Part one: game analysis

Select one of the three games you’ve just listed. Amnesia

All the following questions in this part will refer to this game.

1.1 Game screenshot

Insert one screenshot that you think best represents in-game action.

![Game Screenshot]

1.2 Game structure

Describe the game structure:

Amnesia is a 1st person adventure horror game with a lot of exploration and puzzle solving where the player wakes up on the floor as Daniel, a man who barely remembers his own name.

The player can interact with the environment in many ways, such as picking up and moving objects, opening doors, closets and drawers, operating valves and levers and lighting up areas. There is no combat mechanics in the game, making the player unable to fight the different monsters that he encounters, the only way to get past the creatures is by
running away and hiding from them. The player can hide from monsters in a variety of ways, such as staying in the shadows, hiding in closets, barricading doors, etc.

What really shows good game design in Amnesia is the players sanity level and how it is affected by staying to long in the shadows or looking at horrific things like monsters.

To avoid a monster a player may need to hide in the shadows, he will then usually survive from the monster but his sanity level will go down and potentially make Daniel insane. To avoid going insane the player also have to avoid looking at monsters for too long before there vision and movement becomes messed up also there is increased chance that you will by detected by the monster. (See image bellow)
Not looking at the monster and not knowing if it's getting near is very scary. Players usually get tense and just wait to get hit by the monster, this definitely increases the amount of fear players feel.

- **Main goal:**
  Solve puzzles to unlock more of the game and remember more of Daniels life before the amnesia.

  After a while players realise that Daniel made himself forget his past, because he couldn't handle becoming insane, so he wanted to forget it all. The note urges Daniel to go down into the castle's Inner Sanctum and murder a man named Alexander.

- **Secondary goals:**

  A shadow is chasing Daniel and he have to stay out of the shadows and avoid looking at horrific things in the world to avoid becoming insane.

  Hide from monsters lurking in the Brennenburg castle.
1.3 Memorable moments

1.3.1 Describe one memorable gameplay moment happening in the game. Add screenshots if necessary.

- Memorable moment:

  The first time I encountered the water monster in Amnesia. It's probably the most stressful and horrible part of the entire game.

1.3.2 Provide a quick analysis of this memorable sequence: why is it entertaining, why is it successful?

The water part in Amnesia is so terrifying for many reasons, for one you come from a relatively calm area with a simpler puzzle and enter an empty corridor, suddenly everything goes black for a second and when you regain your vision again the corridor is filled with water.

As soon as the player takes his first step in the water splashing sounds and particle effects appear a few meters in front from the player and whatever horrific invisible creature are lurking in the same water your standing in is coming towards you!

The player have to stay out of the water as much as possible staying away from the monster, there are some boxes that can be used to jump on to avoid the water.

If a player miss a jump while hearing the monster coming closer and closer is very stressful and many players start to panic.
Watch this video from 1:58 http://youtu.be/9rFp3AFUcWE?t=1m58s for a good example of the water part and how it affect players. (It's not me playing and there is some bad language)

During this stressful moment players also have to solve a very simple puzzle to pull a lever that opens a door for a short amount of time so the player got to move fast from the lever to the door while being chased.

Players can distract the monster for a short period of time by throwing human body parts found in the dungeon in the opposite direction where he wants to go.

Scary music is played during the entire water part and you can hear Daniels panic breath and heartbeat. I have never played a game that affected me in a way that Amnesia have.
Part two: platform game design

Goal: define the basic elements of an iPhone platform game (like Rayman, Mario, Sonic...), and create a level using these elements. It must be a side-view game,

2.1 Main character and abilities

2.1.A) Define basic abilities for the hero. Those abilities should be available from the beginning of the game.

**Short distance Teleporting:**
Teleports the player avatar to any free platform tile
Player avatar need to see the platform tile to be allowed to teleport there.
*Can't* teleport to metal surfaces.

**Bounce bomb:**
Swipe away a bomb that bounces of walls, floor and roof.
The bomb can only bounce *once* then it explodes on the 2nd collision or when close to an enemy.
Bounce bombs will only activate its explosion function after a bounce, so they *can't* be targeted directly at an enemy.
Bomb will auto target and explode on nearby enemies in its bouncing path.
Bomb *can't* damage player.
A maximum of 2 bomb can be bouncing around at the same time.
If the 2 bombs hit each other a huge explosion will happen killing all enemies nearby.
The bounce bomb can toggle buttons if aimed carefully.

