Mean Bean Studio

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**Game design document**

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**Synopsis**

The game that was chosen is an endless runner that allows the player to earn real life discounts.

**Target audience**

The target audience as the client has said are “young, adventurous, who enjoy the fine things in life.”

We interpreted it as an age range of 16-45 years.

The love of coffee is strong in Australia, with more than one in four (27%) indicating they cannot survive the day without it, and 9 in 10 (88%) stating they like it to some extent.

Australia’s younger generations have a greater dependency on coffee, with around a third needing it to survive the day (33% Gen Y and 30% Gen X). By comparison the Builders generation are the most likely to see coffee as something nice to have but don’t need it (45%).

We also don’t mind paying for what we love, with more than four in five Australians (84%) spending money on coffee in an average week.

Generations: builder (1924-1945), babby boomers (1946-1955) late boomers(1956-1964), Generation x (1965-1980), Gen Y or millennials(1977- 1995), Gen Z (1996 +)

**Competitors**

Temple run:

Sonic dash:

Subway surfers:

Although all three are similar to the game we’re making none of them offer real life rewards

**Tool list**

Photoshop

Zbrush

Maya

Substance painter

Substance designer

Unity

Word

**Core pillars/ experiences**

Competitive: players compete against each other to get better rewards

**Goals/objectives**

* Get a higher score to get better rewards
* Earn enough bean to redeem real life rewards.

**Game mechanics**

Moving

* Side to side controls
* Turns: the character turns the character 90 degrees based on the way the player swiped (only left or right)
* Jump: when the player swipes up the player character jumps

Pick-Ups: Does something when the player runs into the object.

* **Coffee bean:** adds one currency to the player’s overall account
* **Sugar:** speeds the player character up for 5 seconds (player becomes invincible)
* **Ice cubes:** slows down the level speed for 10 seconds. (may be subject to change)
* **Net**: allows the player to catch all nearby coffee beans without having to run into them.
* **Barista knife:** when the player picks up this it allows the player to ignore 1 obstacle.
* **Milk:** score multiplier
* **Tea:** invert controls for 10-15 seconds
* **Burning of beans:** the player can spend bean for a head start in the level or a spend them for a respawn.

**Rules**

* There can never be 2 turns corners in a row, there must always be a chunk before a turn chunk
* The player only has one life
* The player cannot move through obstacles unless he has the barista knife or is under the effect of the sugar speed boost.
* The player can trip slowing down the level for a time and the chaser appears on screen again
* The player can never have more then 2 coupons at a time.

**Game loops**

* **Begin 🡪 Run 🡪 Avoid Obstacles 🡪 Die 🡪 Collect Rewards 🡪 Play Again.**
* **Begin 🡪 wait for obstacle 🡪 jump/ move to avoid obstacle 🡪 collect bean for more points 🡪 game speed increases.**

**Game economy**

Coffee beans

* This currency is based in how many beans the player collects in the game. At the end of each run the beans collected are added to the players overall total. They can spend their beans on real life discounts for the client’s selection of coffee.

Score

* The further the player gets through the endless runner the higher the score they get, this is then compared against a global leaderboard and have the potential to gain a hefty reward based on their score.

**Levels**

Because of the nature of an endless runner there aren’t any levels. What the game has are different biomes

Biome 1: mountains

* Assets will be slightly different (textures)
* The background will be a mountain range

Biome 2: desert

* Assets will be slightly different (textures)
* The background will be a desert.

**Npcs and enemies**

Macino

* The big coffee grinder chasing the player

Hazards

**Objects/ items**

**Unlocks**

**Real life rewards**

* 5% discount
* 10% discount
* 20% discount
* 25% discount
* 30% discount
* 35% discount
* 40% discount

**Character skins**

**Other known context.**

Leaderboards:

We want to get the company’s coffee out there into the hands of the public.

We have come up with idea of a leaderboard system that offers the top (x) people in (x) time prizes. We were thinking something on the lines of offering the top 500 player 5Kg of coffee.