



Designed & Developed by SUNRAY Productions

For PC

Age: 17+

Ship Date: April 5th, 2021



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GAME OUTLINE

SPLIT is a third-person open-world RPG single-player game developed by SUNRAY Productions primarily for the PC platform. The game's story begins in a world where the majority of children are born with superhuman powers that vary based on their genetic breakdown. Those who decide to use their abilities to fight crime and preach justice are called Heroes, and those who invoke violence and break enforced rules are called Villains. In this game, the player will be given a choice to decide which side of the coin they wish to fall on.

To begin, the introduction scene will take place in a flashback to when the protagonist was young, and will have the player pose as a bystander to an epic battle between the top hero and top villain. Through witnessing the battle, the protagonist will discover their goal of becoming either a hero or villain. As such, their conversations and memories will illustrate their background and will later influence the decisions the player makes once the game fast forwards back to the present time. Once the introduction scene is completed, the player will be able to choose the path they wish to pursue through their character: become the city's top hero or become the highest ranking villain.

After the player has decided their path, the major game objective will be to grow into the person they wish to become. At first, the player will start their career as a "small potato" with little to no competent skills or recognition. However, by completing the designated main and side quests, the player will obtain experience, evolve their power attributes, unlock gear and fame within society, and eventually become the highest ranked hero/villain (like the one they saw and idolized from their flashback).

Towards the end of the story, the player will find themselves in a battle against the highest ranked opponent. Later on, the player will also find out that his/her opponent also happens to be a witness of the same epic battle years ago, and he/she chose a completely different path than the player themselves. Winning or losing the final battle will lead the story into two different endings: deciding whether the society will be controlled by the hero or the villain. While the campaign ends there, players may choose to go back to their last save file before the battle, to either discover a different outcome or to freely roam the open world map to complete any remaining side quests.

CHARACTERS, CONTROL, CAMERA

The Protagonist: (The Player):

In depth character customization to optimize the immersive experience:

- *SPLIT* provides a great level of flexibility for the player, including career path, ability, appearance, costume and gear, power evolution, play-style, etc.
- Players may choose whether they wish to become a hero or villain, which essentially decides the fate of their character.
- Players will decide their character's detailed appearance such as age, gender, and physique; as well as more specific features such as hair colour, eye colour, costume, facial proportions, etc.
- Players will also be able to decide their character's superpower, e.g. controlling fire, flying, moving in the speed of sound etc.
- The player also gets to decide their own play-style, meaning there is no one specific way to complete a task. For instance, players who prefer a non-confrontational gameplay style may choose to evolve their character to suit more stealth-related tactics, whereas players who enjoy brutality may evolve their character to become ruthless in battle.



Concept art of the hero and villain appearance.

Major Side Characters: (have significant impact on the story, player's interactions matter):

Side Heroes	Side Neutrals	Side Villains
<p>Name: Spanix Gender: Male Role:</p> <ul style="list-style-type: none"> • Mentor • High ranking (assigns important and challenging missions to the player) <p>Abilities/Powers:</p> <ul style="list-style-type: none"> • Fire creation and manipulation • Wise and powerful • Teaches the protagonist practical combat skills and how to master their abilities <p>Personality:</p> <ul style="list-style-type: none"> • Tolerant • Fair • Brave • Caring • Stern 	<p>Name: Inglan Gender: Male Role:</p> <ul style="list-style-type: none"> • Mayor of the city • Can provide top secret or highly classified missions to the hero player • Can become captured and taken as a hostage by the villain player <p>Abilities/Powers:</p> <ul style="list-style-type: none"> • No powers <p>Personality:</p> <ul style="list-style-type: none"> • Strict and authoritative • Wants what's best for the city • Can be slightly selfish at times, especially during election season • Always in a hurry, and always busy • Very secretive 	<p>Name: Xentha Gender: Female Role:</p> <ul style="list-style-type: none"> • Mentor • High ranking (assigns important and challenging missions to the player) <p>Abilities/Powers:</p> <ul style="list-style-type: none"> • Thunder / lighting manipulation • Wise and powerful • Teaches the protagonist practical combat skills and how to master their abilities <p>Personality:</p> <ul style="list-style-type: none"> • Strict • Pushes the player to their limit • Cold and calculating • Manipulative • Dark backstory now influences their present decisions

NPCs: (have little impact on the story, help the player increase in-game stats):

- Store clerks/shop owners/vendors (tend to the armory, costume, and weapon stores spread across the map)
- Trainers (Stationed in various gyms across the map, these trainers are experts in developing skills and powers. They help train the player to evolve certain abilities and learn new combat techniques.)
- Civilians (ranging from children to elders)
- Law enforcement (will send you on small side-missions that usually consist of resolving petty crimes in exchange for XP)
- Goons (Petty criminals, usually worth little XP, can be found in small gangs around the slums of the city)

Rank System:

Class	Hero	Villain
CLASS D	Starter heroes / hero interns / hero students	Goons/lower rank villains
CLASS C	Low rank heroes / sidekicks (these heroes are usually seen working alongside Class B or A mentor heroes to gain experience)	Gangs/mid-lower rank villains (these villains can be found mostly in the city and travel in groups. They pull off petty crimes such as small scale theft, kidnapping, and vandalism)
CLASS B	Mid rank heroes (these heroes are assigned to resolve mid-level threats, they are notable in their skill potential, but still have room for improvement. They are usually seen on patrol.)	Gang leaders (They pull off more severe crimes such as armed robberies, car jackings, and home invasions)
CLASS A	High rank heroes (these heroes are in charge of more serious crimes, most likely committed by higher rank villains. They are well known among the population and are often used to market the hero lifestyle)	Top villains' followers (They usually do not commit crimes on their own, but let their members implement plans. They rarely show up and have majesty and prestige amongst the villain league)
CLASS S	Top heroes / highly powerful heroes (these heroes are called when nobody else can get the job done. They deal with the most dangerous villains and are considered extremely famous, also one of the player's objective if they choose to be a hero)	Top villains / extremely dangerous villains (these villains pose massive threats to the city and to civilians. They are usually masterminds of organized crime or in charge of larger scale plans. They enjoy doing evil and watching others suffer, which makes them feel powerful and in control.)

