Egg, Inc.

Game Concept Document

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Revision	Date	Description	Author
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Egg, Inc.

Egg Inc is a first-person, 2D isometric mobile simulation game where players establish and expand their chicken farms, conduct research, and advance the game through tapping and clicking actions, ultimately aiming for the end game goal of obtaining the Enlightenment Egg and amassing 57 Vigintillion money. In Egg Inc, players can develop and expand their chicken farms, hire drivers for egg sales, and upgrade their egg-carrying vehicles. By conducting research, players can unlock new advancements, enhancing their farm's productivity and capabilities. They can speed up their progress by using boosts in the game and use the shop section in the game, which allows in-game purchases to help their farms grow. Players can expand their farms and increase their earnings by accepting offers and seizing time-limited offers.

Pillars

Farm Development and Enlargement

As players improve their farms, they can witness the progress and enjoy the rewarding feeling of growth. Upgrading your farms, increasing the number of chickens, and earning more money and prestige provide a sense of achievement and satisfaction. The game utilizes immersive elements such as hearing the sweet sounds of chickens when tapping the big red button to produce chickens, observing chickens escaping from the coop, and randomly dropping drones as rewards. Additionally, the emergence of delivery vehicles bringing new opportunities to sell more eggs and seeing them separated by crates instills a sense of achievement and growth.

Engaging Research and Technological Advancements

To do research, players will need to earn money. They will research to earn more money. They will need to earn more money to do research. With such a cycle, we ensure the player constantly earns and spends money. This gives players a sense of accomplishment, allowing them to transform their farm from a small business to a mega business. When they renovate their chicken hens, they will feel a sense of accomplishment from the appearance of the hens and the construction sound they will hear during the upgrade. When they increase the number of chicks using Boost, they will feel the growth sensation from the chick sounds.

Decision-Making and Resource Management

By giving players the right to choose, we enable them to experience the feeling of dominance. Making decisions and seeing the effects of their decisions will make players feel like they have the right to choose. They can spend their money by choosing the common or epic category. They can spend their golden eggs on improvements under the epic category or buy boosts under the store. They can understand their actions from the click sound they will hear when they spend golden eggs or spend money. They will feel successful and have a say in deciding and managing these expenditures.

Common Questions

1. What is Egg Inc?

An exciting mobile simulation awaits you in Egg Inc, where you will embark on a journey to create thriving chicken farms by carefully collecting and selling eggs and earning money. While raising poultry, players will challenge themselves on this adventurous journey, exploring endless possibilities to build a better farm.

2. How do we play the game?

In Egg Inc., players grow their farms by tapping to hatch chickens and selling eggs. The money earned from these egg sales contributes to the improvement of the farm, which in turn generates an increase in income and leads to a steady growth of the farm.

3. Do I have to make in-app purchases?

In-app purchases in Egg Inc. are completely optional. Players do not have to make in-game purchases to progress in the game.

Setting Overview

Players will be met with an empty chicken farm. There are no chickens on this farm. The player's first step is to improve the farm and get chickens to lay eggs. Chickens are produced and laid by clicking, tapping, and holding operations to lay eggs. In this way, the player gets the first income and starts to explore the game's basic mechanics.

The player earns income by collecting and selling eggs while making upgrades to improve the farm and produce more chickens. Investing makes the farm more efficient and increases the income. As players progress, more levels, features and research options are unlocked, allowing the player to grow further and develop their farm.

Players begin building and developing their chicken farm empire over time by starting with a simple farm at the beginning of the game. This first step allows the player to learn the game's basic mechanics and begin their journey.

Customization Options

The customization of chickens is divided into two aspects: chicken style and the style of the chicken accessory, which is the hat. By independently selecting chicken and hat styles, players can create unique designs that are personal to them. This situation provides players with creativity and personalization freedom. The ability to choose chicken and hat styles separately allows players to create their own distinctive designs. Each combination of chicken and hat styles offers a unique appearance that reflects the player's personal style.

This customization option further enhances the player's sense of personalization, fostering loyalty and satisfaction within the game. Players can explore various chicken and hat styles to express their own individuality and create a unique atmosphere on their farms.

The game has 8 different chicken styles and 15 different hat styles. In addition, players can change the style of their forms within the game. There are 21 farm styles in total. Each style corresponds to a value in "tickets." These tickets can be obtained in the game by purchasing them in real money or for free. Players can earn these tickets for free by watching limited-time offers that appear as an offer on their screens.

