

How I create “Seaman”

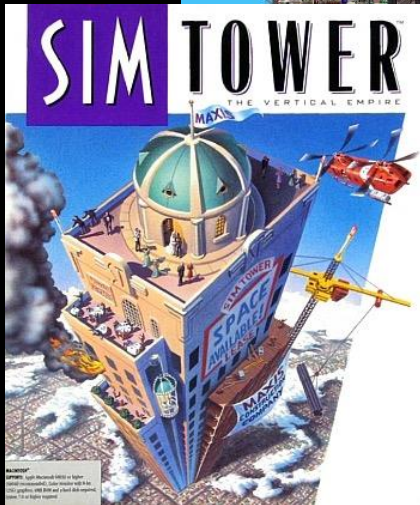
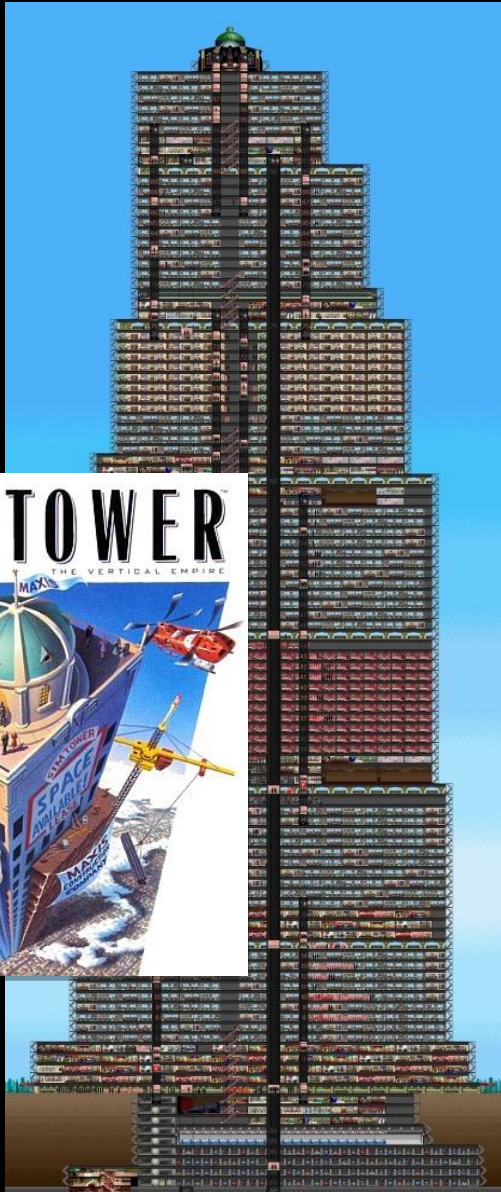
Yoot Saito

1st March 2017@GDC



SIM TOWER(MAXIS 1995-)

https://www.youtube.com/watch?v=U_VCJCUTEVM



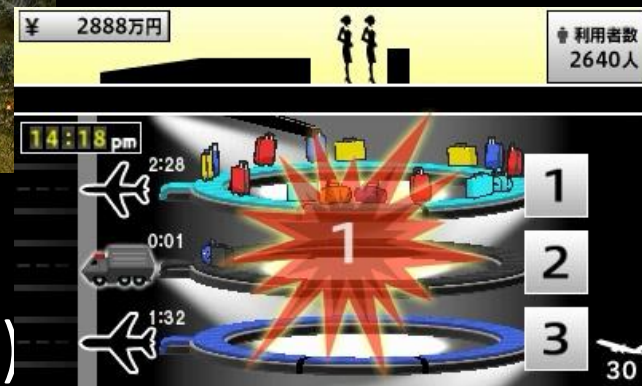
Seaman(SEGA 1995-)

<https://www.youtube.com/watch?v=uv8LzRn35ao>



Odama (nintendo 2006)

<https://www.youtube.com/watch?v=kjQDcxk7MTM>



AERO POTER (nintendo 2012)

https://www.youtube.com/watch?v=OZ_yTUounok&t=119s

Which option would you choose?

