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Design Brief/Game Design  
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**Game Concept:** The goal of this game is to complete the Pokedex by capturing all of the Pokemon throughout your journey. The Pokedex is an electronic device that is designed to catalogue and provide information of all of the Pokemon you find in the game. Your character is Pikachu (a small electric mouse Pokemon, also one of the main characters in the game). During this journey, you bump into many Pokemon all over the world. The game is very simple. All you have to do is throw a poke ball to capture the Pokemon. There is also an option to run away, but that defeats the whole purpose of the game, which is to “catch them all!”, not run away. Running away from Pokemon makes you restart the game. There are trainers, villains, and friends who come along the way. You have to make sure you stay away from bad/poisonous items that may make you have to restart the game. You will also find items that you may need in order to move on. At the end of the game, you bump into the last and legendary Pokemon, Mewtwo. Once you capture all of the Pokemon, you complete the Pokedex and finish the game.

**Positioning Statement / Unique Selling Proposition:** This game has many nice graphics and images that make it look like a video game with real life pictures. These graphics make the user want to play and buy it. It also includes gifs and real animated photos.

**Market/Audience:** This game is specifically for younger kids and Pokemon fans. It is a very easy and simple game, but one simple mistake may make you have to restart the game. This game isn't inappropriate or scary, so it's open to all ages.

**Tone:** This game has a very happy and funny tone. Most of the pictures and backgrounds are very bright. Making a mistake in the game leads you to funny gifs of Pikachu.

**Goal:** The players goal is to complete the Pokedex by capturing all of the Pokemon they find on their journey. There will be strangers and friends that come your way. You just have to make the right and smart decision so you don't have to restart.