

Raise Runner (Team 4)

Project Team Members

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1. Executive Summary (Overview)

App Def statement:

RaiseRunner: Platformers brought to life, connecting reality with the fun and creativity of building your own level.

Did you grow up on Super Mario and Celeste? Do you wish you could make your own 2D platformer? Now you can! RaiseRunner is an app that's been needed for years by those who love platforming, but it gets even better. The platforming levels YOU create are in the real world! RaiseRunner is an ARG focused around the player's creativity to transform the world around them into platforming levels. Just hold your phone camera up to any flat surface, then blocks will appear for you to use to your heart's content. Then, you can upload it to the servers and the players in your area can test out your level. It solves the problem of gamers being lonely by creating community.

2. Market Research and Need Justification

The game would fill the hole in the market as a game that would allow the player to both create and interact with their creations, while not forcing the player to stop moving to play. It branches the gap between platformers and ARGs, something never seen before.

AR Games:

- Minecraft Earth: AR game about building and have your build remain in the world
- Angry Birds Isle of pigs: AR game that allows interaction with 3D structures
- Mario Kart Home Circuit: AR game that allows players to build and play a track in their own home.

Platformer Games

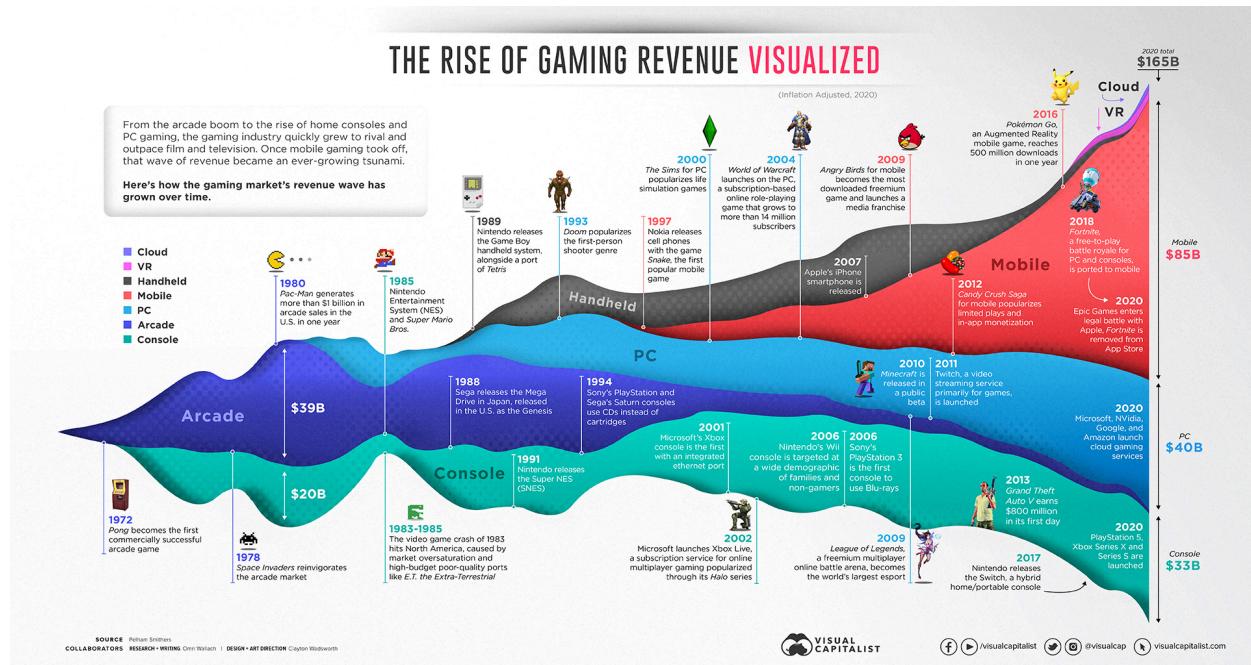
- Super Mario Maker: A Mario game that allows the player to build their own courses and play courses by other players.
- Celeste has an overwhelming 113,765 positive reviews on Steam.
- Geometry Dash: a simple one button platformer for mobile with some base levels and many user created levels. Geometry dash has about 19 million downloads and an estimated active player count of 1.4 million according to Play Tracker

Evidence of Market:

Pokemon Go had 691 million downloads in 2024 since its release in 2016

Celeste had 2.2 million downloads

Super Mario Maker had 8.42 million downloads as of 2022 since its release in 2016





3. Product Description

Core features:

- **Design your own levels** - Players can pick any blank canvas such as a wall or the floor and start building. Pick a size of grid based on your desired level complexity and place it on the wall. From then on, any platforms, traps, powerups, etc. will snap right to the grid, making it easy to bring your ideas to life.
- **Play Developer Made Levels** - Don't know where to start? The game comes with pre-made levels that can be played anywhere to inspire you to make your own or just hone your skills to play community made levels.
- **Play your friends' levels or just find a level around the world** - Once you add someone as your friend in the game their levels will show up on your map, making them easy to find. Community hubs will also show up on your map, guiding you to the most popular places to build so you can add your own section to a huge, interconnected level. Just be sure to adhere to the hub's difficulty level to keep it accessible to everyone.
- **Turn a boring wall into your new favorite game** - Because of our AR technology, players will be able to turn any flat surface into their own level to play. Their only limit is their own creativity.
- **Connect with your community** - Leave lighthearted messages and advice with your levels to help out novice players. Check out the level workshop where you can find popular levels near you and get advice and inspiration for your own.

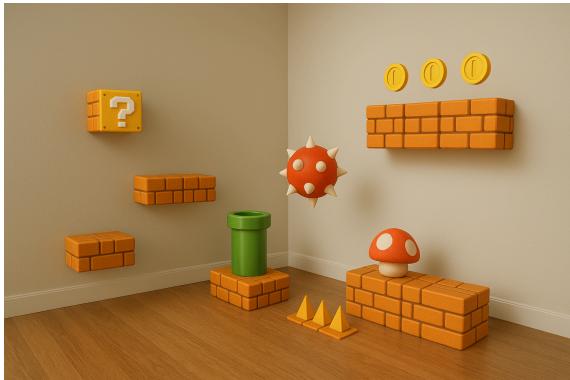
UI and UX:

- **Platforming controls** - While playing a level, it's important to keep the player movement controls simple so the player can see through their camera without much clutter.
- **Level design controls** - Levels can be designed easily using intuitive drag and drop tools that snap to a grid projected onto the surface.

Technological innovations and creative ideas:

- **AR Technology** - We will be using AR technologies in ways never done before to bring the game to life.

Images:



4. Possible Issues and Counterarguments

- Large player base required: this is a problem inherent to all community base games, for there to be enough levels to make entering the game fun and catch players attention, there needs to be a large player base, but to get a large player base you need to catch players attention. This means that getting the game rolling will be very challenging.
 - Other player driven platformers have succeeded and gotten past this very problem by including some pre designed levels to get people in the door and give inspiration to make more levels, both things that our game does.
 - We will also focus a lot on advertising to make sure there is a large amount of players to make new levels on the game's launch.
- Physical Location Requirement: the game requires you to go to the levels and hubs instead of them coming to you. This will put some people off of the game.
 - Other games like this have succeeded such as Pokemon Go. Though we should consider adding a way to play some community made levels anywhere if this becomes a problem
 - We will also have developer made levels that can be played wherever and are considering allowing people to pay or watch ads to gain access to the levels in a level hub from wherever
- ethical/privacy concerns: since the game is location based, it needs to be allowed to use the player location. There are also concerns about doxing since people's levels are placed physically in the world, revealing somewhere they have been.
 - The players location will not be tracked or saved and only be used to check for levels around them

- We can make it so that the player is warned about placing a level outside of a level hub to discourage people placing levels somewhere they will dox themselves and think before they act.
 - People will also be allowed to create levels anonymously to further preserve their privacy.
 - Inappropriate level design: inevitably, people will use the level maker to design levels that are inappropriate for a game that can be played by children
 - Any such levels can be reported and taken down with repeat offender being banned from making more levels in the future
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5. Conclusion and Recommendations

RaiseRunner is the app for all platforming fans. RaiseRunner could have millions of fans, causing communities to be built within their towns and even throughout the world; walking around allows you to find other player's platforms in your area and you can access platforms worldwide through watching a few ads. It also allows users to express their creativity in platform levels in a way never seen before. With an appreciated donation, RaiseRunner can come to life and make communities come to life as well.

6. Appendix

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