11th April 2013

Game Concept Documentation

- for the Boehringer Ingelheim Action Game

1.0 Overview

1.1 Basic Game Concept

Game Concept
There are 3 stages that combines the Beohringer Ingelheim medical products into the game. The user composes a protective shield, creates a chain reaction and shoots the pathogens. The player can easily understand instructions through on screen visual cues and the game can be played within one minute.

Platform
This game is set to be displayed on a large screen (or screen arrangements) with the Microsoft Kinect. It is a game installation using motion gesture to control the elements on the display. The player stands at the position marked on the floor to scan a QR code, and the virtual world opens its doors.

Target Demographic
The target audience is pharmaceutical physicians between the range of ages 30 to 50, in China.

2.0 Character Elements

2.1 Playable Character

User
The player is represented on the screen in the form of a 2D model, their real time movements sync visually with the virtual figure.

Plot
With different gestures and movements the player is engaged with invading elements that need to be eliminated. By completing the various actions, the player finds himself reminded of curing the body in a playful manner.

2.1 Non Playable Character

Enemy NPC Details

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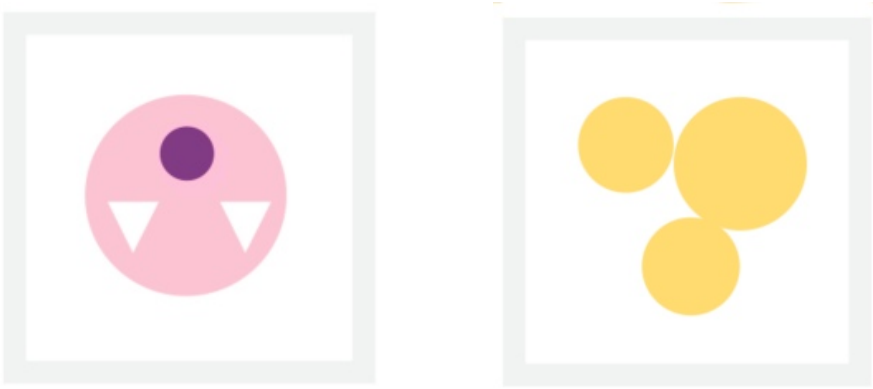


The Jaws
The first pathogen are the Jaws. They attack the player as fast as possible and start biting through the protective shield while rushing fast around the player. Over time, the Jaws are moving faster and faster and are more difficult to catch. If the player cannot get rid of the Jaws, he will lose his shield health and the game has ended.

The Blockers
The second pathogen are the yellow blockers. They are very sticky and acts like fibrinoloysis (the process where a protein which forms a net to trap blood cells). They always try to combine with each other when under attack which makes it more difficult to eliminate them. If not being eliminated fast enough, they will soon occupy most of the space and the player has less space to play, game is over when a certain amount is reached. ***Actilyse*** is a fibrinoloysis treatment: the breakdown of clots.

3.0 Gameplay

3.1 Game Mechanics

Goal

The player has to survive 3 levels (creates protection, produce chain reaction, shooting invaders) using the weapons with motion gestures without getting hit themselves. Each level takes 20 seconds to accomplish.

Loss Avoidance
Having invaders attack through the protective shield and running out of space is a game over.

Victory

The player wins by surviving the first level with protection still intact, and the next two levels by sustaining the invasion with room left for movement.

Idle Mode

The idle mode is a video demo of the instructions of how to play the game, it also advertises the product names into the in-game items for example like 'Pradaxa Shield', 'Micardis Chain Reactor' and 'Light of Actilyse'.

Replay Valuex

This game installation engages the user through a simple gameplay, visually appealing graphics, and the use of intuitive motion detection technology.

