

Oddington

“Where Everyone Is Welcome”

A Social Networking Request For Proposal

Prepared by Zero G Games

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Pet Society Game Design Recap

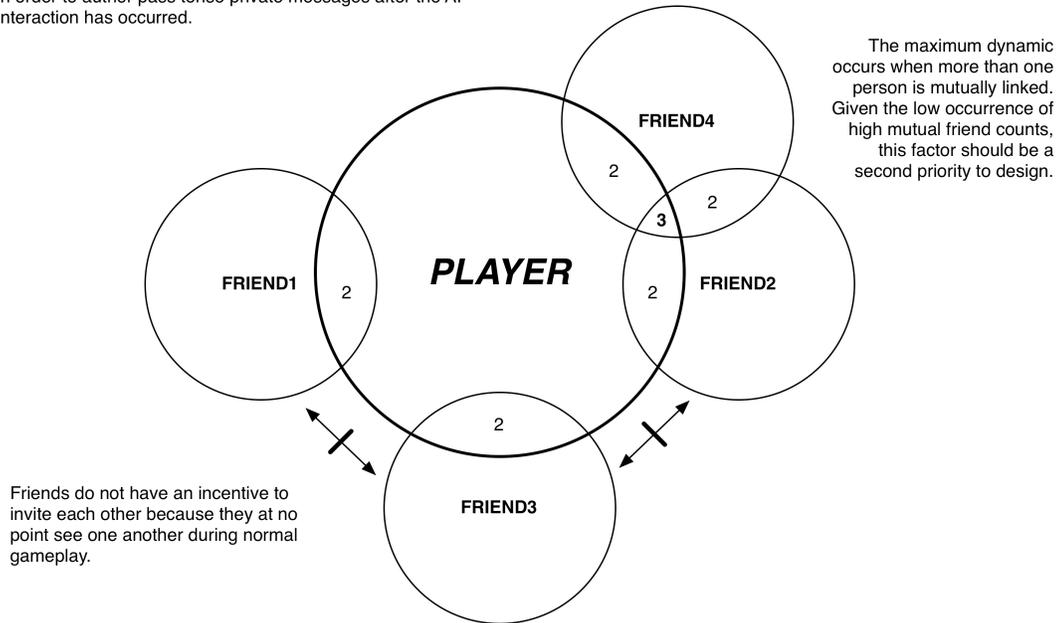
Pet Society brilliantly disguises a single player transactional game that uses community-generated avatars to create loveable single player interactions as a multiplayer live interactive game.

The game is divided into four key areas that represent the game's strengths:

- Interacting with your pet
- Interacting with friend's pet in single player mode
- Shopping for your character and home
- Competing in a single player race with friend's pet

Pet Society - Community Dynamics

Pet Society is a single player game that draws from a list of friends in order to author pass tense private messages after the AI interaction has occurred.



What Pet Society Is Not

Pet Society is not a multiplayer title. At no point is there any benefit from two people being logged in at the same time other than getting notifications of things that happen when they weren't there. The up coming Café will undoubtedly introduce a chatroom feature that will be constrained to the minimal overlap of mutual friends to create any level of live communication. Given that Facebook already possesses a live chat feature in the lower right hand corner, the Café veneer may not stimulate existing product loyalty.

Dead AI

Pet Society reinforces in many ways that you are alone in the game. Aside from friend's pets that randomly appear on the street, and an occasional wave hello, no serious attempt has been made the breathe life into the community of pets that make up your neighborhood.

Brief of Oddington

Oddington is a loveable world populated with highly customizable and cute creatures. Invited to interact with friend's creatures, Oddington supports the cornerstone of Social Networking principles.

Social Networking Bedrock

Social Networks are about individual expression and social interaction. One desires to create an online web page that best represents their inner self while using the platform to gain or deepen friendships. Our proposal will borrow mechanics from the existing Pet Society game, and greatly enhance areas of personal and social expression for the benefit of enriching the player's existing friendships online.

