



Work Plan

Prototype: Emily's Delicious Restaurants Builder

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Study:	ICT Media Design
Studentnumber:	2042428
Class:	IMD 72
Company:	RealGames Europe B.V.
Date:	11-3-2009
College Counselor:	Rob van Cooten
Company Counselor:	Ard Bonewald

Version Management

Version	Date	Description
1.0	20-02-2009	Initial version
1.1	09-03-2009	<ul style="list-style-type: none">- Minor Grammatical Adjustments- Better description of the Phasing / Work Process
2.0	11-03-2009	<ul style="list-style-type: none">- Project changed: Prototype: Emily's Delicious Restaurants Builder
2.1	17-03-2009	<ul style="list-style-type: none">- Organization Overview

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1. Preface

1.1 Goal of this document

This work plan serves as an overview of the project and how it's going to be dealt with. There will be background information about the company, the project and the work processes and there will be a work schedule.

To achieve a successful project there has to be an agreement over the work plan at the initial phase. All parties involved need to agree on the assignment, the work plan, the activities and the risks.

1.2 Audience

This work plan is for the following parties: the college councilors of Fontys Hogescholen and the intern councilor of the related company RealGames. All need to agree on the work plan before a final version can be made.

Name	Organization	Function in relation to Intern
Rob van Cooten	Fontys Hogescholen	College Councilor
Ge Helsen	Fontys Hogescholen	2nd College Councilor
Ard Bonewald	RealGames	Company Councilor

1.3 References

Reference	Meaning	Autor
WP	Work Plan	Sjoerd Joosten

1.4 Definitions and Abbreviations

1.4.1 Definitions

Definition	Meaning
Prototype	Small working section of a game
Agile	A software development management method
SCRUM meeting	A SCRUM meeting is a daily meeting with the development team in which all participants briefly state what they are working on and what is done.
GameHers	Target audience: Marie and Sophie
Pitch Up	A technique to summarize an concept in a brief document
Game Design Document	A document that has everything written out in it that should help the development team of an game understand the total picture of the game

1.4.2 Abbreviations

Abbreviations	Meaning
TBA	To be announced
PU	Pitch Up Document
GDD	Game Design Document

2. Background Information

The internship takes place at RealGames in Eindhoven. To get known a bit more with the company it's important to see where it all started and where it's at right now.

2.1 History

Many people know RealGames as Zylom. Roughly a year ago the company was still running under this name. Already back in 2006 the company has been taken over by the American company RealNetwork, but first in 2008 the decision was made to change the name to RealGames.

In the year 2001 Zylom was found in Eindhoven, ever since Zylom was found the company grew from a small Dutch Game Developer Studio into a European market leader on the field of expertise of casual game development.

The year 2006 was a very successful year for Zylom. The company achieved the 2nd place on the list of fastest growing technology companies in the Netherlands (Deloitte Face 50) and the website (www.zylom.nl) achieved the "website of the year 2006" award.

Next to that in 2006 Zylom was bought by the American company RealNetworks (known mostly by their RealPlayer). At start the company stucked to the name Zylom but eventually in 2008 they decided to change their name to RealGames.

Except Zylom there are also some other good companies who are active in the casual games market under the name of RealGames.

With locations/settlements all over the world: Seattle, New York, Sao Paulo, London, Eindhoven, Paris, Dusseldorf, Helsinki, Luxemburg and Alicante RealGames is one of the market leaders in developing and publishing casual games in Europe, Latin-American en the United States.

In the current situation RealGames offers work to an average of 450 employees worldwide en has more as 40 million unique players a month. On the location in Eindhoven work about 120 employees.

2.2 About RealNetworks



RealGames is part of RealNetworks, the global leader in digital media services and software for consumers and business. Consumers use RealNetworks' RealPlayer and the content subscription it offers to create and play free and premium digital content. Broadcasters, network operators, media companies and enterprises use RealNetworks' products and services to deliver digital media to PC's, mobile phones and consumer electronics devices.

2.3 About RealGames



"We are producers of fun. With our word and puzzle games, we bring online fun to millions of people all over the world."

RealGames is the leading producer and publisher of casual games in Europe, Latin America and the United States. With the best casual games created by our hit-producing studio and worlds top game developers, we deliver to you the games everybody wants to play. From Super Collapse! to Delicious, and from Monopoly™ to Little Shop of Treasures. All high quality, fully localized and most of all: Fun!

In the past years, RealGames family has grown to include RealArcade, Zylom, GameHouse, Attrativa, GameTrust and MrGoodliving. Worldwide, the RealGames network reaches more than 40 million unique players each month.

We have one passion: casual games. But there is so much more to games than the game itself. We do not only produce and publish hit title games. We deliver the whole package. That means we translate every game into eight languages, answer all questions personally, continuously improve our website and offer localized payment options. So it can be all about the game!

2.3.1 Mission

Deliver great casual games experiences to women over 30 whenever, wherever and however they choose.

2.3.2 Goal

Be the preferred experience for women enjoying casual games in the North American, European, and Latin American markets.

2.3.3 Product description

RealGames offers highly entertaining, exclusive casual games content for the PC and mobile, that includes family brands like Trivial Pursuit and Monopoly. These games are localized into 9 languages, either developed by RealGames' in-house game studio or 2nd or 3rd party game developers.

The RealGames group reaches 40 million players of casual, word and puzzle games worldwide every month, with a core audience of 25-40 year old women. With this content, RealGames offers unparalleled opportunities for advertisers and syndication partners to take advantage of the explosive growth of casual games.

- **Syndication:** For online destinations of all sizes and mobile content providers worldwide and who reach female audiences, RealGames is a casual games company that provides a great leisure experience for women which results in stickiness, retention and monetisation. Unlike other game companies, we produce industry leading revenue per user and we produce and localise our content, which allows for best business terms and exclusive content.
- **Advertisement:** For advertisers targeting 25+ women who are looking to reach a large and truly engaged female audience, RealGames is a worldwide company that focuses on women's online leisure time that helps advertisers combine brand awareness with industry-average direct response. Unlike generic women's sites, we offer cost effective contact, ensure interaction with the brand and a performance model that goes beyond page impressions alone.
- **Wholesale:** For large internet providers we offer exclusive content, which can be showcased and marketed as the partner requires it and is sold directly to their consumers using their own platform and DRM and payment system.

2.3.4 Target Audience

Being a corporate brand representing consumer brands and game studios, RealGames' audience are the corporate stake holders, such as syndication partners, advertising clients, (future) employees, game developers, press and other business partners.

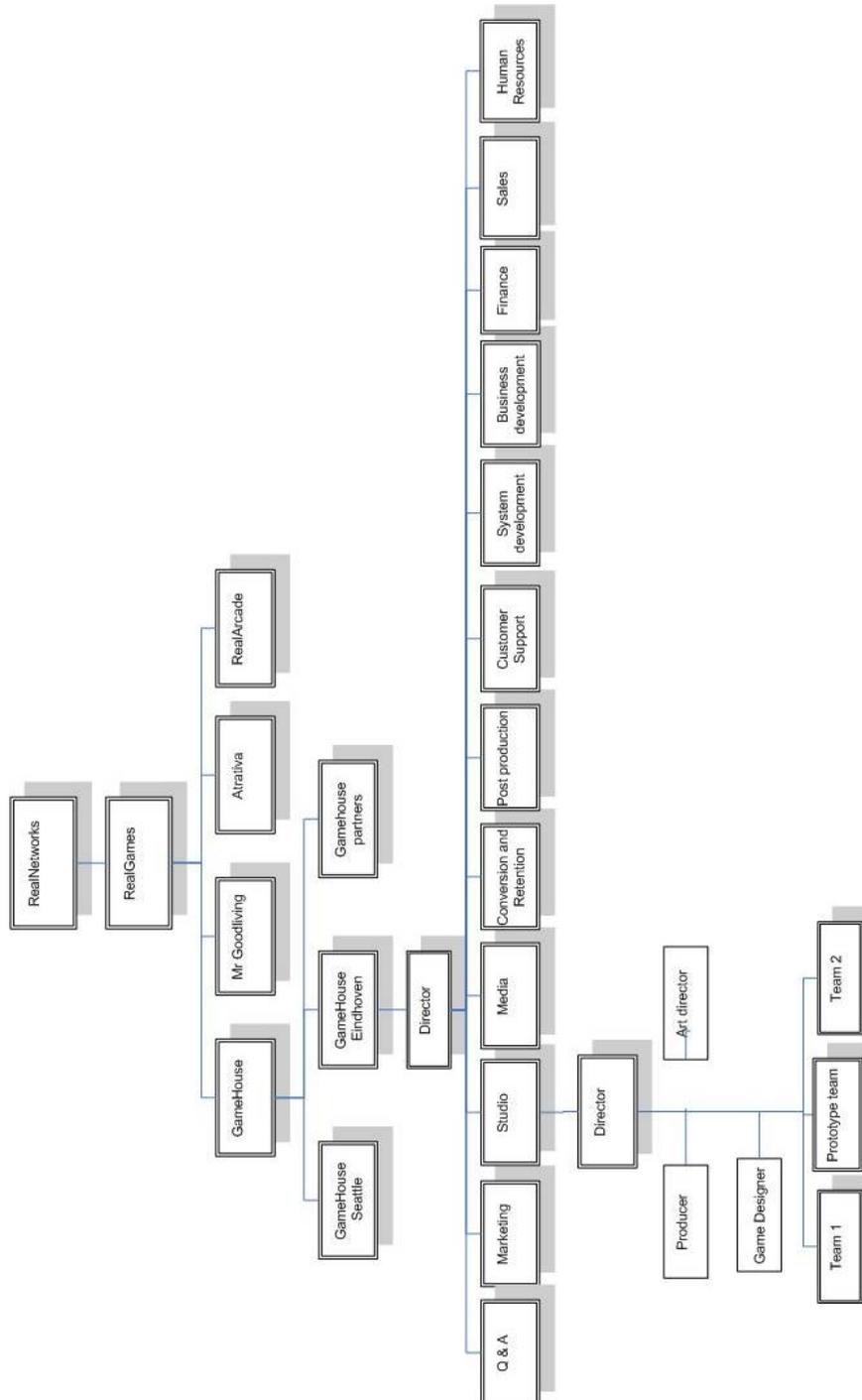
2.3.5 Business model

RealGames employs multiple business models in order to monetize its audience.

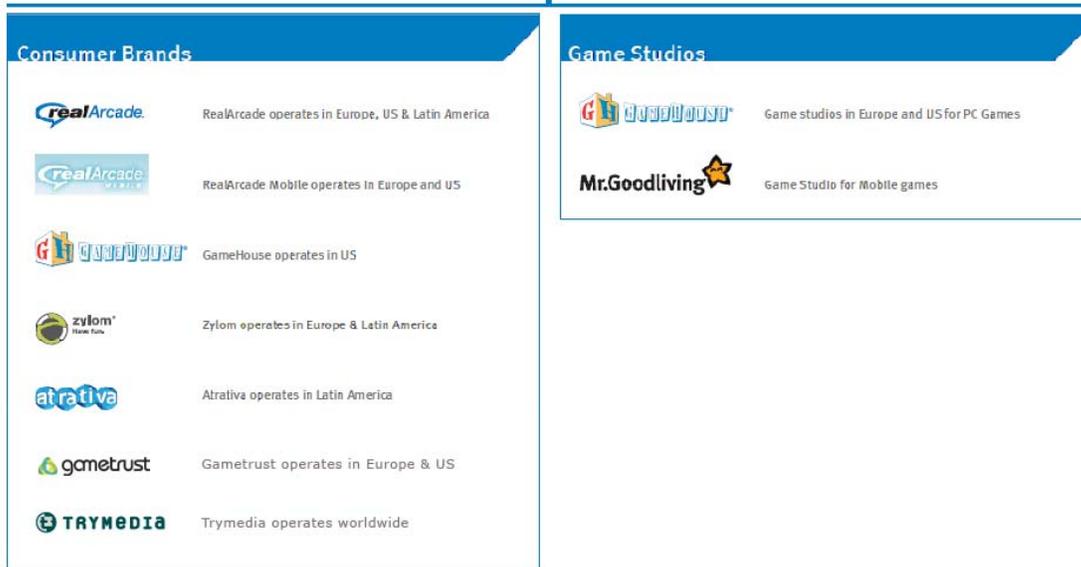
- **Game purchase:** selling downloadable games, either through RealGames' consumer destinations or through syndication partners.
- **Subscription:** offering various subscription models that enable customers to purchase games with discount or play without limits.
- **Advertising:** offering advertising space on consumer destinations

2.3.6 RealGames Organization:

My internship takes places in the department: development. This in an department which exists out of the game development team(s); programmers, designers and graphical artists. Currently there work: 6 programmers (1 intern), 2 designers (1 intern – me) and 8 graphical artists (2 interns), next to these there is the producer and the director of studio making an total of 18 people.



2.3.7 RealGames Brand Architecture:



3. Project

In this chapter we will have a look at the project and what has relation to it.

Originator:

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Intern:

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Assignment:

Develop a builder for the hit series Delicious in which players can build up their own restaurants (prototype).

Starting situation:

The Delicious series are a big hit for RealGames and they are always looking for ways to give this game a new feature(s). One of them they have been thinking about for a long time is an editor/builder in which players can build up their own restaurants. This should get the player more connected to the game and care about how the restaurant is ran, however so far they are not certain if this holds enough potential for the market and therefore they decided we should develop this idea into a prototype.

3.1 Objectives

The objective of this project is to develop a builder for the game which should give the studio insight if the idea holds enough potential to be developed into another Delicious game, for example: Delicious 5: Emily's Delicious Restaurants.

While we develop the game we have to always keep in mind that we are developing for a specific target audience and thus have to look at the game through their eyes.

Next to that we have to create a builder in which players can build their own restaurant which influences the customers that visit the restaurant. This should make the gameplay of the series dynamic and should give the hit series a higher amount of playtime.

3.2 Project Assignment:

The original project assignment as given by RealGames:

The intern is part of a multidisciplinary team, which exists out of:

- a Programmer
- a Graphic Artist
- a Game Designer

The team members focus on coming up with new ideas and concepts for the casual games market. These ideas and concept will be turned into functional prototypes. During this process they will encounter all aspects of the development process as it is with the already existing game development teams. Some of the things they will do:

- Research
- Planning
- Agile Development and daily SCRUM meetings
- Testing
- Evaluations and working on the feedback

The intern works closely together with his teammates and has to communicate on an active way to achieve their goals.

The prototypes that are going to be developed will be used as a “proof of concept” for ideas for new games. Based on the success factor of those prototypes they will see if the idea has potential and will be developed further.

If the concept behind a prototype seems successful then the team will keep working on the prototype and turn it into a real game development project and will do so till the first milestone in the process. The first milestone will be used for:

- Usability test, to see if the players understand the game
- Beta test, to check what the players think of the game

After these tests the team has to use the results to improve their project. Next to this main assignment there is a chance that the intern has to do extra assignments who are contributing to the other existing game team. This depends on the need of help at the teams and the quality and motivation of the intern himself.

Current Assignment:

As of now this original project assignment still stand and the only difference is that we are not working on several prototypes anymore but on one actual big prototype (project), this should help us learn more on the overall game development process and give us more grip on certain aspects in the development process.

3.3 Project Activities

3.3.1 Activities

During the internship the following activities will be done:

- Research
 - Casual Games
 - Casual Gamers
 - GameHers – Marie and Sophie
 - Editors / Builders
 - Delicious Series
- Planning / Agile Development
 - SCRUM Meetings
 - Work Plan
 - Agile - Sprints
- Concept
 - Ideas
 - Sketching
 - Brainstorm sessions
 - Brainstorm techniques
- Design
 - Game Design Document
 - Level Design
- Production
 - Graphical Artwork
 - Scripting
 - Design Rules
 - Tweaking

3.3.2 Phases

This overview briefly shows which phases take place and gives a view of the overall internship period phasing. It is important to keep in mind that some aspects of this method are based on Agile Software Development and only reflect the actual prototyping process. The Initial and Definition Phase are only part of the overall internship period and don't return with each prototype cycle.

The phases that really matter in relation to prototyping are: Research, Concept and Design and Pre-Production, if however an prototype is successful and developed into an further stage the Production, Test, Tweak and Analyze phase will take part on the overall process cycle.

Currently the situation is that for the builder we go through the whole process of the development which are the following phases: Research, Concept and Design, Pre-Production, Production, Tweaking

Initial Phase

During the initial phase there is plenty of time to get known with the company and its employees (colleagues). Within RealGames this started of with a Kick-Off followed by getting in touch with the products, exploring their developed games.

Results: Concept Work Plan

Definition Phase

The 2nd phase is an important one as in this phase the project will be talked through with all parties and a more in detail work plan will be set-up.

Results: Work Plan

Research Phase

In the research phase there will be research done on subjects in relation to the assignment; casual games, casual gamers and game design. Research will be primarily done on the internet, but also in the game studio RealGames by questioning employees and by analyzing survey results gotten by RealGames over the past years.

Results: Research Reports: Casual Games, Casual Gamer and Game Design
Revision of the Work Plan

Concept and Design Phase

The concept and design phase is all about coming up with new ideas and concepts for the casual games market. During this phase there will be brainstorm sessions, sketches and pitch documents. Next to that there will also a game design document. This document is there to help the programmers and graphical artists start off and have a document they can grab to see what the ideas are behind several decisions made.

Results: Sketches and Pitch Up Document(s), Game Design Document(s)

Pre-production Phase

Work out functional game mechanics and develop a level or 2 to get an idea of the average time spent on developing.

