Elvis Runner Details:

Levels:

* Endlessly scrolling themed background with a patchwork series of obstacles, enemies and collecting.
* **Enemies** – A series of enemies attack the player.
  + Some killed on impact and give out coins and XP.
  + Some cannot be killed and must be avoided (they telegraph their attacks from off screen)
  + Some enemies (bosses) float over an endless empty background for a period of time and attack intermittently (telegraphed) until they disappear. They cannot be killed and cannot be collided with.
* **Obstacles** – Static or Moving object that kill the player if they are collided with.
  + Obstacles appear static on screen in any one of a number of places. These should be clearly visible against the background. Density of placement is based on the abilities the player currently has and how far into the current turn.
  + As above but moving. These will appear less densely than static obstacles, possibly in their own level section.
* **Collection** – Objects for collection laid out around the level.
  + Coins. Laid out in blocks, patterns (arrows, chequerboards, jump/flight paths etc). It’s ok for players to not be able to collect all of these – ie. A perfect collection run being impossible.
  + Floating Power Ups – Buy retries etc at the end of the turn.

Costumes:

* Costumes become available to the players to purchase as they level up. Eg.
  + Level 1 (always available) – Hawaii Shirt
  + Level 5 - Vegas Suit
  + Level 9 - Karate Suit
  + Level 12 - Comeback Leathers
* Costumes can be levelled up using soft currency. Upgrades are available at any time, but are priced according to the point in the game they are opened up at.

Currency:

* Soft currency can be acquired via the following methods in Elvis
  + Purchasing with hard currency via IAP
  + Collecting in the game
  + Killing enemies
  + Roulette Wheel after turn.
  + Cashing in roulette wheel turns
  + Quests
  + Liking the game on facebook
  + Following the twitter account
  + Watching a game video
  + Challenging a facebook friend.

Quests:

* There are 3 quests active at any given time. These remain active until the player achieves the quest condition. The player does not opt-in via a menu, they simply must achieve the quest while it is active or skip the quest.
* Quests have a soft currency reward attached which is won when the player achieves the quest condition.
* Each time a quest is achieved, it’s replaced with a new quest.
* There are (250) quests in total to achieve.
* Quests can be skipped by paying with soft currency (this simply pays to buy the quest ‘achieved’)
* When a quest is achieved, the prompt is shown first in-game at the time, and again after the results screen.
* Quests can be skipped by accessing the ‘quests’ tab from the main menu.

XP:

* XP is gained by playing the game and allows the player to level up.
* Greater Distances run = greater XP level.
* Better costumes grant player XP when worn (with greater bonuses in the correct areas).

Purchasing:

* Currency is spent in the game in the following ways.
  + Buying new Costumes
  + Upgrading Costumes
  + Purchasing inventory Items/ multipacks
  + Purchasing soft currency
    - Available in different bulk value packs
  + Coin Doubler
  + Pay to skip quests.

Progression:

Players progress by levelling up and acquiring upgrades which allow them to travel further.