

The background is a gradient of dark blue and purple, speckled with small white dots. On the left side, there is a large, semi-circular scale with tick marks and numbers ranging from 150 to 260. Several concentric circles and dashed lines with arrows are scattered across the image, suggesting a technical or scientific theme.

# FOOD RUSH

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**TEAM HTTP**

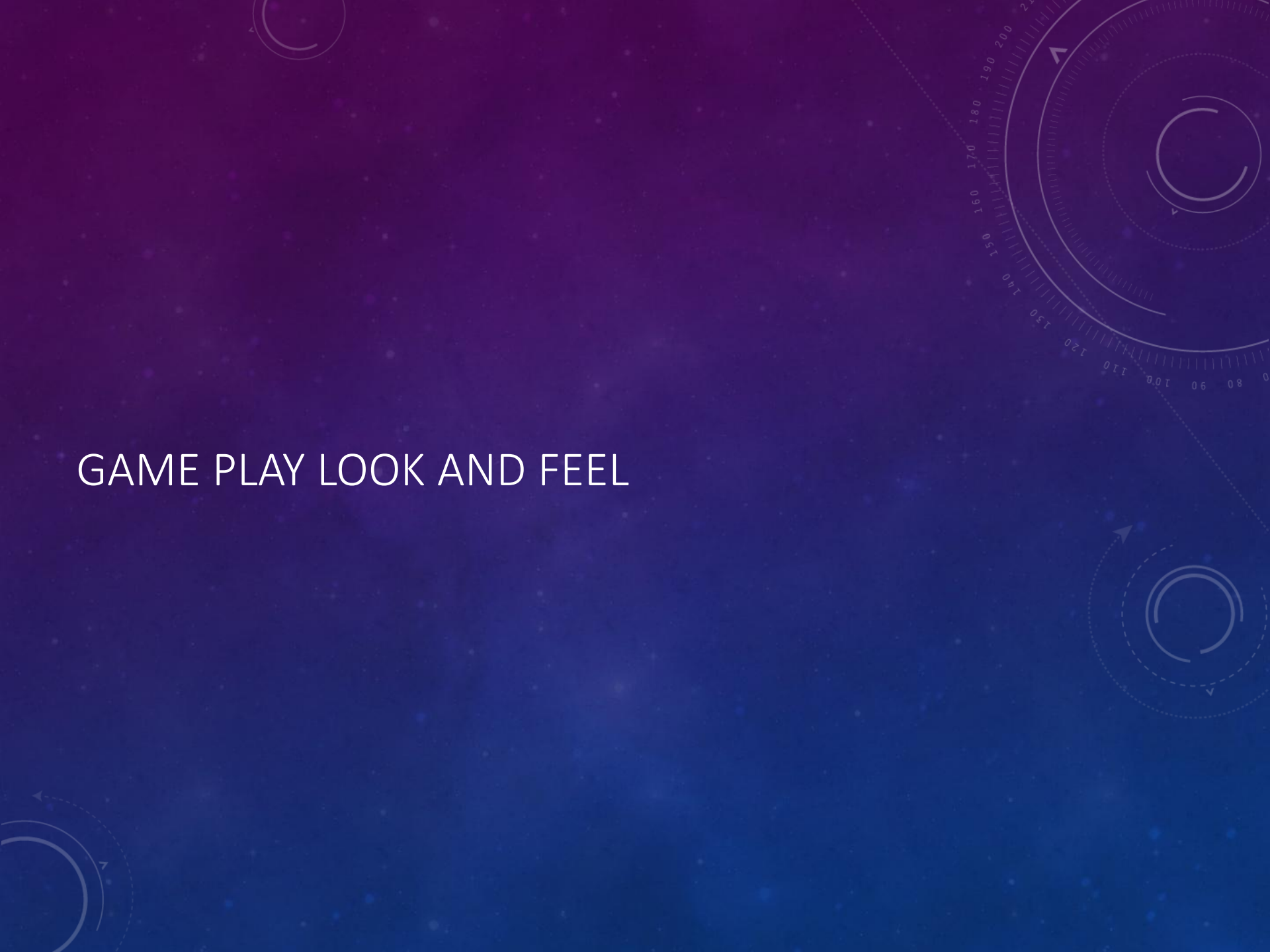
# EXECUTIVE SUMMARY



# ABSTRACT OF FOOD RUSH

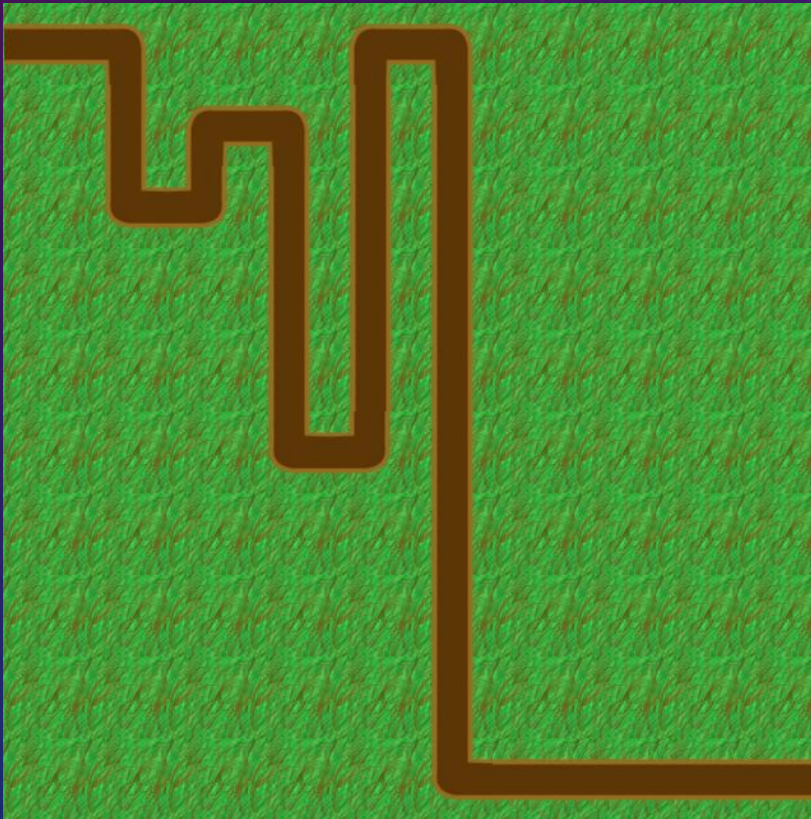
- There needs to be an easier way for us to introduce good eating habits in our day to day lives.
- You are the commander of the static defense against your home. Have good eating habits and protect your family against the various germs and diseases that attack your families!
- Enjoy special outing as a reward for your good habits.

# GAME PLAY LOOK AND FEEL



## APPEARANCE

- Basic Level Map





# PLAYER ROLES AND ACTIONS

- It is the players role to place turrets in such a way that enemy units are destroyed before they can cross to the end of the map
- Click – Drag and place the turret on an empty square to place a turret if funds allow

# STRATEGIES AND MOTIVATIONS

- The player is given a limited amount of resources
- For each turret placed the player loses resources
- For each germ unit destroyed the player protects the family and gets closer to next level.
- Player gets bonus levels when s/he is able to complete a particular achievement

# LEVEL SUMMARY/STORY PROGRESSION

- Germs and Diseases spawn in waves
- If the player can stop all the waves on a map and still has health remaining, the player proceeds to the next map
- If the player can finish all maps, the player wins the game



# DEVELOPMENT SPECIFICATION

# HARDWARE

- Any Android Based Mobile device.
  - Tablet
  - Phones

# SOFTWARE

- Unity Engine to create the game
- Google Play Game Services integration for deep user insights and understanding.
- Python Flask Application hosted on IBM BlueMix for a scalable backend to perform analytics and engage the various stakeholders.

# MONETIZATION STRATEGIES

- In Game Purchases, B2C Model.
- Special Levels provided by major players who cater to kids
  - McDonalds
  - ToysRUs
  - Disney etc.

These can be spawned when user unlocks achievements.