

<Tap-O>

*Release Date: **TBD***

<Your Company Logo Here> - **TBD** (“Fingarena” with 2 fingers pointing inwards to make the shape of the “a” letter capitalized - See the thumb placement at ([http://pad2.whstatic.com/images/thumb/0/06/Add-Numbers-\(Using-the-Count-to-99-on-Your-Fingers-Method\)-Step-1.jpg/670px-Add-Numbers-\(Using-the-Count-to-99-on-Your-Fingers-Method\)-Step-1.jpg](http://pad2.whstatic.com/images/thumb/0/06/Add-Numbers-(Using-the-Count-to-99-on-Your-Fingers-Method)-Step-1.jpg/670px-Add-Numbers-(Using-the-Count-to-99-on-Your-Fingers-Method)-Step-1.jpg)) but the fingers to be used are pointer fingers.)

Revision: 0.0.0.2

GDD Template Written by:
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(Elaboration and detailing of Tap-O from MCH)

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The elevator Pitch

Project Description (Brief):

Project Description (Detailed)

What sets this project apart?

Core Gameplay Mechanics (Detailed)

- <Core Gameplay Mechanic #1>

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Story and Gameplay

Story (Brief)

Story (Detailed)

Gameplay (Brief)

Gameplay (Detailed)

Assets Needed

- 2D

- 3D

- Sound

- Code

- Animation

Schedule

- <Object #1>
- <Object #2>
- <Object #3>
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Overview

Tap-O will be the first in a highly marketable series of games to be defined by a series of descriptive purpose name + dash + the literal character “O” as the signature trademark of the initial series of “Fing-A-rena” games. (ie Tap-O, Chase-O, Jump-O, Slide-O, etc.) Initially Tap-O will be designed as a stand alone touch based competitive beat the clock game. Tap-O will be the first gaming product from this company and will serve as the initial testing platform for payment acceptance, trialing revenue generation opportunities in-game, and “share-a-bility” on a social level.

The long term plan for Tap-O and other game-O platform gaming products will be to roll them up into a central management system platform similar to steam. The management platform requires execution capability for running the games and receiving payments in all mobile(ios, android, win phone) and desktop environments.(win, osx, linux) Initially however a single platform may be acceptable at the time of inception and initial release.

Theme / Setting / Genre

- Race against the clock to tap a series of panels exactly as many times as the panels display without going over or BOOM! Your panel shakes and flips

over with a new count to be tapped before the clock runs out! Different panels designs, colorings, avatars, and other unique features will be available to customize the game allowing you to flex your creativity as well as customize the game to your own liking. As you progress in the game new panel configurations, tap counts, panel counts, powerups, shapes, sizes, and the ability to configure panels as other user's avatar images become available and allow you exciting new challenges and abilities. Powerups and custom configurations will be a purchasing option earlier in the game so that new users don't get left behind their friends and discounted "super power-ups" will be available as the user graduates to keep play fresh and exciting! Social sharing options for facebook and twitter will help you PWN your inferior friends and share your triumphs with all! Sharing the game with your friends will add new super features that aren't available in store!!! In the Fing-A-rena world, "Tap-O" is the roman coliseum!

Core Gameplay Mechanics Brief

- User will compete against AI or other users to score the fastest times in series of blocks pressed in specific iterations without going over. (ie if a block has the number 9, a press will lead to number 8, and so on down to 0. Pressing the "0" value block will explode that block and re-queue a new random number of taps to be executed between 1-10 presses. This should make the speed factor more difficult to achieve as the best time is the key factor but the over pressing destroys lower timing taps.

- "Ghost" mode to review their or other user's play as well as playing in group mode to fight for the fastest taps without going over on a larger playing field for team play. Points generated for each tap, massive points generated for the final tap, massive points lost for over-taps. Strategic taps will allow you to "bait" panels and destroy opponents.

