**Title**: Sun Cycle

**Theme**: Exergaming, health, VR, Open-World Exploration, Competition, Sports and Racing

**Catchphrase**: Ride, Race, and Conquer Reality in Sun Cycle: Where Your Pedals Power Your Adventure

**Platform aspects:**

SteamVR:

"Sun Cycle" could be developed for PC gaming platforms, and it could utilize SteamVR as the technology framework to enable virtual reality gameplay. This means that players who own compatible VR headsets and use the Steam platform could access and play "Sun Cycle" through the SteamVR platform. SteamVR provides tools and APIs that developers can use to create VR experiences, making it a suitable choice for a VR game like "Sun Cycle."

PlayStation (PS4, PS5):  
Developing "Sun Cycle" for PlayStation consoles (PS4 and PS5) can capitalize on the platform's extensive player base, spanning casual gamers to enthusiasts, and its well-established VR support through PlayStation VR. With millions of users and the potential for diverse demographics, the game can attract a broad audience. Additionally, considering exclusive opportunities and timed exclusivity deals, the PlayStation ecosystem offers a pathway to heightened visibility, potential sales, and an entry point into the VR gaming market.  
  
Xbox (Xbox One, Xbox Series X/S):  
Targeting Xbox platforms, such as Xbox One and Xbox Series X/S, for "Sun Cycle" offers the chance to tap into the Game Pass phenomenon, leveraging the subscription service's popularity to increase the game's exposure. The backward compatibility of the Xbox Series X/S ensures that the latest hardware can enjoy "Sun Cycle" while accommodating players on older Xbox One consoles. Although Xbox currently lacks a dedicated VR headset, the potential for Microsoft's future VR and AR plans could open doors for "Sun Cycle" to explore the virtual reality landscape.

**Single Paragraph:**

Embark on an immersive journey of adventure and fitness in 'Sun Cycle.' Pedal your way through an expansive VR world, where your stationary cycling powers the action. Engage in thrilling races across diverse landscapes, embrace the challenge of delivery quests in a free roam map, and collect valuable data using integrated sensors. With the power of VR, 'Sun Cycle' invites players of all backgrounds to experience the fusion of gaming and exercise, while the potential for console platforms like PlayStation and Xbox ensures a broad reach, promising a new era of interactive and healthy entertainment.

**Core Pillar of gameplay:**

"Physical Engagement" as a core pillar of gameplay in "Sun Cycle" revolves around the active involvement of players' physical movements to control their in-game avatars and impact their performance. This gameplay is central to the game's concept of combining exercise with virtual reality gaming.

Players use their real bicycles, equipped with sensors, to simulate cycling within the virtual world. As players pedal on their stationary bikes, their movements are translated into in-game actions, allowing them to control the speed and direction of their avatars. Pedaling speed determines the avatar's movement speed in the virtual environment. Players can control the direction of their avatar by steering the handlebars of their real bicycle.

Just like in real cycling, players need to manage their energy levels. Pedaling faster consumes more energy, while slowing down conserve’s energy. This dynamic encourages players to strategize when to speed up and when to maintain a steady pace. Players can use their physical engagement to strategically navigate races. For example, they might pedal intensely during a sprint challenge and then ease up during downhill sections to recover energy.

The physical engagement element adds a layer of challenge to navigating obstacles within the virtual world. Players need to adjust their pedaling intensity and direction to avoid obstacles and hazards effectively. The more players engage physically, the more they can improve their fitness levels and in-game skills. Regular physical activity can result in better performance, faster completion times, and increased stamina. By intertwining physical movement with gameplay, "Sun Cycle" serves as a motivational tool for exercise. Players are encouraged to stay active while enjoying a virtual cycling experience.

Physical engagement aligns with the game's focus on promoting a healthier lifestyle. Players can experience cardiovascular exercise, improved stamina, and other health benefits while having fun. Physical engagement enhances the immersion by making players feel more connected to the virtual world. It also offers a unique way for players to interact with the game environment.

Different types of challenges, such as sprints, endurance races, and hill climbs, provide players with varied gameplay experiences that require adjusting their physical engagement strategies.

**Relationship between goals and rules:**

**Target market and audience:**

**Screenshots and reference art:**

RingFit Adventure is a good inspiration for art and the players actively working out while completing races. It uses   


(RingFit Adventure, 2019)

Down Fast VR is another game where the player is required to complete a set for races.  


(Down Fast VR, 2022)

Sun Cycle will have the bicycle stationary just like VZFit  


(OtterWordly screenshot, 2022)

**Bibliography**

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<https://www.nintendo.com.au/games/nintendo-switch/ring-fit-adventure>  
<https://store.steampowered.com/app/1956860/Down_Fast_VR/>

**Appendices**

# **Rules**

## **Defining your game**

**What is the *victory* and *loss* conditions of your game?**

**Victory Conditions:**  
The primary victory condition in "Sun Cycle" is achieving personal goals and milestones within the game. Players aim to complete races and delivery quests, earning rewards and progressing through the game's content. Success is measured by reaching the finish line first in races or successfully completing delivery objectives. Additionally, players can track their accumulated data and achievements over time, such as distance travelled, calories burned, and quests completed, fostering a sense of accomplishment and improvement in their fitness journey.

**Loss Conditions:**  
While "Sun Cycle" is designed to promote a positive and engaging experience, there might not be traditional "loss" conditions in the game. Instead, the focus could be on encouraging players to stay motivated and continually improve their performance. If a player doesn't complete a race or quest successfully, they could have the opportunity to retry without significant penalties. The emphasis is more on progress and personal growth rather than outright failure. This approach aligns with the game's goal of providing an enjoyable and active experience.

**What are the *active* challenges of your game?**

**Time Trials**: Players compete against their own best times or against friends' times in time trial races. The challenge is to complete the race in the shortest time possible, motivating players to pedal harder and faster.  
**Endurance Races**: Endurance Races in "Sun Cycle" are exhilarating challenges that push players' physical limits and provide a platform for showcasing their dedication to fitness and their mastery of the virtual cycling world. These races are designed to simulate the experience of tackling lengthy cycling routes that require sustained effort and stamina.

The key to conquering endurance races lies in finding a balance between pacing oneself and maintaining a consistent level of effort throughout the race. Players need to gauge their energy reserves, strategically manage their pacing, and effectively utilize their virtual bike's capabilities to navigate terrain changes and potential obstacles. Uphill segments demand increased exertion, testing players' ability to power through resistance, while downhill stretches allow for recovery and speed boosts.

Successfully completing endurance races rewards players not only with in-game rewards such as virtual currency, gear upgrades, or cosmetic enhancements but also with a tangible sense of accomplishment. The recognition of their dedication and the progress they've made in their fitness journey is celebrated through virtual achievements and leaderboards that showcase their achievements to other players.

