**Executive Summary: Lighthouse by Henry Battley**

**Light up your life with Lighthouse**, a fun little puzzle game in which you have your own lighthouse to operate and decorate in order to locate pirate treasure using its bright colourful beams. It is very hard to put down, as the gameplay is so satisfyingly fun. This seaside themed puzzler will have you showing your friends. Ever dreamed of owning and customising your own lighthouse? Now you can with Lighthouse.

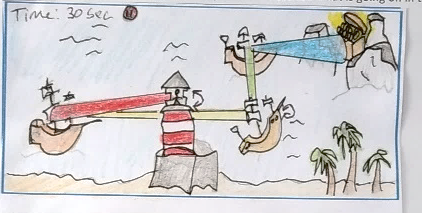
**Target Devices:**

This game will be made for IOS and Android as this will make the game more impacting and successful as there is a very big market for Android games as there are so many in the world, combined with Apple devices the market is very large, the game could be available for the IPad although I do not think it is worth publishing the game on the android tablets as Apple remains is the leading tablet vendor as in 2017 they sold 43.8 million IPads while Samsung sold only 25million, so Apple have the bigger market for tablets, also I think the game would work well on an IPad because IPads have now become toys for young children to play games on.

**Target Audience:**

The target audience for this game is young children aged 3-6 and 40-50 year old women. I think this is the demographic because it can be a very simple bright colourful game for young children to play through and enjoy, and 40-50 year old women can pick it up and play when they are waiting to pick the kids up from school or a club and enjoy the puzzling and addictive gameplay. I have directed my game towards this demographic with the use of bright colours and the beach theme which can appeal to kids, and the fact that you can decorate your own lighthouse can appeal to 40-50 year old women as they might like home making or maybe they are thinking about moving house and the pretty little lighthouse in the game is an escape for them. 65% of women in the U.S aged 10-65 play mobile games and they play more frequently to males according to Google Pay so targeting my game towards women should make the game more successful. This audience is considered as casual gamers, this means that they are gamers that do not play games with any dedication they just pick up a game on their phone and play for 20 minutes when they have a spare moment, my game suits a casual gamer as the gameplay is very simple and satisfying and there isn’t a complex story for the player to follow. The Telegraph states that one third of all children aged 3-5 have their own tablets, so there is a big demographic for child players, I know that whenever I visit my cousins both aged 4 they are always mindlessly playing a game on their IPads.

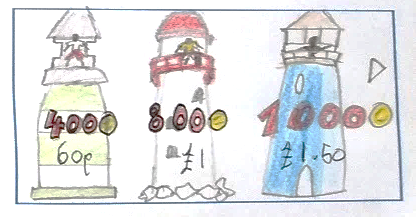
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Game Design: My idea for the gameplay is quite simple and satisfying, the basic gameplay works with the player controlling and rotating their lighthouse to point at the ships which they tap to rotate to point to the treasure, all of the ships must have a light beam touching them in order for the treasure to be pointed out, this is a very simple example of a level and could be used as the first level in the game to get the player used to the gameplay. The levels should get progressively harder and more complicated as the game goes along.

Level time

Player character

Pirate Treasure

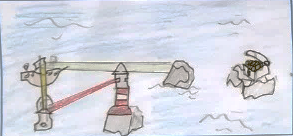
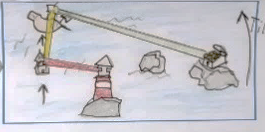
My idea for the story in this game is very simple and straight forward as to not confuse the players as the demographic is considered as casual gamers they do not want to be bombarded with detailed and long stories as they want a game they can pick up and put down and should just be concerned with the gameplay. The story is that the player is a lighthouse owner and pirates always come to your land to deposit their treasure, you can light up the way to take it. Once you complete a level, you receive gold, which can be spent in the shop to buy new designs for the lighthouse. These designs can be bought with real money as well as the game is to be free with adverts more money can be made with micro transactions. I think that the target audience of kids aged 3-6 and women aged 40-50 would be interested in buying new designs for their lighthouse as the middle aged women might not have the time and patience to save up the gold from each level to buy a new design and wont mind about spending 60p or £1 on a game, I think children would buy this as they might get £2.50 pocket money a month or something and could spend it on a game if they wanted to.

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**Features:**

There will be different objects in the game one is a rock which blocks the beam from hitting the treasure, the way to overcome this is by using the tilt featue of the device, if the device is tilted backwards then the ships in the water will move up the screen, so that the beam is able to hit the treasure, and the level will be completed.

