

# JERRY'S ESCAPE PLAN: DESIGN BRIEF

## Game Design Brief

### Game Concept

This game features two characters, Tom, a house cat, and Jerry, a mouse, living in the same household. Tom is grey and white short haired and he lives in a comfortable/pampered life. Jerry is a small, brown house mouse who always live in close proximity to Tom. When the owner leaves the house, "fights" occur between the two rivals; Tom usually spend numerous attempts to capture Jerry, which ends up having either a may-hem or destruction. Because of Jerry's cleverness, cunning abilities and luck, Tom rarely succeeds in catching Jerry. Despite being very energetic, determined and much larger, Tom is no match for Jerry's wits. It is another regular day for Tom and Jerry, but this time, Jerry needs your help to get through different parts of the house and back to his mouse hole without the notice of Tom.

At the start of the game, Jerry is in the kitchen stealing cheese and Tom walks in just when Jerry is about to make his way back to the hole. Where should Jerry hide to avoid Tom? Second part of the game is the living room. Tom is taking his sweet nap and Jerry accidentally trips over him; Tom is awake. Sometime in the game, you might or might not encounter another character, Spike, the dog. He is also sleeping in his kennel. You might end up being in the basement too. Tom is doing his duty, sweeping the floor and Jerry is so close to getting back to his hole. What would Jerry do? Does he have the patience to wait for Tom to leave the space or is he sprinting back with the chance of getting caught by Tom? Jerry's escape plan is up to you now!

### Positioning Statement / Unique Selling Proposition

This game allows player to try as many times to get to the goal. However, it does require some critical thinking.

### Market / Audience

All ages.

Primary:       Ages 8-10  
Secondary:     Ages 10-12

### Tone

Fun, cheeky and humorous. This relates to the little harmless pranks that we involve in daily life. It also helps us to learn the importance of having fun.

### Goal

To help Jerry get back to his hole while avoiding Tom.