

Wanderlust

Kathy Xiao

March 6, 2020

Game concept

Your bag is packed and you're ready to go! Show the world what you're made of in *Wanderlust*, a mobile game where you can tour and travel through tons of different countries! Test your skills in mini games, collect souvenirs, discover new countries and learn a thing or two along the way.

Demographic

This game will be targeted towards the elderly population aged 50+. Digital games may bring many benefits for older people, as it can delay memory decline and other cognitive impairments, even improving cognitive ability that are in decline from aging (Zelinski).

Aging can have a substantial affect on one's quality of life in numerous ways. Older adults can be affected by, but not limited to:

- A decline in motor skills which can negatively affect learning (Birren).
- A decline in vision and hearing (Gerling).
- Chronic illnesses, such as severe heart conditions and arthritis (Gerling).

A study (Kort) shows that senior gamers prefer familiar games to ones they have played in the past. They do not like violent games, and get too frustrated when they fail to achieve the goal of the game. To the elderly, games are a means to exercise cognition and reactions.

According to Entertainment Software Association (ESA), 58% of female Boomer gamers most often play games on their smartphone and prefer to play alone, and 77% of those gamers most often play casual games. Their favorite games are card, puzzle, and virtual board games. 78% of male Boomer gamers most often play casual games, and 65% of male Boomer gamers prefer to play alone. Their favorite games are also card, puzzle and virtual board games.

To appeal to this particular demographic, *Wanderlust* will be a casual mobile game that features a variety of mini games. The mini games will have simple rules and concepts, so it will be easy to learn and retain information on the rules.

ESA shows that price is the top influence of a game purchase, so *Wanderlust* will be free to play, with in-app purchases. These purchases will be for the in-game currency that can unlock souvenirs and plane tickets to other countries. Because it is free, there will also be some ads in the game, which the player can make a one-time purchase to get rid of forever. It also shows that the fourth highest influence for game purchases is familiarity from past experiences, such as traveling to different countries or cities. The theme will revolve around traveling the world because the many elderly do not have the luxury of traveling easily, due to the general decline in quality of life from aging.

Setting and Character

The player will play as a young tourist who travels to many places to sightsee. The first thing the player will do is customize the tourist (hair style/color, facial features, clothes, gender, accessories, etc) so the game feels more personalized.



Artstation Character Concepts by Thomas Lalande, Antoine Goulet, Leo Rezende

The player starts the game in an unfurnished house, and they will follow their character in a cutscene where they decide to travel the world. The character will then fly to a city, and the player will follow their character as they travel the world and see new places. They will stamp their passport each time they travel to a new country or city. There are collectable souvenirs in every country which the player can use to decorate the house with, which can be bought with coins that are given based on performance in the mini games. At any time, the player can fly back to their home at no cost to drop off and decorate their home with the souvenirs. Returning to the previous country (and other countries previously visited) will still have a plane ticket fee; however, it will be reduced in cost.



Artstation Concept Art for outside house (Denis Spichkin) and inside house (Veronika Firsova)

The countries, visitable areas, and souvenirs include:

- Japan
 - Mount Fuji
 - Tokyo
 - Onsen hot springs
 - Souvenirs: Bonsai tree, Taiko drums, sensu (decorative folding fan)



Images of Mount Fuji (left) and Tokyo (middle) and Onsen (right)

- London
 - London Eye
 - Buckingham Palace
 - Big Ben
 - Souvenirs: tea, faux telephone booth, model double decker bus



Images of the London Eye (left) and Buckingham Palace (middle) and Big Ben (right)

- Paris
 - Musée du Louvre
 - Eiffel Tower
 - Jardin des Tuileries
 - Souvenirs: macaron/madeline set, béret, Eiffel Tower model



Images of the Musée du Louvre (left) and Eiffel Tower (middle) and Jardin des Tuileries (right)

Gameplay

The player will travel to different cities and countries. There, they will visit famous places and tourist attractions. At each attraction, there will be a random mini game to play. The mini games will be well-known by elderly people, meaning that the rules and mechanics are already created and will be quick and easy to pick up. This is especially important because studies have shown that senior gamers prefer familiar games (Nap et al.)

The mini games include:

- Match Pairs
 - The game will show a grid of squares, and each square will have an image on them. The cards will feature images specific to that country (Cherry blossoms for Japan, macarons for France, etc). For 4 seconds, the cards will be faced up towards the player; afterwards, they are flipped over to hide the images. The player must match the pairs of cards, and they will win if every pair is matched correctly. There are increasing levels of difficulty, with options of 8, 10, and 12 cards.
- Spot the Difference
 - The player will be shown two nearly identical images. They will then have to find the differences between them by tapping the screen. There will be a zoom feature that allows the player to zoom in and out. This helps the player study the images closer. The game ends when all differences are

spotted. There will be 2 difficulty levels, with one level being 5 differences and one being 8.

- Guess the Picture
 - The player will be shown an image specific to the country's culture. Below the image, there will be a series of squares that corresponds to each letter of the name of the image. There will be a mix of letters at the bottom of the screen, and the player must use those letters to guess the name of the image by clicking the letters in order. To reset the letters, the player can click the letter to bring it back to its original place.
- Jigsaw
 - The jigsaw puzzle minigame will show a solved image being displayed. After a few seconds, the image will divide into pieces, then get shuffled on the screen. The player must move the pieces back together. The game ends when the puzzle is complete. Depending on the difficulty of the level, the game will have 9, 16, or 25 pieces.

The player will receive more coins based on their performance in the mini games, which will be determined based on speed and accuracy when applicable.

User Interface

Wanderlust will feature 3D sprites made using 3DS Max and imported into BuildBox, a game development software that excels in mobile game making. The interface of the game will be very simple overall. Complicated animations and quick-moving objects will be avoided for confusion sake.

Buttons, text sizes, and icons will be bigger than the average game due to possible sensory decrements in vision. On top of this, there will be no text entries through keyboard because of the small hitbox on many mobile devices. This will significantly decrease frustration and trouble for the target audience of elderly gamers.



Concept for Wanderlust Home Screen

Publisher

For my publisher, I have to make sure that they specialize in both mobile games and casual games. A video game publisher that excels in both of these categories is Ketchapp. Ketchapp SARL is a French video game publisher based in Paris, and they have created and published games such as Stack, 2048, Sky, and Stick Hero, all of which are casual mobile games. They have published more than 200+ games and those games have been downloaded more than 1.5 billion times.

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