**Year 3 Level 6 Group 9 Game Brief Ideas Thomas Simmons**

Idea One:

An memory based game where the player has to find an specific pair which there character wants/ needs. The player’s character is an animal of their choosing at the beginning of the level. The player has to search for the item they require in the game world they are placed in. In order to take an item they have to complete a puzzle of some kind, this can be an matching game or an game like Tetris. Once they player has acquired the item they get an bonus or some kind which benefit’s the character like happiness or movability. For example an money could want an banana and once it has it its happiness stat can go up.

The target demographic for this idea will be male and female player’s ages between 8-13 years of age. This is because these players will be able to read and understand instructions and likes to find toys/ items which they like but also be obsessed with the character and be passionate towards making their character better than their friends.

Idea Two:

A twitch based game where the player has to create items from raw materials for a specific animal in their zoo/ farm. Some animals may need rarer items than others and some more basic items but more frequently. Players can acquire these items by forging them in a conveyor belt based system. The goal is for players to button mash the arrow keys when they require to change direction in order to get another type or raw material.

The target demographic for this game idea would be male and female players aged between 13-18 years old. This is due to these players will think things through in more detail compared to age group to younger aged groups. Also the male players will want to master this game and the females will concentrate more on their farm/zoo.

Idea Three:

A mystery based game where the player has a third person view of their character and their goal being to find out about their past childhood. The player’s character has just turned into a young adult and has been told by his adopted parents that he is adopted from a very young age and he sets out to try and find out what happened. The players character can be any animal and the environment depends on what animal the player picks, for example a seal will be in an snow based environment. Throughout the players journey there will be random hazard events like icebergs and avalanches which could slow the player down or even kill.

The target demographic for this game idea will be male and female players aged 13-20 years of age. This due to this age group potentially will be able to think things through better than younger age groups. The male players will want to compete and master all levels and animals whereas all the females will want to make sure there character is always safe.

Idea Four:

A puzzle based game where the player has to compete against the time to complete puzzles like crosswords and Sudoku to acquire currency to buy items they desire to equip to their house/ living space or to the player. These items start as very common but essential for a living area for example and toilet and doors. When the player starts the game they have a basic character in the middle of nowhere for example snow and ice in the artic and they have to create a liveable living space for their character. Players can also buy items to clear environmental hazards away like potential snow slides and holes in the floor.

The target demographic for this game idea will be male and female players aged 45 years old and above. This is due to the classic old fashioned puzzle games such as crosswords which invited challenge towards this age group. Also another age group can be male and female players aged 7-10 years old, this is due to the fantasy living space they could make with the points they have to use which would very likely amuse the 45+ generation. This brings the potential to have two age group co-operating.

Idea Five:

A competitive maze based game where one of the players plays as an animal which is hunted by another player in the maze. The hunted animal is played by one player and has to collect items to help evade and escape the predator which is played by the opposing player. They can collect items which make them go faster or to help kill the predator animal. The prey animal has RPG like stats which show the speed, weakness etc. and the predator player can choose their animal based on these stats. This is a two player game only, there is no single player.

The target demographic for this game idea can be male players aged 13-18 years old because of all the competition in this game idea. It can also be males aged 25-35 years old who play games with their children for amusement and generally socialising with friends an family.

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