Video Presentation

10' Game Pitch Video [Link]
https://youtu.be/4E2HW8_mLzA

3' Gameplay video [Link]
https://youtu.be/Mk7miBaECxg

Complete version (10' Pitch + 3' Gameplay) [Link]
https://youtu.be/goSnxjTrnCs

Development Materials

All materials available in Google Drive : https://drive.google.com/drive/folders/14y38zfXjdchveG6CFWPXZOv06bGlAuz3?usp=sharing

A base rapid ideation plan was set up, prior to the team charter. [Link] [Rapid Ideation Plan.doc]

Team charter - [Link] [Team Charter.pdf]
Team charter - Addendum 1 - [Link] [Team Charter - Addendum 1.pdf]

Phase 1 - Initial Ideation
Miro - Initial Ideation [Link] [TEAM Planning - Initial Ideation.jpg]
Miro - Ideation Concepts [Link] [TEAM Planning - Ideation Concepts.jpg]

Phase 2 - Concepts
Miro - Debs Concepts [Link] [TEAM Planning - Debs Concepts.jpg]
Miro - Will's Braindump [Link] [TEAM Planning - Wills Braindump.jpg]
Miro - Phil's Braindump [Link] [TEAM Planning - Phils Braindump.jpg]
Miro - Pat's Idea Graveyard [Link] [TEAM Planning - Pats Idea Graveyard.jpg]

Phase 3 - Idea Voting
At this stage we selected the best 6 ideas as selected by the group, and then selected a single contender for continuing. [Link] [TEAM Planning - Idea Voting.jpg]

Phase 4 - 6 Thinking Hats
With the success some team members had with 6 thinking hats, we expanded this for additional ideation of the chosen concept. [Link] [Quest for fire_Survival Crafting Game - 6 Thinking Hats.jpg]

Phase 5 - Planning
This involved the creation of a mood board [Link] [Quest for fire_Survival Crafting Game - Mood Board.jpg]

Ideation around possible mechanics [Link] [Quest for fire_Survival Crafting Game - Mechanics ideas.jpg]
An outline of the vertical slice prototype [Link] [Quest for fire_Survival Crafting Game - Vertical Slice Planning.jpg]
A Game Design Document was formulated [Link] [Game Design Document - Pitch Version.doc]

Phase 6 - Pitch Feedback

A first draft of the pitch was presented to industry professionals for feedback and direction [Original Pitch Link] [Keep it burning slides_July_6_final.pdf]
Feedback included
- When comparing to another game, explain the game features
- When we introduce our characters, we must specify their actions
- Explain the game in more detail so they don't have to fill in the gaps
- Break down the first hour of gameplay

To resolve these questions we have
- Created a new slide providing significantly more detail into the mechanics, comparing them to other games on the market with explanations as to the features that are similar, and also a further more detailed dive into specific unique mechanics.
- Introduce the characters, their unique features, and explain their playability.
- A detailed breakdown of the first hour of gameplay, along with the features of the final state of the game, showing a full crafting tree which will unlock.

Also, additional research resulted in a focus on mechanics vs monetization (GDC 2017), ensuring the proof of concept embraced the core game loop, highlighted the USP of the game (Toresson 2020), and not basing the monetization purely on outliers by focusing on an MVP level pitch to improve our demo to be 100% sure its a viable game while maintaining a strong visual style throughout the deck (Interactive 2021).

Phase 7 - Sprint Planning

Github Issues [Link] [Screengrab] [github-issues.png]
Github Project [Link] [Screengrab - Stitched] [github-backlog.png]
Trello Board [Link] [Screengrab] [planning-trello.png]

Phase 8 - Sprints

Sprint 1 [Link] [planning_sprint1.jpg]
Sprint 2 [Link] [planning_sprint2.jpg]
Sprint 3 [Link] [planning_sprint3.jpg]
Sprint 4 [Link] [planning_sprint4.jpg]
Sprint 5 [Link] [planning_sprint5.jpg]

Design Decisions

Style Guide [Link] [Keep_it_burning_style_guide.pdf]

Pixel Art & Isometric
- Nostalgia
- Comfort
- Challenge 2D design goal - stretch ourselves as a team
- (Scott 2017; Knorr 2021)

Cavemoji
- Semiotics Research (Crow 2016)

Crafting Tree
- Quests (Howard 2008; Sullivan et al. 2010, 2012; Rebouche 2018)
- Version 1 [Link] [Quest for fire_Survival Crafting Game - Crafting Tree - Version 1.jpg]
- Feedback
    - Some of the dependencies don't make sense
    - Re-order some of the items, some seem more complex
- Version 2 [Link] [Quest for fire_Survival Crafting Game - Crafting Tree - Version 2.jpg]

SWOT

The SWOT process was invaluable for helping us reflect on how far we'd come as a team, and areas we needed to focus on to get us to the finish line. [Link] [Quest for fire_Survival Crafting Game - SWOT.jpg]

Target Persona

Considering our target persona, we decided on a game which focuses on easy fun and altered emotional states (Lazzaro 2004), namely tension and relaxation from needing to fuel the fire, and the relief from upgrading the fire and reducing the tension of constantly hunting for fuel. Personas are useful in both the initial ideation stage, as well as playtesting (Canossa and Drachen 2009).

During ideation, we focused on a persona similar to the group dynamic, that is, someone in their 40's who recalls the games of the late 80's and early 90's, seeking the nostalgia of simple games but with a modern twist of deeper mechanics that emerge over time.