Character Creator:

After the player completes the introduction flashback scene and chooses their ultimate path, they will be brought to the character creator menu. Here they will be able to customize their gender, ethnicity, physical appearance, basic abilities, and costume. Physical appearance is something that is very important in the world of SPLIT. While the saying goes “don’t judge a book by its cover” unfortunately this isn’t always true in this city. Moreover, the main character’s physical appearance and style greatly affect their status as a hero or villain. Characters who wear low-rank gear with minimal defense are seen as low class or unapproachable, versus characters who acquire high quality weapons and fashion will be idolized and even offered free goods or perks from NPCs. Ultimately, the player’s character appearance is a reflection of them

and who they aspire to be. Invest in your character's physical attributes and experience the benefits and rewards that come along with it.



Furthermore, SPLIT aims to promote all genres of inclusivity ranging from gender, ethnicity, race, body type, etc. As such, the character creator is designed specifically to accommodate the player's specific desires for their avatar. The creation engine will enable a wide range of presets for each area of the face and body, as well as sliders to modify the size, angle, and rotation of each feature. While our interface provides endless customizable options, do not worry if you're

indecisive. While certain features are permanent such as body type and facial proportions, players do have the option to revamp their character's look simply by visiting a local barber shop, tattoo and piercing parlour, or by looking in the mirror at their home base or by accessing it through their inventory. Features that are modifiable outside the main character creator include hairstyle and colour, piercings, tattoos, makeup, and nail colour.

Character Creation Physical Appearance Options:

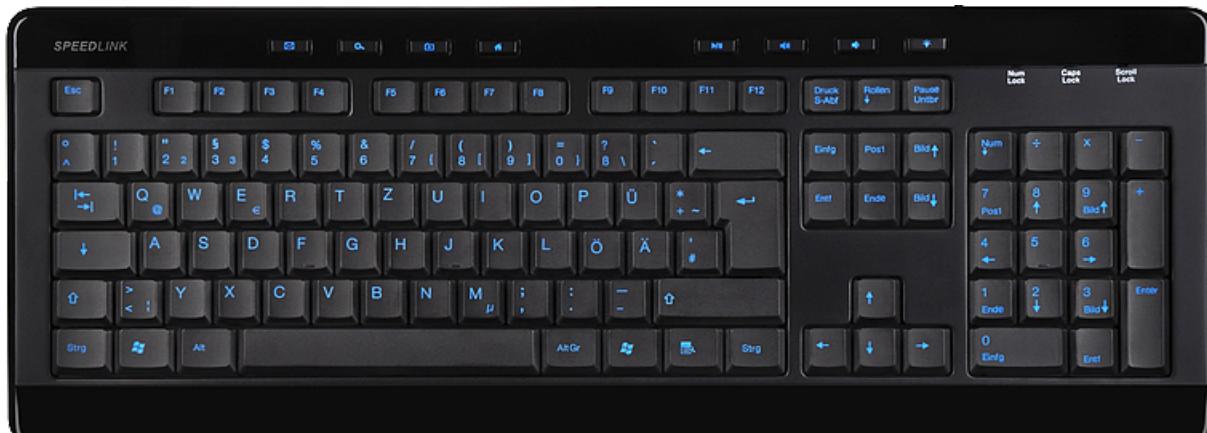
Head Shape / Ears	<ul style="list-style-type: none"> • 15 presets including slider adjustment options for head shape • 5 presets including slider adjustment options for ear shape • Modifications include the jawline, cheekbones, forehead height, chin length, ear size, ear shape, ear protrusion
Nose	<ul style="list-style-type: none"> • 10 presets including slider adjustment options • Modifications include nose length/width, nostril size, prominence, bridge height, tip protrusion
Eyes / Eye Colour / Eyebrows	<ul style="list-style-type: none"> • 10 presets including slider adjustment options for eye shape • 10 presets including colour picker option for eye colour • 10 presets including slider adjustment options for brow shape • 5 presets including colour picker option for brow colour • Modifications include pupil size, pupil type, iris size, iris colour, eyelash length/thickness, angle positioning, eyelid type, general size, droopiness, brow bone prominence, brow thickness, brow colour
Lips	<ul style="list-style-type: none"> • 15 presets including slider adjustment options for lip shape • Modifications include top/bottom lip size, cupids bow shape, corners curve up/down, protrusion
Hairstyles / Hair Colour	<ul style="list-style-type: none"> • 20 gender neutral short hair presets • 22 gender neutral medium hair presets • 28 gender neutral long hair presets • 15 hair colour presets including picker option for custom colour • Players have the option to fade multiple colours into their hair, as well as a variety of fun hair print designs
Body Type / Skin	<ul style="list-style-type: none"> • 10 preset options including slider adjustment • 55 preset options for skin colour including picker options for custom colours (non-human skin tone colours are also permitted) • 15 preset freckle and mole options • 5 preset facial blemish options • Modifications for body include weight, chest size, glute size, muscle definition, height
Accessories / Body Modifications	<ul style="list-style-type: none"> • 15 facial piercing options (colour customizable) • 16 special preset options (wings, horns, fangs) • 10 body scar preset options • 6 facial scar preset options • 5 preset nail length options (colour customizable, with various design options)
Makeup / Body Art	<ul style="list-style-type: none"> • 26 preset body tattoo options • 7 preset facial tattoo options • 20 preset eyeliner options (colour customizable) • 10 preset eyeshadow options (colour customizable) • 10 preset mascara options (colour customizable)

	<ul style="list-style-type: none"> • 15 preset lipstick, lip art, lip gloss (colour customizable) • 12 preset special face paint / face makeup options (colour customizable)
Costumes / Armour / Apparel	<ul style="list-style-type: none"> • 100 preset female clothing options (however can be applied to male characters) • 100 preset male clothing options (however can be applied to female characters) • All clothing options are colour customizable through the colour picker

Controls (Keyboard + Mouse):

All standard controls are customizable to the player's preference and can be edited through settings located on the main menu. Players will also be able to connect their console controllers (Xbox or PlayStation) to their PC to fit their ergonomic comfort.

- 1-0: Item slot
- WASD: Movement
- L SHIFT: Run
- L CONTROL: Crouch/sneak
- C: Roll
- SPACE: Jump
- TAB: Current objective check
- M: Map
- I: Character customization (equipment, skills)/Inventory
- ESC: Pause menu (continue, save, option, exit game etc.)
- MOUSE LEFT CLICK: Basic melee attack/ Fire gun
- MOUSE RIGHT CLICK: Zoom in/ Focus/Aim
- R: Reload
- Q/E/F: special attack
- Z: Ultimate attack
- G: Use item (e.g. potion)



Keyboard Reference

Camera:

SPLIT utilizes the third person camera view that offers the player a clean view of their character, and any type of changes of the character (including gears, weapon, hair, tattoo etc.) will be visible as the player controls their character. In addition, a fixed follow camera method is also used in *SPLIT*, as the camera follows and centers the character strictly. Nevertheless, camera

issues such as camera flipping and obstruction will be a focused topic and eliminated as much as possible.

