

Game Design Document: Enterprise Domination

Team name: AZ Enterprise Solutions Inc.

Team member names: Aryan Mahajan, Zayd Tauqeer

Aryan Mahajan:

- Game Concept Development
- Cards & Board Game Design
- Rules Worksheet
- Playtesting Script

Zayd Tauqeer:

- Cards & Board Game Design
- Player Experience Mapping
- Playtesting Analysis
- Overall Reflection

Permission to Show Your Work in Future Classes: Yes

We hereby grant permission to show this report in future courses as a sample project.

1 Title: Enterprise Domination

Inspired by the games **Monopoly**, **Coup**, & **Go**.

2 Razor

Built for strategists. Engineered for the ruthlessly competitive.

3 Slogan

Monopolize. Manipulate. Maximize your reach.

4 Top level summary of your game idea

Enterprise Domination is a strategic business simulation, challenging players to navigate complexities in corporate expansion, financial management, and market competition. Involving a group of 2-4 players, participants assume the role of a CEO – expanding their enterprise as much as possible until they’ve achieved **total dominance** (they complete the board), or they achieve **partial dominance** (have more pieces on the board than another player) after a given time limit. Players assume a variety of strategies to win – from securing key **business tiles**, to leveraging **executive card combinations** – to weaken competitors, punish bad decisions, secure victories, or display striking comebacks. Overall, Enterprise Domination teaches players key skills in critical decision-making, resource/finance management, strategic foresight, risk mitigation, and leadership – crucial for succeeding in today’s diverse, and fast-paced business landscape.

5 Player experience goal(s) + atmosphere users should experience (Zayd)

Items from Lazzaro's 4 Keys 2 Fun (2014): (Zayd)

Hard Fun : mastery, achievement, "fiero"):	not at all -----X-----0-- highly so
Easy Fun : Exploring, Imagination, Curiosity, Absorption	not at all -----X-----0----- highly so
Altered States (Serious Fun) : Values & Meaning	not at all ----X-----0----- highly so
People Fun : Relationships, social bonding etc.	not at all -----0-----X----- highly so

Items from Yee's Player Motivation taxonomy (2006): (Zayd)

Achievement component	
Advancement — The desire to gain power, progress rapidly, accumulate in-game symbols of wealth or status	not at all -----X-0--- highly so
Mechanics — analyzing the underlying rules and system in order to optimize character performance	not at all -----X-0--- highly so
Competition — The desire to challenge and compete with others	not at all -----X-0-- highly so
Social component	
Socializing — Having an interest in helping and chatting with other players	not at all ----0-----X----- highly so
Relationship — The desire to form long-term meaningful relationships with others	not at all --0-----X----- highly so
Teamwork — Deriving satisfaction from being part of a group effort.	not at all ----0-----X----- highly so
Immersion component	
Discovery — Finding and knowing things that most other players don't know about	not at all -----X----0----- highly so
Role-Playing — Creating a persona with a background story and interacting with other players to create an improvised story	not at all ----X-0----- highly so
Customization — Having an interest in customizing the appearance of their character	not at all -0-X----- highly so
Escapism — Using the online environment to avoid thinking about real life problems	not at all X----0----- highly so

8 items from Hunnicke et al's taxonomy of "fun": (Zayd)

1. Sensation : Game as sense-pleasure	not at all -----X-0----- highly so
2. Fantasy : Game as make-believe	not at all -----X-----0----- highly so
3. Narrative : Game as drama	not at all -----X-----0-- highly so
4. Challenge : Game as obstacle course	not at all -----X-0-- highly so
5. Fellowship : Game as social framework	not at all -----X-----0--- highly so
6. Discovery : Game as uncharted territory	not at all -----X----0----- highly so
7. Expression : Game as self-discovery	not at all ----X-----0----- highly so
8. Submission : Game as pastime/go-to leisure activity	not at all -----X-----0----- highly

Summary (Zayd)

The atmosphere of Enterprise Domination can be defined as **intense, resourceful, individualistic, and competitive**.