Results: Prototype - Foundation of Emily's Delicious Restaurants Builder

Production Phase

The development phase is all about turning a game design document into a working prototype/game. This phase is all about programming, artwork and revisions on the results and adjusting things for the better. More or less supervising the work done in relation to the game design document and game mechanisms. Next to that there will be done some artwork for the levels.

Results: Working prototypes/games – Emily's Delicious Restaurants Builder Alpha/Beta

Test Phase

The test phase as it says itself is all about testing. The prototypes/games will be tested by a select group of the target audience and a survey will be done in relation to this process.

Results: Survey Results - Feedback Report

Tweak Phase

To make sure something gets done with the feedback and survey results it will be reflected at the actually prototypes/games and these will be optimized according to the given feedback.

Results: Prototype – Emily's Delicious Restaurants Builder

Analyze Phase

This phase is done in cooperation with RealGames to see if a prototype has the potential to be developed further into a full game.

Results: Work Plan for further development

3.4 *Project borders and risks*

To make sure the project doesn't end up in a cycle of questions and answers it's important to set some delimitation and boundary conditions.

3.4.1 *Delimitation*

The project borders must make sure that there won't be unsure situations. An unclear bordering is a big threat for the project. When it's unclear what does and what doesn't belong to a project it's hard to make a good work plan.

In relation to the project the borders will be set on the development process.

- Concept(s)
 - The concepts are one of the main objectives and must be documented with supporting visual elements.
- Prototype(s)
 - The prototypes are not a real functional games, they are there to check in on certain aspects of the game; game play, mechanics or artwork.
- Emily's Delicious Restaurants Builder
 - The builder is only an aspect of a new possible game in the hit serie Delicious, it's not a fully functional game.

3.4.2 *Boundary Conditions*

The following materials will be made available by RealGames to help the intern achieve results:

- A workplace with an computer and the needed software
- Network Access
- Guidance where needed

For general help and guidance Ard Bonewald can be addressed but for more field specific expertise questions any of the colleagues should be able to help out.

3.5 Products

During the internship period the intern will produce several products:

General

- Work Plan
- Halfway check-up Report
- Final Report

There are general reports which will be for both parties.

Products as results of the assignment and mainly directed at the company:

Prototype(s):

Research

- Casual Games Report
- Target Audience Report
- Game Designer Report
- Editor/Builder Check List
- Delicious Asset List

Concept

- Concept Report
- PU Reports
- Sketches

Prototype

- Game Design Document
- Scripting
- Artwork

Usability Test

- Survey Results
- Feedback report

Optimization

- Fully functional prototype
- Emily's Delicious Restaurants Builder

3.6 Quality

To make sure the quality is of high standers the following methods will be applied:

3.6.1 Quality Assurance

Test fases

During one of the many test sessions on the prototypes we will look closer at how the target audience responds to it and how the game play helps in achieve the objectives of the games.

3.6.2 Check-ups

Weekly Checkup (company)

Every Friday there will be an meeting with the intern Councilor to check on the current work results and processes. Next to that there will a brief look into the upcoming weeks and what assignments there will be upcoming. This way both parties are up to date on the work process and quality of the work.

Checkup Report (college)

Halfway the internship period the intern has to write a report on his work done so far. This will help the college councilor's judge the work activities and results thus far are of high enough quality.

Blog

Every week there will be an brief summary of the tasks and results of the intern on his personal blog, this blog can be found at: www.sjoerdjoosten.nl/blog. The blog will give all parties the opportunity to read up on the overall process and will help get insight on the students work activities and personal likes/atmosphere within the company.

3.6.3 Techniques

Software

The intern will work with the following software: Adobe Creative Suite 4, Visual Studio and Microsoft Office.

3.7 Project Organization

Intern

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Intern Councilor

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Functie: Director of Studio
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Intern College Councilor

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4. Work Schedule

As this project is all about developing prototypes and coming up with new ideas and concepts its hard to make a schedule in relation to punctual dates. Therefore I've decided to give an overview of the main process we are going through when developing these prototypes.

Idea

We start of by having some brainstorm sessions and starting to think about an actual idea. We summarize these ideas into a PU document.

Concept/Design

Once we got an idea we can kick it up a notch and turn it into a concept which should give more insight into the logics behind the idea with a reflection on the casual games market. Next to that an GDD must be written so there is an clear view of the game details.

Pre Production

At this stage the most complex and default work processes are being set up. This is done so there can be given an estimate time schedule for the overall development process.

Production

In the development phase the whole complete game gets made, this includes all the scripting, artwork and design rules.

Test

Once the development process has passed and there is a functional prototype its important to test it, this can be done in the studio itself by letting several people play the game but best is to test it with the actual target audience.

Tweaking / Optimilization

In this process its all about doing something with the feedback and survey results gotten in the test phase. This will help by making the prototype more successful.

Analyze

When the prototype is fully functional it's important to analyze It and to reflect it on the actual market to see if it holds potential enough to be turned into a full game.

Release Candidate

When a project reaches this phase it's ready to be released.

And at this point the process of one prototype has finished and the whole process repeats itself.

4.1 Emily's Delicious Restaurants Builder

Month	Week	Sjoerd	Sven	Michiel	Week	Month	Milestones
Mrt	10	Editor Check List / Asset List	QA List	D4 Coding Protocol	10	Mrt	Sprint 1: Foundation Design
	11	Game Design Document	Paper-prototype	Foundation	11		
	12	Tech/Build tree	Interface Sketches	Save / Load	12		
	13	Building Cycle	Interface Graphics	XML / LUA	13		
Apr	14	Touch and feel - Controls	Builder Animations	" " "	14	Apr	Sprint 2: Foundation Builder
	15	Objects Values	Objects Striping	Builder	15		Sprint 3: Builder
	16	Objects Relations	Animations	" "	16		
	17	Shop Window Design	Textures / Patterns	" "	17		
Mei	18	Customer Reflection	Shop Window Graphics	" "	18	Mei	Sprint 4:Alpha
	19	Efficiency Ratings	Shop Window Animations	Shop Window	19		Sprint 5: Beta
	20	Help / Tutorial / Dialogs	New Objects	" " " " "	20		
	21	Gameplay Tweaks	Graphical Tweaks	Programming Tweaks	21		Sprint 6: RC
	22				22		
Jun	23				23	Jun	
	24				24		
	25				25		
	26				26		
Jul	27				27	Jul	
	28				28		
	29				29		
	30				30		

Notes:

5. Important Dates

During the internship there will be some important dates that should be remembered, here's a shortlist of them:

Start of Internship:	02-02-2009
End of Internship:	15-06-2009
Back to college day:	07-04-2009
Bedrijfsbezoek 1:	24-03-2009
Bedrijfsbezoek 2:	TBA
Intern Vacation:	21-02-2009 – 28-02-2009
Work Plan v1.0	10-02-2009 - 20-02-2009
Halfway Check-up Report	TBA
Final Report	15-06-2009



Departments Research

Research Reoprt RealGames Departments

Sjoerd Joosten

Study:	ICT Media Design
Studentnumber:	2042428
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Company:	RealGames Europe B.V.
Date:	11-3-2009
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QA - Jan Castelijns

The department Quality Assurance (QA) is mainly focused on post-production QA, QA checks for games in development mainly takes place in USA. At the QA department they are responsible for the quality of the games based upon test sessions. The department has it's own test procedures they go through based upon a test island where numerous PC's can be found with each their own configuration, for example different operating systems. One point of attention that arose was the fact they are not directly keeping an eye if a game runs on a Mac, however if a developer asks for the QA department to check it on a Mac it will be done.

The games aren't only tested within the studio but also external based upon a usability test at a test facility in Breda. For these usability tests they invite an x amount of people that match the target audience of the game. These women play the game individually and get a short interview after so the QA department knows where the points of attention are for the next development stage.

Except for the fact that QA is busy with testing games they also took over control of the packaging process of Trymedia.

When we asked QA what is the most common problem they told us that many games are not built for PC's without a soundcard which leads to a hard crash on the game. Besides that 80% of the players don't even enable the sound and / or listen to the sound in the games. A research on the fact why players don't listen to the sound effects and music in the games hasn't taken place yet.

Besides that many players skip texts and introduction scenes as they want to play a game instead of watching a movie and / or read a book. Purely based on these facts you can state that intuitive gameplay is the most important when it comes to casual games.

Another aspect that arose was the fact they are not testing the games for colorblind people and / or other handicaps while an international research report pointed out that 20% of the gamers have a handicap.

Customer support - Martin Jackson

The customer support department is active through whole Europe. The department is primarily busy with answering questions from players. The most common problems that players report often have to deal with account details, operating system issues and installation issues. The main issues in relation to operating systems are because of Windows Vista and the inbuilt security level, not all games are generally accepted by this security system of Windows Vista.

Besides problems players also post comments like “this game sucks” or “we want more horse games” and the likes. In case there are many of these general comments these get documented and reported to the director of the studio.

The support towards the players is purely done by e-mail, players can fill in an e-mail form which has a few default questions. These default questions help to order the forms based on priority within the studio, allowing the customer support department to deal with high priority issues first.

In case a question / comment regarding a specific game shows up several times then the customer support department will inform the quality assurance department who will take action if necessary.

The online FAQ's are a good representation of the most common asked questions.

A new trend that arose in regards of online communities is the fact that the customer support department started actively playing a role within these communities answering questions and helping out directly inside a community in the hope of reaching a larger audience.

Marketing - Petra van Dreumel

The marketing department is primarily busy with luring in new players. The players where they focus on are the so-called Marie and Sophie. Marie and Sophie are 2 women who each have their own profile. Marie is the oldest one and prefers the less complex games and loves calm environments. Sophie however is more open to more complex gameplay and details.

Attracting potential players is mainly done by advertising and affiliates think about the common web banners found on most of the websites. Besides that the department is responsible for Search Engine Optimization and they pay Google for sponsored ads (for example "free games").

When a new game is launched there isn't necessarily a promotional campaign linked to it, however games developed at the own studio often do get these campaigns to boost the sales of their own games.

Localization - Wouter van den Borne

The localization department is busy with the technical aspects of the games. De games are ripped apart when it comes to text and text elements. These then get sent to a translation centre who in return sent back the translated text. The translated text then goes through a program specially developed for localizing games which make sure the games are correctly localized. Not to long ago they were doing this by plain copy and paste work.

Games delivered to localization are placed in one of the 4 categories, fast publish games (XML based games), own studio games, games of which they don't know how they are going to be delivered and games of which only the language files are sent. Games based upon XML are easily to handle and often get done fast, same goes for the games developed in the studio. However the games of which they don't know how they will be delivered it's always a surprise how much time they have to spend to localize them. Just because of this reason it's hard to setup a schedule for the department as it's not clear how long they will need for each games. Games of which only the language files get delivered are done rather fast, but the risk always remains that the developer forgot to sent some specific text elements.

Conversion & Retention - Irma van den Akker

The department Conversion & Retention is primarily busy with “taking money” from the customers and making sure the customers don’t run away. One of the ways they make sure both are done at an effective way by working on the game portals on the internet. They often have 2 sites up and running which might look the same but in theory are slightly different. Each visitor gets linked to either of the 2 sites, where each site has its own prices and price actions. After a certain time they analyze the 2 different sites and their visitors and check which site made the most profit resulting into a certain setup being done more often on the game portals.

Besides these general game portal setups they are looking at a way to personalize and customize player accounts on such a way which should give the player an option to decide the layout of the game portal and which games should be placed on top of their list. However, they are still researching all these options and it’s something they are working on for the future.

On the different game portals there are often boxes with 5 categories, these categories change at random intervals and make sure to communicate the latest actions of the site which should attract visitors to buy these faster.

Recently they saw an decrease in visitors when they sent less e-mails out, therefore they decided to sent more e-mails with relevant information about new games and actions. Besides that visitors who cancelled their account get sent a mail in which they try to get them back and reactivate their accounts.



Casual Games

What are casual games?

Sjoerd Joosten

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Preface

This document is all about Casual Games and Gamers. In this document will be a brief overview of what Casual Games and Gamers are and I will analyze the game Insaniquarium.

I will analyze the game based upon the following points:

- Concept
- Target Audience
- Game Structure
- Game Play
- Game Rules
- Experience: First 5 minutes

In the end I will write down my conclusion of casual games, gamers and the game I've analyzed in relation with RealGames and write down some points which I think should have been brought better or things that could have been left out.



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Casual Games

A casual game is a video game or online game targeted at a mass audience of casual gamers. Casual games can have any type of gameplay, and fit in any genre. They are typically distinguished by their simple rules, in contrast to more complex hardcore games. They mostly require no long-term time commitment or special skills to play, and there are comparatively low production and distribution costs for the producer. Casual games typically are played on a personal computer online in web browsers, although they now are starting to become popular on game consoles, too. Casual gaming demographics also vary greatly from those of traditional computer games, as the typical casual gamer is older and more predominantly female, with over 80% of those purchasing casual games being women.

Most casual games have similar basic features:

- Extremely simple gameplay, like a puzzle game that can be played entirely using a one-button mouse or cellphone keypad
- Allowing gameplay in short bursts, during work breaks or, in the case of portable and cell phone games, on public transportation
- The ability to quickly reach a final stage, or continuous play with no need to save the game
- 2D, abstract graphics
- Some variant on a "try before you buy" business model or an advertising-based model

The word "casual" indicates that the games are produced for the casual consumer, who comes across the game and can get into gameplay almost immediately. Every month, an estimated 200 million consumers play casual games online, many of who do not normally regard themselves as gamers, or fans of video games.

Casual games are usually free on-line or free to download and try (but may provide revenue by in-game advertising). Commercial studios create downloadable games, primarily available on the PC. These games are typically addictive and are limited trials to encourage casual gamers to buy a permanent "deluxe" version for a small price (typically \$20 or less). They usually have more intensive graphics and sound. Recently, 100% free "full licensed versions" of casual games have become available through advertising.

Indie game developers often create free games for online play. These games have a wide range of gameplay styles, can be played on almost any computer, and are often written to be played from within a web browser, using Flash, or Shockwave. They are more limited in the scope of action, graphics and sound than downloadable games since they are played through the browser. However, many of these developers have pushed the technological envelope in what is possible through the browser - often creating full 3D games, 2 player capabilities, save games and other advanced features.

Type of Games

Agon (games of competition):*

A whole group of games would seem to be competitive, that is to say, like a combat in which equality of chances is artificially created, in order that the adversaries should confront each other under ideal conditions, susceptible of giving precise and incontestable value to the winner's triumph. It is therefore always a question of rivalry which hinges on a single quality (speed, endurance, strength, memory, skill, ingenuity, etc.), exercised, within defined limits and without outside assistance, in such a way that the winner appears to be better than the loser in a certain category of exploits.

Alea (games of chance):*

Alea is the Latin name for the game of dice. I have borrowed it to designate, in contrast to agon (games of competition), all games that are based on a decision independent of the player, an outcome over which he has no control, and in which winning is the result of fate rather than triumphing over an adversary. More properly, destiny is the sole artisan of victory, and where there is rivalry, what is meant is that the winner has been more favored by fortune than the loser. Perfect examples of this type are provided by the games of dice, roulette, heads or tails, baccara, lotteries etc. Here, not only does one refrain from trying to eliminate the injustice of chance, but rather it is the very capriciousness of chance that constitutes the unique appeal of the game.

Alea signifies and reveals the favor of destiny. The player is entirely passive; he does not deploy his resources, skill, muscles, or intelligence. All he need do is await, in hope and trembling, the cast of the die.

Mimicry (games of simulation):*

All play presupposes the temporary acceptance, if not of an illusion (indeed this last word means nothing less than beginning a game: in-lusio), then at least of a closed conventional, and, in certain respects, imaginary universe. Play can consist not only of deploying actions or submitting to one's fate in an imaginary milieu, but of becoming an illusory character oneself, and of so behaving. One is thus confronted with a diverse series of manifestations, the common element of which is that the subject makes believe or makes others believe that he is someone other than himself. He forgets, disguises, or temporarily sheds his personality in order to feign another. I prefer to designate these phenomena by the term mimicry...

The pleasure lies in being or passing for another. But in games the basic intention is not that of deceiving the spectators. The child who is playing train may well refuse to kiss his father while saying to him that one does not embrace locomotives, but he is not trying to persuade his father that he is a real locomotive...

Ilinx (games of vertigo):*

Ilinx. The last kind of game includes those which are based on the pursuit of vertigo and which consist of an attempt to momentarily destroy the stability of perception and inflict a kind of voluptuous panic upon an otherwise lucid mind. In all cases, it is a question of surrendering to a kind of spasm, seizure, or shock which destroys reality with sovereign brusqueness.

The disturbance that provokes vertigo is commonly sought for its own sake.

**As described by Roger Caillois*



Casual Gamer

Casual gamer is a loosely defined term used to describe a type of video game player whose time or interest in playing games is limited compared with a hardcore gamer. Casual gamers can conceivably consist of any people who show more than a passing interest in video games, therefore it is difficult to categorize them as a group. For this reason, games which attempt to appeal hardcore gamer.

Casual gamers can conceivably consist of any people who show more than a passing interest in video games, therefore it is difficult to categorize them as a group. For this reason, games which attempt to appeal to the casual player tend to strive for simple rules and ease of game play, the goal being to present a pick-up-and-play experience that people from any age group or skill level could enjoy. A casual gamer usually has less than 5 years of experience

Casual gaming demographics also vary greatly from those of traditional computer games, as the typical casual gamer is older and more predominantly female, with about 80% of those purchasing casual games being women.

