

**TEAM 2**

**Design Document for:**

# **Hell-O Express**

**A Point and Click Adventure?**

***Caution:** High amounts of Satire ahead. Proceed at your own risk.*

Written by Team 2

Version # 1.00

Tuesday, April 25, 2017

Word Count: 2309

Page Count (Content Only): 10

# Table of Contents

<b>Overview</b>	<b>4</b>
<b>Backstory</b>	<b>5</b>
<b>Setting</b>	<b>6</b>
Hel's Carriage	6
Shani's Carriage	6
Satan's Carriage	6
<b>Characters</b>	<b>7</b>
Daniel Cladriff - Just your average Daniel	7
Seo Hel - Norse Ruler of Hel	7
Shani - Karma Guru	7
Jeremy - Satan's Edgy Kid	8
The Nun	8
<b>Quests/Puzzles</b>	<b>9</b>
#1 Permit Ticket	9
#2 Locked Door 1	9
#3 Battery Quest	9
#4 Finding Food	9
#5 Locked Door 2	9
#6 Cross and Switch	9
#7 Missing Key	10
#8 Bible Theft Auto (B.T.A.)	10
#9 Heaven is a place on Earth for me	10
#10 Satanic Underwear	10
#11 And then he borrowed a poster	10
#12 Druggie Power	10
#13 The Final Conundrum	10
<b>Core Mechanics</b>	<b>11</b>
Interaction	11
Inventory	11
Crafting	11
Dialogue Choices	11
<b>Game Loops</b>	<b>12</b>
Core Gameplay Loop	12

Crafting Loop	12
Final Game Loop	13

## Overview

*Quite a view from up here!!*

**Name:** Hell-O Express

**Genre:** Point and Click Adventure

**Platform:** PC

**Target Audience:** 16+, Casual Gamers

**Rating:** PEGI 16

*Hell-O Express* is a point and click adventure game that thrusts player's into the role of 'Daniel', a man who seems to be on a train, something he despises with all his heart and somehow seems to have received a once in a lifetime opportunity to meet characters such as Hel, Shani and Satan's Edgy Kid, each of them trying to convince the player that their version hell is better than the other. *Hell-O Express* aims to engage the player with its humoristic dialogues, quips, quests and pop culture references.

The game takes place entirely within three compartments or carriages of a train, each carriage belonging to one of the 'Keepers of Hell' or 'Lords of the Underworld'. Other than these character's, the train also has other passengers, some of which the player can interact with and others just for their quip's and humoristic remarks.

*Hell-O Express* aims to portray the 'Lords of the Underworld' as nothing more than humans with their basic human desires, actions and problems while at the same time attempting to convey a certain message through each of them. The game also attempts to make the player understand each of these character's backstory or history as told by their respective religion with elements of exaggeration and belittlement in order to achieve humour.

The player, as she progresses through the game, solves puzzles and performs quests or tasks for these 'Lords' unlocking dialogue trees and unique interactions along their journey to get to hell (or heaven?).

## **Backstory**

*Wait.. How'd i get here?*

Daniel is, by all means an average man of average stature, with an average temperament. Everything about him was ordinary, except for his looks, they were far beyond the realm of average, really, below average.

Well apart from his visage, the only other part of him that was not ordinary, was his death. He died by tripping on his shoelaces, and falling in front of a speeding truck. The papers would label his death a “righteous suicide” out of the mere coincidence that he inadvertently pushed a little child out of the path of the marauding truck whilst killing himself.

Daniel didn't die though, physically, yes, he did. But he found himself in a train, disgruntled at first, and mildly irritated about his situation by an average amount, he came to accept that he was on a train, but, he soon realised he was on a train to Hell. The gods, followed the mortal news (Satan himself is an avid follower of Fox News), and learned that well, Daniel committed suicide. But since he saved a soul before dying, he was given the option to choose the Hell he wanted to live in.

Enter, the Three Rulers of Hell.

Normally, souls of a certain faith would end up in carriages that was owned by their faith's devil or, if there was a change in shift, one of their close relatives/friends.

Documentation was lost, so instead of choosing from over 3000 Hells, Daniel can choose only from 3. The Rulers are not interested in the least. And Daniel could do whatever the Hell he wanted in this train.

Only one problem. An average, small, problem. Daniel Cladriff, wrongly judged for suicide, and wrongly judged for saving a soul, an average man at best, hates trains. Despises them from the very fibre of his being. His Soul hates being on a train.

Help Daniel get to hell.

## Setting

*A Train?!... It HAD to be a train!!*

*Hell-O Express* takes place entirely within three carriages of a train, each of the carriages belonging to one of the 'Rulers of Hell' and each having its own unique colour, feel and atmosphere. Each carriage also has different kinds and amounts of passengers on them.

### Hel's Carriage

Hel's Carriage has a whole Hollywood dressing room vibe to it with bright red colours encompassing the carriage and bright yellow lights to complement the red velvet. The room is mostly occupied by vanity items like fancy mirrors, chandeliers etc. Hel's carriage is also the least populated among all of the carriages.

### Shani's Carriage

Shani's Carriage has a much more cooler atmosphere with different shades of blue being prominent. It always seems to be smoky/fogged in this carriage. Quite a few musical instruments can be found here. The windows seem to have been blocked with a large piece of black paper. Shani's carriage is the most populated among all the other carriages.

### Satan's Carriage

Satan's carriage is dimly lit with a single classy yellow bulb as the only source of light. The carriage has some classy music playing in the background. The grand piano, flat screen tv and the rotary dial phones in the carriage really shows Satan's class and finesse. All of this changes once his son, Jeremy comes into the picture.

## Characters

*Who are all these people?!*

### Daniel Cladriff - Just your average Daniel

Daniel is the character the player plays as in the game. He is quite an average and ordinary character. Nothing about his life is really interesting or exciting and he seems to go through life without a care in the world. For someone who doesn't seem to give a sh\*t about himself or his own life, he can be quite judgemental and will probably say it openly to your face. He likes to think that he is quite smart and witty but his quips or jokes always come at the wrong time and this makes him seem very insensitive, though sometimes it is totally intentional so you can never really tell with this guy. Oh, and he hates trains more than anything else in the world.

**Traits** - Judgemental, A bit of a prick, witty, bad timing, despises trains.

### Seo Hel - Norse Ruler of Hel

Hel is definitely the most stuck up, egocentric character in the game, so much so that she openly insults Satan. In all the nine realms, the only two things she cares about are her father Loki and her pony, Helhest, a three-legged horse who shares her enthusiasm for death and other happy things.

But Hel is also very insecure, because she is not very popular outside the small scandinavian countries, and most of her applicants are in the wrong compartment.

So she's taken a "Devil-May-Care" attitude to her duties, and must be convinced that the player has the right documentation to proceed. But even then, because of her hubris, she does not let him into Hell, this is when the player has to solve her puzzles.

Hates Satan (Secretly loves Satan)

**Traits** - Stubborn, egocentric, loves Pony, indifferent about her carriage, sick of Satan.

### Shani - Karma Guru

Shani is a rare one. He used to be filled with rage, and would explode at the slightest of problems. But after finding Yoga and Tranquility, he has calmed down. He is trying to live with only the simplest desires. Taking over for his brother Yama, he is the only Ruler who doesn't seem to have any problem

with anything. But he's also an airhead. He is very impulsive, and due to the nature of his upbringing, avoids conflict at all costs.

Also has a few issues with his dad, so he draws the blinds on his windows to block the Sun. His puzzles mostly revolve around his need to do something at a particular time.

As a child Shani always had to work hard to get what he needed unlike his brother who was just handed everything to him. He used to carve out little wooden figures and play with them. As he grew older he started selling them and became a very popular craftsman among the gods. Soon he moved to California and became a surfer dude. Now he chills with the seagulls and smokes legal recreational marijuana.

**Traits** - Happy go-lucky, laid back, (surfer dude-esque, not a complete and utter surfer dude, he's just dense sorry for the stereotype surfers), definitely does not use the word "my dude", has issues with his dad, needs help to solve crosswords.

