FORGED!

CRAFT YOUR DESTINY

OVERVIEW

Genre: Arcade Puzzle Simulation

Platforms: PC, Console (launch). Mobile (later)

Release: Winter season

Price: £20

Team: 17

Timescale: 6-month Development. Post-launch planned.

Budget: £300,000

GAMEPLAY

An abstract, exaggerated simulation of a blacksmith where players must craft weapons for the local NPCs to earn gold.

Players take weapons through the different stages of development:

- **Furnace**
- **Anvil**
- **Quench**

Each workstation has its own gameplay elements, and they all combine to create a puzzle-like gameplay experience as players must hastily complete them in the correct order to create weapons.

Many gameplay elements are shared with popular title *Overcooked*

Orders for weapons come in from the local NPCs, with time limits, and each completed weapon earns the player some gold. The gold is used to keep the business going, giving a clear objective and path of progression.

GAMEPLAY

The campaign has multiple environments, which provide variety to gameplay, similar to 'Worlds' from 'Super Mario'.

1-4 Player Co-op

Forged! allows for, and encourages, cooperation between up-to four players. Multiple players provides increased challenges as well as the tools to combat them and creates increasingly dynamic gameplay experiences.

Cartoony 3D Art Style

An inviting, cartoony aesthetic juxtaposes the blacksmithing context to appeal to players of all types and complement the arcadey nature of the gameplay. Its eye catching nature will help it stand out in a crowd without turning players away.

GAME MODES

Campaign:
Play as a travelling blacksmith on an epic quest to serve the people of the land by crafting their weapons to help them defeat the beasts that plague the world.

Story Mode
30 Levels
Broken down into different environments
Around 4-5 hours

Challenge:
Play through the campaign again, this time with increased difficulty and additional challenges, achievements, and rewards for each level. For the players who want to test themselves or those who want to replay with a different group of people.

Sandbox:
Allows full customisation of level scenarios, giving players infinite replayability. With ultimate freedom, players can craft their own stories, either by themselves or in a party with friends.

The entire game has around 15 hours of single player gameplay.

Additional Content and Monetisation
Additional level packs will be sold post-launch for a smaller fee, continuing the story campaign mode, and a good fit due to the procedural nature of levels.

Microtransactions are targeted for any future mobile versions of the game, selling upgrades and cosmetics, due to the mobile audience's higher acceptance of this model.

PLATFORMS AND DISTRIBUTION

Distribution

Digital distribution will be chosen for launch, due to the reduced costs from not having to produce and ship disks, as well as the additional cut brick-and-mortar stores take from sales. Digital-only also means overprinting of disks can't occur, potentially saving a lot of money, and understocking is much less of an issue. Digital distribution allows for seamless scaling depending on demand, requiring less guesswork.

PC

Steam

As the largest digital distributor of PC games, Steam is the best choice for releasing the game. Over 18.5 million concurrent users provide a very large pool from which to draw players.

Discord

With over 130 million users and existing built-in communities, Discord is a prime candidate for launching Forgery! on, due to its co-op features. Players already grouped up can use the in-app store to purchase copies for themselves and others.

CONSOLE

Play Station

Leading this generation in console sales gives a big incentive to target PlayStation 4 as a launch platform. Over 80 million consoles have been sold which results in massive sales opportunities.

Xbox

Although they're second, 40 million console sales still gives a very large user base, and their lack of content, relative to the competition may result in higher sales proportionally.

Nintendo Switch

A unique platform, the Nintendo Switch's exponentially growing playerbase gives a new market to explore. Many smaller games have found success on the platform and many people buy a second copy, in addition to another platform, due to the portability factor.

PLATFORMS AND DISTRIBUTION

Mobile - Post Launch

The mobile market is vast and lucrative, but would require an overhaul of the game, as opposed to a port. A new monetisation model, free-to-play, would be preferred, supported by in-game microtransactions.

Android (Google)

The Google Play store is a huge market due to its presence across all Android devices, including Samsung, Google, LG, Sony phones, and more.

IOS (Apple)

With a higher spend rate per user, as well as a very large user base, the iOS App store is very appealing market to target with Forged!

DEMOGRAPHICS

Research indicates a multi-age demographic across different channels, from 'hardcore' to 'casual' gamers.

The arcade simulation aspects of Forged! give it a non-gender specific appeal, with games of similar genres trending well with gamers of all types.

Social gamers are a large market for Forged! due to its cooperative gameplay allowing players to work together.

The frantic puzzle nature of the gameplay provides appeal to 'influencers' on video streaming sites such as YouTube and Twitch, creating highly shareable social media content. This, in turn, appeals to the audiences of the influencers.

Why develop in Agile
Agile is chosen because: the companies productivity of the game will increase. An agile method develops a constructive, collaborative and retrospective way of working within the workplace.

