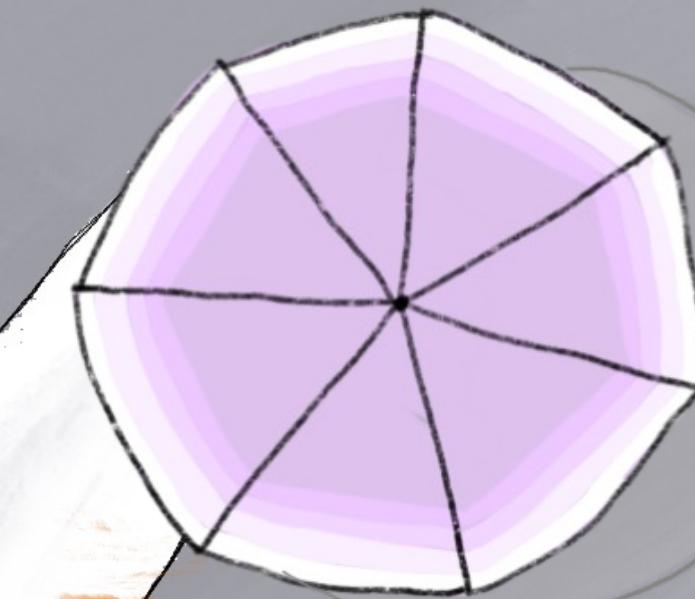


# **THE FALL**

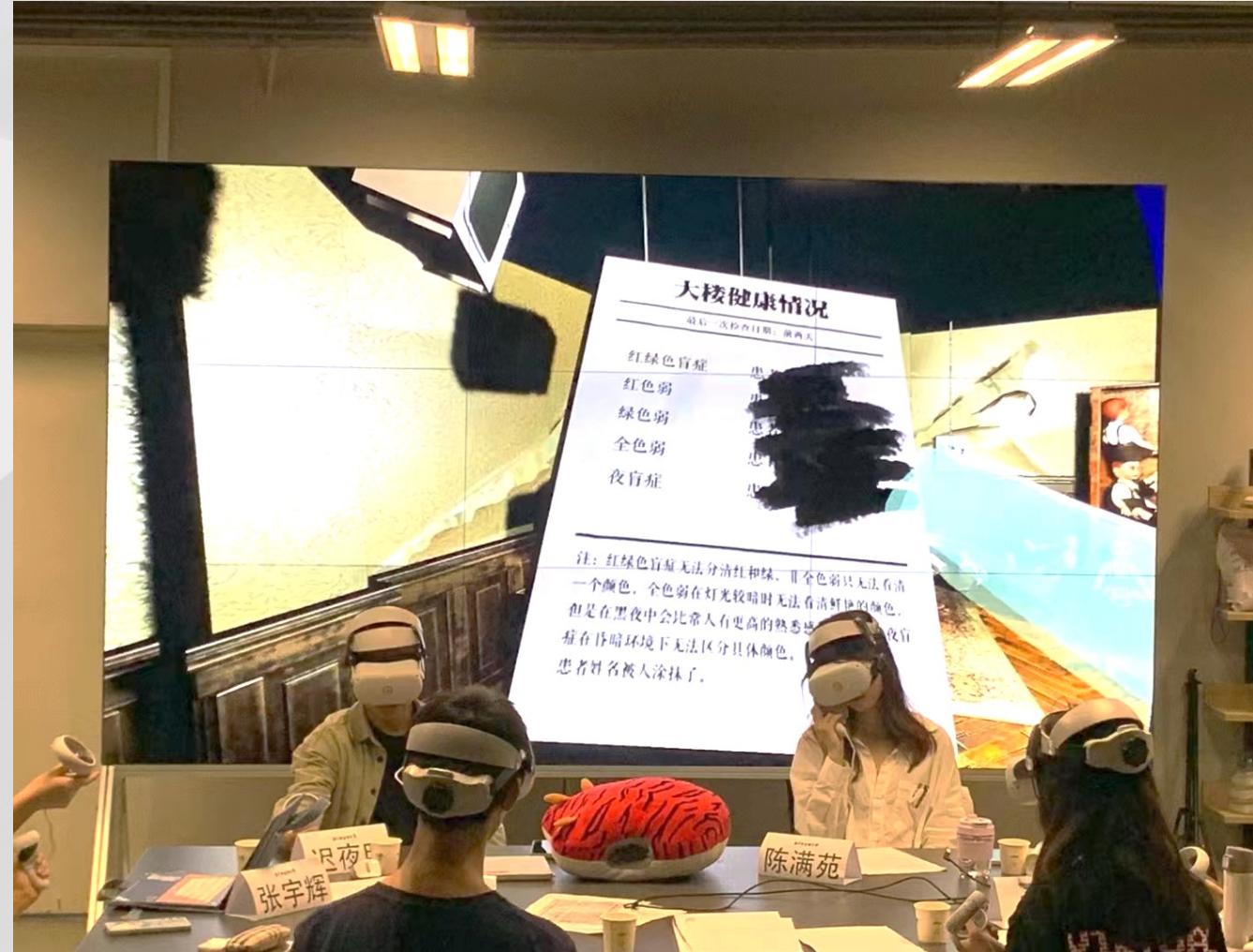
2022.4 - 8

**Student Start-up / PM, Design**



# THE FALL

- 2022 Miracle Plus Roadshow



## Basic Information

Title: The Fall

Platform: Oculus

Engine: Unity3D

Company: Versee (Student Start-up)

## Project Introduction

The Fall is a multiplayer online Cthulhu-themed micro-fear VR game adapted from Murder Mystery script.

It follows the strange adventures of six people with evil intentions in an apartment building. They fall through a lift into the underground of the building. Each floor is the intentional space of one of them. They need to explore floor by floor...

## Company Introduction

Versee is a student start-up supported by Miracle Plus. I joined in at the very beginning stage as the fourth member of Versee. It was a great experience to create with a group of mind-like people. Those teammates from various background had inspired me a lot and taught me knowledge from different areas.

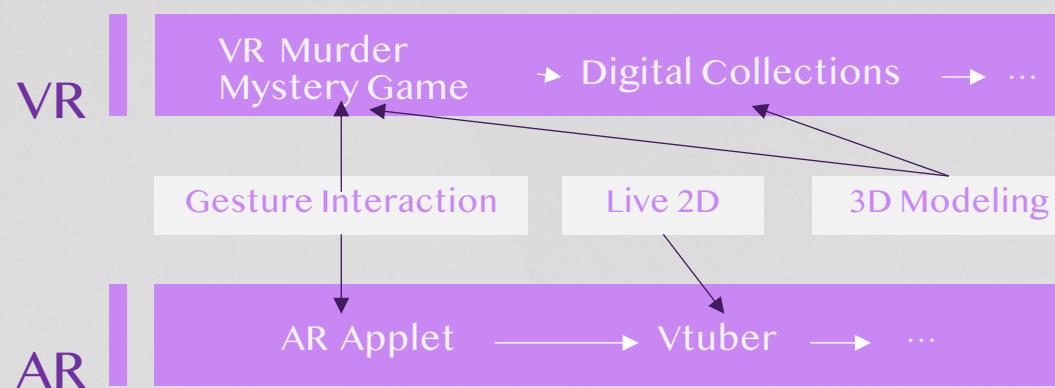
# Business Plan

## Idea

Murder mystery game is a popular form of offline entertainment among young people. With its increasing, the cost of an offline shop is mainly spent on NPC performances, room decoration and boxed props. But we believe a VR device can solve all the immersion problems, even perform better.



## Product Line



## Action Programs

Mar - May

- Scripts Selection and paper prototyping test
- Gesture recognition function development