GAMEPLAY

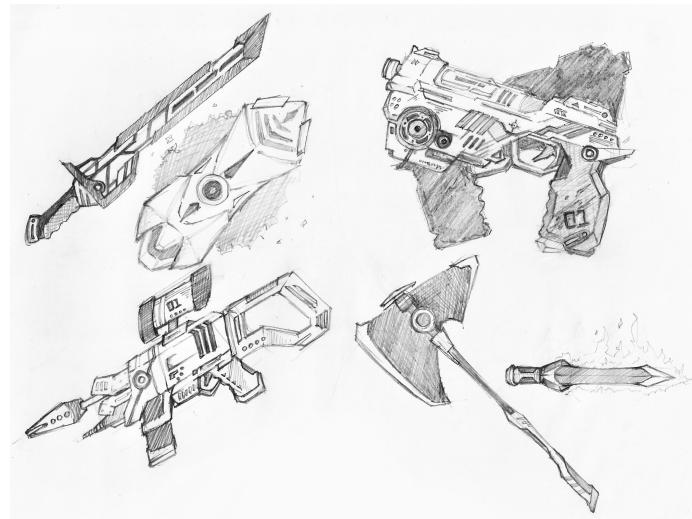
Story: SPLIT presents an immersive experience with an emotional and climactic main storyline that allows the player to truly be involved with the plot progression. As such, the level of significance placed on in-game choices and interactions encourages players to feel as though they are truly becoming a hero or a villain. The story will be divided into 10 chapters for both career options, and will be presented in the form of quests. Main quests will be the major channel for storytelling, while the side quests will develop the character's personality and attributes, which will act as secondary branches to influence the main storyline.

Open World: Indeed, completing the main quests will be the only way to advance the hero/villain story, and it is also more challenging and time-consuming. However, if the player doesn't want that much commitment, they can play the side quests or mini-games that are located throughout the open-world map, and these missions will earn them experience, currency (Zenium), and gear. If that is still too much commitment for the player, the player can simply roam around the map and behave as they wish (Of course, the hero will be doing good deeds and fighting crime, and the villain will be destroying and causing destruction, or else their rank won't rise).

System: As aforementioned, completing quests and tasks will earn the player experience, currency, and gear. In SPLIT, the experience is used to determine the players' ability power and rank in the hero/villain organization. As their experience (exp) increases and reaches a certain level, they may apply for a rank up in the headquarter and use the given ability point to level up their skills. In regards to the in-game currency, the one that can be earned through most of the quests is called "Zenium", and it can be used to purchase gear and weapons. Players may also purchase a special currency called "Xanis" in order to acquire exclusive in-game gear or mission. Lastly, gears in SPLIT are also divided by class/rareness: common, rare, epic, and legendary. While each armor and weapon has its own stats, the higher the gear's class the better is its unique ability.



- . Starter Costume Draft*
1. Lightweight
Waterproof textile
 2. Pockets
 3. Soft steel boned corset
(Easy to move,
Provide more protection)
 4. Detachable sleeves
 5. Strap with thick elastic
bands to fix small equipment
 6. Adjustable wrist button
 7. Two-layer pantskirt .



In-game gear concept art

Mechanics:

Mechanic	Item/Element	Details
Gameplay	Missions	<p>Uses:</p> <ul style="list-style-type: none"> • Obtain Class points • Obtain money and consumables <p>Details:</p> <ul style="list-style-type: none"> • There are “<i>required</i>” missions (main story missions to advance the story) and side missions (missions that are not required to do) • They are given out by the respective headquarters
	Terrain (Debris, buildings, etc)	<p>Details:</p> <ul style="list-style-type: none"> • Missions will take the player to different environments; each environment has their own obstacles and mechanisms <p>Uses:</p> <ul style="list-style-type: none"> • Some elements of the terrain are beneficial to the player such as: blocking attacks from the enemies, • Others are obstacles that the player must play around: decreases player’s speed, damage over time, etc.
Power-ups	Health Potions	<p>Uses:</p> <ul style="list-style-type: none"> • Consumed to regenerate missing health during and outside of battle. <p>Obtained through:</p> <ul style="list-style-type: none"> • Completing missions • Loot from battle • Buying from shopkeepers stationed in cities/towns and headquarters
	Boost Items	<p>Uses:</p> <ul style="list-style-type: none"> • Temporarily increases player’s statistics for a duration of in-game time (Defense and strength statistics) <p>Obtained through:</p>

		<ul style="list-style-type: none"> Buying from shopkeepers stationed in cities/towns and headquarters
Currencies	Zenium	<p>Uses:</p> <ul style="list-style-type: none"> Buy stronger equipment and consumables from shops stationed in cities/towns and headquarters <p>Obtained through:</p> <ul style="list-style-type: none"> Completing missions Loot from battle Selling items to shopkeepers
	Experience Points	<p>Uses:</p> <ul style="list-style-type: none"> Upgrade/Unlock new abilities Boost statistics: Defense, Strength, Speed etc. <p>Obtained through:</p> <ul style="list-style-type: none"> Completing missions Defeating enemies through battle
	Class Points	<p>Details:</p> <ul style="list-style-type: none"> Player starts off as a Class D hero/villain. Class Points are collected to advance the player to higher classes <p>Uses:</p> <ul style="list-style-type: none"> Unlocks harder missions (stronger enemies) Progresses the story (the player must reach Class S to unlock end game content) <p>Obtained through:</p> <ul style="list-style-type: none"> Completing missions

Enemies/Missions:

SPLIT has two separate sides: *Hero* and *Villains*. Depending on which side the player is on, the enemies will be on the opposite side. The strength of the enemy will be determined depending on how far you have progressed in the game: the further you go, the stronger the enemies will be. The missions given to the player will be classified from Grade D-S, which represents the class of the enemies. Grade S being the most difficult missions and Grade D being the easiest missions in the game. The player will face what they would have been if they chose the other side for the final battle.