**Sprint Challenges**: Sprint Challenges within the captivating realm of "Sun Cycle" introduce exhilarating moments of intense pedal-to-the-metal action, designed not only to deliver bursts of heart-pounding excitement but also to enhance players' cardiovascular fitness in a dynamic and engaging manner. These challenges embody the essence of high-speed competition, demanding rapid and forceful pedalling as players navigate through specially designed virtual tracks that are perfect for unleashing their full cycling potential.

In a Sprint Challenge, the adrenaline rush is palpable as players accelerate their virtual bikes to breakneck speeds, their determination driving them to surpass their previous limits. These challenges encourage players to tap into their energy reserves and unleash explosive bursts of power, providing a workout that not only ignites cardiovascular activity but also intensifies the overall gaming experience.

As players engage in these rapid sprints, they encounter various terrain features that mimic real-world conditions—rolling hills, straightaways, and sharp turns—all meticulously crafted to demand precise control, strategic acceleration, and well-timed deceleration. The short yet intense nature of Sprint Challenges ensures that players maintain an elevated heart rate throughout, promoting endurance and stamina while simulating the intensity of real-world cycling sprints.

**Hill Climbs**: "Hill Climbs" in the world of "Sun Cycle" encapsulate the essence of conquering challenging terrains and mastering the art of uphill cycling. These virtual segments intricately recreate the arduous yet rewarding experience of climbing hills, pushing players to summon their inner strength and endurance as they navigate these steep inclines. Just like real-life hill climbs, these segments demand increased effort, determination, and strategic pedalling to overcome the resistance and reach the summit.

As players embark on Hill Climbs, they are transported to captivating virtual landscapes featuring gradients that mirror the complexities of real-world terrain. The challenge lies in the symbiotic relationship between the player's physical exertion and the virtual resistance encountered, providing an authentic sensation of cycling uphill. Pedalling harder against this resistance emulates the sensation of battling gravity and conquering the climb, adding a layer of realism to the gameplay.

Each Hill Climb introduces unique features that replicate the variability of outdoor cycling experiences. Some segments might present prolonged steady climbs, allowing players to find a sustainable rhythm, while others could feature alternating inclines and plateaus that require quick adjustments in pedalling intensity.

**Delivery Quests with Obstacles**: In the bright world of "Sun Cycle," "Delivery Quests with Obstacles" adds a dynamic layer of gameplay that gives players a thrilling, immersive experience that mixes the adrenaline of time-sensitive tasks with the art of precision. These adventures immerse players in a narrative where they take on the role of a dedicated courier charged with delivering essential supplies across various virtual environments while overcoming a variety of challenges that put their riding prowess and problem-solving abilities to the test.

As they begin these adventures, players face a range of difficulties, including topographical differences, environmental dangers, and strategic decision-making opportunities. As they pedal through crowded cities, peaceful country roads, and difficult off-road terrain, the time passes. In addition to getting there on schedule, the goal is to strike a careful balance between speed and accuracy because rushing could result in accidents and setbacks.

These objectives are completed to add to the overall sense of success that "Sun Cycle" delivers, encouraging an enjoyable gameplay experience that tests players' mental and physical abilities.

**Distance Challenges** The "Distance Challenges" in the "Sun Cycle" universe weave an engrossing tapestry of success and drive, inspiring players to set out on thrilling travels where each pedal stroke advances them. In order to feel a feeling of success and to increase their motivation to cover longer distances over time, these challenges provide players the ability to set their sights on achieving distance milestones during a single gameplay session.

Players are met by a variety of virtual settings that reflect the diversity and beauty of the real world as they embark on their bicycle odysseys. Each route offers a distinctive environment for players to immerse themselves in their riding experience, from wide open roads that reach into the distance to twisting routes that wind through gorgeous landscapes. The difficulty lies not only in crossing the distance, but also in keeping a steady rhythm and speed to enhance performance.

The mechanisms of the game painstakingly detect each pedal turn as you travel, converting physical effort into virtual advancement. As they pedal forwards, players can see their distance increase, giving them a visual reflection of their effort.

Beyond in-game wealth or aesthetic upgrades, distance challenge completion awards come in a variety of forms. While these incentives provide participants with concrete credit for their efforts, the main victory is the sense of accomplishment that comes from exceeding their distance objectives.

**Calories Burned Goals**: The "Sun Cycle" immersive world's "Calories Burned Goals" establish a meaningful link between virtual adventure and actual fitness goals, giving players a concrete and satisfying way to monitor their physical exertion. With the help of these challenges, players may set goals for how many calories they want to burn as they play, turning the act of virtual cycling into a routine workout that fits in well with their efforts to improve their health and wellbeing.

The pursuit of calories burnt turns into a driving force that directs players during games. The game's mechanisms convert players' physical output into calories expended as they pedal through picturesque routes, negotiate difficult terrain, and engage in a variety of virtual activities, enabling them to see the immediate results of their exertion in real time. Players are motivated to persevere by the excitement of seeing their development, which fosters a sense of empowerment and success.

**Virtual Competitions**: Within the engaging "Sun Cycle" universe, "Virtual Competitions" provide an electric gameplay dimension where people from all over the world come together in real-time races and challenges, developing a sense of community, friendship, and exhilarating competitiveness. Players can use this dynamic platform to demonstrate their abilities, compete amicably, and enjoy the thrill of global connectivity inside the virtual cycling world thanks to these events.

Virtual competitions offer rewards that go beyond the virtual world, such as the camaraderie of competing and interacting with other players as well as in-game achievements. Players are inspired to continuously improve their talents, pushing their physical and virtual performance to new heights, thanks to the immersive excitement of real-time competition and the validation of one's achievements.

**Interval Training**: The unique gameplay mechanic "Interval Training" introduces in the immersive setting of "Sun Cycle" incorporates dynamic cycling sessions that follow the principles of interval training, a well-known fitness method. With times of extreme effort interspersed with periods of active recuperation, these specialised programmes boost players' cardiovascular fitness and endurance while offering an enjoyable and transforming exercise experience.

Players go between quick sprints and more deliberate pedalling throughout these alternate stages, which are all intended to improve cardiovascular training. The virtual environments of "Sun Cycle" serve as the background for these phases. These sessions can have a range of lengths, from quick but intense intervals to longer cycles, providing flexibility for players with different fitness levels and objectives.

The benefits of interval training sessions go beyond the confines of the game, as participants leave with a greater sense of success as well as an improved cardiovascular capability. The interval strategy offers a dynamic integration of gaming and fitness, enabling players to see "Sun Cycle" as both a committed fitness companion and a source of pleasure.

**Progressive Challenges**: "Progressive Challenges" in the intriguing world of "Sun Cycle" present a dynamic and gratifying avenue for players to set off on a journey of growth, improvement, and ongoing achievement. These challenges are made to change as players' skill and fitness levels advance, generating a supportive environment and a constant sense of accomplishment throughout the gameplay experience.

