“Because you didn't deliver all the papers the first two times.”
Game Genre

- Third Person
- Role Playing game
Game Premise

- You thought everyone got their papers the first couple times around. You were wrong. Now, pedal your way towards untold millions hidden in the daily newspaper market.
Unique Selling Point

- The Unique Selling Point for *Paperboy 3* would have to be the innovative control scheme the game will introduce.

- Our engineers have created a new bicycle pedal-like control device to enhance the user experience. In order to move the Paperboy in the game, the user would have to actually pedal with the controller. This introduces new challenges to the game play.
Unique Selling Point

- The game would also require the player to “throw” the newspapers with the Wiimote, adding further entertainment value to the game.

- While both control features are suggested as they offer a more immersive game play, they could be disabled to allow normal controls for someone intimidated by the new control scheme.
Back Story

- Peter the paper boy was employed on and off as a paper boy during his teenage years. Now, just graduating from college and facing the prospects of a difficult job market, he's back to use his freshly printed Economics degree to run this paper route like a Fortune500 company.
Target Rating

- Everyone 10+
- There is minimal violence, no crude language, and no suggestive themes.
Target Market

- Our target audience is an age range of 10-40.
- We also target overweight people, or people looking for a fun, healthy time.
Player Motivation

- The player's goal is to grow his or her paper delivery empire to stretch all across the city.
- The player can aide its' own expansion by upgrading his or her bike, adding assistant paper people, and through many other exciting improvements. Having the most decked out paperboy will also add to the player's motivation.
Player Motivation

- In a multi-player game, the players will strive to complete the route as fast as possible while accruing the most points.
Competitive Analysis

- *Paperboy*: The original. Features a simplified game-play, and very primitive graphics.
Competitive Analysis

- *Paperboy 2*: Ridiculous graphics. No real improvements in game-play.
Competitive Analysis

- *Wii Tennis*: Game shows the extreme popularity of the innovative Wii controls and controllers. 67 million Wii's sold.
Goals

- The goal of *Paperboy 3* is to create an exciting, challenging, healthy, nostalgic experience.
- By including fun parts of the original *Paperboy* such as the chasing dogs or the cars cutting the rider off, players will relive the experience of the NES days.
- The combination of the new pedal control system and involving missions will allow players to get some healthy exercise while enjoying the game play.
Highlights

- After a couple of beginning levels, getting used to the new, innovative control scheme, the player will be challenged.

- The other paper boy in town, Paulie, decides he has had enough of your competition. He decides to let his pitbull, Pedro, off the leash to hunt you down. You must complete your paper route while under the chase of Pedro. Time is of the essence.
Conclusion

- *Paperboy 3* needs to be made because there is money to be made!
- With the unique combination of a classic game re-done, a unique interface and control system and a video game console that is wildly popular, this game must be delivered!