



Assignment: Production-Safe

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McDonald's Product Order: Burger Flippers

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Introduction

Ever need something to distract you from the seemingly endless moments before your burger arrives by the cashier and your order number echoes through the restaurant? Something quick to open, hard to put away? Look no further than *Burger Flippers*.

Genres

- Incremental
- Idle

These genres have been carefully chosen to abide by the expected production time of the product. They offer the most *bang for their buck* as the players can easily pick up the game whenever they have a couple of spare minutes, but are not intrusive enough to require a constant stream of new content to be added to the game, even though it would be easy to do so should further development be ordered.

Platform

iPhone & Android Smartphones.

Tablets that are not compatible will not be accommodated for.

Description

Burger Flippers is a classic take on the Idle Game Genre. The objective in the game is to earn as much money as possible, in the beginning it can be done by pressing the burger in the middle of the screen, but as the player gets more upgrades they will incrementally get money passively. The player can also upgrade how much money they earn with each click of the burger. The upgrades become exponentially more expensive to get, making the player come back to the game and gather upgrades continuously throughout the day.

What sets the game apart from other games in the market is the *Burger Boost* mechanic which has the player going from clicking to flicking their smartphones in order to earn a massive amount of money in a short amount of time. These boosts are what ties the game with the McLutony promotion. By ordering a McLutony & Co. at chosen McDonald's Restaurants within Europe the players are granted codes for additional cosmetic and *Burger Boost* rewards.

Mechanics

Burger Flippers features a couple of mechanics which will be listed and described below.



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Tap the burger to earn money which can be spent in the in-game shop.

Boost your earnings with *Burger Boosts* using the smartphone's gyroscope to physically "flip" your burgers.

Upgrade your burger flipping skills with passive and active multipliers allowing you to earn much much more.

Spend real cold cash for more *Burger Boosts* to keep up on the leaderboards and become the highest grossing burger flipper.

Redeem saucy promo codes from ordering a *McLutony & Co.* at any *McDonald's* Restaurant within Europe.

Key Features

A Tasty Idle Game - *Burger Flippers* includes all the classic burgers from McDonald's Menu including the new McLutony. This lets the player improve their burger flipping at the same time as they are tempted by some delicious food.

Burger & Sales Boosts - In *Burger Flippers* the players can earn *Burger Boosts* in three different ways;

1. The player gets one *Burger Boost* every day.
2. The player can buy additional *Burger Boosts* for Real Money in the store.
3. The player can redeem a code supplied in their *McLutony* meals to earn *Burger Boosts*.

They're lovin' it - *Burger Flippers* is an incremental idle game which makes it easy for any player, anywhere, to pick up and play. The nature of these types of games makes it simple for the player to get into but hard to put away.

Visual Burger Progression - As the player upgrades their income generation the burger which the player interacts with will grow and change with them, starting with a humble cheeseburger and gradually upgrading visually to the McLutony.

Controls

The Controls of *Burger Flippers* are simple in order to not make it confusing for the player, but also to ease the strain of development. The two actions the player can make input-wise are:

1. Clicking
2. Flipping
3. Dragging

Clicking will be the main method of input from navigating menus using buttons, and clicking the Burger to earn money.



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During a *Burger Boost* the player will be asked to flip their phone over in rapid succession to earn additional money for a short period of time.

Dragging will only be used to navigate the Leaderboards menu.



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Production Analysis

Strengths	Weaknesses
C++ experience for game development	Small team
Java experience for server architecture	No in-house SFX or music
2D Vector artist for UI & logotypes	Short production time
3D Artist for intractable props	Europe only
Balanced between programming & art	McLutony tie-in
Clear prerequisites from client	No designated designer during development
Neutral	
Few Platforms	
Niche Market	

Our team for this order from *McDonald's* consist of developers with varying skills and experience in their respective fields.

Programming

Our two programmers both have different degrees of experience within game development and programming languages, this works to our advantage for the *Burger Flippers* game.

