KITTY ISLAND
An Interactive Game

Design Brief:

🐱 Goal of the project – to make an online game for girls age 5 to early tween that allows them to play a non-competitive game that involves solving puzzles and going on adventures.

🐱 Final product / deliverable description – the final deliverable will be an online game playable via computer.

🐱 What will be delivered – an application game with in-app purchases for new locations to discover.

🐱 Target Audience – ages 5 to early tween.

🐱 Timeline (start date / finish date) – The project will start March first and be deliverable to an audience by summer 2020.

Game Design Brief:

🐱 Story – In Kitty Island kittens go on adventures around the island. As they meander about they can collect items for their den, help other kittens on the island by taking on tasks or solving puzzles until they return their den at the end of the day. Kitty Island is non-competitive and characters do not die or lose lives. It is best for players looking for the experience of wandering through the Kitty Island environment.

🐱 Characters - characters are kittens that inhabit the island and looking for some excitement for the day!

🐱 Gameplay – The game involves the use of the mouse or trackpad to select options that move their kittens about the island to play, search for goodies or take on puzzles or tasks.

🐱 Visual Art Description – Kitty Island will have a very colorful, animated style similar to Disney animated films that is more cartoon than real life.

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Target persona: Haley

🐱 AGE: 10

🐱 GENDER: Female

🐱 GRADE: 4th

🐱 LOCATION: Mill Valley, CA

🐱 PARENTAL INCOME: $150,000+ annual

BIO: Haley is a good student with an A average. She likes to read, play board games with her friends, and do community theater in the summer. In the winter she goes snowboarding with her cousins in the Tahoe area. While she likes sports, she is not overly competitive. Sports and games are more or less a way to have fun and laugh.
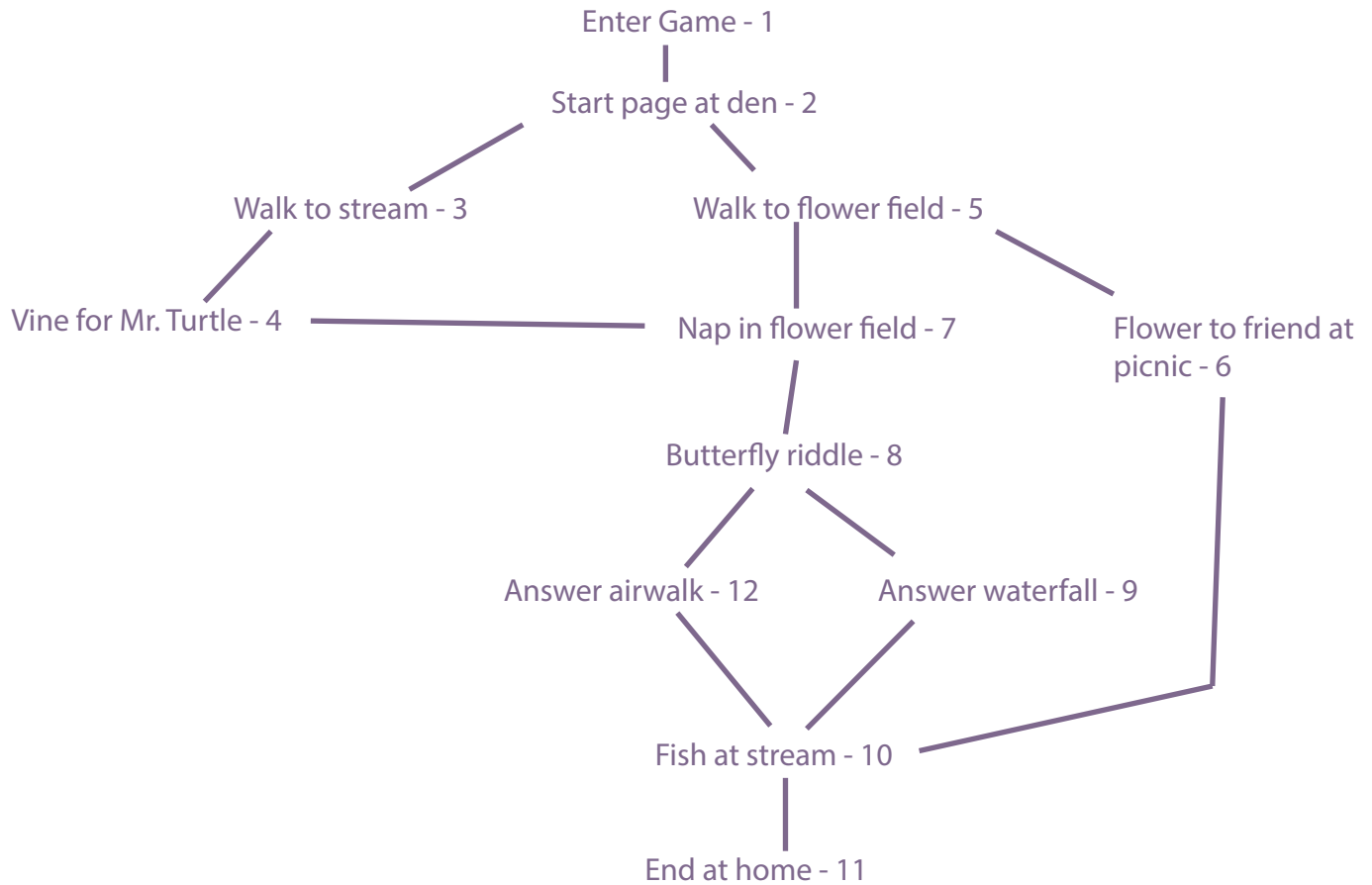
GAME NARRATIVE: Narrativist / Explorationist - she likes the exitment of exploring and the details in a good stoery.

GAME PET PEEVES: too competitive, too bland / boring.

DEVICES FOR PLAY: parents' desktop computer

KITTY ISLAND STORY MAP

Enter Game - 1

Start page at den - 2

Walk to stream - 3

Walk to flower field - 5

Vine for Mr. Turtle - 4

Nap in flower field - 7

Flower to friend at picnic - 6

Butterfly riddle - 8

Answer airwalk - 12

Answer waterfall - 9

Fish at stream - 10

End at home - 11

KITTY   ISLAND

GAME

START

Image

Text

Text

Option 1

Text

Option 2