MONKEY MADNESS

"Welcome to the Jungle."

Overview:

Monkey Madness is a third-person adventure game for PC where players take on the role of the Jeeves, the Monkey Butler, who wakes up one day without recollection of the previous night's events and finds out that his master, and friend, Wooster has gone missing. Players will navigate the city searching for clues while piecing together the events of the previous night in order to find Wooster.

The game is set in London during the early 30's. The visual style of the game is reminiscing of the Film Noir genre, utilizing a grayscale color palette with high contrast between blacks and whites, with the exception of yellow, which is the only non grayscale color that features throughout the game marking possible key characters and objects. Graphically, the game could be termed as semi-realistic, portraying stylized monkeys that act in a very human way.
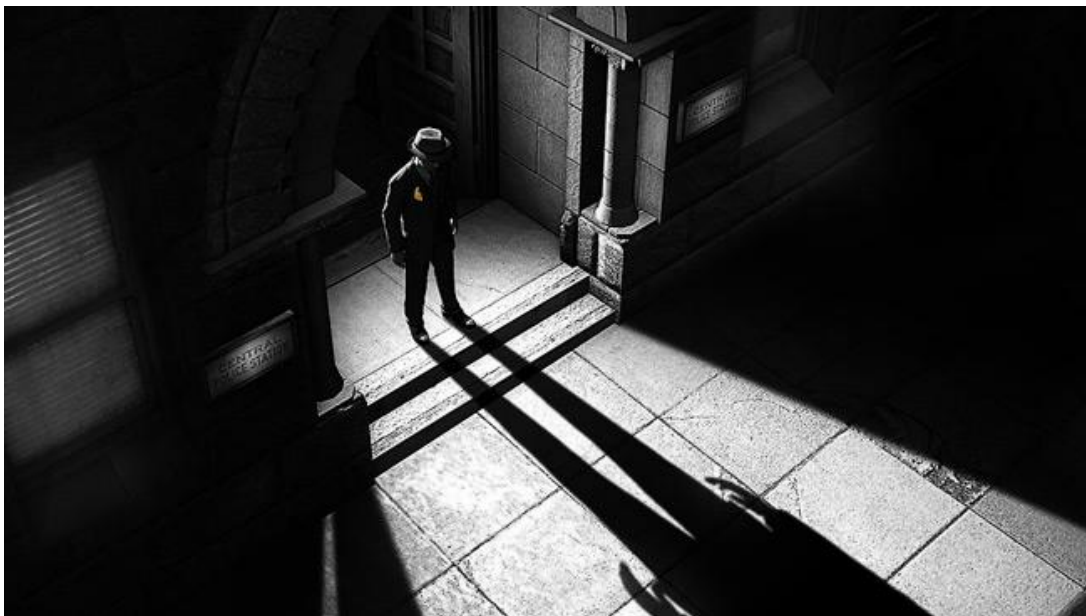

Photo showing character and environment in Grayscale, with a yellow banana pin on his suit, indicating he's key to the plot.

