

“Lunch King”

(tentative title)

Quick Overview/Core Mechanic:

Sunshine and green grass.

One red and white checkered picnic blanket spread out flat.

Two players will control armies: one of fruits and one of the “Bad Lunch” (Junk Food) army.

The blanket acts as a chess board. Rules follow that of traditional chess and some extra elements are added to make the game more fast paced and entertaining to players of any skill level.

End Goal/Game Objective:

- To “checkmate” the opponent’s king game piece.
- In single player, to capture King Cholesterol and send him back to Processed Palace.
- If playing against a local friend, capture their King game piece.

Descriptors: (players feel/say these)

The karate coconut cousins make me laugh.

I love playing a fast paced strategy game.

This game is really cute.

I feel good that this game is fun and family safe.

General Game Length:

Beginners - 5 min.

Game Over:

If win, player gains 500 gold coins and 1 Lunch Ticket. If canceling the game, coins and tickets are saved and accumulating in the treasury. Player only receives currency when completing a game.

If lose, player does not lose or gain any more gold coins/lunch tickets. No credit for “Lunches Saved.”

Genre(s):

Strategy, Family Friendly, Chess, Educational

Razor Statement:

Family-friendly chess with a twist that has a comical, innocent, and nutritious spin.

Rating:

We will strive for an [E rating](#) (theoretical) from the ESRB. We are aiming for the “Comic Mischief” content descriptor.

Tone words:

Cute, Zany, Family-Friendly

Characters:

Fruit Army from Fruit Forest:

King - King Happily Pineapple-ly

Queen - Queen “None Com-Pear”

Bishop - Capt. Ba-Nanny

Knight - Sir Melon Head (Riding a fire ant like a horse)

Rook - Karate coconut cousins (Three coconuts stacked on top of each other)

Pawn - Hip Harry Strawberry (Jester hat, single bell)

Junk Food Army from Processed Palace:

King - King Cholesterol

Queen - Queen of Grease

Bishop - Capt. Corn Syrup

Knight - Sir Sweets A Lot

Rook - Flying Auntie Onion Rings (Three acrobatic rings that are really sluggish and saggy)

Pawn - Caffeinated Clare (Jester hat, single bell)

Development Platform/Technology:

iPhone and iPod touch for first Beta version. iPad, Android, and Facebook for the future. Synchronous. (local play)

File Management:

Example: Bazaar/Perforce (CVS, Content Versioning System), Google Docs also works for now

Broad Target Audience:

Kids 4-8 years old

Marketing/Reasoning:

I. **Market to Chess Lovers** - Submissions in Chess Forums, Chess Blogger reviews (they get a free version), Chess Website Ads (PPC)

A. Blog Reviews

<http://www.worldchesschampions.com/blogs/>

B. Chess Forums

<http://www.chessforums.org/>

<http://www.chess.com/forum/>

C. Partner with established chess websites

<http://www.chess.com>

D. Chess Clubs

<http://gameknot.com>

E. Banner Ads

<http://www.thechesswebsite.com/>

<http://gameknot.com>

II. Strategy - Promote as strategy game on iPhone and Android game selections.

a. iPhone App review sites -

<http://blog.appstorehq.com/post/103207193/iphone-app-marketing-what-works-and-what-doesnt>

<http://toucharcade.com/>

<http://www.appvee.com/>

<http://www.theiphoneappreview.com/>

<http://www.theiphoneappreview.com/>

b. Android review sites

<http://www.pocketgamer.co.uk/latest.asp?sec=11>

<http://meandmydroid.blogspot.com/>

<http://www.androidappreviewsources.com/>

<http://www.theandroidappreviewer.com/>

III. Family Friendly - Promote through family friendly organizations

A. Focus on the Family

B. American Family Association

C. Network with like-minded businesses

IV. Educational - Promote through learning tools stores.

A. Write Articles -

<http://www.articlesbase.com/childhood-education-articles/how-video-games-promote-learning-on-children-936337.html>

