

# Live, Laugh, LSD

A Karen Corporations™ Game

**Tyler Adams** - AI, Player Character, Setting, Organization Overviews

**Christian Aniello** - Game Controls, Prototyping/Playtesting, Business Considerations

**Kira Bostwick** - Game Overview, Art, Sound Effects

**Nate Otis** - LSD Mechanic, Gameplay Model, Sample Endings, Sample Levels

**Lindsey Wright** - Character Descriptions, Overall Story

## Table of Contents

<b>Game Overview</b>	<b>5</b>
Razor statement	5
Focus Paragraph	5
Development	5
Technical Considerations	6
<b>Game Mechanics</b>	<b>7</b>
Controls	7
Controller	7
Keyboard/Mouse	8
Gameplay Model	10
LSD Mechanic	11
User Interface Mockup	13
<b>AI</b>	<b>14</b>
Overview	14
Game System AI	15
NPC AI	17
Minigame AI	18
<b>Game Elements</b>	<b>19</b>
LSD	19
Sample Endings	19
“Double Agent” Ending	20
“Et Tu Brute?” Ending	21
“Two Roads Diverged” Ending	22
“All’s Fair in Love and War” Ending	22
Bulletin Board	23
Map	24
Characters	24
FBI Director: Angela Strix	24
Mailman: Felix Crawford	25
Undercover FBI Agent: Storm Hendricks	25
Grocery Store Manager: Alexandria Whitechapel	26
Businessman: Kevin Rodriguez	26
Organization Head: Veronica Saller	27
Veronica’s Daughter: Ginger “Ginny” Saller	27

Organization Second in Command: Karen Smith	28
Police Officer: Carl Wringley	28
Archaeologist/Professor: Simone Saller	28
HOA President: Steffan Manley	29
HOA Treasurer: Ms. Darlene	29
HOA Vice President: Griffin Phoenix	30
HOA Secretary: Patti Klint	30
Librarian: Sam Carter	31
Player character	32
Setting	32
Sound effects	32
Overviews	33
Organization	33
FBI	33
Townspeople	34
<b>Story</b>	<b>35</b>
Plot	35
HOA Meetings	35
Simone's Back in Town	35
Drug Bust	36
Narrative Technique	36
<b>Game Progression</b>	<b>37</b>
Sample Level	37
Morning Conversation Cycle	37
Morning Task Cycle	39
Afternoon Conversation Cycle	40
Afternoon Task Cycle	42
Evening Conversation Cycle	43
<b>Prototyping and Playtesting</b>	<b>46</b>
Pre-Game Survey	51
Post-Game Survey	53
<b>Business Considerations</b>	<b>56</b>
Feasibility Analysis	56
Pricing/Projected Sales	57
Competition Analysis	58

Target Audience	60
Release Platforms	60
<b>Appendix</b>	<b>61</b>
Art	61
Sound Effects	61
Prototype	62
Survey Data	62
Pitch Materials	62

# Game Overview

## Razor statement

*Live, Laugh, LSD* is an irreverent, investigative relationship simulator with a focus on dialogue choices and character relationships.

## Focus Paragraph

The player plays as an undercover FBI agent and you have been tasked with investigating a new, more addictive and psychoactive strain of LSD. You must discover who-is-who in the drug ring hierarchy in order to advance their investigation and take down the group... or maybe not. With multiple endings based on relationships with the main characters, the player has a choice in the outcome of their investigation. Will they take down the cartel, betray the FBI, or perhaps, abandon everything and find love?

## Development

*Live, Laugh, LSD* was born out of a desire [more words here]. As designers, we all come from very different backgrounds, game experience or otherwise. We struggled to find a game type that hit any of our common interests, but eventually decided on something outside of the box: a dating simulator. After that, we used associations to come up with our theme, meandering from medicine, to pharmacists, to drugs, and then to deal. Someone half-jokingly suggested a “drug dealer dating sim,” which became the basis of our game.

However, we were wary of the pitfalls that come associated with drug-ring associated games and traditional dating simulators, instead focusing more on the relationships the player could build. These relationships go far beyond just romantic, as we wanted to humanize both sides of the drug conflict.

The game is set in a well-off suburb, which is not the typical scenario for big drug-bust games. We chose to walk an irreverent line of both mocking cliches within both gametypes' themes, but also acknowledging the impact drug dealing and abuse can have on a community.

*Live, Laugh, LSD* also addresses the lack of diversity in common dating simulators. In many dating simulators, the player is faced with choosing between carbon-copies of the same model, often all of which lack a complex backstory or unique identity. We wanted to challenge this limited design in our characters' creation. With a fully customizable main character, including skin tone, hair color, eye color, facial features, body type, gender identity, and more, the player has total control over their character. The non-playable characters support our goal of diversity as well, featuring a wide variety of backgrounds, abilities, careers, and identities.

## Technical Considerations

Design-wise, *Live, Laugh, LSD* is fairly simple in that it is a closed-world, 2D, text-adventure based game. The most complex part of the game is incorporating the different effects dialogue choices have on affinity, as well as managing the effects LSD has on tasks and the appearance of the affinity and certainty bars. Additionally, the task minigames have more traditional game mechanics and pathing, such as matching, tracking, and pass/fail conditions, but are all well within the bounds of modern game design technology.

# Game Mechanics

## Controls

Since *Live, Laugh, LSD* is not an open-world game, the controls are pretty basic. Instead of the player being able to control their character throughout the world and interact with whatever they want to, the player is usually selecting from various options that will advance the game. Also, as can be seen in the diagrams below, many of the buttons on the PlayStation controller have repeated uses to give the player the choice of whatever feels most natural for them.

## Controller

Since a large portion of the game is making decisions via choosing different options, about half of the controls revolve around this notion, giving players various buttons to choose from using. Some other key functions of the controller buttons are opening the bulletin board menu, which centralizes all of the player's tasks and relationships, using Square, and viewing a close-up of the affinity meters, using Triangle. Furthermore, buttons R2 and L2 are used to zoom in and zoom out, respectively, just to give the player a better view on the bulletin board, as things will definitely become more cluttered on there as the game progresses. Also, one important notion to mention is that while making decisions, the first option on the screen will always start off being highlighted. Therefore, if the player wanted to choose that option, they would simply select X, and the choice would be made, However, if they wanted to select another option, they would just use whichever control they wanted to move downwards,

upwards, or sideways until they reached the choice they wanted, then select it using X. Also, completing tasks for people in the game may require some movements in-game that are not used all the time. For example, if the main character agrees to help their neighbor walk their dog, a mini-game will take place. During this mini-game, the player may need to use L3, for example, to move the player along a specific route in order to complete the task.

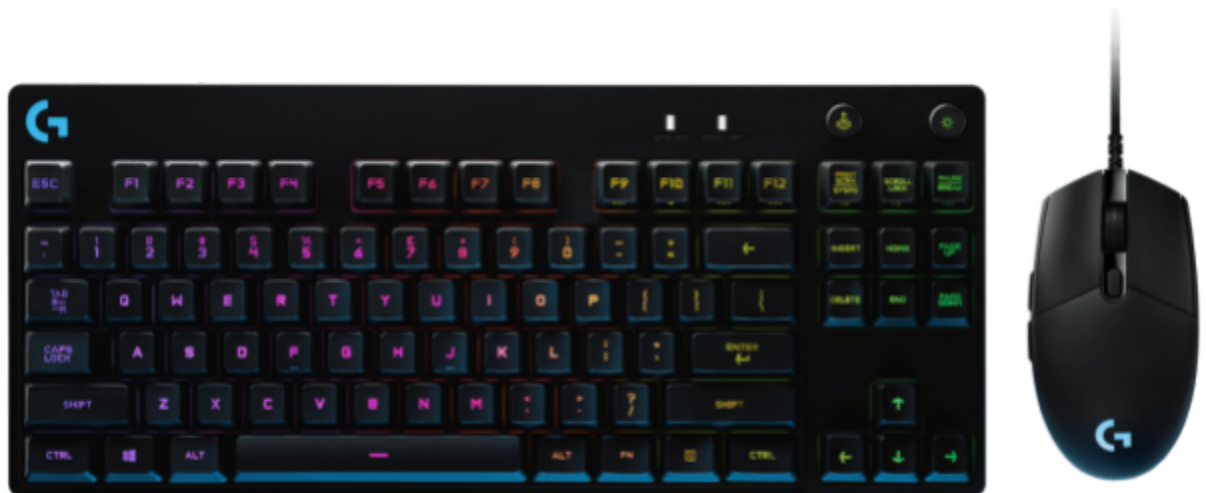


## Keyboard/Mouse

Since Live, Laugh, LSD can be played on both a console and a computer, it is appropriate to assign controls to a keyboard and mouse setup. Some of the controls on the keyboard are very similar to the majority of PC games, such as using WASD to rest your left-hand fingers on while your right hand is on the mouse. However, instead of using these WASD keys to move characters, these keys are used to cycle between options and complete various tasks that may



require them, similar to the dog walking example from above. One of the key differences between these keyboard and mouse controls compared to the controller controls is that the left click of the mouse results in selecting something, and the right click of the mouse results in going back to the previous step, like Circle on the controller. Furthermore, instead of having a designated button for zoom in and zoom out, the Z key on the keyboard serves both functions, zooming in when pressed once and zooming out when pressed again. Finally, since the space bar is pretty large and easily accessible from anywhere on the keyboard, it serves as the button that opens the bulletin board menu.



**WASD Keys**=Toggle Between Options/Completing Tasks

**Arrow Keys**=Toggle Between Options/Completing Tasks

**Z Key**=Zoom In/Zoom Out

**M Key**=Close-Up View of the Affinity Meters

**Space Bar**=Open Bulletin Board Menu

**Left Mouse Click**=Select Option

**Right Mouse Click**=Go Back to Previous Step

## Gameplay Model

*Live, Laugh, LSD* is a relationship simulator whose core gameplay loop comes from talking with the people the Main Character meets around town and performing tasks for them to strengthen relationships and learn more about the mysterious drug organization that exists within the town. The game is broken into day cycles which act as levels within the game. One playthrough consists of 30 days and each day follows the same pattern.

