MPU32123   English for Games

GROUP ASSIGNMENT

GAME PROPOSAL

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SKATE THE DEAD

EXECUTIVE SUMMERY

Skate The Dead is an arcade sports-style game set in a futuristic post-apocalyptic world where players compete against one another and zombies in an arena for the highest score within a set amount of time.

AUDIENCE ANALYSIS REPORT

Introduction

The purpose of this audience analysis report is to provide insights into the target audience for a skateboard-shooting arcade game, Skate The Dead. Understanding the demographics, interests, behaviors, and the preference of the audience is vital for developing an effective marketing strategy, designing a user-friendly interface, and also creating engaging game content.

Demographics

The primary target audience for Skate The Dead is young adults aged between 15 to 21 years. They are mostly male with a slightly female representation. They are likely to be tech-savvy and interested in shooting and outdoor sports. The target audience is spread across various regions, including North America, Europe, and Asia.

Interests and Behaviors

The target audience for the Skate The Dead is interested in skateboarding, shooting, and video games with some horror elements. They are likely to spend several hours a day on their gaming consoles. The target audience is also interested in music genres like punk rock, hip-hop, and electronic dance music as the background setting of this game is set in a futuristic era.

Preferences

The target audience for Skate The Dead prefers game that are visually appealing, fast paced, and challenging. They are likely to enjoy games with high-quality graphics and sound effects. They also prefer games that allow them to choose character with different skill to play and compete with other players online. The target audience prefers games that are easy to play but difficult to master.

Marketing Strategy

To effectively market the Skate The Dead to the target audience, the marketing campaign will focus on social media platforms like Instagram, Tik Tok and YouTube. Influencer marketing can be a powerful tool to reach out to the target audience. Partnering with popular Youtubers and social media influencers can help generate interest and buzz around the game.

Design

The game design will be visually appealing, with high quality graphics and sound effects. The user interface will be intuitive and easy to navigate. The game will allow users to customize their characters.

Content

The game content will be challenging and engaging, with a variety of game modes, challenges, and obstacles. The game will also include a multiplayer mode that allows users to compete with other players online. The game will also feature popular music genres that are popular with the target audience.

Conclusion

The target audience for the Skate The Dead is young adults aged between 16 to 21 years, interested in both shooting, skateboarding and video games. The marketing strategy will focus on social media platforms and influencer marketing. The game design will be visually appealing, with a user-friendly interface, while the game content will be challenging and engaging, with a variety game modes, challenges, and obstacles.

STORY LINE

In the year 2088, Humanity was on the verge of extinction because of a global virus that had transformed billions of people into zombies. The few people who remained had to survive in heavily fortified cities where they had to endure a life of isolation and constant fear.

One of these cities was referred to as Neo-Tokyo; it was a large metropolis that had once served as Japan's capital. Yet, it had changed into a dystopian wasteland that was surrounded by hordes of zombies who swarmed the walls day and night.

But there was one group of individuals who dared to disregard the city's regulations. They were the skateboarders who had developed their own underground society. They had learned that if they could just get outside of Neo-boundaries, Tokyo's they could have a chance at freedom, if only for a little while.

To avoid detection by the city's officials, these skateboarders would gather in secret places. They would either find abandoned skate parks, or construct ramps, rails, and other obstacles to make their own, to organize contests to determine who could perform the riskiest tricks.

Skateboarders continued to leave Neo-Tokyo despite the dangers to take part in these competitions. They could forget about the dangers of the outside world for a few hours and simply enjoy the ride. But they were aware that by leaving the security of the city, they were taking a life-threatening risk.

GAMEPLAY

Gameplay (Basic) Introduction

Skate The Dead is an arcade sports-style with a mix of a zombie shooter where players compete against other players in an arena and whoever reaches the highest score in a time limit wins.

Notice

Skateboards in the game are hoverboards because it is set in a futuristic era.

Gameplay Mechanics

It is a mixture of games such as Tony Hawk's Pro Skater series(left) with its core skateboarding gameplay mechanics and the 187: Ride or Die(right) with its mounted gun plays but reimagined on a manually controlled skateboard.

Players (known as skaters) will have full control on their hoverboard where they can perform stunts and tricks to obtain points. On the other hand(literally), they have a gun to shoot down zombies or players to get points as well.

Gameplay (Game Mode)

MAP:

A total of 6 skaters will drop onto a skate arena where the skaters will compete in achieving the highest score.

Skate Arena Prototype

Rules:

A time limit will be given (example: 6 minutes), and each player can obtain scores by either doing stunts, killing zombies, or hunting down other skaters(players).

Killing Zombies increases score and killing skaters will increase point multipliers.

Stunts are considered style points and will boost scores after combo-ing

If a skater dies, they will lose all their multipliers but not their current points.

Plays:

Random Power-ups/weapon boxes will be placed randomly around the map for skaters to level-up their gameplays.

Traps will be placed around according to the which map that damages/slows skaters.

Depending on the map, each map will have dynamic changes and interactions such as weather, time, special zombies, etc. that may or may not affect skaters.

Modes:

There will be different game modes for skaters to choose and for now, these are the confirmed ones.

