

QUICK SHIFT ANALYSIS

Intense, high speed straights with drifting into tight corners.

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1.0 PREMISE

"For those of you who played Ridge Racer or Need for Speed when you were kids, this memory will be very dear to your hearts. Imagine taking a straight down the road. You are shifting into 5th gear, focusing on staying straight as to not lose any speed. You see the corner in the distance - it's a sharp one, but nothing you're not unfamiliar with. As you approach the corner, with your foot on the pedal, you slam on the breaks, as you pull the steering wheel towards your right. Without losing momentum, you pull a drift around the corner. This is what I have to bring to you today. This is Quick Shift."

THE BASICS

Below is a quick overview of some of the basics of the game.

Name: **Quick Shift**

Genre: **Street Racing**

Platform: **Android, iOS**

Goals: **Lap-time/high score**

Keywords: **Drifting, Drag racing, One-touch Controls, Customization, Competition**

SUMMARY

The basic idea of the game is to create a circuit-racing lap-time focused driving game – the goal for the player is to complete three laps around a circuit in the fastest total-time possible, whilst the player constantly accelerates



forward without player input. The player's performance in drifts are also recorded into a separate leaderboard. The game will be created on Android and iOS – free to play but with opportunities to invest into the game.

The race is set on a circuit track, split into segments – with each segment with their own playstyle, which the player must conform to.

Along straights, the game functions much like *Need for Speed Undergrounds'* drag racing. The player accelerates down a straight path, whilst remaining in their lane – timing their gear shifts as they go along to gain as much speed as possible.

The player has incentive to reach higher speeds as this increases their “score multiplier” going into drifts, reminiscent of *Need for Speed Carbon's* drift multiplier. Ultimately, these straights serve as safe zones as there is no possibility of player loss.

Along curves, the game functions much like *Thumb Drift*. The player drifts around the corner, and so long as the player does not crash or spin out, they gain points.

However, as mentioned earlier, the added element of speed multiplier will play into it. Driving at a higher speed gives a higher score multiplier going into a drift. However, going at a higher speed runs a higher risk of crashing into corners and bends, making it more difficult to tackle drifts, but also providing an element of mastery for players who aim to top the leaderboards.

If the player oversteers, they spin out, whilst similarly, if they understeer too much then they inevitably hit the walls on the far sides.

KEY FEATURES

THEME – OLD-SCHOOL STREET RACING

Reminiscent of old *Need for Speed* games, *Quick Shift* will have that same lawless, street racing feel, a genre that has become less common, as recent racing games are focused on more modern themes – Forza Horizon 3 and Project CARS.

This means car customization, censored versions of songs like “*Get Low*”, and an audience of spectators to give the player that feeling of having “street cred” – all cast under night-time, with street lights illuminating the roads.

CONTROL SCHEME – SIMPLE AND FLEXIBLE

The biggest selling point for this game is the **one-handed operation system** – which ties in with our persona described later in the market analysis.

Shifting gears along straights will be done with a lever displayed on the screen, which the player *pulls down* to *shift up* a gear, and *vica versa* – only if the timing is appropriate (such in most other racing games).

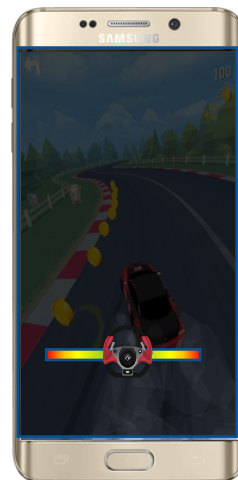
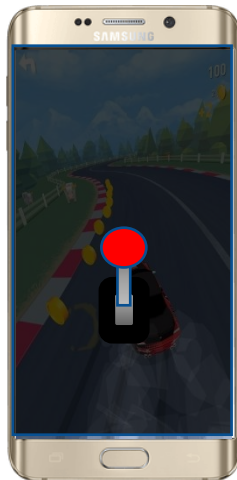


Before the drift phase, there is a short pause so the player can anticipate the curve – this gives time for the player to decelerate if they wish, or simply brace themselves for the drift.

During the drift phase, a slider will be presented to the player in the center of the screen, see the below graphic.



The player must aim to keep their steering wheel within the bounds of the red, otherwise the car will crash/spin out, causing failure for the player. Moving the slider to the left drifts the player left. Moving the slider to the right drifts the player right. Keeping the slider centered makes the player drive forwards.



Although the positioning of the controls is done with both dominant hands in mind (centered), they can be customizable in the Options settings, for both size and position.