## Jeremy - Satan's Edgy Kid

Being born into a highly religious family and being a preferential homosexual didn't make Jeremy life easy. After many futile attempts by his parents and various priests at 'praying the gay away', his parents had no choice but to disown him and leave him on the streets at the ripe age of 13. All his life, right up until the moment he ended up in hell, he hated and refused to believe in the ideas of religion and gods. But, Jeremy was never a homosexual. He was just going through a phase. Once he met Hel, everything changed. Now he dreams about life in Hel. He doesn't care about most things and spends his life locked up in a train compartment whining about life.

But he doesn't enjoy this life. Deep down, he's a good boy. He was just, never given a chance. But today that changes, today he's gonna do it; He's going to either heaven or Hel.

**Traits** - Edgy, snarky, self-centered but not selfish per se, doesn't take anyone or anything seriously and uses insults as a defense mechanism.

## The Nun

The Nun lived a good and pure life while on earth and was sent to heaven upon her death. After a long while in heaven and being bored with it, the Nun has now come to Hell in search of fun and adventure.



## Quests/Puzzles

*What!?!.. I actually have to do stuff ?!*

**Note:** For More information regarding the Quests/Puzzles please refer to the Level Design Document.

### #1 Permit Ticket

Objective: Deliver permit ticket to Hel.

Objects Required: Pony, Permit Ticket.



### #2 Locked Door 1

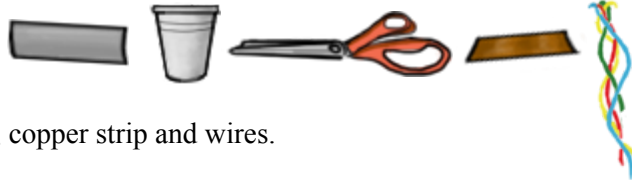
Objective: Get the second carriage door open.

Objects Required:

### #3 Battery Quest

Objective: Get Hel's phone working.

Objects Required: Soda can, plastic cup, scissors, copper strip and wires.



### #4 Finding Food

Objective: Investigate the missing food.

Objects Required: Apple of Eden



### #5 Locked Door 2

Objective: Get through lasers.

Objects Required: Faith and Poster - You only die once.



### #6 Cross and Switch

Objective: Turn on the light in the last carriage.

Objects Required: Cross.



## #7 Missing Key

Objective: Find the missing key on Shani's Yama-hah.

Objects Required: Piano Key



## #8 Bible Theft Auto (B.T.A.)

Objective: Steal a bible.

Objects Required: Bible



## #9 Heaven is a place on Earth for me

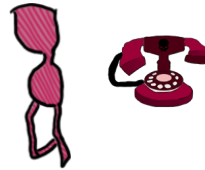
Objective: Gather information about heaven from nun for Jeremy.

Objects Required: <finished B.T.A. questline>

## #10 Satanic Underwear

Objective: Collect an item of clothing for Jeremy.

Objects Required: Lingerie, Hell-o-phone



## #11 And then he borrowed a poster

Objective: Steal Satan's Magazine Cover Poster from the third carriage.

Objects Required: Magazine Poster



## #12 Druggie Power

Objective: Drug Shani to steal his doll.

Objects Required: Sleeping pills and leftover soda in cup.



## #13 The Final Conundrum

Objective: To perform task according to which hell the player wishes to go to.

Objects Required: Bible, Shani's Doll, Sleeping Pills, Cowboy Hat, Disguise 2. Disguise 3



# Core Mechanics

*Hmm..Interesting...*

## Interaction

The player is able to interact with objects, characters and the environment simply by clicking on the desired object/character. Interaction provides the player with items, interaction text or dialogue branches. These dialogue branches can possibly give the player items, information or quests.

Interaction with objects/items may be of 3 types:

- **Looking:** Looking at an item gives the player more information about what the item is, what it looks like or what it can possibly be used for. If the inspected item is purely aesthetic, the player gets a verbal description of what it is.
- **Use:** Some item and objects can be activated to serve a particular purpose. For Example, toggling on and off a light switch, opening a closed door etc, would come under performing an activity.
- **Take:** The player is able to pick up some objects and add them to her inventory

## Inventory

Any object or item the player picks up/collects throughout the game goes into the player's inventory. Besides holding items, the inventory also enables the player to craft some items that are craftable. Upon consumption of the item or giving it away, the item is removed from the inventory.

## Crafting

The player is able to combine multiple craftable items in their inventories to form a completely new item. The player may do so simply by dragging one craftable item onto the other within the inventory.

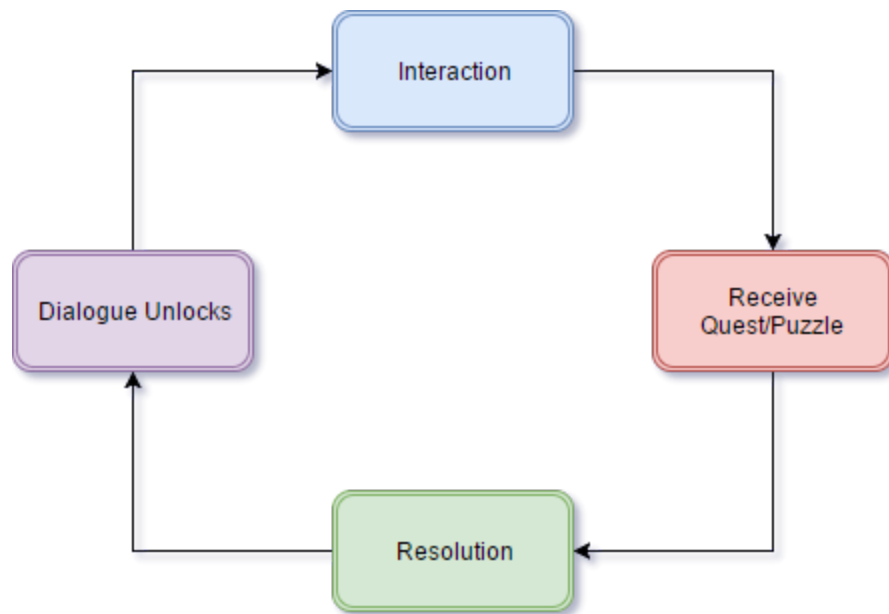
## Dialogue Choices

The player throughout the game has choices with the dialogues she wants to deliver. These choices affect further dialogue branches with that particular character, items and quests they provide.