Dürff

C++ can be used to program all the functionality of the game itself; all input methods, menu flow, buttons etc. can be done with this language. Dürff, who has previous C++ programming experience within video game development could deal with the gameplay implementation in an efficient manner.

Bugenhaagen

For server and multiplayer functionality Java can be used to form a rather solid infrastructure. Bugenhaagen has some experience working with web back-end and could be tasked with making the store & code-redemption functionality of the game. This part is the most important and would have to be made in collaboration with software engineers and product designers from McDonalds in order to make sure that the codes printed have not already been printed elsewhere and that they follow the same algorithms and are added to the code database.



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Art

The two artists within the team also have very different backgrounds within their field, this also works nicely with the ordered product. For both Jürgen and Gustave the importance lies in reusability, to save time they should for example only make one type of button with multiple colour variations, or making each ingredient of a burger and then reusing them to form all the delicious options on the McDonald's menu.

Jürgen

Most art assets in the game will be 2D based, but most of them are also reusable and modular to minimise the workload on Jürgen who is our primary 2D artist. Their experience with vector art will make it so that any and all UI elements can be scaled properly to any resolution of display, and whilst we are only making the game for smartphones they come in different resolutions and aspect ratios so using this vector art will be essential for a “crisp” interface.

Gustave

Some 3D assets will also make their way into the game, mostly in the form of burgers. Gustave is experienced in 3D Prop modelling, but they have little experience in animation; luckily burgers don't move too much. In the main game screen the burger which the player interacts with will be a 3D model to make it really stand out, the upgrades in the Buy Menu can also be 3D assets to make them “pop” and really grab attention to themselves, and to minimise strain on Jürgen.

Sound & Music

Sadly our team does not have any sound engineers. This means that our game would require to outsource sound & music to some other studio. As communication between different production studios can be strenuous we will try to keep the SFX and music to a minimum with one theme song, reminiscent of the McDonald's jingle, a couple of clicking noises for the UI and some sound effects which can be related to eating or preparing a burger. Examples include the wrinkling of a burger wrapper, sizzling on a stove or the “bidi-bip” of a *McDonald's* Cash Register.

Gameflow

[🔗 McDonald's Burger Flippers](#)

To minimise strain on both production and players the gameflow should be simple. Above is a link to a prototype gameflow made in Figma. Arguments for all the decisions can be found just below.



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Start Menu



Start Menu Mockup, McDonald's Burger Flippers



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The start menu uses a simple and clear layout with buttons that either state directly what will happen when they are pressed or use industry standard icons for functions such as leaderboards & sharing the game to others.

All assets on this screen are used in other menus as will be described below.

Start Game button

Start the game and open the *Game Screen*.

Options button

Open the *Options Menu*.

Leaderboards button

Opens the *Leaderboards Menu*.

McDonald's button

Opens the *McDonald's Company Webpage* in a web browser.