B. Website reviews

<http://momshomeroom.msn.com>

<http://www.educationarcade.org/community>

C. Post Ads

<http://the-child-learning-game.com/>

D. Partner

http://store.discovery.com/?v=discovery_toys-games_age_boys-5-to-7

V. Mom/Parenting Websites

A. Websites

http://games.cafemom.com/games.php?category_id=6

<http://www.momtop10.com/age5boygifts.asp>

<http://www.5minutesformom.com/games/>

<http://www.coolmompicks.com/shop/>

<http://www.sweetpeasandstilettos.com/baby/mom-blogs-books-websites/>

<http://www.parenting.com/gallery/Child/Mom-Approved-Web-Sites-for-Kids>

<http://www.momfaves.com/favorites/entertainment>

VI. Game Accessibility SIG

Sell to Chess lovers who see the value in teaching their kids early. Children who learn chess gain increased concentration, self-esteem, pattern recognition, enhanced reasoning, logic, cognitive skills, self-discipline, and understanding the consequences of making mistakes¹

Free chess tutorial...pay to play full chess matches

Featureset and Mechanics:

Our game focuses on a variation of chess. Our game will vary from traditional chess in the following ways:

- **Save Slots:** The game will employ 3 save slots for different members of the family (or family friends) to save their game into.
- **Treasury:** Each player is given a treasury with their save slot. When they win a game, they receive 500 gold coins. Gold coins will collect in the treasury and total coins will be displayed on screen during game play. When a piece is captured, players are awarded gold coins based on the piece. See value of pieces below:
 - King - Priceless
 - Queen - 200 gold coins
 - Bishop - 100 gold coins
 - Knight - 50 gold coins
 - Rook - 30 gold coins
 - Pawn - 10 gold coins
- **Rewards:** When enough gold coins are collected in a player's treasury, they are awarded certain items for displaying on their save slot. This will incentivize other players playing on the same device to play the game to get more treasures than their

¹Add more - John H.

friends/family members. Some rewards may also be given based on the number of pieces captured.

- **Humorous Pieces** - When a game piece is moved or selected, it has an animation and sound effect. Examples: Mouth moving, eyebrows moving, piece shake, etc.
- **Shallow Learning Curve** - Players will gently be introduced to the pieces and their movement. Arrows may be shown at the player's discretion to help with piece movement.
- **On going score** - Game will save your score and gold coins to play another day or challenge other people.
- **Paused feature** - Game can be paused if player receives an interruption; however pause window will cover the screen so the player can not cheat by getting more time to figure out how to move the game pieces.
- **Invite Friends** - Invite friends to play by sending an e-mail with link to App store.
- **"Complete the Picnic" idea** - useful for reward motivation moving pictures

Flow:

Menu Flow:

Please see the following image: <https://docs.google.com/a/kurrents.com/leaf?id=0B4NtcxaYIqAGNzlmMDU4ZjltMGViYS00ODg0LWI4OWYtYzE0ZmY5YWRRiNjM1&hl=en>

Game Flow:

The game is made to teach children the fundamentals of chess and will eventually let them play full matches with their friends/family members on the same device. Hence, there must be a shallow learning curve. **Training mode** will teach them the fundamentals. Players can also go back and practice these levels once completed. The traditional chess board will be replaced with other sizes, such as 3x3, 4x4 and 5x5 so new, younger players can focus on the pieces themselves and what they do and not the board itself. Too many squares and pieces can confuse players.

Once the Training Levels are completed, players are encouraged to play against the computer or against a friend locally on the same device. The specific mode names are **Play** and **Play A Friend**.

Training Order:

King, Pawn, Rook, Bishop, Queen, Knight

Training Order Reasoning:

The King and Pawn are chosen as the first pieces to teach to players since they have very simple move sets. The Rook and Bishop also have similar move sets so they are taught next. The Queen is a combination of the Rook and Bishop move sets so that is next. The Knight has a different move set than the rest so it is taught last and has more Training Levels dedicated to it.