Players that participate in Progressive Challenges are involved in a series of tasks that evolve and get harder over time. These tasks are thoughtfully designed to mirror players' developing skills, gradually providing more complicated environments, difficult opponents, and challenging goals. The goal is to engage on a journey of ongoing progress that mirrors athletes' actual journeys towards health, not only to overcome a single challenge.

Players are rewarded for completing each level of the challenge not just with in-game rewards and virtual upgrades but also with the knowledge that they are developing new talents and going beyond their comfort zones. This sense of accomplishment encourages them to continue playing the game and keeping up with their exercise routine, which starts a cycle of personal growth that extends beyond the virtual world.

**What is the *Internal Economy* of your game?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Tangible resources** | **What value does it have?** | **How is it exchanged in the game?** | **Negative feedback mechanism (to avoid rapid growth)** | **Positive feedback mechanism (to avoid stalemate)** | **Random elements** |
| *Virtual Currency* | *A common component of game economies* | *Players can use this currency to purchase cosmetic upgrades for their virtual bikes, gear, and accessories, enhancing their in-game appearance.* | *The player will get less currency if they take too long to finish a course and if they crash on any object* | *Players will get extra currency when they finish the course quick and being flawless* | *None* |
| *Cosmetic Items* | *Self-Expression, Achievement Recognition, Goals and Motivation* | *Players can purchase cosmetic items using the virtual currency earned by participating in races, quests, and events* | *None* | *None* | *None* |
| *Quest Rewards* | *Enhanced Customization and Progression Incentive* | *Virtual Currency, Cosmetic Unlocks and Achievement Recognition* | *The same quest cannot give rewards if it is completed more than 1 time* | *Progressive Unlocks: Instead of delivering all rewards at once, the game could provide incremental rewards for completing certain milestones within a quest or race* | *None* |
| *Leaderboard Bonuses* | *For participating in Virtual Competitions or achieving high rankings in various challenges, players could earn leaderboard bonuses* | *virtual currency or unique customization options.* | *The player will get less rewards for not being high on the leaderboard once a month* | *Seasonal Resets, Tiered Rewards, Exclusive Rewards* | *None* |
| *obstacles* | ***Challenging Gameplay:*** *Obstacles introduce an element of challenge and complexity.*  ***Skill Development:*** *Successfully manoeuvring around obstacles demands skill and precision. Players can develop their abilities over time, leading to a sense of accomplishment and growth.* | ***Environmental Integration:*** *Obstacles are strategically placed within the virtual world, often along race tracks, challenge routes, or quest paths.*  ***Obstacle Variety:*** *Different types of obstacles offer varying challenges and require different strategies to navigate.*  ***Impact on Gameplay:*** *When players encounter an obstacle, their avatars' speed might be reduced upon collision, or they might fall off their virtual bikes, resulting in time penalties or the need to recover and regain momentum.* | ***Collision Impact:*** *When players collide with obstacles, their avatar's speed is significantly reduced, possibly resulting in temporary stops or even falling off the bike.*  ***Time Penalties:*** *Collisions with obstacles could lead to time penalties, impacting players' race or challenge completion times.* | ***Reward for Mastery:*** *Successfully navigating obstacles rewards players with a sense of accomplishment and bonus points.*  ***Obstacle Diversity:*** *Introducing a wide variety of obstacles keeps gameplay fresh and prevents players from falling into a predictable pattern.* | *None* |
| **Intangible resources** | **What value does it have?** | **How is it exchanged in the game?** | **Negative feedback mechanism (to avoid rapid growth)** | **Positive feedback mechanism (to avoid stalemate)** | **Random elements** |
| Experience and Skill | Performance Improvement, Challenge Mastery, Personal Growth | Time, Practice, Learning from Others | None | Skill-Based Leaderboards: Implement leaderboards that focus on different skill categories, such as fastest completion times or most accurate navigation. This allows players to compete with others who share their skill level. | None |
| *Strategic Thinking* | ***Competitive Advantage:*** *Strategic thinking gives players a competitive advantage by enabling them to plan their moves, anticipate challenges, and make informed decisions during races and challenges.* ***Problem Solving****: Strategic thinking allows players to analyse complex situations, identify optimal paths, and find creative solutions to overcome obstacles.* ***Adaptability****: The ability to adapt strategies in response to changing conditions* | ***Varied Terrain:*** *Races and challenges set in diverse terrains require players to employ different strategies.* ***Virtual Competitions****: Engaging in Virtual Competitions requires strategic planning to outmanoeuvre opponents.*  ***Leaderboard Strategies:*** *Players aiming for top leaderboard positions often need to devise strategic approaches to achieve the fastest completion times, highest accuracy, or other specific criteria.* | *None* | None | *None* |
| *Community and Relationships* | *Collaborative Learning, Friendly Competition, Social Interaction* | *In-Game Chat, Virtual Competitions, Leaderboards, Social Features, Forum or Community Hub* | *None* | *None* | *None* |
| *Sense of Accomplishment* | *Motivation, Emotional Reward, Personal Growth, Recognition* | *Achievement Unlocks, In-Game Badges, Leaderboard Rankings, Reward Systems* | *None* | *None* | *None* |
| *Player Identity* | ***Personal Connection:*** *Player identity allows individuals to project their personalities, preferences, and uniqueness onto their in-game avatars, creating a deeper personal connection with the virtual world.* ***Self-Expression:*** *The ability to customize avatars, bikes, and appearances enables players to express their creativity and individuality, fostering a sense of ownership and empowerment****. Recognition****: A distinct player identity, reflected through avatars and cosmetic items, can lead to recognition and social interactions within the game's community.* | ***Bike Customization:*** *Enable players to customize their virtual bikes with different paint jobs, decals, and accessories, allowing for personalization and self-expression.*  ***Cosmetic Items:*** *Offer a wide range of cosmetic items, such as clothing, helmets, and bike accessories, that players can exchange virtual currency for to enhance their avatar's appearance.*  ***Leaderboards****: Displaying avatars alongside leaderboard rankings allows players to associate their identities with their performance and accomplishments.* | *None* | *None* | *None* |

## **Describing the rules of your game?**

**Describe the rule of your game in further detail.**

### **Describe the operational rules of your game (Intrinsic relationship with constitutive rules)**

**NAME:**

Avatar Movement

**DESCRIPTION**:

Players use their stationary bicycles to pedal, which translates into forward movement of their avatars within the virtual world. This operational rule directly corresponds to the constitutive rule of "Physical Engagement," where the real-world action of pedalling leads to in-game movement.

