

# **Restaurant Delivery Jam Ideation Document**

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# Overview

## **Objective:**

To generate original and unique idea for a puzzle game that clearly aligns broadly to the genre of Puzzle and subgenres Sort Puzzle and Jam Puzzle.

## **Document Audience:**

Product Manager, Game Developer, Management, Art Department, QA and Publisher.

# Planning & Timeline For Idea Generation & Prototyping



 High Priority     Mid Priority     Low Priority

# Genre Analysis

## Main Genre: Puzzle

- Generally in Puzzle Genre the best selling, best revenue grossing games come under the subgenre with the core mechanics based on Match-3, Match-2, Merging
- The genres that we are referencing i.e; Sorting and Jam Puzzle, do perform well and has less competition as compared to other sub-genres.

## Competitive Landscape

- Seat Away, Goods Puzzle, Blossom Sort, Block Jam are the one of the best performing in these referenced genres
- Current trending ideas in this genres: Vehicle Jam(Parking, Seating), Animal Jam, Thread Based Jam, Goods Sorting, Nut Bolt Sorting

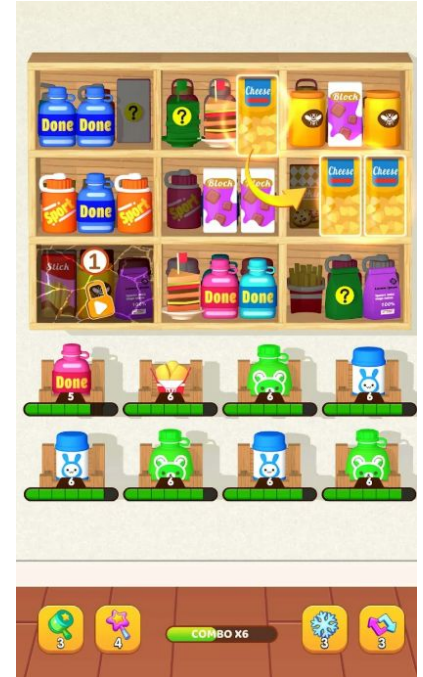
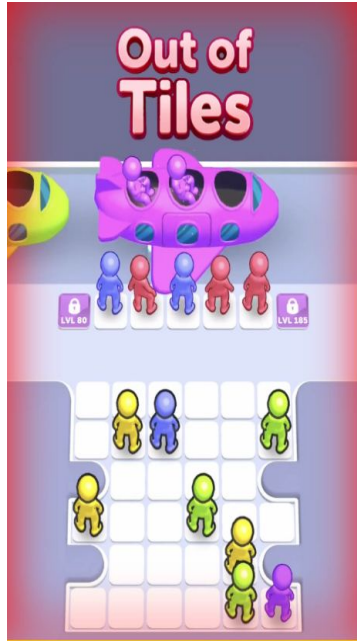
# Core Mechanics of Jam & Sorting Puzzle

The core mechanics of the referenced sub-genres are spatial reasoning and planning.

The main drivers of these mechanics

- Match sort using color cues
- Sorting Mechanics
- Space Limitations
- Progressive Difficulty
- Relaxing Yet Strategic Gameplay
- Single Tap Controls

# References



# Ideation

Based on research synthesis, I have come up with some ideas that combine themes of Tycoon genre and the Jam+Sorting subgenres.

## **1st Idea : Restaurant Jam (Tycoon + Sorting)**

Narrative: You're owner of a restaurant/food truck kitchen and you have all delivery agents waiting at your doorstep, each agent has a color associated with it and the orders that you have prepared are packed in those respective colors.

Your job is to properly arrange the packaged food orders matching the sequence of delivery agents at the kitchen counter so they can take the order and go to delivery and next delivery agents can come at the counter. (The 2nd idea varies in the order selection mechanic and is described in the game design document).

### **The Big Picture:**

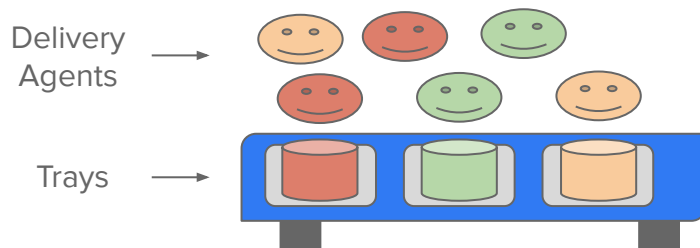
The better you get at this, the more money you earn and venture into growing your business. You will hire better chefs, machines, more space and more trays to deliver fast and grow more.

Going ahead you can expand business and add restaurant where people can sit and eat.

