Client Brief Report

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## Client

Foreseen Attack Studios

## What do they Require/expect?

Foreseen Attack Studios requires an endless runner, to be deployed for mobile/tablet devices, with a development cycle of 3 months. They desire a product that reinforces their brand of energy, excitement and adrenaline, fit within the freemium model.

In particular they expect the experience of the game to be high-energy, high-octane, extreme-skill. To compliment this, the team is highly experienced in developing extreme special effects and Foreseen Attack Studios want this to be taken into consideration and design for “strategic but liberal use of explosions, special effects, and eye-candy assets”.

### Foreseen Attack needs this product to:

* Be fast/high-octane, require a high level of skill
  + Promoting meta-game competition.
* Contain sufficient meta-game content to monetize for freemium model.
  + This will require precise scoping, to also fit inside the 3-month development cycle.
* Rely on the team’s skillset centred around “extreme special effects”.
* Contain mechanics/content that allows players to show off.
* Ideally, modularly allow for future content additions post release.

### Identified Project goals:

* Functional prototype by 23/5/19
* By end of production (assumed 23/8/19):
  + High fidelity in assets and special effects
  + Core experience delivering excitement, adrenaline, high-octane extreme-skill gameplay.

### Limitations

* Short development cycle of 3 months
* Unknown team composition- desire/skillset for 2D/sprite art or 2.5/3D, team size of 19.
* Did not specify which software the team is skill in developing for (assuming unity based on SKU).

### Clarification required from client upon meeting:

* If desired 3 months of development starts effective of due prototype day
* What they mean by wanting to make the “newest” endless runner. Incremental innovation or turning the genre on its head?
* Composition of team, exactly how many are specialising in special effects?

# Design Response – Speed Cop

## Concept:

Launched at midnight, you are the cutting edge of Police enforcement AI. Sprint through the smog-filled backends of once thriving cities, ruthlessly ‘reprimanding’ criminals until you let one slip or encounter terminal damage.

## Genre

Visceral 2D Endless runner

## Features

* Navigate the Beguiling Criminal Underworld. Delve into the dense, chittering shadow districts that have long been untouched by law.
* Intense verticality. Smash through roofs and floors to navigate from grungy slums to derelict, towering heights.
* Overcome a ruthless supply black-market armaments. These shady folks have guns, mines, turrets, you name it, avoid them but not the perpetrators.
* Fueled by blood! Each criminal put to ‘sleep’ charges you up, increasing your speed.
* Uproot and reprimand district leaders. Kill enough criminals to bring out the district boss, catch the fleeing boss to enact death penalty effect immediately.
* Intimidation is everything. Customize your chassis with frightening cosmetics to visually terrify wrong-doers.
* Compete in visceral competitions. Try your skills on event-based simulation challenges. Be one of the best to have your score and custom chassis shown off to other users.

## Response to client needs

### High-Octane, Extreme-Skill Experience:

* High-Octane is achieved through killing criminals and avoiding traps, killing criminals increases speed, navigation is over the top- smash through floors, roofs, windows, doors to traverse buildings. Killing criminals brings out special boss chase, killing boss takes you to even deadlier district.
* Extreme-skill comes through in the nature of the high-octane experience, things get hectic, more enemies, more traps, increased speed over progression through match.

### Meta-game/showing off:

* Character customization will be the corner stone for meta-game content, limiting customization to this is for scoping reasons, allowing a large depth of content/progression to be made available through this method.
* Inheriting the meta-content of customization, players can compete in meta-game simulation events to rank on leaderboards, your name and customization is shown off on the leaderboards when viewed.

### Strategic but Liberal use of Extreme Special Effects:

* Destruction of buildings- navigation requires destruction of flooring, roofing, glass, doors. All are great opportunities for explosive particle effects. These are the buildings of a cyber punk universe, what is within the structuring of these buildings would contain high densities of circuitry and wiring to be frayed, causing sparks and flames.
* Gory deaths: killing criminals is messy, the death of the player will be explosive due to mechanical composition.

