

RAISE THE ALARM

GDF₃ - Tere Bin Dustbin

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Final Concept Document v1.0

GDF3 – Tere Bin Dustbin

Final Concept Document

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1 – Raise the Alarm

1.1 - Specifications

Target Audience – 6 – 13 years old

Genre – 3D Top-down, Endless Simulation

Engine – Unity 2017.2

Platform – Android, PC

1.2 - High concept

Raise the alarm about the harmfulness of the chemicals released in the drinking water and spread the message in the hierarchy.

1.3 - Backstory

Your family is the only thing you cared about, and now they're gone. All the big corporations in the vicinity just dump the toxic waste in the water without caring for anyone who will use it. They claim that they have the rights to do this, let's change that. Raise awareness of what you went through to ensure no one else goes through the same.

1.4 - Gameplay overview

The player will be presented with a city and will start with small amount of money, using which he needs to spread awareness in the city about the pollutants present in the water. The player will need to tap on the buildings to interact with them. The player will also possess a phone which he can use to gain influence over people to help spread his message. There will be pedestrians walking in a path, which are to be influenced to join player's cause. The game will be shown in a top – down view and the city environment will be in 3D.

2 - Game Mechanics

2.1 - Resource

Player will need to manage and increase two types of resources in the game, they're as follows –

1. Money – The player will start with a small sum of money which he can use to raise awareness from the start. As each day passes, player will keep getting a consistent amount of money to use on getting followers. The followers will later start donating money to the player if he has enough influence.
2. Influence –
 - a. Gaining Influence – The influence level of the player will determine if he can initiate any actions and if they're successful or not. The number of followers will increase the influence level the player has and hence the actions that the player will make to raise awareness will be successful.
 - b. Losing Influence – Influence can also be lost be the player advertises too much. The walking pedestrian will lose interest in player's cause if he/she is over burden by the hoardings and posters.

2.2 - Tapping on buildings

The building present on the map can be tapped on and actions can be performed in the building that can be used to gain followers. Following is a list of actions that the player can use to raise awareness –
(Actions can be added/reduced if necessary)

1. Placing Posters
2. Placing Billboards
3. Spreading the word
4. Speeches
5. Events

Each action will result in different number of followers and each action will have a different area of effect. Following will be detailed in the section below.

2.3 - Area of effect for events

Different events that the player undertakes will have different area of effect, depending on the cost. Every event will have a radius attached to it, which will define the way the crowd is influenced. They are as follows –

Radial Influence



Conical Influence



Area of Effect

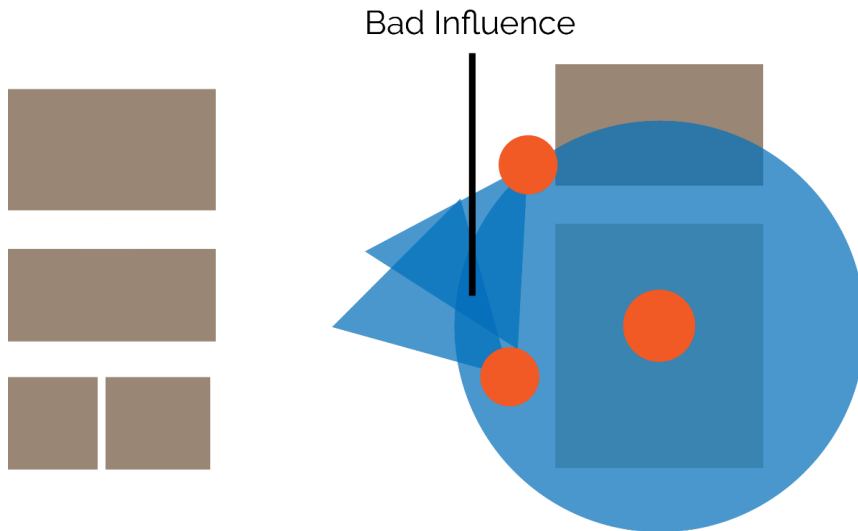
Event

Speeches	Posters
Politicians	Billboards

Comment [AO2]: More event options to be added, with a statistics sheet detailing the values.

Comment [AO3]: Exact statistics yet to be determined.

