

**Project Name:** Commander-In-Chief

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## DESCRIPTION

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*Commander-In-Chief* is a single-player role-playing, simulation, and strategy game in which players can run for the presidency of the United States, and if successful, act as president for up to two terms. Through playing the game, a complex narrative evolves in which the player is the main character. 3D animation sequences, customizable avatars, and realistically rendered characters will not only make the game visually appealing, but will also make the game a more immersive experience for the player. The subject matter is guaranteed to appeal to diverse group of players – who hasn't wondered what it is like to be President of the United States?

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## GAME OVERVIEW

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It is 3:00 a.m. on Monday morning. The phone rings. Five Al-Qaeda operatives have been captured at the U.S.- Mexico border. The Russians report a ship, armed to the teeth with nuclear warheads, has been captured by pirates and appears to be moving toward New York. As the rest of the country sleeps, you must leap into action, facing decisions that will preserve or destroy the United States.

You are the Commander-In-Chief. Every choice you make affects, not just your future, but that of the entire country and sometimes the world. Will you be a peace-loving diplomat or a despot out for world domination? What will you do when faced with scandalous temptations? How will you improve your popularity with the people?

True to reality, *Commander-In-Chief*, will require players to maintain the delicate balance that holds the U.S. together. This is a fast-paced, challenging game. No incident or decision is isolated. With the assistance of their advisors, players must think quickly, making multiple decisions every minute and always remaining mindful of the ever-present popularity polls. The ending of the story is up to the player – a peaceful retirement after an illustrious second term? A scandalous resignation from office? Assassination? Anything is possible when you are the Commander-In-Chief.

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## KEY FEATURES

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- A single-player role-playing, simulation, and strategy game for PCs and gaming consoles in which the player is the President of the United States.
- A requisite training level in which the player is a U.S. presidential candidate. In this level, the player creates their character – from the way they look to the ideas they stand for. These decisions will affect the narrative when the player is President.
- Players will be able to customize their character. They can choose to be male or female, and they can choose their age, ethnic background, and skin, hair, and eye color. These decisions will affect various events and outcomes throughout the game.
- The player will be continually faced with exciting decisions, from going to war in another country to reallocating federal money to help a tornado-stricken town.
- Players will be able to choose what they will wear to various events from a wardrobe that is based on the character profile they set up in the beginning of the game. These decisions will be factored into various “image” polls throughout the game.
- Game bots will act as advisors on the player’s “staff.” They will assist the player in making decisions based on the facts that are presented to them.
- If the player makes it through the presidential phase without being impeached or assassinated, they will again be able to run for a second term. The results of this election will depend upon the player’s maintenance of popularity ratings throughout the first term.
- During times of conflict, the player will be able to enter War Mode, in which a small portion of the screen (the War Monitor) will always display the current situation of the conflict. In War Mode, players will be able to make decisions about the conflict quickly regardless of what else is going on.
- This game can be played multiple times without losing the player’s interest. Because of the various choices players can make, the game can be very different each time it is played.
- Through playing the game, the player will unknowingly learn about the political process and will gain a sense of civics.

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## EXPANDED FEATURES

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### **Customizable Characters**

*Commander-In-Chief* is designed to appeal to all players, regardless of gender and ethnicity. Allowing players to customize their characters will serve a major function in this regard. In the training level, the player will be asked to choose the characteristics of their character, within the parameters of the U.S.

Presidency's pre-requisites. For example, users will be able to choose from a variety of ethnic backgrounds, but as required their character will always be American-born. Whether players choose to create a character based on fantasy or one similar to themselves, they will play the game with a character they feel an affinity towards. Characteristics of the player's game persona affect the storyline, so the users choices in character development are vital to the game. This feature also allows the game to remain interesting if the user plays more than once. By changing the characteristics of their character, the player will have a very different game each time they play, from start to finish.

