

Game Design Document: “Ultimate Playparty”

About This Document

This Game Design Document is intended to communicate and maintain the overall vision for the game (*Ultimate Playparty*), describe the contents, and outline a plan for implementation.

Contents

Overview	4
Summary	4
Creative Core: Sexual Adventure and Fame-seeking	5
Features	6
Visual Style	6
2D Side-Perspective	6
Animation and Visual Effects	6
Character Illustration	8
Visual Inspiration	9
Audio Style	10
Compulsion Loops	10
Primary Gameplay Loops	10
Secondary Gameplay Loops	11
Design Structure	13
Core Game Elements	13
Time-Management and Appointment-Based Tasks	13
NPC dialog/interactions	13
Customization	14
Core Game Loop	15
Core Game Actions & Session Length	15
Typical Session Structure	16
Initial Gameplay Session	16
Pregame	16
Character Creation	16
Tutorial & Introduction: The Apartment	17
Part 2: Starfucks	21
Part 3: Getting Started	23
Design Outline	24
Game Features	25
Core Game Mechanics	25
Task/Option Selection Mechanics	25
Conversation Mechanics	26
Secondary Gameplay Mechanics	26
Game Units and Currencies	27
Gameplay UI: The HUD	29
Navigation and Information UI: ThePhone	29
Monetization Features	31
Virtual Goods	31
Wait Skipping and Gameplay Advantages	33

Secondary Monetization Options.....	33
In-App Purchases.....	34
Content Overview	34
Progression & Goals	34
To Do List Goals & Progression	36
Environments.....	36
Home	36
Work and Play.....	37
Characters.....	38
The Friend.....	38
Love Interests.....	38
Rivals.....	39
Agents.....	39
Extras.....	39
The Media.....	39
Updates	40
Appendix B: Ultimate Playparty Technical Design	41
Scenes.....	41
Supporting Multiple Devices	44
Texture Atlases.....	44
Localization.....	44
Special Effects.....	44
Depth of Field	44
Blur	45
Lighting and Other Effects	45
Soft Updating	45
Player File Backups.....	45
Character Creation	46

Overview

Summary

Ultimate Playparty is a freemium game where players will create an aspiring sexual celebrity and attempt to take them from humble beginnings to virtual fame, money, status and explicit pleasures.



Example gameplay screen. Please note that all art included in this document is presented as conceptual illustration, and may not be representative of final game art.

Players will assign their character time-based tasks, navigate conversations and situations with non-player characters, and use their progress to purchase or unlock items, skills, and customizations. These three major gameplay aspects make up the core of the game:

1. Time- and Appointment-based Tasks: Real-timed wait actions with set rewards (i.e. farm game crops, mob game missions), themed around things a person might do while they're trying to become famous - ranging from mundane (working) to exciting (performing, socializing). These actions represent the core of the session-by-session play, and their consideration and selection are key to moment-by-moment play.
2. NPC interactions: Text conversations between the player-character and NPCs to both present narrative elements and develop character by including some player choice (often effecting the outcome or reward). These actions offer a narrative/story element to drive moment-by-moment play, along with:

3. Customization: Player selection/purchase of virtual goods, including clothing and items for their character and home, both for furthering gameplay goals and rewarding the player for their progress. These options underpin the other aspects of play with incentives and rewards, and provide players with both means of expression and another moment-by-moment play opportunity.

These three major gameplay aspects will be organized into different in-game environments (distinct screens/areas): for example, some work-based tasks may be located at a porn set, some conversations at the local coffee shop, and clothing customizations in the player-character's apartment or a clothing store. New environments, along with corresponding task, narrative, and customization options are unlocked as the player progresses.

Creative Core: Sexual Adventure and Fame-seeking

In *Ultimate Playparty*, players will create their own young and beautiful alter-egos, and then unleash them into a virtual sexual playland with aspirations of making it big. From getting off the bus as a “nobody” to accepting an award as an internationally-recognized sexual superstar, players will schmooze, flirt, lie, fuck, suck – and maybe even work – their way to fame. Will you be a porn star, party empresario or just a professional fuckboy? Will your rising star ascend to the heavens or come crashing down to Earth?

At its core, *Ultimate Playparty* is a game about sexual adventure, fame-seeking, status-building and character development/customization.

Features

- Create your own aspiring star or starlet, and personalize your look
- Live in a virtual sex playland that lets you be a porn star: make movies, appear in erotic video chats, fuck other celebrities, attend exclusive parties, and avoid low-lives.
- Customize your own apartment so you can show off your awards and throw parties for your famous friends
- Invite your friends to join your entourage; get them into exclusive clubs, start collaborative side-projects, or just see who's more famous and who you can fuck.
- Hire an agent to get you the best opportunities and keep you in the loop

Visual Style

The target for the visual style of the game is sleek & sexy, but still casual enough to be approachable.

2D Side-Perspective

By employing a 2D perspective we can establish a fresh look that is both rare in the social/freemium competition, and suitable for a large casual audience.

Players will be able to clearly distinguish important elements in the environment, use one-touch button commands to select and navigate, and use simple swipe gestures to scroll the screen in a manner common in **mobile** device UI.

Animation and Visual Effects

However, it is vital that – despite being presented in what is essentially 2D – the game is presented with a level of stylistic depth and sophistication that exceeds that of the competition, expressing a high level of quality, and inspiring confidence and favor in the player. To this end, we will employ techniques to present this illustrated style in a manner that “pops”, including the following:

Environmental Animations

A key tenant of the visual presentation will be to ensure that no environment appears static or lifeless. Whenever possible, we will include animations – sometimes **subtle**,

sometimes obvious – to give each scene a sense of life: clouds that move, birds that come and go, leaves that move with an unseen wind.

2D with Depth

Similarly, we will attempt to present a 2D world that still has depth: by splitting each environment into multiple visual layers of background and foreground, we can give scenes a stylized 3rd dimension, made more apparent by moving the layers at different rates (to simulate parallax) when the player scrolls the scene or tilts the device.



Foreground elements like the equipment silhouettes in the example above a scroll and appear in front of other objects

Additionally, when we present close-ups for situations like character dialogues, **we** will blur background elements to imply a depth-of-field.

Shader and Particle Effects

Where appropriate, we will also use visual effects to provide an extra layer of sophistication, such as applying lighting and smoke effects to **scenes**.

Character Illustration

As one of the game's main elements, the design of the player and NPC characters will define the look and feel of the game, especially from a branding standpoint.

Using illustration (rather than 3D or photorealism) will allow us to create characters and environments simple enough that players can relate to without needing to be exact. The goal from a character standpoint is to create player-characters that represent how the player might want to look if they were young and poised to take Hollywood by storm.



Supporting characters will be in the same illustrative style, but attempt to clearly communicate their role in the social or professional ecosystem through their design (e.g. bouncers will look large and forbidding, high-priced talent agents slick and deceptive.)

Visual Inspiration

Examples for visual inspiration include:

- Kim Kardashian: Hollywood
- Grand Theft Auto (illustrated materials)
- Mature-audience animated movies and television



All art included in this document is presented as conceptual illustration, and may not be representative of final game art.

Audio Style

Designed to match the visuals, the audio will be designed to be sleek and hip, consisting primarily of music, environmental sound effects, and UI sounds.

Music will be used to give the game a level of style and sophistication to parallel the visual style: sleek, popular, modern, and hip. In addition to using our music-industry veteran audio specialist for original composed tracks designed for the game and its environments, we will explore using Apple APIs to make use of samples from the iTunes store to present an ever-changing variety of timely and popular music.

Environment sounds will be employed to aid the goal of providing “living” scenes that can make street seem busy, a club seem crowded, and a world seem real.

UI sounds will be slick but simple, fitting the modern style of the game but with a primary objective of providing feedback without being obtrusive.

While creative use of audio presents an opportunity to further distinguish the style and brand for the game, the gameplay and the player must always come first:

- Understanding that players may frequently play without it, sound will not be required to effectively play the game.
- If players wish to listen to their own music while playing, we will support the disabling of background music to allow them to do so.

Compulsion Loops

Primary Gameplay Loops

Option Loops

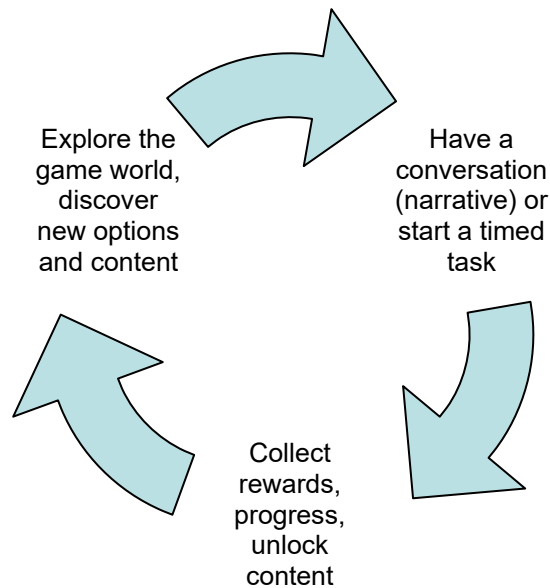
The simplest loop occurs in the moment-to-moment decision making: players will have several options to choose from, including task selection and conversation options - making these decisions as to what options to undertake often presents new choices, in turn requiring new decisions.