The area of impact can collide and the effect of the event can be multiplied, but if more than two events collide, the crowd will get annoyed which will lead to players losing the influence over the crowd due to over advertising.



2.4 - Cellphone

The cellphone can be accessed in the game to send emails and raise awareness on the social platforms. The cellphone icon will be visible on the HUD and when player taps on it, he will be presented with options that he can do. The whole mechanic will be UI based.

E-mail

Using the email, the player can email media houses, businesses, NGO's and government to help support his cause. The reply by the organizations will depend on the influence the player has, i.e., if a player has enough followers his email will be met with a resounding yes, otherwise he'll be denied.

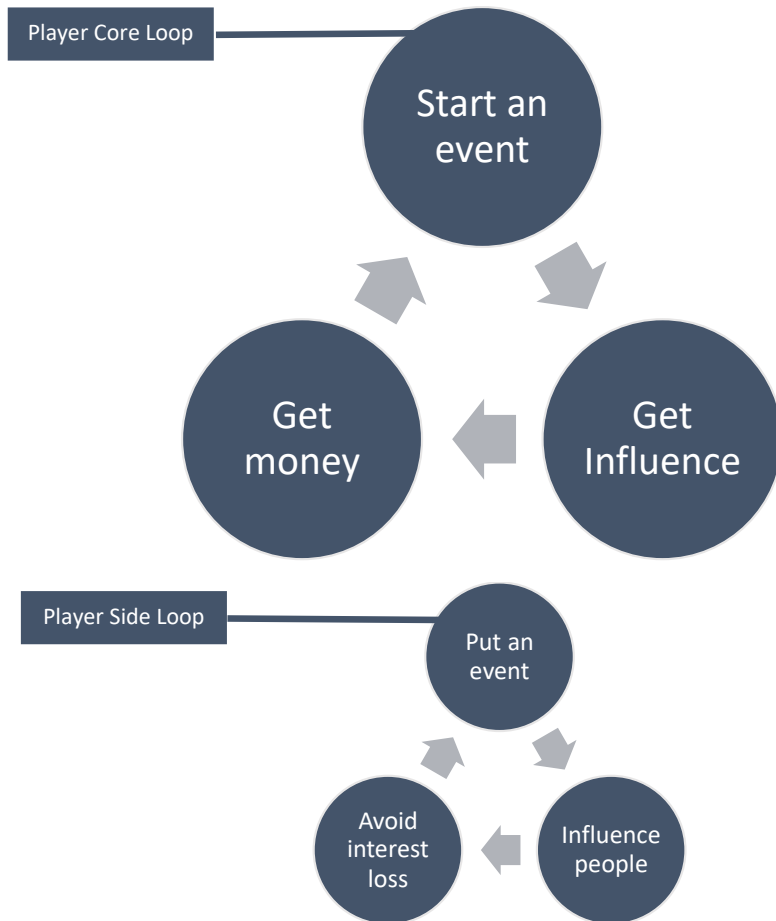
Social Apps

Social platforms will function in a unique way as the player will give out his thoughts to the people and the number of people that will choose to go with the player will be comparatively less.

2.5 - Game Loops

Regardless to say, the core game loop that the player will go through is the following –

The main objective of the player is to get enough influence in order to successfully launch his events and spread awareness. Other than this, the side activity the player will be engaging in is keeping the crowd influenced.



2.6 - Goal

The game will be essentially endless, but the player will have two concurrent goals that'll be active during the gameplay, they're as follows –

1. Change the policy regarding dumping of toxic wastes into water
2. Influencing as many followers as possible

To accomplish changing the policy, the player must try to get as many followers as he can. Hence, the objectives will intertwine and the first goal will be dependent on the second one.

2.7 - Controls

All the actions player will do will be with **left click on mouse for PC** and **touch input for android**.

2.8 - What we intend to teach?

Conscious learning – The player will directly learn and absorb the processes to raise awareness against such a glaring problem. Raising awareness using the modern means will be taught directly to the players.

