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Overview:

At the start, the player gets a tutorial on how to shoot and move since the player is the designated doom dude of the colony. The player wakes up in the future in a cryopod. Zombies have overrun Earth, so the player has been placed into cryo sleep while cures are developed in Earth "colonies" and space stations. The player wakes up in one of these colonies that has been overrun with zombies, and they have to escape to a rocket. The player must use a variety of weapons, power ups, and devices to overcome different types of zombies. In level 2 (first level after the tutorial), the player is faced with the reality that the colony has failed, and they need to fight off a few zombies in the cryo sleep room. The player gets a transmission from a space station. The scientists in the colony made a cure for the zombie virus, but they were overrun before they could bring it to the space station for mass production. The player needs to find a sample of the cure and bring it up using a rocket ship. In order to do this, they need to fight through zombies and acquire keycards to get through rooms. They also need to find the cure sample before they can leave, and the launch codes to get the rocket to launch. The rocket must be flown with autopilot, and the launch sequence can only be activated from inside the colony. The player activates the launch sequence at the end of level 2, and they must race to the rocket during level 3 to escape the planet before it launches.

Sales Pitch

Reason to play: Different guns to collect, different loot. Health packs and pickups for players.

Replayability: Hidden collectibles that reveal the backstory of what happened at the lab, alternate ending if the rocket isn't reached in time, New Game+ with damage/health/stat multipliers in effect. Could add highscores for zombie kills (alternate ending).

Mastery: Could have levels or mastery of guns care over between games. Maybe every item isn't accessible the first time through or a choice between different upgrades so different upgrade paths for replayability. This can create different playstyles for each run like melee, or specific gun usage.

Time mastery: Spawn times decrease as the game time progresses. The farther into the level and longer the level takes, then the zombie spawner areas spawn additional zombies. For instance at the start of the level when the player is only a minute or two into the game the zombie rate might be 1 to 3 a minute. Later on in the level as the player is there for 5 minutes, then zombie spawners could spawn between 5 to 7 a minute.