

## Contents

Team name, members, member role .....	3
Link to GitHub repository .....	3
Link to publishing platform game page .....	3
Social media links .....	3
Overall vision .....	4
About your game .....	5
Game name .....	5
High concept statement .....	5
Game Design .....	6
Design goals / pillars .....	6
Game mechanics .....	7
Game Core loop .....	8
Game skills/content progression .....	9
Game feel .....	9
Game view .....	9
Game controls .....	9
Game mode flow .....	9
Game screen flow .....	9
Aesthetics .....	10
About background .....	10
About plot .....	10
About characters .....	10
About artwork .....	10
About sounds .....	10
About music .....	11
Content size of game .....	11
Player retention .....	12
Marketing .....	13
Target customer .....	13
Player motivation .....	13
Core features .....	13
Unique selling points .....	14
Genre .....	14
Target hardware/platform .....	14



Competition .....	15
Target price point.....	16
Definition of success .....	17
Metrics .....	18
Game monetization loop .....	18
Analytics.....	18
Selected analytics platform.....	18
Goal values for key metrics.....	18
Game development progression .....	19
Milestones and deliverables .....	19

## Team name, members, member role

Name your team, list your team members and state everyone's role in team. Producer, developer, artist, marketer, analyst etc.

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<b>Code, programming</b>
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## Link to GitHub repository

You should create repositories under Pelipaja organisation in github. Place link here.

<a href="https://github.com/Pelipaja-SJ-AK/Folly-Jolly-xMash">https://github.com/Pelipaja-SJ-AK/Folly-Jolly-xMash</a>
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## Link to publishing platform game page

Itch.io, steam, epic, gog, xbox, psn, google play, app store? Place to download your released game.

<a href="https://itch.io/&lt;your game page here&gt;">https://itch.io/&lt;your game page here&gt;</a> - TBD
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## Social media links

- TBD

Platform	Link	
<b>Storepage(s)</b>		Required
Website / devblog	<a href="https://">https://</a>	Required
Twitter	<a href="https://twitter.com/">https://twitter.com/</a>	Optional
Instagram	<a href="https://instagram.com/">https://instagram.com/</a>	Optional
Facebook		Not required
Youtube		Required for teaser video
TikTok		Optional

Remember you can create static websites for free in Github, Wordpress, Squarespace, Wix and others.

## Overall vision

As you onboard your team and start designing the game you **must** first create a shared vision. Agree upon what you are making in so much detail that everyone agrees on what you are making.

- An **isometric shooter** which is set inside a snow globe
- Player character is young rascal that's being swarmed by Christmas elves
- Points accumulate according to slayed elves and player survive time
- Player receives powerups in the form of Christmas gifts for better weaponry, health etc.
- One of the games' **hooks** is for the player create a blizzard inside the globe with a big button which spawn rarely – the blizzard shakes and blinds the players' camera momentarily, and takes out all the elves on screen
- Elf waves get harder and faster as game goes on, and include boss battles with a grand elf (20x the size of a normal elf)
- Although game is set on a round snowy surface, the terrain will change via walls and pillars extruding from the ground – the player needs to be alert for those too
- The game theme is still set to **fun** and not e.g. splatter, meaning in the end there won't spools of blood all over white snow (PG: 7)
- The games' atmosphere is heightened via background visible through the globes' glass, which is not in focus (Santa's shop or a player characters room etc.)
- The game is curated towards **action player type**, who wishes to engage in not so serious fun
- Game **randomness** via increasing difficulty, random powerups and environmental changes as well as bosses **engage player** to learn through failure, making sequential plays **feel fresh**
- The game will be released just before Christmas and the season will hopefully cater more players towards the game theme



## About your game

### Game name

Working title, can be changed later

Folly Jolly xMash

### High concept statement

A two lines statement of the main idea of your game

Exciting and an engaging shooter, which celebrates the Christmas spirit

## Game Design

### Design goals / pillars

In this section, list your aims for the game as an experience. Don't just say "fun"—that's too broad. Be more specific. Are you trying to provide pulse-pounding excitement? Tension and suspense? Strategic challenge? Humour? A heart-warming story? The ability to construct or create something of the player's own?

For each item, indicate in a sentence or two how the game will achieve the goal.