### **Exciting Decision-Making**

In *Commander-In-Chief*, every decision is multi-dimensional. Players will be presented with a variety of decisions that cover the scope of the President's duties, from passing laws to preventing wars. Multi-tasking is essential. As in real life, players must often make multiple decisions at once. They must also attempt to balance their popularity with the American public with the safety and success of the country. Launching an attack against a Pakistani terrorist group, for example, may preserve the safety of the United States but diminish the player's popularity among the citizens. Potentially scandalous decisions will also be presented to the player. For example, the player may be presented with a situation in which they can choose to accept or decline a large sum of money from the Mafia. If the player accepts the money, they will have the financial means to successfully campaign for a second term. If the player declines the money, they will have to choose other more difficult methods of raising money, but they will also eliminate the possibility of scandal in the future. While the game-playing process is simple, the complexity of the decision making will capture the player's attention for the duration of several games.

### **Presidential Advisors**

Disguised as presidential advisors, *Commander-In-Chief*'s artificial intelligence will assist players throughout the game. There will be two advisors – one focused on public relations and another focused on politics – that help players make informed decisions. These characters will function similar to the “conscience” characters in the popular game *Black & White*. In the beginning stages of the game, they will teach the player how to work the controls and read the interface. At this stage, they will also inform the player of historical precedents as they choose the characteristics and platform of their character. Throughout the game, the advisors will remind the player of these choices. For example, if the player has chosen a platform with a strong environmental focus, the advisors might remind the player of this choice later on in the game when they are asked to make a decision regarding oil drilling in Alaska. As the game proceeds, the advisors will continue to provide the player with the knowledge required to understand each dilemma and make informed decisions. At times, the advisors may disagree, but they will always justify their “opinion.” Of course, the player is the ultimate decision-maker and can completely ignore their advisors' recommendations if they choose to.

## War Mode

The War Mode option is available to players during times of conflict. In War Mode, a small War Monitor is always present in the upper right corner of the screen. The War Monitor displays the current situation of the conflict. A simple map shows the progress of the military campaign, and any major developments are will pop up in the War Monitor, accompanied by a warning sound. By clicking on the War Monitor, players can make on-the-spot decisions regardless of what else is currently going on. In this situation the player's advisors will automatically appear, primed to explain the facets of the problem at hand.

## Eye-popping, 3D Graphics and Movie-like Camera Angles

*Commander-In-Chief* is designed to pull the player in to the playing experience. Other characters in the game will be rendered in 3D, so that they appear more realistic. Animated sequences with vivid color and sound will enhance the story line and create a game world that seems real to the player. For example, when players make important decisions, the game might cut to a short movie in which the player is watching a newscast on the television. At the beginning of this sequence, the player might see the character's feet in the foreground, as if they are seated in front of a television. In the background, one of their advisors might turn on the television. The camera would then zoom in on the t.v., which would display a realistic 3D animation of a newscast about the player's recent decisions and the public's response. This combination of first-person point-of-view, movie-like camera angles, and 3D graphics will draw the player into the game world, keeping them entertained and interested as they play.

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## CONTROLS

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Users will find the controls for *Commander-In-Chief* to be intuitive. With only a few actions to learn, the controls will quickly become invisible to players, allowing them to focus on game strategies. Much of the decision-making in the game will be menu-driven. Players will also occasionally type in their commands. As a result, even players who have a very basic familiarity with the computer will find *Commander-In-Chief* to be easy to control. Players will also be able to configure the controls to suit their personal preferences. Whether the player chooses this option or sticks with the default controls, they will be reminded of the appropriate controls throughout the game as they are needed. The following is the default control layout for the PC version of the game.

CONTROL	FUNCTION
Start Game	In Main Game Menu, Click on "Start Game" Option <b>OR</b> Click on "Continue Game" Option Then Select Game From the Sub-Menu
Navigating the White House	Arrow Buttons on Keyboard <b>OR</b> Clicking and Dragging the Mouse in the Proper Direction
Entering War Mode (During Times of Conflict)	"W" Button on Keyboard
Exiting War Mode	"Shift – W" on Keyboard <b>OR</b> Clicking on "Exit War Mode" Icon in War Monitor

