

David Carlos  
EGD 220 - 02  
Team 2, Sprint 5  
04/24/18

# Dinner Party

## Game Concept

Dinner Party is an experience where multiple players must survive or kill one another similar to party games like Mafia and the card game One Night Ultimate Werewolf. The intent of the game is to create a game where several players communicate and try to deceive their peers. Dinner Party's art will be heavily influenced by crime noir, including a lot of heavy shadow usage and text similar to typewriter font while also pulling inspiration from high-class dinner menus for in-game menus. The players will mostly affect their peers through conversations but will interact with meals on a central tablet or phone to add another layer of tactical play. The target audience would likely be teens to adults in their early thirties due to the party nature of this game.

---

## Target Market

The target market for dinner party matches the target audience primarily. We're aiming for people who have groups of friends with 6 or more members in the group who enjoy chaotic interactions with each other. With this in mind, college

students and people who have friends without young children fit into this market, more specifically 18 – 30 year olds. Given this specific market we want to have a darker art style to stray from the playful or oversimplified art many of these games have, like Town of Salem and Secret Hitler.

---

## **Hypothetical User**

Harrison Fysh is a 22 year old writer who's currently residing in Burlington VT. He's in his senior year of college and is soon heading home to his home in PA to spend the winter break with his mother and younger siblings. His younger brother is in his junior year of college and his younger sister just started college.

In terms of work, Harrison hopes to write fantasy and science fiction novels once he's out of college. He's been taking inspiration from games like the Witcher series and shows like Altered Carbon and Game of Thrones. His main hobbies are gaming, watching movies, and writing.

Usually his family will play games around the holidays as it's one of the best ways Harrison and his family can spend time together while they're all home. His family frequently plays games like Mafia and Betrayal in the House on the Hill due to their Roleplaying aspects. This year his cousins are visiting so there will be 8 people at the house for game night and everyone wants to play. Diner Party works great for Harrison and his family. The game is similar in theme to what Harrison enjoys, it allows everyone to play

## **Marketing Plan**

There wouldn't be a huge amount of resources spent on the marketing of Dinner Party. We will primarily do advertising through ads on youtube or by asking different youtube groups such as the people at Geek and Sundry or The Game Grumps to do playthroughs of the game. We will also run ads on the google play store, our primary lane of distribution. Naturally due to Dinner Party's board game like nature, we will need to run advertisements similar to those of board games and group party games like Jackbox.

---

## **Monetization**

Dinner Party will have the preproduction phase funded through Kickstarter. With a successful Kickstarter we can advertise to publishers and get backing to finish producing the game. Along with this, we have a huge amount of potential for placing ads in the game. Since players without specific tasks would need to look like they were doing something during the pass around phase of the game, we can add short ads that can be closed out to make it more ambiguous who is who. That being said, with ingame ads we can expect to make around \$2 per thousand ads viewed. We can also offer an option to pay for ads to be removed, charging about a dollar for that.

---

## **Target Market (Expanded)**

As stated above, our target market is people between the ages of 18 and 30 with large groups of close friends, however this group isn't concrete. Due to Dinner Party's board game resemblance, it becomes more easily accessible as there is no need for dedicated gaming console. If our target market was placed on Bartle's Player Type chart, they would clearly be in Socialites. We want people who enjoy talking with others, know their friends' nervous tics, and want to bring in new people to our game. Because of the ever expanding roster, we feel that these socialites will be interested in the new strategies they can apply to the new roles and how that may affect their peers.

---

## **Project Scope**

This game involves a lot of player interaction so the most confusion of scope comes from this lack of clarity. However, this is easily remedied with playtesting. With this bit of play testing we're looking at a game so far that isn't hugely over scoped. The game currently has 4 actions, 8 characters, and 4 special slices, with more to be added in the near future.