1. An improved version of the dungeons-and-dragons games that occupy a large share of the video-game market, featuring a further-evolved game system

2. An adventure game using famous licensed Hollywood characters

3. A “rare beast” of a game like nothing that came before it.

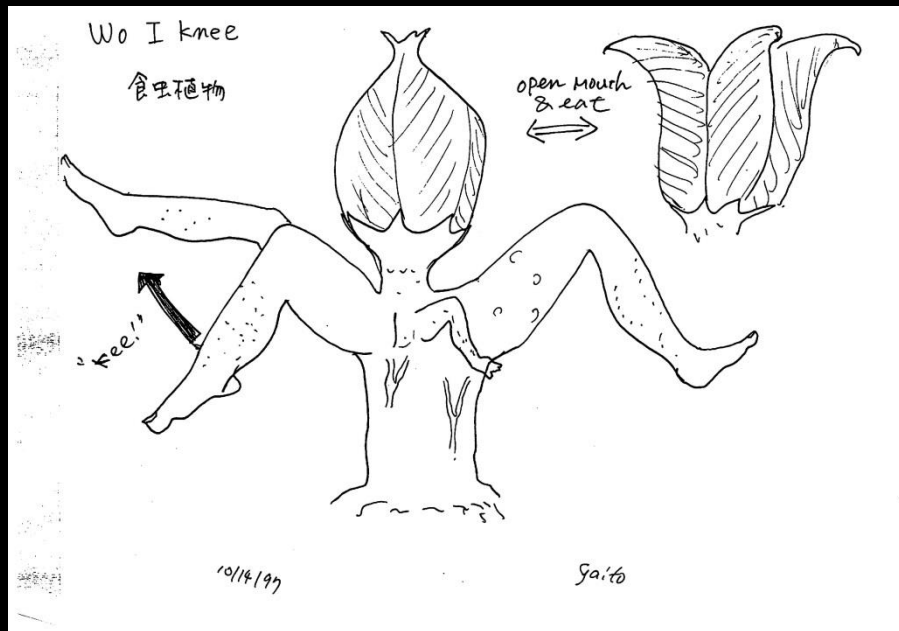
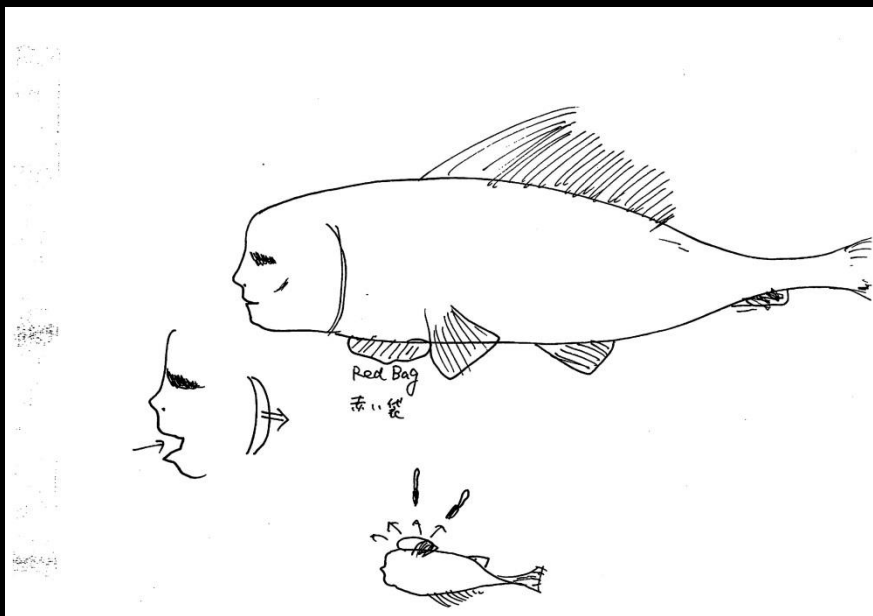
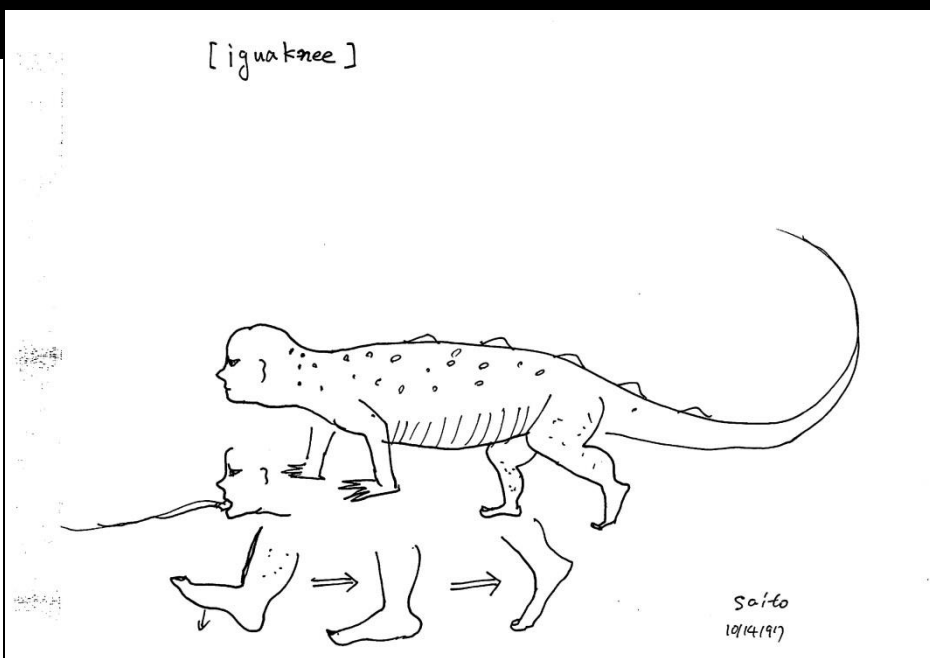
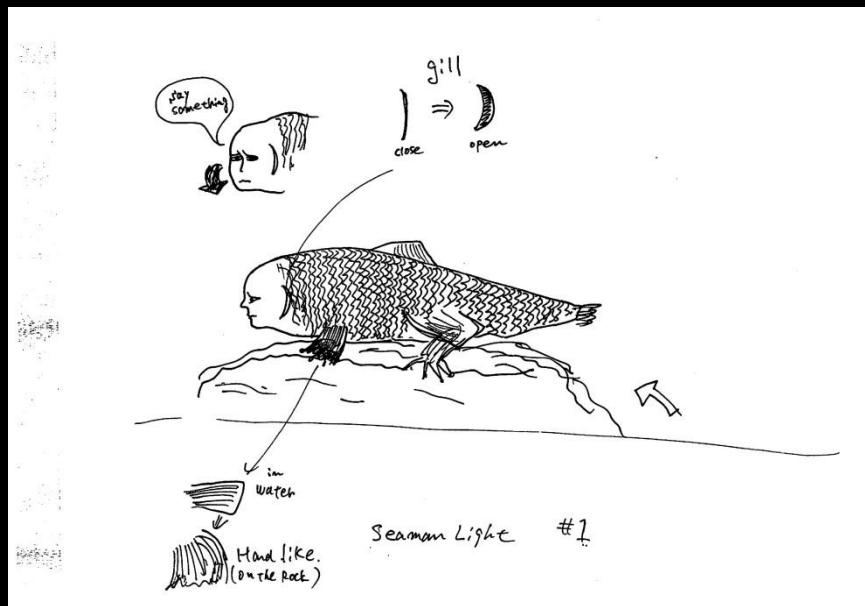


