

DIG DEEP

(working title)



The experience is focused to create a social environment that **everyone in a friend group can enjoy**, providing a wide range of different 'game genres' across the island for players to experience alongside the overall -- yet underlying -- incentive of revitalizing the in-game town with items from genres they choose:



Cave-Delving through diverse biomes within a volcano.



Region-Exploring across a distinct yet comfortably-sized **Island**.



Game-Jumping inside an **Arcade** suitable for any genre's setting.



Those items can then make overall upgrades by **researching** new droppers and buildings, or personal progress with **equipment** from their favorite genres!

Developers



Game Designer & Programmer



Understands most dev fields from over a year of solo development

Ben Paulson 18

@benisthedj Nightly Updates

View Twitter to see more development progress and experience

- Attending Milwaukee School of Engineering for a Computer Science Degree.
- Has been developing with Roblox Studio and Luau since April 2020.
- 2019-2021 IT Department Apprentice
- High School Valedictorian & Programming Club Founder

Summer-Devs Team

Summer devs plan to have minimal commitment during college but explored their career paths this summer through Roblox Studio and Dig Deep

*See budget for full-time development info



Composer

Alex W. 19

@Creeperluv02

- Attending Luther for a Music Education Degree
- 6 years music experience, choir president



Writer
(Descriptions, Item Names, etc)

William A. 18

@SlowSilentSloth

- Attending UW-Whitewater for an Accounting Degree
- Wants to publish a book series

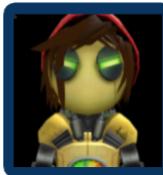


3D Modeler

Ryan W. 18

@RysterGamer

- Attending NTC for an IT Degree in Cybersecurity
- 2018-2021 IT Department Apprentice



3D Modeler

Tyler J. 18

@Kryptic_Krookodile

- Attending UW-Stevens Point for an Education Degree
- Teaches swim lessons



Island Region Map; Prototype for Size



Centralized Town Square Between Genres

- Trade hub for player-generated economy; alternative item collection from genres a player may not want to play.
- Meet new friends to party up with!
- Genre-wide shops (like Bags and Pets) available
- Location advertises variety of player playtimes: equipped tools, pets, titles, tycoon wealth...

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Experience Setting



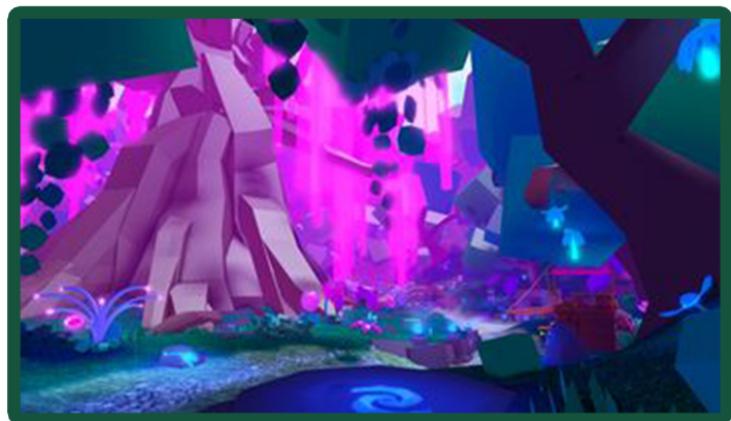
Island Exploration

Both Deep Forest and Pined Hills Contain Items!



Deep Forest

- Foraging and story focus; houses important story character 🎖.
- Impressive graphical showcase using Roblox Studio's lighting with fog and a bioluminescent environment.



Images Provided by Vesteria Fandom Wiki

Like Vesteria's Forests, Dig Deep Will Strive for a Sense of Mystery



Pined Hills

- Area large enough for future island events & updates.
 - Beach side spacious for player homes.
 - Extensive flat surfaces for events: racetrack for an upcoming arcade game, toys and sleighs for Christmas, etc.



Personal Tycoon Island for Players to View and Make Overall Progress

(More Info on 'Collecting Items' Pages)



Collecting Items



Mining, Foraging, Shooting Oh My!

Active Collection

- Players stay engaged with genres they love.
- As players improve, better items inspire and reassure their progression.
- Dynamic item collection leads to rewarding equipment purchasing, teaching players the importance of tycoon and research later.
- Same rarities used across genres to quickly see value.



