**Task 4/E: Preparation of Executive Summary and Presentation**

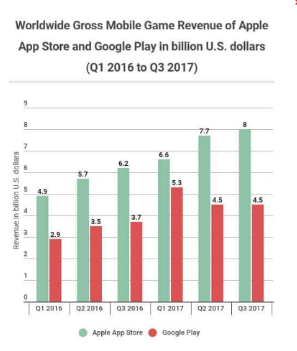
U40

**Task 4/E(c) – Executive Summary – Mouse Munch**

**by Kieran White & Rebecca Robinson**

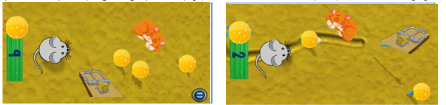
**Deliverables**

The game we are proposing is about a mouse that runs along the floor, collecting cheese wheels to grow bigger and gain points for the online leader board. The user has a hard time passing through the different levels collecting cheese and the three stars, as there are cats and traps blocking the way, all to be completed in one-minute. When all twenty levels of a world are completed, forty stars are needed to unlock the next world. The shapes, colours and sound themes fit into our game as the shapes are the mouse traps which are rectangular, the cheese wheel which is circular and also as an achievement our cheese wheels will be able to have different skins which have different colours such as blue cheese or Leicester cheese. A sound aspect is that when the mouse bumps into a cat or a trap a “squeak” sound will be released and when a cheese wheel is eaten a “munch” sound will be triggered. Colours are involved in our game as we have colours such as yellow which represent our cheese and others such as grey for our mouse.



The target devices and platforms that we have decided to target are Apple and Android devices. We would choose to target mobile phones first, and then when the game is up and running for mobile, we would then target tablets. This is due to the fact that we would not want to target tablets straight away as if the game was at a loss, there would be less time wasted spent on creating for tablets. Also Mobile Phones are more widely used then tablets for casual gamers, this information was shown to us according to Flurry analytics as smartphones are more mobile than tablets and are more likely to be used in a wider variety of locations and are more likely to cause distractions because of their mobility.

C:\Users\180411\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\E46BAB88.tmp

The audience that we have chosen to target is ages 35 – 45 year old females, as research shows that most casual gamers are in this category. Our game supports this category as the usual amount of time, for a casual gamer, is around 5 minutes per play. We have decided to make each level of the game around a minute long which suits the audience’s needs. Another point to note is that a majority of females this age have children, therefore we have a simpler version of the game play which is collecting the cheese but to be more complex for the older women the real challenge is to collect the stars and compete on the leader board.

To start off the game you choose the level you want to play. Once the level starts a three second count-down will start. Once it reaches zero, the mouse starts running up the screen, with you dragging your finger on the mouse, left and right to control the direction of the mouse. This movement is used for you to dodge the cats and traps that are on the screen. When hitting the cat 10 cheese points or taken, or traps, you fail the level and have to restart. By (eating) running into the cheese wheels the mouse/user gets points. During this 1 minute of game level time, the user can collect up to three stars, which also add higher points. This collection of stars combined from each level, can unlock the next world, when the user has a total of forty stars. Once the user finishes the level without failing, the users score gets put on the online leader board, with their friends, form social media or the app store, as competition.

The game mechanics of our game are that the user has to spend one minute as a mouse running to collect cheese wheels, while dodging cats and traps. While running the user can pick up, up to three starts, which combined with other levels, lets you unlock the next world. The controls are very simple, all the user has to do is drag their finger along the screen, left and right, to change the direction of the mouse, while the mouse is running forward. The main character is the mouse, but the cat could be seen as a NPC, Non-Playing Character. The story of our game is that the mouse wants to eat as much cheese as it can, while avoiding the cat and traps set to stop the mouse. The goal of the game is to achieve as many points to beat your friends on the leader board, as well as collecting enough stars to unlock the next world. The rewards of collecting the cheese wheels and stars, is the points. Also when you have enough combined stars of a world, you can unlock the next world, as well as unlock new cheese types, which are just different skins and colours for the cheese wheels as stated in the 4th paragraph on the 1st page. There are different ways to collect different cheese skins such as hitting two cheeses at once will unlock a “brie” wheel or getting three stars in each level for three levels could unlock a “Leicester wheel”. The user interface/GUI will show the amount of points you have, as well as the amount of stars you collected in the level. It will also show the levels and world menus.

A future adaptation to our game would be creating more worlds that have more complex levels for example, instead of a fixed position for the cat, the cat could swipe its paw at random moments or we could have moving opponents therefore making it harder for the mouse to escape!

A power up in our game will be 50 pence to keep the price low to encourage people to pay for them as they are inexpensive and is shown on our 4th page that people would rather pay upfront for a game. An example of a power-up we would implement is a “Save Me” where if you were caught in a trap you can use one of these to allow the level to continue where you left off. There would be 3 save me’s for 50 pence.

