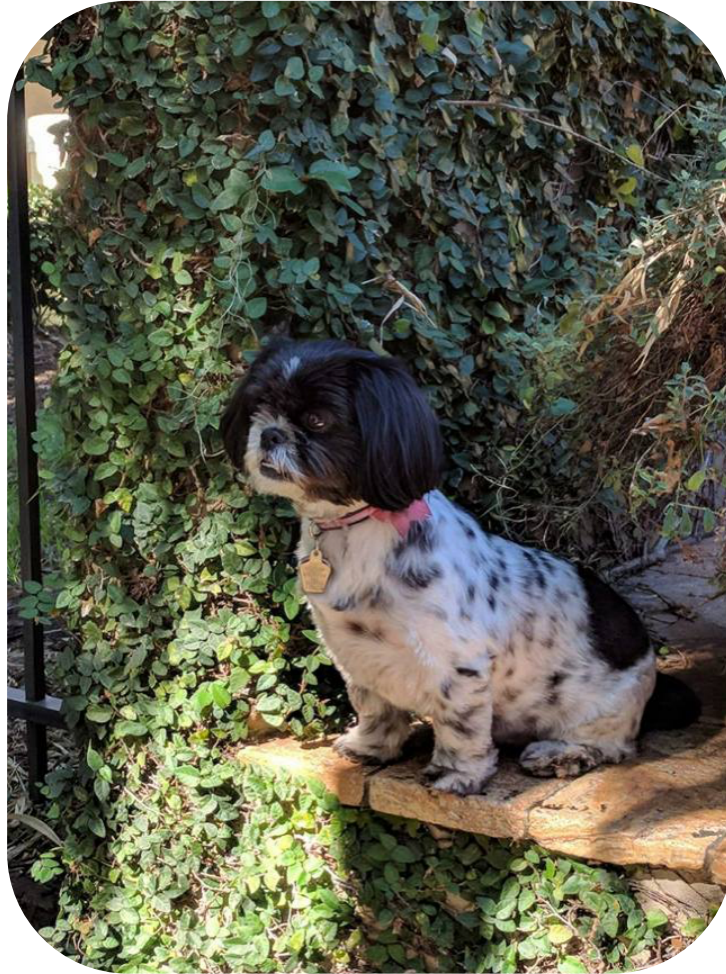


## *Lost Dog*



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## ***Executive Summary***

*Lost Dog* is a console game following the story of a dog that gets lost from their owner and has to go on various adventures to find their way home. It targets a younger audience as well as anyone that loves dogs.

## ***Audience Analysis***

The target players of *Lost Dog* are children, both boys and girls, between ages 8 and 14. More specifically, any kids that desperately want a pet dog or have a strong bond to their current pet. The game provides basic gameplay that is easy for all ages to understand. There are some extra, more challenging quests to appeal to the older kids, but for younger kids, there are plenty of hints and tips scattered throughout the game to help them along in their quest.

In order to better appeal to the audience, the art style will appear cuter and cartoon-like, rather than trying to make the characters look extremely realistic. It will still stay true to what various dog breeds look like so that kids can learn more about dogs as they play this game. However, other objects, such as buildings and flowers will display a bright and interesting color scheme to help pique the interest of this age group.

Due to the cute style of the game, lots of merchandise can be created for kids playing this game. For example, there could be a way for kids to create a custom stuffed animal of their dog based off of the game's art style. There could also be short mini games posted online before the release of the game to help get kids interested in the upcoming video game. To help get parents to buy merchandise for their kids, there could be certain products that donate a percentage of their earnings to help dogs in shelters and rescues.

## ***Story***

*Lost Dog* follows the story of Mabel, a black and white Shih Tzu (although the player has the option to customize the name, breed, and coloring if they choose). The game starts with Mabel's owner, Emily letting her outside to get some fresh air. Emily goes inside to quickly grab a book to read and instructs Mabel to stay put. At first, Mabel sniffs around in the grass, but then she catches the sight of a bunny in the distance.

She chases the bunny, but has a hard time catching up to it. She chases it out of the neighborhood, through a nearby park, and all the way to a small town. The bunny squeezes under a fence and Mabel tries to follow, but she cannot fit. She then looks around at her surroundings finally and notices that she does not recognize anything around her. This is when she realizes that she is lost.

Mabel is the kind of dog that has been babied by her owner her whole life, so she is unaware of the various dangers of the outside world. Her journey throughout the game will help to give her an arc to become a braver and stronger dog at the end. Throughout the game, she gets to explore a small town, a forest, a beach, a large city, a farm, and a campground until finally, she ends up back in her own neighborhood. Throughout each area, there are different quests that she can take that can benefit her and help her to learn more about the world. However, there are also hazards that she needs to avoid, such as wild animals or dog catchers.

