Run Eason Run! - Pitch Doc

High concept:

One day, Eason was there, chilling. And Stupid Joe came to him, beat him up and escaped. So Eason decided to run as far as he can to catch Joe and revenge.
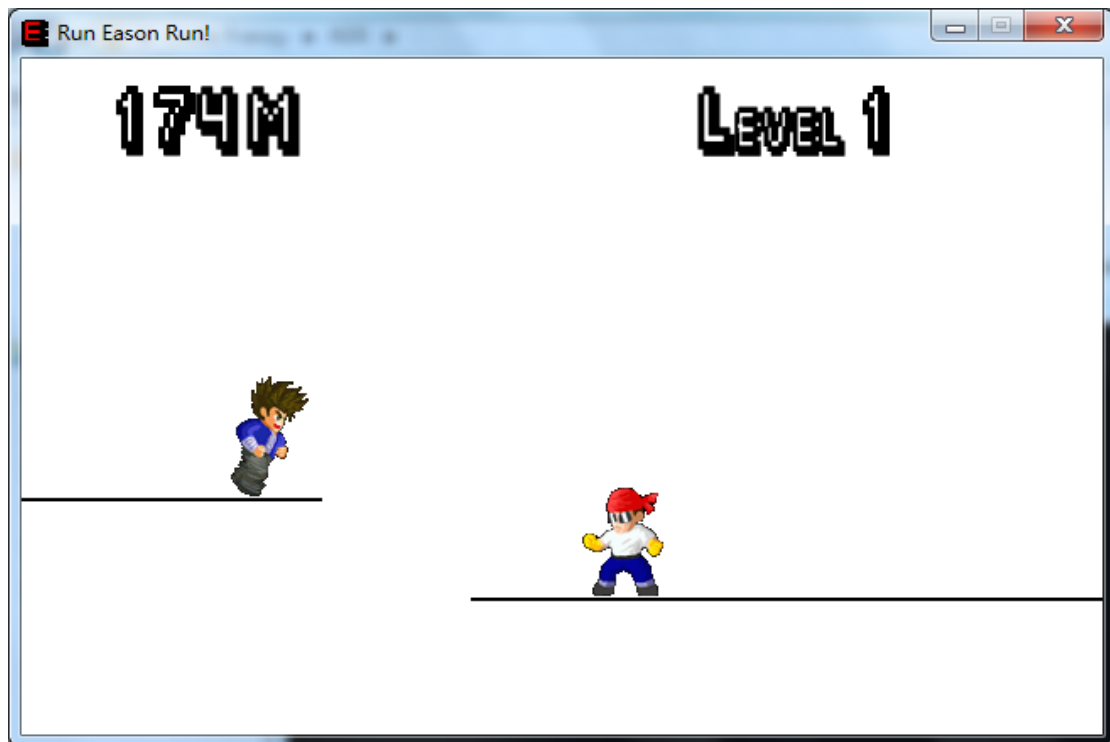
Genre:

Run Eason Run! is a hybrid-genre game with action and adventure.

Game Play:

Players control the character to complete a series of actions:

1. Jump to the floors to keep running, character is allowed to jump again when in the air;

2. Roll to get to the ground very quickly when the character is in the air;

3. Punch or kick Stupid Joe when there's no attack cool down.

Screenshot:

Features:

- Simple, fluent, and cute graphics.
- Funny and intensive audio.
- Easy, simple, addictive ("I know it's stupid but I just can't close it.")
- No training curve.

Setting:

Run Eason Run! mixes cute graphics with intensive audio, combined with comfortable control settings, makes players get interested when they play this game for the first time. Like "Temple Run" and "Subway Surfer", there is no levels or missions to complete, the goal is simply to run as far as you can, with the time you live increases, the game becomes harder and that attracts most of the players.

Target Audience:

Children, teenagers, adults are all target audience of this game, since there is no learning curve.

Hardware Platform:

Operating System: Windows/MacOS/UNIX
Platform: Python 2.7.2, Pygame
Memory: 256MB

Estimated Schedule:

Complete main functions by 3/6/2013.
Complete basic user interface by 3/13/2013.
Add additional game modes by 3/20/2013.
Optimize graphics and user experience by 3/27/2013

Competitive Analysis:

- Temple Run.

- Subway Surfer.
- Line Runner.

Team:

I have been designing *Run Eason Run!* individually so far and I am capable of programming and implementing all the functionalities of this game using python and pygame. In further design, to improve visual experience, a graphic designer would be needed.

Summary:

I got the game idea from the popular mobile device game "Temple Run" and designed and developed in 2D, using simple graphics. It's great because it's suitable for everyone!