Elevator Pitch:

Aqwa is an environmentally conscious hyper casual game designed to make the player be more aware of how humans are affecting the earth's rivers and oceans with their waste.

Terminology:

1. Waste - Waste is the objective for the player to collect and gain points.
2. Wildlife - Wildlife are the small fish that the player must avoid, if the player collides with wildlife then their score multiplier will reset but the game will not end.
3. Environment - Environments are the exotic life that gets slowly revealed as the ocean gets clearer to represent the beauty of the ocean.
4. Larger Objects - Larger objects are what trigger the end state if the player collides with them.

Gameplay & Mechanics:

The player controller is a Sea Bin that floats on top of the ocean, the player must swipe their finger around a designated play area which will be laid out clearly to prevent confusing the player, this will be done using graphics that represent barriers such as buoys or rocks.

Different objects will appear on the player's screen. For example, fish, waste and larger objects (See terminology for description). It is the player's goal to catch as much waste as possible while avoiding any wildlife or larger objects which both have negative effects on the player.

"Power ups" will occasionally appear in the game for the player to collect. These power ups modify the flow of the game and grant the player bonuses for a limited time.
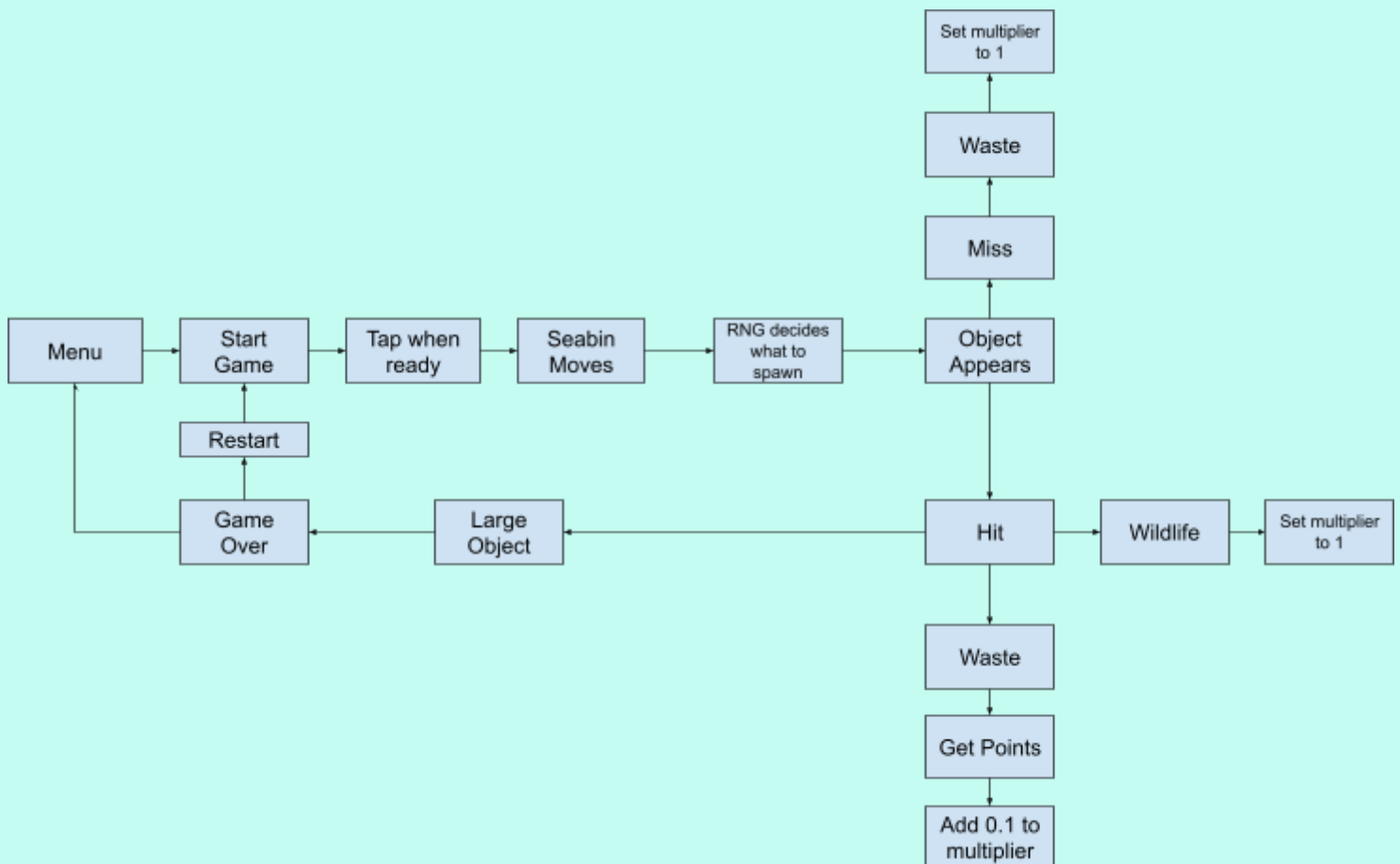
Power up bonuses:

- Double score multiplier.
- Fish will ignore the bin and can swim through it.
- Extra hit (Nither timed nor stackable and will not spawn if the player is still holding one).