Oddington uses traditional mechanics such as:

- Playing with your creature
- Visiting friend's creatures
- Competing with friends in single player games
- Customizing ones character and or home
- Purchasing Creature Bucks to speed up and enhance all the above

Unique Features to Oddington include:

- Choosing to move into another character's home to replicate real world relationships.
- Building home improvements that your friends can choose to help you with while they're logged out of their creature.
- Displaying friendship meters to indicate how much a friend has helped you over time.
- Give the player an option to continue with a task while logged off.
- Play games that output customizable items that can then be given to a friend to better match their preferences in real life.
- Work at an optional job
- Help a friend with a home improvement or invention project
- Support the addition of pets for your creature.

Target Demographic

Oddington appeals to any member of either Facebook or MySpace who enjoy social networking games. The visual theme of the game allows younger players to create creatures that match their inner concepts of fun, while older players will undoubtedly take the creature creation options to the next level of customization and real world expression.

To the degree that 45+ members of either Facebook or MySpace would find a social networking game appealing, Oddington should provide a comfortable home for their sensibilities through creature expressions and attire that allow them to create "executive" or "mature" versions of the population.

The creature population of Oddington is diverse and filled with male, female, and gender free creature options.

Oddington Expansion

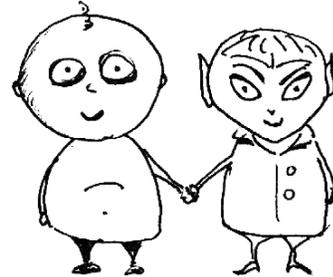
Given the online nature of the social networking site APIs and delivery of the world content, any platform that supports Flash can benefit from a light version of the game (save iPhone). Should Zynga choose to port the Flash client to Objective C or other platform technologies specific to the mobile device or other handheld platforms, Oddington could be ported to any platform regardless of its Flash origins.

Top Three Selling Points

Given the constrained nature of social networking platforms that force the player to be limited to their friend's lists, Oddington works with this limitation by improving many areas of social expression and interaction with friends.

Modeling Real Social Networks

Members of Facebook and MySpace work hard to build destination sites for their friends and family to interact with. In the case of MySpace they customize their page theme, and in both cases, they upload their photos, videos, and other links and meta information about themselves to paint the best possible image of who and what they are. Oddington capitalizes on this desire by allowing players to highly customize their material possessions, and their in game relationship maps.



It has become a growing phenomenon for families to tag their vehicles with stickers that indicate how many members are in their family. Facebook has added the connection between spouses and or significant others. Oddington allows players to “move in” with each other and share in the excitement of decorating a home. Players who are “roommates” can clean, feed, and stimulate each other while the other is not logged in.

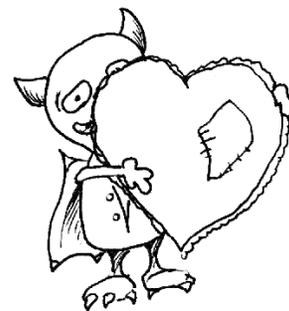
Externalizing Connections

Other social network games do a great job of allowing players to interact, but few allow others to see the friendship connections between players. Oddington displays a meter that represents the social connection between two friends. In the event that a mutual friendship allows a player to see the relationship between others, a group panel is displayed to let others know just how connected others are in the game.

The friendship meter is enhanced by how often the player helps, gifts, or positively interacts with other players. Should a player fail to interact in a positive way over time, the meter goes down at a fraction of the speed it filled up, unless specifically negative interactions are done.

Benefitting Social Exchange

Any social networking site contains ample information about the average person once a friendship has commenced. In the event that someone is trying to enhance their bond with another, they will read up on a person's profile and use that information to improve the quality of their exchanges with that person.