To begin, Enterprise Domination is **structured**, with very room for open-world exploration. The game is built upon real world corporate dynamics & business politics – where players are rewarded for being strategic, planning, and executing ruthlessly. Furthermore, each player plays individually – players feel empowered to build their empire & destroy others to achieve total dominance & partial dominance – thus winning the game.

In Yee’s Player Motivation Taxonomy, Enterprise Domination ranks high in the **Achievement Component**. The primary win condition of Enterprise Domination involves expanding through the board & accumulating wealth. Using **executive cards** in combinations serve as mechanics in the game – to effectively undercut, or secure parts of the board strategically. Additionally, Enterprise Domination is incredibly competitive – with every single **executive** or **business card** being a threat to a player’s chance of winning. However, Enterprise Domination ranks low in the **Social & Immersive Component**. By design, Enterprise Domination does not involve collaboration & socialization beyond ruthless player competition – however, our actual results reveal there was some socialization & relationship-building involved. Furthermore, Enterprise Domination does not have any lore to facilitate exploration – as the game operates in a structured business scenario. In our testing, however, individuals did name their own corporation to compete against other individuals.

In Hunnicke et al.’s Taxonomy of “Fun” – Enterprise Domination ranked highest on **Challenge, Sensation, and Narrative**. Enterprise Domination effectively challenges individuals, and such challenge is rewarded with feelings of pleasure & emotional engagement. Players feel as if they’re corporate strategists & overlords – destroying competition & securing territory – by any means possible.

6 Introduction

Premise:

Players take the role of CEO in a fierce corporate landscape – where they compete with other players for industry dominance through strategic acquisitions, sabotage, and manipulation.

Objective:

A CEO must achieve **total domination** of the board. Alternatively, a CEO must also achieve **partial domination** if the game is held under a time limit.

Core Gameplay:

Players compete by strategically acquiring **tiles** (businesses), building their wealth, and using **executive cards** to gain advantages, boost their revenue, disrupt their opposition, and making calculated card combinations to grow their empire, whilst countering opponent moves.

7 Narrative/Story

There is no narrative/story element.

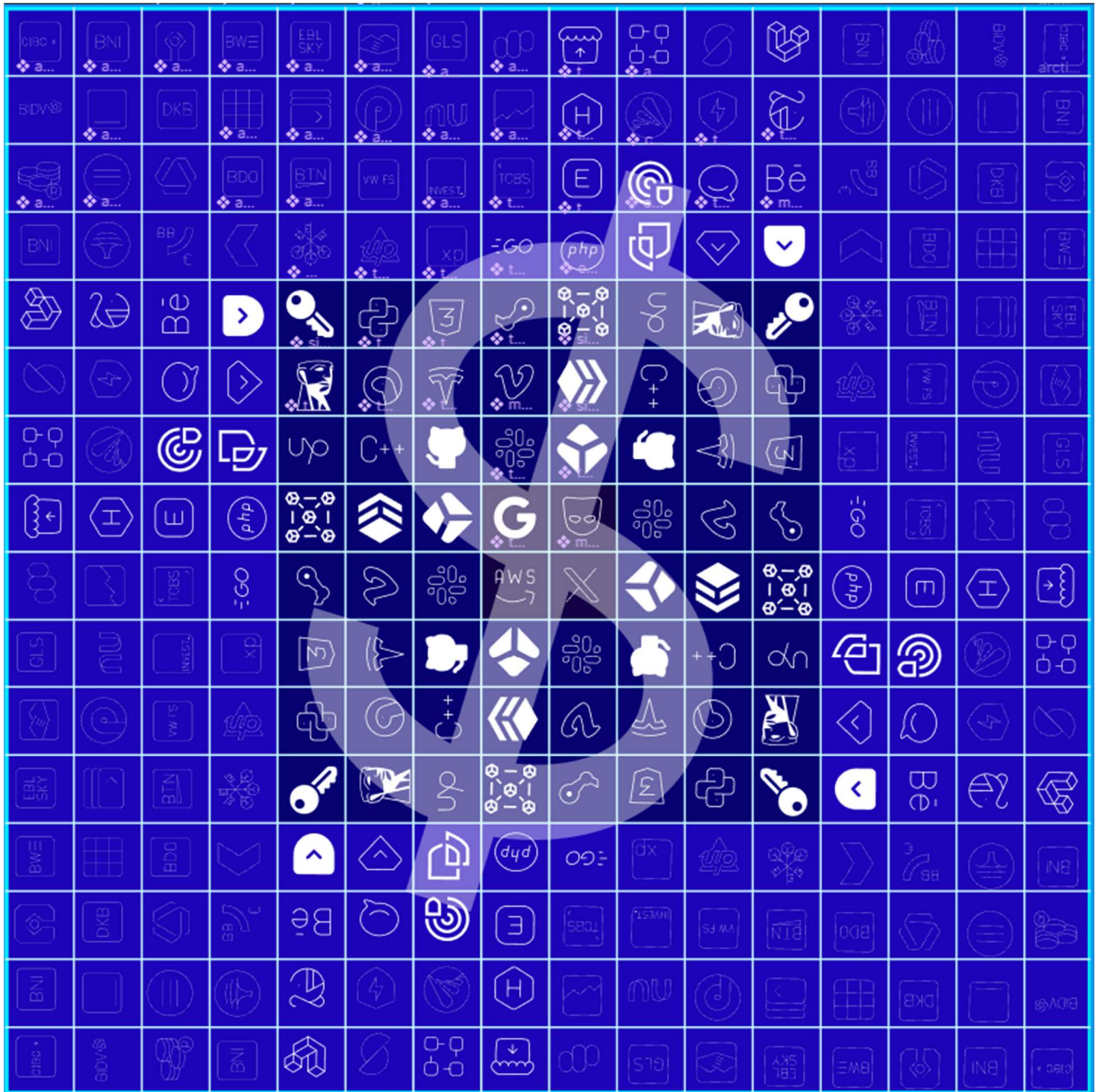
8 Game mechanics (Aryan)

