
INTERGALACTIC INSTACART

A Game Proposal

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1 THE PREMISE

The year is 3022 and Instacart has expanded beyond earth, it is now an intergalactic franchise! Now Anyone in the galaxy has access to the world's most delicious delicacies, such as frozen turkey burgers and pizza rolls. However, delivering Instacart items intergalactically is no small feat! Our customers live in some of the most vile and dangerous places in the galaxy.

It is up to you, as our newest member of the Instacart team, to collect and deliver these items on time, while you fight off the most despicable monsters and traverse through dangerous terrains. And you'll be doing all this for minimum wage, so make sure you get those tips!

2 PLAYER MOTIVATION

The main motivation driving the player to play Intergalactic Instacart is the desire to explore the different worlds and planets present within the game. Each world contains its unique array of enemies and interactable objects, making it more engaging and driving the player to finish the game in pursuit of having explored all the planets. Furthermore, this game is set 100 years from now. The player's curiosity about the interpretation of the future within a fictional world is also a driving factor.

Another motivation for the player is to develop its character through collecting items, unlocking new abilities as well as earning money. Each order, depending on performance, earns the player a sum of money they can use to buy additional gears and weapons. As the player role-plays as a Instacart shopper in a different century, they are motivated to develop their character to the best of their ability.

There is no set victory condition within the game. However, each level is completed once the player can successfully complete an order by delivering the correct items to the right address. The game is complete when the player completes all the set levels/orders. If the player dies at any time, they can re-start the level/order with a penalty on time.

3 UNIQUE SELLING PROPOSITION (USP)

Intergalactic Instacart is an Action-Adventure RPG, allowing the player to role play as an Instacart shopper, but in a world 100 years from now.

In this world, each delivery is an adventure to a new planet, where the player follows a map to deliver the customer's order to the designated address. Although the player is free to explore the world as they wish, they must complete the order in the given time limit. Each world is an action filled adventure with enemies to defeat and friends to help you find your way.

This game is unique in the way it mashes together the “slice-of-life” genre of a Instacart shopper with an exciting space action-adventure game. In some parts of the game, the player is expected to carry out mundane tasks such as exploring intergalactic grocery stores and collecting the requested items in a cart. Whereas in other parts of the game, the player explores exciting planets and engages in combat with enemies in order to complete their delivery.

4 COMPETITIVE ANALYSIS

4.1 Sly Cooper and the Thievius Raccoonus

Sly cooper is a third person platformer, released in 2002 by Sucker Punch Productions, which incorporates many stealth elements into the game play. The player controls Sly cooper, a racoon who comes from a long line of master thieves who steal from other criminals. The goal of the game is to recover the *Thievius Raccoonus*, a book belonging to the Cooper family, which was stolen years ago. Sly and his friends go on 5 missions, designated by five portal doors. Each door leads to a new world/region, where Sly fights new enemies and a final boss. Upon completing a mission/door, Sly is able to retrieve some pages of the book.

Sly cooper has received much praise due to its unique art style and well-developed characters. It was also praised due to the it’s appeal to both children and Adults, as the controls were quite intuitive with a very small learning curve. The game was also praised for its fluidity of navigating between cutscenes and playing with different characters. Intergalactic Instacart follows a similar genre, without the presence of a stealth mechanic. Many of the positive mechanics of this game are aspects which we hope to implement in Intergalactic Instacart, such a fluidity and appeal to a wide demographic age wise.

A strong point of criticism for Sly cooper was the length of the game and lack of replay-ability. Sly cooper is very linear and at maximum contains 8H of gameplay. This made it a very hard sell for Sony as a single game and was often sold in bundles after the underwhelming initial sales. Intergalactic Instacart avoids this problem by introducing replay-ability of the missions. After a world is unlocked through a delivery request, that world remains open for exploration and gameplay for the player. This also helps avoid the strict linearity of Sly Cooper. Additionally, there is no way of personalizing the main character in Sly cooper. The player never gets stronger or achieves new skills/weapons. Intergalactic Instacart introduces such elements to increase player motivation.

