

# invasion

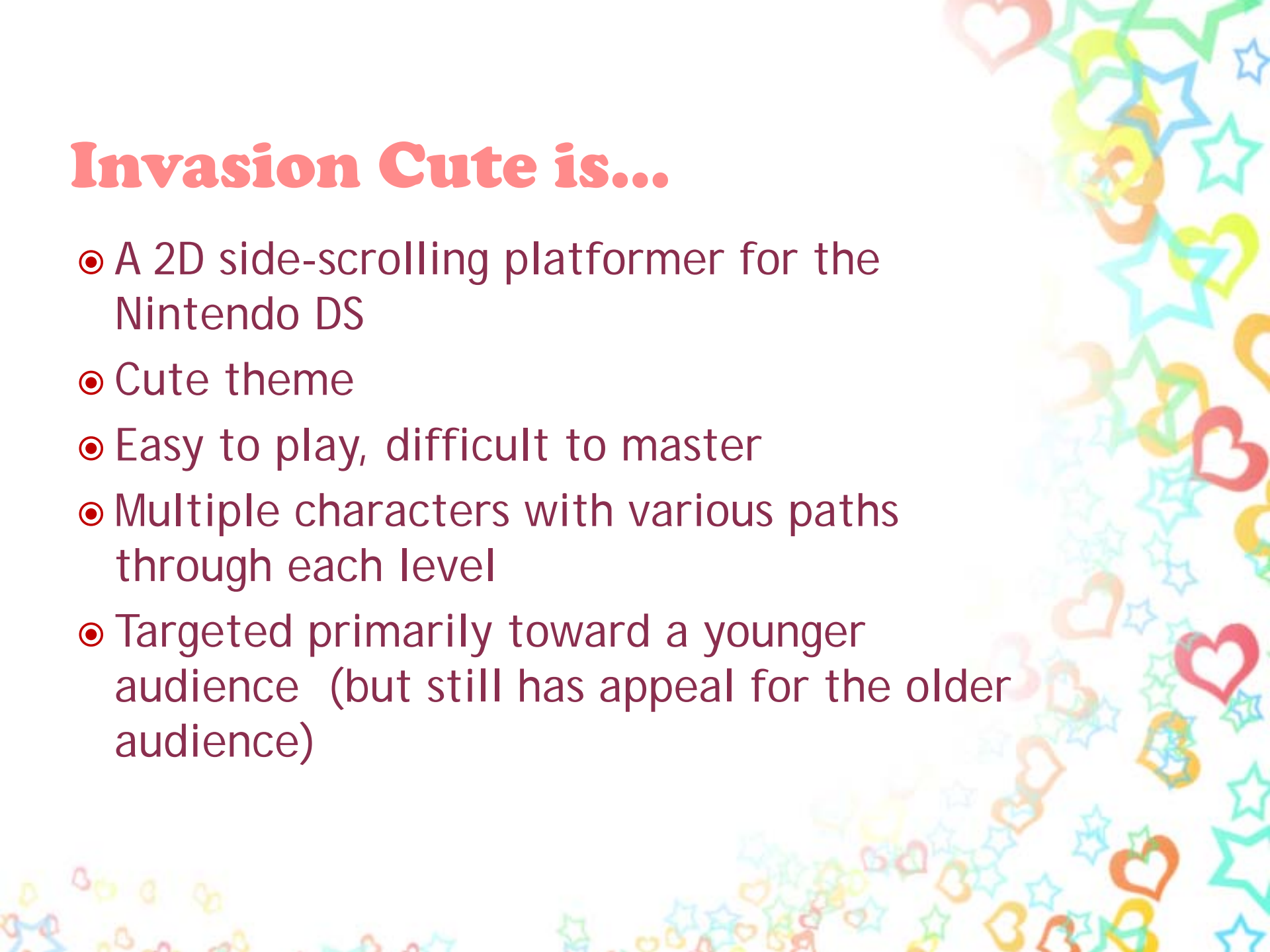
## CUTE

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**Combating  
Ugliness  
Together  
Everywhere!**

