I, Game & Robot - AI-Land last battle

Create its background, theme, narrative framework, concept, characters, plots, etc.

Background

The year 2022 in a random, nicely-cloudly agglomeration. The epochal change can be felt in the air. And the robo-vehicle you joined the party to be tested in real challenges.

Theme

It's a subject, an intended experience for the players.

Casual game
Fully digital, AI-driven world of the future has their challenges to achieve in advance to make a smooth co-existance between robots, people and robo-vehicles possible. Players will get one of this robo-vehicle so make familiar with challenges of the digital world, test it on daily basis and feel their creative potential so they can evolve from being consumer to be the creator. But, because it's a complete paradigm shift, the guiders of the traditional world like cars' manufacturers and other monopolists won't go away freely to lose their power and. Also, they will do all to stop the efforts on your way to make sure that people are reluctant to changes and AI - driven vehicles. It's up to you, who will win this battle.

Narrative Framework

Narrative type: **the string of pearls model**
How to show and convey the narrative to the player: **cutscenes and a text, dialogs between players, and also between a single player and an AI-developer (a in-story character) involved**
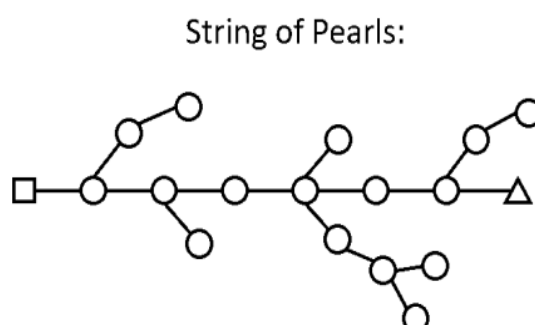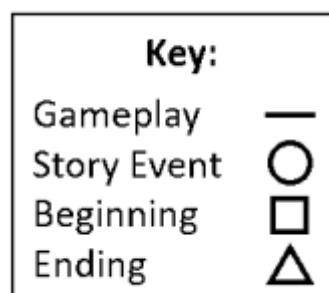
The story should be told in a linear fashion but can be interrupted by player freedom at times. As the idea is that it's a role-playing game, the main story is linear, made up of separate sequences in the form of missions or quests. but the player should have the freedom through exploration and side quests that are given throughout the world. So the linear story behind would be like the concept presented below, but as the players can explore the world the world the game-end is not determined in advance by the game-designers, and the game can be completed in a few ways.

Storyline games get boring after finishing the game's main storyline and replaying the missions for side quests might not appeal much to people.

Concept

The upcoming world represented as the autonomous, AI-driven vehicles in a fully digital cities fights with the leftovers of the traditional world, personified as a traditional cars' manufacturers.

At the beginning of the game, the traditional's cars manufactures are responsible for providing the cars to fulfil the city's habitants needs. So they are the only one responsive for creating their shape, their utilities, but the latest technological deiscoveries make possible for all people to not only replace them all with a multi-functional robo-vehicles, but also create them on their own and own them.

The game shows that the whole city is under monopolists' control and the player's task is to start getting back it district by district by doing tasks, solving puzzles, overcoming roads' traps and fighting with their opponents who destroy the efforts. It's not an easy task to be alone against giants, that's why a player may need to gather more other players around to move quicker and control the district.

Throughout the gameplay it would be good to give the players an overview of what obstacles we face on the road to AI-driven world. Some examples may be: huge money resources are required, different road obstacles which needs to be solved so the robo-vehicles can become fully autonomous like detours, proper infrastructure and vehicles' communication, social attitude, other drivers' behaviour and the unpredictability of this, fast reaction, smooth and undisturbed connection between all vehicles, road signs and road rules, hackers activitiy) controlled vs uncontrolled condition troubles (pre-defined roads as a first step), worse weather conditions.

Also replace the paradigm where few monopolists in different industries (in our game case cars' industry) dictate the shape of everything with a paradigm of mutliple, small creators, who can benefit from their creativity and ideas and move it to the real world

Also an important aspect of the idea is a group of supporters mentioned at the beginning. Alone you are weaker than your opponents. In a game you have to take the city of the hands of your enemies but by doing it only on your own you move slowly, and your opponents can easier distroy your efforts.