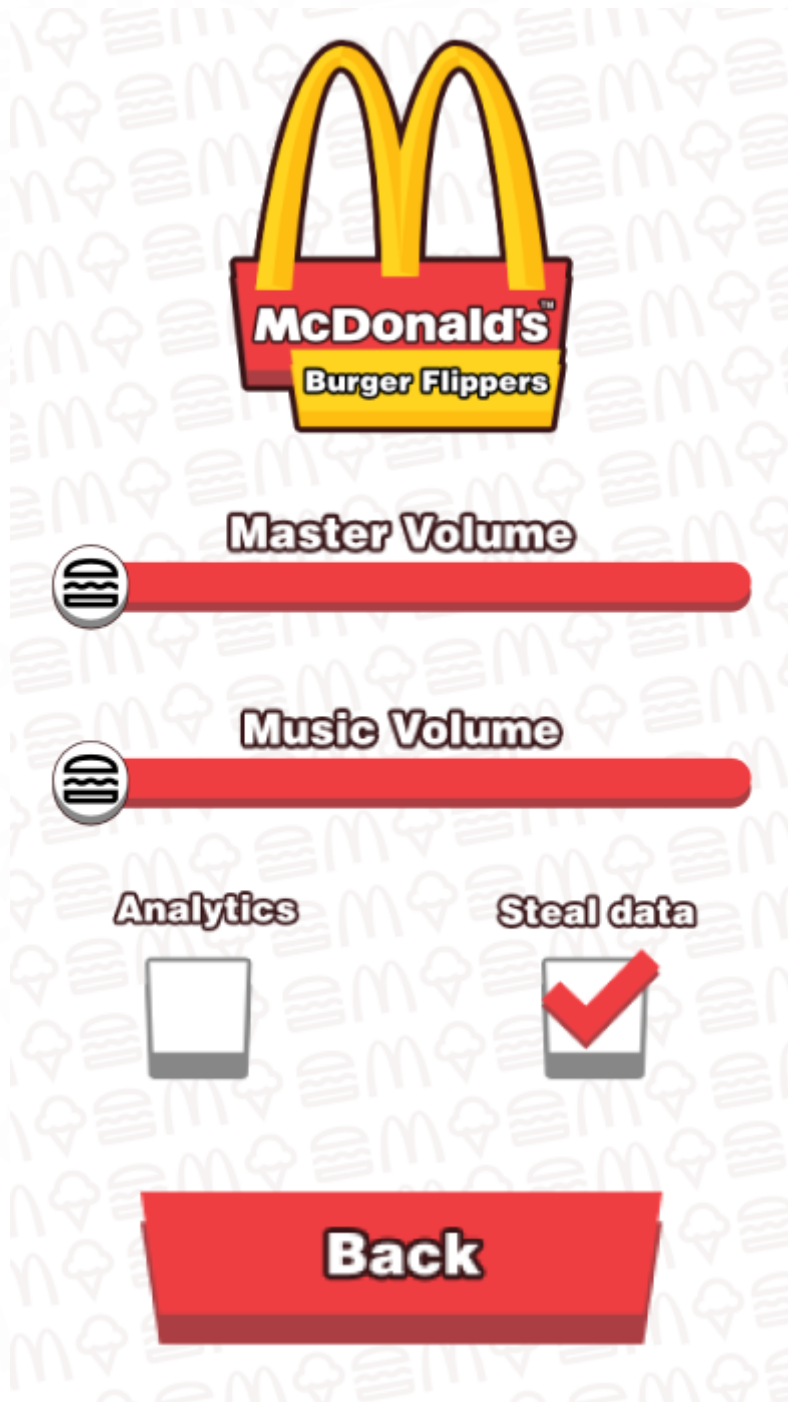
Share button

Prompts the user to share the game via any of their social functions on their device.



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Options Menu



Options Menu Mockup, McDonald's Burger Flippers

The options menu also tries to make everything clear and visible to the user. Following conventions in order to avoid any confusion. The two sliders control the master volume and the music volume



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independently of each other. These sliders are on a scale from 1-10 to make it easier on smaller devices and make it easier to navigate.

Master volume slider

Controls the master volume of the game.

Music volume slider

Controls the music volume of the game.

Analytics checkbox

Press to toggle sending analytics to our developers to help develop the game.

Steal data button

Press to toggle sending cookies and similar information to McDonald's to help develop marketing for future products.

Back button

Open the *Start Menu*.



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Leaderboards



Leaderboards screen Mockup, McDonald's Burger Flipper

The leaderboards menu is an easy way to keep players invested, a subset of players will do anything to reach the top of the leaderboards which increases retention. A leaderboard is also relatively easy to implement as the game already requires server architecture for the promo-codes.

Leaderboard

Holds the name and score of the highest scoring players.