# Invasion Cute is...

- ◉ A 2D side-scrolling platformer for the Nintendo DS
- ◉ Cute theme
- ◉ Easy to play, difficult to master
- ◉ Multiple characters with various paths through each level
- ◉ Targeted primarily toward a younger audience (but still has appeal for the older audience)



# Cute Story!

- Three cute stuffed animals from Earth were recruited by the Sluggies to make the universe cuter with their cute essence
- The Cute Crew encounters anti-cute forces which they later find out are headed by Dr. Bear
- They travel from planet to planet reversing the ugofication caused by Dr. Bear

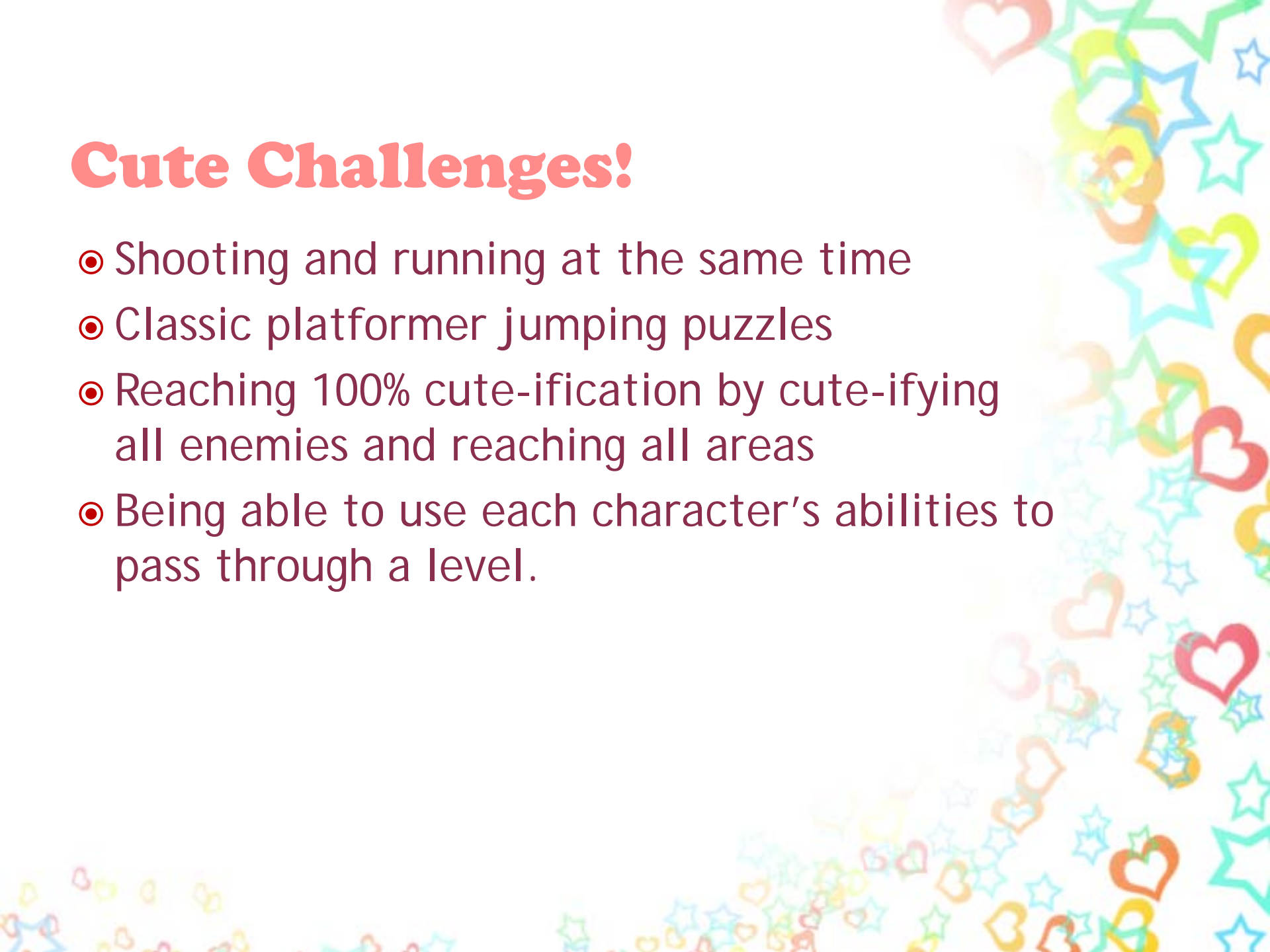


# Cute Gameplay!

- The cute characters travel through the world armed with the cute beam which channels their cute essence to cute-ify enemies.
- Aiming with the stylus on the touch screen, they must navigate the level, running and jumping while shooting enemies.
- Each character has unique abilities letting them overcome challenges in their own way
- Instead of losing health, characters become frightened and will run away and panic.

# Cute Challenges!

- Shooting and running at the same time
- Classic platformer jumping puzzles
- Reaching 100% cute-ification by cute-ifying all enemies and reaching all areas
- Being able to use each character's abilities to pass through a level.



# Cute Flow!

- ◉ Preliminary level scan helps player decide which character to use
- ◉ Characters discuss the world and story in humorous cinematics
- ◉ Characters traverse the level to cute-ify it
- ◉ Each level gets them closer to catching Dr. Bear
- ◉ Player has the option to return to previously played levels to get 100% cute-ification

