



volition

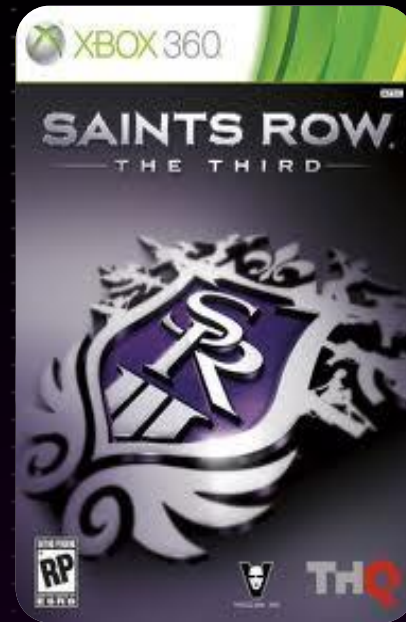
VOLITION'S CHALLENGE: DEFINING A PROJECT VISION

Greg Donovan

Senior Producer

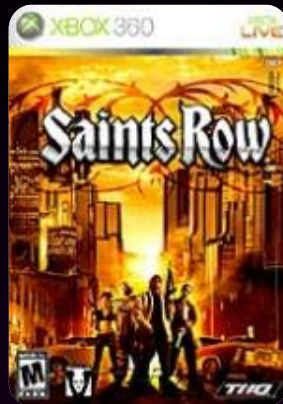
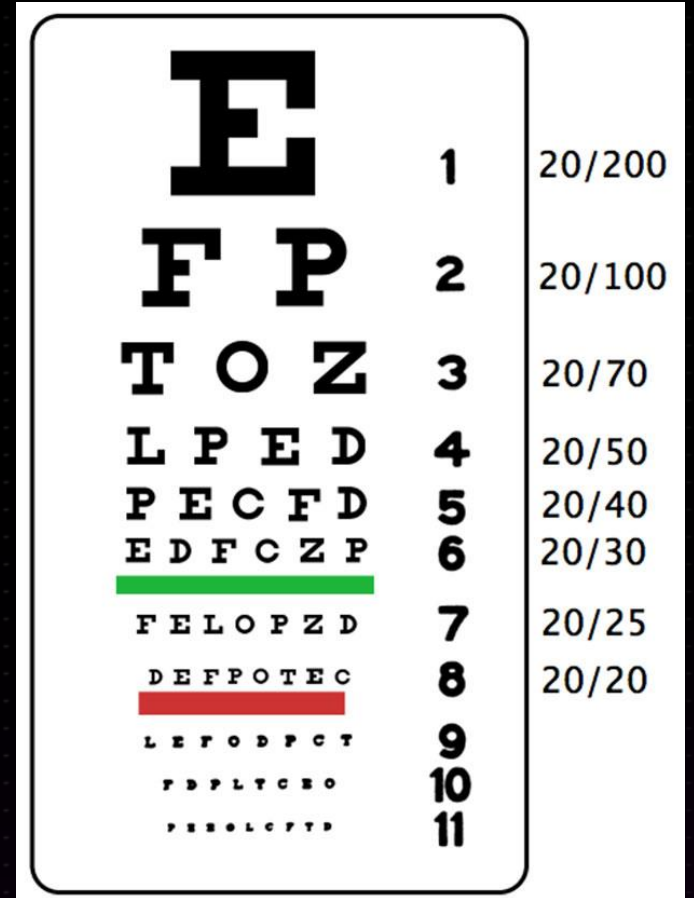


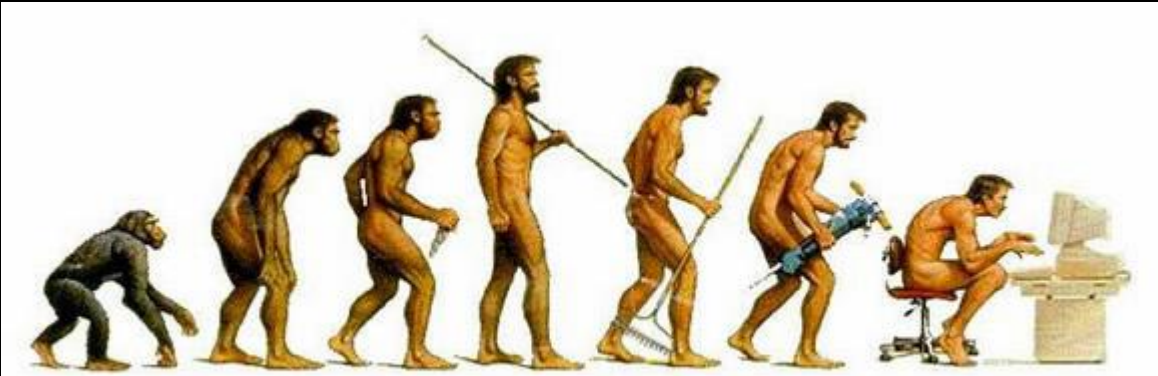
volition



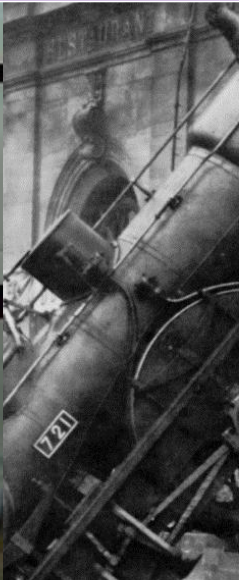
Volition Project X – List of Features

- Super Awesome, Fun Gameplay
- Some kind of Multiplayer, probably
- Lots of weapons and explosions
- Choices
- Good graphics
- Whatever else the Publisher wants





Does a project *really* need a
Vision?



What is a project Vision?

Vision is a **Process** culminates in successfully communicating what it is the team is making

- Set of tools
- **Help communicate** what game is being made
- **Help guide**: discussion, choices, prioritization

It can be really difficult.

$$\int f(x) dx = \lim_{n \rightarrow \infty} \sum_{j=1}^n a_j u_j(x) = \sum_{j=1}^n a_j u_j(x) \quad c = \lim_{x \rightarrow a} f(x), d = \lim_{x \rightarrow b} f(x)$$

$$\Delta F = F(x_0 + \Delta x_0) - F(x_0) \quad I_1 = \int \frac{1}{x^2} dx = -\frac{1}{x} + C$$

$$\{x_1 \pm y_1, x_2 \pm y_2, \dots\} \quad \{x_n \pm y_n\} = \{x_1 \pm y_1, x_2 \pm y_2, \dots\}$$

$$\lim_{n \rightarrow \infty} \frac{(\sqrt[n]{n+2})^3 - (\sqrt[n]{n})^3}{(\sqrt[n]{n+2})^2 + (\sqrt[n]{n+2})} = \lim_{n \rightarrow \infty} \frac{(\sqrt[n]{n+2})^3 - (\sqrt[n]{n})^3}{(\sqrt[n]{n+2})^2 + (\sqrt[n]{n+2})}$$

$$\left(1 + \frac{1}{n}\right)^{[n+1]} < \left(1 + \frac{1}{n}\right)^{n+1} \quad a = \psi\left(\frac{1}{q}\right) = \left[\psi\left(\frac{1}{q}\right)\right]^q$$

$$\int \pi f^2(x) dx = \int \pi \left(\frac{r}{h} x\right)^2 dx = \int \frac{\pi r^2}{h^2} x^2 dx = \frac{\pi r^2}{h^2} \int x^2 dx = \frac{\pi r^2}{h^2} \left[\frac{x^3}{3}\right]_0^h = \frac{\pi r^2}{h^2} \cdot \frac{h^3}{3} = \frac{\pi r^2 h}{3}$$

$$\lim_{x \rightarrow \infty} x^2 \left[\frac{1}{3} + \frac{3}{x} + \frac{5}{x^2} + \frac{1}{x^3}\right] = +\infty \quad P_n(z_0) = \sum_{k=0}^n a_k z_0^k = 0 \quad \lim_{x \rightarrow \infty} f(x) = \frac{1}{x}$$

$$4_j \int f_j(x) dx + C \quad (a+x)^n = \sum_{k=0}^n C_n^k a^{n-k} x^k \quad \int \left(\sum_{j=1}^n A_j f_j(x)\right) dx = \sum_{j=1}^n A_j \int f_j(x) dx$$

$$z^{n-2} + a^2 z^{n-3} + \dots + a^{n-1} \quad I_1 = \int \frac{1}{x^2} dx = -\frac{1}{x} + C \quad z^n - a^n = (z-a)(z^{n-1} + az^{n-2} + \dots + a^{n-1})$$

$$= a_0 + a_1 z + \dots + a_n z^n = \sum_{k=0}^n a_k z^k \quad (a_k \neq 0) \quad P_n(z) = a_0 + a_1 z + \dots + a_n z^n$$

$$\frac{\ln(x+h) - \ln a x}{h} = \frac{\ln\left(\frac{x+h}{a x}\right)}{h} = \frac{\ln\left(\frac{1}{a} \left(1 + \frac{h}{x}\right)\right)}{h} = \frac{\ln\left(\frac{1}{a}\right) + \ln\left(1 + \frac{h}{x}\right)}{h} = \frac{\ln\left(\frac{1}{a}\right)}{h} + \frac{\ln\left(1 + \frac{h}{x}\right)}{h}$$

$$\lim_{h \rightarrow 0} \frac{\ln\left(\frac{1}{a}\right)}{h} = -\frac{1}{a} \quad \lim_{h \rightarrow 0} \frac{\ln\left(1 + \frac{h}{x}\right)}{h} = \frac{1}{x} \quad \lim_{h \rightarrow 0} \frac{\ln\left(1 + \frac{h}{x}\right)}{h} = \frac{1}{x}$$

$$P_n(z_0) = \sum_{k=0}^n a_k z_0^k = 0 \quad I = \int \frac{1}{x^2} dx = -\frac{1}{x} + C$$

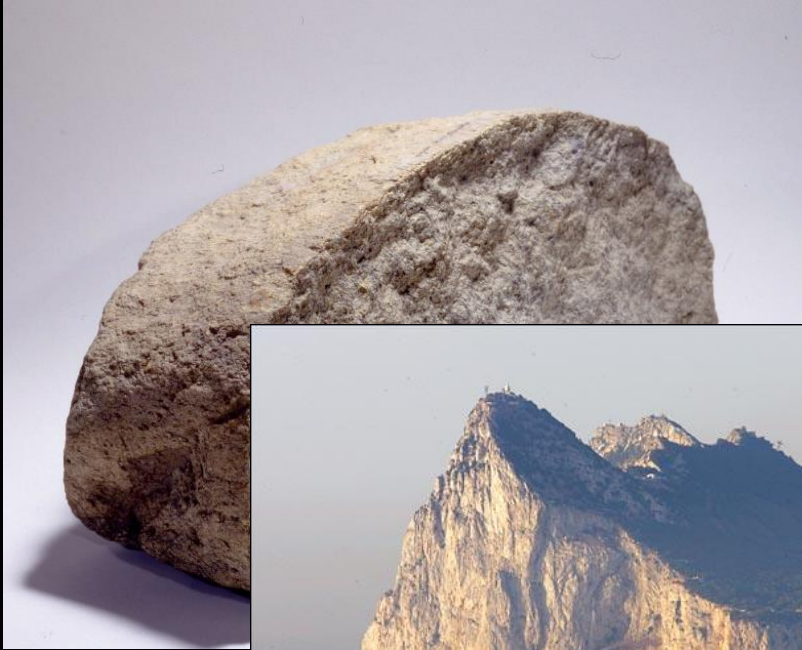
GOAL:

Clearly define “the Box”

- Abstract -> Concrete
 - Tone
 - High Level
 - Humor
 - Core / Pillars
 - Player Experience



