

# Redmond, Matthew. DGH1. Business assignment 1

## Game Definition:

Tempo Twirl.

An endless runner where the player must aid a bouncing ball in getting to the end of the track by rotating the world around it.

The player generates music by bouncing on the platforms that the level is comprised of. Each platform type generates a specific tone and the level rotation also generates a tone depending on whether it is rotated clockwise or counter-clockwise

If the player falls off the platforms they must start again.

There will be a counter keeping track of how far the player has made it into the level.

## Roles Required:

As there are currently just two of us working on this project currently the roles have been split between us. This has proved quite productive as the distribution of work is quite balanced.

We both have 2 major roles and 1 shared role.

These roles were given in relation to our skill with each.

The roles, in order of importance per person, are as such:

**Programmer / Level designer / 3D Asset modeller: Matthew.**

**Photoshop specialist / Programmer / Music and Audio engineer: Molly.**

Publishing / PR: **Self publicised** on social network. **Outsource external**, Magazines, TV, Internet ads etc. Unpaid internships may be offered to students looking to expand their portfolio.

**3D Asset modeller:** The team member who conceptualizes and designs 3D assets for the game environment.

**Level designer:** The team member who creates a 3D, sometimes 2D, environment using the assets created by the 3D Asset modeller.

**Photoshop specialist:** The team member who creates the textures and materials which paint the 3D assets.

**Music and Audio engineer:** The team member who designs and creates audio assets for the game world such as music, dialog, sound effects and ambient noises.

**Programmer:** The team member who generates the games mechanics and rules through coding, usually in C++ or Javascript.

Each role is held by either myself or molly.

Programming however is a shared responsibility as it is the most time consuming and difficult role.

A load shared is a load halved.

## Costs:

### Location.

We have found that working from home is the optimal way to streamline time as there is no need to travel to or from an office. An added benefit to this lack of traveling is that we do not have to get up as early and as such gain productivity from a better nights sleep.

### Hardware.

We will both be working with our own laptops and electronics. As this will cut down the costs of the project at the beginning extra supplies and replacements may be necessary to purchase in the future. Replacement parts will be thoroughly researched in order to obtain the best deals and bargains in order to keep costs at a minimum.

### Salaries.

As Molly and I have both been working on this prototype in our spare time it essentially cost nothing more than time. With this in mind we estimate that with another 6 months to a year we could polish this product to a retail standard.

In order to achieve this we would require at least minimum wage for the year.

Minimum wage per month EACH is 1,461.85 EUR per month (Jul 2013). This would make it 175,42.20 EUR a year.

This means that salary for **both of us for 6 months** would be **17,542.20 EUR**.

For **a year each** it would be **35,084.40 EUR**.

### Expenses.

The outsourcing of certain aspects of the project such as web development, advertising and internships would have a minor impact on the overall cost.

As we work from home the expenses for travel have been shifted to cover the internet costs instead. These are an average of **€30 a month for a 30MB** line (UPC). This is vastly cheaper than the alternative or public transport. Averaging at **~€24 a week** to and from college. I do not drive a car so I cannot make an estimate on how much it would cost in petrol, tax and insurance for a years worth of travel.

## License prices.

### Unity:

**Unity Pro**  
\$1,500 or \$75/month

The full professional suite of tools and rendering power from Unity. Create polished and high-performing 2D and 3D games and interactive content for multiplatform deployment. [Read more](#)

Multiplatform build options

Select

**Add-ons for Unity Pro**

<b>iOS Pro</b> + \$1,500 or + \$75/month <a href="#">Read more</a>	<b>Android Pro</b> + \$1,500 or + \$75/month <a href="#">Read more</a>
<b>BlackBerry 10 Pro</b> + \$1,500 or + \$75/month <a href="#">Read more</a>	<b>Team License</b> + \$500 or + \$20/month <a href="#">Read more</a>
<b>Windows Phone 8 Pro</b> Included in Unity Pro <a href="#">Read more</a>	<b>Windows Store Apps Pro</b> Included in Unity Pro <a href="#">Read more</a>

Upgrade your existing license starting from \$750. To upgrade or add additional features to an existing license, [click here](#)

Unity license: 1500 (Windows only)  
Upgrade to license: 750 each (Android, ios etc)  
Rent for 57 a month.

### Photoshop:

#### Photoshop CC and Lightroom

Limited-time only: Get both apps for one great price.



Annual plan for  
US \$9.99  
per month

Or



#### Creative Cloud

Everything you need to create anything.

