Ryan Murphy
EGD 220-04
Milestone 1

Back to Blue

Concept Statement:

Back to Blue is a game where you are playing as a fish trying to clean the polluted ocean. The water starts off being murky, but the more tasks you complete the cleaner the water gets.

Target Audience:

We intend to target this game towards Environmental Activists, specifically towards people who want to help clean bodies of water.

How the game Relates to Blue

Back to Blue relates to the color blue because you are being loyal to the environment and cleaning it. It's all about saving the environment which means you're staying loyal to the world and not destroying it. When people think of the color blue they think of the ocean and what better setting for the game then the ocean.

Target Market:

Our Target Market is different from the Target Audience. Our Target Market are companies that work towards cleaning bodies of water. Whether they are a nonprofit or profit organization we want them to be able to take our game and distribute it to our Target Audience.

Target Audience

We have a young Target Audience. We plan to market the game towards companies who clean the environment and then have them spread the game to children interested in helping the environment. Our target audience are children who have an interest in aquatic life and the

environment. We want to target those kids that enjoy going to the aquarium and learning about fish and the environment they live in.

Marketing Approach

We plan to market Back to Blue by directly going to the companies we think would be able to distribute the game. Since this is a game that is about helping the environment and is targeted towards children we plan on sending multiple copies of the game for children to play while at an Aquarium. We also plan on putting the game on steam for free so that in case anyone that wants to play the game outside of the aquarium and haven't received a copy from the companies we gave it to they can play.

<u>Youtube:</u> We will have a youtube channel for the game mainly to use as publicity for the game as well as spreading awareness for pollution. We will also include a trailer of the game as well as any updates to the game.

<u>Social Media:</u>
We will have a facebook and a twitter page that promotes awareness for pollution as well as promotes our game. We will also include a link to our donation page on each of the social media sources.

Google AdWord:
We will be using Google AdWord since google is one of the most used search engines. So whenever someone searches something related to cleaning pollution out of the water they will be able to find our game.

Monetization

We plan for this game to be free. It is a game that could potentially help the environment and there shouldn't be a price for trying to help the environment. We do however plan on creating a website and adding a location for people to donate and raise money to help awareness of pollution.

Project Timeline:

Production Schedule	Duration
Sprint 1	2 Weeks
Sprint 2	2 Weeks
Sprint 3	2 Weeks
Hardening Sprint	1 Week
Alpha	4 Weeks
Beta	4 Weeks
Patch	2 Weeks
Release	TBD

Staff:

- Executive Producer
- Lead Designer
- Lead Programmer
- Lead Artist
    - Background Artist

Resources:

- Office Space: 500 sq/ft

- 5 Computers that has the capability to run:

    - Adobe Suite

    - Windows 10

    - Unity Professional Edition

    - Microsoft Office

- 10 Monitors: 2 for each member of the development team

- Connection to the Internet (so that we can communicate and conduct research on pollution)

- Office Appliances (Whiteboards, Writing Utensils, Notebooks)

- Office Furniture (Desks, Chairs, and Tables)

Estimated Budget: $60,000