

Game Design Concept and Pitch Template

*This is a skeleton/reference for a game design concept.
Your full design documents will be much longer!*

High Level Concept/Design

Working title: Big-Time Hamster X-treme

Concept statement

Multiplayer social game with various activities, where all the players are hamsters exploring a big house, playing minigames...

Genre(s)

Social Chat / MMO

Target audience

+7

Unique Selling Points *Critically important. What makes your game stand out?
How is it different from all other games?*

"It's Club Penguin but better! With hamsters!"

The game is essentially a fun mix between Club Penguin, VRChat and Fall Guys.

Product Design

Player Experience and Game POV

The player is a hamster. Each server takes place in a house with customizable cages for each player. In the house, the player can find and start various activities with other players, such as racing games, getting out of a maze (see Fall Guys, rock paper scissors orosu for minigame examples). A core element of the game is socializing with other players via proximity chat. The player should feel fun playing the game and be hooked by the social/community aspect of it.

Visual and Audio Style

Cartoony 3D visuals with lighthearted music and vibe. The game is meant to be fun, so realism is not desired.

Game World Fiction

The game does not have a story or narrative, it is up to the players to make their own story.

Monetization

F2P with optional subscription and freemium. Skins and "furniture" to your hamster cage can be sold. Private servers can be rented.

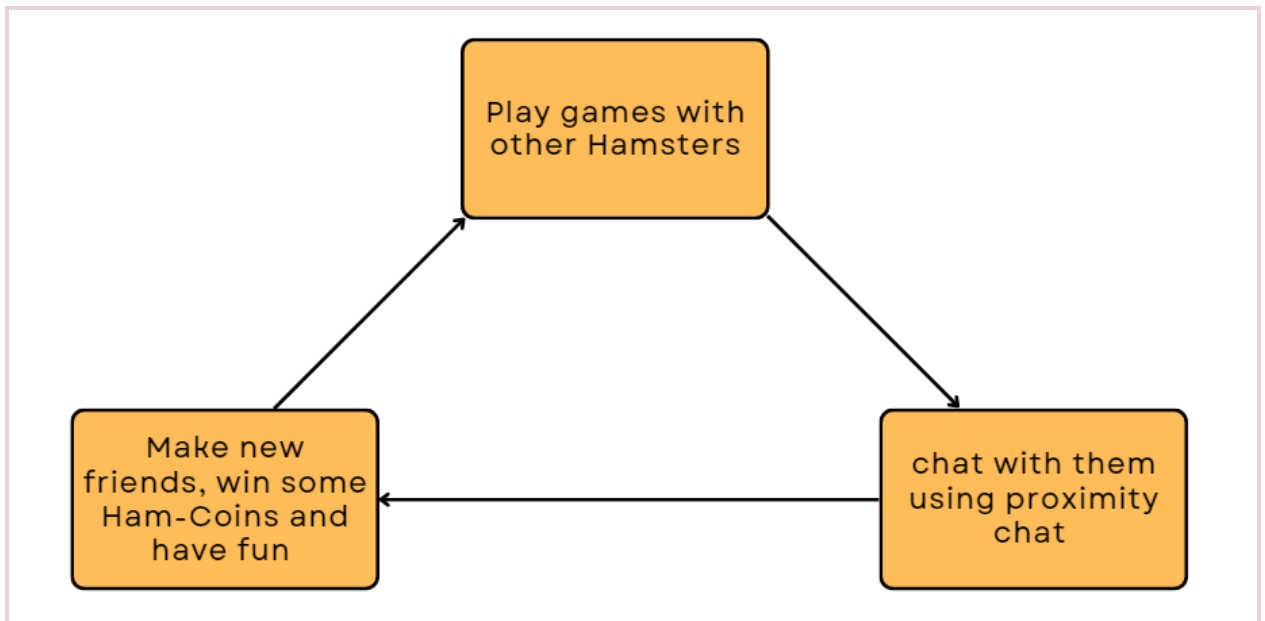
Platform(s), Technology, and Scope (brief)

PC, mobile, console, VR, Ouya, Stadia, Smart Fridge, LPCxpresso board, cloud gaming.

Detailed & Game System Design

Core Loops

The main game mechanic is meant to be chatting with other hamsters. Proximity chat also opens endless possibilities for the players to roleplay and create their own unique personas on the server. Two examples of similar core loops in other popular games are Club Penguin and VRChat. Via playing the game, we aim to help the players meet others, create relationships and have fun from socializing. Activities help the players earn currencies, from which they can customize their persona and have fun with others. The main source of monetization is in-game purchases (skins, cage customization, etc.).



Objectives and Progression

The game doesn't require you to progress, however you can earn in-game currency via activities and buy items, costumes, etc. from it. Most of the objectives and goals are up to the players and the roleplay aspect of the game.

Interactivity

Touch controls with phones and tablets. Controller support for all platforms. VR headgear and controller support. Xbox Kinect and Playstation move support. Voice commands. Items in the world such as quest objects or general items such as doors can be interacted with. Players can emote with each other.