Player's Tycoon Island

Passive Collection

- Showcases player's permanent progress: automated resources, tycoon island level, and general building size.
- Drives against both a too-passive playstyle and active gameplay that's overly-grindy.
 - Time-based research paces player progression.
[View Experience & Research for more info](#)
 - Upgradeable collector limit allows better drops and a higher amount of time before coming back to the island; prevents too little island interaction.
 - Cannot automate new items without actively finding them first, preventing too little genre interaction; we want genre exploration.
- Tycoon's net output is a numerical way to visualize player progress.



Finishing the tycoon is the overall, far-off but achievable goal that players strive towards

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Gameplay Elements

Collecting Items

Tool

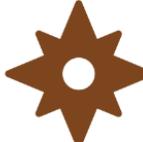
Bag

Pet

Mount



Player Menu: first screen on 'dataMenu' open



Usable Across All Games

- **Four wide-use equipment slots** are used everywhere, keeping consistency between different genres as something players know.



Tool could be...

Pickaxe

**Fishing
Pole**

**Laser
Rifle!**



Pet could be...

Cat

Leopard

Dragon!



Mount could be...

Horse

Race Kart

Unicorn!



Bag only increases in capacity, but holds any items players can find!

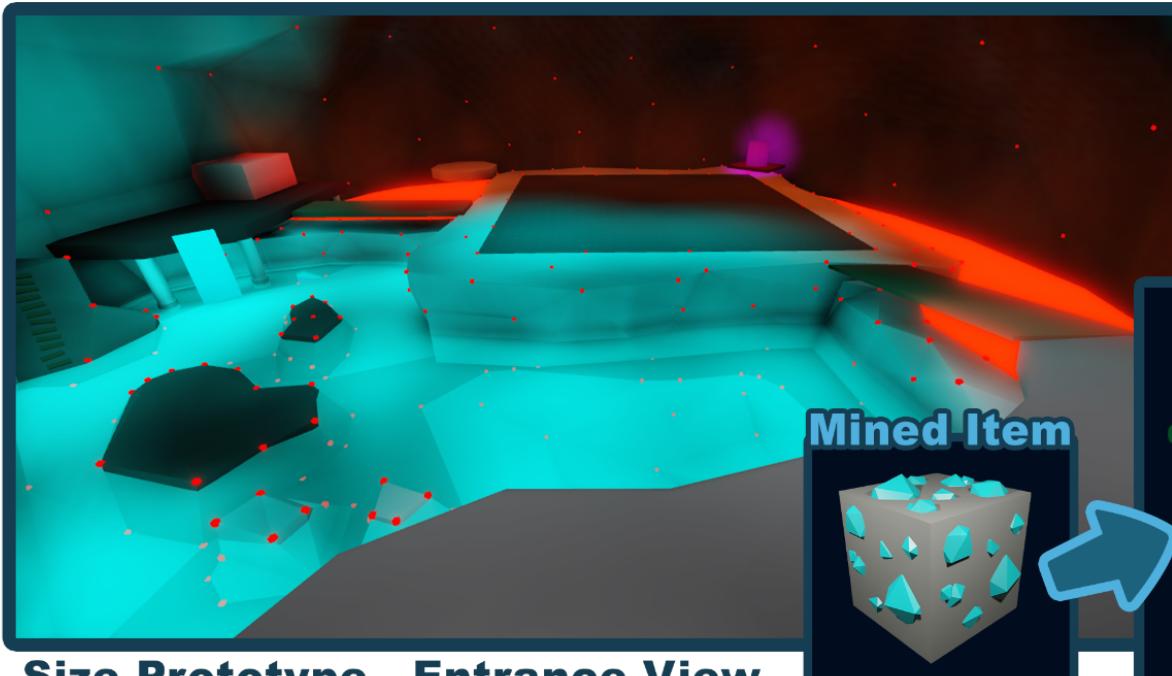
Experience & Research



Staying On-Course With Experience

- Gained by engaging with genres: mining, racing, fishing, etc.

(Mining Genre will be used as experience and research example)



Size Prototype - Entrance View

- Experience levels achieve rewards and are a requirement in most research.