Annual plan for  
US \$49.99  
per month

### AutoDesk 3dsMax:

Buy



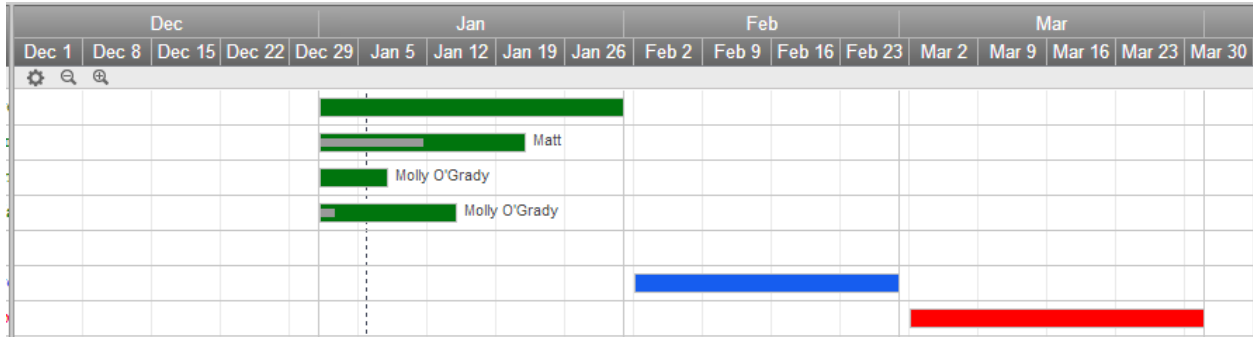
**3ds Max**  
\$3,675 SRP†

- 3D modeling, animation, rendering, and compositing solution
- Available in Deutsch, English, Français, 한국어, 日本語, 简体中文

New rental plans: License desktop software on a short-term basis, with benefits similar to a perpetual license with Autodesk® Subscription. [Rental plan FAQ](#)

PAY AS YOU GO	BUY OR UPGRADE
<input checked="" type="radio"/> <b>Monthly—automatic renewal *</b> \$ 195 SRP† (Online store only)	<input type="radio"/> <b>Buy</b> \$ 3675 SRP†
<input type="radio"/> <b>Quarterly—renewable *</b> \$ 575 SRP† (Reseller only)	<input type="radio"/> <b>Upgrade</b> \$ 2575 SRP†
<input type="radio"/> <b>Annually—renewable *</b> \$ 1840 SRP†	





**Project and Company Ambitions.**

Our ambitions for the game are simple. To deliver a fun and user friendly product for all age groups. It will be affordable and feel worth the price that was paid for it. (Price depends on marketing style. Solid price/Free to play/Microtransactions etc)

Our companies long term goal is to keep delivering these simplistic yet powerful games. Our motto is, as Leonardo Da Vinci puts it : *“Simplicity is the ultimate sophistication”* .

**Company Identity**

*Half eaten Productions.*



## Business model.

The business model I have chosen for our company is the “Try before you buy” method.

I have always personally been a fan of Demos. Be it the demo disks you got with the original sony playstation to the “free” version of apps on the app store.

These testers have to hit a sweet spot in their size and content as they could destroy sales as easily as they can generate them if there is too much or even too little content. Xbox Live has been experimenting with this concept, they seem to have hit the sweet spot by giving one playable level and then giving a big reveal (like there’s a giant boss monster around the corner) then they say “Buy the full version to continue!”. That’s basically the ‘cliff-hanger’ trick, and just like TV it works.

With our current game we plan to release a “basic” version for free on the app stores.

This free version will have the basic gameplay mechanics and the standard visuals and audio.

There will also be a 99cent version which would come with enhanced gameplay in the form of pickups and items that change the game mechanics which add to the strategy, as well as a host of visual and audio themes with micro transactions available to purchase more.

This may not be the business model for all of our future games but for this project we feel it is the one that is most suited.

## Market research feedback.

After testing our prototype on an **average of 20** of people, ranging from a **13 year old to a 54 year old**, We have received a mostly positive response.

Each subject was observed thoroughly while they played and some things became quite clear.