In the morning, the player is presented with a map of the town which shows all of the characters that are available to talk to at that moment. Once the player chooses a character to speak with, a conversation ensues which could result in the player receiving a task from that character, receiving LSD from them, or just learning more about them. Conversations slightly build relationships with characters.

Following the morning conversation, the player is shown a bulletin board which lists all of the tasks that the player has collected from the townspeople so far. The player can then select one of these tasks to complete. Collected tasks must be completed in 24 hours or the task will be considered failed and decrease affinity with the character that gave it to the Main Character. Tasks will vary slightly, but they will all follow a simple minigame format which will reward the player for completing them as efficiently as possible. The more efficiently the player completes a task minigame, the greater the increase in relationship they will see with that character. For example, a townspeople might give the player a task to walk their dog. This minigame would involve the player avoiding obstacles while walking a dog. Avoiding all of the obstacles would grant a large increase in affinity with that character, while a less successful run would give a less significant increase in affinity.

After the morning task cycle the player is once again shown a map of the town and is given the ability to have a conversation with one of the townspeople. This afternoon conversation cycle is the same as the morning conversation cycle, but the variety of people available to talk might change from morning to afternoon. After this conversation, another task cycle commences where the player is able to complete a task minigame for a character. This is known as the afternoon task cycle. Following the afternoon task cycle is one final conversation cycle for the day, known as the evening conversation cycle. This conversation cycle parallels the previous two conversation cycles but again could contain a different variety of characters to choose from. Ultimately, each day consists of three opportunities to talk to characters and two opportunities to complete tasks for characters. All of these interactions propel the story forward until it all comes to a conclusion on the 30th day. There are several possibilities for the ending, which are all discussed in the Game Elements section (page 19).

## LSD Mechanic

With LSD playing such a large role in this game narratively, we wanted to add a gameplay mechanic that reflected its importance to the story. Throughout the game, the Main Character will frequently be offered LSD from the characters within the drug organization. This LSD that the player collects will serve as a form of currency throughout the game. When the player chooses to interact with a character in town with LSD in their inventory, they will be presented with the option to take the LSD with that character. Along with certain narrative aspects to these decisions, which will be discussed in the Game Elements section (page 19), taking the LSD will greatly increase the Main Character's relationship with that character, and with the drug organization as a whole. This increase in affinity will be much greater than doing

a task for a character. Taking the LSD will also have the potential to reveal new characters in town to the player earlier than would normally be possible without it. This is due to the LSD's ability to open the Main Character's "third eye" allowing them to gain insight into the investigation. However, taking the LSD has drawbacks. The task cycle immediately following when the LSD was taken will be skipped so that the Main Character can recuperate from their high. Additionally, each time the Main Character takes LSD, they build a tolerance to the drug. This means that the next time they want to take the LSD with a character they will have to "spend" more LSD to do so. This growth in cost will start off slow and then increase over time, forcing the player to use this ability sparingly. Another drawback of taking too much LSD is the certainty meter. If too much LSD is taken in a short period of time, the Main Character will start to question what is real and the certainty meter will go down. A lack of certainty will cause the affinity meter between characters to start becoming unreliable, showing wildly different information and changing rapidly. The goal of these drawbacks is to force the player to wisely choose if and when they want to take the LSD. The player will also have the option to instead turn the collected LSD into the FBI, to Agent Strix specifically. The ramifications of each of these decisions on the story will be discussed in the Game Elements section of this document (page 19).

## User Interface Mockup



The User Interface (UI) is fairly simple and easy to learn, aided by the game's dialogue focus. The top left corner features the affinity bar for the current character in conversation, the certainty meter, and the number of LSD the player possesses. The lower left corner contains the day number, as well as which time of the cycle is currently taking place. Dialogue options will appear as a box across the lower fourth of the screen. In the top right corner is the settings menu, which allows the player to save, exit, and adjust options such as volume and language. The bottom right corner features the phone, which contains a map app for travel, a notepad, which contains gathered information about the characters, and the home icon, which will bring the player back the bulletin board and end the day.

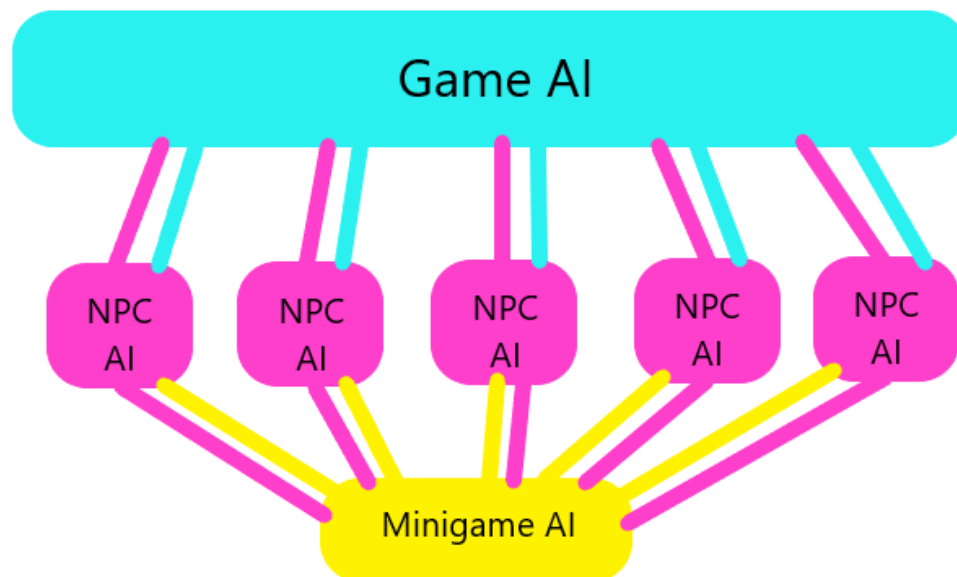
# **AI**

## **Overview**

When the term artificial intelligence is used, many people think of complex computer code and powerful processors running something that can imitate human thought the best we can. However, when we talk about artificial intelligence in terms of video games, this can be a bit of a misnomer. For video games, artificial intelligence refers to how non-player characters (NPCs) decide what they will do in a given scene. While this may be impressive in a AAA game, with lots of decision-making and maybe even some advanced processes close to machine learning, it can also refer to the movement of Clyde from Pac-Man, which was randomly chosen. Regardless of the complexity of the processes controlling an NPC, how they decide to move or act in the game is called their AI.

Despite Live, Laugh, LSD being a visual novel/dating simulator style game, there are still decisions that the NPCs must make, and even the overall game has an AI in place to decide what happens each day. Since each AI for each system and NPC will act slightly differently, the sections will be split into different types of AI present in our game. Firstly, there is the overall game AI, which takes the overall affinities for each group, each person, and LSD use into account when deciding what will happen for the next few days in-game. This AI is in charge of deciding where NPCs will be at each time of the day, what tasks are available to complete, and if any random events occur during a given day. Next is the individual AIs that are specific to each NPC. While each of them are tailored to any differences present between the NPCs, they all have the basic functionality of deciding conversations and random tasks to ask of the

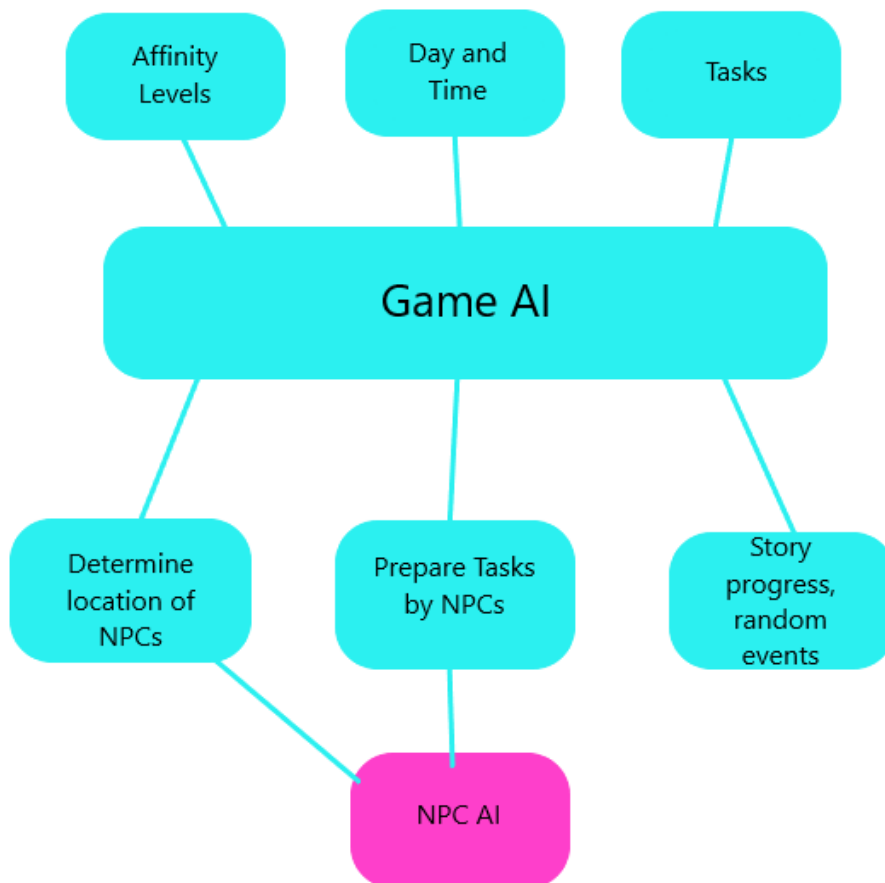
player, as well as special dialogue at certain levels of affinity with the player. Finally, there is the more classic style of AI present in the minigames, where some contain enemies that move toward the player, obstacles, and other decisions that need to be controlled by a minigame AI. This AI is only in charge of decisions that need to be made in the minigame sections that occur when completing tasks, and determines pass/fail conditions based on affinity with the NPC character that requested the task and the affinity with the group that NPC is associated with. Below is a diagram describing the overview of the AI used in this game.