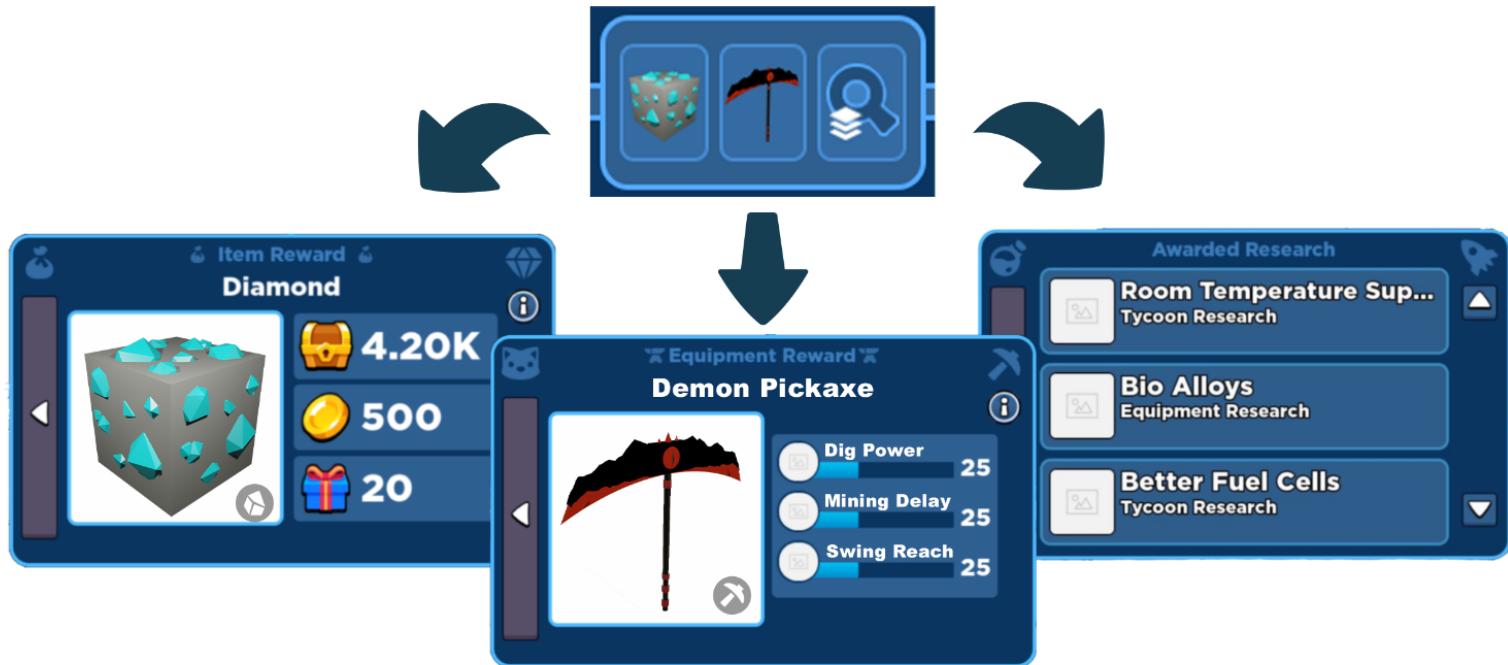
Rewards show the importance of experience early on, encouraging players with upcoming rewards to watch their level

While a research requirement shows progressionality of levels once players begin researching

Continued ➔

Experience & Research

Rewards can be equipment, items, and currency, as well as notifying players what research they now meet the experience requirement for



Improving With Research

- Research is where players use their **items and experience** from a genre to unlock new gadgets within it!
- Accessed through a laptop.
- Available in all genres so the player can stay connected with their tycoon, investing items or checking how long until a research finishes.
- If they cannot invest their items -- or wish to sell them later -- the laptop also contains unlimited storage for items.
- Overall provides a genre-mutual place (the player's tycoon to invest any genre's progress, researching a new rifle for laser tag or gaining even more items with a new dropper!)

Continued ➔

Experience & Research



'Getting' Research

Both in unlocking & understanding



- Research is introduced once players are comfortable with both a genre and their tycoon.
- Makes genre's research twist more understandable.
- Majority of research unlocks another research.
- If the exp condition is met before finishing that research's 'dependencies', a limited-info research tile will appear displaying what must be researched to unlock it.
- Way to display upcoming research if player is stuck.

With research now available, this appears after pressing a tile!



Let's look at the two sides of this purchase menu...

