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High Level Concept/Design

Working title

Club Penguin: Food Parlor

Concept statement

"Fulfil your dream of working in the most prestigious food parlor in all of Club Penguin."

Genre(s)

The genres for the game are: Co-op, Party, Family and Strategy.

Target audience

The target rating is PEGI 7. The expected audience is estimated to be young adults that played the original Club Penguin game and those looking for a game with similar mechanics as Overcooked.

Unique Selling Points

While the game has similar concepts to games like Overcooked, the main selling point is the Club Penguin theme and the existing universe that is attached to the game.

Product Design

Player Experience and Game POV

The player is a customised penguin that has arrived to the island for a job in the culinary arts. When the player arrives at the shut down Pizza Parlor, it is up to them to restart the business. As the game progresses through various levels, the player can start expanding to other areas and foods. The main goal of the story and levels is to feed the entire island.

Visual and Audio Style

It is important for the game to remind the player of the original MMO. The game has similar penguin models from Club Penguin Island (2017), while the world and levels will be based on the original Club Penguin (2005). Audio will be taken from the previous games and added to this. The audio will be mainly upbeat and fast paced. There are sounds for chopping, cooking, and serving the foods. The figure 1 shows a screenshot of the game at its UI while in a level. Figures 2 and 3 are penguin models and concepts.

Figure 1. Game UI and level

Figure 2. 3D model for Captain Rockhopper.   *Figure 3. 2D drawing for a base penguin*

Game World Fiction

The game takes place in Club Penguin island. Players cook their way through different challenges and kitchen layouts across the island. The characteristics of other characters and areas are based on the pre existing areas from the MMO. There are no overly complicated story elements other than having to simply cook your way through the island. Figure 4 shows the map with levels numbers in each zone.

Figure 4. All levels and their zones. A total of 35 levels in the base game.

Monetization

Single purchase of 24,99€, with possible DLC that can be bought if the game ends up being profitable. The DLC can range in price from 4,99€ to 9,99€ depending on the contents. The contents may be new levels or cosmetics the player penguin can wear. Figure 5 shows example options.
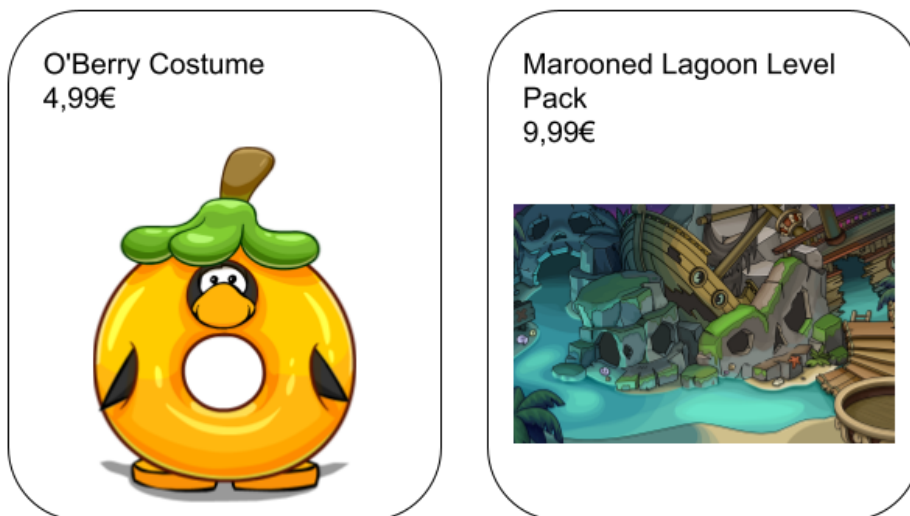

Figure 5. Showing the possible DLC options.

Platform(s), Technology, and Scope (brief)

The game will be available on PC, Xbox Series S/X, Xbox One, PS5, PS4 and Nintendo Switch. Cross play will be available. The Unity engine will be used in development as it has a reliable track record. The game will take approximately 2 years to complete. Figure 6 shows the timeline and with Figure 7 showing the costs and team resources.

	Year 1				Year 2			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Programming	X	X	X	X	X	X	X	X
Deisgn	X	X	X	X	X	X	X	
Levels	X	X	X	X	X	X	X	
Sounds	X	X	X	X	X	X		
Art	X	X	X	X	X			
Bugs		X		X		X	X	X
Mechanics	X	X	X	X	X	X	X	X

Figure 6. Showing how much time is used on certain areas of the game.