Quotes / Surveys

By Zylom, May 2007

“80% of all casual game players are female. Not only that, 70% of them are also older than thirty.”

“Almost 40% of all female gamers work full time and 20% have a part time job.”

“The average European female online shopper bought 9 items and spent €633 online in 6 months.”

“Over 50% of all players say they are drawn to their computer to play a game 4 to 7 days a week”

“Casual Gamers love to listen to music and play games, chat or surf on the internet.”

By Corvus, January 30, 2008

“Casual games are typically very forgiving games. They don't harshly penalize failure, they have gradual increases in difficulty, they don't demand you spend large blocks of time in one sitting. They don't have complicated control schemes or complex mechanics. Typically, you don't even have to read to be able to play (excepting Bookworm and its ilk, obviously).”

Popcap Survey, August 2006

- 76% of Players are Female! Yep, so it's no use making gore filled zombie-fests.
- Average age of 48. Wow, so some younger developers might be making games aimed at someone just like their mum - imagine that!
- 89% Are 30 or Older. So basically only 11% are teenagers and in their 20s.
- 71% are 40 or older and 47% are 50 or older. So nearly half of casual gamers are over 50!
- 88% of players overall indicated they experienced stress relief from playing casual games. So casual games need to be fun and progressive but not “stressful”.
- 74% of all respondents cited mental exercise as a benefit. Aha, so they can't be mindless games either. They need to keep the grey cells going.



Insaniquarium

Action / Other Action Games

Concept

Feed fish, fight aliens, upgrade your weapons, and unlock secret pets as you explore 20 captivating new levels and 4 unique tanks of action-puzzle adventure!

Objective

Your objective in each level of Insaniquarium is to collect enough money to buy 3 egg pieces. When you have purchased all three egg pieces, you will be rewarded with a new pet to add to your collection. Watch out for aliens, who appear from time to time to eat your fish. Use the money you collect to buy new guppies, fish food upgrades, weapon upgrades and other items to help you win the level faster.

Target Audience

The target audience of this game in my opinion is the casual male gamer of the age 14 – 30.

The reason behind this is because the game can be quite chaotic and there is some action involved in relation to laser guns and aliens which don't really connect directly to an older and / or female target audience.

Storyline

The storyline behind this game is about feeding your fish and keeping them alive. The aim of the story is to make the player collecting these eggs which result into getting another "friend" into your fish tank to help you progress to eventually defeat the alien leader.



Game Structure

The structure in this game is based upon the different levels players encounter. Each level has his own unique companion and increases in difficulty as the player makes progress.

A level consists out of the fish tank, 2 starting gold fishes and the companions the player has unlocked (a maximum of 3 companions can be brought each level). There are actually 4 different fish tanks which bring a little extra twist to the scenery.

Each fish tanks has 2 unique abilities which can be purchased, for example fish tank nr. 4 has the option to buy and extra big fish who eats flesh eaters and if kept alive drops big treasure worth lots of money.

After "winning" each fish tank the player will be able to play an bonus level, in the bonus level several objects will fall down and its up to the player to collect as much as he can in the given time period.

Game Modes

Adventure:

In the adventure mode the player must collect the egg parts in each level to advance to eventually encounter the alien boss.

Time Challenge:

At the time challenge game mode the player gets 2:00 to collect as much money as possible.

Challenge:

In the challenge mode the player must defeat an alien which becomes stronger each time the player defeats one. This will go on until the player can't beat the alien anymore or ends up fighting the alien boss alone.



Game Play

The idea about the game is to feed the fish, let them grow and make money to buy eggs to continue to the next level.

The player starts the game in the basic fish tank and has to feed / breed fish to advance to the next levels.

Goals

- Feed fish and let them grow big
- Collect money
- Buy 3 egg parts
- Defeat the Alien invasion
- Get new allies to help you fight of the aliens

Controls

The controls of the game are all about using your mouse and only using your left mouse button (LMB). When the mouse is hovering in the fish tank your LMB will be used to drop food and / or collect money and treasure.

If an alien invades the fish tank your LMB will be turned into a crosshair to fire your laser gun with. You can click next to an alien to deflect it in the opposite direction. For example, if you click just above an alien, it will start moving lower. Use this trick to maneuver the aliens away from your fish!

Buying extra fish, upgrades and egg parts is done by using the LMB when hovering over the HUD at the designated places.

Game Rules

- The player can only drop as much food as he's allowed to. This starts up by 1 at the same time, but can be upgraded up to 10 by spending money.
- A goldfish costs 100 money. A flesh eater costs 1000 money. Food quality upgrade costs 200 money (up to 3 times). Food quantity costs 300 each upgrade (up to 10 times). Gun upgrades costs 1000 money (up to 10 times). Egg costs increase each level. As the player progresses in the game the costs can increase.
- To finish a level the player must have collected the 3 egg parts.
- A fish must have been fed within a certain time period otherwise it dies.
- There can be brought a maximum of 3 companions to each level, the player gets to choose.
- An Alien must be killed by clicking on it.
- There is no limit on the amount of fish a player can buy.



Experience: First 5 minutes

As soon as I've launched the game I wasn't really impressed by the loading screen, it all seemed a bit chaotic to me. Nevertheless it's not about the loading screen but about the game itself. It does however play a role in the first 5 minutes experience and as a first impression of a game.

When first launching the game you get asked to enter your name which brings in just that little extra connection between the player and the game. Once your name is entered you will see the main menu with several options to choose from: Adventure, Time Challenge, Challenge and the Virtual Fish tank. Except for those 4 game modes there is the usual Score list, Options, Help and Quit buttons. When you hover the mouse over any of the game mode options you get a little explanation about what each game mode is about, when it's your first time playing hovering over the Adventure button you get told it's best to play this mode if your unfamiliar with the game, so here it goes.

After your selection for the Adventure mode, the instructions screen comes up with brief instructions on what you should do during the game. Personally I didn't pay much attention to it and went directly into the game.

Once in the game you see the fish tank and you start with 2 fish. Under in the tank is some text displayed which should give some instructions to the player but it doesn't really pop out and thus is easily missed. However as most players will most likely start clicking they will see food drop and the fish going after it to eat it. While you progress the fish will start to drop money which the player has to click to get some money going, yet it's unsure what the money will be used for except as an indicator for the score criteria. As you progress further you get the option to buy extra fish which gets indicated by a flashing text an arrow pointing where the player has to click to buy the extra fish. Then you make sure your fish stay alive and you progress further till at a certain point you get the option to buy a part of the egg you have to complete.

A fun aspect of feeding the fish is that you can actually see them grow, and if you don't feed them they will turn green and might even turn upside down and turn white/gray and will be considered dead. As you progress more and more and collect the 3 egg parts you finish the first level. As a result you will see the egg you "won" and what comes out of it, the first level results in getting a snail that will collect the money dropped by the fish.

Now the first level is done and I've had my first 5 minutes of experience with the game I must say the end part of the egg is what will keep me personally motivated to play onwards as I am curious what other creatures I end up with to assist me.



Conclusion

Casual Games and Gamers

The casual games market is much bigger as I expected in the start, RealGames alone already has 40 million players world wide of the 200 million active players. The qualities of these games vary widely and don't always make up their expectations. However, RealGames has their own set target audience: females who are 20 – 49 years. They've done loads of research on their target audience and came up with Marie and Sophie. Marie and Sophie are 2 profiles of the typical woman in their target audience and will help them understand their audience better. Based on the profiles of Marie and Sophie RealGames develops games for them and are always striving for success. One of their objectives each year is to have 3 games end up in the top 10 of the casual games market and so far they live up to that. Yet they only publish an average of 6 games a year, so quite an achievement!

Some funny fact in relation to casual gamers being woman for example is that the highest peak times of players are on Sunday when sports are on tv.

Most casual games are really simple and direct which makes it easier for woman to sit down and play their game for a bit instead of having to go through complex mechanisms and situations. It's important that casual games are easy to understand, best in this scenario would be that a game gets played as it should by intuitive play by the player. Another crucial factor for Casual Games are the controls, a huge majority of the games are being controlled by only 1 button, the left mouse button. As soon as the casual games start to use more buttons, on both the mouse and keyboard, the woman loose interest as they think its becoming to complex. Simplicity is what its all about in Casual Games.

However, as new generations who grew up with today's computer era this might change and might give the Casual Games market a new twist.

Insaniquarium

Insaniquarium is a game that puts focus on "managing" your own fish tank and turning it into a living environment with all types of fish and sea creatures. The fact a player unlocks new creatures by completing a level is what does the trick to keep players playing the game.

However at a certain point the game becomes a drag as it takes to much time to finish a level because the money gained and the costs increase don't grow at a same rate and thus become unbalanced. Also the fact that you have to start over every level in creating your fishy environment people might give up on the game as they just feel like they keep loosing their progress.

The connection with the "aliens" is in my eyes a weird decision. Why not stay in the sea creature theme and replace the aliens with white sharks for example.

All in all I personally enjoyed the game and it will live up to its purpose as a Casual Game. But it missed some chances to make it a better game had they put in some more time.



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- IV -

Casual Gamers

Who are the casual gamers?

Sjoerd Joosten

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Inleiding

Iedere maand spelen in Nederland meer dan 3 miljoen unieke bezoekers op www.zylom.nl hun favoriete online spelletjes.

Van deze bezoekers is 80% vrouw in de leeftijd van 20-49 jaar. Sophie en Marie representeren deze vrouwelijke doelgroep, die dagelijks massaal op Zylom te vinden is. Sophie vertegenwoordigt de leeftijdsgroep 20-34 jaar en Marie de leeftijdscategorie 35-49 jaar.

In dit document kijken we naar deze doelgroep en zoomen we in op Marie en Sophie.

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GameHers

Maar liefst 80% van de Casual Gamers zijn vrouwen, hieruit kun je dan ook wel concluderen dat de hoofddoelgroep van casual games vrouwen zijn. Om deze grote groep een wat toepasselijkere naam te geven is de naam "GameHers" ontstaan.

Een GameHer is een vrouw die graag casual games speelt. Je buurvrouw, moeder, zus, beste vriendin etc. vallen allemaal onder de GameHers.

Voor GameHers zijn familie, vrienden en werk belangrijk en spenderen ze de meeste tijd aan hun kinderen, computer, huishoudelijke taken en werk. Verder vinden ze het heerlijk om een boek te lezen, een online game te spelen of om naar muziek te luisteren.

Als we kijken naar het speelgedrag van de GameHers zien we dat ze ongeveer 2.2 games per dag spelen en dat ze elke game gemiddeld 13.8 minuten spelen. Ze spelen de games vooral in de avond na de werkuren en op zondagavond tijdens de sportuitzending op televisie.

Type GameHers

Wie zich niet kan voorstellen dat zijn of haar moeder, zus of vriendin achter de computer schiet- of racespellen speelt, heeft helemaal gelijk. Het zijn vooral de online woord- en puzzelspellen die populair zijn onder vrouwen. Vrouwen zijn andere gamers dan mannen, en verdienen volgens Zylom dan ook een andere naam: GameHers.

Het zijn vrouwen van alledag die online casual games spelen. Uit het onderzoek blijkt dat de meerderheid van de GameHers ouder is dan 25 jaar. Slechts 11% was jonger dan 25. Uit de resultaten bleek zelfs dat 31% van de GameHers 55 jaar of ouder is.

Het onderzoek laat zien dat er drie types van GameHers te onderscheiden zijn.

Lara Switch-Offs

Vergeet de overactieve en agressieve Lara Croft, het grootste gedeelte van de GameHers geeft namelijk aan regelmatig online casual games te spelen om te ontspannen. Bijna 73% geeft aan wel eens om die reden te gamen. Lara Switch-offs loggen dan in om te genieten van een momentje voor zichzelf.

Davina Codes

De Davina Codes houden ervan puzzels op te lossen en codes te kraken. Dan Brown's DaVinci Code zou een eenvoudige opgave zijn voor deze vrouwen, die alles op alles zetten om hun eigen beste score te verbeteren en vaak eerlijk toegeven de online puzzels verslavend te vinden. Voor de helft van de Nederlandse GameHers kan dat een reden zijn om te online te gamen.

Brain Fonda

Deze GameHers willen op momenten hun hersenen trainen en geloven dat spelletjes en puzzels daarbij helpen. Eén derde van de respondenten geeft aan te gamen om de hersenen actief en gezond te houden.

Beter dan seks?

Aan de vrouwen is gevraagd om uit dertien verschillende activiteiten te kiezen wat hun meest favoriete activiteit is. Het vaakst is gekozen voor 'lezen' en daarna 'televisie kijken'. 'Online gaming' komt hiermee op de derde plaats. Opvallend is dat de activiteit seks pas op de achtste plaats komt, als favoriete activiteit:

1. Lezen (18%)
2. Televisie kijken (14%)
3. Online gaming (12%)
8. Seks (6%)

Niet lijkt online gamen tegenwoordig alleen populairder dan het bedrijven van de liefde, het wordt ook nog eens behoorlijk lang gedaan. Ruim 28% van de GameHers speelt één à drie uur per week online en maar liefst 38% gaat met gemak over drie uur per week heen. Ter vergelijking; in dezelfde tijd onderga je een uitgebreid arrangement bij een schoonheidssalon, nuttig je een chique 3-gangendiner of vlieg je vanaf Schiphol naar Turkije.

Iteke Weeda, sociologe en hoogleraar emancipatievraagstukken over de populariteit van casual games onder vrouwen: "Ja, vrouwen vinden puzzels en spelletjes, waarbij ze hun goed ontwikkelde associatieve vermogens kunnen gebruiken, doorgaans erg leuk. Zolang deze bezigheid geen echte verslaving is, is de geestelijke gezondheid van vrouwen erbij gebaat. En dat kunnen we wel gebruiken in een tijd van vergrijzing, waarbij vrouwen gemiddeld ouder worden dan mannen. Het gaat dus in feite om geestelijk joggen, om het op peil houden van de geestelijke fitness."

Marie en Sophie

Om een beter beeld te krijgen van wie Marie en Sophie zijn even een korte introductie:



Mag ik me even voorstellen? Ik ben Sophie.

Ik ben 32 jaar en heb een fulltime baan. Op internet ben ik vaak te vinden. Om informatie over producten op te zoeken of om zelf mijn vakantie te regelen.

Ook mijn ontspanning zoek ik graag online. Even na mijn werk een spelletje spelen op www.zylom.nl. Dat is echt een moment voor mezelf.

Zeker omdat ik altijd een volle agenda heb! Werk, sporten, het huis op orde houden, leuke dingen ondernemen met mijn partner en met vriendinnen er op uit. Maar tussendoor lonkt de computer toch altijd weer.



En ik ben Marie!

Ik ben 47 jaar en werk part-time. Alleen mijn jongste dochter woont nog thuis. Daardoor heb ik meer tijd voor mezelf. Ik onderneem dan graag dingen, zoals een weekendje weg met familie of gezellig winkelen met vriendinnen.

Mijn favoriete ontspanningsmoment is online spelletjes spelen. Je kunt me dan ook dagelijks op Zylom vinden.

Eerst dacht ik dat ik te oud was om een spelletje te spelen. Totdat ik ontdekte dat mijn schoonzus en mijn vriendinnen ook online spelletjes spelen!

Een dag in het leven van Marie en Sophie



Opstaan

07.30

Wakker worden!