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Experience & Research



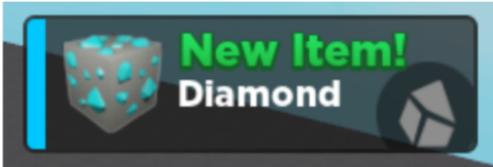
Purchasing Research

We'll First Look at the Cost List



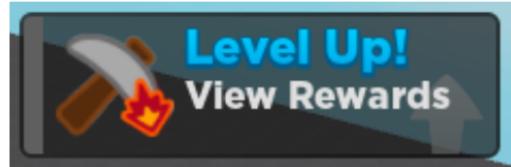
Investing Inventory Items

- Resource requirement ensures player **realizes item's value**.
 - Could invest into passive gains: money/item droppers.
 - Could also invest into active gains: new genre equipment.
- Item discovery adds curiosity to exploring genres, trying to find that locked item.
 - Hints on undiscovered items give riddle-like guidance.



Requiring Experience Levels

- Level requirement ensures players **don't skip initial experiences** because of wealth.
 - Missing the building-block parts of a genre may ruin the fun.
 - Instantly getting one of the best guns in a shooter game is less enjoyable than experiencing the hours of gameplay building up to that moment!



- Once a player is far into a genre's research, it will start to also require items and levels from different genres, encouraging even more genre exploration.