Positioning Troops During Conflicts	In War Monitor, Click on Icon for Troop Unit and Drag to Spot on the Map
Assigning Actions to Troops During Conflicts	Click and Hold on Positioned Troop Unit, Then Select Action From a Menu That Will Pop-Up
Returning to Main Game Menu	ESC Button on Keyboard
Exiting Game	ESC Button on Keyboard to Return to Main Game Menu, and Select "Exit Game" Option From Menu
Navigating Menus	Click on Menu Items With Mouse <b>OR</b> Use Arrow Buttons on Keyboard to Move Through Menu and Press "Return" Button to Select Menu Item

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## GAMEPLAY WALKTHROUGH

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The following is a walkthrough of *Commander-In-Chief's* game flow:

1. An introductory animation introduces players to their advisors, who walk the player through the various features of the interface and the controls. This begins the training level.
2. The advisors then walk the player through the character-building process. Through a series of menus, the player chooses their character's profile and platform. Part of the character's profile includes the creation of a family. The player can choose whether or not he or she will have a spouse and the number of children they have, if any.
3. Once the player has created their character's profile, a short movie sets up the background story. It is the day of the election, and the player is holed up in a hotel room in Washington, D.C. with his or her advisors, family, staff, and close friends. The early poll results look favorable, but there are still some last-minute decisions to be made. The advisors take the player to another room, where they walk the player through the decision-making process that will be used through the rest of the game.
4. In this last segment of the training level, the advisors will present the player with some minor problems, and teach the player how to make decisions. For example, the advisors might present the player with poll results that show he or she is losing popularity with the senior citizen demographic. The player would also be shown some newspaper headlines of local events. The advisors would then show the player how to make the decision to put in an appearance at an AARP picnic in Alexandria, Virginia.
5. Once the player has made it through the training level, they will be shown a short movie in which the final poll results are shown on the news. The player has become president. Family, friends, and staff celebrate in the hotel room. The movie jumps a few months ahead to the Inauguration. As the player is sworn in, his advisors are on hand, ready to whisk the player away to the Oval Office. A crisis is taking place in Kashmir, and the player must make the first big decision of the game.

The game continues in this manner. Short movies play out events and tell the player of the implications of their decisions; newspapers give the player information about upcoming events both locally and globally; and polls are regularly displayed to the player to inform them of their current popularity among various

population segments. Based on this information and the advice of their advisors, players will make decisions and perform actions, which will be played out in the above fashion, continually altering the future of the game narrative.

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## COMPETITIVE ANALYSIS

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There are three primary competitors to *Commander-In-Chief*:

- President 2000
- Casino Empire
- Crumby & Co.

### President 2000

ADVANTAGES	DISADVANTAGES
Will have been released for 2 years before <i>Commander-In-Chief</i>	Because it is Shareware, players can download President 2000 for only \$12.00.
Unlike <i>Commander-In-Chief</i> , players cannot create their own characters, choosing from a variety of possible characteristics.	Allows players to control Al Gore, George Bush, or a few other third-party candidates in the 2000 Presidential election.
<i>Commander-In-Chief</i> 's 3D graphics and built-in artificial intelligence will result in a more visually and mentally stimulating game. The greater level of complexity of this game will also hold the player's interest for its duration.	Focusing entirely on the campaign leading up to the Presidential election, President 2000 allows players to participate in debates or run smear campaigns against their opponents.
<i>Commander-In-Chief</i> doesn't just include some elements from the Presidential campaign, but also allows players to experience a full range of activities as the President.	The simplicity of the game means players will need very little RAM and hard drive space in order to play President 2000.

President 2000, a shareware game created by Hot Pot Software, will provide the most competition for *Commander-In-Chief*. While President 2000 is one of the first Presidential strategy games on the market, it has been described as "way too confusing with not enough eye candy." Although somewhat similar in concept, *Commander-In-Chief* includes a variety of features that appeal to the current generation of gamers who demand realistic graphics, complex storylines, and constant action. The simplicity of the controls and the built-in artificial intelligence, in the form of the advisors, will make the game easy to control. As opposed to President 2000, which is only available for Windows platforms from 95 through XP, *Commander-In-Chief* will be available for several platforms, from the Xbox to Windows or Mac PCs. The greater degree of complexity in both storyline and gameplay, and the eye-popping graphics will make *Commander-In-Chief* well worth the more expensive price tag.

