By: *Beth MacIntosh*

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Overview

Theme / Setting / Genre

The Worst Pies In London is a mobile simulation game that takes place in dismal time of Victorian England, where they control the daily running's of the most unsuspecting building on Fleet Street – Mrs Lovett's pie shop.

Core Gameplay Mechanics Brief

Levels
As the player progresses through the game, the gain levels and unlock new content. This is done by collecting experience points (XP) through the completion of actions and tasks.
Achievements
The player is rewarded for performing certain actions or tasks.
Infinite Gameplay
There is no definitive end. As progression through the game is at a reasonably slow pace, meaning the game can be left for hours at a time without anything catastrophic occurring, then it will take a while for the player to progress through each level.

Targeted platforms

Mobile – IOS, Android and Windows devices.

Monetization model

The game itself will be a free final version, however, there are in-game microtransactions that players can use to hasten progress through the game.

Project Scope

Game Scale Time: As there is no story or end to the game, it is impossible to put a limit on the gameplay time.
Cost: The game is unlikely to cost much, therefore will be a low budget game.
Time Scale: The development of the game will occur over 12 to 14 months, the extra two in case any major occurrences cause delay. There will be progress assessments made at regular intervals of three months.
Team Size: The team will be small, made up of four people.

Team

Core Team

Beth MacIntosh	**Vincent Van Gogh**
Game Designer	*Game Artist*
Cost: paid by self.	Cost: $500
Sherlock Holmes	**Jack Sparrow**
Game Programmer	*Marketing*
Cost: $500	Cost: $500

Overall cost: $78,000 for twelve months.

Gameplay Influences

Fallout Shelter
Game

Balancing resources is a crucial aspect of the game and is reflected in *The Worst Pies In London* with the added issue of handling notoriety. Players need to manage the amount of meat, pastry and ale they have, although it is unlikely they will run out, and control their bad notoriety level by ensuring that their acquisition of meat is clean and inconspicuous.

As with *Fallout Shelter*, *The Worst Pies In London* is also an 'ant farm' view game, enabling the character to see the whole environment at once.

Fallout Shelter game view

Sweeney Todd: The Demon Barber of Fleet Street.
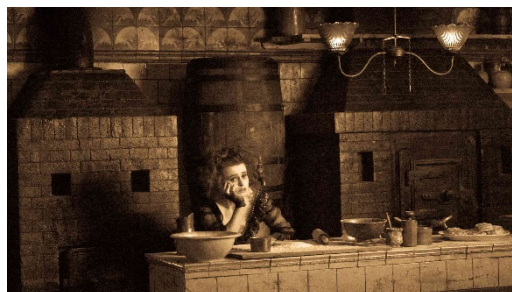*Movie*

The way the business of making pies is run is reflected in this game. The body is dropped into the basement from the barbers upstairs, where it is minced and baked into the pies that are taken upstairs to the pie shop to be sold.

Stage 1 – the barbers

Stage 2 – the basement

Stage 3 – the pie shop

Art style Influences

Sweeney Todd: The Demon Barber of Fleet Street.
Movie
The style of building used for the location is drawn from this film, with the barbers being directly over the pie shop rather than in the building next door. The appearance of the barbers and the pie shop are similarly bleak and worn.

the barbers

outside Mrs Lovetts

The Whispered World.
Game
The game graphics of *The Whispered World* are 2D and all hand drawn, with the characters drawn slightly different so that they stand out from the immaculate environment. This style works well to capture the bleak and dreary setting of Victorian England and the building were the game is set.

The Whispered World screenshot

The Elevator Pitch

The Worst Pies in London is a single player simulation game in which the player must run Mrs Lovett's pie shop by feeding the customers pies filled with human flesh provided by the barbers upstairs.

Project Description (Brief)
Microtransactions can occur within the game.

Project Description (Detailed)
In the game, the player can purchase in-game money for a set price of real world money. This allows players to further progress through the game at a slightly quicker pace due to extra funds.

What sets this project apart?
Although it isn't the first small game to feature Sweeney Todd and his vicious world, it is the first mobile game. *The Worst Pies In London* allows players to immerse themselves in the running of Mrs Lovett's famous pie shop and the devilish occurrences of Todd's barbers without the goriness that comes with murder.

Core Gameplay Mechanics (Detailed)
Levels

To level up, the player collects XP by completing customer orders, making pies and acquiring new meat. Once a set number of XP has been collected, the player progresses to the next level. This pattern repeats throughout the game. With each level, the number of XP required to progress to the next level increases.

When the player achieves a new level, new content such as a new pie recipe or new furnishings is unlocked and available for the player to use or purchase.

Achievements

Players can acquire achievements by performing certain actions and tasks. For example, if the player serves a certain amount of customers, they get an achievement which rewards them with in-game money. Each achievement has five tiers. ie. Serve 10 Customers, Serve 25 Customers, Serve 50 Customers…etc. Achievements can be obtained at any point during the game.

Infinite Gameplay

Essentially, as there is no progressive story, the gameplay can continue for as long as needed. The incentive to keep playing comes from the ability to improve the barbers and pie shop as well as gain achievements and increase the level.

Main game loop(s)
The main game loop is – kill people → make pies → sell pies → make money → use money to improve store, buy ingredients, and advertise to bring in more customers to the pie shop and the barbers → repeat.

Story and Gameplay

Story

Sweeney Todd, aka Benjamin Barker, returns to his barbers to find it transformed into a struggling pie shop owned by the eccentric Mrs Lovett. Due to the high price and scarcity of meat, the two decide to become partners in crime, helping each other's business through mischief and tenacity. Using his barbers shop as a cover, Todd lures customers in for a shave and if they a right for the task, he cuts their throats with his straight razor and sends them down to the basement, where Mrs Lovett is waiting to finish them off and pop them into her pies, boosting the business and raising notoriety.

