

FEUD

THEME: COMBAT - FIGHTING - COOKING?

FEUD

FIGHTING EXTREME, UNLIMITED DINING

Version 1.0

GAME PITCH DOCUMENT

GAUTAM KRISHNA

Game Design Test Template

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Blue Ocean Strategy: (Market Research, Target Analysis & Conclusion)

The core of Blue Ocean Strategy is that rather than trying to win against entrenched competitors you find and target uncontested market space where the competition is irrelevant. Red oceans are a known market space with many competitors where you fight for market share.

(FIGHTING) Combat Genre + (SIMULATION) Cooking Game + (TARGET AUDIENCE)

*With the resources provided, we decided to take the given genres into consideration and take an in depth study on each of their diverse franchises. After a long study of all the three genre choices provided and with the resourced time limit, we ran to the conclusion of venturing into the idea of concept generation through **the Blue Ocean Strategy**.*

Concept Ideation with Resources:

Looking at the industries of the diverse genres provided to us, we learned that; fighting games have reclaimed some of their long-lost fame lately. But this doesn't bring them to their glorious retro days. Simplicity was one of the key elements of fighting games that allowed their developers to completely invest their time on the character's uniqueness and the fight mechanics. There are two primary schools of playing fighting games; either frantically pressing any button, hoping that this will yield some results at some point, or actually knowing what you're doing. The first approach can be fun, but it's also really shallow and gets boring rather quickly. If they decide to try against more professional players however, these pros that have even a remote idea of how the game really works will whip the living souls out of their characters in no time, which is understandably discouraging. Investing hours to understand a complicated combo design can adhere to extending this knowledge for players and will thus cease player retention. Unlike other genres where even at the end of a dire game over screen we are left with a choice to continue, fighting games only have one person who holds the responsibility of loss and there is no looking back. The practice of rewarding the player even during a failure, allows the player to effectively mitigate their disappointment. But since the fights are mostly to incapacitate your opponent or kill them, there is no major reward for the loser. This will discourage even players who are close to grasping the game at best. Another major flaw of fighting games is that it tries to encapture newer trends to incite newer players into their franchise, while simply not polishing the glorious foundations fighting games were once built on. This is what the Cooking simulation games on the other hand exploit in their industry. Having a diverse range of design elements to choose from is a multitude of plus for the developers to build the game to a point that will make the players feel

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rewarded. Take Overcooked for example. They chose a Blue Ocean industry, addressed player community feedback and built the experience ground up. Most Cooking simulation games before Overcooked had an objective to satisfy your customers with delicious food, a new recipe, or a delicious dish. Your food and pizza shouldn't be overcooked before you can serve it over a counter clock that's ticking for both you and your opponent. What Overcooked did differently was to add platforming into an isometric style of gameplay and added lots and lots of events in the game that will always interact with player interest. Cooking games are very appealing to casual players who look to measure their time invested in the game to be rewarding them rather than the effort.

FEUD: High Concept Overview: (Ideology and Mechanics Breakdown Structure)

We took the most essential appeal of the cooking simulator games, which is for a player to address the customers' needs while facing a counter clock that's ticking. This will be one of the three major pillars of the game. Improvising this element to adhere to the mechanics of a fighting game could get tricky but seemed like an unexplored industry.



#Skullgirls (A Fight scene)

One of the best things that Skullgirls did to a slumbering industry was to give its art implementation no limits. Thus its environments, characters, the fight interactions and scrolling

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texts became a major factor in reviving the fighters lost in the industry and has set a foot front amongst the tide that swept this franchise away. But one of the worst things Skullgirls did was to overcomplicate things that could make the game a bit too informational for casual players who enjoy a calmer environment in their games. Ofcourse, its fights were flawless to overcome this outcast system of over-information making developers understand the still unexplored industry this genre withholds. Taking all the research output gathered into consideration, we had created a mind map of all the ideas that could capture the minds of our players, the elements that may come as a risk/ feature and the scope of the idea generated. So we concluded with three final pillars for the game that will serve as a foundation to the great genre that we might have stumbled upon.

FEUD: Lore

In a post apocalyptic future, where the ties on humanity, raises the concern of the unavailability of newer, evolving human genes thereby leaving oneself truly stranded without a home and a purpose. So was it either a rich man or a poor woman or the other way round, to get things done in a ruthless world like this one eventually had to get their hands dirty. Now sovereign to each other these countries have opened their long shut city gates to let a few craving explorers to understand the conditions that persist outside, They found broken cities with rubble all over, and no sign of life that was spared. To escape such a reality many resort to dastardly measures leading their memorable roads to a dead end. It's on such norms that the UD Organization hosts the FEUD Tournament. A vast Silver Spoon Dining that hosts ruthless fights between their Chefs while the audience bet on their favorite Champion.

Envisage on a journey with our protagonist as he discovers his true potential and uncovering a major storyline plot. We play as Ave Aurora, a decent mid thirties man. There isn't much to talk about him, he lived an average life, working, eating and sleeping. He was an orphan who got washed ashore and none knew who he was or where he came from. In the introduction to our game, the protagonist comes across an important trail that will lead him back to his parents and his true purpose.