> As a gamer in the late 80's I want to relive the feeling of discovery and exploration
> As a parent, I want an experience I can share with my family
> As I do not have much free time, I want to be able to play on multiple platforms
> As a modern gamer, I want something with deep mechanics to keep me engaged

As we progressed to the later stages of the prototype sprints, we conducted playtesting with the more junior personas, who had deep experience with gaming, to understand if the lack of tutorial was a blocker to learning the key gameplay. Results of the playtests are detailed below.

Pitch Audience Research

We chose to target our pitch towards a swiss government grant to produce a more advanced demo. This was based on research and prior experience from one of our group members who had previously and successfully applied for this grant. [Link]

Pitch Roles & Responsibilities

- Pat
    - Intro
    - Pitch Audience Research (Pro Helvetia Swiss Grant)
    - Budget & Roadmap
    - Video Editing / Audio Editing
    - Demo Recording
- Phil
    - Game Design
    - Mechanics
- Debs
    - Art Style
    - Concept Art
- Will
    - Pixel Art
    - Market Research
    - Dev Team Overview

Pre Production Grant

We decided to aim this pitch for the **Pro Helvetia Swiss Pre Production Grant** for interactive media and video games (deadline September 2021) [Link]
NOTE: This Grant is in Swiss National Currency (CHF / Swiss Francs) however it is valid to make the request in Euros for all practical purposes. Switzerland is a country with 4 national languages and localization costs has been made taking account of this

Formal Playtesting Feedback

NOTE: While the playtesters were under the age of 18, parental consent was obtained (They were both the children of one of our team members)

Playtester:
Leonardo 11 years old
Gamer (he plays at least 2 hours / day any kind of ios, ps4 and switch games)
Favorite games: roblox, any lego game, minecraft, zelda(s)

Platform of testing: iMac

Observations (gameplay)
His first reaction was to use the keyboard instead of mouse.
His first action was to pick the rock with the red hand painting. As this was not responsive, he started to pick up branches and stones, collecting them without any clear goal.
After a few seconds he found the Elder and he tried to grab the logs and stones from the inventory to the old man.
No success, slightly frustrating. After a few tries he approached the fire and understood the mechanic.
He never tried to chop the trees! Not once.

Observations (UI)
The fire counter seemed to be clear enough, becoming more obvious when he used the log on the elder's fire to make it stronger.
The impossibility of dragging the items from the inventory into the elder's fire was kind of frustrating and doing this was his first approach of interaction

Observations (fun factor)
He played it 3 times, but he never died of cold, he ran out of stuff to use (and interest to keep playing) way before the fire died.
Due to the short amount of things and stuff to do he was not eager to play another round.

Feedback:
He liked the graphics and the game concept. He suggested to add more snow on the grass to complete the 'winter' atmosphere of this level

Playtester 2
Lucas 17 years old
Average gamer (less than 1 hour / day on iOS, android, eventually PS4)
Favorite games: FIFA, sport games

Platform of testing: iMac

Observations (gameplay)
He used the mouse from the start, not the keyboard.
His first intuitive approach was to follow the rocks with hand paintings as a roadmap. He clicked on some of those.
Eventually he realized about the elder asking for the drums, his first attempt was to look for the drums (item) on the map, as the wood. Obviously he never found this item as it is not available.
After reaching the elder he immediately understood that the goal was to find wood for the fire.
He had plenty of wood but he took some logs from the floor anyway.

Observations (UI)

He was not sure about how to use the wood from the inventory. Attempted to click on the bottom part of the screen (where the inventory is) to drag items from there to the camp fire near the elder.

He tried to give items to the Girl and interact with her.

As he approached the old man, the fire blew out and he liked the experience, not sure how all this happened.

He spent some more time walking around not sure about the next quest, but picking up stones just in case.

He NEVER realized about the fire counter on the right. When time was out he just wanted to start again, understanding that the main goal was to keep the fire alive as much as possible but not aware of the fire counter keeping track of the time/health.

Observations (Fun factor)
He spent a lot of time chopping the trees. Seemed to have fun just with that! Chopping, chopping, chopping for the sake of it. He also liked the fire particle and the fire burst when the log was used on the campfire near the elder.

Feedback: he really loves the overall graphic style. Find the chopping mechanic very nice. Wanted more to do and asked for enemies to attack.

Third Party Assets Used

Fire Icon - Animated Fire Icon - Not Used - https://opengameart.org/content/fire-0
Isometric Game Demo - https://blog.unity.com/technology/isometric-2d-environments-with-tilemap

Sounds from freesound.org
Dinosaur sound reinsamba, Heavy Dinosaur Footsteps by theguitarmanjp
Dinosaur with a raspy voice by CaveboyTup
Fire crackling by dobroide
Campfire sound by CaganCelik
Wind by human by thanvannispen
Snow walking sound and Chopping tree by CaganCelik
Snow crunching under feet by luminadii
Bushes sounds by gurek
LittleRainySeasons Cute Magic Sounds.mp3
Walk stone by alegemaate
Dinodilopho pterodactil by
Breathing man by Christyboy100
Sneeze by InspectorJ
Quirky Jingle Pack FX Sounds by GDM gamedevmarket.coM
Dark Fantasy Studio Ultimate Music Pack by GDM gamedevmarket.coM
Cave video clip footage from Pixabav by Vladimir Maric
Sparks video clip footage from Pixabav by Christian Bohd

Old TV mockup by Daniel Souza
+ All the references listed at the end of the video pitch

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