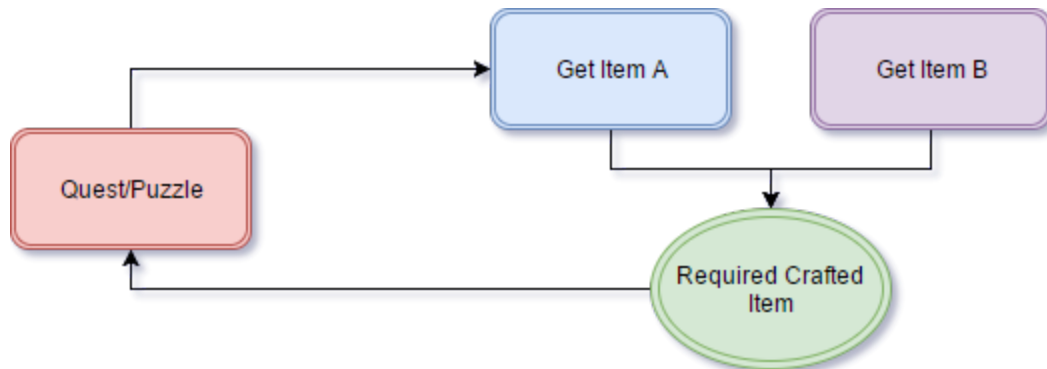
# Game Loops

*Woah!! Loops!*

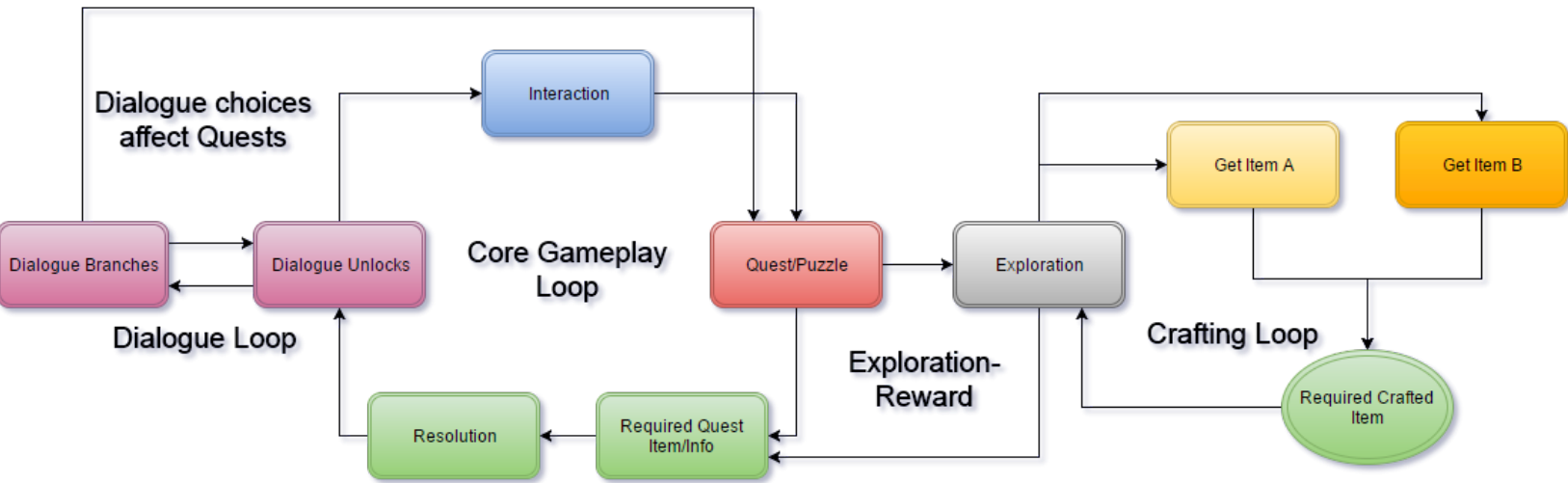
## Core Gameplay Loop



## Crafting Loop



## Final Game Loop



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## Table of Contents

<b>Overview</b>	<b>2</b>
<b>The Physical Environment - A Brief</b>	<b>3</b>
Hel's Carriage	3
Shani's Carriage	3
Satan's Carriage	3
<b>Quests/Puzzles</b>	<b>3</b>
#1 Permit Ticket	3
#2 Locked Door 1	4
#3 Battery Quest	4
[4, 5, 6 interconnected]	4
#4 Finding Food	4
#5 Locked Door 2	5
#6 Cross and Switch	5
#7 Missing Key	5
#8 Bible Theft Auto (B.T.A.)	6
#9 Heaven is a place on Earth for me	6
#10 Satanic Underwear	6
#11 And then he borrowed a poster	7
#12 Druggie Power	7
#13 The Final Conundrum	8
<b>Rational Level Design Calculation</b>	<b>10</b>

## Overview

This Level Design Document has been split according to the number of quests or puzzles that are part of the game. Since the entire game is essentially divided into three compartments or carriages of a train, i.e. Shani's, Hel's and Satan's, this has also been taken into consideration while planning, designing and calculating the difficulty of each 'level'. For the sake of simplicity in the calculation of difficulty, a single quest is being considered as a 'level' while at the same time taking into consideration factors such as timing, dialogue trees, player choices etc.

## The Physical Environment - A Brief

*Hell-O Express* takes place entirely within three carriages of a train, each of the carriages belonging to one of the 'Rulers of Hell' and each having its own unique colour, feel and atmosphere. Each carriage also has different kinds and amounts of passengers on them.

### Hel's Carriage

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### Satan's Carriage

Satan's carriage is dimly lit with a single classy yellow bulb as the only source of light. The carriage has some classy music playing in the background. The grand piano, flat screen tv and the rotary dial phones in the carriage really shows Satan's class and finesse. All of this changes once his son, Jeremy comes into the picture.



## Quests/Puzzles

### #1 Permit Ticket

Objective: Deliver permit ticket to Hel.

Objects Required: Pony, Permit Ticket.

- Daniel must steal a ticket from one of the seated passengers. He cannot do so while they are watching him.
- Pull Ponies tail. Pony screams. Passengers tilt heads. [**2 animations**]
- Once distracted (within 3 secs) must grab ticket from table near passengers.

### #2 Locked Door 1

Objective: Get the second carriage door open.

Objects Required:

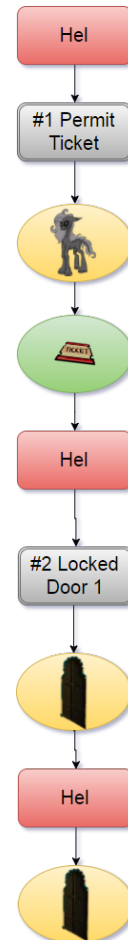
- The door to the second carriage is locked.
- The player must talk to Hel, the player is told the door needs to be pulled and not pushed.

### #3 Battery Quest

Objective: Get Hel's phone working.

Objects Required: Soda can, plastic cup, scissors, copper strip and wires.

- Hel's phone battery is dead and requires charging. She cannot commune with her dad Loki and urgently needs to tell him about Bill Gate's disappearance. He was probably picked up by a Valkyrie.
- Information can be found from a book called "Science" in Shani's book shelf.
- Find all the above objects.
- Combine can and cup to get cup filled with soda to get soda and combine empty soda can and scissors to get aluminum strip.
- Combine wires, metal strips and soda cup to get makeshift battery and charge phone.



[4, 5, 6 interconnected]

## #4 Finding Food

Objective: Investigate the missing food.

Objects Required: Apple of Eden

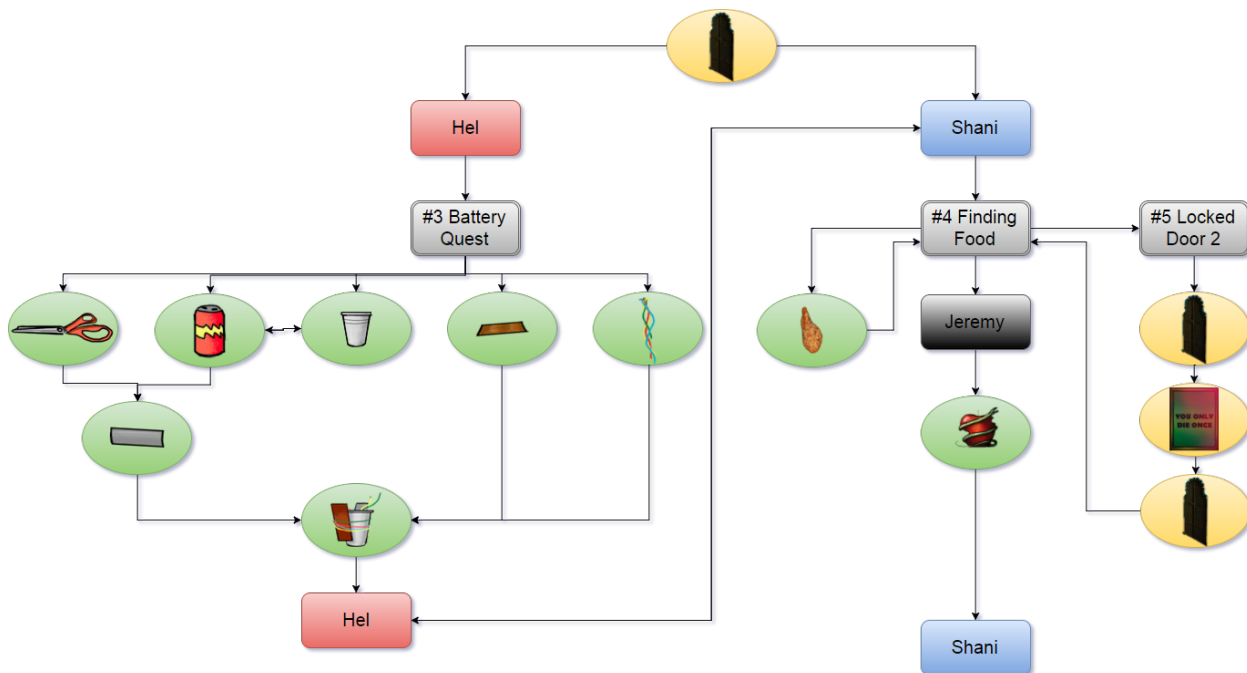
- Shani is hungry and wants you to find out what happened to all the food. He'd also like you to find him something to eat for the moment. Hints at missing chicken wings.
- Daniel must go to the third carriage and get the apple of eden from Jeremy. However the Door is locked #5.
- Dialogue options are unlocked with all gods. Hel "I am the goddess of death, of plagues, hunger and pestilence. But, I have no clue where the food's gone."
- Search her room for chicken wings. Find one and confront her, "You can't prove anything! It's just one wing." Find all 3 and confront her, "Oh haha big deal, you got me, I'm the goddess of hunger...big surprise. Grabs and eats wings. Where's your proof now."