- *FEUD will only include the first road of our hero's journey where he will find his purpose and rise to be the ultimate FEUD Chef, by facing the first 3 of his opponents in the Tower of the Champions.*
- *The 3 featured champions include Gopalapuram Gama, Mos of the Scottish Isles & Mizuki of the Tsushima Isles.*
- *Can soon have more expansions bringing in newer, stronger and more badder characters to pick.*

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FEUD: Gameplay Mechanics, (*What is the FUN element?*)

Pillar I: *The objective to deliver an ordered dish/ food to the customer before time runs out.*

Pillar II: *Fight/ Combat between two visually impressive Chefs, each representing different cuisines and regions and having unique features and abilities.*

Pillar III: *The contents to make the final dish is usually addressed in every cooking game where the players are guided by it via their UI screen. However in our Blue Ocean Game, we have addressed it with a very unique feature; the players will need to fight their opponents to receive ingredients for their dish.*

NOTE: *Players will be punished, by losing their own collected ingredients to the opponent if they take damage from the other. However, they can instantly change the course of the game by landing a more powerful attack chain combo thereby taking back what they lost and more. This is no child's play, it's pure efficiency, handwork and a lot of glamor.*

FEUD (Unique Selling Point) :

FEUD will include a progression based ingredient UI, that will show the amount of ingredients collected represented by the three empty, phase division meters filling up. Unique game feature that has the potential to be adapted to something even bigger. Most dishes in the game are completed in **3 phases**, gathering **ingredients depending on the type of attack damage one player deals to the other.**

Ingredients -

The ingredients serve as the Prime ingame resource that needs to be managed in order to complete the progression bar that represents that particular ingredient rarity. However, to make the progression of each phase complete, the player will have to deliver the grabbed items to the Cooking Counter.

Can ingredients be stolen? Yes & No.

- *Ingredients can be stolen when/ while the players are carrying the collected ingredients to the Cooking Counter.*
- *Once the ingredients are delivered, they will not drop again and the progression of that phase is unaffected.*

Phase 1 : Ingredient (Common) x 70 - *Normal single tap attacks will only serve as little damage and will earn you with a common Ingredient.*

Phase 2 : Ingredient (Rare) x 20 - *Adding multiple taps on the screen will allow players to improvise their basic single tap attacks and evolve it to a chain of more dastardly blows to take down their opponent.*

Phase 3 : Ingredient (Exotic) x 10 - *If the player is able to fulfill the complete chain of combos required, every character is equipped with a unique Power Attack that deals immense damage and pulls out the required Exotic Ingredient needed for the player's dish. See the character combo change in the GIF*

lis Power Attack, they unleash a unique signature power respective to the Chef's giving them an upper hand in the fight and a wider target impact. (The Power Attack is designed in a manner to destroy the opponent and is different from character to character, but we've seen otherwise)

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NOTE: ONLY when all ingredients are collected, does the player get a pop-up Power Attack button towards the right corner of the screen allowing them to send the food to be prepared while they spar on with style. When either/ both players use FEUD: (Rewards & Recognition)

Stage Achievements

(Temporary, based on match timer)

- **The Dish is Cooked!** - status is forwarded to the player as an active UI that shows up below the player health bar. The UI will have three partitions representing the three ingredients with which the objective conditions are met. A player can freely choose to collect the ingredients in any order they see fit depending on the opportunities that arise to them during their fight.
- **Delivery Complete!** - status is achieved when the player delivers the cooked food from the common cooked counter to the delivery counter. (This status is usually achieved if the game ends & a player is defeated)
- **Flawless Victory!** - status is achieved when the player delivers the cooked food from the common cooked counter to the delivery counter. (This status is usually achieved if the game ends & a player is defeated)
- **Close Call!** - status is achieved when the player strategically evades an incoming attack. Unlike many games that allow players to constantly block, **FEUD** allows players to use a dash evade that will let them evade an epic blow. (However, the dash button has a cooldown time that the player will need to get comfortable with to efficiently use the available dash evade).
- **He got Served!** - status is given to the player when the player counter attacks the opponent after dodging/ evading an otherwise fatal blow.

Game Achievements

- **(Permanent, based on player efficiency in tasks completed, time taken, defeat without getting hit)**
The Outrageous Potato - Achievement is unlocked if a player gains Flawless Victory status in a fight,
- **The Reverse Takedown** - Achievement is unlocked if a player dodges, an otherwise fatal blow only to deliver a more dire counter blow to his opponent.
- **The Master Executioner** - Achievement is unlocked when a player beats the record time before which he has to defeat his opponent & deliver the food.