# Cute Buttons!

L to shoot for  
right-handed players

Use the D-Pad  
to move



Aim with the stylus

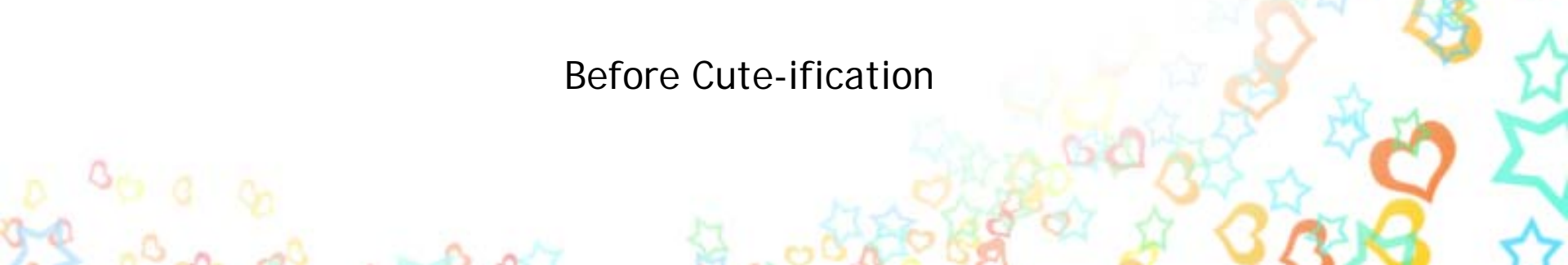
R to shoot for  
left-handed players

Use X, Y, A, B as a  
