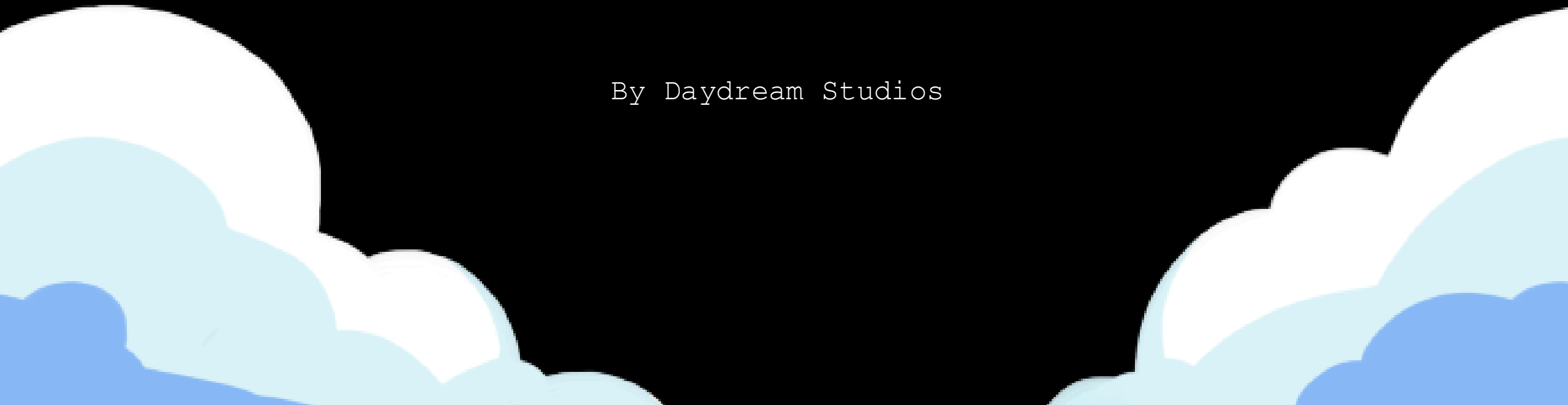


Aislinn

By Daydream Studios



Meet the Team

Programmers



Maya Do



Marshall Sharp

Concept Artists



Ezra Miles



Hope Gurung



John Orr

Environment Artist



Molly Goundry

Character Artists



Michael Moreira Engrossa



Rachel Ahamed

Animators



Jenna Hyde



Lennix Oakley

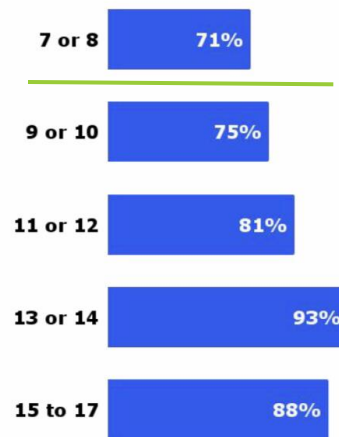
Designer



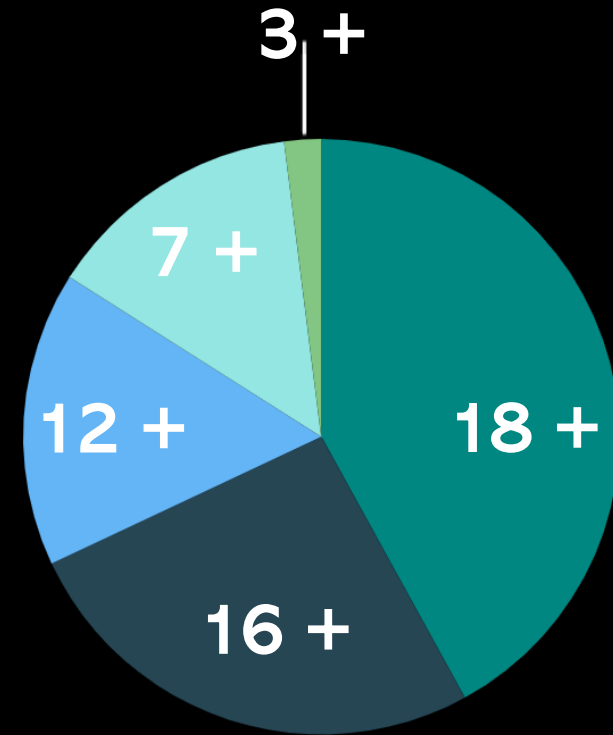
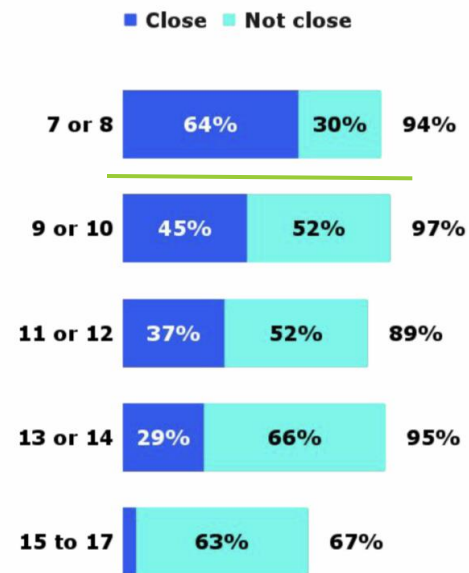
Nicole Black

Problem?

Will consider allowing child to play games beyond current age, by age:



Monitoring time playing (and how closely) by age:



Solution!


- Aislinn is a hack 'n slash aimed towards young children, filling a gap in the market and making sure that children are consuming game content safely.





What is our product?

Explore dream to dream as the Sandman's daughter, Aislinn, in this 3D, kid-friendly, hack 'n slash with umbrella-based combat, fighting against hoards of nightmares along the way.



Unique Selling Points

Gameplay fitting
with the Hack 'n
Slash genre that is
suitable for a PEGI
7 rating

A unique approach
to combat - playing
around with fantasy
violence by
utilising an
unconventional
weapon

The main character
being a young girl,
Aislinn, which is
not typically seen
in the genre.