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FEUD: Gameplay Elements

Gameplay Elements - Movement & Controls (Mobile Haptics & Tap based UI Controls)

- **Movement - *Directions*:** *The movement for all fighting games has been to resort to the unique fade in/out analog stick UI that addresses players direction input based on the point tapped to the direction it is dragged to OR the either side UI buttons that are arrows pointing to the direction and when tapped moves your character to that direction. Since 2D, the player is allowed to move only right or left OR an upward thrust that is obtained by a jump or a chain attack combo.*
- **Movement - *Jump*:** *The jump can easily be achieved by tapping on the jump button ideally located at the bottom right edge corner of the screen (like the analog fade in/out button). Players can also improvise the jump button and then formulate a flying attack combo during a fight to strategise.*

Gameplay Elements - Combat & Combo Chains

Combat: Normal Strikes (Single Tap Command Output)

Normal Strikes are easy to perform and take the basic skill of tapping the screen for making your character perform his/ her strike attack.

Combat: Combo Starter Strike (Double Tap or more, Command Output)

While normal attacks are easy to perform, players can carry forth these infutile blows with a combo attack chain that will increase the damage output thereby giving you more chances towards your objective.

Combat: Combo Chain Power Attack, Command Output)

The Power Attack, unique to the Chefs, is a smaller signature attack that deals an intense amount of damage and will gain the player the Exotic Ingredient they require to complete their food.

Gameplay Elements - Dash Evade (Block)

Dash Evade: (Single Swipe, Command Output)

Swiping the screen in any direction will make your character perform a Dash Evade that will completely evade them from the otherwise fatal blow they dodged, However, the freedom to dodge with 100% immunity comes with a cooldown timer that all players must remember to effectively use this perk.

Gameplay Elements - Interactions

Interactions: (Tap (near interactive units) Command Output)

Tapping the screen near interactive objects will either allow characters to perform a predefined environmental damage input to the opponent or allow them to pick the item up for their own perusal. (For the current milestone, we will only be focusing on the interactivity between the characters and the cooked food that needs to be delivered. Once this feature is in prime, we will pull resources to develop it further).

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Gameplay Elements - Interactive Environmental Traps

Interactions: (Tap (near interactive units) Command Output)

Tapping the screen near interactive objects will allow characters to perform a predefined environmental damage input to the opponent. This varies over different maps. Some replenish over time and can be used again. Some expire in use.

Gameplay Elements - Cooking Resources (Ingredients)

Interactions: (Moving (towards interactive units) Command Output)

Moving towards the dropped interactive objects, will not automatically be added to the characters Phase Progression Bar. The progression bar is filled once these ingredients are delivered to the Cooking Table.

Tapping the screen near interactive objects will allow characters to perform a predefined environmental damage input to the opponent. This varies over different maps. Some replenish over time and can be used again. Some expire in use.

Gameplay Elements - The Champions



- *Damage Output: 100 Damage*
- *Characteristics: Thin, lean, fair, scarred, experienced, cunning*
- *Movement Speed: Extremely Fast*
- *Character Archetype:*
- *No: of taps to complete Combo Chain.:*

*The renowned **Champions of FEUD** are situated according to their rankings in the Tower of the Champions.. Take a look at a widely diverse character selection screen representing the (Currently available [4]) Champions. **(Tap (near interactive units) Command Output)***

Champion #1 -

***Mos, of the Northern Sun..** She is a renowned Scottish chef who wears a tartan dress and an apron that carefully sheathes away a long sword that she has named **Orphir**. Known for her flawless speed in battle, she is said to be efficient in her sword fighting skills sheathed with her always. She is well known for impaling her enemies and sending them to the far depths of their own hell.*

***Legendary Power (Power Attack II) - “Dagdas Fury”,** is a savory pudding shaped bomb that she uses to annihilate her enemies luring them to a delicious last breath. This attack will leave Haggi Dumplings/ buns on the floor that the enemy player could step on/ evade based on their skill set. She makes sure she throws at least 4 buns and stepping on even one of these 4 fatal food can serve very overwhelming!*

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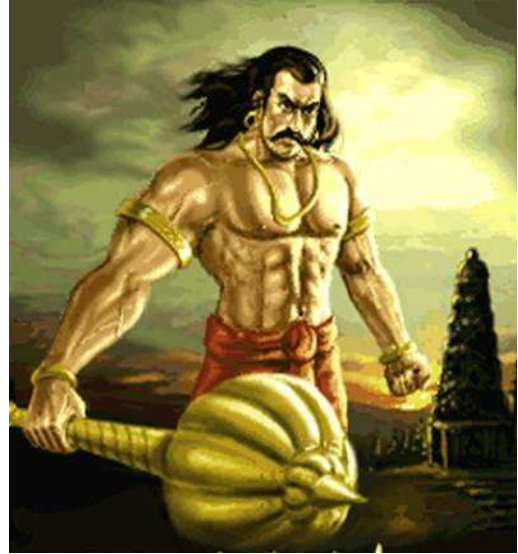
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Champion #2 -

The Mighty Golaapuram Gama, a typical old Indian brawn man, capable enough to hold a mighty Gada that he respects and honors before every battle. Known for his ruthlessness. Known to get frustrated if at the verge of losing, enticing him with a short surge of power.