Design goal	How to achieve goal
1. Scene setting	A small, humorous gameplay animation in the beginning, which reveals the motivation of the rascal character to fend off elves
2. Great controls	Have the movement and aiming of the player be top notch, so the challenge feels great and gameplay fair – players' job is then to master the controls
3. Themed environment	Enhance the theme in all possible ways: make the snowfall inside the globe visually enchanting, set up spruces, baubles, and snowmen all around the scene and make the blizzard effect as nice as a one real snow globe

## Game mechanics

How your game works for players? What are your key mechanics, combat, crafting, driving, jumping?  
Describe mechanics and how they relate to design pillars?

Mechanic	Related pillar	Description / definition
<ul style="list-style-type: none"> <li>- Movement: strafing the environment with WASD keys</li> <li>- Dashing: Shift</li> <li>- Jumping: Space</li> <li>- Aiming: Mouse</li> <li>- Aiming 45deg. up: Holding down right mouse button</li> <li>- Shooting: Left mouse button</li> <li>- Q: Throw grenade</li> </ul>	2. Great controls	The control setup is well known for the player from many games in the past making it easy to learn, but hard to master
Exiting environment with powerups, changing platform, and increasingly challenging enemy waves	3. Themed environment	To make every playthrough experience as close to a one of a kind as possible
Visuals and effects	1. Scene setting 3. Themed environment	Simple and fluid animations, models, shaders and particle effects to enhance the great gameplay experience

### Game Core loop

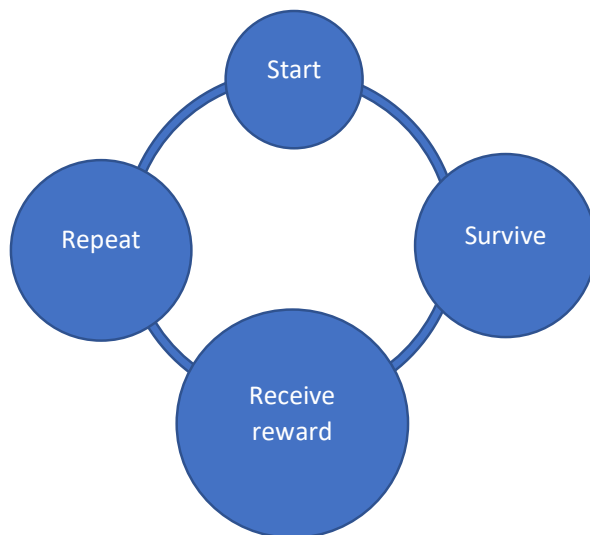
Describe core gameplay loop visually and in depth. Remember that you can have multi-layered loops.

Risk – Act – Reward – Progress

Play – Survive – Be Rewarded – Repeat

The player engages the elves and survives as long as possible. New elf waves will be gradually faster and there will be multiple types of elves: ones that crawl from underground, parachuting ones and Great Elf bosses on set intervals. The elves might get guns and grenades at some point too.

When the player gets caught by the elves they swarm him and the player run ends. The player is rewarded with a total score and a verbal grade (scaredy cat, apprentice, scholar, elf-slayer etc.). The verbal grade is predefined and based on score, highest levels require extremely long successful runs. The game can keep a worldwide score table and show how the player ranked as well.





### Game skills/content progression

Describe how and when skills or content is made available to player. Check "[Player retention](#)" later in this document.

- Content is provided via in-game powerups and is all volatile, meaning all runs start from clean slate without any extra content. Only preserved data are the initials and country code that the player can enter for a global high score.

### Game feel

How players experience your game, what creates great experience? How does target player feel?

- Target player feels excited, engaged, and challenged by the game. Feelings are gathered from rising challenge, good controls, and visual excitement.

### Game view

Where is your game camera? 2d, 3d, first person, 3<sup>rd</sup> person, birds eye, side, top, isometric, tilted etc?

- The game uses an isometric view which stays put on top of the player as he moves.

### Game controls

How do you control your game, keyboard and mouse, gamepad, touchscreen? How will controls feel, sluggish or fast or something else.

- Controls are designed for keyboard + mouse and they feel as responsive as possible.

### Game mode flow

Describe **how, when and why** player moves from one gameplay mode to another? From walking to driving? From shooting and combat to diplomacy and exploration? From puzzle to in-app store?

Starting game mode	Trigger	Transition?	Destination game mode
1 <sup>st</sup> enemy wave	All enemies slayed	Small break 1-2s	2 <sup>nd</sup> enemy wave
...			
5 <sup>th</sup> enemy wave	All enemies slayed	Animation: player walks to side and Grand Elf spawns to centre of platform	Boss battle
Boss battle	Boss slayed	Small break 1-2s	6 <sup>th</sup> enemy wave
...			
Boss on every 5 <sup>th</sup> wave			

### Game screen flow

Describe **how** player switches between different game screens, menus, inventory, skill tree, etc.