- development. Digital development including 3D modelling and gameplay

Jun

- Output the first demo in single perspective
- Prepared for Miracle Plus Roadshow live broadcast

Jul - Aug

- Completed all functional development and asset creation
- Completed networking development and stability testing
- Output the final version and conducted internal user test

Sep

- Prepared for the final commercial project

## Product Position – VR Murder Mystery Game

- Reusability to ease the pressure of operating offline shops today
- A more immersive entertainment experience

# Production Process

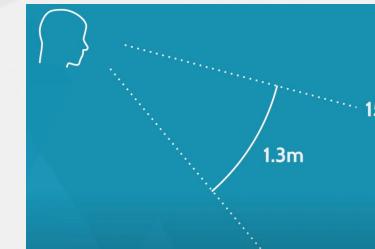
## Project Analysis

It wasn't easy for a group of undergraduate students to finish a huge VR project. Therefore, the planning and design part will be much more significant than any other team.

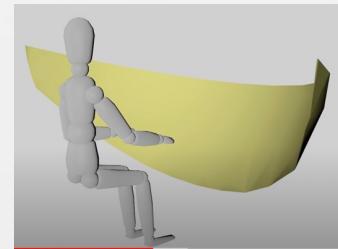
We considered the project mostly from these aspect:

- **Cost:** it should be the first thing we care about. We planned to spend 250,000 yuan on the first round of project development.
- **R&D:** the R&D department is mainly led by our CTO, and they managed the technology development based on the company strategy
- **Consumer:** our first product will be sold to the offline shop of Murder Mystery Game. We developed the product based on what they need, instead of putting all attention on the players
- **Time Management:** in China, the winter and summer vacation is important for entertainment economics. Our project should be finished before those vacations begin.