2.1.B) Design the main character, make a short description of him/her below: (no drawing needed)

Small cute alien named Spyx with a high tech suit.
Bouncing bombs hanging in his tool belt.

2.1.C) Describe the game context shortly (setting, background...)

The player takes control of a small alien named Spyx who is working undercover as a spy.
Each level Spyx will infiltrate secret bases or break out of a prison. Spyx can't walk and is limited to only teleporting.

The game is an action platform game with some stealth elements and simple puzzles.
Players need to guide Spyx through increasingly difficult levels filled with enemy robots and try to avoid being detected by patrolling guards and security cameras.

The goal or winning condition in a level is for Spyx to pick up several computer disks
containing top secret information and get to the exit (Spyx ufo) without being killed. Preferably without being detected.

Player can use his *bounce bomb* abilities to turn off alarm systems or create diversions, and if detected Spyx can cast the *bounce bomb* towards enemies to take them out. There are usually 2 ways to complete a level: 1 use stealth or 2: use bounce bombs aggressively. (or a mix between the two)

2.1.D) Define 1 special skill that will be unlocked at a specific point in the level (i.e. not available from the beginning of the level).

**Black hole:**
The area where it's used will start to suck enemies towards its centre for 3 seconds, making it easier to hit multiple enemies with 1 bomb. This is a pickup and can only be used three times for each pickup the player got. Players can have a total of 6 Black hole charges in the inventory at the same time.

*Note: This skill will be used in the LD of Part three.*

2.2 Entertainment culture / Competitors

2.2.A) Taking examples from other entertainment products (movies, TV shows, music, arts...), what would be the key references for your game?

Add visual references if needed.

I have not seen the film monsters vs aliens but my guess is that it would contain allot of good inspiration for interesting characters.

Image bellow is found on Google and I would say that the first 2 aliens from left on the 2\(^{nd}\) row would both fit very well as visual inspiration to the style I had in mind for the main alien character Spyx.
2.2.A) What are the direct competitors of this game? (i.e. of the same genre, on the same platform). Add screenshots if necessary.

Similar stealth games would be Gunpoint or Mark of the ninja.

2.2.B) What are the other competitors of this game in terms of gameplay? (i.e. on any other device). Add screenshots if necessary.

Pid:

The PC platform game pid definitely have some similarities to the game I'm designing mostly because of the stealth aspect: avoiding robots and security cameras and also with the use of bombs but the game mechanics is actually very different from the ones I have designed for you in this document.
2.3 Controls

2.3.A) Define the controls of your game.

Click on floor / wall / roof tile: Teleport to that area (player avatar needs line of sight to be able to teleport to a tile)
Swipe: bouncing bomb
2-finger swipe (zoom): Create a Black hole
Click on interactive element (buttons, lazers etc): Used to rotate mirrors, toggle buttons etc for solving puzzles.
(requires player to be within 1 square of the object to rotate)

2.3.B) Which specific issues should you cover in order to ensure maximum usability on this touch-screen device?

The 1st level will act as a quick tutorial teaching players the basics of the game. Once new enemies and abilities are introduced players will get pop-up information and the levels will be designed and balanced to give player a good first way to try out the abilities in an ideal environment.
2.4 Gameplay elements

The goal of this part is to define the basic level design elements of your game.

Surface properties
The map is composed of different surfaces.

*Ex: basic surface is solid ground.
Properties: Objects (including player) collide with the upper part of the tile. Player and NPCs will therefore be able to walk on it.*

2.4.A) Define 3 other surfaces

**Non teleportation surface (Metal):**
Players are not allowed to teleport to any surface that’s made out of metal.
(This gives level designers a way to prevent players from teleporting to or see in to an area he/she is not supposed to have access to. It also makes the game more challenging for the players)

**Breakable surface:**
If the player teleports on to a breakable surface or *explode* a bounce bomb on it it will be break and be removed from the level after 1 second, opening up a new path.
(Can be used by level designers to create traps, secret areas or doors to new areas)
Extra bounce surface:

Each time a bouncing bomb hit this surface it allows the bomb to bounce 1 additional time.

Depending on the level design and the playing avatars position a bouncing bomb can sometimes hit several extra bounce surfaces resulting in even more bounces to be able to hit that lever far away etc.
**Interactive elements**
Players can interact with these elements to reach new places in the level, collect bonuses, destroy enemies or do anything else you want.