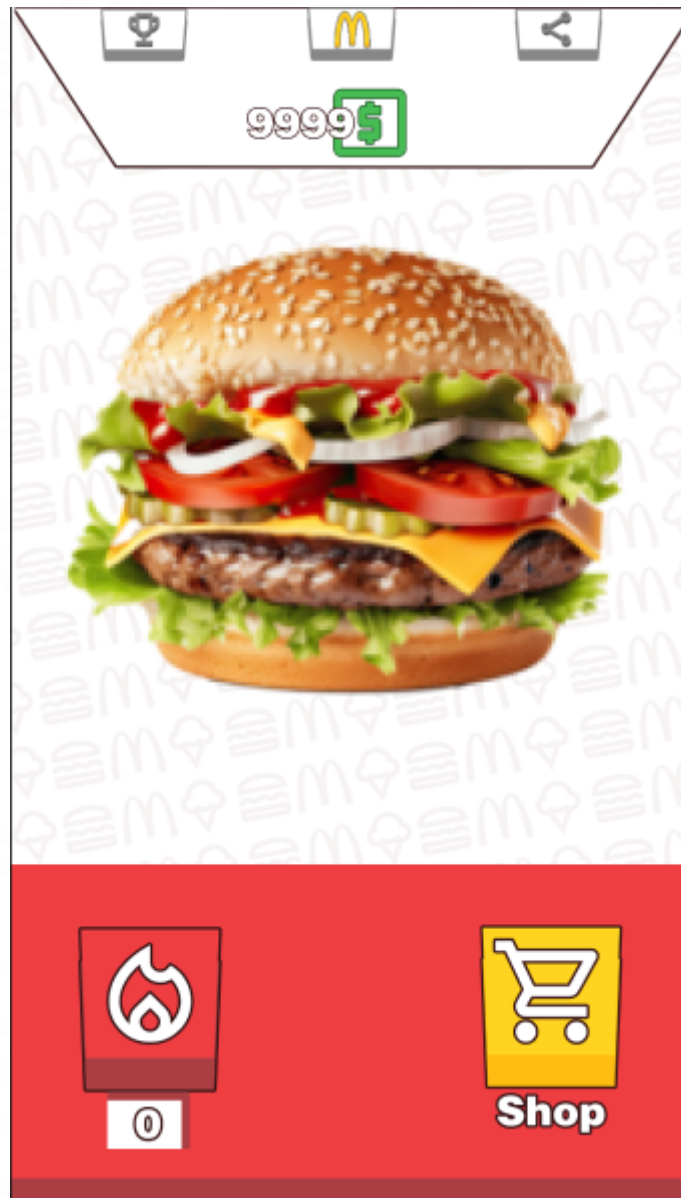


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Back button

Open the *Start Menu*.

Game Screen



Game Screen Mockup, McDonald's Burger Flipper

Sticking to the minimalistic but stylized look the main game screen keeps the colours and style the same as the other menus. The leaderboard, McDonald's & share buttons from the Start Menu are all reused at the top of this screen with the same functionality. There are four important aspects of this



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screen; the *Burger Boost button*, the *Shop button*, the *Money Counter* and the most visually striking: *The Burger*.

Money Counter

Displays the amount of money the player has.

The Burger

The main interactable and goal of the game. Clicking the burger gives additional money.

Burger Booster button

Enables *Burger Booster* mode for a couple of seconds. Below the button is a counter of how many *Burger Boosters* the player has access to.

Shop button

Opens the *Shop Menu*.

Leaderboards button

Opens the *Leaderboards Menu*.

McDonald's button

Opens the *McDonald's Company Webpage* in a web browser.