***Example:** The player visits their agent and is presented with a choice: they can either accept another low-paying assignment working as an extra at a C-level party or choose a better-paying but potentially degrading role in a bukkake video.*

Choosing the latter option, the player is presented with a new set of choices, including options for how to get to the studio, and whether to object to getting raw dogged.

Task Loops

Task loops make up the core step-by-step gameplay: completing a task, reaping the rewards, followed by exploring newly unlocked content, discovering new tasks and goals, and then assigning new tasks – may be a minute-by-minute loop in the case of short tasks, or session-by-session in the case of longer tasks.



Core Gameplay/Task Loop

Goal Loops

Adding larger scale motivation to tasks are goals: completing specific tasks or series of tasks (potentially across multiple play sessions) to reach particular goals or side-quests, consume story/narrative advancement, assign new long-term goals.

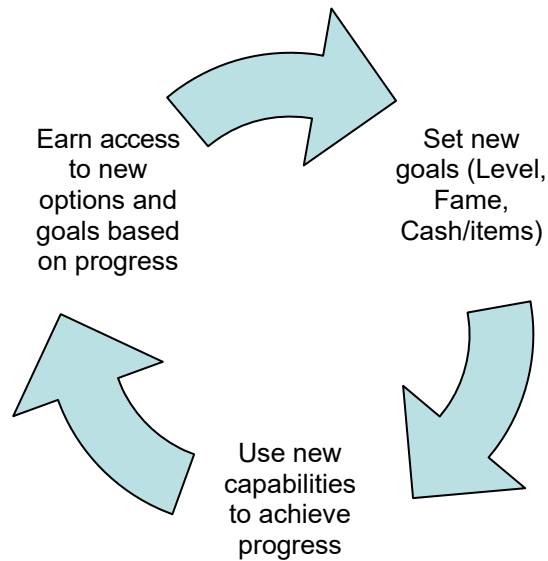
Examples: *The player is shown a notification that “You’ve finished filming a bukkake video, and launches the game. Touching the TV studio, the player is rewarded with \$500 and one Star. Now that the task is complete, they receive a call from their agent. Discussing their recent success with the agent, the player completes the objective “Small Screen”, unlocking new jobs for their character. Also, with the cash earned from the video, they can now afford a new bed for their apartment, so that their player-character can stop sleeping on the couch. They purchase and place the bed in their apartment, which in turn unlocks the “Get beauty sleep” task. It’s getting late in the real world, so the player assigns their player-character the 8-hour “Get beauty sleep” task and closes the app, planning mentally to return the next morning to complete the task.*

Secondary Gameplay Loops

Progression Loops

This loop resides in the player’s ongoing progression in the game, and of their character from “nobody” to “A-List” celebrity. It is quantified in the game by earning XP/levelling up, and earning fans/list-status. As the player passes these milestones, they unlock new content and goals, and are provided with new milestones to reach.

Example: *By completing a new party performance job, the player’s character has earned enough fans to progress from C-List to B-List. As a B-List celebrity, they can now gain free-admission to clubs they’ve previously had to pay for, and now have access to their VIP sections. By accepting tasks and goals from the NPCs inside, they can more easily maintain their B-List status, and potentially rise to A-List.*



General Progression Loop

Social Loops

There is additional compulsive motivation in the social aspects of the game: maintaining a higher rank than your friends (to be rewarded with entourage capabilities, the ability to help, and the intangible of being superior). This loop relies on social play, and actively playing friends.

Example: The same player from the example above, newly on the B-List, can now also offer some of her C-List friends a spot in her entourage (giving them bonuses), and allow one to join her in the VIP section of the club (as long as she is there). As such, she becomes a valuable asset to her friends, and can encourage them to play by both offering easier progression and a goal to attain. If a friend reaches the B-List as well, or surpasses her, she has new incentive to play more to regain her privileged status.

Design Structure

Core Game Elements

Core gameplay will be comprised of appointment-based time management (in the form of tasks like attending auditions, meeting friends for coffee, filming television shows), narrative/conversation interactions (choosing opportunities with their agent, negotiating with a bouncer to get in to a club), and customization (of player-character and their homes).

Time-Management and Appointment-Based Tasks

Players choose tasks to increase their fame and/or make money. This can mean cultivating skills like acting, but can also mean hosting social events attended by famous people, simply “being seen” in the right places with the right people, and potentially through even less virtuous means. From a gameplay perspective, tasks are timed actions with openly communicated lengths and rewards. Task assignment gives the player medium- to long-term objectives, and clear motivation to return for subsequent play sessions (minutes, hours, days later).

Examples: An early level player will have several task options to their character, ranging from short task like “Pleasure yourself manually: 1 min.” or “Use a sex toy: 5 min.”, to longer tasks like “get beauty sleep: 8 hrs.” or “double shift at Starfucks: 16 hrs.”. Aside from times, these tasks would also clearly list their rewards. Additionally, some tasks may require players check in within a certain time, such as “meet with agent tomorrow”.

NPC dialog/interactions

New options and content are unlocked by conversing with NPC characters and completing goals they assign. Encountering new characters, players will often be able to engage in short dialogs, sometimes with response options that will affect the content, tasks, and goals they’ll subsequently encounter.

Besides offering motivation for task assignment and other gameplay behavior, these conversations provide a light narrative element to the game, develop character, and potentially create a mild emotional framework for the player.

Finding and navigating NPC conversations will also provide session-by-session gameplay for players to actively engage, or something they can use to occupy their time between shorter time-based tasks.

Examples: *Talking to their agent, the player may be presented with a couple of mutually-exclusive job opportunities, used to define their career path: i.e. “Do you want the Elite Party audition or the gig on chat roulette?”*

In managing their social lives, players can enter into dialogues that determine their relationship status, ranging from romantic to adversarial: i.e. at a club faced with “Haven’t we fucked someplace before?” having optional responses like “I feel like I’d remember a Dick like you – Hi, I’m Stacy” or “Yes, and I’m not interested in a repeat.”

Customization

Customization will consist of light player-character customization and the customization of the player’s own living area (e.g. ranging from bachelor apartment to luxury home). Customization activities provide another short-term gameplay option during play, but chiefly act as a major reward incentive for progression and a primary opportunity for monetization through the sale of virtual goods.

Examples: *Players can customize their characters with a few options to start, but as they progress unlock more: i.e. being able to afford clothing from high-end boutiques that refused to serve them earlier, and salons that offer new hair styles. Likewise, while they will start with a small apartment with limited space and furnishing options, they will eventually be able to afford larger domiciles and new furnishing options.*

Core Game Loop

The central gameplay experience revolves around the ongoing selection of tasks, and the choices the player makes to define their character. This routine is defined by a combination of the Option and Task Loops mentioned in the previous section: completing a task and reaping the rewards, followed by exploring newly unlocked content, discovering new tasks and goals, and then choosing new options and tasks around their chosen goals and expected future play sessions.

In example game terms, this might mean the player starting the game to complete the “sleep” task they had assigned earlier, and then deciding on what they would like to do next: maybe a short task like “eat breakfast” while they check on their friends’ progress through the in-game media, or “get down to business” with new NPC conversations at the Porn set, the outcome of which will determine longer/more valuable tasks, so that they can return at a later time to continue.

In this manner, the same core game loop may occur moment-by-moment if the player chooses a series of shorter tasks (perhaps combined with NPC interactions, customizations, and social actions during the tasks), or session-by-session when driving appointment-based play.

Core Game Actions & Session Length

The design will support a wide range of play session lengths, but we expect common session lengths to primarily be between 5 and 15 minutes. At their core, the time-management tasks that make up most sessions will involve only a few button-press interactions to collect previously set tasks and choose new tasks (much like harvesting/planting crops and planting new ones in farm games or choosing missions in simple mob/military task games). Longer sessions will include narrative content and customization, but these elements will always be player driven and optional, respectively. If we break down the core gameplay elements, we are left with short gameplay 'chunks' that can either be consumed alone for short sessions or played in succession for longer engagements.

