**ELEVATOR RUSH – By Niall Forth-Gibbons and Malin Cory**

Elevator Rush is a fast-paced memory puzzle game. The game is based on delivering workers to their required floor. The game features intuitive touch and drag controls, with a bold simplistic art style.

**Target devices/platform:**  
The target device is mobile phones on IOS or Android. This means that we will have to make sure the game and its graphics are suitable for the screen resolution of the average phone screen size. When it comes to mobile devices, 30.36% of all mobiles in the market use a 360x640 screen resolution. Also our target device also stretches to tablets, such as Ipads and Android tablets. This also means that our graphics will have to enlarge if the user is playing on a larger screen.   
One main problem with creating games for mobile devices is the fact that you have a limited amount of storage on those devices and you need to make sure the size of the game is kept small so all devices will have enough storage to download the app. Alongside keeping the game as small as you can, the game is required to be under 100MM for it to be uploaded on the Google Play Store and on the Apple App Store the game has to be under 150MB but if it is over 150MB then you have to download over wifi as the iPhone has a restricted cellular download and the limit on cellular download is 240MB before the app store will decline the app has the file size will be too large.

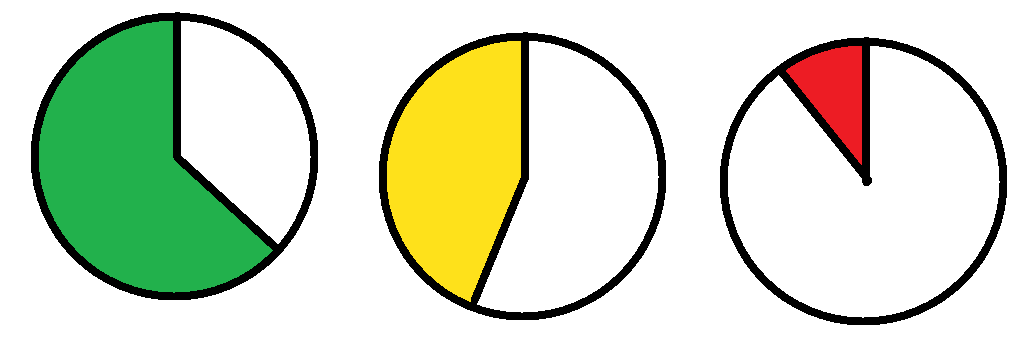
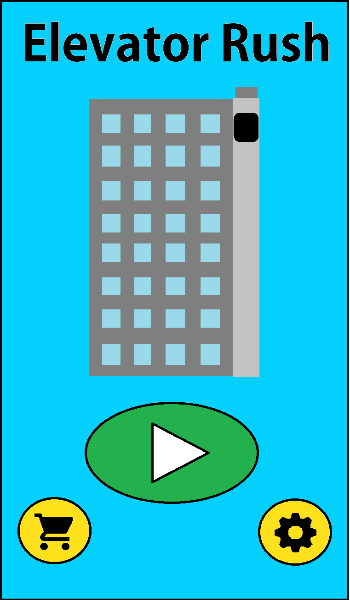
**Description of the target audience and supporting research:**

Our target audience is the casual gamer, the casual gamer is older then the standard gamer, and predominantly female. We have chosen this target audience to increase our downloads as this is a game everyone will be able to play without investing a lot of time into the game. The main goal isn't to win and is more about an enjoyable experience inside of the app. With our theme; sounds, shapes, colours it allows any player to pick up our game and have and play for a short period of time before stopping to come back later. We have implemented our theme by using coloured shapes for the player to memorise. With our game it also allows the player to pick it up at anytime without investing significant time into it and playing it when they want too without needing to play it regularly or infrequently. The main distinguishing features of a casual gamers are that the usually game on personal computers or their mobile phones which is why we are creating a game for the mobile phone to grab the attention of casual gamers. We have also designed our game to ensure that there is not a high learning curve inside of the game. We have also made simple controls which anyone can use which controls the majority of the game as casual gamers do not require a huge amount of controls and buttons because they usually don’t have the time to learn what each button does, as casual gamers usually play in small blocks of time unlike ‘hardcore’ gamers who will sit down and play for a large block of time. They will trying to reach and complete the final stage of a game, as casual gamers do not have this same attitude.

Also another key feature for a casual gamer is that the app is free and does not need any ingame purchases to get the fundamental part of the game.

We aim to reach about 100 million users, which is a quarter of Microsoft’s Solitaire as it is the first highly successful casual game which is on nearly every single personal computer. This target would mean that our game would become very widely known and would allow for large profits via our monetisation.

