

**Title:** Infected Fuzz

**Tagline:** “Zap the infection out of the cute forest creatures, in this fun furry frantic puzzle game.”

### **Concept Overview**

**Genre:** Puzzle

**Story:** A strange disease has popped up in Clucksville’s nearby forest, Critter Creature Bay. You have no time for political mud slinging or pointing; you’ve got Critters to save. With a new high tech laser, you give it a shot by pulsing it through the first creature, which it soon explodes. Perhaps you should look out for its organ’s next time.

**Gameplay:** Players rotate creatures in their hand, trying to get rid of all the infectious bubbles that appear on the animals’ skin. The laser being used is the only cure, but can also hurt the creatures’ vital organs. Players must rotate the creature carefully to avoid their vital organs and neutralize all the infection bubbles. But look out, as some bubbles may just spread more of it on the creature if popped.

**Player Motivation:** Clear all of the infection off of the creatures in various modes, with a full 3D puzzle that involves both physical and mental skills. With each creature comes a new challenge.

### **Developer Goals**

- Create various creatures that are stylish and react to player’s interactions.
- Create interesting puzzles and modes which keep it from becoming stale.
- Possible procedural generated creatures (inside organs at least)

### **Selling Factors**

- Addictive gameplay
- Unique characters which switch up challenges

### **Unique Selling Points**

- Addictive puzzles which are changing with every creature
- Different modes and challenges that range from tame to insane!
- Easy to pick up, hard to put down, casual fun for those on the go

### **Target Market**

**ESRB Rating:** E for Everyone

**Demographic:** 6 to 25+, older crowd with casual setting

### **Platform/Hardware**

The casual systems (Wii and DS) would be the best area for this game to thrive, but the PC could do well also. The controls would be intuitive on the Wii, and the DS could make for quick gameplay without any obligations to completing it fully. With the Wii and PC, online leader boards could make great replay-ability and DLC in the future. This would be very low on the technical spectrum so all could play.

### **Competing Games**

- Rayman Raving Rabbids
- Tetris

### **Final Selling Sentence**

Can you save the Critter Creatures in this mind bending puzzle of fun and infection?