UNDER CHOICES

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Revision History

Revision #	Author	MM/DD/YYYY	Change list Details
1	Farryl Chang	10/21/2021	• Began adding economy details to Game World section
2	Wilson Chan	10/22/2021	• Added **progression** sections under each Game Mechanic • Add table of Game Elements
3	Wilson Chan	10/24/2021	• Moved Progression of each mechanic to the Game Elements section
4	Wilson Chan	10/25/2021	• Added table and details for how to calculate Company Metrics based on Post Engagement in **Progression Section**
5	Farryl Chang	10/26/2021	• Added subject matter mechanic to Game Mechanics section • Added numbers to document sections
6	Joshua Pritchett	10/26/2021	• Added the Beat Map for the layout of an individual level of gameplay
7	Joshua Pritchett	10/27/2021	• Added core narrative section for evaluation • Added temporary image to the core narrative section
8	Farryl Chang	10/31/2021	• Added sections 1.1. to 1.4. • Added sections 1.6. to 1.7.
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10	Wilson Chan	11/06/2021	• Initial population of 1.5 Art Direction
11	Joshua Pritchett	11/05/2021	• Finished section 2.5, backstory • Added beat map for narrative throughout an entire playthrough
12	Farryl Chang	11/07/2021	• First pass editing
13	Wilson Chan	11/07/2021	• Formatted half of document – checkpoint at 4.1 – highlighted bright pink
14	Wilson Chan	11/08/2021	• Finished formatting the rest of the document

0.0. Media References

0.1. Similar Games

0.1.1. Headline: NoviNews

(Reference Focus: Narrative Agency)

Headliner: NoviNews presents the player with different topics without affirming what is right or wrong. In the game's system, the player starts each night with a recap and receives salary according to their actions. Then the player is given the opportunity to make new choices, observing the results and receiving a description of their character's life situation which then restarts the cycle.

Headliner: NoviNews - Gameplay Cycle
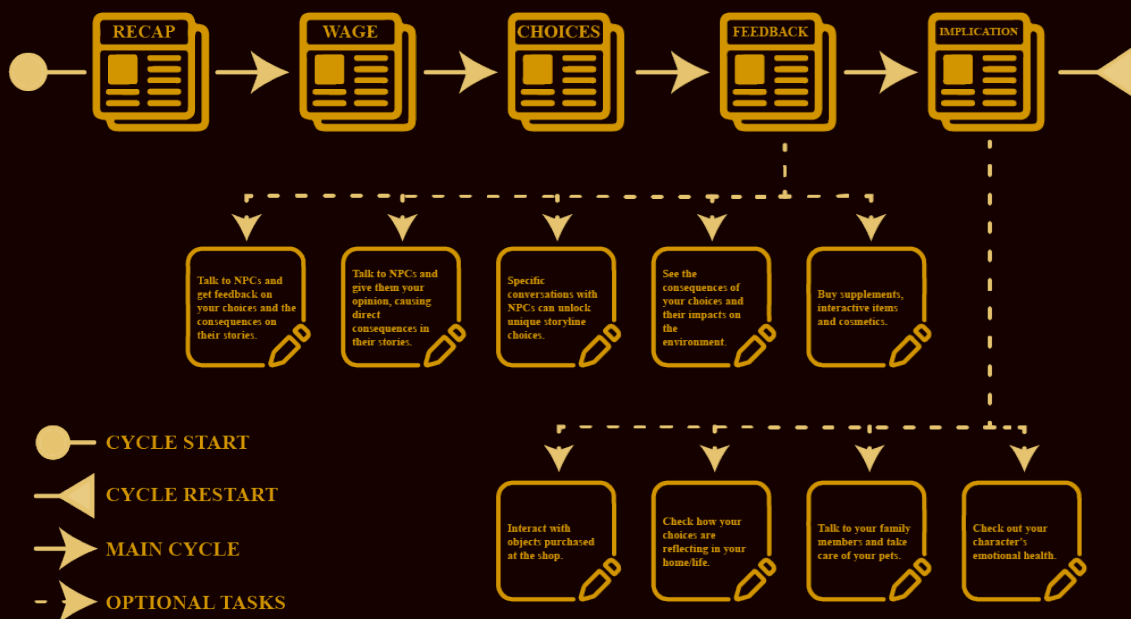
Figure 1. Gameplay cycle for Headliner: NoviNews.

The player can choose which news articles will be published in the newspaper on each night. The articles are cataloged by topic and is always presented in pairs (not necessarily on the same night), with bilateral opinions on the matter.
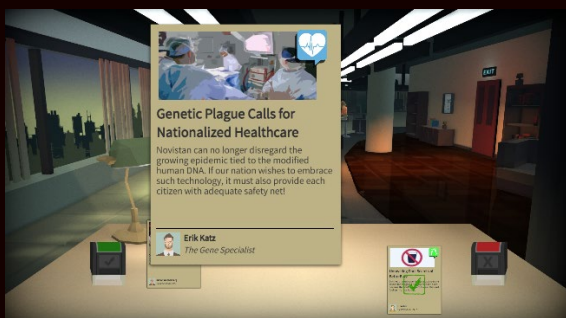
Figure 2. Choosing whether or not to approve the news.
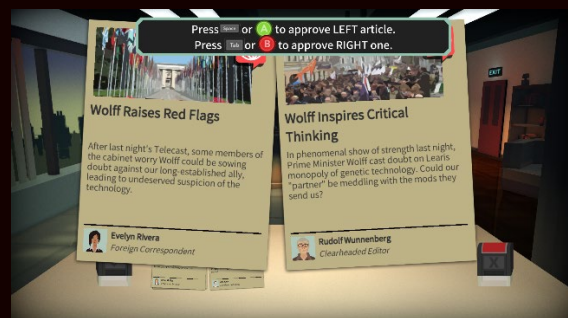
Figure 3. Choosing between one news or another.

Throughout the story, the player may have limitations and/or obligations on how to report the news. When walking home, the player will be able to see the consequences of their choices, ranging from

fires, totalitarian arrests by the government, robberies, increase in homeless population, crisis in the health system, etc.

Figure 4. Riots burning the city.

Figure 5. Crowding after residents jump out of a building.

Figure 6. Graffiti about the population's dissatisfaction.

The story of Headliner: NoviNews is defined according to the news chosen nightly by the player. The game's main story lasts a maximum of 15 nights and is divided into three narrative arcs, which last a maximum of 5 nights each. At the end of each narrative arc, a significant event happens that varies according to the player's previous choices and changes the story.

Headliner: NoviNews - Main Story System
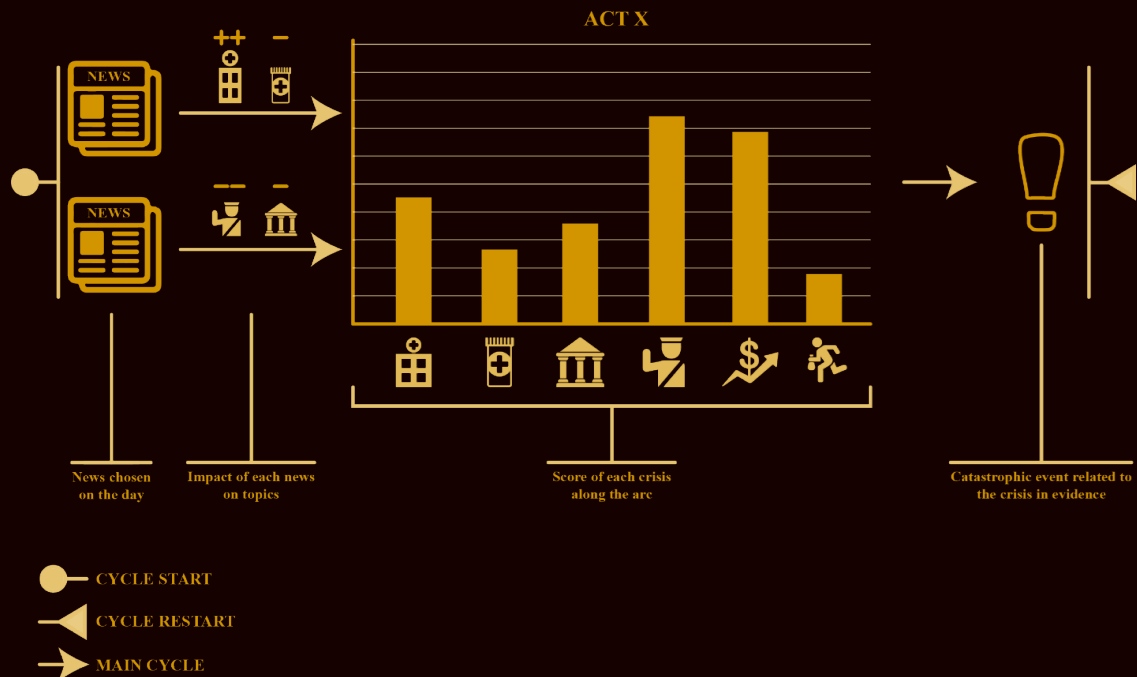
Figure 7. Diagram of the narrative system in Headliner: NoviNews.

Each choice affects the main story according to a scoring system, which is hidden from the player. Each news item is weighed based on its topic, with a different value and score. As the player makes choices, the scoreboard changes and indicates which event should be selected and how the story of each arc will end. Regarding the narrative flow, the game's beat map analysis (figure 8) serves as an excellent visual example of the story's climax peaks. As the story is divided into two streams (one being the main story and the other the story of each NPC), the streams were divided into two distinct analyses. The main story is always divided into three distinct acts, and the difficulty of analyzing the story lies in identifying how the hyper-narrative's body works since it has several paths and endings.

Headliner: NoviNews - Main Story Beat
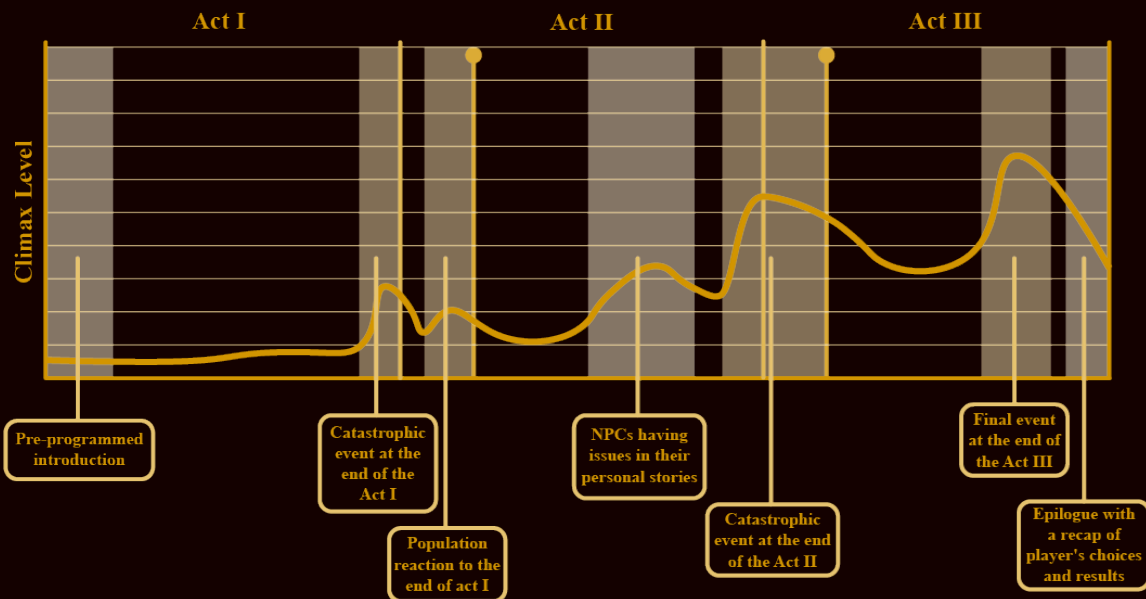
Figure 8. Beat diagram for the main story of Headliner: NoviNews.

0.1.1. Papers, Please

(Reference Focus: Using Ludo-Narrative to Create Meaningful Choices)

The game successfully creates a play experience that conveys a message about the immigration struggles of fugitives and political corruption by offering players meaningful decisions that question their morality. The figure below shows an example in which the player may choose to approve or deny a pair of husband and wife who are fleeing from tyranny. The wife is missing paperwork and approving her will result in a penalty but spare her life, creating a choice between following rules or following morals. This ludo-narrative harmony creates interesting and engaging player choices and helps convey its message.

Figure 9. A screenshot from Papers, Please. If the player approves this woman, there will be a penalty but her life will be spared. This narrative creates moral context for the gameplay and makes the decision meaningful.

0.1.2. Black Border

(Reference Focus: Visual and Audio Feedback)

This game is very similar to Paper's Please and succeeds with interesting visual and audio feedback, such as an alarm that sounds when 58 seconds are left in the night. You begin by parsing single bits of information and as narrative events occur, the number of details increase which results in a higher chance of errors. Such details are outlined in a ruleset that updates when new mechanics like fingerprints and questioning are added (figure 10). However, the game poorly communicates negative repercussions as feedback for some actions are only shown at the end of a game night (figure 11).
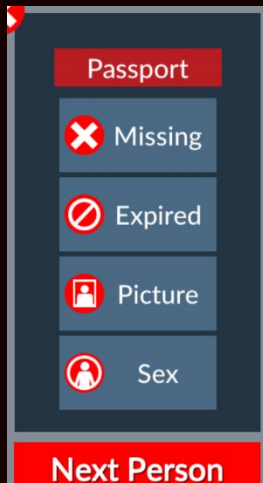
Figure 10. Additional mechanics progression.

Figure 11. Feedback for actions are not shown until the end of a night.

In the context of our project, we can apply what we have learned from Black Border's visual and audio feedback. For example, we can include audio cues during play that correlate with the repercussions of player choices as the player chooses which media posts to feed to the population. For instance, sounds of sirens and unrest paired with visual signifiers like flashing lights to reduce the lag between action and result, strengthening the message of our game that doom scrolling paired with media companies can have devastating consequences.

Additionally, immediate feedback in the form of a text message from loved ones can help illustrate the immediate impacts of pushing certain posts over others. For example, a text from mom that reads: "THE NEIGHBOURS ARE RIOTING!!!!, WHAT DO I DO????!?!" can convey changes to the game world in a more meaningful way than a generic text prompt.

0.1.3. Peace, Death

(Reference Focus: Gameplay)

What makes this game immediately stand out is that it's controlled with three buttons is extremely easy to pick and play. W to move through menus and dialogue, and A and D to choose whether a person goes to the left (Hell) or to the right (Heaven). It is immediately super satisfying to just speed through levels, trying to get low times with perfect performance.

Throughout the game there are miniature events that change your standing with each of the four horsemen depending on which decision you make. The horsemen are effectively your four bosses and can directly influence the levels during play depending on how well they favor you.

Figure 12. Screenshot from Peace, Death depicting the four horsemen to whom the player must appease.

In the context of our project, we can apply what we have learned from the gameplay of Peace, Death. For example, making the choice of whether a post goes through into a quick and easy action could make the gameplay more fluent and enjoyable. However, this gives very little time for the player to read the text and understand the narrative or grasp the comedy we are trying to achieve.

Another element of gameplay that could make gameplay more intriguing is to have a standing with your boss or bosses. For example, having to balance decisions based on appeasing the government over activists gives the player more narrative control.

0.1.4. Not for Broadcast

(Reference Focus: User Interface)

The player is a new editor starting their first night of work for a television news channel, and they are taught how their dashboard works during an in-game broadcast. Over the course of the game, the player learns about a political party that the news channel supports, including their actions and the people who support and oppose them. Between levels, the player learns about their character's personal story, how the party's actions affect them, and the choices they must make to progress the story.

The gameplay is mostly point-and-click with some use of the scroll wheel, though the player can also use the keyboard to play. The main goal is to maintain high ratings for the news channel. Before the broadcast starts, the player must choose which advertisements to play in-between news segments. These include toy ads, workout video ads, and propaganda ads.

The gameplay also involves paying attention to what the people on the screens are saying and switching between camera feeds or censoring words at the press of a button. Occasionally, the player will also need to ensure that radio interference does not disrupt the broadcast, so they must shift a dial (either by clicking and dragging a knob or scrolling it) up or down to avoid the interference. At the end of each broadcast, the player is evaluated for their performance.

Figure 13. A screenshot of the studio the player uses during gameplay. Retrieved from the game's store page on Steam.

Upon completing a broadcast, the player acquires money to spend on various items such as upgrades for the studio, new equipment, or toys. If the player wants to revisit a news broadcast, it will be in the Archives section for them to try again. Outside of this core gameplay, the player must make choices that alter the story of the game.

In the context of our project, we can apply what we have learned from the user interface in Not for Broadcast and use a similar control setup. For example, making the control scheme mostly point and click with an option for keyboard controls if players are more comfortable with them. In addition, the plot in-between missions could also be used to explore the story in our game and give the player choices that affect how the story unfolds.

Figure 14. A screenshot in which the player is given a situation and must make a choice in response to a character's request.

0.2. Visual References

0.2.1. Characters

Physiognomy

The Brazilian population is largely made up of a mixture of European, African, and South American native backgrounds. Because of this, it is very common to find Brazilians who have faces with European, African, or South American native features. It is also possible to find people who have faces with Arabic or Japanese features, but they aren't as common as others.

Casual Fashion

The casual clothes worn by Brazilians follow a typical Western pattern, though with more tropical and summer-like characteristics (e.g. lighter and shorter clothes).

Stylish Fashion

Modern Brazilian fashion is a mixture of patterns found in the western fashion industry, along with Brazilian elements. This includes a heavy use of patterns, short clothes, baggy clothes etc. with several variations within these styles.

Mob – "Bicheiro"

The Brazilian mob, or bicheiros, usually wear suits and shirts (usually with the buttons half-open) with exaggerated patterns.

Drug Dealers

In Brazil, people directly involved with drug trafficking are usually people considered "disposable" by the true owners of the cartels. These people are commonly residents of slums and low-income communities.

Police

        The Brazilian police are divided by state, with each state having its own respective corporation and unique look. Because of this, there is no single, uniform look for the Brazilian police.

Special Forces

Brazilian special police forces visually resemble other international special forces. They usually wear black suits, with facial protection and accessories attached to clothing.