*For instance: barrels from ‘Donkey Kong Country’, pipes from ‘Mario’, plums from ‘Rayman’.*

**2.4.B) Define 2 interactive elements and describe the gameplay they create.**

**Black hole:**
Pickup that allows player to control enemies in a small area on the level for a short amount of time. See section 2.1.D above (special skill) for more information.

**Lazer beams & mirrors:**
Special security doors can only be unlocked by solving a puzzle where the goal is to rotate mirrors to guide a lazer beam to the door. Below is a very simple example of how it can be used.
Enemies

2.4.C) Define 2 enemies and describe their behaviour.

Security camera:
- If Spyx is detected by a security camera all nearby enemies will be alerted and start attacking the player.
- Cameras are mounted on a wall or a ceiling and will scan the area and can see about 90°.
- Can be taken out with a well aimed Bouncing bomb.

Helicopter robot (Heli-Bot):
- A fast small round flying robot with a tazer gun able to kill the player in very close range.
- Helicopter robots often hunt for the player in a group and are the most common enemy.
- Best way to avoid them is to teleport often to different locations in a room (from left wall to right wall or from roof to floor etc.) to stay away from their short range weapon. The Black hole ability combined with a Bounce bomb is also very efficient versus heli-bots.

Guard robot (Guard-Bot):
- Slower moving robot often guarding important areas such as pick-ups or door openings.
- Often patrols on the ground or on strategic platforms but can also walk on walls and in the ceiling as well.
- If they spot you there is a sound and laser sight beam warning and a short delay before they shoot to the tile where Spyx player avatar is.
- A well timed Bounce bomb will kill any guard bot. If a guard bot is paroling a skilled player can usually time it right and teleport behind the bot and sneak past the enemy.
Here are some inspiration for robot enemies.

Rewards

2.4.D) Describe the in-game reward structure (during a level):

Pickups such as the *Black hole* will give players new exiting ways to complete levels.

Multi-kill bonus score.

Stealth bonus score.

Secret UFO and alien decorations can be found while playing the game!

2.4.E) Describe the out-game reward structure (in-between levels):

In-between levels players will be inside there UFO where they can decorate with new-found or newly bought items they like or trade the ones they don’t like or don’t need: This can be done privately with friends or on the “Universal auction hall”

Inviting friends who start playing the game will award players with virtual coins and or a random ship colour or ship part for UFO decorating!

Compare score with your friends.
Paint build and decorate your spaceship.
Small mini game when flying to a new planet. (Players UFO got to avoid asteroids and robot ships in a 2d universe and travel from 1 planet to another in a small area, make sure your fuel last you all the way or pick up fuel barrels floating in space!)

2.4.F) What kind of behaviour is encouraged by this reward structure?

If players are rewarded with coins for inviting friends it will increase the amount of players who try the game and it would motivate people to tell there friends about the game.

2.5 Game audience

2.5.A) List the features that will make your game appealing for a casual audience (i.e. not hardcore gamers)

- A “casual appealing” art style with cute alien and robots makes the game light-hearted and fun.
- Easy to pick up and play for a short time for example on the bus.
- Paint, build and decorate your UFO, both inside and outside!

2.5.B) Which additional features will you add to make it also appealing to a mass-market audience?

- Compete with your friends and the entire world on high score lists. (Best time, most score, best stealth score, total secrets found)
- The game is in theory already quite challenging and therefore also appealing to a wider audience but still in a way that is easy to learn but hard to master.
- I would add player versus player battles via blue tooth and constant updates with new ship customization options and exiting new planets packs with new types of monsters and challenges.

2.5.C) Could you imagine a concept targeted to the girl audience?

- I’m positive that the game will be just as appealing to females as males.

2.6 Monetization

2.6.A) The game will be based on a freemium business model. Describe what will be the main monetization strategy and on what items/resources the player might spend his money.
Players score is converted into virtual coins that can be traded with other players for fuel or space-ship parts used for Spyx to travel to and unlock a new planets with additional levels.

This can be done In-between levels from the player UFO with friends or on the “Universal auction hall” with everyone else.

The in-game store will be part of the game and players will connect to an online alien store and talk with an alien sales person where players can buy virtual coins. Players can trade with friends and other players for valuable spaceship parts or in-game boosts using virtual pre-bought coins.

Players who trade with another player will be able to set a virtual coin price in the auction house where others can bid on it or trade directly with another player. To add an item in the auction house will cost some real money.