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Experience & Research

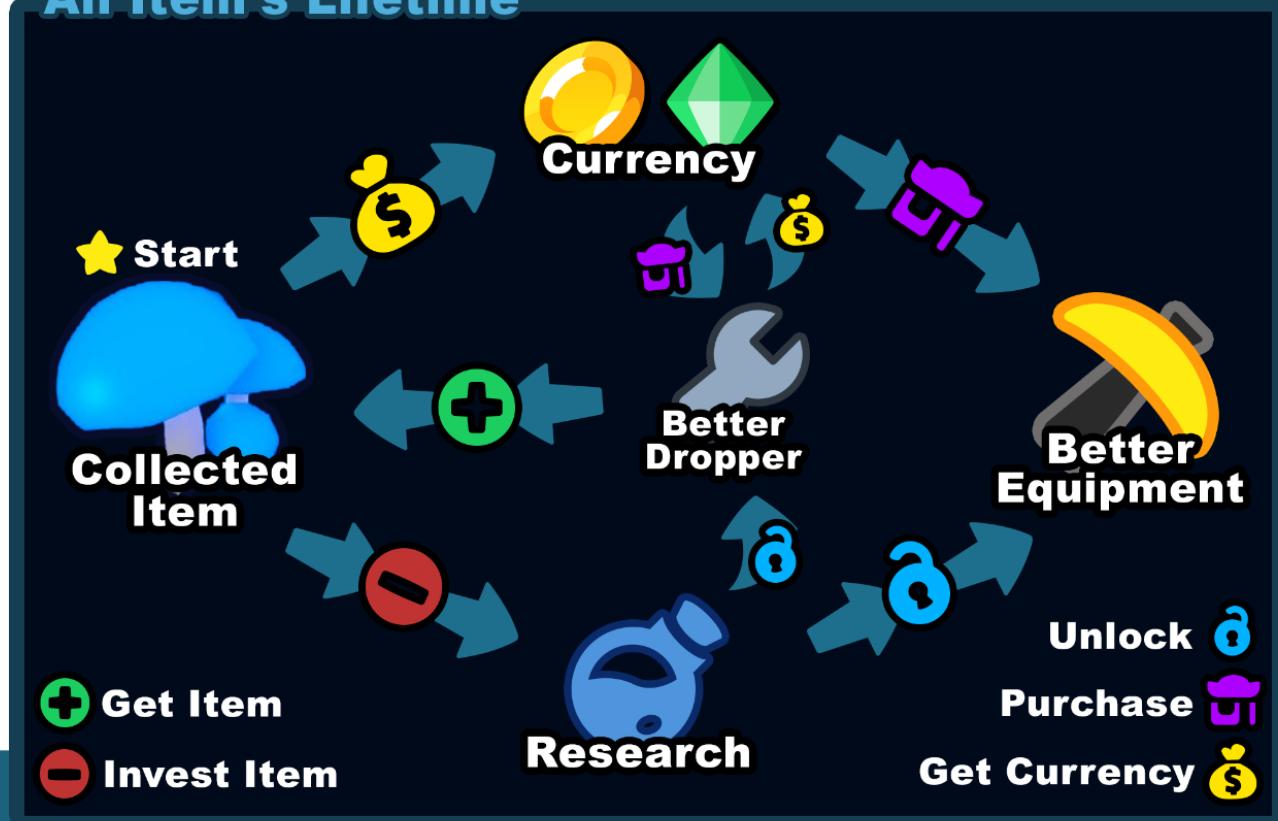


Completing Research

- Research takes time to complete because it...
 - **Paces Gameplay** for genres that could be finished too quickly. Tycoons are an example of this.
 - **Brings People Back** to press complete on their anticipated research, unlocking something new!
 - **Premium Currency** can be used to skip time.
 - However, it's important that players can skip time and not exp. If they want to, they would then purchase premium items for a boost in that genre.
 - Premium currency can be earned too with feats, logins, events, and items, showcasing the value of the Robux packs and letting players feel premium.

Once a research is completed, it unlocks something new! Something usually bought with the coin global-currency.

An Item's Lifetime





Gameplay Elements Arcade Experiences



Bringing In The Roblox Community

- A lot of Roblox players believe top games can only follow a few formulas, wishing new or different genres would be more popular. Therefore...

The arcade provides context for genres that don't fit the island setting, offering more item-filled experiences to further build the player's tycoon.

Additionally, that similar underlying goal between all genres -- to gain items towards a better tycoon -- creates an eager player base for even experimental genres!

- We will be making games for the arcade, but **partnering with other developers** to create a new experience will bring in original ideas while offering a career kickstart.
 - **Available** arcade games would be proven enjoyable, not overwhelming players with too many experiences or keeping genres with too few players.
 - **Upcoming** games would be an event, gauging how much this new genre is enjoyed to possibly turn its limited-time items into permanent resources!



Partying Up With Friends

- Players will meet new people enjoying the same genre as them, but what if their current friends play other genres?
 - A **friends list and partying system**, similar to something like the Steam overlay, keeps them together as they play separate genres.
- Allowing them to quickly talk with and join each other to make the border between world boundaries feel invisible.