Training Levels:

Training Level #:	Pieces Used:	Board style:
1	King	3 x 3
2	King Pawn	3 x 3
3	King Pawn	3 x 3
4	King Rook	3 x 3
5	King Pawn Rook	4 x 4
6	King Pawn Rook	4 x 4
7	King Bishop	4 x 4
8	King Pawn Bishop	4 x 4
9	King Pawn Bishop	4 x 4
10	King Pawn Rook Bishop	4 x 4
11	King Queen	4 x 4
12	King Pawn Rook Queen	4 x 4
13	King Pawn Bishop Queen	4 x 4
14	King Knight	5 x 5
15	King Pawn Knight	5 x 5
16	King Pawn Rook Knight	5 x 5
17	King Pawn Bishop Knight	5 x 5
18	King Pawn Rook Bishop Knight	5 x 5

Training Level Reasoning:

You'll notice that there are some easy levels scattered between harder ones. This is done to give the player a break from the normal grind and to show their skills (and understanding) off. The boards are also sized well so that beginner players have space to move around and experiment.

Treasury Rewards:

As players progress throughout the game they will be given rewards based on how many coins they have collected throughout their time playing. Some rewards may also be given based on

the number of pieces captured. Players are not rewarded anything for playing the Training Levels over. Instead of showing all of the rewards players can win, they will only be shown the 3 rewards they are closest to earning. This will give them some goals to strive for instead of being overwhelmed by many goals.

Condition:	Reward:
Complete 1 full match in any mode	Fruit Smoothie
Complete 5 full matches in any mode	Fruit kabob
Complete Training mode	Karate coconut twins' white belts
Capture a total of 5 knights	Watermelon seed
Capture a total of 10 knights	Watermelon rind
Capture a total of 20 knights	Watermelon popsicles
Capture a total of 5 bishops	Banana seed
Capture a total of 10 bishops	Banana peel
Capture a total of 20 bishops	Banana chips
Capture a total of 5 rooks	Coconut seed
Capture a total of 10 rooks	Sliced coconut
Capture a total of 20 rooks	Coconut milk
Capture a total of 10 pawns	Strawberry seed
Capture a total of 20 pawns	Strawberry leaves
Capture a total of 30 pawns	Strawberry leaf tea
Win a total of 5 matches	Old wicker picnic basket
Win a total of 10 matches	Modern picnic basket
Win a total of 20 matches	Ultra picnic basket
Collect 500 gold coins	Sunscreen
Collect 750 gold coins	Anti-itch lotion
Collect 1,000 gold coins	Umbrella
Collect 5,000 gold coins	Thermos
Collect 10,000 gold coins	Camera

Controls:

Touch screen controls. Items will be made easy to push with a single finger. These big button UIs will also make it easy for younger players to pick up the game.

Audio Style:

Game pieces mumble as a way of talking. They mumble when they are moved to a new position on the picnic blanket. Fruit pieces have a high pitched happy mumbling sound. Processed food pieces have a lower pitched depressed or grouchy mumbling sound. Game pieces make appropriate reaction mumbblings when carrying off the blanket by ants or kicked off the blanket by the opposing army.

Musical Style:

Since our game is aimed at kids ages 4-8 our game will contain more happy/upbeat tones for music. A mix of music I found which may fit our tone is over at BeatPick.com. (right side, light green box)

Art Style:

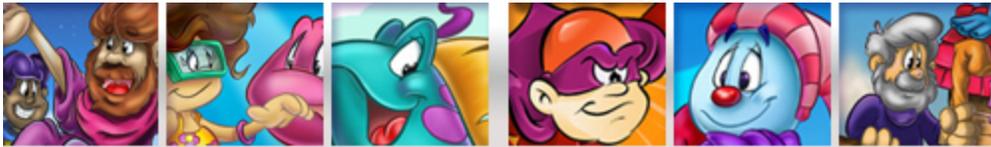
The graphic artist has room for creativity and design. These are samples and sketches of ideas and styles I gravitate toward. The Graphic artist can use these samples as a spring board for direction. Please note description and names of characters in the character section above for more defined features.