In a game we can present the monopolists' power by showing that they own most of the city, while at the beginning of the game, a player owns nothing. It could be done via showing this on the map (eg. all districts are monopolists' color). Starting the game, a player takes a challenge to change the world, what basically means to do different tasks, solve puzzles, overcome traps and finally defeat the oppontents, so in other words take over a city.

Also it's a race against time as your achievement can also be destroyed by your opponents uncless you have a network. Your group of supporters distributed into different part of the city which are also the bodyguards (eg. if they are present there, the opponents are forceless and cannot destroy what have been achieved) It's crucial to highlight this social aspect of the cooperation to present that the community is the power itself, but also it should be possible to give users an ability to play, or at least start alone. **The lack of networking features is mentioned by many players as something that is sorely missed**

The idea it to also to split a whole game into other smaller games inside the game. The smallest game loop is like a little thing that you do. This is supposed to be a part of a larger game loop that's still under development. In this way, it would be possible to provide a first version of this game quicker and then develop it with the help of DAO members (players)

To make the game more attractive to players, we can also design the city's district in their specific way with many local characteristics (eg. different style, different buildings, other traps, other challenges on the road)

Characters

Player - you who drives you NEV robo-vehicle - it's a vehicle you use to move throughout the city

Player is responsible for two things:
- **moving through the city and complete the missions using the NEV - a robo-vehicle,** which has to be customised.
  Customizations includes not only the visual features but also the ones required to complete the missions. Eg. the road in under construction so you need a big, strong wheels to get there, or you have to deliver the the blood/or organs to the medical center so you need to have a cargo space with a proper temperature.
  Missions vary depending on the level achieved so the difficulty is supposed to progress, and there are three categories of the missions as mentioned above.
- **building the network of supporters to stop opponent's destructive actions and move faster**

Opponets which can be bots can destroy what the player does, eg. destroy the autonomous vehicle charging station if the specific part of the city is not controlled. Controlled means that there is someone present in this part of the city. If played individually, a player is not able to be everywhere all the time so this may happen. The bigger the group of the supporters is, the better, but the max number should be limited. The supporters could be friends playing together, or the random people who are available in the DeautoVerse

AI developer - it's a person who solves "AI problems", so in this game the riddles

AI- developer is a bot, in-game character which is a call-friend of the player. He spends his days in a car's garage - debugging, coding and waiting for new bugs to solve them. New bugs means what cases AI cannot handle, so they still need to be implemented in the autonomous solutions. For a gameplay that are supposed to be logical riddles which a player together with an AI developer have to solve. So not to stop users that shouldn't be the difficult tasks (or at least a player should be able to choose the level of difficulty) and while the AI's trouble itself should be real, the riddle to solve is not supposed to be the real solution, just a logical riddle for a mind exercise. It can vary but examples are sudoku, rebuses, quick logic questions.

The AI-developer should also be a narrator of this game.

Enemies - that could be bots if player-versus-computer (PVC) type

Enemies are responsible for two things:
- **destroying what a player does to slow you down/prevent the good changes to move forward,**
- **setting traps**
   The traps should present the challenges AI (especially in autonomous cars) struggles with, like eg. inability to detect unstandard and uncareful drivers, bad weather, huge traffic jams out of the sudden

Other players - (if it's played together)

They have the same tasks what a main player. They can also build their network.

Plot

A simple plot is gradually revealed to the user. Via incoming messages (emails) and cutscenes but not only, in some cases we want to surprise the user and let him to make out what's going on. To be discussed, though, what's easier to implement.