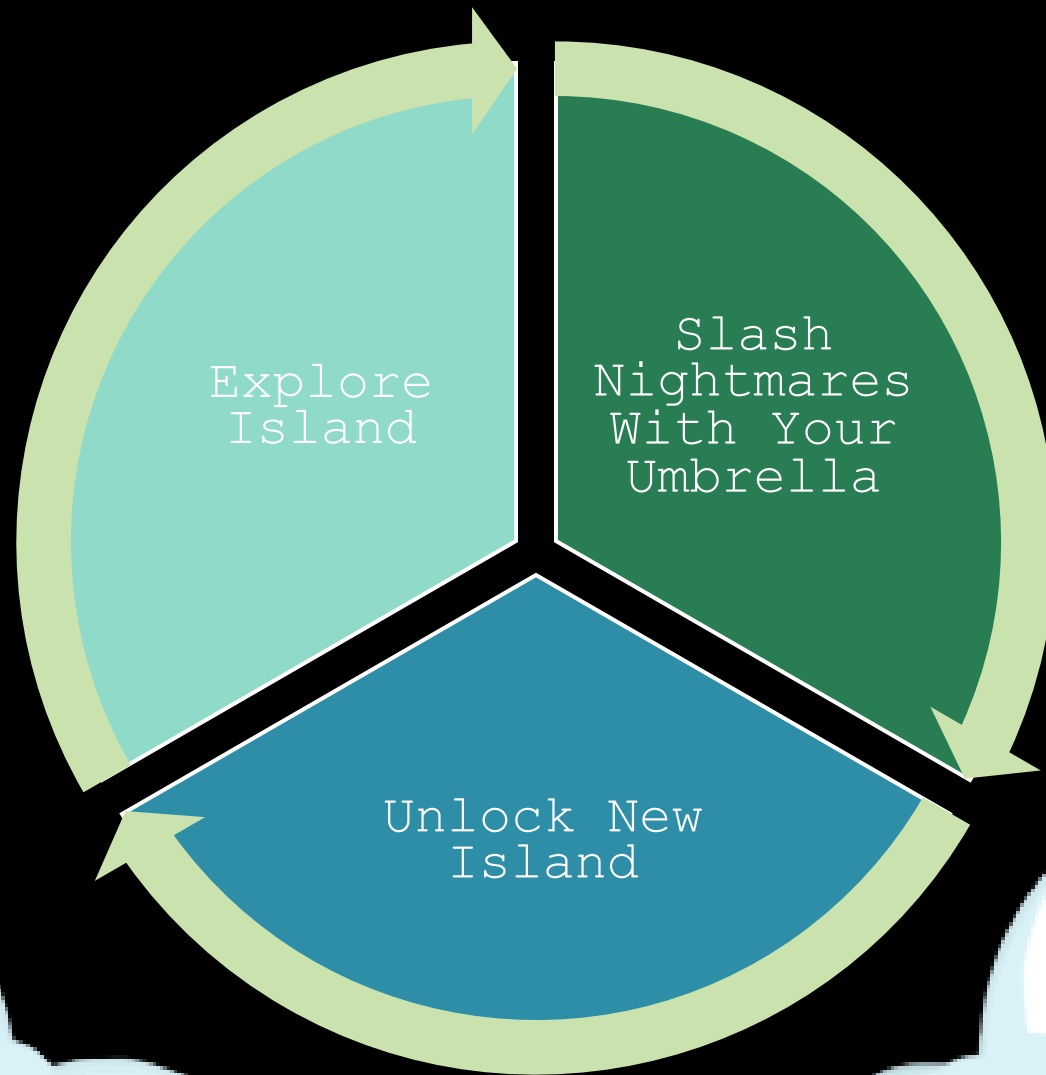
Design Pillars

Prioritising the suitability of our product for the age demographic specified whilst still being derivative of a classic Hack 'n Slash to target the specific gap in the market

Ensuring that the player feels like they're holding a lightweight but strong umbrella in combat.