**GLOBAL OR LOCAL RULE:**

Local

**IMPACTS ON:**

The "Avatar Movement" rule's impacts are far-reaching, influencing player interaction, game environment dynamics, obstacle navigation, energy management, challenge completion, physical engagement, and the sense of accomplishment. It directly translates players' pedalling actions on stationary bicycles to the movement of their avatars within the virtual world, fostering an immersive and active gameplay experience while aligning with core gameplay pillars and enhancing realism.

**NAME:**

Obstacle Navigation

**DESCRIPTION**:

As players encounter obstacles like rocks, ramps, and barriers, they physically steer their bicycles to navigate around them. This rule aligns with the constitutive rule that incorporates obstacles and their impact on gameplay, requiring players to strategize and actively engage with the virtual environment.

**GLOBAL OR LOCAL RULE:**

Local

**IMPACTS ON:**

The "Obstacle Navigation" rule significantly shapes gameplay dynamics by requiring players to physically steer their bicycles to navigate obstacles like rocks, ramps, and barriers, aligning with the constitutive rule of obstacle incorporation. This rule impacts player strategy, real-time decision-making, game flow, energy management, obstacle variety, challenge complexity, skill development, narrative integration, and the sense of achievement. It introduces dynamic decision-making, adds depth to challenges and races, enhances player skill progression, and fosters a heightened sense of accomplishment, all while reinforcing the strategic engagement and immersive interaction with the virtual environment.

**NAME:**

Energy Management

**DESCRIPTION**:

Players control their avatar's speed by adjusting their pedalling intensity. Slower pedalling conserves energy, while faster pedalling consumes more energy. This operational rule directly reflects the constitutive rule of energy consumption and management, adding a layer of strategy to gameplay.

**GLOBAL OR LOCAL RULE:**

Global

**IMPACTS ON:**

The "Energy Management" rule exerts a profound influence on gameplay by allowing players to control their avatar's speed through pedalling intensity, aligning with the constitutive rule of energy consumption and management. This global rule intricately impacts speed control, obstacle navigation, challenge completion, race strategy, endurance development, progression, strategic decision-making, and narrative integration. By simulating real-world cycling dynamics, players strategically balance energy conservation and expenditure, fostering a strategic layer that evolves with challenge complexity and showcases their growth. This rule underscores the game's depth, immersion, and narrative coherence while enriching the gameplay experience through dynamic energy control.

**NAME:**

Race and Challenge Completion

**DESCRIPTION**:

Players engage in various challenges, races, and quests by following specific paths and objectives. Successfully navigating obstacles and managing energy levels, as per the operational rules, aligns with the constitutive rule of completing challenges and progressing through the game.

**GLOBAL OR LOCAL RULE:**

Local

**IMPACTS ON:**

The "Race and Challenge Completion" rule exerts a pivotal influence on gameplay by delineating how players engage in challenges, races, and quests through specific paths and objectives. This local rule amplifies engagement through defined goals, encourages strategic approaches via obstacle navigation and energy management, fuels player progression by unlocking rewards and achievements, facilitates dynamic challenges with diverse gameplay experiences, fosters friendly competition in races, and advances the game's narrative coherence. By translating constitutive objectives into actionable mechanics, this rule enriches player experiences, reinforcing the game's immersive structure and overall progression.

**NAME:**

Customization and Cosmetic Items

**DESCRIPTION**:

Players access menus to customize their avatars and bicycles with cosmetic items earned from completing challenges. This operational rule corresponds to the constitutive rule of personalization, allowing players to express themselves while adhering to the game's intrinsic framework.

**GLOBAL OR LOCAL RULE:**

Local

**IMPACTS ON:**

The "Customization and Cosmetic Items" rule has a wide-ranging impact on gameplay by enabling players to personalize their avatars and bicycles through earned cosmetic items, corresponding with the constitutive rule of personalization. This local rule enriches player identity, fosters self-expression and creativity, showcases in-game progression through earned rewards, enhances visual aesthetics, cultivates a sense of ownership and emotional attachment, encourages community interaction and discussions, deepens personal investment in the game, and contributes to narrative coherence when integrated into the game's storyline. Overall, this rule heightens player engagement, aligns with the game's intrinsic framework, and offers a dynamic avenue for players to shape their virtual presence within the game world.

**NAME:**

Virtual Competitions

**DESCRIPTION**:

Players join virtual competitions, where they compete against AI or other players in real-time races. The operational rules of competitive racing correspond to the constitutive rule of engaging in friendly competition, translating the core gameplay pillar into practical gameplay interactions.

**GLOBAL OR LOCAL RULE:**

Local

**IMPACTS ON:**

The "Virtual Competitions" rule exerts a substantial impact on gameplay dynamics by enabling players to engage in real-time races against AI or other players, directly corresponding to the constitutive rule of fostering friendly competition. This local rule enhances player engagement through challenging real-time races, promotes camaraderie and sportsmanship, provides a platform for skill showcasing and recognition, influences leaderboard rankings, adds a strategic layer to races, encourages community interaction, introduces diverse challenges, and potentially unlocks in-game achievements. By facilitating competitive interactions and aligning with core gameplay principles, this rule enriches the multiplayer experience, contributing to a vibrant and engaging gaming environment.

**NAME:**

Achievements and Progress Tracking

**DESCRIPTION**:

Achievements are unlocked as players complete challenges and accomplish specific feats. This operational rule directly mirrors the constitutive rule of recognizing and rewarding player accomplishments within the game.

**GLOBAL OR LOCAL RULE:**

Local

**IMPACTS ON:**

The "Achievements and Progress Tracking" rule wields significant influence on gameplay dynamics by unlocking achievements as players complete challenges and achieve specific feats, mirroring the constitutive rule of recognizing player accomplishments. This local rule serves as a potent motivational factor, igniting player engagement and competitiveness, offering tangible markers of progress and accomplishment recognition. It incentivizes players to explore diverse aspects of the game, strive for mastery across mechanics and challenges, and aligns with the game's intrinsic framework. As players pursue achievements, they enhance their sense of achievement, foster engagement, and contribute to an enriched gaming experience that resonates with core gameplay principles.

**NAME:**

Community Interaction

**DESCRIPTION**:

Players engage with community features such as in-game chat, social elements, and forums to interact with others. This operational rule aligns with the constitutive rule of community and relationships, enabling players to foster connections and share their experiences.

**GLOBAL OR LOCAL RULE:**

Local

**IMPACTS ON:**

The "Community Interaction" rule profoundly shapes gameplay by enabling players to engage with in-game chat, social elements, and forums, fostering social engagement, player networking, experience sharing, cooperative gameplay, competitive interaction, player feedback incorporation, enhanced immersion, and the promotion of player-driven content. This local rule aligns with the constitutive rule of community and relationships, establishing platforms for players to connect, collaborate, and share experiences within the game's ecosystem. By nurturing a sense of belonging, facilitating communication, and promoting collective engagement, this rule enriches the overall gaming experience and contributes to a dynamic and interconnected player community.