Opstaan

Naar het werk

09.00

Aan de slag

Halve dag werken
in het ziekenhuis

Op zoek naar
een leuke
vakantie

12.00

Surf pauze

Familie foto's
online zetten

Uit eten met
vrienden

18.00

Tijd voor familie

Eten met mijn
gezin

Spelletje spelen -
proberen om het bij
20 min. te houden
deze keer

20.00

Spelletjes tijd

Geheugen trainen
met online puzzel-
spelletjes

Muziek voor mijn
mp3-speler
downloaden

21.00

*Een moment voor
mezelf*

Mijn boek uitlezen

Naar bed

23.30

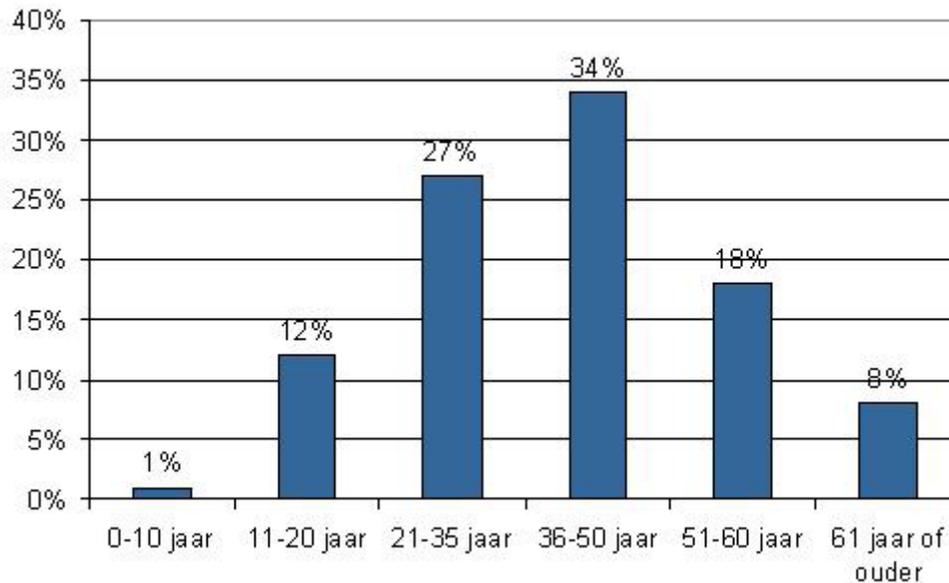
Einde van de dag

Genieten van een
goede nachtrust



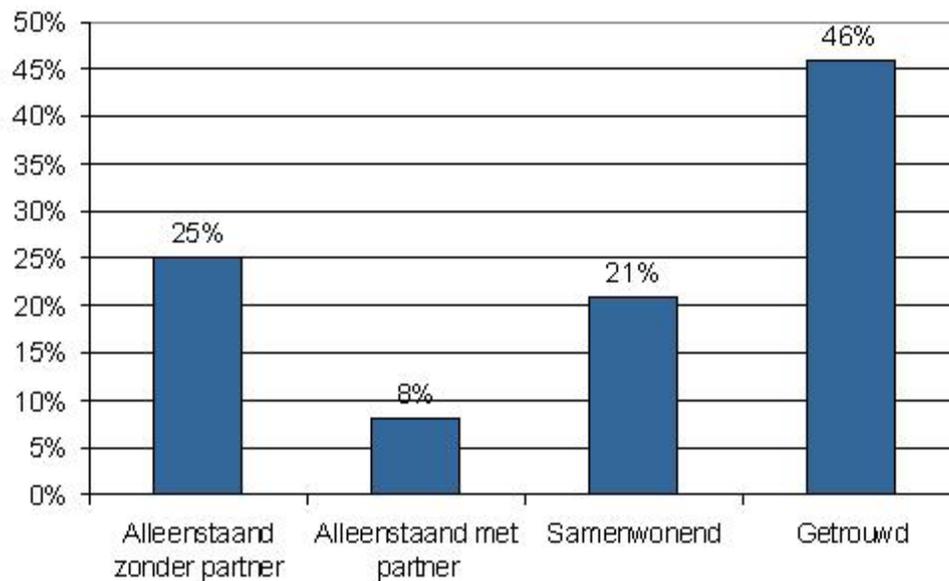
Resultaten Zylom Onderzoek

Leeftijd



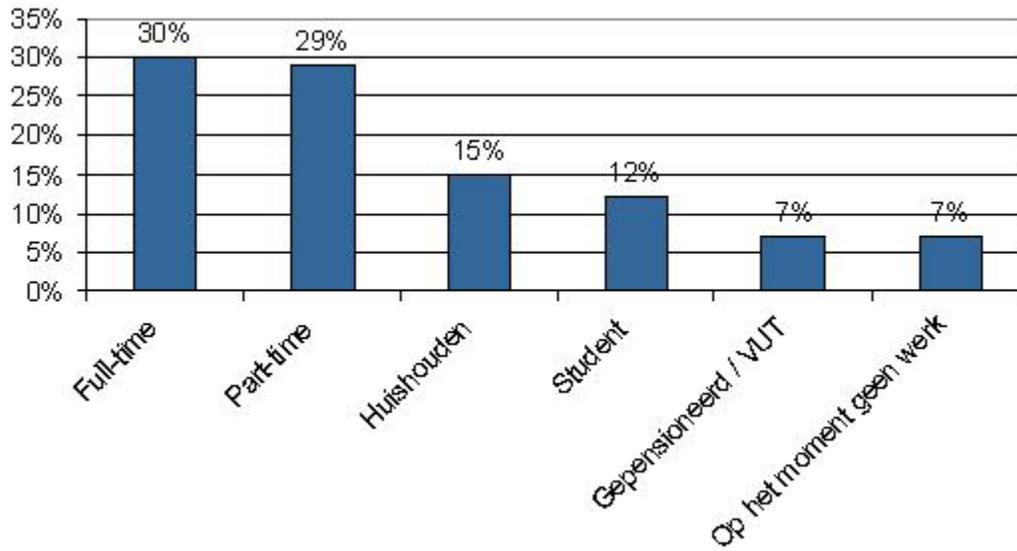
Bijna 90% van de bezoekers is ouder dan 20 jaar. Sophie vertegenwoordigt 27% van de bezoekers en Marie 34%.

Gezinssituatie



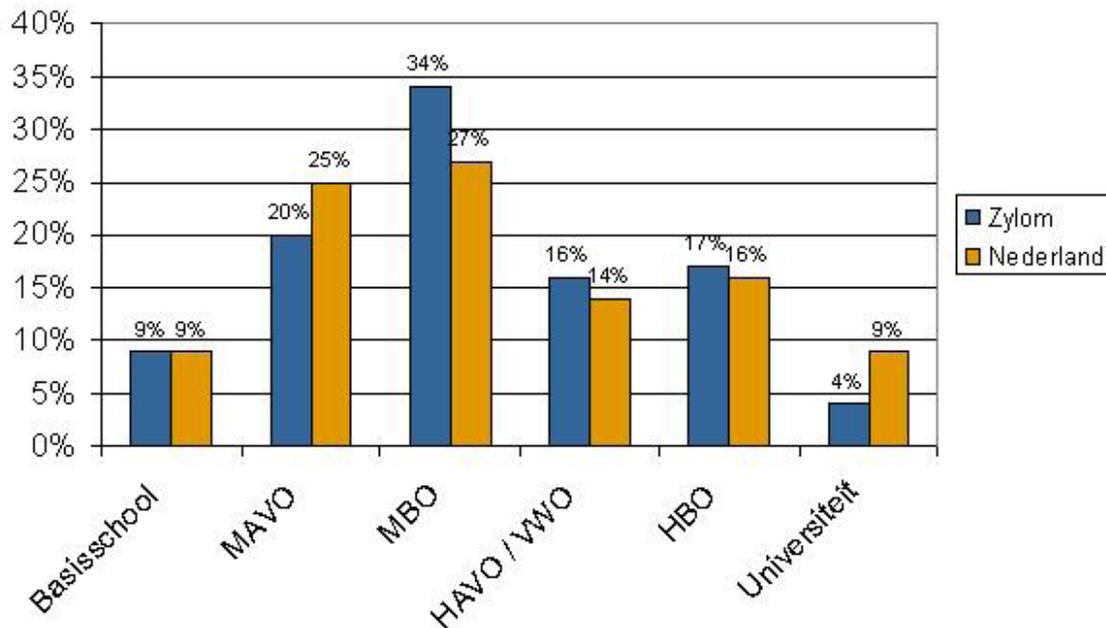
67% van de bezoekers woont samen met partner.

Werksituatie



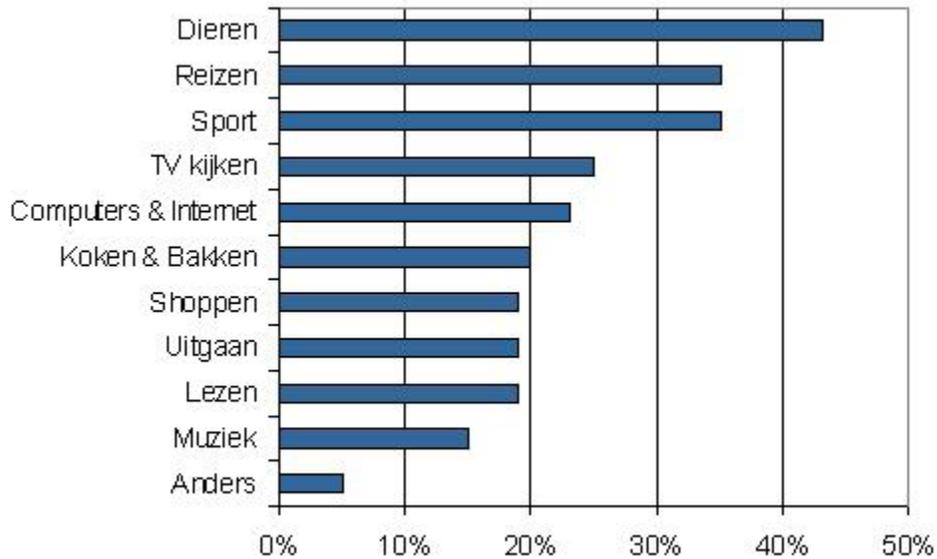
Het merendeel van de bezoekers participeert actief in de beroepsbevolking.

Opleidingsniveau



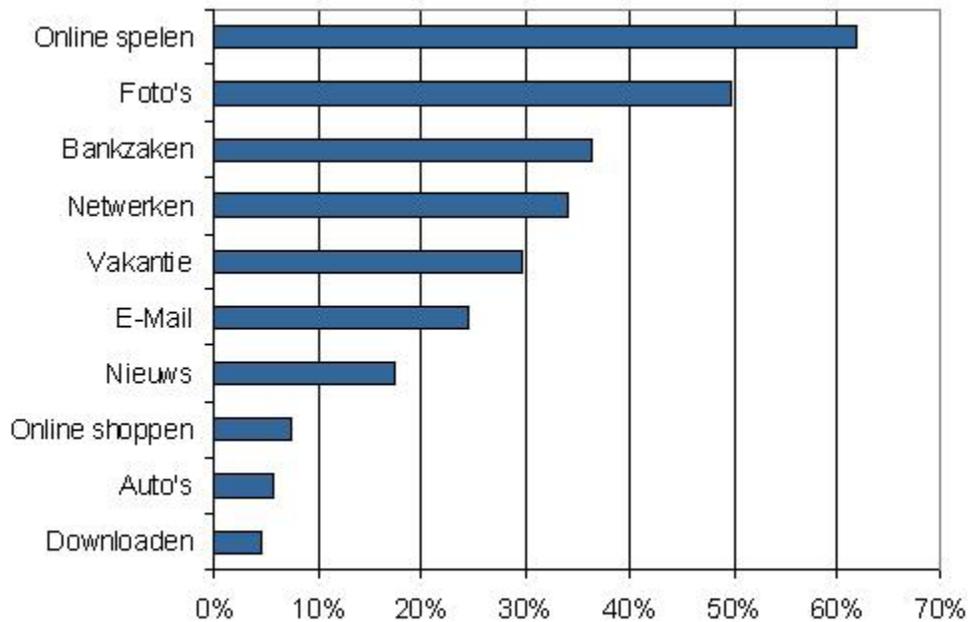
De Zylom bezoekers hebben over het algemeen een hogere opleiding genoten dan de gemiddelde Nederlander.

Hobbies



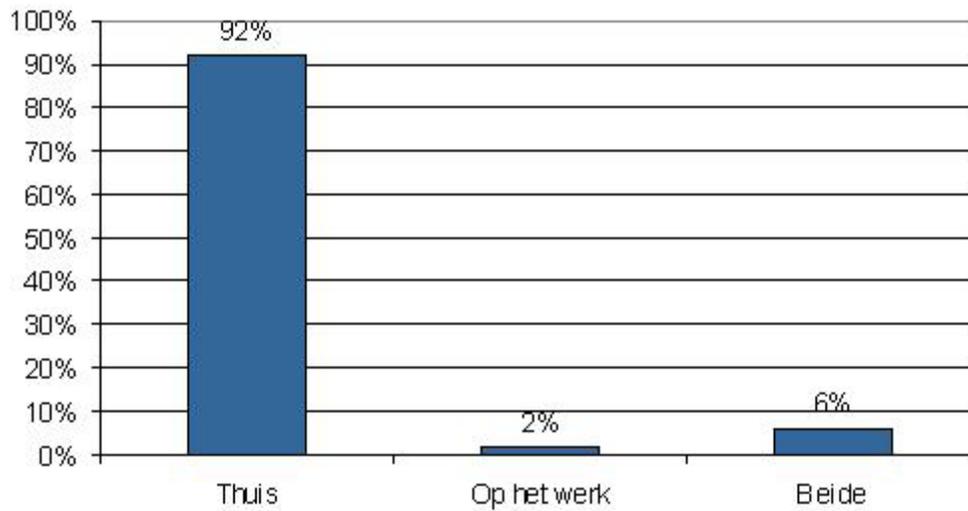
Naast het spelen van online spelletjes zijn dieren, reizen en sport de grootste hobby's.

Internetgebruik



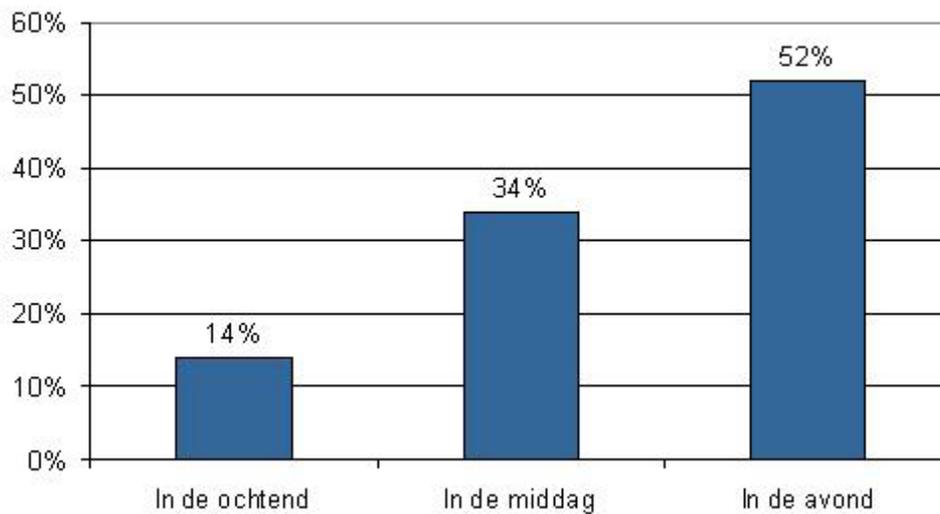
Internet wordt door de bezoekers overwegend gebruikt voor bankzaken, online spelletjes en het boeken van vakantie's.

Speelgedrag: Waar?



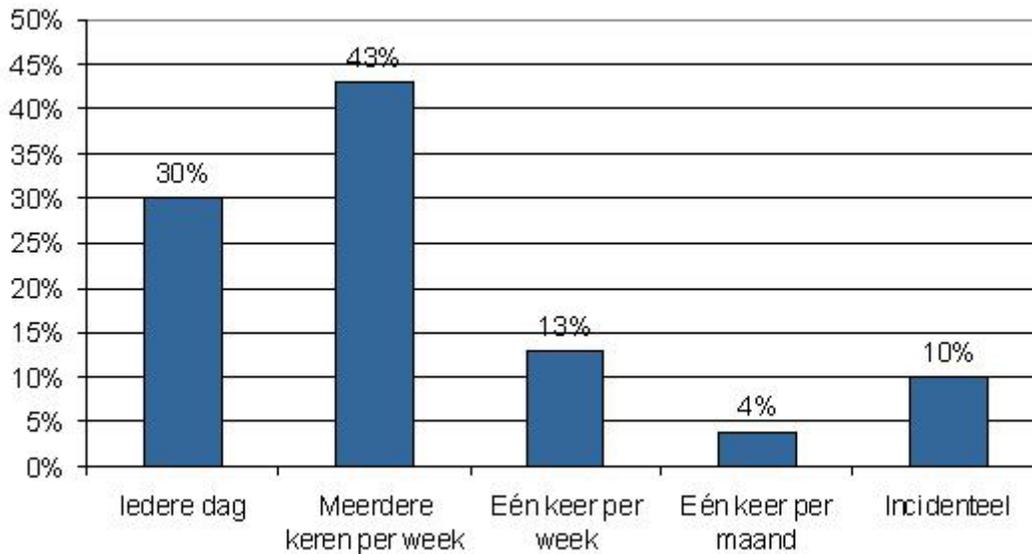
98% van de bezoekers speelt de spellen het liefste thuis.

Speelgedrag: Wanneer?



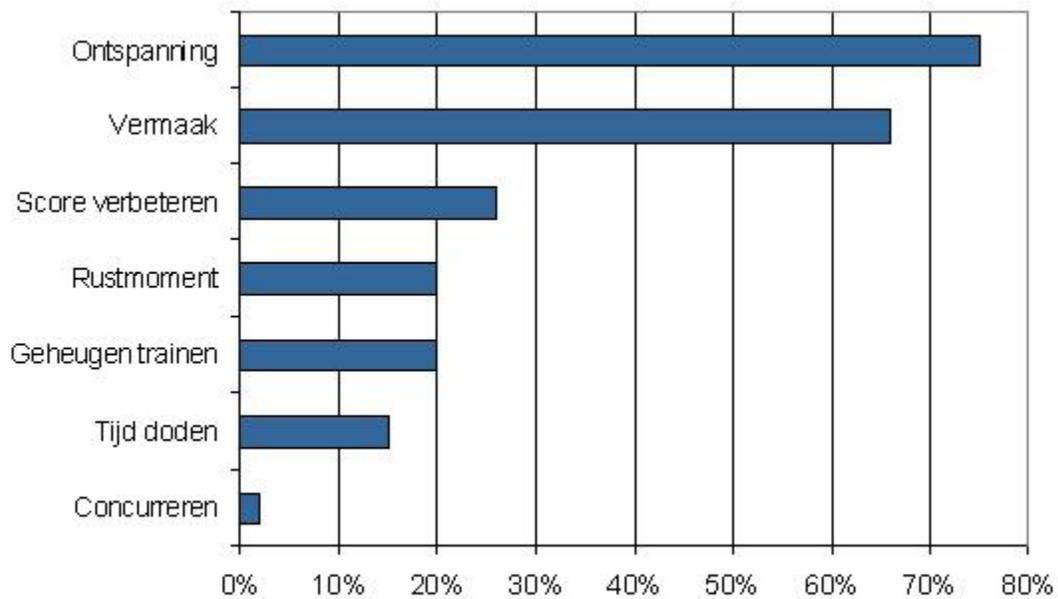
Het grootste percentage speelt vooral in de avond.

