

Dino Dash

Name: Diana Kašparová, 544014

Target Audience: The target audience could be fans of retro arcade games, particularly younger players who are just beginning to explore the gaming world.

Gamer Type: achiever

Target Platforms: PC/consoles

Genre: arcade infinite game

Number of Players: 1

Projected Release Date: 2023

We find ourselves in the Mesozoic more than 200 million years ago, when dinosaurs became the dominant creatures during the Jurassic period, facing a very rapid revolutionary radiation. They dominate the ecosystem. The first birds and theropod predators appear on planet Earth. Climatic and geographical changes occur - nature seems to seek peace. In this wild and diverse world, you are a **baby sauropod** who must be on guard against vicious predators while still being able to find enough food. Predatory theropods are all around, waiting for the opportunity to get their prey.

The earth is trembling and you can feel the danger approaching. A solar eclipse is coming. You're a cub, but you're not lacking in speed. You're running for safety. You face obstacles such as fallen trees, predators, tiny space objects hurtling towards the planet. **Time is running out and the goal is to survive and get to safety...**

Core Mechanics: *Run -> Evade -> Collect -> Compete*

Run as the core activity of the game experience

Evade for survival and distance.

Collect key components (speed boosts, energy shields, leaves from the Enlarging Dragon Tree)

Compete for top leaderboard rankings, introducing a competitive aspect into the game.



Design created using AI generator and photoshop.

On the running background, you battle against:

- Time
- Predators
- Natural elements

Components:

- Gain speed by collecting **speed bonuses**. After collecting five of them, you can then use up to four times your speed for **10 seconds**.
- Protect yourself with an **energy shield (Force Field)** that protects you for **15 seconds**.
- Collect leaves from the **enlarging dragon tree (Buffs)**, which allow you to overcome obstacles more easily. This component works until you are hit by a threatening space object.

- Slow down time and background by jumping on the **bonus snail**. Time passes more slowly for **20 seconds**.

Player experience goals:

- **adrenaline** >> when running, avoiding
- **getting better** >> trying to score better than other players
- **having fun** >> enjoying the game

Team Roles

- Coder (everything)
- Artists (concept, 2D, 3D, UI, animation, effects)
- Designer / Tester (content generation rules, enemies, skills, balancing)
- Writer (overall story arc)

The Competition

Competition for Dino Dash could be other games like endless runner, PC/console games for the whole family and titles with similar visual style. It is important to focus on what differentiates Dino Dash and tailor its marketing and features to a specific target group.

Compelling aspects / USP

The game is a distinctive combination of endless running and survival. Visually appealing and atypical graphics and art style set it apart. A prehistoric world with story elements that creates a unique atmosphere in the runner genre. There is no shortage of engaging strategic decision making with various bonuses and abilities for more dynamic gameplay. Includes a competitive aspect with leaderboards and social interaction between players.