---

## Project Plan

The standard project plan should work quite nicely for the sake of our project. Below is a table reflecting the plan for the release of Dinner Party;

Period	Duration (Work Days)
<b>Pre-production</b>	
Milestone 1 (Research and Conceptualizing)	20
<b>Development</b>	
Milestone 2 (Refinement and Prototyping)	30
Milestone 3 (Refinement)	30
Milestone 4 (Finalizing)	30
<b>Alpha</b>	30
<b>Beta</b>	
Milestone 5 (Implementing revisions)	30
Milestone 6 (Wrapping up revisions)	30
<b>Code Freeze</b>	
<b>Release</b>	20
<b>Patches</b>	20

---

## Resources

In order to create Dinner Party, with a staff of the six people we currently have, the game should be able to be completed efficiently. However, we may need to consult additional individuals, such as a marketing expert, a sonic artist, and plenty of testers to get the game to a state we want it in.

Position	Annual Salary	Weekly Salary	Daily Salary	Total Days	Quantity	Total
Producer	\$40,000	\$800	\$160	200	1	\$32,000
Designers	\$40,000	\$800	\$160	200	2	\$64,000
Programmer	\$40,000	\$800	\$160	220	1	\$35,200
Artists	\$40,000	\$800	\$160	200	3	\$64,000
Testers	\$30,000	\$600	\$120	36	10	\$43,200
					Total Staffing Budget:	\$238,400

We will also need the necessities such as; Unity Licensing, Adobe Suite, Microsoft Office, an office space which includes desks, chairs, computers with Windows 10, presentation space (whiteboard and large table with chairs), and stationary for backlog management.

---

**Budget**

Below is a phase based budget detailing the amount of money each phase will cost and a working total.

Phases	Phase Totals	Total to date
Preproduction	\$24,000	\$24,000
Milestone 1	\$64,800	\$88,800
Milestone 2	\$28,800	\$117,600
Milestone 3	\$28,800	\$146,400
Milestone 4	\$28,800	\$175,200
Alpha	\$19,200	\$194,400
Beta	\$21,600	\$216,000
RTM	\$19,200	\$235,200
Patches	\$3,200	\$238,400

---

## SWOT

Below is a detailed analysis of the different struggles and successes we may run into producing Dinner Party;

- Strengths
  - A niche market
    - Because Dinner Party is a new game in a niche market of party games like this that have been relatively unchanged, there is a strength in the availability for a new game for the market.
  - Easy access because free and mobile
    - Dinner Party will be added to mobile stores for free similarly to many of its competitors.
- Weaknesses
  - A new addition in a niche market
    - Dinner party is coming into a niche market that is already pretty satisfied with their options. We will have to work in order to prove it is worthwhile and different.
  - Game is currently only available to play through one device
    - Due to the challenges of coding a small network, we are currently only releasing a build of the game that supports play through one device.



- Opportunities

- A new take on a niche game
  - Since Dinner Party is a different take on party games like this, players might be interested in the new take and we have a bit more creative freedom.
- Expanding to Bluetooth play
  - If we add the bluetooth feature we would be able to expedite game set up and make players feel more involved. Also it would be better if everyone was holding their own device.
- Large market on stores
  - Due to the nature of the mobile gamer and their addiction to testing out free games to see if they will like the game, we simply need to catch our audiences attention and hang on to it.

- Threats

- A niche market
  - Since the game fits into a niche market, the people playing the games are limited in numbers.
- Uncertainty selling on Kickstarter

- Since we're primarily funding Dinner Party through Kickstarter, there is no certainty we will be able to achieve the goal.
  - Competitors
    - The other games that Dinner Party is competing with are very developed. Most of them have been around for quite some time and have a considerable amount of customer loyalty.
- 

## Competitive review

- Ultimate Werewolf
  - Developer: Bézier Games, Inc.
  - Release Distribution Channels: Physical Game
  - Release date: 2008
    - Ultimate Werewolf is one of the biggest influences for Dinner Party. The games both have similar mechanics between rounds where the players take secret actions. Along with this, each game has specific roles with specific and varying win conditions.
- Town of Salem
  - Developer: Blank Media Games
  - Release Distribution Channels: Browser, Steam, Physical Game

- Release date: Dec 15, 2014
  - Town of Salem heavily influenced the role mechanics of Dinner Party. Much like Town of Salem, Dinner Party strives to have roles that are unique and quirky, giving players a chaotic approach to interacting with each other.