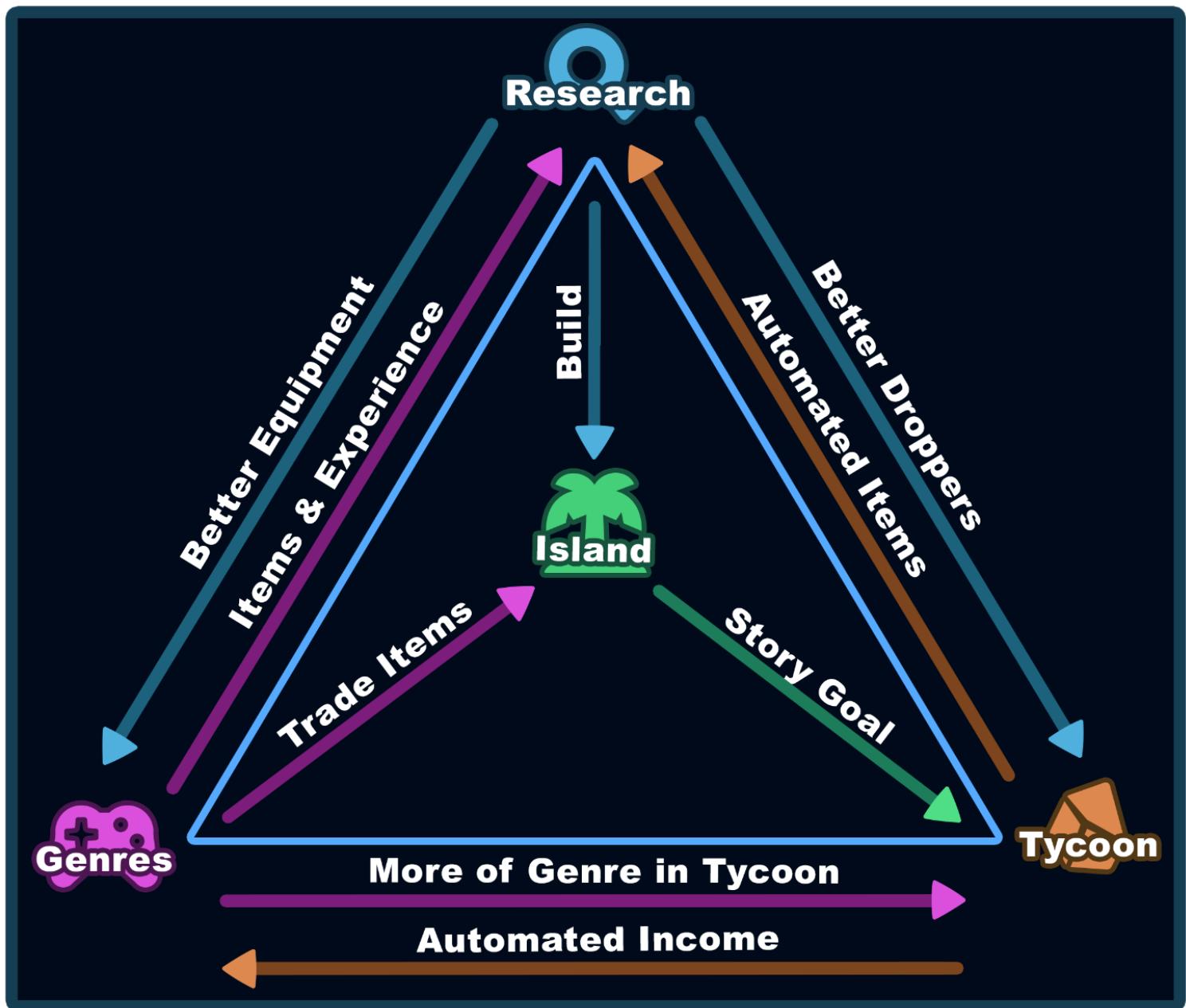
Gameplay Elements Sum



The Connected Game Loop

★ Players get items from their favorite genres -- either selling them or investing into research -- to progress in that genre and build their tycoon connected to all experiences.

A way to visualize the overall loops most players will experience moment to moment:



(See also diagram description on next page)

Continued ➔

Gameplay Elements Sum



Players want to experience new and different genres, so the island-genres build a larger player base surrounding an Arcade that provides context for additional widely-enjoyed and newly-experimental genres, offering more items to gain exp, unlock equipment, or even trade with!

→ Why everyone in a friend group plays



How players invest their items and experience, unlocking new equipment or progress-bolstering droppers with this research twist after a wait time that both paces player progression and inspires more genre exploration.

→ Why players visit often



A far but achievable goal for players across all experiences to complete their tycoon, amassing wealth from every genre that showcases a player's progress towards reaching that goal. Bragging rights!

→ Why players have a goal in common



The world connecting together all genres, meeting players who enjoy the same and other experiences to trade with while harboring a story that adds direction and purpose to tycoon building.

→ Why players keep playing

Combined, this forms an expandable world for the...



An environment letting us work with other developers who bring new ideas for crafting experiences that evolve the game-making community, creating more exploratory genres using the freedom of this experience's overall play-what-you-enjoy mindset.

→ How this experience is enjoyed by the Roblox community

But how will players understand these concepts?



Continued →



Gameplay Elements Sum



Learning With the Story

- While the story is optional, it offers players a guide with tasks from NPCs when they first join or if they don't know what genre to play.
 - **First joining**, the island's backstory -- a mining company helping the town left one day when they couldn't find 'what they were looking for' -- and the mining genre are introduced to get the player's first items and exp!
 - **Once used to a genre**, players are introduced to their tycoon island, replacing the old mining company to try revitalizing the town and teaching players the importance of automating some income.
 - **Once used to Tycoon**, research is shown to players to unlock a new item-dropper and pickaxe, catching up with the previous mining company's technology.
 - **Once used to Research**, Witch tells player the previous mining company was exploiting the island's resources to find a material. With this, players are told to repair elemental gems in a certain order with resources from varying genres, showing players new experiences and filling their tycoon and research with unlocks from multiple genres.
 - **Once gems are repaired**, players are able to produce the material sought by the mining company by working alongside the island, completely revitalizing the town and learning how to manage items, experience, and research across multiple genres.
- The tycoon is not completed (100%-ing every genre) when the story finishes, but it provides closure to the world, teaches players from all age groups game concepts, and rewards them some amazing items!