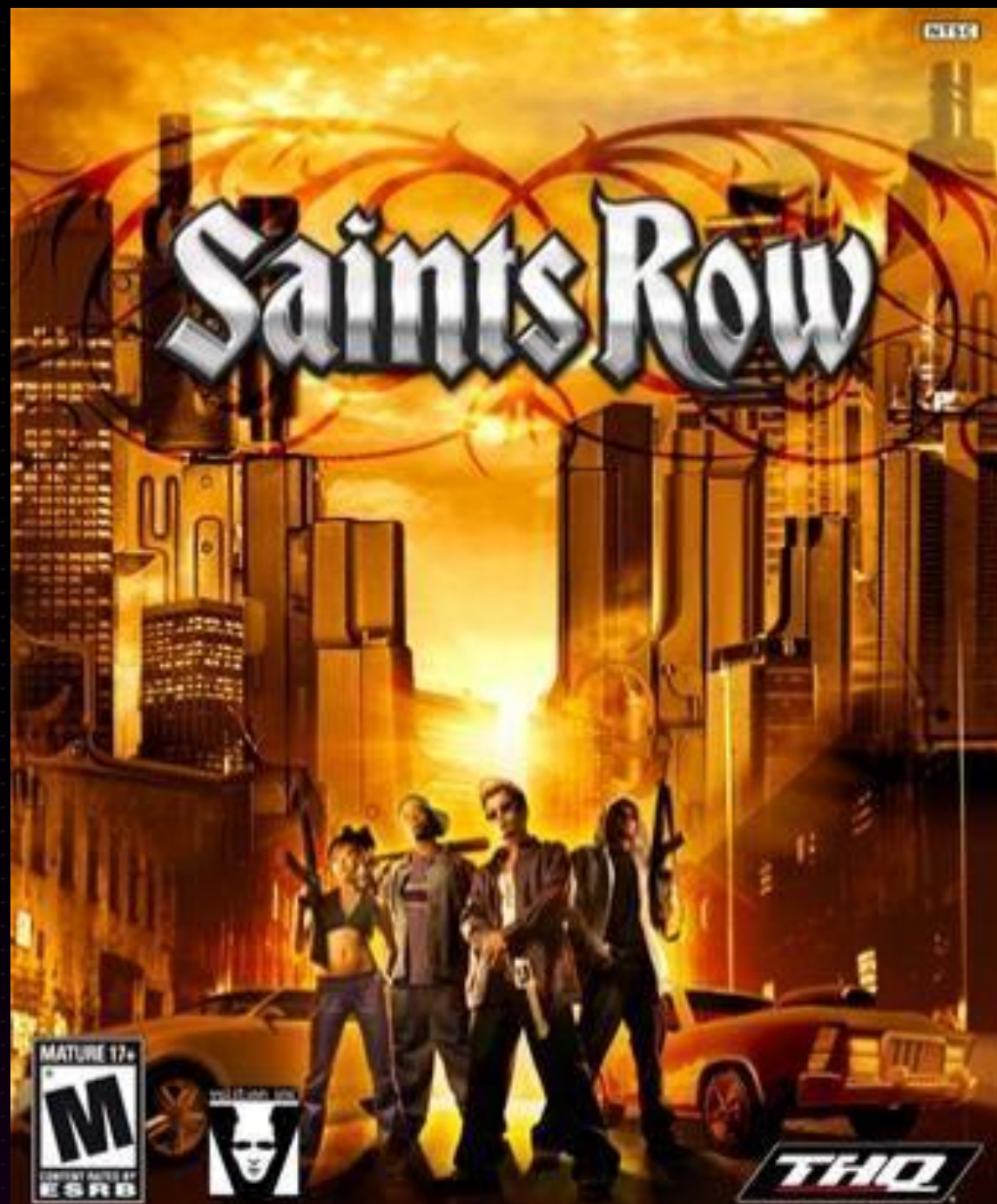
Think of “a rock”

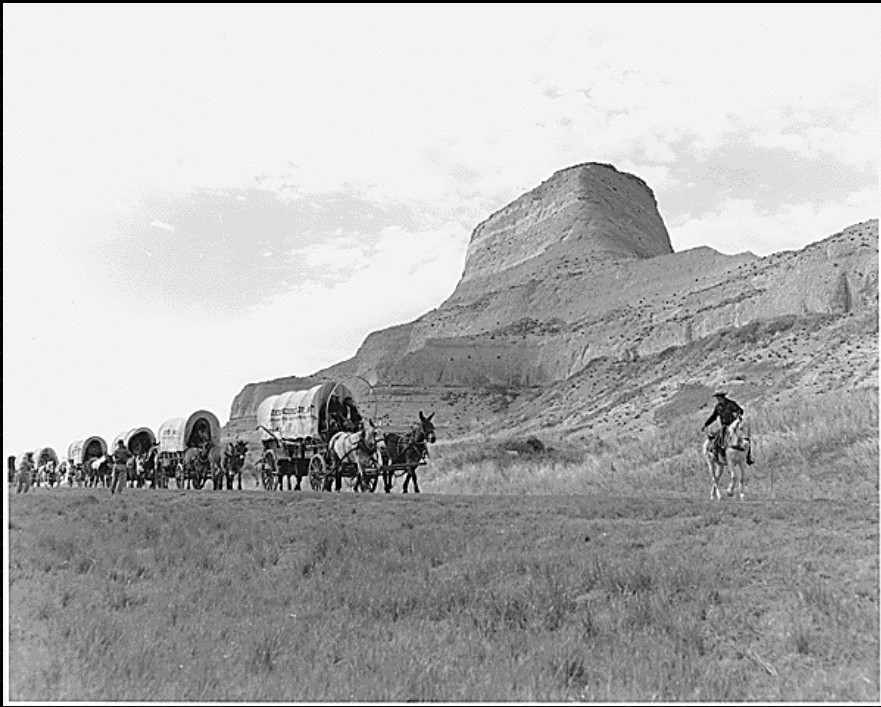




So, what do **you** do?







- New Genre
- New Tech/Tools
- New Platform
- “New Studio”





- Bling Bling is a third person action game about style, music, gangs, and guns.
- It is the game equivalent of a gangster rap music video.







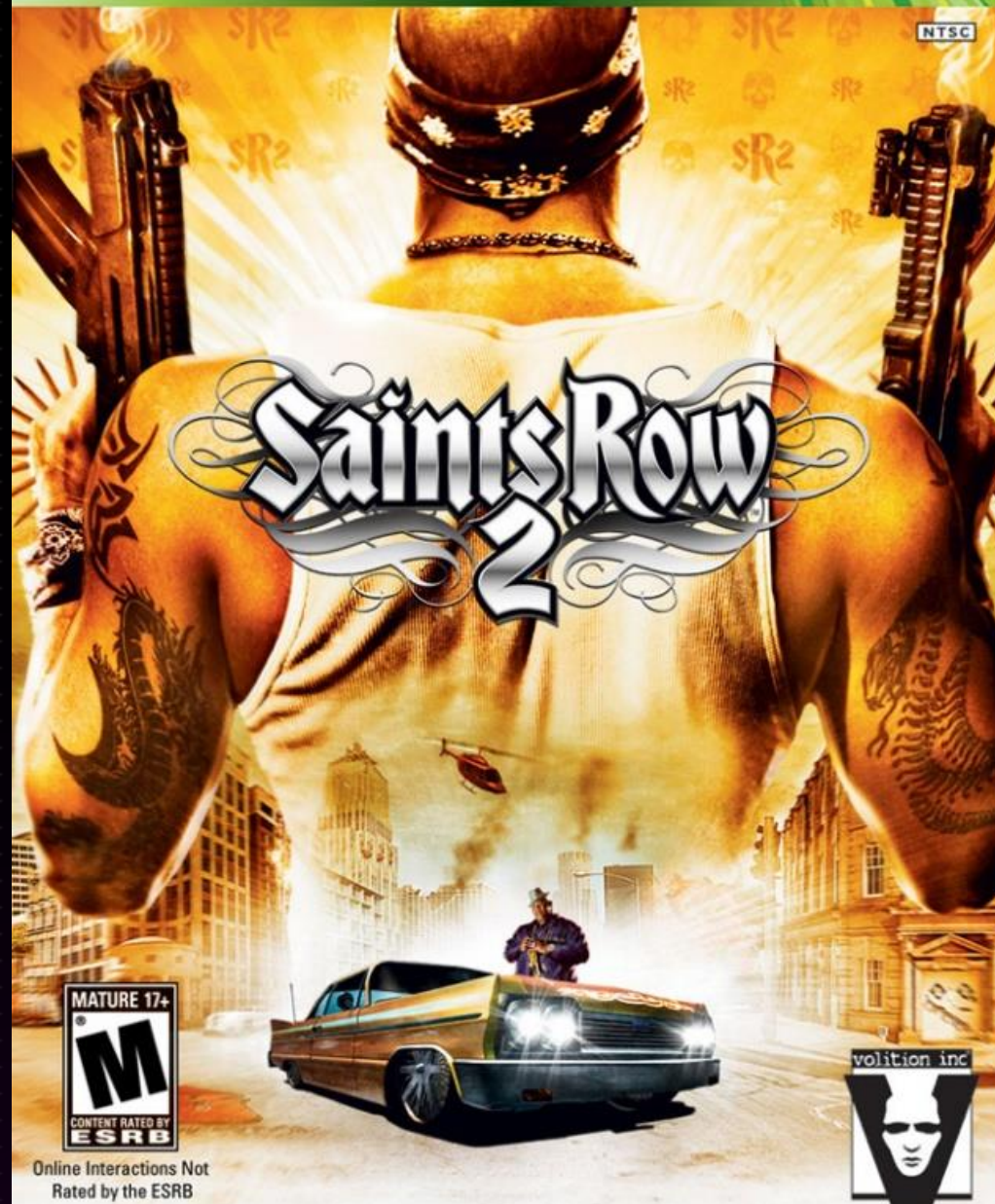


HINDSIGHT

Those really were the droids you were looking for.

XBOX 360

LIVE



NTSC

MATURE 17+
M
CONTENT RATED BY
ESRB

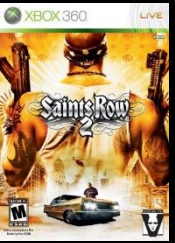
Online Interactions Not
Rated by the ESRB

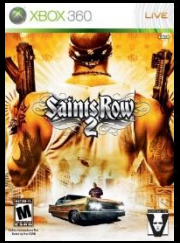
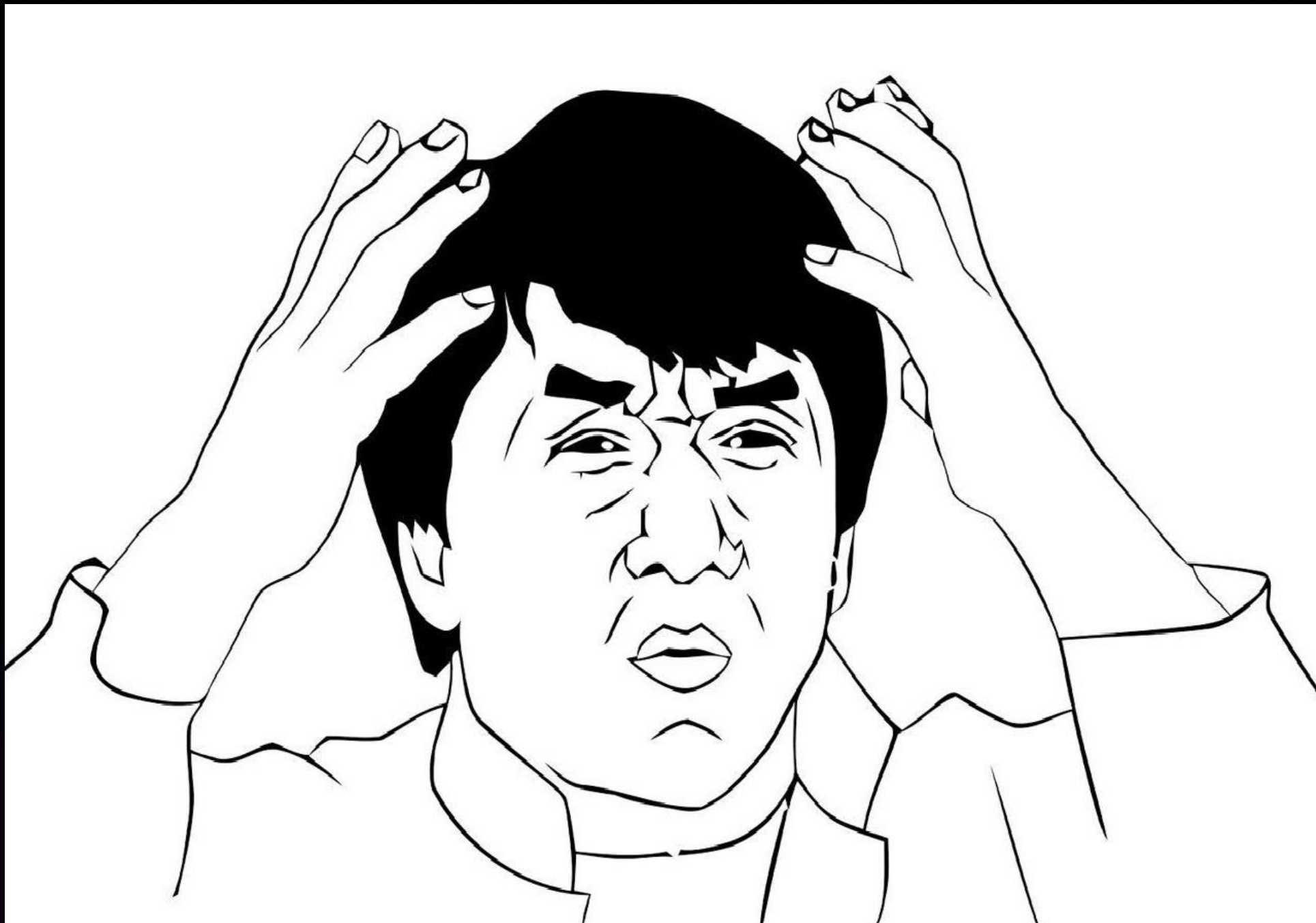


- Video
- Team Mantras
 - Concrete Jungle
 - Your Saints. Your City. Your Rules.
- List of 'core features'
 - Co-Op
 - Customization/Player Choice
 - Combat
 - Vehicular Gameplay
 - Variety



The project vision **should** encapsulate the core of the game. It **should** be something content creators ask themselves when making the game. It's an "essence statement" that succinctly defines the top level heart and spirit of the game. This **needs to be** something that's both meaningful and valuable to both dev and outside sources. The former is more important, though. It **should** answer, "what is the game about, what are we trying to do?"