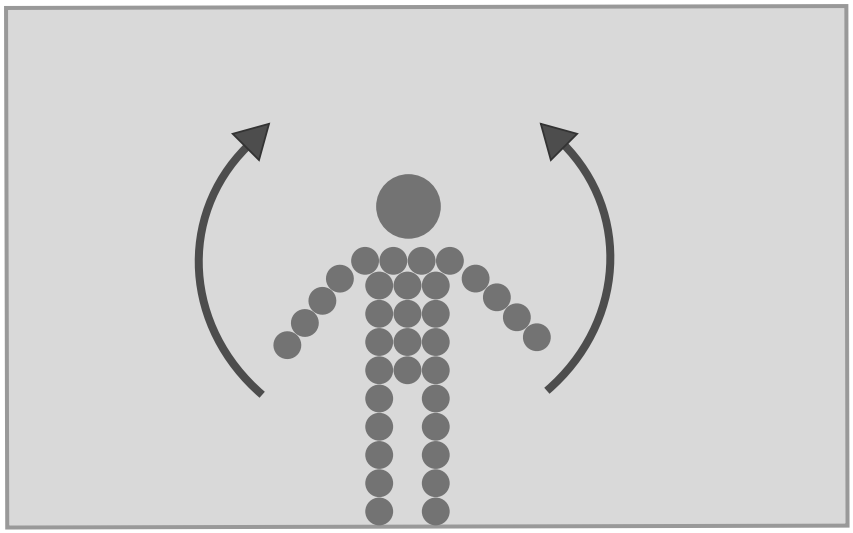
3.2 Stages

Level 1 - Prevention

Pradaxa: Prevents stroke and blood clots in patients who have an abnormal heartbeat. This medicine is a blood thinner, it blocks the enzyme responsible of forming clots, in tablet form.

Element in game: A protective shield which defends the user from incoming pathogen attacks.

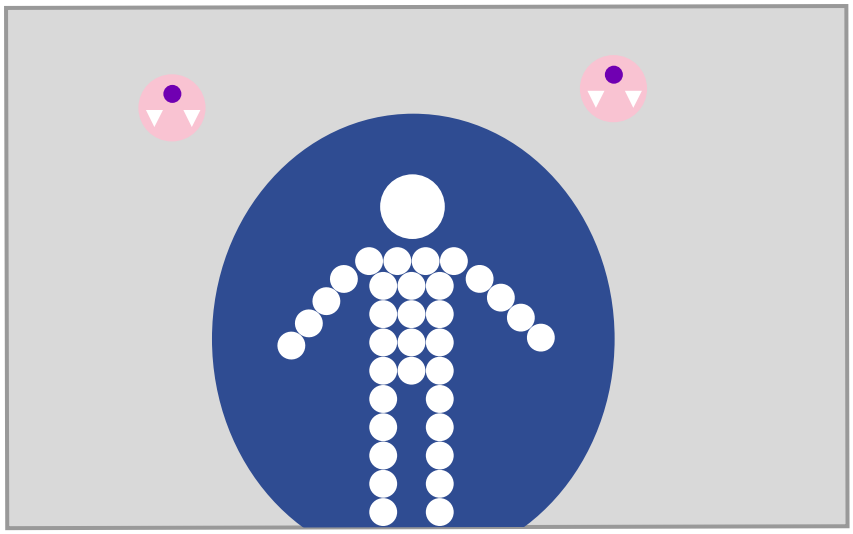
Gesture: Waves arm up and down, to create the Pradaxa Shield.

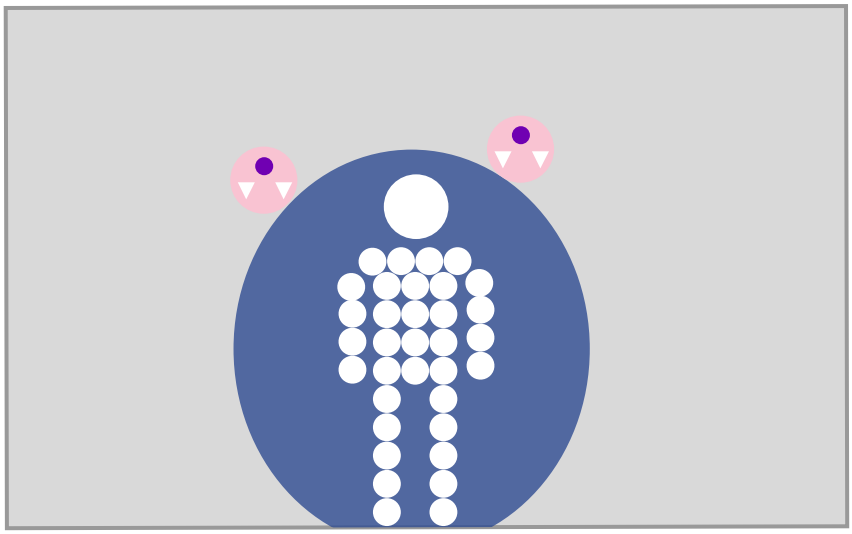


Pathogen: The Jaw, moves towards the shield from all directions. Over time, they move faster and faster.

