

**CS 4483: Game Design**

**“Brew Blitz”**

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## **The Premise**

“Brew Blitz” is an exciting new 2D platformer game where you’ll play as an up-and-coming barista doing their best to grow their newly opened café. With each level, you’ll traverse a vast landscape as you attempt to collect key coffee ingredients as quickly as possible to brew the perfect coffee for your newest customer. Be careful though! You’ll have to dodge and outsmart nefarious thieves as they try to steal the ingredients for themselves! With each new level, you’ll do your best to maximize the customer experience by delivering quality coffees as quickly as possible, retaining customers, unlocking new coffees, and growing your business! So, get ready to embark on a caffeinated adventure that will have your taste buds tingling and your reflexes sharp!

## **Player Motivation**

In “Brew Blitz”, the player’s victory condition is to complete each level while brewing better and better coffees for their customers. The player is driven to that end by endeavouring to receive improved customer satisfaction scores and upgrade their café business. There are several factors that are at play.

First, a player is motivated to complete any given level as quickly as possible in order to get a high customer satisfaction score. This timed element encourages players to be competitive and do their best to hone in their skills for the best possible outcome. The hope is that players will be motivated to compare their personal best times to their friends, to generate some friendly competition.

Another element which is considered as part of the satisfaction score is the coffee quality. The player will do their best to collect as many specialty ingredients as possible to brew a great coffee, in addition to a number of necessary core ingredients. This adds another dimension to the satisfaction score beyond just the timed element, which motivates players to perfect their coffee brewing skills while protecting all their important ingredients from thieves.

Of course, the primary motivation behind all of this is for the player to improve their skills and grow their cafe as the difficulty of levels increases. Throughout the progression of the game,

players will unlock new and more complex coffees which require specialty ingredients to improve their café and expand their customer base.

### **Unique Selling Point (USP)**

There are multiple ways in which “Brew Blitz” sets itself apart from other similar games. These unique factors include the uniqueness of the players’ objective, the ability to make strategic trade-off decisions such as leaving behind or dropping ingredients to optimize speed, and the agility required to outsmart thieves.

- *Player Objective* – As discussed previously, the player has the unique goal of delivering maximum customer satisfaction to grow their coffee business, while also traversing a vast platform landscape. This differs from most platformer games because it focuses on progression and improvement rather than combat and exploration.
- *Strategic Trade-offs* – As players collect more ingredients on the blitz to their café, they will notice that they begin to lose speed due to the weight of each ingredient. This introduces a unique strategic element to the game, as it forces players to decide whether they will collect certain items to maximize coffee quality or avoid them in an attempt to maximize speed. Players will also have the ability to drop items that they’ve collected along the way if they find they are going too slowly.
- *Agility* – While players are focused on the strategic elements of the game, they will also have to do their best to avoid keen thieves attempting to thwart their plans and steal their ingredients. Since the player acts as an innocent barista just trying to grow their café, they will have to focus on avoidance and evasion tactics rather than pure combat.

### **Competitive Analysis**

#### ***Jetpack Joyride***

Jetpack Joyride is an endless side-scrolling mobile game that was released by Halfbrick in 2011. The objective of the game is for the player to fly their jetpack as far as possible past obstacles and enemies as they attempt to escape a high-tech lab.

Pros:

- The game has well-developed physics for flying a jetpack and a range of different vehicles
- It features great combative mechanics including the ability to use one's jetpack as a projectile weapon

Cons:

- The game has less of an emphasis on completion and progression, due to the levels being endless. This can result in a repetitive gaming experience.
- Its final objective is less clear-cut

### ***Overcooked***

Overcooked is a multiplayer co-op game released by Team17 in 2016 that has players act as cooks in a variety of kitchens while facing a range of challenges. It differs from Brew Blitz in that it is a 3D top-down game, though it features many of the same ideas such as time pressure and level progression.

