Spicy Zombies

Game Design Document

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GARGAMEL
ESTUDIO

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General information

Títle: Spicy Zombies

Platform: iOS & Android

Genre: Hypercasual, Arcade, Endless

Rating: (Teen) ESRB

Minimum requirements: smartphones/ tablets Android 4.4 /IOS 10

Target: Casual gamers (21 a 45 years)

1. United Stades: 260.2 million users.
2. Brazil: 96.9 million users.
3. Mexico: 65.6 million users.
4. UK 55 million users.
5. Spain 35 million users
Total: **512.7 millones** million users.

Release date: SEPTEMBER, 2020 (depends on publisher)

Publisher: Gargamel Estudio or publisher

Synopsis

You are a brave **rancher**, use the best **chilis** of your harvest to defend yourself from **THE ZOMBIE ATTACK**.

An evil creature has infected the entire population with a **virus** that turns them into **ZOMBIES**.

Save yourself! Spice up the ZOMBIES before they get your brains eaten and collect your favorite pimped **ZOMBIES**

Unique Selling Points

- Spice and chilis, loved popular icons is osme parts of the globe.

- Mexican folklore, attractive in many parts of the world.

- Addictive mechanic: slingshot in depth.

- Humor.

- Trending topic: virus. Humans are zombified by a virus.

Rules

1. The player must throw chili peppers and hit the zombies mouths whilst they approach.

2. Each zombie requires a certain amount of hits to spice up and defeat it.

3. The score is obtained with each chili hit and in relation to the difficulty of the type of zombie and the distance.

4. The player positions the shot in strength and direction.

5. If the zombie reaches the player, before it's completely spiced up, the player loses.

6. Each tool and type of chili has a different value or action; and produces a certain amount of spiciness in the zombie.

7. The premium version of the zombies and the types of chilis can be obtained buying with either internal economy or money.

1. Throw and hit mouth to spice uo the zombies

2. Spice up fast before being attacked

3. Unlock new powerful chilis

4. Unlock the premium version of the zombies and collect them all

HIGH SCORE

5. Survive as long as possible and become the highest score in the leader board

① SPLASH SCREEN
- Identity
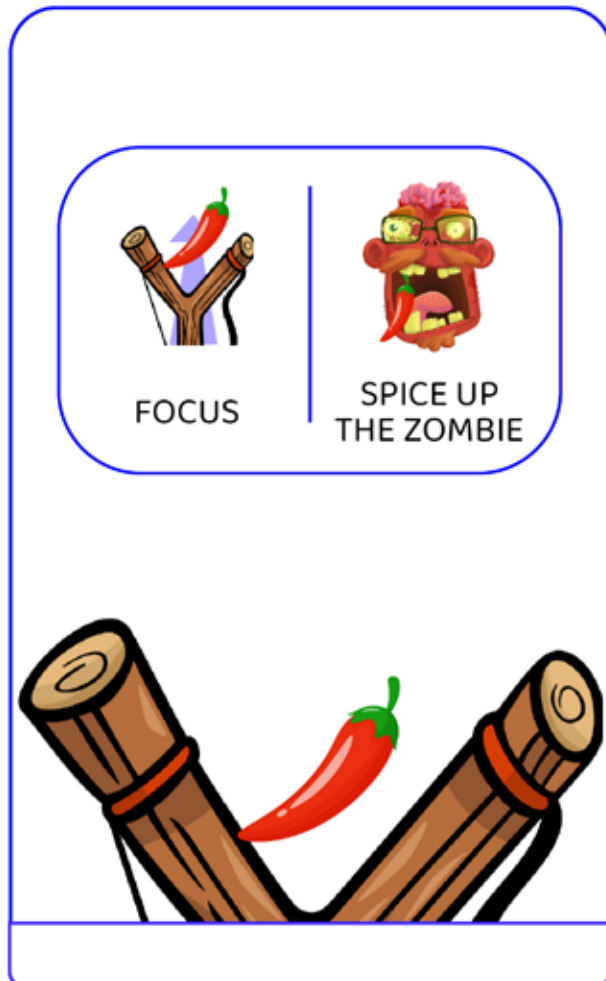- Loading
-Logos

