World Wildlife Fund

Assignment report

Laura van den Dikkenberg

Signature client: Date: Signature business employee:

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Introduction & clients situation

What is WWF?

WWF focuses its work around the magnificent diversity of life on this planet, the extraordinary places they live in. All the while trying to reduce humanity's impact on this life and in these places.

Source: https://www.worldwildlife.org/about

What does the client want?

World Wildlife Fund (WWF) wants to make a campagne in game form to talk to people about the social issues in the world. They to attract new people, make people know about the endangered species and use a tablet or mobile phone.

Client request		My contribution		Pros		Cons		Solution
Make people aware of endangered species		Make a game about endangered species (concepts below)		(concepts below)		(concepts below)		(concepts below)
Attract new people		Give the game a good look with nice clean models and textures, and music that fits the game		Nice looking and sounding game		Need to hire more people, so costs will go up		Buy them online (often cheaper than hiring someone)

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Concepts		Social issue	Pros		Cons		Solution
1. Mobile Animal Ranger		Endangered species	It's fun and educational		It's on a mobile so it can't handle to much		Make it 2D with less objects in it, but still with a clean look. This way it will be more handle able.
2. Stop the hunter		Endangered species	Can be on multiple platforms		It's pretty easy to play		On the phones and tablets add a 360° look to make it more difficult
3. Animal trivia		Endangered species	It's educating and you get to interact with others		Can become boring		Have multiple animals, maybe even locations and maybe at multiplayer

1. you walk around scanning animals (pictures or videos) and when you find them you get some information about the animal and how they live. If you get 3 of the same animal, you rescued the animal
2. ***Stop the hunter is a game where you're against different AI, they are the hunters and you are the activist. As the activist you are there to stop them from hunting the elephants. You shoot the hunter before it shoots the elephant. But don't shoot the animals! It will have a classic sort of cardboard cutout sort of feel.***
3. Animal trivia is a game for the mobile phone or tablet. It has multiple themes of animals, and for each right question for that animal you get a point. When you get 5 animals you 'rescued' the animal. You can also play against other players online and make it a competition.

After the presentation of the 3 concepts, the client said he wanted to see number 2 with a few changes.

The changes are, a goal in the game. Which will be after about 10 animals you rescue you get a screen with text that will tell you about WWF and you can become donator.

The second change will be information you get for each animal you rescue, with information about how many there are still left and where they live.

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Boundaries

When will we start and when will it be done?

I start right away with the project. We have a deadline each 2 weeks to show some progress of the game. This will also be the moment where the client can give notes on changes and things that they want to be added. The dates will be set at the end of the first meeting, if somehow one of the parties can't make it they'll need to let it know at least a 3 days in advance. (When possible)

Since we have only 3 months we'll have to work hard and fast to create something good looking and fun.

(about 12 weeks)

Week		What we want to achieve		Date of meeting with client
1		Create the basic shoot mechanic& start making assets (hunter)		
2		Create a win/lose condition & make more assets (animal)		
3		Make it playable on the phone & make more assets (Grass + trees)		
4		Make it playable in 360° & make more assets (background)		
5		Create a place to translate all the text (2 languages)		
6		Make a place to save progress		
7		Create UI for animal information		
8		Create a donator screen where people can click on and get send to the website & make the UI art		
9		Create a logo for in the app store + description		
10		Add music & sound		
11		Add extra art		
12		Add extra levels		

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Budget

The client has no budget, so we can go free but we have to make sure it's as cheap as possible but will still look amazing.

What will be the cost?

I will work 8 hours a day 5 days a week, I start at 8:30 am till 5:00 with half an hour break.

breaks will not be charged.

I work for €50-, an hour, so that will be a total of €375 a day.

I also have some accommodations that the client will have to pay for, this does not include my paycheck.

Roles needed	Why?		How long needed	Cost per hour		Total cost
Audio design	Every good game has music in it		2 days	€45-, an hour		€720-,
Art (2)	We need to make it look pretty		5 weeks	€40-, an hour		€8.000-,
Development (2)	We need someone to make the game		12 weeks	€50-, an hour		€24.000-,
Play tester	We need some feedback from outside to make sure it's fun to play		4 days	€30-, an hour		€960-,
Project manager	We need someone to make plans and make sure everything goes as plan		12 weeks	€60-, an hour		€28.800-,
Marketing manager	We need to let people know that the game is available		6 weeks	€60-, an hour		€14.400-,
						Total : €76.880

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I also have some accommodations that the client will have to pay for.

(this does not include my paycheck)

Accommodation	Usage		Cost
Unity pro	This is where I will make the game in		€125 /month €1.500 / year
Maya 2018 (optional)	I will make the models in here		€242 / month €1.936 / year
Photoshop	I will make the design and textures in here		€24,19 / month €290,17 / year
			Total: €319,19 / month € 3.726,17/ year

Since we'll only work on this for 3 months the cost would be **€957,57**

Not including Maya 2018 will make it drop down to **€591,71**

All the cost together (with paychecks & with Maya) would be a total of **€77.837,57**

All the cost together (with paychecks & without Maya) would be a total of **€77.471,70**

Source: https://store.unity.com/,

https://www.autodesk.nl/products/maya/subscribe?plc=MAYA&term=1-YEAR&support=ADVANCED&quantity=1,
https://www.adobe.com/nl/creativecloud/plans.html?single_app=photoshop&promoid=KSPCO&mv=other

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