

PLAY



- Exploratory erotic game, involving the interaction between a man and a woman.
- No buttons are used.
- The goal is to find the right mood and pace, to enjoy the process, to excite and progress.
- Through preferred motions, manoeuvre the phone, perform tilts and find the balance between too much and too little.

- Unlocking/hidden strategy
  - Depending on how the player performs, certain scenes will be playable whilst some won't.
  - Implemented in a way to create a unique experience in itself.

# Target Group

- Women at the ages from 25 – 34+
  - Consumers at this age downloaded most mobile games.
- The “Casual Gamer”

# Casual Gamer Market

- \$2.25 billion industry / annum
- Growth of 20% a year
- Men = 54% of casual game players.
- Women = 51.7% of casual game players.
- Women = 74% of **PAYING** casual game players!

# Target Group

- Heavy playing times
  - After “dinner” (7 pm – 9 pm)
  - During lunch (11 am – 2 pm)
- Played for short period of time (5 – 20 minutes)

Isn't it about time women also got their share of erotic games?

# Scenarios

Where could players play this game?

How about...



Or maybe...



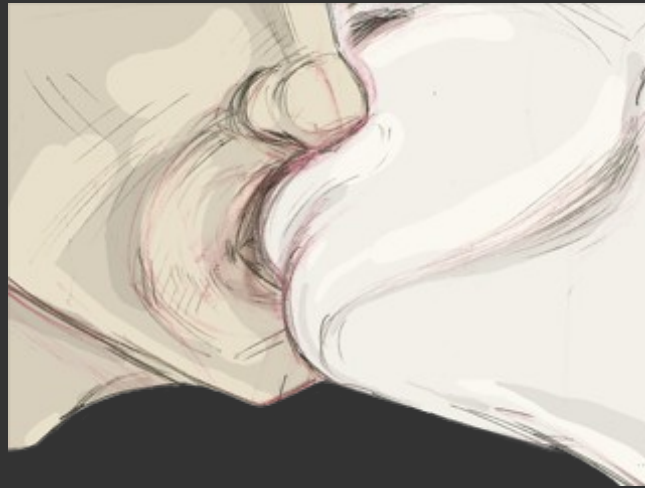
What about...



Just about anywhere? It's **THEIR** mobile phone.

And most have it on them at all times...

What are they playing?







- VIDEO

gamePLAYvideo.wmv

# Why?

- Have we got your attention...
  - Our game is simple but looks special.
  - The mechanic is different and makes it unique in the way it has been applied.
  - The control mechanism is simplistic. Once known, it is less fidgety than interactive mobile games based on button smashing.

“Okay, you’ve got our attention... nice visuals, nice music, and great you control it differently...but what makes the game so special? How can it get out there?”