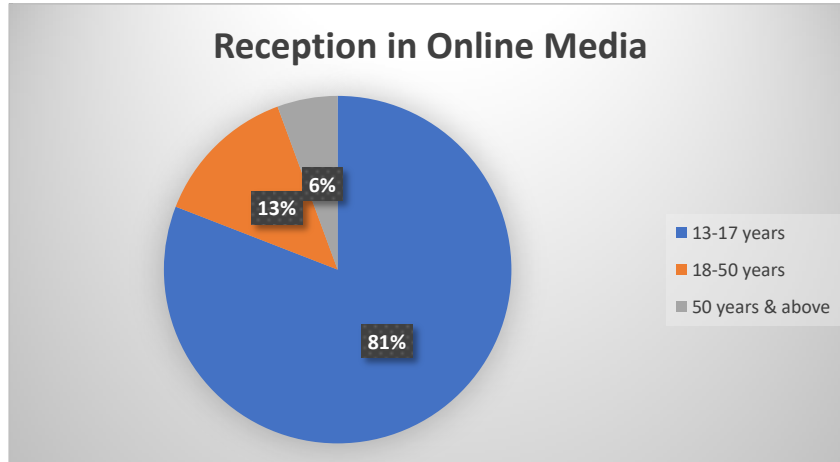
Unconscious learning – The player will eventually learn that no amount of awareness raised will be enough to stop littering, unless the littering itself will stop. The endless nature of the game aims to teach that indirectly to the player.

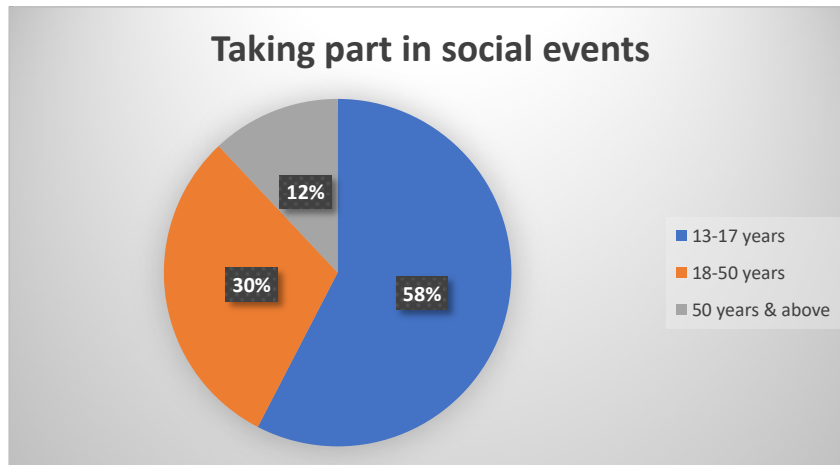
2.9 - Crowd Simulation System

The crowd in the game will be of utmost importance, as the influenced people will give influence to the player and help him progress. After some research, it was found that different people of different age groups use different forms of social media to keep themselves informed of the events going on in the world. Hence, each individual in the crowd in game will have some variations and will perceive different forms of media to get influenced.

To achieve the stats such as ratio of specific types of people in the crowd, their likes, dislikes, interests, attentiveness towards a type of media were done by doing an extensive research on the reception of social media by different age groups.

Following were the stats observed after the research –





Why the crowd simulation?

As the vision statement states, alarming a lot of people is the main goal of the game. These people can be of different age group and occupation and their reaction to the information given by the player can be different. Hence, the diverse types of people will produce diverse types of reactions.

The buildings in the town will contain diverse crowd in proportions to keep it realistic. For example – The school will have more teenagers, parks will have more elderlies etc. This will enable for strategic play as player needs to learn what kind of media works best around that building and crowd.

2.10 - Types of different people in the crowd

Following are the types of people that the player will encounter and their reactions to different types of events that the player organize –

Common

Common people will form most of the crowd in the city and will be the main audience that will listen to players message. They will make up most of the influence that the player gives. They are follows –

Teenagers

Teenagers will be the most prominent type of crowd that will spawn in the system. Teenagers will be attracted to following forms of media and will be easily influenced by the use of digital media and posters around the town. They are the most effective way of spreading the message around as they make most of the crowd.

Any kind of paper media will not be read by the teenagers, and the fact that most of the teenagers keep their eyes locked to the screen on their phone rather than their surrounding means they will be inattentive to billboards.