These are chicken styles: Default, Salt & Pepper, Basics, Black & Tan, Brunettes, Regal, Exotics, The Flock.

These are chicken hat styles : Default, Not All Hats, Baseball, Just Chef, Sunhats, Some Breros, Construction, Race Weekend, Sports, Football, Storage Closet, Super Fowl, Moody, Party Time, Fancy

These are farm styles: Default, Dry, Black & White, DG & Gravel, Sugarland, Amore, Autumn, Pink Sugar, Purple, Desert, Concrete, Moon, Forest Floor, Game Day, Suburban, New York, Mars, Arcade, Beach, Volcano, Swamp.

In the game, there are a total of three types of tickets: "Ticket Stacks," "Ticket Rolls," And "Ticket Value Pack."

Key Features
Gameplay Summary

1. First-Person, 2D Isometric Simulation
Egg Inc offers players a first-person perspective with 2D isometric graphics. This unique combination immerses players in a visually appealing world where they can build and manage their chicken farms. The isometric view provides a distinctive and charming visual style, enhancing the gaming experience.

2. Tap and Click to Hatch Chickens
In Egg Inc, players utilize simple tapping and clicking actions to hatch chickens and gather eggs. This gameplay mechanic makes the game accessible to players of all skill levels. The engaging and satisfying interactions of tapping and clicking bring a sense of hands-on involvement in farming.

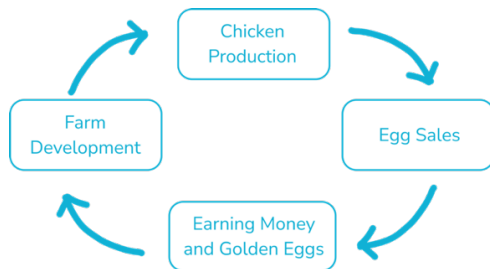### 3. Research System to Unlock Upgrades and Technologies
The game features a research system that empowers players to explore and unlock various upgrades and technologies. By researching, players can enhance their farm's productivity, expand their capabilities, and discover new advancements. This system adds depth to the gameplay, giving players a sense of discovery and progress.

4. Engaging Progression and Achievement System
Egg Inc provides an engaging progression and achievement system that rewards players for their accomplishments. As players successfully hatch chickens, sell eggs, and conduct research, they unlock new levels, achievements, and milestones. This sense of continuous progress and achievement motivates players to pursue higher goals and reach new milestones in their egg farming journey.

Core Loop

The core loop is: Chicken Production -> Egg Sales -> Earning Money and Golden Eggs -> Farm Development
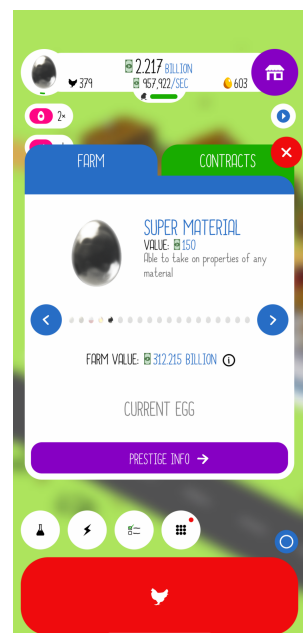

Mechanics

1. Chicken Creation

In Egg Inc, the process of chicken creation is simple yet engaging. Players can rapidly tap the red button on the screen to hatch chickens from eggs. The more they tap, the faster the eggs crack open, and adorable little chicks emerge. Multitapping is also a technique that works wonders in chicken creation. Players can use multiple fingers or single fingers to create the chickens. Also, players can use a boost to create an infinite number of chickens to fill the farm quickly. The sense of accomplishment and excitement of seeing the farm come to life with numerous chickens adds to the fun and satisfaction of chicken creation in Egg Inc.