Champion Constraints: Due to immense weight, Gama cannot jump or move as swiftly as the other Champions, making him vulnerable, While his attacks do typically more damage at longer intervals than the other characters who have faster lighter attacks.

Legendary Power (Power Attack II) - The Golaapuram Sunset, a super spicy dish made with refined crushed red peppers only found in the southern regions of India. It is said a mere tinge could make one's mind tingle. It is warned not to consume a lot, prone to catch fire due to its heat like the sun. Deals fire damage to his enemies by breathing out a wave of fire like a demon he is.



Champion #3 -

Mizuki of the Tsushima Isles, a Japanese Samurai, trained by her uncle, a renowned chief of the Shogun, her skills with the twin Katanas she held was exquisite. She is said to have extreme speed with her twin katana slashing, so fast that it makes it look like a rain of katanas. So precise a swordsman, she could even slice to dust, a strand of hair as well.



Legendary Power (Power Attack II) - The Rain of Twin Heads, a super streaky/ flashy power aimed at enhancing Mizuki's attacks to be so efficiently fast that her speed often sends her into different dimensions. However, gathering the risk and years of patience and training, She has mastered the legendary Twin Heads, a two piece set of Katanas. One wrapped on Bronze Gun Metal that spoke of a dark and evil Dragon that decimated lands as it passed. The other was crystal cool gray and even reflected the subtle fireflies in the night sky. This was another white dragon that served the purpose of balancing the evil in this world and by thus forming the Black Dragon, Divine counter. Mizuki streaks and dashes to and forthright in an area to damage anything caught in her path. There aren't many who have managed to dodge her attacks and live to tell the tale.

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Champion #4 -

Ave Aurora, an estranged young protagonist in search for any clue that may help him track his origin, the lives of his parents and what his true purpose in life was.

Legendary Power (Power Attack II) - The Walking Nightmare, a sweet and savvy power to have. Ave lunges forth a bottle that withholds in itself three crucial elemental stones from the deepest irks of the earth. When Ave finally learns to understand the heights through which he must reside and carry forth, he comes across the FEUD signboard. Ave at times recollects the memory of his loss amidst the stormy seas, making his opponent as well revisit flashes of their past/ present/ future lives as well. Those player characters are disoriented without input controls and dazed for a short time. Delve into the lives of our heroes/ Champions who were once entitled their legendary names, based on the Silent Hill Series that was on the market that sold multiple copies that come running in. Players will take control of our protagonist and the lore set to motion a series of events along the end at which he reframes his inner demons and regains his family's honor.



Gameplay Elements : Level Design Breakdown

This game is divided into 4 fights. The first fight will have our Protagonist face himself in a battle where the lore continues revealing the struggles of his path and his brothers.

- **INTRO:** He has come far from the village only to become the monster he very much hunted. But his world was going to take an even wider detour when he would meet Mizuki. Ave had zero insights on how the event worked or which strings he needed to be pulling. This is when he befriends Mizuki who curiously picks up a strange vibe from him. Little would she know that he was the hero in making this tiny tale.



- **STAGE 1:** Mizuki helps Ave focus his mind and train with the tips she conveyed to him regarding the event and its pros and cons. When she figures that Ave hasn't yet unlocked his full potential she decides to guide him along this training. Ave is sent to transcend into a world of dreams where he has to face and fight his very own dark side. An accumulation of all your very own hate and malice. **Defeats the inner evil to focus and unlock his potential power.**

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- *STAGE 2: Mizuki & Ave set out to join the FEUD and are halted at the gates by the guards of the Royal Empire, demanding them to return with some more salvageable goods. They set out to the outskirts to find another route than the exit they were being blocked on. With no hope, they ventured.*

- *STAGE 3: Mizuki and Ave find a river that flows straight into the City and towards the event zone. Thinking this could take them exactly where they wanted to reach. Instead they encounter a rather strange man who slowly lures Mizuki to his deceitful charm. The Mighty Golaapuram Gama.*

STAGE 4: While fighting the Mighty Gama, almost shaking the entire planet, we also learned of an upcoming threat. Lady Mos has gathered her men and hopes to cease all the unclaimed lands in this city. If found we will have to starve through.



Gameplay Elements - Interactive Level Design

*There are 6 different maps available and .
Interactions: (Tap (near interactive units) Command Output) Tapping the screen near interactive objects will allow characters to perform a predefined action that will have high valuable outcomes/ setbacks*

The respective Player Archetypes in the current game are :

Fighting Games



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Gamer Archetypes
The Mimic - who adapts the moves of his opponents to improvise in the field of battle.
The Grappler - The character in the games are often characterized by a lack of speed and range, grapplers' biggest strengths are found within their large pools of health, high damage output, and most importantly, their command grabs.
The Charger - Like the experience of having scarce women in this industry, the threats were still happening during the India Go Green phase.
The Reversal Pro heroes will reverse attacks that may land a fatal blow on them and swing it back to the caster
The Zoner , who enjoys swearing freely, from time to time.
The Guide: Intend to assist his opponent to learn the game before they begin for real
Shoto Shooters are the ones who just love to annihilate their enemies
Puppet Master toys around the game wasting time and mocking his opponent until the opponent finally takes the bait and fails.
The Explorer , who enjoys exploring the game worlds
The Rusher: Intend to rush into the battle by either a swift fly attack the deals damage along or in a Rage mod to their house.
The Joker , is a fool or a newcomer who either loses straight away/ showing skill but skill based on luck.