4.2 Deaths Door

Death’s door is a 3D, isometric, action-adventure platformer, released in 2021 by Acid Nerve. The player plays as a crow working as a grim reaper, whose job is to collect souls for the Reaping Commission Headquarters, an office-like bureaucratic afterlife. The game begins with a failed mission, for which the soul is stolen from the player. The crow then must make their

way through three worlds/dungeons in order to collect “giant souls” to open “Death’s door” to retrieve the stolen soul.

The player begins the game with and a bow and arrow. Through completing missions, the player is able to collect points and purchase/upgrade four other weapons. The player also interacts with many world elements through a text dialog system. The game follows an intricate story which is revealed as the game proceeds.

Death’s Door has received positive reception due to its engaging gameplay, quirky characters and vast array of enemies. It has also received praise due to its aesthetics, which presents as a “lighter” version of Dark souls.

However, it was criticized due to some of its level design which required a great deal of backtracking if the player died. This type of forced re-start can often de-motivate users to finish the game as it can often become boring to replay the parts of the game multiple times. It also lacks replay-ability, as defeating each world leads to the world becoming desolate, as well the story of the game is quite linear.

Intergalactic Instacart tries to avoid linearity in the way discussed in 4.1. Additionally, it involves a save mechanic allowing the player to save more frequently.

4.3 Totally Reliable Delivery Service (T.R.D.S.)

T.R.D.S. is a multiplayer ragdoll physics simulation about terrible package delivery couriers, released by *We’re Five Games* in 2021. The simulation delivery format resembles that of Intergalactic Instacart, however TRDS is a very social game, which promises to give the best experience in a multi-player setting, whereas Intergalactic Instacart is strictly a single player game. Additionally, T.R.D.S.’s attempts to be highly comedic, which is not the case for of Intergalactic Instacart.

T.R.D.S. has received much praise due to its wacky physics and comedic character design. However, it has received some criticism for becoming “unplayable” at times due to lack of delivery information mechanics as well as a physics system that becomes so “wacky” that it results in frustration from the player.

Although T.R.D.S. differs greatly in terms of genre from our game, it showcases that a simulation delivery game can be quite engaging and a strong driving factor for the player. Intergalactic Instacart seeks to minimize player confusion/frustration through a well polished navigation system, allowing players to easily complete their tasks while enjoying engaging gameplay. Furthermore, T.R.D.S. heavily relies on the multiplayer aspect for player engagement, whereas Intergalactic Instacart is a single player experience. Thus, these two games offer a very different experience and target different types of games (explorers vs. socializers).

5 GENRE

Intergalactic Instacart is a 3D Action RPG Platformer. Much of the game acts like a space exploration game, where the player traverses through alien planets, fighting enemies and interacting with the world's characters. Much of the gameplay requires quick reactions to onscreen combat to defeat enemies. The player must traverse the world with quick time reactions in order to survive the terrains.

The player also accumulates money and strength through the completion of Instacart orders, similar to what is seen in RPGs. The player can purchase items such as weapons and armors through an in-game store.

However, there are aspects seen in Intergalactic Instacart which are not often seen in Action RPGs. For example, there is a shopping aspect of the game where the gameplay becomes quite casual and is similar to the simulation genre. In this part of the game, the player walks through a grocery store and collects the items specified by the user. Furthermore, this game does not contain an overarching story, often common in RPGs. The quests in Intergalactic Instacart are also timed, where the performance of a quest/order is judged based on the time required to complete them.

6 GAMEPLAY

The player begins the game in a bedroom. The game is in 3D and the player view of the world is 3rd person. Looking out the window, the player is able to recognize they are in a space station floating in space. They can interact with objects in the room, such as the bed and closet. The player can exit the bedroom by interacting with the door.

Once out of the bedroom the player can walk through a space-station hallway which leads them to an office. Within the office the player may interact with other characters through a pop-up text dialog system. In this room there are several other Instacart shoppers, by speaking to them the player can learn that it is their first day on the job today.

At the head of the room, there is an administrator, sitting at a table. Initiating conversation with them starts our first mission. The administrator gives us instructions on how to access our smartphone (for example press x on the controller). Doing so, opens up a UI menu representing our Instacart account.

