Ryan Murphy
EGD 220-04
Milestone 1

Penguin Shotgun Baseball

Game Concept Statement:

You play as Lou Gehrig's ghost trapped in a baseball. Years ago, someone threw you off a boat and the currents ended up carrying you to antarctica. There, you founded a bus company for penguins. Using a shotgun as a baseball bat, hit the penguins as far as you can so that they have to take longer and more expensive bus rides back home. Use the money to upgrade your shotgun for even more flightless bird flinging and therefore more cash. Eventually emmass enough mula to get a flight back home and become the world series game winning ball.

Genre

One Button

Target Audience

The target audience for PSB is people who are a fan of minimalist game design and who have most likely played *"Toss The Turtle"*. Players who enjoy repetitive gameplay, as well as playing a game with a small storyline. You can play this game more than once, the purpose of doing that is to see if you can reach the world series in a shorter time than you did the previous playthrough. Due to the games simple mechanic the Target Audience ranges from 12-25 years old.

Marketing

We plan of putting Penguin shotgun baseball on mobile for Free. It will be available in the App store as well as Google play.

- Apple Store/Google Play:
  This is a mobile game so the way we display our game on both platforms determines whether or not people will download the game. We will put multiple pictures and videos so that the first thing people see when they look at the game is a picture of the art style of the game and a small 5 second clip of one of the games many highlights.

- Youtube:
  The game will have a Youtube channel that will display the games trailer once you open the channel. The trailer will consist of a 15-30 second video showing off the main mechanics of the game and explaining the storyline of the game. The youtube channel is where you will also see trailers for new DLC being released for the game.
- Social Media:
  When I mention Social Media I am talking about mainly Twitter and Facebook. They are the two biggest social media websites that has the most traffic in terms of daily usage. By advertising our games on those social media sites will help with spreading the game around. Social Media is also the place where our community can provide feedback on our game for us as well as an opportunity for us to converse with our community.
    - Facebook: We are going to have a facebook page for the game so that people who use facebook can find our page and follow us as well as get updates regarding the game. We also plan on running Google AdWords to facebook in case anyone who looks up anything regarding baseball, penguins, or shotguns our game will show up in their feed.
    - Twitter: We will have a Twitter page to keep everyone up to date with our game and announce things such as DLC, New additions to the game etc. We will also be asking players to share videos of their favorite moments with us so that we can create a close bond with our community.
    - Instagram: We will also have an instagram page that will show pictures of updates to the game, when there is DLC being added and etc.

- Google AdWords:
   Google is one of the most used search engines in the world and will be a great asset in getting our name noticed out in the world. Since we are only a mobile game will we pay for a small advertisement campaign on websites that our target audience regularly uses.

Monetization

We can have in game microtransactions for cosmetics. A different theme for the background would be $.99, different skins for all of the penguins would be $.99. All of the microtransactions will be strictly cosmetics, nothing that will help you advance in the game. Another thing that we will add would be the option to remove ads from the game for $1.99, and some DLC for the game that will cost $.99. Every time the player misses hitting the penguin three times an Ad will appear for them to watch as a penalty for missing three penguins.

<u>Project Production Timeline:</u>

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

<u>Staff:</u>

- Executive Producer

- Lead Designer

- Lead Programmer

- Lead Artist

  - Background Artist

<u>Resources:</u>

- Office Space: 700 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

- Office Appliances (Whiteboards, Writing Utensils, Notebooks)

- Office Furniture (Desks, Chairs, and Tables)

Total Estimated Budget:

$70,000