## Game System AI

The game's overarching AI system keeps track of NPCs and events for each day. It is in charge of affinity management, daily conversation options, tasks received in the previous day, and any date-based or random events. Each time change (morning, afternoon, evening), the

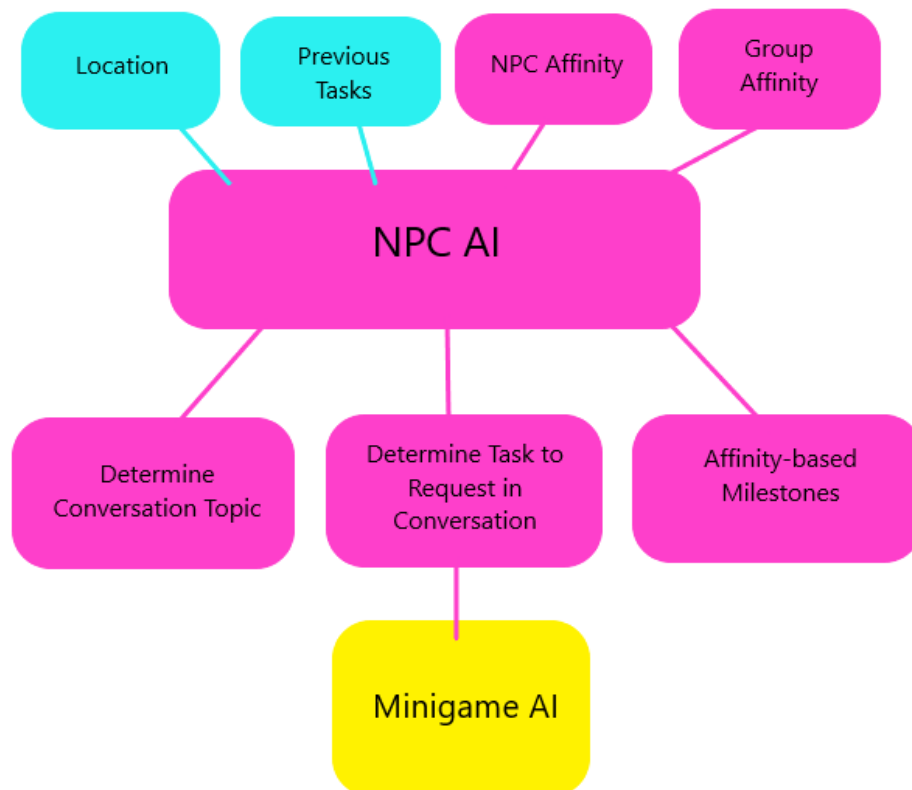
game AI checks for the current affinity levels of each group, the specific time and day, and what tasks were assigned on the last day. Using that information, it decides where to place the characters, either based on where the specific characters said they would be or where they would fit to even out the map. Based on the location of those NPCs and their current story locations, it also prepares what tasks those NPCs will ask for. This information is forwarded to the individual NPC AIs. Finally, based on what day it is, some random events may start, such as Day 15 when the Organization leader's wife returns to town, and this is also the job of the overall game's AI.





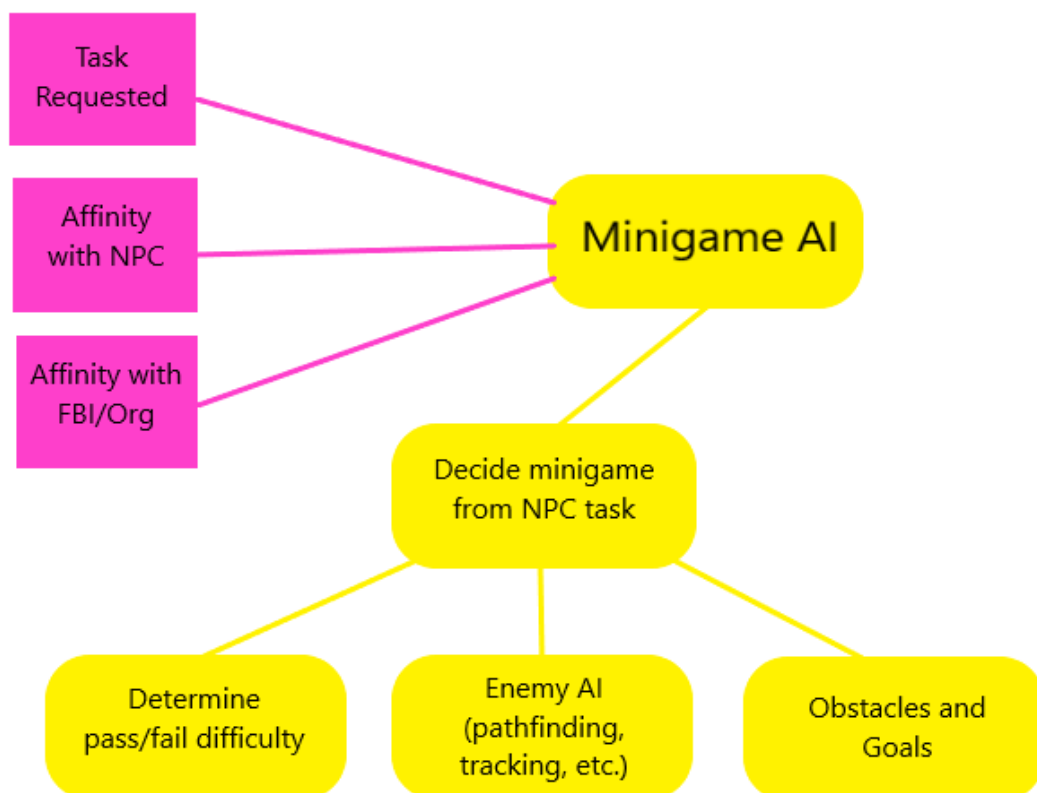
## NPC AI

For each NPC, there is an AI that keeps track of the player's affinity with the character. Based on which group the NPC is associated with, that group's affinity is also accessed so it can be altered by the conversation as well. Other information, like the location this NPC will show up at at this time and the task it should associate with this interaction is brought in from the overall game AI. Using the information about location, previous tasks, and the NPC's current affinity, the NPC AI determines the topic of the conversation, and adds special dialogue or events based on affinity milestones. Finally, it determines the next task to request in this conversation and passes that information onto the minigame AI.



## Minigame AI

The minigame AI interacts directly with the NPC AI and receives the task requested and the affinity information from it to determine what minigame to make and how hard to make it. While the minigames are mostly pre-set, the difficulty of the minigame can be altered depending on the affinity the player has with the NPC. If the player has high affinity with the NPC, it might be easier to pass the minigame, but it may also be harder to make the affinity further increase. Depending on the minigame the AI also controls enemy pathfinding and goal placement.



## **Game Elements**

### **LSD**

As mentioned previously in this document, LSD will be used as a form of currency throughout the game. The different ways that using the LSD would affect gameplay are discussed in the Game Mechanics section (page 11). This section relates to how taking LSD will affect the overall story of the game. As an undercover agent with the FBI, taking recreational drugs like LSD, even when undercover, is very frowned upon and if the player chooses to take LSD, the Main Character's relationship with the FBI will suffer. However, not taking the LSD could potentially draw suspicion from the members of the drug organization. Members tend to distrust people who don't also partake in drugs with them. Balancing, or breaking, these relationships will be crucial in determining which ending the player receives at the end of the game.

### **Sample Endings**

*Live, Laugh, LSD* will offer many branching story paths for the player to follow, increasing the replayability of the game and raising the stakes of every decision the player makes. Because of this, the game will also offer several different endings reflecting the player's choices. Throughout the game, the player is faced with decisions that could affect their relationship with either the drug organization or the FBI (this is further elaborated on in the Gameplay Model section of this document on page 10). It is these relationships that will ultimately determine which ending the player is presented with at the end of the game. If the player's relationship with the drug organization is stronger and increases past a given

threshold, the player will be forced into the “Double Agent” ending. If the player’s relationship with the FBI is stronger and increases past a given threshold, the player will be forced into the “Et Tu Brute?” ending. If the player chooses to play a more balanced style and has a similarly strong relationship with both organizations, the player will be given the “Two Roads Diverged” ending where they will be given a decision. In addition to the three main endings for the game, there is a secret fourth set of endings which can only be achieved if a player has built an exceptionally strong relationship with one of the characters within the game. In this instance, whatever main ending the player would normally receive is interrupted by the “All’s Fair in Love and War” ending. All four ending possibilities are discussed in further detail below:

### “Double Agent” Ending

This ending can only be achieved if the player has built an exceptionally strong relationship with the drug organization as opposed to the FBI. This ending will see the Main Character turning against his fellow FBI agents in order to fully join the drug organization. The Main Character reveals to the organization head, Veronica Saller, that they have been working for the FBI this whole time but has seen the merit and community of the drug organization and wants to help them evade arrest. Veronica is surprised and angered at first but is moved by the player’s compassion for the members of the organization and agrees to work together to help evade the FBI. The Main Character lets Veronica know that the FBI is closing in on a large drug shipment that is planned for the next day and together they move the drug shipment to a new location, and the Main Character provides Agent Strix with the wrong information, leaving the FBI empty-handed. The final scene of the game shows the Main Character surprising Agent Strix outside their usual meeting place, a coffee shop. Strix has at this point realized the Main

Character's betrayal, and they have one last conversation where Strix informs the Main Character that there is a warrant out for their arrest. Despite this, there is a tone of understanding from Agent Strix and while she is clearly saddened by the Main Character's betrayal, she also seems to see why they made the decision they did and wishes them well before departing. The screen fades to black as she leaves and the end credits roll.

### "Et Tu Brute?" Ending

As mentioned above, this ending can only be achieved if a player has built an exceptionally strong relationship with the FBI as opposed to the drug organization. This ending will see the Main Character giving Angela Strix the exact time and location of a large drug shipment which all members of the drug organization will be present at. Agent Strix will lead a raid on the drug shipment, with the help of fellow undercover agent Storm Hendricks as well as other FBI agents, arresting all members of the drug organization. It is at this moment that it is revealed to everyone that you have been an undercover agent the whole time, to the shock and anger of many. As she is being escorted to a cop car, the organization head, Veronica Saller, has one final heartfelt moment with the main character where she tells them that she understands why they did what they did and pleads that they make sure her children are taken care of. The game ends with the main character sitting in their office at the FBI headquarters at their computer typing up the final report of the operation. The main character looks off-screen longingly and the camera pans to a single photo which is hung on the cubicle wall showing the main character surrounded by all of the characters that are met throughout the game. They are all smiling and laughing at a neighborhood cookout. The screen fades to black and the end credits roll.