Number of Players: 2-4 players. However, the game is best played by 2 players.

Audience: 16+

Game Setup:

- **Board: (14x14)**
- There are 4 ultimate businesses (black), 64 special businesses (dark blue), and 128 businesses (blue).

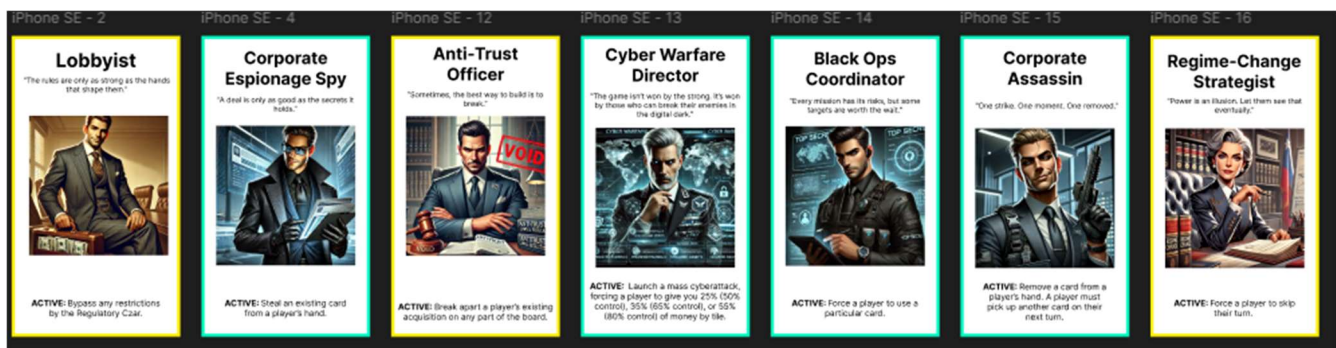


- **Checker Pieces:**



- **Executive Cards:**

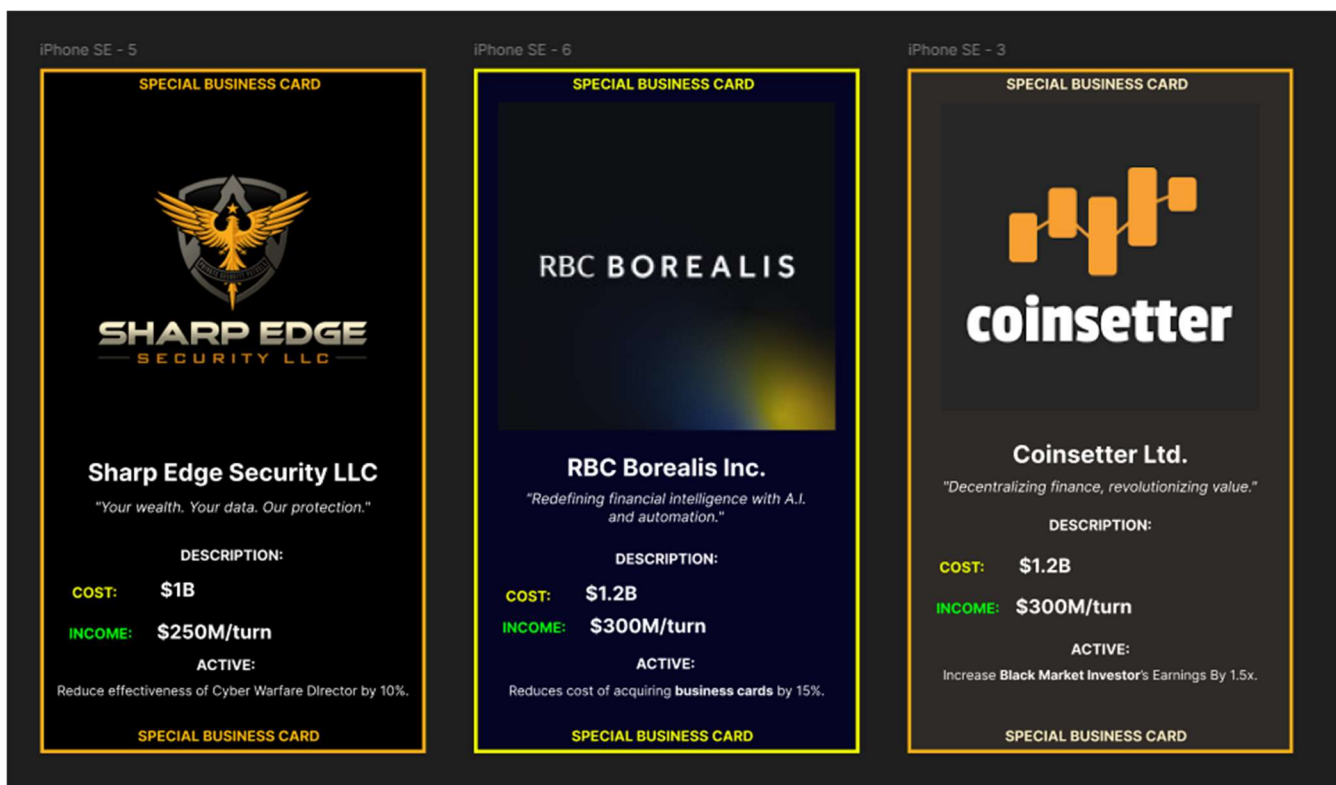
POLITICAL FACTION:



View Full List of Cards Here: <https://www.figma.com/proto/n5mCE3YvgdmmnkdfLOSXzS/Enterprise-Domination?node-id=1-5&p=f&t=pIz99c6Kj7TmFz5r-0&scaling=scale-down&content-scaling=fixed&page-id=1%3A5>

- Business Card Examples:

SPECIAL BUSINESS CARDS:



View Full List of Business Card Concepts Here:

<https://www.figma.com/proto/n5mCE3YvgdmmnkdfLOSXzS/Enterprise-Domination?node-id=55-440&p=f&t=pIz99c6Kj7TmFz5r-0&scaling=scale-down&content-scaling=fixed&page-id=55%3A440>

- Notebook:

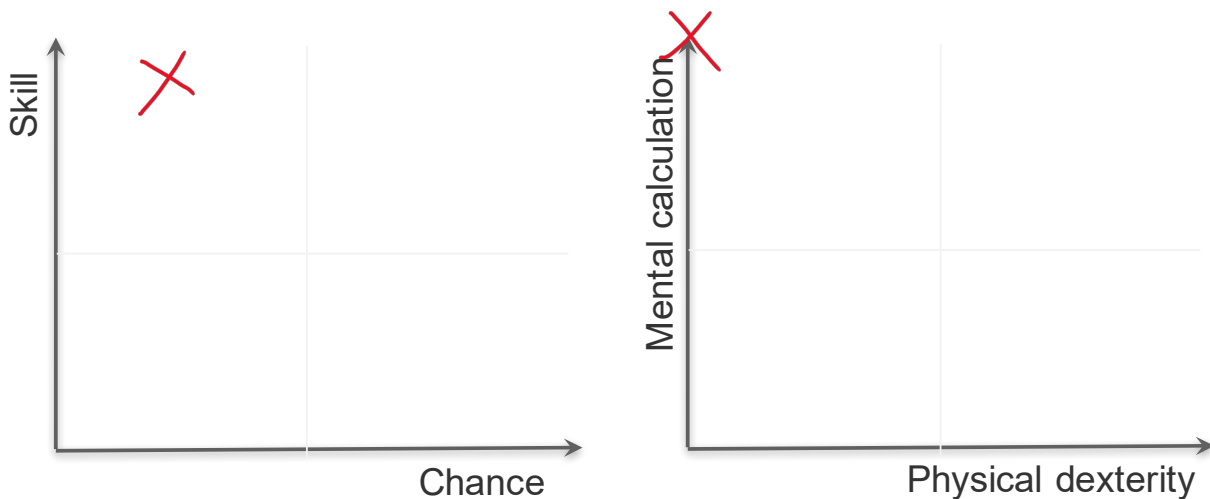


Gameplay Procedures and Basic Idea of Rules:

- Players begin with \$5b at the start of the game.
- Players carry a pen, notebook, and calculator to calculate their wealth, revenue & their opponent's revenue to leverage powerful strategies.
- Players choose a **draft pick** of 4 executive cards. Alternatively, players can be dealt executive cards at **random**. The maximum number of cards a player can hold is **6**.
- Players can place as many checker pieces on tiles as they can afford on the board. For each tile, they obtain a **business card**, which gives them income. If they select a **special or ultimate** business card, they gain **special abilities**.
- **Revolving Door:** Players can place down 2 **executive cards** per round. At every turn, they must pick up 1 new **executive card**.
- **Oligarchy:** At **half-time**, when the board is completely covered by checker pieces, the number of cards held by players increases to **6**, (maximum **8**), and players can place down 3 **executive cards** per turn. Players pick up 2 executive cards instead of 1 after every turn.

The rules of the game will cover grey areas that would be addressed in the gameplay – such as where business cards go when competitors buy off their competition, rules on financial calculations, and restrictions on how certain **executive cards** can be played.

9 Play matrix (Aryan)



10 Rule Sheet [submit as separate .docx or .pdf] (Aryan)

RULE SHEET: <https://drive.google.com/file/d/1QgeLKrmgTIDB9ZM4KiCrW1yZ3wV3cpDt/view?usp=sharing>

11 Playtesting script including testing goals, questions, and assumptions/hypotheses (Zayd)

PLAYTESTING SCRIPT:

<https://drive.google.com/file/d/1QW1yKKPHiSLNRtmne4tuvdiKlHMwteyt/view?usp=sharing>

