

# Project Brief

## Goal of the Project

Design and code website that will allow user to play an interactive choose your own adventure game.

## Final Product

Choose your own adventure website that can be played on any web browser.

## What will be delivered

A website that allows a user to explore New York City and surrounding neighborhoods as a pigeon.

## Target Audience

The audience will be all genders, from 18-40 years old, who enjoy short animated story and want to experience New York City life from bird's eye view.

## Timeline

February 10 - March 16

# Game Design Brief

## Story

You are a pigeon and must survive the streets New York City. Your mission is to stay alive, find food, and start a family.

## Characters

Gideon the Pigeon  
Cat  
Seagulls  
Snake  
Dove  
Crow

## Gameplay

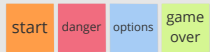
Users will choose which direction of the story they would like to experience by clicking on options available.

## Visual Art Description

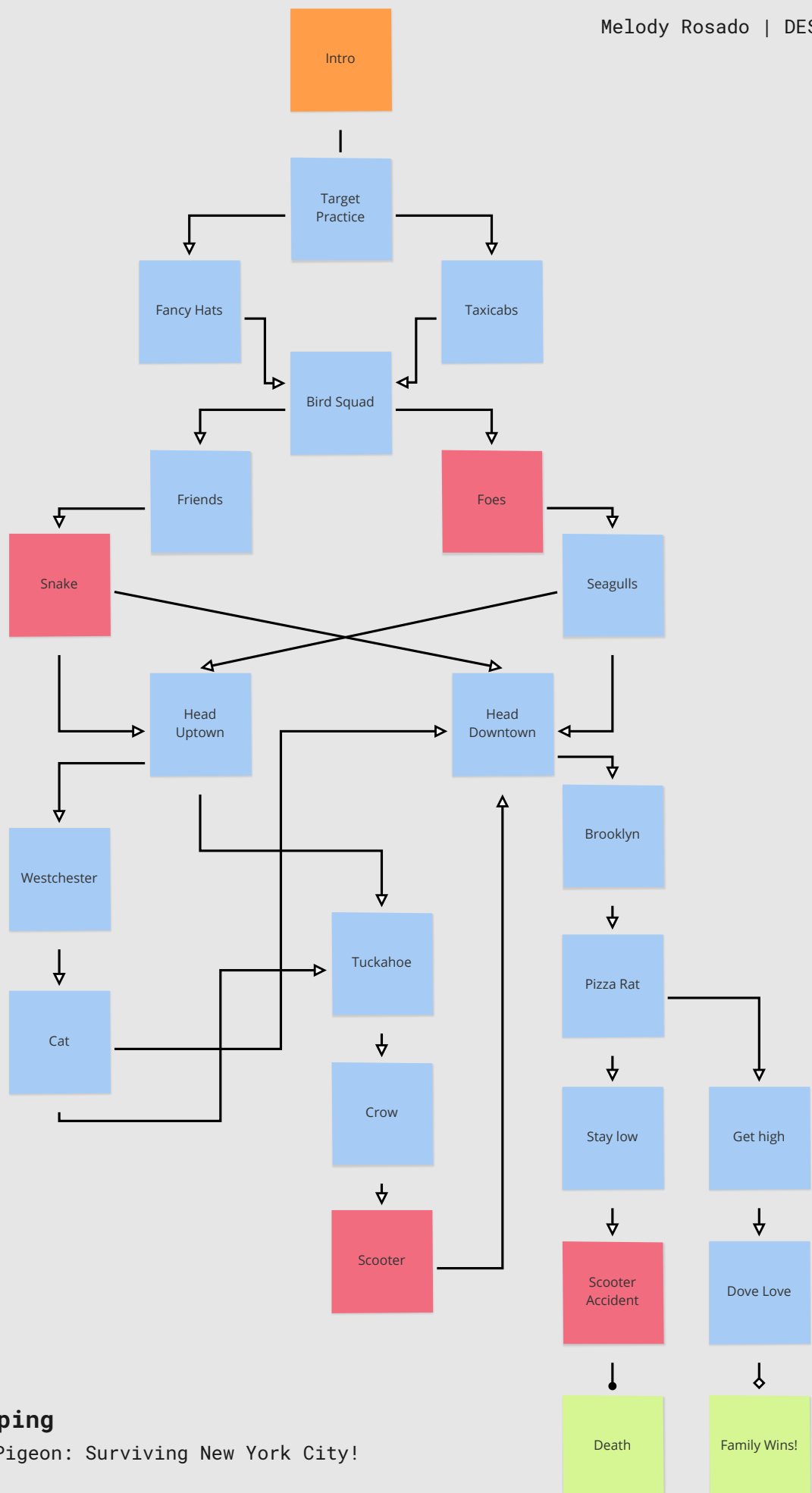
The website will include a series of scenic photos of New York City and its surrounding neighborhoods. The style will be minimal and design will be modern. Scenarios will reference hilarious and viral YouTube videos.



## Legend



Melody Rosado | DES327



## Story Mapping

Gideon the Pigeon: Surviving New York City!



## Kylian

**Age:** 26

**Gender:** Male

**Occupation:** Support  
Operations Lead at Facebook

**Residence:** Oakland, CA

**Income:** \$115,000

### Personality



### Technology



**Biography:** Kylian enjoys hip-hop dancing and playing indoor soccer. His favorite cartoon series is Futurama. In between his soccer league games and dance competitions, he likes to climb with his friends in Joshua Tree or go on camping trips.

**Gamer Type: Explorationist**  
enjoys exploring in a game more than winning

### Paintpoints on Games:

Kylian has an addictive personality so he doesn't play games that keep score or have infinite levels. He prefers games that have a funny story and require minimal effort on winning.

### Goals

Because Kylian is so active, he hardly has time to play games on his iPhone. He doesn't like to download unnecessary apps so prefers web based games on his laptop.