Creating an engaging narrative through worldbuilding to combat the absence of a writer.

Gameplay Loop



Mechanics

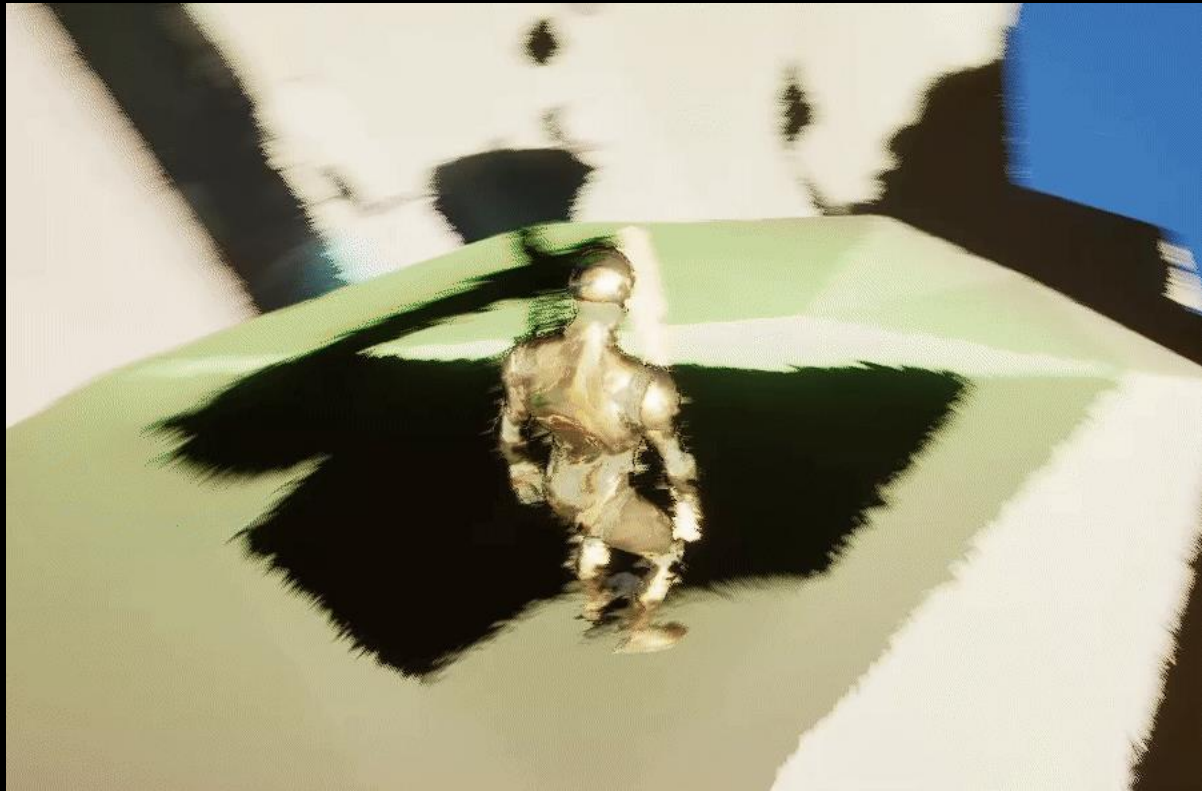
- Playful, smooth, exciting combat
- Nightmares with simple attacks but in small hoards
- Traversal methods to explore islands