Sample sketches of “Lunch King” game characters. Please note these characters are rough drafts and subject to changes from the “Characters” section:





Samples of bright colors and warm characters:



Samples format from Jungle Chess. I like the game pieces because I can see the faces, and I like the simple layout. We don't like how busy the artwork is for the background:



Sample menu from Jungle Chess. The menu design is nice, but looking for more bright

attractive colors and the visual icons should be more predominate than the text:



SFX/Voice List:

Most if not all of our sound effects and voices will be sourced from SoundSnap.com, an excellent audio library with great pricing.

<http://www.soundsnap.com/search/audio/gibberish>

<http://www.soundsnap.com/search/audio/cheer>

<http://www.soundsnap.com/search/audio/trumpet+fanfare>

<http://www.soundsnap.com/search/audio/gibberish+deep>

<http://www.soundsnap.com/search/audio/gibberish+female>

Audio:	Link:
Game Started/Finished	http://www.soundsnap.com/node/17300
Select (Button/Piece)	http://www.soundsnap.com/node/58090
Confirm (Quit)	http://www.soundsnap.com/node/117592

Cheering (End of Game)	http://www.soundsnap.com/node/76163
Reward Received	http://www.soundsnap.com/node/17774
Move Pawn (Fruit) 1	http://www.soundsnap.com/node/28045
Move Pawn (Fruit) 2	http://www.soundsnap.com/node/28045
Move Pawn (Fruit) 3	http://www.soundsnap.com/node/28045
Move Rook (Fruit) 1	http://www.soundsnap.com/node/28095
Move Rook (Fruit) 2	http://www.soundsnap.com/node/28095
Move Rook (Fruit) 3	http://www.soundsnap.com/node/28095
Move Knight (Fruit) 1	http://www.soundsnap.com/node/27577
Move Knight (Fruit) 2	http://www.soundsnap.com/node/27577
Move Knight (Fruit) 3	http://www.soundsnap.com/node/27577
Move Bishop (Fruit) 1	http://www.soundsnap.com/node/28897
Move Bishop (Fruit) 2	http://www.soundsnap.com/node/28897
Move Bishop (Fruit) 3	http://www.soundsnap.com/node/28897
Move King (Fruit) 1	http://www.soundsnap.com/node/28946
Move King (Fruit) 2	http://www.soundsnap.com/node/28946
Move King (Fruit) 3	http://www.soundsnap.com/node/28946
Move Queen (Fruit) 1	http://www.soundsnap.com/node/28497
Move Queen (Fruit) 2	http://www.soundsnap.com/node/28497
Move Queen (Fruit) 3	http://www.soundsnap.com/node/28497
Move Pawn (Processed) 1	http://www.soundsnap.com/node/14603
Move Pawn (Processed) 2	http://www.soundsnap.com/node/14603
Move Pawn (Processed) 3	http://www.soundsnap.com/node/14603
Move Rook (Processed) 1	http://www.soundsnap.com/node/26988
Move Rook (Processed) 2	http://www.soundsnap.com/node/26988
Move Rook (Processed) 3	http://www.soundsnap.com/node/26988
Move Knight (Processed) 1	http://www.soundsnap.com/node/28864

Move Knight (Processed) 2	http://www.soundsnap.com/node/27144
Move Knight (Processed) 3	http://www.soundsnap.com/node/27205
Move Bishop (Processed) 1	http://www.soundsnap.com/node/27118
Move Bishop (Processed) 2	http://www.soundsnap.com/node/27118
Move Bishop (Processed) 3	http://www.soundsnap.com/node/27118
Move King (Processed) 1	http://www.soundsnap.com/node/27875
Move King (Processed) 2	http://www.soundsnap.com/node/28793
Move King (Processed) 3	http://www.soundsnap.com/node/27598
Move Queen (Processed) 1	http://www.soundsnap.com/node/26818
Move Queen (Processed) 2	http://www.soundsnap.com/node/26818
Move Queen (Processed) 3	http://www.soundsnap.com/node/26818

SFX/Voice Reasoning:

Each chess piece has a few sound clips associated with it for more polish. Having different pieces for different sounds make each piece feel unique and will make players want to play again as the other army. Certain audio clips contain more than one sound which we can chop up and get more bang for our buck.