Oddington rewards this due diligence by providing games that output an invention that can be customized and later given as a gift to another. A test case might have a female being pursued by two males. Both males work to create an item that is later given to her. One male gave her a pink item, while the other gave her a purple item. One male read her profile and learned that she hates pink, while the other fails to make the connection, because he did not see the value in being “social” on a social network.

The feature of customizing an item to share with another includes the highest level of self-expression. Social games of all genres have benefitted greatly from providing a core level of unique customization for items and overall attire. Oddington allows for this core factor while enhancing the activity in the form of “thoughtful” gift giving.

Additional Features

Home Improvements

Using currency is definitely a great way to improve a creature's world, but so is hard work. Creature's love to work, and this opens up two distinctively great uses of a single feature.

Let's say a player would like to embark on a big home improvement, but they don't want or don't have the money to do it instantly. They can elect to add a home improvement that might take days, weeks, or months. A friend can help speed up this construction by devoting their creature to your project. This increases the friend meter between those to creatures, and reduces the overall amount of time to finish. True friends are often discovered in times of need. We believe this feature will highlight the true integrity of an individual's character in game.

Every creature has the option of picking which activity they'd like to do when not being visited by their player. All the imaginable benign activities are available, but helping a friend is one of the most satisfactory. Of course, working on your own project is also good.

We believe this feature adds a benefit to return to gameplay even if life gets busy. You're creature has been at work is what the player thinks as their day gets too overwhelming to visit.

Getting a Job

Let's face it, watching someone work can be more fascinating than doing the job ourselves. Oddington provides an array of jobs that are attended when the player is both onscreen and away from the game.

A generic building is in the main downtown area, and is customized visually to match the job selected by the player. The player's creature enters the building and goes through a series of animations that include a mini-game of mouse clicks and keyboard entries that late determine how successful the day was.

If the player assigns their creature to work while they're away, the amount of Creature Bucks earned is substantially less, but more than looking for coins in trees. We believe this feature is superior to random lotteries being awarded every few hours.

Getting a Pet

Pet lovers, and not the virtual kind, love and consider their pets just as important as humanoid relatives. Oddington duplicates much of the creature creation technology to allow the player to add a pet to their household.

We feel the feature of a pet is an excellent way to drive Creature Buck sales especially given the billions of dollars humans spend on their real pets. The catalog of pet bodies and accessories *MUST* be vast from day one. It is destined to be copied shortly after initial release.

Core Game Loop

Oddington invites the player to go down several paths of interactive social behavior that will be tough to fully experience in a few sessions. The players will repeat a pattern of:

- Being greeted with Creature Bucks earned while offline
- Reviewing any gifts, creature mail, or messes the “roommate” might have left behind
- Visit friends
- Go to optional job
- Compete with friends
- Work to create a customizable gift for a friend
- Help a friend with a project at their home
- Play with your pet
- Review how current investments will earn more Creature Bucks!

Driving Revenue

Oddington provides a rich environment and a wealth of options for players to express themselves through their actions. Due to the instant impact on creating and giving customized gifts to friends and family, the benefit of purchasing Creature Bucks is enhanced due to the impact it has on a player’s friends. Here are some examples:

- If a person desires to enhance a friendship in a unique way, spending \$10 to purchase 10,000 Creature Bucks will open up customizing options at the factory thus maximizing their ability to make that impression.
- Two players that have recently moved in with each other will find the single player household constrained, and therefore will desire a bigger space. Purchasing Creature Bucks will be the only way to quickly solve this need unless the players are long time members.
- Someone who has a pet in the real world might want to make sure that their virtual pet looks as close to their real pet as possible, and therefore will cut the time investment down by purchasing this power.
- The root anchor is in self-expression. Finding the right clothing, look and feel, and overall environment at home will demand a relatively substantial level of currency. Either the player will devote a significant level of personal time playing to earn, or cut to the reward using a credit card. An indicator of how valuable a home is presented on the outside will also stimulate competition amongst friends.