This allows players to experiment with what they feel is best.

CAR CUSTOMIZATION – STREET CRED AMONGST FRIENDS

Scoring directly correlates to an in-game currency value (for example, a score of 1000 nets 1000 coins). Using this currency, the player can purchase new cars, change the decals of their ride, and upgrade their car. Coins will be given generously to supplement the diverse range of choices of both cars and styles.

Cars also have different stats, as shown below. This allows players to experiment with different cars to see what feels the best. These stats are “top speed”, “acceleration”, and “drift”. Top speed governs the top speed of a car during straights. Acceleration governs the car’s acceleration during straights. Handling reduces the amount of red on the edges of the scale when drifting, meaning less likely to oversteer or understeer, and generally making it easier to drift.

Car upgrades are as simple as “+top speed”, “+acceleration”, and “+drift”. These elements have been simplified for our target audience, as children are not expected to understand terminology such as “spark plugs” or “suspension”. However, cars can only be upgraded to a point. For example – one car could have a Top Speed of 3, upgradable up to 8. Another car could have a Top Speed of 5, but upgradable up to 7. This gives players incentive to test out other cars. This is explained with the graphic below.

Stock	Top Speed	Acceleration	Drift	With Upgrades	Top Speed	Acceleration	Drift
Car 1	5	3	2	(+Net Gain from stock)	7 (+2)	8 (+5)	4 (+2)
Car 2	3	4	5		8 (+5)	5 (+1)	5 (+0)

The above shows two cars of different stats. Each car has a unique upgrade path. Car 1 can upgrade its’ acceleration more than Car 2. Car 2’s drift attribute cannot be upgraded thus stays the same, and requires less to upgrade fully, making it ideal as a starting car.

SCORING + LEADERBOARDS – FRIENDLY RIVALS

In line with the persona, and to also accentuate the themes of the game, the leaderboard allows the player to compare their scores against friends and against the world. However, there is an extended functionality of social media integration.

The player can, not only share their newest high score on Facebook/Twitter/Instagram, but they can do this alongside sharing a picture of the car that they used to achieve this new milestone. This can also be viewed in the leaderboards, when choosing to view what car modifications the player used to achieve their score. This ties in well with the car customization, as it gives the player a valid opportunity to show off their ride.

SOCIAL MEDIA

Elements of social media are tied in with the game – using the friends list feature. Once a person has completed a track, friends will receive a non-intrusive notification of their friend’s score (regardless of if it is a high score or not). Friends can also select the notification to see what car the player used – with full decals and car description.

When a new high score has been achieved, players may share their winning car and new high score onto social media (discussed above). This, not only provides advertisement for the game and gives further incentive for new players to download the game, but can beckon friendly rivals to compete against each other.

Players can also view their friend’s high score for any specific track, and choose to import their “ghost” data, such that they can race alongside their friends for comparison.

2.0 MARKET ANALYSIS

TARGET AUDIENCE

The target audience for *Quick Shift* is directed towards **dabblers** and **friendly rivals**.

The **one touch control system** is ideal for dabblers who play whilst riding public transport – allowing for one hand to hold the rails whilst using the other hand to play the game. The controls are also simple enough that no complex thumb movements are necessary.

Leaderboards allow friends to keep track of other people’s high scores, maintaining a highly competitive environment even when playing away from others. Being able to, also, share your rides with friends gives that element of “street cred” and debate about who has the coolest ride.


Pick up and play is promoted by the short duration of each game cycle – completing 3 laps should take, on average, 5 minutes at most. If the player is capable, this time could be as short as 2 to 3 minutes.

To summarize, the game should be catered towards those in limiting scenarios, short amounts of time, all whilst maintaining a social, friendly competition.

PERSONA

TIMMY MAXWELL

“THE COOL KID”



AT A GLANCE

Name	Timothy Maxwell
Age	9
Gender	♂
Descriptor	Friendly Rivals
Life Stage	Primary School
Occasion	“Whenever I can!”

STATS

TECHNOLOGY

TIME

SOCIAL NETWORKING

BEHAVIOURS

Plays When He Can, If He Can - finds any opportunity to play video games, no matter single player or multiplayer.

Highly Competitive – finds any way to compete in a video game.

The “Leader” Figure Amongst Friends – Has a large social network of friends, and is often the person to begin trends. If he plays a game, everyone plays the game.

Out and about - rides on the London Underground (30 minutes a day).

DISLIKES IN GAMES

HATES Story Mode – Ignores story/lore.