Gameplay (Brief)

The game is split into three areas – the barbers, the basement and the pie shop. The player selects customers based on specific requirements and 'slaughters' them, sending them down to the basement to be processed. Once in the basement, the bodies are minced and put into pastry, which is then baked in the oven. When they are cooked, the pies are taken up to Mrs Lovett's shop to be served to customers and bringing in money. The money can then be used to buy supplies, improve the pie shop, the barbers or the basement, or advertise the two businesses to bring in more customers.

As the game goes on, the reputation of the pie shop and the barber's increases, bringing in more customers and revenue. There are, however, fail conditions, which will set the player back if they are not careful enough, such as inspections or extremities in the pies.

Gameplay (Detailed)

The ant farm view of the game allows players to see all three areas of the environment clearly. The player can zoom in to any of them simply by tapping on the desired room. In each room there are interactive buttons at the bottom of the screen – exit, upgrade, clean and tasks. The exit button takes the player back to the full view of the building and is symbolized by a left pointing hand. The upgrade button, a building outline with an upwards pointing arrow inside, allows the player to select parts of the room they wish to improve, such as floor, walls and furniture. These upgrades cost in-game money. The clean button is a mop symbol that, once pressed, activates a cleaning action which instantly removes grime and, in the case of the barbers and basement, blood. The action is instant to allow for unhindered gameplay in that sense. The tasks button, represented as an open book, provides the player with bonus objectives other than simply running the stores, such as specific meat requirements or a challenge to bake a certain number of pies. These four button always remain at the bottom of the screen. There are also interactions with the customers. When the player taps on a customer that is in the barbers, two more action icons will appear.

Completing actions such as serving customers (or killing them), baking pies and completing bonus tasks gains XP, which then contributes to levelling up the player. With each level gained, the players reputation increases and new content such as pie recipes and new upgradeable content. Reputation can also be acquired through customer service form Mrs Lovett's and through advertising both businesses. With a higher reputation, the prices of the services can increase, bringing in more money as more customers will be drawn to the shops.

In the main ant farm view, by the corner of Mrs Lovett's shop, there is an a-frame sign board where the player can increase the amount of money spent on advertising and what type of

advertising is used. They can also assign sales and special offers from this menu. From the notice board, the play can also purchase ingredients such as pastry and herbs to make the pies and ale to stock the pie shop.

Just as the types of customers is random, there are also inspections that occur irregularly throughout the game. The inspections are carried out by members of the force, who will occasionally pop round to investigate a missing person. They will navigate all three rooms looking for signs of any foul play. To avoid discovery, the player must maintain the cleanliness of each room by using the 'clean' button.

The Barbers

The barber is situated at the top of building. When customers enter the shop, the player has the choice to either kill or let live. If the customer is suitable, then they tap the 'kill' button located at the bottom of the screen, and the barber's chair tips back and sends the victim shooting down to the basement. Identifying a suitable customer is set in the requirements for the day and set stealth parameters. For example, if the meat requirements are that of 'lean' then the players must select young, healthy victims in order to fill the requirements. However, any selection of meat is welcome. The requirements are a way of earning bonus XP. If a customer comes into the shop with his family or there are multiple customers waiting for a shave, then the player cannot claim whoever is in the chair as the 'kill' button will be greyed out.

The Basement

The basement is only accessed by Mrs Lovett and Sweeney Todd, and occasionally the odd policeman. In the basement are three main objects – the mincer, the bin and the oven. The mincer, located in the left corner, is activated once a body is deposited into the basement from the barbers. That part is automatic. The bin, located in the right corner of the room, is where all the clothes and spare parts of the victims go. This has to be emptied regularly as once the bin becomes full it cannot take any more items. If a full bin is spied by a policeman, they will confront the partners in crime, at which point the player can either bribe them or kill them. The bin can be emptied by tapping on it and pressing the 'empty' button that appears. This will automatically insert the contents into the incinerator. The oven, situated in the center of the room, is where the pies are baked. By tapping on the oven, the player can select the type and quantity of pies to be baked. Each pie recipe requires different ingredients and bake times, and XP is gained when a batch is completed. There is no way to incorrectly bake a pie. Once the pies are cooked, the player must remove them by tapping on the oven once again, which sends the pies upstairs to be sold.

Mrs Lovett's Pie Shop

The pie shop is on the ground floor at the front of the building and is the largest room of the three. Inside, the tables, ale kegs and menu board are intractable. The player can see which pies are on the menu and bake accordingly. The kinds of pies on offer will be in accordance with the player's current level. The ale kegs have an indicator that flashes when the contents get too low, telling the player to replace them. To do this, they must tap on the keg and new one will appear. If the ale supply gets too low, customer morale will drop if they cannot get their drink. As customers come and go, the tables will collect dirty crockery. If they are not cleared, customers will not enter the store or leave due to the surroundings. To clear the tables, the player must simply tap the tables and they will vanish. XP is gathered whenever a customer is served or an action completed. Bonus tasks for the pie shop vary, some relying on a certain number of customers to be served or a particular type of pie to be sold.

Schedule

Alpha

Date: 14/4/2017

Details of milestone

The game will be Q and A tested within the studio.

Beta

Date: 6/9/2017

Details of milestone

Footage from the beta is released in a trailer for the public to view.

Gold

Date: 20/1/2018

Details of milestone

The full and final copy of the game is released on the Apple, Google and Microsoft stores. It is a free game.