**Executive Summary of EXTINCTION RUSH by Lewis Bicknell & Jordan Smith**

**2-3 SENTENCES OF HIGH LEVEL SUMMARY**

The game we have set out to produce is a simple interactive maze game called “Extinction Rush”, where the caveman is trying to make his way through the cave system. You will find yourself manoeuvring around rocks to escape the Dodo, but do not let the timer run out otherwise its game over for you. But collect bones and feathers along the way to increase your score and get the best you possibly can, while collecting cosmetics and other in game goodies.

**TARGET DEVICES / PLATFORMS**

Our target device for this game is mobile, mainly the Google Play Store. We have discussed about branching out to the Apple store however there is a much longer process, as well as costing you 30% of all the sales meant for apps and services. Getting the information from a website called “9TO5Mac” google play definitely has been downloads, however because of how much Apple charge it they still make more money out of it. Which leads me to the decision that Apple as a company is more into it for the money that Google. Though the split is the same for the google play store, the money does not go directly to google and pays for service costs and operating fees rather than going straight to Apple. So beginning our target devices would be any device that runs the google play store, the game will not be very heavily graphically intensive which will allow many different phone users to be able to access it.

The phones that will be compatible with this app are any phones running Android 7.0 (Nougat), this will allow for people that are not so aware of how to update their phones. Not only are Apple able to take the price for the app, but they can also take anything purchased inside of the app, as well as a store free of $99.99 a year. While on the google play store you only have to pay a onetime fee of $25.00. Branching out to apply devices is definitely something we wish to do, but for the starting out and process of creating the game, we think keeping it smaller and more simple will be a much more beneficial and effective way of making money.

**TARGET AUDIENCE**

Mobile gaming is much more assessable, considering over 5 billion people own a mobile phone, and around 2.5 billion of those have smart phones. So the audience is a very hard one to grasp. There are around 2.3 billion gamers around the world, whose tastes and preferences are of course all different. A few studies from the Audience Finder website had a few statistics about what kind of people play games. So around 70% of gamers are older than 18 and mostly on average they are around 34 years of age. In the US about 45% of gamers are female. 67% of parents tend to play games with kids or their own children, and additionally 42% of gamers love to play with their friends. On Facebook their studies are made public, and the official top age rage around 25-34 males, however this was taken in 2017, as well as the fact that not a lot of younger people actually use Facebook. I think this would be the audience we are targeting from around the 25-45 age range for both males and females.

So why are we targeting this age bracket? Well usually at this age most people have a stable job, and the ability to spend money on a virtual app. Whereas kids might be reluctant or not even have the money, and older people are more inclined to save their money. So, a micro transaction of 2.99 each day may not seem like much to them. Additionally, the biggest Facebook entertainment interest was “video games – mobile games”, and the most popular selection was “Candy Crush”. Because most of our target audience are casual gamers, it’s best if we understand what a casual gamer. Essentially what a casual gamer is, is when someone plays games that don’t really require a major amount of time spent. Casual gamers tend to enjoy playing games that they can pick up for a short amount of time, playing it irregularly or infrequently.

**WALKTHROUGH OF THE GAMEPLAY**

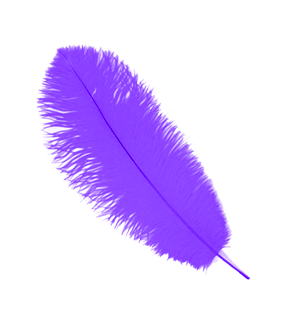
I will walk you through how the game works, and what you might expect when entering and playing the game “Extinction Rush”. Below is a description of each scene and the whole walkthrough.

* Upon entering the game there will be a “Super Massive” games logo to advertise the company who produced the game.
* Next will be the main screen for the game with the big “Extinction Rush” logo, with a “Play” “Settings” and “Store”, these are the different options of where you can go to on starting the game.
* The settings menu will allow you to mute and change a few simple options.
* The shop will allow you access to buy cosmetics for your caveman, as well as buying bones so you can skip levels and do different other cool features with the bones.
* The play button is the main feature though and upon pressing that the game will start.
* We have a few different bonuses and rewards inside of the game that you can earn and win. The feather is our colour and shape visual, you can earn a different amount of score depending on what colour feather you collect.
* We also have bones the small bones which give you one point, and the large dinosaur head which is rarer gives you 10 points.
* The scene is in a dark gave, with large boulders around that you have to manoeuvre to try and get to the end of the level. Collecting bones and feathers along your way to earn points and rewards.
* The other levels are essentially the same as the first scene, but with harder features and different colour points.
* If the bird catches you and manages to get you, the game will be over and it will end with a screen saying “you died”
* On “the you” died screen there will be a restart level and an exit game button.

Those are all of the different walkthroughs of the game.