Starting screen	Action	Transition	Destination screen
UI on top of game	Player clicks "Start"	Intro animation	1 <sup>st</sup> enemy wave
...			
Player dies	Player sees score	UI on top of game	UI / Enter initials & cc
UI on top of game	Player clicks "Restart"	Intro is skippable	1 <sup>st</sup> enemy wave
...			



## Aesthetics

### About background

Where and when does this game take place? What story does it tell? Is there a theme to story? Save the world?

The game takes place in a Christmas setting. A short intro animation shows the player character, a young boy, doing something naughty and being caught by the watching eye of an elf. The boy then proceeds to attack the elf, which causes the game to start. More elves swarm the platform trying to prevent the boy from causing more harm.

### About plot

Games with story usually work and perform better.

The only twist in the story is fact that the elves have the ability to attach themselves to the player, which causes the players' move speed to slow down. The player can still shoot the clinched elves off of him. If three elves manage to cling themselves to the player simultaneously, the players' movement stops completely. More elves then keep jumping on the player and after a short elf buildup the run ends.

### About characters

List main characters here, also link to spreadsheet with more details

Character	Role in game
Young rascal	Player character
Elf	Main enemy, comes in various shirt colours
Grand Elf	Boss between elf waves

Link to detailed character asset list: \_\_\_\_\_

### About artwork

Describe artwork and art style, cartoonish, realistic? Also link to spreadsheet with assets broken out.

Artwork is low poly with bright Christmas colours.

Link to detailed asset list: \_\_\_\_\_

### About sounds

SFX: shoot, hit, grenade flight, grenade explosion, powerup pickup, the blizzard effect, Grand Elf animation (rising from underground)

## About music

Christmas song covers made to Doom / Heavy metal frenzy style

## Content size of game

How much content are you planning for? Expected session length? Total content to explore?

x	Hypercasual game, 1-2 minutes per session, 15 minutes total	x	Casual game, 5 minutes per session, 4 hours of content
x	Core game, 10 minutes per session, hours of content		Live service, 5-20 minutes per session, days of content, updated weekly/monthly

	Casual PC/Console 30 minutes per session, hours of content		Core PC/Console, hour per session, hours of content, user generated content

Specify more details about content

- The average runs will usually last 1-10 minutes
- New powerups and enemies in different colours will appear the longer the player survives

## Player retention

**Why** does your player keep playing your game? **How** do you keep your game fresh after 5 minutes, 1 hour, 5 hours, 3 days? **How** to achieve flowstate for player? **How** you prevent churn? How do you **measure** these?

First minute

After a short intro animation, the player is instantly drawn into action.

Measured with:

Five minutes:

Player dies but feels like the death was due to his own mistake. The player then wants to try again and can skip the intro animation.

Measured with: Unity analytics / Length of a single game session? How many runs?

First hour:

The longer the player survives the more variation he sees in the game visuals and powerups.

Measured with: Unity analytics / Longest sessions and runs on average / global player metrics?

Next session:

Players can set and improve their initials in a global high score list from session to session.

Measured with: Unity analytics / Which % of players keep improving their high score?

## Marketing

### Target customer

What kind of person will buy this game? If age or sex is relevant, indicate that; more important, tell what other kinds of games they like to play. Name, age, occupation, hobbies, gaming interests, entertainment interests, likes and dislikes.

- The marketing will include short videos/gifs shared in social media (Tiktok, Facebook etc.)
- The marketing will take full advantage of how the game fits the season and will be very casually worded in style

### Player motivation

This is a short statement that indicates what the player is trying to accomplish in the game—his role and goal. This helps indicate what sort of person the player is. He can be driven by a desire to compete, to solve puzzles, to explore, or whatever. Fill Quantic Foundry player motivation test, Bartles gamer test, Teflon test and watch Jason VanderBerghe's GDC talks about player psychology and motivation.

- Regarding Quantic Foundry player types: the target player is a Ninja - Skirmisher
- Player is motivated by repeated cycles of destruction, challenge, and competition (against self and others)
- Players desire is to master the game and experience all powerup and enemy types

### Core features

This is a high concept of your games **coreloop**. A bulleted list of key features. No longer than three sentences each. Describe the game's look and feel, allowing the reader to build a mental image of your game, and understand what it would be like to play/experience your game. Reflect on to target customer and player motivation.