- **Task/Appointments (2-5 minutes)** - If the player is repeating tasks they're familiar with, this will only take a few moments (~1-2 minutes). This sort of play will always be available to the player, and always be suitable for quick "check-in" sessions. If they've unlocked new task options and wish to explore them, it may take a little longer to decide - but a clear and standardized system of presenting options and rewards should allow them to do so quickly (~3-5 minutes). As opposed to many

farming and building games, players will only have one or two higher-value concurrent tasks - we intend for task management to be less time-consuming and repetitive.

- **Story/Dialogue (2-5 minutes)** - Larger milestones may be accompanied by dialogue segments that benefit from more player attention, but will still be structured to require only a few minutes of time (~2-5 minutes, when consumed at a leisurely pace). These instances will be clearly marked so that players can anticipate them, then choose to engage them at their convenience - they will never be "pushed" without player action.
- **Customization (Optional, 1-10 minutes)** - Between these other elements, the player can also opt to shop for items and customize their experience. The act itself will only take a few moments, but since these sorts of actions are more creative and open-ended, they could provide interest for upwards of 10 minutes if the player takes an interest. Conversely, customization will never be required on a session-by-session basis, so again, longer play sessions will always be optional.

Our target is to provide typical play sessions that consist of a combination of one or more of the above actions (consecutively or sometimes concurrently with timed tasks), totalling between 5 and 15 minutes of play time. However, the same framework should allow for both micro-sessions (less than 2 minutes) where players quickly check in to assign new tasks, and extended play sessions (a half hour or more) if players were to choose to 'grind' shorter tasks or drive the narrative elements forward.

Typical Session Structure

In a typical "check-in" play session, players will likely:

1. Check on the completion of tasks from the previous session
2. Examine their rewards, progression, and discover new options as a result
3. Reap rewards by purchasing newly available or affordable items and content with in-game currency, and engage in player-character/environment customization
4. Explore new opportunities to advance, and choose new goals and objectives
5. Check in with friends and their progress, compare status and possessions
6. Set time-driven tasks leading to their next play session

Initial Gameplay Session

Pregame

[Loading screens/Krystal Pistol & Nutaku logo screens]

[Movie trailer style disclaimer that game is intended for mature audiences, and while free can cost money if the player so chooses]

Character Creation

On first launch, the player is given a simple choice: Star or Starlet (illustrated by clearly male and female silhouettes). Touching either side of the screen will confirm the

selection with a brief visual flash before automatically proceeding to the Character Customization screen.

In the initial session, the Character Customization screen will present a limited subset of options in order to keep things simple and keep the process moving forward quickly. Players will be shown a basic player-character (t-shirt and plain pants or skirt), and given access to a selection of hair, skin tones, and clothing (3-5 per aspect). A large “Start” button will be displayed prominently, along with a clear note that “You can change your look (and get more options) later”, so that players who wish to get into the game quickly can do so within a few seconds of the application loading.

Launching the game for the first time, Stacy quickly chooses a female “Starlet”, and takes a few moments to digest a new “Style Your Starlet” screen. She chooses a long ponytail from the hair options, and adjusts the colour slider so that the skin tone is similar to her own in real life. She then scrolls through the clothing options, and finds her favorite sexy outfit, she opts to move on, and presses “Start”.

Tutorial & Introduction: The Apartment

Having finished their preliminary character setup, players will be taken directly to the first gameplay screen: The Apartment, where they will be introduced to the first NPC (Toni or Tony, automatically the opposite of the player’s chosen gender). This NPC will introduce the player to the premise of the game, and walk them through the basic controls. Completing the required actions will automatically proceed to the next tutorial dialogue.

After a brief loading period, Stacy is shown an apartment interior: it’s mostly empty, except for a couple of cardboard boxes. Standing in clear view is a young male character. He’s got a “!” in a word bubble floating above his head, bouncing slightly. Even though she doesn’t touch it, a closeup of this person appears, along with his name (Tony) and a dialogue bubble.

Tony: “I can’t believe you’ve finally come out here to the coast. You’d been saying you were gonna leave that town behind since we were in grade school! Guess you’re really serious about making it big, eh?”

Tony: “So yeah, this is the apartment my buddy said you could use until you get more established. Have a look around... the place is pretty small so it won’t take long.” [Game text: Swipe left and right to scroll] Flashing arrows appear on the right and left of the screen. Stacy runs her finger right and left along the screen, and the apartment background scrolls smoothly in each direction, revealing a door on the left and a kitchen on the right.

In these early steps, the player has tried the very basics of viewing/continuing/dismissing dialogue, scrolling the environment, and simple touch commands.

Unpacking: Timed Tasks and Rewards

Once she’s scrolled in each direction, Tony interrupts: “It’s tiny and there’s not much to look at... but hey – free is free. It will be better once you’ve got more of your things in here. Let’s unpack some of your stuff.” A (flashing) task button/popup appears over the boxes: “unpack boxes – 10 seconds”. Stacy

presses it, and is shown a progress bar and countdown (starting at 10 seconds)... but before it even gets that far, Tony chimes in: “Getting things done takes time, but that’s how you get stuff.” [Game text: completing timed tasks rewards XP, cash, or items.] Moments later, the countdown is replaced by “complete!” button, and a delightful sound is played. Stacy – anxious to collect her reward – touches the button, and the status popup is quickly replaced by a reward popup (via a short and sweet animation of stars): she’s received a Tube TV item and 1 XP.

Tony: “There’s always more to do. Do you want to unpack more of these boxes, or go maybe suck my cock?” [Game text: there are always several tasks available, look around to find the one you want.] Stacy can now see both another “unpack boxes” task button, and a similar button appears next to the door: “unzip Tony’s pants”. Stacy touches the latter, and the apartment fades out.

Having pressed “Unzip Tony’s pants” task button, a move to the bedroom area of the apartment. Tony’s pants are at his ankles. There is a word-bubble with a “!” over him.

Tony: “This is just what I needed! - Stacy touches Tony’s erect cock. Another dialogue appears:

Driver: “Nice and slow to start with, and then I’ll tell you when I’m ready to blow! If you make me come too soon, I’ll be very disappointed.”

As the player moves to the next steps, they’re quickly introduced to other simple aspects of play like moving between environments and making choices.

Moving the Couch: Choices and Objectives

Besides a timed option like the previous task, the couch-related task offers an additional upfront option to complete the task instantly by paying in-game cash. Tony says normally he’s be all for taking the time, but he’ll be late for work – and “gives” the player cash, after which they are forced to choose the cash-skip option. Completion of this task rewards an item: an “old couch”, which the player can “use” immediately – it will appear in their apartment.

Also in the apartment, the “unpack personal items” task is timed only (1 min), but starting it prompts Tony to say he’ll help out to make it go faster – he “gives” the player a star, and they are forced to hit the highlighted “skip” button in the task status window. Completion of the task (which happens instantly with the “skip” command) rewards the player with another item: the “framed picture” (of the player-character and tutorial character).

Tony remarks on the picture, and how nice it is to see her again, and Stacy sees that she can respond with the following options:

a) Express gratitude to have him around as a pal.

b) Suggest how you always thought of Tony as more than just a friend.

c) Suggest he gives you the pleasure you need. Like now!

After her selection, the game shows her character's response:

a) "It's good to have someone I know in the city to help me out and learn the ropes. There aren't enough good guys like you, Tony."

b) "You know, Tony, I've always wondered what would have happened if we... you know..."

c) I just love fucking you!!

To which Tony responds accordingly:

a) "You know I'll always be around to help, Stacy. Good friends are hard to find. No matter how high you soar, always remember that."

b) "We've known each other long enough to know that I may have to break into song to avoid the awkward silence that is about to follow what you just said to me. And I've seen a lot of musicals. But we're still cool."

c) "The feeling is mutual. Now let's go!"

Example multiple-choice dialogue interaction

After both tasks have been completed, Tony says that he needs to get to work, and will call her on her phone. This is followed by a brief (generic text popup) tutorial on the phone UI: The player is told to touch the phone icon to open the phone UI, and shown the *To Do* list (objectives/goals) – an objective is assigned: "finish unpacking", and the player is told to close the phone.

Once closed, clearly visible is another task: “finish unpacking – 3 minutes”. This new task introduces the idea that the player can sometimes do other things while they’re working on a task: once it has been initiated, the character remarks to herself that she might as well watch TV while unpacking, and a new watch TV button appears.

Watching the TV is a brief introduction to the media in the game world, and foreshadows future NPC characters and settings - including an upcoming film that is getting ready for production. (If the player has friends further into the game, it may also mention them.) The content for this TV segment is presented in a similar fashion to the other dialogue prompts, and is designed to take roughly the same time to consume as the “finish unpacking” task, so that either it is complete before they’re done, or has just a few seconds remaining (if they can speed-read).

Completing that task covers the completion of objectives as well (and rewards an achievement). The reward includes a piece of clothing, and reveals the character customization icon/button (with “!”).