Download ALL the Things – he will download a bunch of free to play apps, and uninstall those he doesn't like. This means low retention, and ties in with his distaste towards story mode – the game must be quick to start and easy to play mechanically.

Online vs Offline – as he's in the underground, he often won't have an Internet connection when playing. **“Online *only* games [on Android] SUCK.”**

QUOTES

“I have to play when I can – even if it's just a short while!”

*“I only settle for the best! Especially against my friends and my sister! And I'm **always** the first to finish lunch!”*

*“You guys are making a racing game?! Make sure you make the cars **SUPER** fast!”*

*“Story mode is for **LOSERS**. I just want to jump in and play! Asap!”*

Action

Skills

Leaderboards

Cool

Upgrading

Ads

Micro-transactions

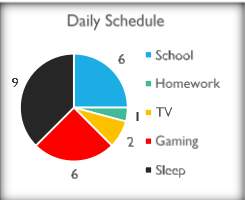
Story





File Size

Pay to Play

Loading Screens

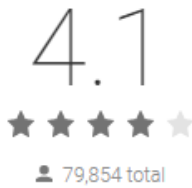
Daily Schedule



See attached – full size PDF version.

COMPETITOR ANALYSIS



Adam Dzaky 18 December 2017



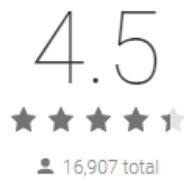
This game is perfect for those drift maniac out there. Easy controls and great graphics. Hats off to the developer

THUMB DRIFT

Thumb Drift is a great example of a mobile-drift game done well. However, reviews point towards the issue with the steep learning curve, and over intrusive ads.

However, there is clearly a market for these kinds of games, with 5 million downloads.

Reference: https://play.google.com/store/apps/details?id=com.smgstudio.thumbdrift&hl=en_G



Drift Chase

Selected amongst “Editor’s Choice” for racing games, Drift Chase has 1 million downloads, and uses a one tap control system.

To the right is the editor’s comments on why Drift Chase was their choice.

Evidently, these types of racing games are capable of receiving honourable mentions.

Why we love this

- 1 Perfect for short-burst play sessions
- 2 Fun variety of vehicles including sleek sports cars, a Rasta bus, a snowmobile, and more
- 3 Each vehicle you purchase unlocks new checkpoints, so you don’t have to start at the same spot every time

Reference: https://play.google.com/store/apps/details?id=com.crimsonpine.driftychase&hl=en_GBdrift%20chase



4.7
★★★★★
2,602,482 total



hendra silalahi February 12, 2018

★★★★★

Great game, easy to play. Good

CSR 2

CSR 2 is arguably one of the most well-known series, with around 30 million downloads total. A lot of analysis will be taken in seeing how CSR makes drag racing so fun to play.

Reference:

https://play.google.com/store/apps/details?id=com.naturalmotion.customstreetracer2&hl=en_GBdrift%20chase

3.0 RESOURCE ANALYSIS

PRODUCTION PIPELINE

ESSENTIALS ASSET LIST:

Before going further into the production pipeline, here's a coherent list of features with concrete numbers to paint a clear picture of the scope:

Feature	Details	Brief Description
Cars	60 different cars	5 default cars, 55 unlockable cars. Cars have unique sounds and physical looks. Harder to unlock cars typically perform better.
Car Stats	3 attributes	Each car comes with a "Top Speed", "Acceleration", and "Drift" value.
Car Upgrades	Up to 5 per stat	A car's rating for each stat is given out of 10. However, such that each car still feels unique, the number of upgrades for a specific stat for a specific car may vary, as discussed in the Premise section.
Car Decals	100 different decals	When decals are unlocked, they are shared across all vehicles. These decals can also be layered on top of each other and moved.

Track Types	3 types	City Circuit, Mountain Circuit, Mountain Sprint
Tracks	16 tracks	7 city circuit tracks, 7 mountain circuit tracks, 2 mountain sprint tracks.

Friends/Leaderboards System	Networked score sharing.	Compare your score with friends and people around the world
Drifting mechanics	Cornering	Sliders to adjust trajectory of car
Drag racing mechanics	Straight line movement with speed changes	Gear shifting when speedometer reaches limit
Social Integration	In and out of game	Social integration with Facebook, Twitter, Instagram and Snapchat. Notifications in-game when a player completes a race.