### “Two Roads Diverged” Ending

This ending is not much different than the two main endings, but instead of forcing the player down a specific path, the player is rewarded for having a more balanced play-style by being presented with a choice of which ending they would like to see. At the end of the final night, the Main Character is shown in their room contemplating what to do. It is at this moment that the player is presented with a choice: side with the drug organization and betray Agent Strix and the first organization to ever take you in, or side with the FBI and turn on all of the relationships you have built throughout the game. If the player chooses to protect the drug organization the next day begins the “Double Agent” ending and if the player chooses to fulfill his job as an undercover agent the next day begins the “Et Tu Brute?” ending.

### “All’s Fair in Love and War” Ending

This secret final ending option is meant as a surprise and is intended to invoke a much more humorous ending to the game. The player will receive this ending if throughout the game the player spends a large amount of time building up a relationship with one specific character. At the end of the final night, before whatever ending the player would normally receive begins, the character that the player has built this extremely strong relationship with will show up at the Main Character’s house unexpectedly. This character will profess their undying love for the Main Character and ask them to run away with them, beginning a new life away from both the drug organization and the FBI. The player will then have to decide if they will run away with this character or reject their proposition. If the player chooses to reject the character, then whatever ending would’ve normally taken place will continue. However, if the player accepts

this character's love and chooses to run away with them, the game will end with a slide show of moments of their relationship through the years after they run away. This slide show will be specific to whichever character the player runs away with. For example, if the Main Character runs away with Felix Craford, the mailman, the player will see an exaggerated and humorous slideshow of romantic photos (accompanied by romantic music) showing the characters working together delivering mail in some other location, like Paris. This slideshow would be specific to the character that you run away with.

## Bulletin Board

When the player starts each day and returns home at the end of the day, they have access to the bulletin board, which is how information is gathered after the player learns it. The bulletin board starts off with pictures of a few characters with basic descriptions, and as the player gathers more information, new characters, details, and connections are added. The bulletin board is also how the player selects which area to visit at the start of the day, through the map, and also where tasks are listed. Tasks show up as a sticky note, that when selected, will open up and start the task minigame. During the day, the phone acts as a portable bulletin board, with notes about each character and a map app for travel.

## Map

Clicking on the icon of the map on the bulletin board will open up a larger version of it. By either hovering over sections with the mouse on PC or selecting with the stick on controller, individual locations around town light up and display which characters are there. From here,

the player can travel to one of the available locations. During the day, the map app on the phone widget acts in a similar manner, pulling up a map that will display the locations of different characters.

## Characters

### FBI Director: Angela Strix

- Middle-aged (35-45) woman
- Has been MC's boss the whole time he has worked at the FBI
- Mentor to the MC
- Parallels with MC (Prodigy when first joined, large urban drug busts)
- More experienced, confident but not arrogant
- Jaded, "this is the way things are done"; controlling
- Helps with MC's transition to his new assignment and missions
- Seems to be upset/confused by the MC's (possible) transition to suburban life
- Turn/Realization: Drug connections to inner city gangs/trade

### Mailman: Felix Crawford

- He is the MC's next door neighbor when he moves into the neighborhood.
- He is kind of like the play-along narrator that helps guide the MC throughout the game.
- 44 years old.
- He lives in a pretty normal house to the right of the MC's house.



- He comes over and introduces himself to the MC and is extremely friendly right off the bat.
- He is the neighborhood mailman.
- Someone the MC interacts with on a daily basis as he always seems to be finding him and talking to him.
- Felix is friends with everyone in the neighborhood since he is the mailman.
- He communicates and delivers messages about the drug ring through the mail he delivers.
- Felix is a bridge to relationships with his friends, who also live in the neighborhood.
- Very informative about everybody in the game except for top boss (mysterious)

#### Undercover FBI Agent: Storm Hendricks

- 40-45 years old
- Gruff, straightforward, and honest
- MC is originally unaware that Storm is also working with the FBI, and is initially suspicious that they may be part of the drug ring
- Prior to the MC arriving in town, Storm has gotten close with the mailman and Alexandria, but hasn't been able to work their way up the organization
- Depending on the MCs choices, Storm can be swayed to either continue working with the FBI or join the drug ring with the MC

#### Grocery Store Manager: Alexandria Whitechapel

- Grocery store manager, and college student, drug dealer

- Lowkey an e-girl
- 20-25 years old
- Uses lots of slang
- Generally hates most people
- Undecided major, not sure what she wants to do with her life, doesn't mind drug dealing or the grocery store but not looking to make a career out of either

### Businessman: Kevin Rodriguez

- Stereotypical white picket fence businessman
- Dark hair, in his mid-thirties
- Blonde wife and two blonde daughters ages 6 and 8
- Confident, has white man energy
- MC sees this character with another woman and thinks could be cheating on wife or dealing drugs
- Actually he is in a happy open relationship
- MC can be invited to the relationship as an ending
- Bad ending is the townspeople is wrongly accused and the MC outs his open relationship, ruins his life, this has some sort of negative repercussions for MC

### Organization Head: Veronica Saller

- 25-30 years old
- Head of the organization responsible for selling LSD
- Bubbly and friendly

- Has two young daughters who know what she does for a living (ages 4 and 8)
- Part of the PTA
- Won't hesitate to murder anyone who crosses her

### Veronica's Daughter: Ginger "Ginny" Saller

- 8 years old
- MC sees her around town sometimes with her mom
- Wears a lot of pink
- Wants to be a TikToker when she grows up
- Knows every TikTok dance
- Adored by everyone
- Can give MC information about her mom
- Best friends with Jaxxsonh, who is mentioned but not a character the MC can talk to
- The MC cannot develop a romantic relationship with Ginny, for obvious reasons, but getting close with Ginny can help the MC get close with Veronica, as well as unlocking different endings

### Organization Second in Command: Karen Smith

- 30-35 years old
- Veronica's second in command
- Also on the PTA, pretends to hate Veronica in public (they disagree a lot in meetings)
- Has a son, Jaxxsonnh, who's friends with Ginny (they go to school together)
- Distrusting of main character

- Getting closer with Veronica will lower Karen's opinion of you - however, getting closer with Karen will raise Veronica's opinion of you
- Doesn't think Jaxxonh knows she's part of a drug ring, but Ginny told him
- Married, but husband is always working so MC never meets him

### Police Officer: Carl Wringley

- 35-40 years old
- Corrupt cop - doesn't work with the organization but does use his power for his own benefit
- Doesn't trust MC at all, although MC can change his opinion over time
- Will interrupt MC conversations if he believes something suspicious is going on
- Hates Alexandria with a passion (hates young people in general)
- Has a crush on Karen even though he's married

### Archaeologist/Professor: Simone Saller

- 25-30 years old
- Veronica's wife
- Often traveling for work, specifically to Romania
- Gets back into town halfway through the 30-day run (on day 15)
- Knows what Veronica's work is and is okay with it, but stays out of it
- Childhood friends with Carl, unlikely pair
- Alexandria adores her - she taught her introduction to anthropology class
- Doesn't like Karen

### HOA President: Steffan Manley

- 25-30 years old
- Obnoxious go-getter
- Goes to college part-time with Alexandria
- They used to date but they broke up, so now they hate each other (although no one knows exactly why)
- Carl's nephew
- Really passionate about the HOA and what it stands for
- Unaware of the drug ring entirely, blinded by his desire to run the neighborhood
- Skinny and gangly (mocked about his last name behind his back - and in front of it - but he's oblivious)

### HOA Treasurer: Ms. Darlene

- 75 years old
- Old in looks but has a sharp mind
- Everyone calls her "Ms. Darlene"
- Has been the treasurer for 25 years
- Has been embezzling funds for 24 years
- Told everyone her father died and she inherited money
- MC may be misled and believe Ms. Darlene is part of the drug ring - she is aware of what's happening but isn't involved

### HOA Vice President: Griffin Phoenix

- 40 years old
- Nobody believes that's his real name, but they humor him (his real name is Griffin Hawk, he's related to Tony Hawk)
- Partner died a few years ago
- Mildly incompetent as HOA vice president, but people were just glad he was re-entering society
- People think his partner died in a car accident, but really it was the work of Veronica
- Griffin doesn't know who runs the organization, but he knows the person at the top is responsible and he wants to make them pay
- Used to be friends with Veronica, although now they're distanced (although he has not connected this with his partner's death)

### HOA Secretary: Patti Klint

- Also a teacher at the school Jaxxonh and Ginny go to, although she doesn't teach them this year
- In her 50s
- Used to be an active member of the organization until she had an accident and had to start using a wheelchair
- Now is still a member but plays a more administrative role
- Publicly friends with Karen, actually only tolerates her in working with the organization

- Alexandria is her niece, they live together, although Alexandria is unaware of her aunt's involvement with the organization and hides her dealings with her (due to Patti's admin position, she knows about Alexandria but lets her think she's fooled Patti)
- Has a crush on Griffin, feels bad about what the org did to his partner but is loyal to Veronica to the end

### Librarian: Sam Carter

- 30-35 years old
- Generally bland personality
- Not very talkative
- Not involved with the organization
- On the run from the law and using a false identity
- They're wanted for murder in a different state
- LSD addict - wants to mentally escape their situation
- Has a plan to kidnap Ginny and Jaxxonh to get ransom money from Veronica
- Wears a lot of beige

### Player character

- Hotshot
- Undercover FBI Agent
- From the city, not used to suburban life

- Confident, but arrogant
- Acts mostly as a blank slate for the player
- Player is highly customizable to further immerse the player

## Setting

The setting introduces a new take on a drug ring setting; suburbia. As drug stories are often centered around inner cities or highly urban areas, we sought to subvert the genre by taking our game to a place most people wouldn't think to be housing a highly organized drug organization. The setting is a standard suburban town, and each location on the map is somewhere you can meet the characters and further the story. Most of these areas, like the library, the supermarket, and the HOA meeting are areas commonly associated with mundane, boring life, and this juxtaposition between the location and the events that occur helps to subvert the genre and drive home one of the main points of our game.