Middle class – adults

Middle class adults will be the second most occurring type of class present in the crowd. They will be attentive to the billboards and printed media. All adults are law abiding citizens, hence they will get influenced if any government article/order is put out.

Their jobs make it impossible to stay on their phones, hence they will be a bit broken off to the online media.

Elderlies

Elderlies are the people in their 50s and above, who believe in their printer media to keep them informed. Awareness spread through the social media will also be effective as the number of people who watch the television are mostly consisting of elderly people.

The elderlies are not familiar with the online media and any kind of technology; hence they will not be influenced by it.

Special

Special are the cream of the crowd, the major factors which will attract a lot of attention towards the players message. But convincing them is a task itself, so player has to make decision that'll help him in gathering a massive amount of people.

Politicians

Politicians are very hard to influence, but are susceptible to be influenced by mass advertising. When no more than three types of events are arranged, the politician will get influenced. Once convinced, being the crowd pleasers that the politicians are, they will attract a lot of people and influence them.

Government Officials

Government officials are not influenced by the events that the player arranges at all. They will be convinced if the player has sent an email to the government office and they have accepted his message. Also, they can be influenced by politicians and corporate heads.

Corporate Heads

Corporate heads will not pay attention to player events at all, once they are convinced the game's objective will be completed. They are influenced and will listen to government officials.

2.11 - Crowd Influence Stats

There are 2 parameters which influence the crowd.

Conditions

Each character class has a different resistance to getting influenced. A teenager will be more influenced through social media rather than radio advertisements whereas vice versa would be applicable to an old man. Hosting a speech in school would be more effective than hosting it in a Govt. office building because in India people who work for the government don't really care about awareness related to cleanliness.

Purpose

This gives the player an immersive feeling towards the game, because the mindset of crowd in the game is that of the real life. The second parameter is the influence effect cooldown. So, if a crowd character reads a poster and gets influenced, the effect of this kind of influence will remain for a shorter period of time with the character as poster is not a big medium to deliver a message to someone. If the awareness is spread by a speech or billboards, it will stay for a longer period of time with the character.

Cooldown

The different mediums in which the player can influence the crowd also has a cooldown. Posters have a low cooldown and expire out easily as compared to billboards or TV advertisements.

However, the social media to raise awareness works in a different way. First tweet or update of the day will gain more followers or awareness rather than 2nd or the 3rd time. The effectiveness of the tweets or updates is decided by how many people have been influenced in real life and not through a virtual medium. On day 1 of the game, player has just started the game.

At this point, if he decides to tweet or update it won't be much effective as no one really cares about his agenda as no one really knows him. Whereas, if the same update or tweet was to be done 10 days later after raising awareness, it would be really effective as people actually care about his agenda and help him by re-tweeting or sharing his updates.

2.12 - Game flow and Walkthrough

Walkthrough

This is a complete progression based game. Player must explore diverse ways and strategies in which he can capture the attention of diverse groups in the crowd using different mediums.

