



Nocturnia

AE1 BUSINESS CASE

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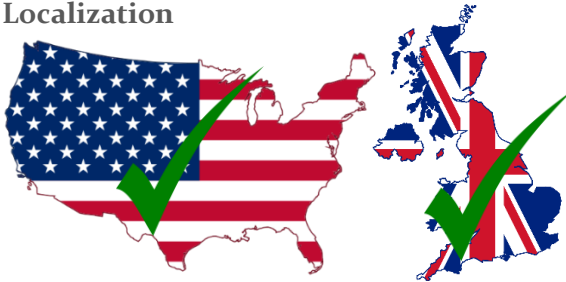
IP TARGET AUDIENCE/DEMOGRAPHIC:

Age



for this IP is ranged between 16 and 50. This estimation is based on content from real-life troubles and stories.

Localization



for release would be for the US and UK due to language similarities and save cost on initial launch. Company may consider other countries depending on policies and profit outcome.

Censorship



The importance of prohibited content in the selected countries for release do not display any potential threats or inappropriate information that may be considered obscene. The content is based on real-life experiences and portrayed through emotions which is only aimed at the player.

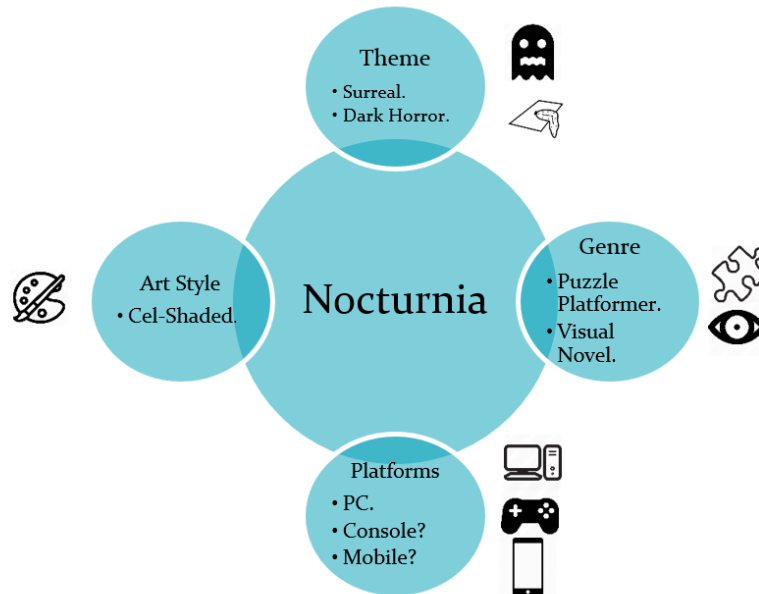
Gender



Target gender is aimed at a gender neutral audience. However, the female protagonist appeals more with emotion. This does not change the story to how it can affect both genders.

DOES THE IP HAVE FRANCHISE POTENTIAL?

This IP outlines a range of reasons as to why there is franchise potential in a variety of speculations. The proposed game that has been put forward for this business case is called “Nocturnia”. Deriving its own name already self-claimed rights for a new title and potential franchise opportunities. When planning out the story for a game, it needs to have some relevance by its game flow or design. For instance, Nocturnia’s idea has generated from this specification diagram:



From what you can see above is the fundamental mechanics behind Nocturnia’s idea in blueprint form. There are certain influences based on games already in the market that will be discussed in the next procedure. This diagram assisted in planning the foundations of the game with its mixture of subjects that can be embraced through countless ways. Many developers like to display a game on just the character in achieving a goal, or the world it is surrounded in to explore infinite locations, our team came up with a different approach for Nocturnia with its distinctive story concept using incoherent emotions.

This method and direction to story telling a game creates more of a gripping ambience during gameplay. The story so far takes place with a young woman named Evelyn. Evelyn has awoken from a deep sleep with no recollection on who she is, only her first name. This precise moment for the story expands other paths as to where to the game should take us next. This is what makes Nocturnia compelling and IP worthy, the story projects a deeply emotional atmosphere that casts over from the players views and hits their mentality. Its all about forgotten memories that need to be uncovered and synchronized on a timeline as the story progresses. Evelyn’s goal is to recover lost memories and repair cracks in her mind to display her origin, as well as what she has experienced. This IP has franchise material due to its story driven motives. Not just through mental emotion, but the physical and social aspects behind it.

IS THERE UNIQUE AND COMPELLING GAMEPLAY?



The unique and compelling gameplay that makes this game stand out compared to existing IPs on the international market is all about emotion. This isn't just talking the highs and lows of a telltale journey, but the loss of memories that consist of real-life experiences and gripping torments. In comparison to games like the walking dead series, they use emotion through role-playing techniques which either side makes a butterfly effect. This type of gameplay has players gripped, but only to the choices they are making. There is no backstory in the individual characters, whereas this IP's primary goal for gameplay develops an insight of the protagonist's life before events move forward.

Nocturnia keeps a compelling interest for players with a journey of loss and reforming the character to a stronger position. The concept of player achievements is within each memory to synchronize that unravels the surreal trauma that the character has witnessed and suffered. The gameplay itself has a combination of walking through the story as if you were the character and encountering puzzles that restores significant memories. Puzzles like the game Catherine has a similarity to survival through nighttime, only the goal isn't about survival of madness, but player progression to fix Evelyn's loss.

DOES THE DEVELOPER HAVE A VIABLE DEVELOPMENT PLAN?