The smartphone UI contains several things to notify user of current state. This includes current bank account balance, a menu containing information about the current Instacart order/mission (at this point it is empty), a menu of the equipment currently equipped, a menu for inventory, and finally a menu containing a skill tree for the user, such as strength, speed and health XP. Talking to the administrator again, the player is assigned their mission.

Each mission contains the following after the player accepts the mission.

- 1) The player receives a list of items, which shows up on the Instacart menu in their smartphone.
- 2) The player must make their way to the space station grocery store, located somewhere in the space station.
- 3) Once they have arrived at the grocery store, the player walks around the grocery store picking up different items listed under the order. The player is not able to leave the grocery store until the order is fulfilled properly.
- 4) Once the order is completed, the player makes their way to the main office, which contains a portal. The player must scan their app on the portal scanner which transports them to the space station located in the designated planet.
- 5) From there, the player must travel through the world until they arrive at the designated address. The address is communicated to the player by a map located at the top right corner of the screen. Additionally, there is a health bar, as well as a time bar. The time bar contains a green region, yellow region and red region. If the mission is completed within the green region, the player receives maximum payment for the delivery. As the bar state changes, the tip amount also changes. If the bar becomes empty, the player receives no tip, however, will still receive payment for completing the order.
- 6) While traversing through each world, the player interacts with many enemies, which must be fought off using weapons. The player begins with a sword, and a handgun. However, the player can earn money to upgrade to better weapons through the store. The player can also break elements like rocks and boxes to discover special items, such as health.
- 7) Once the player arrives at the designated house, they must ring the doorbell. The customer arrives at the door and collects the order. The player can interact with the customer through text dialog system.
- 8) The player now must make their way back to the space station.

If the player dies at any point in the game, they are instantiated at the last saving point. However, if this occurs during a mission/order, the player is given a small time-bar penalty.

7 STORY SYNOPSIS

In the year 3022, earth is no longer a livable place for most of humanity. Humans have colonised into space stations owned and powered by large companies. There are many jobs available on these ships, such as being an Instacart shopper! In this game we follow the mundane yet exciting life of a minimum wage worker in the 22nd Century.

8 TARGET MARKET

Intergalactic Instacart is intended for all ages, but particularly targets children and teens. This is the target demographic because many adults have most likely worked as Instacart shoppers or performed similar jobs, thus a role-playing simulation game of this type may be unappealing to this demographic. Whereas children and teens often find amusement in role-

playing games that depict real-life tasks and operations such as cooking-mama, which is very popular among children.

Although there is violence in the game, through battling enemies, the art will depict a more cartoony style to represent less intense violence (for example the absence of blood). The target ESRB rating will be E. The player will also be single player only and will have technical requirements on the lower side. This is because the targeted demographic most likely will not have access to strong computers or machines. This game may be more appealing to north Americans and Europe as these regions have services similar to Instacart, and thus players in these regions may be more interested in simulating such professions as they are familiar with it.

Finally, this game appeals to those who are looking to explore and use games for escapism purposes rather than socialization, as there is no multiplayer options. It is meant to serve a casual experience to those enjoy engaging gameplay and action combat.

9 TARGET PLATFORM

This game will be developed with unity, thus with the use of the multiplatform development feature, we plan to release this game on multiple platforms such as PC, Xbox, PlayStation and Switch. The initial target platform will be PC, specifically Windows. The minimum requirements require Windows 7 SP1. It is also suggested the user have a CPU Intel from the newest generations with at least 6 Cores, 2GB of RAM, and a graphics card with DX10 (shader model 4.0) capabilities.

10 SUMMARY

Intergalactic Instacart transports you 100 years in the future, into the glamorous life of an Instacart shopper. It combines the genre of simulation games with engaging gameplay achieved through action combat and 3D platformer mechanics. The player explores imaginative and new planets, through the fulfillment of Instacart orders. The player experiences goal-oriented exploration, as they are able to meet new enemies, characters and worlds, however kept motivated through explicit goals of fulfilling orders.

This game also offers replay-ability, as each iteration of the game will unlock the associated world for further exploration and traversal after the mission is completed.