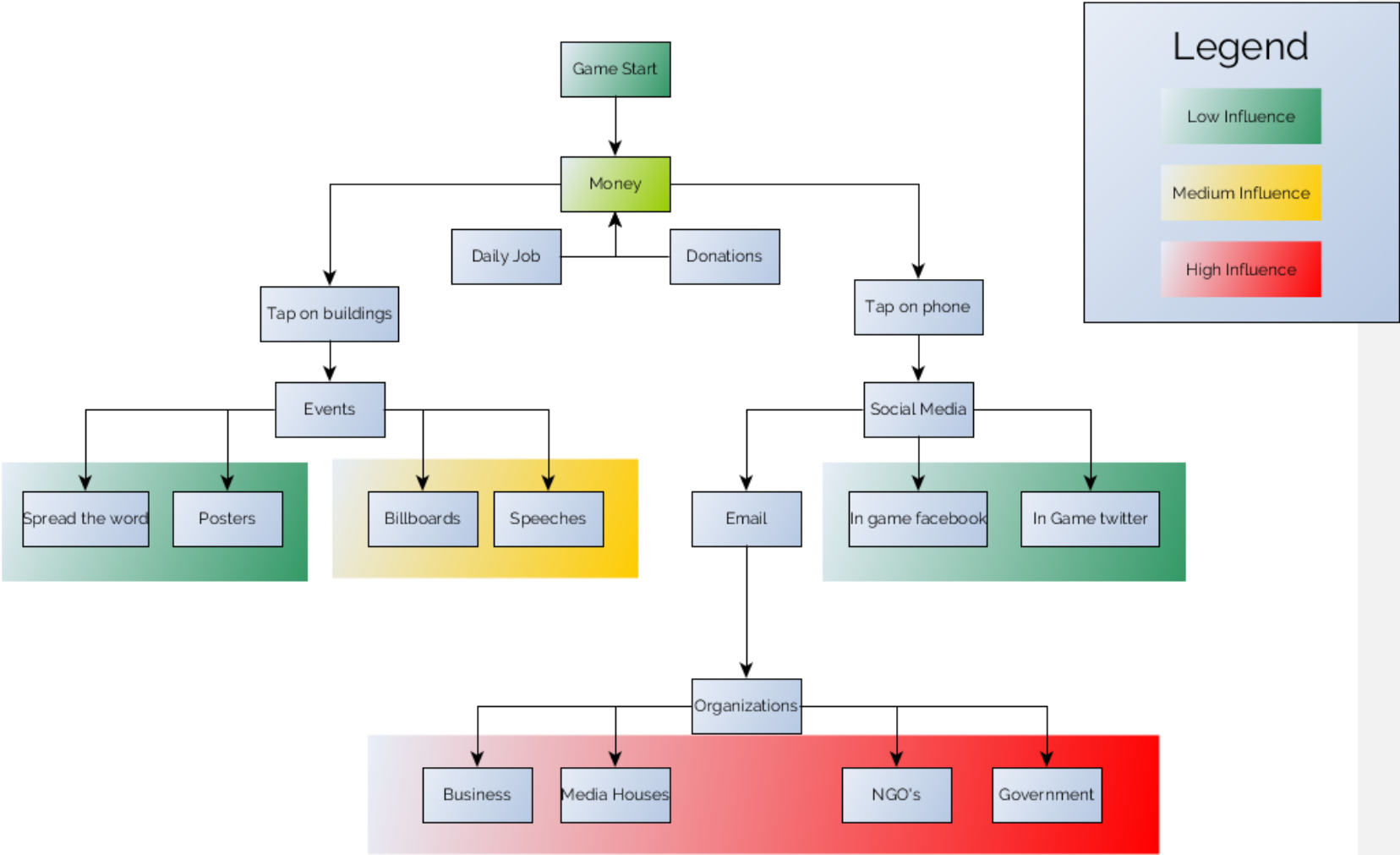
Player starts off with having very low influence level and followers. As he spreads the word around the street using word of mouth and by printing posters, he starts getting traction from the crowd and his influence level increases as more and more people start to believe in his message.

He can use in-game Facebook & Twitter (Mock-up apps) to spread his message, but in the initial stage of the game it wouldn't be as effective because the player has just started off the game and no one really knows him. Player will have to be smart in order to choose which areas to spread the message in. Schools can be most effective as kids are really concerned about global issues. The player is free to contact media houses or the government offices any time he likes, but only after a certain level of progression or influence level of the player he will get a positive response from the other end.

Also, crowd characters will have an influence effect cooldown after which the positivity of the awareness will go down so the player will have to keep using different mediums to constantly raise awareness. As more and more people converge towards the players ideology, the more influential he gets. He can now get a positive response from media houses who will help them advertise on TV Channels and newspapers.