Details: Once the Jaws reaches the Shield, they get absorbed by it. The more Jaws the Shield absorbs, the weaker the Shield becomes - the size and colour change accordingly. The player needs to heal their Shield by using the same gestures to hold off the invasion.

The player wins if the Pradaxa Shield is still intact, the player can then proceed to the next level.



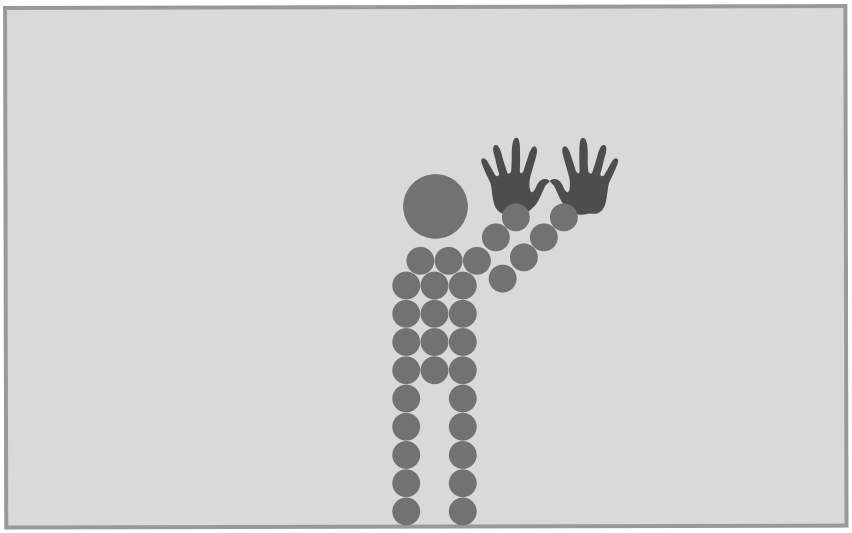


Level 2 - Risk Reduction

Micardis: Lowers the risk of stroke or heart attack, and treats high blood pressure. This medicine is an angiotensin receptor blocker in tablet form.

Element in game: Acts as a chain reactor which blasts an impulse in certain locations to defend the user. If it hits an invader, this one blasts a smaller impulse that hits other invaders. Thereby decreasing the risk of incoming attacks, and also is a curing method.

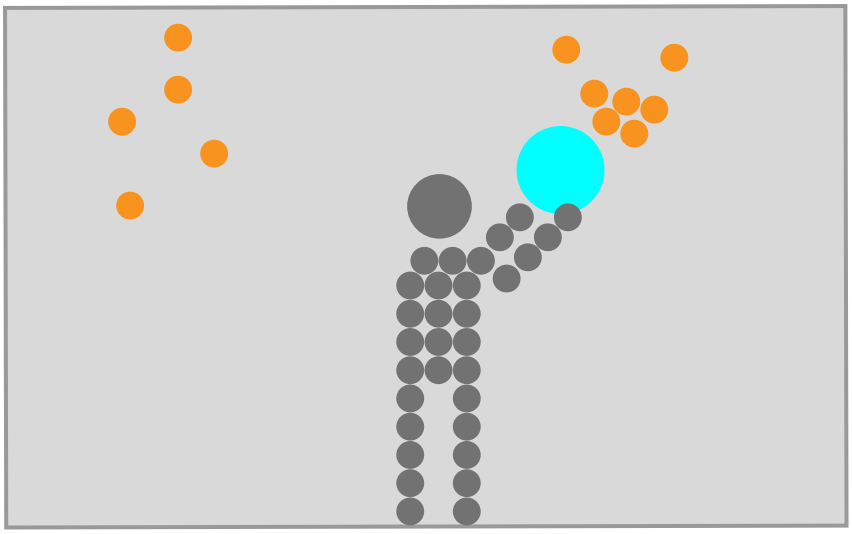
Gesture: The player holds both hands in the same position for a second and the Micardis chain reaction is formed.

