

Game Pitch Document

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Title: *[The Ruins]*

Genre: *[Post-apocalyptic Point-and-Click Adventure with Puzzle and Hidden Object Mechanics]*

Style: *[2D with hand-drawn, atmospheric visuals, colder color palette]*

Platform: *[PC, Mobile later]*

Market: *[Fans of narrative-driven games, puzzle enthusiasts and lovers of post-apocalyptic stories. Target audience: 16+]*

Elevator Pitch: *[In The Ruins, you navigate a hauntingly beautiful post-apocalyptic world, solving puzzles and forging alliances with other survivors as you search for a home amidst humanity's ruins.]*

The Pitch

Introduction

The Ruins combines hidden object gameplay with narrative-driven puzzles. Game is set in a post-apocalyptic world, where the player takes on the role of a wanderer searching for safety and meaning. Each encounter with another survivors tells a unique story, brings hard choices, and challenge players intellect and intuition.

Background

The idea for this game comes from my fascination of the simultaneously peaceful and dreadful atmosphere that games with these themes can evoke. I am inspired by titles like Telltale's The Walking Dead and Stray, which blend emotional storytelling with immersive environments. These games show how rich narratives and atmospheric design can create unforgettable experiences, and I want to adding my own unique perspective to that.

Setting

The Ruins is a narrative-based game set in a post-apocalyptic world where humanity is scarce, and the little that is left of civilization is slowly being reclaimed by nature. The protagonist is a solitary wanderer who has been traveling aimlessly for a long time, surviving day by day without any clear purpose beyond continuing their journey. Nothing really matters to them anymore, their days are filled with silence and a growing sense of detachment from what it means to be really human.

As they start to meet other survivors, each encounter brings more warmth and hope, slowly but surely making them shift their outlook on life. The protagonist starts to think of building a place where people can live together and rebuild what is left. Along the way, the player uncovers protagonists memories and gives them more understanding into their way of thinking. The game would be interactive.

Features

0.0.1 Main Selling Points

The Ruins offers atmospheric storytelling, meaningful choices, and engaging gameplay mechanics that set it apart from other games in the genre. Its appeal lies in the following key features:

- Emotionally Driven Narrative: A compelling story about survival, unexpected connection, and hope, where the protagonist’s journey is shaped by player choices
- Player Choices: Dialogue and decision-making affect relationships with survivors and the game’s outcome, making each playthrough different
- Hidden Object Games: Environments reward exploration and discovery, offering important items and secrets
- Puzzles: Interesting puzzles that challenge players to think critically, written into the environment and narrative
- Slow Revealing of the Protagonist’s Past: Players are drawn deeper into the story as they slowly uncover pieces of the protagonist’s history and understand them more deeply

0.0.2 Target Market

The game is designed for fans of narrative-driven games, particularly those who enjoy storytelling and the challenge of puzzles. It appeals to players of games like *The Walking Dead*, *Stray*, and *The Room*, the focus is on adults (16+) who appreciate emotional, choice-based adventure games.

Genre

The Ruins is a point-and-click adventure with a focus on narrative, exploration, and puzzle-solving. The game incorporates hidden object mechanics and multiple-choice dialogues, setting it apart from other games in the genre by blending decision-based storytelling with environmental interaction.

Unlike standard puzzle games, the narrative drives the progression, with choices impacting relationships with survivors and influencing the protagonist’s journey. The inclusion of hidden object gameplay adds an extra layer of discovery, rewarding players who explore the environment.

Platform

The game is planned for an initial release on PC, as the platform best supports the intricate point-and-click mechanics and storytelling. A mobile version is planned for a later release, optimized for touch controls to bring the experience to a broader audience. This approach allows us to refine the core gameplay before adapting it to additional platforms.

Style



(a) *The Walking Dead 4*



(b) *Oxenfree 2*