning the game.

**C'est la Vie**

Will you retire in style or spend your golden years sitting in a rocker? When you land on the last tile, you'll decide whether you want to retire to Millionaire Estates or Countryside Acres. Although it's best to be the first player to retire to Millionaire Estates, there are risks involved in this choice. Countryside Acres is a safer bet. Once you make your choice, your total money value is calculated. The player with the most money wins.

With THE GAME OF LIFE, you not only live once, or twice, but as many times as you want. Recreate yourself and your life with every game and watch your destiny unfold.

End User License Agreement: <http://tos.ea.com/legalapp/mobileeula/US/en/GM>

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## Live on the Edge or Play it Safe?



Play with up to 3 friends

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Enjoy whimsical 3D graphics