② VIDEOGAME INTRO

VIDEO INTRO
- Only the first time you enter to play
-Comic-style bullets, with animated details

* See storyboard

Tutorial
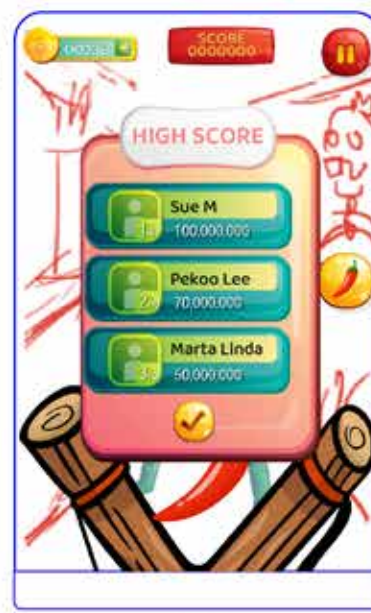
FOCUS | SPICE UP THE ZOMBIE

Game

SCORE 0000000

00236

SWIPE UP

High Score Screen

HIGH SCORE

Sue M
100,000,000

Pekoo Lee
70,000,000

Marta Linda
50,000,000

Coins screen

COINS

50 — FREE
200 — $9.99
750 — $49.99
SALE 1,200 — $99.99
2,000 — $179.99
1,000,000 — $699.99

Pause screen

PAUSE
MISSIONS

Enchila 4 zombis hipster

Throw 10 chili peppers in less 10 seconds

Get a zombie piñata

Weapon screen

WEAPON SELECTION

0   10   24   0

Spicy level

100   250   500
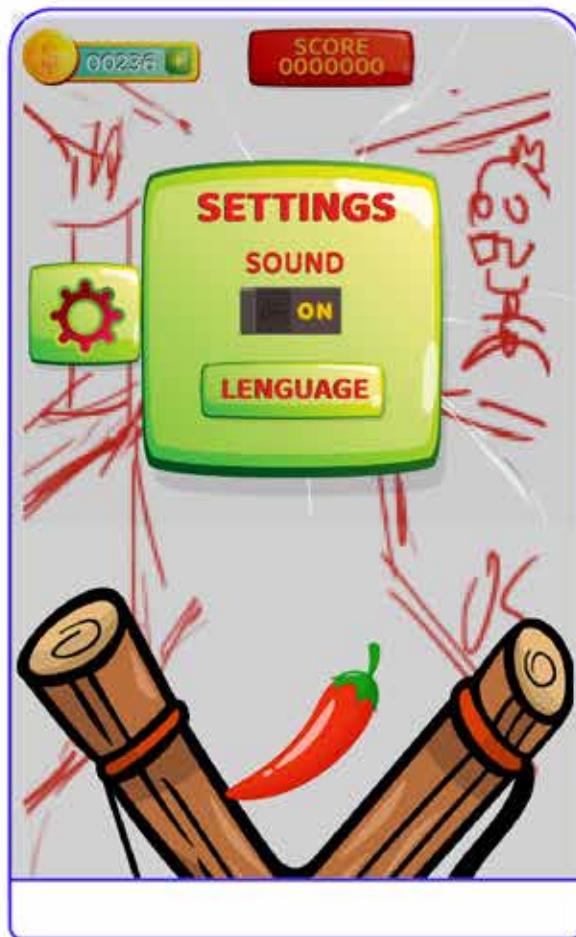20   50   75

SELECT

SCORE 0000000

END OF GAME

The game ends when the player is hit by the zombie and the end of game screen appears containing:

- the score obtained,
- the record of the player with the highest score
- the collected coins
- the possibility of restarting a new game

NOTE:

In this flow chart there are no advertising screenings, Ads strategy appears later.

Settings Screen

- Sound On/Off
- Lenguage

MAIN MENU

Missions Screen

- Completed missions tab during the game.
  For each mission completed, the player obtain coins.