If the player chooses to touch that button, the character customization UI will appear, with a couple of new options (including the new item, some for purchase, and a fairly conservative shirt and pants).

Moments after the completion of the “finish unpacking” objective (or after the customization screen is closed if they did that immediately), the phone icon will “ring” (and show a customary “!” to indicate new information). On touching a ringing phone, the player will be presented with a dialogue screen, only it will be split in the manner of old TV/movies/comics to indicate that they are in separate places. In this case, it’s Tony calling.

Tony has news: While he knows you want to “make it big”, he also knows you need money: the coffee shop that he works at (“Starbucks”) is hiring – a person just unexpectedly quit, and if you can get down there and do a quick interview, you’ll probably get the job (“Do you know how to make coffee?” “I know how to *buy* coffee – can you help me out?”) He mentions that he’s sending the address to your phone, as well as a message with some notes on how to make coffee.

The game then automatically opens the phone menu, with the *Messages* screen open. Visible are some shorthand instructions for making different types of coffee. Over the bottom part of the screen is Tony’s dialogue (though you can no longer see his character art). He explains that you should review the notes so that you’ll know what to do, but not to worry too much – he’ll put in a good word.

Still on the phone, he instructs the player to open the *Map* tab since he’s just sent the location of the coffee shop. After dismissing the dialogue, the new *Map* button is highlighted (and input is restricted to pressing that button). After switching to the *Map*, Tony will interrupt again to explain it.

The *Map* screen is the primary way in which players will travel from place to place within the game. While some locations will have connected screens (like the exterior of the apartment), locations that are implied to be further apart will be accessed via the phone Map.

Visually, the *Map* is presented much like Google Maps, etc. – a flat map with markers that represent the different locations that the player has unlocked. Like other elements in the game, new content or objectives in locations on the map will be indicated with an animated “!”, so that the player knows instantly where they can go next. To start, there will be only two markers on the map: the “Starfucks” and “My Apartment”.

Tony then says he needs to get back to work, and reminds them that they should have a look at the notes in the message he sent, and go to Starfucks via the map when they’re ready.

Though the player is being urged to proceed straight to Starfucks (by touching the location on the map), they do have the option to simply exit the phone UI. There are some other short timed tasks available in the apartment, and they also have the option to use the customization/wardrobe screen, or explore the street outside the apartment. However, if they exit the phone UI, the phone icon will be marked with animated “!” markers that indicate there is new content available.

Having already been exposed to the phone menu, the player should have a good enough grasp to open the phone when presented with a flashing phone icon and bouncing “!” over it. In the phone, there will be new options: *Map*, *To Do*, and *Messages* – each with a (1) and “!” next to them signifying there is new information.

Additionally, if the player does not proceed to Starfucks after completing any other available tasks, five minutes elapsing, or the session has been interrupted/ended (the game returns from sleep or is restarted), Tony will automatically call again and remind them that they should use their phone Map to get to Starfucks.

On touching the Starfucks Coffee Shop icon on the map, the game will transition to a new location (the interior of Starfucks Coffee).

Part 2: Starfucks

On arrival, the player will see the exterior of Starfucks, the quintessential chain coffee shop. There is a patio, and a few other buildings on this “streetscape” location. People are sitting on the patio with coffee, cars drive by in the foreground, birds perch on overhanging wires.

“Enter Starfucks” is the prominent visible task (flashing). On entering, the player will see a typical coffee shop interior (tables, patrons), with Tony behind the counter. After being touched or a brief period of time, he interrupts to tell the player they should go to the office at the back to see the Warren, the manager. An animated “!” with an arrow will appear on the right side of the screen, indicating that there is a primary objective off-screen. When the player scrolls right by swiping, they will see a slightly ajar door marked “manager”, and a task button labelled “talk to Warren”.

Talking to Warren will start a dialogue exchange that includes a basic multiple-choice quiz based on the coffee notes that have been supplied to the player, along with some comical questions about basic customer service.

Regardless of how poorly the player performs, they will be awarded a part-time job at Starfucks. However, strong performance will elicit more favourable responses from

Warren, and potentially bonuses like a less degrading starting title or a slightly higher “wage” (a slightly higher cash reward for performing Starfucks-location shift tasks).

Additionally, if the player had the foresight to change into more conservative clothing, Warren will note that they appeal professional, and they will receive a bonus to their quiz score; whereas wearing the more revealing default clothing will give the player access to a star-costing flirtatious response option during the interview that can be used to receive the highest possible score regardless of performance.

This interaction with Warren represents the first of many NPC conversations where player selections will determine one of multiple outcomes or reward tiers.

On completion of the “interview”, the player will have completed the “get a job” goal, and be rewarded with a Starfucks uniform (a green shirt and hat, as well as XP). Returning to the standard Starfucks interior screen, and the player will be able to talk to Tony (who congratulates them, and offers to show them the ropes if they choose “training”), or select a “training” button.

Sub-task “Mini-Games”: Making Coffee

Training starts with Tony explaining that while you’re doing longer things like working a shift, you can do smaller tasks for bonuses – in this case, making/serving beverages. Touching Tony, he will request beverages (i.e. black coffee). Once requested, a new series of available tasks/buttons will appear behind the counter (i.e. coffee pot, milk, sugar), some with short times. The player will need to touch the buttons and complete the tasks (in order, when applicable) to complete the original request. These sub-task sets will start simple (i.e. black coffee is only one sub-task), but get more complex as more tasks are completed, and the longer the player has been working there (i.e. caramel macchiatos with foaming milk, drizzling caramel, etc.). Additionally, by the end of training (and for “real” customers), the player will have a limited amount of time to complete each request. Correct execution of these requests in as little time possible will reward the player with “tips” (bonus cash) and bonus XP.

When training is complete, the player will have several new timed task-button options to choose from, including having a coffee (5 min.), exit, or “start shift”. “Start shift” will present several sub-options: shifts of various lengths from 5 minutes to 8 hours. A new goal will also be assigned in the To Do List: “earn some cash – work a shift at Starfucks”.

General Sub-tasks: Working Hard or Hardly Working

Once a shift has begun, the available tasks will change to on-shift tasks: Serve customer (starts a request-task as they were shown in training), wipe tables, brew coffee, stock cups, etc. These tasks act as “nested” tasks within the main task (e.g. “1 hour shift”), offering the player options for continuing to play during larger tasks, ranging from continuous moment-to-moment play (serving coffee), to longer sub-tasks (“nap in stockroom – 30 min”). As such, players can leave the game for 8 hours and return to collect rewards, or “hang around” and earn bonuses for as long as they like.

Having played for approximately 5-15 minutes, this decision presents the player with an opportunity for a logical break-point: they can choose to continue playing (by choosing short shifts or leaving the shop), or set themselves up to return later (by selecting longer shift tasks) if it is not convenient for them to continue.

Once the player starts a shift, they’ll either be scolded by Warren for not wearing their uniform, or – if they’ve had the foresight to put either piece of clothing on – receive a bonus.

During their shift, the “exit” option will still be available, but will appear as red, and warn the player that by leaving their shift early, they will forfeit their wages for that shift.

As part of the whole game experience, Starfucks work represents an introduction to larger and nested tasks, as well as an introduction to slightly more complex ordered and time-sensitive tasks. These sorts of mechanics will be repeated as the game progresses in the form of “production” work like filming television and movies.

On completing their shift (or leaving early), the Starfucks interior tasks will be reset, returning to their non-shift state to include a normal-coloured “exit” option, “have a coffee”, etc. Warren will also be available to talk: he’ll comment on the player’s job performance, and ask if they know anyone they can recommend for a position: there’s a Starfucks policy that can get the player a cash bonus for recommending new hires. If they accept, the player has the opportunity to invite friends for a cash bonus.