### Crumby & Co. and Casino Empire

Crumby & Co., another strategy game released by Hot Pot Software, allows players to try their hand at office politics, working their way up to president of Crumby & Co. While Crumby & Co. does include

some complex decision-making, it retains the primitive 2D graphics and limited storyline that were a staple of *President 2000*.

Casino Empire, on the other hand, includes gameplay that is quite a bit more complex than Hot Pot's endeavors. Due to a Fall 2002 release, Casino Empire allows players to run a Las Vegas casino from the ground up. The large scale of the gaming environment, along with the bright colors and vivid sounds, will make Casino Empire a formidable competitor to *Commander-In-Chief*. The more realistic 3D graphics, artificial intelligence, and more complex storyline will not only make *Commander-In-Chief* a more exciting game to play, but the release date which will be a full year after Casino Empire's diminish the level of competition between these game packages.

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## PROTOTYPE REQUIREMENTS

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An early prototype will be created in order to illustrate all of the key features. First, the prototype will illustrate the character customization feature. Building upon this feature, the prototype will give a sample situation in which the player's character specifications might affect a game event, resulting in varying poll results. Second, the prototype will demonstrate the functions of the artificial intelligence. Third, the prototype will demonstrate the movie-like camera angles in the animated sequences. In order to show the feasibility of these key features, the prototype will need to contain the following elements:

1. A mini-character customization screen, in which all of the major characteristics in the game can be altered, with only a limited selection of the values available.
2. An illustration of the polls, following character customization, which will demonstrate the full functionality of the polls feature.
3. A complete, fully functioning menu-based decision-making system with a limited amount of data available.
4. One short level which will contain the following features:
  - a. A small conflict, which will illustrate the War Mode feature and the function of the advisors
  - b. Ever-present polls during the conflict, demonstrating how the polls might change depending on the player's decisions.
  - c. Following the decisions regarding the conflict, a short animated sequence, which will illustrate the movie-like camera angles.

This prototype will demonstrate that *Commander-In-Chief* is a fun, challenging game that can be developed on time and within a reasonable budget.

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## **WORLDWIDE POTENTIAL MARKET**

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This game is designed to teach players about the U.S. political process, so no previous knowledge is required. The advisors in the game will give the player tips and explain various events and decisions. Animated sequences throughout the game will also explain upcoming segments of the game. For example, a short movie might mimic a newscast that tells the player what issues are involved in a diplomatic mission to Palestine. The player's advisors will help the player by explaining the importance of various decisions they might make in a historical context. As a result, no prior knowledge of U.S. history or politics is required, making this game appealing across cultural boundaries.

Canada: Yes

Europe: Yes

Latin America: Yes

Australia: Yes

Japan: Yes

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## **PLATFORMS**

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All personal computers, but the game could also be developed for gaming consoles, since only a few buttons will be required.

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## **RISKS & ASSUMPTIONS**

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- The artificial intelligence required for the game will be challenging and complex
- The rendering of the players' characters will be challenging, since the game allows the player to customize their avatar.
- The decision trees will be complex, since every choice affects later events.

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## **SUMMARY**

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To summarize, *Commander-In-Chief* will be an exciting, challenging game that will appeal to players of role-playing and strategy games and anyone with even a remote interest in politics. With its 3D animation sequences, customizable avatars, and realistically rendered characters, playing *Commander-In-Chief* will be a truly immersive and visually stunning experience. The complex gameplay will keep players engaged, and the easy-to-use, menu-based controls in combination with the artificial intelligence will ensure that anyone can play this game regardless of gaming skill.

Creatively, we will do the following:

- Develop a strategy game with a visually captivating game world and a sophisticated narrative that continually evolves based on players' actions
- Allow players to create avatars that they feel an affinity towards
- Create artificial intelligence that will assist players with the gameplay and seamlessly fit into the evolving narrative
- Develop an immersive game that will allow players to experience “a day in the life” of the United States President

From a business perspective, we will create a game that appeals to a wide audience and hold players' interest when played several times. The customizable avatars and the universally interesting subject matter will ensure that a wide range of players will find *Commander-In-Chief* interesting. The extensive number of decisions players can make throughout the gameplay will guarantee a different experience each time the game is played. In short, *Commander-In-Chief* will capture a significant audience for an extended period of time. Based on our review of the necessary technologies, we believe we can deliver these goals, both business and creative, on time and on budget. We hope you are convinced of the same.