- Free For All (FFA)
- Trio VS. (Team)
- Players Versus Enemies (PVE)

Skaters, Zombies and Preparation:

Each Skaters consists of unique perks and abilities that will aid the players on the skate arena such as more health, increase speed after a skater kill and higher style points.

Skaters can unlock cards (extra perks) that can fit to several available slots on a character as they play the game longer. Each cards provide different stat boost or passives and can be arranged to a player's liking.

For Zombies, there are multiple types. There are normal ones, some are fast ones, and some are heavy types and there are special ones which can be considered as mini-bosses in each match. (Mini bosses will appear every 2 minutes on the map and can give a lot of points when killed)

Art style and Details:

The art style will be a comical style such as Hi Fi Rush with colorful palettes.

Each interaction can have a comic-style words popping out with sound fx.

Every stunt pulled will have a voice over (combo announcer) such as Devil May Cry's combo announcer with different available voices skaters can choose.

Devil May Cry 5
Style Rank Announc

Click on the icon for audio reference (Devil May Cry 5)

Controls on Console (Example):

Controllers

We mainly want to generalize the controls similar to other popular titles such as (a mix of) Call of Duty and Tony Hawk's Pro Skater or Bully controls for ease of playing the game.

For example, shooting from the gun uses L2 to aim and R2 to fire and Square to Reload (PlayStation)

While controlling the hoverboard uses the analog stick and X to jump, L1 to brake and R1 move faster.

To perform stunts for example, the skaters will have to be in mid-air and hold circle while directing the left analog stick to perform any specific stunts. Similar to Spiderman PS4.
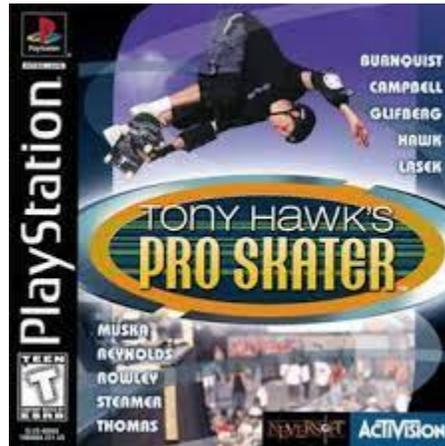

Simply said;

- L2 and R2 to shoot.
- Analog sticks and X for movements.
- Holding circle mid-air for stunts

MARKET ANALYSIS

Skate the Dead aims to fill the void of a skating element in the endless realm of shooter games on PC. Skating games were once a popular genre in the late 90's to the early 00's, the most notable of being Tony Hawk's Pro Skater (1999).

Tony Hawk's Pro Skater (1999)

However as of recent, skating games have not been able to capture the attention of the gamers outside of their niche. Adding on to that, well-known skating series such as the Skate Series published by EA are only available on consoles, casting aside PC players who might've showed interest in the franchise. Skate the Dead aims to provide a fresh take on the genre by combining skating elements with other genres in hopes of appealing to skating game fans who are looking for a unique twist to their games as well as gamers looking for interesting concepts.

The target demographic for Skate the Dead are players between 15-21 years of age. Quick-paced multiplayer games are popular among this age group as most players around this age are still pursuing their education and do not possess the free time available to play games demanding excessive grinding, especially in a multiplayer setting. It also aims to appeal to players who are looking for a combo-focused game and enjoy the arcade genre. As of now there are no direct competitors to the game, leaving the market for this game open.

The vibrant and colorful visuals are also in line with the current trends in gaming.

Hi-Fi RUSH (2023)

Need For Speed Unbound (2022)

Such as how the Need for Speed franchise went a different creative direction for their latest game which managed to appeal to a wider audience, by adding flashy visuals to Skate the Dead we expect to see both an interest in longtime fans of the genre as well as newbies.

UNIQUE SELLING POINTS

1. **Requirement to win a game: Highest Score**
   - Even though this game contains the elements of shooting, the winning requirement is still to score the highest. This winning requirement turns into one of the unique selling points of the game because most of the shooting element games nowadays are mostly players who survive until the end.

2. **Scoring system: Skateboarding and Shooting**
   - Because this is a skateboard game, technique of skateboarding moves will give players the score. But with the shooting elements, players can shoot down zombies and other players to earn multipliers or ruin other players scores.

3. **Gameplay: Skateboarding and Shooting**
   - Other than normal skateboarding games, this game also require player to have a good shooting game experience. Players must do stunts and shoot zombies and players in order to win the game. The unique points of these mix genres are that player will be interrupted when doing stunts by zombies or players and hoverboard with guns (sounds and looks sick).

4. **Extra perks for gameplay**
   - The extra perks that can be obtained through playing the game able to make player to have a better gaming experience. This is a unique selling point because in most skateboard game there are no need for extra perks for gameplay.

5. **Power-ups and weapon boxes in-match**
   - Random power-ups and weapon boxes will be found during the map, these allow the players to have a better gaming experience. They are unique because most shooting game don't have both power-ups and weapon boxes to enhance player's gameplay.

6. **Zombies' type**
   - If only those normal slow walking zombies, then zombies won't be in the list. But there are many zombies in game which have their own attribute which let the player to think whether to kill or avoid.