Europa
Created by Matt Barrow
Game Genre

• Action/Adventure
• Strategy
Game Premise

The deeper you go, the danger elevates
Backstory

• Europa is the only other body in the Solar System with oceans other than earth.
• In the year 2050, humans have began to colonize space. Europa has been targeted as the next site. However that cannot be done until a large energy source is identified on Europa.
• The new hybrid vehicle “Orca”, has been sent to explore the deep seas and upper crust for the source as well to collect resources.
• Armed with torpedoes, bombs and a drill you are to destroy anything that prevents your safe return.
Target Rating

- Teen
- For animated violence
Target Market

Males with ages varying 13-25
Player Motivation

• A player wins when they have successfully found the energy source and return safely.
• The player will be driven to collect as many valuable resources as they can such as gold and silver.
• They will also be interested in seeing what they find the deeper they go.
USP (unique selling proposition):

- The opportunity to explore not only the seas but the upper crust of a moon.
- Gamers will choose this over other titles because it takes place on a known moon, which will be accurately represented.
- There will be action sequences thrown in for the players enjoyment.
- The player will be able to upgrade features of the orca such as the hull, fuel, engine and torpedoes.
- Multiplayer modes.
Competitive analysis

• Motherload (No water exploration)

• Aquanox II (No crust exploration, not known body)

• Aqua Vita (Only can explore a fish tank)
Goals

• The game fills all the needs of my target market as well as others.
• The mood to be adventurous and fun.
• Spark interest in future space exploration.
• Provide excitement, tension, suspense, challenge and fear.
• These goals will be met by the game play, multiplayer availability storyline and level design.
Highlights

• Underwater levels will feature obstacles such as ice, bubbles and sea creatures.
• Underground obstacles will include boulders, gas pockets and aliens.
• Available resources are diamonds, oil, gold, silver, alien artifacts and platinum, which can be sold to get Orca upgrades.
• Will be a final boss.
• Multiplayer battles and resource races.
Conclusion

• Non competitive market
• Deep storyline
• Game play features underwater and ground.
• Multiplayer
• Available upgrades