Speelgedrag: Frequentie



87% van de bezoekers speelt één of meerdere keren per week.

Speelgedrag: Waarom?



Sophie en Marie spelen de spellen ter ontspanning en vermaak.



Conclusie

Marie en Sophie zijn het profiel voor de doelgroep van RealGames. Het feit dat RealGames er zoveel tijd in stopt om 2 fictieve personen helemaal tot leven te brengen toont aan dat ze enorm op hun doelgroep zijn gefocust en alles in het belang doen van Marie en Sophie.

Persoonlijk vond ik het resultaat dat veel vrouwen gamen tijdens de zondagavond wanneer manlief op de bank het sportnieuws kijkt geweldig. Dat toont aan dat je deze doelgroep min of meer een beetje in een richting kunt sturen door heel gefocust op bepaalde tijdstippen van de dag acties in te zetten.

- V -

PitchUp

Sjoerd Joosten

Study:	ICT Media Design
Studentnumber:	2042428
Class:	IMD 82
Company:	RealGames Europe B.V.
Date:	6-3-2009
College Councilor:	Rob van Cooten
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Version Management

Version	Date	Description
1.0	20-02-2009	Initial Version
1.1	06-03-2009	+ Volcano's and Geysers + Ant Festivity + The Cubical Maze + Party Manager 3000 + Mystic Forest + Shrine of the Seasons + Fortune Seer

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Lost Relics of the Sea

Game Description

Explore the bottoms of the seven seas in a submarine and recover the lost relics of the sea. Collect air to build up your oxygen reservoir and shells to sell them at the local harbors to fund your expedition and upgrade your submarine.

Setting

Story

Rene, great sea-explorer, has done a great discovery: <mystery>, but the process of getting older is working against him. His dream is to expose his discovery at the Louvre museum, however they don't believe his discovery and told him to come back with physical results. Alice, granddaughter of Rene, shares the same passion as Rene for sea-exploring and the mysteries the sea holds. She wants to help her grandpa in making his dream come true.

Will you help Alice acquire the lost relics and help her grandpa's dream come true? Then hop in the submarine and explore the seas!

Graphics



Unique Selling Points

- Speed boosts in waterstreams
- Complete patterns by guiding your submarine through them

Game play

Guide your submarine down towards the bottom of the sea by moving your mouse to the desired location. On the way grab air bubbles to build up your oxygen reservoir and collect sea shells to make a small profit at the local harbors where you can sell them.

Down at the bottom jump in your diving suit and clear the relic of anything that blocks its way of being removed.

At the local harbor sell your sea shells and upgrade your submarine and / or diving equipment to help you perform better under water.

Highlights

- Longest completed patterns
- Highest gained speed
- Upgrades of the submarine

Lucky Charm

Game Description

Capture the leprechauns and find your way to the kettle full of gold. Clear through the field of clovers and during the process try to spot the Leprechaun and catch him in the open field.

Setting

Story

Leprechauns are solitary creatures and spend their time making shoes and brogues. If you hear the sound of his hammer when he is at work you know you have found him. All leprechauns possess a hidden crock of gold. If you manage to catch one he will give a clue where the kettle of gold can be found.

With the gold you can acquire you have a small fortune, big enough to buy up the ground in the area to prevent it turning into a big city environment.

Graphics



Unique Selling Points

- Catch Leprechauns while matching your clovers
- Clear fields of clovers by building an rectangle around them

Game play

Clear the field of clovers by matching the leafs of the clovers forming an rectangle. While clearing the field try to spot the Leprechaun and catch him within one of your rectangles.

Solve the riddles of the Leprechauns they tell you and get a clue where the kettle full of gold is located.

Highlights

- Thropies: Caught Leprechauns
- Combo's and powerups

Nomads

Game Description

Have your own nomad tribe explore the world and find their paradise! Collect food, skins and anything else worthy to grab along to make the journey easier. Build campments and settle at locations where u can stay for a rest or to do some business with other tribes.

Setting

Story

The tribe <user import> has decided to find a place to settle forever as they are tired of having to travel around to stay alive. They are in search of paradise but they are lost and have no idea where to go.

Do you know the way to paradise and have the skills to help the tribe reach it?

Graphics



Unique Selling Points

- Travel around the world and discover its secrets
- Decide your own location to settle and meet the results of the location of your choice

Game play

Guide your tribe around the world and find a place to settle for a week to get your food supply back up again to continue the search for paradise.

Build up your camp, hunt / collect food, skins and water and demolish it again.

Trade your gathered resources with other tribes for other resources, camels, horses or wagons.

Keep your tribe members happy by letting them do that what they like and keep the relationships between the members good.

Highlights

- Good locations
- Most valuable resources
- Other tribes and their advantages/disadvantages.

Bones and Fossils

Game Description

Dig your way through the earth and find bones and fossils from the pre-historic. While digging keep your eyes open as there's the chance a passage might collapse and wont allow you to go back!

Setting

Story

Geologist <user> has stumbled upon a new potential area to dig. It is told by tales that this place holds the bones and fossils of an era where once dinosaurs and caveman lived together.

Yet no one ever came back alive from digging under the ground searching for evidence this era really existed. Do you have what it takes and dare to go underground and find out if there was such an age?

Graphics



Unique Selling Points

- Dig your way through the earth and watch out for cave-ins
- Build up your own skeleton out of the bones and fossils you find

Game play

Dig through the earth with your pick-axe and explore the underground areas and find out what secrets it holds.

Avoid opening area's while digging that got high pressure, boiling lava or thick oil.

If you run into underground predators cave them in making sure they won't catch you.

After you've explored an underground area see if you can put the bones in the right place and recreate some of the ancient wildlife.

Highlights

- Fossils collection
- Skeletons build-up
- Cave-in tactics.

Zoo Keeper

Game Description

In Zoo Keeper you play the role of a keeper and are responsible for the animals and their living environments. Feed the animals, clean their cages and build up a social connection with the animals.

Setting

Story

A young girl has a passion for animals and lives next to a Zoo in a small town. She goes daily to the Zoo and hopes to live up as a professional zoo keeper.

At one day she got offered a chance in taking care of the <animal> as the real zoo keeper has called in sick. This is a chance you can't let go and will you make sure the animals will enjoy their stay and help the young girl make her dream come true?

Graphics



Unique Selling Points

- Build up an social-connection with the animals
- Interaction with the animal in helping you complete the job

Game play

Start off at your local Zoo and take care of the animal of your choice. Keep the cage clean, play with the animal, feed it and perform shows to the visitors of the Zoo.

Take opportunities to move on to a bigger Zoo or stay at the local Zoo and turn it into the biggest one.

Build up the social-status of your animal and make him feel happy.

Highlights

- Animals
- Show performances
- Zoo's

Royal Bee

Game Description

Collect honey for your hive and keep the flower population on a high level. Don't get hit on the way to your hive after collecting the honey or you will have to start over.

Setting

Story

The Queen Bee of your hive is dying of age; therefore a new Queen has to rise up. This is your chance to prove yourself worthy to be a Queen. Collect the most honey and turn the flower field into a colorful place to get the attention of the Queen Bee.

Graphics



Unique Selling Points

- Be responsible for the flower population (level)
- Cooperate or play competitive with the other Bee's

Game play

In Royal bee you play a Bee that wants a go at the Queen position. Fly your bee over the flower field and collect honey and pollen.

If you land on a red flower, you have red pollens. If you decide to land on a neutral flower this flower will turn into a red one.

Avoid getting hit by rain drops, wind bursts, frogs, webs and birds on the way to your hive after you collected the honey.

Keep the cycle of the flower field going, cycle being: earth, seed, neutral flower, nectar ready flower and a empty flower which will slowly die and all you have left is the earth allowing the whole process to start over again.

Highlights

- Type of flowers
- Flower field population tactics

Dotorang

Game Description

Throw your boomerang and connect the dots in the field to get the old fashioned aboriginal's dot painting come alive.

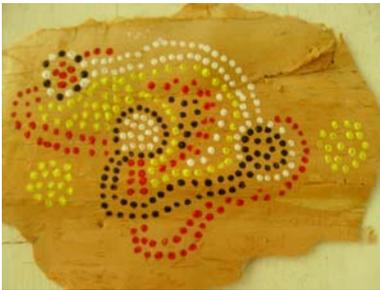
Setting

Story

The history of the aboriginals is slowly fading away, as an inhabitant of Australia you want to prevent this. Therefore you decide to find the aboriginals and bring back life into the aboriginal culture.

You bring along your old boomerang, once crafted and dot painted by an aboriginal. Can you help bring the aboriginal culture back alive by connecting the dots with your aboriginal influenced boomerang?

Graphics



Unique Selling Points

- Boomerang effect: there and back again
- Connect the dots and bring back the culture

Game play

In dotorang you start of by throwing your boomerang, you throw the boomerang based on angle and power.

When you throw plan it carefully and try to connect as many dots of the same color as possible, complete a whole pattern of dots to bring it alive.

Try out different boomerangs that all have their unique abilities.

Highlights

- Dot Paintings coming alive
- Boomerang effects

Interior Architect

Game Description

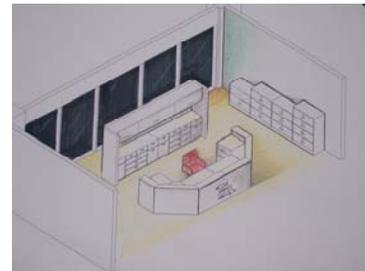
As an Interior Architect you help people create an atmosphere in their house, office, shoppingmalls and any other building you can think of. In the game Interior Architect it's your role to come up with blueprints of the interior setting and build that up.

Setting

Story

You play a woman who has the ambition to become a world leading interior architect. However, you are currently working as a free-lancer as your former company went bankrupt. You have to start from scratch and work yourself up to settle your own successful interior architect company.

Graphics



Unique Selling Points

- See your own creations come alive
- Be responsible for the atmosphere created in buildings and see how people respond to it

Game play

While playing the game you will start with a small budget and a small selection of objects available to you. You start of by playing an interior architect for your friends to build up some funds.

Once you progress in the game you will start up your own office, which is influenced by your own input / blueprint and affects your employers in attracting new customers like big restaurants for example.

Build up the interior on blueprints/drawings and hand over the advice to the customer, if the customer agrees you will be responsible for the delivery of the objects. You have to plan it so that the delivery of the couch wont go with a struggle because the floor isn't put in yet.

Highlights

- Successful interior design
- Interior Collection

Volcano's and Geysers

Game Description

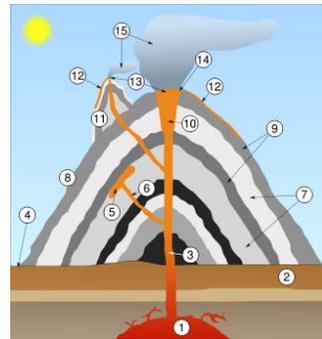
Prevent the volcano from exploding and help the geyser loose its pressure!

Setting

Story

More and more volcano's started erupting and more geysers are slipping stuck. If we don't change something fast there is a chance that Earth might collapse and thus something must be done about it.

Graphics



Unique Selling Points

- Switching game play based on releasing or preventing pressure to find its way
- Playing with gravity

Game play

The game play is focused for the volcanos on weight and gravity. Turn the discs and connect the corresponding tiles with each other to burden the weight by having them crush into each other.

At the geyser it's all about making a way clear for the pressure to go upwards into the geyser. Guide the flow through the ground into the geyser's air tube while preventing to pass thro a boiling lava area.

Highlights

- Build a pressure weight tower putting weight from left to right
- Release the pressure through a long route

Ant Festivity

Game Description

One of the world's largest ant colonies is running low on food. Resupply the stocks and get the best food and drinks from local picnics while trying to get away without being squished. Guide your ants and make sure they survive the way forth and back, give each ant his own task to tackle the obstacles on the way!

Setting

Story

The food supplies in the ant colony are running low after last long during winter. The storage rooms need to get filled again to make sure the colony survive and is ready again for the next winter. However, the resources around are already low and thus the ant colony will have to risk their lives trying to grab food from the picnics in the area. Are you the leader the ants need to survive their journey for food and help them survive another winter?

Graphics



Unique Selling Points

- Organize your ants and assign each with their own skills
- Collect food and bring it back to the colony

Game play

In Ant festivity you have to guide your ants from point A to B and back to A again while carrying food which is picked up at a picnic.

Assign your ants for specific jobs and make them work at the right time and / or position.

Highlights

- Ant tactics for level x
- New unlocked ant skills

The Cubical Maze

Game Description

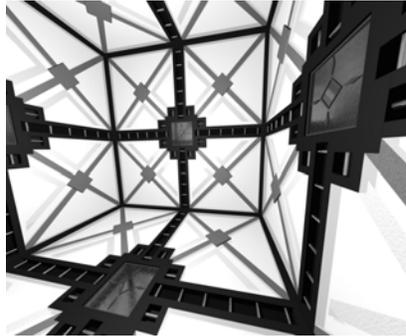
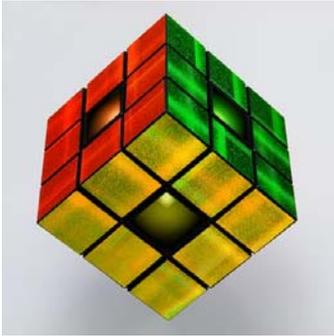
You and 5 others are found inside a cube with doors on each side, find out what's going on by going through the doors and find your way out while tackling the many obstacles and puzzles found in the different themed rooms and keep everyone happy.

Setting

Story

You find yourself inside a cubical room and got no idea how you got there. Besides you there are 5 other people, 3 males and 2 females. Everyone is confused about the situation and have no idea how they end up in there. Do you have what it takes to find out what is going on?

Graphics



Unique Selling Points

- Cubical environment
- Broad variation in puzzles

Game play

Explore your way through a big cubical maze by entering one of the 6 doors in each cube. Once inside a new room there is a puzzle / assignment that have to be completed to get a clue on how to leave the cube, get keys and / or win time. There are 4 categories in which the rooms can be built up based on field of expertise: physical, mental, skill and mystery.

Manage your characters and have them interact and stay happy while putting the best man on the job because if you fail this person will be locked in the room.

Be on the watch out for traps and try to find a pattern in the cube's logic resulting in a way out.

Highlights

- Themed rooms
- Character skills
- Unexpected traps

Party Manager 3000

Game Description

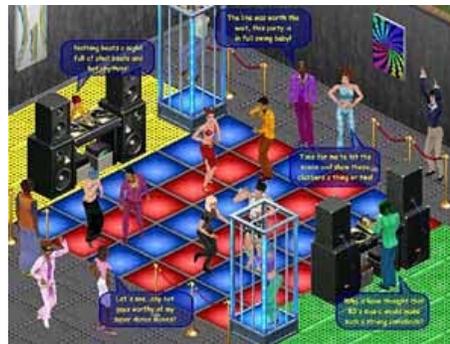
Become the best party manager. Arrange all kinds of parties for people. Prepare for the party, but also manage the party when its taking place. Make sure your guests are happy by serving the right drinks and snacks, playing the right music and have good entertainment.

Setting

Story

You are the party manager, via emails several requests come in. Choose which ones you want to accept. Make preparations for the party. Choose from a broad collection which drinks and snacks you bring to the party and what kind of entertainment will be present. At the party make sure the guests are happy by serving the right drinks and snacks, playing the favored music and be sure to entertain the guests. If the party is a success the cash is yours. Do you have what it takes to be the best party manager in town?

Graphics



Unique Selling Points

- Prepare and manage parties of your choice
- Optional: Learn to create cocktails by running the cocktail bar at your party
- Earn money to organize bigger and better parties

Game play

First prepare for the party by selecting the drinks and snacks you want to serve from a larger collection, take the theme and peoples age from the party in account when selecting. You can only bring 5 different snacks and 10 different drinks to the party. Also you can hire 2 entertainers to entertain your guest at your party. On the party itself you can switch the snacks that are being served if you notice the guest don't like it. Also the music volume and atmosphere can be adjusted to their liking. Break fights up or reject unwanted guests with security personnel. Use the entertainer to cheer up unhappy guests.

Optional: Manage the cocktail bar yourself. Learn to make real cocktails for guests.

Highlights

- Best thrown parties

Shrine of the Seasons

Game Description

Control the seasons and bring back the 4 crystals representing winter, spring, summer and autumn to restore the shrine of the seasons.

Setting

Story

An evil genius has corrupted the shrine of the seasons and hidden the crystals in the world. You, daughter of the great professor at the local meteorology station, are asked to recover the crystals while the professor works on a way to control the seasons. Track the crystals by following the tracks created by the power of the crystals. The world is out of shape and the climate changes several times a day. Stop this madness and recover the 4 crystals and place them back in the shrine of seasons.

Graphics



Unique Selling Points

- Switch seasons and see the effects of the season changes
- Solve puzzles by the seasons climate control

Game play

In this point and click game you play a young adventurer in search of the 4 crystals together with your crystal locator. Find your way through the world by solving puzzles controlling the seasons.

Charge your rod with energy from the several shrines found throughout the world. And fire your rod representing one of the seasons to make some changes in the world. (Summer Rod – Heat / Fall Rod – Wind / Winter Rod – Cold / Spring Rod – Life)

Highlights

- Season changes abilities
- Rods/Wands usage

Fortune Seer

Game Description

Travel from town to town and boost the town's morale by letting people experience what they want. People will visit you and it's up to you to keep them happy and let them hear what they want to hear by reading their cards, fortune telling and / or reading their horoscope and making sure it will happen and thus your believe factor.