## Sound Effects

In a game with no flashy action sequences, good sound is important in keeping the player immersed and invested. Taking inspiration from *Baldur's Gate 3* in particular, we wanted to include crisp and enjoyable sounds when the player selects different things. Clicking on dialogue choices cues a mouse click noise, while clicking on the map, notepad, or sections of the bulletin board prompts the sound of papers shuffling or a folder opening. Traveling to and from home will cue a door opening and shutting noise. (See Appendix.) As for ambient noise, there will be soft music as well as environmental sounds, both of which can be configured in the options menu. The characters will also react with happy or upset noises when particular dialogue is chosen. For the sound effects in task events, the music will switch to a faster pace,



increasing the tension the player experiences and prompting a more intense minigame. Sound effects specific to the task minigames may include, but are not limited to, dogs barking, car noises, wind blowing, people talking, restaurant ambience, etc. The goal of these sound effects is to immerse the player without distracting them from the task at hand.

## Overviews

### Organization

The Organization is the drug ring present in the town that the player character must uncover and bust in time for the raid. Unlike the drug rings that the agent has busted in the past, the Organization is almost completely staffed by everyday suburban people, who are using their mundane jobs and location to disguise the transfer of their new strain of LSD. While some of the members may need the Organization in town to provide for their families, it also introduces dangerous criminals and federal scrutiny to this small town.

### FBI

The Federal Bureau of Investigation is the government agency the player character works for, and they are the people that have assigned them to infiltrate the Organization and find the leader before the drug bust in a month. The FBI in our game is very similar to other common portrayals of the agency, which shows them as bureaucratic and law-abiding agents that have access to a large amount of money and influence in order to get the job done. While the FBI may be ensuring the law is followed, many of the people in town require the Organization to survive, and the people in the FBI may not be so innocent either...

## Townspeople

These characters are the people the player will be interacting with the most. As the player does not know who the members of the Organization are, they must have conversations with the people in town and befriend them in order to determine the hierarchy of the Organization and provide enough information to the FBI in order for the raid to be a success. The townspeople lead a simple suburban life, focused on their jobs or on family. When everyone in town seems so innocent compared to the gangs the player character is used to, the people involved in the Organization are designed to be surprising and challenging to the player's expectations.

# **Story**

## **Plot**

Once the MC has been given their assignment and arrived in suburbia, there are a few plot points that are present across all storylines. The MC's choices will affect how these plot points play out in each runthrough.

## **HOA Meetings**

The HOA holds meetings every Sunday. These meetings are always open to the MC; however, the MC will be directly asked to attend the meeting taking place on the first Sunday of the run through. Skipping this meeting will greatly decrease affinity with all HOA board members. Attending this meeting will only give the MC a slight affinity boost with certain characters, but the MC will also learn information at these meetings that won't be mentioned at other times of the game. The player will not lose affinity with the HOA board if they choose to skip later meetings.

## **Simone's Back in Town**

On Day 15 of every playthrough, Simone, the wife of the drug ring head, gets back in town from her archaeological dig in Romania. It is up to the player whether or not they decide to speak with Simone; however, they will hear about her arrival from the other characters they interact with, especially Ginny and Veronica.

## Drug Bust

The drug bust is scheduled for the final day, Day 30, of the run through. The player may not get to this event, depending on their choices throughout the game. If the player does get to this event, different endings are possible (see the Sample Endings section of this document).

## Narrative Technique

The narrative of LLLSD is conveyed almost entirely through the dialogue the MC has with the different characters. The NPCs will provide the MC with information about the other characters in town, the goings on in town (such as Simone's arrival), and their suspicions/knowledge of the FBI presence and the drug ring. The tone of the NPCs dialogue will be conveyed through changes in their expressions and sound effects.

The MCs notepad will also mention narrative information; however, it will merely be a recap of what the MC has already learned through their dialogue with the NPCs. The same is true of the bulletin board.

LLLSD diverges from this dialogue-based narrative in the beginning and end of each run. The game begins by showing the player a visual cutscene, narrating the MCs major drug bust and the accolades they received. The scene then goes to the MC receiving their new mission, at which point the MC is sent to suburbia and the player begins dialoguing with NPCs. At the end of a run, the game goes back to this cutscene-based narrative and shows the player a scene about how their run has ended. (See the Sample Endings section for examples of what these scenes would include.)

# Game Progression

## Sample Level

The story of *Live, Laugh, LSD* takes place across 30 in-game days with each day consisting of three conversation cycles and two task cycles, this is explained in further detail in the Game Mechanics section (page 10). Each day serves as its own level with a multitude of different paths that the player can choose to pursue. Here is an example of what a specific day, approximately halfway through the game, might look like, with all possible decisions that a player could choose:

## Morning Conversation Cycle

The map appears and the player is given the choice to talk to one of three characters:

- Mailman Felix Crawford, shown out in his yard next to yours
- Librarian Sam Carter, shown at the library
- HOA Vice President Griffin Phoenix, shown outside a local coffee shop

Conversation with Felix Crawford:

Felix: “Hey pal, good morning! I’m just getting ready to head out for work but I wanted to catch you before I left and let you know some interesting news. Looks like Veronica’s wife, Simone, just got back into town. I know you’ve been trying to get to know everyone around town so I figured you might want to know that. You might be able to catch her around the school in the afternoon.”

Main Character (Option 1): “Oh, I haven’t heard much about Simone at all. I’ll definitely try to make an effort to introduce myself! Thanks so much for your help Felix! (Increases personal relationship with Felix)

Main Character (Option 2): “Oh uh okay Felix, I don’t really see how that information is helpful at all but thanks I guess...” (Decreases personal relationship with Felix)

Conversation with Sam Carter:

Sam: “Oh I see you finally finished reading that book on the effects of LSD. Hey, if you’re looking for some additional... research... into the effects of LSD, I might be able to hook you up. If you know what I mean.”

Main Character (Option 1): “Oh yeah for sure, I’d love some of that additional research material. I’m not a cop or anything like that and man oh man I love drugs!” (Receives 1 LSD tablet from Sam)

Main Character (Option 2): “Woah there, pump the brakes Sam. I only read about LSD for educational purposes, I’m not some kind of loser who actually takes LSD.” (Deeply decreases affinity with Sam)

Conversation with Griffin Phoenix:

Griffin: “Oh hey (insert Main Character’s name) I’m glad I ran into you, I was actually just thinking about giving you a call. I was wondering if you might be able to help me out with some HOA duties. I’m supposed to go around the neighborhood and put up these HOA flyers into everyone’s mailboxes but to be honest I’m terrible at it, I always end up missing some houses. Do you think you could help me out?”

Main Character (Option 1): “Yeah no problem Griffin, I’d be glad to help out!” (Adds a task to the bulletin board)

Main Character (Option 2): “Oh look at the time, I gotta run. Sorry Griffin, I’ve got a crazy busy schedule today so I don’t think I’ll be able to help out.” (Decreases affinity with Griffin)

### Morning Task Cycle

The bulletin board appears and a list of tasks appears:

- LSD deliveries for Alexandria (This task is from the previous day)
- HOA flyers for Griffin (This task would only appear if the player chose the Griffin conversation option)

LSD deliveries for Alexandria:

This task minigame is a memory matching game where players must flip over shipping labels in order to match the correct name with the correct address.

Luckily Alexandria uses a specific pattern on the label for each of her customers so matching the correct name to the correct address is as simple as picking the two labels

with matching patterns. The quicker the player is able to complete this memory matching game, the more affinity they gain with Alexandria, and the organization as a whole. If the task can't be completed before time runs out, the player loses affinity with both Alexandria and the organization.

HOA flyers for Griffin:

This task minigame involves counting the number of houses on a street in order to correctly portion out flyers. There are three stages of this minigame. At each stage the camera pans down a row of houses and the player is instructed to count how many houses they can see. The speed at which the camera pans is increased between each stage, as well as the number of houses on the street. The third stage is meant to be very challenging to complete accurately due to how fast the camera will be moving. The closer the player is to guessing the total number of houses at each stage, the more affinity they gain with Griffin. If the player is too far off, they will fail the minigame and lose affinity with Griffin.

### Afternoon Conversation Cycle

The map appears and the player is given the choice to talk to one of three characters:

- Archaeologist/Professor Simone Saller, shown out in front of the school
- Grocery Store Manager Alexandria Whitechapel, shown at the grocery store
- HOA Treasurer Ms. Darlene, also shown at the school

Conversation with Simone Saller:



Simone: "Oh hello! You must be the new neighbor in town, my wife has told me much about you. I'm glad to finally put a face to the name! Veronica and I were talking and we wanted to extend an invitation to come over to our place sometime for drinks, I'd love to get to know you more."

Main Character (Option 1): "That sounds wonderful! I'll let you know when I'm available for that drink. It was lovely meeting you!" (Adds a task to the bulletin board and increases affinity with Simone)

Main Character (Option 2): "Oh well I'm not sure when I'll be free unfortunately. My very normal, and definitely not law enforcement related, job keeps me quite busy."  
(Decreases affinity with Simone)

Conversation with Alexandria Whitechapel:

Alexandria: "Oh thank god you're here, work has been so boring today. I just realized, we've done all this talking about my drug business but we've never even gotten high together! Are you down to take some right now?"

Main Character (Option 1): "Sure why not? I've got nothing important to do today anyways." (Decreases LSD inventory, decreases Main Character's certainty, greatly increases affinity with Alexandria, increases affinity with the drug organization, decreases affinity with the FBI, and skips the next task cycle)

Main Character (Option 2): “Oh sorry Alexandria but I’m a pretty experienced drug taker, I’m kind of a big deal, so I don’t even know if you could keep up with me to be honest.”

(Decreases affinity with Alexandria)

Conversation with Ms. Darlene:

Ms. Darlene: “Hey honey, good to see you again. I meant to give this to you the last time I saw you but here is a little housewarming gift for moving into the neighborhood and being so kind to everyone. I’ve got more of it than I’d ever need for myself ever since my father passed away.”

Main Character: “Oh my goodness, 50,000 dollars in cash? Thank you so much Ms. Darlene, you’re far too generous!” (Increases affinity with Ms. Darlene)

### Afternoon Task Cycle

This task cycle would be skipped if the player chose to take LSD with Alexandria.