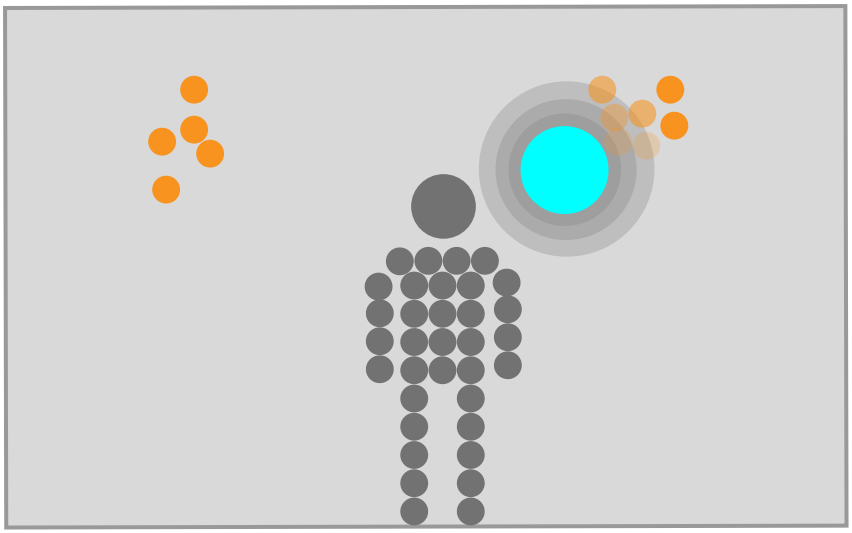


Pathogen: The Blockers appear on the screen and do not move towards the shield. Instead, they combine with each other. A combination of 4 Blockers is the maximum size.

Details: Blockers increase as time passes, and will soon occupy most of the space. The game is over when a certain amount is reached. The player needs to act quickly and create chain reactions to blast the Blockers.

The player wins if a certain number of invaders are eliminated, the player can then proceed to the next level.



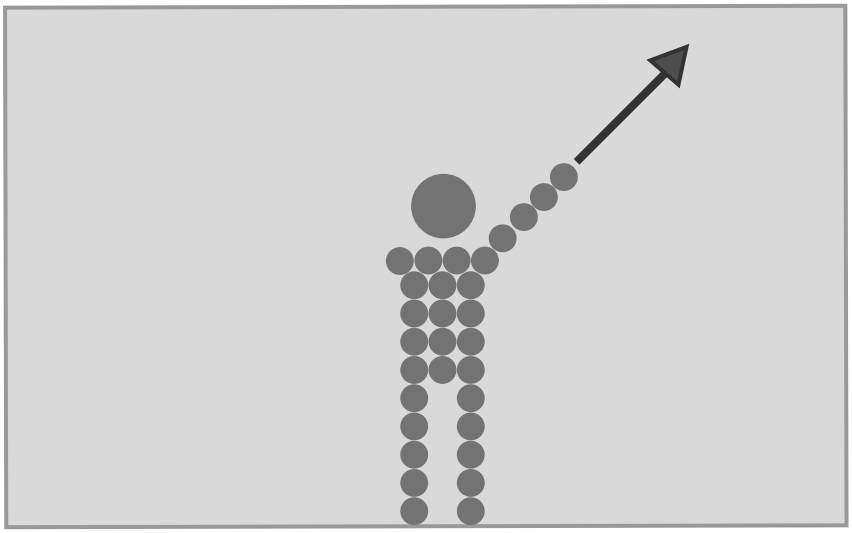


Level 3 - Treatment

Actilyse: Dissolves blood clots and is used in treating a heart attack or stroke.

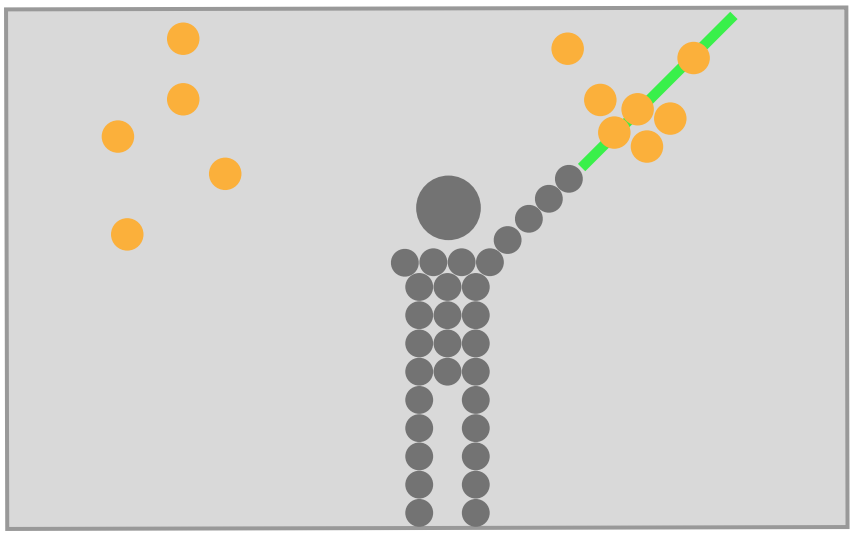
Element in game: A gun that fires lasers, a form of attack to cure the pathogens.

