# Initial Pitch Presentation Notes

* Quick introduction
  + Project lead & Main programmer
    - Tom
  + Game Designers
    - Fraser, Dan, Jack
* The Brief
  + 2D
  + Simple Tap Input
  + Turn based, single-device multiplayer
  + Symmetric design
  + Easy to learn, hard to master
  + Importance of limiting scope and creating a well-polished game with a clear base mechanic
* Existing Games
  + Recommended Games from brief
    - What they do well
    - For improvement
* Demographics/Psychographics/Market Analysis
  + Smartphones/Tablets
  + ‘Casual’ Market
* Game Concept
  + ‘Tug of War’ style game
  + What the player does
    - Take turns to time their pull, the better the timing, the harder the pull
    - Aim of the game is to pull the rope far enough to win
    - Timer
  + Learn, practice, master loop
  + \*Core game loop diagram\*
* Theme Development
  + Shattering first-level consciousness
    - Random generation from within a wider general theme (e.g. liquorice within a wider theme of food)
    - Extrapolate a theme from wider demographics/psychographics
* Cognitive Immersion
  + Tying up a player’s cognitive faculties
  + In this case, testing the player’s hand/eye co-ordination and timing skills
  + By keeping a player cognitively immersed, they are placed into a state of flow
* Flow
  + “The best moments in our lives [...] usually occur if a person’s body or mind is stretched to its limits in a voluntary effort to accomplish something difficult and worthwhile” Csikszentmihialyi
  + \*Flow Diagram\*
* Dynamically scaling difficulty
  + Game naturally increases in difficulty over time
    - Increases player retention as granular increase in difficulty keeps player in a state of flow
  + **However** also algorithmically determines a player’s skill and adjusts base skill appropriately
    - Allows for broad variety of players to engage with game
      * No player should be put off by difficulty
      * No player should find game unfairly difficult
  + Game requires no barrier to entry
* 4 Keys to Fun
  + People Fun
    - Local Multiplayer promotes social interaction and playful rivalry – appeals to human’s inherent competitive nature
  + Hard Fun
    - Fiero – triumph over adversity
      * Beating your friends through hard end-game sections
  + Easy Fun?
* Design Challenges Moving Forwards
  + Best way to telegraph to the player when they need to tap
    - More natural the better
    - Experimentation with haptic feedback
      * Intensity, frequency, duration
    - Visual Cues
      * In current prototype, using a simple colour system
        + Red = bad, Yellow = okay, Green = Good
      * Tension in the rope
      * Screen shaking
    - Audio Cues
      * Feedback when in ‘perfect’ zone
  + Sizing timing windows
  + Portrait vs landscape app
  + Final Payoff
    - Player reward for winning
      * Flooded with dopamine
        + E.g. Peggle
  + **Best solution to all of the above issues is rapid iterative development**
    - Testing effectiveness of each change with a range of playtesters
* Prototype Demonstration