The bulletin board appears and a list of tasks appears:

- LSD deliveries for Alexandria (This task is from the previous day)\*
- HOA flyers for Griffin (This task would only appear if the player chose the Griffin conversation option)\*
- Meet with the Sallers for drinks (This task would only appear if the player chose to speak with Simone)

\* These tasks would only appear on the bulletin board if they had not been completed in the previous task cycle (the descriptions of these tasks are in the morning task cycle)

Meet the Sallers for drinks:

This minigame takes place metaphorically in the brain of the Main Character. The goal of the minigame is to be an entertaining guest for the Sallers by providing meaningful conversation. This is achieved by metaphorically pulling the right story from the Main Character's brain, which is themed like a library. There are 5 stages of this minigame. In each stage, the player is presented with a sentence the one of the Sallers just said and the player must scroll through a list of book titles, which represent the Main Character's personal anecdotes and stories, and select the book title that most closely relates to what the Sallers are talking about before time runs out. Each stage increases the amount of books the player can choose from and lowers the amount of time the player has to make a selection. The closer the book is to what the Sallers are talking about, the greater the increase in affinity with both characters, and the drug organization as a whole. If the player picks too many unrelated books, the minigame will fail and the Main Character will lose affinity with both of the Sallers.

### Evening Conversation Cycle

The map appears and the player is given the choice to talk to one of two characters:

- Police Officer Carl Wringley, shown at a local bar
- FBI Director Angela Strix, shown just outside the local coffee shop

Conversation with Carl Wringley:

Carl: "Hey (insert Main Character name)! Have a seat, I'm just here drinking by my lonesome this evening. I don't know if you're aware but this town has quite a lot of LSD floating around. You know what I say? Let them have it, who am I to stop people from having a good time. Besides I wouldn't want to get in the way of those HOA ladies, they mean business."

Main Character (Option 1): "Well Carl, I feel like it's probably part of your job to keep LSD off the streets and to "stop people from having a good time"" (Decreases affinity with Carl)

Main Character (Option 2): "Wow I had no clue. I'm glad we have smart people like you around to keep things in line!" (Increases affinity with Carl)

Conversation with Angela Strix:

Angela: "I'm assuming by now that you've been able to dig a bit deeper into the organization. Have you been able to identify any more players? We'll need more names if we hope to bring down the entire organization."

Main Character (Option 1): "Unfortunately, no. Seems like the higher ups in the organization don't quite trust me yet. I'm not sure why..." (Decreases affinity with the FBI)

Main Character (Option 2): “Yes, actually. I met the mailman the other day. Seems as if he is serving as the primary distributor for the organization, a man named Felix Crawford.” (Increases affinity with the FBI)

Additionally, while in this example level the player is asked by a character to take LSD with them (Alexandria), that only happens a couple of times throughout the game. The main way that the player can take LSD is by asking a character to take LSD with them immediately before a conversation begins. This action skips the dialogue that would have normally occurred with that character, but has all of the same effects that were shown when the Main Character took LSD with Alexandria. This option wasn't shown in the sample level in order to showcase the dialogue with characters rather than skip over it.

## Prototyping and Playtesting

In order to create a playtest that would accurately represent our game idea we decided to use Twine. Twine.com is a website that allows people to create stories through web pages without the need to code, allowing non-coders to create stories. We figured this would be a great platform to use as not all members of our team have coding knowledge. Also, we wanted to make sure our playtest was actually going to be useful, instead of just creating a playtest to receive a grade for the presentation. Since *Live, Laugh, LSD* is heavily narrative-based, we figured it would be most beneficial to have our playtest focus on a simplified story aspect of the game. Therefore, we decided to create a playtest of what a typical series of days in the game would look like, with the player making decisions based on who they talk to and how that affects their affinity levels. In other words, even though our playtest was not extremely aesthetically pleasing, it focused on a couple of the core principles of our game, like LSD use and decision-making.

When the link to the playtest is first clicked on, the first in a series of black screens containing words is opened. This first screen explains what the playtest is about, and how there is a Pre-Game Survey that all play testers should fill out. Below this information is a section that contains the affinity meters for the Organization and the FBI, along with the Certainty Meter and the amount of LSD that the character has. Above all of these meters shows the day of the playtest that the play tester is on. It is important to note that the FBI and Organization affinity bars start on 50/100, Certainty starts at 100%, and the LSD level starts at 2.

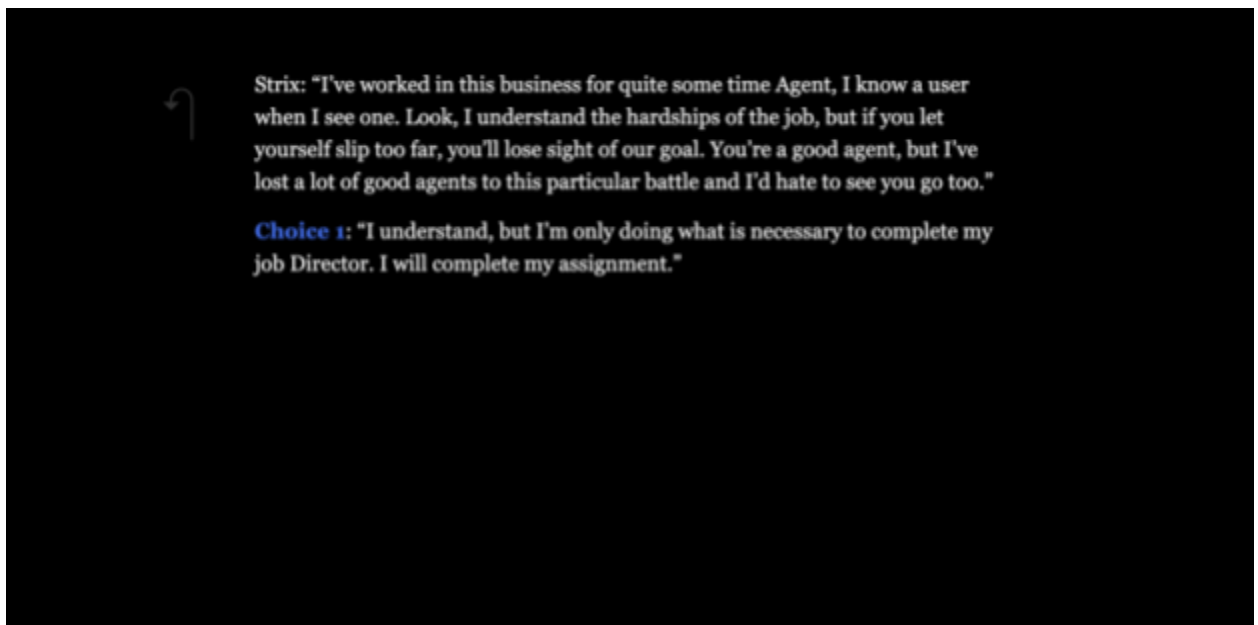
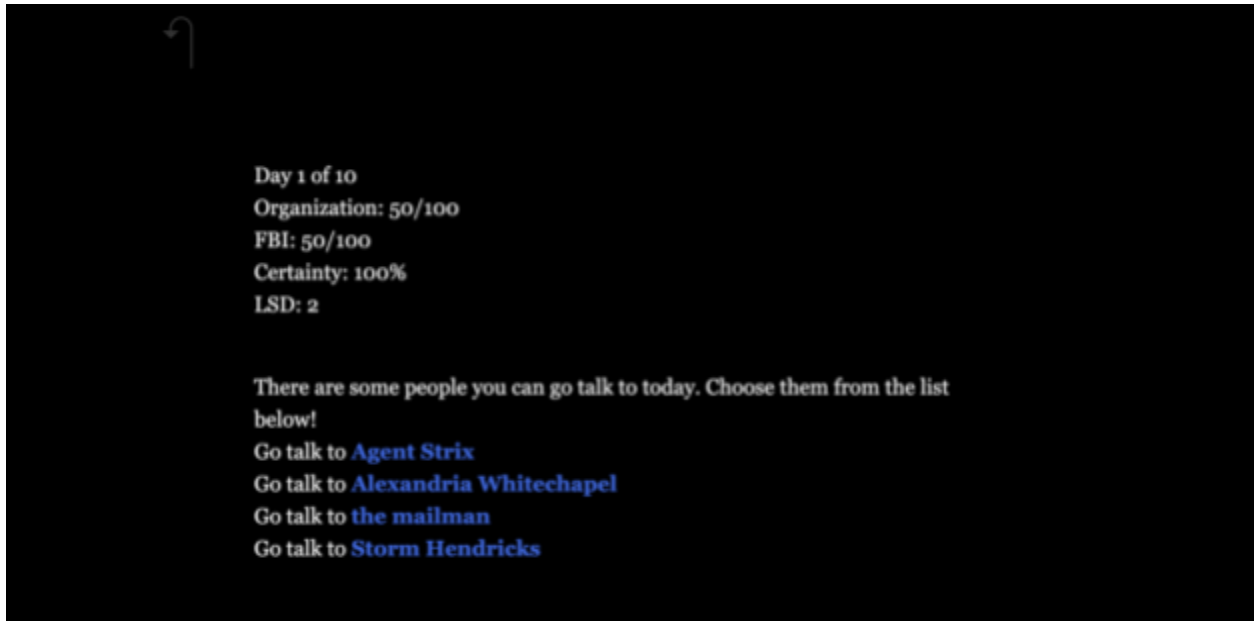
### Pre-Game Survey

Welcome to the Live, Laugh, LSD playtest! This demo is meant to test our game mechanics, so this game is mostly centered around keeping both the FBI and the Organization happy while dealing with some *unforeseen consequences*. Feel free to play through multiple times, and try to see if you can get to day 10! Enjoy!