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Monkey Madness is played using a third-person, over the shoulders camera to allow players a better view of their surroundings while moving. The camera switches to a closer third-person over the shoulders view of Jeeves when he has entered combat mode. While moving, the players have control over the camera, being able to pan it around the character. When in combat mode, the camera takes on aspects of first-person, being locked behind the player and having him "aim" his view utilizing his mouse, as if aiming to shoot a gun in a traditional first-person shooter, however it maintains the over the shoulders aspect of the third-person camera.
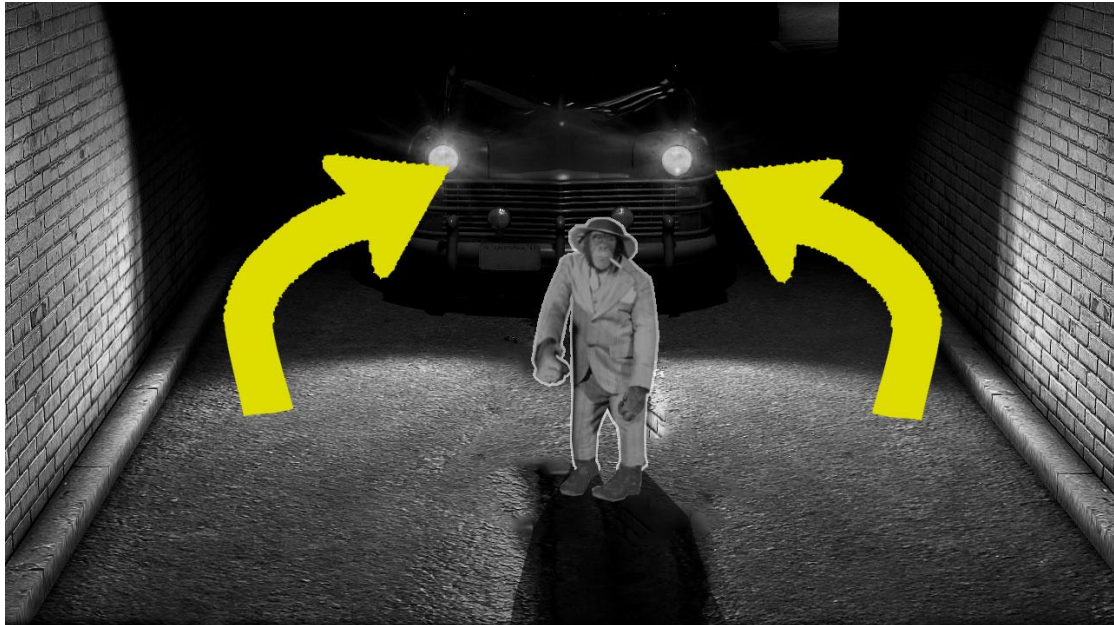
Moving the Mouse around while the player is in Movement mode allows the player to pan the camera around the character to better see his environments

The player uses the mouse and the keyboard to interact with the game world around his character. The keys W, A, S and D control the movement of the character, with W moving the character forward, S moving it backwards, A and D allow the character to strafe left and right respectively. The player uses the left mouse button to enter attack mode and to deliver basic attacks while the right mouse button is used to perform a defensive movement. Holding Shift allows the player to run. And finally, the E key is used to interact with character and objects within the game world and the Spacebar allows the player to Jump.

The camera changes when the player enters combat mode in order to help him focus on the threat ahead.

Bad guys are also identifiable by the colour Yellow

Camera Zooms in and locks behind the player when he enters Combat mode

Note: As any good gentleman of the thirties, and being an expert butler who sworn to help and protect his employer to the best of his skill, Jeeves is well versed in the traditional art of Bartitsu, the art of fighting with a cane or an umbrella. Being a gentleman as well as not being part of the law enforcement, Jeeves has distaste for guns of any kind, and will prefer ending his confrontations either diplomatically or using his martial arts skill. As such, close in the gap quickly!

During boss fights, at specific levels of the boss' or the player's health, a dialog tree will be triggered, giving the player the possibility to end the skirmish via conversation with the opponent. This approach can not only help save Jeeves' life, but can also lead to alternate story endings.

In combat, players have at their disposal the full arsenal of Bartitsu's moves. Jeeves' weapon of choice is his trusty umbrella, something very common in London due to the rainy weather. Players are allowed to pick up random objects around the world that can also be used as a weapon, however they will discard the object after combat is resolved, because it's not gentlemanly to carry weapons or pieces of chairs and tables around. Simple attacks are done by pressing the left mouse button, whereas combining the press of the mouse button with the strafing keys or the jumping keys allows the player to perform a different move. Holding the left mouse button allows the player to charge an attack.

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Players progress through the story by finding hints concerning Wooster's whereabouts as well as interacting and helping certain members of the society. These hints will trigger memories in Jeeves' mind that will indicate relevant spots for the player to search or objects and people for the player to interact. However, Jeeves is seemingly suffering from constant blackouts, happening at specific story points that add another factor of confusion to the whole affair.

The whole game takes place over two week of in game time, which each day being a chapter in the game. Players will only perceive the time progressing when they reach specific story points within their chapters, and then the night will fall or the sun will rise, showing the player that the time has passed. Despite its noir setting, humor features through the entire game, specifically when the player encounter certain key character that only know of one of his personalities. It also features a mock Moral System, where players can take special good or bad decisions which will have a humorous impact on Wooster's life and the game's ending.