DEAL OF THE DAY

🌶️ 10	🧊 0	🎩
FREE!	💰 200	💰 500

La oferta termina en: 00:07:18

COINS!

200	750	OFERTA 1,200
$9.99	$49.99	$99.99
2,000	100,000	1,000,000
$179.99	$299.99	$699.99

PACKAGES!

PACKAGES!

SPICY COMBO %
$249.99
Includes:
- 200 chili peppers
- 50 sauces
- 1000 coins

ZOMBIE BUNDLE
$449.99
Includes:
- 500 chili peppers
- 9 Zombies Pro
- 500,000 coins

WEAPONS!

500	OFERTA 1,000	50,000
$49,99	$79,99	$99,99

00236

BACK

ZOMBIE HIPSTER

Zombie hispter, everything seems too mainstream to him, he really enjoys the raspberries, matcha latte and organic broccoli

5,000

$49.99

00236

BACK

ZOMBIE HIPSTER

ZOMBIE HIPSTER
UNLOCKED

Zombie hispter, everything seems too mainstream to him, he really enjoys the raspberries, matcha latte and organic broccoli

BIG BOSS ZOMBIES

Zombies that trow objects to the player.
The player can defeat them by hitting and dropping the objects in their hands.
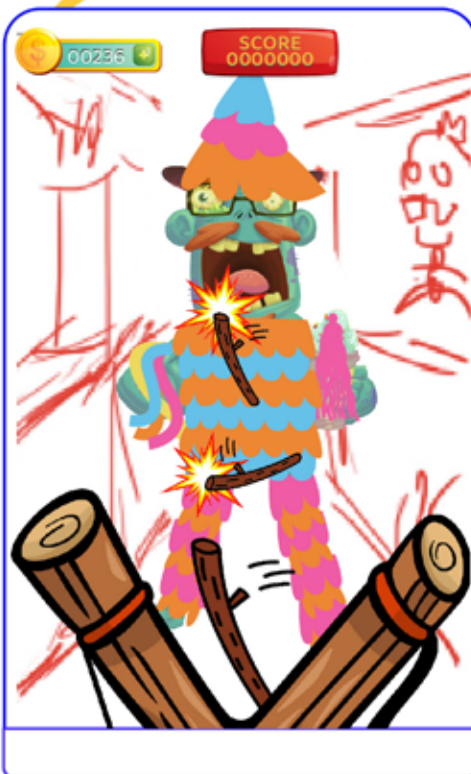If the object hits the players camera it creates one damage,
Asecond hit results in a game over.

Have you played enough and beated plenty of zombies, it's piñata time:

1. Fairy Godmother Zombie appears, if you hit it, you can go to Loot box time!

2. Hit Zombie Piñata with sticks instead of chilis, each good hit will give you excellent prizes.

3. Once you break it, pum! it spills the screen with brains and guts that the player must take off by scratching with their finger.

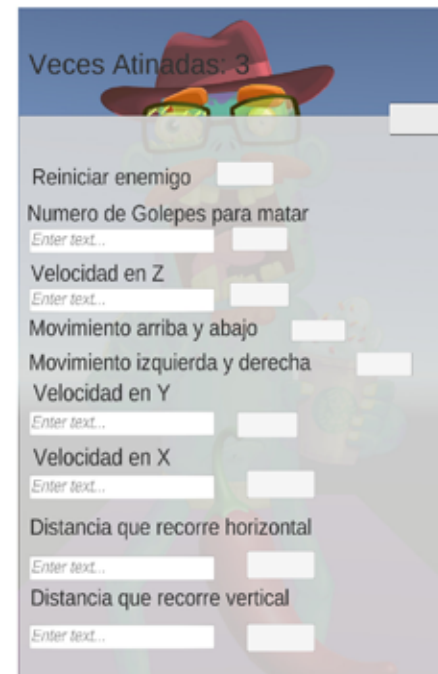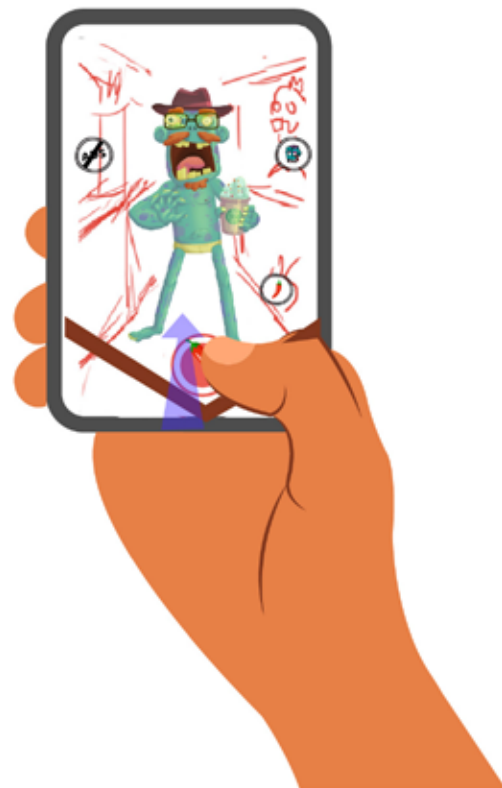4. When finished, you will see the special super reward.