Treasure

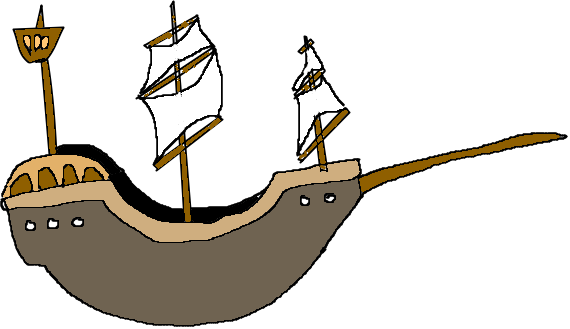
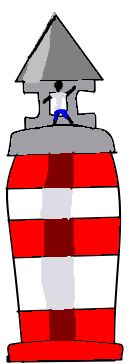


Tilt

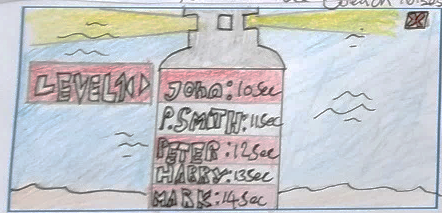
Rock

This tilt function can be used as another control for the gameplay, so the main controls include touch dragging, tapping and tilting . The lighthouse is to be dragged to point at the ships the beam will follow the players finger and react in the way in which the ships are pointed. The ships are to be tapped when this is done they change the direction they face, they can point in eight directions.

**Characters:**

****The characters within the game include the player character which is the lighthouse, this player character doesn’t move it only turns at the top, there is a little lighthouse man at the top which can be changed to a girl and the design of the lighthouse can be changed in the shop, I think this is a good idea because it means that the users preference can be suited I think it is important as it makes the game feel more personal and the option to play as a man or lady is important as it means the player can imagine themselves in the lighthouse. The character would have animations for when a level is completed like a celebration, this would make the game feel more alive and make the player feel like they acomplished something.

Another of the characters is the pirates, these only move when the player tilts the screen, or taps them, their only actions are to move and to reflect the light beams that are hitting them in the direction they are facing. They could include animation for little pirates to run around the ships, for the wavesto break against the bottom, and for when the light beams hit the sails. This would make the game much prettier and fluid and look professional. satisfying for the player, so they keep playing.

**Goals:** Some goals within the game include the competitiion between friends, the leaderboard system within the game displays your friends from Facebook or Instagram times, a goal that the players can set themselves is to beat their friends time.This is how the leaderboard screen can look:

You can select the level you want to view the information on, and you can see how quickly your friends completed the level. I think this is good and suits the target audience of 40-50 year old women as they like to use social media and can be in competition with their friends.

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Another goal within the game is to complete all of the levels within the game, I think this will be a good goal for the audience aged 3-6 because they have a lot of spare time to play games as they don’t have to go to work or do homework. Another goal within the game could be to unclock all of the lighthouse designs within the shop, this again appeals to women aged 40-50 as they might be bored and looking for something to do and they might like decorating and home making so they might enjoy playing and unlocking every lighthouse design.

**User Interface:**

The user interface needs to be very simple and straight forward, this is a design for the main menu screen the buttons are very large and straight forward, there are buttons to play the game which will put the player in from the level they are currently on or if they are just starting the game the first level in the game, the next button down is the leaderboard button, then the level select menu, then the shop, and the settings button where audio and music can be muted and turned down to suit the users preference, this is important as the player may not like the music in the game or they might be out in public and don’t want to disturb others with the game sounds. Another setting could be to turn the tilt function into a triple tap control instead, this is important as if the players tilt function on thir phone is broken they will not be able to conplete the levels in the game, so they can change this in the settings.

**Unique Selling Point:**

The uniqueness of my game idea comes from the pirate and seaside theme, the other mirror light puzzles on the stores seem complicated and like they don’t appeal to a mass market, my game is much simpler more colourful and attractive. This means that it can appeal to casual gamers and appeal to the masses. My game shouldn’t become boring because the art style is so pretty and the concept so relatable.

**Budget:**

I think that this game would cost about £292,700 to create I think it would take about 5-6 months to make I think it would cost this much because it would require a team of 11-15 people to work on it,the game production would require good artists, programmers, designers, animaters and sound designers aswell as testers. The cost of a good artist is £35,000 for 6 months we could have two artists, the cost of a good animater is about £35,000 for 6 months, would need two of these. The cost of a programmer is about £30,000 for 6 months can have 2 programmers, a good designer costs £19,6oo for 6 months can have 2 of these, a sound designer for the project would cost £20,000 for 6 months, I think that a production manager would be needed which will cost £31,500 for 6 months, and video game testers would cost £10 per hour so for 200 hours of testing would cost £2000 , this would be needed as to make sure that there are no bugs and glitches in the game.

If there is an average of 100,000 people using the free version of the game and they have all watched the 30 second advert to receive 300 gold within the game then that would make £80-£100 a day. If on average 300 people bought the game a day then that would make £600, if on average the consumers purchases £200 in microtransactions a day then that would make £140, over 1 year this would make an average of £306600. If the game is popular which it could be then it could go on to make quite a lot of money. I think that this game would be about 1GB in size, it should not be any bigger than this in order to make sure that it doesn’t take up too much space on the users phone.