## #5 Locked Door 2

Objective: Get through lasers.

Objects Required: Faith and Poster - You only die once.

- You only die once poster on wall hints at invincibility. Warning always plays, but player can go through.



## #6 Cross and Switch

Objective: Turn on the light in the last carriage.

Objects Required: Cross.

- Jeremy tells you to find a light switch.
- If you speak to him again he tells you he might have dropped it in Hel's room.
- You find the switch under the bed/ hidden somewhere good in Hel's room.
- Use switch on wall. Small bulb turns on, flickers and cracks. Jeremy turns on another switch.

## #7 Missing Key

Objective: Find the missing key on Shani's Yama-hah.

Objects Required: Piano Key

- After hunger satisfied. He feels like being productive and making music. But unfortunately, his keyboard is missing a key.
- Daniel must go to Satan's room and click on the Satanic bible. The book will give Daniel a loose page with instructions on it.
- The instructions read "Do re mi fa ~~so~~ la ti do" on the c scale. The answer is the 'g' note.
- Daniel must click on Satan's piano and an option pops up which key seems loose?
- The player can also listen to the sound of both pianos and pick up the key that sounds different and place it in the missing spot.

## #8 Bible Theft Auto (B.T.A.)

Objective: Steal a bible.

Objects Required: Bible

- Nun complains about how she left her bible back in heaven.
- Guy among the passengers feverishly quoting the bible. Bible on table. In-between reading he huddles up and cries at periodic intervals. That's when you steal it and give it to nun. (guy gets sucked up to heaven and nun dialogue options unlocked)

## #9 Heaven is a place on Earth for me

Objective: Gather information about heaven from nun for Jeremy.

Objects Required: <finished B.T.A. questline>

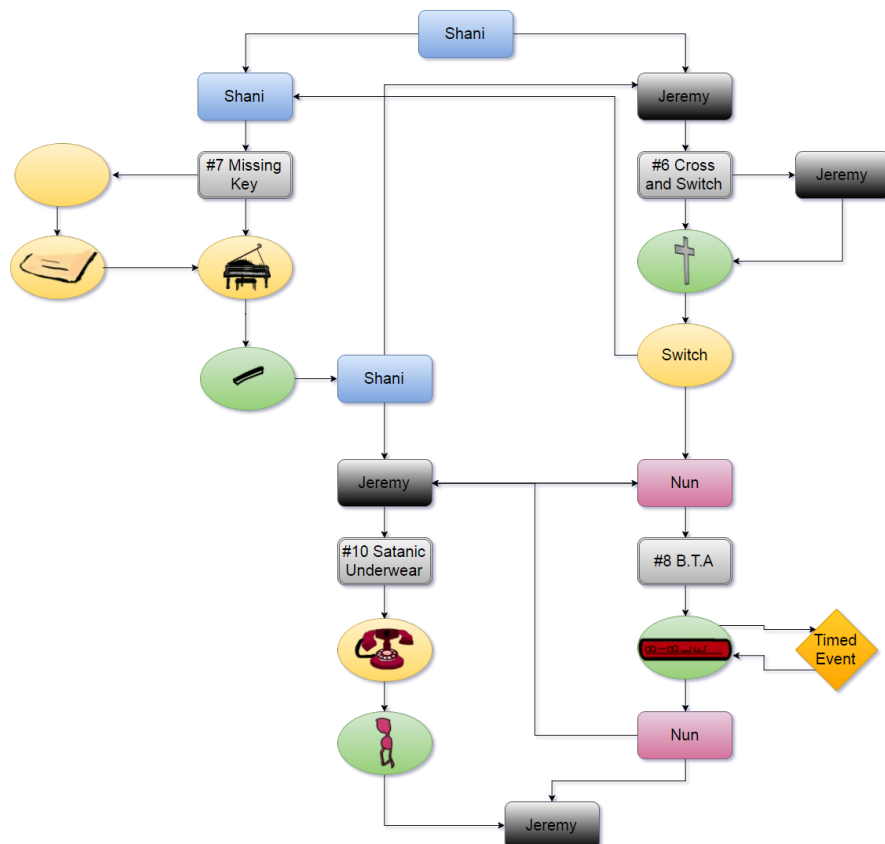
- Jeremy asks you to find out about the 'other guy' and how acceptance procedures are executed in heaven.
- You converse with the nun and through dialog options prove your worthiness to her. Then she tells you the secret way to heaven. To get to heaven all you need are two things. A bible and someone willing to steal that bible from you. You can also choose to give the Nun the bible then steal it from her thus sending her back to heaven. You can choose to share or hide this information from Jeremy.

## #10 Satanic Underwear

Objective: Collect an item of clothing for Jeremy.

Objects Required: Lingerie, Hell-o-phone

- Jeremy wishes to be acquainted with lady Hel.
- Daniel must distract Hel, by pretending to be Loki and asking her to leave the room. He can then go in and steal the lingerie, giving it to Satan. If Daniel asks her to go to Satan's room, then she catches him and there is an intense 3-second shifty stare. And she beats him up.
- The next time you go to Jeremy's room you see him lying on the ground his wrist covered in blood. He wakes up after 3 seconds and whines about how he can't even die properly.



## #11 And then he borrowed a poster

Objective: Steal Satan's Magazine Cover Poster from the third carriage.

Objects Required: Magazine Poster

- Hel wants Satan's Magazine cover. Daniel is gonna have to get it from Jeremy's room..
- Depending upon the player's choice in #10, the player can either ask Jeremy to grant him the poster in return for forgiveness from Hel or he can trade it with the bible from #8, B.T.A.
- Hel is satisfied.

## #12 Druggie Power

Objective: Drug Shani to steal his doll.

Objects Required: Sleeping pills and leftover soda in cup.