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- *The Cave of Kallai & the Golden Room, - A lush Green forest hides a gem of a cave that drew the rise of many myths in a distant past. This cave, once a place resorted for meditation and training by none other than the Mighty Gama from Golaapuram. It is said that it was here he thrived for centuries to gain that kind of divine power.*



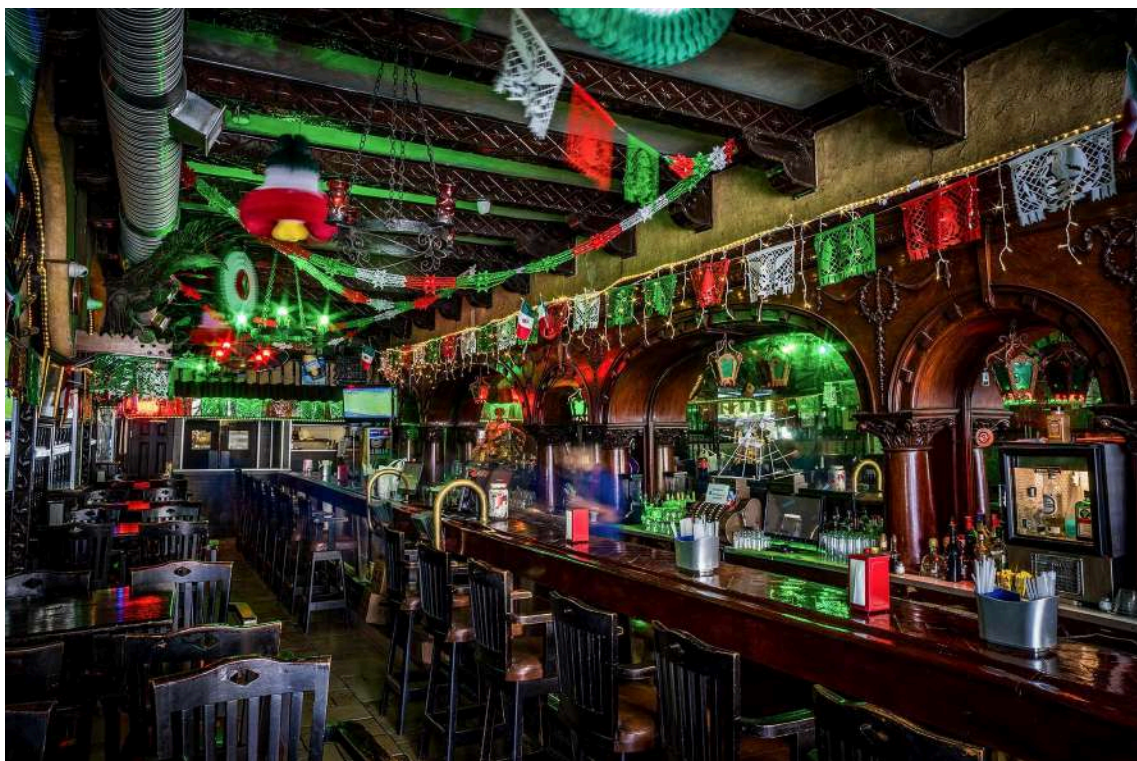
- *The Soldiers Encampment of Ayaz & Camp Canteen,- A Forest Jungle and amidst its depths an old decommissioned military bunker that serves as the most righteous stage for cooking delicacies while being motivated by an epic fighting floor.*