**NAME:**

Sense of Accomplishment

**DESCRIPTION**:

The operational rules guide players through completing challenges, mastering obstacle navigation, and achieving high scores, which directly relates to the constitutive rule of creating a sense of accomplishment and satisfaction.

**GLOBAL OR LOCAL RULE:**

local

**IMPACTS ON:**

The "Sense of Accomplishment" rule intricately shapes gameplay by guiding players through challenge completion, obstacle mastery, and high-score achievement, directly corresponding to the constitutive rule of fostering a profound sense of accomplishment and satisfaction. This local rule drives player satisfaction through goal attainment, showcases mastery, fuels motivation and personal growth, nurtures intrinsic motivation, and strengthens emotional investment in the game world. By providing structured objectives and tangible milestones, this rule enriches the gameplay experience, aligns with core gameplay principles, and contributes to an engaging, rewarding, and immersive gaming journey.

### **Describe the constitutive rules of your game (Intrinsic relationship with operational)**

**NAME**:

Physical Engagement and Realism

**GLOBAL OR LOCAL RULE:**

It is a Global Rule in the sense that it forms one of the core principles of the game, establishing the fundamental concept that physical effort through pedalling directly translates to avatar movement within the entire game environment.

it is also a Local Rule as it is executed and detailed in specific operational contexts. For instance, the mechanics of how exactly the sensors detect pedalling intensity, the speed-to-movement ratio, and the physics governing avatar movement based on real-world actions are all local implementations that support the broader global principle of physical engagement.

**DETAIL (HOW IT IS IMPLEMENTED):**

The constitutive rule of "Physical Engagement" is implemented through a direct translation of players' real-world pedalling on stationary bicycles to in-game avatar movement. This is achieved by integrating compatible sensors and technology with the game. As players pedal on their stationary bikes, the operational rules detect the intensity and speed of pedalling, which directly correspond to the acceleration and speed of their in-game avatars. The stationary bike essentially becomes the input device, allowing players to physically propel their avatars forward by pedalling harder and faster, or slow down by pedalling less intensely.

**RELATES TO OPERATIONAL:**

This implementation aligns with the operational rule named "Avatar Movement," where players control their avatars' forward movement by pedalling their stationary bicycles. The direct correlation between real-world physical actions and in-game responses enforces the core principle of physical engagement, ensuring that players' physical effort is at the heart of gameplay.

**NAME**:

Obstacle Incorporation

**GLOBAL OR LOCAL RULE:**

Global

**DETAIL (HOW IT IS IMPLEMENTED):**

The implementation of "Obstacle Incorporation" is achieved through the integration of various obstacle types, such as rocks, ramps, barriers, and more, strategically placed within the game maps. These obstacles are designed to interact with players' avatar movement, requiring them to physically steer their stationary bicycles to navigate around them. The game's physics engine simulates realistic interactions between avatars and obstacles, influencing avatar speed, direction, and momentum when encountering these obstacles. The sensors on the stationary bicycles detect players' steering movements, translating them into in-game responses, allowing avatars to move left, right, or make slight adjustments to avoid obstacles.

**RELATES TO OPERATIONAL:**

directly relates to the operational rule named "Obstacle Navigation." The operational rule outlines how players physically steer their avatars to navigate around obstacles, responding to the challenges posed by the game's obstacle placement. The global rule of "Obstacle Incorporation" sets the stage for these challenges, guiding the creation, placement, and behaviour of obstacles throughout the game environment. The operational rule then puts this global principle into action, ensuring that players actively engage with and strategize around the obstacles to progress and succeed within the game.

**NAME**:

Energy Consumption and Management

**GLOBAL OR LOCAL RULE:**

Global Rule that defines the overarching principle of how players control their avatar's speed through pedalling intensity and how energy consumption impacts gameplay.

**DETAIL (HOW IT IS IMPLEMENTED):**

The implementation of "Energy Consumption and Management" involves a direct connection between players' pedalling intensity on their stationary bicycles and the speed of their in-game avatars. As players pedal harder and faster, the operational rules increase the avatar's speed, simulating a more intense pedalling effort translating into higher speed within the game. Conversely, slowing down pedalling results in reduced avatar speed. This is achieved through sensors that detect the rate of pedalling and translate it into in-game mechanics. Additionally, the energy consumption aspect is implemented by tying avatar stamina to pedalling. Faster pedalling consumes more virtual energy, while slower pedalling conserves it. Players need to find a balance between maintaining speed and managing their avatar's energy reserves to avoid exhaustion.

**RELATES TO OPERATIONAL:**

is closely related to the operational rule named "Avatar Speed Control." This operational rule specifies how players adjust their pedalling intensity to control their avatar's speed, directly in line with the global rule of energy consumption. The global rule guides the concept that energy is a finite resource that players must manage to avoid depletion while achieving optimal performance. The operational rule operationalizes this concept by dictating how players practically control their avatars' speed based on energy considerations.

**NAME**:

Challenge Completion and Progression

**GLOBAL OR LOCAL RULE:**

Global Rule that establishes the fundamental concept of player advancement through completing challenges, quests, and races, reflecting the constitutive principle of accomplishment and progression.

**DETAIL (HOW IT IS IMPLEMENTED):**

The implementation of "Challenge Completion and Progression" involves structuring the game into a series of challenges, quests, and races, each with specific objectives and paths. Players engage in these activities according to operational rules that guide them through various tasks, such as reaching checkpoints, achieving specific distances, or delivering items within a time limit. As players successfully complete challenges, they earn rewards, experience points, and progress within the game. Progression is tracked through an in-game profile or interface that displays completed challenges, unlocked rewards, and overall advancement.

**RELATES TO OPERATIONAL:**

It is closely related to operational rules such as "Race and Challenge Completion" and "Quest Rewards." The operational rules provide the mechanics for completing challenges, achieving objectives, and receiving rewards, directly reflecting the global rule of challenge completion and progression. The global rule dictates that players advance through the game by completing challenges, while the operational rules offer the specific steps, actions, and mechanics for achieving these advancements. The interaction between these rules ensures that player accomplishment and progression are seamlessly integrated into the core gameplay experience.

**NAME**:

Friendly Competition and Achievement

**GLOBAL OR LOCAL RULE:**

Global Rule that establishes the foundational principle of promoting friendly competition among players and recognizing their achievements through accomplishments and rewards.

**DETAIL (HOW IT IS IMPLEMENTED):**

The implementation of "Friendly Competition and Achievement" involves creating mechanisms for players to engage in virtual competitions, either against AI opponents or other players, and achieve high scores within races and challenges. These competitions are facilitated by operational rules that define how players join races, how their scores are tracked, and how leaderboards display their achievements in comparison to others. As players achieve higher scores and complete challenges, they unlock in-game achievements that are stored within a player profile. These achievements may grant special rewards, virtual currency, or other cosmetic items that showcase their accomplishments.

