

Game Overview

Game Title: SyMaTra: System of Market Training

Name Significance: The name "SyMaTra" is an acronym for "System of Market Training," clearly indicating that the game is focused on teaching and simulating market and retail management skills. This helps potential players quickly recognize the educational and professional development nature of the game.

Game Description: SyMaTra: System of Market Training is an immersive 3D simulation game that places players in the role of a Store Associate within a bustling supermarket. Players will handle tasks like stocking shelves, managing inventory, optimizing product displays, and interacting with customers to maintain high levels of satisfaction and efficiency. This game is designed for young adults and adults who are either pursuing a career in retail or looking to enhance their business skills. With realistic scenarios and challenges, SyMaTra offers a hands-on, educational experience that mirrors real-world retail operations.

Audience

Target Audience: The game is primarily intended for young adults and adults, particularly those interested in retail management, business students, and professionals seeking to enhance their skills. This focus is reflected in the complexity of the tasks and the realistic business scenarios presented in the game.

Justification and Representation: The game's detailed and realistic approach caters to an older audience who can appreciate the strategic and educational aspects of retail management. Marketing through business schools, professional training programs, and platforms like LinkedIn will highlight its educational value and professional relevance.

Characters/Roles

- **Store Associate:** The primary character managed by the player, responsible for various supermarket tasks such as stocking, customer service, and inventory management. The Store Associate's motivation is to excel in their role, learn the nuances of supermarket operations, and ensure customer satisfaction.
- **Customers:** Interact with the Store Associate, providing challenges and scenarios that require problem-solving and excellent service.

Environment

Game Setting: The game takes place in a detailed, 3D-rendered supermarket environment with various sections like fresh produce, groceries, electronics, and household items. These conditions

Effect on Gameplay: Players must adapt to dynamic customer behaviors, seasonal demands, and strategic product placement to maintain store efficiency and customer satisfaction.

Gameplay/Mechanics

Objectives/Goals: The game aims to teach players the intricacies of supermarket management. Players must achieve high levels of customer satisfaction, efficient store operations, and meet sales targets.

Perspective: Players experience the game from a first-person point of view, enhancing immersion and realism in the 3D environment. You can move with drag and drop to change the view of the player.

Reference Points/Originality

Similar Games: Comparable games might include retail management simulations or business strategy games.

Differentiation: SyMaTra stands out with its detailed 3D environment, realistic supermarket scenarios, and focus on educational and professional development in retail management.

Unique Selling Points: The game's educational value, immersive first-person perspective, and realistic retail challenges make it unique and valuable for players seeking to improve their business skills.

Technical Requirements

Platform: PC

Development Environment: Unity 3D for robust 3D rendering and simulation capabilities.

System Requirements:

- Operating System: Windows 10 or higher
- Processor: Intel i5 or equivalent
- Memory: 8GB RAM
- Graphics: NVIDIA GeForce GTX 1060 or equivalent
- Storage: 10GB available space