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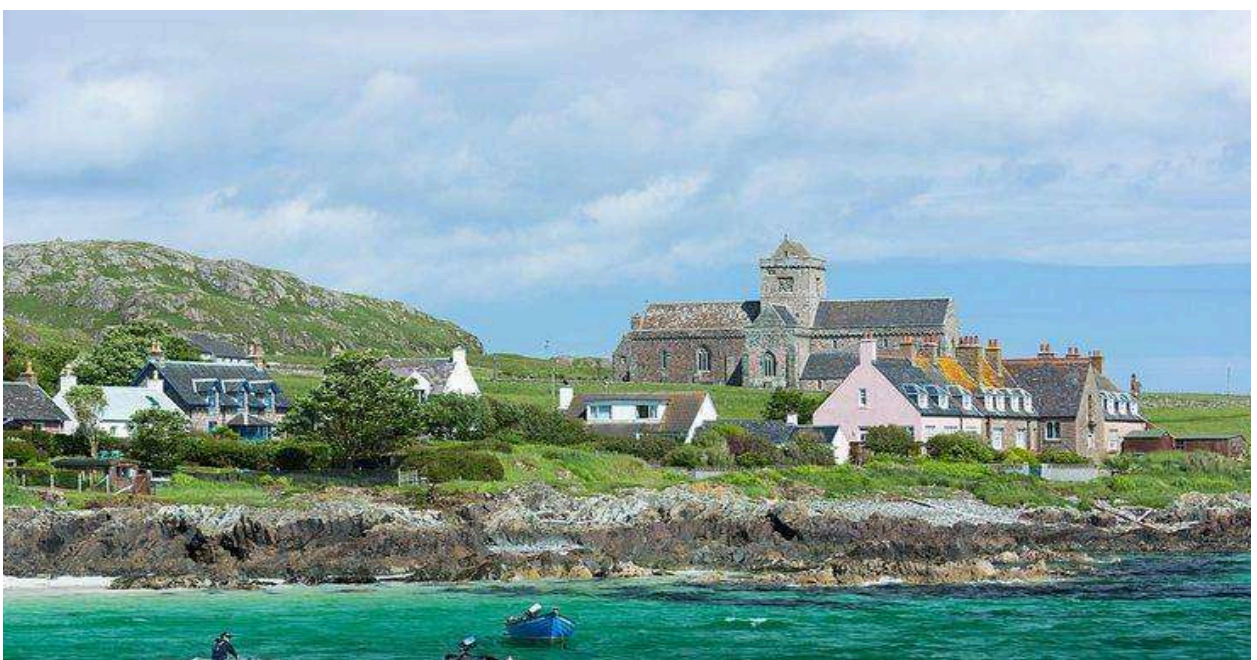
- *The Castle in the Clouds & the Royal BakeHouse - An otherworldly heavenly manor that holds a very huge colosseum, and honors spars between the Royals and Champions alike. It is said that the Queen often spends time here formulating her own new plan to take the world over.*



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- *The Jamaican Cheese Depot & Derby, were both started as an Offroad experience by Shane Boboa allowing him to venture through the outer countryside with ease and build from ground up what we call the Cheese Depot Town.*
- *The Japanese Rollers & The Stretch Pavillion - The Japanese Rollers is an advertising musical organization that sends musical memes and news to its new world Japanese citizens. To fight atop this huge aircraft was not ideal, but done nevertheless.*



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- *The Orphir Garden of the Gods & the Stone Cookery - A dynamically huge garden made of structured grass that is cut to such precisions that one may doubt if this was in fact carved to stone by the gods. The stone Cookery house provides us with Zen garden kind of vibe and closure.*

Studio nCore Prerequisites:

Objective: To understand your design & analytical thinking, your creative and balancing skills along with your problem solving abilities.

Section 1: Creativity

Q1: *Create a design pitch for a mobile game from any of these genres - combat (fighting), cooking (simulation) or match-2/match-3.*

A) FEUD, High Concept Pitch Document (Above)

◆ DONE

Character (New) Design Specifications

Q2: *Due to resource availability, you are now able to add an extra character into your game. Write a design spec of the character that allows the art team to explore and create concepts.*

A) *There are lots of factors in a Character that makes it appealing for the eye and interesting for the mind. Artists generally look for volume, rhythm, body language, expression and interaction between the forms in characters, & the environment that they are a part of as well. The Character design Spec belongs to a class of illustration called concept art. It is about communicating the artist's vision of how a character might appear in a future context, such as a film, video game or company website. The entertainment industry uses concept art to visualize their ideas before committing exorbitant amounts of money on production. To that end, a good character design should sell the vision.*



New Proposed Champion - Count Nora of the House of Leicester, a white woman who does not take less for an answer than with glamor and pride. She wears a royal attire much like the ones Sansa Stark used to wear in Game of thrones.

Legendary Power (Power Attack II) - The Cubical Abstract, is an abstract the Countess draws out of thin air to create huge chunks of ice

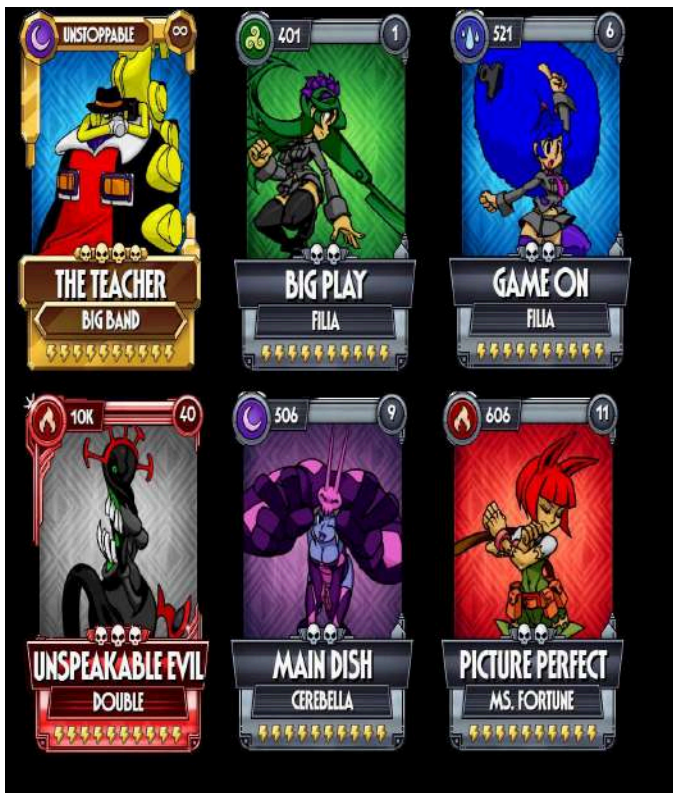
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that tend to drop on to the player from a height. Her cold vigor makes the atmospheric particles into thicker projectiles that will shred her enemies to bits. If one hasn't found out how to be served by an English Woman, worry no more. In fact one will tend to fear.