Militaries

The clothes of the Brazilian military are commonly made up of shades of green, with two variations of solid tones or camouflage prints. The style of clothing follows the international standard.

0.2.2. Environments

Art Style

The game's art will be inspired by the Brazilian modernist style where painting is sovereign, and tracing/drawing almost doesn't exist. The use of gradients is common, and it is typical to use solid colours over gradient shapes to generate contrast.
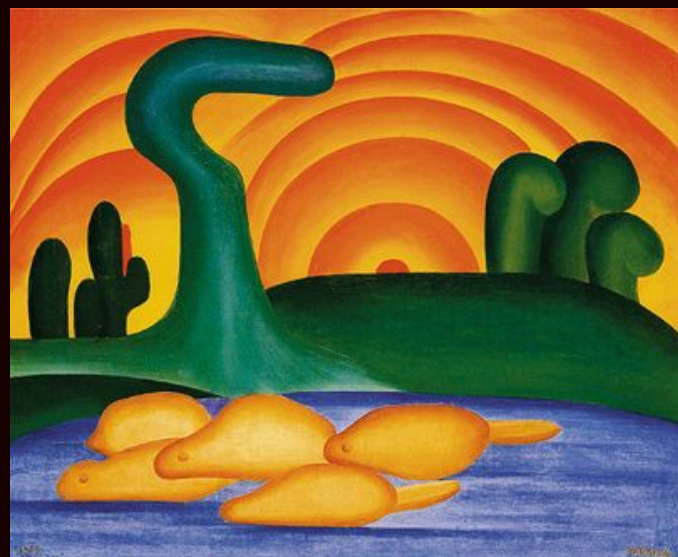
Housing

For young Brazilians from the middle class who have just graduated, it is common to rent old apartments due to their low cost. These apartments typically feature hardwood floors, white masonry walls, and barred metal windows.

Brazilian Windows

Windows in Brazil are mostly made with aluminum frame, but it is also possible to find old wooden windows. Most windows use diffracted/distorted glass for privacy. They usually have bars on the outside or are made with small glass segments to deter burglars.

Wall Materials

The walls in Brazil are always made of masonry, bricks, and concrete. It is common for low-end apartment walls to only be finished with concrete plaster. Cracks, mold, and leaks are also common.

Brazilian Computer Desks

Brazilian computer desks are simple and commonly made of MDF with a plastic laminate finish. They include parts that do not match aesthetically, so they look kitbashed and less expensive — though the computer is worth more than the room.
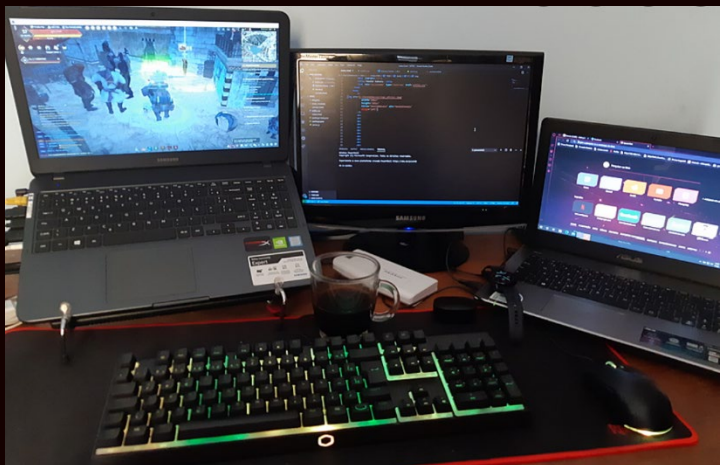
Brazilian Outlets

Brazilian outlets are hexagonal in shape, with a deep plug. Although three outlets can be installed on a single outlet plate, it is common to use adapters to connect several devices.

Rio de Janeiro Landscape

The landscape of Rio de Janeiro is formed by mountains and beaches in the natural areas. The urban area has masonry buildings in the most developed part of the city and is formed by large slums in the poorest regions.

0.2.3. UI References

Russian Constructivism

Russian Constructivism is characterized by the constant use of geometric elements, primary colors, photomontage, and sans serif typography.
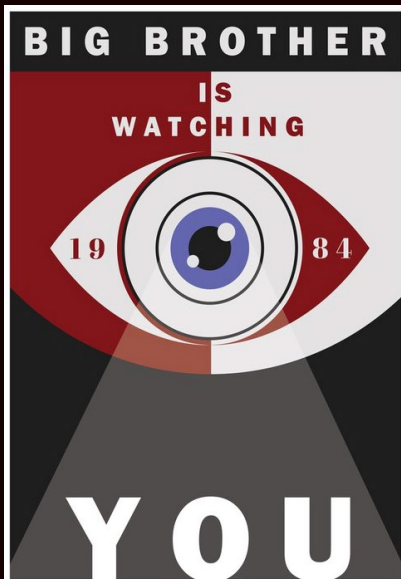
Brazilian Constructivism

Constructivism in Brazil is similar to Russian. However, it is characterized by the use of more vibrant colours such as neon, more rounded and loose shapes, and being fluid and dynamic.
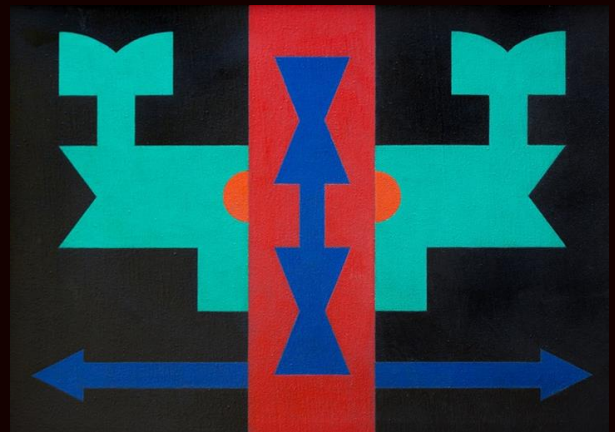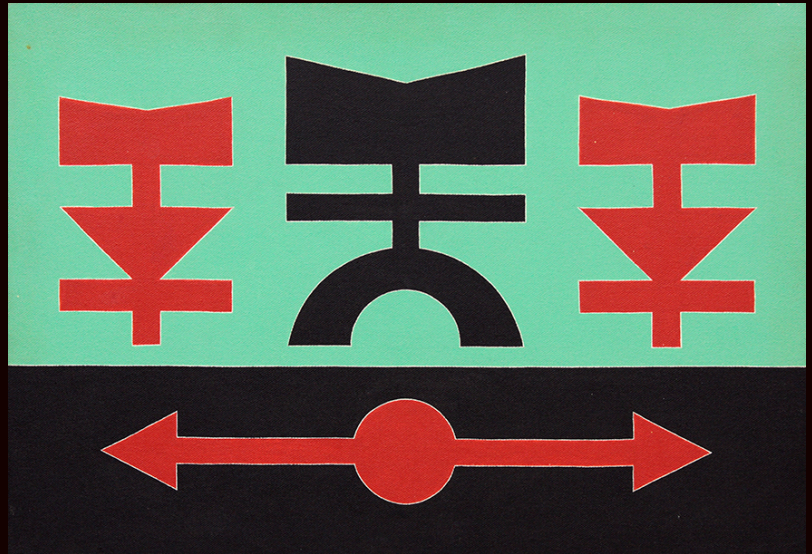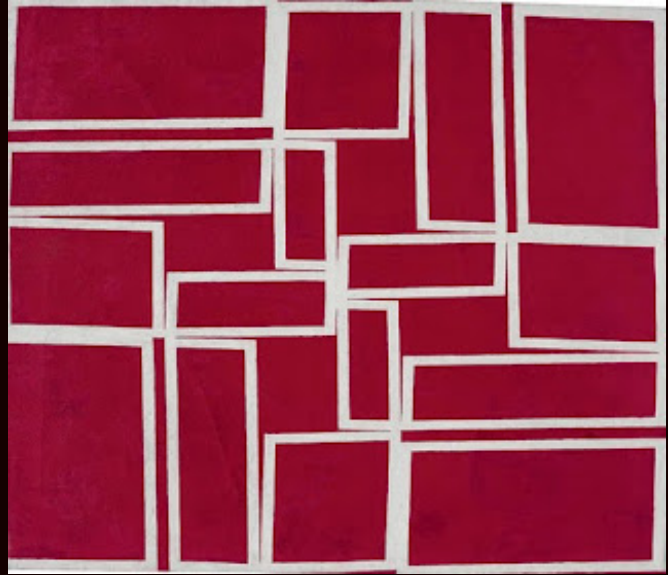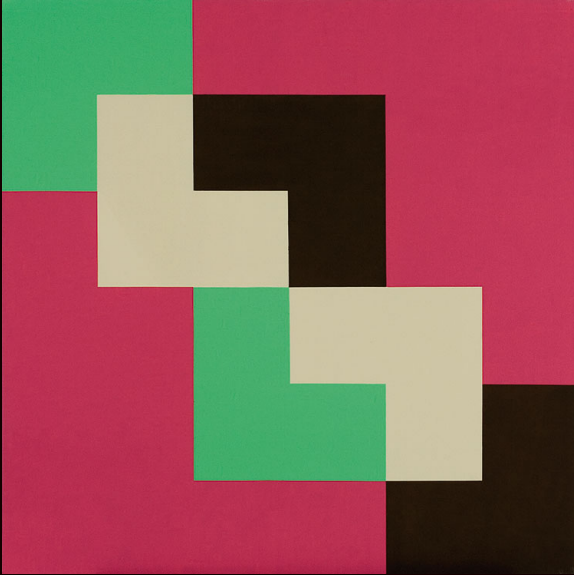
Bauhaus

Bauhaus was responsible for establishing modernism in art and design. It was responsible for spreading the modern minimalist style across the world, democratizing design with purpose and understanding using straightforward geometric figures and colours.
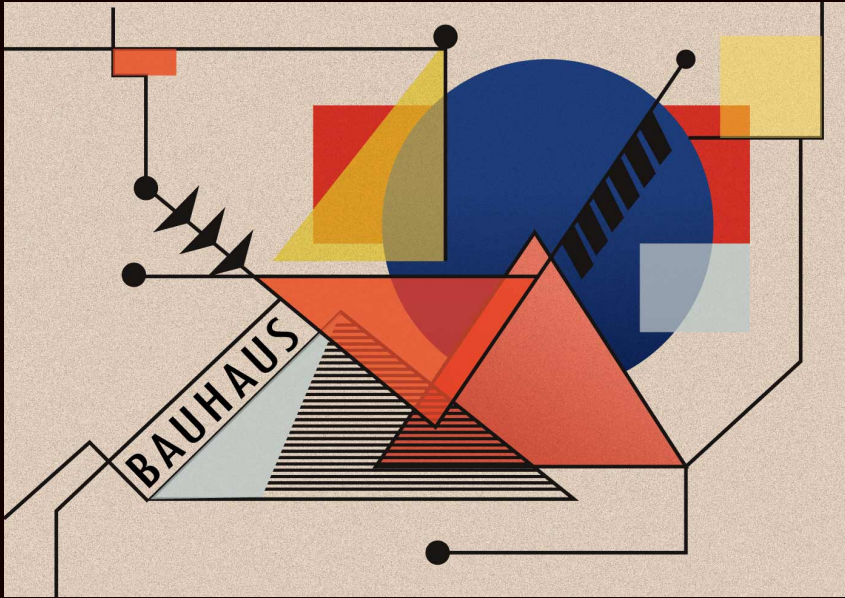
1.0. Project Summary

1.1. Project Vision and Purpose

The purpose of the project is to create a play experience that educates players about the dangers of doom scrolling using paradoxical psychology (i.e., we demonstrate what should not be done to convey our message). Specifically, we focus on how the Brazilian government exploits the doom scrolling habits of its citizens to manipulate the spread of information across social media for nefarious purposes.

1.1.1. Core Game Pillars

Education

Every aspect of the game's design must serve to educate the player on the dangers of doom scrolling. Thus, every design decision must be supported by research, and any design decision that does not satisfy this pillar should be excluded.

Morality

The game will create opportunities for meaningful choices by providing morally challenging situations to the player. This supports the project purpose as the topic of information manipulation is permeated with questions of morality. Thus, we hope to convey our message effectively by providing the player with similar moral dilemmas, and each aspect of the game's design must support this.

Narrative Agency

The game will provide context to player decisions using narrative and will allow the player to affect the story based on in-game actions. This narrative context will serve as the key to connecting gameplay elements with our purpose of education. Thus, every aspect of the game's design must support providing the player with opportunities to affect the narrative in meaningful ways.

1.2. Genre

The game falls under the following genres:

- Serious Game
- Educational
- Point-and-Click

1.3. Play Time

The game will take approximately 20 minutes to complete. Each round of play lasts 2 minutes, with a 30 second intermission between each round. There are 8 rounds in total, adding up to 20 minutes of play time. For more details, see 3.3.1. Gameplay Loop: Government Worknights.

1.4. Target Platform

1.4.1. Game Engine

The game will be assembled in Unity version 2020.3.17f1.

1.4.2. System Hardware Requirements

Minimum system hardware requirements include:

- Windows 10 64-bit OS

- 1.5 GHz Core2Duo processor
- 2GB RAM
- 100 MB available space
- Minimum 1280x720 screen resolution

1.4.3. Game Format

The game will be an executable application for the Windows 10 operating system.

1.5. Art Direction

1.5.1. Characters

When creating character portraits, use the browser AI Artbreeder to develop a base before painting over top of it (see 2.6. NPC Descriptions and Backgrounds for a list of characters that require portraits). Instructions for creating the base portrait are as follows:

1. Open Artbreeder by searching the term in Google
2. Sign in with a Google account or make one
3. Select "Portrait"
4. Then, select "Create"
5. Select 2 genes from an online collection of pre-made portraits
6. Adjust sliders – do small marginal changes until satisfied
7. Press the arrow buttons to have the AI do another iteration
8. If usable, hit save so you can access it later
9. Take a snapshot of the portrait and save it

You cab upload your own work to be used as a gene, so it is possible to use the portrait on the right and combine it with a realistic looking face to create additional portraits. This will be useful for creating the portraits we need for each of the five characters in the story.

After creating the base portrait, import it into Photoshop (or another image manipulation software) to manually tweak any errors made by the AI and export as a .jpg. Ensure that the image length is 1400 pixel and that the resolution is 300 DPI to allow for scaling without loss of quality.

Each portrait will include large graphic shapes that follow the form of the face. Use different colors (saturation, value, and hue) to indicate form changes and how lighting affects it.

Use a hard-edged brush with 100% opacity and no pressure sensitivity. Then use the smudge tool or manually blend edges along the lips, nose, and forehead to soften those originally hard edges and facilitate more pleasing transitions of form. You can easily adjust colors using Photoshop's "Color Dynamic" brush setting and tweak the parameters to give the desired result — avoid manually selecting colors from the color wheel.
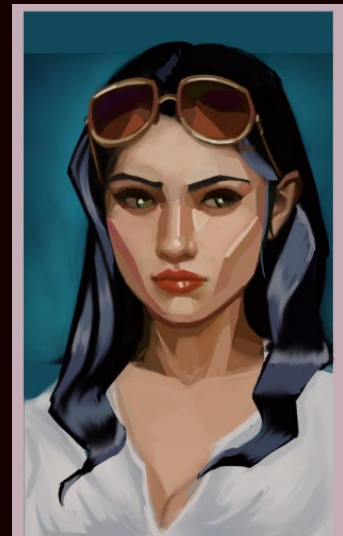
Increased color saturation variation within shapes and more hard edges and brighter highlights.

Figure 15. Example Portrait Style

1.5.2. Environment
Player's Room

The environment is inside the character's poorly maintained room as they work from home. Since it is inspired by Brazil, there are hexagonal power plugs and extension cords with a view of the outside through the window. See 1.5.1. Characters for details on how to replicate the style using hard edges and color dynamics.

There will only be one unique game environment painting required, with one variation depicting the environment when the lights in the room stop working.

USAR propaganda and doom scrolling posters will be visible on the surrounding environment, while the computer screen is where the player interacts with the game. Since the monitor is a light source, ensure it affects the environment when lights are out.
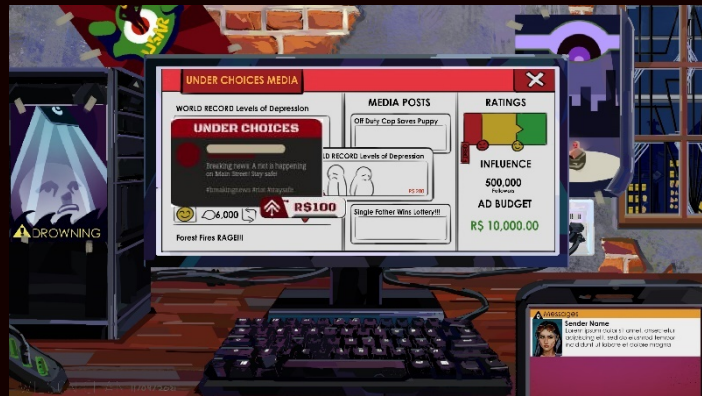
Figure 16. Game World Lights On
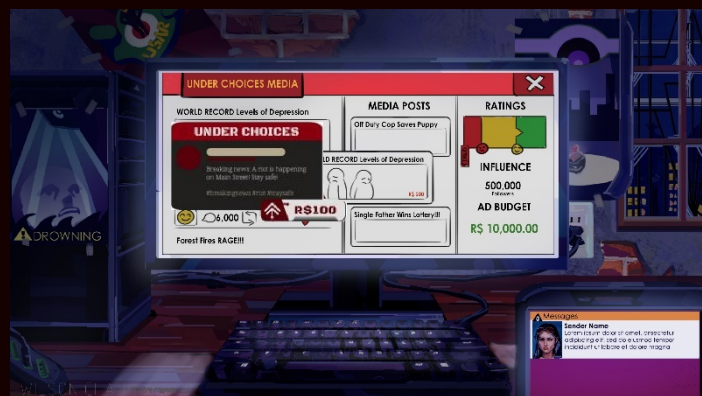
Figure 17. Game World Lights Off

USAR Flag

Ensure that the USAR flag "eye" motif is used subtly to communicate to the player that it is a dictatorial regime they live in (see Propaganda Posters. The main colors are yellow and green with accents of white and red.