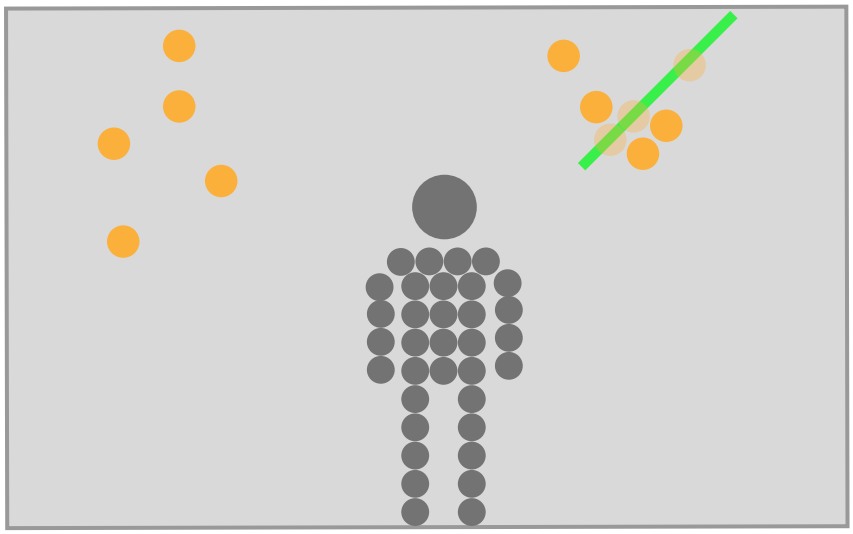
Gesture: Extend a straight arm in pathogen direction to fire.



Pathogen: A more aggressive Blocker, they are faster and have more health.

Details: To avoid the Blockers invading the space, the player needs to bring down as many as possible. The laser gun can remove 4 Blockers aligned in the same direction, or one combination of the maximum size.



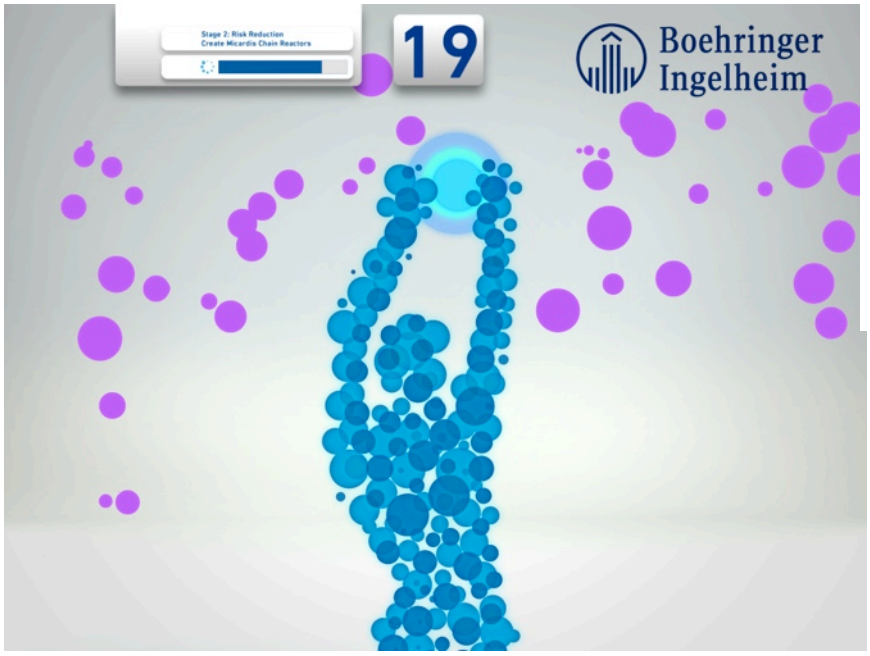


4.0 Reference Images

4.1 User Interaction Example

User interface will have a countdown, health bar, and the Boehringer Ingelheim logo which will act as a pause button and return to home screen.

The design elements of the game will be in 2D, and the colour of each medicine's logo will be integrated into the game design.



Luxoom

4.2 Reference Project