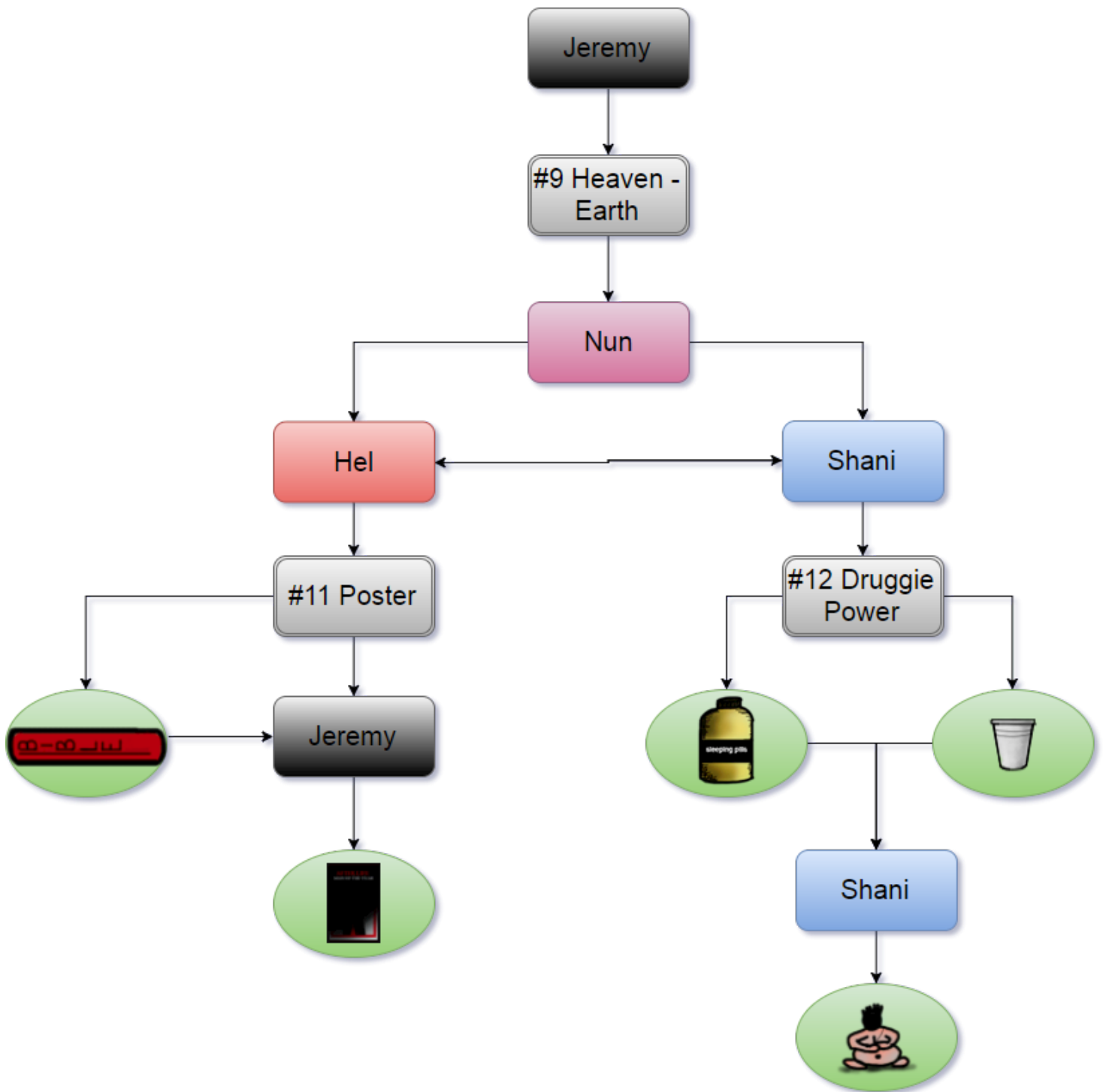
- Mix both elements and give Shani.

## #13 The Final Conundrum

Objective: To perform task according to which hell the player wishes to go to.

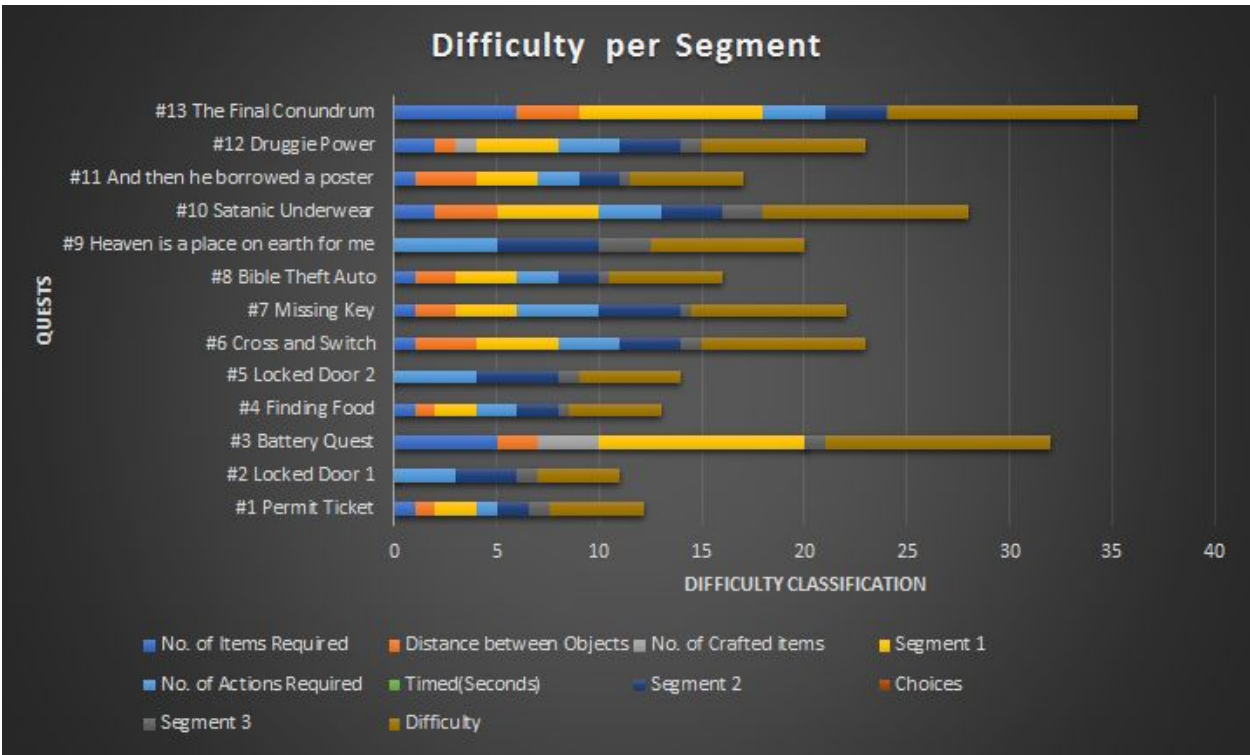
Objects Required: Bible, Shani's Doll, Sleeping Pills, Cowboy Hat, Disguise 2. Disguise 3

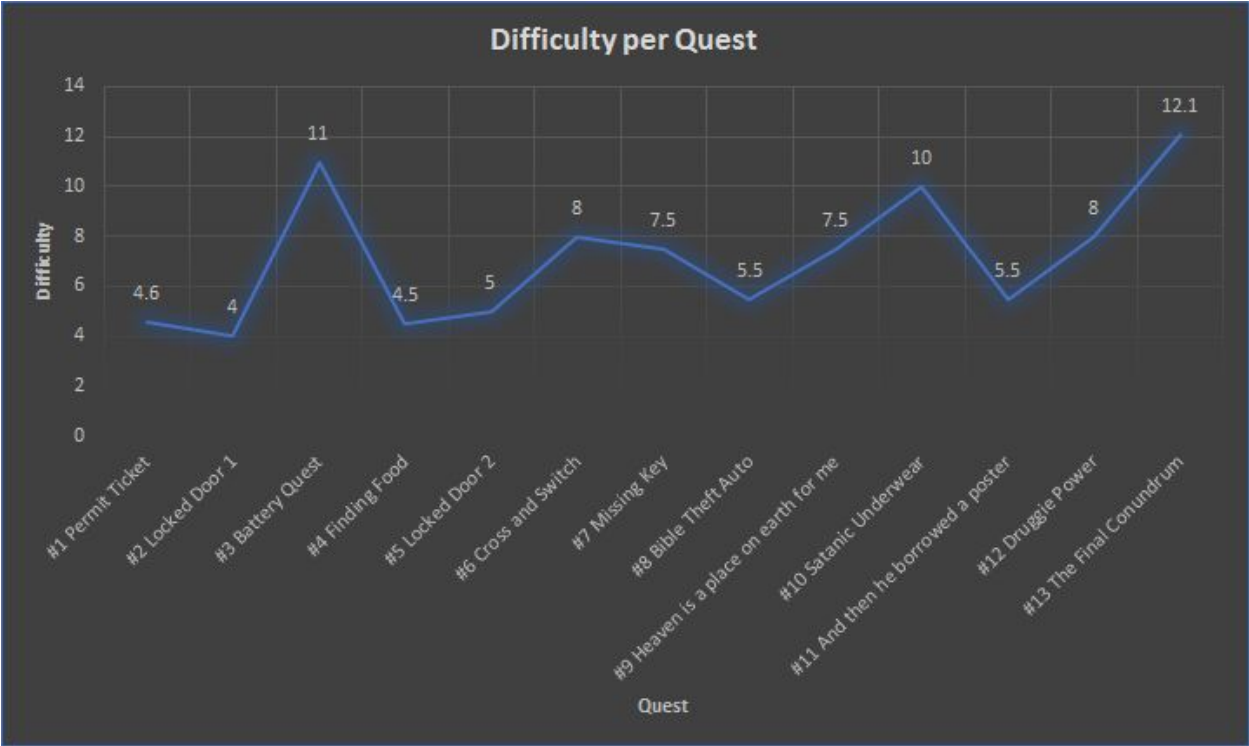
- Hel's Ending: Shani's doll must be stolen by drugging him with sleeping pills. The doll must then be given to Hel. Jeremy must not receive the bible.
- Shani's Ending: Disguise the horse using all 3 elements. Hel will think her pony has left her and run away. Don't give the bible to Jeremy
- Jeremy's Ending: Disguise the horse and steal Shani's mini-me, also give Jeremy the bible.
- True Ending: Make Jeremy steal the bible from you by taunting him into taking it using reverse psychology.