PRODUCTION:

Proof of Concept 2 months

Driving Controls (Drag and Drift racing)
Basic Customization
Basic Layout (1 map, 1 car)

Pre-Production 8 months

All cars programmed into game
Basic car models + decal mods
Basic Levels
Scoring System
Ad implementation

Production 9 months

All cars upgradeable
Texturing cars + level
Leaderboards
Social Integration
Splash art
Sounds

The Proof of Concept shows the bare minimums of the game. The essentials are: drag racing, drift racing, and showcasing customization (basic aesthetic customization and fully functioning performance upgrading). Without these three features, there would be no point in introducing anything else into the game, as all other features rely on this core.

A few other basics will be in place too such as a basic map (without textures) and a basic car.

The Pre-Production expands on this concept, adding more maps and levels in place, introducing the sound system so that each car has a unique sound, and a basic scoring system. As car decals are being produced, the option to use them for customization will be implemented into the game. Car upgrades, drag racing, and drift racing will further be playtested and refined.

As production goes along, documents will be further refined, such as giving a clear asset list for what kind of decals and cars we wish to implement into the game.

Here is where most members will be introduced into the team, as well as in production.

Going into production, focus will be diverted into aesthetics, as there are a lot of decals, a lot of car models, levels to texture, and a lot of extras such as splash art, main menu art, and generally “quality” features.

Social integration, leaderboards, and sounds will also serve to further enhance the player’s experienced, but is worked on in production as other functions need to be in place first.

Alpha 2 months

Remaining texturing of cars and levels

QA testing

Testing features

Game cycle works

Beta 2 month

Everything final

QA testing

Balancing

Master 1 month

QA testing

Bug fixes

No crashes

The main priority for the alpha is to test the functions in the game. Most of the team will be moved to other projects, whilst the QA team will not be introduced for the rest of the production. The lead designer, lead audio design, most artists/3D modelers (to finish off assets), and most programmers will remain. Eyes will be focused on functioning networked leaderboards, game feel, testing features, and bug fixing.

For the beta, the primary focus is balancing and importing any final assets. This is the point where rather than test for function, the aim is to test mechanics and feel. Should a car far outclass another when they shouldn't, tweaks will be made here. QA testers should expect to play the game for long periods of time to see if the average income of gold is sufficient to buy a decent number of upgrades and decals.

The master is mostly for ensuring that the game is bug free. This will be a short period of a month, where playtester's will try their best to break the game.

This gives a total duration of 2 years for a full release.

TEAM RESOURCE + BUDGET BREAKDOWN

Within our team is a large array of workers, moving in and out and working on other projects. Here is an estimated cost breakdown for the project.

In short, the grand total for this project is **£887,406**.

CORE:

Role	Duration	Yearly Salary (cost for project)	Summary
Producer	Full	£52,500 (£105,000)	Pass on information across all departments, project management,
Lead Programmer	Full	£60,286 (£120,572)	Programming pipeline, team management
Lead Design Director	Full	£57,174 (£114,348)	Documentation, feature list, close connection with other leads to make sure things are in line.
Lead Artist Director	Full	£56,902 (£113,804)	Basic knowledge in 3D modelling, art and animation. Give directions for all in department.
Lead Audio Technician	Full	£50,689 (£101,378)	Creating audio assets, mainly BGM for each track + car engines
QA Testers (5)	Alpha, Beta, Master (5 months)	£21,000 a head (£43,750)	Playtest game for bugs + feedback

PROGRAMMERS:

Network Programmer	Production, Alpha, Beta/2 (1 year)	£31,747 (£31,747)	Social integration + leaderboards
Physics Programmer (2)	Pre-production, alpha, beta	£27,000 (£54,000)	Car feel, steering, gear shifting, help with bug fixing for each car (as each car needs to feel unique)

ARTISTS/3D MODELLING:

Animator + VFX	Pre-production, production (17 months)	£27,729 (£39, 616)	Car tires moving, car moving, smoke effects
3D Modeller (vehicles)	Pre-production, some production (1 year)	£25,422 (£25,422)	3D modelling cars
3D Modeller (tracks)	Pre-production, some production (1 year)	£25,422 (£25,422)	3D modelling environment
Decals artist	Production (9 months)	£22,782 (£17,086)	Drawing the large array of decals.
Vehicle Texture Artist	Some pre-production, production, alpha (1 year)	£38,108 (£38,108)	Stock vehicle texturing
Environmental Artist	Some pre-production, production, alpha (1 year)	£39,528 (£39, 528)	Texturing level, assistance with decals

AUDIO:

Jr. Audio Technician	Production (9 months)	£23,500 (£17,625)	Helping lead audio tech when necessary for BGM and car engines. Primary focus on extras.
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