The Problems



- Poor execution
 - We had a description of what the Vision should be... but never executed on it.
 - The video was a list of features
- Too vague...
 - WTF is a Concrete Jungle?
 - Your Saints. Your City. Your Rules. ...was a SR2 marketing tagline
 - A list of features is not a vision...





HINDSIGHT

If he is going to install the button anyways why doesn't BOWSER step on it when Mario gets on the bridge?



NTSC

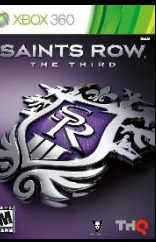
SAINTS ROW[®]

— THE THIRD —

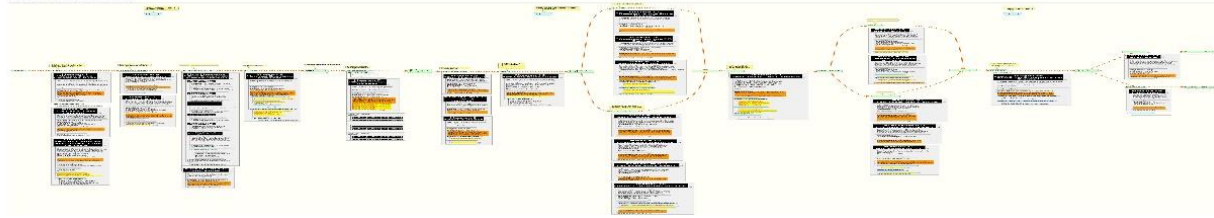




ॐ ཨོཾ་མ་ཎི་པ་དྲེ་ཧཱུྃ།
OM MANI PÄDME HUM



MISSION FLOW



♀ + ♂
**PLAYER
CHARACTERS**

**KILLBANE
+ BOSSES**



COLOR SCRIPTS

**LIGHTING
CONCEPTS**

SAINTS



DECKERS



**DECKERS INFO
MISSIONS
STRONGHOLDS**

MORNINGSTAR



**MORNINGSTAR INFO
MISSIONS
STRONGHOLDS**

LUCHADORES



**LUCHADORE INFO
MISSIONS
STRONGHOLDS**

**NEW UNIQUE
WEAPON
CONCEPTS**

**NEW UNIQUE
VEHICLE
CONCEPTS**

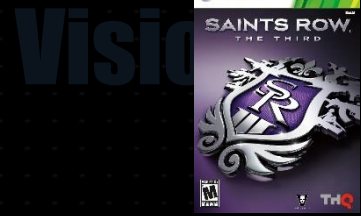
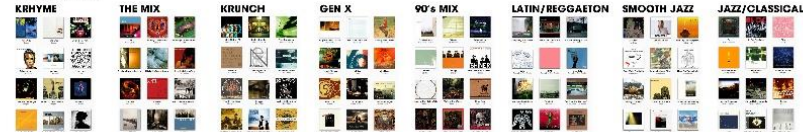
STAG / POLICE



PEDESTRIANS



RADIO STATIONS:





Fun Gameplay

Player Choice

Slick Presentation

Cohesion

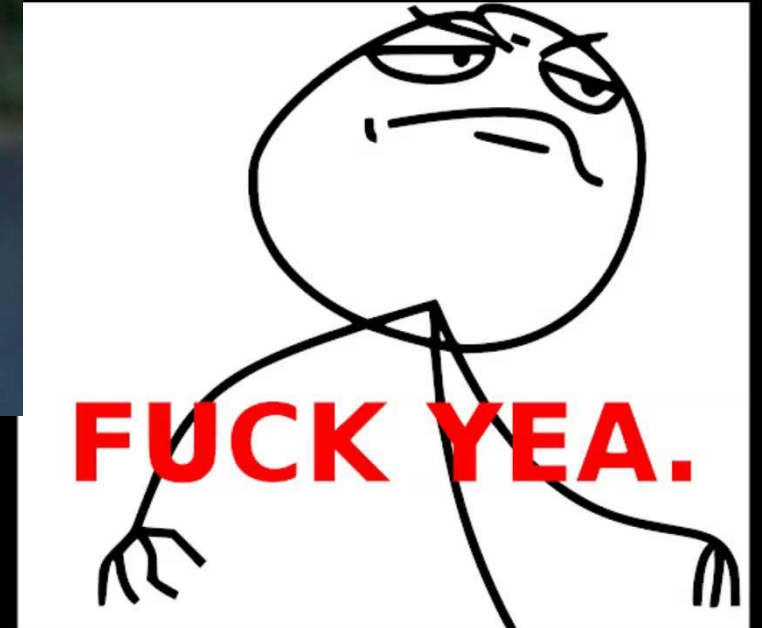


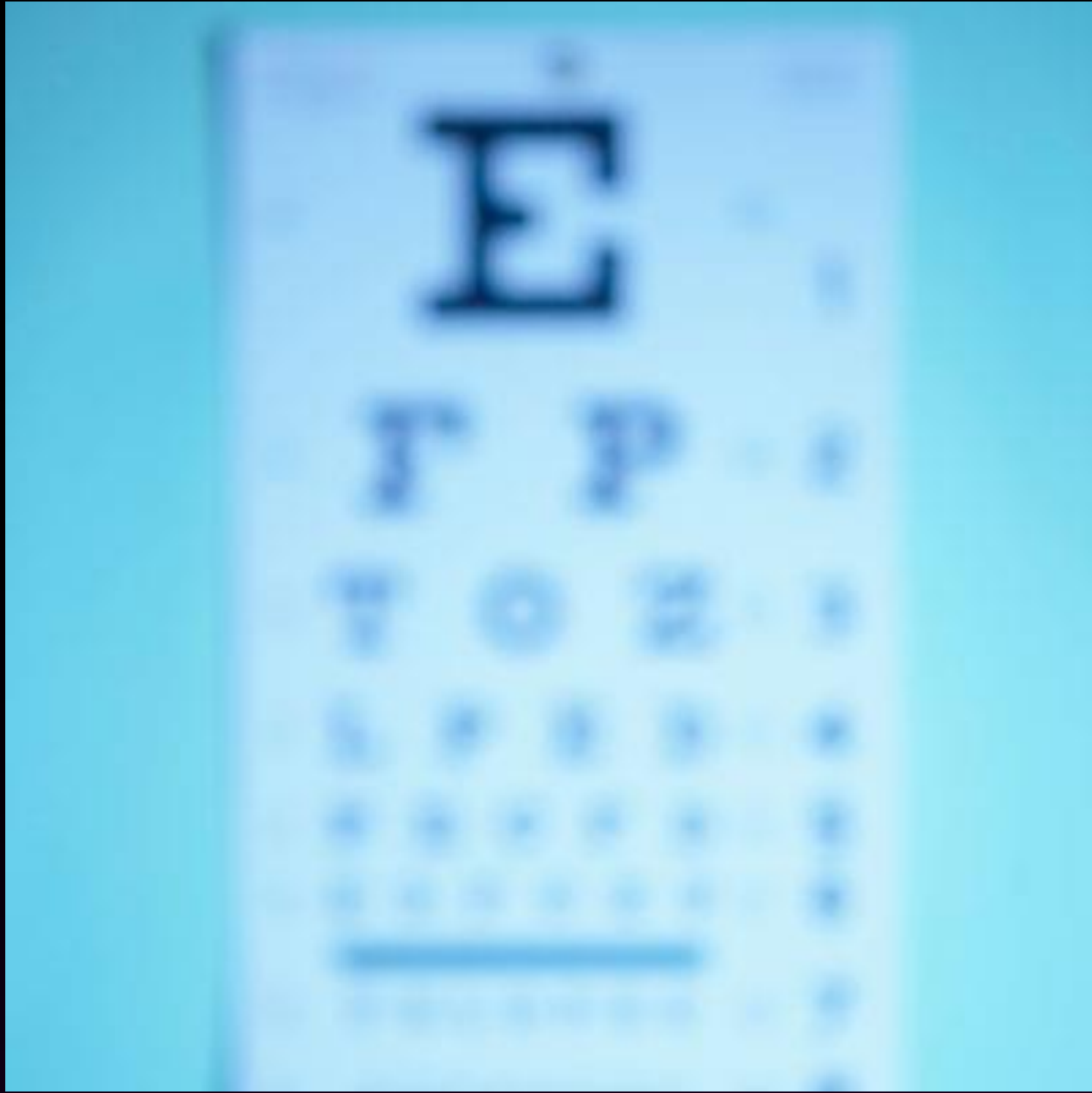
- King of the Carnival!
- Fun Trumps All!
- Over the Top!





- PILLARS !!
- VISION WALL !!
- TONE VIDEO !!
- MANTRAS !!





Fun Gameplay

Saints Row 2 established its identity with over the top and **outrageously fun gameplay**

It's the number one thing the franchise is known for. Saints Row 3 will push the gameplay envelope and surpass player's expectations.

Slick Presentation

Saints Row 2 was criticized for its presentation. Visuals were the #1 criticism, followed closely by stability. Saints Row 3 will be competitive graphically,

have a defined art direction, produce the most incredible SR-world yet and be more polished and stable than SR1 and SR2.

Player Choice

The Saints Row franchise allows players to play how they want. Saints Row 3 will retain and improve this feature by offering **more choices** for players and making some choices tie into gameplay.

Cohesion

Saints Row 2 added features in a vacuum. Saints Row 3 will have a more **defined game experience** that wraps the tone, fiction and art with gameplay. We will make everything feel like it's one experience where all major elements play off of and reinforce each other.



■ Over the Top!



Peeping Tom



Russian Roulette



Fart in a Jar





SAT DEC 8th, 9PM
12 GALAXIES, \$10
2565 MISSION ST/22ND, SF





XBOX 360



RATING PENDING
RP
CONTENT RATED BY
ESRB

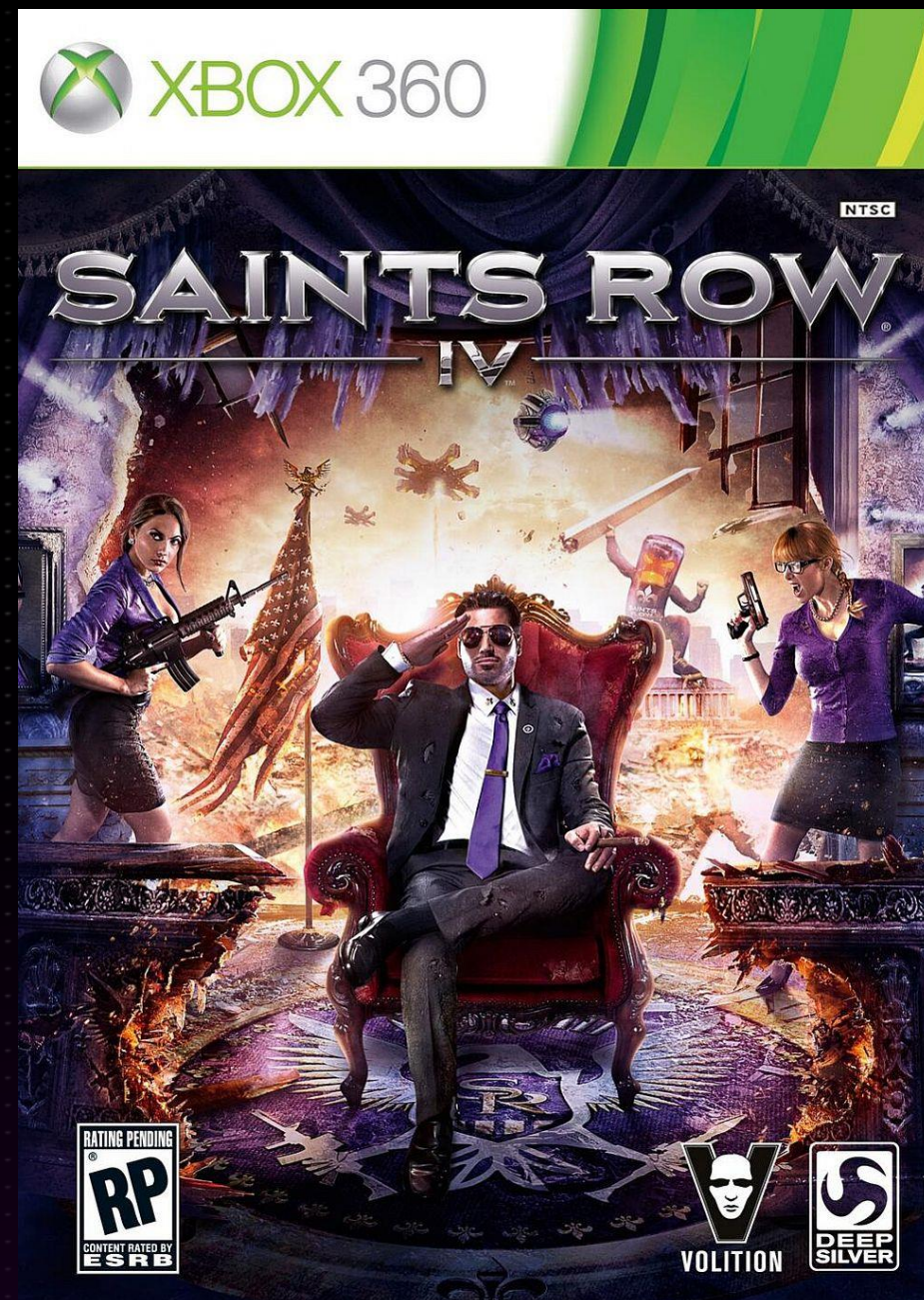
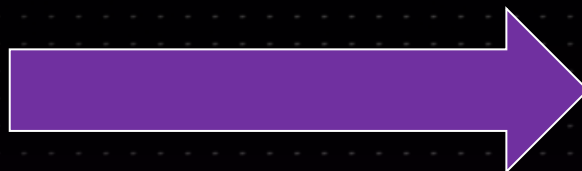
V
VOLITION

S
DEEP
SILVER



The Saints With Super Powers in the Matrix.
With Aliens.