Figure 18. USAR Flag

Propaganda Posters

Propaganda posters will be based on three categories: surveillance, control, and doom Scrolling. Posters will maintain the flat colors and graphic style that was established prior. Below are some examples.
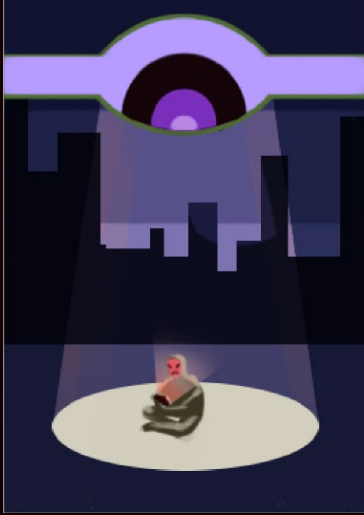
Figure 19. Surveillance example

Figure 20. Control example

Figure 21. Doom scrolling example

Narrative Events

These events will require audio feedback that corresponds to visuals. These visuals will be seen through the window to subtly hint to the player that the environment is changing as they make decisions These will be animated in a parallax fashion with layers of buildings where elements like fires, sirens, etc. are animated behind them to show depth. Figures 16-19 depict visual feedback for the current narrative events (see 4.4. Missions for a list of events).

Figure 22. You're Fired
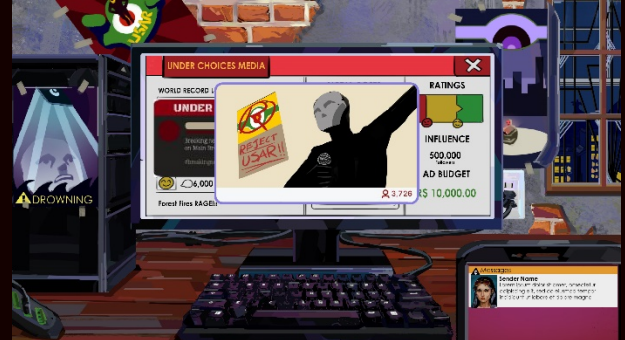
Figure 23. Hijacked Broadcast

Figure 24. Sirens
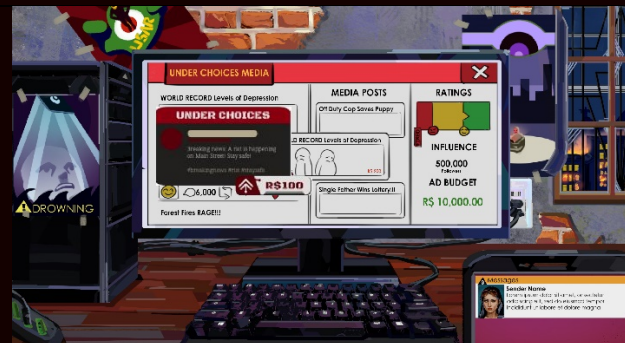
Figure 25. Riot

Figure 26. Speech

1.5.3. User Interface

Expectation

The UI will be lineless and rely on solid flat colors with no gradients. When creating UI assets, ensure that the tools used are vector based (Photoshop, Illustrator) — do not use brushes or freehand finalized versions of the UI. See the image on the right for an example.
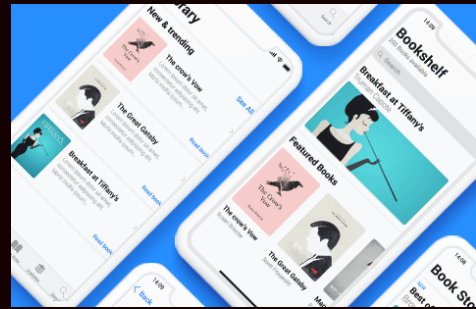
Figure 27. Reference, clean, no lines and simple colors

Shape Design & Social Media Posts

Refer to UI References Bauhaus and Constructivism when creating assets for the media posts. Focus on using primitive shapes (slanted square for sad & unstable, triangle for angry, circle for calm) and varying line thickness (thickest – 60px brush, medium – 25 px brush, smallest – 10 px brush). Create primitive shapes using varying line thickness (do not fill with black, ensure ample negative space). Use minimal right angles while focusing on curves and round corners.

Social media images will be simple with 1-2 colors for the figures and 1 flat color for the background. Emphasis emotions on figure faces through 1 brush stroke and do not add noses. Omit dots (pupils/eyes) from all other emotions other than anger. See sample images below for an example. Additionally, media posts must communicate the following information:

- Publisher
- Headline
- Hashtags
- Reaction (as an emoji)
- Engagement (as an integer)
- Boost price

Figure 28. Sample media posts depicting how they might look in the game.

Color

Use blue (sad), red (angry) and green (happy) while associating them with the emotion of the post, this affords the player's ability to recognize a post's emotional reaction quickly. **The following percentages are guidelines**, what matters is the ratio of colors to facilitate contrast. Background color should be a neutral (grey, cool temperature, 90% white on value scale) and should make up at most 55% of an area (posts, texts, computer region are all three different areas). Select two other colors where color A is 20% and color B is 15% of the remaining image space. Ensure black (remaining 15%) is used sparingly as the high contrast draws attention. Do not use gradients or blending (opacity, pressure sensitivity) colors within the UI, use flat colors instead. Use colors to direct the eye to key points of interest — design the colors. Think of how colors are used in real life and the rationale behind certain color choices (e.g., yellow for caution, red for drawing attention). This ensures that players will always see angry posts as they are red in color and will be subconsciously drawn to them to reinforce the doom scrolling theme.

Buttons

Figure 29. Rough sketches for the "boost" button that will appear in the game. The sixth variation (bottom right) was selected by the team for further iteration.

Use curved corners on the main button silhouette and emphasis that it is a "boost" button to the player. Use some form of arrow to communicate moving upward or progressing. Leave the Brazilian real symbol and emphasis line thickness variation. Use red for the boost cost to communicate money deducting from the player's budget.

Text Messages
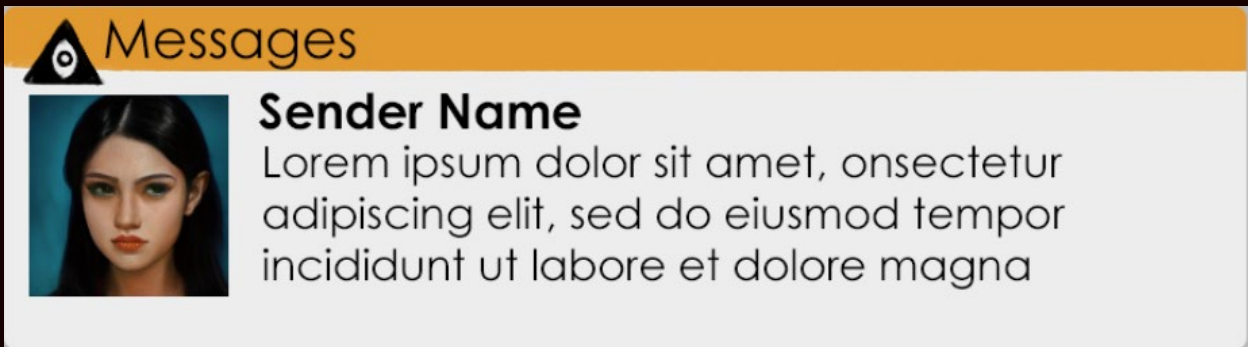
Figure 30. Sample visual for how NPC text messages might look in the game.

These will use AI generated (Artbreeder) portraits based on Brazilian ethnicity. The warm orange color will constantly draw the player's eye, reminding them about the consequences of their actions and how social media and doom scrolling can affect the masses.

1.6. Project Scope

1.6.1. List of Proposed Game Elements

SocialMediaPosts

| Post ID	Publisher/Creator	Subject	Day	Reaction	Hashtag01	Hashtag02	Hashtag03	Engagement	Boost Cost	Headline	Image
0	CYPost	Government	1	Happy	KeepThemIN	Saviours	VoteAgain	75	R$ 100.00	Government Popularity All Time High	
1	SeeEnEn	Government	1	Happy	People'sVoice	ReElect!!!	VoteAgain	75	R$ 100.00	90% Want to Re-elect The Prime Minister	
2	SeeEnEn	Government	1	Sad	ItsDownhill	NotAgainnn	ItsOver	90	R$ 120.00	Government Cutbacks Harming Citizens	
3	SeeEnEn	Government	1	Sad	Where'sTioS	ItsDownhill	ItsOver	90	R$ 120.00	The Federal Squeeze on Happiness	
4	GloomIce	Government	1	Angry	BurnItDOWN	Pitchforks!!!	ToTheTorches!	97.5	R$ 130.00	Population Enraged At Government Actions	
5	Pox	Government	1	Angry	RiotTIME	RiotTIME	GetEmOUT	97.5	R$ 130.00	Riots Outside Politician Homes	
6	UnderChoicesVictim	Violence	1	Happy	BeSafe	Justice	StandUp!!!	85.5	R$ 114.00	Neighbors Form Militias	
7	SeeEnEn	Violence	1	Happy	Hero	Hero	Hero	85.5	R$ 114.00	Community Defenses Fortified	
8	3Wasps	Violence	1	Sad	WhatASham	GodLeftChat	FreeThem	117	R$ 156.00	Child Dies From Injuries From Riots	
9	PickMe	Violence	1	Sad	FreeThem	PrayForThem	GodLeftChat	117	R$ 156.00	Homeless Dogs Trampled By Crowd	
10	Forbees	Violence	1	Angry	AskingForIt	BetterDead	SickEM!!!	135	R$ 180.00	Grieving Father Takes Revenge on Murderer	
11	3Wasps	Violence	1	Angry	BetterDead	DeathCollec	I-ForAn-I	135	R$ 180.00	Gangs Unite And Attack Middle Income Homes	
12	Pox	Health	1	Happy	Safe&Sound	100Sober	Recovered:)	62.5	R$ 100.00	How I Survived Alone for 10 Weeks	
13	3Wasps	Health	1	Happy	BestWishes	Safe&Sound	BackToUs	62.5	R$ 100.00	Heart-Warming Stories Of Single Parents	
14	Forbees	Health	1	Sad	Drained	God'sPlan	ThankYouAll	70	R$ 112.00	Single Father Dies After Defending Family of 5	
15	PickMe	Health	1	Sad	ThankYouAll	God'sPlan	Depressi	70	R$ 112.00	Doner Gives Life But Organs Rejected	
16	UnderChoicesVictim	Health	1	Angry	IWantMy$Ba	Overpaididic	LONGWaitTimes	50	R$ 80.00	Surgeons Walk Out	
17	PickMe	Health	1	Angry	TaxedForThi	UnderStaffe	CrappyHealthCa	50	R$ 80.00	Wait Times All Time High	
18	Pox	Radicalism	1	Happy	100Sober	CommunityE	OpenMinded!	90	R$ 121.50	Yoga Radicals Form New Country	
19	SeeEnEn	Radicalism	1	Happy	CommunityE	100Sober	OpenMinded!	90	R$ 121.50	The Next Generation Dig Holes In Economic Downturn	
20	CYPost	Radicalism	1	Sad	Depressi	Depressi	SplitUp	95	R$ 128.25	Zealots Lead to Hunting Of Chihuahas	
21	Forbees	Radicalism	1	Sad	ItsTheOnlyW	Desperate	TimeToFixIt	95	R$ 128.25	Political Radicals Voted For Wrong Party	
22	CYPost	Radicalism	1	Angry	Divide&CON	NecessaryEv	MartyrUS!!	145	R$ 195.75	Extremists Ban Cofee For Impact On Cocoa Plants	
23	CYPost	Radicalism	1	Angry	AgainstUS!!	OurLastHope	AgainstUS!!	145	R$ 195.75	CAUTION! Thousands of Fanatics Punch Paul	
24	Pox	Government	2	Happy	VoteAgain	KeepThemIN	KeepThemIN	75	R$ 100.00	How Government Can Make You Happier!	
25	PickMe	Government	2	Happy	InGoodHand	GetsThingsD	People'sVoice	75	R$ 100.00	Government Bans Sadness	
26	Pox	Government	2	Sad	I'maSitDown	ItsOver	NoFaith	90	R$ 120.00	Why Government's Netflix Increases Depression	
27	SeeEnEn	Government	2	Sad	ItsDoomed	NotAgainnn	WhatAJoke	90	R$ 120.00	The Government Cuts Toilet Paper Funding	
28	Pox	Government	2	Angry	LeRevolution	RiotTIME	ToTheTorches!	97.5	R$ 130.00	Government "Misplaces" Billions In Tax Revenue	
29	CYPost	Government	2	Angry	BurnItDOWN	LeRevolution	LeRevolution!	97.5	R$ 130.00	Anger At Governments Internet Ban	
30	CYPost	Violence	2	Happy	StrongerTog	Hero	FightBackTeam	85.5	R$ 114.00	Tike Myson Beats Rogan Jaul In 1 Round!	
31	Pox	Violence	2	Happy	StandUp!!!	Justified!	Hero	85.5	R$ 114.00	Teen Risks Life To Save Snail	
32	GloomIce	Violence	2	Sad	Pathetic	Lowlife	TooSoon	117	R$ 156.00	Driver Run Over By Cyclist	
33	SeeEnEn	Violence	2	Sad	GodLeftChat	Lowlife	Lowlife	117	R$ 156.00	Man Trips On Shoe Laces and Dies in Street Fight	
34	Pox	Violence	2	Angry	PaybackTim	BetterDead	NoJustice!!!	135	R$ 180.00	Cyclist Attacks Geese For Blocking Bike Lane	
35	SeeEnEn	Violence	2	Angry	PaybackTim	DeathCollec	DeathCollection	135	R$ 180.00	Why Did New Talipa Kids Deface Memorial With Eggs?	
36	Forbees	Health	2	Happy	BestWishes	ThankGod	ThankGod	62.5	R$ 100.00	Healthcare Workers Get Free Pizzas For Life	
37	SeeEnEn	Health	2	Happy	MadeIt	Safe&Sound	Hugs&Kisses	62.5	R$ 100.00	Boy Wakes Up From 20 Year Coma	
38	SeeEnEn	Health	2	Sad	HELPME	ThankYouAll	HardTimes	70	R$ 112.00	Nurse Trips On Slippery Air Here's How	
39	UnderChoicesVictim	Health	2	Sad	WeLostThem	WeLostThem	HELPME	70	R$ 112.00	Man Loses Pinkie From Infection And Why You Should be Worried	
40	Forbees	Health	2	Angry	TaxedForThi	TaxedForThi	CrappyHealthCa	50	R$ 80.00	Surgeon Operates On The Wrong Patient	
41	SeeEnEn	Health	2	Angry	Overpaididic	LONGWaitTi	UnderStaffed!!	50	R$ 80.00	How Did This Anestheologist Work for 10 Years With No Training?	
42	PickMe	Radicalism	2	Happy	OurWayOrH	100Sober	WEStrong	90	R$ 121.50	Anime Weebs Create Sword Art Online IRL	
43	GloomIce	Radicalism	2	Happy	RallyTogethe	OpenMinde	OpenMinded!	90	R$ 121.50	After 99 Years, Man Finally Wins The Lottery	
44	3Wasps	Radicalism	2	Sad	ItsTheOnlyW	ItsTheOnlyW	Depressi	95	R$ 128.25	Why Did Die A Hard Adrenaline Junkie Jump Without Her Parachute?	
45	3Wasps	Radicalism	2	Sad	Depressi	Desperate	SplitUp	95	R$ 128.25	Revolutionary Speed Walker Tried To Outrun A Lion	
46	3Wasps	Radicalism	2	Angry	MartyrUS!!	Messiah	MartyrUS!!	145	R$ 195.75	Crazed Public Agitator Steals Washroom Doors	
47	Pox	Radicalism	2	Angry	IWantMy$Ba	IWantMy$Ba	NecessaryEvil	145	R$ 195.75	Car Brake Enthusiast Steals Brakes From School Bus	
48	SeeEnEn	Government	3	Happy	KeepThemIN	KeepThemIN	GetsThingsDone	75	R$ 100.00	Government Popularity All Time High	
49	Pox	Government	3	Happy	VoteAgain	RepeatElecti	InGoodHands	75	R$ 100.00	Government Bans Sadness	
50	GloomIce	Government	3	Sad	ItsDownhill	ItsOver	ItsDoomed	90	R$ 120.00	Why Government's Netflix Increases Depression	
51	Pox	Government	3	Sad	I'maSitDown	ItsDownhill	I'maSitDown	90	R$ 120.00	The Government Cuts Toilet Paper Funding	
52	Forbees	Government	3	Angry	RaidingNigh	Pitchforks!!!	RiotTIME	97.5	R$ 130.00	Government "Misplaces" Billions In Tax Revenue	
53	3Wasps	Government	3	Angry	CoupDeTahh	GetEmOUT	ToTheTorches!	97.5	R$ 130.00	Anger At Governments Internet Ban	
54	CYPost	Violence	3	Happy	ComeTogeth	ComeTogeth	ComeTogether!!	85.5	R$ 114.00	Neighbors Form Militias	
55	SeeEnEn	Violence	3	Happy	Justice	ComeTogeth	FightBackTeam	85.5	R$ 114.00	Tike Myson Beats Rogan Jaul In 1 Round!	
56	UnderChoicesVictim	Violence	3	Sad	Pathetic	FreeThem	PrayForThem	117	R$ 156.00	Homeless Dogs Trampled By Crowd	
57	CYPost	Violence	3	Sad	Lowlife	Lowlife	GodLeftChat	117	R$ 156.00	Driver Run Over By Cyclist	
58	CYPost	Violence	3	Angry	AskingForIt	DeathCollec	NoJustice!!!	135	R$ 180.00	Cyclist Attacks Geese For Blocking Bike Lane	
59	SeeEnEn	Violence	3	Angry	I-ForAn-I	I-ForAn-I	AskingForIt	135	R$ 180.00	Why Did New Talipa Kids Deface Memorial With Eggs?	
60	UnderChoicesVictim	Health	3	Happy	Safe&Sound	BackToUs	100Sober	62.5	R$ 100.00	Heart-Warming Stories Of Single Parents	
61	SeeEnEn	Health	3	Happy	Safe&Sound	MadeIt	ThankGod	62.5	R$ 100.00	Healthcare Workers Get Free Pizzas For Life	
62	GloomIce	Health	3	Sad	I'mSoLost	God'sPlan	ThankYouAll	70	R$ 112.00	Nurse Trips On Slippery Air Here's How	
63	Pox	Health	3	Sad	WeLostThen	God'sPlan	Depressi	70	R$ 112.00	Single Father Dies After Defending Family of 5	
64	3Wasps	Health	3	Angry	CrapStaff	UnderStaffe	LONGWaitTimes	50	R$ 80.00	Surgeons Walk Out	
65	GloomIce	Health	3	Angry	TaxedForThi	CrappyHealt	IWantMy$Back	50	R$ 80.00	How Did This Anestheologist Work for 10 Years With No Training?	
66	Forbees	Radicalism	3	Happy	CommunityE	JoinTheCAU!	WEStrong	90	R$ 121.50	Anime Weebs Create Sword Art Online IRL	
67	CYPost	Radicalism	3	Happy	ALWAYSSupp	CommunityE	WEStrong	90	R$ 121.50	After 99 Years, Man Finally Wins The Lottery	
68	CYPost	Radicalism	3	Sad	TimeToFixIt	SplitUp	TimeToFixIt	95	R$ 128.25	Why Did Die A Hard Adrenaline Junkie Jump Without Her Parachute?	
69	UnderChoicesVictim	Radicalism	3	Sad	AlwaysThem	AlwaysThem	WeNeedChange	95	R$ 128.25	Revolutionary Speed Walker Tried To Outrun A Lion	
70	CYPost	Radicalism	3	Angry	Messiah	OurLastHope	NecessaryEvil	145	R$ 195.75	Extremists Ban Cofee For Impact On Cocoa Plants	
71	SeeEnEn	Radicalism	3	Angry	Divide&CON	AgainstUS!!	NecessaryEvil	145	R$ 195.75	Car Brake Enthusiast Steals Brakes From School Bus	
72	PickMe	Government	4	Happy	KeepThemIN	People'sVoic	VoteAgain	75	R$ 100.00	Government Popularity All Time High	
73	GloomIce	Government	4	Happy	ReElect!!!	Saviours	KeepThemIN!	75	R$ 100.00	Government Bans Sadness	
74	SeeEnEn	Government	4	Sad	NotAgainnn	Where'sTioS	NotAgainnnn	90	R$ 120.00	The Federal Squeeze on Happiness	
75	PickMe	Government	4	Sad	Where'sTioS	ItsDownhill	ItsDownhill	90	R$ 120.00	The Government Cuts Toilet Paper Funding	
76	3Wasps	Government	4	Angry	GetEmOUT	LeRevolution	CoupDeTahhh	97.5	R$ 130.00	Government "Misplaces" Billions In Tax Revenue	
77	CYPost	Government	4	Angry	BurnItDOWN	CoupDeTahh	RiotTIME	97.5	R$ 130.00	Anger At Governments Internet Ban	
78	UnderChoicesVictim	Violence	4	Happy	Justified!	BeSafe	Justified!	85.5	R$ 114.00	Neighbors Form Militias	
79	GloomIce	Violence	4	Happy	Justice	ComeTogeth	Justified!	85.5	R$ 114.00	Teen Risks Life To Save Snail	
80	Pox	Violence	4	Sad	FreeThem	Lowlife	SoTragic	117	R$ 156.00	Driver Run Over By Cyclist	
81	SeeEnEn	Violence	4	Sad	GodLeftChat	WhatASham	WhatAShame	117	R$ 156.00	Man Trips On Shoe Laces and Dies in Street Fight	
82	SeeEnEn	Violence	4	Angry	I-ForAn-I	DeathCollec	DeathCollection	135	R$ 180.00	Grieving Father Takes Revenge on Murderer	