Development Team:
- 1x Team lead
- 5x Coders
- 3x 2D Artists
- 5x Artists
- 5x Level Designers
- 3x Game Designers
- 3x Sound Designers
- 6x Voice actors
- Total of 31 Staff over 2 years

Costs;
- 2.25M € Budget for staff costs
- 200K € Tech costs
- 500K € Office Costs
- Total of 2.95M € over 2 years

Figure 7. Showing the total costs.

Detailed & Game System Design

Core Loops

The main loop of the game will be to collect coins after a dish has been successfully served. The game at the start has a simple loop: Gather the ingredients, prepare them, place them on a plate and serve the dish. As the game progresses and becomes more difficult due to more variables being added. Examples of these variables are: dishes needing cleaning. Fires that erupt due to player error. Puffles that may steal ingredients if they are left idle for too long. Figure 8 shows the core loop with additional variables.
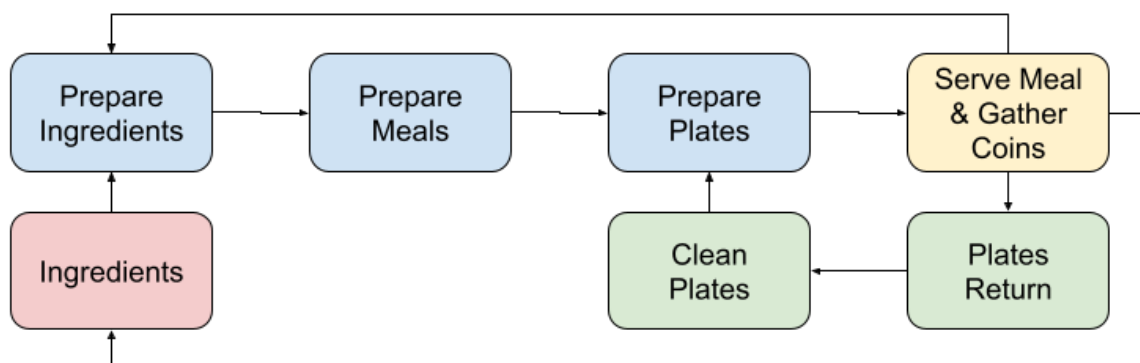

Figure 8. Showing the core loop for the game.

An example of a positive feedback loop is when the player improves their skill in the game, their gameplay becomes much more efficient. An example of a negative feedback loop would be when the player gets overwhelmed which can result in a sense of frustration or reduced motivation to keep playing. Figures 9 and 10 show these loops.
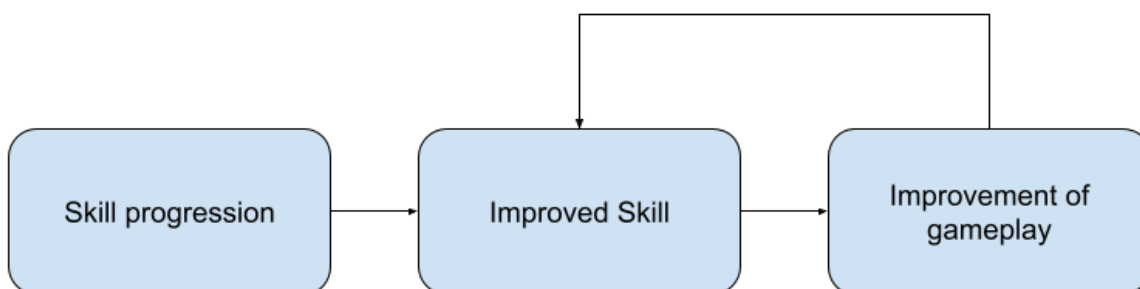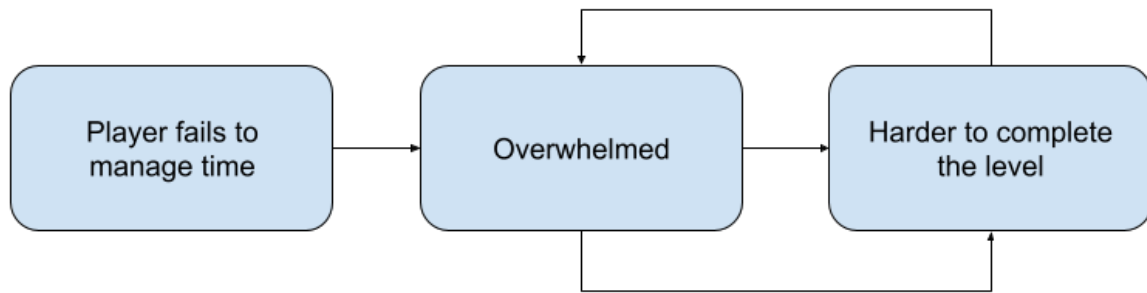