As a player you live a calm, daily, yer a bit boring life, but one day you received an email that destroyed your peace, and you've found out that you had been chosen to guard, test and teach AI vehicles. Although you feel a bit tired and seems to be out of your creativity and energy you can't refuse. Through messages being sent to your inbox you are guided through different challenges in various districts of the city, and supported by a robo vehicle, But suddenly you encountered that there are your enemies all around, who want to keep the world as it is, so they annhilate your efforts, and you need to always be one step before them. They do this by destroying what you did, by setting the traps (trying to prove that AI is to bad to be go and be widely used. You have to be faster than they are, and that's where you can engage other players. You need to play together to stop and win with them. It's basically building a network of supporters in the city which help you to cover more and more city's districts, do the challenges and protect them from enemies, as they have a power to destory them.

There are mutliple districts of the city to make the game more appealing to the user and user has different (could be repetitive though) tasks there.
- the player tests/teaches AI vehicles while doing the daily tasks to progress and achieve the full autono etc.
- the player solve daily challenges which can help them to move forward and make people familiar with the power of the technology
- the players solves the riddles to move forward and achieve next level
- the players create a network ot move faster and win with their enmies

Define the game's type and provide core gameplay instruction, and a key aspect must contain how to customize robo-vehicle (NEV).

Game's type

A role-playing game, but a casual one, so each action need to be separated and easy to do during the day-break (and it has to move the user forward) A plot seamlessly intertwined with gameplay.

Core gameplay instruction

At the beginning player creates a robo-vehicle and right after that it uses it to complete different daily tasks so to teach the vehicle the roads in the city and which customizations is needed to complete these tasks on its own in the future, as the main goal of the game is to make the fully-digital AI-driven city with the autonomous devices which can do the daily tasks for the people on their own. **(It's the simulation of work on the implementation of AI worldwide)**

All tasks are located within one board and there could be multiple boards which represents different districts of the city. The may vary with the level, the background and they can be launched one by one to keep players' attention and develop it.

Completing each mission a main player earns tokens/coins/points which maps to its experience which can be kept and transferred via gameplay (eg. if you play with your friends you can start from scratch or reuse yours achievement you gained in a game previously)

Core game mechanics

driving by car and completing a mission (=learning a specific task and earning coins/tokens/money)

different levels of complexity depending on the road conditions and task's complexity.
As the the main goal is to make the NEV-vehicle fully autonomous which will be able to complete daily tasks on its own, the user needs to teach it all the roads in the city and how to customise itself to do the specific tasks and also make immuned to the obstacles which it can experience. So Eg. at the beginning the NEV-vehicle requires user's control, so the player is within the vehicle, and once a section of the road is done successfully it means that the NEV robo-vehicle gains a new skill and is able to repeat it by himself, and progresses on the road to be fully autonomous.

Eg. section of the road without traffic lights and without pedestrian crossing and the mission is to take a small cargo to the post office. So the player does it with their car for the first time, and in case of success there is a video-recording displayed to the player which presents self-driving car doing this task fully independent, but it still won't be able to complete the other ones until it has been taught to do so.

For each mission a player earns points/tokens/coins (it doesn't matter much) which maps to its experience.

customizing a car to a specific mission's prerequisites

Each mission is announced/showed with the prerequisite to complete it. It basically means that the player needs to have the sufficient founds to buy the special tools (=customizes itself) There is no strict order of the missions, but the only dependence here is that the more complicated it is, the more funds it requires.

Core-meta gameplay
uznawane za nowy feature ale to jest stary feature

Alternate Mechanics

solving riddles as a phone call to a friend (an AI-developer)

A player can teach the robo-vehicle a new skill by only implementing a proper software which is done by solving different-levels puzzles which may be something like sudoku, maze, or similar.

Enhancement Mechanics

Opposition Mechanics

descreasing your experience by your enemies

When a player teaches a robo-vehicle a new skill (the section of the road with a specific mission) its (a robo-vehicle) autonomy progresses. So, a **mission is completed while two conditions are met together**
      1) the robo-vehicle did a mission with a player
      2) it repeated it on its own, while the repetition is presented as a video-recording to the player, which shows the whole mission real quick, but it may happen that it fails randomly which basically means that the enemies succeeded in setting a trap
      Traps can be different: - hacker-attact on the software itself or - unknown change on the road) It means that the user needs to repeat the whole action.
That may happen for each mission only once) It may be prevented by cooperating with other players who borrow points from them to retrieve the lose, but only a fixed amount, which may not be sufficient to retrieve the whole mission, but only the part of it.