There will be a timer indicating the waiting time for the next Loot Box

00:59:32

The shot direction, distance and force is determined by the thumb gesture slingshot.

Veces Atinadas: 3

Reiniciar enemigo

Numero de Golepes para matar
Enter text...

Velocidad en Z
Enter text...

Movimiento arriba y abajo

Movimiento izquierda y derecha

Velocidad en Y
Enter text...

Velocidad en X
Enter text...

Distancia que recorre horizontal
Enter text...

Distancia que recorre vertical
Enter text...

* See .apk in this [link](#)

** To use this apk in its easy way, use this settings box. The white buttons on the right are the "enter". We recommend starting with: number of strokes 1, and deactivating movement up and down.

Progression

DIFFICULTY   1   1   1   1   2   2   2   3   3   3   ∞

NOMBRE	# DIFICULTAD	VELOCIDAD	MOVIMIENTO PRINCIPAL	DAÑO	DAÑO 1	DAÑO 2	DAÑO 3	DAÑO 4	DAÑO 5	FINAL
MAMER DE GYM (slash)	1	1	BOCA ABIERTO	2	se hincha el brazo	enflacan piernas				explota pecho
HIPSTER	2	2	ABRIR Y CERRAR BOCA	3	Separa brazo	sale ojo	quiebra craneo			Explota cerebro
POLÍTICO	3	3	GIRA LA CABEZA 360	4	pierde pierna	pierde mano	saca nariz	abre craneo		explota cabeza
PAPI REY/ MIREY	4	4	BAMBOLEA cuerpo de lado a lado	5	pierde sombrero	cae mitad cara	pierde brazo	cae piel panza	sale tripa	explota cabeza
MARIACHI	5	5	BAMBOLEA solo cabeza de lado a lado	2	explota pecho	hinchan labios				explota pompas
SOCIALITÉ (KARDASHIAN)	6	6	con la cabeza hacia atrás y hacia adelante (sí), boca abierta	3	se hincha el brazo	enflacan piernas				explota pecho
NERD O GEEK o GAMER	7	7	de lado cojeando	4	Separa brazo	sale ojo	quiebra craneo			Explota cerebro
MIMO O PAYASO	8	8	diciendo que no	2	pierde pierna	pierde mano	saca nariz	abre craneo		explota cabeza
PINTOR	9	9	aullando	4	pierde sombrero	cae mitad cara	pierde brazo	cae piel panza	sale tripa	explota cabeza
PORRO	10	10	con hipo	3	explota pecho	hinchan labios				explota pompas
VENDEDOR CARNISALCHICHONERIA	11	11	masticando algo	4	se hincha el brazo	enflacan piernas				explota pecho
MAESTRO DE YOGA	12	12	cantando	2	Separa brazo	sale ojo	quiebra craneo			
SUEGRA	13	13	lleva bolso grande	3	pierde pierna	pierde mano	saca nariz	abre craneo		
OTAKU	14	14	lleva objetos de anime	4	pierde sombrero	cae mitad cara	pierde brazo			explota cabeza
INFFECTED VIRUS	15	15	estornuda fuerte y verde	3	explota pecho	hinchan labios				explota pompas

DEVELOPING

Zombie movements

In order to beat the zombie, it is necessary to hit him right inside the mouth. Each zombie has a body and movement of different head and this determines its difficulty and the place where it appears within the progression of the game.