Possible IP Applications:

Sponsor could be Odwalla, Edible Arrangements and use their Fruit people from advertising

“Design the Box”: (Marketing)

- Develop your cognitive thinking, creativity, reasoning, and logic
- Hilarious characters of the world’s favorite game (Chess)
- Challenge a local friend

Other Ideas:

We should even consider a bagged lunch or lunchbox setting. This may hit home with our target audience more.

As the clock progressed to zero, black fire ants (sometimes fire breathing) crawl toward a Strawberry (higher levels they will crawl toward more valuable game pieces). The closer the timer gets to zero, the more fire ants gather around the Strawberry. When they breath flame, it means you have ten seconds or less to make a move before the timer runs out. When the time runs out, the timer sounds and the fire ants pick up the piece and carry it

away off the picnic blanket down into the ant mound. Now the player has lost his/her turn for waiting too long.

Ants quietly crawl across the screen, but when they get aggressive, they breath fire and a flame torch sound effect is needed. When timer runs out, a small hand bell ringing sound takes place.

Phone OS Market Share:

http://blogs.computerworld.com/17285/android_vs_iphone

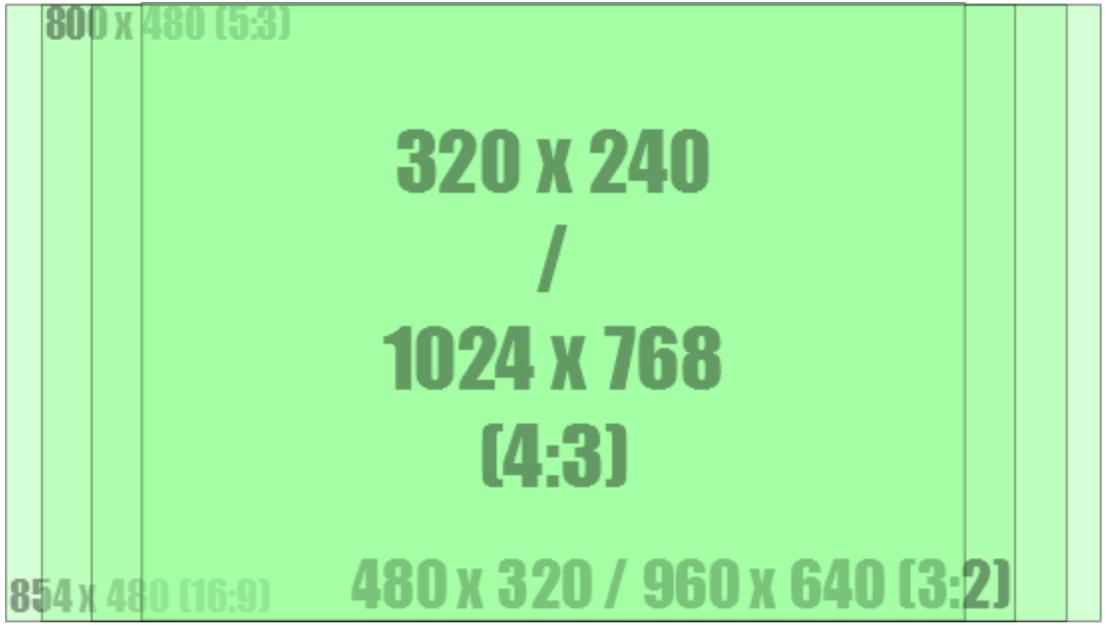
Resolution limitations: ([Android link](#))

