

1Pager: Hook'em

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KPI	App Store Grossing Position
Potential Revenue Lift	TBD
Cost	Low

Description

Note: Do not be scared by the concept of Hook'em. The art will be designed in a way that makes this game very funny to play!

A multiplayer game where patients are spawned on a map while you are driving an ambulance. You need to pick up any bodies you see on the way, hook them onto your ambulance, and drop them off at the hospital. You have no control over the speed of the vehicle (the game gets faster and faster), and you must not miss more than 3 bodies or you will lose. Unhook the patients from the ambulance when you see a hospital along the road (we will spawn them based on an algorithm!). If miss the hospital, there will more hospitals along the way. However, the bodies will die after some time, so try to unhook them from your ambulance as soon as possible. Each hospital only accepts 3 patients, so the unhooking action will automatically drop off the 3 patients with the lowest health bar. There are power-ups (speed, healing power, etc.) that you can pick up while driving. You lose when all the patients on the car have become zombies (when they die!).

Monetization

- A store to buy upgrades for the vehicle.
- Band-aids to heal your patient on the way to the hospital
- Ads to earn money.

Full Scope

- Leaderboard for players with best time/points combination
- Different difficulty levels
- 3 modes:
 - Multiplayer (beat your friends)
 - Story mode (roam the world & save it with your ambulance)
 - Survival mode (play until you die)
- Store:
 - Ambulance upgrade
 - Band-aids to heal patients
 - Flasks that brings dead patients back to life