The Unique selling point of our game is that there is nothing on the market with the same name or similar concept. This means that when the user wants to download the game, they would not get confused with any other game. Also our game is unique as there is only one game that is slightly similar to our game design, which is no longer available on the Apple store or the Google play store, since November 2018. This game was called “Clay Jam”. Also our game uses similar characters that are still loved today; Tom (Cat) and Jerry (Mouse). These famous cartoon characters where loved in 1940, when they were created, and still are loved today. We thought that because some of these short films were created around 10 years or more before our target audience was born, they would have grown up watching them. This is unique as the theme of our game is tailored to the audience’s child life. This theme could help sales as Games are meant to be fun, which these characters are.

**Constraints and Considerations**

The differences in user experience with online mode. For our game the only online activity that can be used is the leader board. This leader board would show all the users social media friends playing, or the apps store friends playing.



For our game we have decided that you have to buy it for £2 as mentioned in the pitch and then you can use in app purchases as well to buy power ups for the character. We chose to sell our game for £2 as this gave us enough profit for ourselves, as well as to give to the stores that would sell our game, and to pay supermassive, but not being overly expensive for the users. We chose to sell a pack of 3 power ups for 50p each as we believe 3 is a good number and allows the player to inexpensively play with added fun.

When talking about our budget, we are taking into account the time and proposed cost. The time it would take to build this game would be around 4 – 6 months based on research we found online that considered the style and elements of our game. We also worked out using research that our game might cost roughly £300,000 to make. This £300,000 needs to be spent on advertising, all the team; Artists, Programmers, Designers, Sound Designers, Quality Assurance Management

The team that will be needed, will need to have particular different skills to create this and any game. We will need a; programming team, design team, art team, sound team and a QA team. In these teams we will need a; lead programmer, lead designer, lead artist, lead sound engineer, and quality assurance. To oversee these lead roles, we will need a; publisher’s producer, publisher, and developer and developer’s producer. In each team we will need about 3 people plus a leader of each team which is 4. This would mean a total of 20 people.

£300,000 is a rough estimate of how much our game would cost to make. To work out a profit margin, we would do the following calculations;

For each platform (Apple and Android) they take 30% of one-time user purchasing. We found this out from <https://www.theregister.co.uk/2018/08/29/app_store_duopoly_30_per_cent/>

We decided to price our game for £2. This means that 60p of that cost goes to the store, whereas our profit would be £1.40. All of these with-out in app purchases.

So to pay back the £300,000 to Super Massive Games, we would need to divide that cost by £1.40 which is 214,286 users, with-out in app purchases.

As we want to create more profit, we will add in app purchases. From research we found out that Android users spend about 50p per user, per app and then Apple users spend about £1 per user, per app.

This would mean that to pay back Super Massive Games the £300,000 just with Android users, it would take 157,895 users with in app purchasing.

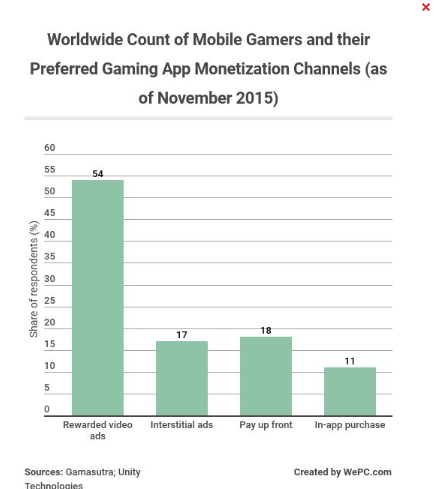
This would mean that to pay back Super Massive Games the £300,000 just with Apple users, it would take 125,000 user with in app purchasing.

The profit that we would collect from the Android store, with in app purchasing, would be £1.90 per purchase plus 1 in app purchase per user.

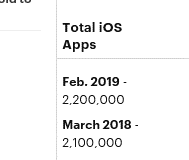
The profit that we would collect from the Apple store, with in app purchasing, would be £2.40 per purchase plus 2 in app purchases per user.

This is due to the fact that Apple users buy double the amount of in app purchases than Android users.

This means that the average users we would need, to pay Super Massive Games back, would be 139,535 users with in app purchasing.

This statistic we took from <https://www.wepc.com/news/video-game-statistics/>, a website which gives us many helpful statistics. This graph is a bit outdated as it is from November 2015, but it shows us that 18% of people would prefer to pay for an app upfront and 11% would prefer to pay just in-app purchases.

It also states 54% of people would rather watch rewarded video ads but as we are targeting towards casual gamers, those who play games for roughly 5 minutes, video ads would be unfair and not useful to those who don’t play for long as an ad would take up majority of the time they play for.

We previously stated that on the Google Play store we would make £1.90 profit per download (with in-app purchases) whereas on Apple we would make £2.40 profit per download. Therefore from this we can understand that although we make 50 pence less profit per download on the Google Play store, our statistics show that there are more users and more apps on the Google Store meaning more users can access our game via the Google Play Store. From this we can understand that although there is a different in profit, due to the fact there is more users on Android, we can reach a wider range of audience which could balance out the profit difference.