



COVEN
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Game Concept By

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OVERVIEW

Coven is a 3D role playing game for the PC where you manipulate and control the computer characters to create your own goals and scenarios. Based on the popular television show American Horror Story, you will play as an emerging witch, learning to develop and control your powers with the help from your Coven. Players will use their learned skills in an open world to scheme and meddle with the lives of the surrounding inhabitants.



TARGET AUDIENCE

The typical Coven player would be women of ages 12 to 18. They most likely would have a goth or emo personality with an average to above average IQ. Not afraid to express themselves, they enjoy being different and pride themselves on their uniqueness. They would dislike authority, rules, and have contempt for things like reality television. They might enjoy listening to alternative music and spend most of their time by themselves or with others of a similar social group. They find abstract characters appealing and interesting. A Coven player would enjoy customizing, both in a virtual environment and real life. They prefer games with dark tones, subject matter, and color schemes.



TO NE

Coven is a dark toned game about manipulation and scheming. The player will experience the life of a young witch, developing their abilities and using them to bend characters to their will through devious plotting. This will immerse them with the feeling of empowerment and control. They are the puppet masters and the world is their playground, with access to a variety of sinister possibilities.



DESIGN PILLARS

- 1.) Manipulation of NPCs
- 2.) Witches' Manor / Environment
- 3.) Customizing



Coven can be broken down into these three main design pillars. Manipulation of the NPCs will allow the player to use their witchcraft in creative ways and set their own goals. The Witches' Manor is a setting for players to learn the mechanics and will also provide a narrative based on the intellectual property. The environment is the open world where you interact with most NPCs. Customizing is integrated in most aspects of the game from appearance to game play in order to personalize the experience. These choices are based on appealing to the target audience and keeping true to the tone of the game.

VOODOO DOLL, SPELLS, AND POTIONS



The Voodoo Doll, Spells, and Potions will be the primary way to manipulate players and objects. They all will be learned from within the Witches's Manor by specific characters in the Coven.

VOODOO DOLL

The main way to impose your will on a character is to use your voodoo doll. When you click on or target a NPC, you can pull out your voodoo doll with a selection of five pins to use. Each pin you place in the voodoo doll will invoke a deadly sin onto the NPC, changing their behavior accordingly. Voodoo doll abilities will be learned by certain witches within the Coven. Multiple pins will be able to be applied to the voodoo doll at different times or taken out of the doll, allowing the player to time and combo what reactions they want to see.

(All SEVEN deadly sins aren't available for complexity and application reasons. Greed and Pride seem to have the least interesting options for scenarios, which is why they are excluded in the design).

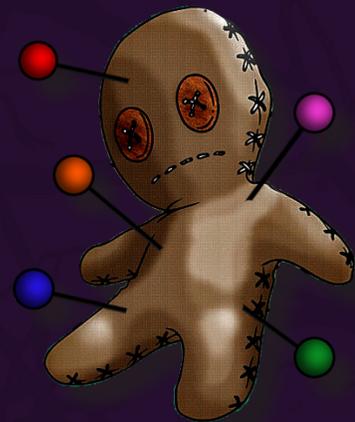


VOODOO DOLL ABILITIES:



Wrath: The Wrath voodoo pin will cause a character to become aggressive and attack other NPCs or players within range. If objects are in the vicinity, they might be picked up by the wrathful NPC and used as weapons. The mood of the character and other sins used in conjunction with the Wrath pin will determine the severity of the attacks.

Lust: Lust will invoke brief infatuation within a character, forcing that NPC to devote all their attention to a target of the players choosing. The lustful character will want to get close to their person of interest, but also complete tasks for them such as acquiring certain objects and even confronting other characters. The Lust pin can be used to combo with other sins to set up a spectacular death, or just be used for fun to see how characters interact.



Gluttony: Gluttony will make a character eat whatever is in range, including potions, sharp objects, and even other NPCs. The Gluttony voodoo pin will be able to be used in interesting ways by first setting up a situation where specific objects or characters are placed.

Sloth: Sloth can be used to slow down characters and make them less maneuverable when running away from deadly obstacles. It will also decrease the drive of a character, lessening the severity of other actions and sins.

Envy: The Envy voodoo pin will force a character to follow another of the players choosing, including the player themselves. They will follow at a distance and maneuver in stealthy ways to not be completely noticeable. An Envy voodoo pin might combo well with Lust or Wrath to create a more powerful reaction.

SPELLS:

Spells represent another set of abilities that can be used in conjunction with the Voodoo Doll or Potions. They are used to set up and plan situations more so than to alter the NPCs' behavior.



Telekinesis: This will be the first spell learned when the game is started. It allows player to move certain objects around at will. Most small to medium objects in the game such as food or decorations will be movable with this ability. Telekinesis can be used to throw objects as well, hurling them toward a target.



Pyrokinesis: Starts a fire at a targeted location. This ability will create an automatic response from the NPCs. Most things will be flammable and be affected by fire in various ways.

Clairvoyance: Allows players to hear the thoughts of computer characters (via thought bubble and audio). This can be used to gather information and assess the mood a character is in, thus helping you plot the best ways to manipulate them.

Resurrection: Brings a dead character back to life. When used, the target of the ability will suffer some side effects, such as acting like a mindless zombie for some time.