Figure 31. Preliminary list of proposed game elements (part 1 of 3).

#	Name	Category	#	Mood				Value		Price	Description
83	Forbees	Violence	4	Angry	I-ForAn-I	SickEM!!!	PaybackTime	135	R$	180.00	Gangs Unite And Attack Middle Income Homes
84	GloomIce	Health	4	Happy	Hugs&Kisses	Recovered:)	BestWishes	62.5	R$	100.00	How I Survived Alone for 10 Weeks
85	Forbees	Health	4	Happy	Hugs&Kisses	BestWishes	Safe&Sound	62.5	R$	100.00	Heart-Warming Stories Of Single Parents
86	GloomIce	Health	4	Sad	WeLostThen	HardTimes	Drained	70	R$	112.00	Single Father Dies After Defending Family of 5
87	PickMe	Health	4	Sad	HardTimes	Drained	WeLostThem	70	R$	112.00	Doner Gives Life But Organs Rejected
88	CYPost	Health	4	Angry	UnderStaffe	CrappyHealt	CrappyHealthCa	50	R$	80.00	Grieving Father Takes Revenge on Murderer
89	GloomIce	Health	4	Angry	TaxedForThi	UnderStaffe	CrapStaff	50	R$	80.00	Surgeon Operates On The Wrong Patient
90	Pox	Radicalism	4	Happy	100Sober	WEStrong	JoinTheCAUSE	90	R$	121.50	Anime Weebs Create Sword Art Online IRL
91	Pox	Radicalism	4	Happy	WEStrong	OurWayOrH	100Sober	90	R$	121.50	After 99 Years, Man Finally Wins The Lottery
92	CYPost	Radicalism	4	Sad	Depressi	Depressi	AlwaysThem	95	R$	128.25	Why Did Die A Hard Adrenaline Junkie Jump Without Her Parachute?
93	GloomIce	Radicalism	4	Sad	WeNeedCha	AlwaysThem	WeNeedChange	95	R$	128.25	Revolutionary Speed Walker Tried To Outrun A Lion
94	PickMe	Radicalism	4	Angry	MESSEMUP	OurLastHope	MartyrUS!!	145	R$	195.75	Crazed Public Agitator Steals Washroom Doors
95	3Wasps	Radicalism	4	Angry	IWantMy$B	Divide&CON	IWantMy$Back	145	R$	195.75	Car Brake Enthusiast Steals Brakes From School Bus
96	Forbees	Government	5	Happy	Saviours	InGoodHand	RepeatElection		R$	100.00	How Government Can Make You Happier!
97	CYPost	Government	5	Happy	ReElect!!!	KeepThemIN	InGoodHands	75	R$	100.00	Government Bans Sadness
98	SeeEnEn	Government	5	Sad	ItsDownhill	WhatAJoke	ItsDoomed	90	R$	120.00	Why Government's Netflix Increases Depression
99	Pox	Government	5	Sad	ItsDoomed	Where'sTioS	WhatAJoke	90	R$	120.00	The Government Cuts Toilet Paper Funding
100	SeeEnEn	Government	5	Angry	Pitchforks!!!	CoupDeTahh	RaidingNight	97.5	R$	130.00	Government "Misplaces" Billions In Tax Revenue
101	CYPost	Government	5	Angry	Pitchforks!!!	BurnITDOWN	CoupDeTahhh	97.5	R$	130.00	Anger At Governments Internet Ban
102	SeeEnEn	Violence	5	Happy	BeSafe	BeSafe	BeSafe	85.5	R$	114.00	Neighbors Form Militia
103	Forbees	Violence	5	Happy	BeSafe	StrongerTog	Justified!	85.5	R$	114.00	Tike Myson Beats Rogan Jaul In 1 Round!
104	SeeEnEn	Violence	5	Sad	GodLeftChat	GodLeftChat	Lowlife	117	R$	156.00	Driver Run Over By Cyclist
105	3Wasps	Violence	5	Sad	GodLeftChat	SoTragic	WhatAShame	117	R$	156.00	Man Trips On Shoe Laces and Dies in Street Fight
106	SeeEnEn	Violence	5	Angry	Dispicable!	Dispicable!	NoJustice!!!	135	R$	180.00	Grieving Father Takes Revenge on Murderer
107	PickMe	Violence	5	Angry	DeathCollec	Dispicable!	Dispicable!	135	R$	180.00	Gangs Unite And Attack Middle Income Homes
108	SeeEnEn	Health	5	Happy	Safe&Sound	Safe&Sound	BestWishes	62.5	R$	100.00	Heart-Warming Stories Of Single Parents
109	SeeEnEn	Health	5	Happy	ThankGod	BackToUs	Safe&Sound	62.5	R$	100.00	Healthcare Workers Get Free Pizzas For Life
110	SeeEnEn	Health	5	Sad	Depressi	ThankYouAll	HELPME	70	R$	112.00	Nurse Trips On Slippery Air Here's How
111	Pox	Health	5	Sad	WeLostThen	ThankYouAll	WeLostThem	70	R$	112.00	Man Loses Pinkie From Infection And Why You Should be Worried
112	SeeEnEn	Health	5	Angry	IWantMy$Ba	IWantMy$Ba	OverpaidIdiots	50	R$	80.00	Surgeon Operates On The Wrong Patient
113	3Wasps	Health	5	Angry	IWantMy$Ba	OverpaidIdic	TaxedForThis?	50	R$	80.00	How Did This Anesthologist Work for 10 Years With No Training?
114	UnderChoicesVictim	Radicalism	5	Happy	Community	ALWAYsSupp	ALWAYsSupport	90	R$	121.50	Anime Weebs Create Sword Art Online IRL
115	3Wasps	Radicalism	5	Happy	100Sober	WEStrong	WEStrong	90	R$	121.50	After 99 Years, Man Finally Wins The Lottery
116	3Wasps	Radicalism	5	Sad	Outcast	TimeToFixIt	Desperate	95	R$	128.25	Zealots Lead to Hunting Of Chihuahas
117	GloomIce	Radicalism	5	Sad	Outcast	Depressi	TimeToFixIt	95	R$	128.25	Revolutionary Speed Walker Tried To Outrun A Lion
118	SeeEnEn	Radicalism	5	Angry	Messiah	IWantMy$Ba	AgainstUS!!	145	R$	195.75	Grieving Father Takes Revenge on Murderer
119	Forbees	Radicalism	5	Angry	Messiah	MESSEMUP	MESSEMUP	145	R$	195.75	Gangs Unite And Attack Middle Income Homes
120	SeeEnEn	Government	6	Happy	InGoodHanc	ReElect!!!	VoteAgain	75	R$	100.00	Government Popularity All Time High
121	Pox	Government	6	Happy	KeepThemIN	InGoodHand	GetsThingsDone	75	R$	100.00	90% Want to Re-elect The Prime Minister
122	SeeEnEn	Government	6	Sad	WhatAJoke	I'maSitDown	Where'sTioSam	90	R$	120.00	The Federal Squeeze on Happiness
123	SeeEnEn	Government	6	Sad	ItsOver	NoFaith	WhatAJoke	90	R$	120.00	The Government Cuts Toilet Paper Funding
124	Forbees	Government	6	Angry	RaidingNigh	Pitchforks!!!	BurnITDOWN	97.5	R$	130.00	Government "Misplaces" Billions In Tax Revenue
125	Pox	Government	6	Angry	BurnITDOWN	RiotTIME	Pitchforks!!!	97.5	R$	130.00	Anger At Governments Internet Ban
126	GloomIce	Violence	6	Happy	StandUp!!!	BeSafe	Hero	85.5	R$	114.00	Tike Myson Beats Rogan Jaul In 1 Round!
127	UnderChoicesVictim	Violence	6	Happy	Hero	StrongerTog	Hero	85.5	R$	114.00	Teen Risks Life To Save Snail
128	SeeEnEn	Violence	6	Sad	PrayForTher	WhatASham	Pathetic	117	R$	156.00	Driver Run Over By Cyclist
129	SeeEnEn	Violence	6	Sad	GodLeftChat	SoTragic	WhatAShame	117	R$	156.00	Man Trips On Shoe Laces and Dies in Street Fight
130	PickMe	Violence	6	Angry	Dispicable!	PaybackTime	Dispicable!	135	R$	180.00	Cyclist Attacks Geese For Blocking Bike Lane
131	GloomIce	Violence	6	Angry	Dispicable!	AskingForIt	SickEM!!!	135	R$	180.00	Why Did New Talipa Kids Deface Memorial With Eggs?
132	Pox	Health	6	Happy	ThankGod	Safe&Sound	BackToUs	62.5	R$	100.00	How I Survived Alone for 10 Weeks
133	PickMe	Health	6	Happy	BestWishes	Safe&Sound	Hugs&Kisses	62.5	R$	100.00	Heart-Warming Stories Of Single Parents
134	GloomIce	Health	6	Sad	ThankYouAll	Drained	I'mSoLost	70	R$	112.00	Single Father Dies After Defending Family of 5
135	GloomIce	Health	6	Sad	ThankYouAll	HELPME	Drained	70	R$	112.00	Doner Gives Life But Organs Rejected
136	GloomIce	Health	6	Angry	$$$ForWhat	TaxedForThi	IWantMy$Back	50	R$	80.00	Wait Times All Time High
137	PickMe	Health	6	Angry	CrapStaff	CrappyHealt	CrapStaff	50	R$	80.00	Surgeon Operates On The Wrong Patient
138	Forbees	Radicalism	6	Happy	Community	100Sober	OpenMinded!	90	R$	121.50	Anime Weebs Create Sword Art Online IRL
139	SeeEnEn	Radicalism	6	Happy	JoinTheCAU	100Sober	ALWAYsSupport	90	R$	121.50	After 99 Years, Man Finally Wins The Lottery
140	3Wasps	Radicalism	6	Sad	ItsTheOnlyW	Desperate	Desperate	95	R$	128.25	Zealots Lead to Hunting Of Chihuahas
141	UnderChoicesVictim	Radicalism	6	Sad	WeNeedCha	WeNeedCha	Desperate	95	R$	128.25	Political Radicals Voted For Wrong Party
142	GloomIce	Radicalism	6	Angry	MESSEMUP	OurLastHope	Messiah	145	R$	195.75	Crazed Public Agitator Steals Washroom Doors
143	PickMe	Radicalism	6	Angry	MESSEMUP	Messiah	Divide&CONQU	145	R$	195.75	Car Brake Enthusiast Steals Brakes From School Bus
144	Pox	Government	7	Happy	GetsThingsD	KeepThemIN	GetsThingsDone	75	R$	100.00	How Government Can Make You Happier!
145	PickMe	Government	7	Happy	People'sVoic	Saviours	GetsThingsDone	75	R$	100.00	Government Bans Sadness
146	3Wasps	Government	7	Sad	Where'sTioS	I'maSitDown	ItsDoomed	90	R$	120.00	The Federal Squeeze on Happiness
147	PickMe	Government	7	Sad	I'maSitDowr	ItsOver	NotAgainnnn	90	R$	120.00	The Government Cuts Toilet Paper Funding
148	UnderChoicesVictim	Government	7	Angry	RiotTIME	RiotTIME	CoupDeTahhh	97.5	R$	130.00	Government "Misplaces" Billions In Tax Revenue
149	SeeEnEn	Government	7	Angry	CoupDeTahl	BurnITDOWN	LeRevolution!	97.5	R$	130.00	Anger At Governments Internet Ban
150	PickMe	Violence	7	Happy	Justice	Justified!	Hero	85.5	R$	114.00	Neighbors Form Militias
151	Forbees	Violence	7	Happy	BeSafe	StandUp!!!	BeSafe	85.5	R$	114.00	Tike Myson Beats Rogan Jaul In 1 Round!
152	UnderChoicesVictim	Violence	7	Sad	WhatASham	Lowlife	PrayForThem	117	R$	156.00	Driver Run Over By Cyclist
153	UnderChoicesVictim	Violence	7	Sad	FreeThem	TooSoon	SoTragic	117	R$	156.00	Child Dies From Injuries From Riots
154	PickMe	Violence	7	Angry	I-ForAn-I	PaybackTime	AskingForIt	135	R$	180.00	Driver Run Over By Cyclist
155	Pox	Violence	7	Angry	NoJustice!!!	Dispicable!	I-ForAn-I	135	R$	180.00	Man Trips On Shoe Laces and Dies in Street Fight
156	Forbees	Health	7	Happy	BestWishes	Recovered:)	100Sober	62.5	R$	100.00	Heart-Warming Stories Of Single Parents
157	SeeEnEn	Health	7	Happy	Recovered:)	BestWishes	MadeIt	62.5	R$	100.00	Healthcare Workers Get Free Pizzas For Life
158	UnderChoicesVictim	Health	7	Sad	Drained	ThankYouAll	Drained	70	R$	112.00	Doner Gives Life But Organs Rejected
159	Pox	Health	7	Sad	HELPME	WeLostThen	ThankYouAll	70	R$	112.00	Single Father Dies After Defending Family of 5
160	Forbees	Health	7	Angry	CrappyHealt	UnderStaffe	OverpaidIdiots	50	R$	80.00	Grieving Father Takes Revenge on Murderer
161	SeeEnEn	Health	7	Angry	CrapStaff	LONGWaitTi	UnderStaffed!!	50	R$	80.00	Gangs Unite And Attack Middle Income Homes
162	3Wasps	Radicalism	7	Happy	OurWayOrH	CommunityE	100Sober	90	R$	121.50	Anime Weebs Create Sword Art Online IRL
163	CYPost	Radicalism	7	Happy	100Sober	ALWAYsSupp	OurWayOrHiWa	90	R$	121.50	Yoga Radicals Form New Country
164	Pox	Radicalism	7	Sad	WeNeedCha	Desperate	SplitUp	95	R$	128.25	Why Did Die A Hard Adrenaline Junkie Jump Without Her Parachute?
165	PickMe	Radicalism	7	Sad	Desperate	Depressi	AlwaysThem	95	R$	128.25	Revolutionary Speed Walker Tried To Outrun A Lion
166	PickMe	Radicalism	7	Angry	Divide&CON	NecessaryEv	AgainstUS!!	145	R$	195.75	Extremists Ban Cofee For Impact On Cocoa Plants
167	Forbees	Radicalism	7	Angry	Divide&CON	OurLastHope	Divide&CONQU	145	R$	195.75	Crazed Public Agitator Steals Washroom Doors

Figure 32. Preliminary list of proposed game elements (part 2 of 3).

