“It’s Halo meets Starcraft.”
-Scotty Peters
Game Genre

- Action
- Strategy
- FPS
- Fun!
Vulcanized rubber has become an almost non-existent commodity. It resides now only in the hearts of towering behemoths known as “Tenders.”

It’s kill or be killed as you attempt to harvest this precious resource from other Tenders as you protect your own.
Backstory

- In 2040XX, hockey is the greatest sport in the universe.
- Due to a shortage of pucks – made entirely of vulcanized rubber – the sport has been put on hold.
- Only Tenders from planet Vulcan can harvest the precious rubber from the hearts of their brothers.
- You are Brock Hard, an Attackman who must weaken other Tenders for your own Tender – Roger – to harvest.
- With your help, maybe hockey can be played once more.
Target rating

- Expected ESRB: M for Mature.
- For violence and blood.
- And language.
- Online interactions not rated by the ESRB.
Target market

• 17-34 year olds.
• It is a very strategic game that relies heavily on communication.
• The target audience is broad, as the game lends itself to many playing styles:
  • Tender – Strategic planning, micro-managing, cautious play style. “Overlord” view.
  • Defenseman – Sniper rifle play; camp, patience, precision. First-person perspective.
  • Attackman – Stealth/Fast-paced action. Melee combat. Third-person perspective.
Player motivation

- Intense, strategic competition.
- Play as 3 unique classes: Tender, Attackman, Defenseman.
- Unlock different “Kill Phrases,” such as, “I’m going to need that bullet back when you’re done with it.”
USP (unique selling proposition):

• A smooth blend of strategy, sniping, and hand-to-hand combat; you choose which class to play in the pregame lobby.
• Fast, agile, stealthy.
• Must use speed and guile to sneak up on Defensemen.
• Have 4 lives.
• Must scale Tenders to reach head and inflict most damage
• Must avoid being shot in the head.
- Limited mobile range; attached to Tender with leash.
- Have 2 lives.
- Have a weak melee attack to stun Attackmen.
- Lose sniper rifle and become like Attackmen if Tender uses “Call To Arms.”
Update your team from a birds-eye view of the battlefield

Has to deliver the deathblow to opposition’s Tender.

“Call To Arms” transforms Defense into Attack as a sort of last stand. Defense are pulled to the Tender by leashes.
Competitive analysis

1) Halo – Vulcanized Heart will attract the same audience that enjoys intense action with strategic objective games. VH has the edge of variety in play styles with a more central focus on strategy and communication.

2) BattleField: Bad Company 2 – squad based action, like VH, but VH offers more opportunities for the player to implement complex strategies.

3) Splinter Cell: Pandora Tomorrow – online multiplayer lets you play as either a Spy (3rd person) or Merc (1st person), but VH will play faster and the Attackmen won’t be useless in a fight (like the spies).
Goals

• Vulcanized Heart will give players ultimate satisfaction as their well-laid plans are carried out to fruition and a mighty Tender falls dead to the ground.
• It will make people better at communicating.
• It will educate about why hockey is great.
Highlights

1. TENDER →
2. MISS!
3. NAAAAAAA
4. 😡 😡 😡
Conclusion

• Vulcanized Heart is the ultimate example of team-based strategy, as everyone is given an exact role to play.
• The games that have the longest lifecycle are online multiplayer games, and Vulcanized Heart offers a fresh take by giving the player completely different characters to play as.