- Time Attack mode will pit you against the clock. Fastest times will win daily "coins" or "in game currency" and "bid play" will allow you to request "timed vs. mode" against friends for in-game currencies. Only certain powerups will be available in this mode.

- Exciting graphics, lighting, action animations, buzzing device taps and explosions will energize and excite gamers. In game purchases and customizations will help to personalize the game and allow users to create their own panels/avatars/color schemes and so on generating higher user

retention rates and opening up a “user items” buying platform. This platform will have low expectations on revenues initially. Usership increases will increase value and expectations from this feature.

- Intense battles, strategic taps, and easy social sharing should be the underlying “growth engine” to the application.

Targeted platforms

- Attempted “multi-port” for Android/ios/desktop similar to phonegap build or cordova native multi-device porting.
- Initial target will be within Unity development environment.
- App will be submitted to review sites so a desktop LITE version should be considered for “quick demos” prior to mobile or desktop device purchasing.

Monetization model (Brief/Document)

- Small Ads will be placed within FREE game versions in an inconspicuous fashion where it does not affect the user’s experience.
- Both free and paid mobile platform game versions will include in-game micro transaction purchasing options for power ups, energy to play, customizations and so on.
- Discounted game currency available for bulk purchase options.
- Google Play credits and iTunes credits can be exchanged for in-game currency.
- <Link to Monetization Document> TBD

Similar to the way Candy Crush draws in users, there will be a “break in” period where the game prizing engine awards excessive power ups and where you cruise through the initial series of game play levels unlocking cool new features and capabilities while only needing occasional power ups to complete stages and competitions. Dissimilar to candy crush will be the “power up earning phase” where the user generates a cache of power ups that can then be used in alternative gameplay types to decimate opponents. In higher levels, and equivalently higher pairings for competitive play power ups will become harder to earn in solo time attack modes and purchasing power ups and power up packages will become more attractive.

Project Scope

- <Game Time Scale>

- Cost? (How much will it cost?)

-Initially a paypal'esque system will help to receive and manage revenues for development costs. The game can currently be produced from infancy to deployment at extremely low costs using test environments, private talent assets, and by creating a micro-release strategy to increase profits far beyond initial costs. Development of the game file download packages to be released on Google Play Store and iTunes should offer low cost products that realize an immediate revenue stream in at least a minimal scale. Possible rebranding or mergers based on revenues being generated could help to achieve these goals at later stages.

- Time Scale (How long will it take to make this game?)

- Similar to many touch powered games the Tap-O project will be a constantly evolving product and will have no closing period assigned to the scope. Game is to include seasonal offerings and stylings and additional integrations for not yet known devices and social methodologies. Future versions may see integrations to utilize peripherals like "Holo-lens" where a room may be transformed into touchable, colored, panel-items.

- <Team Size>

- <Core Team>

-Christopher Maxwell

Team leader and key initial media content provider for audio and video resources. Chris will be tasked with keeping the team productive and focused on goal achievement. Chris' initial investment of time will be remunerated with an even portion of company stock and ownership percentage to be decided at the end of tap-o project's initial release but not to be any lesser to any team member engaged during tap-o initial release phase. Where the opportunity arises that Tap-O begins to move into a massive revenue generation range and the company incorporates Chris will take his place in the executive team offering key guidance and acting as the Chief advisory counselor as an equal part chief executive to the originating team members.

-Michael Horstmann

- Team leader and key initial code and platform development contributor providing front end and back end support for the technical responsibilities. Contributing in minor to the development of the media assets and marketing goals. Mike will be tasked with keeping the visual attractiveness of the product lines consistent and premium. Michael's initial investment of time will be remunerated with an even portion of company stock and ownership percentage to be decided at the end of tap-o project's initial release but not to be any lesser to any team member engaged during tap-o initial release phase. Where the opportunity arises that Tap-O begins to move into a massive revenue generation range and the company incorporates Mike will assume a seat within the executive team offering key guidance on development, marketing strategies, and business practices to improve productivity and efficiency through more effective communication and processes.