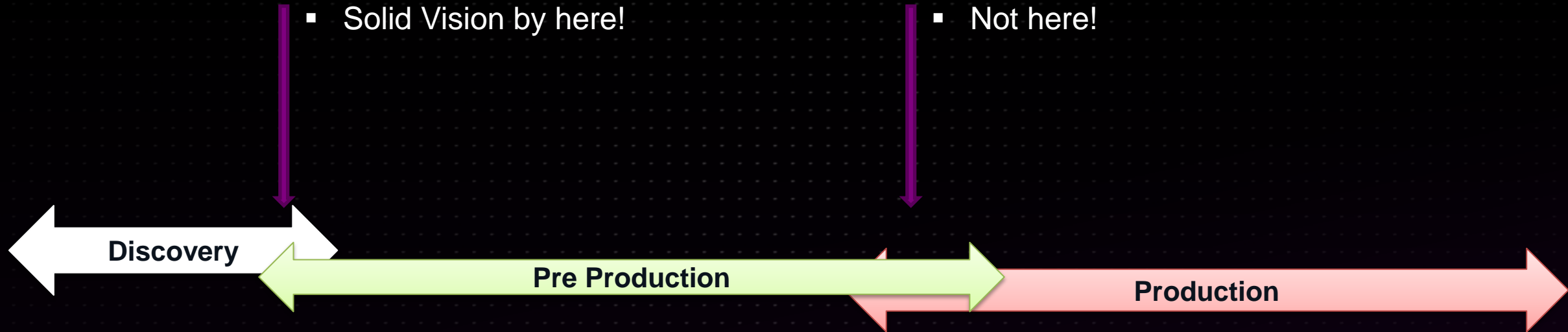








- The Saints Row Way
 - Key questions asked in late pre pro
 - Answers established too late







- High Level Vision team
- Cross Discipline



GOALS:

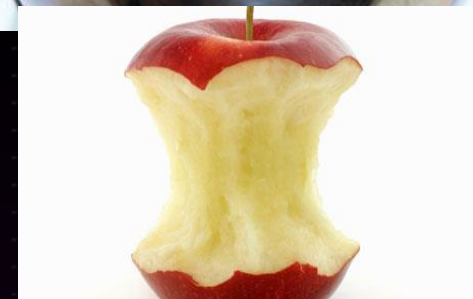
- Establish the box
- Establish better vision tools
- Collaborate with team
- Remain High level



Project Pillars



Player Experience



Special Sauce



Studio Strategy

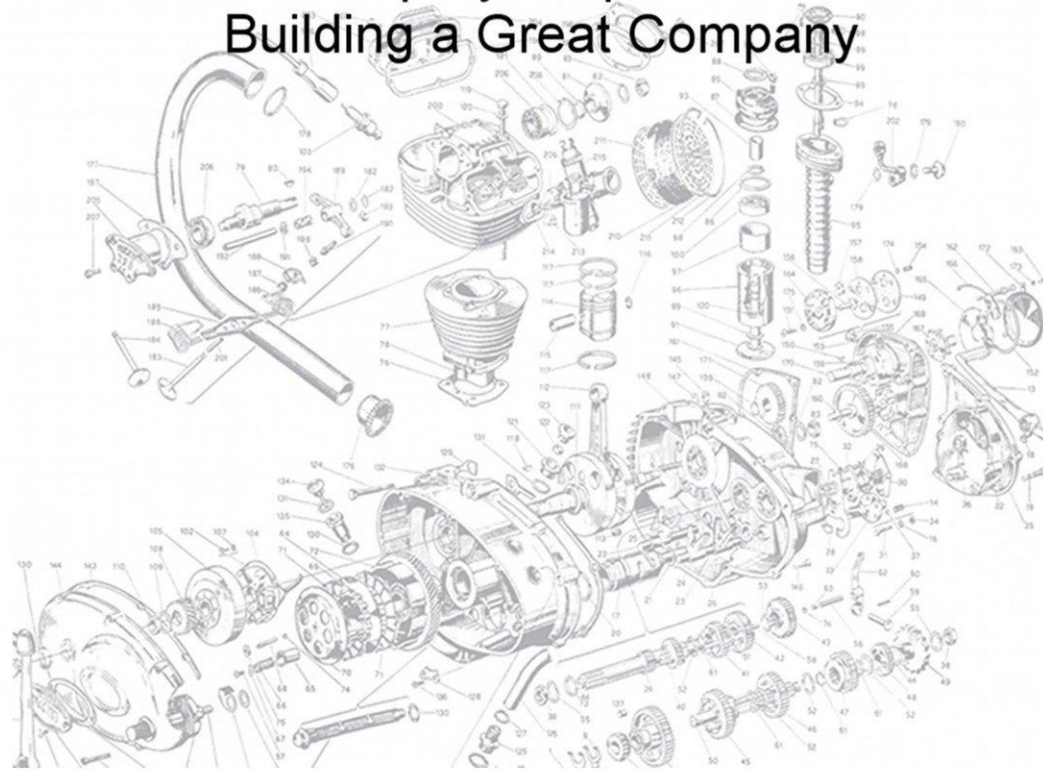
Project Canvas



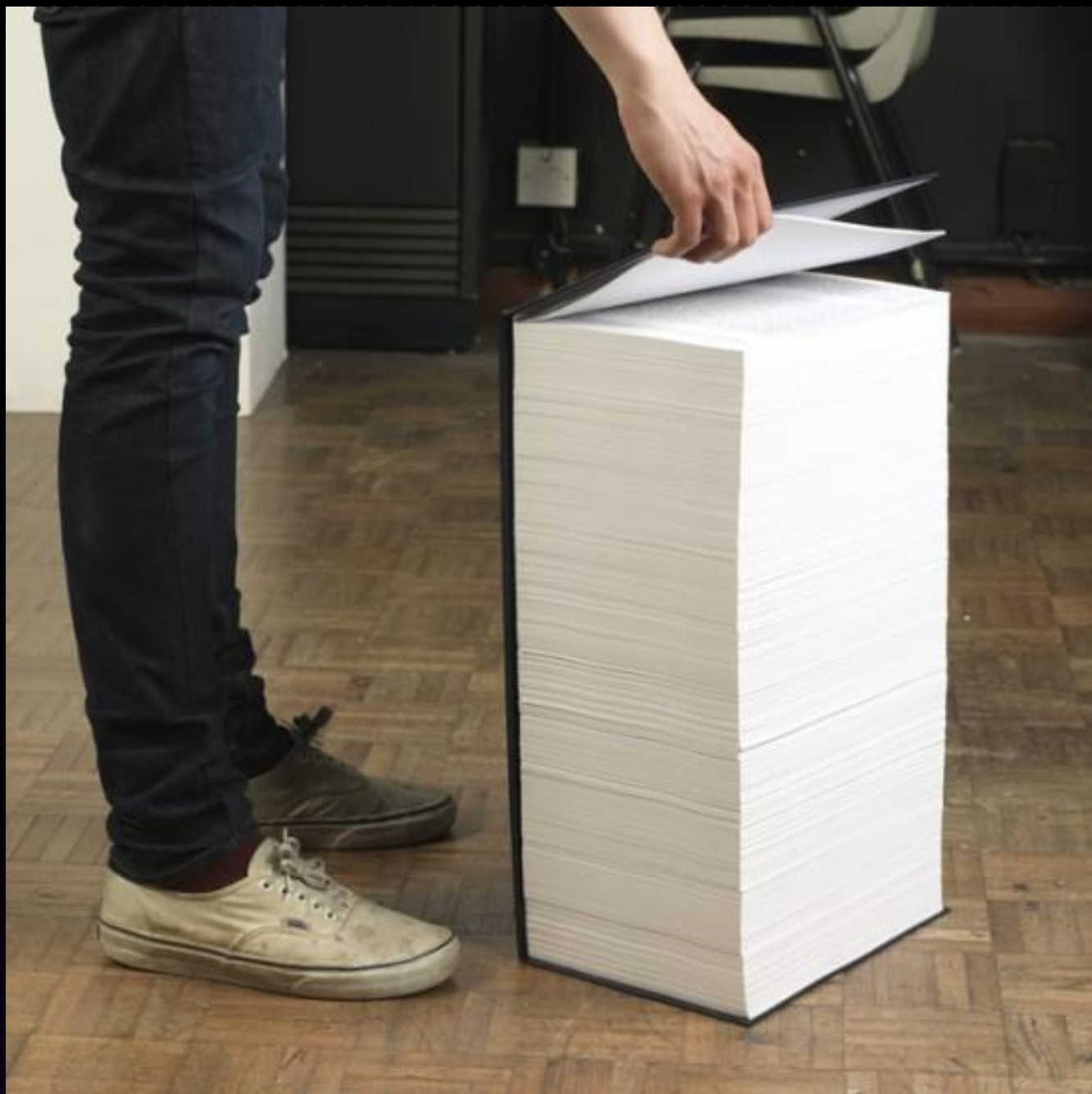
Alexander
Osterwalder

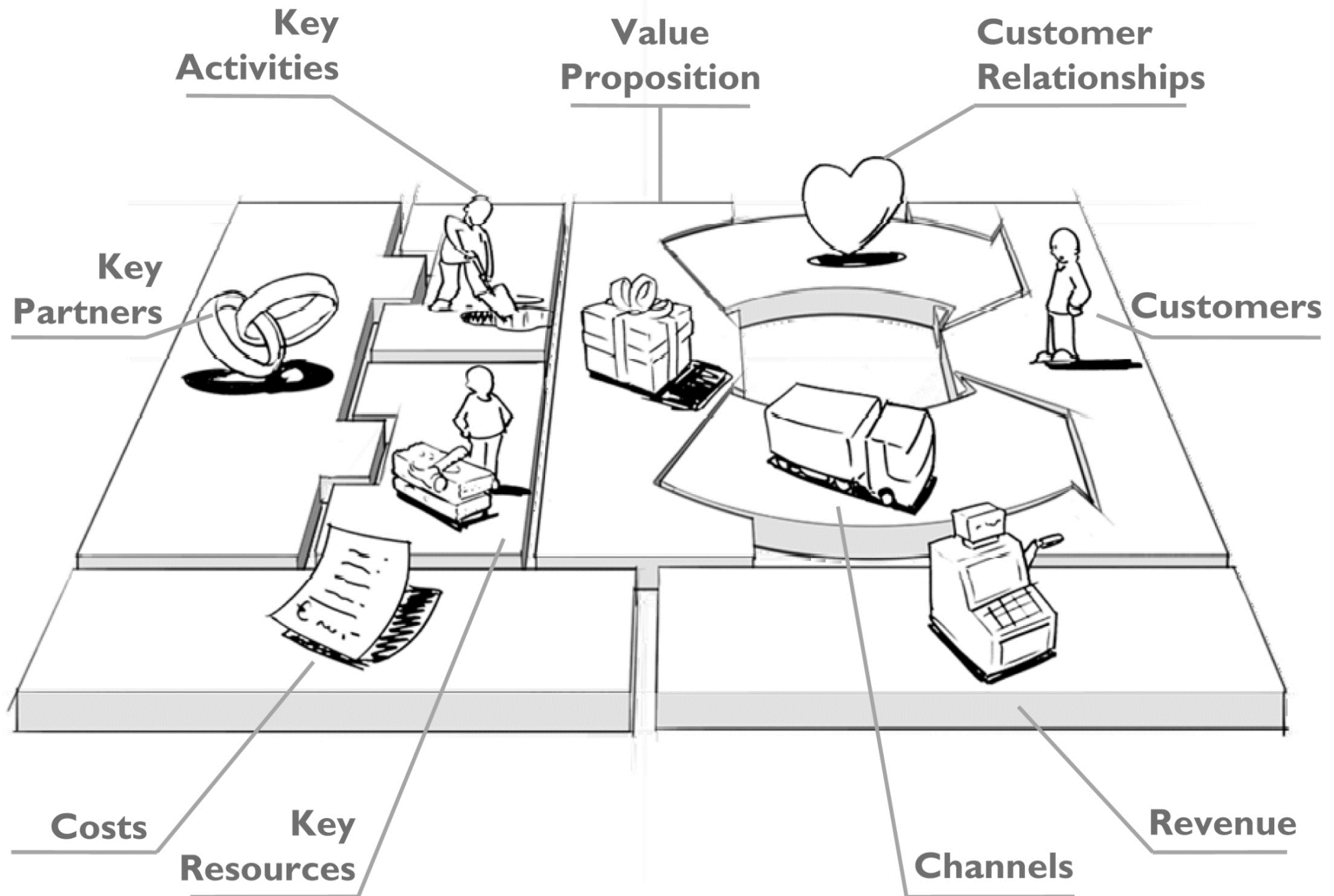
THE STARTUP OWNER'S MANUAL STRATEGY GUIDE