Controls & Game Loop:

Controls for Aqwa are basic and easy to pick up. The Sea Bin is controlled by the primary touch of the player, the bin will move to the touch point on both x and y axis on a vector 2 movement. Limited space is available for movement though the player will have their boundaries clearly laid out.

Gameplay loop for Aqwa is presented via a flowchart below:

Thematics, Aesthetics & Style:

Colour Palette -

|				
E63946 Imperial Red	**5DA9E9** Blue Jeans	**003F91** Dark Cornflower Blue	**78FFD6** Aquamarine	**FED766** Orange Yellow Crayola
FF8811 Dark Orange	**317B22** Ao English	**3C91E6** Tufts Blue	**81E979** Light Green	**F194B4** Amaranth Pink
E4FF1A Chartreuse Traditional	**2E933C** May Green	**7A28CB** French Violet	**D95D39** Flame	**61C9A8** Ocean Green

Game View -

The camera of the game is on a fixed top down view with 2D graphics. The play area is clearly outlined by a barrier of cliffs and rocks.

Games with similar camera views to the proposed one for Aqwa with a 2D perspective instead of the 3D ones displayed. (Note the play area is clearly outlined by a visual barrier which is more elevated.)

Player Avatar -

The Sea Bin Project is copyrighted so instead of having a player avatar replicate a real world Sea Bin, a bin shaped as a recycling logo is the alternative as it is also a visual indicator that the player should be "recycling" waste instead of causing confusion and making the player thing they should be catching fish with a net.
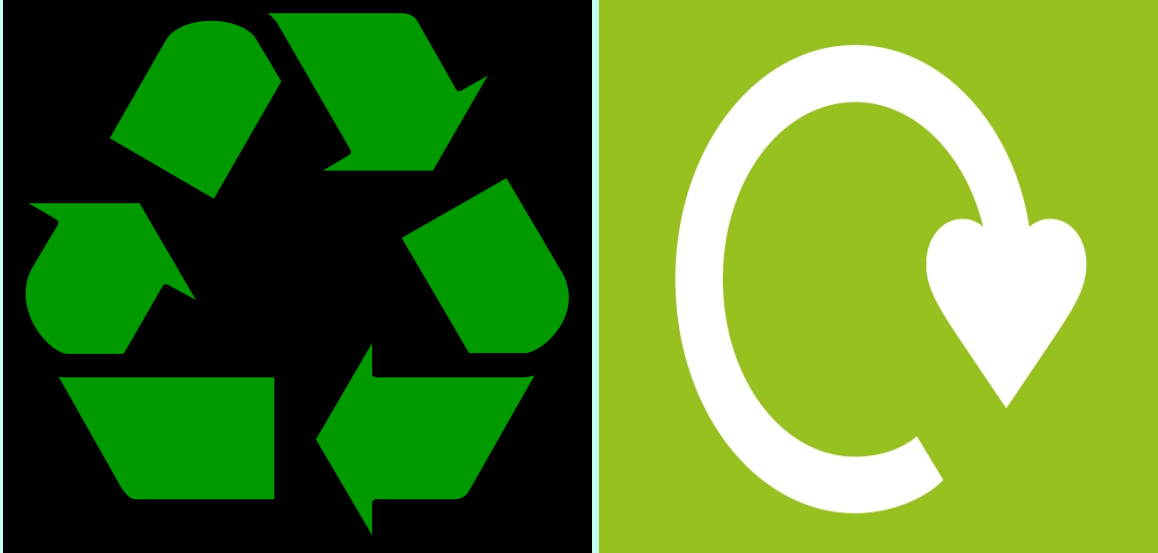
Easily recognisable recycling logos which are conveniently round shaped for a bin.

Waste -

Waste will represent common waste found in the ocean to make the player think about what happens to their waste if not disposed correctly. These include:

- Plastic bottles
- Aluminium Cans
- Six pack rings
- Plastic bags
- Cigarette butts (Check if it affects game age rating).
- Straws
- Bottle caps
- Food packaging

Wildlife -

Because cleaning the waters will reveal more exotic wildlife (Environment) and the player has to avoid larger mammals as a lose condition (Larger Objects), the standard wildlife will need to be easily recognisable for the player.

To prevent confusion for the player with the environment, the wildlife the player has to avoid will all be different breeds of common fish found in the ocean, unlike the more exotic ones found in the environment as then the danger is clearly visible.

Environment -

The environment objects are shown as a layer behind the transparency filter for the brown water, when the brown water layer gets more transparent the player will be able to see more of the environment.

These are creatures such as starfish, sea turtles, shells, jellyfish, coral reefs and ocean plants.

The environment objects need a light blue filter on them to give it an underwater look preventing confusion that the player must collect them.

Larger Objects -

The larger objects are represented by ships and large mammals like dolphins, whales and orcas.

Particle Effects -

When the player gains a power up, a particle effect will appear on the screen for visual feedback. Bubbles will splash on the screen and text will pop up to inform the player of the power up they received.

UI - other ocean plant life growing out of the buttons.