Combat Prototype



Traversal Prototype



Gliding automatically
activates after double
jumping

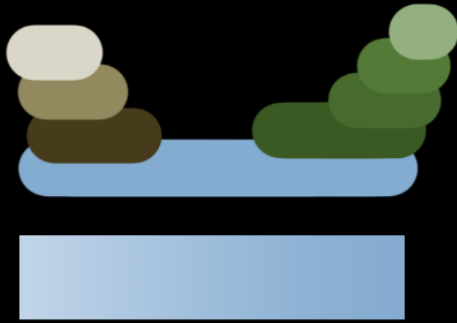
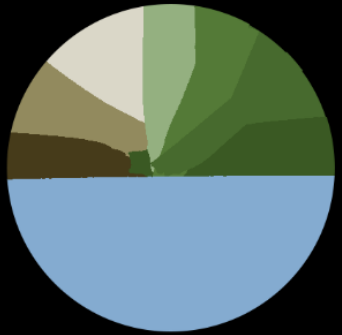


Use as a platforming
tool or to reach
other islands

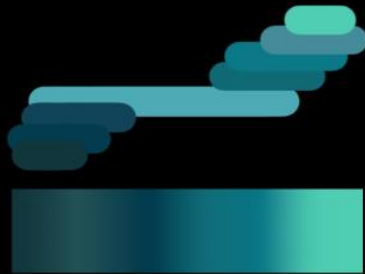
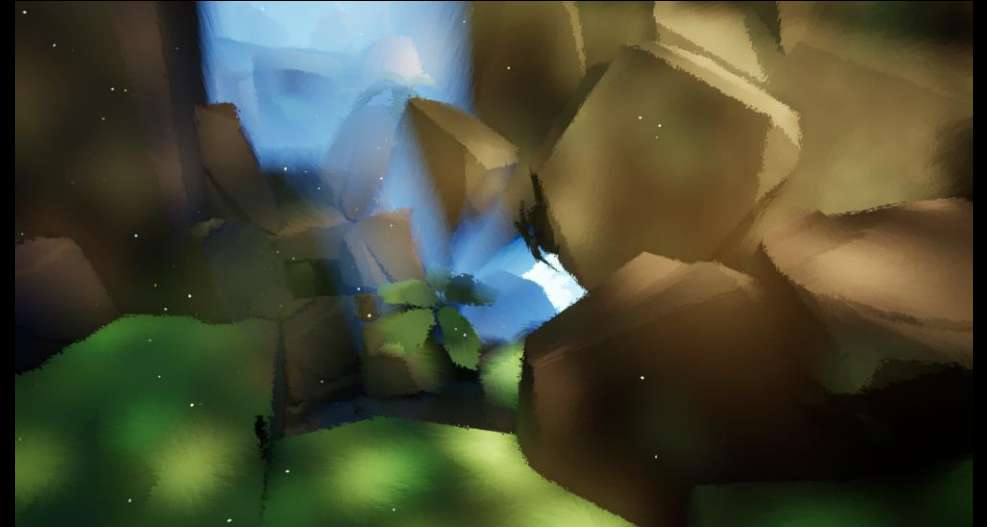
Visual Identity – Art References