Devices were found via T-Mobile's and Verizon's websites as of Oct 22nd, 2010

Motorola Charm:	240 x 320	/	320 x 240 (4:3)
HTC Hero:	320 x 480	/	480 x 320 (3:2)
HTC Droid Eris:	320 x 480	/	480 x 320 (3:2)
T-Mobile G2 Touch:	320 x 480	/	480 x 320 (3:2)
Motorola Devour:	320 x 480	/	480 x 320 (3:2)
Motorola Cliq XT:	320 x 480	/	480 x 320 (3:2)
myTouch 3G:	320 x 480	/	480 x 320 (3:2)
myTouch 3G Slide:	320 x 480	/	480 x 320 (3:2)
Samsung Behold II:	320 x 480	/	480 x 320 (3:2)
iPhone (original/3G/3GS):	320 x 480	/	480 x 320 (3:2)
iPod Touch (1st-3rd generation):	320 x 480	/	480 x 320 (3:2)
T-Mobile G2:	480 x 800	/	800 x 480 (5:3)
Droid Incredible:	480 x 800	/	800 x 480 (5:3)
LG Ally:	480 x 800	/	800 x 480 (5:3)
Samsung Fascinate:	480 x 800	/	800 x 480 (5:3)
Samsung Vibrant:	480 x 800	/	800 x 480 (5:3)
Nexus One:	480 x 800	/	800 x 480 (5:3)
HTC Evo 4G:	480 x 800	/	800 x 480 (5:3)
HTC Desire:	480 x 800	/	800 x 480 (5:3)
Most Android tablets in production:	480 x 800	/	800 x 480 (5:3)
Motorola Droid:	480 x 854	/	854 x 480 (16:9)
Motorola Droid X:	480 x 854	/	854 x 480 (16:9)
Motorola Droid 2:	480 x 854	/	854 x 480 (16:9)
Motorola Defy:	480 x 854	/	854 x 480 (16:9)
iPhone 4:	640 x 960	/	960 x 640 (3:2)
iPod Touch (4th generation):	640 x 960	/	960 x 640 (3:2)
iPad:	768 x 1024	/	1024 x 768 (4:3)

Mockups:

Here's a mockup of these resolutions scaled together to show dead/cutoff space:



Scale/cutoff:

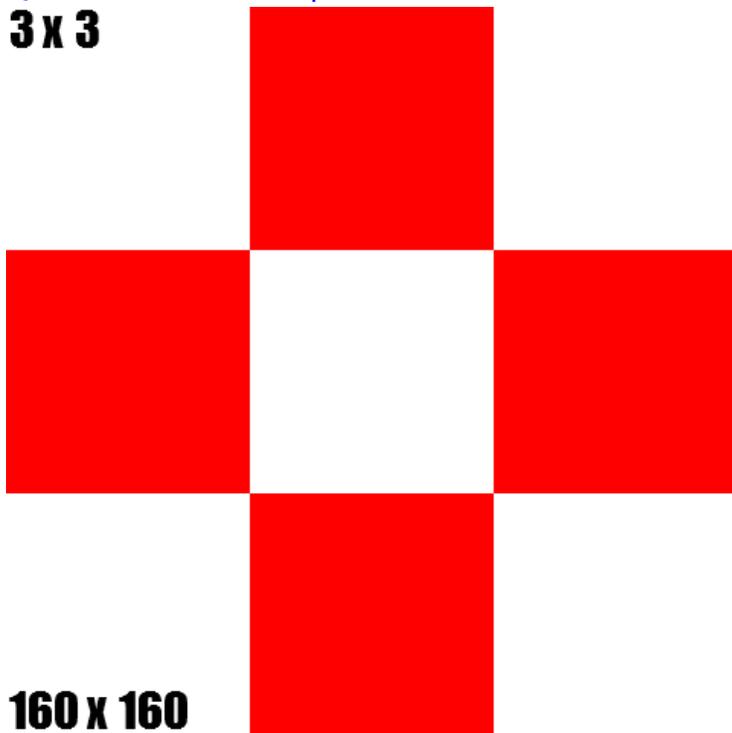


Scale/cutoff:



Quick 3x3 board mockup:

3 x 3



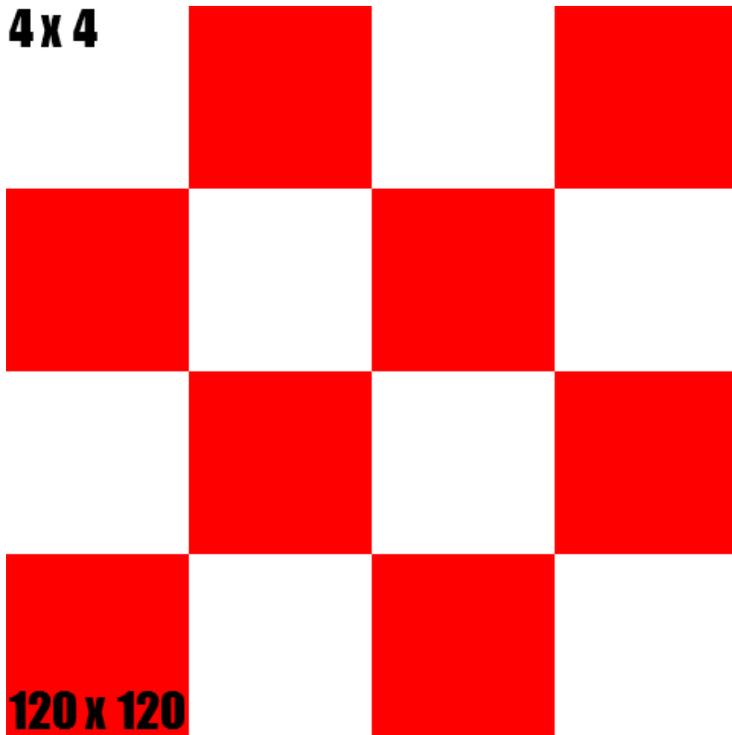
160 x 160



800 x 480

Quick 4x4 board mockup:

4 x 4



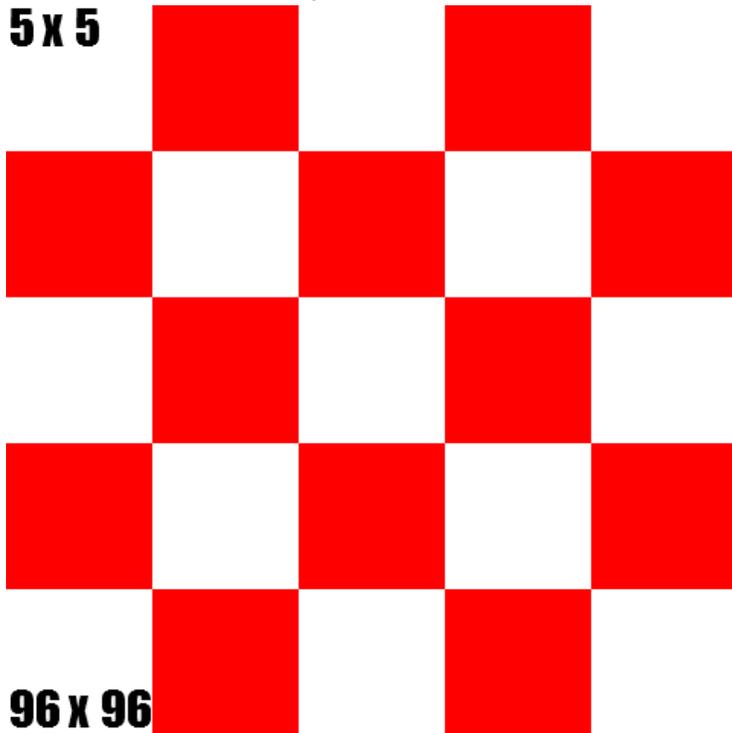
120 x 120



800 x 480

Quick 5x5 board mockup:

5 x 5



96 x 96



800 x 480