Helping Paw

**S.W.O.T. Analysis**

Goal: Raise awareness and educate the public on the subject of Pet Adoption

Dog Perspective Idea

General Idea: Player plays as a dog. They go through the streets, looking for food. Two endings, where either the dog gets adopted or passes away from (x), (y) or (z) reason.

Strengths:

- Helps users better relate to the real life situation of stray animals.

- Efficiently shows the importance of the adopting parties in the process of animal rescuing.

- Taps into people’s strong empathy towards animals

Weaknesses:

- Nature of the branching storyline into different endings forces the game to rely on replayability to convey the full intended information spectrum.

- Engaging gameplay may desensitize users to the chief message of the game as the focus shifts to the action rather than the story.

Opportunities:

- Engaging gameplay and inclusive nature of the product increase its outreach potential.

Threats:

- Complexity of the project in relation to its scope runs the risk of delays in terms of production. (Multiple branches in the story. Dependence on time-consuming asset production.)

Animal Police Idea

General Idea: Following the point of view of a cop that goes to check a call for an animal hoarder. Player finds a person that has 50 dogs in their house. Objective is to get all the dogs and bring them to the shelter.

Strengths:

- Showcases the importance of Animal Shelters and procedure in the context of animal rescuing.

- Efficient portrayal of bad practices in the context of animal rescuing.

Weaknesses:

* Only showcases a niche part of the overall problem. Focus on its respective context may defocus people from the big picture.

Opportunities:

* Familiarity in the gameplay and engagement of the audience
* Availability on both phone and desktop

Threats:

* The existing possibility of the game not portraying the situation well enough, aka if not executed well enough, runs the risk of being cringey and/or unintentionally hilarious

Tamagotchi Idea

General Idea: Player works at a pet shelter. Player has to take care of animals that are brought into the shelter. There is an X amount of “cages”, at some point, there are a lot of animals that remain dirty and sick, waiting outside of the shelter and dying. Player starts having to spend more time tending to them, the overwhelming tasks degrade the state of the animals which inevitably become less attractive to potential adopters over time, take up too much time at the shelter and have to be eventually put down.

Strengths:

* Efficient at portraying shelter conditions and circumstances relevant to the goal.
* Engaging and meaningful gameplay drives the point across using the intrinsic context of the interaction rather than an adjacent story component.

Weaknesses:

* Game relies on the player’s inevitable failure to efficiently sustain their shelter, which may lead to players quitting before the end of the game.

Opportunities:

* Engaging gameplay helps increase the outreach of the product without diminishing its efficiency.
* The simplicity of the game makes it easy to understand and to keep playing, with the potential of an endless mode

Threats:

* Complexity of the project may lead to production delays and may force important content to be cut out of the final version.
* Without proper information for the designing team, the game could potentially not get the right message across

**Gameplay**

**Basic Core Loop**

These needs are: Nutrition, Hygiene, Socialization.

Nutrition affects Health and Behaviour.

Hygiene affects Health and Look.

Socialization affects Behaviour and Look.

**Adoption Chance**

You play the role of a pet shelter manager in charge of caring for the animals that arrive.

Your goal is to get the animals adopted before they exceed their time limit.

Each pet has a daily adoption chance, which is the average of their three core stats:

Healthiness - The animal’s overall health.

Behaviour  - The animal’s overall aggressivity and trust of other people or animals.

Look - The overall neatness of the animal. Only affects adoption chance.

**Needs**

Each animal has needs which need to be sustained in order for its adoption chance to grow. Your main task as the manager is to assign caregivers to different activities with each pet.

The three needs are:

Nutrition

Hygiene

Socialization

**Activities**

Activities take a certain amount of time to complete. Caregivers are busy and cannot be assigned to another activity while they are working on one already.

Each different animal has its own activity set.

Dog Activities:

* Feed: Increases Nutrition, Activates Poop timer.
* Walk: Deactivates Poop Timer. Increases Socialization.
* Wash: Increases Hygiene. Deactivates Dirty.
* Groom: Deactivates Ungroomed.
* Medical Checkup: Deactivates Sick.

Cat Activities:

* Feed: Increases Nutrition, Activates Poop timer.
* Clean Litter Box: [Only when full] Clears Litter Box Uses. Allows Cat to Poop.
* Wash: Increases Hygiene. Deactivates Dirty.
* Groom: Deactivates Ungroomed.
* Medical Checkup: Deactivates Sick.
* Playtime: Increases Socialization.

**Status Effects**

Status effects can be divided into 2 types: Damage over Time & Timers

Damage over Time Effects gradually diminish one of the pet’s Need bars.

Timer effects have a set active time. If the effect is not cured before the timer ends it inflicts a set amount of damage to one of its Needs or Stats.

DOT (Damage over Time):

Dirty: Gradually deals Hygiene damage over time.

Sick: Gradually deals Health damage over time.

Ungroomed: Gradually deals Hygiene damage over time, Takes 5-10% off Look while active.

Bored: Activates after Socialization reaches Stage 2. Gradually deals Socialization damage over time. Takes 5-10% off Behaviour while active.

Starving: Takes 5-10% off Behaviour & Look while active. Gradually deals Health damage.

Timer:

Poop/Litter Box: Activates after an animal is fed and (if needed) litter box is full. Deals hygiene damage if not dealt with before it ends.

Wounded: Can randomly activate during social activities. Deals Health damage if not dealt with before it ends. Takes 5-10% of Look while active.

**Need Bars**

Each of the animal’s needs are displayed as Status Bars. Each bar is divided into 3 sections. A positive section, which replenishes the animal’s stats. A neutral section, which halts the bar’s influence on the animal’s stats. A negative section, which diminishes the animal’s stats.

The need bars naturally diminish over time. Status Effects may influence the rate at which they diminish or replenish.

**The Nutrition Bar**

The nutrition bar is divided into 3 stages:

The well-fed stage, the neutral stage and the malnourished stage.

While the bar is in the well-fed stage, the animal’s Health and Behaviour increase over time.

While the bar is in the malnourished stage, the animal’s Health and Behaviour decreases over time and Sick chance increases.

**The Hygiene Bar**

The hygiene bar is divided into 3 stages:

The tidy stage, the neutral stage and the unkempt stage.

While the bar is in the tidy stage, the animal’s Health and Look increase over time.

While the bar is in the unkempt stage, the animal’s Health and Look decrease over time and Dirty & Ungroomed chance increases.

**The Socialization Bar**

The behaviour bar is divided into 3 stages:

The friendly stage, the neutral stage and the aggressive stage.

While the bar is in the friendly stage, the animal’s Behaviour and Look increase over time.

While the bar is in the aggressive stage, the animal’s Behaviour and Look decrease over time and Wounded chance increases.

**The Hunger Bar**

The Hunger Bar is a special bar that is directly connected to the animal’s nutrition bar.

The Hunger Bar diminishes over the course of the day. It is divided into 2 sections: The Fed section and the Hungry section. The nutrition bar diminishes at an accelerated rate while the Hunger Bar enters the Hungry section.

If the bar completely depletes, the animal receives the Starving Status Effect.