"Here's CUPID!"

Overview:

Stupid Cupid is a third person adventure game for the iPad and the iPhone where players take on the titular role of the Cupid, who has had enough of people being extremely sad and extremely happy during Valentine's Day, and decides to fix the situation by firing love or hate arrows at unsuspecting couples. To achieve their result, the player must remain hidden from their desired targets, or it will spoil the magic.

Stupid Cupid is played using a third-person, over the shoulders camera to allow players a better view of their surroundings. The camera switches to a first-person close up of the couple who has had arrows fired at in order to better see their reaction. Players have a limited control of camera while in third-person view, with the tilting of the iPad or iPhone allowing the players to move their camera. Movement in the first-person close-up is also handled by tilting the device, and pressing the fire button will go back to the third-person movement.


3rd Person city roaming
looking for a target

First person close-up shot of
the result of the arrow fired

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The game features a virtual joystick on the left side of the screen that players use to move the character around and two action buttons on the right side of the screen that players use to fire an arrow and to take cover behind a wall or a bench or any cover-available place. There is also a sliding wheel that the player uses to switch between arrows.

Cover

Fire

Arrow Selector

Movement
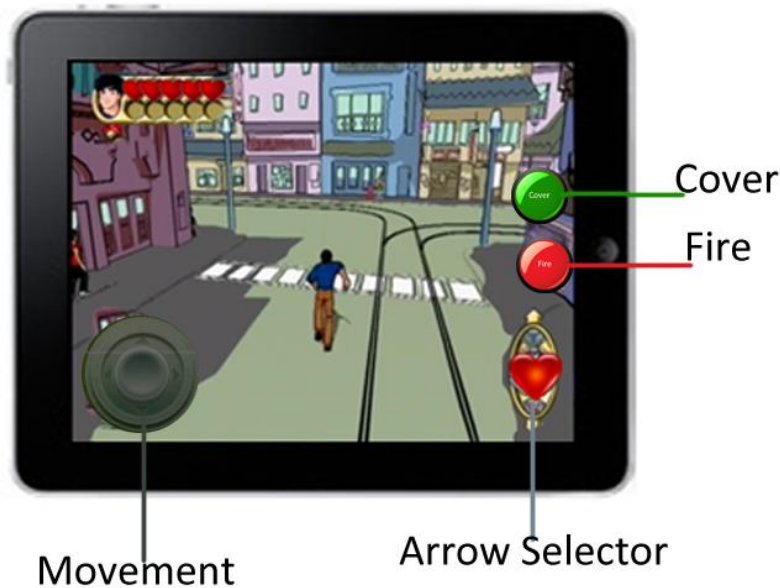
NOTE: The player is given free reign as the Stupid Cupid, and can potentially join together or break apart any couples he wishes. On each level the player is given a couple target people that they have either to get together or keep apart, and achieving those goals result in winning the level. However, there are several people around the city that can also be targeted by the Cupid arrow to potentially hilarious consequences!

The game includes a stealth mechanic where players must keep out of the line of sight from the unsuspected couples in order to be able to fire their magic bow. To achieve this, they can use the cover mechanic and take cover behind walls, benches, trees, anywhere that's out of sight.

As players progress through the campaign, they are able to improve their characters by getting a better bow, a better disguise, improved arrows and so forth. There is also a challenge mode where players are sent to a large city with two photographs and must find those two targets in the lowest amount of time and strike them with their powerful bow.

Target Audience:

The game is targeted towards fans of The Wind Waker due to the art style and overall gameplay, fans of free-roam games such as Saint's Row and GTA series due to the similar camera and gameplay, as well as fans of the comedy genre in general, as failing the missions will be as rewarding as beating them due to the many matches a player can make on the levels.

Competitive Analysis:

As a game for the iPad and iPhone, it is competing primarily in the casual market of the devices. Looking at that category, it is possible to see Cut the Rope, Where's My Water and Fruit Ninja as the main rivals. The decision to place Stupid Cupid in the casual category, as opposed to the expected Action category, is the casual nature of the game, which will be designed to provide for players who seek a quick enjoyment and players who desire something that will grasp their attention for longer, giving a sense of progression.

When it comes to the App Market, it is highly important to choose a category that not only correctly portrays the game, but that will also make it stand out from the pack. Looking at the rivals of the casual category, they all have simplified graphic, simple and effective gameplay and short duration of play session, whereas Stupid Cupid offers better graphics, effective and fun gameplay and is tailored to both shorter and longer play session lengths.

Conversely, if one were to analyze the Action genre one would find a large number of third-person and first-person shooters, some of which come with high production values, which would be difficult to fight. Thus placing the game on the casual category and making sure it competes with the aforementioned title would help the game achieve a wider audience.

Game	Cut the Rope	Where's My Water	Fruit Ninja	Stupid Cupid
Features	-Simple Mechanics -High Accessibility -Simple Graphics -Some Replay Value -2D	-Simple Mechanics -High Accessibility -Simple Graphics -Some Replay Value -2D	-Simple Mechanics -High Accessibility -Effective Graphics -Some Replay Value -2D	-More Complex Mechanics -Somewhat Accessible -Good Graphics -Highly Replayable -3D
Price	$1.99	$0.99	$2.99	$1.99 to $3.99

Stupid Cupid could be predicted to be at least as strong as its competitors in its features and price point. The major point of difference would be on the 3D graphics style, the free roam mechanic that gives the player a nice city to explore and wreck havoc as well as the comical consequences of making a man fall in love with a lamp post that only Stupid Cupid can provide!

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