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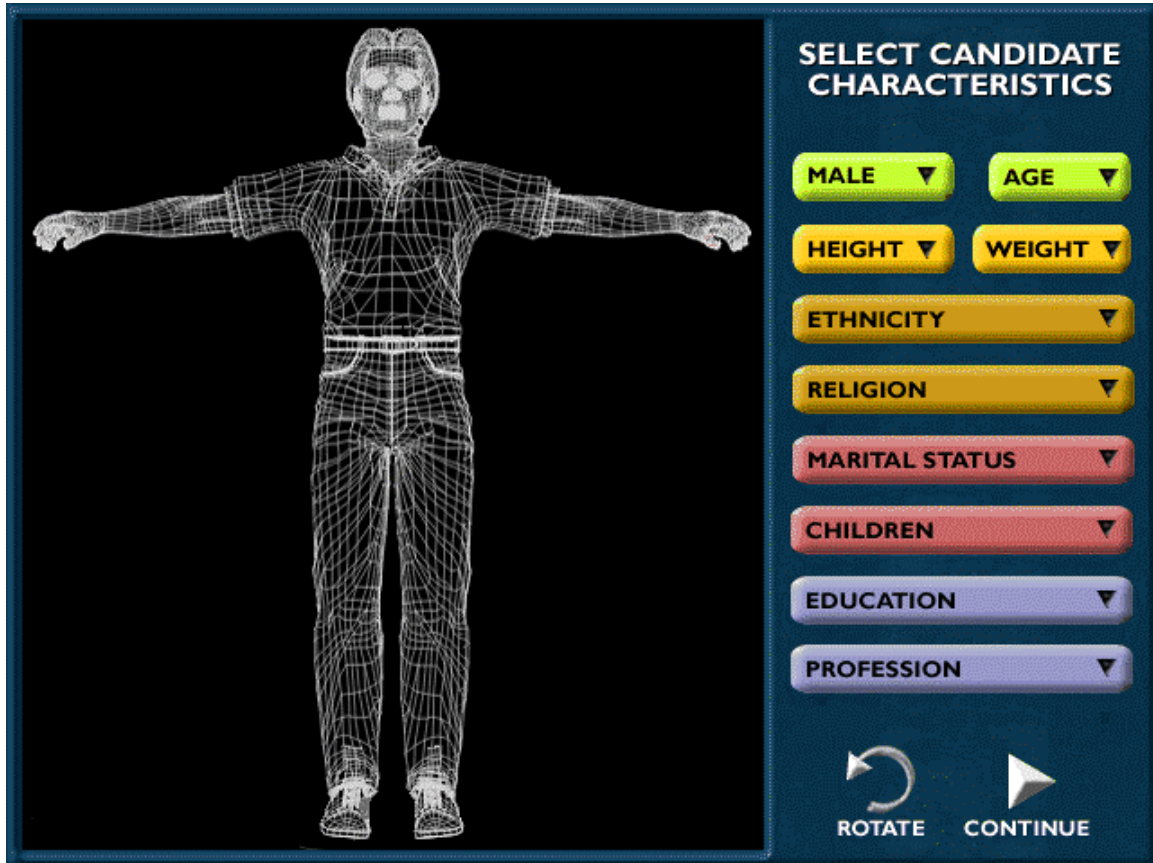
## SCREENSHOTS

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The following screenshot illustrates the general visual tone of *Commander-In-Chief*, as well as the options that will be available in the game's main menu.



The initial character customization screen will allow players to choose various physical, mental, and moral characteristics of their game character. As players choose physical characteristics, the 3D rendering will change to reflect the player's choices.



Following the initial customization screen, players will be able to choose from more specific facial characteristics, resulting in avatars that are guaranteed to appeal to all players.

