ZOO WORLD

Proposal (Final)
Project: Zoo World

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Project Goal

To entertain an audience of ages 6 and up who are able to use the little or a lot of the entrepreneurial skills that they have in running a zoo and able to handle the complexity of the game.

Objectives

To achieve this goal, the project must:

1. Not be too complex where the audience find it too difficult or too confusing to learn how to play
2. Include how to play and a little key on the side to help them remember what to click/press and visitor types
3. Have an interface comprised of buttons, images, and text
4. Have an interactive interface with animals and people that move around
5. (Possibly) sound
6. Allow the users to interact with the animals (feeding them, playing with them, etc)
7. Have a money goal they must meet to get to the next level while keeping the animals and people happy
8. To make a game about running the zoo using Flash
9. The audience needs to obviously have Flash and able to use the mouse to drag/drop/click
10. Have set visitor types which will make the game less complex

Benefits (short and long-term)

Personal: I have played a lot of games throughout my life. Many of them I can still remember and love playing if I were to play it again. It would help me particularly as an interactive multimedia designer to figure out how to make something that definitely is interactive. It would be helpful also to learn after people play the game the things I can change to make it even better. There could possibly be changes even after I present it on the final day the project is due. Also, I would like to be more comfortable with Flash and add more motion projects to my portfolio. I’m sure that as a graphic and web designer I should be comfortable using Flash.

Player: Hopefully s/he has fun with this game and possibly learn the fundamentals of running a zoo or even about some animals. Some day maybe s/he will be able to download it and save where they stopped in the game when they didn’t finish. I’m also hoping for this project to be sticky where people will keep coming back to play.

Target Audience

Ages 6 and up
At least able to move the mouse around, click/drop with the mouse
Don’t need to be highly technologically advanced because the game will hopefully be easy enough to learn
Who like animals/zoos or like/have played entrepreneurial games like Lemonade Tycoon, Diner Dash, etc
Who like to play games
Who have a Flash player and a browser

Interface, What the Player Will Be Able To Do, Player Goals

The player is the zookeeper/zoo manager.
A few of the decisions based on what the player will be able to do and what the interface will particularly look like will need to be made during the design process so I have thrown out ideas that may or may not be used.
There will be three screens the player can look at. One of them includes a kind of game board that tells you which level you are in and how close you are to the ending. The objective of the game is to get to the end.
To get to the end, however, the player needs to keep an eye on their animals, revenue, expenses, visitors, and overall zoo condition. The animals may become erratic or go nuts if they aren’t in the appropriate environment, getting too much food, or getting too little food. Maybe they’ll try to break out of the zoo or start biting people or acting up against other animals they are with if they are caged with other animals. The same type of animals will be in the same cage but I suppose they could choose to put different animals in the same cage and see what happens. The second screen is the actual zoo where everything is happening. It is the main screen. In there the player can check visitor ratings, check money coming in, or just manage the zoo. The third screen is just a help screen to possibly get hints or it’ll have a tutorial of the main things s/he need to know to play the game.
To get to the next level the player must gain enough money and (a specific visitor rating??) otherwise they are stuck and have to repeat the same level while also keeping the animals and visitor happy?? The next level will give them a choice of buying new things for the zoo (like better habitats or maybe an ad in the paper to get more people to come or better food for the animals). The player will be awarded with more animals or building type things for the zoo (habitats, food for animals, booths, etc) once they finish a level. Maybe the player can choose which they want at the end of each level.
At the start of each level, there will be a pop-up screen that tells the player his/her goal (and what he/she will get at the end like a new habitat or something).

Research

I will need to:
1. Research various zoos (how they run their zoo, animals they have, things they have in the zoo, expenses, most popular animals?, etc)
   - Research types of zoo visitors and prices (how to show visitor ratings: individually have satisfaction ratings or overall satisfaction ratings; visitor groups like school groups?)
2. Find animal information (habitats, food, what animals work well with each, behaviors, training, etc)
3. Find pictures of animals that zoos have
4. Decide how many and which animals to use in the zoo (maybe add more over time or if have time)
5. Research children (how they play games, what applications they’re using, what type of interface works best)