The mission types differ between the two sides that the protagonist must choose from: hero or villain. SPLIT represents the two sides as the following:

Heroes	Villains
<p>Defining Traits:</p> <ul style="list-style-type: none"> Accepting 	<p>Defining Traits:</p> <ul style="list-style-type: none"> Cunning

<ul style="list-style-type: none"> • Cooperative • Overall goal to get stronger together <p>Role on gameplay and narrative:</p> <ul style="list-style-type: none"> • Searchers: finding the villain hideout • Reactors: counteracts to the villain side's missions <p>Mission type:</p> <ul style="list-style-type: none"> • stopping the villains: meeting/waiting for the villains on the scene and stopping them from achieving their goal 	<ul style="list-style-type: none"> • Individual focused • Only for the best of the best: loner style <p>Role on gameplay and narrative:</p> <ul style="list-style-type: none"> • Hiders: shunned from society, so they operate secretly • Initiators: they start the conflict in which the heroes must try to defeat <p>Mission type:</p> <ul style="list-style-type: none"> • starting trouble and fighting the heroes to get whatever their objective was
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BONUS MATERIAL

Hidden achievements: To encourage players to explore the map and have interesting Side Quest interactions with NPCs, SPLIT will contain several hidden quest achievements with different completion criteria. For example, a side quest is to help a villager who has lost his way back to the village. If players point out the correct route five times, they will receive the hidden medal "Polaris". On the other hand, if players point in the wrong direction five times, they will also receive a hidden medal, a "Comet of Doom" -- the person who likes to direct innocent villagers to the wrong route will destroy the village someday.

Minigames: The SPLIT includes a minigame, allows players to take a break during the exploration of the main mission. Content: Weapon dealer is a combat enthusiast, accompany him on a mini-challenge, like testing archery accuracy, or using shield to fend off his attacks to get better scores to redeem the prizes! There is no limit to how many times the minigame can be done. Prizes include currencies, weapons or a random gossip (eg. "Five villagers in the nearby village were missing, leaving no trace. People said that this is a punishment from god.")

Alternative endings: Depending on the player's gaming experience, they will make a choice in the final battle of the game. Success or failure, good or evil are not absolutes. Alternative endings give the hero and the villain a balanced tension. It also increases the repeatability of the SPLIT by encouraging players to explore another ending of the game.

GAME WORLD

The open-world map in SPLIT takes place in a fictional world called - Ralinken, and it will be one of the largest maps among other games in the market that have an open-world feature. SUNRAY Production strives to provide the player a place where they can venture and explore, as well as a map that is full of details and liveliness. Essentially, Ralinken can be divided into 2 types of environment: city and countryside.



The city in Ralinken is called - Aylex, where most of the events happen. Aylex is a futuristic city defined by elements such as its buildings and vehicles' style. Nevertheless, traditional elements will also be included subtly as a balance to the futuristic and robotic theme (as seen in the attached image). Depending on the path the player chooses, Aylex may look slightly different, as the hero may face more crimes in the city and the villain may encounter more security. As for the countryside, it is majorly

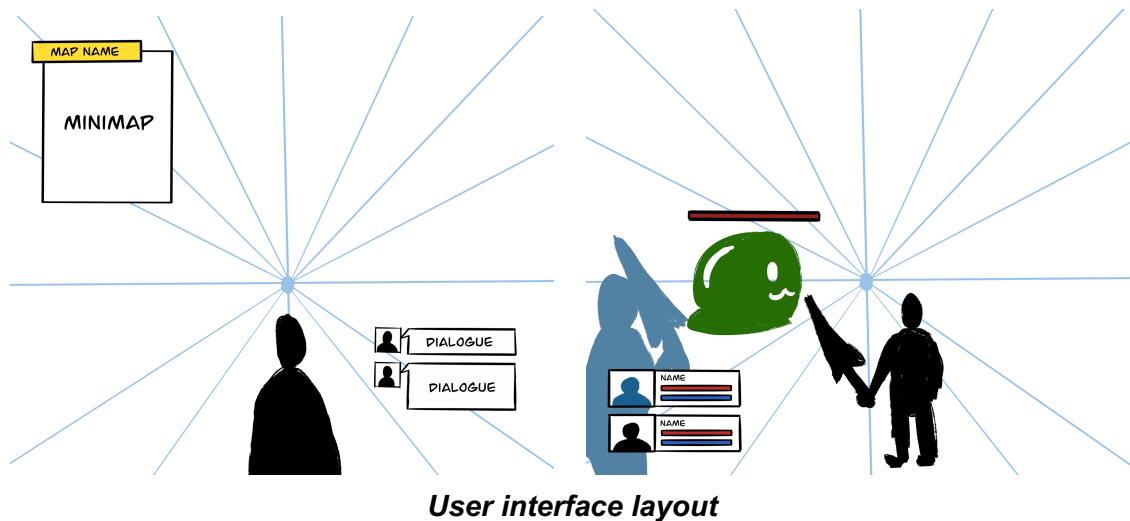
used for training, material collection, and treasure hunting. Players are expected to venture out into different environments to uncover hidden objectives, easter eggs, and bonus quests.