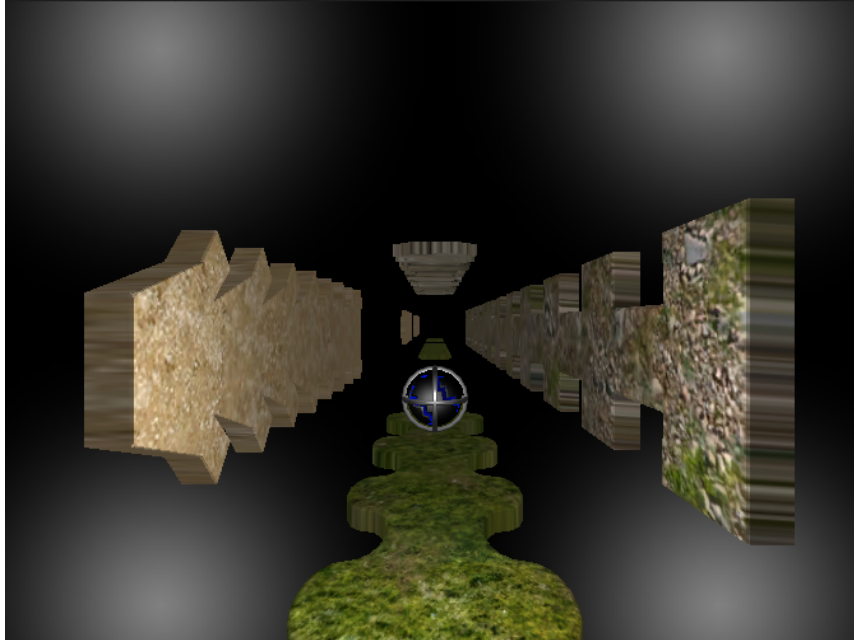
They were not informed by myself what the controls or objective were.

The title screen was the only information they were given.



*The title screen tells them all they needed to know.*

After this they are presented with the level itself and away they go.



*The level loads up and the player is confronted with the sphere and the platforms.*

The controls , as shown in the title screen, became quite clear to all subjects after a few button presses.

All subjects got the hang of the games level rotation within 20-30 seconds.

After falling between the platforms, failing/restarting the level, on average 3 times all subjects understood the timing of the balls bounce and began making more and more progress through the game.

Even though this is just a mockup prototype with no actual end to the game, the platforms are generated indefinitely, each subject had the compelling urge to try make it as far as they can.

These positive observations are quite compelling as they reinforce exactly what we were going for with our prototype.

Positive responses from the subjects on our prototype were on **The overall mechanic being quite appealing,**  
**The interface being quite intuitive and The simplicity of the overall game and interface being very inviting.**

As with all feedback not all of it was positive.

Some of this negative feedback was from a previous version of the prototype which contained no sound at all. All subjects who played it at this stage made mention that the **absence of audio made the game quite unappealing.**

Those that played the current version mentioned that **the ball bounce was jarring.**

This is in part due to the method by which we have the balls motion set. There are a few options that we will be looking into.

The **lack of other mechanics** was mentioned once or twice.

## SWOT analysis.

A swot analysis can be broken down into 4 parts. These are as follows:

- **Strengths:** characteristics of the business or project that give it an advantage over others.
- **Weaknesses:** characteristics that place the team at a disadvantage relative to others
- **Opportunities:** elements that the project could exploit to its advantage
- **Threats:** elements in the environment that could cause trouble for the business or project

Lets take a look at our project in relation to these four headings.

### Strengths.

The genre of Endless runner, which this game fits into, is a currently popular genre on the market. With games such as Temple run, Subway surfers and Jetpack joyride being at an all time high in popularity. With this in mind our prototype brings a new, simplistic, element to the table in its music generation. It is also a very adaptive prototype and can be modified to keep up with the current market.

### Weaknesses.

Much the same as its strengths, its weakness also lies in the popularity of its genre. being a popular brand of game due to its short bitesized gameplay style there are many others in the market and many more to come. This will force us to keep ahead of the curve and try to anticipate any changes to the overall genre.

### Opportunities.

The main opportunity for our project is its adaptive style both mechanically and thematically. With the core mechanics being rather simplistic modification of these mechanics would take no time at all while retaining the core element of gameplay. Thematically we could generate visual and audio themes to generate revenue or even to match seasonal holidays. Christmas, valentines etc.

### Threats.

The main threat to our project, and company overall, is funding. Video games are still a new medium in relation to their long standing cousins of literature and Motion picture. As with their predecessors, video games are going through a similar cycle. Costs for the production of video games were originally miniscule with most coming from the basement of someone and a few of their friends but then the triple A game came around and these costs sky rocketed. These "Block buster" games, like their motion picture equivalent, boosted the price of making games. But also like their counterparts the emergence of the indie market has dragged that cost right back down. This is where we stand today. The age if the Indie game. The birth of kickstarter and crowd funded games. These new options of funding are a saving grace for companies such as ours but as with all funding options have their own rules, regulations and drawbacks. Being a fresh company, new to the world, we have little knowledge of the ins and outs of these funding processes and as such must remain vigilant and observant lest we get taken advantage of by a big publisher or lost our target audience through setbacks in crowdfunding.



Baby steps must be taken and lessons must be learnt swiftly.  
This is why funding is our biggest threat.