- User interface buttons will be based on graphics that clearly show the intentions over text, having text will require translations for a global market while a clear universal symbol will be more enticing for non-english speakers.
- On the top left of the screen will have the pause button. The button will be a squircle to be aesthetically pleasing and won't cover too much of the screen compared to a curved rectangle. The button's graphic has to display a bold appearance so it will not merge with any background and be visible at all times.
- On the top right of the screen will display the text for the score multiplier and the top middle of the screen will display the player's score.

Buttons used from the prototype, note the colours and symbols that indicate what the button does instead of a universal colour and text used.

Accessibility Options -

1. Left handed mode which swaps the positions for the pause button and multiplier text allowing the user to press the pause button more comfortably.
2. Larger text font.
3. Small black boxes around text.

Audio -

The music for the game menus follow a folk song played using a recorder flute instrument, the calmness of the music helps immerse the player with a nautical theme.

Inside the gameplay the music played follows a surf rock guitar loop. The folk recorder music would not be appropriate for gameplay as the surf rock music would be more engaging for the player as it has a higher tempo and won't be relaxing.

Sound Effects -

Sound effects are to be played when a cue happens, the cues occur when a menu button is pressed, the player gets a point, hits a small fish losing multipliers or when the fail state happens.

- Button presses play a short clicking sound replicating a real life button press.
- As the player will be collecting waste often, it is vital to not have a repetitive sound that will annoy the player, a soft sound effect such as wind blowing or a flute cord with the pitch attribute randomised would be a great option.
- If the player loses their multiplier the player camera will shake slightly for some visual feedback along with the sound effect of seagulls squawking, this will retain the theme of the sea while the squawking sounds like the player is being mocked by seagulls for making a mistake adding some comedy.
- When the fail state is triggered a ship horn is played.

Ambient Sounds -

While the game is being played, other ambient sounds are played as well as music. These noises are light sounds of waves and splashes of water.

Marketing & Monetisation:

General Advertising -

Promoting the game online with a short advertising video would be a leading marketing tactic for Aqwa. Because Aqwa is a hyper casual game, a greater effort to advertise towards heavily used social media apps such as Tik Tok and Instagram to get the widest audience possible and then any leftover advertisement budget to be spent on gaming focused areas such as Twitch or Youtube gaming.

Gaming focused websites and apps should be the secondary focus target instead of the primary as the users for those platforms are less likely to be interested in mobile gaming and won't be the target audience.

Playable Advertisements -

Presenting the player a limited vertical slice of the game as an advertisement on social media apps would give the player an incentive to download the game once they have tried the game loop for fifteen seconds and would like to try more.

Save the Ocean Campaign -

In a video game that promotes an agenda about the environment, some form of action should be taken to show the creators care about the environment. Taking no action would display the game as tone-deaf. The solution to this would be the: Save the Ocean Campaign.

Save the Ocean Campaign is a proposal for a marketing campaign for Aqwa. In this campaign, the game will promote in-store purchases for Aqwa. Every purchase will donate a percentage of the sale to a charity that helps ocean wildlife.

The goal of this campaign would be to do something good for the environment while also providing excellent publicity for the game, especially if the campaign is reported on by journalists.

Advantages for the campaign -
- Potential PR boost.
- Greater chances of sales with more charitable customers.
- Contribution to the wildlife.

Disadvantages for the campaign -
- Marketing the campaign is possibly costly.
- If poorly executed it may cause community backlash.
- Less net revenue.
- Researching the right charity will take a lot of time.

Contingencies for the disadvantages-
1. All advertising for the campaign can be done in the game and baked into existing advertisements.
2. Send information for the campaign to journalists directly for a greater chance of it being picked up as a report.
3. Make in-store purchases something the player would want to purchase regardless and the charity donation would be the cherry on top.
4. Increase the prices of the items to be slightly higher than the industry standard for a minimal loss.
5. Add a donation leaderboard in the game with the highest amount of donations for the top 100 players, any "whales" playing in the game may become competitive.
6. Set the campaign to be for a limited amount of time.

It is also worth noting that the Sea Bin Project accepts donations and may be considered a potential charity and can also be contacted for networking.

In-Store Purchases -
Player Skins -

Changing the skin for the player is a way to monetize the game, potential aquatic themed skins such as lifesavers or a ship's wheel to be used as cheaper skins or rewards from currency earned from watching advertisements, while more flashy, comedic and non aquatic player skins to be used for more expensive purchases.

Ad Free -

Charging the player a flat fee to prevent forced advertisements from the player, although optional ads for rewards would still exist.

Game Themes -

Game themes would be how the game is presented, such as the color palette, props on the game board and the models for the game objects such as different breeds of fish.

Hosting Ads -

Giving the player an advert when playing a game to be implemented as a form of monetisation. Video ads will be presented to the player after the game has ended and banner ads to be displayed on the game menus.

Competitors:

- Shoal of Fish
- Flying Arrow
- Seavax (not available but can be found here: https://www.blue-growth.org/Events_Blue_Growth/Games_2D_Ocean_Cleanup_Android_IOS_Phone_Mobile_SeaVax.htm)