

Client Brief: Ocean Explorer

Client Representatives (Deep Sea Union): Jasper Eyers, Jack Fogarty, Hamish Redpath, Ryan Jarmain

Budget: \$224,000

Prototype deadline: April 27th

Project deadline: April 30th 2023

Brand Statement

Deep Sea Union wishes to promote an appreciation of the seas and oceans of the world along with their inhabitants. We want to invoke an appreciation for the ocean, to promote exploration and wonder. We desire a healthy and beautiful ocean world as we want to generate support for the betterment of the oceans.

Project objective

We wish for an engaging, interactive activity allowing users to explore the ocean's beauty and wonder. We want a project that promotes education about the ocean and shows its natural state without the man-made dangers of pollution and industrial damage. We also want this project to invite the users to come to the ocean and explore it themselves.

Required features

- No enemies
- Includes a range of undersea animals and environments
- Must be built for PC
- Exploration focused
- Informative (educational)

Conclusion

We at Deep Sea Union thank you for accepting this offer, we will be in contact soon. The information in this document should be enough to get you started. If you have any questions, please email us so we can resolve the issues. We look forward to working with you on this project.

If you have any questions or issues please contact us under this email:
jackfogarty2002@gmail.com

User Research Data

Platform Demographics

The average age of a PC gamer is 38, whereas the overall age is 34. 45% of PC gamers are women, however men are 3 times more likely to purchase a game than women.

67% of parents play video games with their children at least once a week. 56% of the most frequent gamers play multiplayer games. Consumer spend on mobile gaming continues to grow \$30.2 billion (+35%) from 2019 to 2021.

Outcomes: Men and women play games at a similar rate. Mobile has been a constantly growing platform. PC gamers have a broad age range, parents often play video games with their children however over half of frequent players play multiplayer games. Our target demographic should not target age nor gender, instead market towards families as an activity and talking/learning point.

Casual/Exploration/Edutainment Genre Demographic

27% of multiplayer gamers prefer casual games, 3rd behind action (28%) and shooter (35%). 74% of teachers have digital game-based learning to enhance their lessons as of 2019.

Outcomes: This game should not be multiplayer it should attract some of the casual multiplayer market (popular amongst families/small groups) as players should be able to discuss findings and compare learning with each other.

Deep Sea Union Demographic

Deep Sea Union's largest demographic are young families & tourists, this aligns with player demographics. Developing a quality product means families and potential tourists will have a higher chance of being converted into customers.

Target Demographic Synthesis

The target demographic for this game is largely families and young tourists, similar to Deep Sea Union's demographic. The family demographic aligns with the casual market and PC market as more family homes are likely to have a personal computer rather than a gaming console. While a tourist is not a standard demographic, players are more likely to visit Deep Sea Union on their holiday if they are aware of our brand before planning their trip.

Demographic Needs and Goals

Tourists need an avenue to experience ocean wildlife in a safe and controlled environment, some tourists may also be concerned with marine life preservation or learning about marine life.

Parents are concerned with their children's enjoyment and often have a preference that time spent on computers is productive, we reason that providing an edutainment product aligns with these goals.

Competitor analysis

ABZU -

<https://store.steampowered.com/app/384190/ABZU/>

ABZU is an underwater adventure game that evokes the dream of diving in vibrant and colourful environments while peacefully swimming with fish.

92.97% of positive views on Steam

20, 473 positive reviews

1, 548 negative reviews

1, 329 all-time peak of concurrent players

Positive review common elements:

- Colourful, relaxing soundtrack and it doesn't make the ocean look threatening
- Visuals have beautiful scenery (being the fish swimming around you and the vibrant colours of vegetation and the ocean itself)

Negative review common elements:

- Didn't enjoy the game as much as everyone else
- Some lack of story, challenge or player interactivity



NeMO-Net -

<http://nemonet.info/>

Unique downloads: 42.9K

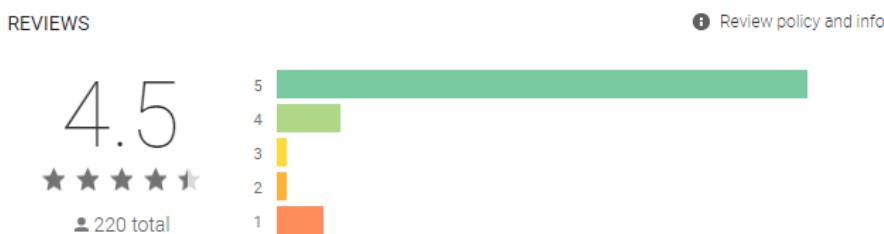
Classifications (levels?) complete: 71.1K

IOS app store rating: 4.4/5 stars (16 ratings)

NeMO-Net is a game focusing on improving NASA's coral detection and classification AI

Google Play reviews:

https://play.google.com/store/apps/details?id=com.NASA.NeMONet&hl=en_AU&gl=US



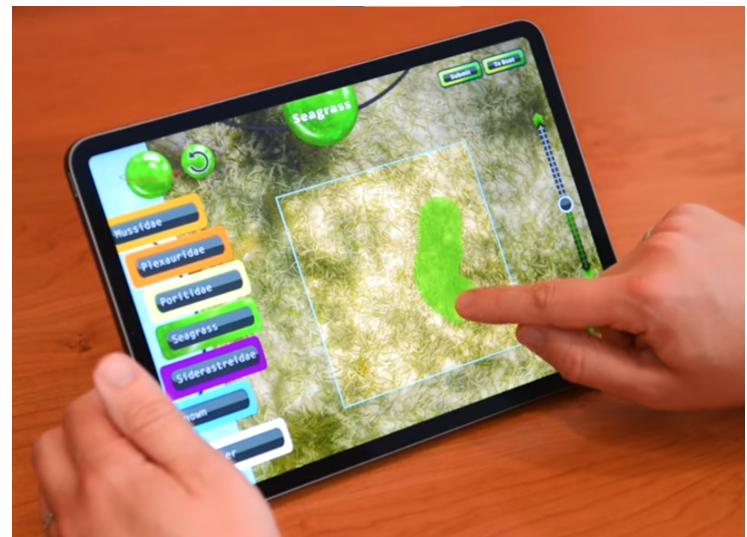
Review Common Elements

Positive review common elements:

- Educational
- Great for science
- Painting feature bugs
- Long loading times
- Enjoyable
- Controls were difficult to use
- Had some functionality issues

Negative review common elements:

- Had issues with the painting functionality
- Some players couldn't get past the tutorial due to these problems
- Some reviewers commented on being unable to install the game
- Expressed interest
- Did not say the ideas were bad
- Similar bugs as mentioned before



Beyond Blue (Video Game) -

https://store.steampowered.com/app/883360/Beyond_Blue/

Beyond Blue is a diving sim where you can progress through a dialogue narrative while scanning marine creatures to gain information on them.

87.72% of positive views on Steam

829 positive reviews

116 negative reviews

303 all-time peak of concurrent players

Positive review common elements:

- Educational (gives information about marine life in an engaging manner)
- Peaceful (wildlife is peaceful including sharks and large whales)

Negative review common elements

- Buggy
- Minimal interactivity
- Minimal variety (in wildlife and terrain)
- Incomplete narrative
- Hand-holdy storyline



Direct Competitor Comparison

Key

Included Feature

Partial

Absent Feature

Feature	ABZU	NeMo-Net	Beyond Blue	What we want from you
No enemies				
Includes a range of undersea environments and animals				
Built for PC				
Educational				
Exploration				