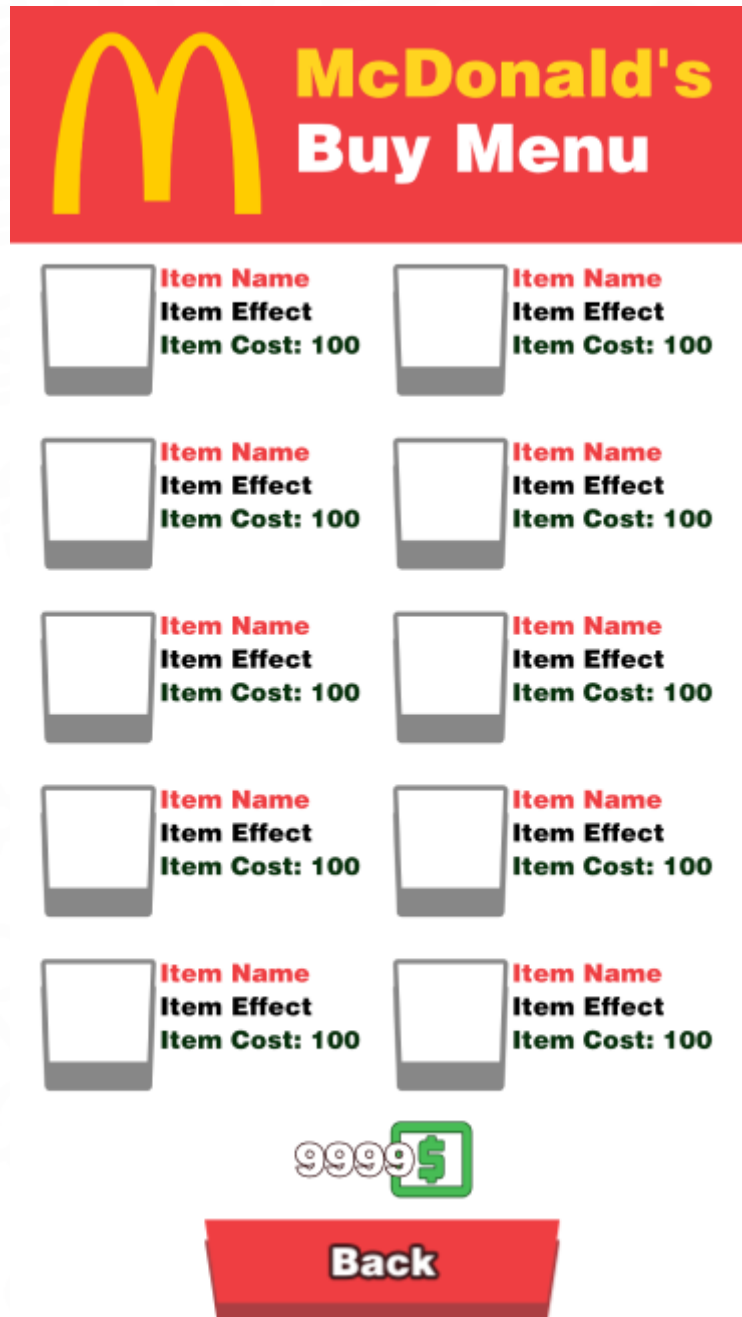
Share button

Prompts the user to share the game via any of their social functions on their device.



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Store



Store Menu Mockup, McDonald's Burger Flipper

Upgrades

If the player has money \geq Item cost then they buy that upgrade. These upgrades make the player earn more money, either passively or by upgrading the clicking / tilting of the phone during certain conditions.



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Money Counter

Displays the amount of money the player has.

Back button

Open the *Game Screen*.

Conclusion

- The fact that our team has different expertise since before makes a development cycle with minimal strain not only possible, but probable.
- The game genre has proven itself time and time again with the likes of *Cookie Clicker* and *AdVenture Capitalist*. The genre favours a casual audience which is perfect as it allows the player to pick up and play *anywhere, anytime*.
- The gameplay and interface are clean enough to be considered polished, but also simple enough to fit within the timeframe given to us.
- There is space for players to earn bonuses by buying *McLutony & Co.* and redeeming codes. This promotion can in the future be expanded to any *McDonald's* meal or simply specific burgers. Promotions in this game are therefore rather easy and clean to implement.
- Content can easily be added to the game in the form of upgrades, cosmetic items to change the burger or interface in-game. This adds to the longevity of the game with minimal effort.