



01°|

## Pocket GDUFS

Cultural and Creative  
Product design  
of Guangdong University of  
Foreign Studies

---

Pocket GDUFS, as a casual simulation game,  
takes Guangdong University of Foreign Studies (GDUFS) as the background,  
simulates the learning process of GDUFS'S students from freshman year to graduation  
and highly reproduces the school's situation to show the professional features and characteristics of the school.

---

# COMPETITION ANALYSIS

In addition to searching for industry reports on games in related categories before designing the product, we also conducted a market survey on the Guangdong University of Foreign Studies (GDUFS) campus, placing 104 valid questionnaires, which were eventually recovered from 101 GDUFS 's students, including 97 female and 4 male students. Among them, 80.2% of the respondents said they were willing to try the game.



## Strength

- Pocket GDUFS combines with the actual life of GDUFS and is more relevant to GDUFS's students.
- Combining applets of WeChat with the characteristics of the post epidemic era greatly improves the competitiveness of the project .
- The development cost of WeChat mini-program is lower than that of mobile games.
- Wechat mini-program has low requirements for hardware equipment, which can reduce the situation of being unable to use due to insufficient conditions of their own mobile phones.
- Users can communicate with the community through the Wechat mini-program and make more like-minded friends from the same school.

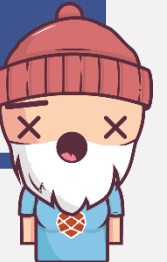


## Weakness

- The ending of the game is limited by the actual situation of GDUFS, not extended to the social life after graduation, and needs further improvement.
- This project uses WeChat applets as the game carrier requires a certain development cycle.
- Need to use positioning technology to obtain the player's location, not yet further developed.
- As an emerging cultural and creative game, it is difficult to gain more attention for a while.

## Threats

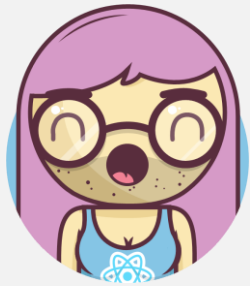
- WeChat applets are easy to use, and their users' usage scenarios are more fragmented
- Simulation and leisure games in the market are relatively mature and have a certain customer base such as a game called Chinese Parents.
- WeChat applets games that have sprung up in recent years, such as one called Animal Restaurant, have become industry leaders and are highly competitive.



## Opportunities

- Development of CCI in Colleges and Universities.
- The traditional mode of CCI products have the problems of single style and lack of creativity.
- GDUFS has enrolment publicity needs during the period of fresh college entrance examination and other periods.
- Currently, there is a low correlation and insufficient visibility between cultural and creative products of GDUFS and GDUFS.

# Initial investigation: Product characteristics



## Spreading GDUFS' s culture.

- Promote GDUFS's campus cultural life and enhance the influence of enrolment
- Collaborate with other cultural and creative products on campus to enhance the brand effect of GDUFS's cultural and creative products.



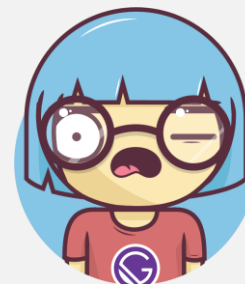
## Cheap price.

- This project avoids the cost of APP development and other inputs.



## Irreplaceable campus character.

- lots of cute cats on campus
- Torturous and difficult presentations
- Multi-language and minority-language school features
- Extremely distinctive teachers



## Leisure and learning go hand in hand.

- lots of cute cats on campus
- Torturous and difficult presentations
- Multi-language and minority-language school features

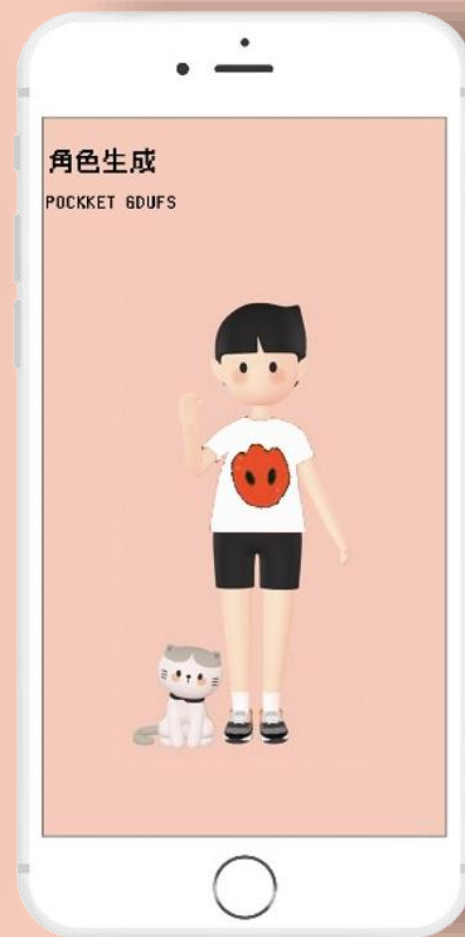
# Game Mechanics

The game mechanism is a developmental task, a game cycle is 24 hours, after completing a cycle, different game endings can be unlocked according to the progress of the process.

The game is based on the daily life of students in GDUFS, and through the two main functions of “Schedule” (especially the course schedule) and “Adventure Mode” (in this mode, players can explore the school map, unlock adventure missions, and trigger hidden stories.), players can personalise the accumulation of various attribute values in order to experience and obtain different game endings.



Initial Interface



Character Settings Interface



Properties Interface



Process Interface

Players must first select the college major for this experience. After choosing a major, the process from freshman year to graduation will be simulated. Players can then personalise the virtual character likeness.