Key Character Design Principles for the Artists :

- Let me start by saying. This is no serious game. This is a buckled up, hot rod ready to be raced along the countryside. So let's add in a lot of humor wherever we can see it fit.
- Character height is compared to the kitchen height which always stands the same for all different maps despite its design and topology.
- Character being a brawny woman to a lean man, will be mentioned clearly on the Character page.
- Each Character has their own themed color tone that will come in stock to all unlocked characters.
- The Character Combat model also varies from player to player. Added a depiction Chart of the same showing how each other's damage complies to the overall damage out despite the change in timing/damage.
- Character personality also will be given in a single word for the artist to use his own wheel of free will to ideate the concept further under close one on one sessions and iterations.
- Regional content can be a great gateway to newer players. Since each of our chefs represent a place they come from, the possibilities are endless.
- For References to how the ideation will take place with the immense variety of colors,, I am attaching links to guide you through a similar design spec followed by one of our most challenging competitors in the industry
-



Section 2: System & Analysis

Q1: Your proposed game is now a success based on the metrics you had set, but the game is struggling to maintain its retention and engagement metrics. Design a social meta system that will work to improve those metrics and capture new players in the game.



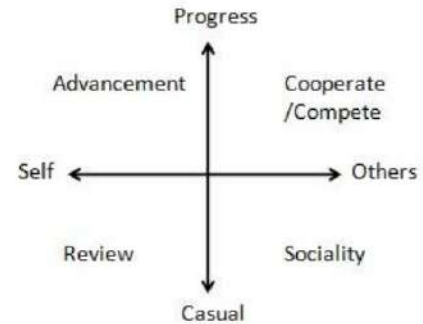
A) One of the hottest topics in the Online Gaming world is metagame design; the practice of applying game-like reward and feedback systems to non-game applications for the purpose of driving loyalty and engagement. In the physical world, we're surrounded by metagames: Karate belts, scout badges, employee incentive plans, and frequent flier miles are all reward systems, layered onto an existing activity to drive loyalty and communicate social status.

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Q2: You're now working on a multiplayer component for the game you have designed above. You have been asked to design a system for rewarding your various player archetypes & distributing (either dynamically or statically) the current and future in-game content without disrupting the game's experience.

A) Inorder to reward a diverse range of player archetypes in the game. We had a deep dive investigation on player retention and sustainability. To our conclusion we categorized the most iconic Gamer Archetypes in the Fighting Genre. Even though the mechanics adhere to the elements of a Cooking Simulator, FEUD is a humorous Action Fighting game, without doubt. Here is a list of Gamer Archetypes and how they will be rewarded for their achievements. FEUD will not be like the other games where the “pay initial, earn forever” type of play to earn is used. The FEUD team believes in the “Play to Earn” model as fighting games are all about the particular skill set and how efficient one is in balancing that with the circumstantial outcomes in the game.



#Reference for the Classification of Player Reward Usage:

From our research we identified the existing system model and added “the S3 Model”. This S3 Model focuses on a dynamic reward system in the game that will depend on two existential features. Normally what happens is that in every game release, there will be a group of early adopters that will try to reap the benefits by trying to play the game and earn by going through game tasks. The advantage of a Dynamic Reward System is more resource friendly as well as is scalable, sustainable, dynamic, and rewards recognizable amongst the mass community. It is crucial for newcomers to understand that the current trend for “play-to-earn Model” games are usually cash grab projects.

#The variety of Gamer Archetypes that play Fighting Games include:

(Player VS Player, Fighting Game with a Cooking Delivery Mechanic)			1
REWARD DISTRIBUTION UPDATE			
Player Rank	Player Achievement!	Percentage of Reward Distribution	
Rank 2	Flawless Victory!	95% of the Reward Pool (92% Profit)	95%

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Rank 1	<i>Winner!</i>	70% of the Reward Pool	75%
Newcomers/ Rank 0	<i>Loser! Try again.</i>	0% of the Reward Pool	0%

In order to get more player Retention we have included two new key features that will serve as a foundation to the current development.

