

► Game concept | Cloud Diver

Game Title	Cloud Diver	Gameplay type	Free	Genre	Arcade/Endless runner
Platform(s)	iOS/Android	Target	family friendly, 6-up?		

1. Introduction

Cloud Diver is a mobile endless runner game that takes the player through eye-catching, dreamy scenes. Perfect for everyone - your father, your sister, even your grandmother!

2. Background (Inspiration)

The inspiration for the theme came from the creator's love for clouds, sunsets and colored skies in general.

3. Description

Goal: The goal of the game is pretty straight-forward: Improve your highscore. You have to avoid obstacles in order to proceed and stay alive as long as possible. Hit an obstacle (or something related), you fall down and it is game over.

Player: Somehow you can jump on clouds. Maybe it is a dream, maybe you are a superhero, maybe you escape from a skyscraper fire - the story still needs work. To play, you simply have to tap the screen in order to jump. The screen is held horizontally.

Scenery/Art (See concept art on next page): Eye-catching, but simple 2D skies. The scenery changes with how far you get into the game. As time goes by, the sky would consequently get more colorful and eventually black with stars. Additionally some element could be added that counts the days, if you reach that expert status.

Potential obstacles: Birds, planes, weather (rain/thunder), fictional creatures

Potential power-ups: Rainbows, superheroes, stars, UFOs, fictional creatures

4. Key Features (USPs)

- Endless runner games have proven to be an effective dopamine creator.
- Eye-catching, colorful and dreamy original art.
- Funny, creative power-ups and obstacles.
- Driven by an algorithm that generates the clouds, making every play unique (no fixed levels).

5. Market Analysis

The gameplay is similar to that of viral games like Flappy Bird, Jetpack Joyride, Temple Run and Subway Surfers, which have proven that the instant satisfaction of endless runner games are a great strategy. What makes this endless runner stand out from the mentioned examples, is it's dreamy and perhaps feminine approach to the game. Cute but simple art styles have proven to be effective in other, non-endless runner mobile games (Dadish, Turnip Boy Commits Tax Evasion, Super Fowlst).

6. Genre

As mentioned, the game is an endless runner on a horizontal screen.

7. Platform(s)

Primarily this would be available on mobile, given the target and required controls (tapping/clicking). The game could alternatively be modified for PC, but other consoles seem like an over-kill. Additionally, this would be a casual game, which makes mobile logical since it could be played whenever wherever (incl. in public).

Concept

- Drawn in Aseprite (192 x 96 px). No animations yet.
- Going for a more retro-style pixel art, but with bright modern colors. Colorscheme can of course change, but the impression should be something like this.
- Character is a placeholder - except if you like this blob-style figure.
- Horizontal play so the player can anticipate what is to come.
- General: Cute & Dreamy



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