NOTE: Following "prospective" team members may hold various positions and offer various levels of contribution. They may be leveraged in a multitude of ways from full-time employment to optional hourly consulting at the prospective team member's discretion. The prospective team members who come aboard in the initial phase will be guaranteed an ownership stake of the company to be determined and written in a favorable fashion to each prospective team member.

-William DiPlacido(prospective)

- Bill functions as a team lead and technical lead. Specializing in new implementations and database designs. Bill is responsible for consultation on some of the most important technical aspects including hardware, server administration, and databasing. Compensation TBD based on contribution and position assumed within the Fing-A-rena company.

-Vincent Eberle(prospective)

- Vince will be a team lead on coding for front end and will offer tier II/III support for the user ticketing. Vince has worked with proprietary management systems and rendering engines via Ruby on Rails

previously. Vince would offer guidance and solutions for the general ticketing creating by users. Eventually Vince would be responsible for customer relations and international accounts.

-Jim Patula (prospective)

- Jim would partner directly with Vince and Bill to create a trifecta of extremely talented coders. Jim played an active role as a software team lead previously. His experience would be called upon to create a consistently perpetual development method such as Agile and would help to progress the software team's goals along milestones as defined by Jim. Jim would eventually take an operational position leading all new departments created internationally to service a multitude of coding teams as the company expands to meet ideas and development needs.

(List as many core team members as you need to)

*Other team members may be added as discussed or as the company's necessity increases with resource demand.

- <Marketing Team>

- Team Member name?

Currently, there are no marketing team members. There is an expected growth of the gaming product usership based on the enjoyment and fun the game will deliver itself and the integration of social sharing options over a competitive environment. Regardless of this, the company will expect to take on a group of interns to provide marketing support in younger cultures with more insight to current pop marketing outlets. Exceptional interns will be onboarded at a rate to be discussed and negotiated at the time of onboarding.

- What do they do?

Interns will be responsible for marketing strategies, marketing outlet channels, guerilla campaigns, and so on. Interns will also be responsible for company parties and will be allowed to plan company outings and events as needed or requested. Interns will be provided with a series of benefits to make up for the lack of salaried compensation. Exceptional interns may be onboarded as needed for exceptional performance.

- <Licenses / Hardware / Other Costs>

This will be determined at a later date as the product and product line/mgmt platform grow. Up front costs will be associated only to the usage of personal computers privately, and any usage of a cloud based server/IDE product. Utilizing Hardware as a service will greatly reduce any expected hardware overhead and allow for highly scalable growth opportunities. In addition, the usage of a cloud based SaaS and HaaS platform allows for the option to have coding assets and team members work remotely and during non-office hours as wanted.

- <Total Costs with breakdown>

The total costs cannot be determined at this time. As we develop into an available product line the hardware as a service costs will become more evident and we will revisit this section.

Influences (Brief)

- <Influence #1>

- Games - Candy Crush
- Candy Crush and it's parent corp. "King Games" showed that micro transactions and in-game purchases can lead to a half billion dollar per year empire. They also showed the key factors to viral growth being exciting and useful power ups, colorful sprites, simplistic gameplay, quality audio background music and effects, as well as smooth and interesting animations. They also demonstrated the previously mentioned process of building user investment feelings by allowing enough gameplay to provide a time based investment a user then feels obligated to build upon.

The elevator Pitch

<A one sentence pitch for your game.>

Have you ever seen a mobile game this addictive?!?

Project Description (Brief):

Tap-o will aim to be an addictive game of competitive touch sequences. Users will compete against friends, family, and anyone else socially sharing the application. Share user scores on sites like facebook, g+, and vk. Captivating colors, the use of in-game music from your own playlists or apps like spotify keeps your head bouncing as you play.

