Concept:

Food Mania is a two player turn based strategy game with a grid style movement. Based off of the classic food fights you see in movies, the game involves two players throwing and eating a wide variety of foods. Players can move throughout the map and they may reach a covered plate of food. The player can decide to either eat it to recover health, throw it to damage enemies, or store it in their inventory for later. Once the player chooses their action, the turn shifts to the second player and they have the same movement and abilities. To win the game, one player must defeat the other by throwing enough food at them to deplete their health down to 0.

The game would be created for a wide range of players, from the hardcore strategy game players to the casual family style gamers. We hope to have a light and fun feel to help immerse the player in the world of a fun and crazy food fight game. The art direction helps with this because it uses a different style of wacky and fun foods that many games don't explore.

Intent:

The intent behind Food Mania is to create a fun, turn based strategy game that is easy to pick up and require not as much skill as other turn-based games. The game would be made for most skill levels: between people who never have played a video game, to people who play them every day. Similar to other games in this genre, Food Mania would play towards a person's more competitive side, making it fun to play multiple games with ease.

Target Audience:

The target audience behind Food Mania would be people who find joy in fast paced games with multiple rounds in one sitting. The game would be more like a party game, similar to the mini games on Mario Party, but the rounds would be a bit longer, so anyone who finds joy in those types of games would have a fun time playing Food Mania. It would also appeal to people who like a wackier type of game, meaning that it would be open to a younger audience. In general, it would be a type of game for an older/younger sibling game and would have a rating that would open it to a wide range of demographics; between the strategy game buffs to families who want a new game for family game night.

Monetization:

Since the game is set to release for Switch and most mobile platforms, we expect to get a 70% return on sales from mobile stores. We hope to have our set price at around $5, so in an ideal world, we should receive around $3.50 per copy sold. As for any additional revenue, we could also make revenue by releasing different DLC packs throughout the game's lifespan. These would include but are not limited to: new game modes, new maps, and various avatar skins such as hats and different colors. There is also the money from Kickstarter to help, which

could be used for initial development, in addition to creating more campaigns for DLC funds as well.

Marketing Approach:

The main way we plan on marketing Food Mania is through social media. We would use the various social media outlets such as Twitter, Instagram, and YouTube to gain publicity. We would be able to market to the copious amounts of users in our target audience using these platforms. In addition, we would send out review copies to various game review sites such as IGN, Gamespot, and Metacritic to review and bring some publicity as well. Finally, we would create video ads for these different platforms, as well as having user feedback through twitter.

Content:

Food Mania takes place in your every day school cafeteria. One day, you and your best friend are talking at lunch and things get pretty heated between you two as you discuss the best movie of all time. Tensions rise to the point where you break out into a full-on food war over who's movie is the best of all time. You both split up, and start on either side of the cafeteria, where you begin your match. Throughout the match, you will be navigating the cafeteria to find food to throw at your best friend's face or to eat yourself in case you get food thrown in your face.

Player Motivation:

The main motivation for the players in Food Mania is simple: to defeat your enemy by throwing food. The player does this through strategy on movement and simple inventory management that can be done in a short amount of time. Since the player has limited movement, only 5 squares, they need to chart a pathway through the cafeteria and outthink their opponent. The biggest challenge that the player faces is how to manage the relationship between eating, throwing, and storing the food. Once a player figures out a good management system, they should be able to play the game on a newer level. However, this all is different when playing against someone who's goal is the same.

Game States:

The game is divided into two states on a player's turn:
- Pre-Action State:
    - In the pre-action state, the player is able to perform any of these actions while still being able to use their 5-space movement as they wish
        - The player can move their 5 spaces on the board
        - The player is able to interact with food in their inventory

- The player is able to store any food in their inventory
  - Note: once the player makes their decision to end turn, eat, or throw food, the game transitions into post action state
- Post-Action State:
  - After the player makes their decision, the game enters the post action state, where they can no longer perform any actions in their turn:
    - After choosing to eat food, the player enters post action
    - After choosing to throw food, the player enters post action

Mechanics and Systems:

- Movement: The player can move up to 5 spaces away from their current position, so long as that space isn't a table, edge of the map, or the other enemy player.
- Health: Each player has 5 hearts; the player will lose if all 5 hearts are taken
- Food Spawn: Food will spawn initially when the game begins
  - Should all but one plate be taken on half of the map (horizontally), then more food will spawn on the other tables
- Food Properties: all food has a set damage and range
  - Note: food must be within a straight line of the target (i.e. queen movement in chess)
- Interaction with food: a player can move to a plate of food and interact with it in many different ways
  - Eat: The player can choose to eat the food they encounter and heal for the amount of damage that food deals; X damage = X heart(s) recovered
  - Throw: the player can throw food; the food will deal guaranteed damage to your opponent so long as it they are within range and are in a straight line from you (horizontally, vertically, and diagonally)
  - Store: the player can store one plate of food in their inventory
    - If a player wants to swap the food in their inventory with the food on a plate, they must eat or throw the food in their inventory and store the new plate.

Game Engine:

The engine that would be used to create Food Mania would be in Unity, specifically using the Unity 2D capabilities. The main motive behind this is it is very user friendly for the entire team to use, regardless of previous experience. In addition, Unity holds a lot of power in terms of porting to different platforms, so even though the game is currently being developed on PC, Unity allows for a quick port to the intended platforms we hope to ship to.

EGD-220-02 Project 1 Team 3
February 4, 2019
Sprint 3

Art Direction:

For the art direction, our team has decided to go for a flat style of game art. The sprites would appear "hand drawn" with a small blur effect on them, making the food stand out from the background. The characters would be a top down perspective, and the food would have to be created in a way that makes them not look all uniform; the player would be able to tell the difference between a burger and a bagel. This is mainly to show the player the differences between foods that do more or less damage.
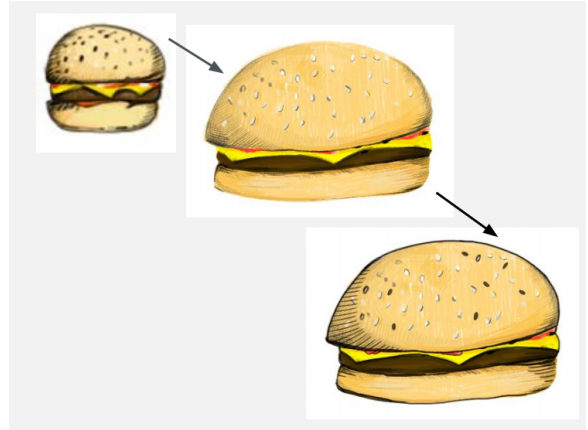
Sound Design:

The main sound design would come from in game music, and the sound of food. Simple throwing and squishing sounds would help the players feel a bit more immersed in the cafeteria setting. Some other concepts explored would be the sounds of the cafeteria; idle chatter from students watching would help bring the world of this food fight come to life. Some more miscellaneous sound effects, such as menu music, music sliders to turn sounds up or down, or small clicks on buttons have also been talked about. In terms of specifics, we would look for a more upbeat music for the menu to help keep that light tone the game has, and in game, we would hope to have a type of music that is a bit more action packed, but keeps that lighter feel to it.