Market Potential

Market Analysis

This game will capitalize on fans of survival horror games with a focus on the world. Some fans believe that the genre has become too action oriented (INSERT REFERENCE HERE) and want to enjoy horror games more focused on the survival aspect. Players who enjoy a focus more on survival than action will enjoy that this game focuses more on the maze, collectibles, and the horror of navigating around enemies than the jump scares and action sequences. This game will focus on worldbuilding and aesthetic, a powerful tool in games. As described by Marak (2021), “diversity of aesthetic depictions of game worlds in these games allows the creators to lend their work a distinct quality, enhance symbolic elements or convey abstract ideas.” This game will use that to its advantage to be able to take the market from its competitors. Kjeldgaard-Christiansen and Clasen (2019) found that players are “vigilantly scanning their environment for cues to danger” when confronted with danger in a game, which further points to the games focus on art and aesthetic being a major selling point.

Competitive Analysis

The horror games market generates an incredible amount of revenue, with one of the top sellers (Resident Evil 7) grossing 11 million USD (<https://www.statista.com/statistics/1241675/resident-evil-top-selling-games-units-sold/>) in its lifetime.

Competitive Advantage

The game will focus heavily on the art, aesthetic, and world building aspects of game design. For fans of horror games that enjoy those aspects of games, this will put the game ahead of competitors by allowing the players to dive deep into the world. While other popular horror games focus on action (Resident Evil) or horror (Fatal Frame), the focus on art and aesthetic will suck players into the game and allow them to fully immerse in the experience, rather than a focus on interaction or startling jump scares to break their focus.

[Time Worked on Project Concept]

* Indicate how much time (in hours) each of the team members worked on this project part, and on what specific activities
  + Art – 10
  + UI/UX-10
  + Programming / Debugging-25
  + Level Design-15
  + QA / Testing-10-15
  + Audio- 3
  + Script- 3
* Indicate what parts of the project each team member intends to implement
  + Art-
  + UI/UX-
  + Programming / Debugging-
  + Level Design-
  + QA / Testing-
  + Audio-
  + Script-

Budget and Budget Justification

Since all the work will be done in house or using free resources, no budget is needed for the project.

GitHub Repository

Resources

* Sommerville, Ian. *Software Engineering*. 10th ed., Pearson, 2016.
* At least three project reference articles (journal, conference or web scientific publications)
* Learning C# by Developing Games with Unity 5.x - Second Edition <https://web-p-ebscohost-com.cmich.idm.oclc.org/ehost/ebookviewer/ebook/ZTAwMHhuYV9fMTIxNTE2MV9fQU41?sid=fba397ed-7dfe-4fc3-85ae-6051189ef357@redis&vid=0&format=EB&lpid=lp_1&rid=0>
* Online Game Server Framework for Creating Platformer Games
* <https://web-p-ebscohost-com.cmich.idm.oclc.org/ehost/pdfviewer/pdfviewer?vid=0&sid=834c91e9-b7d0-44c5-9bf5-50b36caccd29%40redis>
* **Stencyl Essentials : Build Beautiful, Unique, Cross-platform Games Rapidly with the Free Stencyl 2D Game Engine and Toolset**

* Unity Asset Store Website: <https://assetstore.unity.com/>
* Fundamentals of Game Design (Third Edition), by Ernest Adams, Founder of the IGDA; ISBN-13: 978-0321929679
* A Detailed Cross-Examination of Yesterday and Today’s Best-Selling Platform Games: <https://www.gamedeveloper.com/business/a-detailed-cross-examination-of-yesterday-and-today-s-best-selling-platform-games>
* Kirby and The Forgotten Land Becomes The Second Best-Selling Kirby Game Ever: <https://www.nintendolife.com/news/2022/08/kirby-and-the-forgotten-land-becomes-the-second-best-selling-kirby-game-ever>
* Mario Wiki Page: <https://vgsales.fandom.com/wiki/Mario#:~:text=As%20of%20March%202022%2C%20the,billion%20in%20estimated%20sales%20revenue>.

Marak, K. (2021). Independent Horror Games between 2010 and 2020: Selected characteristic features and discernible trends. *Images. The International Journal of European Film, Performing Arts and Audiovisual Communication*, *29*(38), 175–190. [https://doi.org/10.14746/i.2021.38.11](https://doi.org/10.14746/i.2021.38.11%20)

Kjeldgaard-Christiansen, J., & Clasen, M. (2019). Threat simulation in virtual limbo: An evolutionary approach to horror video games. *Journal of Gaming & Virtual Worlds*, *11*(2), 119–138. [https://doi.org/10.1386/jgvw.11.2.119\_1](https://doi.org/10.1386/jgvw.11.2.119_1%20)