The Step-by-Step Guide for
Building a Great Company



Steve Blank and Bob Dorf





Key Partnerships <ul style="list-style-type: none">• Buyer-Supplier Relationship with Product Vendors• Hair Stylists Community and Vocational Schools	Key Activities <ul style="list-style-type: none">• Investigation of Competitor Offerings• Recruit Quality, Experienced Hair Stylists	Value Propositions Quantitative: <ul style="list-style-type: none">• Competitive Pricing• Speed of Service• Variety of Products• Variety of Services Qualitative: <ul style="list-style-type: none">• Tailored Customer Service• Convenience	Customer Relationships <ul style="list-style-type: none">• Dedicated Hair Stylist• Low Walk-in Wait Times• Grab-And-Go Hair Products• Personal Assistance at Front Door	Customer Segments – Segmented (Slightly different needs) <ul style="list-style-type: none">• Women• Men• Children
	Key Resources <ul style="list-style-type: none">• Physical Property• Product Inventory• Commission Paid Stylists and Salaried Support Personnel• Proprietary Knowledge of Hair Styling Techniques• Customer Databases		Channels <ul style="list-style-type: none">• Paper Advertisements• Sign Advertisements• Word of Mouth• Coupons	
Cost <u>Structure</u> <ul style="list-style-type: none">• Fixed Costs from property rental, advertising costs, and competitive employee salaries• Variable Costs from commission paid employees, product and supply inventory refreshments, and utility bills		Revenue <u>Streams</u> <ul style="list-style-type: none">• Transaction revenues from appointments and product purchases using the dynamic pricing structure based off of market trends• Recurring revenues from booth rentals by contracted hair stylists		



ZEUS





TEAMWORK

It's easy to get the players; it's getting them to play together that's the tough part.

Zeus : Vision Canvas (WORK IN PROGRESS)

Core Vision (Pillars)

A modern Western set in post-apocalyptic Rio

A hardened gunslinger

- I'm deadly in a firefight
- My vehicle is my lifeblood
- I go where others fear to tread
- I take on challenges others will not

Exploring a lawless and broken city

- A world where life is cheap and resources are scarce
- A hornet's nest of competing factions
- A wasteland of opportunity to discover

Defining my legend through my actions

- I make enemies and allies as it suits me
- I develop skills to fit my style
- I craft and improve my gear with loot
- I play by my own rules and do what I want

Core Gameplay

- World Exploration
- Ranged Combat
- Player Progression
- Lootability

Supporting Features

- Cover/Traversal System
- Social/Asynchronous Gameplay
- Non Modal Missions
- RPG systems : player, weapons, vehicles
- Customization
- Vehicles
- Conversation System
- Memory System/Player Awareness
- 2 Player Co-Op
- PVP, Free for All MP Areas

Core Tenets

Sell the experience of a hardened gunslinger surviving day to day in post-apocalyptic Rio.

- Mostly an on-foot game
- Most gameplay takes place in urban areas
- Rules of the world need to be consistent and accessible
 - Not a "everything fits and goes" world like SR3
- More realistic than SR3 when it comes to:
 - Art direction
 - Tone
 - Gameplay and Situations

Player Experience

When I explore the world I feel **ADVENTUROUS, TEMPTED** and **CURIOS**

- I need to see what's going to happen next. I'm always tempted to *investigate* one more thing.
- Havens are no picnics but I know what to expect. Outside the walls, all bets are off.
- I am *compelled* to balance risk and reward.

When I shoot enemies, I feel **EMPOWERED** and **SKILLED**

- *Confident*, even when vulnerable.
- Even though I've seen a lot, there's some horrifying shit I haven't seen.
- *Nothing comes easy* in this world but death.

When I progress my character and gear, I feel **RESOURCEFUL** and **REWARDED**

- The car makes the man. When you see my vehicle you know who I am.
- I know how to use what others don't see.
- As a gunslinger I have to keep adapting or I'll die.

Special Sauce

- We make third person city-based sandbox games
- Our players are agents of mayhem with lots of toys.
- Our players own and share their experiences.

Dev Pillars

- **Focus on the Core**
 - Do fewer things and do them well.
- **Brains over Bureaucracy**
 - Don't let process get in the way of doing what's right for the game.
- **Teamwork**
 - Work together, be accountable to each other, and push each other to do our best work.

Core Essence (5 sec pitches)

- A modern Western set in post-apocalyptic Rio
- Mad Max meets MacGyver
- Post-apocalyptic Game of Thrones
- A hardened gunslinger surviving day to day in post-apocalyptic Rio
- Mechanical Alchemy



Zeus : Vision Canvas (WORK IN PROGRESS)

Core Vision (Pillars)

A modern Western set in post-apocalyptic Rio

A hardened gunslinger

- I'm deadly in a firefight
- My vehicle is the analog for my horse
- I craft and improve my gear with loot
- I take on challenges others will not

Exploring a post apocalyptic urban ruin

- A lawless and broken world where life is cheap and resources are scarce
- A hornet's nest of competing factions
- A wasteland of opportunity to discover

Forging my legend through my actions

- I make enemies and allies as it suits me
- I can customize my past and present
- I develop skills to fit my style
- I go where others fear to tread
- I play by my own rules and do what I want

Core Gameplay

- World Exploration
- Ranged Combat
- Player Progression

Supporting Features

- Non Modal Missions
- Lootility
- Cover/Traversal System
- Social/Asynchronous Gameplay
- RPG systems : player, weapons, vehicles
- Conversation System
- Memory System/Player Awareness
- 2 - 4 Player Co-Op
- Customization
- Vehicles

Core Premises

Sell the fantasy of a hardened gunslinger exploring post-apocalyptic Rio

- Primarily on-foot
- Slower paced than Saints Row
- Most gameplay takes place in urban areas
- Rules of the world are consistent and accessible
- More realistic than Saints Row

Modern Western

Think : Contemporary Analogs for Western tropes.

Player Experience

I am a hardened gunslinger exploring a post-apocalyptic urban ruin, forging my legend through my actions.

By playing this game I want to satisfy:

- My curiosity about the world and the people in it
- My need to progress and attain mastery
- My desire for better rewards and loot
- My need to connect with friends and other players
- My desire to express what makes me and my character different

Players should be thinking this when they play the game.

- I want to know what's out there
- I will find a way to deal with whatever happens
- We _____ when we play together

Zeus World

- A dense urban ruin, re-built 20 years after an apocalyptic event that occurred in 2018.
- The Wild West in 2038 where pockets of civilization and factions function behind walls in Havens to guard treasure, and fight for control over resources and power.
- A world that functions on technology and resources available in 2018. Only a select few control experimental technology from that time. Society in general makes do with few creature comforts.
- Outside the Havens, adventurers and scavengers risk danger against the potential for extreme wealth and fortune. Outside these walls, it's anything goes in a world full of roving bandits, fortune seekers and other dangers..
- A barren Wasteland surrounds the city, littered with the bones of the old world.

Special Sauce

- We make third person city-based sandbox game.
- Our players are agents of mayhem with lots of toys.
- Our players own and share their experiences.

Team Pillars

- **Focus on the Core**
 - Do fewer things and do them well.
- **Brains over Bureaucracy**
 - Don't let process get in the way of doing what's right for the game.
- **Teamwork**
 - Work together, be accountable to each other, and push each other to do our best work.

Inspirations

- The factions, intrigue, and ever evolving plot from A Game of Thrones.
- The exploration, freedom, and RPG progression of Skyrim
- The character and tone of A Fistful of Dollars.
- The ever evolving world of The Walking Dead.
- The tone, humor, and Spaghetti Western aesthetic of Django Unchained.
- The traversal fluidity found in Uncharted and Tomb Raider

ZEUS

STRATEGIC DIRECTION

Special Sauce

- We make third-person city-based sandbox games.
- Our players are agents of mayhem with lots of freedom.
- Our players own and share their experiences.

Next Gen

- Always connected experiences.
- Everything is DLC.
- Emphasis on social, marketplace, consumables, and seamless experiences

Studio

- Create a new franchise that attracts a larger audience than Saints Row.
- We can't outspend the competition, but we can find key ways to out-think and out-innovate them.
- Stretch ourselves in key, untapped areas to stay competitive.

PROJECT CULTURE

- Focus on the Core
 - Do fewer things and do them well
- Brains over Bureaucracy
 - Don't let process get in the way of doing what's right for the game.
- Teamwork
 - Work with and for one another, be accountable to each other, and push each other to do our best work

PROJECT GENRE AND DIRECTION

- A modern Western with contemporary analogs for Western tropes.
- Primarily on-foot gameplay, focused on exploration
- Slower paced than Saints Row
- Post-apocalyptic urban Rio
- Game and World Rules are consistent and accessible
- More realistic than Saint Row
- 3rd person open world adventure

The ZEUS WORLD

A dense, ruined urban city 20+ years after a major apocalyptic event that occurred in the present day (~2015).

The World is a functioning hub for humanity where technology, while scarce, is available if you know where to look. This is not a desolate world, devoid of technology and people.

Resource Baseline

Resources are sparse but available. Electrical, Oil, Wind, Solar, Satellite, and Battery power. Energy and Power controlled and hoarded by factions

Pre-Apocalypse Technology

2018 technology
Smart Phones, Electric Cars, Tablets, Smart Homes, GPS, Mechanical Aids, Handgun, Rifles, & Shotguns

Present, but very rare

Military Tech : Drones, Smart Guns and Goggles
Performance enhancing drugs
Practical cybernetics
Advanced communications

CORE PILLARS

A modern Western set in post-apocalyptic Rio

A hardened gunslinger

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- My vehicle is the analog for my horse
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Forging a unique legend through my actions

- I make enemies and allies as it suits me
- I can customize my past and present
- I develop skills to fit my style
- I craft and improve my gear with loot
- I play by my own rules and do what I want

PLAYER EXPERIENCE

I am a hardened gunslinger exploring a post-apocalyptic urban ruin, forging my legend through my actions.

- I feel a Sense of Accomplishment and Pride of Ownership as my gunslinger improves.
- I feel Skilled, Respected, and Powerful. I Desire to continually improve and advance my skills.
- I am Curious about the world and Creative about how I interact with it. And I want to share that with others
- I am liberated by the changed state of the world and Rewarded by my ability to affect it.
- I am Intrigued and Wary because of the threats and dangers that are foreshadowed.

CORE GAMEPLAY

- Exploration
- Ranged Combat
- Player Progression

CORE FEATURES

- Non-Modal Missions
- Lootility
- Cover and Traversal Systems
- Customization
- RPG skills progression
- Weapon and Gear upgrades
- DLC
- Dynamic Player Histories
- Crowdsourcing effects player experiences

NEXT GEN FEATURES

- Co-op
- Community
- Smart Glass
- Companion Apps
- Mobile
- Asynchronicity
- Voice/Text Chat

INSPIRATION and RERENCES

- The factions, intrigue, and ever evolving plot from A Game of Thrones.
- The exploration, freedom, and RPG progression of Skyrim.
- The character and tone of A Fistful of Dollars.
- The ever evolving world of The Walking Dead.
- The tone, humor, and Spaghetti Western aesthetic of Django Unchained.
- The traversal fluidity found in Uncharted and Tomb Raider
- The combat found in Red Dead Redemption

Zeus : Vision Canvas (WORK IN PROGRESS)				
Core Vision (Pillars) <i>A modern Western set in post-apocalyptic Rio</i>	Core Gameplay	Core Tenets <i>Sell the experience of a hardened gunslinger surviving day to day in post-apocalyptic Rio.</i>	Player Experience	
A hardened gunslinger <ul style="list-style-type: none"> I'm deadly in a firefight My vehicle is my lifeline I go where others fear to tread I take on challenges others will not 	<ul style="list-style-type: none"> World Exploration Ranged Combat Player Progression Locality 	<ul style="list-style-type: none"> Mostly an on-foot game Most gameplay takes place in urban areas Rules of the world need to be consistent and accessible <ul style="list-style-type: none"> Not a "everything fits and goes" world like SR3 More realistic than SR3 when it comes to: <ul style="list-style-type: none"> Art direction Tone Gameplay and Situations Cover/Traversal System Social/Asynchronous Gameplay Non Modal Missions RPG systems: player, weapons, vehicles Customization Vehicles Conversation System Memory System/Player Awareness 2 Player Co-Op PVP, Free for All MP Areas 	Supporting Features <ul style="list-style-type: none"> Confiding, even when vulnerable Even though I've seen a lot, there's some horrifying shit I haven't seen. Nothing comes easy in this world but death. 	
Exploring a lawless and broken city <ul style="list-style-type: none"> A world where life is cheap and resources are scarce A hornet's nest of competing factions A wasteland of opportunity to discover 	Defining my legend through my actions <ul style="list-style-type: none"> I make enemies and allies as it suits me I develop skills to fit my style I craft and improve my gear with loot I play by my own rules and do what I want 	When I shoot enemies, I feel ADVENTUROUS, TEMPTED and CURIOUS <ul style="list-style-type: none"> I need to see what's going to happen next. I'm always tempted to <i>jump into</i> one more thing. Havens are no ponzies but I know what to expect. Outside the walls, all bets are off. I am <i>capacitated</i> to balance risk and reward. 	When I shoot enemies, I feel EMPOWERED and SKILLED <ul style="list-style-type: none"> Confiding, even when vulnerable Even though I've seen a lot, there's some horrifying shit I haven't seen. Nothing comes easy in this world but death. 	
Special Sauce <ul style="list-style-type: none"> We make third person city-based sandbox game. Our players are agents of mayhem with lots of toys. Our players own and share their experiences. 	Dev Pillars <ul style="list-style-type: none"> Focus on the Core <ul style="list-style-type: none"> Do fewer things and do them well. Brain over Bureaucracy <ul style="list-style-type: none"> Don't let process get in the way of doing what's right for the game. Teamwork <ul style="list-style-type: none"> Work together, be accountable to each other, and push each other to do our best work. 	Core Essence (5 sec pitches) <ul style="list-style-type: none"> A modern Western set in post-apocalyptic Rio Mad Max meets MacGyver Post-apocalyptic Game of Thrones A hardened gunslinger surviving day to day in post-apocalyptic Rio Mechanical Alchemy 	When I progress my character and gear, I feel RESOURCEFUL and REWARDED <ul style="list-style-type: none"> The car makes the man. When you use your vehicle you know who I am. I know how to use what others don't use. As a gunslinger I have to keep adapting or I'll die. 	

