

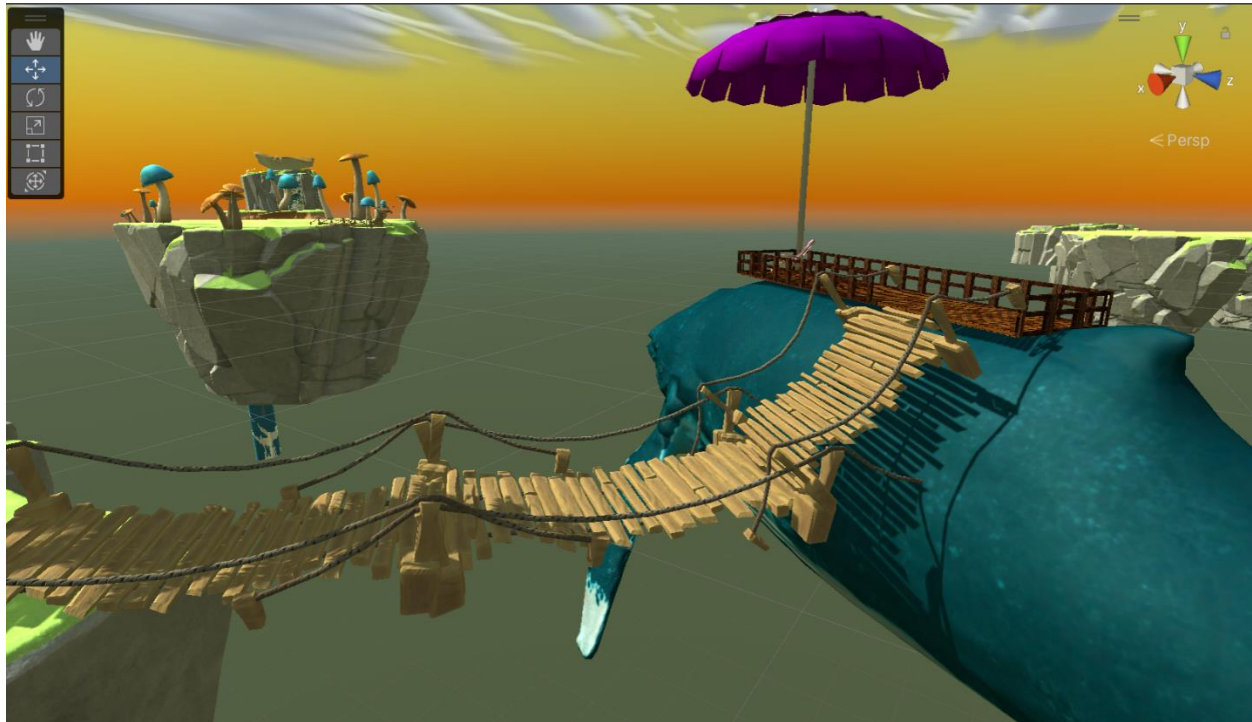
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High Level Concept/Design

Working title

IBWW [it began with the whales]



Demo

<https://play.unity.com/mg/other/it-began-with-the-whales>

<https://www.youtube.com/watch?v=UAqFhIwP9UE>

Concept statement

IBWW (It Began With The Whales) is a relaxing economic/building/management simulator set in a fantastical dystopian future where the entire planet is split into floating islands after resources started being scarce. The first resource that was gone was the whales ("whales" is the term used for players that pay big money in games, here used symbolically). The game is a parody of micro-transactions and consumerism, always taunting the player (and teaching him at the same time) with the bad practices we find in everyday life.

Genre(s)

First-person, economic/building/management simulator, walking simulator

Target audience

People who like games similar to the sims, simcity, house flipper, and other building simulators.

85% female between 12 and 60 years old

5% females over 60

10% male over 30

ESBR - Everyone

Unique Selling Points

A fantastic world where you get to fly on the back of mechanical whales between floating islands

Fixing old factories – relaxing, zen

Building new factories in a unique way

Product Design

Player Experience and Game POV

The player wants to relax with a game that does not impose many objectives or high stakes.

The world is a destroyed earth that was fractured by using up too many resources.

The player should feel hopeful about saving the world and making it whole again, at the same time he should be cozy and safe with the vivid colors

The player should be amused by some of the ridiculous stuff in the world (taking consumerism and micro transactions to the extreme – example: player has to pay oxygen tax)

The player is engaged by the core loop of building / repairing factories, traveling on new isles and starting over