**DESCRIPTION OF KEY GAME FEATURES (Controls, characters, story, goals, rewards, user interface/GUI)**

****Our game comes with some great key features. Firstly, the controlling system, you are able to move the cave man along, with an interactive virtual joystick. However, the caveman will not be able to move at all until you have moved the rocks out of his way by swiping and moving them out of the way, to the correct pattern so that he can pursue the rest of the level. Our main characters are the dodo bird and the caveman. The story to this is the caveman is trying to steal the dodo bird’s eggs and escape with them, the rewards system is given to you in different tiers of bird feathers and bones, there are different colours to represent high levels and more points awarded for the score. The user interface is very simple lay out, with a scoring system in the top left, as well as telling you how many bones you have, in the bottom right you will find the timer for how long you have until the bird catches you with his eggs. *Below are some different designs we are using in the game.*



**UNIQUE SELLING POINT**

Our USP for our game is that though our target audience is set, the game is meant for all ages. The game is set to be an enticing puzzle game that features a prehistoric setting. The puzzle is that you are a caveman trying to escape a cave, you have to shift the rocks / boulders in the correct pattern so that you can escape. There are quite a few on the app store of other prehistoric games, but nothing with what we are planning. The very interactive map feature allows more involvement with the player which overall, keeps the game maybe repetitive but enjoyable for a few minutes.



<- Here is the main game screen.

Another one of our main unique selling points is that we would like to listen to the fans opinions and feedbacks on the game. Meaning at somewhere in the game we would like to display some sort of give feedback feature so that players can leave reviews and tell us what they would like to see from the game. This way it will not only include the player base and make them feel more involved but also, will allow us to add features and build a relationship with the fans. Also maybe give some sort of in game reward for leaving suggestion to temp people too.

**Constraints and Considerations**

**BUDGET AND PRICING**

Budget, at the moment to make this game the best possible we can, I have looked into a google search result of roughly how much the average game costs. Considering our game is a lot smaller than most, and there will not be as advanced graphics etc because this just is not necessary. For actually making the game, I am going to place the budget around £50,000. The budget has been placed for making the game at that quoting Quora as that is what the average game costs to make, however paying the team on how to make it, I am wanting a team of 16 to be working on this game. It takes around 4 months to make a video game, so if we have a team of 16 working on it. The reason for this is on the DevTeam.Space website, they state that this is roughly what you would need for an app of this size. The budget for paying the developer team would be around pricing around making £30,000 a year, which is a fair wage for a game developer with some years of experience. Which makes up about overall a budget of paying the team around £30,000 for the 4 months of work. I think they are all being paid fairly on this, and the budget for paying them is reasonably low so we will be able to do it. Next paying the project managers we are going to hire new project managers around the £35,000 per year mark, so since we are hiring two of these guys, this is going to cost us around £2300.00 for the 18-week period they will be working with us. Next onto our 3 game designers of which would be paid around £20,000 a year according the university prospectus. Paying two of these for an 18-week period is going to cost us about £13,000. Our quality assurance reps will be getting paid around £25,000 according the career explorer online. So, for their 18 week work they would be paid around £16,500. Our marketers being the biggest pay-outs being about £50,000 a year, for their 18-week period for the team of 3 is going to cost about £50,000. Finally, according to the Balance Careers Consultants can earn around £45,000 a year. So, we will be paying ours around £15,000 for the work on the application.

We are going to be using Appery.io, because of the easy platform it is a really nice app building piece of software that I would recommend anyone using to build their own application. The reason it is so easy, as the platform is really clean and well presented, the accessibility for the app and productivity is very good, allowing you to store all your information on the cloud easily. With constant support if something goes wrong, it is the perfect tool for making an app. We of course are going to need 6 systems of it running on, and conveniently they have an option for a dev team of 6. This would cost us around £115 a year, or about £150 for the two years, which I think is very reasonable. For systems I think I have chosen an appropriate set, using the LENOVO 520-24ARR for all the team, It is a mini desktop and overall works fast and smoothly, we will be installing Linux on all of these machines to make the whole work through a lot faster and more swift. Of course, we are going to need a mobile to test this all on. I have chosen to use the Razer Phone 2, for its very high-level specs and also the affordable price tag at £500. These are all the assets we are going to need for the game design and overall make.

**TEAM MAKE UP SKILLS**

The main aim of our team makes up skills, is keeping the whole overall team small but high quality. The more people we have to hire the more people we have to pay. The factor is finding higher quality team will be a much more efficient way of creating this game. The whole purpose of doing this, is that we need to map out who is doing what. We of course are going to need a project manager, who is one single member of the team I do not think there needs to be a second one. Next, we need our developers of which our team makes up 6 of those. The next we need are designers which we have decided on getting 3 of, because this is an essential job. The quality assurance analysts we have decided on getting 2 of these, for the team so they can check and make sure our game is to perfect standard. Next the app marketers, without any marketing, no one would find out or know about the app, this is one of the most important jobs which is why I think we should hire a team of 3 to come in and do this, one of them solely leading the other two. Finally, just one consultant to help with the whole banking situation maybe someone who can overall just help with finance.

**CLARITY ABOUT EXPLOITATION OF PLATFORM**

We are sticking to the android device system. Why? Because on the Android platform there are a lot more tutorials and help guides online, and we will overall be able to get more help while doing so. From personal experience will be a whole lot easier to code for creating and application that can be produced on the game store rather than producing it for the IOS model, and the place it on apps on the app store. Not just a money issue but also productivity.

**CONSTRAINTS OF DOWNLOAD SIZE ON GAME DESIGN.**

Our download size is at the “2GB” size, which our game is not planning and probably would not come near to. The reason of why we have this restraint is very important, because of the factor some people do not have the best internet connection, and it may take them quite some time to install the game. As well for people that are trying to download on 3G for a quick play, and they might not be able to if it takes too long to install. So, the game design has to be overall simple which of course we have achieved.

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