So it means that the more supporters you have the quicker and easier you can compete the missions (because that way you basically share your experience)

Describe its genre conventions and define its concept art style using moodboard. It must contain a garage as its key scenario.

The gameplay happens on one board, which present the simple city view (3d view) as presented on moodboard. There could be multiple boards with different styles which can represent levels or

Art (should match the vehicle project and be easy and basic enough to be able to be used on mobile devices)
- a city view (roads, crossroads, traffic, etc)
- a garage with a AI station
- deauto included
- colors and shapes should match deauto.io design
- 2 hamburger menus on two sides? one to open panel settings on demand (seetings to customize deauto.io) the second (phone icon) connect with Matt - AI developer
- GUI mock-up simulation
- Map view so we can check the city view

Moodboard

Resources:

All images from the moodboard are designed by other artists, found on Behance and Dribble, and they are only the inspiration how the authors of this game's idea see its design.

1) MUTI
2) FAGOSTUDIO, Agent Creaseanso
3) Flavio Remontti
4) Felic Art*

*Garage's example may not look very modern, but that's the only one we found, and decided to move forward with this.

Provide a feasibility analysis report on persona, marketing, and gameplay research.

Persona

[The first though about the gamer would be the statistic one](#), but the gamer nerd has nothing to do with today's modern gamer. Because the typical hobby gamer is on average 34 years old. And maybe surprisingly, but a half of all users are women. The development studios have long since stopped focusing on the youngest generation, but have primarily developed games that arouse interest in all age groups and generations. The mobile gaming gender split is 51% female and 49% male. 43% of women play mobile games more than five times a week, whereas only 38% of men play that often, as quoted by Forbes. Also gamers [spend an average of 6 hours 20 minutes each week playing games.](#) And 68% of mobile gamers play their favorite game every day, with an average of 47 minutes for one session, according to 2CV. The casual game, in 2020 dominated download activities, [as according to AppAnnie,](#) accounting for 68% of all mobile games, driven mainly by the popularity of easy-to-use games such as Among Us, ROBLOX and My Talking Tom Friends. On the other hand, core gamers generate 66% of ad spending and 55% of time spent on mobile games. For the purpose of the project, though it seems to be crucial to provide an easier and quicker to implement game without the huge story behind and complicated plots, still the one which gives the users fun. That's why the initial idea evolved:

Market

It's around 1400 blockchain games in the industry, most are quite fresh, also many big players are involved yet, most games are the productions of the indie developers or small software team. Worth noticing that the mobile game industry itself is worth more than PC and console market together, while in numbers it's around 2.0b mobile gamers, so essentially every third to fourth person in the world. A mobile as a gaming platform dominates the gaming industry by every metric, active users, revenue and growth. It was expected for mobile gaming to generate revenues of $95.4 billion in 2022 and account for almost half of the entire games market. This will be driven predominantly by smartphones, with revenues of $79.7 billion by 2022, while analytics expect that up to 2024 the game industry will be worth around 218.7b $ Although mobile is indeed still the world's fastest-growing games market segment, growth is slowing in mature markets such as North America, Western Europe, and Japan. **Emerging markets, including Southeast Asia, India, and Middle East & North Africa, will contribute most to the segment's growth.** However, a range of other factors are also contributors, including more cross-platform titles, more smartphone users, and improvements to both mobile hardware and mobile Internet infrastructure, including the rollout of 5G networks. Moreover, the growth in mobile game revenues will continue to outpace growth on PC in the coming years, resulting in a shrinking PC market share toward 2022. Mobile will also outpace console's revenue growth; yet, console's market share will remain relatively static.