**A walk through of the proposed gameplay:**

The game starts with a home screen. This would feature a large play button in the centre, encouraging the player to go straight into the games tutorial. This menu would also feature two other buttons, with simplistic button designs. These buttons would allow access to the ingame store, and settings menu. During gameplay, characters will move towards the elevator shaft and begin queuing. The player would then drag the elevator to the desired floor, they can then drag the characters in and out of the elevator at their own will. As the elevator reaches a floor, all the characters queueing will shout out which floor they want to go to, the player must then memorise the floor request, and take the character there. If the player takes the character to the incorrect floor, they will lose a life, and they will be deducted coins at the end of the game. As the character is queueing, they will have a clock above that head that slowly runs out. This clock would shift from green to red to indicate the characters boredom timer. When this timer runs out, the character will storm off and the player will lose a life. When all of the players lives are gone, they get a last chance for an extra life if they watch an advertisement. When the game ends, the player is sent to the end screen, this counts up how many people delivered correctly and incorrectly, the score is then calculated and the player is rewarded with coins. 

**Unique selling point:**

Our game is unique in concept and execution. Through our research we have found no games that share a similar gameplay loop or design. Our game is based around intuitive memory based time-oriented puzzles, something that is not commonplace in the casual game market.

**Constraints and Considerations.**

**Monetisation:**

Our game would be free to download, however would feature micro transactions and ads to allow for a profit to be made. The game would have a store where the player can purchase items using the in-game currency of coins. Coins are earned at the end of every game and are dependent on the player's performance. Coins can also be purchased in the game store. Coins are used as a way to progress in the game, by unlocking upgradeable content and aesthetic re-skins. The player can purchase power ups before each game, however this would be done by requiring the user to watch an advertisement. The player can also get an extra life when they die by watching an advertisement. This would allow for monetisation without sacrificing the free cost to download the game, which our research has shown that greatly increases the number of downloads compared to a game that has a price to purchase.

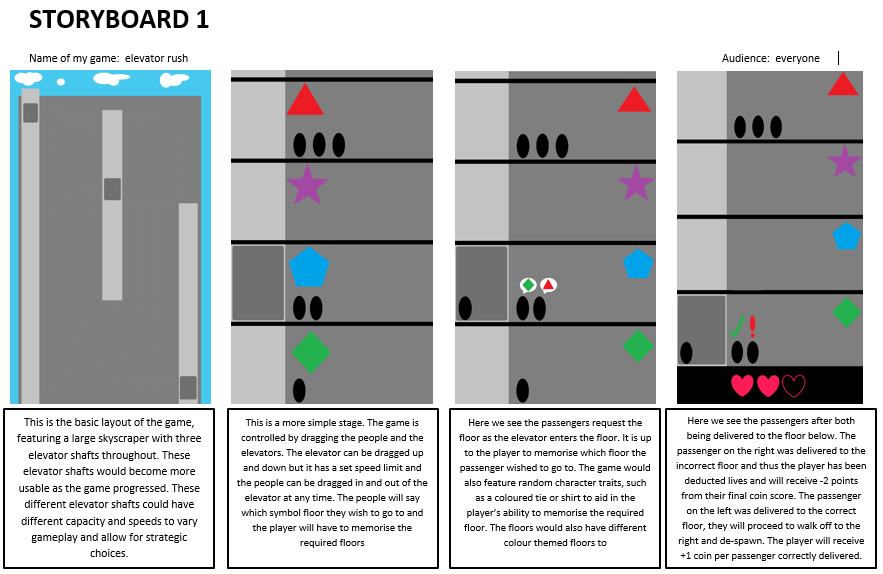
**Team and Cost:**

The game would feature a simplistic art style and focus on interesting and intuitive game design. This would mean that the team required to create the game would be potentially small in scale, featuring 2-3 programmers, a graphic designer and a project manager. This would mean the cost for development would be reasonably low, with the only large cost being the salary for the team. We would use a team of contracted developers and designers, as this would mean that the team would only work on this game before their contract ends. Our research has shown that the average app takes 12 weeks to create and can cost from £7000 to £150,000 to create. Our game is small in scale and development team size so we estimate the game taking somewhere in the range of £10,000 to £15,000 to create.

