*Game Design Brief*

**Game Concept**

This is the story of a college student struggling with her current major as a computer engineer. As like many other college students, she had originally chosen this major because she thought it would bring her a successful career in the future. However, after years of barely holding interest in this major as a means to gain approval from her parents, she continues to struggle through the courses and even life itself. The college town she lives in has her peers graduating and moving on to bigger things in bigger cities. She becomes disheartened by her lack of movement and her growing age gap with those around her. She works part time as a software engineer but going to work has begun to feel like a chore. Instead she’d rather be going on adventures with her friends, eating out, working on her art, or getting new tattoos. She is one year away from getting her degree but has failed numerous classes yet again and is faced with a tough decision. She is unable to decide if she can keep pushing when it feels like she isn’t getting anywhere. Should she stay and still keep pushing towards the finish line, or go back home and tell her parents she can’t do it anymore? If she stays, does she attempt to complete her degree as a computer engineer, or decide to change her major after five years? If she goes home, how will her parents react? Will they disown her and force her to move out?

**Positioning Statement / Unique Selling Proposition**

This game reimagines the user as current day college student, inviting one to go beyond the traditional college career and make the tough decision of expected financial success over chasing a passion.

**Market/ Audience**

The specific audience are current college students who are torn between what is expected of them and what they want for themselves. Secondary audiences would be the parents or guardians of these students who have an impact on the decisions being made by these college students.

**Tone**

The tone of this game is somewhat dark but intended to be insightful.

**Goal**

The goal is for the player to make the best decision with their own best interests in mind.