If you find yourself plateauing, make a small donation to the passionate developers to power your tap-o-rena up with special abilities to elevate your game, and annihilate your competition. Haptic feedback, snappy animations, and customization to panel colors, shapes, sizes, and quantities give you a near limitless pool of mind numbingly beautiful configuration options. The hottest beat the clock finger blasting digit drilling fun you can have without being knuckle deep in a dripping wet pussy!

Project Description (Detailed)

Enter the user, dropped into a game of incredibly lush visually stunning backdrops and out of this world playing fields. Enjoy your personal music, or purchased tracks, or even enjoy the weekly BANGER title to play to if you prefer music, or none at all. Haptic feedback letting you know when you've made a good press or not keeps you engaged in the game.

When you press too many, you can expect a new randomized pattern and some other hidden hurdles to jump. Your best times, best taps, and "gross fingering speed" are all calculated through this amazing app! Finger blast your way into the annuls of finger flicking, tapping, fun! Don't get vertigo as your playing field may get detached and float around a pool of acid, water, clouds, or the middle of the galaxy if your opponent fires offensive power ups at you!

Once a month players are awarded cool "Fingarena" swag to reward the best "fingerers" in the industry! "I fingered a winner!" t-shirts available on the site. Raunchy, yet completely legit when you've got fingers of steel from our games!

What sets this project apart?

DNE yet to the best of my knowledge.

Freedom to market as desired allows for the “ax body wash” or “allstate” fun, funny, raunchy, slightly offensive marketing campaigns that lead to virally successful growth.

No other small scale applications are looking to wrap their products into a standalone management application

Pittsburgh is an affordable HQ area for high caliber technical staffing and top notch artistic talent for design.

Core Gameplay Mechanics (Detailed)

- <Core Gameplay Mechanic #1>

- <Details>

Tap blocks in the fastest succession possible without going over the displayed number of taps which will reset the tap counter

- <How it works>

tap counter method will display taps, register screen taps per quadrant, and regulate “beyond 0 taps” and initialization of a “shuffle” method.

- <Core Gameplay Mechanic #2>

- <Details>

Compete against friends, family, coworkers, and so on. Join competitive groups, or link to global users similar to the “Castle Crashers” mobile app.

- <How it works>

Stage 1 - static times will be pulled from “friends” or “global competitors” lists. Stage 2 - Users will be given direct p2p access.

- <Core Gameplay Mechanic #3>

- <Details>

Quadrants can be of custom shapes/sizes/taps/blocks but must be identical to “competition courses” to compete against friends and family.

- <How it works>

Using quadrants in HTML divisions each quadrant will be given an algorithm of a randomized “number of taps/blocks displayed” and background images/colors will be set accordingly.

- <Core Gameplay Mechanic #4>

- <Details>

Quadrants can be styled to custom configurations using applied quadrant styles, or custom styles available. Users will be given a create to sell in marketplace option, which will translate to other premium “fingarena” products.

- <How it works>

Using applied graphical styling layers from images, art works, camera captures, videos, etc each user will be able to customize their “tap-O” experience to be the most visually appealing, fun, and enjoyable environment possible to them.

Story and Gameplay

Story (Brief)

Download, configure, tap, play, beat friends, post on facebook, own the game, own the neighborhood!

Story (Detailed)

Own your friends, own your family, own your locale. GeoLocation allows you to tile yourself “King of the office/block/city/county/state/nation/world!” Detail your fingering capabilities by decimating competition locally, socially, nationally, and globally!

Gameplay (Brief)

Download, configure, tap, play, beat friends, post on facebook, own the game, own the neighborhood! (*again)

Gameplay (Detailed)

<Go into as much detail as needs be>

<Spare no detail>

<Combine this with the game mechanics section above>

THIS CAN BE DETAILED AS WE EVOLVE THE GAME. The basics to put a wireframe are scribed as of 1/5/2016. More work need to be done on a physical product before continuing into deeper gameplay descriptions.