In terms of the development that will scale the project timeline, the overall estimations with cost and budgets showed a range for 1.5million due to the development team size of 20. An increasing 200,000 amount to fill the need for voice actors since Nocturnia is quite script heavy and story driven. The overall development team consists of a producer(myself) Lead artist, lead programmer. The team of programmers contain 3 whereas the artist department is a total of 4. An analyst to structured plans into prototypes for designers. There are 2 designers to design the friendliness of the game. 2 animators that make the artist work come to life 2 technical artists to manage audio and tones within the games sound. 2 testers for the game to carry out potential risks and team leader to resolve issues between different departments and support time constraints, a QA engineer to collaborate with client expectations and quality approval. A cinematics expert to switch between camera modes. The project timeline itself has been scheduled with 4 milestones that are set at these following times of development:

- Previsualization (0-3 Months)
- Pre-Production (3-6 Months)
- Production (6-9 Months)
- Post-Production (9-12 Months)



Previsualization will be setting the foundations of the project with developing from initial pitch sketches and wireframes to give a high-level stage idea in how the game is going to look. This gives artists and designers a sense of direction to prepare for the next milestone. The developers at this point in the project don't have a starting date due to no blueprints of mechanics plan. This is where pseudocode will be attempted and contract how the gameplay is going to function. Each task for the development teams must be met in order to start on the next milestone. Pre-production is where the artists will be creating foundation artwork for the game's appearance with its novel-like style.

The designers will be creating prototypes and templates based on the work from the analyst which will piece together the size and layout of the game. Programmers have less involvement in this milestone as their in a review process to look at template versions of the game and prepare to start on mechanics in Production. Each milestone must be approved by the client to continue and provide the necessary costs for staff, equipment, location etc. use of these milestones will provide strong game outcomes towards release.

CAN THE DEVELOPER EXECUTE THE PLAN?



The overall ability to the plan has been taken into thorough consideration regarding the project using these areas:

- Organizational structure
- Leadership/talent
- Tools/Technology
- Processes



The structure of the development plan has been designed to execute each task at the right point in time to move onto the next milestones of the game. Every member of the team has been allocated with the right level of skills set based on background information, as well as contributive achievements from the previous titles already on the international market. The tasks have been assigned correctly and would have been given to an alternative member of the team if they did not feel comfortable with the roles and responsibilities. The development timeline should prevent conflicts or offence towards members as the tasks have been given out fairly in terms of workload.

The leadership carried out by the producer does not cover every aspect of the project. more the business legal sides as the funding comes from the publisher and terms must be discussed and met with the overseer of the game. This does not leave stations of management unattended due to an assigned team leader who is responsible for the communication and distribution between both departments should negative constraints arise, they are there to resolve any issues and keep both sides on a mutual scale.

The importance of their commitment keeps the team focused. This also benefits a strong record of team efforts and reliable collaboration. As far as technology and tools goes, each department has been supplied with the necessary equipment to fulfil the project to a completed standard. Programmers have been issued with a pack of the Unity engine to execute the mechanics in C# using visual studio. Designers have been provided the same to incorporate the levels of the game using a range of tools inside that make effective building. Artists and animators have been provided with the use of Adobe Pack which consists of Photoshop, Flash, After Effects and many other programs to assist in their types of shaders or duration layout the characters need to look and animate at.

This will ensure top quality styles for speculation and a range of techniques to follow. Using a reliable range of software can be adjusted to developer needs if they feel uncomfortable to use a certain piece of software. Another useful piece of technology that keeps the project on track is Hack 'n' Plan. This online tool has the capability to display and carry you through project assigning tasks that need to be fulfilled by a certain deadline. approval from the QA Engineer that can approve the task and send the work into the next milestone. One major strength is the ability to log how much time tasks task to complete as not everything can be attempted and finalized all in the log. This is optimizable to logging hours or by team sizing. Also, it can move tasks to other members should issues arise.

The processes of development using milestones has been designed through an agile perspective. Elements of this methodology have a comparison when using milestone/sprint stages of the project. This is considered as a reliable method. For instance, should design specifications need to be modified from a client's opinion, agile is flexible to reconsider improvements without redesigning much of the project that can become time consuming. Each area has been considered to meet clients' needs and execute just that.

IS THE DEVELOPER WILLING TO COLLABORATE?

In order to keep on top of the development process. There needs to be plans set in place that require cooperation between peers. Say half way through development a member of the development team, the supervisor who oversees problem solving, gets too much pressure from the job role and quits on the spot. This will potentially cause further conflicts in multiple departments with no controller. This would rectify by passing the responsibility to a member of the team that has less tasks to complete due to their area of expertise has been used to its best limits.



This would allow them to undertake a new role support other members in a cooperative way. Another solution to prevent further constraints is for the producer to arrange weekly meetings with the publisher to discuss the progress of the project and their views to agree or discuss upon. This allows significant updates between the developer and publisher, reassuring area is being met. Like the use of SCRUM, milestone meeting would be beneficial to discuss how each department feel on their current tasks and they feel that they're in a good position. Overall, yes, the developer has a plan to collaborate should issues occur.

WHAT ARE THE RISKS?

Risks are a major part of any project, especially in the development of games. If risks do not get measured, then this can cause disapproval from the team, the publisher, the users etc. it is better to state what risks are likely to happen instead of coming across them with no plan. Say a similar game was in production that matched the same initial idea and you have no claim of ownership, this will cause the whole project to be a waste. The method to resolve this would be to backtrack what similar games uniqueness is to ours. And refine it to fit a better IP. This way, the games have no comparison.



An international risk may be localisation issues with costs for the release in specific countries. That is why the US and UK have been chosen for release, the cost on language similarities is cheaper than releasing in a country such as Japan due to audio and text translations. It would cost more to do than manufacturing. What happens if the publisher runs into financial turmoil? And can't support the project any further? A way to resolve this issue would be to look into advertising the game and gain community support through crowd funding. That way, fans get a game they help fund and promote its reputation.

APPENDIX

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