# Rational Level Design Calculation

Quest	No. of Items Required	Distance between Objects	No. of Crafted Items	No. of Actions Required	Timed(Seconds)	Choices	Difficulty
#1 Permit Ticket	1	1	0	2	1 Yes(3)	1.6 None	1 ↓ 4.6
#2 Locked Door 1	0	0	0	0	3 No	3 None	1 ↓ 4
#3 Battery Quest	5	2	3	10	0 No	0 None	1 ↑ 11
#4 Finding Food	1	1	0	2	2 No	2 Available	0.5 ↓ 4.5
#5 Locked Door 2	0	0	0	0	4 No	4 None	1 ↓ 5
#6 Cross and Switch	1	3	0	4	3 No	3 None	1 → 8
#7 Missing Key	1	2	0	3	4 No	4 Available	0.5 → 7.5
#8 Bible Theft Auto	1	2	0	3	2 Yes(1)	2 Available	0.5 ↓ 5.5
#9 Heaven is a place on earth for me	0	0	0	0	5 No	5 Available	2.5 → 7.5
#10 Satanic Underwear	2	3	0	5	3 No	3 Available	2 ↑ 10
#11 And then he borrowed a poster	1	3	0	3	2 No	2 Available	0.5 ↓ 5.5
#12 Druggie Power	2	1	1	4	3 No	3 None	1 → 8
#13 The Final Conundrum	6	3	0	9	3 No	3 Available	0.1 ↑ 12.1







**TEAM 2**

**Art Document for:**

# **Hell-O Express**

**A Point and Click Adventure?**

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Version # 1.00

Tuesday, April 25, 2017

Word Count: 895

Page Count(Content Only): 9

## Table of Contents

<b>Artstyle</b>	<b>3</b>
<b>Initial References</b>	<b>3</b>
Characters	3
Environment	3
Look and Feel	4
<b>Initial Character Concepts</b>	<b>4</b>
Hel	4
Jeremy	5
Shani	6
<b>Initial Environment Concepts</b>	<b>7</b>
Hel's Carriage	7
Shani's Carriage	7
Satan's Carriage	8
<b>Color Schemes - Characters</b>	<b>8</b>
Jeremy	8
Shani	8
Hel	9
Nun	9
<b>Color Schemes - Environment</b>	<b>9</b>
Hel's Carriage	9
Shani's Carriage	10
Satan's Carriage	10
<b>Initial Scenario Storyboards</b>	<b>10</b>

## Artstyle

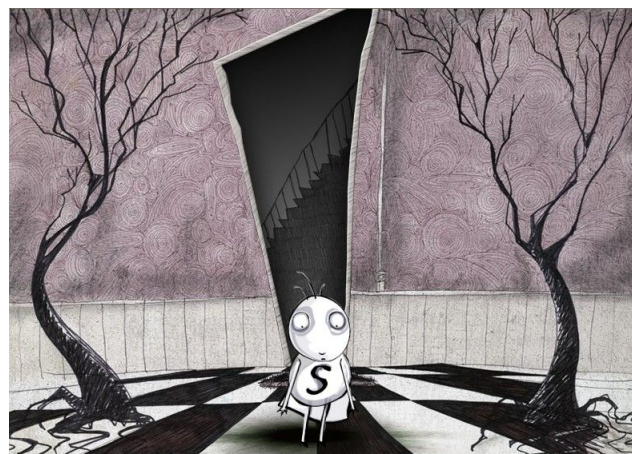
The artstyle that we wanted for *Hell-O Express* is a Tim Burton-esque style. Hence most of our references and inspiration were drawn from games such as 'Don't Starve' etc.

## Initial References

### Characters



### Environment



## Look and Feel



## Initial Character Concepts

### Hel

We wanted to show that even though Hel likes to pretend like she doesn't care about her duties, she actually takes her job quite seriously and doesn't let people inside without their Permit tickets.

We also wanted to highlight Hel's egotistical and prideful nature.



## Jeremy

We really wanted the player to understand Jeremy's snarky nature simply by looking at him for the first time. We wanted it to be clear that Jeremy would care very little about anything the player had to say to him.



## Shani

Even though Shani's laid back and Happy-go lucky attitude had to be portrayed, it was also essential to portray Shani as someone who is strong powerful and can mess you up if he wanted to. Even though, his character and color did very little to show this, it was essential that we convey this through his physique, build and the jewellery he has on.





## Initial Environment Concepts

### Hel's Carriage

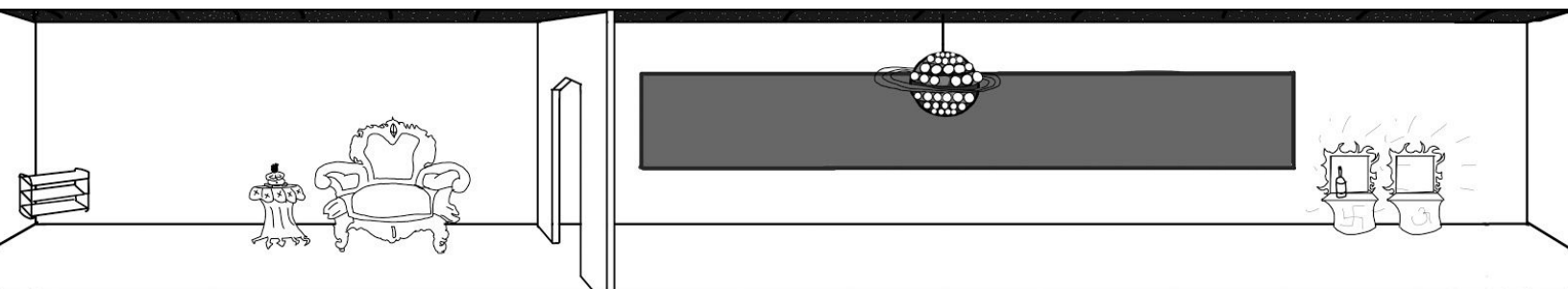
For Hel's carriage, we were looking for the look and feel of a hollywood dressing room with fancy Vanity items like chandeliers, fancy mirrors and Portraits. This was to really enhance upon Hel's Greed or her slightly materialistic nature.

The pony acts as the ultimate Mythical Vanity item that Hel absolutely loves and adores.



### Shani's Carriage

Shani is a pretty laid-back and chill dude who seems to be just wanting to do to do his own thing with the musical instruments, yoga, wooden carvings and recreational marijuana. But items such as a throne are placed in the room to remind the player that he is indeed a strong and mighty ruler.



## Satan's Carriage

Satan's carriage is the definition of class with everything from the single dim yellow light to the to the Grand Piano. The objective of this is to give the player an idea of who Satan is despite not getting an opportunity to actually see or meet him in the game. Jeremy, Satan's Edgy Kid seems like the total opposite of this but likes to pretend like he fits right in.

## Color Schemes - Characters

### Jeremy

The best way to bring out Jeremy's Edgy and snarky nature was to give him completely black clothes and dress him similar to Satan, as he likes to believe that he has the same class and taste as Satan. This also helps to highlight that even though they may look and dress similarly, they are completely different people, maybe even exact opposites in terms of behaviour and tastes.



### Shani



For Shani, we wanted to really show how much of a chill dude he was with a cool(almost monochromatic) colour palette for the body and clothes while at the same time highlighting all his fancy jewellery with a few shades of yellow/gold.