12 Insights and results from playtesting

Issue name & brief explanation	Issue category (foundation/fun and structure, then later for functionality, completeness, loopholes, balance, and dominant strategies)	Playtesting session # where the issue found	Severity rating / Priority: [options: low, medium, high, critical]	Resolving mechanism (how did you changed the game to resolve the issue?)
Regime-Change Strategist is too OP, because players can just use the card to force infinite turn skips, especially late game.	Balance	1	critical	Regime-Change Strategist can now control the number of executive cards placed. At half-time, this increases to 2 executive cards.
Capital Raising Advisor is too OP. Players being able to take \$5b early game several rounds at a time are too strong and does not scale well late game.	Balance	1	critical	Players can choose between an investment of \$500m to \$10b. On their next turn, players must pay 50% of what they owe to the Capital Raising Advisor. Failure to do so doubles their interest per round. At half time, this value multiplies by 5x (\$2.5b to \$50b).
Media Disruptor is too situational.	Dominant Strategies	1	high	Media Disruptor can now block the Chief Marketing Officer, the Crisis Management Consultant, and the Workers Union, instead of simply removing a household name from a player.
Despite the Chief Marketing Officer being exceptionally strong, she is too late-game oriented – making her a useless	Balance	1	high	The household name mechanic is now altered for scaling. On active, your tile's value will multiply by 1.5x. At 70% - this will increase to 3x.

choice early game.				
Certain parts of the board are too difficult to see – making it hard to know what business card to select.	Completeness	1	critical	Business cards are selected at random.

13 Analyze your game in terms of decision types, dilemmas, rewards, surprise, and endings

13.1 Decision Types

Hollow Decisions

- Low-value businesses don't scale well into the late game – thus players may ignore them entirely.
 - Redesign:** Scaling mechanics after half-time can increase the value of simple business cards.
- Certain executive cards feel too situational, like the Media Disruptor.
 - Redesign:** Buff the Media Disruptor for more impact.

Obvious Decisions

- Always buying the cheapest available tile early on might be too safe of a strategy.
 - Redesign:** Create outside forces – such as government regulations, market volatility, climate change...etc. so prices fluctuate in the similar fashion to the stock market. These cards can be **environmental cards** – they are not part of the executive card line, but they are drawn every 4 player turns and can change the state of the game.
- Always playing certain executive cards (Cyber Warfare Director, Chief Marketing Officer) ASAP without risk.
 - Redesign:** Increased **risk-reward** mechanics for these cards – but ensure that these cards still retain their reputation as game changers.

Uninformed Strategies:

- First-time players may struggle with long-term strategies.
 - Redesign:** Introduce a 'corporate advisory system' (player personality quiz) where players are suggested options for their deck based on their playstyle.
- Players may not immediately see the impact of the Regulatory Czar or Cyber Warfare Director until it's too late.
 - Redesign:** Show clear cause-and-effect previews when using executive abilities.

13.2 Dilemmas

Expansion vs. Liquidity: Players are tested for whether they should spend money to expand quickly or save for security against unexpected attacks or downturns.

- They affect gameplay, as expanding too quickly makes you a bigger target but ensures market control, and saving cash means you risk falling behind but can respond safely to threats.

Offensive vs. Defensive Play: Players weigh the risks of using offensive cards like the Cyber Warfare Director & the Chief Marketing Officer; while also ensuring they have impact using cards like the Chief Security Officer or General Counsel.

- This allows for risk-reward – players must assess the viability of each executive card in play.

High-Risk/High-Reward vs. Long-Term Sustainability: Players navigate whether they should use flashy executive card combinations to win the game (Cyber Warfare Director → Black Ops Coordinator → M&A Specialist) or secure comebacks (Crisis Management Consultant → Capital Raising Advisor → Chief Research & Development Officer), or invest in defense cards (Chief Security Officer, General Counsel, Crisis Management Consultant).

- This dilemma tests a player's patience & ability to delay gratification. By assessing the most impactful opponent moves, and waiting for players to make mistakes, players can respond with flashy & satisfying combinations.

Control vs. Regulation: Players decide whether they should push for total market dominance or make sacrifices to avoid regulatory or criminal pressure.

- This dilemma mirrors real life business strategy – where executives must think about political & legal countermeasures before expanding.

13.3 Rewards

Economic Rewards: Useful, Tied to Strategy.

- As players continue to dominate the board, they obtain increased **capital** and **revenue**.
- Players are rewarded with an acquisition.
- Furthermore, the **Economic Faction** (Chief Financial Officer, Industrialist, M&A Specialist, Black Market Investor, Capital Raising Advisor, Chief Operating Officer) grows in strength after half-time – allowing for more rewarding financial plays.