According to We Are Social and Hootsuite, 5.22 billion individuals have a mobile phone, accounting for 66.6% of the global population in January 2021. And this figure is increasing at a rate of around 1.8% per year. Meanwhile, the number of internet users globally has increased by 7.3% since 2020, to 4.66 billion. More than 90% of these major groups of internet users are also online gamers. In addition, 75% of these internet users use their smartphones to play video games. According to all estimates, there are roughly 3.5 billion mobile gamers.

According to AppAnnie, publishers released 2 million new apps and games in 2021. The total number of apps and games available on iOS and Google Play now exceeds 21 million. Consumers have shifted more of their entertainment and gaming to mobile devices. There were over 230 apps and games with yearly consumer spending above $100 million, with 13 of them exceeding $1 billion. This was up 20% from 2020, with 193 apps and games exceeding $100 million in annual spend and only 8 over $1 billion.

Mobile games remain especially attractive to users as profits can be made not only because of e-sport tournament, but also play-to-earn, which exploded intensively recently or digital items selling.

The known issues which are mentioned, though are that a user **onboarding is too difficult, play-and-earn are considered as ponzi schemes, there is often a high entry price, and they are not fun**. Other issue involved into mobile blockchain developing to consider is also a Google and App's policy and that they both have extensively developed rules to secure their business model of in-app purchases. The so called "store tax" is a 30% cut that both Google and Apple charge their publishers for any in-app transactions. They slap this 30% tax on everything: subscriptions, in-app purchases and paid apps. To be prepared for a mass adoption of the people who are not necessairly thigly tied to the crypto industry it could be worth thinking about the alternative solutions apart from distribute it via Apple Or Google.

Marketing

Gameplay research

The analysis taken to identity the main players in the industry clearly shows that no game with a similar gameplay exist, the most similar cryptocars is focused on the racing itself and all cars' customisation without a wider story behind. However, it has to be carefully taken into account, as some elements can be quite similar, no matter of the AI-Land Battle narrative, to avoid repetitive things which may discourage users from take part in, and especially **offer them the better experience and more fair rules to join**. Below a brief description of the popular games on blockchain, as to provide an analysis of all is a huge task, but what is visible, though is that most of them, in their concept are similar **focusing mainly on collecting, looking after and battling**. The truth is though, that this kind of game is the easiest and quickest to implement, while the development on bigger titles is much longer. My neighbour Alice can be a good example, while the road map is designed until the end of 2023 (and it started in 2020) [Unfortunately, most of blockchain developers had zero game development experience](#) and presumed their games' tokenomic appeal was enough incentives to trump a fun gaming experience. Ultimately creating a rather infamous

boring reputation for web 3.0 games. First, and foremost a game should be a [fun first](#). The big challenge is to put a bridge between the reality and the crypto-industry, and touch non-crypto users which play to relax mainly.

Few examples of currently popular blockchain games, while most are in alpha, beta version and others don't even exist yet (but collected a lot of money on pre-sale)

https://calvaria.io/ - a card battler with staking, a DAO, and a scholarship system, the game's narrative experience is one of its most compelling features, with a strong set of well-designed characters in a universe that represents the afterlife. Their main goal is to create a fun and accessible game that rivals the giants of the gaming industry with a sustainable and rewarding tokenomics model. Two versions of the game Free2Play and Earn2Play, in order to cover and attract the biggest market possible.

https://tamadoge.io/ - a part of the tamaverse, enabling players to compete for rewards from a prize pool. The main idea to feed the pets, take care of them and provide them with toys until they grow

https://www.silks.io/ - first derivative play-to-earn metaverse that mirrors real-world thoroughbred horse racing. Silks brings public data and stats related to real thoroughbred racehorses like bloodlines, training progress, and racing results on-chain

https://battleinfinity.io/ - it's a pool of different sport-related games, so users can join virtual teams of cricket, football, hockey, kabaddi, tennis, etc. They choose their favorite virtual players and compete against other virtual teams to earn rewards, based on the statistics derived from players' performance.

https://win.luckyblock.com/- the game to buy a lucky card and hold it until all the collection is sold in order to win the prize itself.

