**Downhill Royalty**

by João Camilo

**High Concept**

What if MacGyver and Rapunzel had a daughter, and she needed to escape the tallest tower of a castle using only toilet paper and a lasso, and somebody made a game about it? Well, this is that game! What? No, you’re stupid!

**Features**

* Control a princess through a 2D side view castle, using the environment, toilet paper, a lasso and other objects you may find to escape an evil witch stepmother. But mind your feet: if you fall from too high, no happy ending for you!
* A rich, colorful cartoony look, but with some twists that make it unique, funny, and crazy. **It’s like Disney’s classic princess’ movies on LSD.**
* The lasso stays with you, but can only hold you for so long. The toilet paper is limited, and can be used in different folds, which define the weight it holds. Use it wisely, for the more you fold it, the faster it ends.
* Three princesses to chose, three different body masses, three difficulty levels. **The fatter the princess, the harder the game**.
* Lots of humorous elements in levels’ “décor”, with cultural “pop” references (some of them honoring videogames): the princess goes to a part in the castle with the look of a Sonic The Hedgehog’s level), Dizzy passes running by her, E.T. crashes through a window, says “Stupid boy. No home.” and goes away, etc.
* **Different ways to win each level, according to the princess you chose, and the way you use your resources.** You’ll need to know how to manage what you have and to use creative thinking. And after you beat the game… just play it again differently.
* Many levels, with different challenges but small extension, make the game playable for small or large periods, without ever being repetitive.
* Simplified controls make the game **playable by everyone**, without the need to spend too much time learning.
* A scoring system, associated with achievements (images, sounds), give the player more motivation to play, and **something to share with others**.

**Player Motivation**

The player takes the chosen princess through the entire castle, trying to escape without falling and dying. The princess jumps from platform to platform, and uses the lasso and ropes made of toilet paper, together with other objects she may pick. The player must chose how, where and when to use the toilet paper, avoiding to use it all. Each level gives the player points, which may be used to unlock extras.

**Genre**

A puzzle, which happens to be a 2D platformer, and has some resources’ management.

**Target Customer**

The casual gamer with usually not a lot of time to play, who likes games where he needs to use the brain and not only the fingers.

**Competition**

Puzzle games available on the smartphones’ stores.

**Unique Selling Points**

* The overall comic look and nonsense humour.
* The different ways to solve a level.
* The way the player must manage the resources to finish each level.
* The fact that a decision from the player at a given point, defines the difficulty for the remainder of the level.

**Target hardware**

Smartphones and tablets with Android or iOS.

**Design Goals**

*Fun:* Beginning with a stupid premise that toilet paper can be used as a rope, and building a nonsense environment, with unrealistic yet funny elements, and “pop” references, the game wants to make the player laugh.

*Durable*: With three difficulty levels, and different ways to pass the levels, there’s a lot of repeating value in this game. Also, the collectibles which the player may unlock with points give the player a new goal.

*“Mobile”*: A game to be played “on the move”, whenever and wherever the player has 5 minutes, with short levels and able to be saved at any time.

*Social*: The achievements must be something that the player wants to share in the main social networks, allowing him to “brag” about what he did, and giving free publicity to the game.