Visual Identity



Dream Islands



Interior Areas



Setting concepts

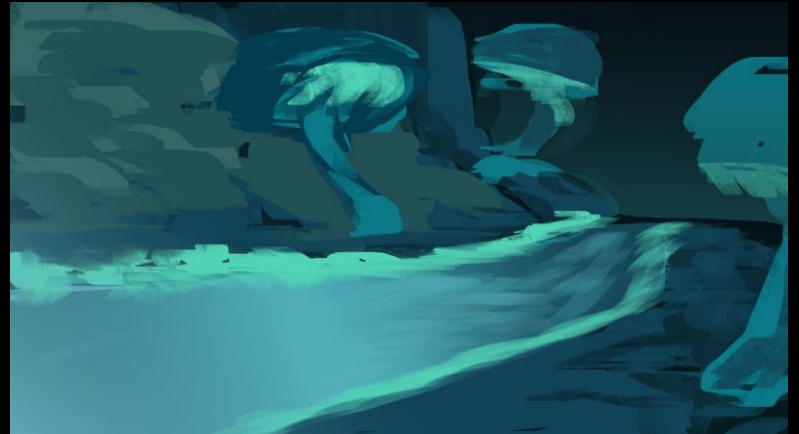
Nightmares



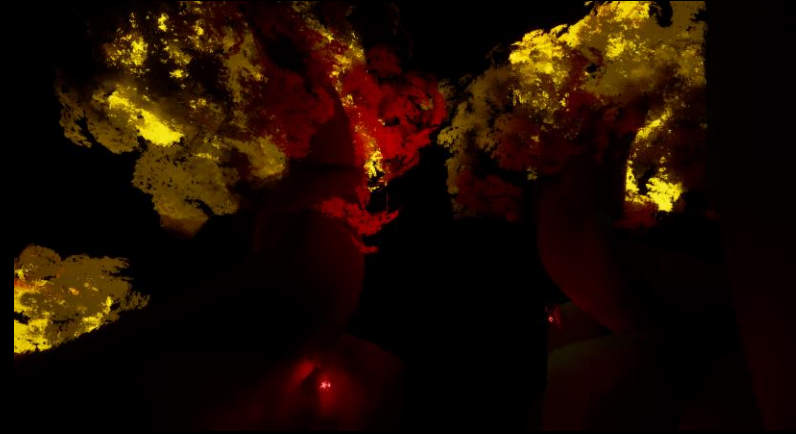
Dreams



Cave

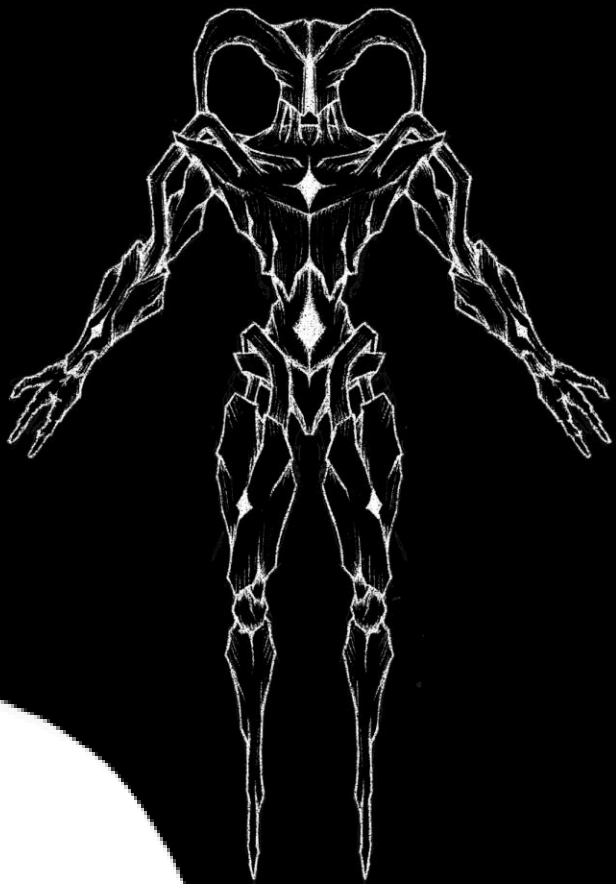


Setting in game



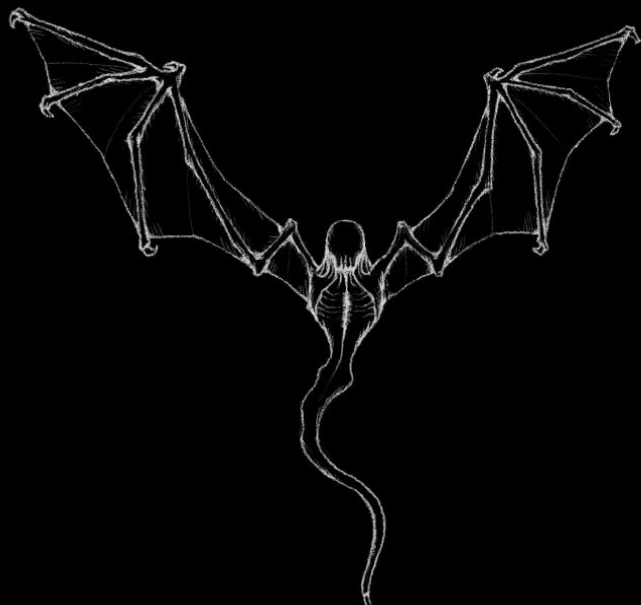
Our Player Character - Aislinn





Enemy one

Introduces the player to combat
Attacks initially in quick succession
Upon a successful block it staggers and
provides an opening to attack



Enemy two

Flying above ground that the player can't reach
Does a screech projectile at the player whilst it's flying

Dives down close to the ground for a few seconds