https://grd.fan/ - cards collection game, with a huge effort to the art itself (the rarity oif cards, their uniqueness and style)

https://decentraland.org/ - amazing, evolving world where users can create, improve, challenge other users, ranging from a space adventure to a medieval dungeon maze to entire villages crafted from the minds of community members. The idea of the deauto metaverse could be based on the similar concept, first it would be a case that you enter this world being hosted by the big players, traditional cars manufacturers, but your optimal goal is to make a change in the world and move from the past to the bright future.

https://www.sandbox.game/en/ - in many ways it encourages and rewards players' creativity and gaming experiences. It was created to empower artists, creators, and players, and it is an excellent choice for Minecraft and Roblox users who want to play and feel rewarded. Over 140k avatars available, it's a world of multiple games inside, with users' ability to create their own games

https://axieinfinity.com/ - create virtual monster-like pets called Axi, battles can be undertaken against bots – which are backed by smart contract technology to guarantee fairness, or other users of the game.

https://www.myneighboralice.com/ - the players buy and own virtual lands, collect and build items, and socialize with other players. The My Neighbor Alice game takes on similar concepts Farmville and Animal crossing and allows users to collect in-game NFTs as they own and manage their parcels of land (which are also represented by NFTs) in the My Neighbor Alice universe/metaverse. My Neighbor Alice is a social online game with focus on resource gathering, crafting and creative expression. Players build their own virtual lands, interact with neighbors, perform exciting daily activities and earn rewards along the way.

https://www.cryptokitties.co/ - . the overarching concept with CryptoKitties is very similar to the classic Tamagotchi game. This is because CryptoKitties is home to virtual kittens that you have the capacity to breed.

https://godsunchained.com/ - this particular title is focused on strategic NFT card games that are traded based on skill. Gods Unchained is a free-to-play tactical card game that gives players true ownership of their in-game items

https://0xuniverse.com/ - box universe is an ingenious blockchain-based game that takes players into space. The goal of the game is to conquer and colonize other planets by building spaceships to explore the universe. All planets have their own unique set of characters, resources, and elements, making each experience different. Collectables and their value earned through the game are stored on the Ethereum blockchain. As a result, players have easy access to their earnings.

https://spellsofgenesis.com/ - it is the first-ever role-playing game (RPG) in the cryptocurrency gaming market. This Bitcoin game includes the amusement components associated with trading cards as well as standard arcade features. Spells of Genesis is completely free, making it a great starting point for Bitcoin beginners.

https://cryptocars.me/
they take the form of automobiles. Like airplanes, they are part of a metaverse called CriptoCity. While the name can resemble a bit this game the main idea **evolves around the dynamics of fighting with other cars** in different PVC (player-versus-computer) and PVP (player-versus-player) scenarios. Its gameplay is simple, it really is a simulator in which you must click on the indicated button, then we wait a few seconds for the race or battle to be resolved. Then we will see the result of the earnings. The free option or the fast one that consumes a CCAR for each car you use.

Some elements of AI-Land battle can be similar in both games, so as already mentioned, it's important to be cautious while designing the detailed features.
Main features:
- after a few seconds of simulation your car will get experience for you, materials and CCAR. A common car gets between 20 and 30 CCARs per day.
- with the materials you can improve your car so that it gets more CCAR after each race and with these you can buy more cars that could have better statistics. This includes increased fuel capacity so you can train or fight more times per day for more rewards.
- the game allowed usmite leveling up our cars, which improves statistics, so to improve the car you need to keep competing in races or battles.

- the idea is to buy a car first, get CCAR and buy a new one as soon as you have enough tokens to get it. Following this dynamic It won't take long for you to generate enough money to start recovering your investment.
- also, if you decide to sell the car, remember that you can continue to use it for racing while it is on sale. So you can earn money until someone buys it.
- you must make sure every day to improve your cars with materials, to take advantage of the fuel to play and recharge it so as not to stop producing.
- it is also an option to make money buying and reselling cars, although the ideal may be to train and fight every day. Since the ROI (return on investment) is achieved in less than a month.
- to start the game though, it's necessary to do the investment, to buy a token, which is now around 500$, so it's can be a obstacle for some users to even try, and it is excluding definitely a lot