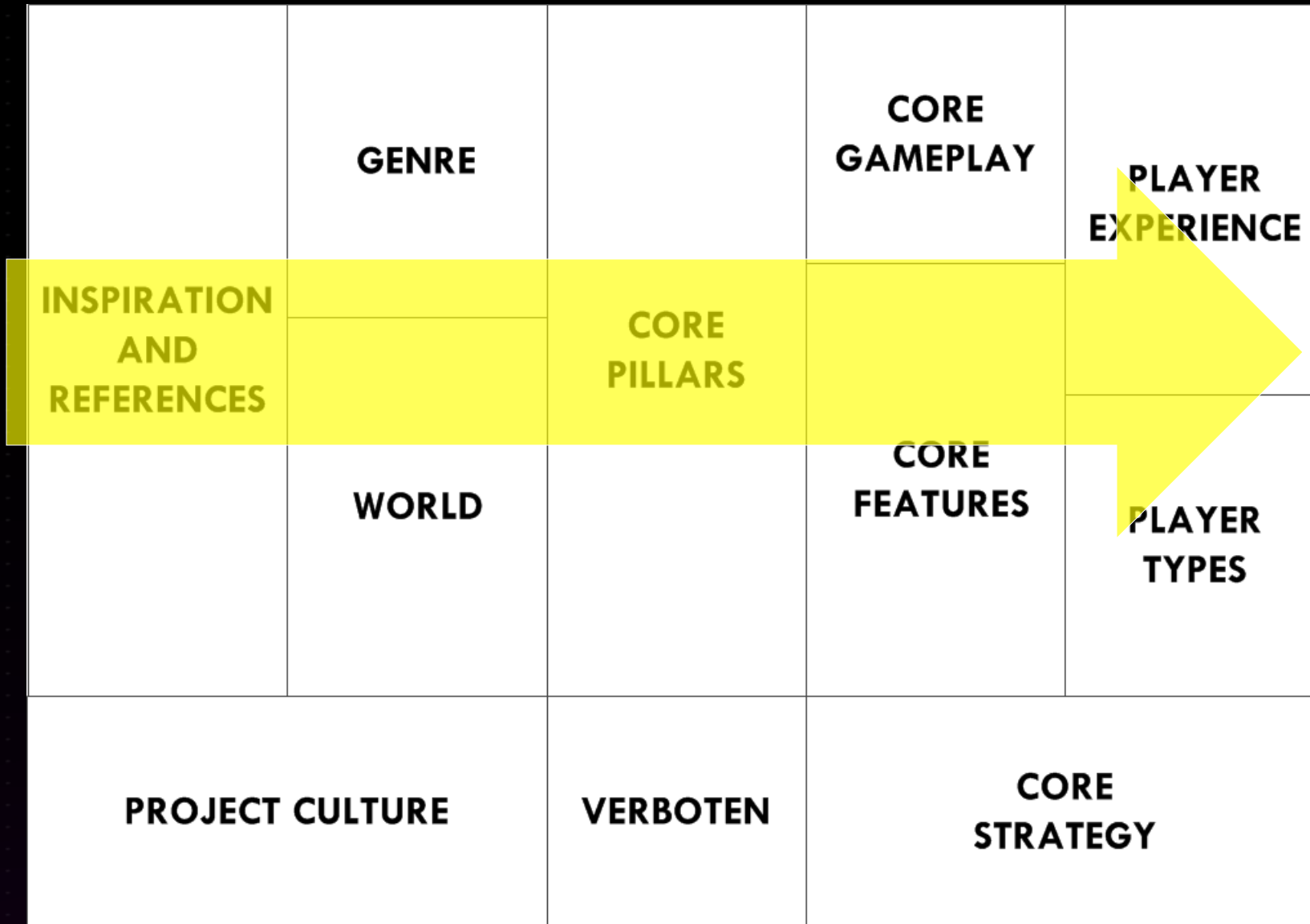
Zeus : Vision Canvas (WORK IN PROGRESS)				
Core Vision (Pillars) <i>A modern Western set in post-apocalyptic Rio</i>	Core Gameplay	Core Premises <i>Sell the fantasy of a hardened gunslinger exploring post-apocalyptic Rio</i>	Player Experience	
A hardened gunslinger <ul style="list-style-type: none"> I'm deadly in a firefight My vehicle is the thing for my home I craft and improve my gear with loot I take on challenges others will not 	<ul style="list-style-type: none"> World Exploration Ranged Combat Player Progression 	<ul style="list-style-type: none"> Primarily on-foot Slower paced than Saints Row Most gameplay takes place in urban areas Rules of the world are consistent and accessible More realistic than Saints Row 	By playing this game I want to satisfy: <ul style="list-style-type: none"> My curiosity about the world and the people in it My need to progress and attain mastery My desire for better rewards and loot My need to connect with others and other players My desire to express what makes me and my character different 	
Exploring a post-apocalyptic urban ruin <ul style="list-style-type: none"> A lawless and broken world where life is cheap and resources are scarce A hornet's nest of competing factions A wasteland of opportunity to discover 	Supporting Features <ul style="list-style-type: none"> Non Modal Missions Locality Cover/Traversal System Social/Asynchronous Gameplay RPG systems: player, weapons, vehicles Customization Conversation System Memory System/Player Awareness 2-4 Player Co-Op Customization Vehicles 	Forging my legend through my actions <ul style="list-style-type: none"> I make enemies and allies as it suits me I can customize my gear and present I develop skills to fit my style I go where others fear to tread I play by my own rules and do what I want 	Players should be thinking this when they play the game. <ul style="list-style-type: none"> I want to know what's out there I want find a way to deal with whatever happens We _____ when we play together 	
Special Sauce <ul style="list-style-type: none"> We make third person city-based sandbox game. Our players are agents of mayhem with lots of toys. Our players own and share their experiences. 	Team Pillars <ul style="list-style-type: none"> Focus on the Core <ul style="list-style-type: none"> Do fewer things and do them well. Brains over Bureaucracy <ul style="list-style-type: none"> Don't let process get in the way of doing what's right for the game. Teamwork <ul style="list-style-type: none"> Work together, be accountable to each other, and push each other to do our best work. 	Inspirations <ul style="list-style-type: none"> The Factors, intrigue, and ever evolving plot from A Game of Thrones. The exploration, freedom, and RPG progression of Skyrim. The character and world of A Faithful of Dollars. The ever evolving world of The Walking Dead. The tone, humor, and Spaghetti Western aesthetic of Django Unchained. The traversal fluidity found in Uncharted and Tomb Raider 	Zeus World <ul style="list-style-type: none"> A dense urban ruin, re-built 20 years after an apocalyptic event occurred in 2038. The Wild West in 2038 where pockets of civilization and factions function behind walls in havens to guard, trade, and fight for scarce resources and power. A world that functions on technology and resources available in 2038. Only a select few control experimental technology from that time. Society in general makes do with low tech alternatives. Outside the Havens, adventures and coverups risk danger against the potential for extreme wealth and fortune. Outside these walls, it's anything goes in a world full of roving bands, feral settlers and other dangers. A barren Wasteland surrounds the city, littered with the bones of the old world. 	

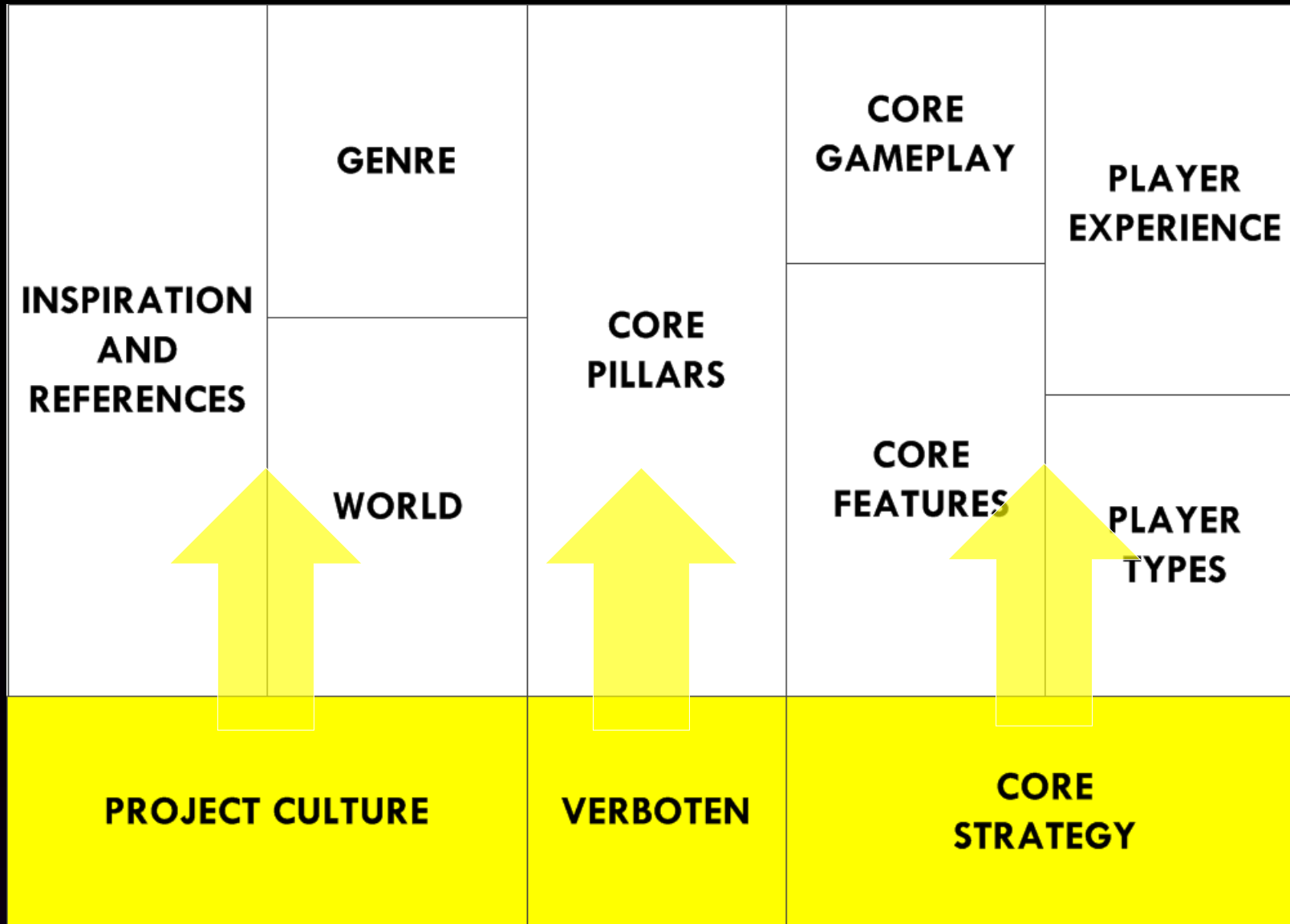
ZEUS			
STRATEGIC DIRECTION	PROJECT GENRE AND DIRECTION	CORE PILLARS	CORE GAMEPLAY
Studio Strategy <ul style="list-style-type: none"> Take place in a broken Rio (post-apocalyptic) post-apocalyptic Rio Our players are agents of mayhem with lots of toys Our players own and share their experiences 	<ul style="list-style-type: none"> A modern Western set in post-apocalyptic Rio Mad Max meets MacGyver Post-apocalyptic Game of Thrones A hardened gunslinger surviving day to day in post-apocalyptic Rio Mechanical Alchemy 	A hardened gunslinger <ul style="list-style-type: none"> I'm deadly in a firefight My vehicle is the thing for my home I craft and improve my gear with loot I take on challenges others will not 	<ul style="list-style-type: none"> Exploration Ranged Combat Player Progression
Next Gen <ul style="list-style-type: none"> A modern Western set in post-apocalyptic Rio Mad Max meets MacGyver Post-apocalyptic Game of Thrones A hardened gunslinger surviving day to day in post-apocalyptic Rio Mechanical Alchemy 	The ZEUS WORLD <ul style="list-style-type: none"> A dense urban ruin, re-built 20 years after an apocalyptic event occurred in 2038. The Wild West in 2038 where pockets of civilization and factions function behind walls in havens to guard, trade, and fight for scarce resources and power. A world that functions on technology and resources available in 2038. Only a select few control experimental technology from that time. Society in general makes do with low tech alternatives. Outside the Havens, adventures and coverups risk danger against the potential for extreme wealth and fortune. Outside these walls, it's anything goes in a world full of roving bands, feral settlers and other dangers. A barren Wasteland surrounds the city, littered with the bones of the old world. 	Exploring a post-apocalyptic urban ruin <ul style="list-style-type: none"> A lawless and broken world where life is cheap and resources are scarce A hornet's nest of competing factions A wasteland of opportunity to discover 	CORE FEATURES <ul style="list-style-type: none"> Exploration Ranged Combat Player Progression
Project Culture <ul style="list-style-type: none"> Focus on the Core Brain over Bureaucracy Teamwork 	Player Experience <ul style="list-style-type: none"> By playing this game I want to satisfy: My curiosity about the world and the people in it My need to progress and attain mastery My desire for better rewards and loot My need to connect with others and other players My desire to express what makes me and my character different 	Player Experience <ul style="list-style-type: none"> By playing this game I want to satisfy: My curiosity about the world and the people in it My need to progress and attain mastery My desire for better rewards and loot My need to connect with others and other players My desire to express what makes me and my character different 	Player Experience <ul style="list-style-type: none"> By playing this game I want to satisfy: My curiosity about the world and the people in it My need to progress and attain mastery My desire for better rewards and loot My need to connect with others and other players My desire to express what makes me and my character different