#	Publisher	Subject	Night	Reaction	Hashtag1	Hashtag2	Hashtag3	Engagement		Boost Cost	Headline
168	GloomIce	Governmen	8	Happy	InGoodHanc	Saviours	ReElect!!!	75	R$	100.00	Government Popularity All Time High
169	SeeEnEn	Governmen	8	Happy	People'sVoic	ReElect!!!	VoteAgain	75	R$	100.00	90% Want to Re-elect The Prime Minister
170	SeeEnEn	Governmen	8	Sad	I'maSitDowr	NotAgainnni	ItsOver	90	R$	120.00	Why Government's Netflix Increases Depression
171	PickMe	Governmen	8	Sad	I'maSitDowr	ItsDownhill	ItsDoomed	90	R$	120.00	The Government Cuts Toilet Paper Funding
172	PickMe	Governmen	8	Angry	RaidingNigh	GetEmOUT	RiotTIME	97.5	R$	130.00	Government "Misplaces" Billions In Tax Revenue
173	Pox	Governmen	8	Angry	RiotTIME	RiotTIME	LeRevolution!	97.5	R$	130.00	Anger At Governments Internet Ban
174	Forbees	Violence	8	Happy	Hero	StrongerTog	ComeTogether!!	85.5	R$	114.00	Tike Myson Beats Rogan Jaul In 1 Round!
175	3Wasps	Violence	8	Happy	Justified!	ComeTogeth	ComeTogether!!	85.5	R$	114.00	Teen Risks Life To Save Snail
176	PickMe	Violence	8	Sad	TooSoon	Pathetic	Lowlife	117	R$	156.00	Driver Run Over By Cyclist
177	CYPost	Violence	8	Sad	GodLeftChat	PrayForThen	Lowlife	117	R$	156.00	Man Trips On Shoe Laces and Dies in Street Fight
178	GloomIce	Violence	8	Angry	SickEM!!!	Dispicable!	BetterDead	135	R$	180.00	Cyclist Attacks Geese For Blocking Bike Lane
179	UnderChoicesVictim	Violence	8	Angry	BetterDead	Dispicable!	BetterDead	135	R$	180.00	Why Did New Talipa Kids Deface Memorial With Eggs?
180	3Wasps	Health	8	Happy	ThankGod	Safe&Sound	Safe&Sound	62.5	R$	100.00	Heart-Warming Stories Of Single Parents
181	PickMe	Health	8	Happy	Safe&Sound	Safe&Sound	100Sober	62.5	R$	100.00	Healthcare Workers Get Free Pizzas For Life
182	PickMe	Health	8	Sad	Drained	HELPME	HELPME	70	R$	112.00	Nurse Trips On Slippery Air Here's How
183	Forbees	Health	8	Sad	HELPME	I'mSoLost	God'sPlan	70	R$	112.00	Man Loses Pinkie From Infection And Why You Should be Worried
184	GloomIce	Health	8	Angry	CrapStaff	LONGWaitTi	$$$ForWhat??	50	R$	80.00	Surgeon Operates On The Wrong Patient
185	CYPost	Health	8	Angry	CrappyHealt	CrapStaff	TaxedForThis?	50	R$	80.00	How Did This Anesthologist Work for 10 Years With No Training?
186	CYPost	Radicalism	8	Happy	WEStrong	ALWAYsSupp	OurWayOrHiWa	90	R$	121.50	Anime Weebs Create Sword Art Online IRL
187	UnderChoicesVictim	Radicalism	8	Happy	Community!	ALWAYsSupp	WEStrong	90	R$	121.50	After 99 Years, Man Finally Wins The Lottery
188	CYPost	Radicalism	8	Sad	AlwaysThem	TimeToFixIt	TimeToFixIt	95	R$	128.25	Political Radicals Voted For Wrong Party
189	SeeEnEn	Radicalism	8	Sad	SplitUp	AlwaysThem	Desperate	95	R$	128.25	Crazed Public Agitator Steals Washroom Doors
190	SeeEnEn	Radicalism	8	Angry	Divide&CON	OurLastHop	NecessaryEvil	145	R$	195.75	Car Brake Enthusiast Steals Brakes From School Bus
191	CYPost	Radicalism	8	Angry	MESSEMUP	NecessaryEv	MESSEMUP	145	R$	195.75	Why Did Die A Hard Adrenaline Junkie Jump Without Her Parachute?

Figure 33. Preliminary list of proposed game elements (part 3 of 3).

Game elements will mainly consist of social media posts with different parameters (publisher, subject, night on which they appear, reaction, hashtags, engagement, boost cost, and headline). See figures from List of Proposed Game Elements to here; they illustrate a preliminary list of the social media posts that will appear in the game.

1.7. Market Analysis

1.7.1. Target Demographic

Our primary target demographic includes adults between the ages of 24-34 as we have found that this age group is most active on social media platforms such as Facebook (see right) and we want active social media users to learn about the dangers of doom scrolling. We aim to appeal to a demographic that is actively involved in or interested in learning more about politics as we hope they will help

Figure 34. Bar graph comparing the number of active users on Facebook based on age group during 2021. Retrieved from https://sproutsocial.com/insights/new-social-media-demographics/

spread our message and game. Additionally, we aim to appeal to streamers and influencers with an audience, as we hope they will help spread our message and game amongst their audience (for more information on this, see Influencers1.7.3 Influencers).

1.7.2. Sales Comparison

Two games that are similar include *Papers, Please* and *Headliner: NoviNews.* Figure 35 shows the concurrent players for *Papers, Please* on Steam while Figure 36 shows the game's sales data. *Papers,*

Please has almost five million estimated sales, putting it in the top 1000 of Steam's best sellers. Upon release, the game had almost 3000 active players with a peak of 6000 active players in 2014.

Figure 35. Concurrent players for Papers, Please, retrieved from SteamDB.
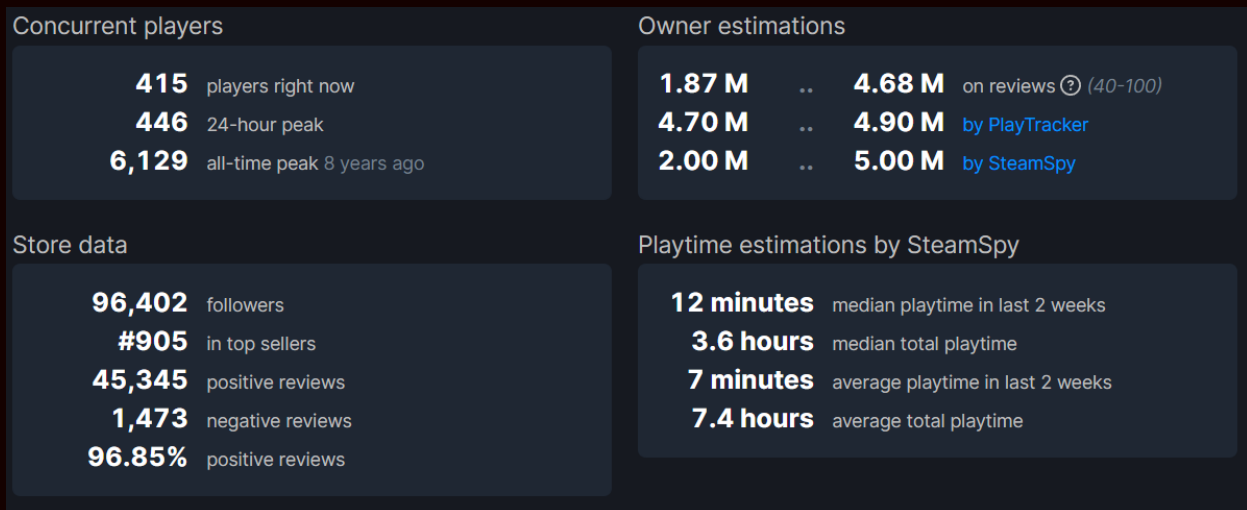
Figure 36. Sales data for Papers, Please, retrieved from SteamDB.

Figure 37 shows the concurrent players for *Headliner: NoviNews* on Steam while Figure 37 shows the game's sales data. Though it sold less than *Papers, Please,* it is still successful with 100,000 estimated sales. Unlike *Papers, Please,* the game did not receive an influx of players upon release and had a peak of only around 200 players in 2019. This discrepancy could have resulted from pre-purchase period prior to release followed by a 50% discount soon after launch whereas *Headliner: NoviNews* did not do so.

Figure 37. Concurrent players for Headliner: NoviNews, retrieved from SteamDB.

Concurrent players

6	players right now
10	24-hour peak
198	all-time peak 2 years ago

Owner estimations

14.6 k	..	35.0 k	on reviews ⑦ (25-60)
0.0 k	..	120.0 k	by PlayTracker
50.0 k	..	100.0 k	by SteamSpy

Store data

3,951	followers
#5400	in top sellers
532	positive reviews
52	negative reviews
91.10%	positive reviews

Playtime estimations by SteamSpy

0 minutes	median playtime in last 2 weeks
0 minutes	median total playtime
0 minutes	average playtime in last 2 weeks
0 minutes	average total playtime

Figure 38. Sales data for Headliner: NoviNews, retrieved from SteamDB.

1.7.3. Influencers

Under Choices' target audience is young people in their 20s and 30s interested in politics, global issues, and innovative, independent gaming. They consume a lot of online content, mainly in video via platforms such as YouTube and Twitch, and a good part of this audience also creates content for these same platforms. They also interact virtually and frequently with other users or communities.

They have a taste for new and trending things, like sarcastic, dark, and critical humour, and usually get informed in an informal way, such as word of mouth or watching videos of their favourite influencers. When they consume formal news, they consume news and opinion websites aimed at young audiences and gamers such as Vox, BuzzFeed, Polygon, etc. We want the following influencers to be interested in playing and organically promoting Under Choices:

Figure 39. Jacksepticeye

Figure 40. PewDiePie

Figure 41. Markiplier

We want the following news channels to be interested in reporting Under Choice to their audience:

Figure 42. Vox

Figure 43. Kotaku

Figure 44. Game Developer - Former Gamasutra

Figure 45. Polygon

1.7.4. Personas

A profile sheet describing the interests, personality, and behaviors of the players that Under Choices aims to please.

Persona 01

Name:	Profession:	Age:
Carlos	Twitch Streamer	25

Interests:
- Video Games
- Controversy
- Fame
- Politics

Behaviors:
- Scheduled Streaming
- Reclusive other than online
- Social media interactions

Powers:
- Influence an audience Streaming
- "Raiding" other streamers
- Public opinion on subjects
- Pro player
- Money

Values:
- Popularity
- Positive change
- Producing good content
- Online community

Needs:
- Games that are easy to stream
- Games that bring popularity
- Big audience
- Streaming hardware/software

Aspirations:
- Became a top 10 Twitch Streamer
- Became a topic of discussion
- Being relevant
- Being noticed by the media

Bio:
"My name is Carlos, and I grew up in Rio de Janeiro. I graduated high school but opted to pursue my career as a Twitch streamer and grew a large following. Now I want to give quality content to my viewers and be a positive influence on the world."

Persona 02

Name:	Profession:	Age:
Melissa	Journalist @Vox	32

Interests:
- Politics
- Novels
- Storytelling
- Interesting information
- Education
-

Behaviors:
- Post at least 5x a night
- Curious
- Always researching
- Overt about politics

Powers:
- Mass communication
- Can directly impact policy
- Involved with political groups
- Can shape readers' opinions

Values:
- Social justice
- Educate the young public
- Antifascism
- Against big corporations
- Truth

Needs:
- Interesting news
- Topics of public interest
- Material that stands out
- Social justice news
- Subjects that interest youth

Aspirations:
- Strive to be a primary source
- Publish a news that brings policy changes
- Publish a viral news on the internet
- Becoming relevant and recognized among the young audience

Bio:

"My name is Melissa; I was born in Seattle, and I am currently working as a journalist for Vox. I've always liked politics and pop culture, and I always find a way to mix the two in my articles. I love talking about movies and media that have a critical view of the world society in my articles to educate young people about the world."

1.8. Project Risks

One of the project risks is the large number of social media posts that will be needed to create sufficient agency and play. The game's core experience involves having the player process many posts (24 post per round, 192 posts in total), which can be implemented modularly but requires a large amount of narrative work. Since narrative agency is one of the game's pillars, the narrative for these posts must be designed carefully with branching paths, which can take a lot of time for 192 unique posts.

Another project risk is the complexity of the system interactions that needs to be implemented. The game's economic system has relationships between many variables including post popularity, public reactions, subject matter, and player budget. Due to the complexity of the system, there may be unforeseen issues in the design and the team will need to either reduce the complexity or resolve the design issues.

The final and most prominent risk is the limited amount of production time. The team expects to have approximately 9 weeks of development time with each member being able to spend 3-6 hours on development each week. However, each team member has external responsibilities including schoolwork, family, etc. and unexpected circumstances may arise that force the team to reduce the scope of the project.

1.9. Monetization

The game will be published and available for free on Steam and Itch.io.

1.10. User Documentation

Player documentation will be provided to the player via a How to Play screen accessible through the game's main menu.

1.10.1. How to Play

You are a government official in charge of boosting the popularity of social media posts according to your boss's orders. At the start of each worknight, your boss will give you a budget and your objectives for the night, and you must meet those objectives to the best of your abilities to avoid being fired. Each post you choose to boost will have an impact on the world around you, so choose carefully!

Posts will appear on the right side of the screen, and you can right mouse click on the posts that you wish to boost. Each post has a different expected reaction and subject matter, and the story will change depending on the reaction and subject you boost. Boosting a post costs money, which is limited by your daily budget.

2.0. Game Story Overview

2.1. Story Genre

The story of Under Choices describes a futuristic country/society that is organized in an oppressive, frightening, and totalitarian way. The genre is dystopian social science fiction.

2.2. License Considerations

2.2.1. Software

Atlassian Products

Our team will use Atlassian's Jira and Confluence tools to manage the project's development. Both tools are free for teams with less than ten users and have free commercial licensing.

Articy:Draft 3

There are two purchase options for the Articy:Draft 3 software. One of them is a lifetime license for a single user and without online tools (CAD$122.25). The other has monthly payments geared towards cooperative use (CAD$70/month).

Adobe Creative Cloud

All members of our team have full access to Adobe Creative Cloud for Student for free, provided by Sheridan. Commercial use is permitted.

Ableton Live 11

Our team will use the Suite version of Ableton Live 11, which has a one-time payment (CAD$969) and is free for commercial use. All sounds, pre-sets, samples, and musical examples contained in the software can be used to create original musical compositions, provided that additional material is added and the respective pre-sets, samples, and musical examples are significantly transformed. It is not permitted to use the demo songs in your musical compositions, nor can you reformat, mix, filter, re-synthesize or otherwise alter the demo songs.

Unity

Unity has a free version of personal use without collaborative features, but with commercial permission. However, the commercial use is limited to games with revenue or funds raised in connection with your use of Unity being lower than $100K in the period of 12 months. Otherwise, it is necessary to acquire a License Plus or Pro, which requires monthly payment but has cooperative functions, and there are no commercial limitations for the Pro license.

- Personal
  - Free
  - Financial threshold USD$100,000
  - No collaborative tools
- Plus
  - USD$40/month per user
  - Financial threshold USD$200,000
  - Collaborative tools
- Pro
  - USD$150/month per user

- ○ No financial threshold
- ○ Create and deploy to closed platforms

GitHub

Our team will be using the free version of GitHub, which is free for development and use in commercial projects.

Visual Studio

Our team will develop the project code with the Visual Studio Community integrated development environment, a free commercial version free to developers who are not characterized as an enterprise company.

2.2.2. Trademarks

A Trademark record can be created to protect the image and authorship of the Under Choices brand commercially. Apart from the main brand, other aspects of the game may qualify as trademarks and be protectable. For instance, a sound or sequence of sounds associated with the game. Names and images of characters in a game may also be protected, especially for merchandising goods. Fees for an application for the registration of a trademark, if the application and the fees are submitted online through CIPO's website, are as follows:

- For the first class of goods or services to which the application relates:
  - ○ 2021 Fees CAD$336.60
  - ○ 2022 Fees CAD$335.93
- For each additional class of goods or services to which the application relates as of the filing date:
  - ○ 2021 Fees CAD$102.00
  - ○ 2022 Fees CAD$101.80

Fees for an application for the registration of a trademark, if the application and the fee are submitted through any other means:

- For the first class of goods or services to which the application relates:
  - ○ 2021 Fees CAD$438.60
  - ○ 2022 Fees CAD$437.72
- For each additional class of goods or services to which the application relates as of the filing date:
  - ○ 2021 Fees CAD$102.00
  - ○ 2022 Fees CAD$101.80

For more information, visit: Trademarks - Canadian Intellectual Property Office

2.2.3. Copyrights

In Canada, copyright subsists in every original literary, dramatic, musical, and artistic work, in a performer' performance, and in sound recordings. While the Canadian Copyright Act does not identify video games as a specific type of work and the courts have not directly stated what type of "work" video games fall under, the courts have recognized that video games are protected under copyright. Not only are video games protected, but elements of a video game may also be considered works that are entitled to distinct copyright protection — for example, source code, script/dialogue, musical works and sound recordings, voice acting, character design, and level design.

The owner of the copyright of a work has the sole right to produce or reproduce a substantial part of the work, to perform the work or any substantial part of the work in public and, if the work is unpublished, to publish the work or any substantial part of the work. This means that if someone copies

your game (e.g., downloads a copy via a torrent) or takes copyright-protected assets from your game (e.g., source code or art), they may be liable for copyright infringement. Further, any unauthorized performance of the work, for example streaming gameplay online, could be an infringement of the right to communicate the work to the public by telecommunication.

The Copyright Act also prohibits anyone from circumventing technological protection measures (e.g., digital rights management, also known as "DRM") that control the access to a video game or that restrict any of the activities that are the sole right of the copyright owner under the Copyright Act. To be entitled to copyrights, it is necessary to submit an application form on the Government of Canada website. Copyright form requisitions:

- Fees CAD$50.00
- Title of the work
- Category of the work
- Publication
- Owner
- Author
- Declaration

For more information, visit: Copyright - Canadian Intellectual Property Office

2.2.4. Patents

Canadian patent protection laws are limited to physical products or inventions, making it impossible for video games to have a patent. Computer code by itself is not something physical and therefore not patentable by law. For more information, visit: Patents - Canadian Intellectual Property Office

2.2.5. Marketplace License

Steam

To publish apps/games on Steam, you must have an approved Steamworks account. To become a member of Steamworks, we need to provide some information and meet specific requirements.