Player weapons

DEVELOPING

Different types of chili with different levels of enchilamiento.

DEVELOPING

Different types of sauce when you choose, it will spread the squirt dee sauce

DEVELOPING

Ice, freeze for a time to zombie

Logo

Typography:
Baloo Chettan 2

A zombie (plural zombies, 1 from Haitian Creole zonbi) refers in general terms to an entity that, in one way or another, can be come back to life. The concept of zombie finds its origins in a legendary figure typical of the voodoo cult. It is a dead man resurrected by magical means by a sorcerer to make him his slave.

According to the belief, a houngan, bokor or voodoo sorcerer, would be able, by means of a ritual, to resurrect a dead person, who would be, however, subject from now on to the will of the person who brings him back to life. Also, according to popular belief, a person who is bitten by a zombie is said to become one of them.

Color palette

54E3C7	1B9B82	FF4839	FF9C5D	A70A32
F7B8FE	4127FF	FFF590	FFD00D	D8D8D8

spicy zombies

Download on the **App Store**

GET IT ON **Google Play**

★★★★★

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque non pharetra metus, et varius odio. Aenean eget nunc sed felis bibendum viverra. Maecenas risus neque, porta ut volutpat id, scelerisque eget lectus. Curabitur id maximus augue.

Sketches

Sketch polished

Character design

Final version

Zombi hipster

Spicy
Zombi hispter

Zombi hipster
plus version

Sketches

Sketch final

Final version

Animation

Software: Spine
Bone system with parts to optimize the app weight

* See animation example

SPINE

Animation cycles:
walke
pause
damage 1, 2, 3, etc.
idle
brain eating

Zombies PRO customization uses the same skeleton
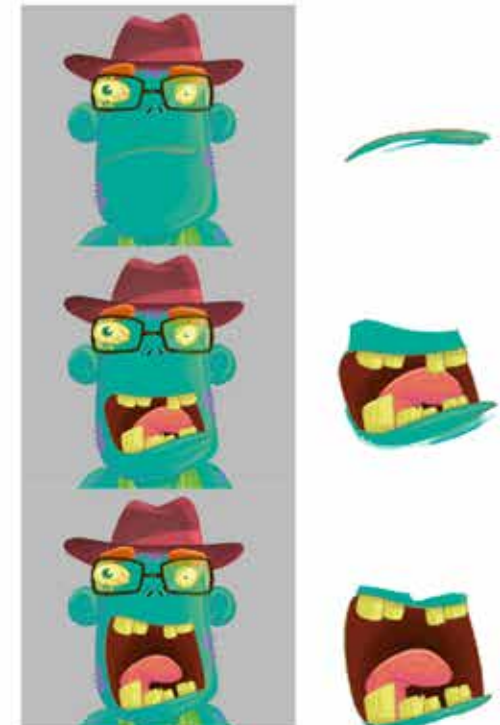to optimize weight with same atlas and animation.
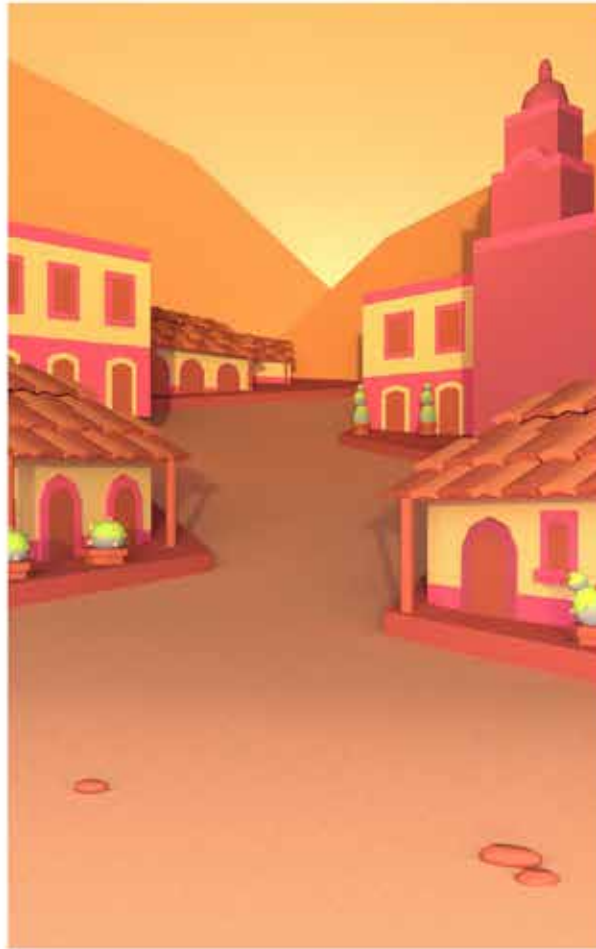
RIG