Setting

Story

You, a Gypsy from Romania, believe your only purpose on earth is to help people feel happy and to deliver hope. Read their minds and try to match the given thoughts and make sure they leave the place happily.

Manage your customers and welcome them in your mystical tent and collect enough funds to start your own fortune telling centre and place to settle.

Graphics



Unique Selling Points

- Bring people hope and make it happen
- Internal relations between NPC's and the world and / or objects

Game play

Visit a town and start of by exploring it while finding hidden objects and find out what's wrong in the game.

Once explored and after setting up your tent people will come to be told their fortune, read their palm and look into the sphere and get an insight on how they feel and what they desire.

Reflect their desire in the real world by changing elements in the town.

Highlights

- (Un)happy Customers
- Fortune Readings

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Work Plan

Emily's Delicious Restaurants

Sjoerd Joosten

Study:	ICT Media Design
Studentnumber:	2042428
Class:	IMD 82
Company:	RealGames Europe B.V.
Date:	13-3-2009
College Counselor:	Rob van Cooten
Company Counselor:	Ard Bonewald

Version Management

Version	Date	Description
1.0	11-03-2009	Initial version
1.1	13-03-2009	- Project, Goals, Sub goals and risks section added

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Project

Develop a customization tool for the hit series Delicious in which players can customize their restaurants.

"I want to have the feeling that I customized my OWN restaurant."

- Why do we want customization to be part of the game?

Because customization adds that extra detail to the game that helps creating an experience where the players have the idea it's all happening because of their OWN actions. This makes people feel more connected to the game!

Another welcome aspect of customization is that it gives the game more replay ability as people are going to try different customization options.

- How are we going to let customization be part of the game?

We are going to give the players the option to customize their character (or Emily) and restaurant(s).

If a player starts customizing their restaurant this should affect the way the game is played and the player should see how their decisions influence the customers. For example the players should be given the option to customize their restaurant at the end of the day with the money earned by spending it at the shop for a new appliance which results in the customers ordering the new food made available by the appliance bought.

The idea of giving them the option to customize their character as well is to get a better relation with the player feeling connected to the game and their restaurant as they see their OWN customized character running it. Another option would be to give the players to customize Emily on such a way that they feel more connected with her by only letting them decide the clothing of Emily representing their custom made restaurants. If you would decide to let players create their own character you can still have Emily play a key role in the game by having her be the friend of the players character and give advice and / or help in the restaurants.

Restaurant

- Why do we want players to customize a restaurant?

To give the players a feeling they are responsible for the restaurant and will be extra motivated / stimulated to make it a great success as it's their "baby".

- What should players be able to customize?

Players should be able to customize the way the restaurant looks, plays and feels. If you limit the player in any of these aspects it doesn't give the players the feeling it's their own restaurant and that it isn't influenced by the decisions the player made.

- How should players customize the restaurant?

By deciding themselves where objects are placed and how they look. Also giving them the option which objects they like to place and / or which objects not to place. This should be done on a way where it is visually corresponding to the player on a way that represents the Delicious series.

- When should players be able to customize?

Players can customize their restaurant at the end of a day; one exception here is that when you just got a new restaurant you can customize it before the start of day 1. At the start there might be limits as to the new restaurant where you start only comes with some basic installments which the player could move and first has to unlock new decoration/appliances/objects.

Player

- Why do we want players to be able to create their own character?

We think we should give the player the option to make their own character because this will help them giving the connection in really running their own restaurant.

- What should players be able to customize?

Players should be able to customize their character looks; this goes from top to bottom, hair to toes. Next to that players can decide on their gender and clothing, which could represent the restaurant that the player customized (option to have clothing in the style of the restaurant).

- How should players customize their character?

When players first start the game they get introduced to the new game and get asked to create their player. First they have to choose the gender and then the character based on the gender will be visually displayed in a frame that is build up randomly. Then players get the option to decide on the type of hair for example by browsing through the options. When customizing the face frame will zoom in on it giving the player a more detailed look on what they change. Once the face and body shapes have been customized the player gets to choose the clothing on the same way as customizing the face and body. However its important here that the players don't get "stuck" in the character creation screen to long if they don't want to, it's important they can jump directly into the game and play.

- When should players be able to customize their character?

At the start of the game players customize their characters body and face. Once the game started they can no longer change this, however the option should remain to change the clothing of the character during the whole game. When a player starts at a new restaurant they should be given the option to decide if they want to change the clothing to represent the new restaurant or if they want to stick to their current outfit. Also they should be able to change the clothing at the end of each day; this is only viable if we give clothing properties which influence the players' character work pace, efficiency and / or charisma.

Emily

- Why do we want players to be able to customize Emily?

If we let players customize Emily it can reflect more to the fact that they are Emily and thus running / working in their own restaurant while keeping the star of the series in place.

- What should players be able to customize?

Players should be able to customize Emily's clothing. The reason we want Emily's clothing to be customizable is because it can reflect the style of the restaurant and sent out a message to customers and / or give the player the idea it them in the body of Emily.

We don't let players customize Emily's body and face because that would change Emily to drastically and the connection with the Emily from other series will be gone.

- How should players be able to customize Emily?

Emily should be shown in a separate layer where you can decide whether she wears jeans, a dress, a suit or work outfit. Next to that an option of colors should be given for each separate part of clothing. Also a pattern/logo/brand should be able to be decided upon which represents the restaurant(s).

- When should players be able to customize Emily?

Players should be able to customize Emily at the start of the game, at the start of a new restaurant and at the end of the day.

Goals

Develop a customization tool for the hit series of Delicious where players create their OWN character and / or restaurant.

-Why would I want to customize my own restaurant?

So I feel connected to MY restaurant and feel like it's all happening because of my OWN actions.

We are going to develop a customization tool in which players can easily customize their restaurant. It's important that this is done on an intuitive and mainly visual way where we will guide the player a la "Poka-Yoke" (foolproof). However, it's also important here that we give the player the idea they are totally free in their customization and create a feeling for them its all done by them. It's also important here that we reward players who invest time in customizing their own restaurant, this could be done by several ratings: efficiency, decoration, customer happiness which stand in relation to the success factor of your restaurant. Although we should also give players the option to skip customizing their restaurant by having Francois make the decisions for them, however this way you never really achieve the ultimate restaurant. It's up to the player to decide if he wants to achieve the ultimate restaurant (most efficient, best looking, customer orientated or best money making) or serve customers in a regular restaurant.

Sub-Goals

Menu

One of the sub-goals is to let the gameplay of serving customers be influenced by the player. An important aspect here is that if a player decided to install a popcorn appliance then the customers will order popcorn. This way you give the player the option to decide the restaurants menu card.

For example if a player likes to make burgers, then the player can decide the place a burger machine while he could also have chosen the option to place a barbeque grill. This creates that extra freedom which lets the player take more control and feel connected to their restaurant.

Workload / Pressure

By giving the players the option to customize the amount of tables/queue positions they more or less influence the workload in which customers enter and place orders. Another element could be that the interior decorations influence the customer giving them more patience till an order is served.

All these things can influence the players' workload / pressure and should give them the feeling that the decisions of their customization influence the customers.

Restaurant Ratings

The players can decide whether they want to create the most efficient, most profitable, best looking or most customer orientated restaurant (maybe even environmental awareness) or if they want to go for a healthy mix of this all. It's important we give players this option while they are still able to finish the game.

Clothing

If players are able to customize their characters/Emily's' clothing it's important that this also gives a benefit. So clothing should influence the work pace, customer tips and efficiency as well.

Development

Agile development

Agile development will be used in this project.

This means we will make short sprints with working results. Every sprint will have a deliverable. And with every sprint we will come closer to our final goal; Emily's Delicious Restaurants.

Scrum

Another part of agile development is a scrum. A scrum is a short meeting where progress is shown of every user story; a meeting is short and will not take longer than 15 minutes. It is vital that details should not be discussed in this meeting. We will hold a scrum every day to see the progress of every team member.

The main questions to be answered in this meeting will be:

- What did you do last week?
- What are you going to do this week?
- Did you run into any problems?
- Are you expecting any problems?

Sprints

	Sprint 1	Sprint 2	Sprint 3	Sprint 4	Sprint 5	Sprint 6
Research						
Concept and Design	1 week					
Pre-production		3 weeks				
Production			2 weeks	2 weeks	2 weeks	
Twaking						1 week

Sprint 1: Foundation Design

At the end of sprint 1 the foundation of the design should be delivered. This means that the complete idea is clear to all members of the team and that everyone is aware of what we want to achieve and how we are going to achieve that. As a deliverable we will have the game design document.

Sprint 2: Foundation Customization tool

Sprint 2 is all about sorting the foundation of the customization tool, it is important that the foundation is set early so we can build up from there. Another important part at this sprint is that feature to save and load restaurants in the customization tool and how the different objects in the restaurant are going to be stored in XML and / or LUA.

Sprint 3: Customization tool

In sprint 3 we will deliver a customization tool in which you are able to place objects and with them their restrictions, remove objects, edit objects and save / load your restaurants. In short the main functions/features of the customization tool.

Sprint 4: Alpha

In the Alpha sprint we want to have a fully functional customization tool including the shop window where players can buy their new objects and place them in the editor.

Sprint 5: Beta

At the beta sprint we deliver a fully functional customization tool and a reflection on the gameplay created based on the restaurants made, the dynamic customers. A good addition at this point would be the possibility to put up the customization tool on the beta board and / or beta test it with some external people of the target audience.

Sprint 6: RC

The RC sprint is as it says the end of the process and as a deliverable we will have an RC of the customization tool. The difference between this sprint and the beta sprint is that the game will be tweaked and optimized based on the feedback given.

Phases

Phase 1: Research (week 1: 11-03 till 13-03)

This first week is used to do research, get to know our way around in the Delicious4 code, customization tools and Delicious series in general. We put together a plan of approach and synchronize the tasks with all team members to sort out what has priority.

- Game Designer: Asset List – Editor Check List
- Graphical Artist: Questions and Answers List
- Programmer: Delicious 4 coding protocol

Phase 2: Concept and Design (week 2: 16-03 till 20-03)

In this week the design and concept of Emily's Delicious Restaurants Customization tool will be determined. We will document and draw screens of how the customization tool will look and start on the foundation of the customization tool.

- Game Designer: Game Design Document
- Graphical Artist: Paper-prototype Interface
- Programmer: Foundation Customization tool

Phase 3: Preproduction (weeks 3 to 5: 23-03 till 10-04)

At the preproduction phase we will try out the most difficult parts of the game and will take an in depth look at the overall touch and feel.

- Game Designer: Interface features – Touch and feel – Controls - Sketches
- Graphical Artist: Graphical Prototype Interface
- Programmer: GUI – Load/Save Restaurants

Phase 4: Production (weeks 6 to 11: 13-04 till 22-05)

In this phase the customization tool will be created with the help of the documents created in the design phase. During this phase we will also have several test sessions in which we will get feedback on the customization tool so far and adjust / tweak some elements here and there.

- Game Designer: Objects Values/Relations/Properties – Customer Gameplay
- Graphical Artist: Customization tool Animations – Interior Objects
- Programmer: Customization tool

Phase 5: Tweaking (week 12: 25-05 till 29-05)

The last week is used to tweak and to tie all the loose ends together.

- Game Designer: Value/Properties Tweaks
- Graphical Artist: Extra objects – Theme based
- Programmer: Adjusted editor

At the end of all these phases we will have an awesome game/customization tool!

Risks

There are some risks we create which require extra attention:

They all come down to the following statement:

“Gameplay based on the players customization decisions”

The gameplay can be primarily influenced by players that decide to have an x amount of tables and an x amount of queue lines. If a player decides to have a high amount of tables then the amount of customers that can be in the restaurant at the same time will be too high in relation to the amount of orders the player can work through. This results into the fact that the player creates a situation that is uncontrollable.

Another example could be the number of different appliances installed. If a player decides to have x different appliances things might go out of control if all these appliances require several steps and time to create the requested order.

When it comes to placing furniture, appliances and / or decoration the player could end up blocking the way, most obvious blocking the entrance, so customers / employers can't reach their place to be.

So it's important to keep all this in mind and make sure we make the player aware of the situations they create for themselves.

Dependencies

This part will show what dependencies we have in this project.

The most crucial part and on which the most things are relying is the Game Design Document, which is created by the Game Designer.

When it comes to the actual customization tool it's important that the basic GUI components are available for the programmer so he knows how much width and height they take for example.

- Game Designer: None
- Graphical Artist: Game Design Document
- Programmer: Game Design Document and the GUI components

Schedule

Month	Week	Sjoerd	Sven	Michiel	Week	Month	Milestones
Mrt	10	Editor Check List / Asset List	QA List	D4 Coding Protocol	10	Mrt	Sprint 1: Foundation Design
	11	Game Design Document	Paper-prototype	Foundation	11		
	12	Tech/Build tree	Interface Sketches	Save / Load	12		
	13	Building Cycle	Interface Graphics	XML / LUA	13		
Apr	14	Touch and feel - Controls	Customization tool Animations	" " "	14	Apr	Sprint 2: Foundation Customization tool
	15	Objects Values	Objects Striping	Customization tool	15		Sprint 3: Customization tool
	16	Objects Relations	Animations	" "	16		
	17	Shop Window Design	Textures / Patterns	" "	17		
Mei	18	Customer Reflection	Shop Window Graphics	" "	18	Mei	Sprint 4: Alpha
	19	Efficiency Ratings	Shop Window Animations	Shop Window	19		Sprint 5: Beta Sprint 6: RC
	20	Help / Tutorial / Dialogs	New Objects	" " " " "	20		
	21	Gameplay Tweaks	Graphical Tweaks	Programming Tweaks	21		
	22				22		
Jun	23				23	Jun	
	24				24		
	25				25		
	26				26		
Jul	27				27	Jul	
	28				28		
	29				29		
	30				30		

Notes:				

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Game Design Document

Emily's Delicious Restaurants

Sjoerd Joosten

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Emily's Delicious Restaurants: **Customization Tool**

Design Document version 1.1
Sjoerd Joosten

Last modified: Wednesday, June 10, 2009

Disclaimer

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Version Management

Version	Date	Description
1.0	23-03-2009	Initial version
1.1	26-03-2009	- Removed Argumentation - Supporting images - Re-write of texts
2.0	29-04-2009	- Updated to most recent version / decisions

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Reader's guide

If all you're looking for is a quick update on Emily's Delicious Restaurants Customization Tool, just read the overview. If you need more information about the gameplay after that, the Gameplay section should satisfy your needs.

Graphical artist

The Overview and Gameplay sections will introduce you to the overall idea for the game. Other parts of this document will assume you have read them.

The Interface section is especially important to the graphical artist, as it describes the way the interface has to be presented to the user.

You can use the Features and details section to get the inner workings of certain interface elements and gamescene information.

Programmer

The Overview and Gameplay sections will introduce you to the overall idea for the game. Other parts of this document will assume you have read them.

You might want to skim the Interface section to get an idea of how the interface will work. The Details section also describes most parts of the interface, but more in terms of rules than in terms of how it should feel to the player.

The Features and details section is your reference for all game rules and therefore the most important part.

Overview

Emily's Delicious Restaurants Customization Tool is there to support the hit series Delicious. With the tool you give the player the opportunity to customize a restaurant, from the floor to the appliances.

Design goals

The main design goals are as follows:

- **Personal:** You feel a strong personal connection to the game.
- **Guided Freedom:** You feel like you could do anything, but you're never confused about the steps you can take and advice is always near.
- **Poka-Yoke:** Foolproof. Impossible to make critical mistakes.
- **Creativity:** Players should be able to do anything and thus asks for the player's creativity to achieve their goals.
- **Simplicity:** Avoiding complex situations, straight to the point and WYSIWYG in the tool.
- **Replayability:** The tool adds a high factor of replayability.

And then, there are some additional design goals:

- **Casual:** Easy, fun and accessible gameplay, targeted at the casual games market.
- **Forgiving gameplay:** You can't get yourself into a no-win situation.

The gaming experience

With Emily's Delicious Restaurants Customization Tool you customize your OWN restaurant.

The customization is there to give the player the freedom to decide what to buy, sell and where to place objects, but also how some objects will look and function. The player plays a key role in generating her own gameplay!

The main goal with the tool is to create your own restaurant(s), however there can be several other goals:

- Customize the objects
- Decide the menu-card by placing the appliances you want
- Attract specific customer groups
- Build up your own kitchen and decide the kitchen's work orientation

Personal Goals could be:

- Creating the most beautiful restaurant
- Creating a restaurant that generates the most income
- Creating the most customer orientated restaurant
- Creating a theme based restaurant
- Creating a chaotic restaurant

After using the tool and playing in the restaurant the player should feel like having their vision of running a restaurant come alive!

Game structure

The Emily's Delicious Restaurants Customization Tool adds an extra element to the basic gameplay of serving customers. With the tool you have the option to customize your restaurant.

Story

The story of the game is dynamic as the default 10 days will be replaced by dynamic play as well.

- Story events will be triggered by reaching certain targets.

Map scene

At the map scene several buildings/restaurants are shown which the player can buy/earn.

Restaurants can either be:

- Locked
- Unlocked
- Owned

A player should be able to play a restaurant she unlocked at all times and continue where she left of with the customizing process.

First time

The first time the player gets to the customization tool a brief introduction should be given by Francois on how to operate the tool. Francois will explain the basics and give brief instructions on how the tool works.

New Restaurants

If the player has bought a new restaurant she starts of with the customization tool representing the at that time available objects in the restaurants and / or an empty building.

