Space Dodge – Design document

# Target Market

Potential platform choices: Android, iOS and desktop.

Potential demographics: Over 7, predominantly male, potentially older audience because of retro theme.

# Monetisation

Pricing choice: Freemium model, the game will allow players to purchase upgrades for their character in order to grab their interest with a free game then allowing them to purchase power-ups that let them get better scores and beat their friends.

iAP: The in-app purchases for the game will not be vital for the gameplay and they will merely allow users to purchase cosmetic upgrades and potentially beat their peers score, emphasising the competitive element of the game.

# Gameplay

Genre: the genre of our game will be a mixture between retro, endless runner and adventure as we will allow players to play in two modes, either endless or adventure.

Number of players: Our game will only be played by one person at any one time but we have added in a competitive element though the addition of a scoreboard.

# Design

Look and feel/UX: We have tried to simplify the layout of our menu screens as to not distract players from the game itself, this means that players are able to play the game without being bombarded with obtrusive menu screens or HUD displays.

# The Game

Title: Space Dodge

High Concept: A lonely spaceship travelling amongst the stars in order to reach its home planet without being completely destroyed.

Story: A spaceship has lost it’s way by being sucked into a black hole which bent time and caused the spaceship to be propelled into an 8-bit world full of cheesy music and poor graphics.

# Social Integration

Social integration research: We have identified from our research thst successful games like candy crush put emphasis on social media features as an essential part of the gameplay experience. This creates a sort of competition which is unmatched by other less social games. We have chosen to add small amounts of social features into the game to increase competitiveness and therefore playing time.