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INSPIRATION and REFERENCES	WORLD AND GENRE	CORE PILLARS	GAMEPLAY & FEATURES	PLAYER EXPERIENCE
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HIGH LEVEL VISION/CANVAS

INSPIRATIONS

PROJECT CULTURE

GENRE

WORLD

CORE PILLARS

CORE GAMEPLAY

CORE FEATURES

GAME AS A HOBBY

PLAYER EXPERIENCE

PLAYER TYPES

VOLITION STRATEGY

FRANCHISE STRATEGY

VERBOTEN

SO
CLOSE...

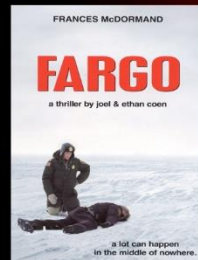
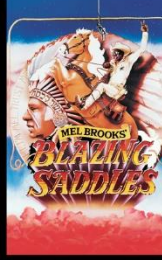
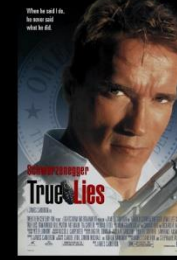
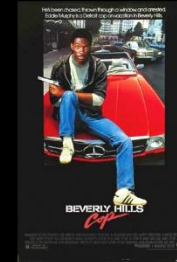
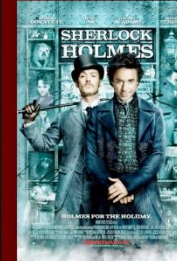
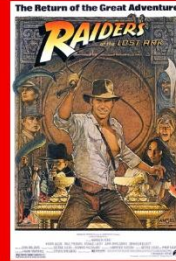
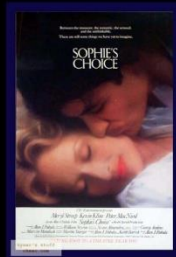






Emotional Tone

- Serious World, characters, and situations
- Skilled character makes light of the world at times
- Characters do not take their responsibilities lightly
- Punctuated with high action sequences

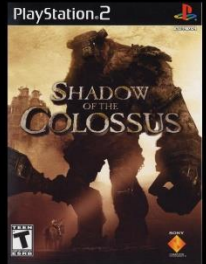


Zeus - Humor Tone Spectrum

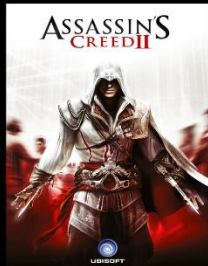
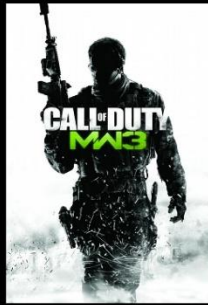
Zeus' humor must:

- Serve and fit the World
- Emphasize, define, and support situations, characters, and story
- Not break immersion

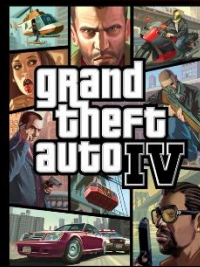
**WE ARE
HERE**



Very serious tone with everything in the World.



Few humorous moments, if any. Mostly serious World throughout



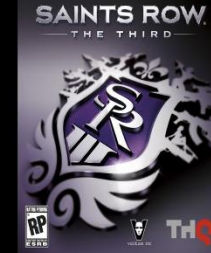
One liners that fit the characters' personalities and fit in the World.



Some humorous characters that fit in the World



Serious world with humorous items and over the top situations



Semi-serious world with dick and fart jokes, self-referential humor.



Intentionally comedic presentation with tone, situations and characters



Crass and overly sexual (but it fits for the World)

Zeus' humor is NOT:

- Overtly sexual
- Crass and sophomoric
- Self-referential
- 4th wall breaking

Post-Apocalypse Genre Comparison

**WE ARE
HERE**

- Accomplished, proactive protagonist
- Resources must be sought, but are available
- Organized, dangerous society
- Sense of discovery, and potentially hope
- Toys and tools for the player

ACTION



- Main characters take action
- Resources limited, but resourceful character
- Character has ability to influence world
- Semblance of societies\reconstruction
- There may be a path forward

COLORFUL



- Colorful cast of characters, factions
- Situations\locations may be outrageous
- Hyper skilled and notorious main characters
- Lots of tools and toys for the characters

COMEDIC



- World state may be dire, but characters\factions\situations are comedic
- Characters do not necessarily act as if they are realistically presented with the events they are involved with

DEPRESSING



- Little hope for the world or characters
- Scarcity of resources and companionship
- Societal norms crumbling\crumbled
- Unclear path forward\out of the issues

ZEUS CANVAS INSPIRATIONS

HUMOR AND TONE TARGET

Overall Tone:

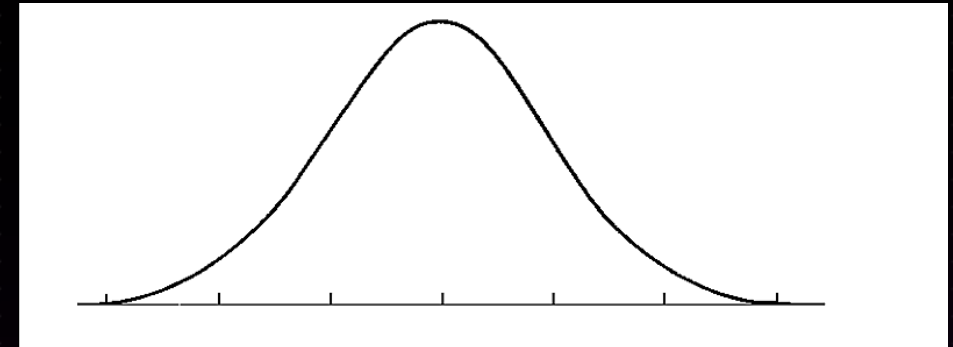
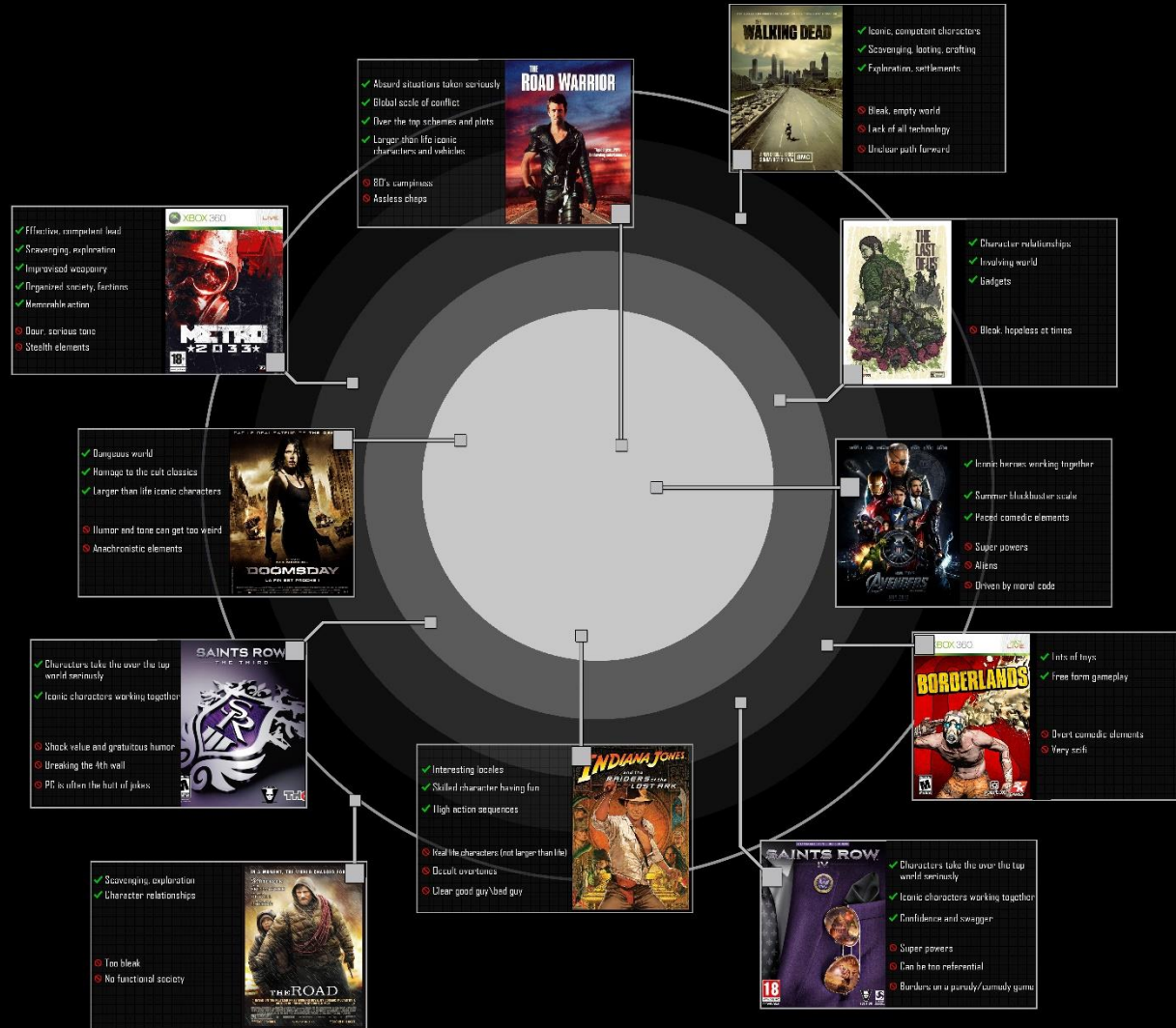
- ✓ Serious world, characters, and situations
- ✓ Characters do not take their responsibilities lightly
- ✓ Accomplished, proactive protagonist
- ✓ Organized, dangerous society

Our Humor Must...

- ✓ Serve and fit within the world
- ✓ Help define and highlight situations, characters & story
- ✓ Further immersion, not break it
- ✓ Be clever and contextual. Not stupid.

Our Humor is Not:

- ✗ Intentionally crass and sophomoric
- ✗ Gratuitously sexual
- ✗ Without context



ZEUS CANVAS INSPIRATIONS

HUMOR AND TONE TARGET

Overall Tone:

- ✓ Serious world, characters, and situations
- ✓ Characters do not take their responsibilities lightly
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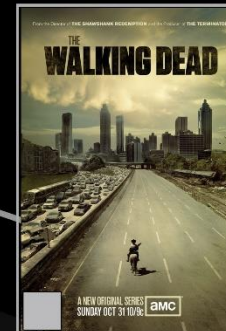
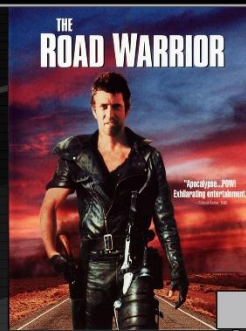
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Our Humor is Not:

- ✗ Intentionally crass and sophomoric
- ✗ Gratuitously sexual
- ✗ Without context

- ✓ Absurd situations taken seriously
- ✓ Global scale of conflict
- ✓ Over the top schemes and plots
- ✓ Larger than life iconic characters and vehicles

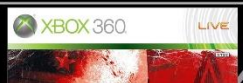
- ✗ 80's campiness
- ✗ Assless chaps



- ✓ Iconic, competent characters
- ✓ Scavenging, looting, crafting
- ✓ Exploration, settlements

- ✗ Bleak, empty world
- ✗ Lack of all technology
- ✗ Unclear path forward

- ✓ Effective, competent lead



- ✓ Character relationships

■ Canvas

- Inspirations
- World/Genre
- Pillars
- Core Gameplay & Features
- Player Types & Experience
- Studio Strategy & Special Sauce

■ Tone/Humor Spectrums

■ (ADD)



And then...

