Game Critique: John Hu
COMP 585 Section 1
About Lemonade Stand

A business simulation game designed to teach basic retailing and business management acumen.

1973
Developed by Bob Jamison

1979
Ported on the Apple II

160
New Jobs Directly Attributed to Tourism
Emergent Gameplay

- Key Driver: Customers Buying Lemonade
- Linear/Emergent Narrative
- Setup, Confrontation, Resolution
- Character Development

Lightweight, Barebones, No Frills Gameplay
Game Elements/Challenges

Inventory Management

- Three Values:
  - Ice
  - Lemons
  - Sugar
- Customer Demand
Game Elements/Challenges

Weather

- Report: Sunny, Cloudy, Hot and Dry
- Thunderstorms void all profits

The game owed its success to offering just enough variables to make a complex challenge for users, but still providing a simply-grasped addictive introduction to the offsetting priorities facing a business.