D-Pad for left-handed  
players

# Cute Levels!



Before Cute-ification



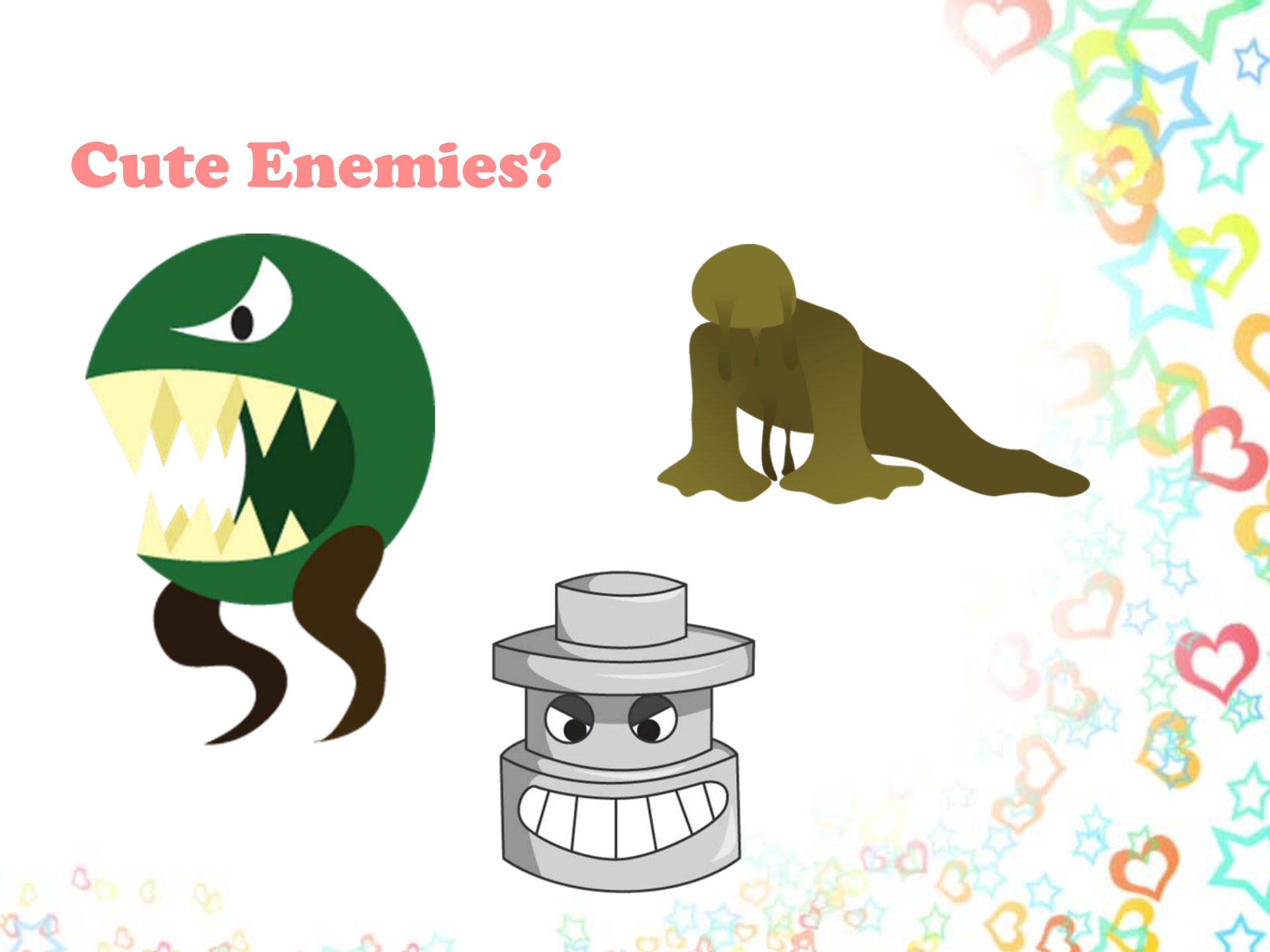
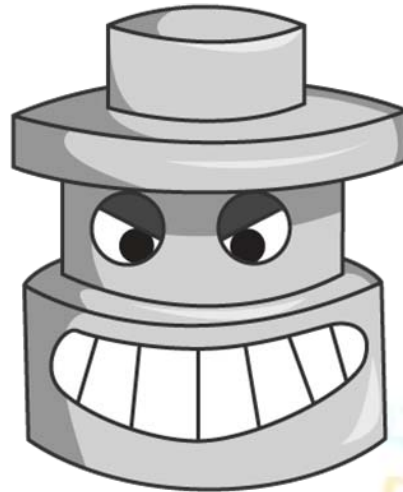
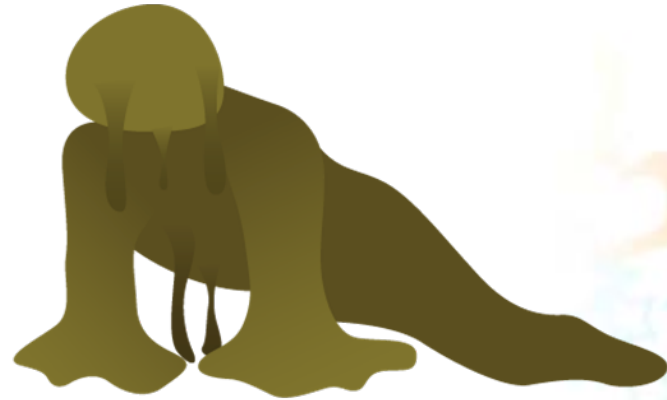