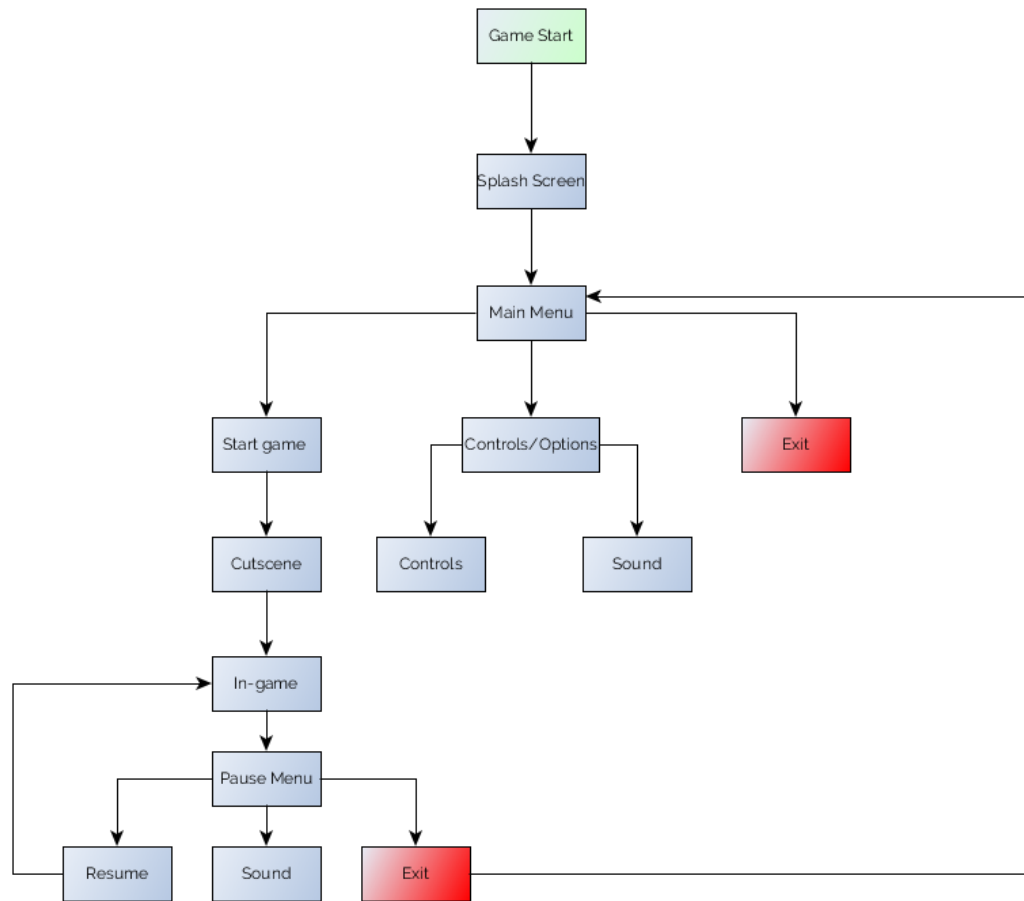
He must make sure he reaches till the doors of the governments offices to change the business policies which will stop from factories to release chemicals in the river because of which his family died. However, this is not a winning objective. Player can achieve this objective and continue to play the game.

Game Flow Diagram



2.13 - Screen Flow

Following is the list of all the game screens that will be present in the game and their dependencies on each other.



3 - Art Direction

The art style that we will be using for the game is low poly art. The reason to select this art style is to reach out to too many audience who don't have high end computers to run a game. Low poly assets are faster to create and it won't require an artist as such to create textures for the model. This will allow the team to focus on finishing the game from different angles like balancing, programming and including other features if required. Also, we chose this art style to convey the message visually in the most effective way.

Mood-board (Building and Character)



Conclusion

This approach fits the story and the gameplay that we wish to create, it is also a very accessible method to visually convey message if done correctly. Like the impressionist's paintings went against the classical realistic paintings of the time low poly too contrasts the hyper realism that is expected from most games today. We are just now reaching the stage of real-time hyper realistic rendering and I hope that after the spectacle wears off people will grow tired of realism and alternative approaches such as low poly will reach out to the hearts of the masses.

Sources

The 3D assets will be taken from open source websites and Mixamo, as well as animations for the characters will be taken from Mixamo too.

4 - Sound Design

The sound production in the project will have a mood of hope and pastoral. The background music will contain ambient soundscapes, offering hope and light to make the game appealing. Many of the tracks also come with transitions which allow for mood changes within the same track.

All the sounds will be either synthesized and/or will be taken from free sources with editing coming into play at the last.

The theme of game will match with the game theme from famous games such as Papers Please! which has more Russian feel to it due to use of bass. The main theme and music will contain instruments in prominence and less number of synths to give a calm feeling to the overall experience.

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