Chosen Agile method: scrum teams
Why scrum:
Encourages teamwork within multidisciplinary teams, increasing production
Saves time and money
Adapts to the companies needs and size
Direct collaboration with the client

This benefits our game development:
Failing fast: by learning from mistakes the company develops an efficient system to progress the games development avoiding future problems and avoiding additional costs

Identify issues quick: giving the team a voice to openly discuss issues in short daily and weekly meetings eliminates issues that are slowing down the games development

Develop a self learning way of working: using a retrospective attitude, the company quickly understands what does and doesn't work that constantly improves.
Example of a retrospective meeting agenda:
Pros: what went well and what the team should carry on doing
Cons: what issues occured in the sprint and how can we avoid them in the future
What needs improving: suggestions that may benefit the team
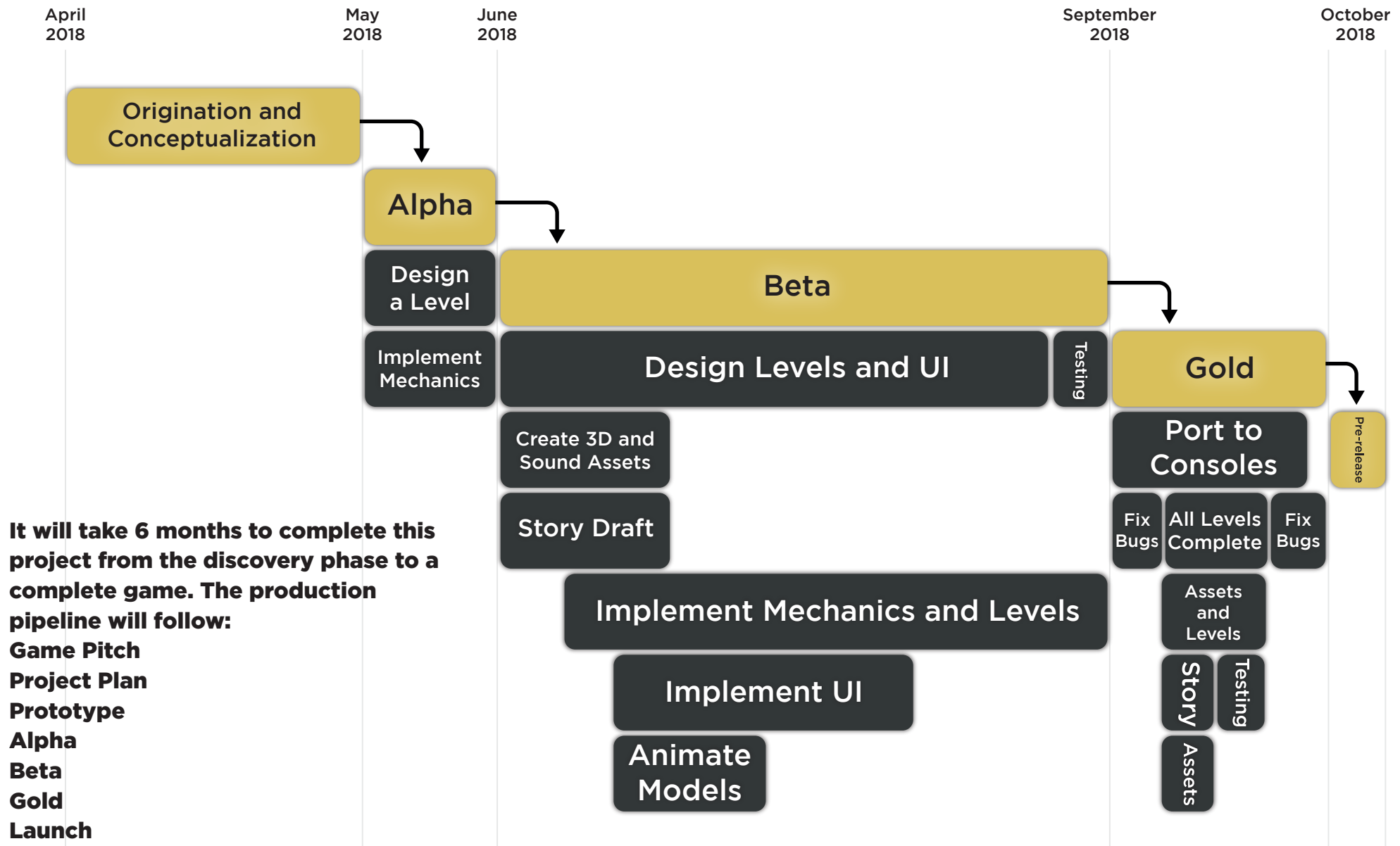**What can we change:** following issues or suggestions create a plan of action to implement into the next sprint
Log the report: this will be logged in Confluence with all attendees and another related people to be viewed at any time for reference