**RELATES TO OPERATIONAL:**

"Friendly Competition and Achievement" directly relates to operational rules like "Virtual Competitions," "Race and Challenge Completion," and "Achievements and Progress Tracking." The operational rules enable players to participate in competitions, complete challenges, and earn achievements, all of which are guided by the global rule of friendly competition and achievement. The global rule establishes the overall concept of competition and recognition, while operational rules put this concept into practice by defining the mechanics, interactions, and rewards associated with virtual competitions, high scores, and accomplishments.

**NAME**:

Community and Relationships

**GLOBAL OR LOCAL RULE:**

Global Rule that outlines the essential concept of fostering a sense of community and enabling player interactions, both socially and collaboratively.

**DETAIL (HOW IT IS IMPLEMENTED):**

Integrating features that allow players to engage with each other through in-game chat, social elements, and forums. These features are supported by operational rules that detail how players access and use these communication tools, create social connections, form alliances, and participate in discussions. In-game chat systems allow real-time communication, while social elements could include player profiles, friend lists, and sharing accomplishments. Forums, whether in-game or external, provide platforms for players to discuss strategies, share tips, and showcase their experiences.

**RELATES TO OPERATIONAL:**

Relates to operational rules like "Community Interaction" and "Virtual Competitions." The operational rules enable players to interact with the game's community features and join virtual competitions, both of which are guided by the global rule of fostering community and relationships. The global rule sets the foundation for social engagement and player networking, while operational rules specify how players practically engage with others, form relationships, and collaborate within the game environment.

**NAME**:

Sense of Accomplishment

**GLOBAL OR LOCAL RULE:**

Global Rule that embodies the fundamental concept of providing players with a profound feeling of achievement and satisfaction through their in-game accomplishments.

**DETAIL (HOW IT IS IMPLEMENTED):**

Involves designing challenges, quests, races, and objectives that are strategically attainable yet sufficiently challenging. These objectives are supported by operational rules that guide players through completing tasks, navigating obstacles, and achieving high scores. As players overcome challenges and reach milestones, the game responds with visual cues, audio feedback, and rewards that signify their accomplishments. These rewards could include virtual currency, cosmetic items, or unlocked achievements displayed in a player's profile.

**RELATES TO OPERATIONAL:**

"Sense of Accomplishment" is closely tied to operational rules such as "Challenge Completion and Progression," "Avatar Movement," and "Achievements and Progress Tracking." The operational rules enable players to engage in challenges, accomplish objectives, and unlock achievements, directly reflecting the global rule of creating a profound sense of accomplishment. The global rule establishes the overarching principle of accomplishment and satisfaction, while operational rules detail the specific actions, mechanics, and rewards that drive players' feelings of achievement.

### **Describe the implicit rules of your game**

**NAME:**

Sportsmanship and Fair Play

**DESCRIPTION:**

Sportsmanship and Fair Play constitute an implicit code of conduct within "Sun Cycle," where players are expected to adhere to ethical and honourable behaviour during gameplay. This unwritten rule encourages players to engage in the game with integrity, avoid exploiting glitches or cheats, and respect the intended mechanics to maintain a positive and respectful gaming environment.

**IMPACTS ON:**

The implicit rule of Sportsmanship and Fair Play profoundly influences the gaming environment within "Sun Cycle." By encouraging ethical behaviour and respectful interactions, it nurtures a positive community culture where players treat each other with kindness and integrity. This fosters player enjoyment, builds trust and reputations, and contributes to the game's longevity by creating an inclusive space where players of all levels can thrive. Furthermore, this rule discourages toxic behaviour, ensures a welcoming experience for newcomers, and promotes collaborative gameplay, enhancing the cooperative aspects of the game and facilitating joint accomplishments.

**NAME:**

Collaboration and Teamwork

**DESCRIPTION:**

Collaboration and Teamwork form an implicit guideline within "Sun Cycle," where players naturally come together to cooperate, share strategies, and work collectively to achieve common goals. While not explicitly enforced by the game, this unwritten rule encourages players to build alliances, support each other, and pool their efforts for mutual benefit.

**IMPACTS ON:**

Collaboration and Teamwork, an implicit guiding principle, significantly shapes the gameplay experience in "Sun Cycle." By encouraging players to work together and share strategies, it enhances gameplay strategies with innovative approaches, fosters a sense of community bonding, and amplifies the satisfaction of shared accomplishments. This rule creates an inclusive environment, accommodating diverse playstyles and skill levels, ultimately contributing to a welcoming atmosphere. Moreover, collaborative play nurtures lasting engagement, as players find meaningful connections and learning opportunities, translating into a more enriched and dynamic gaming experience overall.

**NAME:**

Helping Newcomers

**DESCRIPTION:**

Helping Newcomers signifies an unspoken principle within "Sun Cycle," where experienced players voluntarily offer guidance, tips, and support to newcomers who are still learning the ropes of the game. This unwritten rule embodies a spirit of community assistance and collaboration.

**IMPACTS ON:**

The unspoken principle of Helping Newcomers plays a pivotal role in shaping the player experience within "Sun Cycle." By offering guidance and support to new players, it cultivates a positive environment for newcomers, facilitating a smoother learning curve and ensuring their continued engagement. This rule fosters a strong sense of community cohesion, bridging the gap between experienced and novice players while enriching the collective knowledge of game mechanics and strategies. Moreover, it promotes mentorship and sustains the game's population by creating a welcoming atmosphere that encourages players, both old and new, to remain actively involved and invested in the game's vibrant community.

**NAME:**

Strategic Interaction

**DESCRIPTION:**

Strategic Interaction serves as an implicit rule within "Sun Cycle," encouraging players to engage in discussions, share tactics, and collaboratively devise strategies to navigate challenges and races effectively. While not explicitly defined by the game, this unwritten guideline fosters a culture of strategic thinking and cooperation.

**IMPACTS ON:**

The unspoken principle of Strategic Interaction significantly shapes the gameplay dynamics within "Sun Cycle." By encouraging players to engage in strategic discussions and share tactics, it enriches the gaming experience with deeper gameplay depth, fosters a collaborative community culture, and broadens players' perspectives on optimal strategies. This rule not only supports skill advancement by exposing players to advanced techniques but also inspires innovative solutions to challenges, enhancing the overall gameplay creativity. Moreover, it forges social bonds among participants and establishes an inclusive environment where players of all levels can contribute, learn, and collectively contribute to a vibrant and dynamic gaming community.

**NAME:**

Mutual Respect in Community Interaction

**DESCRIPTION:**

Mutual Respect in Community Interaction represents an implicit norm within "Sun Cycle," where players engage in discussions, chats, and social interactions with a foundation of respect and courtesy towards fellow players. This unwritten guideline fosters a positive and harmonious online environment.