Zeus Died...





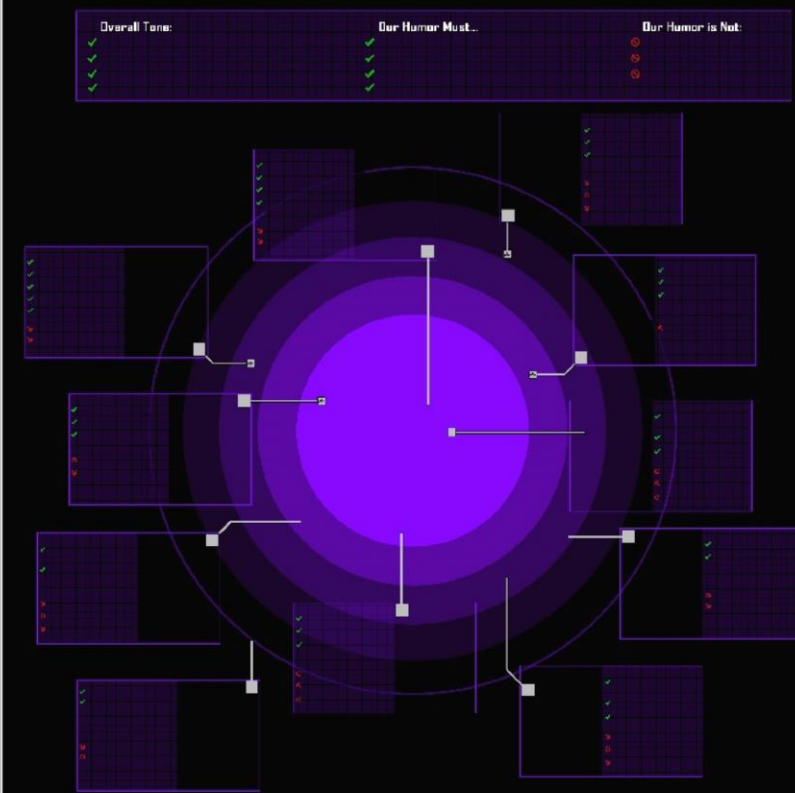


HIGH LEVEL VISION/CANVAS

INSPIRATIONS <div></div>	GENRE <div></div>	CORE PILLARS <div></div>	CORE GAMEPLAY <div></div>	PLAYER EXPERIENCE <div></div>
PROJECT CULTURE <div></div>	WORLD <div></div>		CORE FEATURES <div></div>	PLAYER TYPES <div></div>
			GAME AS A HOBBY <div></div>	
VOLITION STRATEGY <div></div>		FRANCHISE STRATEGY <div></div>	VERBOTEN <div></div>	

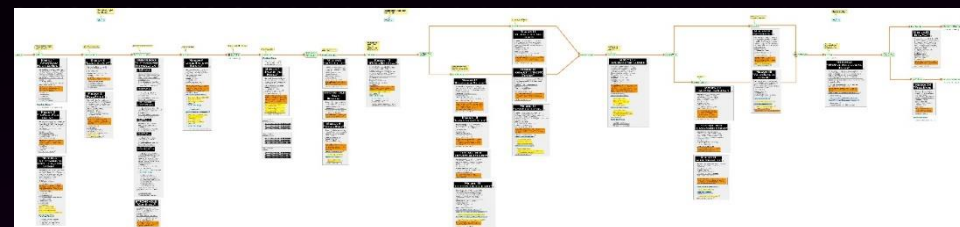
CANVAS INSPIRATIONS

HUMOR AND TONE TARGET



Night

Mission lighting "Blood Red Night"



Key Lessons



- Stop
 - Be Patient
 - Make the BOX clear
 - Iterate
 - Time spent up front helps the back end
- Collaborate
 - Small, cross-disciplined team
 - Exit Champion
- Listen
 - Stay High Level
 - Word-smithing = happy place



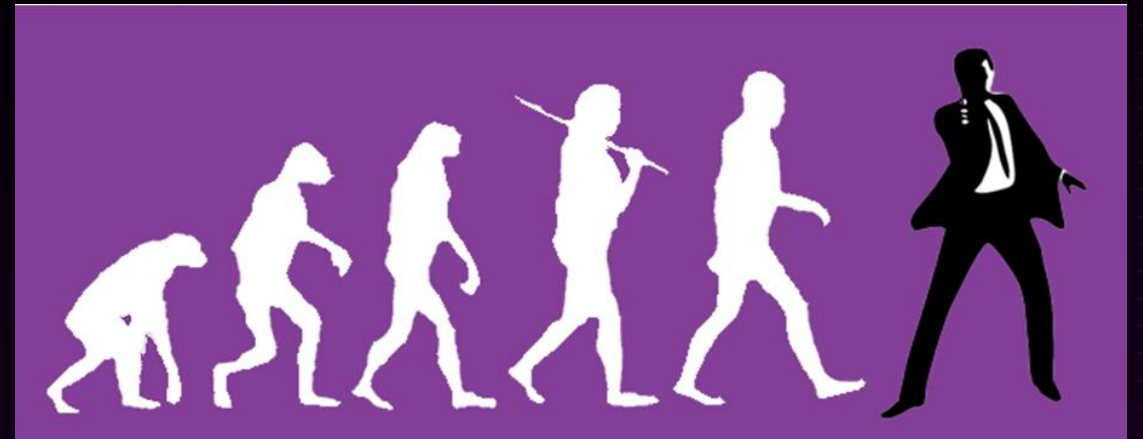
- Vision Tools are never a replacement for conversation



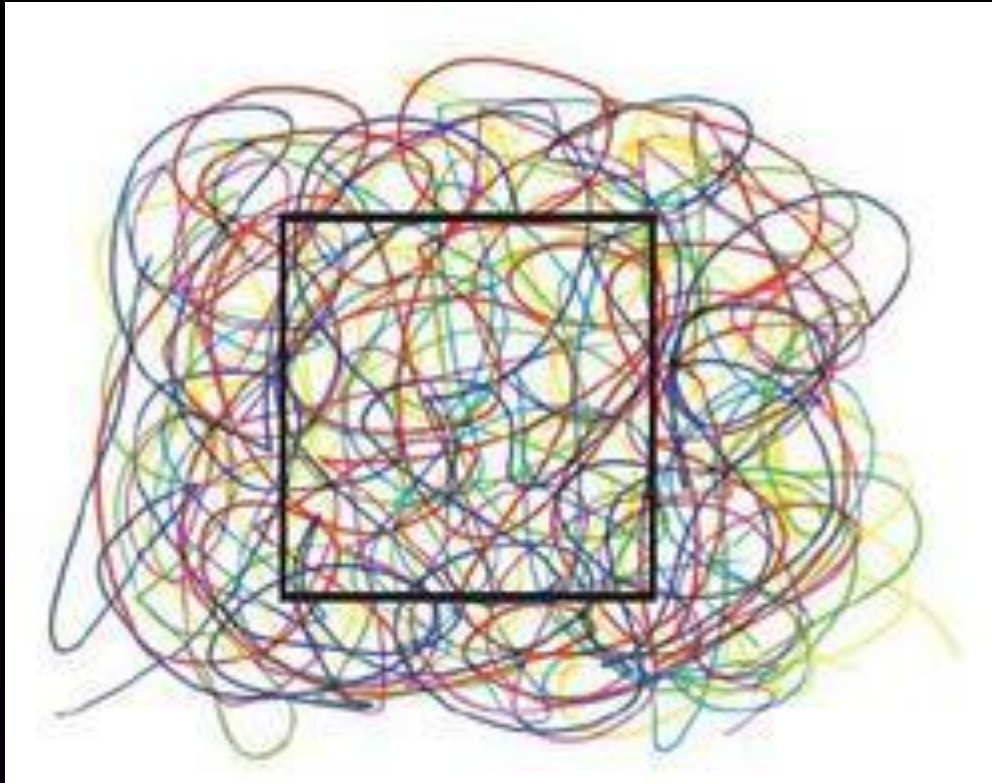
- Saturate the office

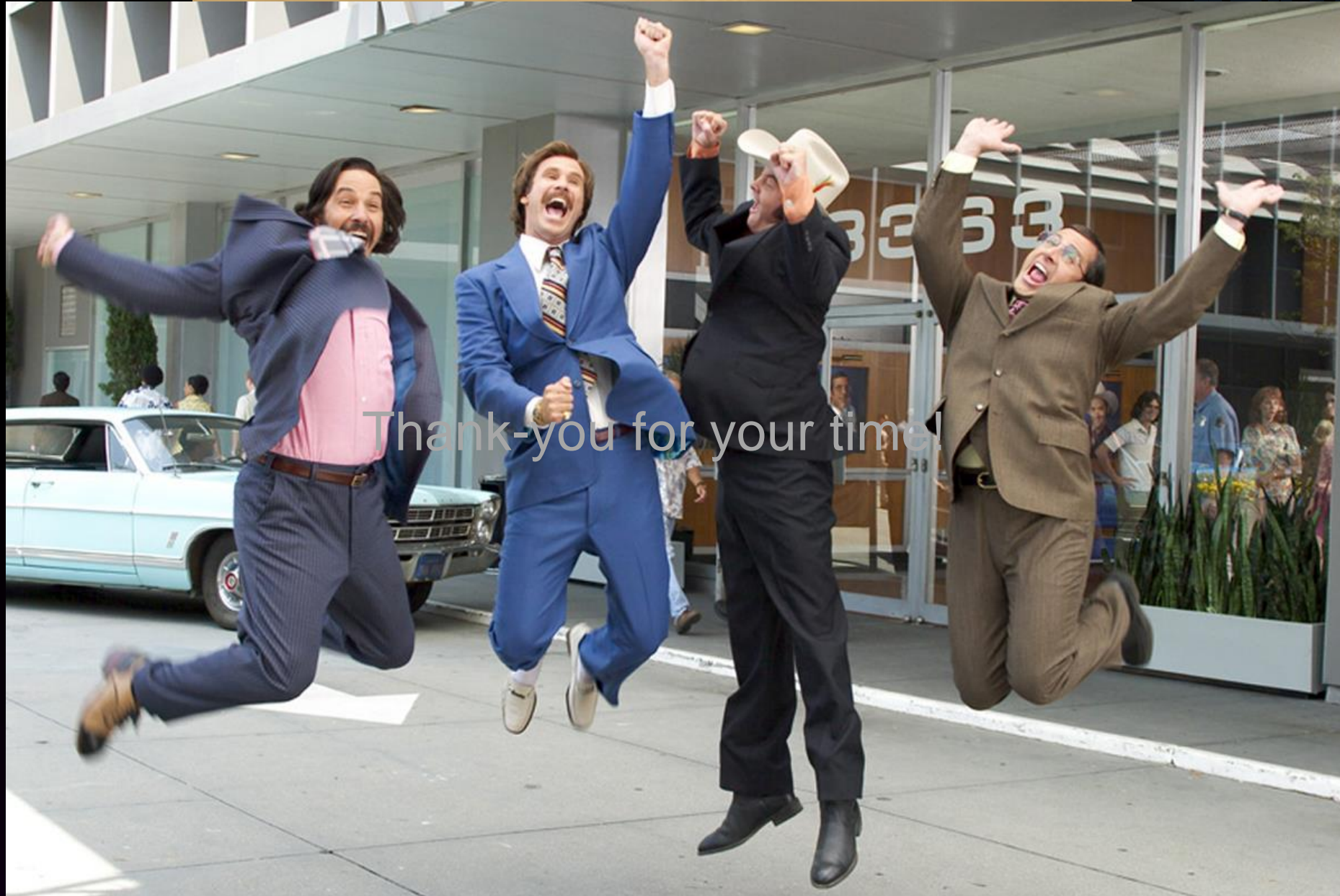


- Improve, Change and Evolve
 - “Not invented here” is detrimental
 - Always room for improvement
 - Look outside your studio



- Let the team go crazy within the box
- If you have the right people, let go





Thank-you for your time!

SPECIAL THANKS

- Conference Associates
- Volition

Questions?

- Greg.Donovan@DSVolition.com

REMAINING VOLITION TALKS

Production Roundtable: Career Development & Advancement

11:30a David Cubberly and Liz Wells

Catastrophic User Experience Failures - A Roundtable: Screwing Up at Science!

2:30p Jordan Lynn

The Physics of Fun: Vehicles of Saints Row

11:30a David Bianchi



volition