Figure 9. Positive feedback loop

Figure 10. Negative feedback loop

Objectives and Progression

The game is top down 3D. When in the main map for the island, the player can choose a location and a level in that location to play it. For each level, the player has to deal with a new game mechanic or change to an existing one. These mechanics can be a new recipe to learn or a level layout change. The base mechanics are the ordering, recipe and kitchen systems. The order system is there to incentivize the player to complete orders in order requested by the game. The recipe system is there to make the player learn new recipes and correctly prepare them.

New levels are unlocked after the previous level has been beaten. Once an entire location has been beaten a new location is unlocked and a competitive level is unlocked using the theme of the beaten location. That competitive level can be accessed in the competitive menu. The competitive game mode requires two teams of at least one that try to compete for the most amount of coins in a limited amount of time. Each team has their own kitchen in the match. Both story and competitive support the co-op option with up to four players on one team.
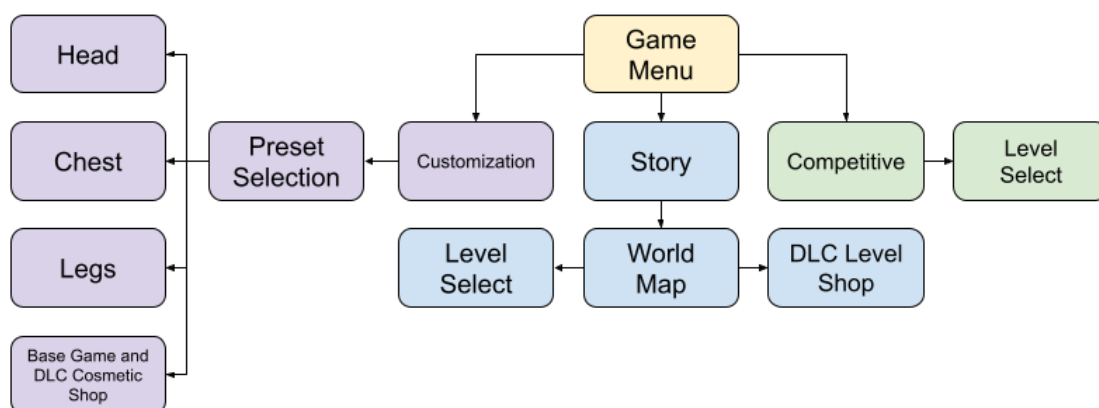

Figure 11. Showing the menu layout.

Interactivity

The player can use a mouse and keyboard or controller set up to move around the world map and select an available level. In the levels the player also moves around using buttons to pick up resources for recipes and place them in the right kitchen appliances and then delivering the dishes to the front where there servers can take the dishes to customers. In the menus a mouse, arrow keys or a D-pad can be used to move through the selection. To select an option enter, clicking or using X on PS or A on Xbox controller will select it. Going back requires the escape, backspace buttons or O on PS or B on Xbox controllers. Figure 12 shows the in game controls for the Xbox One controller while in a level.
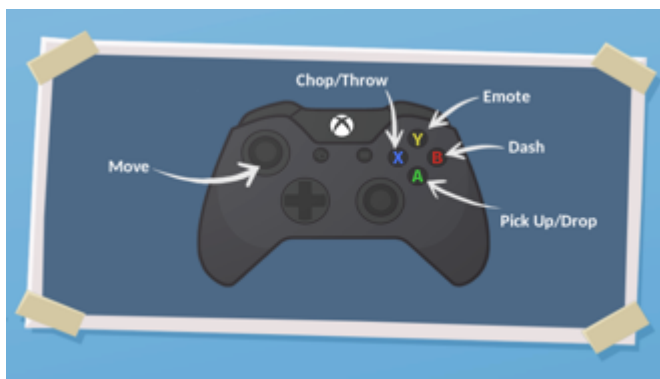

Figure 12. Controls for the game while in a level.