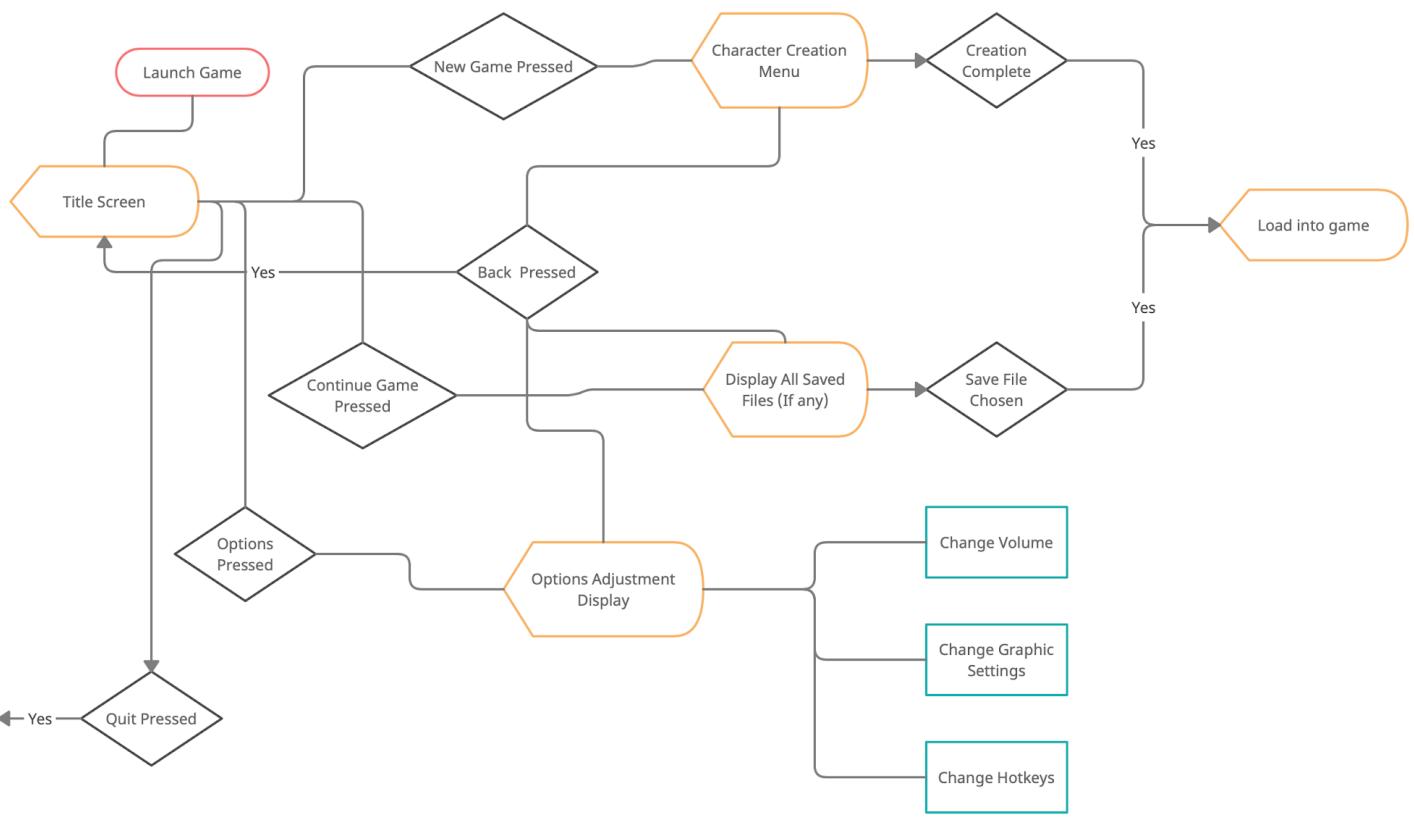


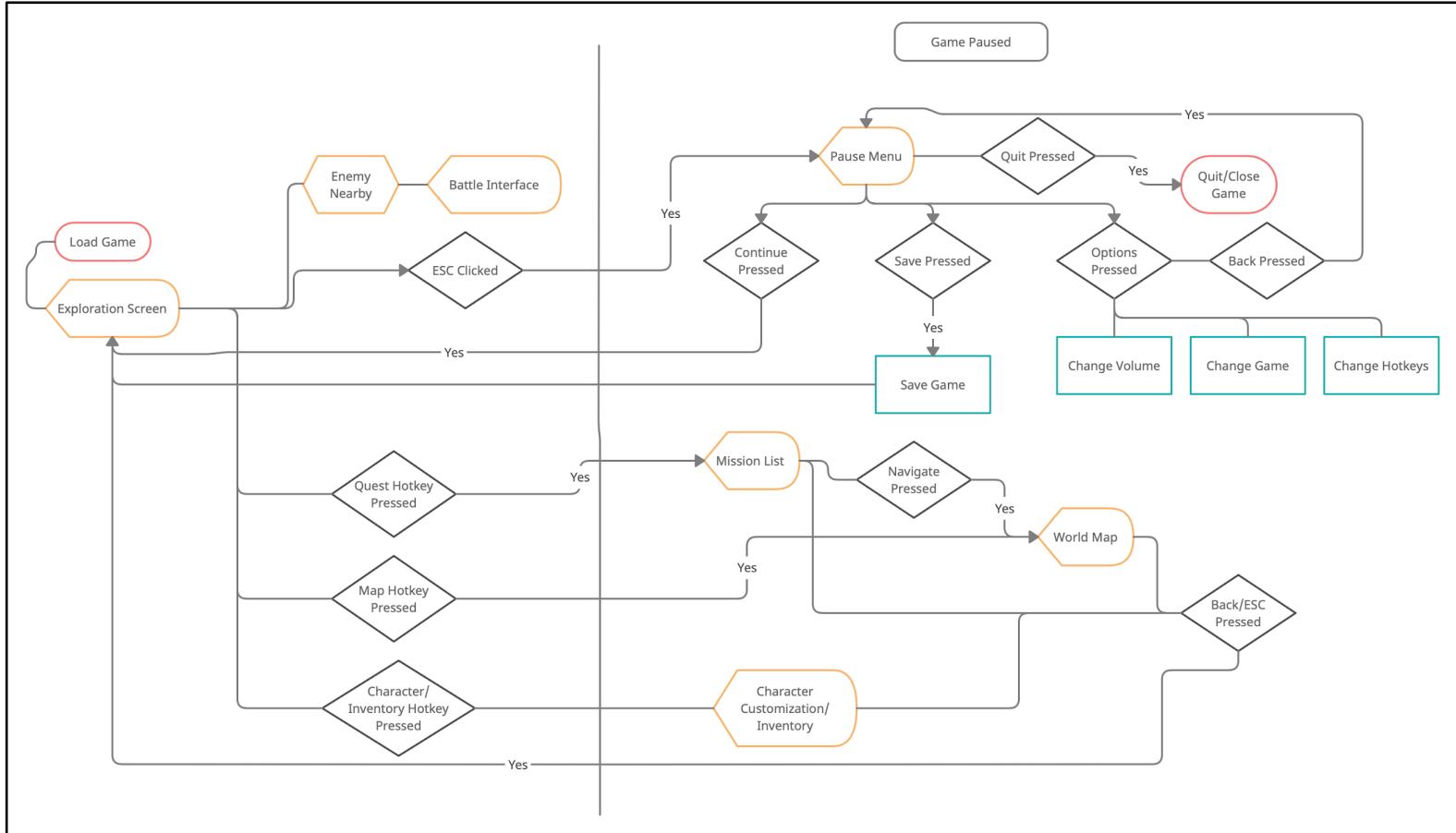
UX DESIGN

User Interface:

SPLIT uses UI components in the interface to make the player find information and navigate the world easily. In addition to a world map in the player menu, the player will have a minimap on their main exploration screen at all times. The minimap will contain various markers and navigation arrows to get the player to the next part of the mission. The simple interface allows important information such as: health bar, mana bar, minimap, dialogue, enemy health bars, etc. to be clear and stand out over the background. With this, the screen will not be cluttered while in combat and exploring the world. Other unimportant information during combat exploration such as: mission logs, full world map, skill swapping/upgrading, equipment changing, key bindings, etc. will be accessible through hotkeys.