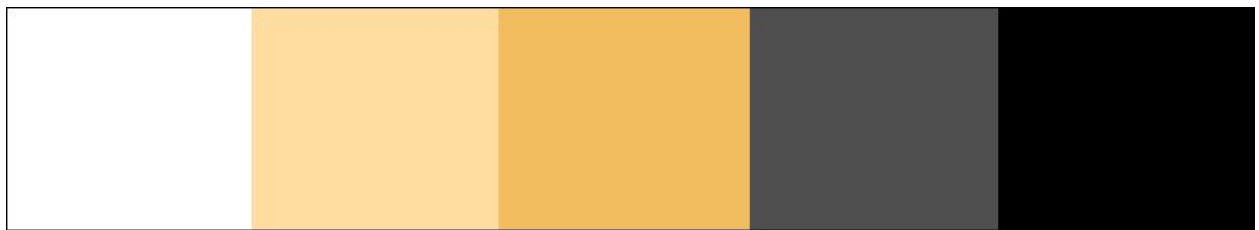
## Hel



For Hel's clothing, we wanted to have her in casual wear, with a simple tee and blue jeans. Even though somewhat contrasting the rest of her carriage in terms of feel/color, we really wanted to bring out a more simplistic and casual side of her essentially showing that she doesn't really care what others think and will do whatever she wants to do.

## Nun

There is someone who spent most of her time on earth praying and believing in Him. Dying and going to heaven only reaffirmed her beliefs. Hence we didn't want to do anything fancy with her clothing. She simply dons her Nun outfit from when she was on earth. The colors used help bring out the feel of a traditional Nun outfit.



## Color Schemes - Environment

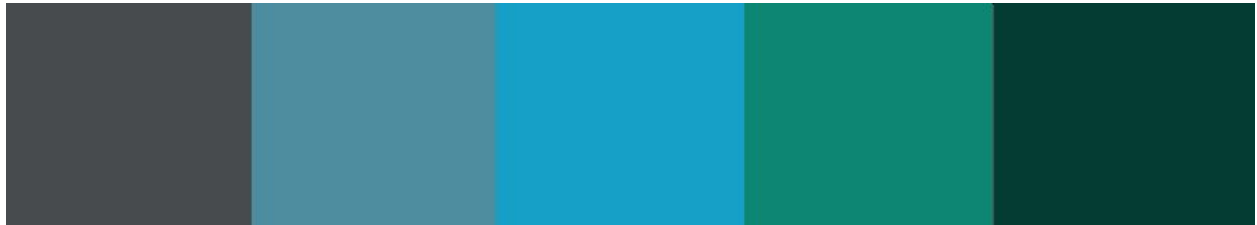
### Hel's Carriage

Since Hel's Carriage represented and looked like a hollywood dressing room, we wanted bright and vibrant colours to completely make it pop and come alive. Prominent colors used are Red and purple.



## Shani's Carriage

Shani's carriage has a cool and cathartic vibe to it. In order to aide this, wanted the carriage to have cool bluish colors and lit with multiple bright colour sources. We also wanted to have the visibility of the carriage decreased slightly with the presence of a slight fog/smoke.



## Satan's Carriage

The class of satan's carriage is brought about through it dark colours with tinges of red and dim yellow source of light.



## Initial Scenario Storyboards

Introduction scenario storyboard for references of character behaviour, actions and reactions for Daniel, Shani and Hel. Interaction References between Daniel, Shani and Hel.

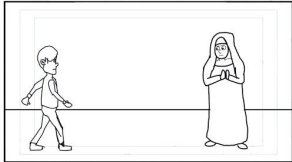
TITTLE - PROJECT HELL			PAGE -		
SC - 01 SHOT- 01	PNL- 01	SC - 01 SHOT- 01	PNL- 02	SC - SHOT-	PNL-
ACTION : Dark room		ACTION :		ACTION :	
DIALOGUE :		DIALOGUE :		DIALOGUE :	
SC - SHOT-	PNL-	SC - SHOT-	PNL-	SC - SHOT-	PNL-
ACTION :		ACTION :		ACTION :	
DIALOGUE : SURPRISE		DIALOGUE :		DIALOGUE :	

Interactions with Nun and objects for Daniel’s character behaviour references while talking and when alone. References for the Nun’s behaviour as well. Interaction references between Daniel and the nun.

TITLE -

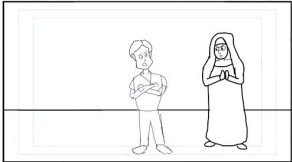
PAGE -

SC - SHOT- PNL-



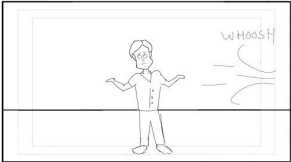
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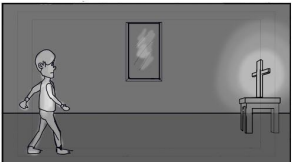
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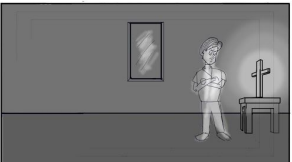
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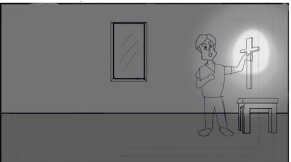
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SC - SHOT- PNL-



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SC - SHOT- PNL-



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**TEAM 2**

**Production Organization Document for:**

# **Hell-O Express**

**A Point and Click Adventure?**

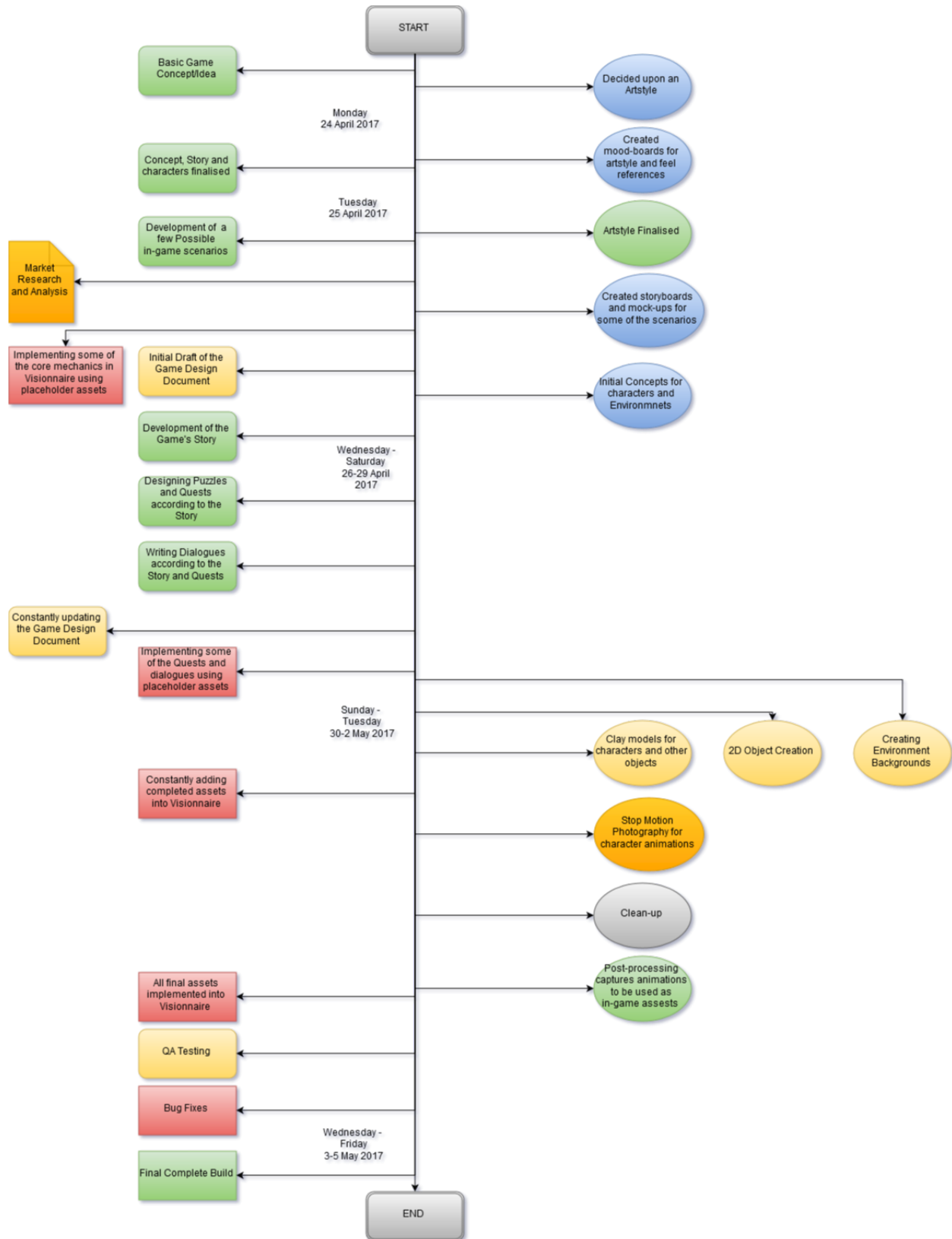
***Caution:** High amounts of Satire ahead. Proceed at your own risk.*