Day 1 of 10  
Organization: 50/100  
FBI: 50/100  
Certainty: 100%  
LSD: 2

You are at your house. What would you like to do?  
Go to the [bulletin board](#)

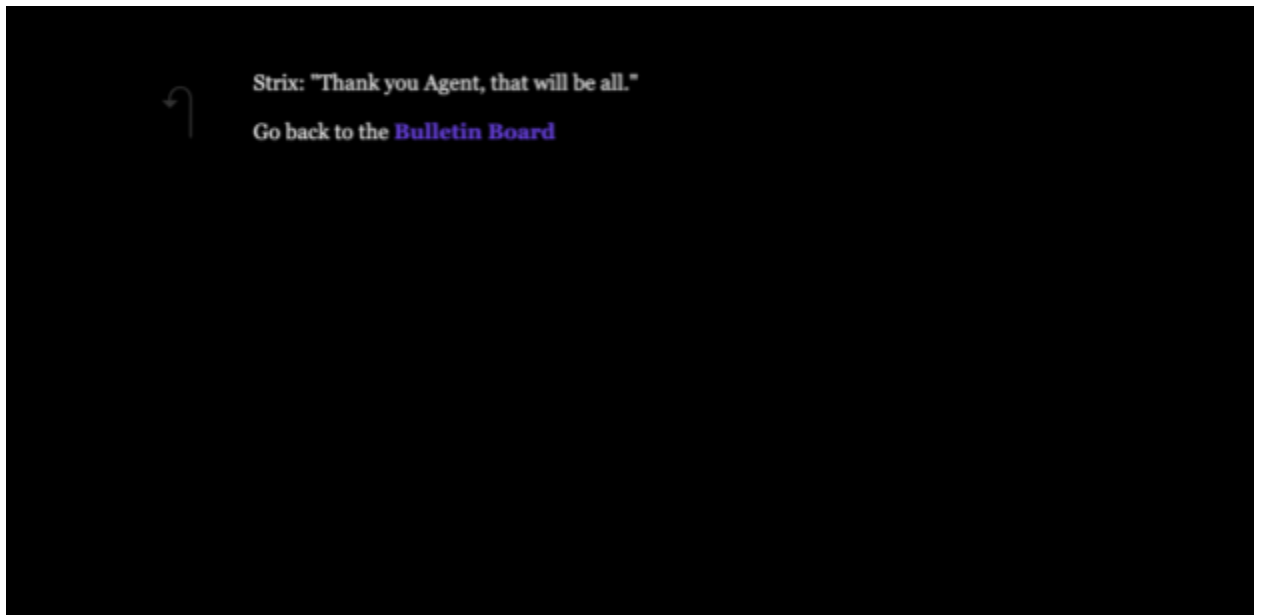
The goal of the playtest is to try and get through all 10 days without messing up the affinity meters for the Organization or the FBI too much. During these 10 days, the play tester chooses to talk to 3 out of 4 characters every day. When each of these players is talked to, the play tester is taken to another screen where dialogue pops up. This dialogue between the main character and the chosen character usually involves a decision to be made. The different choices for the decision usually include one option that raises the affinity with the Organization, and one that raises the affinity with the FBI. Sometimes, there will be more than 3 options available, each with varying effects on the affinity meters. On the other hand, there are also some questions that only include 1 option, forcing the play tester to choose this option. The point of including some questions with only 1 option is to force the play tester to choose that sole option, which will either result in affinity increasing for the Organization or the FBI. This adds some intensity to the game because the player does not control what they want the affinity meters to do; the game does.

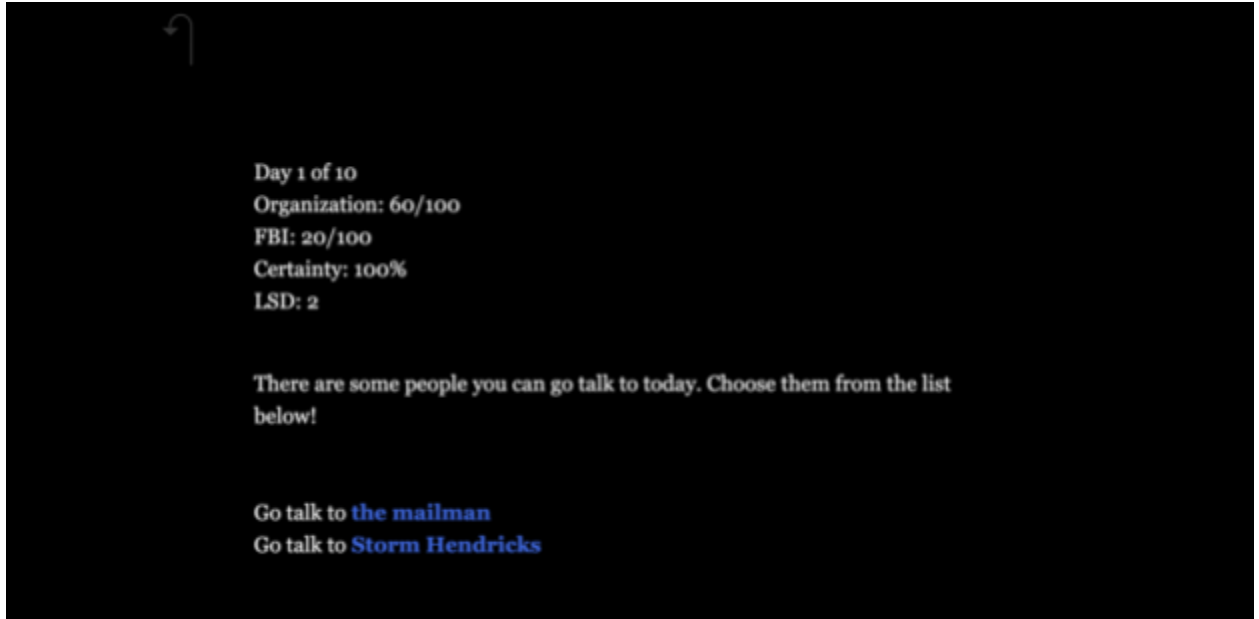


After a certain decision is made, another black screen pops up with a response from the character, and the option to return to the Bulletin Board, which is basically the home menu. Once returned to the Bulletin Board, the play tester has the option of choosing two more players to talk to for that day. However, something that the play tester should notice is that after answering each question the levels of all of the affinity bars may change. If the play tester

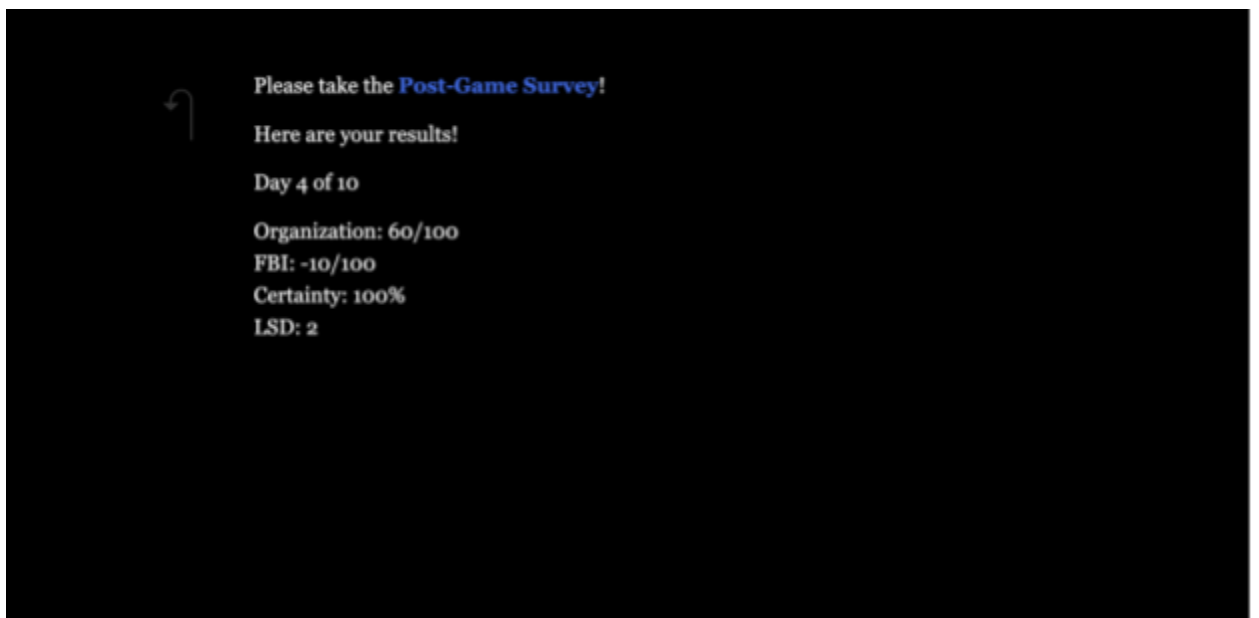


answered a question in favor of the FBI, chances are the affinity level for the FBI will rise while the affinity level for the Organization may fall. Also, if a decision is made that involves the consumption or acquisition of LSD, the amount of LSD the player has will rise as well. If the amount of LSD the player has increases, the Certainty meter will most likely decrease. This is important to keep track of because if this meter decreases significantly, some of the affinity meters may give false readings, or they may disappear completely. The reasoning behind this is that if the main character has a ton of LSD in the game, they may start hallucinating and seeing things that are not reality. Therefore, the playtest becomes harder and harder as it goes on because the play tester has to try and manage all of these different factors that become more and more intertwined as time goes on.





The days advance in the playtest after the play tester has spoken to 3 characters each day. Furthermore, the playtest comes to an end if the play tester manages to get through all 10 days of the play test, or if either the FBI or Organization affinity meter rises at/above 100 or at/below 0. Once the playtest ends, a screen pops up showing the final results of all of the affinity meters, and a link appears that leads the play testers to the Post-Game Survey.



## Pre-Game Survey

### Pre-LLSD Playtest

Please fill this form out before playtesting Live, Laugh, LSD

**Name**

Your answer \_\_\_\_\_

**Age Range**

0-11

12-14

15-17

18-23

24-30

31-45

46-60

61+

**Gender**

Your answer \_\_\_\_\_

How experienced are you with video games, on a scale of 1-10 (one being no experience, 10 being very experienced).

1   2   3   4   5   6   7   8   9   10

What's your major? (If this doesn't apply, where do you work/what do you do?)

Your answer \_\_\_\_\_

What is your favorite genre of video game?

Your answer \_\_\_\_\_

Tell us a little bit about your experience with video games, if any (favorite games, favorite mechanics, least-liked things about gaming, etc.).

Your answer \_\_\_\_\_

---

How experienced are you with dating simulator video games, on a scale of 1-10 (one being no experience, 10 being very experienced).

1 2 3 4 5 6 7 8 9 10

---

Tell us about your past experiences with dating simulators, if any (favorite games, what you like/dislike about dating sims, etc.)

Your answer \_\_\_\_\_

---

What are your expectations going in to this playtest?