Screen Flow:**Title screen flowchart**



In-Game Screen Flowchart

Csíkszentmihályi Flow:

"Csíkszentmihályi Flow identifies eight major components of flow: ¹activity is challenging in terms of skill use, ²use of action and awareness, ³clear goals, ⁴direct and immediate feedback, ⁵concentration on a task, ⁶sense of control, ⁷loss of self-consciousness, and ⁸altered sense of time." (Chen, 2007, pp. 31-32).

Multiple Difficulties:

SPLIT provides multiple difficulties that allow for change in the damage scale of both the player and enemies (harder difficulties: player damage will decrease while enemy damage is increased significantly). With customizable difficulty levels, the game welcomes a wide range of players of different skill levels and experience.

Enemies will have unique skills that will challenge the player to experiment with different movement mechanisms (couch, jump, roll) to avoid heavy damage. At an easy difficulty, the player will need to worry about these less due to the damage adjustment. As the difficulty level increases, playing around these special skills will be quite challenging and may warrant multiple attempts of the battle.

Mission Lines:

SPLIT has an ultimate goal directed by a main campaign mission line. These mission lines provide the player with a clear goal/objective throughout the entire experience. There are additional (not required) side missions which provide their own side story that gives the player the opportunity to explore the world freely after completing the tutorial. The game rewards players for completing missions and progressing through the story with game currency, experience points and class points.

TARGET MARKET ANALYSIS

Industry Outlook:

The general gaming industry forecast for the 2021-2026 period hints at potential growth opportunities and innovative new technologies. According to a report conducted by *Research and Markets*, the global gaming industry “is expected to reach a value of USD 295.63 billion by 2026, registering a CAGR of 10.5% over the forecast period” (*Research and Markets*, 2021). Moreover, as the markets begin to shift alongside evolving technological platforms, gaming companies are becoming focused on enhancing user experience and enjoyment through diverse and nontraditional methods. For instance, the emergence of cloud gaming, “In cloud gaming, the server, where all the games are stored, does all the computation work, which includes game scene rendering, game logic processing video encoding, and video streaming... This new sector is also seen as a serious competitor for the traditional game market.” (*Research and Markets*, 2021) As such, the scope of future video games continues to expand, leaving room for experimentation with various creative concepts and other ambitious developments; which can be seen as an inviting environment for SPLIT’s projected scale.

In terms of key market trends, according to *Tech Republic*, gaming PC markets are projected to grow by approximately 25% by 2024. Due to the increase in stay-at-home lockdown procedures as a result of COVID-19, “the global sales of gaming PCs grew by 16.2% during 2020... which

are expected to account for 47% of gaming PC profits, or around \$18.5 billion." (Vigliarolo, 2020) More and more people are investing in sturdy PC hardware that are equipped to handle large-scale games such as SPLIT. With this in mind, advanced PC systems are beginning to become a standard piece of technology that the majority of the general public will own. In light of this, it is safe to assume that in the future, technical details such as specs and operating softwares will become much more lenient in terms of what people will be able to run at home.

When looking at the future of RPGs, it is safe to say that there is always going to be room for new RPG releases in the video game industry. The concept of the role-playing genre allows players to tailor their character to their personal gameplay style, which enables a variety of different gaming experiences. Although the core of RPGs follow a somewhat generic base structure (the warrior-adventure protagonist travels from one combat mission to another, while simultaneously gaining new experience points and evolving their abilities with the goal of becoming the best possible version of themselves), the unique storyline and depth given to in-game characters is what ultimately creates a compelling production. Moreover, "technology hasn't been the issue with making character relations better or worse. The issue is one of creativity, time, and ability, not technology... RPGs are about the ideas of the people involved, and their ability to execute those ideas. Because of that, I'm not expecting big changes for the genre, but I'll be happily unsurprised if there are notable improvements over the next several years." (Kaiser, 2012) There are many RPG titles currently available within the market, and it can be assumed that there is also a possibility of potential new entrants in the future.

Regardless of base structure, the way an RPG can prove itself worth the excitement is by delivering an engaging experience that transcends beyond the screen, and SPLIT promises exactly that.

Market Segmentation Criteria:

Demographics	With the graphic violence and mature subjects such as combat, political corruption, crime, etc. depicted within the game, the M for Mature rating obligates Sunray Productions to pinpoint gamers from the ages 17 and older as their target audience. Additionally, SPLIT is intended for gamers of all genders and ethnicities, and provides a wide range of character customization to allow players to identify with their avatar on a physical level.
Psychographics	Sunray Productions aims to target passionate gamers who enjoy playing RPG or story-based games. These players enjoy the character development process, are invested in long campaign styles, and might also have an interest in superhero-style media such as comic books, anime, Marvel film, etc. Moreover, the ideal SPLIT player genuinely sees themselves as the protagonist and identifies with their struggles and hardships. Sunray Productions envisions SPLIT to be a gaming experience that transcends traditional RPG names through immersive and raw storytelling.

Behavioural	The target SPLIT consumer is up to date on major gaming releases and trends. Their platform of choice is PC, and they are willing to dedicate a significant amount of time towards building their character and playing through the campaign. This consumer has experience purchasing major video games and is willing to spend the retail price of \$60 USD on SPLIT.
Geographic	The geographical location of the target market is not limited to one location, and is open to any gamer in the world. In addition to selling in-store hardcopies, SPLIT will also be available for digital download through online sales platforms such as Steam.

Competitive Analysis (SWOT):

Strengths	<ul style="list-style-type: none"> Extremely detailed character customization and choice-based interactions that heavily influence the story's narrative contribute to the level of immersion delivered to the player. Vast open world encouraging player freedom and attention to detail with environmental design. Fluid combat system that is customizable to the player's preferences. Unique plot driven by players' actions.
Weaknesses	<ul style="list-style-type: none"> Currently limited to only PC platforms. Scale of the game may not run as well on generic PC hardware (specs must meet the criteria).
Opportunities	<ul style="list-style-type: none"> Business opportunities and collaborations with external brands for in-game product placement, premium bundles, merchandise, etc. Potential to become a game franchise with multiple installments. Depending on the game's success rate, could boost Sunray Productions' reputation and generate a loyal fanbase.
Threats	<ul style="list-style-type: none"> Other major RPG games such as: <i>Cyberpunk 2077</i>, <i>League of Legends</i>, <i>Genshin Impact</i>, etc. Potential new entrants to the market and upcoming video game releases.