Assets Needed

- 2D

- Textures

- Backgrounds, simple tile colors that are complimentary to seasons, teams, android, apple, big ticket “logo brands” that can get usership at a low output cost.

- Heightmap data (If applicable)

DNA

- Etc.

- 3D

- Characters List

-Future will employ a 3D moving “game board” and rich deep background worlds for the board’s offensive “shuffle” as mentioned on offensive power ups above. Should be able to take quick snap of oneself to load as “user profile” base infos.

- Environmental Art Lists

- Galaxy backgrounds

- Cloud backgrounds

- Various rich, luscious backgrounds (Rome, Ireland, wastelands, Oceans, etc)

- Possible “natural disaster” animations for power up animations.

- Sound

- Sound List (Ambient)

- Outside

- When “board” drops off and you can see background, the noise should be as if the gameplay music was thrust out into the wide open ambience of the background world’s natural sounds (crackling for fire, wooshing for oceans, soundlessness for galaxy, etc) and the gameplaying effects and music should be as if you just left a room they were all playing in.

- Inside

Bleeps, bloops, crashes, explosions, whirrings, and other various possibly useful “when user taps” sounds for various environments similar to windows “theme settings” changes all sounds to match colors and overall “atmospheres” of themes.

- Sound List (Player)

- Character Movement Sound List

- Standard “tapping” to environment that can be altered in options menu as the user sets to be. May include “novelty” sounds for settings (sellable item)

- Character Hit / Collision Sound list

- over-tap explosion, turning giant granite stones for the “tile turnover” on overlapping. General “injured on opponent power up launch/execution/etc.”

- Character on Injured / Death sound list

- Long “whomp whomp” like the old animations when a character made a dumb joke or something catchy similar.

- Code

- Character Scripts (Player Pawn/Player Controller)

- Continual watch tasks on user tiles, and watch task running on “opponent offensive and defensive actions.” Potential “bonus power ups” mid game should be randomly generated by user, by region, and by server. “less is more, sell extras in the ‘store front’ option within app.”

- Ambient Scripts (Runs in the background)

- User analytics, haptic touch metrics, and user engagement in Google Analytics format where applicable.

- NPC Scripts

- DNE - No NPC chars

- Animation

- Environment Animations

- All background animations as required to make the background seem visually entertaining in depth, color, and interactivity.

- Additional animation to “environment” would include any “sparks, flares, or water molecules” or so on that would be associated with touches and over-taps.

- Character Animations
 - Player
- None
 - NPC
- Just backgrounds and tiles

Schedule

- **<Objective #1> “Designs together, code base agreed upon. All hardware, software, and logistics considered and analyzed to final decision.**

- Time Scale (Mid Feb.)
- Mockup Completed (Mid-Late Jan.)
- All services analyzed and agreed upon
- Assets able to be leveraged analyzed and agreed upon

- **<Objective #2>**

- Time Scale (Late March, Early April)
- Workable playing board on web-app view on mobiles
- Direct P2P play, or competing against global times table

- **<Objective #3>**

- Time Scale (Late April)
- Initial color options and basic sounds available on some actions
- Sign In and user logging as well as base metrics in Google Analytics
- Social sharing “wireframed” and accessible in a beta screen view

- **<Objective #4>**

- Time Scale (Late May)
- Social Sharing working
- Playing board ready for initial release
- Reliable timing and scoring, mediocre sound and visuals
- Native apps capable via Cordova

- Initial testing phase begins into “pre-release” releasing to family and friends.

- **<Objective #5>**

- Time Scale (Late July)
 - Social Sharing
 - Playing board ready for final “version 1” release under “maintenance and enhancements” mode
 - Slightly improved visuals and sound, soundplayer functionality now built in for “google music, spotify, pandora, slacker, etc”
 - Squashing last few Cordova port bugs on Apple and Android
 - Post testing phase begins into “version 1 release” releasing to public users with 80-85% functionality across all existing features.