

# Project Movement

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# Intro - Project Movement

Genre: Level-based Platformer with futuristic/abstract setting

Visual Style: 2D Pixel Art

Basic Mechanism:

- Movement abilities to gain and maintain speed
- Complete the level as soon as possible

Target Platforms: PC

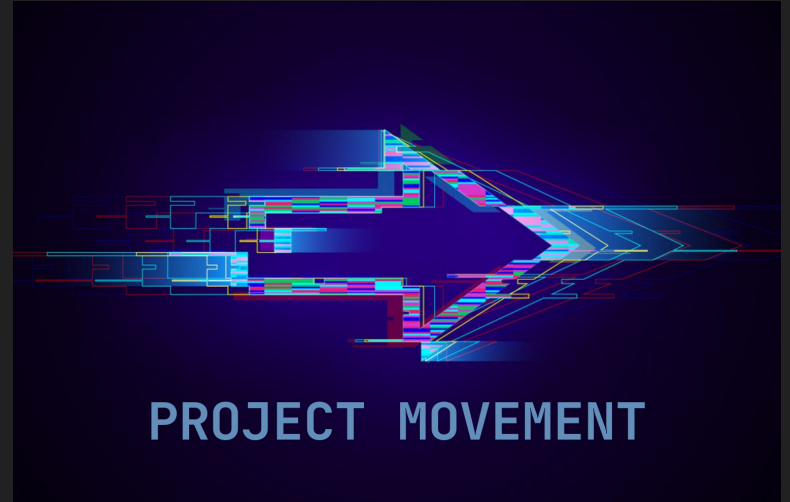
Game Time Scale: 2 - 3 months

Budget: \$0



# Elevator Pitch

Project Movement is a level-based 2d platformer with momentum preservation mechanics, allowing for maximum player skill expression and aiming to be the fastest platformer ever. We have abilities such as b-hopping, double jump, super jump and dashing which the player can utilize to avoid obstacles and clear levels as fast as they can.



# Key Features/Mechanics

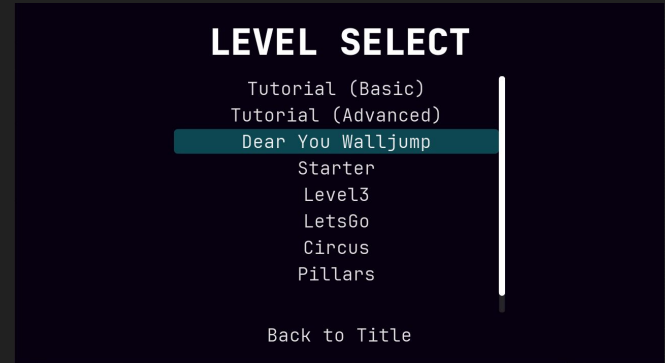
- Inertial movement and abilities such as:
  - B-hop
  - Double jump
  - Super Jump
  - Dash
- Speedrun timer
- Variety of levels, also with a range of difficulties



# Timeline

What we've done so far:

- Solid foundation of movement mechanics and abilities
- Multiple levels, putting players into varied situations
- Released two beta versions (numbered 2 and 3) and soon to release beta4



# Future Timeline

In the future:

- Build more levels
- Improve visuals
- Further market research and analysis
- Encourage player competition with leaderboards
- Expand to other platforms

# Gameplay Trailer



# Market

## Current market:

- About 50,000 regular players for 2D platformers on PC alone
- The market right now is about \$60-100 million
- Similar games such as Hollow Knight and Celeste sold 3 million copies and 500,000 copies respectively.

## How we differentiate:

- We are one of the few 2D platformers with an emphasis on speed.
- Unlike other 2D platformers we give the player opportunity to advance through the game at incredible speed.
- We provide players with a unique and interesting experience unable to be achieved in other platformers.



# Customers and Traction

From beta2 to beta3:

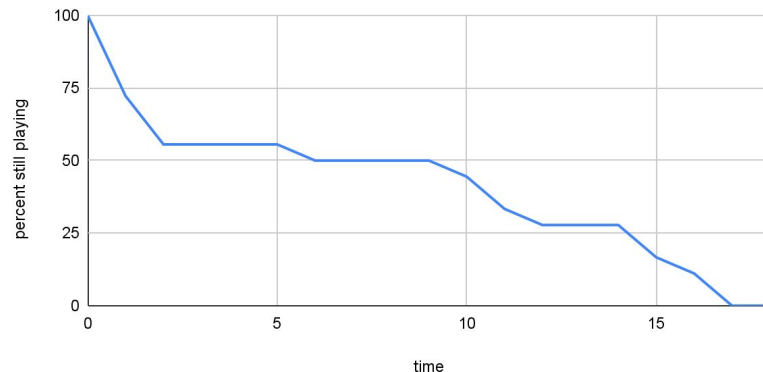
- 12% increase in unique player count
- 29% increase in median session time

Other stats:

- 42 total downloads
  - 22% of players on Mac
  - 78% of players on Windows
- 39 browser plays
- ~50 unique players, 85 total sessions played

Dropoff in time played (beta3)

percent still playing vs. time



# Business Model



# Marketing Plan

What we did:

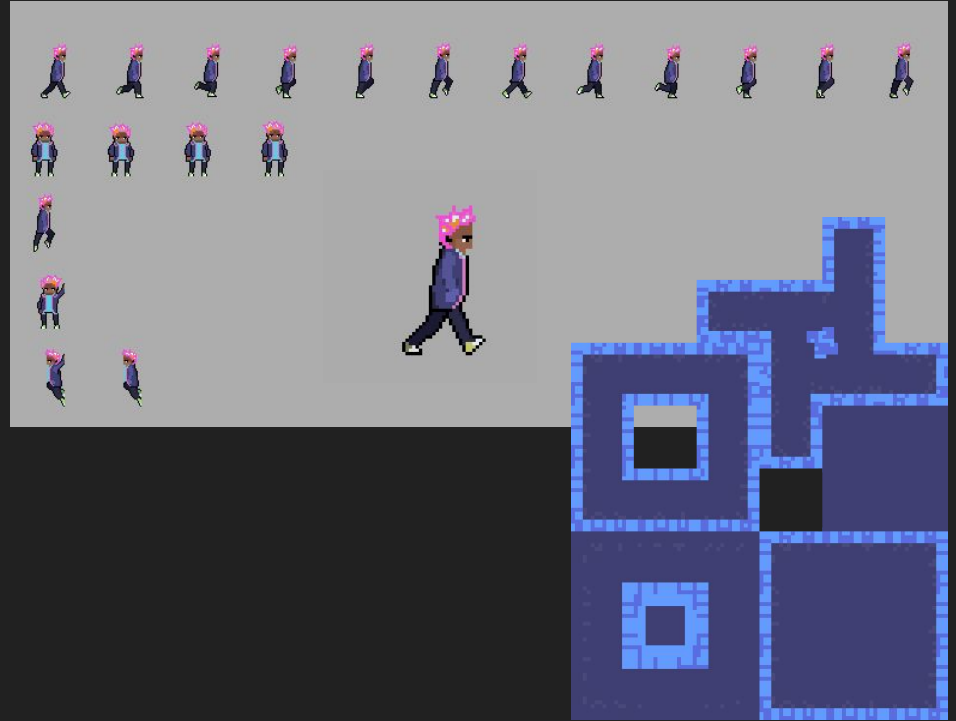
- Public facing website
  - Weekly devlogs, kickstarter

What we could have done/could do:

- Marketing
  - Aggressive marketing on social media platforms: Instagram, Reddit
    - More visual content
  - Upload speedruns to Youtube
- Funds
  - Hire third party for advertisement visuals
  - Purchase advertisements

# Assets

- All sprites were created by us
  - ...With the exception of the background
  - More unique
  - Slower development, lack of visual design in early tested versions so limited player feedback on visuals



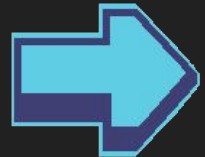
# Summary of playtests

- Paper prototypes playtest
  - Did not go as expected, game was difficult to simulate with paper alone
  - Provided a lot of insight on how players will interact with our game
- Internal playtest
  - Player control – Player enjoyed the game overall but had some difficulty with the controls
- External playtest
  - Player direction– Players felt comfortable with the controls and movement but needed better direction on navigating the levels



*Double jump and jump on same button was finally implemented*

*Directional arrows to guide players*

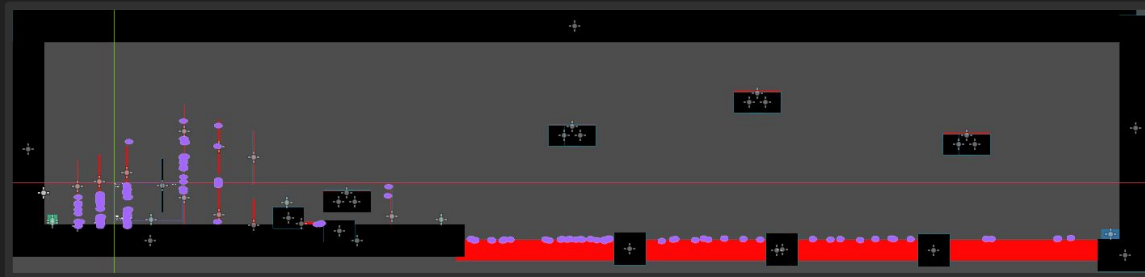


# Further Testing

- A/B testing
  - Not performed for released builds so far, potentially lacking statistically significant amount of players or time period to get data from
  - Could be useful for refining movement mechanics, but also challenges with designing it since can't get qualitative data with automated data collection

# What we've learned: Level Design

- Level designs considering mechanics
  - Adding additional indication or direction if level scale is too large to always immediately see where to go
- Need to design to make sure that levels can't all be beaten in the same way
  - Add obstacles so the player can't always just fly over the level
  - Platforms with different heights to encourage using different abilities
- Different players find different things fun depending on skill and previous experience
- 



*Purple marks where players died*

# What we've learned: Misc

- Overall Plan
- Paper Prototype
- Using Godot
- Art & Animation
- External / Internal Testing
- Game Statistic
- Advertising
- Marketing for Game





Q&A