- Snow is falling inside a snow globe where a player is being swarmed by waves of elves
- The rising pillars and walls in the snowy terrain force the player to excel in agility
- Powerups and occasional player-triggered pillars save the player from overwhelming odds
- Great Elves fill the screen with their might and force the player to rethink strategies
- Player learns from failure and knows that a death is only a result from an own mistake

### Unique selling points

What is it that makes this game worth making?

Thrilling, humorous combat	
Seasonal game, prime for Christmas markets	
Unique blizzard mechanics to beat the odds	

### Genre

If game is a mix of genres, check all that apply.

Racing game		FPS	
Top down shooter		Japanese RPG	
2d platformer		Fighting game	
Color matching puzzle game		Action adventure	
2d puzzle platformer		Western RPG	
3d platformer		RTS	
Other, specify	x	Isometric shooter	

### Target hardware/platform

Is your game premium, free-to-play, PC, console or mobile title?

WebGL
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## Competition

Are there already **other games** on the market like this one? List their names and indicate how this one is **different** or **better** than they are. This section isn't absolutely necessary, but it can reassure your reader that your game isn't just a copy of something else. If this section is empty you haven't looked close or broad enough. Keep your competition current, ie games released in last 1-2 years.

<p>Game title: The Ascent Released: 2021 Platform: PC Description: Isometric cyberpunk shooter Price, market: 30€, Steam Pros and cons:</p> <ul style="list-style-type: none"> <li>- AAA quality shooter</li> <li>- Expensive, not casual</li> </ul>	<p>Game title: Soulstone Survivors Released: Early Access 2022 Platform: PC Description: Roguelite isometric shooter Price, market: 10€, Steam Pros and cons:</p> <ul style="list-style-type: none"> <li>- High quality graphics and RPG elements</li> <li>- A lot of in-game content, can also become extremely repetitive</li> </ul>
<p>Game title: Vampire Survivors Released: 2022 Platform: PC Description: Roguelite top-down shooter Price, market: 5€, Steam Pros and cons:</p> <ul style="list-style-type: none"> <li>- Award winning game with great gameplay and rich content</li> <li>- 8-bit pixel graphics not for everyone</li> </ul>	<p>Game title: Yet Another Zombie Survivors Released: Early Access 2023 Platform: PC Description: Zombie horde survival shooter Price, market: 10€, Steam Pros and cons:</p> <ul style="list-style-type: none"> <li>- Strong zombie theme and rpg elements</li> <li>- Flexes on long survival battles, which may feel overwhelming</li> </ul>

### Target price point

Consider cost for consumer to pay for. Think about cost of development, platform fees, tax, publisher and/or investor cuts.

- Using a sample estimate of a low level graduate salary of 2k€ / month
- Development = Unity game development, coding, gameplay mechanics
- Content creation = Graphics, modelling, rigging, animation

Cost of development, estimate	2k€/h x 21 8-hour days = 8 400€
Cost of content creation, estimate	2k€/h x 21 8-hour days = 8 400€
Reserved cuts for example computers, software, assets etc, estimate	-
Cost of external services, subcontractors	-
Possible publisher agreement costs	-
Possible platform costs	-
User acquisition costs	-
Marketing costs	Short gameplay videos shared in free social media
Game hosting costs	TBD, global high score server
Total	16 800€





## Definition of success

This game is a success if:

The game is a success if it player retention and popularity of > 200 individual players during the first 2-3 months.

## Metrics

### Game monetization loop

You **are** making an online store, describe how players use money and how you encourage spending?  
What value do you provide for players?

- No monetization planned.

### Analytics

List of selected metrics on which to measure success or failure.

This game is a success when:

- Unity Analytics / 200 individual high score initials
- Unity Analytics / high score related retention reaches 10%

This game will teach us new things like:

- 3D modelling, shading, animation
- 3D shooter game mechanics, on-top UI elements
- Quality in reporting, analytics, design process and C# code

### Selected analytics platform

Platform	Link to data
Unity Analytics	TBD
GameAnalytics	-
PlayFab	-
Store analytics	-
Platform analytics	-

### Goal values for key metrics

Metric	How to capture	Goal value
Individual players	Number of high score initials	200 within first 2-3 months
Player retention	High score improvements	20 within first 2-3 months

## Game development progression

### Milestones and deliverables

Milestone	Due date
Game design concept, playable prototype and pitch	08.09.2023
Essential game mechanics and graphics	22.09.2023
Animations, SFX and music	29.09.2023
Analytics and high score server	06.10.2023
Marketing and release	13.10.2023