- ***Tier System Scaling*** (to mark players based on their take aways at the end of each fight)
 - *To accommodate players who are higher up the tier to be able to play more often, the tier of each player will reset to Bronze (Lowest Rank) after every weekly reward distribution.*
 - *This is to encourage players who may have been veterans in the games to play the games they love again more often with more opponents to compete against.*
- ***Weekly Rewards based model*** (Player Retention & Game replayability)
 - *To keep the community active and competing at all times, we have introduced the Weekly Reward System. In this system, the top 10 players who win any of the top payouts in a particular game will receive additional rewards every week.*
 - *This means that the top players for each game won will receive additional benefits by playing and winning more in the game. This system is set to reward players who are actively playing the games and joining the empty rooms.*

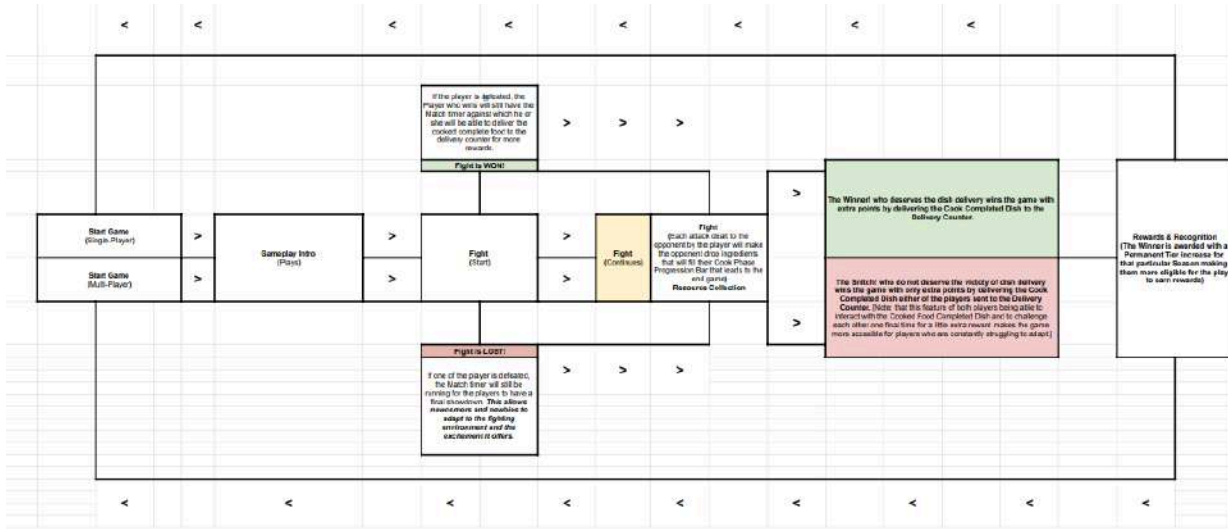
Section 3: Problem Solving

Q1: *In The current game you are working on, some players were able to recognize an issue with the current game's feedback loop and inflate the economy for all the online players. What steps would you take from the designer's view to mitigate and resolve this.*

- A) *The Current Feedback Loop followed by the game is a Positive Feedback loop that addresses the following hierarchy of steps.*

FEUD

THEME: COMBAT - FIGHTING - COOKING?



Reiterating the Feedback loop to further clarify the nuance that the lack of clarity brought was a major revelation for the team. It helped us to understand what key features of the game we were not able to pursue and what was going terribly wrong. While we expected a Positive Feedback Loop where the player fights opponents, gathers ingredients, gains power, defeats opponent &/or delivers the Cook Completed Dug to the Delivery Counter for more extra rewards.

In the meantime players were able to explore another Feedback Loop that tested as a Negative Feedback Loop, where despite losing the fights, (In rare cases & only to the best players) players who knew the game well, were able to instantly grab hold of the Cook Completed Dish and had it delivered to the Delivery Counter. When this happens, the winner of the match receives most of the rewards, while the latter receives the promised bonus rewards for pretending to lay dead and snatching the Flawless Victory opportunity from his opponent.

Franchise & Growth Potential

FEUD talks about the feud between legendary Chefs who prove a point by simply beating their incapable opponent and preparing an exquisite tasty dish (to be delivered) that needs to find it's customer before time runs out. Since we have the freedom for more complex characters/ region based seasons/ events, we are open to Franchise the FEUD series to a higher and more promising Player base, similar to the Blue Ocean Best Practices followed by famous games like No Man's Sky, Overcooked etc.

FEUD

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Conclusion:

*FEUD has grown over the years to become a stylized series with a lot of cosmetic monetization, Character Skin upgrades, Emotes and various other features. (Still sticking to the **Play to Earn** Model), but it's a fighting game with a lot of depth that rewards those who practice and learn all of its unique quirks and techniques that are super easy to grasp and comprehend. The challenges to the FEUD team lead us to make some smart changes that simplify some past techniques without sacrificing the soul of what makes it so much fun to play.*

Serious fighting game fans will appreciate its complexity and promising netcode, and everyone else will enjoy its vivid cast and rewarding, flashy combo system and let's not forget, our viewers remain hungry.

GAUTAM KRISHNA

GAME ARTIST/ DESIGNER/ DEVEL:OPER