

Title: Ryan's Kickback

Genre: Rhythm RPG

Platform: PC platform, maybe in the future we will always create a version for the switch.

Premise: Dance your way through the night in this exciting and entertaining rhythm RPG. A fun and silly game with some intense battles for anyone ready to get down and boogie.

Backstory: The game follows our main character Greg as he journey's through a trainwreck one night after he accepts a mysterious pill at a house party. With the help of power-ups and dancing, Greg's new mission is to survive the night by fighting reoccurring characters like the police and his annoying friend. Greg also encounters major obstacles that prevent him from going home. Greg will employ his amazing dance moves accompanied by house music to survive the night and make it home.

Target rating: The expected ESRB is a Mature rating. There will definitely be some infrequent strong language, crude humor, and suggestive themes. However, it will lack any nudity or strong scenes of blood and gore. However, because of the implications of the game, our group felt it would be best to play it safe by having an M rating.

Target market: Young adults and teens. This would be anywhere from the ages of 14-27. The game is inclusive to any gender. The culture of parties and hanging out with friends is why the game fits the target audience.

Player motivation: The player wins by defeating the final boss and wearing off the effect from the mysterious pill. What will drive the player is the different stages each with its own music and unique challenges. Each new song will be what drives the player. The fun music and strange battles will push the player to their limits till the game ends.

USP (unique selling proposition): What makes Ryan's Kickback unique is the plot, characters, settings, and gameplay. People will choose to play the game over competitors because of its quirkiness. Since it is both a rhythm game and an RPG game it draws a large crowd. With crude humor and mature-rated content, the target market will be drawn to playing this game. Ryan's Kickback stands out from other titles because of its plot. There is no other rhythm game about a college student being drugged and having to dance their way through the night. Those who can relate to the experience, or finds the experience humorous will be the ones who will end up playing Ryan's Kickback. The game should be developed because of its fun nature. Many titles these days take on a serious tone and try to make the game feel pivotal to something in society. Ryan's Kickback is on the lighter side of games, it is supposed to be goofy and

that is what gives the game its charm. This is why the game is special from the perspective of the creators. It is being built in a humorous way to bring laughter and smiles to the players during the game.

Competitive analysis

1. Friday Night Funkin'

Friday Night Funkin' is a rhythm game in which the player controls a character called Boyfriend, who must defeat a series of opponents in order to continue dating his significant other, Girlfriend. The player must pass multiple levels, referred to as "weeks", each containing three songs. Each week, the player faces a different opponent, though some deviate in structure from this via the inclusion of multiple opponents. During gameplay, the opponent will sing a pattern of notes which the player must then mirror by using the arrow keys or the W, A, S, and D keys. Some songs introduce more complicated patterns, with the player's pattern sometimes varying from the opponent's or both singers engaging in a duet. One of the most popular rhythm games on the market being played on PC. What will bring people to play Ryan's Kickback over Friday Night Funkin' is the RPG aspect of the game. While Friday Night Funkin' goes from song to song, Ryan's Kickback has RPG parts along with the rhythm parts. Another part that will give Ryan's Kickback a competitive advantage is the plot and scenery of the game. It is more targeted toward adult individuals with more mature language and plot points. This is why Ryan's Kickback would succeed over Friday Night Funkin'.

2. Everhood

Everhood is described online as an adventure RPG that has a battle system based on rhythm games. Each enemy in the game has its own battle theme and will time its attacks to the song's beat. However, unlike standard rhythm games, the player is meant to dodge the enemy's attacks rather than hit them. As the game progresses the player is to absorb attacks and then sends them back to the enemies dealing damage. The game follows a group of heroes trying to recover an immortal being that lives in the world. Everhood has a standard plot about traveling a world searching for a game-ending artifact. The art styles between the games are also vastly different. The battles in Everhood are also about dodging the beats, whereas in Ryan's Kickback they are about hitting the notes on the beat.

3. Infinite Guitars

Infinite Guitars is a Rhythm RPG about fighting giant machines with your guitar solos. It has vibrant anime-inspired art and an original soundtrack. The goal of the game

is to save the world from these machines. Every battle is a song where you are able to choose a character and “attack” by playing a guitar solo against the machine. Although, this game is the one most like Ryan’s Kickback there are still large differences. The battling aspects may be similar when it comes to boss battles, but Ryan’s Kickback has two types of battles. The second kind does not have a rhythm aspect and is more on different powers the main character Greg has. Another competitive advantage over Infinite Guitars is the fun and humorous plot. Where Infinite Guitars tries to be a serious arcade game about saving the world, Ryan’s Kickback is a quirky game about trying to survive one night.

Goals:

The expectations for this game as an experience are another unique aspect. The mood that Ryan’s Kickback is trying to give an excited and madding mood. The game will have a lot going on and show many functions that will be over the top. These functions will be seen as humorous and out of this world. Providing humor and excitement along with moments of fear and tension are the main goals of the game. Some of the boss fights will be tougher to defeat and will provide some tension in the gameplay. However for the most part it will be a quirky game with exciting moments. The story created by the characters will already be done, but the player will create a connection with the main character in the game, Greg. Relating through his tough night with some hilarious antics will give our players a feeling of satisfaction making them want to play the game again, once beating it. The games achieve these goals through animation style, art style, and plot points. The art style is arcade-like and takes away the seriousness of the plot. The settings of the different levels will give a feel of familiarity to the player as well. These are only a few of the ways Ryan’s Kickback will achieve the goal of keeping a player excited and smiling.