TEXTURE MAP

Some elements are
sprite sequences

The zombie characters are based on Mexican stereotypes in their humorous version

Combining humor and gore
Blood, brains, bones

INTERSTITIALS
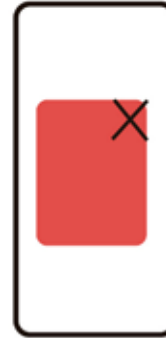
Full screen advertisement, however the user can close the window. We recommend to use it between each round. Every time the player loses, after showing score.

OFFWIRE

This type of advertising asks the player do some more complex task (survey, etc.) Offer it only to players who have reached their sixth session. If they complete the task they are awarded Zombie Pro. Every six sessions.

Remove advertising button for a price in real money.

WEAPONS/ POWER UPS

$ 10 🪙 The purchase is made with the internal currency in the game, not real money.

SKINS

$ 1 dls The purchase is made with real money.

Without the zombie pro customization, they appear simple, semi-bound, and the same.

ZOMBIE HIPSTER

BACK

Zombie hipster, everything seems too mainstream to him, he really enjoys the raspberries, matcha latte and organic broccoli

5,000 $49.99

ZOMBI MAMEY

VOLVER

Ama ir al gimnasio, tomarse fotos durante media hora para conseguir la story perfecta y su proteína de cookies and cream

5,000 $49.99

Collectible zombie carousel with name and description.

Monetization "In App Purchases"

GAME COIN = REAL MONEY

$ 400 🪙 = $15 dls

$ 800 🪙 = $25 dls

$ 1600 🪙 = $40 dls

In-game currency is purchased for real money at any time of the game.

OFFER
OF
DAY

Every day cheaper coins are offered, zombies or cheaper weapons.

DAILY REWARDS

$ 400

OFFER OF DAY

$ 110 SALE x $15

ASSET BUNDLES

1 new weapon every week
1 new zombie every 15 days

ONBOARDING

In the first 30 seconds:
- You understood the game just by watching it
- You defeated a zombie
- You earned your first points
- You accomplished your first mission

ANALYTICS

Save the player's progress in four key points to know where to leave the game to recognize what to improve.

DIRECTED ANALYTICS

Recognize which players contribute the most to advertising and which contribute the most to in-app purchases and focus the monetization strategy according to their profile.

PUSH NOTIFICATIONS

You have
a new
zombie
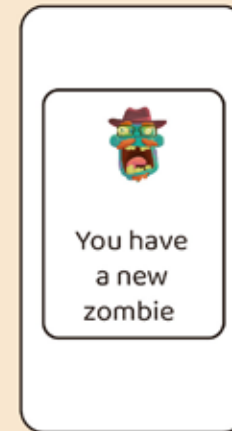
Remind the player that the game exists.

Themed zombies

According to different themes during the year, this in order to enhance visibility in virtual stores.

MISSION OF THE DAY

You have a new mission

A new daily mission