Save / Load Restaurants

At the end of a day the player loads the setup of a restaurant representing that day's setup. This is done automatically when the player clicks on the "Decorate" option at the end of the day's overview earned money and the likes.

Restaurants are automatically saved for every profile, without any prompts. A save of the restaurant will be made when the player is done customizing his/her restaurant and starts the next day. Restaurant is also saved when player decides to quit.

Gameplay

This section describes the basics of the customization tool.

Normal Day

A normal day is played like any other Delicious day, serve customers and reach your target and / or expert goals. However, at the end of the day you get the option to "Decorate".

At the tool the player makes her desired changes and presses the play button to progress to the next day where the serving of customers plays part again. This day however the changes made in the customization tool are shown and will let the player experience the decisions she made.

- Day X: Start -> Serve Customers -> Decorate -> End

**The actual gameplay of the days are not part of the customization tool and thus won't be described...*

Cash

The cash a player has to spend at the editor is based on the players cash earned during the day. At the end of the day when the scoring panel pops up the player will see a text field where the amount of cash is counted which is made available for decorating the restaurant.

Customization Tool

The customization tool allows the player to

- Buy
- Move
- Edit
- Upgrade
- Sell

The customization tool should play smooth and feel intuitive and is build up by a grid.

Restaurant

The restaurant the player customizes plays a key role in the tool as this is where the player makes her changes.

Decorating your Restaurant

- Restaurant Day X
 - Decorate X (buy, move, edit, upgrade and / or sell)
 - Play
 - Restaurant Day Y
 - Decorate Y (buy, move, edit, upgrade and / or sell)
 - Play
 - Restaurant Day Z

Restaurants Properties

Each restaurant the player can buy has its own premade layout and specialties. These specialties can vary from unique unlocks/rewards to unique recipes. All of these can be played free in the specific restaurant by achieving certain goals.

- Architectural Layout
- Installed appliances / objects
- Unlocks
- Trophies

Shop Catalog

The shopping catalog is the place where the player buys her new objects, varying from the floor to appliances and employees.

Catalog Paging

Catalog should remember the last page a player went to so she can go forth and back quickly.

Upgrades

Upgrades can be applied to objects; these are the default upgrades like in the normal Delicious series and still contribute to the overall patience or work efficiency. It is very important that upgrades are visible upgrades if applied as well!

Menu

The player decides the menu based upon the decision she made for placing a certain appliance. If a player places a burger grill obviously customers are able to order a burger.

Ingredients

The player is sometimes dependant on available ingredients; therefore there should be an option to have / produce certain ingredients.

- Available Ingredients present in Restaurants (for example the trees in D4-BioFarm)

People

- Emily
- Francois
- Cleaner/Entertainer
- Customers
- Nagger

Emily

Emily is still going to be the one preparing food and serving customers. In the tool itself Emily doesn't play an active role.

Francois

Francois will play his part in the Delicious Tool; after all he's an interior architect. He will be mainly used for advice and tips on how to decorate your restaurant. Another important aspect could be the fact that you could let Francois make some decoration decisions for you (presets).

Cleaner/Entertainer

The cleaner and / or entertainer can be hired from the shop menu, they can be found in their own section. The player pays the cleaner and / or entertainer for each day, more or less their wage. A player can decide to not hire a cleaner and / or entertainer or fire them.

There should be several cleaners and entertainers to choose from, each with their own skills.

Customers

With no customers no restaurant can be ran, the customers must get influenced by the decoration actions the player makes.

Nagger

The nagger is a new type of customer that will be introduced with the decoration tool, the nagger is a customer who always comes in asking for an order the restaurant cant deliver because the required appliance isn't bought.

(Unable to) Play

If the player is done customizing the restaurant the tool will go through a checklist to see if the player is able to run his restaurant. These checks are to see prevent the player getting into impossible situations, for example if there is no register customers cant pay and the player wont earn their money and / or reach their target and expert goals.

Customization Reflection

When the player is fully done customizing and pressed the play button the actual game of serving customers starts again in their own customized restaurant.

Gameplay influenced by customization

The player is responsible for the gameplay situation she creates.

- Appliances; food orders
- Dynamic Customers; based mainly on number of tables/chairs and take-away spots but also based upon which appliances placed.

These dynamic customers are decided by the type of appliances installed, for example if you have a gumball machine in your restaurant it will increase the chance of children coming to your restaurant where a coffee appliance would attract adults and elderly.

Another new aspect in relation to dynamic customers is the nagger. The nagger is a customer who comes in and starts nagging about the menu, he always wants something that isn't available yet in the restaurant.

Customers Reflection at the Restaurant

The customers that visit the restaurant should give an indication to the player if they like the restaurant and what they like / don't like. If a customer is happy they will give a larger tip or be more patient. This will make the player feel more connected again as the customers make the player aware of his actions.

This is done mainly by the decorations in the restaurant, if there is an x amount of decorations this will influence the customers and make them extra satisfied and let them start out with a extra heart and thus increase the chance of getting the max tip out of a customer and leaves more time for delay in serving them.

Features and their details

List of features the tool supplies and their specific details can be found here.

Key Features

The key features represent the foundation of the tool. It's very important that these function and operate first as this is where the rest of the tool is relying on. As they are key features they all have their own place in the GUI to help the player master these basics.

Buy (Place)

One of the key features of the tool is obviously the option to buy and place new furniture, decoration and appliances. The objects can be bought from the shop catalog and are placed by clicking the mouse button on the desired location.

- Object gets placed under the mouse with an opacity level to let the player see through the object.
- Moving an object in the editor can only be done within the screen, objects cant go outside the screen or halfway out of the screen. There is an exception for the kitchen blocks, these will be snapped against the top/bottom accordingly.
- Objects that can't be placed should get a red overlay, including the underneath hitbox. If player does try to place the object, the conflicting object lights up red aswell.
- Objects that can be placed should get a green overlay, including the underneath hitbox.
- Buying an object costs money, if a new bought object is placed neutral colored text showing the cost.
- Hovering over the interface or the RMB will dismiss the object.
- Give warning if money is running low and not all "must-haves" are bought yet.

Buying

- Click Catalog
 - Click desired category tab
 - Browse options
 - Click customization options
 - Click Buy
- Hover mouse over the restaurant
- Click to Place
 - If available click again to define the number of options
 - Click again to place another of the same object
 - Click RMB to dismiss the object

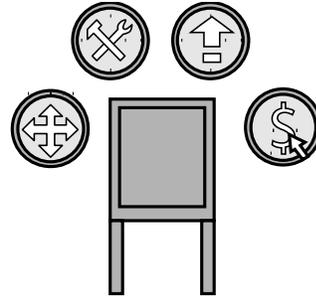
Sell (Remove)

Just like with the buy feature the player should be able to sell objects already placed in the restaurant.

- Sell button is integrated in the object itself and can be clicked to sell.
- Hovering over an item with sell cursor will display the amount of cash income.
- Selling a kitchen block where an object is on top should give a warning.
 - Objects on top highlight to indicate to the player which objects are preventing it
- When hovering over the object of choice to sell this object should get a highlight.
- Selling an object refund 75% of total costs.

Selling

- Click on the object
 - Click on the sell button
 - Click confirmation popup



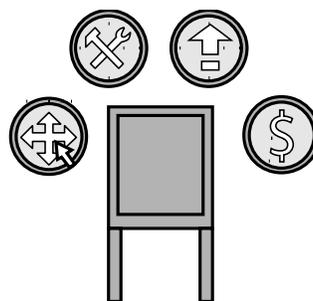
Move (Change)

To give the players more freedom they should always have the option to change the placement of objects.

- Object gets placed under the mouse with an opacity level to let the player see through the object.
- Moving an object in the editor can only be done within the screen, objects cant go outside the screen or halfway out of the screen.
- Objects that can't be placed should get a red overlay, including the underneath hitbox. If player does try to place the object, conflicting object highlights.
- Objects that can be placed should get a green overlay, including the underneath squares.
- Hovering over the interface or the RMB will dismiss the object to its original place.
- If a player has an object in move mode and clicks on another button then the object the player wanted to move should be placed back on its original location.
- Some objects like tables should be able to be moved including their decorations on top.

Moving

- Click object
 - Click move button
 - Hover mouse over the restaurant
 - Click again to place
 - <if conflict>
 - Highlight conflicting object



Moving objects

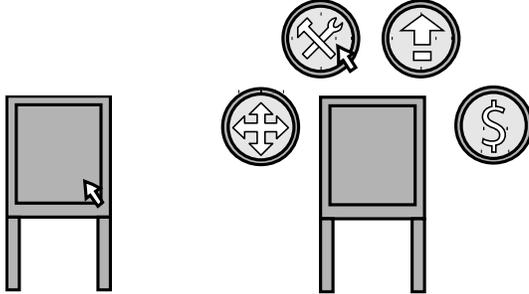
Edit (Customization Options)

At all times the player should be given the option to be able to edit his customization options on specific objects. Editing an object is done by clicking the object of choice and the corresponding button. This will bring out the shopping catalog again and show the decoration options for that specific object.

- Edit button only works on objects that are able to be customized
- Clicking an object the player wants to edit should bring up the options chosen for the object and the other options to customize.
- If a player doesn't want to edit anymore they can press the cancel button or click on any other interface element, RMB will dismiss the edit cursor. Or they just click the same option as they already had to apply it again.
- Editing an object is free of costs.

Editing

- Click the object
 - Click on the edit button
 - Shopping catalog will open at the decoration options
 - Player clicks the object of choice
 - Object is changing as the player makes the changes
 - Shopping catalog closes



Customizing Object – Edit Button

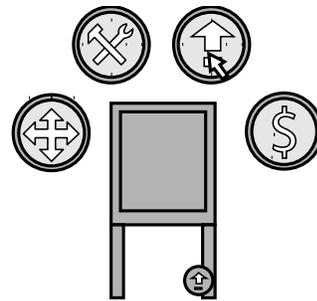
Upgrade

Besides the option to build new objects there should also be the option to upgrade an object

Upgrading is done by clicking the object of choice and then clicking the upgrade button.

Upgrading Objects

- Objects should get an indication if upgrade is available
- Player has to click an object which will show the upgrade button in either active or inactive state indicating if an upgrade is available.
- Hovering over a potential upgrade should show an information panel showing the upgrade properties, values and influence radius.
- Upgrades can be unlocked by buying and / or earning them
- Hover over the object of choice
 - Click object
 - Upgrade option shows
 - Click upgrade choice to apply
 - Confirmation pop-up



Done/Play (Save)

If a player is done customizing their restaurant a button should be clicked “Play” which brings the player to the restaurant and the day starts where customers have to be served.

- Go through a checklist and give warning if something is wrong
- Load/Save Restaurant (even when player quits)

The play button should remain gray when the restaurant doesn't have all the required objects to play a day. If the restaurant is able to played the play button should highlight / turn into its original color.

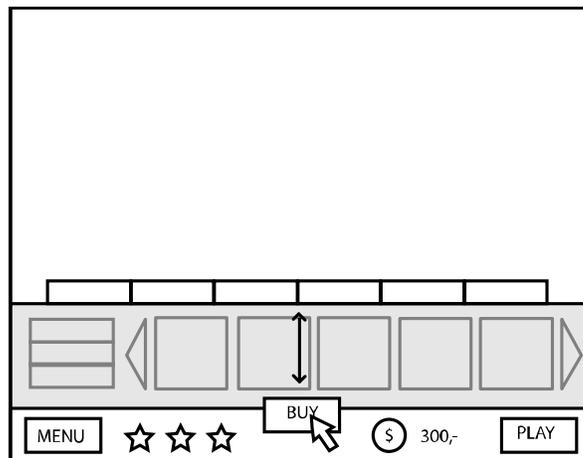
Customization Features

This section describes the customization features. How is the customization done and which options should be made available to the player. This is prioritized by top to bottom where the top is most important.

Shop Catalog

The catalog is built up existing out of 6 tabs representing: employers, floor, wall, furniture, decoration and appliances. Each page has a limited amount of items where the actually item is shown, the name and its price, hovering will show the criteria.

- 6 Tabs for quick browse
- Limited amount of items each page (page-able)
- New objects should have a highlight effect
- Highlight a tab showing a new object in that section
- Item is displayed with a thumbnail, name and price are shown in the info panel.
- Clicking an object with customization options gives a customization screen
- The sidetabs should indicate as a wizard step system where the player first decides upon the category followed by the style and the last step the color.



Floor/Wall

The floor and wall should be able to be customized when it comes to materials like wood, tiles and carpet. Also if the player decides to go for tiles or a carpet it should be able to be to define a pattern and choose the coloring.

- Square Thumbnail preview
- Material, pattern and color options
- Placing floor applies to the corresponding floor section
- Red/Green overlays on placing

Customizing Floor/Wall

- Click Floor/Wall section in catalog
 - Click category of choice
 - Click style of Choice
 - Click Color of Choice
 - Option to click any of the choices made to change
 - Click to Buy

Objects

Several objects in the game can be customized; this is primarily done by deciding the color(s) of the object.

No matter how many customization options an object has the overall customization process remains the same for all of them to give the player a quick understanding of the process and to let them get familiar with the overall idea of customization.

- Thumbnail Preview
- Highlight options chosen

Customizing Objects

- Click Object of choice in catalog
 - Click category of Choice
 - Click style of Choice
 - Click color of Choice
 - Click to apply

Decorations

The player should be given the option to place decorations; some are having restrictions as where to place them.

- Fixed positions for certain decorations (painting on the wall...)
- Decorations have an influence radius in which they affect customers/employers

Appliances / Menu

The restaurants menu composition can be done by choosing the appliances and it's recipes used by it.

- Customization of an appliance has the option to decide the recipe
- Changing an appliance its recipe is done with the edit tool.

Entertainer/Cleaner

Besides the fact that the player is busy customizing the restaurant they can also hire an entertainer and / or a cleaner. Both the entertainer and cleaner should have their own idle / start position which can be given by the player. When the player places any of these it should be Cleaner/Entertainer itself, not just a note which indicates the idle/start position.

- Employers can be hired in the catalog
- A broad variation of employers should be available
- If employer is hired player has to place them in the restaurant (default movement rules apply)

Queue

If a player decides to make a take-away restaurant there should be an option to increase the amount of queue positions.

- Queue object placed on top of kitchen block
- Move mouse horizontal/vertical to decide the length of the queue

Bar

The player should be given the option to assign a place to settle at the bar, this bar should be clicked to serve the customer and thus requires the option to reach the bar from the opposite side as where the customer sits.

- Bar Seating object placed on top of kitchen block
- Move mouse to orientate the position of the chair

Visual Features

The visual features are a list of features that have a strong visual role and are very important to communicate the actions to the player.

IMPORTANT: any description of graphical lay-out or looks is purely to give an impression and is viable for change. Input from the graphical team is highly appreciated.

Cash Flow

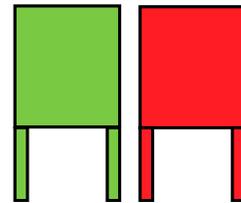
At all time in the customization tool the player should be aware of his cash funds. Each cash flow should be visually shown.

- Income and outgo of money by text, with + and – (+300,- / -50,-)
- Animation for available funds to count/loose cash

Visual Placement Display

While a player is placing objects in the restaurant it should be clear to players whether an item can be placed or not.

- Green overlay if object can be placed
- Red overlay if object can't be placed
- Slight opacity while moving objects
- Small animation or snap to on placement of objects

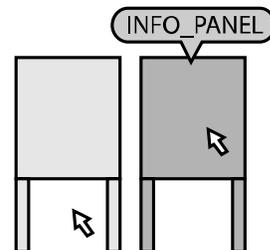


Info Panel

In decoration view with a default cursor hovering over will show the name of the item in a small info panel.

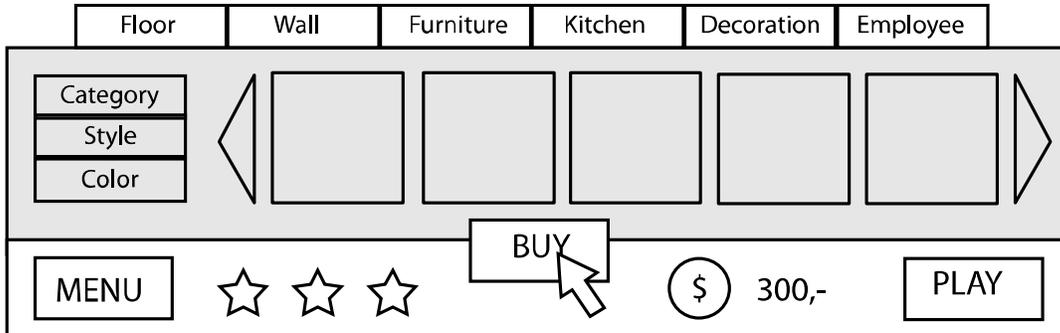
If the player is browsing over the restaurant the objects / elements should highlight which he is hovering over to indicate and make clear to the player which object/element he is about to customize/adjust.

- Highlight object under hover
- At x seconds hover info panel should show up



Catalog Gallery

The items in the gallery should be shown as individual items and if applied on an object wrap around it.



