

Honey C-4

VR Concept Document

Game Description

What is it?

Quick SUMMARY

- Educational spy adventure virtual reality (VR) game
- Focused on programming basics as well as a sprinkle of cybersecurity concepts

Design Goals & Values

- Enhance learning of coding and other STEM fields using Virtual Reality and embodied learning
- Inspire users' creativity and curiosity to delve deeper in coding and other related fields
- Teach coding in a fun and interactive way and encourage lateral thinking
- Be the first VR educational app that deviates from the fieldtrip / expedition genre mostly using 360° photos and videos

Business & Marketing

Target Audience

- Primary Audience
 - Teens (13 - 17) and Young Adult (18 - 25)
 - Anyone who is interested in learning the basics of coding

Gaming Platform & Distribution

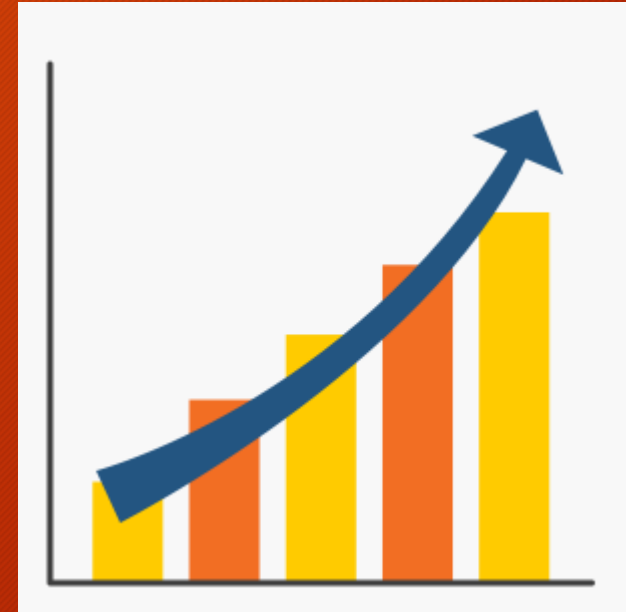
- Pilot
 - Mobile VR Game
 - Initially available on Android and iOS via Play Store and App Store respectively
 - Headset: Google Cardboard (or similar)
 - Ideal for Primary Audience
- Future (Dependent on Pilot)
 - Room-Scale Game
 - Available on Steam for PC
 - For Oculus Rift and HTC Vive

Ideal Player Experience

- Should a fun, learning environment
- Should be comfortable viewing the game
- Builds player's confidence through positive reinforcement
- Helps the user to develop problem-solving skills as there are different ways to approach a problem / challenge

Business Model

- Hybrid
 - Freemium
 - Offer the app for free but allows users to make a one-time purchase to unlock features
 - Partnership with a sponsor
 - Referral codes to unlock some behind-the-scenes concept art and products/services offered by partner



Game Design

Main Storyline

- User plays as Agent Thursday - the newest addition of the Coding Higher Intelligence Logistics Division (commonly known as Team CHILD) at the SMART Spy Agency
- Fellow CHILD operatives have been captured at their last known location: an undisclosed HoneyGlobe International Data Tower deep in the GIGO Jungle.
- User must complete all tasks, get past all the techy booby-traps and defeat operatives from the enemy organization VVAN



Style Guide

Visual Style #1

- Minimalistic visual style like the one seen in Land's End
- Land's End is a VR adventure game by the creators of Monument Valley
- Available for the Samsung Gear



Visual Style #2

- Low Poly Art Style
 - Simpler design (great for beginners)
 - Computationally less expensive on processor versus high resolution rendering