Fluid planning: opposed to a gantt chart, the team adapts their work flow to the needs of the game in and recalculate the time scaling

Prioritisation: sudden issues can occur in production or new needs may develop, agile's flexible system allows an MVP to take priority with little to no impact on the development of the game

CRITICAL PATH

April
2018

May
2018

June
2018

September
2018

October
2018

Origination and Conceptualization

Alpha

Design a Level

Implement Mechanics

Beta

Design Levels and UI

Testing

Gold

Create 3D and Sound Assets

Story Draft

Implement Mechanics and Levels

Implement UI

Animate Models

Port to Consoles

Fix Bugs

All Levels Complete

Fix Bugs

Assets and Levels

Story

Testing

Assets

Pre-release

It will take 6 months to complete this project from the discovery phase to a complete game. The production pipeline will follow:

Game Pitch
Project Plan
Prototype
Alpha
Beta
Gold
Launch

METHOD OF PRODUCTION

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RESOURCES

Development Team

A main development team of 17 people, in addition to an outsourced testing house, will be required to develop and launch the game. Not all roles will be required for the duration, with some members working different amounts during development. Contractors may be used in the event they are needed. The team will include:

Programming	Quantity	Secondary Tasks	Pay Rate	Length of Engagement/Year	Employment Breakdown	Total Cost
Lead Programmer	1		£29,000.00		50.00% 6 Months/Full Time	£14,500.00
Programmer	4		£24,000.00		33% 4 Months/Full Time	£32,000.00
						£46,500.00

Design	Secondary Tasks	Secondary Tasks	Pay Rate	Length of Engagement	Employment Breakdown	Total Cost
Lead Designer	1		£27,000.00		50% 6 Months/Full Time	£13,500.00
Level Designer	2		£20,000.00		33% 4 Months/Full Time	£13,333.33
UI Designer	1		£20,000.00		22% 3 Months/Full Time	£4,400.00
Content Designer	1		£20,000.00		13% 3 Months/Part Time	£2,500.00
						£33,733.33

Asset Creation	Secondary Tasks	Secondary Tasks	Pay Rate	Length of Engagement	Employment Breakdown	Total Cost
Concept Artist	1		£20,000.00		20% 1 Month/Full Time + 3 Months Part Time	£4,000.00
3D Modelling Artists	2		£20,000.00		33% 4 Months/Full Time	£13,333.33
Animator	1		£22,000.00		25% 3 Months/Full Time	£5,500.00
Sound Designer	1		£20,000.00		17% 2 Months/Full Time	£3,333.33
						£26,166.67

Management	Secondary Tasks	Secondary Tasks	Pay Rate	Length of Engagement	Employment Breakdown	Total Cost
Producer	1		£52,000.00		50% 6 Months/Full Time	£26,000.00
User Researcher	1		£32,000.00		50% 6 Months/Full Time	£16,000.00
						£42,000.00

Marketing	Secondary Tasks	Secondary Tasks	Pay Rate	Length of Engagement	Employment Breakdown	Total Cost
Lead PR	1		£26,000.00		50% 6 Months Full Time	£26,000.00
Assistant PR	2		£20,000.00		13% 3 Months Part Time	£32,000.00

OUTSOURCING AND SOFTWARE

Outsourcing:

Testers

An outside testing house used multiple times throughout development. This gives a bigger tester-pool without employing them full-time.

Contractors

Specialised individuals hired by us often to undertake specific tasks allowing us to stay on the projected schedule, after, leaving the team once the task is completed.

Software:

Unity: Used for the development of the game. The versatility and collaborate features make it an ideal choice of engine

JIRA: JIRA is a software that specialises in agile methodology. It will be used to gauge sprint work and check the timescales of work

Confluence: This is a great software to log and store information from meetings and other key events. The team can also link JIRA tickets to the pages as well as other softwares such as Google Drive.

Slack: the communication tool used for the office

Gmail: each team member will have a company gmail and all work emails will be communicated through this

Google drive: the team will store documents on google drive that will link to their work emails

Adobe Illustrator:

Adobe Audition:

Adobe Photoshop: photoshop will be used to create the UI and

Cubase 8:

Autodesk Maya:

Autodesk Fusion 360:

FINANCES

Average sale value of £15 per copy estimating 60% of total sales in the first 6 months on the market.

Anticipated total sales predictions based on similar games in the market:
PC - 500,000 Copies
PS4 – 300,000 Copies
Switch – 500,000 Copies
Xbox – 200,000 Copies

Total Sales: 500,000 - 1,500,000 Copies
Gross sales: £7,500,000 - £22,500,000
Net sales: £5,250,000 - £15,750,000 after total distribution fee (30% on each platform)
Average sales: 750,000 copies platform wide
Average Gross: £11,250,000
Average Net: £7,875,000