Marketing

Bloodlust is a game which has similar elements as other games in its genre, however the huge selling point for Bloodlust is that it has its own unique structure which allows for a different marketing strategy, compared to its other competitors. One could be a lead to long term sales, the reason for this being is because Bloodlust isn’t like any other game in its category it has a lot more to offer.

Bloodlust is a digital product that can be installed on a desktop or laptop. By simply heading to the Bloodlust website where you will be presented all of the information about the game in greater detail and also be able to download the game on this page. You will be downloading the game along with the amazing features which come with it as standard. The features will be; different maps, special combat skills, 4 different characters, and 1 v 1 combat.

Players will be able to choose which map they would like to face their opponents in. They will be given three different maps to choose from, these maps will be linked to the three themes of the game which are; fire, water and ice. One of the maps will be based on the fire theme which will include a lot of red, fire and lava. The other two maps will be quite similar yet different as the water one will include sea waves whereas ice will have a frozen effect. By giving players a variety of different maps to choose from it means that they will not get bored of playing in the same map which will eventually make them lose interest and eventually stop playing the game. This is why we provide three different maps to choose from as standard.

Players will have a choice of four characters to choose from. Each character is different to another which makes them unique. All of the characters have their own special combo card specific to them. This makes it more interesting for the players because a special combo could do more damage to another character however could do less damage to different character.

Bloodlust will allow players to take part in tournaments. Tournaments will be a way for players to increase their ranks and get a higher position on the leader board. Players will enter a tournament and continue to have 1 v 1 battles with other opponents. This is great for marketing purposes because it will the game a purpose to continue playing.

Winners of the battle will progress to the next stage of the tournament and battle with another opponent until they reach the finals. Whilst progressing in the tournament the players will receive points; these points add up to increase the rank of the player. The higher the rank you are means you are more of an experienced player and will be playing against opponents the similar rank as you.

The ranking system will be a key feature in the game. A low rank will be ‘Bronze’ and the highest will be ‘Diamond’. There are also three ranks between the two, these are ‘Silver’, and ‘Gold’. The ranking system will indicate to other players how good of a player you are just by them looking at what you are. Similar ranks will be fighting against each other, this is to make everything fair, as it wouldn’t be right for a ‘Diamond’ to go against a ‘Bronze’ rank.

**Managing and Identifying security risks**

Phishing –

A way in which attackers could try to gain access to the data is by using a method called phishing. Phishing is the act of an attacker which randomly sends texts, emails and calls to a specific individual or business disguising themselves as someone they are not such as a business or company. They would do this so the victim would send or tell them private information such as credentials which could be used against in many different ways. It could lead to them accessing the victim’s personal information and accounts which are very sensitive and isn’t for everybody’s eyes to see.

Unauthorised access –

A way in which attackers could try to gain access to user’s data and information is by getting it through unauthorised access. Unauthorised access means accessing something in this case a user account without permission or consent from the owner. This is done through many different methods such as stealing login details, or even misleading users to gain access into their accounts for the wrong reasons. Once the attacker has access to this information, they can use it for many different malicious activities.

**Protect implementing security controls to reduce security risks**

Firewall –

When creating a game, we always have to think about the possibility of attacks and threats from attackers which could affect the game. This is why we must implement software’s to prevent any malicious activities from taking place. A software which we will be adding to the protect the game is a firewall. The role of a firewall is to fight against viruses and any malware, also it will detect and attack vectors which have already been identified and are a threat to the database. In addition, when using a firewall, the user’s network and computer will be filtered so that nothing which is unwanted or unknown can get through, because of the firewall constantly scanning and blocking any hostile data from getting through. The game database will be made behind Norton 360 which is the firewall we are choosing to use; this will make sure the database only gets data through the ports which the game needs so it can operate correctly. Also, the game will be hosted on a server which will be going through various tests to make sure it is strong enough to prevent attacks.

Antivirus –

Common attacks such as trojan horses and spyware can also be used to attack the game. To prevent these attacks from happening we implement an antivirus software, this will act as a shield to protect the game and database from any malicious activities taking place. The antivirus software will scan and detect if there is anything which doesn’t seem right, when it detects there isn’t something right then it will eliminate it so that it doesn’t spread and cause a threat to the network. This is the reason why having an antivirus software will make the game safer for the creators and especially for the users that will be playing it.

Anti-phishing toolbar –

Anti-phishing toolbar is another way which could help prevent attackers getting valuable information and data from you. This prevents one of the most common attacks called phishing from taking place. The way in which it does this is by identifying different types of sites which are used quite often for phishing, this will mean that this toolbar will prevent our users from being misled by the attackers and becoming victims to them.

**Development**

When the game has loaded it will present the player with the title screen. The title screen will allow the player to enter in their name to be their Id for the game. They will need to enter their name into a field were told so, then press the ‘Play’ button which will take them to the next screen. The next screen will be the where the player chooses which character they will choose from, they will be given four characters to choose from. The whole user interface will be linked to the theme of the game, this will make the game look appealing for the players, so they are not presented with blank screens which is boring.

**Team**

Game programming : Tahseen, Hamam, Alkid

Server Programming : Dorian

Documentation : Osama, Isaac

Software Design : Arif, Isaac

**Time**

Official Game Start : 09/10/2021

Complete Game Design : 12/11/2021

Submission : 14/11/2021