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**The Most  
Popular Cat on  
the Internet!**

# Game Concept Summary

*The Elevator Pitch*

*The Most Popular Cat on the Internet* is a 2.5D side-scrolling action game where you control **a growing posse of cats**, inputting “cute combos” to impress crowds of people to gain internet Fame.

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# Story

Piper the cat lives in a small house owned by an old woman along with his many brothers, sisters, and cousins. Piper's always had an easy life, but after getting a taste of stardom on YouTube, he seeks out to become **The Most Popular Cat on the Internet**.

In order to attain this goal, Piper knows that he has to attract the attention of humans and get them to film him doing cat tricks. However, it turns out that being an Internet cat celebrity takes a lot of work!

As Piper becomes more popular, he will have to compete with other Internet cat celebrities (like Grumpy Cat and Bubz). With his innate skills at being **super adorable and a natural born leader**, he seeks out other cats to join him in his quest for stardom!

# Gameplay

Use your powers of cuteness to **convince other cats to join you** and to **attract the attention of human bystanders**.

Perform cat tricks by matching timed on-screen button combos to impress humans.

Get bonuses for successfully executing several tricks in a row.

For each level, earn enough Fame in time to progress to the next level.

Expertise is rewarded. Get stars for completing levels quickly with maximum Fame to help you in your quest to be the most popular cat on the internet.

# Game Mechanics

- Walk up to a cat or a human and “meow!” to get their attention.
- Cats who think you’re cool will follow you. So will humans, if you’re skilled!
- You’ll need enough cats to entertain humans, and enough humans uploading videos of you onto the Internet to get Fame.
- Your fans won’t follow you forever.
  - Cats in your posse will get bored and leave if you’re not performing well.
  - Humans are fickle. They’ll lose interest in you even quicker.

A level is finished when enough Fame has been acquired, though you have the option of going back and replaying any level you’ve previously completed to try to improve your score.

# Similar Games

2.5D Environment:

- River City Ransom
- TMNT Arcade Game



Quicktime Event

Combos:

- Space Channel 5
  - Bust A Groove
- (Except not rhythm-based.)



# Other Thematically Similar Games



*Bayonetta*  
PlatinumGames



*Devil May Cry*  
Capcom, Ninja Theory

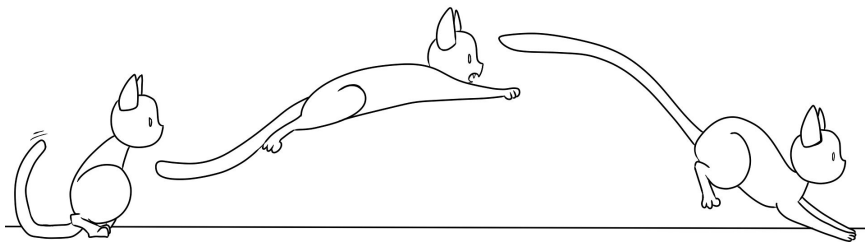


*God of War*  
Sony Computer Entertainment Santa Monica

...but instead of pulling off combos to beat up enemies, **you're doing cute things to earn Fame.**



# Character Design



Player Cat:

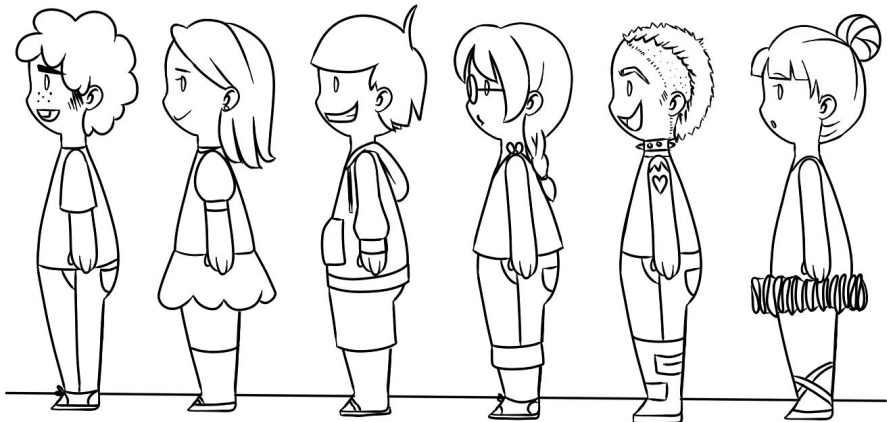
- You, should be distinct from other cats.