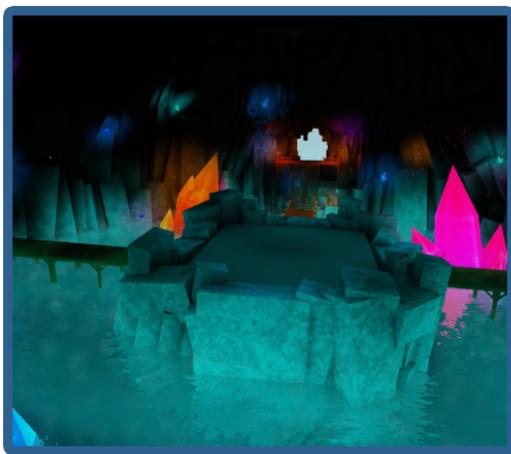


Previous Development

This roadmap will layout previous development and upcoming milestones for progress pacing, including budget information between those sections

*KPI and roadmap-evolving info on 'Upcoming Milestones' pages

Learning Luau April 2020



Ben begins learning Luau by dissecting tycoon and save scripts, writing tutorials for friends who want to learn too.



Making Models June 2020

Early tycoon and mining area models are finished, following the scrapped idea that players are repairing a giant dropper.

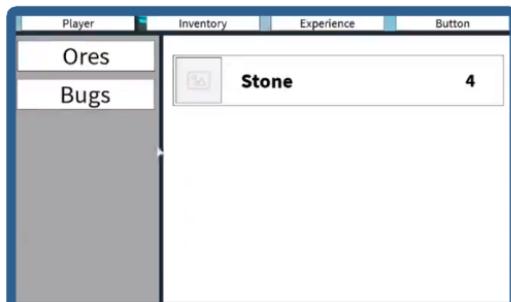
Client Side July 2020

Ben experiments with remotes and UI, learning the difference of client & server.

July 11th, 2020

@Benisthedj posts first End of Day Update

Items & Caves August 2020



Earliest menus for inventory and experience are made, along with cave generation to acquire items and exp.

→ Fostered overall concept to ensure UI is optimized for all platform screen sizes and input methods, utilizing focused yet comfortable formats.

Item Storage September 2020

Continued →



Previous Development

Cave Biomes November 2020

First cave regions are created, allowing structures to grow from the ground and hang from ceilings.

→ Discovered multi-place worlds, shaping the overall concept of having a hub world fueled by many different genres.

Player & Shop March 2021

After developing previous concepts, PlayerMenu and Shop GUIs are created.

Research April 2021

Research GUI is made, kickstarting overall UI improvements over the next month with this final genre-wide menu.



Island Model June 2021

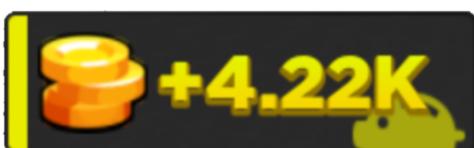
No more solo dev! Team designs size and terrain for hub island, modeling that and equipment throughout the month.

June 14th, 2021

Summer studio space is created for the team to collaborate and develop in!

PopUps July 2021

Popups are added for players to get feedback from their progress: collecting items, leveling up, etc.



August 18th, 2021

GameFund application is uploaded on Ben's 18th birthday.

Game Fund Budget

This is an approximated budget and will likely be adjusted with professional guidance



Development Team

Team will all work remotely

- To keep salaries simple, it will be assumed that all developers are paid their field's starting salaries with no %ownership.
- KPIs will be additional developer key points, measuring their morale alongside likelihood of completion.



Content Designer

\$75,000/yr

- Responsible for further designing assets for modelers and UI layouts for front-end interfaces.



Modelers

2x \$60,000/yr

- Two to divide responsibilities between game areas & items.



Ben Paulson

Minimal pay acting as college work towards tuition

- Programmer & Lead Design; works closely with Content & System Designers, along with developing scripts for island-based genres.



System Designer

\$60,000/yr

- Focuses solely on balancing all game systems, bringing them together for proper player progression.



Sound Designer

\$45,000/yr

- Will work on effects & OSTs for multiple genres.



Possible Apprentice

~\$15/hr

- If a summer 2021 developer later wanted to work full-time, could offer an apprenticeship, studying from a professional as they produce with their new skills.

- An additional 'Arcade Team' will be formed after some development time to finalize more 'Hub-World' concepts, learning about team management and workflow with a smaller group before expanding.

Continued ➔

Game Fund Budget



Arcade Development Team

- Team working exclusively on genres in the arcade, building around concepts from Ben or another designer.