### Post production content:

* Can linearly add/inject more districts and bosses
* Can cycle new meta competitions
* Can add new cosmetics for character

## Competition/Market Research

### Jetpack Joyride

2D, One-touch control, to raise and lower character. Dodge traps that come into the screen, collect coins and powerups. As you progress in the match your speed and score increase. Intelligent use of Achievements and customization along with randomly generated obstacle positions for generous replay-ability.

Over 100 million downloads for android

4.4-star rating from 4 million reviews on android

90/100 Metacritic rating based on 27 reviews.

Received considerable awards on its year of release and following year.

### Subway Surfers

3d, 3-lane style endless runner, being chased by entity for urgency. As time progresses obstacles become harder, denser. Collect coins and letters. Score from distance. Elements of parkour, jumping from train to train, rolling under signs. Speed increases over time.

Over 1 billion downloads on android

4.5-star rating from 30 million reviews on android

Speed Cop will feature elements similar to each of it’s predecessors, but in unique formation, along with the entirely unique boss chase challenge.

## Player Motivation

Survival and power will be the core drives motivating the player. Players will constantly be under threat by deadly opponents and traps, demonstrating their power through elegantly avoiding danger (smashing through floors and roofs, ground sliding and leaping) and eviscerating enemies simply by running into them.

Meta-game motivation will occur in extensive options for character customization, higher cost cosmetics containing notable buffs. There will also be minor social interaction in special events for players to compete in for leaderboard placing.

## Target Audience

### Identified Target audience

Youthful competitive action-seekers. Plays on train commutes to school/uni/work, lunch breaks.

This is due to the arcade-like genre of an endless runner, coupled with the requirement for a high-octane, extreme-skill experience. Suited for shorter gameplay sessions of 5 minutes.

## Unique Selling Points

* New take on “lanes”, placed within 2D space aligned horizontally
* District boss fight/chase challenge

### Target Hardware

Mobile/Tablet devices

## Further Details

### Narrative Overview

In the year 2083, of 30 los Angeles districts, the 6th district was officially classified derelict due to crippling criminal activity. Across the country, many other districts have encountered this fate, forcing the hand of the government in signing brutal new legislations breaking age old ethical standards.

With this a fresh batch of Police Enforcement AI have been put into service with one directive, eliminate any and all known criminals upon encountering, without trial, without mercy, with efficiency.

### Character:

Persistently running, speed increases with each criminal kill.

Abilities:

* Slide
* Jump, while in the air can:
  + Punch through ceilings, to get up a level
  + Ground slam through floors, to go down a level

### Environment

Consists majorly of buildings and the traversing of their floors.

* Each building only contains a few floors that can be traversed, rest are visually blacked out
* Each building has windows/doors as access, visible/traversable floors of each building line up with at least a level each.

Enemies- source of score, source of danger (run into to damage/kill):

* Grunt- Knife wielding, functionally harmless, static
* Brute- Wields shotgun, trajectory of shot is straight, requires slide/jump to dodge, static
* District 1 Boss- Runs away from you, at a slightly slower pace than you, will stay slightly ahead of you when on different floor, entering same floor stops boss for you to run into.

Traps- avoid or die:

* Mine – blows up when run over, jump over to avoid.
* Vertical laser trap- disintegrates anything that passes through, covers entire height of room. Navigate to a different floor to avoid.

### Audio

Character:

* Moving of gas through pistons as character moves. Gassy, high pressure friction.
* Heavy metal feet hitting steel ground. Smooth muffled through suspension of legs.
* Ground Sliding, metal meets metal at high speeds.

Enemies:

* Seeing player: exclamations of alert.
* Dying: Grunts, groans, shrieks of terror.

Environment

* Hustle and bustle of late-night markets and chatter
* Smashing glass, shouting, distant gun-shots

### Art

High-res pixelated. Cyber-punk themed. Dystopic elements in run down criminal districts.

Dark, dulled colour pallet, no natural sources of light. Neon signs, street lights, sparks from loose electricity.