Experience references: House Flipper, Industry Giant 2, Journey

Visual and Audio Style

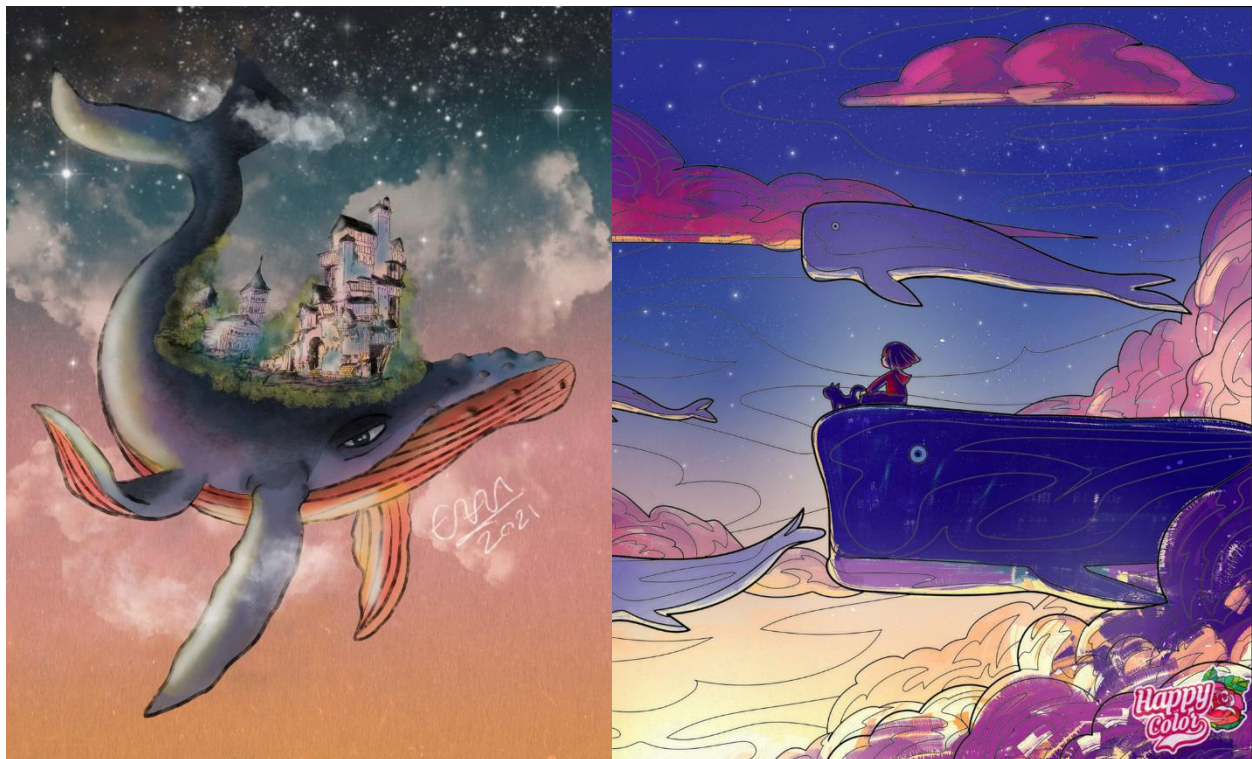
Vivid colors, stylized models and shaders, overall artistic

Visual reference: art of rally

Relaxing audio, classical music

The player is immersed in a fantasy world where he can have a relaxing experience

The factory network should feel clean, not like Factorio where you have a mess of a network



Game World Fiction

You are a young entrepreneur trying to find a way to balance the entire resource economy, and at the same time trying to find a way to bring back abundance in the world. After he goes through all the known methods, he begins experimenting with magic, only to find it is actually unstable. He sets on a journey to find Santa Clause, whose magic-powered slay can travel the world in only one night and has a stable engine built with magic, thus the technology he needs. (Santa Clause – a symbol for consumerism - Christmas is that time of year when everybody buys gifts, endlessly).

In the end, (spoilers) he manages to save and stabilize the economy by stabilizing the magical element. He realizes that all the factories were mechanized and feeding each other in a loop, what one factory produced another consumed, thus making him actually the only consumer in the world. He built a perfectly balanced machine that no one used.

Monetization

The game is a one time payment

Expansion packs / DLC can be built with more content

Platform(s), Technology, and Scope (brief)

PC/Console, 3d, Unity

Approximately 2 years with 1 designer, 2 programmers, 2 artists, 1 audio engineer to make the game

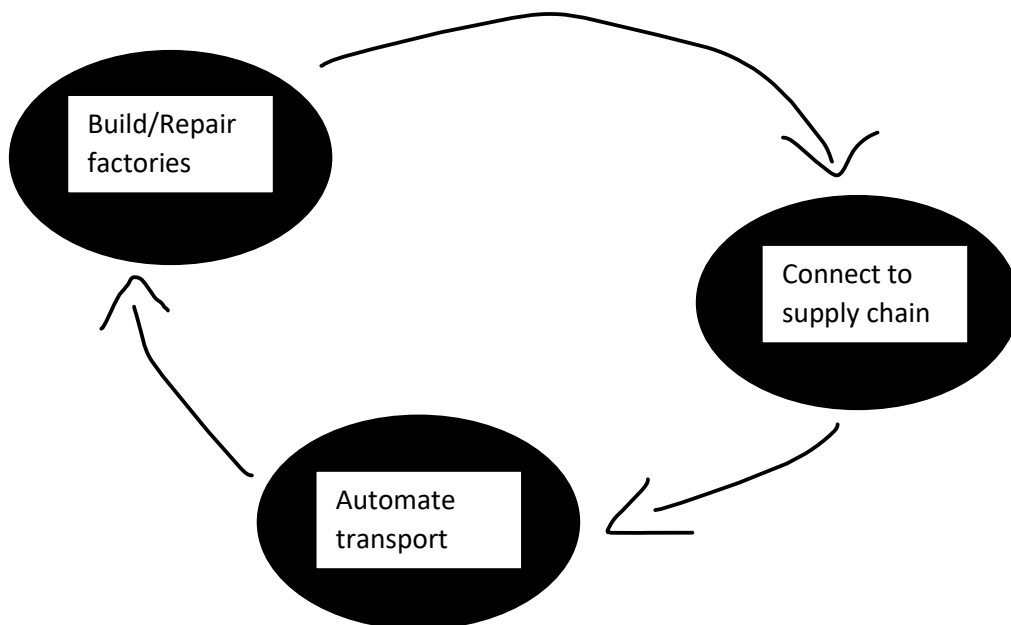
Approximately 1 month to firsts playable