Information Required

- Legal name and identification
    o Legal identification of the person or entity. This can be personal information (if signing up as an individual) or company information (if signing up as a company).
- Payment information
    o Bank information, such as routing number, bank account number, and bank address.
    Note that the account holder name on the bank account must match the name of the legal identification described above. If you are signing up as a company and you don't yet have a bank account established for business, you will need to open one before you can proceed.
- Tax information
    o A brief tax questionnaire to determine the tax status and withholding rate.
    The information needed to complete the questionnaire will depend on whether you are signing up as an individual or as a company, and where you or your company is located.
- Steam Direct Fee
    o $100.00 USD fee for each product distributed on Steam (the "Steam Direct Fee").
    This fee is not refundable but will be recoupable in the payment made after the product has at least $1,000.00 USD Adjusted Gross Revenue for Steam Store and in-app purchases. Payment of

revenue from sales and repayment of fee may be withheld if deposit payment is charged-back, refunded, or otherwise identified as fraudulent.

Rules and Guidelines

We need to meet a few guidelines about the content that can be distributed via Steam. Please keep these guidelines in mind when choosing whether to proceed with distribution.

- *What shouldn't publish on Steam:*
  - *Hate speech, i.e. speech that promotes hatred, violence or discrimination against groups of people based on ethnicity, religion, gender, age, disability or sexual orientation*
  - *Sexually explicit images of real people*
  - *Adult content that isn't appropriately labeled and age-gated*
  - *Libelous or defamatory statements*
  - *Content you don't own or have adequate rights to*
  - *Content that violates the laws of any jurisdiction in which it will be available*
  - *Content that is patently offensive or intended to shock or disgust viewers*
  - *Content that exploits children in any way*
  - *Applications that modify customer's computers in unexpected or harmful ways, such as malware or viruses*
  - *Applications that fraudulently attempts to gather sensitive information, such as Steam credentials or financial data (e.g. credit card information)*
  - *Video content not directly related to a product that has shipped on Steam.*
  - *Non-interactive 360 VR videos*
  - *Applications built on blockchain technology that issue or allow exchange of cryptocurrencies or NFTs*
- *Accepted types of non-game software content*
  - *Animation & Modeling*
  - *Audio/Video Production*
  - *Design & Illustration*
  - *Photo Editing*
  - *Educational & Tutorials*
  - *Finance & Accounting*
  - *Player Tools*
  - *SteamVR Tools (Drivers, Overlays, Utilities)*
    *In addition to the above items, content published on Steam should of course comply with the Steam Distribution Agreement, the Steam Subscriber Agreement, Steam Online Conduct guidelines and the Steam Privacy Policy. *

Itch.io

These are the Terms of Service Agreement that outlines and explains your rights and obligations as a publisher from Itch Corp.

Service

Itch.io is a website, desktop application, and digital software and media distribution platform owned and operated by Itch Corp. ("itch.io" or "Service"). By registering an account and using the Service, you agree to be bound by the terms of this agreement.

Publishers

Accounts registered to sell, distribute, or publish games or other content on itch.io, you agree to be bound to the terms of this agreement as a platform publisher ("Publisher"). Publishers affirm that they are either more than 18 years of age, or possess legal parental or guardian consent, and are fully able and

competent to enter the terms, conditions, obligations, affirmations, representations, and warranties set forth in this Agreement.

Acceptable Use

The posting of content or other actions that, in the Company's sole discretion, degrades the experience of others may result in account termination without prior notice. Prohibited actions include but are not limited to:

1. Uploading viruses or malicious code or acting in any manner to restrict or inhibit any other user from using and enjoying the Service
2. Spamming or sending repeated messages, junk email, contests, surveys, or any unsolicited messages
3. Posting unlawful, misleading, malicious, or discriminatory content
4. Bullying, intimidating, harassing, defaming, threatening others, or violating the legal rights (such as rights of privacy and publicity) of others
5. Posting content that promotes or participates in racial intolerance, sexism, hate crimes, hate speech, or intolerance to any group of individuals
6. Soliciting, harvesting, or collecting information about others
7. Violating copyright, trademark or other intellectual property or other legal rights of others by posting content without permission to distribute such content
8. Hacking, maliciously manipulating, or misrepresenting itch.io's interface in any way
9. Creating a false identity for the purpose or effect of misleading others
10. Violating any applicable laws or regulations

Publisher Content

Itch.io is allowed to promote the game with screenshots, cover-images, videos, and other promotional material provided. We must affirm that we have the right to upload and sell our content, and that itch.io and its users can use and/or purchase our content without violating anybody else's rights.

User Generated Content

Agree to let Itch.io display content uploaded to our profile, written in a comment, left in a review, etc. If we terminate our account, we can request to have our content deleted.

Digital Millennium Copyright Act

If one of the Publishers has violated our copyright, we must submit a complaint to Itch.io with the required information so they can address the complaint. If we think a complaint was filed in error, we can also contact Itch.io to address our concerns.

Acceptable Payment Forms

Publishers who distribute content on the Itch.io Service for a fee may be subject to the acceptable use policies of the Company's payment providers, Stripe and PayPal.

Transactions and Fees

Publishers may set the prices for their content and products to be sold through the Service (each sale, a "Transaction"). The Company shall be entitled to a share of the revenue Publishers receive from Transactions which shall be calculated on the gross revenue from the Transactions, not including any Transactions for which Publisher or Company provides a refund in accordance with the transaction configuration on Publisher's account (the "Revenue Share"). Publishers may also configure transactions to provide for a portion of revenue to be directed towards a selected charity under the Publisher's transaction configuration. For Transactions, Company will collect the purchase price and any applicable fees and taxes through its payment providers and will pay to Publisher the proceeds net of the applicable Revenue Share, payment provider fees, and applicable taxes, VAT, duties, charges or levies. The Company

may withhold any taxes, duties, charges, or levies on payments by Company to Publisher pursuant to this Agreement, as may be required by applicable law, rule or regulation, and submit such withheld taxes, duties, charges or levies to the appropriate tax authority. Use of IP proxies or other methods to disguise our place of residence, whether to circumvent geographic restrictions on content, to purchase at a price not applicable to your geography, or for any other purpose, is a violation of the Agreement.

Unclaimed Earnings in Publisher Accounts

If we don't withdraw earnings from our account older than a year, Itch.io may charge a maintenance fee proportional to any unclaimed money older than a year left in our account. Itch.io is not a bank, so we need to claim our earnings in a timely manner. After 1 year, if we haven't initiated a payout for the earnings of a purchase, 10% of it will be debited from our account per month. After 10 months we will no longer be able to claim any of that purchase.

2.3. Story Overview & Synopsis

In the modern day, we as people are subjected to a new threat to our mental health known as Doom Scrolling. It is the practice of releasing worrying, depressing, or aggravating news to the public as a method to control or influence people's decisions.

Our story takes place in a fictional, modern-day country called U.S.A.R., in the city of Lago de Maio before the pandemic became a thing that overcame the world. The player, a recent graduate and owner of a bachelor's in communications and journalism, has just been hired at Under

Figure 46. Covid Ad - not our image [SOURCE IMAGE]

Choices Entertainment (UCE) as a higher up news editor. The company is secretly connected to the government and aims to control the populace of the country. But thanks to a new work at home policy that's been recently established at the company, you can finally make some decisions of your own.

On the first night on the job, the goal of your superiors becomes clear. You are tasked with making sure that the news posts which support the government's efforts for control are boosted onto the screens of every resident in the country. Knowing that anger and sadness are powerful and influencing emotions, you are told to spread these words of hate and despair to the people, but under this grand webbing of puppet strings you have been cut loose. Working at home now, the company has yet to implement any form of security or methods to view your work while at home, giving you full control over what you release to the public. From here, it is up to you to decide not only your own fate, but the entirety of the U.S.A.R. as well.

As the player chooses and releases postings to the country, the world around them changes. You need to be careful who you side with in this war for control, as you watch it all come together outside your office window. The player could move to influence a new age of peace and prosperity in the country, start a civil war, or be "removed" from their position at work and from the memory of the public.
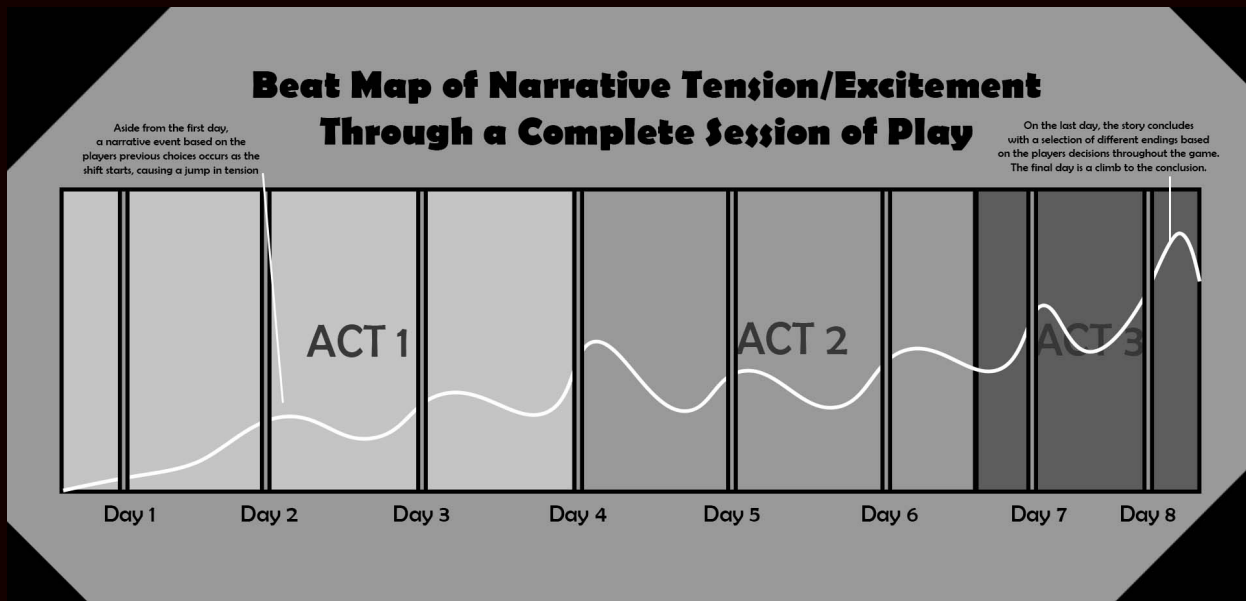
2.4. Story Progression Overview

Figure 47. Beatmap for game narrative

2.4.1. Setting

One bedroom lower-middle-class apartment in Lago de Maio, a town under the U.S.A.R. regime, Union of South American Republics. The room is messy and unfinished, making clear the protagonist's lack of money. It is possible to see exposed wires in the poorly installed electrical part, the walls with unfinished plaster and the old furniture that must already be third hand.

The computer and equipment occupy much of the room, all coming from different setups, creating a distorted mix of old and cheap pieces—everything connected to the precarious outlet system utilizing adapters and workarounds. Through the window, it is possible to see the irregular dwellings spreading out among the hills, covering where there was vegetation before. At the top of the farthest hill, you can still see the statue of Real Messiah, the great USAR leader.

2.4.2. Main Character Story

The unnamed protagonist, a recent graduate of the now-extinct communication and journalism courses, must choose to either go to the U.S.A.R.'s House of the Herd and never be seen again or accept his call to work as an outsourced worker working without rights at Under Choices Entertainment (UCE) as manager of social media for the government.

Since the government finances the UCE, the player will have to follow the regulations and guidelines set by the government strictly, disclosing only what they want the population to perceive as reality. However, with the increasing cuts to the salaries of outsourced employees, the player will have to work from his precarious home to fulfill the company's goals without an official office. In the absence of direct and close supervision of his work, the player will be able to post whatever they want on government social media if the U.S.A.R. doesn't notice, or they will be able to follow the rules of the game to try to get a better life.

2.5. Backstory

The player plays as an individual who has lived in the nation of the U.S.A.R. their entire life and worked hard to achieve a bachelor's in communications and journalism. They've had a rough time landing

a good job somewhere in the country until they released a news posting about the government's positive effects on reducing poverty within the U.S.A.R., which gained a lot of public attention. So much so that they were offered a new job opening within Under Choices Entertainment as an executive editor of the company's news postings. The player was hired for their outstanding portrayal of the government and skilled use of editing and manipulation of posts to effect people's moods. From here, the player starts and moves forward to write their own story within the company of Under Choices Entertainment.

The U.S.A.R. is a country founded somewhere in central South America and is heavily based on and inspired by Brazilian culture. The country neighbours such other real-world countries, of which potentially get involved with the players decisions, but under new names (i.e., if another country does partake in the conflict in the U.S.A.R., they will not be directly named or tied to a real-world country).

Under Choices Entertainment was founded by Gregory Smadony, an immigrant from North America who came to the U.S.A.R. to profit off the lack of a news industry in the country, in the early 1900's. After the world had been plunged through two world wars, the company started making a name for itself with the invention and widespread use of radios, telephones, newspapers, and television. The public strongly believed that the company was giving out information to them to better understand the choices that people can make in the country, for the better or for the worse. However, in the 1990's, Mr. Smadony passed away and the company was privately contracted by the government and secretly managed by one of their head chairs. The new leader of the company, Mrs. Braga Filha, pushed the company's news postings to the new era of mobile phones and digital news postings, forcing their headlines into the eyes of every citizen of the U.S.A.R.

2.6. NPC Descriptions and Backgrounds

2.6.1. Braga Filha

Career soldier born into a traditional family. Braga has always been a patriot who scratched his country above all else, even her own. She was a direct supporter of the armed regime that formed the U.S.A.R. government. Since then, she has worked at the highest levels of government, always keeping an eye on how the population sees their country and its leaders—taking the necessary precautions so that the "badly spoken" has its social destiny. For this purpose, Braga directly heads outsourced communication companies, such as Under Choices Entertainment. Although her opinion about the U.S.A.R. was always as clear as glass, Braga's patriotic side never ceased to disturb her conscience, especially when she sees her country's population suffer.

2.6.2. Patricia Jequitinda

Patricia is a young and dangerously politically active woman. She has a lot of social influence, enough to be noticed in the U.S.A.R., because of her critical and controversial posts on social media. The protagonist met Patricia at college, and the two remain close and in contact to this day. Being from a conservative family, Patricia has always been the black sheep and a critic of the U.S.A.R. government, contradicting all members of her family, especially her father, who is a staunch supporter of the government. Now with the protagonist working at Under Choices Entertainment (UCE), Patricia needs her friend more than ever to help her cause.

2.6.3. Augusto Carreira

Astute and good at talking, a typical rogue from the peak of his 40s. Augusto is one of the bicheiros who has always managed to prosper, whether with a bit of help from the government or not, always finding a way to stay legally illegal. As the good mobster he is, it didn't take him long to find out about UCE's new hire and get the protagonist's contact. Augusto knows the importance of a good image and how social movements can harm his business, so he makes a point of asking the protagonist for "favours,"

mostly illegal. Like any good bicheiro, his interests are neither for nor against the government, as his only interest is himself.

2.6.4. Mc Leqkin

Black, lower class, and born on the outskirts of Lagos de Maio, Mc Leqkin is the protagonist's childhood friend, and they consider each other as brothers. He doesn't care about politics or the U.S.A.R. government. The only thing that matters to him is expressing himself and following his dream of becoming a great icon of favela funk.

Even with the depressing situation that society is in, Mc Leqkin never lets himself be shaken and he does everything to keep his spirits up and not let himself get depressed. The protagonist has always been a great friend to Mc Leqkin, but their new job could push that old friendship away at a time when Leqkin may need it most.

2.6.5. Alexandre Reis

The protagonist's uncle, Alexandre, is an older man who has difficulty dealing with all the information he receives on his smartphone. Alexandre's life has improved a lot since the U.S.A.R. was implemented, and he is very grateful to the government for it. The government's international closure policies have helped its market growth, and the government has been helping to create many opportunities for the true citizens of the U.S.A.R. Even though it causes debates and discussions, Alexandre always made a point of staying close to his family members because that is most important to him.

3.0. Game Mechanics

3.1. Player Controls

3.1.1. Default Controller Layout

The primary controls of the game will be with the mouse, clicking and dragging items around the screen to make decisions.

3.2. Player Character

As Under Choices has a first-person camera, the character will not have a defined form or voice. The character can choose which news will be released by the government each night. The character's choices impact the development of the story, defining the narrative lines to be performed. The character has a publication limit that can increase according to the government budget each night.

The character can analyze a group of posts in a constantly updating timeline and define which ones to increase and which ones to ignore. The character can use the cell phone to interact with his boss, friends, family, and colleagues. These character interactions help the player understand how the posts boost is affecting their lives.

3.3. Game World

3.3.1. Gameplay Loop: Government Work Nights

Each round of play will represent one government work night in the narrative. At the start of each work night, the player receives R$10,000 of funding that can be used for the "boosting" mechanic (see 3.3.2. Mechanic: Boosting Social Media Posts) as well as an order from the boss (see 3.3.5. Mechanic: Orders from the Boss). Each work night cycle has a time limit of two minutes, and the cycle will repeat until the player achieves either a "good" or "bad" ending (see 3.3.3. Game Economy: Public Reactions). The "good" ending is the longest and involves eight cycles.

Figure 48. Under Choices mockup depicting the game's UI.

3.3.2. Mechanic: Boosting Social Media Posts

The core mechanic, called "boosting," involves spending money to boost the popularity of various social media posts. Each post has several parameters, including subject matter (one of four possible subjects: Government, Violence, Health, and Radicalism; identified by hashtags), publisher (identified by username), popularity (identified by the number of shares), night number (corresponds to the night when the post will appear), and expected public reaction (identified by emojis). Posts appear as time-limited items moving on a conveyor belt-style interface from which the player can select (each post appears for five seconds before moving off-screen). Boosting a post will cost some amount of funding (see 1.6.1 List of Proposed Game Elements) and raise its popularity, and a post can be boosted multiple times to achieve a greater effect. The more engagement a post has, the greater the public reaction (see 3.3.3. Game Economy: Public Reactions). An information area will be present on each post in the conveyor belt that the player needs to parse correctly to succeed.