Cultural Impact:

It is an active goal of SUNRAY Productions to not only produce quality enjoyable games, but to also focus on developing games that have a significant cultural impact. According to a report conducted by the University of Minnesota, "the aesthetics and principles of gaming culture have had an increasing effect on mainstream culture. This has led to the gradual acceptance of marginalized social groups and increased comfort with virtual worlds and the pursuit of new means of interaction." (Understanding Media and Culture, 2016) At SUNRAY Productions, we understand our corporate social responsibility to contribute positively to not only the gaming industry, but also towards general mainstream culture as well. We are dedicated to developing a game that leads by example and promotes more content surrounding racial and ethnic diversity, hyper-sexualization of characters, and gender inclusivity:

- **Promoting more racial and ethnic diversity:**

SPLIT's vast customization options allow for a variety of different character designs and features. In addition, SUNRAY Productions aims to promote diversity and inclusion by providing our players with the proper tools to create a character they identify with.

Currently within the video game industry, there is a significant lack of representation within the games themselves which ultimately causes a decrease in relatability, gameplay immersiveness, and overall gaming experience. Moreover, while it is recognized that there is a lack of diversity within various digital cultures, video games are especially important to investigate since they make up a large portion of current popular media (often

rivalling films and television). Ultimately, the lack of diversity within video games subconsciously perpetuates that whiteness is rendered as the “default” or “normal” within the context of contemporary racial ideology. SPLIT is designed to break this norm within the industry by including a wide range of racially and ethnically diverse characters within the game. Subsequently, these characters will not be limited to minor character roles and will be given titles that heavily impact the main storyline.



- **Abolish the hyper-sexualization of characters:**

The characters in SPLIT are designed with detail to ensure they are well written and have a raw influence on the overall story. With this, a significant amount of attention is paid towards their physical appearance and costume design. Moreover, SUNRAY Productions is attentive to the hyper-sexualization that is currently present and arguably dominates the majority of the gaming industry. Games such as the *Mortal Kombat* and *Final Fantasy* series are notorious for depicting their characters in an overly-sexual manner, evidently attempting to cater to the male gaze. SPLIT aims to break this repetitive cycle and introduce characters with more realistic body types and costume options. All apparel and gear within the game will be designed to fit the proper

environmental and battle conditions. If the protagonist is going into combat, players can expect that they will be wearing the appropriate armour.



- ***We advocate for gender inclusivity within our workplace, characters, and players:***

SPLIT is a game targeted towards all genders and ethnicities, aiming to not only promote gender equality and inclusivity through in-game characters, but also our players. Although video games have been around for decades and have evolved into massive productions, the industry itself remains male-dominated in almost every aspect. The concept of hyper-masculinity and playing video games seem to go hand-in-hand, despite the number of female gamers increasing each year. According to *Statista*, since 2012, the ratio of female gamers to male gamers was almost even in the US alone. In fact, in 2019 female gamers sat at 46% in comparison to the 54% of the gaming community being male. SPLIT is designed to break the barrier between male and female gamers and promotes gender equality by marketing the game to suit both demographics. Moreover, SUNRAY Productions takes this issue wholeheartedly and aims to promote gender inclusivity even within the workplace. Our hiring team consciously makes an effort to create a balance between employment staff genders. Leading by example is an important trait within our studio, and we believe that promoting gender inclusivity solely through our game design and marketing is not enough. Therefore, we are actively looking for ways to improve company culture internally as well as externally.

ROLES, GOALS, & BUDGET ESTIMATES

SUNRAY Productions Roles and Goals:

There are numerous talents in SUNRAY Production working toward the completion of SPLIT, and they are all equally important for a perfect delivery of the game. These positions exist across 4 major sectors: Business/Finance, Assets, Coding, and Testing.

Sectors	Roles	Goals
Business/	<ul style="list-style-type: none"> • Accountants 	<ul style="list-style-type: none"> • Budget the costs that will go into the planning and development stages of

Finance	<ul style="list-style-type: none"> • Marketers • HR department • Public relations 	<ul style="list-style-type: none"> the game. • Managing the human resources in SUNRAY and hiring recruits to fill any positions needed within the studio. • Developing strategic marketing plans for the advertisement of the game itself, as well as the timeline of the marketing campaign. • Improving and maintaining reputation of the game, organizing communication with public
Assets (e.g. story, game art, music, 3D model)	<ul style="list-style-type: none"> • Concept artists • Animators • Graphic Designers • Audio engineer • Level / Quest designers • Storywriters • Voice actors 	<ul style="list-style-type: none"> • To provide an immersive gameplay experience to the players along with audiovisual elements • Developing diverse and detailed character designs that provide a wide range of appearances that are customizable by the player. • Designing an open world map and visually pleasing environment concepts for the player to explore and interact with. • Writing an equally unique and exceptional plot for each path • Designing interesting and challenging level for each chapter • Recording soundtrack and sound effect that complete the game story and the game world
Coding	<ul style="list-style-type: none"> • Software Engineer • Programmers 	<ul style="list-style-type: none"> • Writing code that allows players to interact with game objects and enemies, contributing and developing the overall game mechanic • Designing the functionality of the game through identifying tasks that can be used in a specific class.
Testing	<ul style="list-style-type: none"> • QA game tester • Test players • Editors 	<ul style="list-style-type: none"> • Testing out any bugs or glitches that should be fixed before the game is officially published • Communicating with programmers or artists if errors are found

Budget Estimates (5 year plan- average amount per employee, per month):

	Planning Stage (6 mo)	Pre-Production (12 mo)	Production (36 mo)	Testing (5 mo)	Pre-Launch (1 mo)	Launch	Post-Production
Office Rent	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Admin Salaries	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Production, Coding & Programming Salaries	-	-	\$3,000	\$3,000	-	-	-
Design & Planning Salaries	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Other Salaries	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Testing	-	-	-	\$2,000	-	-	-
Marketing	-	-	\$5,000	\$5,000	\$10,000	\$10,000	\$10,000
Distribution	-	-	-	-	\$2,500	\$2,500	\$2,500
Legal Fees	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000

Misc.	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
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MONETIZATION

Game Sales Revenue	<ul style="list-style-type: none"> Pre-order game sales through digital distribution platforms and in-store orders. Post release date game purchases, both digital and physical copies. Limited edition games sales that include exclusive merchandise (for an additional cost). Bundle purchases include a remastered version of the game in hard copy, along with additional merchandise and collectibles.
In-Game Purchases & Downloadable Content	<ul style="list-style-type: none"> Players will be able to purchase more in-game currency which could unlock rare items and abilities. (SUNRAY Productions stresses that while in-game purchases are available, SPLIT will not run solely on this feature. We do not wish to limit our user engagement based on monetization). Players can also purchase additional in-game loot boxes (one free loot box per month) that could contain in-game currency, rare items, collectible armour, and weapons. Potential for DLC releases will be provided in the future. Players have the option to add to their in-game experience with the purchase of expansion packs.
Game Merchandise & Partnerships	<ul style="list-style-type: none"> Opportunities to develop a strategic partnership with external brands to develop exclusive SPLIT merchandise. These opportunities for monetization will occur only after the game's release date.

