Gravity Express Story Elements

Abstract:
       Create 100-word beginning and ending game dialogue
       1 name for a Female British C.E.O. Character
       20 Level names.

From client:
Script sample:
> Introduction
Hello, and Welcome to Gravity Express! Before receiving your license to operate a galactic trucking business, you will have to prove your worth. Clients will demand speedy delivery, fuel economy, and won't be paying for your funeral. So you better find your way fast while avoiding the rocky walls, magnets, and cannons that spell your doom. To be the best, you'll have to beat the rest. Good luck!
> Ending
Congratulations on completing the training program! The galaxy awaits, so it's time to load up and lift off into the great beyond! Godspeed! (Note: I'm assuming a secular future, so religious references are probably out of place)

I think I like cynical but not detached. Perhaps a strong, pragmatic, professional with dry humor would best describe the tone I'm looking for. She did not make it to CEO by being pretty and sucking up to the big shots. But she might be a sociopath.
No fooling around; we value you as an employee but remember we are all here to make hard money and if you choose this line of business, you know what you're signing up for.

Note:
       It occurred to me that 'how' the dialogue would be presented to the player in-game might help to work around the 100-word spoken limit. I'm picturing these as a stylized pop-up on the screen with a text version of the dialogue (for the hearing impaired) the 'Text' sections can be built into the frame of the pop-up window as titles, sidebars, ads, etc.

Intro:
Text (Topside):
       New message from Stephanie 'Steph' Uberlip C.E.O Gravity Express.
Word Count of spoken dialogue: 70

Spoken:

"Welcome to Gravity Express, brave/foolhardy pilot. To receive your license, you must complete our 'Totally safe pilot orientation obstacle course' (Pause three seconds for Disclaimer to pop up). In case you're wondering why we use lethal obstacles in our training… clients won't pay extra for your funeral, nor will Gravity Express. Remember our company slogan: 'You can die on your own time'. Good luck! I hope you will become a valued employee and not smoking wreckage.

Main text NOT Spoken:

"Welcome to Gravity Express, brave/foolhardy pilot. To receive your license, you must complete our 'Totally safe pilot orientation obstacle course'(™)*. In case you're wondering why we use lethal obstacles in our training… clients won't pay extra for your funeral, nor will Gravity Express. Remember our company slogan: 'You can die on your'. Good luck! I hope you will become a valued employee and not smoking wreckage.

Text (Sidebar/bottom):

Click here if you're interested in Gravity Express's automatic next of kin notification subscription service.

*Disclaimer: 'Totally safe pilot orientation obstacle course'(™) is not guaranteed to be safe. In case of training course failure, consult a mortician.

Reminder: Should you find any wrecked ships please ignore them. Gravity Express's contract with the pilots expired the moment they did.

Outro:

Text (Topside):

New message from Stephanie 'Steph' Uberlip C.E.O Gravity Express.

Word Count of spoken dialogue: 30

Spoken:

"Congratulations new valued Gravity Express employee! You are one of the remarkably few to earn an operator's license. The Galaxy awaits! May you live long and have many profitable ventures!"

Text (Sidebar/bottom):

Click here if you're interested in purchasing a Gravity Express's Employee celebration package.

Character name:

Since the character is British and of a very serious disposition, I'm thinking her name could be a play on the term 'Stiff upper lip'. https://en.wikipedia.org/wiki/Stiff_upper_lip

Stephanie 'Steph' Uberlipt

The 'Uber' sound could be replaced with a similar 'Upper' sound. Such as 'Over', or 'Hover'. Or we could drop the 'U' and focus on the 'Rip' sound. Though I saw your suggestion about 'Gwynne Shotwell' and immediately the names 'Yovanna Shipwell', or 'Ivanna Shipwell'. The jokes of 'You wanna / I wanna ship well' are easier to get. Let me know if any of these sound better.

==Level names:==
(14 characters max)

	Name:	Character Count:
1.	Test Flight	11
2.	Getaway-Gates	13
3.	Rod-a-bout	10
4.	Luxury Raceway	14
5.	Hide+See-key	12
6.	Turbo boost!	12
7.	Grab grab+go!	13
8.	MeditaTesTive	13 (Not enough characters for 'Meditative test' (16 characters) if the compromise doesn't work then use 'Meditative' (10 characters)
9.	Criss Crossing	14
10.	Mind the curve	14
11.	Last Easy Test	14
12.	Push+Pull	9
13.	Fuel Shortage	13
14.	Lone Station	12
15.	Tight Squeeze	13
16.	Caution:Cannon	14
17.	Cannonballers	13
18.	Team Push+Pull	14
19.	A-maze-ing	10
20.	Broadsides	10
21.	Licensed	8

==Old version do not use--==
==OLD Level names:==
Short names (14 characters)

Long names (22 characters)

1. 'First Flight' or 'Test Flight' (I'm partial to 'Test Flight' because its a play on words as this is a flying test)
2. 'Gateways', or 'Gateway-getaways' (Gateway-getaways has a nice alliteration)
3. Shortcut, Hidde Passage, or Rod-a-bout (I'm partial to 'Rod-a-bout' it both hints at the inner route and the rod obstacles)
4. 'Luxury Raceway' (Hints at both the openness of level and the need for speed)
5. 'Lockout', 'We lost the keys', 'Key hunt', or 'Hide and See-key' ('Hide and See-key is a bit forced, but I think it works)
6. 'Dragstrip', 'Turbo boost!', 'Pick up the pace!' or, 'Timely Delivery Test'
7. 'Pick up and go', 'Double pick', or 'Grab, grab, and go' (I think 'Grab, grab, and go' provides a nice hint that the players can carry two cargos at once)
8. 'Sunday drive', 'Meditative level', or 'Breather level'
9. Crises of criss-cross (This is one of my favorites)
10. 'Dangerous curves', 'Mind the curve', 'Caution Sharp Turns'
11. 'The last easy level', or whichever of 'Sunday drive', or 'Breather level' that wasn't used earlier.
12. 'Pushing and Pulling' (This one provides a nice hint about the magnets and blowers)
13. 'Outta gas', 'Fuel shortage', or 'Efficiency testing'
14. 'Last chance gas', or 'Lone station' (Either of these hints at the single gas station in the middle of the map)
15. 'Tight squeeze'
16. 'Really? At the start?', or 'Caution: Cannon!'
17. 'Cannon has right of way', 'Cannon cross traffic', or 'Cannonball runner' ('Cannonball runner' is my favorite of these three because it references an old Burt Reyolds movie.
18. 'Team push and pull', or 'Forces of nature'
19. 'A-maze-ing', 'Endurance test', or 'Hedge(maze) your bets' ('Hedge(maze) your bets' is the most clever one here it references both mazes 'hedge mazes' and to being cautions 'hedging ones bets'. I'm not sure the players will get it though.
20. 'Cannon barrage', 'Broadsides', or 'Final Test'
21. (I noticed in the documentation there was a twenty-first level I'll include a mention here just in case.) 'Ceremony' or ' The Final Countdown'. I'd suggest 'Licensed' or 'Victory'