Animation - Aislinn



Audio

Footsteps
- Changes
on
condition

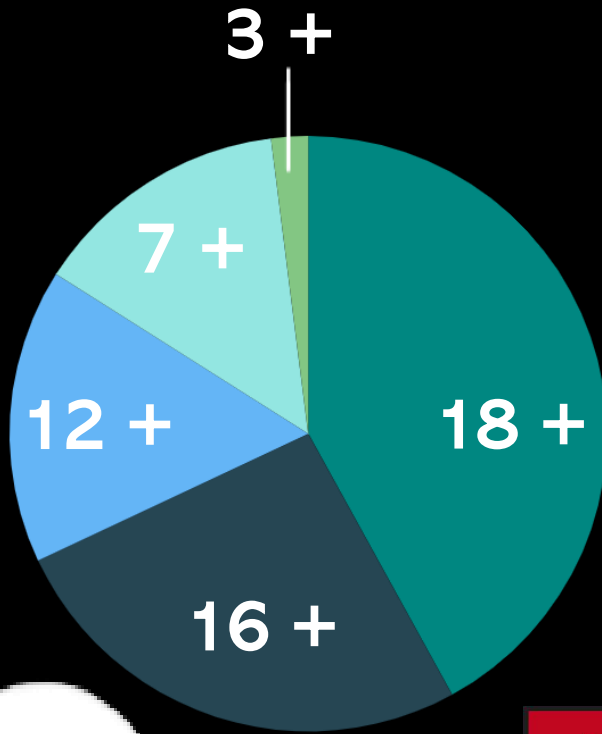


Wind
blowing

Water
Flowing

Foley used to create a more immersive
environment

How is our game different to other Hack 'n Slash games?



- Targeted towards children / a younger audience
- One weapon that is unique, multi-purposeful and eye-catching.
- Creative spin on expected Hack 'n' Slash Tropes.



Market Research

12+



Market Research



Release Date: November
9th 2022

Devs: Santa Monica
Studios

Rated: M17+ (Mature
Audiences)

Hack 'n Slash, how we
can take elements from
this game and fit them
to our demographic.