The story takes many twists and turns, leading to close encounters with someone who appears to be Wooster, at least to the best of Jeeves' memory. At the ending of the game, it is revealed that Jeeves and Wooster are in fact the same person, Wooster being the real human being, a very wealthy man who has found his life to become increasingly destructive which led to him developing his alternate self, someone who would bring order to his chaotic life. It is also discovered that whenever Jeeves was blacked out, it meant that Wooster had taken over and was living his life unaware that he was also Jeeves.

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Target Audience:

The game is targeted towards fans of free-roaming games with a story, like GTA and LA Noire. Fans of Mass Effect will also enjoy this game due to similar gameplay. Gamers with an interest in Film Noir as well as the comic Sin City will be interested in this game. Gamers who are fan of the upcoming hit TV show Monkey Butler will also be interested in this game.

Competitive Analysis:

Monkey Madness is a niche title for the PC market as well as a spinoff of the TV series Monkey Butler. Being a third-person adventure free-roam game, it will face the competition of the next GTA and Saints Row titles, as well as lesser titles that walk in the shadow of the aforementioned two.

GTA and Saints Row largely dominate their genre, but on completely opposite ends of the spectrum. Where GTA has been offering more and more serious and realistic adventures and mechanics, Saints Row has been going for the silly approaching, each game featuring more and more ridiculous characters, weapons, stories and mechanics. Games who try to step into the fray are largely seen as clones, as they attempt to mimic either side without bringing anything new to the table. This is a big opportunity for Monkey Madness, which will be half GTA realism half Saints Row silliness.

The realism is derived from the setting, being culturally accurate and somewhat historically too, as well as the grounded storyline, not deviating too far from the norm to be seen as silly. The silly side is derived from the fact that everyone in the game is a primate of some sort, and they usually reflect their perceived function due to their looks, for instance Gorillas would make for excellent bouncers and policemen, where Macaques would be a shoe in for the average street urchin. The humor featured throughout the game will also do much for the silly side, something GTA lacks and only presents every now and then, and usually a very special kind of humor.

The game will then join those two sides and distance itself from the market by having a very unique art style. The noir look with heavy focus on grayscale has either only been offered as an option on games, or being complemented by a plethora of different colors in order to grasp the player's attention. This art style, derived from the comic Sin City, coupled with a dose of realism and a dose of silliness is what will make this game carve its own niche in the third-person adventure free-roam games genre.

However, not all is well as one must consider the stigma that players have against games based on other forms of media such as TV or Movie. This generally isn't a problem with young gamers, whose parents will prefer to buy games based on other forms of media especially if the source media in question is one whom the parents have a previous knowledge of.

This presents in itself an opportunity to show more mature gamers that adaptations of TV series or movies can be very successful if done right. One thing that will set Monkey Madness apart from Monkey Butler is the fact that, while utilizing the same characters and setting as the show, it has no

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need to be canon to the series, therefore it can be thought of as an experiment and take the adventure wherever it wants to go. This is a huge difference between Monkey Madness and other games derived from TV or Movies; the fact that it's not trying to portray a significant event off a TV series or the entire plot of a Movie with gameplay bits tacked on to it, Monkey Madness is a standalone product in itself.

This stigma can also further be fought by providing a good demo version of the game, as well as marketing products that show the differences between what the game intends to achieve and what the show actually is. The difference in art style itself will already be of vast help to further push this statement and reach out to gamers who usually wouldn't consider purchasing spin off games.

Game	GTA IV	Saints Row 3	Typical Spinoff	Monkey Madness
Features	-Bland realistic graphics -Realistic mechanics -Not much humor -Cookie cutter story	-Silly realistic graphics -Silly mechanics -Too much silly humor -Not much of a story to be told	-Average graphics -Average to bad mechanics -Follows the story or event of a movie too closely -Gameplay feels tacked on	-Stylish graphics -Realistic mechanics with a touch of silly -Plenty of good humor -Engaging story
Price	$59.99	$59.99	$59.99	$29.99 to $39.99

Monkey Madness is the right choice among the pitches due to its ability to carve its own niche inside a very profitable genre. It has enough going on for it that distances itself from GTA and Saints Row while remaining similar enough, and stands apart from the rest of the crow due to its own merits. The price point will also be something to contending with, with a suggested minimum of $29.99 so that the players do not perceive it as of having less value than it does, and a maximum of $39.99 so that the players don't stay away from it for thinking it is too expensive for what it is.

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