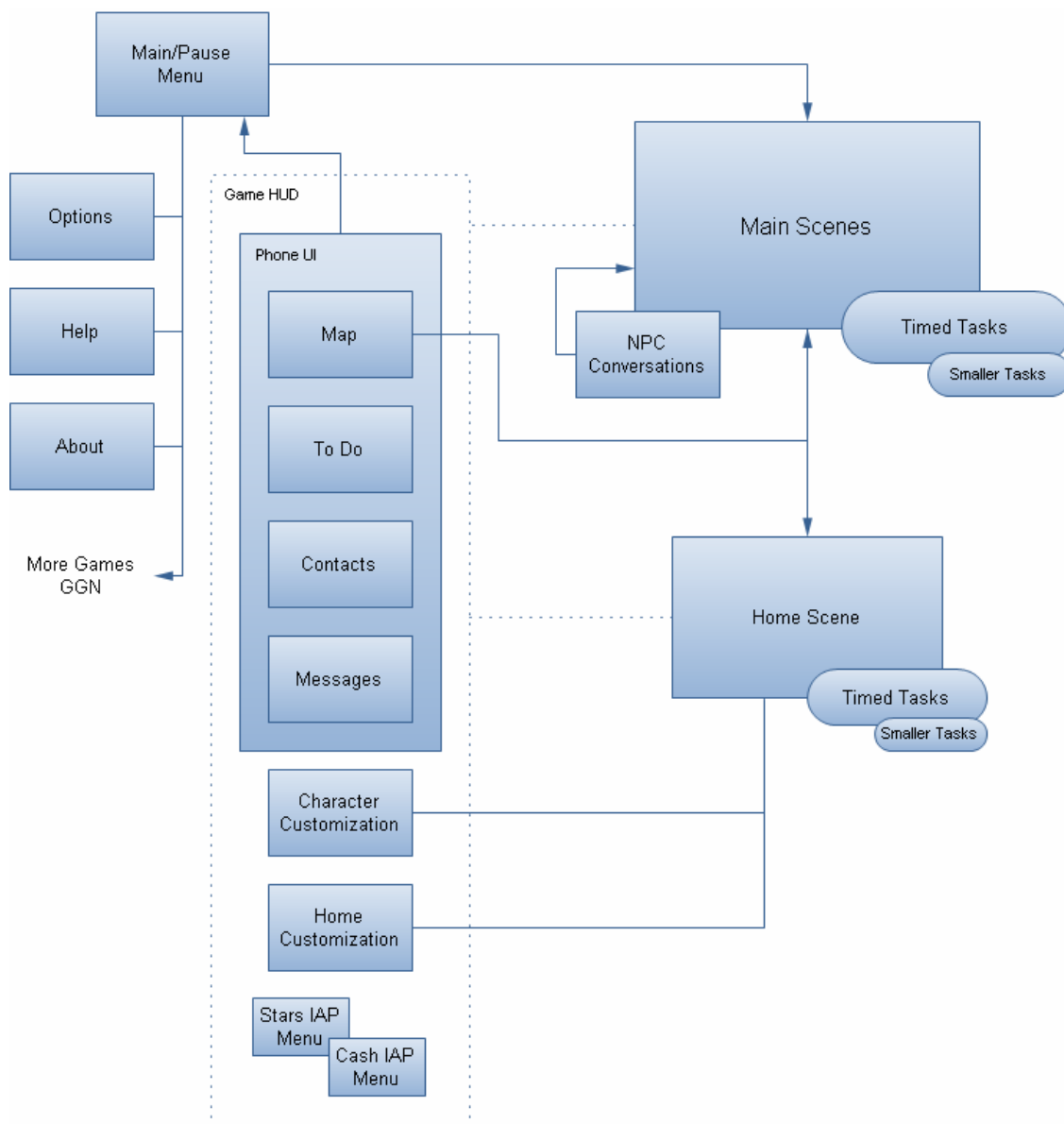
Part 3: Getting Started

Having completed the shift at Starfucks, the player has been exposed to most of the core game mechanics. From here, the game will provide a number of new tasks and options to continue, and begin to focus more directly on the overall theme of becoming famous. Of the options available at or near this stage of play, the following are most significant:

- Meeting new friends: Outside Starfucks is a new NPC that will provide an opportunity to flirt/start a relationship. They will remark that they will be there tomorrow if they wish to see them again.

- Introduction to an Agent, and long term goals: Through either Tony or the above NPC, the player unlocks a new location: an Agent's office. This 1st agent will give the player new (low-level) fame-related opportunities to choose from, and hint at long-term goals: a new movie will have closed casting calls in a week – it could be their big break. (This is the same movie mentioned if the player chooses to “watch TV” at any point in the initial play session.)
- Shopping: Also available at this stage are a couple of new shopping and customization options, showing some of the goods the player can buy or unlock. This includes an upscale clothing store with “snooty” staff that chides and shuns the player-character (setting up a future opportunity to get revenge).

Design Outline



Game Features

Core Game Mechanics

The core game consists mainly of the three previously discussed mechanics: tasks, conversations, and customization.

Task/Option Selection Mechanics

Tasks and options will be presented on game screens that are designed to represent various locations tied to the theme. Individual tasks/options will appear “in-context”, tagged to visible objects or people along with short descriptions and costs/rewards.

Once selected, other, mutually-exclusive options disappear (other unrelated tasks become temporarily disabled but still visible), and the selected option is replaced by an indication of progress and/or subsequent sub-options.

Task Completion

When a task is complete, the option will be marked as such with a check mark, and the player need only touch it to complete the task and collect the reward. Once completed in this manner, the game re-enables other options, and tags new options if they’ve become available.

Returning to the earlier example, the player would be automatically presented with the apartment screen, centered on the bed object where they initiated the task. Touching the task-completed tag/button would collect their reward. Scrolling left within the apartment to their kitchen, newly available tasks like “eat breakfast” would appear, tagged to the kitchen table, along with its costs and rewards.

Task Quick-Completion Bonuses and Non-Completion Penalties

If a player completes a task within 110% of the task time after it has elapsed (minimum 1 minute, maximum 1.5 hours), they will receive a small bonus XP reward. Conversely, if a player does not complete a task within 205% of the task time (double the presented task time plus some leeway), they will be penalized 50% of the numeric rewards (rewarded items and narrative continuation will not be penalized).

Task Reminders

If the player has notifications enabled, the game will inform them when their current task has been completed.

New Task Selection

Needing a new task or goal, players will visit available locations within the game to explore their options: either returning to previous locations to “grind” existing options in order to progress, or discovering new locations, NPCs, and conversations that have been unlocked or revealed as a result of player choice, progress, or random circumstance.

For example, the aforementioned “eat breakfast” task may be a simple bonus task, only presented as a result of a “sleep” task having recently been completed. On a larger scale, having completed a series of tasks (or a goal) related to acting, the player may be presented with a new conversation with their Agent, and in turn unlock a new “TV studio” location with a large number valuable new tasks and NPC interactions.

Conversation Mechanics

Aside from straightforward linear dialogues that are simply advanced with a touch, when conversing with NPCs, the player will sometimes be presented with multiple-choice options for their character’s reply. These options will be presented in a popup over the current conversation.

The options themselves are not the precise dialogue response, but instead written so that the intent is clear to the player. These options also might be attached to costs (e.g. cash, stars), rewards (e.g. cash, XP), or restrictions (e.g. level, fame). Once chosen, the dialogue will continue, usually with the player-character expressing the selected option in dialogue.

In certain cases, the player will be required to respond within a time limit (indicated by a countdown clock at the top of the option popup). These cases are described further below.

Secondary Gameplay Mechanics

Dialogue Multiple-Choice

Once the player has familiarized themselves with dialogue choices, there will be some situations that require the player respond with the correct selection before a timer runs out.

These situations will be communicated to the player beforehand (e.g. This conversation will require you answer quickly - Ready? [Cancel]), so that players can both be prepared, and opt to wait if they’re not ready or the timing isn’t appropriate. In a more

general sense, these timed responses will occur in situations that would be time-limited or require quick thinking in real life, so that they make logical sense to the player:

- Job interviews (as in the 1st play session example, essentially easy trivia about coffee and basic professional behavior)
- Party interviews (players will respond to posed questions)
- Sexual Performance sessions of all kinds

Additionally, there may be conversations where the player will benefit from remembering names or facts from earlier in the game. In all of these cases the player has been given the correct answer beforehand, but in some cases the presented options may simply be a form of general knowledge or smutty pop-culture trivia.

Hunt-and-Peck

As a minor element to keep interested players busy, each time a location is loaded it will be populated with a few random objects that when touched will yield small rewards of cash or XP.

Once the player has progressed to a reasonable amount of fame, these random objects will be replaced by roaming/hiding paparazzi that if the player manages to touch in a timely fashion can maximize their rewards and ensure more favourable media coverage (under the pretence of being able to pose for the photographs).

Game Units and Currencies

Ultimate Playparty will use several systems to measure and track player progression:

XP and Levels

At the core, there is a typical use of XP and Levels: XP will be awarded regularly and for most tasks (in varying amounts relative to the costs - cash, player time, etc.), and the player Level will increase at pre-set XP milestones.

The Level system will act as the most consistent indicator of player progress, only increasing. As such, it should align with the amount of time the player has invested in the game.

In turn, the game will use these measures to pace the experience: unlocking new content and setting new goals for the player. Most “hard” restrictions on content will require the player reach a certain level – by clearly showing these restrictions on content that is clearly desirable (e.g. lock icons with level numbers on enticing clothing and furniture options), the player will have material goals associated with simply increasing their level.

On release, **the game will have levels 1 through 20**. As an abstract measure, this “cap” can be arbitrarily increased post-release with new content to present new goals and milestones for long-running players.

