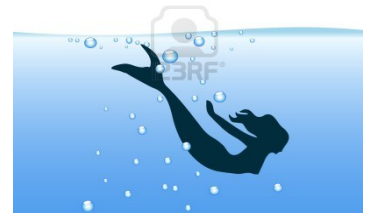


# The Beauty and the Shark

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A „Temple Run“ variation in a visually stunning environment, expanding the core concept by additional dimensions and adding buff pick ups.

## Synopsis

The Beauty and the Shark is a game of fast reactions, transferring the core mechanics of „Temple Run“ into an underwater environment, therefore expanding it by a stronger visual component and new features / mechanics. The player takes on the role of a mermaid, frantically trying to escape the dangerous jaw of a white shark. The shark grants us a strong association with danger, while the graceful natatorial movements of the mermaid merge with the elaborate underwater setting into a visually stunning experience. By choosing swimming, or rather diving instead of running, we end up with an evasion mechanic with 4 instead of the 2 basic directions of „Temple Run“, plus „sprint forward“ (instead of cower) and artistic jumping above the water surface (think dolphin show). Typical sea creatures may serve as buff objects or various gameplay elements (e.g. slow down the shark). The underwater setting allows for a multitude of different environments (e.g. coral reef, kelp forest), including areas with a special effect on gameplay, like pretty dark deep sea areas with pick up objects that temporarily radiate light.



## USPs

- \* Play a mystical and enigmatic mermaid
- \* The first „Temple Run“ underwater: experience free movement and more tactical options
- \* Visually stunning underwater environment: explore coral reefs, kelp forests and descend into the deep sea!
- \* Use fishing nets, the help of sea creatures and various buffs to escape the white shark – or transform into a flying fish to dash away above the water!

## Features

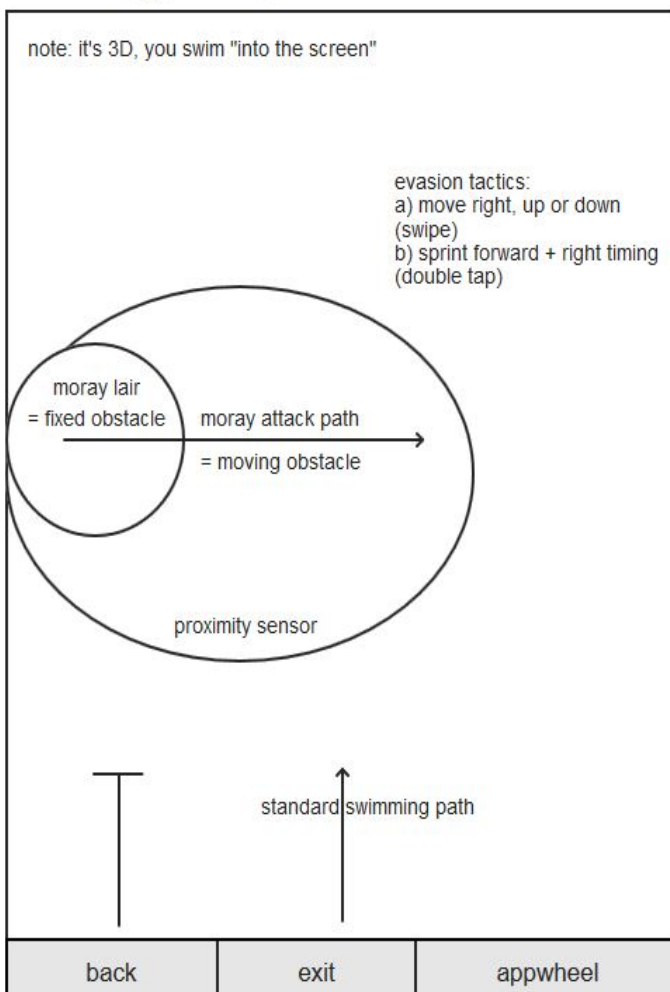
- \* 4 instead of 2 basic directions to evade (up, down, left, right as a swipe action)
- \* water surface as an additional dimension to jump into (evasion or to pick up hidden boni; double tap on the upper screen part); to spice things up we could animate different artistic jump styles (twist, salto etc.)
- \* a „sprint forward“ mechanic will replace cower (e.g. to evade a shark bite or reach a buff faster in an close-run situation)
- \* a kraken and moray as additional threat, like tentacles reaching into the screen or moray lairs that you need to spot and evade in advance, before the moray shoots out to bite

- \* various diverse environments with impact on the gameplay mechanics: kelp forests, coral reefs (many opportunities for jumping), deep sea areas (play with temporary illumination buffs), underwater caves etc.
- \* the player can actively slow down the white shark (e.g. fishing net) by picking up power ups (speed, shield pearls, shoals to confuse the shark etc.)
- \* typical objects as score boni (pirate chests, amphorae) support the theme and immersion
- \* bonus level: a power up turns the mermaid temporarily into a flying fish and catapults the player into a fast paced bonus area above the water surface (rack up score points)
- \* option for the speed buff: a manta ray the mermaid can temporarily hold onto [I personally like the idea, but I guess that's additional workload we can jettison]



Hands-on design example: the „moray lair“ obstacle

mock up @ 480x640 dp



e.g. Nexus 7 standard button bar

How can we turn this obstacle into a meaningful gameplay element?

For instance by placing a desirable buff object within the proximity detection area, to force a quick evasion move on the player after its pick up.

The „moray lair“ obstacle supports an additional gameplay element, as we can blend it visually into the background, making it hard to spot (like in hidden-image puzzles).



## Genre

Puzzle / labyrinth on „speed“ with elements lend from typical platformers

## Platform

Android, iOS

## Target group

- \* fans of „Temple Run“ and similar concepts
- \* female gamers between 8 and 35 that are fascinated by mermaids / Arielle (Disney)
- \* gamers that like underwater visuals or have water-centric real life hobbies
- \* fans of racing games (like Wipe Out, Audiosurf etc.)

[Marketing side-note: I could imagine a wide skyscraper banner, depicting an animated cutout of the game: our swimming mermaid that evades continuously out of view to expose ad text pieces.]

## Remarks

This variation of „Temple Run“ was created for autodidactic training purposes (apply a me-too-strategy on a famous app) by Roland Peters (carpepagina.com).

The first concept was based around a swimming human, but thinking of the increasing speed typical for such a game, a human's natatorial movements seemed not fluid and gracile enough. A lack of breathable air underwater would break the immersion or complicate gameplay by adding a breathing mechanic, therefore I opted for the mermaid. She's visually attractive and fits neatly into the theme, but might turn away a few male gamers that refuse to play female characters.

## Sources & tools:

Photos and graphics: copied from 123RF.com (stock photo service)

Mockup: created with mockingbird.com

Core concept: Temple Run & other knock-offs

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