# Core Game Mechanics

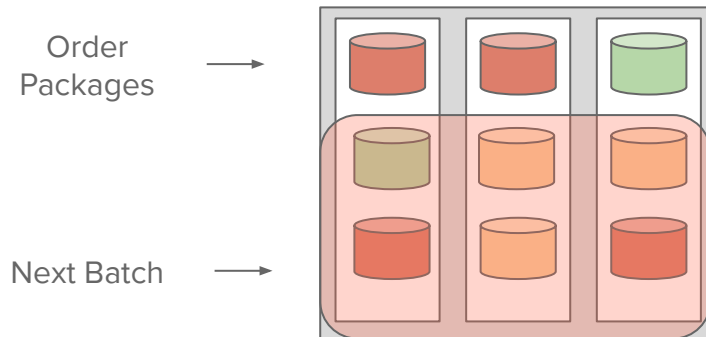
## Gameplay Mechanics

- Consider starting with 3 trays to accommodate up to 3 orders.
- Delivery agents arrive in groups of 3, with their order colors assigned randomly.
- Shuffled order packages are generated in the kitchen. Only the front packages can be placed on trays
- Input: Single-tap controls to pick up or place packages.

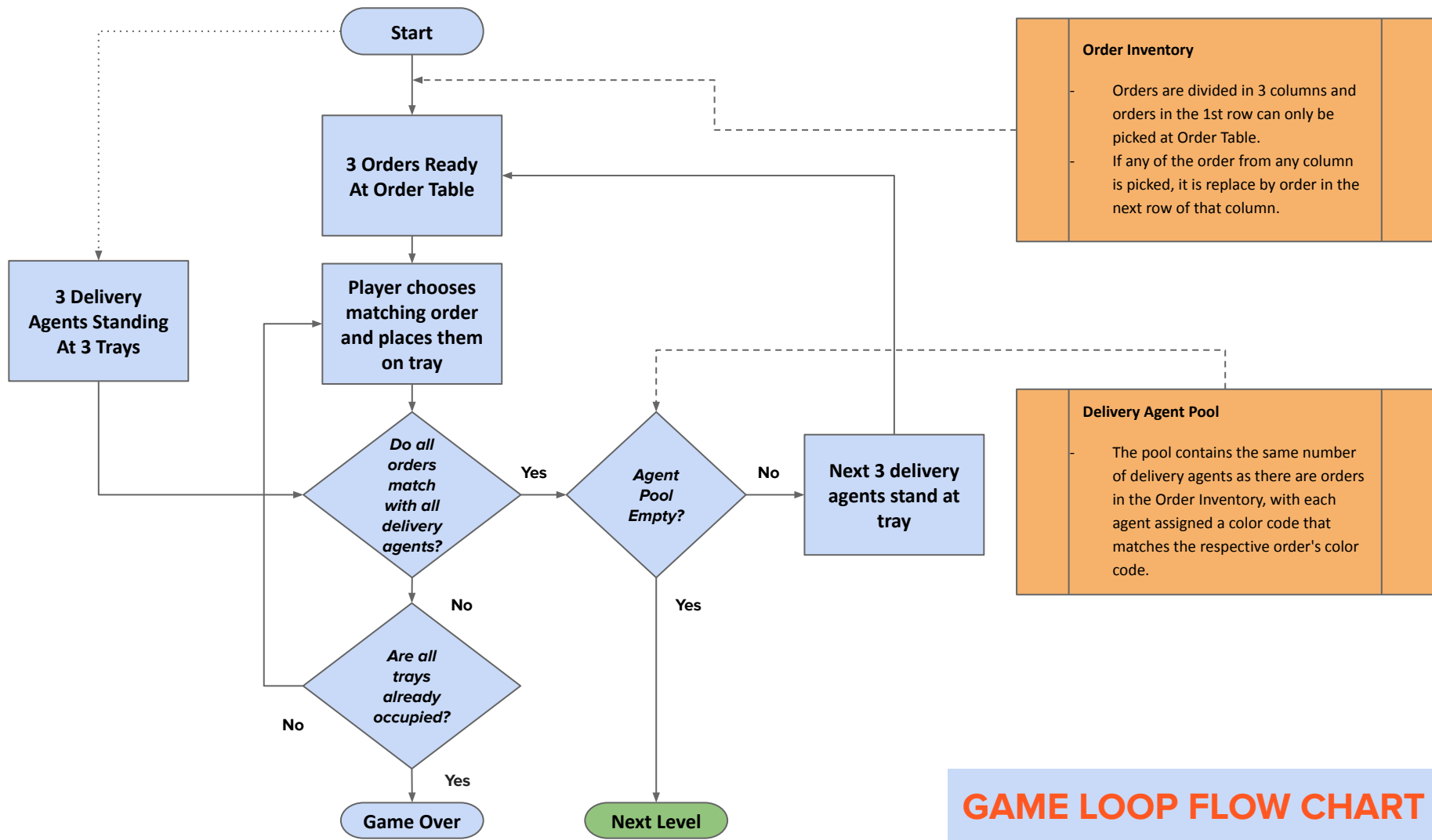


## Sorting Rules

- Orders must match the sequence of delivery agents.
- Only the package at the front of the shuffled stack can be moved.







# Pilot Launch Strategy

**Target Audience:** US, UK, Canada, Germany, Japan, South Korea, Australia, France.

**Positioning:** A hybrid-casual game that gives the fun of Restaurant Tycoon & Jam Puzzle.

**Age Group:** 5+.

Notes:

Monetization: To be decided once prototype is finalized and Economy design is finalized.

Idea Considerations: We can change the game to make it more of a casual game rather than making it hybrid casual.

Other Documents:

[Game Design Document](#)

[Level Design Document](#)

[Level Generation Automation](#)