# Cute Artwork!

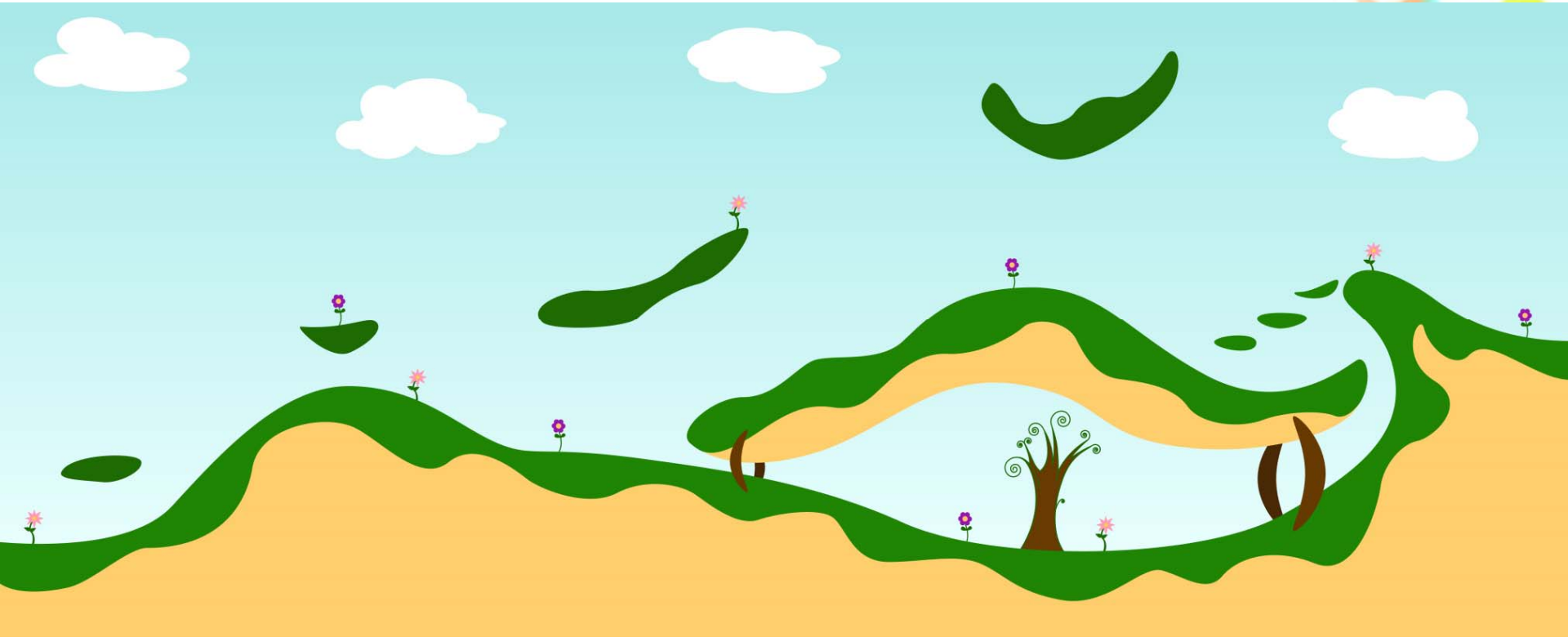
- ◉ Stylistically simple.
- ◉ Flat color fills.
- ◉ Few strokes
- ◉ Visual difference between "ugly" and "cute-ified" level areas.
- ◉ Levels start out completely "ugly": dark, bland colors
- ◉ Progression through level cute-ifies enemies and leaves flowers and doodads
- ◉ Different characters have different flowers, helping players know where they have been
- ◉ Once the player has "cute-ified" the world all of the levels will have a new cute look.