Information on posts will include:
- Headline
- 3 hashtags
- One expected reaction (happy, sad, anger)
- Cost to boost
- Expected engagement increase
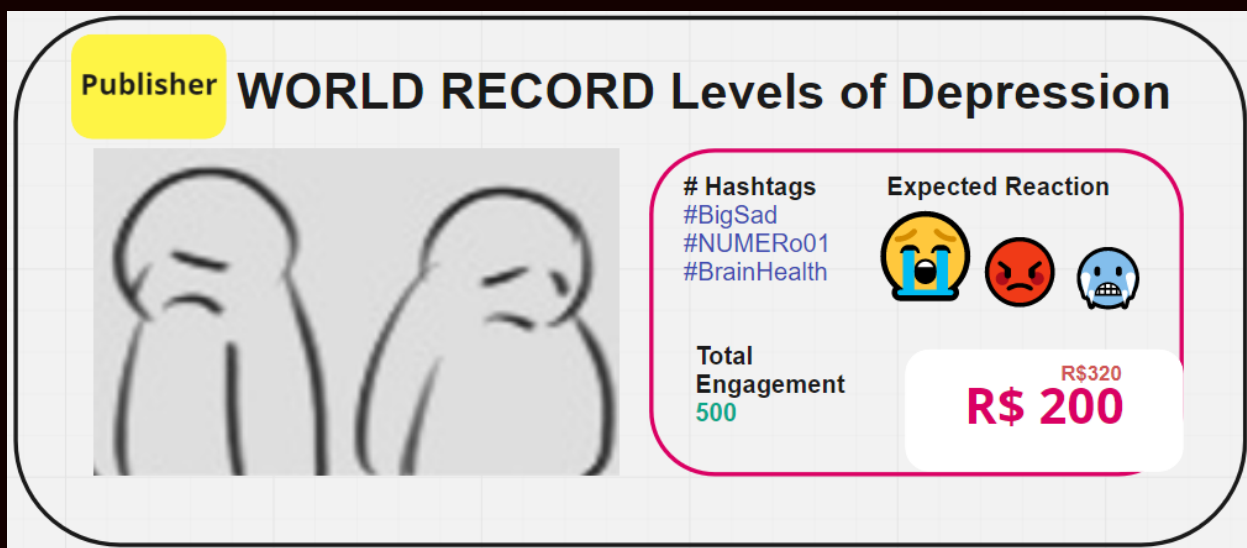
Figure 49. Example of a social media post that might appear in the game.

3.3.3. Game Economy: Public Reactions

The fundamental game revolves around the economy of public reactions and their relationship to the posts that the player chooses to boost. There are three basic public reactions: happy (signalling hopefulness and optimism), sad (signalling fear and desperation), and angry (signalling aggression and violence). Each post will raise or reduce the strength of these reactions (represented by numeric values) depending on the subject matter. For example, a post about animals being rescued will accumulate happy reactions while a post about a political scandal will accumulate angry reactions. The popularity of a post will apply a multiplier to the reaction that is generated, so a post with high popularity will accumulate a higher magnitude of public reactions.

Depending on the total accumulated value of the three public reactions, different narrative events will occur in the game world. For example, accumulating too many sad reactions will result in an increase of crimes like burglary while accumulating too many angry reactions will result in an increase of riots. These different narrative events will lead to different narrative endings, and the win state of the game is to achieve the "good" ending while the fail state involves achieving any "bad" ending. For more details on the "good" and "bad" endings, see 2.4. Story Progression Overview.

3.3.4. Game Mechanic: Subject Matter

Each post will correspond to one of four subjects: Government, Violence, Health, and Radicalism. At the end of each work cycle, the total amount of public reactions accumulated in each subject will be compared to determine the occurrence of a corresponding narrative event. The specific public reaction that will be compared depends on the night. At the end of the first cycle, happy reactions will be compared among the four subjects. For example, if Health has the greatest number of happy reactions, then the narrative event for night one will relate to a night one specific Health event which will play before the second cycle. At the end of the second cycle, sad reactions will be compared, at the end of the third cycle is angry reactions, then at the end of the fourth cycle it loops back to happy reactions. This pattern continues until the eighth cycle.

3.3.5. Mechanic: Orders from the Boss

The "Orders from the Boss" mechanic acts as a daily quota/objective that the player must complete during the worknight. These objectives involve boosting or not boosting posts with a certain subject matter or publisher. An example objective could be, "boost at least 1 post with the hashtag #JairBolsonaroForPresident." Failing to complete all the objectives in a work night will give the player a "strike." Accumulating three strikes will result in an instant bad ending (i.e., game over). Orders from Boss will be how progression is tracked, and they remain static. This ensures which endings can be achieved through player decisions and maintain a low level of randomness.
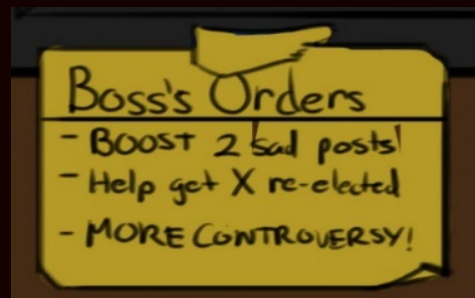

Figure 50. Example Order from boss sticky note in game environment

3.3.6. Feedback: Messages from Family

The player will receive feedback on their actions through a mechanic called "Messages from Family"(see 5.5. Messages for an example of text mock-up). Throughout each worknight, the player will receive text messages from family members reacting to popular posts or narrative events. These messages provide details on changes in the game world due to certain posts being boosted or not boosted and give context to the player's decisions. For example, if the player has boosted many posts that cause angry reactions and that has caused an influx of riots in the game world, the player might receive this message from their spouse: "Be careful when you come home tonight, there's a huge riot on main street and our neighbour got hurt when he was walking to his office." The narrative of family is intended to create a deeper connection between the player and the game world as receiving a message from a family member feels more meaningful than seeing a post on a timeline.

Figure 51. Example text messages from family

3.4. Game Puzzle

Under Choices has many strategic elements tied to its puzzle concept and gameplay. The central puzzle of Under Choices is figuring out how to manage the posts that will be boosted overnight and get the expected results. Therefore, the answer becomes subjective to the player, who must define what kind of result they are looking for.

With a result in mind, the player must start working using the

Figure 52 - Puzzle Diagram

gameplay system and choosing which posts will be boosted or not to get the result they expect. However, the game also has a monetary cost system which causes an artificial limitation on gameplay, forcing the player to be sure of their decisions. Otherwise, they may receive an alternate result or perform poorly (see above figure). As Under Choices has a political theme in the narrative, it is expected that the player's first objective is to reflect their personal political opinion in the game universe. However, as the game has a hyper-narrative, we want to encourage the player to try a new gameplay looking for other results.
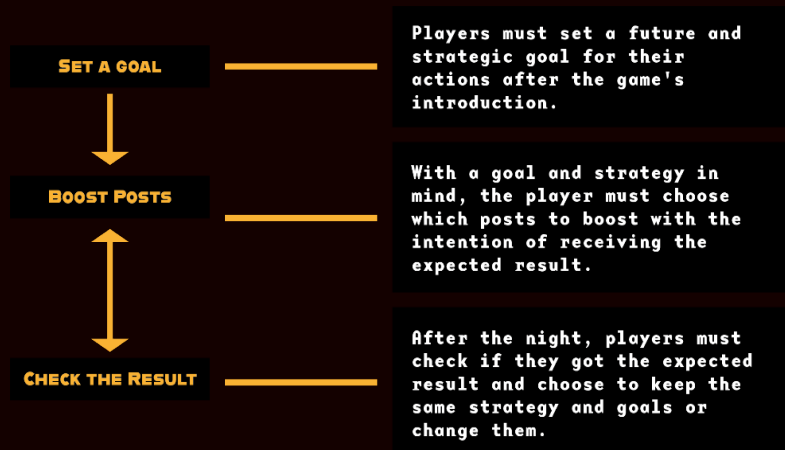
3.5. Camera System

The game has a first-person camera with directed framing, where the player can observe the protagonist's table and interact with their equipment, such as computer, mobile phone, and so on (see Figure 48 for game screen mock-up).

Figure 53 - Camera framing illustration

4.0 Game Progression

4.1. Game Elements

4.1.1. Social Media Posts

The marginal cost to boost posts will have an exponential relationship when players choose to boost a post multiple times. There is a direct relationship between post engagement and the cost to boost. See the table below for details (values are not definitive). The max number of boosts is too low for exponential numbers to grow uncontrollably large.

Base Price Values Taken from "AllPosts Sheet" DO NOT EDIT --> Change Values of other 4 tabl

Subject	Base Price	Cost Multiplier	Engagement M	Raised To Pov
Government	100	1.4	1.82	3
Violence	120	1.5	1.95	4
Health	80	1.2	1.56	2.3
Radicalism	135	1.42	1.846	4.2

Government

Times Boosted	New Cost	Marginal Cost	New Engagem	Marginal Eng
0	R$ 140.00	Null	R$ 182.00	Null
1	R$ 141.00	R$ 1.00	R$ 183.00	R$ 1.00
2	R$ 148.00	R$ 7.00	R$ 190.00	R$ 7.00
3	R$ 167.00	R$ 19.00	R$ 209.00	R$ 19.00
4	R$ 204.00	R$ 37.00	R$ 246.00	R$ 37.00
5	R$ 265.00	R$ 61.00	R$ 307.00	R$ 61.00

Violence

Times Boosted	New Cost	Marginal Cost	New Engagem	Marginal Eng
0	R$ 180.00	Null	R$ 234.00	Null
1	R$ 181.00	R$ 1.00	R$ 235.00	R$ 1.00
2	R$ 196.00	R$ 15.00	R$ 250.00	R$ 15.00
3	R$ 261.00	R$ 65.00	R$ 315.00	R$ 65.00
4	R$ 436.00	R$ 175.00	R$ 490.00	R$ 175.00
5	R$ 805.00	R$ 369.00	R$ 859.00	R$ 369.00

Health

Times Boosted	New Cost	Marginal Cost	New Engagem	Marginal Eng
0	R$ 96.00	Null	R$ 124.80	Null
1	R$ 97.00	R$ 1.00	R$ 125.80	R$ 1.00
2	R$ 100.92	R$ 3.92	R$ 129.72	R$ 3.92
3	R$ 108.51	R$ 7.59	R$ 137.31	R$ 7.59
4	R$ 120.25	R$ 11.74	R$ 149.05	R$ 11.74
5	R$ 136.52	R$ 16.26	R$ 165.32	R$ 16.26

Radicalism

Times Boosted	New Cost	Marginal Cost	New Engagem	Marginal Eng
0	R$ 191.70	Null	R$ 249.21	Null
1	R$ 192.70	R$ 1.00	R$ 250.21	R$ 1.00
2	R$ 210.08	R$ 17.38	R$ 267.59	R$ 17.38
3	R$ 292.60	R$ 82.53	R$ 350.11	R$ 82.53
4	R$ 529.49	R$ 236.89	R$ 587.00	R$ 236.89
5	R$ 1,054.03	R$ 524.54	R$ 1,111.54	R$ 524.54

Figure 54. Table of post cost by cateogry and subsequent boost costs

The speed of the "conveyor belt" will remain constant but the amount of information that the player will need to parse correctly will increase. This includes target engagement and expected reaction distribution (happy, sad, angry, or sad, angry, happy — the order matters).

Posts will be created in Excel then updated in Word grouped by subject matter affording ability to easily create batches of social media posts with similar headlines, and hashtags where we can modularly edit values while content is consistent and there is no dissonance to the player. For instance, this will help to avoid situations where subject matter is depression but expected reaction is happiness with a -3000 to rating (since negative posts get more engagement meaning more revenue and increased rating).

Four themes (Government, Violence, Health, Radicalism) for posts with three different measurements of posts (2 Happy, 2 Sad and 2 Angry). A total of 24 media posts per night to pick from multiplied by 8 nights so a total of 192 posts. Distribution is the 6 posts in 4 topics, like government, violence, health, and radicalism. Those 6 will be distributed with 2 Negative, 2 Neutral and 2 Positive.

Divide posts by night so night 1 has 6 posts that match a certain result. This is to allow proper player progression so posts can be randomized on the night. At the start of the game, there are fewer extremist posts, but they progressively increase later in the game. After the climatic events, the next night's posts will react to them. The total amount of Happy, Sad, and Angry points is saved and the greatest of the three results in a different event. Use flavor text on each headline so the category remains the same. For a list of social media posts, see 1.6.1. List of Proposed Game Elements.

4.1.2. Public Reactions (Company Metrics)

The following section references a table of base values from "Under Choices Game Mechanics Excel", when resource types are mentioned please replace the variable with the table values. Since they are subject to change, updating a single location is more efficient than scouring through the document

Company Metrics	Base Values	Multiplier
Engagement	500	20
Ratings	700	10
Influence	1000	334%
Ad Budget	R$ 1,000.00	80
Revenue Per Influen	R$ 0.01	

Figure 55. Table of tunable parameters for core system

An inverse relationship is present with this mechanic. As seen with the left graphic, when most of the population is happy, your company's influence, ratings and ad budget will fall and conversely with anger or sadness. Your ratings color (red, yellow, or green) determines the polarity (positive/negative) of the subsequent narrative event. These will trigger once you transition from or to another rating color like red to yellow and the inverse.

Figure 56. Key Performance Indicators for your employer's company

Engagement

The central resource is engagement, which is the number of likes, shares and comments each boosted post has. It exhibits triangular growth summing the current and previous post number and multiplied by a base multiplier found in the spreadsheet.

Ratings

Ratings will take the average of the current and previous boosted post's sum engagement multiplied by a multiplier to the power of a value.

Influence

Influence is the follower count of the company and is 30% of users that are active and engaging. This can be derived by taking the central resource of engagement and multiplying it by 334%. For instance, YouTube channels with 100,000 subscribers can expect average video viewership of 30,000.

Ad Budget

Revenue per post is derived by multiplying revenue per influence by the influence count which is added onto its base value. The below table illustrates the calculations in a complete table evaluating such metrics for 192 boosted posts.

Boosted Post Count	Engagement	Ratings	Influence	Revenue Per Boosted Post	Ad Budget
0	500.00	700	1000.00	10.00	R$ 1,010.00
1	526.99	7164	5055.07	50.55	R$ 1,050.55
2	647.39	8092	5301.20	53.01	R$ 1,053.01
3	745.65	9469	5666.37	56.66	R$ 1,056.66
4	843.90	10706	5994.55	59.95	R$ 1,059.95
5	942.16	11943	6322.73	63.23	R$ 1,063.23
6	1040.42	13180	6650.91	66.51	R$ 1,066.51
7	1138.68	14417	6979.10	69.79	R$ 1,069.79
8	1236.94	15654	7307.28	73.07	R$ 1,073.07
9	1335.20	16891	7635.46	76.35	R$ 1,076.35
10	1433.45	18128	7963.64	79.64	R$ 1,079.64

Figure 57. Sample of GameMechanics Excel Sheet

4.1.3. Orders from Boss

These will change on a nightly basis. Failure to abide by such orders will lead to company performance dropping and if ratings fall below zero then you are fired — game over. They will begin simple with a single order asking for a specific emotional response. The time required to parse through media posts will increase. Then the number of orders will increase to a maximum of **4** (remain conscious of text scaling and readability) along with their specificity increasing difficulty.

4.1.4. Messages

Messages will trigger based on the current standing of the company (furthest right panel of monitor) and occurs with narrative events. There will be a set of **5** texts per event that each play following a narrative event being triggered. This ensures emotional impact to the player as they see the emotional response from their loved ones on their phone.

Each set of text messages per event will be sent from multiple people and will be sent to the player based on a random timer ranging from 5 – 40 seconds where a number is selected from that range that influences the timer. Getting fired and winning the game will also have a set of text messages.