Your answer \_\_\_\_\_

The purpose of the Pre-Game Survey was to help our group understand the demographics of our play testers. Some of the important statistics we wanted to gather were age range, gender, level of experience with video games, and favorite types of video games. By gathering this knowledge about our play testers, we were able to make sure we had gathered a variation of people to be play testers, all who have different levels of experience with video games. Therefore, we were able to get as much feedback from different perspectives as possible since we did not only have people who love video games test the game, or vice versa. In terms of results, most of our play testers were from ages 18-23 with all players being between 15-30, and of the people who disclosed their gender about half were female and half were male. The variation in video game experience questions resulted in the most discrepancy, with most players choosing anywhere from 6-10 (on a scale of 1-10 with 1 being no experience and 10 being a lot of experience), with one player choosing 1. Also, most play testers had very

little experience with dating simulator games. This was good for our game because it meant our play testers would not be trying to model our game after other dating simulator games.

## Post-Game Survey

### Post-LLSD Playtest

Thank you for playtesting our game! Please be as descriptive as possible when filling out this post-survey.

What levels were your affinity bars at when you ended the playtest? What day did you end on?

Your answer \_\_\_\_\_

Describe your thought process while playing.

Your answer \_\_\_\_\_

On a scale of 1-10, how much did you enjoy this playtest? (1 being you hated it, 10 being you loved it)

1 2 3 4 5 6 7 8 9 10

On a scale of 1-10, how easy was it to understand the goal of the playtest? (1 being totally confusing, 10 being super easy to pick up on)

1 2 3 4 5 6 7 8 9 10

On a scale of 1-10, how easy was it to understand the role of LSD (pros and cons of using it) in the game? (1 being totally confusing, 10 being super easy to pick up on)

1 2 3 4 5 6 7 8 9 10

On a scale of 1-10, how immersed did you feel when playing? (1 being not immersed at all, 10 being extremely immersed)

1 2 3 4 5 6 7 8 9 10

What are your thoughts on the LSD mechanic as implemented in the playtest?

Your answer

How did seeing the bars affect your choices/decisions throughout the playtest?

Your answer

Do you feel you would have played differently if there was more narrative present? Why or why not? If yes, in what ways?

Your answer

Do you have any feedback for us going forward? Anything else you'd like us to know? Anything helps!

Your answer

We were able to learn many things about our game through the play testing phase. Most play testers loved the game and thought it was extremely unique. However, one main point of

concern across the board was that there needed to be more clarification on the LSD mechanic. Specifically, the play testers wanted more clarification on why sometimes the affinity bars would seemingly randomly disappear, more clarification that their player actually consumed the LSD, and more clarification about how the units of LSD were being measured. Furthermore, most play testers felt that more dialogue/narrative was needed to become more invested in choosing either the FBI side or the Organization side. Therefore, our group was able to take these results into consideration and make improvements in our game for the long term. For example, after reading everybody's concerns with the LSD mechanic we decided to make sure to include a tutorial/explanation of it in order to make sure players are aware of why everything is happening from the beginning. Also, the play test further affirmed that the narrative aspect of *Live, Laugh, LSD* is the most important part of the game, and it should be heavily focused on to keep players engaged and picking sides.

# **Business Considerations**

## **Feasibility Analysis**

Our group believes it would be feasible to produce our game for the world to purchase. One issue that we can see creating problems is the fact that this game is being produced by a brand new gaming studio, A Karen Corporations™. Our group has not produced any games before, meaning *Live, Laugh, LSD* will be the first one. Therefore, it may be more of a challenge to sell the game to some customers because they may be hesitant to buy from such a new studio. However, on the other hand, some customers may be intrigued by the fact that this game is coming from a new studio, enticing them to buy the game and see how they like it.

We do not believe the cost of producing this game would be too much to handle. This is due to several factors, with the first one being that the game itself is not super complicated. In other words, since the game is 2D and not an open, 3D world, the cost of designing user interfaces, character movements, etc. will be very minimal compared to other games. Furthermore, much of the game can be coded with repetitive algorithms and patterns since a large portion of the game involves repeated decision-making that results in changes of the affinity meters.

One area that may prove to be a challenge for our group is marketing. Since we are a brand new gaming studio, we do not have any loyal customers, and we do not have any current ways to market to fans. In other words, we will basically be starting from the ground up. Also, since we are a very small, new studio we cannot afford to simply create and run TV advertisements that millions of people would see. Therefore, we will need to be creative to



come up with effective marketing techniques that will also be cost-effective. Some ways we will be able to accomplish this is by using social media to attract attention from potential customers and draw their attention to our game. For example, I have seen plenty of companies have their Twitter or Instagram accounts go viral because of a funny Tweet or picture they posted. If we are able to have someone creative run our social media accounts to gain a lot of interaction, we will be able to capture everyone's attention, causing them to see that we are releasing a game. Furthermore, we can also create giveaways once we gained some sort of following on social media. These giveaways can be for free copies of the game once it is released in order to heighten everyone's interest. Also, attaining a free copy of a game is a win-win scenario for a customer as they get to try a new game for free; if they do not like it, they do not lose any money.

### Pricing/Projected Sales

In order to appeal to new customers, we do not think we will be able to set too high of a price for our game. We have reasoned that a price of \$19.99 will be a fair price for our game. Most open-world video games for console or PC tend to be priced at about \$60. Since our game does not have open-world functionality nor many of the other features of these types of games, we realize our price will need to be significantly lower. Also, a price of \$19.99 helps ensure that it will still appeal to people who are unfamiliar with the game or with us. For example, if someone walks into a game store and sees two games they are not familiar with, they would most likely be more willing to get the one that is \$19.99 opposed to \$60 because it is much cheaper. However, the downside of pricing it at \$19.99 means that we will not be

making nearly as much per-unit profit as we could be making, but we will definitely sell more copies this way.

In terms of projected sales, our goal will be to sell 1 million copies in our first year of release. We think this is a very challenging, yet attainable, goal because of our probable social media following. In other words, the more social media following and attention we gather for the game, the more and more games we will end up selling. The two games most similar to *Live, Laugh, LSD* are *Monster Prom* and *Among Us*. Even though these games are much less complicated than what we are designing, these two would be good games to base our projected sales off of. *Monster Prom* was able to sell over 9,000 copies in its first month, while *Among Us* sold 3.2 million copies during their first month of release on the Nintendo Switch. The main difference between the success of these two games is the social media presence, in our opinion. *Among Us* became a game that was being talked about all over social media, with memes and reactions to gameplay littered across the internet. This shows that if we are able to attract a strong enough social media following to get people talking about the game, we will be able to hit our goal of 1 million copies sold in the first year of release.

## Competition Analysis

As was just mentioned in the section above, we feel the most similar games to *Live, Laugh, LSD* are *Monster Prom* and *Among Us*. *Monster Prom* is a dating simulator game released on PC, Switch, PS4, and Xbox One. The game was released on PC in 2018, and on consoles in 2020. The object of the game is to try and find a date for the school prom that is 3 weeks away. This game is very similar to our game in the aspect that it includes heavy narrative

aspects and many decisions that the player is able to make. The game has average reviews, and many of its critics state that it is not for everyone, but it has a lot of humor in it. In our opinion, that is what will separate our game from this one, as our game can become intense quickly. *Live, Laugh, LSD* is much more serious and has more narrative substance than *Monster Prom* does. However, it may be hard to win over some fans of *Monster Prom* as *Live, Laugh, LSD* does not have as heavy of a romance aspect, which could be problematic for people who love that part of *Monster Prom*.

Also, we feel that *Among Us* is one of the biggest competitors to our game. *Among Us* is a social deduction game where one person in a group is labeled as an “imposter” who has to kill off everyone else without being caught. This game was released on PC and mobile in 2018, Nintendo Switch in 2020, and Xbox One/Xbox Series X in 2021. *Among Us* is much less similar than *Monster Prom* is to our game, but the mini tasks that must be completed in *Among Us* are very similar to what the tasks are going to look like in our game. This game has been immensely successful in the time since it has been released, so it will definitely be a huge competitor for our game. However, we do not feel as though the competition will be detrimental to our game because they are very different from each other, with the only similar aspect being the tasks that are completed. However, it may be beneficial for us to try and attract the attention of some fans of *Among Us* as they may still take an interest in *Live, Laugh, LSD*.

## Target Audience

The audience that this game is directed for is anybody ages 15-25. We feel as though anyone will be able to play and enjoy our game, but it will probably be most popular with an age range of 15-25. Our goal is to appeal the most to both high school and college students, which the age range encompasses. Also, high school and college students tend to be very involved in social media, meaning it will be easier to reach their attention through our company's social media pages. Also, we feel this is a perfect age range as people this age would be able to appreciate the imaginary struggle between choosing sides with either the FBI or the Organization without feeling like the concept is too complicated.

## Release Platforms

Given the simplicity of *Live, Laugh, LSD*, we have determined that we will be releasing this game on PC, PlayStation, and Xbox. All three platform versions will carry the same price, and can be bought at any game store or online for \$19.99. We believe that it is beneficial to release the game on 3 different platforms to increase the scope of our audience. Also, releasing the game on these 3 different platforms will give us the opportunity to allow cross-platform play, which is a big benefit of some games, and will put our game ahead of some others that do not support cross-platform play.

# Appendix

## Art

- User Interface - hud.png
- Bulletin Board - board.png
- Director Angela Strix - strix.png
- Agent Storm Hendricks - storm.png
- Grocery Store Manager Alexandria Whitechapel - alex.png
- Mailman Felix Crawford - felix.png

## Sound Effects

[Sound effects courtesy of freeSFX.co.uk](http://freeSFX.co.uk)

- Dialogue selections
  - click\_1.mp3
  - click\_2.mp3
  - click\_3.mp3
- Travel
  - open\_1.mp3
  - open\_2.mp3
  - close\_1.mp3
- Map/Notepad/Bulletin Board
  - folderflip\_1.mp3
  - folderflip\_2.mp3

- folderflip\_3.mp3

## Prototype

- LLLSD.html

## Survey Data

- Pre-Game Survey
- Post-Game Survey

## Pitch Materials

- LLLSD Pitch 1
- LLLSD Pitch 2
- LLLSD Pitch 3
- LLLSD Pitch 4