Pros:

- The game features a thorough and well-developed backstory which gives good context to the overall game
- There is a great variety of levels with unique level designs and menu items
- It features a tremendous collaborative co-op experience

Cons:

- It can be overly challenging at times due to convoluted level design
- It has a bad single-player experience due to poorly designed NPC mechanics

### ***Super Mario World***

Super Mario World is a classic 2D platformer game released by Nintendo in 1990. It is similar to "Brew Blitz" in its art design and mechanics, though it differs in the player's objective.

Pros:

- Super Mario World focuses on having an excellent gaming experience

- It features a timeless art style
- It has the advantage of being developed by a highly regarded brand

Cons:

- It is a more traditional platformer designed to run on older hardware
- It can be hard to complete certain levels and features difficult controls for players to learn

## **Genre**

“Brew Blitz” is part of the 2D platformer genre. It follows many common genre conventions, such as having players traverse through multiple levels while collecting some kind of items and dealing with adverse enemies.

This game offers a twist on the genre, however, by introducing a quirky theme and a unique player objective of attempting to brew the perfect cup of coffee to grow the café business. This unique style, paired with the strategic trade-off aspect, is sure to be fun for all ages.

## **Gameplay**

While playing “Brew Blitz”, the player

1. Plays as an ambitious barista in a competitive 2D platformer
2. Collects coffee ingredients on a perilous journey to the café at the end of each level
3. Slows down when carrying the additional weight of each ingredient
4. Has the ability to drop ingredients in favour of more speed
5. Outsmarts and escapes thieves trying to steal the ingredients
6. Must at least grab all core ingredients to complete a level
7. Brews a coffee for a customer using the ingredients to receive a satisfaction score
8. Receives a higher score for completing the level quickly
9. Receives a higher score based on the complexity (quantity) of the ingredients
10. Levels up to unlock new ingredients to grow the café and expand the customer base
11. Enjoys the thrill of setting new personal best times and scores
12. Adventures through a variety of different levels with ranging difficulties

## Story Synopsis

In “Brew Blitz”, you’ll act as a new and ambitious barista doing their best to grow their new café and earn an honest living by serving coffee. However, with big retailers to compete with, it hasn’t been easy! You’ve had a difficult time setting up shop already, and now it appears that one of your competitors has bribed thieves to thwart your business growth! To save your café, you must rush to get freshly brewed coffee made with the best ingredients to new customers at all costs. With the hopes of building a vast and loyal customer base, you can’t afford to serve low quality-products or have bad service. Can you successfully rise to the challenge and prove that you can brew the best coffee around? Join in on the adventure and find out!

## Target Market

“Brew Blitz” is intended to be played by everyone! While it will be fun for players of all ages and genders, it will also appeal to those who enjoy indie games and coffee aficionados.

**Geographics:** In terms of geographics, the game is likely to have appeal worldwide, as it will be able to run on most hardware and be accessible to many players.

**Psychographics:** The game is aimed at casual players who enjoy the satisfaction of progression and completion. Concerning Bartle’s suits, it is best suited for Achievers.

**Demographics:** As mentioned above, the game is designed to appeal to nearly all players, especially those who are passionate about indie games, coffee, and business.

The target Entertainment Software Review Board (ESRB) rating for the game is E for Everyone.

## Target Platform

“Brew Blitz” will be developed using Unity2D and will be designed to be playable on a majority of desktop platforms including Windows, MacOS, and anything else with Unity support. To promote accessibility, the hardware and software requirements will be as minimal as possible, requiring only a keyboard and mouse.

## **Summary**

“Brew Blitz” is sure to be a success due to its unique blend of strategic trade-offs, agility-based elements, and a quirky backstory, which will provide a coffee-fueled adventure for all players. With its minimal hardware and software requirements, the game will be accessible to a wide range of players, and with its fun and engaging objectives, it is sure to keep them entertained. By combining these features with its unique theme, “Brew Blitz” is sure to provide an unforgettable experience that will have players coming back for more!