<https://www.youtube.com/watch?v=-IV8hCvsXy0>

Origins

"How did I come up with this?"
1997





“Three opposites”

- Non-cute characters
- "reality" not a "fantasy"
- From within the TVsets

Question 1

To make this a hit, we needed a strong theme running through the conversation with seaman that could capture anyone's interest. -- What is it?

The theme I chose WAS, the daily lives of the players themselves.

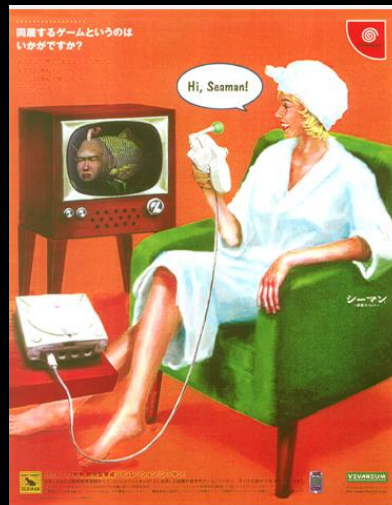
Question 2

How do we make people with even no interest in Sega games purchase this...

"If you don't know what to do, go for female-oriented specifications"

Question 3

How do we appeal this game in
Advertisement ?
we simply used the term
"raising"



Question 4

Who should do the Voice Actor of
seaman ? Famous Actor?

Should this mysterious creature have a
famous voice behind it?

This question was one of the most
dificult of this project. Games, like
movies, can create buzz by casting a
famous actor or voice talent. So this
question had been the biggest
headache .

Question 5

How about the other Voice actor?

We needed a narrator, and that person needed to be famous.



<https://www.youtube.com/watch?v=3XV1Eqm4IM8>



<https://www.youtube.com/watch?v=xLMkHgyTSDc>



https://www.youtube.com/watch?v=4_A-nO5R65Y



<https://www.youtube.com/watch?v=g37KYVDgBFc>

DON'T PANIC !



SEAMAN