DISTRIBUTION, STRATEGIC PARTNERSHIPS & LONG TERM EVOLUTION PLAN

Distribution:

Considering the fact that SPLIT is a commercial game released on the PC platform, it will use the digital distribution platform as the main channel for payment and digital version downloads, such as Steam. For SPLIT, the digital distribution platforms associate with active game users, which can bring more impressions. Platforms often have more mature game management tools that enable game developers a practical and low-cost way to observe game sales, prevent piracy or marketing. Player functions and communities also bring a better gaming experience. Additionally, SPLIT will be sold as physical copies as a secondary to digital downloads, which will be the ideal option for gamers who enjoy collecting or wish to purchase exclusive limited edition packages that contain other merchandise.

Potential Strategic Partnerships:

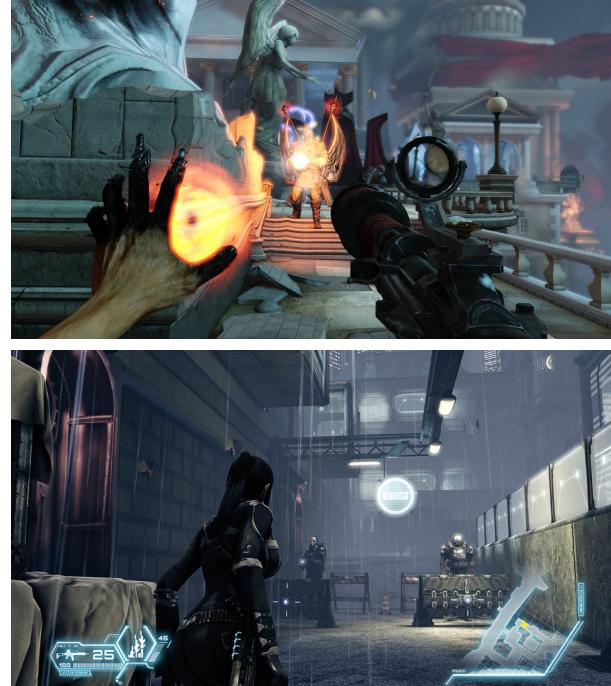
Partnership Brand / Company	Content	Prototype
Razer Inc. and other gaming accessory brands.	<ul style="list-style-type: none"> This partnership opportunity allows SUNRAY Productions to create limited edition SPLIT x Razer merchandise. This partnership can be done with any gaming tech brand. Ex: custom mouse, custom keyboard, custom mousepad, etc. Also opens opportunities to develop larger scale merchandise such as limited edition gaming chairs, desks, and headphones. 	 <p>Ex: Cyberpunk x Secretlab OMEGA</p>
Energy Drink Brands	<ul style="list-style-type: none"> Partnering with energy drink brands allows SPLIT to be marketed beyond the gaming niche. It will prove to be especially useful for product placement and will generate traffic through word of mouth. Potential consumers will be able to go to a convenient store and pick up their favourite drink and notice an upcoming game release marketed on the front. This opportunity also allows SUNRAY Productions to create an exclusive can design/flavour, and simultaneously include product placement within the game 	 <p>Ex: G Fuel x Mortal Kombat</p>
Uniqlo and other retail merchandise brands	<ul style="list-style-type: none"> Wearable merchandise makes up a significant portion of gaming collectibles and advertising. By partnering with well-known clothing brands such as Hot Topic, Uniqlo, H&M, and more, SUNRAY Productions can work to develop exclusive SPLIT merchandise that can only be purchased at these retailers. This also opens up options for premium grade merchandise that would only be available online. The SPLIT merchandise will be developed with attention to specific aesthetics. SUNRAY Productions aims to create apparel that imitates true fashion instead of taking on a costume-like appearance. This will make SPLIT merch more wearable and appealing for consumers to purchase. 	 <p>Ex: Kirby x Hot Topic</p>

Pop Figures / Funko Pops	<ul style="list-style-type: none"> Action figures are a prime example of collectable items. Funko Pops are known for collaborating with a variety of media and pop culture, such as Marvel, Harry Potter, Disney, and so on. They develop unique miniature figurines for fans to collect for bragging rights. The SPLIT x Funko Pops collaboration will feature the 4 main developing characters of the game: 2 villains and 2 heroes. There will also be limited edition Funko Pop releases with exclusive costumes and rare characters as well. 	 <p>Ex: Transformers x Funko Pop</p>
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Long-term Evolution Plan:

Aside from the opportunity of engaging in a potential strategic partnership, there are two major long-term internal evolution plans for SPLIT: integrating the first-person camera point of view and optimizing the game mechanics to function through virtual reality technology.

Currently, SPLIT is a game that implements a third-person camera angle, where players are able see their character from a 'God's eye' perspective. The benefit is that the player will be able to see the character's full body that is designed by them, as well as the gears that were earned through hard work. However, the third-person point of view experience is not as emotionally immersive when compared to the first-person camera angle. Since the first-person perspective creates the illusion that the player truly is the character, allowing them to experience the game from the eyes of the protagonist, which is a completely different feeling. Therefore, it is very likely that we will develop an optional first-person mode for SPLIT that can be enabled through the camera angle menu located within settings. However, this all depends on the reaction of the game. If users express the desire to switch camera angles, then we will gladly work to provide players with more choices on how they wish to experience SPLIT.



Additionally, we are aiming to possibly launch a SPLIT update that allows players to connect their VR headset, such as the Oculus Rift, after the development of the first-person mode. The use of VR technology is based on the same reason as developing a new camera angle mode, since it places the player into their character's body as if they are the character themselves, furtherly increasing the immersive experience that SUNRAY Production wishes to provide.

These long-term plans will require more detailed strategic planning for a proper delivery, especially the integration of VR technology, as it involves mechanics adjustment and potential new collaboration.

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