Card game and presentation notes



## Game design

The final idea is **"Top Dogs: A Breed Battle!"**, a card game inspired by Top Trumps where players compare five key characteristics - **Friendliness, Trainability, Energy Level, Grooming Needs, and Size** - of different dog breeds to win rounds. This engaging and educational game provides ample opportunities for branding and aims to foster brand loyalty among the pet care company's customers.

Throughout this process, I actively evaluated the initial game concept, ensuring it aligned with the pet care company's goal of increasing brand loyalty and appealing to their customer base. Recognizing the need for a clearer understanding of the gameplay mechanics, I followed up with specific questions about the meaning of "out-trump" and the functionality of the game statistics. This iterative approach allowed for a more detailed and refined game concept, ultimately leading to the comprehensive **"Top Dogs: A Breed Battle!"** idea.

## Presentation outline

The presentation outline is structured into **five key components**: an engaging introduction, a detailed explanation of the "Top Dogs" card game's gameplay and features, a comprehensive section highlighting its promotional value and brand integration, a brief overview of production and next steps, and a dedicated Q&A session. This structure ensures the pet care company gains a clear understanding of the game and its potential to foster brand loyalty.

In developing this presentation outline, I carefully considered the need to clearly articulate both the game mechanics and its strategic promotional benefits for the pet care company. To ensure the outline effectively met this goal, I specifically prompted for insights into what the presentation should include for the client to understand the game's value and how the outline addresses those needs. This iterative process of outlining and evaluating ensured a comprehensive and targeted presentation structure.

## Presentation image

The image shows a smiling Golden Retriever sitting at a kitchen table, with a deck of cards fanned out in front of it. The digital art style creates a warm and playful scene, emphasizing the cheerful nature of the dog and the game.

To generate this image, I used the prompt "smiling dog with a deck of cards on the kitchen table in a digital art style". The initial output successfully captured the core elements I requested and the final image effectively conveys the excitement and appeal of the "Top Dogs" card game for the pet care company.