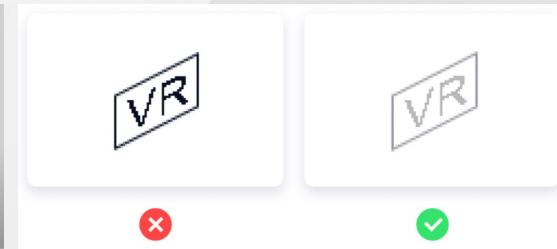
## Develop principles of interaction within VR



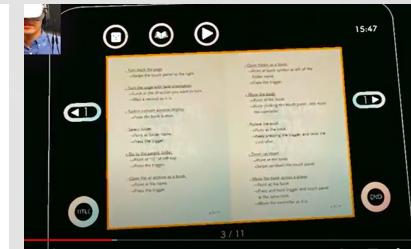
Observation distance



Arm lift position

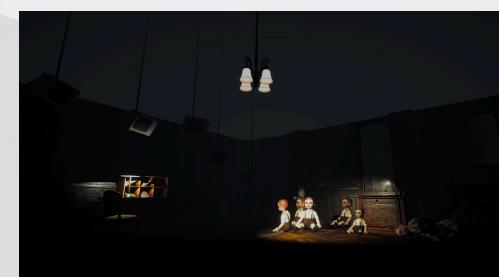
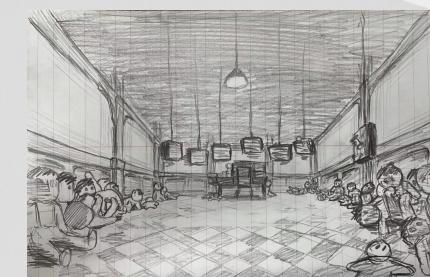
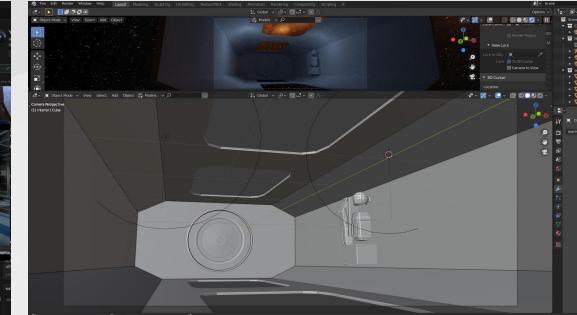
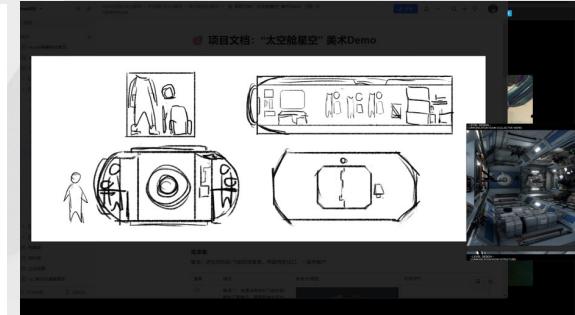
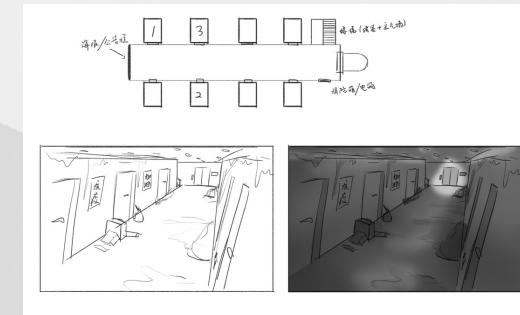