Other Cats:

- Should be different from the player cat, and have some slight variation between different cats.

Human:

- Find humans to impress and film you.



# World Design

“Two and a half” dimensional world.

Different themes for each area.

Areas get larger as levels progress.

Greater hazards depending on difficulty.

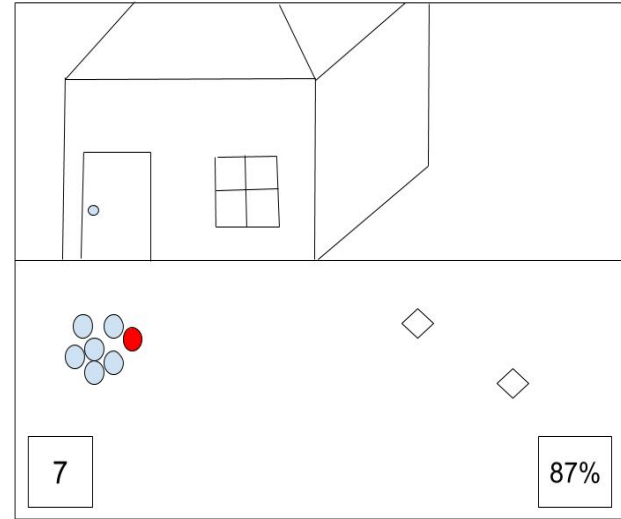
Harder levels will require more cats and tougher combos to earn Fame.

Modular level design using small assets.



# Early User Interface

- Number on the bottom left signifies the number of cats in the posse.
- Number on the bottom right is the amount of Fame earned.
- Player controls main cat with keyboard or controller.
- Player can move, initiate a quicktime combo by meowing, and perform tricks by entering button sequences.



# Level Examples and Ideas

Mix and match various tiers of sizes, and indoor/outdoor areas.

- Tier 1: House (Easy)
  - Impress your owner to earn Fame. Tutorial stage to introduce controls/mechanics.
  - Can be skipped by jumping out a window.
- Tier 2: Neighborhood (Average)
  - Take your first posse through the neighborhood to impress small groups of people.
  - People are easily impressed, minimal distractions against your posse.
- Tier 3: Town (Hard)
  - Medium sized crowds require a larger posse and more maneuvering to impress.
  - Combos are more difficult to perform, and distractions are stronger and more plentiful.
- Tier 4: Big City (Challenging)
  - Cats are harder to recruit, and people are difficult to impress. It's a tough crowd!
  - The player will need to master the cute combos or gather a large posse to earn enough Fame.

# Base Mechanics: Digital Prototype Demo

- Scrolling Levels: Camera must stay on the player.
- “2.5D” environment: The player and other characters must be able to walk around on the floor but not the buildings, walls, or obstacles.
- Swarm Mechanic: Posse must be able to swarm around the player and also be able to change targets to attract nearby humans.
- Variable proximity detection for humans: Humans become more difficult to impress in later levels. Within a certain radius, they will respond to player actions and follow the posse.
- Player character utilizes fluid movements and animations.
- Combo Mechanic UI that has the user press a combination of buttons within a time limit.

# Wish List and Stretch Goals

- Distractions in the world that will cause cat or human fans to leave.
  - Boxes, Cucumbers, Balls of Yarn.
  - Lost Cat Posters, Dead Phone Batteries
- Celebrity Cats with unique art, sounds, and actions.
- Areas with some **randomly generated** elements.
- Multiple difficulty settings.
- **Interesting human behavior and states** for later levels.
- **Powerups or rechargeable abilities** that allow the player to boost their Fame more easily, or make combos easier.
- Idle animations or random behavior: **cats knock stuff over**.
- Still-image sequences to introduce the story and as cutscenes between levels.