Game should be completed by player in about 24 hours

Major risks: marketing

Detailed & Game System Design

Core Loops



Player builds/repairs factories, connects them to the supply chain and automates transport

He does this on every island

Every island is a micro system

Connecting more islands is a bigger system

Upgrade points the more you build / gain experience to unlock new features / factories / faster build

Engaging to make everything neat and clean and see everything work together

Supporting player goals: player has to find a way to bring back abundance in the world and connect everything together

Emergent results: ?

Objectives and Progression

Player starts on an island and is told he just inherited his father's company network. He is shown how to restore old factories, build new ones, and connect them to supply one another. He is then shown how to ride mechanical flying whales between isles, and is taken off the tutorial island.

The game has a first-person perspective. Player has the ability to walk, run, jump, drive cars, and ride on flying whales

Short-term goals: fix factories and build new ones

Long-term goals: find Santa clause to learn magic which can stabilize abundance in the new world

How they support the game: the player needs to feel hopeful and with every fixed island, he sees the world coming together more and more

Game Systems

Internal systems: factories that generate resources and feed other factories

Player interaction: riding whales, driving cars, building factories

Interactivity

Interactivity

Action/Feedback –

ST Cog – ?

LT Cog – ?

Emotional – hopeful, amazed at the vastness of the world, awe at the colors and gigantic whales

Social – no social gameplay; could expand into a multiplayer game in the sequel

Cultural – ?

Movement

Realistic: walk, run, jump

Arcade: driving

Simulated: riding whales

Physics

Realistic simulation, player does not take fall damage, nor can he fall off the world

UX

Immerse the player completely, give an option for no UX

Otherwise minimal UX, indicate pressing the letter E to interact with various stuff in the world

Short Story

Humankind has been exploiting the planet for centuries. They have been harvesting resources until they depleted most of the sources. They started digging deeper and deeper until they reached the core. They invented ways to gather energy from it, but it was too unstable. The raw power started seeping through, until the planet started being bombarded by billions of explosions. The earth cracked everywhere, and it broke into billions of islands that were held together afloat by a weakened gravity field. Millions died that day and the planet became more fractured than ever.

Hundreds of years later, David was born on island #928. At age 25 he takes over his father's enterprises. There are several mines that gather resources, which are transported to factories via drones. He builds, repairs, and upgrades the factories to create a self-sustaining network. He rides mechanical whales to transport himself between islands.

With everything breaking down all the time, he keeps trying to find ways to create a sustainable network. After various attempts, he reaches an island one day, where he finds an abandoned house in the middle of the forest. The house was a witch's lair, long gone by the look of the dust. He picks up books and starts reading them. He accidentally conjures a spell that makes a small wind blow. He realizes magic is the solution to his problems and believes he can use it to put the earth back together and bring the lost abundance again.

Some of the more powerful spells require various resources, so he starts building new factories and new mines to gather new materials. He goes through every page of every book and learns magic spell after spell. But nothing seems to be strong enough to bring the islands together or create another core. He even finds the huts of other witches who are long abandoned.

One day, in one of the books, he finds references to some of the most powerful magic: Santa Clause whose magic-powered sly can travel the world in only one night and has a stable engine built with magic, thus what he needs. He goes on a new journey to find this Santa Clause, but requires new resources and new spells to track new paths and unlock new wastelands that have not been traveled in ages. As he reaches the north pole, a new challenge awaits as the cold islands make problems even for the mechanical whales.

He finds the remains of Santa Clause on a red throne, puts back his factories, and starts building toys. He takes all the toys and creates a streamline to all the stores selling items.

As he goes into one of the stores, he decides to buy one of the toys for himself. At the checkout, he is greeted by a robot who cashes the money. After he pays, confetti and balloons start flying in the store as all the robot employees gather around David to congratulate him for being the #1st client they have.

In the end, he manages to save and stabilize the economy by stabilizing the magical element. He realizes that all the factories were mechanized and feeding each other in a loop, what one factory produced another consumed, thus making him actually the only consumer in the world. He built a perfectly balanced machine that no one used.