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| Verge  [TEAM NAME]  Designer: Chris Korkos | * Target Audience: all audiences; focus on children and early teens * Gamer Type: casual * Target Platforms: iOS, Android, other smartphones * Genre: Sci-Fi, action * Number of Players: 1 per device; 2 online * Projected Release Date: Spring 2017 |

High Concept Statement

*Verge* is a fast-paced, intense yet casual mobile game targeted towards younger audiences. In gameplay, the player’s character moves through a science fiction world fighting enemies and bosses on a time limit. Rewards are received in the form of “data” – normal currency used to buy upgrades, weapons, etc. and “cores” – special currency that allows the player to buy more valuable items.

The game takes place in a fictional virtual reality contest called The Verge; in this game, the winners are renowned around the world as celebrities and heroes. You are a player in this game, and can compete. This also allows for a multiplayer component, in which people can battle in open arenas or jump into one another’s world to offer aid.

Feature Set

* Player Character
  + Generated by player – can pick gender and race, and maybe facial features (but nothing too deep)
  + Customizable; player can buy new weapons and armor that change how they play the game
* Enemies
  + Vary based on world and level
  + Fairly simple AI and equipment; difficulty varies based on level
* Bosses
  + Appear at the end of each world
  + Each behaves differently and can be fought with different tactics
  + Give items when defeated, and allow for progress onto next area
* Leveling
  + Each level up grants player a “loot box” with random items and currency
    - New boxes can be bought for money or special currency
  + Specified levels grant new titles or customization options
  + Experience gain can be increased using items
* Weapons
  + Guns/Powers – can equip 3 at a time, and cycle through them in-game
    - Powers have cooldown but not weapons
  + Melee – only equip 1 at a time
  + One button controls all attacking; if at close range character will automatically use their melee weapon

Team Roles

* Chris Korkos –UI/UX design, writing, Unity editing
* Robb – project management, quality assurance
* Holly – art and design

The Competition

All freemium games that offer quick dopamine fixes appeal to similar audiences – younger, casual gamers or even non-gamers. These are the demographics to appeal to if we want to be competitive in the market. Games like Clash of Clans and Candy Crush are games we must look to for inspiration – it would be ideal to eventually compete with them, so this should be the “dream goal” for the project.

Innovation/Creativity

The weapons and powers presented should stand out as the game’s most interesting hook. They should each feel unique and fun to use. These are the items that will give players a sense of “ownership” – the feeling that they have found or created some stake in the gameworld that belongs to them. Harnessing this feeling is what will keep players working to upgrade, discover, and buy.

Scope Management

* High Priority: Creating an immersive and engaging gameplay system that hooks players and makes them need the next round.
* High Priority: Building effective multiplayer modes that challenge each player and balance well between the sides.
* High Priority: Holding ourselves to a strong artistic style that can appeal to the specific audiences we want to engage.
* Medium Priority: High graphics quality will help people become engaged in the world and gameplay.
* Low Priority: Engaging and interesting world/story. The game elements can stand on their own without an interesting backstory, but for dedicated fans the world could be an interesting area to explore.