Written by Team 2

Version # 1.00

Tuesday, April 25, 2017

# Production Pipeline



## Roles

Individual	Designation
Game Design Foundation 2	
Surya Rai	Project Management, Game Design, Sound Design
Adnan Sameja	Game Design
Joshua Travas	Game Design, Dialogues
Preyas Yande	Game Design, Dialogues
Raul Ravi	Quest/Puzzle Design, Market Study, Documentation
Theodore Menezes	Game Design, Quest/Puzzle Design, Programming
Animation Foundation 1	
Adeetya Goenka	Animation Lead, Stop-Motion Photography
Aashi Jain	Environment Design, Animation
M.Adarsh	Clay Modelling
Nidhi Keluskar	Environment Design, Animation
Pranav Gandhwale	Stop-Motion Photography, Animation
Prashant Pandey	Pre-production, Clay Modelling
Rohit Suryavanshi	Clay Modelling
Saptarshi Nath	Environment Design, Animation
Sunil Kumar	Clay Modelling
Yash Srivastava	Pre-production

**TEAM 2**

**Market Study Report for:**

# **Hell-O Express**

**A Point and Click Adventure?**

***Caution:** High amounts of Satire ahead. Proceed at your own risk.*

Written by Team 2

Version # 1.00

Tuesday, April 25, 2017

Word Count: 555

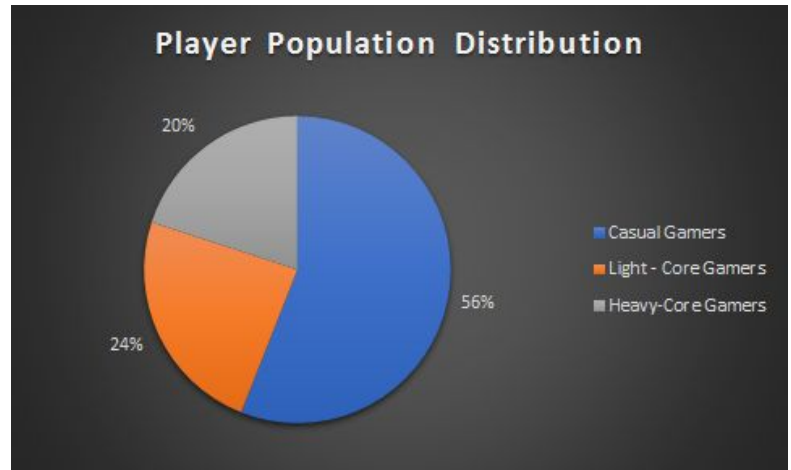
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# Market Study

## Target Demographic

*Hell-O Express* is primarily targeted towards casual gamers above the age of sixteen. The simplicity of the games rulesets and the lack of long time commitment required to enjoy it enables casual gamers to be the perfect target for *Hell-O Express*.

Not only is the casual gamer market the largest demographic in the world making up around 56% of the total market. Surveys also show that the major amount of casual gamers are between the ages of 25 - 34<sup>1</sup>



## Platform

Most of the popular Point and Click adventure games are generally sold for the PC and iOS platforms.<sup>2</sup>, though quite a few are available on platforms such as the Playstation etc.

Surveys also show that the majority of the player's of such point and click games prefer playing on the PC, either online or locally.

## Benchmarks

### The Neverhood

The gameplay of *The Neverhood* consists mostly of the player guiding the main character Klaymen around and solving puzzles to advance in the game. As the player advances through different areas of the game, there are various video sequences that help advance the plot. In addition to being unique, *The Neverhood* aimed at being quirky and humorous, as is evident by the characters, the music, and the plot sequence of the game.

**Platform(s):** PC, Playstation

**Distribution:** Physical Copies

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<sup>1</sup> [http://www.gamasutra.com/view/feature/131397/from\\_casual\\_to\\_core\\_a\\_statistical](http://www.gamasutra.com/view/feature/131397/from_casual_to_core_a_statistical)

<sup>2</sup> <http://www.kotaku.co.uk/2015/03/17/the-10-adventure-games-that-everyone-must-play>



**Copies Sold:** 42,000

### Armikrog

*Armikrog* centers around Tommynaut, a space explorer who crash-lands on a planet called Spiro 5 and ends up locked inside a fortress called Armikrog. Tommynaut is accompanied by his talking, sometimes flying, dog Beak-Beak, who is colorblind, so the environment turns black-and-white when he's selected, but he is able to see special wavelengths that Tommynaut can't.

**Platform(s):** PC, PS4, Xbox One, Wii U

**Distribution:** Digital Distribution Platforms

**Pricing:** \$9.99

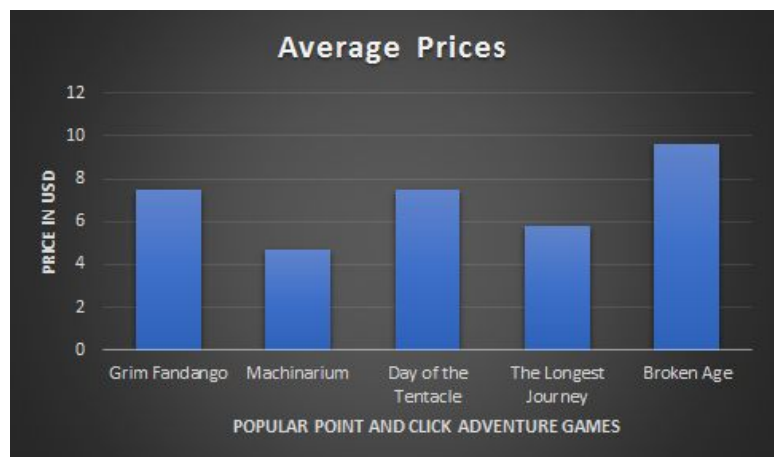
## Business Plan

### Distribution Platform

A large majority of all the games that made the most amount of sales in the last couple of years alone have been sold exclusively through Digital Distribution Platforms or Digital stores such as Steam. Surveys and analysts further indicate that more than 90% of all games sold are digital copies sold through digital stores and not physical ones with stores such as Steam and GOG having the most amount of sales per game.<sup>3</sup>

### Pricing

The general pricing of most of the popular point and click games are between the range 7.5-9.5 US Dollars.<sup>4</sup> The average amount of money casual gamers spend on games, monthly, is around \$16.4.<sup>5</sup>



## Conclusions and Recommendations

Deriving from the above observations, trends and patterns, it may be concluded that *Hell-O Express* should aim for a Pay to Play business model that primarily targets Casual gamers between the ages of 16 to 35.

<sup>3</sup> [www.pcgamer.com/analyst-says-digital-sales-made-up-92-percent-of-pc-game-market/](http://www.pcgamer.com/analyst-says-digital-sales-made-up-92-percent-of-pc-game-market/)

<sup>4</sup> <http://store.steampowered.com/tag/en/Point%20%26%20Click/#p=0&tab=PopularNewReleases>

<sup>5</sup> <http://www.alistdaily.com/digital/study-spending-casual-avid-gamers/>

We can also come to the conclusion that the best way to sell the game would be to have it available for either PC or iOS platforms and distribute it with the aid of popular Digital Distribution Platforms such as Steam, The App Store, GOG etc. The price range for the complete game should ideally be between 6.5-8.5 US Dollars.