Executive Power Rewards: Useful, Tied to Storyline

- Using executive cards at the correct time, or with the right combinations, presents significant advantages for individuals.
- **Cyber Warfare Director:** Stealing many of a player's funds can serve as a huge game changer and can punish player overconfidence.
- **Chief Marketing Officer:** Doubling capital for each tile at 70% domination can serve as an effective game closer.
- **Crisis Management Consultant:** Quadrupling capital for each tile when an opponent has 70% domination can extend games and give losing players a sense of hope.

13.4 Surprise

There are several elements of surprise in Enterprise Domination: from mechanics: mass cyberattacks, household names, turnaround strategies, capital raising, blocking, and taxes/regulations, to flashy card combinations. These elements of surprise shape the perception of cards – the **Cyber Warfare Director**, for example, being a terrifying card that players are motivated to watch out for. The **General Counsel** is the ultimate authority card that no player can bypass, causing frustration and annoyance. Furthermore, combinations simulate high-stakes

usage of resources to achieve outcomes – in the late-game, if even one mistake is made, a single combination can close a game. This brings a sense of intensity – augmenting the element of surprise for combinations.

13.5 Endings

Overall Game Resolutions:

- **Total Domination:** Total domination is the most satisfying as it communicates the essence of Enterprise Domination – to drive your opponent out and dominate the entire business landscape.
- **Partial Domination:** Partial domination oftentimes feels incomplete, but fair. There's no satisfaction of completely dominating your opponent and monopolizing the board.

14 Overall Reflection (Aryan)

Overall, Enterprise Domination was successful in mirroring the uncompromising challenges that come with business dominance – challenging players to think critically, and use strategies wisely to beat their opponents. The atmosphere of this game felt **intense, mentally stimulating, and rewarding** – with attention to detail in financial calculations, calculated usage of resources & capabilities, and ruthless card combinations to secure wins or generate comebacks.

The game's strategic depth ensured no single strategy dominated – players either won through aggression, economic growth, or tactical defense. The high-stakes energy of the game kept players engaged, as every move was risk-reward heavy. However, the game could have used improvements in turn pacing – where certain turns took too long – particularly when calculating financial moves or deciding when to play executive cards. Comeback cards like the Crisis Management Consultant & Capital Raising Advisor can often be too strong – further playtesting is needed to ensure refinement. Additionally, experienced players quickly grasped the mechanics of the game – but newer players, with little to no experience in business may struggle to understand the financial & managerial game theory. A clearer rulebook, or guided tutorial can improve accessibility.

Planned Improvements:

- Add optional turn timers – or automate financial calculations with an Enterprise Domination specific calculator.
- Further balancing of the Crisis Management Consultant & Capital Raising Advisor.
- Enhanced onboarding for new players.

Future Additions:

- Expansion of multiple boards, such as a **Technological Sector, Healthcare Sector, and Consumer Retail Sector**.
- Balancing synergy between Special Business & Ultimate Business Cards.
- Introducing **Environmental Cards** – that change the state of the game. This can include new political leadership, economic crashes, public distrust, environmental disasters, and disruptive innovations. Players must learn to adapt while achieving dominance of the board. This simulates real-life stock volatility.
- Introduce different markets – such as a foreign exchange market, trade sector, and a decentralized digital economy for more rewarding & engaging financial playstyles, and cool executive card concepts.

Appendix A: Design documents

Figma (Game Board): <https://www.figma.com/design/n5mCE3YvgdmmnkdfLOSXzS/Enterprise-Domination?node-id=1-5&t=jxunxNYlimCxEj4E-1>

- **Executive Cards:** <https://www.figma.com/proto/n5mCE3YvgdmmnkdfLOSXzS/Enterprise-Domination?node-id=1-11&p=f&t=jxunxNYlimCxEj4E-0&scaling=scale-down&content-scaling=fixed&page-id=1%3A5>
- **Business Cards:** <https://www.figma.com/proto/n5mCE3YvgdmmnkdfLOSXzS/Enterprise-Domination?node-id=55-446&p=f&t=jxunxNYlimCxEj4E-0&scaling=scale-down&content-scaling=fixed&page-id=55%3A440>







