

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.

Youtube: 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.

### Social Media:

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.

# Market Analysis

## Target Market

Our intended Target market are companies, whether they are for profit or nonprofit, that play a part in cleaning our bodies of water. We are targeting those companies because we would like them to distribute the game to a younger audience in order to teach the younger audience about pollution. We plan on making this game to aid big companies in spreading awareness for water pollution.

## Target Audience

Our Target Audience is different from our target market. As I mentioned earlier our target market is companies who have a part in cleaning up pollution from bodies of water. Our target audience are kids who want to learn more about pollution and are interested in how to help with pollution. Kids are the future of this world and we want to help teach them about pollution, what they can do to help clean up some of the pollution, and generally teach them so they know for the future.

## How this Game Relates to our Target Market

Back to Blue is about cleaning up all of the trash out of a coral reef so that we can help the environment. This relates to our Target Market because the company that we are trying to reach out to are the companies that dedicate themselves to cleaning the pollution out of the water.

# Hypothetical Users

<sup>1</sup>A hypothetical user for Back to Blue would be Larry Turner. Larry is a 9 year old boy who enjoys science and nature. On his spare time he enjoys playing outside, going to the aquarium and learning more about animals. He is in the 4th grade and enjoys learning about math and science. Whenever Larry goes to the Aquarium he likes seeing all of the animals, his favorite animal there is the Shark, he thinks they are cool.

Steve is 12 years old and lives on the water. On his spare time he enjoys looking up picture of weird looking fish, he also enjoys doing research on cleaning the water his house is right next to. Every time his parents go out and clean the water he goes with them and lends a hand because he enjoys helping the fish that live near his house. He gets very upset when he sees garbage in the water because he knows it's harming his friends that live in the water. Which is why he goes and helps his parents when they go clean the water near their house.

Sarah is a 10 year old girl who enjoys swimming. She enjoys swimming in any body of water whether it be the ocean, a lake, or a swimming pool she loves swimming. Due to her love for swimming, she took an interest in learning about the water she loves so much and goes to the local aquarium every once and a while to learn.

## Swot Analysis

### **Strengths:**

- Only game that spreads awareness for water pollution
- It is a free to play game
- This is a nonprofit game

### **Weaknesses:**

- Companies could have no interest in the game
- Aquariums could have no interest in the game
- Companies not understand what our message is

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<sup>1</sup> These are just rough drafts

## Opportunities:

- We could introduce different Audience's such as schools instead of just Aquariums and businesses.
- Expanding the game based on the different methods of cleaning up the water
- The Game could help raise awareness and help with cleaning the water more than we anticipated

## Threats:

- The games message might not be received as we hope
- Another game about water pollution could be made, creating a competitor
- Unintentionally including false information about the water pollution
- Better methods of raising awareness for water pollution may arise

## Competitive Review

There are Games that are about cleaning the environment which can be considered competitors to Back to Blue, but there are no games that specify in raising awareness about water pollution. As I mentioned there are other games out there that raise awareness about other environmental problems, but none of them allow you to get a hands on experience like Back to Blue give you. Back to Blue will be available to play in Aquariums as well as other various places where you can get hands on experience with the game.

## Project Timeline:

<u>Production Schedule</u>	<u>Duration</u>
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