Catalog Gallery

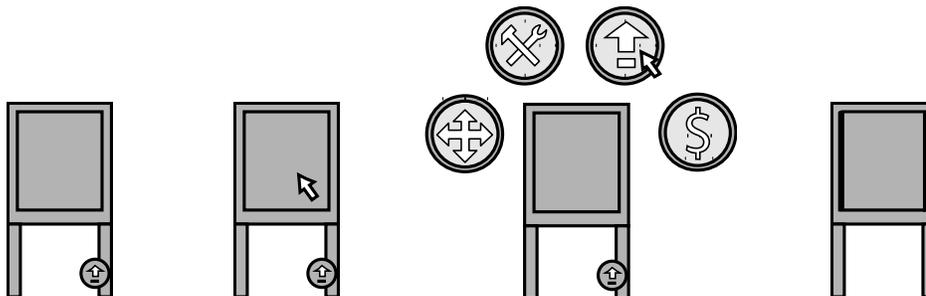
Customization Options

The customization options should be presets, especially the colors. It's important that the game still feels and looks like Delicious. If you give players the option to have enough options here and the fact that you let them decide the coloring it still gives them the idea to have an item they customized and is built on their vision.

It should be kept in mind though that some of the presets should be in relation with each other giving the option to make a themed restaurant based on the colors.

Available Upgrades

If there are available upgrades this should be shown to the player. This can be done by letting the management view tab sprinkle and same goes for the shop catalog. Another option would be to have the upgrade icon which is placed on top of objects in the tabs that highlight if there are any upgrades available.



Available upgrade > Click Object > Click Upgrade > Upgraded Table

Interface

The interface of the tool plays an very important rule as its there to help the player operate the whole customization

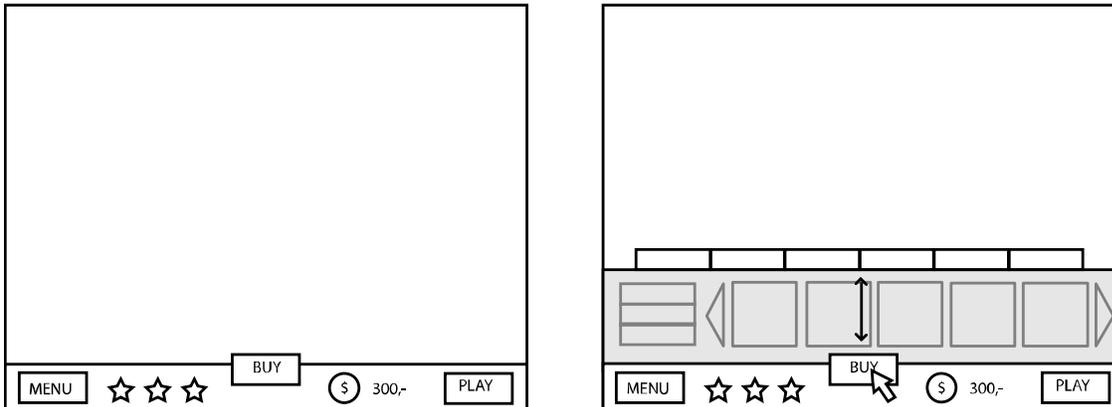
Decoration GUI

The decoration GUI has the following components (in no specific order):

- Decoration View
 - Menu Button
 - 3 Stars
 - Buy Button
 - Play Button
 - Cash indicator

All the buttons can be done just like in the previous Delicious series and should give the player a point of recognition. It would be cool if the GUI could apply a different color setting as the default GUI to give the player an indication they are in the tool and not the game.

As you have to be able to switch between the different views and each having their own GUI components it's best to have the decoration and management view switchable by tabs.



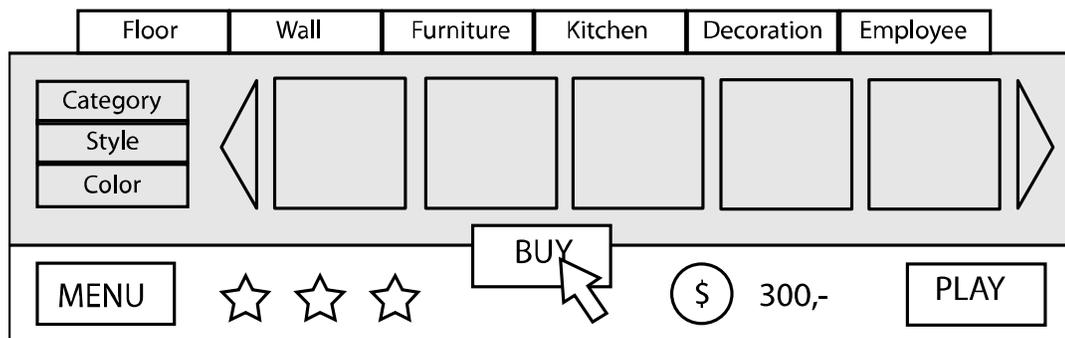
GUI

Shop Catalog

The shop catalog should give the player the impression of going through a catalog in search for something they like. The catalog will open when the player clicks on the catalog button which will then unfold and be placed over the editor for about 70% of the total screen, important here is the fact that the catalog can not be placed over the GUI.

- Smooth animation opening/closing the catalog.
- Over the editor play field, but behind the GUI. About 30% of the total screen.
- Main Page supports an index view and the newest unlocks.
- Player can reach categories by index or by tabs.
- Customization of items is done once a player clicks an object of choice
- Each index has a left page with Category, Style and Color
- Different highlights in available, not enough money and not unlocked yet over thumbnails.

When there are more items in a category then the amount of space to place them on a page then the player has to turn to the next page to see the other options.



Shopping Catalog

Ideas

These are some ideas that could be integrated in the whole customization tool and could add an extra element to the customization gameplay.

Name Sign / Brand Sign

To make the player extra connected to the restaurant he should be given the option to name the restaurant. This can be than visualized in a name sign and / or brand sign which can be placed on the outside of the restaurant and / or placed on the wall inside the restaurant.

This sign can be customized and personalized by deciding the shapes, colors and by entering a name. There are some restrictions involved with this which need to be worked out. Another element with comes in with this is that in the catalog you could have a style defined by the name of your restaurant so you could apply / see it while the player is busy in another restaurant.

Personal Decoration/Furniture/Appliance

To show a delivery's appreciation of you ordering their products you get to name their new table/furniture/appliance. (Loyal Customer)

Linked Appliances

Some appliances can be used to make food that requires the action of several appliances; if the player gets the right combination of appliances in the restaurant they will unlock the option for this new recipe. This will boost the player's motivation to try out the different appliances.

Customized Menu Card

The player should be given the option to customize the menu card when it comes to the prices. This gives another extra connected feeling to the player and could help the player gain some extra cash. However there should be given an indication in what customers like at specific restaurants and the likes. For example a restaurant which is placed in a local fisherman's area the requests of customers could be fish dishes.

Shopping Catalog

Price sorting / Criteria sorting / New sorting...

Customer Reflections while Serving

Customers should give the player an indication what they like / don't like about the restaurant and make requests on what they would like to see.

Expanded View

To give the player an idea of their restaurants success and growth it would be cool to have a bigger field to work in allowing more space to customize. This can be done by a zoom or by touching the edges of the screen with the mouse which will slide in that direction and having order bubbles pop in at the sides of the screen.

Construction

The ability to demolish/build walls and place windows and doors, build up your own restaurant from scratch. Make different levels in your restaurant, small plateaus and decide to have a display or a closed kitchen.

Appliances Installation

Some appliances need to be installed in the store and require a process of 3 days before they are functional. Players can see their appliance in the store as soon as they buy them but they will have an out of order sign.

Appliances Break down

Appliances can break down if used x amount of times, appliances then need to be repaired by for example hiring an engineer like you hire a cleaner and / or entertainer. This engineer could also be used to help appliances install faster, if you hire an engineer and click them on a new appliance he will be able to shorten the installation duration.

Work Outfit

Both Emily and the other employers should be able to have a customized work outfit to match the restaurant. This could also influence the work efficiency, as a dress might be more appealing to customers while casual jeans will be easier to move around in.

Employee management

Besides managing your restaurant you can manage your employee's. Raise their wage to make them work harder, train them in customer orientated approach and the likes.

45° Turning

To give players more control they should be able to turn objects 45°, however with the current perspective used in Delicious and the overall approach this might be in conflict. Besides, all animations require 4 possible angles (top, bottom, left and right).

Music

The player can decide the style of music played in the restaurant. Maybe even let them choose their own music files. For example a Delicious Radio, where you have x stations each with their own type of music.

Lighting

Let lighting influence the work efficiency and to create an atmosphere for the customers. Bright light will help Emily see the work she does better and the customers would be annoyed by to bright light.

Delivery

During the normal gameplay of serving customers some orders placed for new objects could be delivered and have to be picked up to be installed at the end of the day.

Another option to have ingredients delivered, for example fresh fish. If the player is too late to accept the delivery the player has no fish to serve while fish is at that point the most profitable order customers could place.

Community

Create and customize your own character and link this to the Zylom account and store restaurant setups to share with the community.

Challenge Mode

Every now and then you can put up your restaurant for a challenge (cooking contest?) where there will be targets set to satisfy x customers or to prepare x amount of orders.

Environmental Terminology and Discovery Service (ETDS)

At random / or each x days the ETDS comes by and pays a visit to your restaurant. During a work day the ETDS will stay in your restaurant and analyze what's going on, you better have that cleaner hired!

At the end of the day the ETDS will give the player an report in which the strong and weak points of the restaurant are shown, for example too slow in cleaning up the tables (result: get a cleaner) or the quality of your food is terrible (result: use fresh ingredients).

Efficient placement of Tables

Currently the tables are always placed with a certain offset from the wall; player should be able to place a table against the wall. The table can snap with its current vertical setting against the wall, always have customers sitting in front of each other or give total freedom and let the tables be turned.

Emily Appliances Animations

An important aspect of the appliances customization process is the animation of Emily working at an appliance to show the player how many steps there are in the process of creating food. The animations are reflections of how Emily will operate the tool in the game (WYSIWYG). This animation will however be scaled to a certain point where it fits nicely into the customization section, but it's important that it's still visible to the player which steps she makes to prepare the food. There should be an indicator showing the steps, for example an arrow to indicate where to click and / or if there is a wait time in the process by showing a cool down counter.

In detail...

Appliances attract a specific customer group

For example the player bought a gumball machine, this is more likely to attract children. While coffee will mainly be ordered by adults and elderly. If for example there are a gumball machine and 2 coffee machines the following happens:

Customers	Gumball	Coffee	Gumball +Coffee	Gumball + 2 Coffee
Child 25%	+5%		+5%	+5%
Regular 25%		+5%	+5%	+10%
Elderly 25%		+5%	+5%	+10%
Farmer 25%		+5%	+5%	+10%

So basically there is no impact influenced by negative values only gained values, each time when the player goes to play the new percentages balances out back to 100% while keeping in mind that there are some extra appliances that influence customer groups.

In short we need to define customer percentages and give appliance another attribute to define their customer group related values. Also the actual values need to be tweaked as you can see the coffee influences 3 customer groups as where the gumball only influences 1 customer group.

Appliance events

Event that indicates a certain appliance is having a sale and attract a large amount of customers in a short time. To many customers walking out because of no place to settle could indicate the player that there is an extra need for tables and / or bars.

During the builder scene there could be an announcement that a certain order is going to be in sale. This gives the player an indication that he needs to rethink the position of that appliance and the fact of having the actual appliances placed in your restaurant.

If the day starts at a given interval the event starts and you will see a large amount of customers coming in and ordering a high amount of only that certain food that's in sale. If the player succeeds in satisfying all customers they gain a nice money boosts which they can use to invest in their restaurant.

Maybe there could be a new character introduced being a marketer, he will announce special sales and give tips for Emily to place in the restaurant and think about.

New appliances

New placed appliances attract extra orders, people are curious how this new food option will taste and if it's any good. Reflect this in game by having the percentage of orders on the new appliance in relation to existing appliance to be higher.

So just like with the customer group percentage system you could apply the same to orders where new placed appliances affect the orders for that day by a certain percentage. This value should be high enough to actually give the player an idea of the increase in the orders for that new specific appliance. Also the fact the player sees the extra orders on their new appliances makes them feel satisfied about their decision of buying that appliance as they see customers are interested in their new food.

Emily's Delicious Restaurants Customization Tool

New decorations

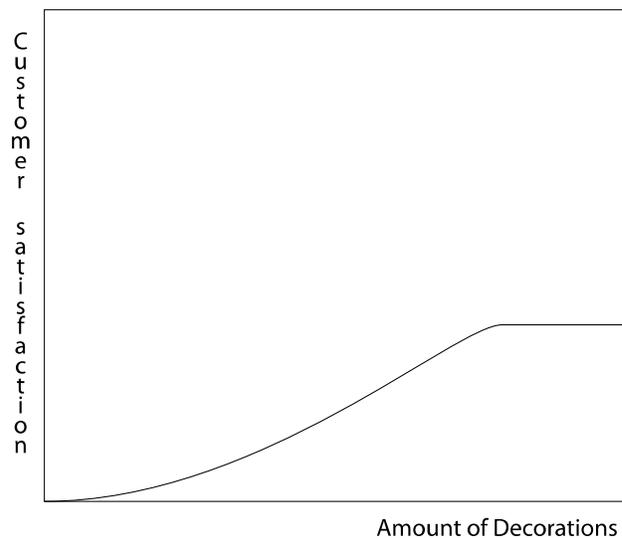
New placed decorations on their turn could boost the starting value of an customer.. for example they start out with an extra heart, leaving more time for the customer to be served.

The new decoration should influence players for that given day where they see the new appliance, they will gain an extra heart and start out happy.

Should be aware that players don't sell and replace a decoration just for this little boost. But for the more difficult situations the player could decide to place a certain amount of decorations to help him off with an easier start.

There could be customers that are grumpy and are upset easily. Then new decorations will influence the game play as these are easily turned into satisfied. So for example if you have barely any decorations in your restaurant then your customers will have the default motivation curve, while you could have 10 decoration that leads up to the max motivation curve.

At start when the player only places 1 or 2 decoration they won't notice a big increase, but after more and more decorations are placed the curve grows faster. There is however a set maximum and if the player keeps placing decorations it's purely for the players own decisions and looks of the restaurant.



As you can see the increase builds up and lowers again at some point till it reaches its maximum potential. The values and max. amount have to be tweaked to find the optimal flow.

Another element with decorations that could influence the gameplay is the fact that you have maintenance time related to these objects. For example you could have a wall painting but over time this will gather dust and needs to be cleaned. This can either be done by Emily herself or the player could hire a cleaner and let the cleaner do the job. This also leaves options to vacuum the carpets, water the plants, clean tables, turn the fan on and off, enable the jukebox and so on and on.

High expectations when customers enter in a restaurant with good decoration, this means however the higher the expectations the bigger the impact of an disappointment would be. If not served you miss a lot of money compared to a normal customer in a default restaurant???

Disappointed Customers

A way to give players an extra game play element is to have disappointed customers enter the restaurant. These are just normal customers who enter the restaurant have a look at the menu, and make the player aware they would like a donut while it isn't available in the shop. Now it's up to the player to decide if they want to have a donut available the next day and thus have to sacrifice some money to get it.

The way it works with disappointed customers is to have them settle / stand in queue and have them popup an icon where the product they would like is shown in a text balloon and the player has to click away this customer to apologize that Emily can't help them and they should try again another day.

A special customer could be made who is like a pain in the ass for the problem and always enters the restaurant coming in with request that you can't deliver. This way you give the player a goal to avoid getting him in your restaurant and thus bring in variety in the menu and appliances. However this special customer who always comes in needs to be annoying to the player on such a way that it doesn't frustrate but does have an impact on your income as he's taking space at a table at which other customers could sit and thus go away again. The player has to serve this nagging customer a new order he requests as a compensation for not satisfying his wish as a customer.

This special customer should have an really annoying attitude and could be referred to as a "zeurpiet" (nagger?). Emily has to walk up to him and apologize to the customer and sent him away again. If the player doesn't decide to fulfill the wishes of the customer he will keep entering the building. There could be special trophies to complete the game without living up to the wishes of the nagger or the other way around and complete every request so you leave him with nothing to nag about.

Customization Tool

The customization of objects is done by clicking the decorate (yellow) button. If the player clicks this button a screen comes up displaying the options (varying between material, patterns, recipes, color sets), a preview and a apply / cancel button.

At this screen the player has to see which options are active and it's important that these "decorating" changes are free of cost and could be applied at all times.

The different options the player has to choose from are presets, these preset are set up on such a way that you could apply different styles. For example you could have a comfort, cousy, posh, natural or sylish restaurant.

The player should maybe also have an option to be able to apply the customization options to all of the same type of object. So you can apply the style you choose for to everything in your restaurant.

- Modification Tool
- Modification Tool Box or integrate in shop catalog?
- Modification options need to be applied (or cancelled)
- Options should always show a preview and / or actual changes on object
- Player should have indication which option is currently selected
- Modification tool is called upon by clicking the edit button (yellow – hammer/wrench)
- Customization is free of costs – this allows the player to change the look of their restaurant without being prompted extra funds.
- What do we want to be able to change in the modification tool
 - Color
 - Pattern/Material (optional, depending on type of object)

The customization takes place in the shop catalog as well... if the player goes into the shopping catalog to buy an table for example we have the following situation:

1. Furniture top tab selected
2. Side-tab-top displays Index – different categories like chairs tables closets etc
3. Side-tab-middle displays chosen category – tables
4. Side-tab-bottom displays decorate – player chooses the table and its corresponding color
5. Player gets table under mouse if color is chosen
6. Player places table – object bought

Customizing an already places goes through the following procedure:

1. Player wants to recolorize table
2. Player clicks on table
3. Player clicks on decorate button
4. Shop catalog opens at the desired page of the object
5. Player decides upon a new table color (no costs involved!)
6. New color choice is applied directly at the table (player doesn't have to move the object)

**slight problem with objects that are placed behind the GUI