Gross Revenue (Est):
\$39.9M



Release Date: January
25th 2023

Devs: Tango Gameworks
Rated: E12+

Fits our USP of a beat
'em up or Hack 'n Slash
for a younger audience.

Gross Revenue (Est):
\$36.8M

Who is Playing Our Game?

- Target Demographic: 7+
- May appeal to some older kids / young teens due to Hack 'n' Slash elements, though it is not marketed towards them.



PEGI 7

Games rated PEGI 7 may contain unrealistic violence, often directed towards fantasy characters. Violence towards human characters will be unrealistic and undetailed, of a minor nature, or only implied. For example, a city being bombed or cars crashing, where the violence to humans is not actually shown.

Games may also be rated PEGI 7 because they contain elements, including sounds, that might be scary or frightening to younger children.

User Personas

Age: 7 Olivia
Gender: Female

Has only just begun playing games, her parents wanted to buy her a game that would be suitable for her age

Frustrations:

- complicated language and controls in other games
- Is often confused by a difficult to understand User Interface

UX Needs:

- Visually Pleasing
- Simple Language
- Colourful
- Motivating

Age: 12 Lucas
Gender: Male

Enjoys playing lighthearted and fast paced games and has a lot of free time to do so, he enjoys light hearted, stylized games that are simple and easy to pick up

Frustrations:

- Games that are both boring and visually uninteresting
- Large amounts of reading when playing

UX Needs:

- simple and concise instructions
- Gameplay that is engaging



Shelley

Age: 38
Gender: Female

Used to play games often but doesn't have much free time to do so anymore. wants her daughter to be able to experience the fun she did in a safe environment but isn't sure where to start in the current market

Frustrations:

- Doesn't like the online element of lot of games
- Games that are currently trending are too violent and therefore unsuitable

UX Needs

- Child friendly interface
- Gameplay that is quick and easy to understand



Expenditure

Salary per Annum per
Person*

£ 25,000

Salary per Annum for an
11 member Dev Group

£275,000

Game Price

£5.00

Discount (20%) = £4.00

After Steam tax = £3.50

20% = £2.80

Pay per Month per
Person

£2083

Pay per Month for an
11 member Dev Group

£22,917

*Based on a 30 – 40-hour work week

Expenditure

Units needed per month to cover wages:

Insert Revenue Drivers	
Units sold	?
10583	
Original Price (USD)	?
5	
More Detailed Assumptions	
▼	
Lifetime Revenue Estimation	
Total original Income ?	\$52,915.00
Discounts	\$0.00
Regional Pricing	-\$10,583.00
VAT	-\$4,762.35
Gross Revenue ?	\$37,569.65
Returns	-\$3,381.27
Steam Cut	-\$11,270.90
Net Revenue ?	\$22,917.49

Units needed per month to cover wages (If always Discounted):

Insert Revenue Drivers	
Units sold	?
14733	
Original Price (USD)	?
5	
More Detailed Assumptions	
▼	
Lifetime Revenue Estimation	
Total original Income ?	\$73,665.00
Discounts	-\$14,733.00
Regional Pricing	-\$14,733.00
VAT	-\$6,629.85
Gross Revenue ?	\$37,569.15
Returns	-\$3,381.22
Steam Cut	-\$11,270.75
Net Revenue ?	\$22,917.18

Occasional discounts and wishlisting will help generate buzz upon release.

*Based on a 30 – 40-hour work week

Product Roadmap



POST - PRODUCTION

Continue working on the project, taking on board our feedback from Demo Day.

POST - PRODUCTION

Completing the project to a satisfying standard, make sure everything we want is implemented / close to implementation.

Start having the product meaningfully play tested to keep the project moving and improving.

POLISH AND PREP

Polish product, everything should be IN engine now, small additions maybe added but no major changes to the product.

MARKETING

Ensure all marketing for the game is consistent and represents our product accurately. Ensure all bugs are ironed out and we have a set plan for Demo Day.

State of the Prototype & Milestones

Explored

Visual Identity

Core Functions

Combat System

Enemy AI Feel

Level Design

To be Explored

Hooking Mechanic

Music/Audio

Combo counter

Endless mode
(stretch)

Thank You,
Any questions?

