**PRODUCTION PLAN – Blind Elk**  
  
**Client Overview**

**Client:**

Tea Box

**Client Objectives:**

Design a game to introduce a brand-new tea.

**Deliverable Requirements:**

A Tea based game

**Requirements Details:**

* Project must reference a tea object (teapot, teabag, etc…)
* Project must feature one presentation of tea (teabags, loose-leaf)
* Must explore different cultures and the way they consume tea

**Target Market:**

* Tea drinkers and appreciators
* Purveyors of culture
* Casual gamers

**Competitor Analysis:**

There is a lack of tea themed marketing games, and tea-based games in general.

* Of the games that do exist (2; Ampu-Tea and Tea Party, both on Steam) they do not have Tea as an experience but more as a mention and/or incident.
* Other brands have targeted casual gamer audiences like McDonalds, Pepsi, Burger King, etc...
* However, they were met with mixed success, for the most part they were simple to make and play, failing to capture audiences in the long term (long term; allowing to open a potential market for Brands to make Games for their products)

**Proposed Schedule**

|  |  |
| --- | --- |
| **DATE** | **KEY DELIVERABLES** |
| 16/10/2020 | Hand over production documents |
| 6/11/2020 | Playable build |
| 27/11/2020 | Delivery |

**Project Resources and Budget**

**Team Members and Skillset:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Role** | **Skills** |
| Josh | Artist | Environmental, Props & Rigging |
| Andrew | Designer | Documentation & Narrative |
| William | Designer | Scheduling & Level design |
| Thomas | Programmer | Infrastructure & Mechanics |
| Chloe | Artist | Modelling, Texture & Animation |

**Development Hardware:**

RAM: 32GB

CPU: Intel Core i7 @ 3.4GHz

GPU: Nvidia GeForce GTX 770

OS: Windows 10

**Development Software:**

* Unity
* Visual Studio Enterprise/Community
* Maya
* Z-Brush
* Substance Painter
* Photoshop (Adobe)

**Project Budget:**

Wages:

* Artist – $60 000 per year
* Programmer – $65 000 per year
* Designer – $75 000 per year
* (1 programmer + 2 designers + 2 artists) x 2 months = **$60 000**

Tools:

* Unity Pro – $9 000 (*5 users, 1 year*)
* Maya – $2 280 (*2 users, 2 months*)
* Adobe Creative Cloud – $460 (*2 users, 2 months*)
* Substance Painter – $80 (*2 users, 2 months*)
* ZBrush – $160 (*2 users, 2 months*)
* Visual Studio Professional – $135 (*3 users, 2 months*)

Commission Fee

20% = $14 423

Total

**$86 538**