The start of the game has a lot of tutorials and a lot of hints to help Mabel find out exactly what she needs to do and how she can survive out on her own. The more humans and dogs she interacts with, the more experienced and knowledgeable she becomes. However, not all humans and dogs are friendly. While there are some dogs that will gladly befriend her, and help her find her way home, there are others that may try to start a fight. The same goes for people because some will give Mabel treats and attention, while others may chase her away or try to take her to the pound. It may take a while before she can learn which ones are which.

Throughout the story, Mabel learns how to better take care of herself and that there's more to life than just being pampered all the time. She becomes a stronger and more independent dog the longer the game goes on.

While she will not always go through each stage in the same order, the resolution to the game is always the same. Mabel will always find her way home in the end, but will be grateful of the journey she went through. The player can lose if they take too many wrong turns, but then they will simply return to a previous save point and get the opportunity to try again. The goal of the game is to get Mabel to keep trying to find her way home until she finally succeeds.

## ***Characters***

Mabel is a young Shih Tzu, only about a year old. She has been with her owner, Emily for as long as she can remember. She gets excited very easily, but is naive when it comes to things outside of her home. She is used to things being a specific way and is used to Emily doing everything for her. She is the only pet in the house which means she always gets all the attention.

The player has the option to change this character's name as well as customize their looks. However, the character's personality, backstory, and dialogue will remain the same. The customization is more for kids that are interesting in playing as a dog that looks like their own pet at home.

Emily is a woman in her late twenties. She is Mabel's owner and cares very much for her dog. She is really only shown in the beginning and end cut scenes of the game, but Mabel refers to her often. Mabel looks up to and thinks very highly of Emily when she mentions her, but in reality, Emily can be kind of forgetful and easily distracted when she is taking care of her dog, which is how Mabel ended up wandering off in the first place.

Stuart is a little Chihuahua that can help Mabel find her way home. He appears early on in the game and Mabel can choose whether or not she is okay with him tagging along. She does not have to agree to traveling with him, but he is able to give her advice along the way and help her learn things faster. He is around six years old, but still full of energy. Stuart is a stray and has been his whole life, but if he goes on the journey with Mabel, he has the opportunity to find a home later in the game.

## ***Competition Analysis***

Despite many kids sharing a love for dogs, there are not a lot of console games out there where the player can actually play as a dog. Many of them are simply about taking care of virtual dogs, such as in *Nintendogs*. While *Nintendogs* may have a similar audience to this game, it has completely different gameplay since it is a pet simulator rather than an action or adventure game.

The closest competition for this game would be *Petz Dogz 2* and *The Dog Island* because even though these games are not recent, they are both examples of adventure games where the consumer gets to play the game as a dog. They each also have a cute and simple art style to them to also appeal to a younger audience.

*Lost Dog* will be unique from these other dog adventure games in that it will be more realistic to the typical life of a dog and will have a larger variety of missions and areas to explore. For example, in *Petz Dogz 2*, all of the characters are just dogs living like people would, but in *Lost Dog*, the player will actually get to interact with people and get to see the real world through a dog's eyes.

Also, even though *Lost Dog* is not supposed to have a super realistic style, it will still have more details and more realistic worlds than these other two game examples. This way, the feeling of exploring the world as a dog will be even more life-like for anyone that plays the game.

A similar aspect that it will keep that the other games have is the ability to customize the dog. Both of these other games have a wide selection of breeds and colors to choose from, so *Lost Dog* will be sure to include all those different options as well as more if possible.

## ***Gameplay***

*Lost Dog* uses the left stick on the controller to move the dog around. The primary mechanic is walking, but interacting with things is also an important part of the game. To interact with a human or another dog, the player will simply need to walk up to them and press a button. From there, triggered dialogue can be used. Triggered dialogue is important and can influence the character's success in the story, so it is important to think through those decisions carefully.

A different button can also be pressed to get the character to jump. There will sometimes be ledges or steps that your character can't just simply walk to, so the jump button will need to be used to access these new locations.

In the first area of the game, there will be a brief tutorial to notify the player how to do different actions such as eating and drinking to keep health up. As the game progresses, the character can also learn to bark to scare animals away, dig holes to find bonus items, and run to get from place to place more efficiently.

The player can pick up different items and use them by accessing their menu. Some items will simply heal the dog and give them an energy boost, but other items may be used to complete quests or gain access to new areas.