The similar game is <u>cryptoplanes.io</u> the same company which is a part of cryptocity metaverse.

https://www.illuvium.io/ - narrative-driven quest game where players can battle it out in the proving ground, open-world exploration, NFT creature collector and autobattler game built on the Ethereum Blockchain. Play-to-earn in a graphically-rich sci-fi adventure and conquer the wilderness to help your crash-landed crew flourish. It's the alien landscapes and uncover the cataclysmic events that shattered Illuvium. Discover, hunt and capture over 100+ Illuvials, deadly beasts who rule this alien world—each possessing hybrid synergies and unique abilities. Train and fuse your Illuvials into powerful evolutions to upgrade their power and value for you to build the perfect Illuvial team. Illuvium has studied good games and employs a unique lore-heavy approach.

https://piratexpirate.io/ - Pirate X Pirate is a brand-new play to earn game that focuses on a pirate theme. players are required to build crews – which require both characters and ships, the main objective is to explore the virtual sea with your crew and defeat other players.

droeats - build restaurant to compete with another players, an easy to learn, riddled with various mechanics, base-building game. Users play as DroEats avatars, controlling their own restaurant. Through numerous activities, which are Free2Play friendly, players earn in-game Coins and develop their establishment. In DroEats you become the owner of your very own restaurant. The game focuses on building & upgrading tiles inside the restaurant and earning Coins (DroEats' ingame currency) through various mini-games.

The goal is more to play to have fun than simply play to earn. Mass market adoption is only possible if it would be easier enough for a standard users to join without the necessity to have and experience or know the blockchain technology, also that's also the must-have for a new game studios to compete with bigger AAA studios.

While the top crypto games currently average around 500,000 to a million unique users monthly, according to DappRadar, games such as Fortnite, Minecraft, and Roblox attract millions every day. Simple mobile games such as Among Us and Candy Crush can fare even better and have attracted billions of downloads. So despite massive potential, crypto gaming has yet to attract either hardcore or casual gamers.

Also the concept play-to-earn while can be valid and appealing if designed properly it can't rest the only reason to try the game, so it is necessary to give the users fun.

There are multiple ways to attract users and keep their attention, and as it's seen the competitors follow various ones. Eg. cryptocars.io **added a survey about car's customization so users can decide which style would be the most appealing for them.** Surprisingly "muscle car" won, so it doesn't seem to be likely without it.

To follow this one of the first recommended strategy would be this, a survey directed to the potential players to get the answer from them. To be repeated and done respectively phase after phase. Then, but not less important, a narrative behind, how this game is different than any other game of the world and how **it fits with deauto.io values and ambitions.** Free2Play and a fun included could be ones of the asset to highlight, if such strategy is accepted. It's a potential to attract many non-crypto users.

[what is the main thing that you want to communicate to your fans?](#)

Sometimes that content takes shape by asking players how they'd response to in-game scenarios pulled from *it. It's a* building "big brain moves" that players can pull off in strategy games, and asking players what their next move would be.

It's a strong case for social media managers to not just know the audiences for their games, but to forge a relationship with the games themselves.

A non-zero amount of social media content *is* trend-chasing. You have meme templates. You have TikTok audio remixes. You have pop culture and current events. Plenty of social media brand managers in video games build content based on referential culture.

It's about identifying the areas where we have something unique that we can use to lean into it

If you are able to leverage the things that your game has, you can recreate [a meme or trend], put yourself into the conversation and make it your own. T

Strategies:

- deauto.io sale
- airdrop
- auction
- stickers / shop with different products from the gameplay eg. https://t.co/8QPXlAwH44
- create a new tab on deauto.io page for a game, also add a notebook (diary)
- via FB or TwitteR, Instagram, TikTok fanpage (so to meet the players where they are instead of forcing them to use one platform)
- game industry platforms
- discord channels for players
- prepare a trailer

