

Gamification Concept Document

Client Project: Brabant Water

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In this document I will propose a rough outline of what the game is about and consists of. It was made clear by the client Remi Cooman that he wanted an application and maybe a small game that goes along with the website.

The Game

The client presentation of Cooman introduced the new design of the water wagon. This wagon drives through the city stopping occasionally at points of interest to provide free, clean and healthy water to anyone and this offers an easy premise for a game. The game style will be similar to Despicable Me: Minion Rush or Temple Run where the player automatically runs and has to dodge obstacles. In addition the Brabant Water game also requires you to collect and provide water to people in need which can be done in easy and challenging ways to keep the game interesting for all ages. The whole concept involves a big part of education that is covered in a catchy art style to also appeal to younger generations, adults will be able to see more clearly through this layer of depth. Besides this the game will be in direct cooperation to the website that gives interesting facts (educational) and useful information (tap locations etc.).

Win / Lose

Bodyguard

[Player should assist or protect something in order to complete the level]

To win the game the player needs to protect his water wagon. In order to do so he will need to dodge several obstacles such as trash, oil pipes and other environmental unfriendly dangers. The water wagon speeds up automatically and can take up to three hits before the water is contaminated and the wagon KOs. The levels itself will be based on procedural generation keeping in mind that they vary in difficulty. This is done due to the high repetitive aspect of this method that even if the player is completely familiar with the assets it will be still a challenge to complete the levels without being bored.

Objectives 1

Avatar

[A social desire to have the coolest playable character]

To expand the game experience the player is able to choose and customize a water wagon to his liking. Upgrading the water wagon will give him small positive benefits such as increased water collecting etc. Secondly this will also change the appearance of the player's avatar and profile picture if he not wishes to choose a picture of his own.

Customization will be very important because it enhances the bond between player and avatar and extends it to a motivational factor of improving one's character. Certain events that will come up as told by Cooman will also introduce new content to customization to keep the player engaged as long as possible.

Objectives 2

Storyline

[The story of the game is motivating the player to keep playing and exploring the world]

As Cooman specifically said that the game should feature educational parts that are taught in a fun way the storyline will be cut into time periods. So e.g. there will be a time period where the player starts in the early 19th century as a brief lesson in history. Each level in a time period features a three star rating that depending on the player can be achieved. To unlock a different time period the player needs X amount of collected stars to proceed.

Having this timeline like in Candy Crush: Saga and Cut the Rope will not only be pleasing for an achiever player but also competitive player. While the stars can be achieved the points within a game session will offer high score features and therefore it adds a competitive layer.

Game Mechanics 1

Flow

[A state of flow with a small repetitive feedback loop that encourages a quick repeat]

Each level within the game takes roughly about 1-3 minutes of active gameplay. While the character will be speeding up automatically and the player only needs to dodge and provide water the gameplay will become catchy and fluent in itself. Typically this type of platformer already incorporates a basic sense of flow in gameplay which is easily enhanced by graphics, animation, haptic feedback and sound.

The sessions ought to be short but intense, interesting and motivating. This is done to keep the player's attention span and also provide usability for mobile and handheld platforms to play in short burst sessions. High interruptibility will in addition care for players with a low time investment span.

Game Mechanics 2

Short feedback loop

[Promotes frequent gameplay, visible progress, reward and re-motivation]

Besides collecting water it is possible for the player to collect a currency to buy and customize upgrades. These are collected in high values for excessive positive feedback. The HUD will also provide status of the player's currency, level and Rare Coins. Rare Coins are extremely value (more info in Game Mechanics 3) but hard to get. Also at the end of each session the player has the chance on a random premium booster. Should the player fail the level a certain amount of times he will receive a small starting booster that benefits in a positive way.

To keep the player playing even if he fails the level he still is rewarded with his collected currency, and level progress, and is boosted should he absolutely fail to complete the level. This offers a visible progress in both character and motivation to continue even if it seems hard at first to complete a level. The player will grow in itself and adapt to certain occasions.

Game Mechanics 3

Reward schedules

[When the rewards are delivered and what they are]

The game will include three reward schedules: fixed ration, variable ration and variable interval.

- Fixed ration: collecting all 12 letters (in total they form Brabant Water) in a level will give the player a bonus star. Bonus stars can only be achieved once, once achieved a small crown surrounds the level displayed on the time period map.
- Variable ration: Rare Coins will appear randomly in each level. Note that they are rare and can appear from 0-3 times. These Rare Coins can buy premium boosters.
- Variable interval: After each session there will be a small chance to receive a loot box. If opened these can contain a premium booster, free upgrade or coin stash.

The reward schedules mainly add to the extrinsic player motivations because they provide him with customization awards and boosters. So is the fixed ratio something similarly known within the Tony Hawk's early game series. Collectors and achievers will have a good time completing each and every level with the maximum star outcome. The variable ration is a game of chance that keeps the player motivated and provides a steady flow of activity. The variable interval is also a game of chance but can be achieved by everyone. Sticky gameplay can always be easily achieved with the chance on random rewards.

Social Mechanics 1

Achievements

[Badges or scores or levels – advertise these to your friends]

Each player has their own profile and avatar which can be shown off to friends. Besides this also level, achievements, badges and scores can be compared, shared and challenged from one player to another. Selecting a level in a time period will show a quick overview of place 1-5 in score and their avatars.

Achievements can be unlocked during gameplay. These can be positive (e.g. provide 10 people with water) but also negative (e.g. crash into 10 obstacles). All achievements add a little experience and currency and certain achievements, mostly challenging ones, will award the player with badges that can be placed upon the player's character in customization.

Because the game in itself lacks the competitive part it is important that this social aspect adds to it to include very competitive players but also social interaction. And again with the player failing he still can get awarded by an achievement which supports for additional motivation. Badges are a great way for customization by awards and secondly also add a social competitive layer to show off.

Social Mechanics 2

Tag!

[Players can tag other players to do certain objectives for them, or challenge them to beat a goal/score by the tagging player]

The other social mechanic is that players are able to poke or tag other players. This includes inviting a player to help you with a certain level or challenging him instead. Helping a player has a small mentor aspect that rewards both the mentee for asking help and the mentor for accept this request. On the other hand challenging a player can be done by setting a specific value to achieve. The players can choose the options on what the session will be challenged. This can be e.g. collect as much water while power mode is active, only use pickup X to collect as much water as possible or jump over the most trash bins etc.

This social aspect is also very important. It provides players with additional and intrinsic motivations to help and support each other but also to become better, improve and beat the opponent in the specific challenge that was set. In addition the gameplay is extended tremendously by doing so because the gameplay itself is mainly singleplayer and could lead to demotivation in a medium stage. It is always more fun to have a challenging or helping friend to play a game with.

Appendix

WIN/LOSE



Protect the VIP
One team needs to protect the VIP and guide him to the objective. The VIP is a randomly chosen player at the start of each gameplay session. The other team needs to kill the VIP in order to win.

OBJECTIVE



Second Chance Pill
Offers the player who keeps on failing a specific level for X amount of times to retry with a boost in health points or lifes.

MECHANISMS



Shrink
Player size varies depending on score/ position in a session. The worse the player the smaller his character.

SOCIAL



Personal Home
Players are able to enter a seperate game scene where they can create their own home with assets they've acquired during gameplay. Other players can visit these.