Fans and Fame

A more thematic measure is that of the player’s Fans and Fame. Fans are the more granular measure (under the pretence that it represents the number of fans of the player character), and Fame is an alphabetical range from E to A, referred to in this document as the player-character’s “list status”, i.e. “C-List celebrity”, “B-Lister”, on the “A-List”, etc.

Like XP and player Level, players will acquire Fans through tasks and game actions, passing through Fame milestones to rise from E (presented as “nobody”) at the start of the game, through celebrity ranks to A-List.

Unlike XP and player Level, it is possible to lose Fans (and drop in Fame rank) though negative game actions and prolonged inactivity. However, the number of ways in which players can lose Fans are far more limited than ways they can gain them, and the total amount players can drop through any unintentional means is tightly limited (and tied to player Level). Precipitous falls are possible, but only through intentional player action (e.g. self-sabotage).

As a player reaches higher levels, their ability to manipulate their Fame increases as they gain access to higher-rewarding (and higher risk) tasks for gaining (and losing) fans. As such, high level players can recover lost fame more quickly, especially compared to new players who must “claw their way up”.

Cash

Cash is the “soft” game currency, given to the player relatively freely and consistently. While it is possible for players to acquire as much cash as they have time to earn it in-game, cash is also available via IAP.

Next to XP, it is the most frequent reward for game tasks, given primarily for tasks that are represented as “work” (e.g. shifts at Starfucks, filming movies) or other actions that might provide money in real life (e.g. selling goods, winning bets).

Cash is used by the player to start many tasks (once again, tasks that represent things that might cost money in real life, like going out for dinner). Tasks that cost money provide relatively higher rewards, acting as the main “consumable” for removing soft currency from the system.

Of course, cash is also the main “reward” currency the players will use to acquire virtual goods to reward themselves, and a yardstick for virtual “material wealth”.

Stars

Stars are the premium game currency, given only sparingly to the player and acquired freely in strictly limited total quantity. The primary means to acquire stars is through IAP.

Stars are used by the player to purchase exclusive and valuable virtual goods, skip timed tasks to advance more quickly, and execute special options/conversation choices.

They are awarded to the player only in special circumstances (primarily tutorial awards to illustrate their use, and for level increases as a key motivation for general progress).

In the thematic context of the game, use of Stars is presented as the player using their fame, status, influence, and innate charm to get their way.

Gameplay UI: The HUD

The game's HUD is kept relatively simple, keeping the focus on the environments and characters.

- **Fame level (top left):** The star (1) "fills up" as a progress indication of fame, showing the number of gained/lost fans and total next to it whenever it changes. The letter in the center indicates the player character's current list status.
- **Level/XP progress (top center/left):** This is the player level number(2) and XP progress bar (3) common to social games/RPGs.
- **Currencies (top right):** An indication of the player's current currency levels for cash (4) and Stars (5). Touching either will open an IAP window to purchase more.
- **Phone & Notification area (bottom left):** The phone icon/button (6) is used to access additional navigation options (see the next section for details). Next to it is the notification area (7) that appears to update the player when new information/options are available in the phone UI.
- **Location & Time info:** On entering a new area, the player is briefly given its name, and the current time (8).

Navigation and Information UI: The Phone

The player's "phone" acts as the primary navigation and information organization structure for the game.

When a new option or content is added, the phone icon will be marked with a "!", and the area next to it will temporarily display the nature of the new content. If the player touches the notification, they will be automatically taken to the relevant screen in the phone UI;

otherwise, the phone will open to whatever screen has the newest unseen information. If there is no new information, it will open to the last used screen.

When open, the phone has a tabbed UI with access to four screens: the Map, To Do, Contacts, and Messages.

Map

The Map is a play on modern mobile map apps, except in *Ultimate Playparty* its purpose is to allow the player to quickly travel to any of the locations they have unlocked as well as track what areas have new content/objectives. The map itself can be scrolled and pinch- zoomed using typical touch commands, and tapping a location icon will present a popup confirming that the player wishes to go there. In addition, these location popups contain information about the location, including:

- The location name & icon/picture
- Other locations that are reached via that location (e.g. building interiors when applicable)
- NPCs that are located in that area
- “!” markers to indicate new content or objectives

Locations that have yet to be unlocked will appear as small lock icons on the map, and cannot be opened for more information. Larger map regions that are level-locked will appear as grey, with a larger lock icon that also indicates the required level.

To Do

The To Do list is a list of player objectives/goals. Early in the game, the list serves to remind the player of the opportunities that they have available and helps direct them towards what they should be doing next. New list items are added as new options become available, so that the player has extra incentive to move in the right direction (e.g. the “get a job” example in the first play session).

As the game progresses and players become more familiar with the options they have available and how to find them, the To Do list begins to present objectives that can offer more challenge, and serve more as optional goals for bonus rewards rather than directional advice (e.g. “have a role in both the top 2 grossing movies at the same time”).

Displayed as a list (in chronological order), each item shows it’s name, and can be touched to show expanded information:

- Objective name
- Progress (if applicable, e.g. 0/3)
- Rewards
- Description including location and relevant NPCs, as well as pertinent information (e.g. the notes on coffee from the first session, script notes)

Completed objectives are moved to the bottom of the list, marked as completed (and eventually removed).

Contacts

The Contacts list serves two purposes: listing game NPCs, and listing their playing Friends. Like the To Do list, individual contacts can be expanded for more information.

NPC contacts are kept so that the player can easily remember who they've met. Expanding an NPC contact shows their name, picture, location, fame and recent messages/notes.

If the player has playing friends, they will be shown above the NPCs in the contact list. Like the NPCs, Friends can be expanded to show their picture and fame rating, but also their level, last three messages, and button options to visit and message.

Additionally, the Contacts list UI is repurposed/used when players are asked to invite players for in-game social features like entourages and group tasks (explained further in the Social Features section below). In these cases, an "invite" button will be added to the list items.

Messages

The Messages screen displays recent messages from playing Friends and game NPCs.

Using the phone, playing friends can send each other short text messages, received in the Messages screen. Aside from explicitly created messages, this is also where the player will receive auto-generated invitations/notifications from friends (e.g. task, entourage invites).

As well, NPCs will occasionally "send" the player messages, typically if there is information the player needs to know/keep regarding that NPC or a related goal.

The Messages screen will be displayed in a list format similar to the Contacts and To Do lists, showing a short title that players touch to expand the full message and the sender's name.

Phone Calls

The last purpose that the phone serves is to allow NPCs to call the player, so that conversation content can be "pushed" to the player regardless of their location.

When the player receives a call, the phone icon will animate, and a ring sound will be played (only once or twice, though the phone will continue to animate). The phone notification area will show the name of who's calling, and their picture if possible. When touched, the screen will split (in the manner of old TV/movie phone call visual conventions) and a conversation will begin.

Since this might be seen as intrusive, these sorts of interruptions will typically only occur at the beginning of a play session in order to remind the player of important information.

Monetization Features

Ultimate Playparty will monetize its playing audience through the use of a premium currency ("stars", final name TBD). Players will be able to use this currency to attain gameplay advantages (such as skipping or reducing the time needed to complete a task) and to purchase virtual goods.

Virtual Goods

The virtual goods themselves will range in value, offering gameplay advantages and exclusive content and customization options. The sale of virtual goods will be focused primarily on customizations for the player-character and the player's "home" area.

Possible types of virtual goods include the following:

Character Personalization:

- Extra hair styles
- Clothing
- Accessories

Home Customization:

- New/larger homes (more room for contents and storage, bonus tasks and rewards)
- Furniture and appliances (some with bonus tasks and rewards)
- Pets (premium animated items, some with bonus tasks and rewards)

Exclusive Items and Content

Approximately one-third of the game content will be available exclusively for the paid currency. This includes virtual items like those listed above, as well as content (game locations and NPCs with new goals and tasks) that requires the use of paid currency to access.

However, small amounts of the paid currency will be given to the player as they progress through the game; enough to experience some of the benefits of its use, but not enough to experience everything the game has to offer, or any of the higher-priced goods.

Luxury Items

Beyond goods that are only available for the paid currency, a tier of virtual goods will be created to appeal to “whales”, available for amounts too high to be acquired without larger IAP purchases. Items with luxury appeal fit perfectly into a game about fame and fortune: designer outfits and sports cars are easy examples. The average player may be able to acquire or afford a pet cat for their apartment, but high-spending players could afford a white tiger, or potentially something even more exotic (or fantastic).

Seasonal and Limited Edition Goods

Additionally, some goods will be otherwise limited in their availability: seasonal goods (character clothing, home décor) that take advantage of current popular interests will be available for as long as appropriate, and then removed from sale. This limitation will be communicated to players to motivate them to purchase or lose the opportunity. Similarly, there may be situations where it is appropriate to artificially limit the sale of non-seasonal goods to promote their sale, especially in the case of exclusive and luxury items.

