



KATFORMER

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Product Overview

Katformer is a platformer game built in Unity. Right now the game can be played on the computer and will eventually be ported to Android and Iphone. Katformer is going to be a mobile game with multiple levels. The alpha version available now has 5 playable levels.



Goals

The goal for this quarter was to create a game with multiple levels. To do this I followed a tutorial on Udemy. In the future, if i was to continue working on this game I would make many changes. The changes would be quite difficult for me to make but I still think that the changes could make this game great.

If I was to continue on this project, this game will have many different types of microtransactions. All proceeds from microtransactions would go directly to local no kill animal shelters to help with the cost of taking care of animals that are waiting for their forever home. This game would feature a new animal every week. This animal would be an animal up for adoption at the local shelter. I want to feature different animals in hopes that it would get them adopted. I aim to raise money for local animal shelters, and raise adoption rates. I also aim to create awareness about the large amounts of animals currently in shelters.

Distribution

This game would be playable on all mobile devices and tablets. The game would be free to play and available through the google play store as well as itunes store. The game does not have a target audience. This game can be played by children and adults. It is meant to be a casual platformer.

Product

The product itself will be multiple levels that become harder with each level increase. Right now the alpha version has 5 levels. The goal of this project was to learn how to build a

platformer in unity. If this game was going to continue to be developed it would make longer levels, more levels and a character backstory.

Promotion

To promote the game i would use mobile ads. An example of one of the ads is on the left I would build a website for the game and also create web ads to promote the game. I could also create posters, flyers and other marketing material.



Demo

Once the game has the features that i had mentioned earlier it would have to be tested by users. User testing could be done at the local animal shelter or even a school. I would test to see if the user is feeling empathy for the main character and also make sure that the game is fun playable. I would use surveys and questionnaires to measure the results of user testing. The game would have to be maintained often to fix bugs and add new levels and items for the user to buy in the game.