Players also only got 5 lives that when lost will slowly start to re-generate back, this allows people to play for free but gives paying players a more fun experience. If players need more lives they can buy them in the in-game store, there are also some boosters to give players additional options for “heart management”.

Items and boosts can be bought with text message payment, added to phone bill or players can connect a credit card to the payment system of the app.

Heart regen booster:

This lovely booster will reduce the time it takes to regenerate hearts in the game. Its perfect for when your going on a long car ride and want to make sure you can play and have fun the entire trip without having to constantly buy new hearts.
It can be bought beforehand so you don’t have to be without hearts in an area with no internet connection on your mobile phone. There are 3 different versions depending on how long you want the boost to last 24 hours 3 days or 7 days.

**Suggested price:** $5 / $12 / $15

*My thoughts:* This booster might reduce the amount of additional hearts players buy slightly but this booster is more for fun with the app for longer periods of time when away on vacation for example. While adding harts the normal way gives the player new tries instantly on a hard level.

**+1 Heart capacity:**

This booster will *permanently increase the maximum number of hearts a player can have* at any time by 1, taking the maximum heart count from 5 to 6. *This booster can only be bought once.*

When a player buys this booster all of his/her friends who haven't bought it yet get a -15% price reduction on the same booster for 24h.

*My thoughts:* It would be a great one time upgrade. A very good upgrade for those who usually can't access the app store every day but still wants to improve how much they can play the game. A permanent booster also feels like a great investment for players and parents!

**Suggested price:** $10

### 2.6.B) Describe how you would manage to trigger frequent purchases from paying users without preventing non-paying users to play and enjoy the game.

Each time a player wants to do anything outside a level (Trade, Change UFO looks, open a friends gift, travel to a new planet/level or use the Universal auction house etc) it costs UFO energy or as its also called “credits”.

Players gain some of the needed credits by completing a level, UFO energy (credits) are also gained over time so that the full game still is available to players who don’t have any money to spend.

### 2.7 Social features and viralization

#### 2.7.A) What kind of social features would you add in your game to ensure that people can compete and collaborate. Describe how these features would be demonstrated in the different sections of the games.

- Fun and challenging player versus player bluetooth battles.
- Facebook connection with chance to gain special UFO skins or decorative UFO parts when sharing your progress with facebook friends. Share your UFO and alien look on Facebook & Twitter!
- Each time your friend buy some booster, item or credits that persons friends will receive -10% sale on the same or similar item. Shown to friends of paying player as a small pop-up add there is also going to be a list where players can see what others have bought.
Each time you want to trade with a friend you get to see their UFO and they can see yours in the background behind each person's alien character. Players can also invite friends to visit them to “brag” about their new cool sofa or TV in their cute little UFO.

2.7.B) Describe how players will be able to spread the game to their friends.

When a player downloads the free Spyx game they get 5 promotion codes and they can invite friends to download the game on their phone by Facebook or phone text message invitation.

Both the player who are inviting and the invited player will revive a random gold value special promotion UFO customization item that's only available by inviting friends.

After the 5 promotion codes players can still gain silver value rewards for inviting friends.

Silver value rewards are usually more useful for example UFO fuel or Black hole power ups while the Gold value rewards are usually rare UFO decorations and powerups.

Part three

Goal: Create a level using all the elements listed above.

3.1 Visual references

3.1.A) Taking inspiration from mass-market media, entertainment (music, movies, animation, comics...), or any medium of your choice, add a set of visual references that will help the team to set the tone of the level.
3.2 Level design

3.2.A) Describe how and when is the third character skill is unlocked in this level.

The black hole ability is unlocked when the player teleports to the tile where the black hole pick-up is located. (see the fake screen-shot bellow)

3.2.B) What will you do to ensure players understand its use and master it immediately?

As soon as the player enters the trigger connected to the black hole pick-up for the 1st time the game will instantly be paused and information about the black hole and its use will be explained to the player. Players will also be encouraged to use it in the narrow tunnel areas behind the breakable walls. (see the fake screen-shot bellow) The black hole ability is perfect to stop fast enemies like the helicopter robot enemies.

3.2.B) Use all the elements you’ve just defined to build a level.
The level should feature all the surfaces, design elements and enemies you have described in this test.
3.3 Fake screenshot

Using whatever bitmap editor you want, make a fake screenshot of your game.

See image above.