Table of Text Senders

Relationship	Name in Text Update to include story characters)
Uncle	Alexandre Reis
Boss	Braga Filha
Mob	Augusto Carreira
Best Friend	Mc Leqkin
Journalist	Patricia Jequitinda

Sender	Narrative Event	Content
Abeulo	Riot	1) Get home safe! 2) Its dangerous outside 3) Our neighbors' houses are on FIRE! 4) What dO WE DO? 5) HELP
Abeulo	Statue Toppled	1) DID YOU FEEL THAT? 2) Get away from windows! 3) THEY BROUGHT DOWN THE STATUe OF CHRIST! 4) Stay HOME 5) Where did everything go loco
Abeulo	You got Fired	1) What will we do!? 2) I'm so hungry 3) The water got turned off 4)

4.4. Missions

Day	Event	Event Type	Description	Cause	Ending
1	Tutorial	Narrative	The player is taught how to play the game.	Start the game	TBA
1	Instruction	Government	The player's boss delivers important information about their job.	Complete the tutorial	TBA
1	Message from Uncle	Health	The player is given a reminder message on their phone of an upcoming doctor appointment.	Finish listening to the boss's instructions	TBA
1	Suppression	Violence	The government uses riot suppression methods on protestors.	Repost pro-government news	TBA
1	Protest	Radical	An anti-government protest starts.	Repost anti-government content	TBA
1	Family interaction	Narrative	The player's family member messages them to check up on them and inform them of what's going on at	Finish the work day	TBA
2	Message from Boss	Narrative	A plot-related message from the player's boss. The player must make a choice here.	Start the work day	TBA
2	Riot	Violence	A protest turns violent and people cause massive property damage.	Repost extremist content.	TBA
2	Uncle's doctor visit	Health	The player's uncle visits their doctor after work.	Complete the 2nd day	TBA
2	Hijacked broadcast	Radical	An anti-government group hijacks the airwaves.	Repost anti-government content	TBA
2	Suppression	Violence	The government uses riot suppression methods on protestors.	Repost pro-government news	TBA
2	Family interaction	Narrative	The player talks with their family about current events, and makes a choice.	Finish the work day	TBA
3	Message from Boss	Narrative	The boss informs you about something plot-relevant. The player must make another choice here.	Start the next day	TBA
3	Speech	Government	Disinformation campaign to counter the earlier hijacked broadcast.	Do your job well	TBA
3	Riot	Violence	A protest turns violent and people cause massive property damage.	Repost extremist content.	TBA
3	Hijacked broadcast	Radical	An anti-government group hijacks the airwaves.	Repost anti-government content	TBA
3	News Report	Health	A government news report of an illness spreading around, but the government tells people not to worry	Repost news about illness on social media	TBA
3	Family interaction	Narrative	The player talks with their family about current events, and makes a choice.	Finish the work day	TBA
4	Message from Boss	Narrative	The boss informs you about something plot-relevant. The player must make another choice here.	Start the next day	TBA
4	News Report	Health	Deaths regarding illness mentioned earlier start increasing, but the government tells people not to wo	Repost news about illness on social media	TBA
4	Riot	Violence	A protest turns violent and people cause massive property damage.	Repost extremist content.	TBA
4	Hijacked broadcast	Radical	An anti-government group hijacks the airwaves.	Repost anti-government content	TBA
5	Message from Boss	Narrative	The boss informs you about something plot-relevant. The player must make another choice here.	Start the next day	TBA
5	Uncle calls doctor	Health	The player's uncle informs them they have a doctor's appointment coming up.	Choose fake news about illness.	TBA
5	Riot	Violence	A protest turns violent and people cause massive property damage.	Repost extremist content.	TBA
5	Hijacked broadcast	Radical	An anti-government group hijacks the airwaves.	Repost anti-government content	TBA
6	Message from Boss	Narrative	The boss informs you about something plot-relevant. The player must make another choice here.	Start the next day	TBA
6	Uncle's doctor appointmen	Health	Doctor tells you and your uncle the symptoms are nothing to worry about for now, but take medicine, jus	Booked an appointment.	TBA
6	Riot	Violence	A protest turns violent and people cause massive property damage.	Repost extremist content.	TBA
6	Hijacked broadcast	Radical	An anti-government group hijacks the airwaves.	Repost anti-government content	TBA
7	Message from Boss	Narrative	The boss informs you about something plot-relevant. The player must make another choice here.	Start the next day	TBA
7	Uncle takes medicine	Health	The player's uncle takes medicine	Choose to take medicine	TBA
7	Riot	Violence	A protest turns violent and people cause massive property damage.	Repost extremist content.	TBA
7	Hijacked broadcast	Radical	An anti-government group hijacks the airwaves.	Repost anti-government content	TBA
8	Got fired	Government	The player gets fired from their job, resulting in an instant Game Over.	Do not do your job. Do your job but poorly.	TBA
8	Message from Boss	Narrative	The player's boss tells them about this special day.	Start the next day	TBA
8	Civil War	Violence	The government loses its control over the people, and war erupts across the country.	Repost anti-government content.	TBA
8	Riot	Radical	A protest turns violent and people cause massive property damage.	Repost extremist content.	TBA
8	Death	Health	The player's uncle dies from illness. Instant Game Over. Ending unlocked.	Do not take medicine earlier.	TBA

Figure 58. List of possible events throughout the game

4.4.1. Level 1

- Tutorial
- Maximum posts: 8
- Requirements: 1
- Events: 1
- Holiday Event: 0

New night on the job. Must look through social media and find which posts to use.

The player's boss will give them important information about their job.

After that, the player's uncle will remind them about an upcoming doctor appointment.

If the player reposts pro-government news, the government will use riot suppression methods on protestors.

If the player reposts anti-government content, an anti-government protest will start.

At the end of the level, the player will converse with a family member about what is happening at home.

4.4.2. Level 2

- Maximum posts: 10
- Requirements: 2
- Events: 1
- Holiday Event: 0

A plot-related message from the player's boss. The player must make a choice here.

If the player reposts extremist content, a protest will turn violent, and people will cause massive property damage.

If the player reposts anti-government content, an anti-government group hijacks the airwaves.

If the player reposts pro-government news, the government will use riot suppression methods on protestors.

After completing this level, the player's uncle visits their doctor after work.

The player talks with their family about current events and makes a choice.

4.4.3. Level 3

- Maximum posts: 12
- Boss Requirements: 3
- Events: 1
- Holinight Event: 0

The boss informs you about something plot-relevant. The player must make another choice here.

If the player reposts anti-government content, an anti-government group hijacks the airwaves.

If the player does their job well, a disinformation campaign will occur to counter the earlier hijacked broadcast.

If the player reposts extremist content, a protest will turn violent, and people will cause massive property damage.

If the player reposts news about illness on social media, a government news report of an illness spreading around will be broadcasted, but the government tells people not to worry.

At the end of the level, the player talks with their family about current events, and makes a choice.

4.4.4. Level 4
- Maximum posts: 14
- Boss Requirements: 5
- Events: 2
- Holiday Event: 1

The boss informs the player about something plot-relevant. The player must make another choice here.

If the player reposts news about illness on social media, a news report will be broadcasted. It reports that deaths regarding the illness mentioned earlier start increasing, but the government tells people not to worry.

If the player reposts extremist content, a protest will turn violent, and people will cause massive property damage.

If the player reposts anti-government content, an anti-government group hijacks the airwaves.

4.4.5. Level 5
- Maximum posts: 16
- Boss Requirements: 6
- Events: 1
- Holiday Event: 0

The boss informs the player about something plot-relevant. The player must make another choice here.

If the player chooses fake news about the illness, the player's uncle informs them they have a doctor's appointment coming up.

If the player reposts extremist content, a protest will turn violent, and people will cause massive property damage.

If the player reposts anti-government content, an anti-government group hijacks the airwaves.

4.4.6. Level 6
- Maximum posts: 18
- Boss Requirements: 7
- Events: 1
- Holiday Event: 0

The boss informs the player about something plot-relevant. The player must make another choice here.

If the player booked an appointment for their uncle, the doctor tells you and your uncle the symptoms are nothing to worry about for now, but take medicine, just in case.

If the player reposts extremist content, a protest will turn violent, and people will cause massive property damage.

If the player reposts anti-government content, an anti-government group hijacks the airwaves.

4.4.7. Level 7

- Maximum posts: 20
- Boss Requirements: 8
- Events: 2
- Holiday Event: 0

The boss informs the player about something plot-relevant. The player must make another choice here.

If the player reminds their uncle to take medicine, the player's uncle will do so.

If the player reposts extremist content, a protest will turn violent, and people will cause massive property damage.

If the player reposts anti-government content, an anti-government group hijacks the airwaves.

4.4.8. Level 8

Final night.

The player's boss tells them about this special day.

If the player does not do their job or does their job poorly, they will get fired, resulting in an instant Game Over.

If the player reposts anti-government content, the government loses its control over the people, and war erupts across the country.

If the player reposts extremist content, a protest will turn violent, and people will cause massive property damage.

If the player did not remind their uncle to take medicine earlier, the player's uncle dies from illness. Instant Game Over. Ending unlocked.

4.6. Checkpoint and Save System

The game uses an autosave system that saves the player's progress at the end of each work cycle. The system saves the player's accumulated reactions and narrative-related data. If the player gets a bad ending and wants to retry from a certain point, they can select the cycle they want to continue from through the main menu.
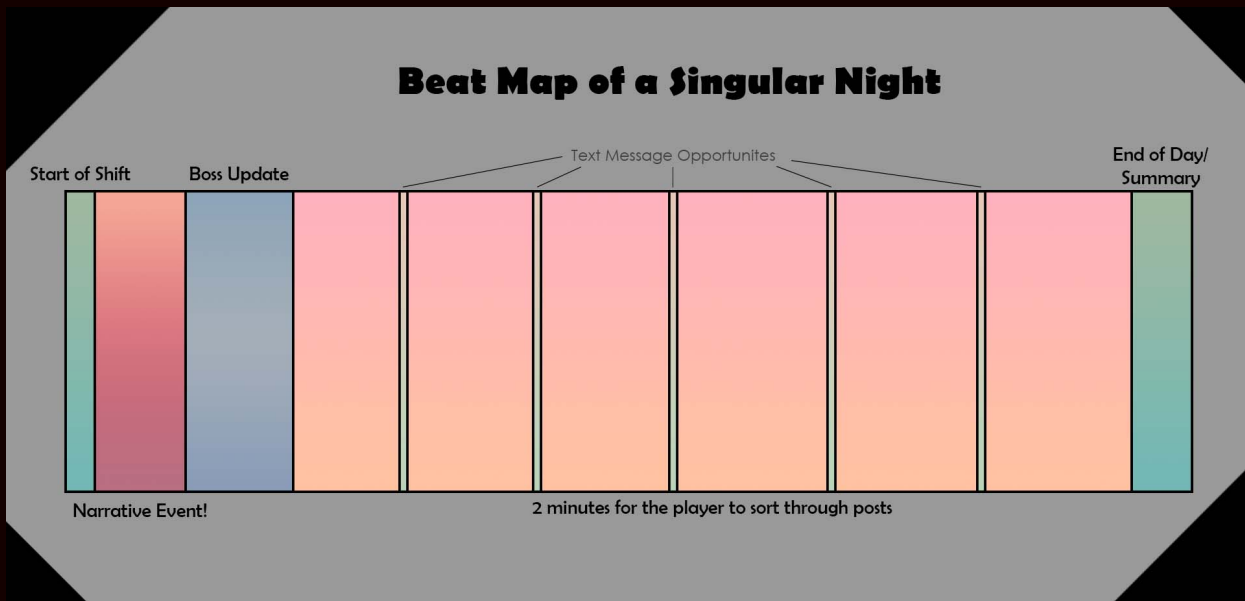
4.6.1 Beat Chart

Beat Map of a Singular Night

Start of Shift   Boss Update   Text Message Opportunites   End of Day/
Summary

Narrative Event!   2 minutes for the player to sort through posts

Figure 59. Beat map of a singular night/level of play.

5.0. Game Interface System and GUI

5.1. Color

Colors for the UI will primarily consist of shades of red, accented with light grey, dark grey, and beige for contrast. See right image for a UI mockup.
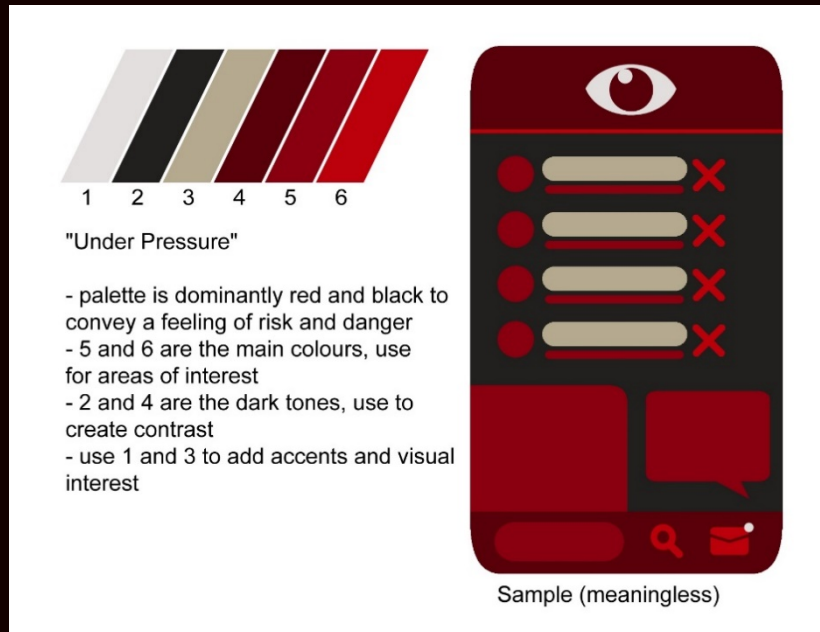

Figure 60. Color scheme for UI.

5.2. Font

Fonts for UI elements will include the Black Ops One font for headings and the Koh Santepheap Thin font for body text. See right figure.
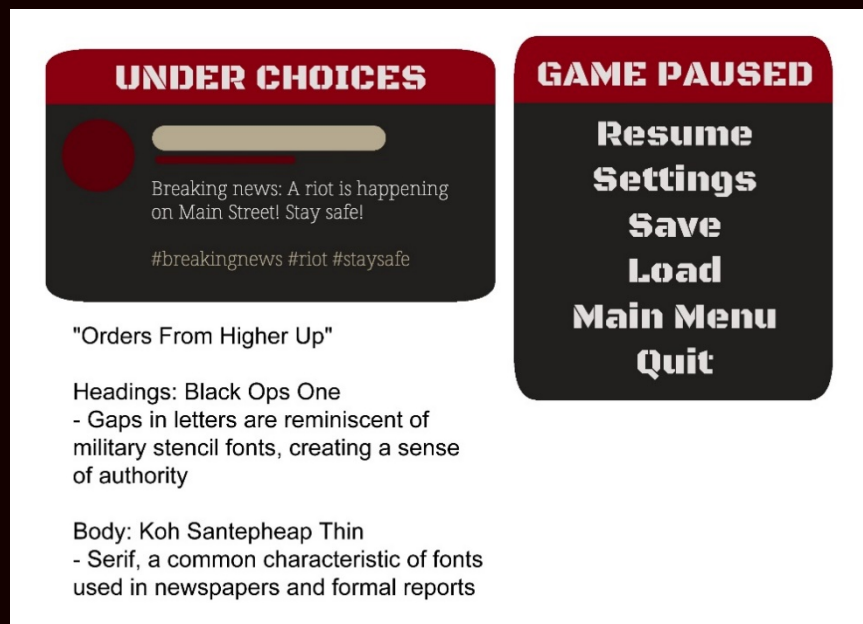

Figure 61. Font sample for UI elements

5.3. Buttons

UI buttons will use rounded edges with straight line motifs and icons to convey purpose. See below.

"Price Tag"

- Based on the guide in the GDD
- Shape and composition resembles a price tag
- Rounded corners make is feel like a button you would see in social media
- Dark outline on the bottom right side gives depth and makes the button look like it should be pressed
- Arrow icon suggests an increase
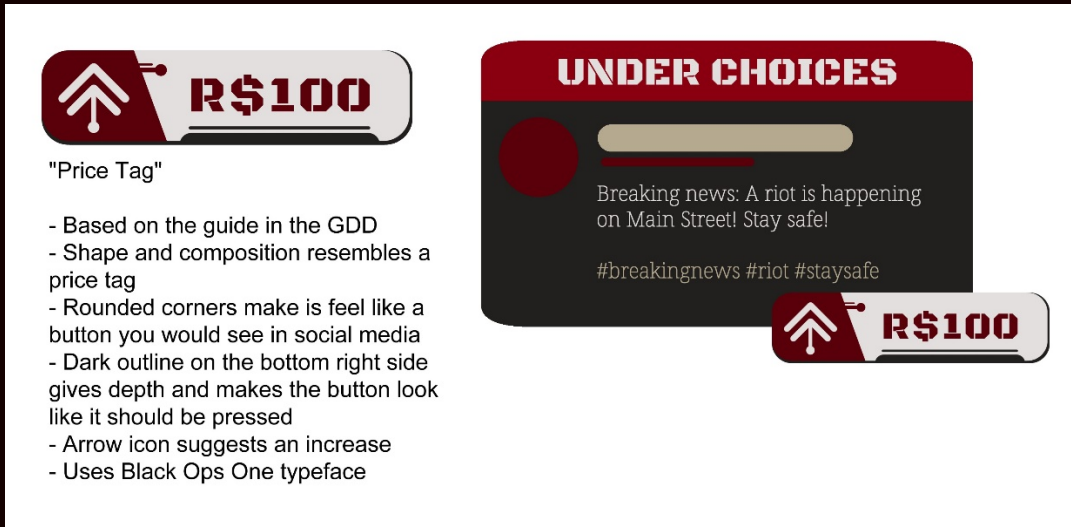- Uses Black Ops One typeface

Figure 62. Sample for UI buttons.

5.4. Posts

Social media posts will follow the aesthetic of the buttons, using rounded edges with straight line motifs and icons. See below for a social media post mock-up.

"Speech Bubble"

- Composition resembles a speech bubble
- Reaction and engagement represented by icons
- Information relevant to the player is all on the left side of the post

Figure 63. Sample social media post.

5.5. Messages

UI for messages from NPCs will resemble the UI of other messaging apps such as Instagram. It will follow the aesthetic of the buttons and posts, using rounded edges where applicable with straight line motifs.
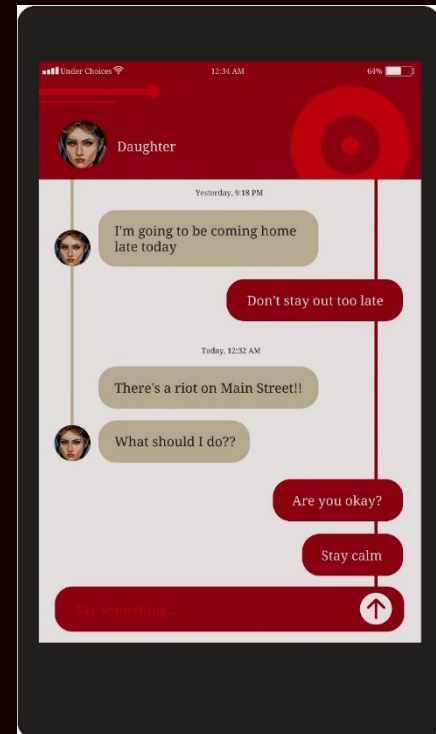

Figure 64. Sample UI for messages from NPC.

5.6. Wireframe

For a functional wireframe that depicts the flow and transition of UI elements, see https://www.figma.com/file/yiGHVSZ60AMujdHsdia0tP/Game-UI?node-id=17%3A51 for an interactive mock-up.

8.0. Sound and Audio

8.1. Sound

Under Choices sounds mainly consist of feedback sounds for direct player actions such as clicks, drags, closes and responses. The sounds also represent the narrative feedback caused by the player's decisions throughout the plot, such as police sirens, protester shouts, fire noises, etc.

8.2. Audio

Under Choice's tracks follow a mix of classical music, bossa nova and favela funk. This includes composers such as:

- Villa-Lobos, with unusual instruments, well-drawn arcades on the strings, use of popular percussion and imitation of birdsong.
- Antônio Carlos Jobim, with a fusion of Brazilian elements with European, indigenous, African and jazz.
- Mr. Catra, which brings mixes of miami bass, freestyle, black, soul, shaft and afro music.

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