- medium articles
- we can reach game YT, streamers and email press
- twitter social campaign, talk to influencers, maybe reach partners' companies
- drops to people who will subscribe to your apha or even pre-alpha list
- pre-saling
- video content,
- tale of the dev team, diary
- **live-streaming -** games-related content alone is consumed by over 600 million people worldwide. The pandemic has not just accelerated the growth of game players but also [game live streaming audiences.](#) In 2021, the worldwide game live-streaming audience reached 728.8 million, up 10.0% from 2020. They are on track for even more growth in 2022.
- in-game advertising - researchers show that players are willing to view advertising if it means getting anything for free, according to 2CV. People prefer adverts in games to in-app purchases and game purchases, according to a Facebook gaming report.

Besides, submit a development plan based on your feasibility analysis, including the development cycle, personnel, cost, and other development plans that may support.

Development cycle

Agile development

Defining the scope of a gaming project in advance is a tricky business. The game's core mechanics, components, and features all have to be developed for the blockchain. **It means that it's no longer working within the confines of traditional game design but instead exploring the uncharted shores of blockchain gaming**. So all need to be done in a self-sustained, secure, and decentralized way. Making something function well technically is difficult enough to predict. But when does a game entice the player, when does it spark joy, when is it fun, when does it take the player to a place that he has never known but always wanted to be? **This is the art of game creation and impossible to turn into a precise prediction of X many man months.** However, there are **some cutsoff which can be done to speed up the things,** eg. review smart contracts for similar games and then reuse some parts. All of the blockchain things would be quite similart to what's implemented in different games. Also another time-save is that we while developing UI/UX for the game, it's possible to code smart contract in parallel.

Then, testing concepts basically, no assumption, only testing. So many steps to reach the final goal, which also fits agile development. So small snippets which helps to test the initial idea, understand better what users wish. Also to confirm what should be the core of gaming experience. So in our case, even if the initial idea is to locate the auto in a digital city, with a bright design, but it should be verified by the end users if they like or not.

Those snippets really help understand how to move forward, and helps the community understand where to get to.

Requirement analysis

       a. two or one platform, native solution or cross-platform: according to latest survey around 70% of mobiles use Android, so it would be more beneficial to start from this system, so Kotlin or Java as a base

       b. based on features and the plans to extend the game there is also a need to choose a proper platform to move forward. That should be a decision of devs. GameMaker Studio, Construct, Cocos2D, Love2d, Pygame, Unreal Engine 4, or Unity

2. Planning
    a. prepare a story behind and all dialogs to implement
    b. prepare characters
3. Software design such as architectural design
    a.
4. Software development
    a.
5. Testing
6. Deployment
    a. alpha version (MVP) to deliver as soon as possible to test the concept in the real world
    b. beta version
    c. final product

Technical requirements:

The necessity to choose a proper blockchain to avoid security issues of other unpredicted stories. Most probably a choice would be Ethereum blockchain network, and the 'Ethereum Virtual Machine' (EVM) and to implement a smart contract- the Solidity language.

Then a proper game framework to move forward, like Lisk, and then required tools like web3.js, Truffle or mobile specific ones.

Personel

1. Artists: for in-game assets, art deco, characters, and some environmental designs.
2. A web 2.0 game designer: who has successful web 2.0 games in their portfolio
3. Blockchain developers, smart contract developers, android, ios developers,
4. Social Community managers; web 3.0 community managers
5. Blockchain Games Writer/Games Writer
6. Project management (ideally with blockchain development experience)

Cost

It depends on different factors first. These factors include Geographical location, Target Platform(Android or iOS), Integrated Technologies, App Complexity and App [Design](#)

Depending on the time, and the personnel costs.The cost of the blockchain-based game software for Android can range from $45k to $70/80k. It can take up to 4 to 6 months to establish an Android-based game platform. The price of the application is alsoinfluenced by how big the game is.

Considering all the factors, the cost of a blockchain game app development with all the advanced features and similar user interface is around $50k to $60k. The price can even [go up](#).

You can continue to optimize your proposal by getting feedback from other participants/challenges. Must submit your WIP material EVERY Monday to support participants in the other challenges.