**Goober’s Retreat Concept Document**

Group 2

**High Concept Statement**

It’s a peaceful time, here in the Slimelands! At least, it will be, once this new “hero” has destroyed everything with no one alive to tell him otherwise. Surrounded by ash and ruin, Goober finds himself alone. At all costs, he must try to survive this onslaught, for the sake of all slime kind!

**Features**

* Single-player platformer, run and jump as the other slimes do!
* Absorb and wield the abilities of the elements to enhance your moveset!
* Defeat a variety of enemies and traverse hazardous obstacles in many different ways!
* Discover the world that Slimelands once was, and preserve it before the “hero” wipes off the face of the planet!

**Player motivation**

The player must run and jump through the levels, discovering and using new elements and their abilities to survive and slay the treacherous hero.

**Genre**

Single-player, action-adventure, platformer.

**Target customer**

Young adults who like upbeat adventures with surprising twists and winning against unstoppable forces of power.

**Competition**

The Kirby franchise

**Unique selling points**

* Excellent pixel Art graphics
* Storytelling through environment alone, no words needed

**Design goals**

**Charming**: Despite the darker tones, reels the player into its unique and adorable artstyle to strengthen the motivation to protect this world from harm.

**Boundless**: Gives players a variety of ways to play using the elements system in both combat and movement.

**Further Details (Characters, artwork details, music, plot, any other details about the game)**

**Characters**

**Goober:** Our story’s protagonist. He’s a slime that lived happily in his habitat until the hero walked in and changed everything in his life as he knew it.

**Hero:** The Hero of his own story, the mysterious main antagonist that calls for Goober’s attention in the second half of the game.