Session Metrics

Given the rich nature of the Oddington universe that contains individual homes, businesses, and factories, the amount of time a player can spend in game just to touch all their available options once is significant. We estimate a minimum range between 10 to 20 minutes per session unless an individual is merely checking on the status of a project.

We will not attempt to estimate the average number of per player invites or acceptances.

Risks

Customer Conversion Factors

Having worked in the social gaming community for the entire lifespan of Zero G Games, we feel the highest risk factors correlate directly with ones goal to attract customers from an existing product. Most online players have a very primitive opinion of why they choose to play games, and less features for more features is seldom an attractive attribute.

We feel strongly that any game that is expected to compete with Pet Society or like games has to at a minimum duplicate the existing feature set before it will be considered by the existing customer base. Casual players online are not routinely interested in how many advanced features they have. They invest a serious amount of their time and money in your competitors and need to see INSTANT reasons why your product is superior. We are confident that Oddington can do just that.

The moment a player sees a friend's Facebook box where two characters who have a relationship in real life are holding hands in their "family portrait" they will understand the difference in Oddington. The second that someone sees a customized gift that includes initials, colors, and other iconic real world preferences being exchanged between friends or lovers, they will get it instantly.

Hitting Critical Mass Within Schedule and Budget

Regardless of the allocated budget to the project, the clock is ticking for anyone wanting to take the number two let alone number one slot from games like Pet Society. The level of subtle games and critical character interactions is crucial to proving a competitive nature in game.

We believe that a roadmap for release can be determined once members of Zynga itemize the areas of Oddington they feel are critical for the first stage of release. We believe that the single feature that will have the largest short-term impact on the communities of Facebook and MySpace will be the ability to move in with each other. A customizable box that is inserted on the home page will let the world know that there is a "social" upgrade by moving to Oddington.

Production

Zero G Games has experience building platform games of similar and greater magnitude in very short periods of time. The key factors are in resources and budget over time. Building Oddington is no trivial task, and will mandate an extremely well organized and discipline development cycle where multiple developers and artists will work concurrently to meet at a common ALPHA date for integration and bug fixing to reach BETA and eventually LIVE.

Key Dates

It is our perception (without feedback from Zynga at the time of this writing) that a four to six month Phase I production should be sufficient for releasing a significant title to the public. The initial phase is always the longest given the framework considerations that make expanding the platform easy and effective.

A comprehensive on site design session is absolutely mandatory for determining all phases prior to beginning the construction. We have found that to the degree the design session and output Game Design and Technical Design documents are complete and accurate, all areas of budget, resources, and time are reduced proportionally.

A rudimentary milestone chart with three developers for Phase I might look like:

M1	Face-to-face design session; output GDD / TDD	1/15
M2	GDD & TDD review and certification from Zynga	1/31
M3	Art compositions round one	2/7
M4	Home Prototype	2/28
M4	Game One Prototype	2/28
M4	Creature Design Prototype	2/28
M5	Home ALPHA	3/31
M5	Game One ALPHA	3/31
M5	Creature Design ALPHA	3/31
M6	Home BETA	4/15
M6	Game One BETA	4/15
M6	Creature Design BETA	4/15
M7	Item Store Prototype	5/1
M7	Bank API integration Prototype	5/1
M8	Home FINAL	5/15
M8	Game One FINAL	5/15
M8	Creature Design FINAL	5/15
M8	Bank API integration BETA	5/15
M9	Bank API integration FINAL	6/1

We suggest the following features for Phase II:

- Game Two
- Factory One
- Pet Design Store

Key Costs

The costs for Oddington will be spread fairly evenly with the proposed design herein. A significant amount of artwork and animation is required to bring these experiences to life, and an equal level of development manpower will be necessary to build the reuseable models to harness these concepts.

The minimum team will contain no less than two devoted full-time developers at Zero G, and two full-time artist and animators.