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(Aggregated Cited Picture under topic “Backdrop”)

## Executive Summary

Zombies Geneticist Alleviation has an Awesome Foundation to build a great game, by combining Aliens and Space with Zombies and Genetic Monsters would create the ultimate experience. The game has the fun and thrill of FPS, but some strategy and intellect to stop the genetic mutation of the virus. The storyline has elements of action and adventure by including another race that will have creatures that we do not see in the real world. Also, the design is not in the present, but the future, to intrigue the player into the game. The levels are also in exotic areas, like 'Dubai' or 'The Amazon,' that would also entice the player.

The fun continues with having an arsenal of weapons to alleviate these Zombies, and the player is guided to use better tactics or strategies to remove more Zombies than just the use of guns. These tactics challenge your intellect by things like creating a virus that hinders ChromZ, and specialized guns to have a greater affect and so on. Next, the rank of the player is also variable to the size of the Zombie population that has been extinguished. The more Zombies are alleviated, the higher in rank the player moves. Having the rank being directly related to the amount of Zombies removed gives one in context where they are, and how they are doing. However, there are structured levels that are completed that help the players rank, and give the player the sense of finishing the game. Finally, 'Zombies Geneticist Alleviation' is a combination of thrill and action adventure (1st Person Shooter) in an awesome arena of Space and visual stimulating areas like Dubai!

## Competition

There is significant competition in the FPS (First Person Shooter) Genre. The largest developers of popular games include Epic Games (Gears of War), 343 Industries (Halo), Respawn Entertainment (TitanFall 2), Bungie (Destiny 2), Activision (Call of Duty), and so on. First, FPS developers are large companies with a large bankroll to make Highly Professional Games. These companies have the ability to make large worlds, and highly competitive games. The number of people involved usually ranges from 500 to 1,000+ for most popular games. The revenue models of these games include selling a paid game for order, selling free games or assets (freemium), selling intellectual property rights, and licensing.

### Competition: Gears of War

Gears of War by Epic Games(Gears of War) game plot was about a small group of characters that fights off the Locust Horde to save humanity. The game view is Third Person Shooter, but is nearly identical to FPS for almost all purposes. The franchise has sold 27 million copies, and the third edition cost roughly \$54 million and made \$100 million in revenue. One of the unique ways Gears of War created revenue besides their paid games, was they sold their franchise to Microsoft for an undisclosed amount.

While Gears of War is a very engaging and a captivating game, a lot of the scenes were quite graphic and rather disgusting. Additionally, these scenes accustom the individual to erratic and violent behavior and material that did not deem necessary.

### Competition: Destiny

Destiny by Bungie *“was reported to be one of the most expensive video games ever made”* (yahoo.com, see cited material) totaling \$500 million dollars, and made \$325 million in the first five days. Destiny made most of their revenue by people simply purchasing the game, but also generated revenue by selling special versions of the game like the “Silver Addition.”

Next, the setting is a futuristic “mythic science fiction” world where the player takes on the role as a Guardian to fight off different forms of evil across different planets. The different groups of enemies include: Fallen, Vex, Cabal, hive, etc. Destiny takes place in a large game world which is a solar system of several planets. Like most games there is a campaign and multiplayer version, but Bungie expanded that with different variants of the two: like online multiplayer in the campaign or off tangent plots within multiplayer that are like campaign.

One of the problems with Destiny is how large the game world is. All these levels say on planet Venus, seem not to differentiate that much. While some players may like the continuous action, there seems to be an argument that the player would want more contrast or a constant inflow of variant environments, and objectives.

### Differentiation

Zombies Geneticist Alleviation differentiates itself from other FPS games, and would not be compromised by large competitors. While the competitors are large, to be able to achieve 1-2% of this market would be a great success. Moreover, only one quarter of one percent is what it would take to break even. Next, the game would generate revenue by one: purchasing the game, two: having a free version of the game, and three: advertising. Having a free version of the game would market and point people to the paid version of the game. Additionally, including company logos in the game to bring in some advertising revenue would also make the game a success. Also, this game would greatly limit the graphic content which has plagued the game industry (Gears of War). While one would think this game is not the game to remove this type of content, it may show clever ways to remove this content. One way, would be to have helmets as game objects, inside the game, that would be said to filter out the graphic content. Last, having too many people working on a game can be problematic (like Destiny). If one employee has one idea, it may just be overlooked, or take too much time to communicate it to the group. On Contrast, this game encompasses a handle full of dedicated people that could communicate quickly and finish the game in a timely manner.

### Audience

Zombies Genetics Alleviation is a strong and powerful game. The audience would include action, adventure, thrill, and First Person Shooter (FPS) seekers. Who seek a FPS game with some contrast and adventure. It captivates players who want to reach out from

the mainstream medium. It uses the thrill of science fiction with space and Genetic monsters, but filters out the graphic content to keep things electric. While the FPS market is large, the games goal is to only attract 1% of the market which is a sizeable goal. Also, the design is not in the present, but the future to intrigue the player into the game. The levels are also in exotic areas, like 'Dubai' or 'The Amazon,' that would also entice the player and add great contrast. Finally, 'Zombies Geneticist Alleviation' is a combination of thrill and action adventure (1st Person Shooter) in an awesome arena of Space and visual stimulating areas like Dubai!

## **Cited Material**

### **Backdrop**

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