# Cute Enemies?



# Cuter Levels!



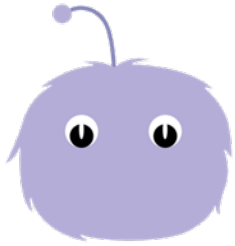
After Cute-ification



# Cute Crew!

- ◉ Three Cute Crew members each have their own abilities (and personalities):
- ◉ Boing, Fizz and Tinker move, attack and shoot in different styles.
- ◉ Characters can stun enemies briefly to subdue them
- ◉ Any character can be used to complete a level
- ◉ In order to completely cute-ify a level, the player must play through as each character

# Cute Crew!



- ◉ **Fizz:** rolls, can fit into small spaces, shoots in short range arcs of cute



- ◉ **Boing:** hops, improved stun abilities, shoots in slow powerful bursts of cute



- ◉ **Tinker:** waddles, can double jump to great heights and hover short distances, shoots a low-powered rapid shots of cute

# Cute Players!

## ◎ Younger audience

- Simple game-play is easy to learn—fun for younger children
- Characters don't "die" but become frightened and retreat to checkpoints.
- Pleasant graphics and positive goals

## ◎ Older audience

- Difficult to master allowing an older audience to enjoy it.
- Humorous writing and subtle cultural references
- Unique challenges of getting 100% cute-fication.

# Cute Platform!

## ◎ Platform - Nintendo DS

- Takes advantage of the touch screen for aiming
- Left and right-handed players will be comfortable holding the stylus
  - Level reverses so that left-handed players will not have their hand in the way
  - A, B, X, Y buttons function as a D-pad
  - Allows players to comfortably wield the controls
- DS owners are relatively familiar with the general platformer mechanics

# Cute Comparisons!

- ◎ Mega Man series
  - Similar in gameplay but not feel.
  - Recent versions have for the DS (Mega Man ZX, Mega Man ZX Advent) have sold 0.12m and 0.18m respectively.
- ◎ New Super Mario Bros.
  - Similar in gameplay.
  - 5.39m units sold for the DS.
  - This means many DS owners have experience with the platformer genre.



# Cute Comparisons!

- ◎ Super Princess Peach
  - Similar in gameplay and in feel.
  - Same general target audience.
  - Sold 0.59m units on the DS.
- ◎ Dewy's Adventure
  - Similarly themed 3D platformer.
  - Same general target audience.
  - Sold 0.10m units for the Wii; unsuccessful due to a too-high difficulty for the target audience.

# Cute Cash!

- ◉ 15 months for development
- ◉ 5 artist/designers, 4 programmers, 1 writer
- ◉ \$1,500,000
- ◉ Sells for \$29.99 on the Nintendo DS
- ◉ 50,000 units to cover costs
- ◉ 200,000 units expected
- ◉ New Super Mario Bros.
  - Shows potential for platformers
  - Has established IP and is statistically an outlier (5.8 million)
- ◉ Super Princess Peach
  - Established IP
  - Similar (younger, female) audience to Invasion Cute
  - Performed better than our expectations (0.58 million)

# Cute Merchandise!

- ◎ Easily lends itself to creating merchandise:
  - Cute stuffed animals
  - Cute DS accessories
  - Cute toys
  - Cute stickers
  - Cute clothing
  - Cute accessories and jewelry
  - Cute fast food kids' meals
  - Cute etc!

