

# Imagine City

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## Resumo

*Imagine City é um simulador urbano, feito para ser um jogo multiplayer com integração em redes sociais. Os objetivos do jogo são construir uma cidade do nada enquanto se tentam resolver os vários problemas que possam surgir (fome, desemprego, poluição, etc). A ideia é sensibilizar as pessoas para os 8 Objetivos do Milénio, uma vez que vão ter que tentar resolvê-los a uma escala mais pequena. Isto é feito através da construção de estruturas e infraestruturas, bem como a aprovação de leis e a criação de parcerias entre jogadores. Cada uma destas ações contribui positiva ou negativamente a pontuação atribuída a cada Objetivo do Milénio. O Imagine City é um jogo sem fim, uma vez que o objetivo é de uma constante melhoria da cidade enquanto se compete por uma melhor posição no ranking mundial do Imagine City.*

*Palavras-chave: Simulação, Cidade, Jogo Sério, Objetivos Milenares*

## Abstract

*Imagine City is a three-dimensional business simulation game, designed to be a massive multiplayer online game integrated with social networks. The objective is to build a city from scratch and try to address the many problems that arise from it (hunger, unemployment, pollution, etc). In short, the idea is to try to reach the 8 Millennium goals at this small scale and to try to realize the difficulties of it as well as to learn how to accomplish them. This is done by constructing and evolving roads and buildings, passing laws and measures, and establishing partnerships with other players. Each of these actions can contribute in many different ways to improve your score regarding the Millennium goals' achievement. Imagine City is intended to be "non-ending game" – the player's objective is to improve his city as much as possible and compete in a world's Imagine City Ranking.*

*Keywords: Simulation, City, Serious Game, Millennium Goals*

## Introduction

The millennium goals are eight international development goals, set by the UN and all its' forming countries and adopted by several other international organizations that are to be achieved by 2015. The goals are:

- Eradicating extreme poverty and hunger
- Achieve universal primary education
- Promote gender equality and empower women
- Improve maternal health
- Reducing child mortality rates
- Fighting disease epidemics
- Developing a global partnership for development

In order to alert people for these goals, and how they can be accomplished, Imagine City was developed. As a cooperative building simulation game, it attempts to tackle all these issues, as the player builds a perfect city, by creating adequate infrastructures, hospitals, schools, approving laws and trading resources with fellow players.

## Features

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- Cooperative Multiplayer – Players can make deals with fellow players and exchange different resources
- Competitive Multiplayer – Players can check how well are they faring against other players in a global scale
- Evolve and Build – Not only can you build structures, you can upgrade their effect, either by laws or by creating more advanced and effective buildings of the same category.
- Multiple Levels – You can select different starting scenarios that best suit your tastes.
- Endless Gameplay – Like the struggle to accomplish the millennium goals, your job never ends! There is always more room for improvement.

## Gameplay

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As the player starts the game and logs in (registering may be needed) he selects the starting scenario. After that the player now faces the true challenge of the game: creating a city that deals with the millennium goals. While at start the lack of resources and money make it very difficult to start improving the life quality of the citizens, as the player manages to build better facilities and approves important laws, these change. However, many improvements in one area can seriously cripple others, making some goals difficult to attain. In fact, players will soon notice that there is always room for improving the city and how the goals are being met, making it impossible to truly finish the game. And as the choices for what buildings, infrastructures and laws to approve, are many, there is also a guarantee that each player experiences a different game.

## Target Customer

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As most building simulation games, this game can be played by people of nearly all ages. However, to better grasp some of the millennium goals concepts we'd advise this game for people of 12+ years of age.

## Competition

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Games such as SimCity, Age of Empires, Civilization

## Unique Selling Points

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- Cooperative gameplay
- Law system
- Endless game
- High-Score between friends for competitive gameplay
- Real-life issues being dealt with

## Design Goals

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- Cooperative: Ask your "partners" for resources, giving them something (or nothing!) in exchange. Or opt out of this cooperative play and rely only on yourself.
- Engaging: See your city grow as you gain more resources and upgrade existing buildings and infrastructures.
- Serious: It's not all fun and games. Keep an eye on the millennium goals, and how are you working towards them, as they determine your game performance.