Transformation: Used to change forms of the player or NPC. This ability will be limited by only being able to transform into a targeted animal in the game. When used on the player, they will be able to move and explore as the animal would. When used on a computer, it will change their appearance and AI interactions.



POTIONS:



Potions are created items with one time uses used on players or computers to grant an unique effect and create interesting interactions. Once learned, a potion can be recreated by gathering the materials and crafting it again.

To use a potion on a NPC, the computer character must be inclined to consume it based on the ways the player is manipulating them.

Poison: Poison can immobilize, alter, or kill characters depending on the ingredients. Poisons will have a few learnable variants and some discoverable ones.



Invisibility Potion: Temporarily grants invisibility.

Memory Potion: A memory potion will wipe a characters memory, making them a “clean slate” as to remove what personality they were portraying and allowing easier manipulation.

Mojo: Grants an increase in power to the Voodoo Doll and Spell effects.

NPC INTELLIGENCE AND DEATH

The computer AI will play an integral part to help create the experience of scheming and manipulation. Normally, NPCs will go about normal behaviors with basic responses based on each characters personality. When interacted with using witchcraft abilities, the NPCs will change in a variety of ways according to what was used on them. There will be good variety of behavior changes to keep the game interesting and increase re-playability. A player can be attacked and killed by an NPC. If a player dies, they re-spawn in the Witches’ Manor. A NPC will only re-spawn at the start of a new game.

WITCHES' MANOR



The Witches' Manor will be the household of the Coven. In the guise of a boarding school for young women, the Witches Manor is where the player will learn to use their magical abilities. Residing in the manor are a variety of witches and non magic users that can be interacted with. The witches from American Horror Story will teach you the powers you will use to go out in the world and impose your will. The several rooms in the manor will serve separate purposes for learning to use new powers and skills.

CHARACTERS:

These witches from American Horror Story: Coven act as the main NPCs that will teach the powers needed to play the game. The skills that they teach relate to their personalities existing in the intellectual property.



Fiona Good

Fiona is the figurehead of the coven and the first witch the player interacts with. She is the most powerful and egotistical of the witches. She will show the character the use of the Telekinesis spell as well as introduce the Pyrokinesis spell.



Marie Laveau

Marie is the vengeful Voodoo Queen and will teach the player how to use the Voodoo Doll and the Wrath voodoo pin ability.



Cordelia Foxx

Cordelia is the headmistress of the Coven. She will teach the player how to gather materials and create potions as well as the Transformation spell.



Zoe Benson

Zoe is a shy young witch who is in love with one of the helpers in the Witches' Manor. She will teach the player how to use the Lust voodoo pin ability.



Queenie

Queenie is a young inner city witch. She has a big attitude and appetite. She will show the player the use of the Gluttony voodoo pin ability.

SUPPORTING CHARACTERS:



Madison Montgomery

Madison is a spoiled rich witch who will teach the Envy voodoo doll ability.



Misty Day

Misty is a backwoods witch who will teach the Resurrection spell.



Myrtle Snow

Myrtle is a wise and fashionable witch who will teach the Sloth voodoo pin ability.



Nan

Nan is a good hearted witch that will teach the Clairvoyance spell.



ENVIRONMENT

The game takes place in modern day New Orleans, Louisiana. To appeal more to the target demographic, the theme and decor of the environment will reflect a darker color scheme than the television show. To aid the shadowy tone, most of the game play will be done during late afternoon to night time. Locations such as graveyards, night clubs, and creepy apartments will be some of the more prominent areas to explore. The rest of the town will share the gloomy theme as well.



CUSTOMIZING

Staying true to the target audience, players will be able to spend a lot of time customizing their character's appearance. There will be a variety of clothing styles, color palettes, and accessories to choose between. This feature will be used not only when starting a character, but also in game regularly. A "magic mirror" will allow players to view themselves and change their look based on the available assets. A default library of looks will be provided to start, but players will be able to acquire new things during gameplay to customize their character.

The environment will also be customized with the use of the telekinesis power. Objects will be able to be rearranged, especially in the player's room. This can be utilized to decorate as the player sees fit.

FAMILIARS:

Certain animal companions can be acquired in the game. These familiars are mainly for the delight of the player to own a pet. Each familiar does serve a small purpose with a unique ability, but will not have a huge impact on game play.

Wolf: Can be used to attack or scare NPCs.

Cat: Helps gather potion materials.

Raven: Spies and relays information.

Snake: Provides venom for poison potions.



IP FLEXIBILITY

Coven is based off the show American Horror Story for marketing reasons and how well the mechanics and tone fit with the intellectual property. However, the setting and characters can easily be changed or swapped out. The mechanics can stand alone as a generic witchcraft game or fit the needs of a new or different intellectual property.



MULTIPLAYER OPTIONS

While Coven is designed for single player, some players may want to share the game experience. A multiplayer option would be inviting friends to the Coven to team up or compete to see who can manipulate the NPCs in the most devious and stylish ways. A video replay feature could be implemented to show off a players skill and re-live well planned scenarios.

CONCLUSION

The design of Coven caters to several aspects of young goth women. The scheming and manipulation tone and mechanics will provide devious gameplay for the target audience. The dark theme will immerse players in the world of the witch and the narrative of American Horror Story: Coven. Finally, customizing will allow all players to be unique and spend time fitting their personal style to their characters.