**IMPACTS ON:**

The social dynamics within "Sun Cycle" are significantly shaped by the unstated standard of Mutual Respect in Community Interaction. It fosters a welcoming environment where people feel valued and welcomed by encouraging respectful and polite engagement among players. By aggressively discouraging harmful behaviour, this rule promotes a secure and pleasurable environment that values diversity and inclusivity. Additionally, respect for one another improves cooperation and teamwork, sustains player involvement by encouraging good interactions, and makes it easier to build solid social bonds, which helps create a sense of belonging and camaraderie among gamers.

**NAME:**

Recognizing Player Achievements

**DESCRIPTION:**

Recognizing Player Achievements signifies an implicit guideline within "Sun Cycle," where players acknowledge and celebrate the accomplishments and successes of their peers. This unspoken rule fosters a culture of support, admiration, and shared celebration.

**IMPACTS ON:**

Recognising Player Achievements is a tacit custom that has a big impact on the social dynamics of "Sun Cycle." By recognising and applauding players' achievements, it fosters a supportive environment where appreciation and support flourish, creating an inspiring and motivating environment. As a result of their accomplishments being recognised by their peers, this rule encourages players to continue working hard and to grow personally. Additionally, it fosters aspirations, strengthens ties between players through joint celebrations, and creates a motivation for people to set and achieve goals. In the end, this practise establishes a beneficial feedback loop that promotes continued efforts and investigation of various game mechanics while boosting the overall sense of accomplishment and belonging among the player community.

**NAME:**

Innovation and Creativity

**DESCRIPTION:**

Innovation and Creativity embody an implicit guideline within "Sun Cycle," encouraging players to explore novel strategies, experiment with different approaches, and think creatively to overcome challenges and achieve their goals. This unspoken rule promotes a culture of curiosity and ingenuity.

**IMPACTS ON:**

The gameplay mechanics of "Sun Cycle" are significantly influenced by the underlying notion of innovation and creativity. It fosters a gaming environment rich in varied gameplay styles and a vibrant and interesting player community by pushing players to experiment with novel methods and think imaginatively. This rule encourages players to discover original methods to obstacles, honing their problem-solving abilities while also encouraging ongoing exploration of various game elements. Additionally, it encourages player collaboration and growth by facilitating the exchange of discoveries and novel strategies. Creative problem-solving and a spirit of curiosity foster an overall richer gaming experience that not only inspires others but also gives people a sense of personal fulfilment.

## **Description of a game mechanics using the rules**

The Dynamic Obstacle Challenge is a game mechanic that seamlessly integrates the constitutive rule of "Obstacle Incorporation" with operational rules related to "Avatar Movement," "Energy Management," and "Challenge Completion." In this mechanic, players encounter a series of obstacles, such as rocks, ramps, and barriers, along their virtual cycling path. As players approach an obstacle, they must physically steer their stationary bicycles to navigate around it, aligning with the operational rule of obstacle navigation. The speed and intensity of their pedaling, as per the energy management rule, determine how quickly they can maneuver around obstacles. Successfully navigating these challenges enhances their energy conservation and momentum, optimizing their avatar's movement according to the constitutive rule of "Physical Engagement." Completing the Dynamic Obstacle Challenge contributes to the operational rule of "Challenge Completion and Progression," advancing players through the game while reinforcing their engagement with the core pillar of physical activity and skillful maneuvering. This mechanic encapsulates the synergy between constitutive and operational rules, resulting in a gameplay experience that demands physical exertion, strategic decision-making, and achievement-driven progression.

# **Player Psychology Worksheet and Checklist**

**Your game concept should encourage the player to behave in ways that are consistent with the goals of your proposed product.**

## **Goals**

**List the goals (at least 5) for your proposed product that you intend to satisfy by utilizing psychological techniques. This includes the goals of the game itself, but also any other goals that creating this product is intended to achieve.**

|  |
| --- |
| The player must solve all the puzzles to progress. |
| The player must outrun any monster. |
| The player must find the exit to progress. |
| The game aims to immerse players in a terrifying and suspenseful atmosphere using jump scares, ambient sound, and tense environments to evoke fear and anxiety |
| The game aims to provide moments of player empowerment and catharsis. |

## **Psychological Techniques**

**For each of the goals listed above, explain the psychological technique or mechanism that you use in your game design. In particular, identify the technique (either as named in the lecture slides, or by providing a reference to a (non-wikipedia, ideally reputable) source that provides a clear description and justification), explain how your design embodies that technique, and then also how this achieves the goal.**

**Ideally you should try to identify at least 3 different strategies used in your design. If your design uses fewer strategies to achieve all the goals then provide an additional justification below as to why your approach should be considered to represent a sophisticated game design concept.**

**Examples of strategies that you may be employing:**

* **Classical conditioning**
* **Operant conditioning (with positive or negative reinforcement)**
* **Flow theory**
* **Character theory (such as Bartle’s)**
* **Role playing**
* **Community development**