Programmer

\$80,000/yr

Will ensure effective data security and transfers across this multi-place world with Ben while scripting arcade-genre frameworks.



Additional Modeler

\$60,000/yr



2D/3D Animator

\$60,000/yr

Majority of work will be 3D animation; however, UI animation like sprite-sheeting is also expected.

No need for translators initially since English population will build popularity

Development Workflow



Creates concept framework



Adds substance to concept



Balances substance



Works with finished models



Turns designs into models



Works with finished models

Continued ➔

Game Fund Budget



Software

- If an artist already has their preferred software, the cost will be covered only if it's a recurring payment; otherwise, the budget will cover unbought applications. **\$50/month**
- Additional purchases like UI asset packs or audio samples will also be covered. **\$1000**



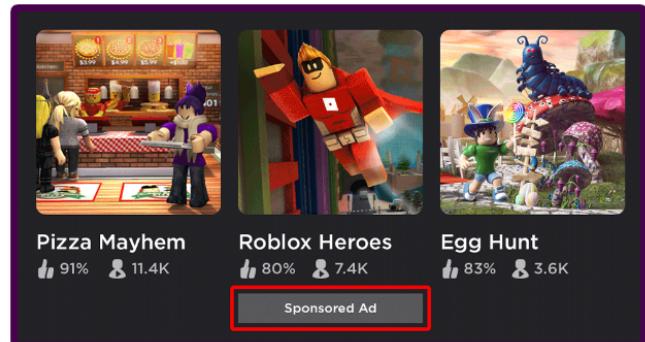
Advertising

- Existing animator and sound designer can produce trailers.
- Twitter will be continuously used to show progress and build a following throughout development.
- Special codes and giveaways can bring in new viewers while primarily showcasing the trailers.



Roblox Ads ~\$1750/large ad

- Banners and sponsored ads will reach the most players without Twitter across all platforms.



- Working with clothing, toy, or other brands and influencers is important, but those outlets will likely be pursued once the first version of Dig Deep is released.



Final Budget

~\$1.15 Million



Upcoming Milestones

September 2021

Tycoon island designs are finished.

Game Fund Program Begins

October 2021

Additional concept info is prepared to begin team development.

Tycoon Setup November 2021

Team is comfortable with concepts and other team members, beginning normal-paced development by modeling and balancing the mining genre's items while tycoon programming and interfaces are finalized.

Tycoon Models January 2022



Tycoon framework is completed, allowing designers and modelers to move in as the programmer adds more island-genre mechanics like fishing and foraging.

Arcade Team Mid-March 2022

The Arcade Team is assembled, starting with a platformer to get used to developing experiences together.



Assembled once additional island genres are created and overall tycoon objects -- island, building, etc. -- are modeled.

April 2022

Ben and new programmer finish discussing overall scripts and data security.

Island Models May 2022

Tycoon design has been finalized and modeled, leaving space for upcoming genre-specific objects and returning to finish island regions and model new genres' items.

Continued ➔



Development Roadmap

Upcoming Milestones

Shooter Genre June 2022

Arcade team finishes platformer to begin work on the larger of the two arcade games available at release: Laser Tag.

Item and experience progression will also be developed, leaving designs for modelers to reference later.

Late June 2022

Quest-making begins as the island model is getting closer to completion.

Island Done November 2022

Island model is completed with finished buildings, living NPCs, and balanced genre items, shifting focus towards the tycoon to fill with objects unlocked by various genres' research.

Shooter Refine February 2023

Arcade team finishes most elements of the shooter, beginning the polishing process and adding research for Laser Tag to the tycoon.

Overall Refine April 2023

First hours of gameplay are refined to ensure player retention and understanding are high as the third trailer (arcade) is released with Laser Tag is finishing development.

Release! June 2023

Tutorials and final trailers are completed in time for the summer-break rush of players!

Early Summer 2023 Release!

Concluding Info

Thank you for reading about Dig Deep!

Here's a look at the summer team before sharing contact info:



One of Ben's barns converted into a summer studio space.

Wisconsin

Left to Right

Alex W

Ben P

Ryan W

Tyler J

William A



Ben's Note

- I am passionate about bringing the people together to make Dig Deep and would love to work closely with professionals from Roblox to perfect important documents like the budget.
- If you have any questions about Dig Deep, please reach out through my email at email.benpaulson@gmail.com