Saturation of text



Reader

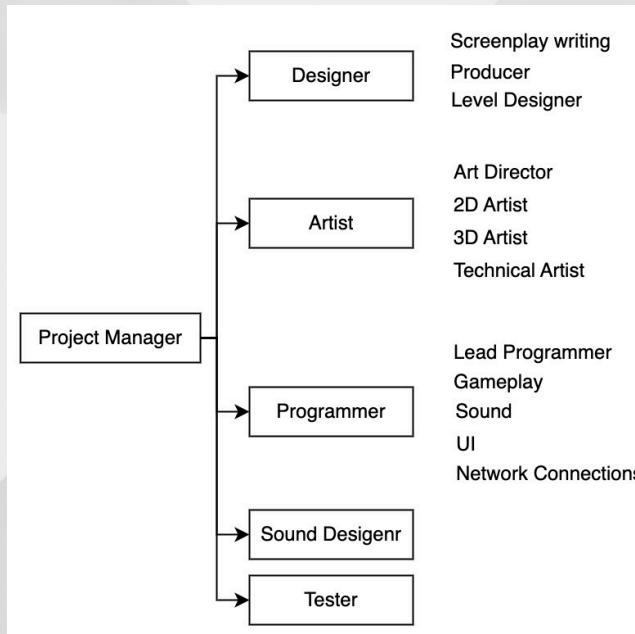
## From draft to practice



# Project Management

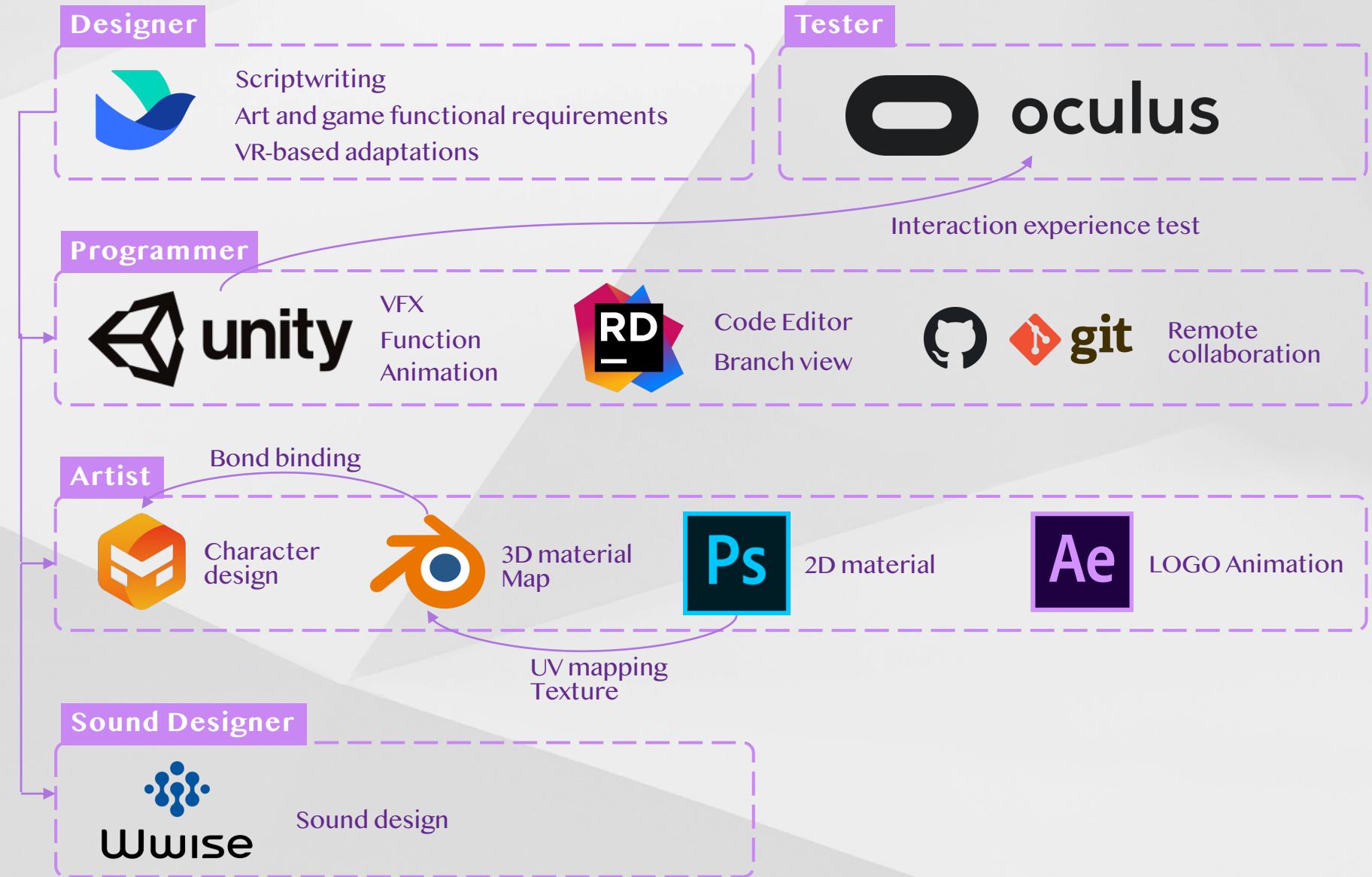
## Team Structure

There are total 30 people in our office, nearly half of which were recruited from school.



## Production Tools

Tools used by art, engineering and sound department are included. It is important to learn about those production tools to refine the workflow.



## Achievement



Miracle Plus Roadshow



Internal user test



Being invited to various platforms



What I have gained is invaluable. I have learnt the market for three years. It was the first time that I had needed to fight against it practically. It was not just about making business plan or collecting data, it was also closely related to our concept and creativity.

Starting a business gave me a completely different experience, which internship and doing assignments cannot give me.