2. Upgrade Farm

In Egg Inc, players have the exciting opportunity to upgrade their farms and diversify their egg production. As they progress in the game and accumulate resources, players can unlock and invest in various egg production farms, each specializing in different types of eggs. This upgrade feature adds depth and strategy to the gameplay, allowing players to tailor their farm to their preferences and maximize their egg production. Egg Inc offers a wide selection of 19 distinct egg production farms, each dedicated to producing a specific type of egg. Players can unlock these farms by reaching specific milestones, completing challenges, or achieving particular objectives throughout the game.
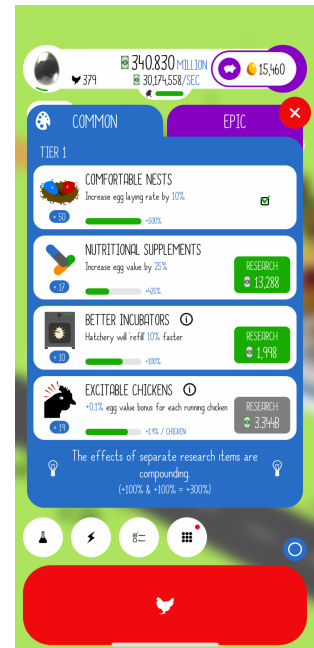
3. Research

The research system is divided into two categories: Common and Epic. Both categories offer valuable upgrades and advancements for players' farms, enhancing their productivity and efficiency. However, there is a key distinction between the two categories regarding progress retention.

Common Research

Under the common category, players can delve into adaptive improvements that boost various aspects of their farm's performance. These upgrades include creating more comfortable nests for chickens, developing nutritional supplements for healthier growth, implementing better incubators for faster hatching, and even enhancing the excitement levels of chickens, leading to increased egg production. As players progress through the game and unlock new egg farms, the common research advancements are reset, allowing players to optimize their strategy further and make wiser choices with each new farm.

Epic Research

On the other hand, the epic research category offers permanent enhancements that are not reset when transitioning to new egg farms. Once unlocked, these powerful upgrades remain available throughout the gameplay experience. Players can invest in epic research to obtain permanent benefits, such as boosting farm capacity, increasing egg value, reducing research costs, and unlocking unique abilities that contribute to the long-term success of their farm.

4. Prestige

Players will start the game from zero to the first level, the edible farm, by choosing the prestige option. When players prestige themselves, they keep their permit, piggy bank, boosts, epic research, hyperloop station, golden eggs, and soul eggs. In return, they will earn a soul egg and earn a permanent 10% earning bonus on their new journey.

Dynamics

1. Drones

Players will occasionally see drones flying over their farms. These drones will be carrying boxes. If the players decide to shoot down the drones and click on the drone, the drone will fall. Players can collect golden eggs or money that can come out of the boxes. In addition, players will be able to increase their chances of catching drones by improving the drones from the upgrade part and increasing the possibility of getting more assets out of the boxes carried by the drones.

2. Prestige

If players decide to use the prestige option, they will unlock a mystery construction area in their farm that is under construction. To do this, they need to collect 10,000 soul eggs. They can use the prestige option, which is the fastest way to earn a soul egg, as many times as they want. However, players do not choose to use the prestige option at early levels and will earn more soul eggs if they choose to use the Prestige option at higher levels.

3. Contracts

Players are free to grow their farms as they wish. They can accept and fulfill special offers with a time limit in the Contracts menu and receive golden eggs and special gifts in return. They will not complete these contracts alone, but online with other players in the group that contains the contract. It will be their choice to develop their farms on their own and aim to make money, or to grow in a group, feeling the energy and unity of a team.

Aesthetics

1. Sense of Accomplishment

When upgrading hen houses, the construction sounds and drill noises evoke a sense of achievement and progress, making players feel rewarded for expanding and improving their farms.

2. Cute and Endearing

Pressing the big red button to create chickens results in the adorable sounds of chirping and clucking, adding a touch of charm and endearment to the game. This cute factor enhances the emotional connection players feel toward their virtual poultry.

3. Excitement of Discovery

Engaging in research triggers the sounds of opening a cash register and spending money, instilling excitement and anticipation for what new technologies and upgrades players will uncover.

4. Rewarding Progress

When players receive random gift cardboard boxes, the satisfying sounds of collecting golden eggs, cash and crates being opened reward their curiosity and encourage further exploration within the game.

Camera View

In Egg Inc, the camera view offers players an isometric perspective, allowing them to oversee their chicken farm from a vantage point. The 2D isometric view provides a bird's-eye view of the farm, creating a visually appealing and user-friendly gameplay experience. Players can easily navigate the farm, tapping and clicking to interact with various elements and observe their chickens' activities.

The Game World

The default world of the game starts with a sunny, simple farm covered with grassy lands. Players can choose from 23 different farm appearances purely for aesthetic purposes. These diverse farm visuals add variety to the game but do not impact the gameplay dynamics in any way.