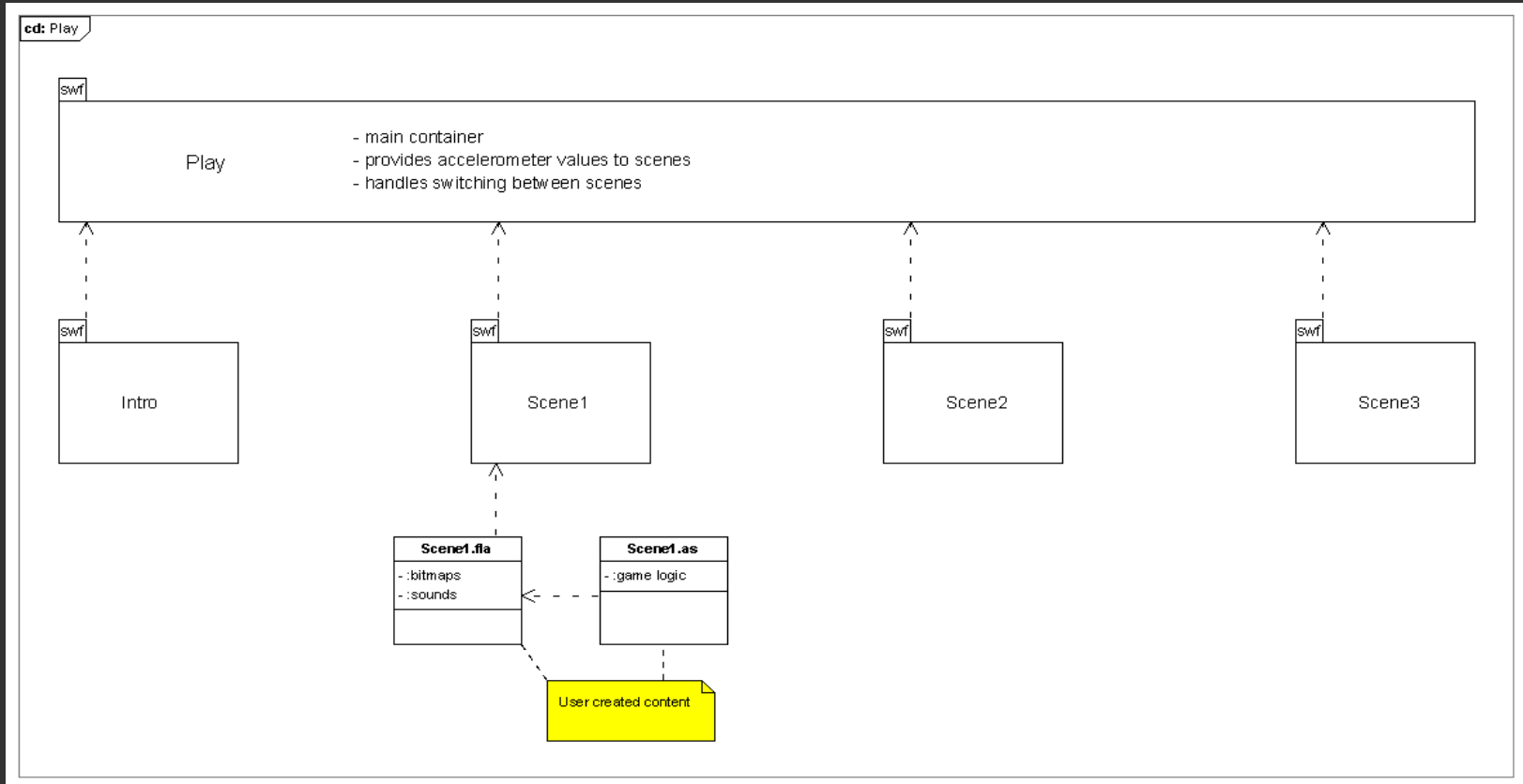
# How?

- Portals and websites
- Viral Marketing
  - “You know of that kind of black and white sensual game?”
  - “Have you tried the sex game which you control by moving the phone?”
  - “Did you see that scene where he...”
    - “What? Ugh no... I only saw that scene where she...”
  - “What scene? You're sure we're talking about the same game?”
- Create curiosity by adapting the scenes to the way the players play – create replayability and further interest.
- Provide an extra level of depth and give the players some credit to find things for themselves.

# Idea?

- Provide users with the ability to add their own scenes and gameplay without needing to be “hardcore”.
- Provide users with the ability to submit their ideas and have them be featured – could be a gift of some kind(?).
- Allow them to change the visuals accordingly.
- Make the framework easy to add and change scenes accordingly.

# Framework



# Aim?

- Create a large user base of interest from different backgrounds and disciplines.
- Allow users to show off their own creations.
- Create more hype through word of mouth and typical internet viral marketing.
- Let the customer be a part of the developing experience. They know what they want best.

# Reactions On Demo

- “The art is really beautiful...”
- “It was really fun. Took some time to get used to the controls but once you do, it’s pretty simple.”
- “Are there more scenes?”
- “I want to see them in different positions!”
- “I had dirty thoughts”
- “I thought about recent personal events”
- “It made me think of penises... but I’m a guy, confusing...”

- We got the interest of the public.
- We got suggestions from the public.
- They remember the game, because they have never seen anything like it before.
- They told their friends.
- Most of all, they found it fun.



- Jakub Cupisz
- Guo Yu Pan
- Helena Frank

<http://www.student.dtu.dk/~s061361/play/>