Wait Skipping and Gameplay Advantages

In many situations, the player will be able to use in-game currency to skip task wait times or incur other gameplay bonuses. When appropriate, we will present clever content-contextual options to skip wait times (i.e. the “use your charm” option illustrated in screens within this document), but as a matter of course we will also include a more straightforward “finish now” option for all timed tasks that are already in progress.

Secondary Monetization Options

Post release, it may be worth exploring options for alternative methods of monetization, such as in-game advertising and sponsored goods.

The current-day theme of Ultimate Playparty is well-suited for an integrated approach to advertising. Streetscapes could appropriately accommodate billboard and poster banner ads, and the use of in-game TVs could possibly accommodate video ads. For a simpler approach, ad space could be reserved on the phone menu screens for consistent and relatively unobtrusive ad placement.

Likewise, sponsored goods could be integrated in a reasonably unobtrusive manner given the flexibility of player-character and player-home customization in a modern-day,

semi-realistic setting. Both sponsored clothing and items that are either purely cosmetic or offer gameplay bonuses could be viable.

In-App Purchases

Both the paid currency (Stars) and soft currency (Cash) will be available via In-App Purchase.

Stars	Price (\$ USD)
50	\$4.99
110	\$9.99
250	\$19.99
600	\$39.99
2000	\$99.99

Cash	Price (\$ USD)
1000	\$0.99
5000	\$5.99
11000	\$9.99
25000	\$24.99
60000	\$49.99
200000	\$99.99

As is evident, these price points are designed to provide volume discounts to entice players into larger purchases (2x value at the highest IAP).

These two currencies' IAP will be available from purchase menus, reachable from both "add" buttons next to the currencies in the common gameplay HUD, and through popup prompts that appear when players select options that they cannot currently afford.

Content Overview

Progression & Goals

In keeping with the underlying theme, the general player progression in Ultimate Playparty follows a path from humble obscurity to the pinnacle of fame. For the player, this will mean starting off with few possessions, a small "home" area (a studio apartment), and tasks that represent menial work at a demeaning job. Quickly, foreshadowing and opportunities for greater things are revealed... all the player needs to do is come back for more.

Before the end of the first play session, the player will have heard about an upcoming casting call for a popular movie that will take place in a week.

Within the first few sessions, the player will have had the opportunity to shed their lowly job in favour of setting their character up with (modest) opportunities in television and

film, trying to socialize with (or date) “famous” people, and discovering even better opportunities to progress. They’ve begun to unlock new locations and areas of the city, with new NPCs, task opportunities, and items.

By the time they’ve been playing for a week, dedicated players will be already somewhat famous, and poised to leave the promised casting call with their first lead role; even the most casual players will still land a smaller part, likely be their best opportunity so far. Alternatively, some players may have chosen different opportunities, and opt to ignore the onlyfans in favor of something they prefer (e.g. the party circuit).

As the game progresses, the player’s focus will shift from trying to break in to the industry to trying to have a break-out success. For example, goals become less about trying to land roles, and more about landing the right role – the one that will make them the most money, or earn them the most fame. Similarly, they’ll have graduated from trying to make the social scene to trying to navigate it to their advantage: meet the right people, curry favour, and achieve whatever romantic objectives they might have. Meanwhile, they’ll also be earning more cash, buying (and coveting) better and more expensive items.

Established players will have likely entered a routine of working in the roles (choosing the timed tasks) they prefer based on their play styles and schedules. They’ll be setting their sights on surpassing the fame of comparable NPCs, working their way up the social and professional ladder. If they play with friends, they’ll perhaps want to be the leader of an entourage if they can get friends playing.

After a quite a few weeks of dedicated play (not before at least one post-release content update), players will have progressed to a “mature” state: their characters have begun to master their chosen areas of expertise, and are among the most famous NPCs. Their focus is on taking only projects that will benefit them the most, and their goals will be on winning the most prestigious awards and international acclaim, and avoiding personal or professional mistakes that will hurt their public image. If they’re playing with friends, they’ll be concerned with jockeying for position.

Once players have unlocked most of the available content and achieved success in the highest areas, they should continue to find value in maintaining their status, relationships, and trying out areas of specialization that they may have foregone earlier in the experience. Achievements may provide motivation for veteran players to attempt different things – including failure (e.g. achievements for infamy, career comebacks).

Socially, they can compete on leaderboards against their friends, attempting to out-gross and out-fame them in a variety of categories, and attempt to collaborate on large group tasks like creating all-star casts.

As they're maintaining their celebrity, new content and features will be released in updates, offering them new opportunities and areas they can take their established character (a music career? Always wanted to direct? Be an agent? A secret agent?)

To Do List Goals & Progression

Early on, clearly defined goals give the player a basic road to follow. If they want a guided experience, following the goals will direct them towards success. Deviating from the defined goals to explore other paths will provide the player with alternative approaches that, while not significantly more or less advantageous, offer a more off-beat experience.

The assignment of short-, medium-, and long- term goals is important to player retention: the To Do list objectives ensure that the player always has clear direction as to what to do next if they want it.

Environments

Home

One of the first locations that the player will encounter is their character's home. This is the player's base of operations.

Throughout the game, the player will have the opportunity to move/upgrade their home, progressing from a rented room in a bad part of town to a mansion in the hills or a sleek downtown penthouse.

While the home location will offer a selection of gameplay tasks, its primary purpose is as a personalized "trophy room" of virtual possessions and awards, and an indication of overall status.

Players will also be able to use their home location to "host parties", primarily a social gameplay mechanic that involves using their social networks to benefit their game advancement and to show off their virtual possessions.

Possible home locations include:

- Rented room
- Nice apartment
- Bungalow
- Penthouse suite

- Video Love Den (paid exclusive)



Example Work/Live/Play Environment

Work and Play

The majority of other locations can be classified as Work and Play locations, where players go to set timed tasks and further the story through conversations with NPCs.

Work locations have tasks that cost more time and favour cash rewards, and include examples like Starfucks, TV studios, and movie sets.

Play locations have tasks that cost more cash and favour XP rewards, and include examples like bars, clubs, restaurants, and private parties.

Planned locations include:

- Street exterior (modular)
- Local Sex Shop
- Starfucks
- Store (generic)
- Store (upscale)
- Amateur Porn Set
- Big Time Porn Set
- Small Sex Club
- Semi - Exclusive Sex Club

- Super Exclusive Sex Club
- Restaurant (upscale)
- Office (basic)
- Office (upcale)

Characters

The Friend

There will be one “old friend” (tentatively Tony/Toni) that the player can connect with from the beginning of the game. This is a distinct character with unique dialogue and interactions with the player, starting with the tutorial aspects of the game.

Love Interests

The player will have the opportunity to form a romantic relationship with up to 3 unique love interest characters, and potentially a pool of “generic” characters that rely on player-character assets and a reusable set of dialogue options. Love interests offer dating-style dialogue interactions, and can offer a set of additional tasks and fame bonuses.

Rivals

A list of rival characters will be created that run the spectrum of Fame, so that the player has a point of comparison and a set of NPC/personal rivals that they can jockey with and pass on the way to the top. These characters will largely be created using the player-character graphics, but will be punctuated with 3 unique characters with unique story elements (low level, mid level, and high level).

Agents

There will be two talent agents in the game: a “friendly” agent that the player meets early in the game, and a “slick” agent that the player meets after becoming more famous. These characters are unique both in terms of art and dialogue, and have specific gameplay roles of presenting new options for the player, and driving progress/assigning goals.

Extras

There will be a cast of “supporting” characters: shopkeepers, bartenders, stagehands, bouncers, paparazzi, and “general public” types to ensure that scenes appear populated.

The Media

By watching TV, the player can get a digested presentation on their current game context in an entertaining dialogue format. Primarily this will summarize some of the player-character’s current professional and social status, and provide some hints at future opportunities: both reminding returning players of what was happening when they last played, and using future promises to aid player retention.

If the player has playing friends or significant NPC rivals, it may address some of their recent accomplishments/failures as well.

Updates

Post-release, *Ultimate Playparty* will be regularly updated to address issues like bugs, balancing, and those determined by customer feedback.

Regular and frequent updates are key to player retention; core updates will include new content in order to maintain interest in the player base and spur ongoing participation, spending, and new player acquisition.

Approximately every month following the initial launch, we will release an update to the game to provide new content.

Content creation will be an ongoing process throughout development and continuing post-release. To support this, streamlining the art and text production pipelines will be a priority early in development.