|  |  |  |  |
| --- | --- | --- | --- |
| **Goal (from previous step)** | **Psychological strategy** | **How the game design employs this mechanism** | **How this game design using this mechanism achieves the goal.** |
| The player must solve all the puzzles to progress. | *Rewards* | Solving puzzles allows the player to unlock new areas, puzzles, tools and discover more about the storyline. | The player will be intrigued by the storyline, the mysteries surrounding them and the origin of monsters. Some of the story’s acts in the game can end in a cliffhanger to motivate the player to keep playing. Where some other storytelling aspects will be written in an enigmatic way that will be hard to understand until the player reaches a specified area where everything will connect to make sense. The puzzles themselves are also going to be connecting to the storyline. |
| The player must outrun any monster. | *Fight-or-Flight Response and Stressful Encounters* | *Players run into powerful monsters who pursue them obstinately as they make their way through the maze. Stress and terror are brought on by the unpredictable movements and sudden appearances of these monsters. The player must act quickly, choosing whether to flee, hide, or utilise items cleverly to trick the creatures.* | *The adrenaline-fueled experience that the game induces increases player immersion and emotional involvement. As they make their way through the maze to secure their survival, players get intensely committed in dodging the monsters, providing an authentic sense of urgency and stress. The player can only fight the monsters to delay them but they can never defeat the monsters.* |
| The player must find the exit to progress. | Exploration and Intrinsic Motivation: to entice gamers to explore more of the maze and look for the exit. The drive to investigate and solve puzzles is referred to as intrinsic motivation. | The maze is constructed with numerous interconnecting spaces, secret passageways, and hidden corners. Players must meticulously search their surroundings for hints, clues, and possible escape routes. When a player finds the exit, the game rewards them with a sense of accomplishment and advancement. | The game encourages player engagement and curiosity. Players are motivated to fully explore the surroundings as they search for the exit and the secrets of the maze, which makes for an enjoyable and engaging gameplay experience. |
| The game aims to immerse players in a terrifying and suspenseful atmosphere using jump scares, ambient sound, and tense environments to evoke fear and anxiety | Fear Induction and Emotional Manipulation: to provide a frightful and tense atmosphere. Jump scares, background noise, and stressful settings are used to make gamers feel scared and anxious. | Players are startled and unnerved by the game's strategically placed jump scares, unexpected aural cues, and frightening ambient soundscapes. The maze's gloomy surroundings, cramped areas, and ominous images add to the sense of anxiety and dread. The frightening themes are amplified by tense encounters with monsters, blocked vistas, and scarce supplies. | provides participants with a frightening and intense experience. The psychological strategies amplify players' emotional reactions, increasing their susceptibility to dread and anxiety. The result is a memorable and engrossing horror experience since this raised emotional state increases player engagement and keeps them on edge throughout the game. |
| The game aims to provide moments of player empowerment and catharsis. | Power Fantasy and Emotional Release: allows players to feel strong, capable, and in control, while emotional release provides relief and satisfaction after overcoming challenges. | In order to defeat creatures and complete puzzles, players are provided with tools, hints, and strategies. The game strikes a balance between players' opportunity to feel in control and overcome challenges and vulnerable periods. Players get a cathartic release from the stress and dread they felt when they successfully avoid creatures or work out difficult riddles. | increases player emotional investment and fulfilment. Players are able to feel capable and appreciated for their efforts during these times of empowerment, which enhances their emotional experience. The emotional release experienced after overcoming obstacles increases the game's emotional effect and fosters feelings of satisfaction and accomplishment. |

Justification if fewer than 3 psychological strategies used:

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| --- |
| The game design delivers a thorough and sophisticated horror experience by combining fear induction, emotional manipulation, power fantasy, and emotional release. These psychological strategies are strategically applied to keep players mentally engaged, emotionally invested, and thoroughly involved throughout the game. The video game "Maze of the Macabre" provides an engaging and multilayered gameplay experience that caters to a wide range of psychological reactions and improves overall player happiness by tapping into players' emotions, instincts, and motives. |

# Audience Worksheet and Checklist

Your game concept should critically consider your target audience and describe their characteristics and features which may impact on product marketability.

## Primary Audience

Fill out the following information regarding your primary audience.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Age* | *Gender characteristics* | *Cultural Background* | *Primary play method* | *Gameplay motivation* |
| *16 - 30* | 50 – 50 split | Individuals who enjoy horror-escape themed games and are interested in suspenseful and immersive experiences. | On a console, or at home in front of a computer. | Thrill-Seeking |

## Secondary Audience

Fill out the following information regarding your secondary audience.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Age* | *Gender characteristics* | *Cultural Background* | *Primary play method* | *Gameplay motivation* |
| *16 - 30* | 50 – 50 split. | Individuals who enjoy unraveling the story behind the maze | On a console, or at home in front of a computer. | Mysterious story with mature themes. |

## Tertiary Audience

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Age* | *Gender characteristics* | *Cultural Background* | *Primary play method* | *Gameplay motivation* |
| *16 - 30* | 50 – 50 split | Audience that enjoys solving puzzle while being chased and requires critical thinking | On a console, or at home in front of a computer. | This audience is driven by curiosity and a desire for exploration |

## Evidence of similar ideas to your target audience

Games that are similar in market appeal include:

|  |
| --- |
| Labyrinthine  Maze runner (Movie)  Amnesia Bunker |

## What is the distribution method of your game idea?

Free-to-play or in-game purchases. Why is this method chosen?

|  |
| --- |
| "Maze of the Macabre" will be sold as a indie game with a $20 one-time purchase cost. This strategy guarantees that players can access the entire game experience without any in-game payments or paywalls, enabling them to fully immerse themselves in the terrifying horror escape maze. The fixed-price approach seeks to appeal to a wide audience and promote player enjoyment by providing a distinct value proposition, transparency, and affordability consistent with indie gaming traditions. The game's fascinating gameplay, challenging riddles, and eerie storyline have the potential to generate substantial long-term revenue while also promising to provide horror fans and puzzle solvers with an all-encompassing and satisfying gaming experience. |

## What methods will you be using to engage with your audience types?

Social media, online communities, store front sales? Why is this method chosen?

|  |
| --- |
| A thorough strategy will be used to interact with the various audience types for "Maze of the Macabre," including social media presence on sites like Twitter and Instagram for wider reach, a dedicated Discord server to encourage community interaction and feedback, availability on popular storefronts like Steam, PlayStation, Xbox, and Nintendo for wider accessibility, regular email newsletters for direct communication with players, community events, and content creation. These strategies were chosen to successfully engage the game's primary, secondary, and tertiary audiences, create a passionate player community, spark interest through a variety of channels, and guarantee a loyal player base. |

## Evidence of market support for their audience choice.

Popularity of the concept in an app store, evidence from the digital Australia report. What evidence do you have to assert your chosen audience/market?

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| --- |
| 46% of female gamers are video game players, according to the 2018 Digital Australia Report. The average age of participants is 34, demonstrating the wide demographic variety that participates in gaming. Additionally, a sizable 77% of gamers are 18 or older, demonstrating that adults make up a big component of the gaming community. Horror media, whether it takes the shape of movies or video games, has an intriguing potential to elicit a diverse range of physiological reactions in its viewers. According to studies (Harris et al., 2000; Cantor, 2004), when confronted with frightening aspects in horror games, we may tremble, jump, or even cover our eyes out of dread and disgust. It's interesting to note that these effects can become even stronger when one actively takes part in the horror experience, such as by playing a horror game as opposed to passively watching it happen. Researchers found that participants in the P.T. game showed elevated heart rates and a greater sense of terror than those who watched it (Madsen, 2016). Our brain engages the well-known fight-or-flight reaction when faced with a terrifying circumstance in a horror game, causing an adrenaline rush and other physiological changes. The fascinating thing is that because our brain is a skilled context judge, it recognises that we are not in immediate danger. Horror games, in contrast to real-life threats, offer a safe and regulated atmosphere where we can feel strong emotions like anticipation and stress without actually being in danger (Ringo, 2013). A significant study carried out in 2014 by Nicole Martins and Teresa Lynch provided intriguing insight into the effects of playing horror games, particularly Silent Hill. Surprisingly, their research uncovered an intriguing pattern: despite inducing dread during gameplay, players felt delight and exhilaration just after the scary parts. In essence, the unpleasant physiological responses brought on by horror games were followed by intensely happy feelings. Thus targeting people who love horror themed games to get a roller-coaster emotions and experience fun. |