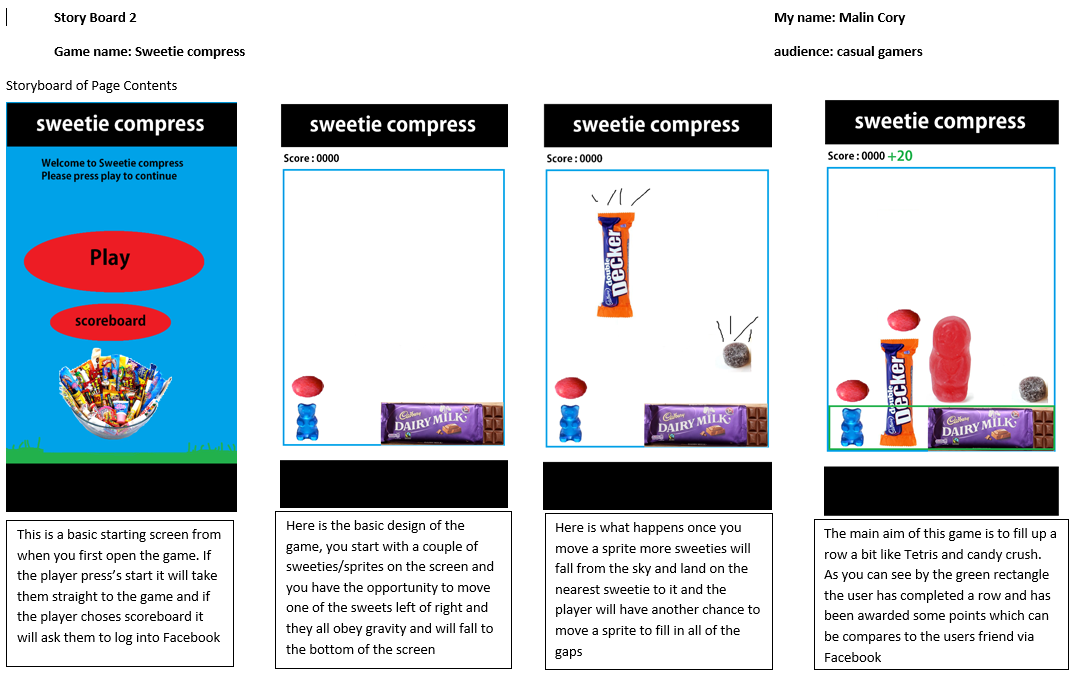
**Two versions of the game:**

**Idea 1:**

Elevator rush: time based puzzle game about managing elevators to get guests to their desired location.

**Idea 2:**

Sweetie compress: a puzzle game that is based off Tetris to get four in a row to earn as many points as you can before the pieces reach the top.

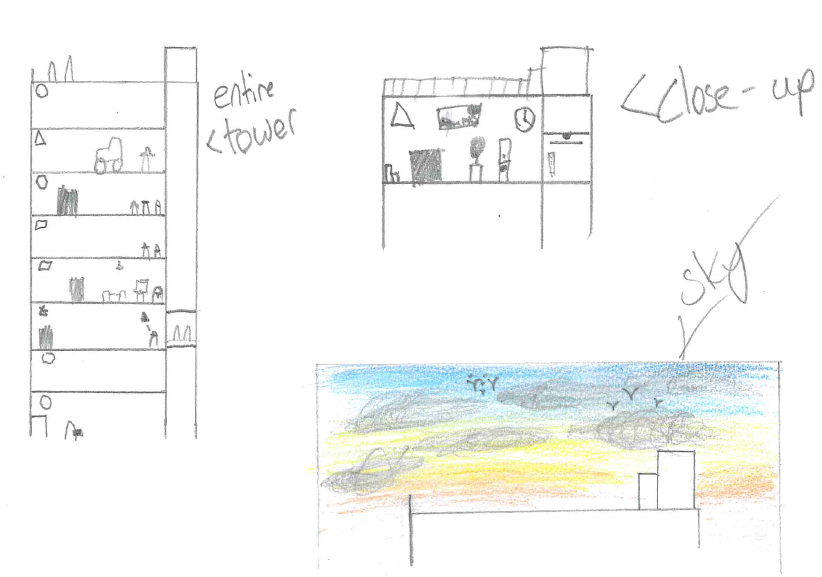


**Chosen game:**

Elevator rush: time based puzzle game about managing elevators to get guests to their desired location. We chose this game because it was easier to add more additional content

**Game design mechanics:**

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| **GAME NAME** | **Elevator rush** |
| **AIM OF GAME** | **To complete the stages and move passengers to the requested floors** |
| **TARGET AUDIENCE** | **Casual gamers** |
| **USP (Unique Selling Point)** | **Fast pace memory puzzle game** |
| **PROPOSED PLATFORM** | **Mobile Phone – iPhone/Android**  **Tablet – iPad/Android** |
| **PROPOSED PRICE**  **(including downloadable content)** | **Free with adverts on death and for extra lives** |
| **LEVELS/ENVIRONMENTS** | **Tower with an elevator inside of it and you can control where the elevator moves too** |
| **SOUNDS** | **Ding when the elevator reaches its destination and the doors open**  **A yay sound when the npc’s reach the correct levels and an angry sound if the npc gets dragged on the wrong floor** |
| **NARRATIVE** | **You are the mechanic of an elevator system in a skyscraper and it is your job to maintain the customers’ requests as you have to move the elevator up and down manually** |
| **FX** | **A red exclamation over the npc’s head who has been taken to the incorrect floor**  **And a green tick above the npc’s head who has been taken to the correct floor** |
| **REWARDS** | **1 coin (in game currency) per passenger correctly delivered and – 2 coins for each incorrectly delivered passenger. Coins are added into your account when you lose all three hearts** |
| **TARGETS/GOALS** | **Upgrade your elevator and move to different skyscrapers with different features for more interesting game play** |
| **CONTROLS** | **Touch and drag** |
| **USER INTERFACE** |  |
| **COMPETITIVE ASPECTS** | **You can link your Facebook account so you can compare your progress between your friends and compete between who can get the highest total of coins.** |

**Game design mood board:**