Below is a list of possible update (specifics TBD):

Update 1:

- Holiday items and clothing
- Holiday themed content (e.g. filming holiday specials, throwing holiday parties)
- Any necessary post-launch technical fixes

Update 2:

- Additional content update
- Level Cap increase (21-25)

Update 3:

- Pop-culture content update
- Social promotions

Update 4:

- Additional content update
- Level Cap increase (26-30)

Update 5:

- New roles and task specializations
- New locations

Update 6:

- Summer-themed content update (e.g. swimming pool and beach additions)
- Level Cap increase (31-35)

Appendix B: Ultimate Playparty Technical Design

Scenes

The basic game architecture will be defined by a network of scenes in a state machine. Each scene is defined by a specially formatted JSON file. As an example, we will provide the development process of the “Unpacking: Timed Tasks and Rewards” scene example seen elsewhere in this document.

1. A programmer or producer will define the scene, objectives, and actions using the JSON file format.
2. The JSON file and 2D scene are exported to a binary file format. The texture atlas associated with the area as defined by the scene will be augmented to include any renderable elements found in the attached 2D scene.
3. The previous scene will be modified to include a link and entry point to the Unpacking: Timed Tasks and Rewards example scene.

Example of the Unpacking: Timed Tasks and Rewards JSON file:

```
{
  "area" : "apartment",
  "scene" : {
    "resource" : "apartment",
    "intro_start_frame" : "0",
    "intro_end_frame" : "15",
    "idle_start_frame" : "15",
    "idle_end_frame" : "55",
    "outro_start_frame" : "55",
    "outro_end_frame" : "100"
  }
  "state" : {
    "wait" : "scroll_to_bounds",
    "camera_focus" : "tony",
    "dialog" : "It's tiny and there's not much to look at... but hey - free is free. It will be better once you've got more of your things in here. Let's unpack some of your stuff",
    "camera_focus" : "room",
    "button" : {
      "requires" : { "xp" : "90000" },
      "anchor" : "boxes",
      "style" : "timed",
      "title" : "unpack boxes",
      "amount" : "10",
      "target" : { "link" : "internal", "dest" : "tony_1" }
    }
  }
  "state" : {
    "name" : "tony_1",
```

```

    "achievement" : "unpack_boxes",
    "give_item" : "tube_tv",
    "give_xp" : "1",
    "camera_focus" : "tony",
    "dialog" : "Getting things done takes time, but that's how you get stuff.",
    "dialog" : "There's always more to do. Do you want to unpack more of these
                boxes, or go find your couch?",
    "button" : {
        "anchor" : "boxes",
        "style" : "timed",
        "title" : "unpack boxes",
        "amount" : "10",
        "target" : { "link" : "internal", "dest" : "boxes_1" },
    }
    "button" : {
        "anchor" : "door",
        "style" : "normal",
        "title" : "go to street",
        "target" : { "link" : "external", "dest" : "street" }
    }
}

```

Description of JSON tags available:

Area	The area of the state. This is used to group and define texture atlases, manage objectives, and optimize for load screens. Scenes that belong to a similar setting should be grouped in the same area.
Scene	Information for the 2D scene to display in the background. Controls animation frames being played for intro, idle loops, and outro animations.
State	This describes an internal state that can be executed. The state specifies a list of commands that will be processed in turn one by one. By default, the first state in the JSON file will be executed automatically when the scene is initially entered.

Description of JSON tags describing state commands:

name	The name of the state. This name must be unique and is used as a unique identifier so that other states can link to it.
wait	Specifies a timer or a wait event. The command list processor will wait for the given wait state to occur before progressing to the next command in the buffer.
Wait_for_animation	Begins playback of a series of animation frames in a scene. The next command in the command list will not be processed until all given frames in the animation playback have finished rendering.
Trigger_animation	Specifies a series of animation frames to play in the scene. The next command in the list will be processed immediately alongside playback of the animation frames.

Play_sound	Plays a sound effect.	
Play_music	Controls what music track is currently playing.	
Camera_focus	Pans and zooms the camera to focus on the given anchor point in the 2D scene.	
dialog	Displays dialog text for the current camera focus.	
button	Displays a button. Buttons can have the following tags:	
	requires	Specifies conditions such as XP or state requirements that must be achieved for this button to be enabled.
	anchor	The anchor point for the button to attach to within the scene.
	style	The rendering and action style of the button.
	title	Title text to display on the button.
	amount	The amount associated with the button style. If the style is “timed”, then this is the time penalty in seconds for the button to complete its task.
	target	Specifies an internal or external link for the next state once this button completes its task. An internal link specifies another state within this scene while an external state specifies another scene resource to load and display.
achievement	Unlocks an achievement by the given name.	
Give_item	Places an item of the given type in the player’s inventory.	
Give_xp	Gives the player some xp.	
Add_todo	Adds an item to the player’s current todo list.	
Local_note	Sets a timer to register a named local notification.	
Cancel_local_note	Cancels a named local notification. This is used if the event that the local notification would otherwise trigger is no longer valid.	

The JSON is exported with a custom tool to an optimized binary format. The binary format consists of a simple header and a list of states. Each state encodes a list of consecutive commands into a single binary command buffer optimized for fast loading, reduced memory footprint, and instant command lookup.

Supporting Multiple Devices

2D scenes will be designed for two specific screen resolution classes: 480x320 and 1024x768. Retina display graphics will be supported by utilizing the 480x320 resolution scene file for transforms and positioning with a set of double-sized texture resources for pixel-perfect rendering.

Any scene that is larger than the resolution of the device will automatically support scrolling. This will aid in developing for Android devices with obscure screen resolutions.

A universal binary for Apple devices will be supported by including three sets of texture atlases:

- 480x320
- 480x320 with double-sized assets
- 1024x768

The appropriate texture atlas and scene will be loaded at runtime by reviewing the current device's capabilities and screen resolution.

Texture Atlases

To avoid any overlap in unloading and loading textures, texture atlases will be fixed to specific texture atlas slots.

Textures will not be deleted and recreated; the pixel format and size will be fixed and the pixel data will be reloaded instead of the entire texture. This reduces the memory fragmentation, reduces load times, and keeps a smaller overall texture memory footprint when constantly loading and unloading textures.

Localization

Ultimate Playparty will feature localization support for any language. Localization will be performed by identifying all renderable text by a string id and on runtime that text will be looked up from a table of the currently loaded language set. The default language will be determined by the operating system, but can be configurable within the game itself.

Special Effects

One key goal of Ultimate Playparty is to provide a user experience with superior visual quality than any of our competitors. To achieve this, we will develop and create many shader programs to provide many advanced special effects. In this section we will outline a couple of these shader programs and effects.

Depth of Field

Depth of field effects will be utilized to visually improve various scenes and give emphasis to specific objects in focus such as the main character in certain dialog scenes.

Depth of field will be achieved by sampling texels at different pre-scaled levels of the renderable item. The texture atlas exporter will scale and store sample sizes of 1/4th and 1/16th scale offline within the data file format. If a texture atlas requires support for these scaling levels, care must be taken by the packing algorithm to ensure that no two separate elements occupy the same 16x16 block of pixels. This is to ensure that no interference is possible between neighbouring renderable objects within a texture atlas.

Since all rendering is done with 2D scenes, the depth of field effect will be performed as the initial renderable elements are rendered. No sampling of the backbuffer or alternate rendering targets will be performed. Variables associated with the depth of field effect will be animated by the artist as custom attributes within Flash. The 2D scene exporter will then handle attachment of the custom attributes from Flash to the shader's fragment program variables.

Blur

Some blur effects will be available to the artists. The blur shader will use a sampling technique that's very similar to that of the depth of field shader, but the artist will have complete control of the blurring effect by using a blur mask secondary texture.

Lighting and Other Effects

Most lighting effects will be achieved by animating color values and visibility of objects directly inside Flash. Other shader-based lighting effects like highlights or flares will be investigated, but for the most part, the artists will utilize the animation streams available within Flash to achieve their lighting effects.

Soft Updating

It will be possible to provide content change updates to the user without the need for a full binary submission. The soft update process will be a two stage process:

1. Retrieve a list of resource files including file size and content hash from the Krystal Pistol or Nutaku servers.
2. Compare the desired file size and content hash given by the server to the device's local copy. If the file does not exist or there is a disparity between the desired values and the actual values, then the file will be downloaded from the Krystal Pistol or Nutaku servers.

Through this process, it is possible to modify content and also add completely new scenes immediately to any player that plays the game while connected to the internet.

The first step of this process will also be used to determine if the client's binary version is too old and allow us to force the user to update to the latest binary available from the App Store.

Player File Backups

In case of loss of personal data or file corruption, it will be possible for a player to restore their game state.

Character Creation

The game will feature a customizable player character. The player-character will consist of a 2D scene containing a hierarchy of empty anchor points. The anchor points will specify feature positions such as hair, eyes, nose, mouth, etc. Players will be able to choose from individual characteristics, which will be attached to the empty anchor points. Offsets to the anchor transforms can be added to further customize the character.