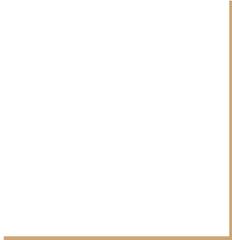# Transmedia Bible Part 1

Treatment

Tagline

Monopoly meets the world of realty. What choices will you make to expand your profits?

Backstory & Context

The world of Mr. Monopoly is about to get a whole lot more interactive. With the help of HGTV, Monopoly will become more of a game of choice, making smart property decisions and choosing which properties you want to own. Traditionally, a player would land on a space and decide if they wanted to buy a home on the property. However, now each property space will come with a QR code on the "deed" card, where a player can scan it in the Monopoly App and see three different properties at different prices they can pick from. Each week, different houses can be loaded into the app, which would make the game different every time you play.

Synopsis

The three choices of homes on the property would range in price. There would be two regular houses, and one option to build your own property. The build your own would be the most expensive option. When another player lands on the space of the property, they have to pay the homeowner for "renting" the home overnight. The more expensive the house, the higher the rate for the rental. The app would include brief tours from Chip and Joanna, with specs like squarespace and property size. If a player purchases a home on a "street" and decides they want to try and take over a different street, they have the option of selling the home via the Monopoly app. Other players would be able to bid on the property. If no player wants to buy the home, it gets foreclosed by the Bank and the homeowner loses a certain amount of money. A player needs to make conscious decisions in purchasing the different homes, because there would be factors like the type of neighborhood, schools and property value.

Plot Points

- Players play Monopoly as they normally do
- When a player lands on a property that isn't owned, if they want to buy a home on that property they have the option between a few houses by scanning a QR Code on the property space
- Players can choose from 3 options, two houses and a build your own. Each house would be different prices and have different attributes to them.
- Players can sell their houses and have other players bid on them. If the house doesn't get sold it gets taken over by the bank.
- Each house comes with a different "rental" fee if another play lands on the space.

Characters and Attitudes

Hosts: Chip & Joanna- taking you through your tour of what house options you have to choose from. They would be on the Monopoly app that corresponds with this specific game. They are both cheery people who are helping you choose the right property.

Mr Monopoly: Mr. Monopoly will remain the face of the board game, but he has a relationship with Chip & Joanna and that is how players are introduced to them.

Scripts

When choosing build your own:

Chip: "welcome to build your own. Choose the different elements that go into making your new house! First start with foundation. How big is your property? How many stories?..." cont.

(Later on) Joanna: "Let's starts with your interior design. What kind of floors are we looking floor? What color wall? Where do you want the furniture?

When choosing your own home:

Joanna or Chip : "Choose from these two homes. Click to take a tour of each, then make your final decision on which property you want to put down!"

When having to pay rent:

Chip or Joanna: "Sorry about that, time to pay up! Rent isn't free and you're staying the night. So pay the banker and get comfy!"

User Centric Scenario

1. Up to this point in the game a character has been playing a normal game of monopoly
2. Then you get presented the option to purchase property
3. You have 3 options displayed to you by chip and joanna, to buy two home, or create your own home.
4. You have the option to view the two homes you can buy first
5. You choose to view the two homes you can buy and surpass the create your own
6. You investigate both options
7. You wind up choosing the more expensive of the two homes
8. You now place your house piece on the game board
9. Now, everytime another player is there you are in charge of having them pay you rent for staying at your place
10. You decide you want to purchase a new house on a new street
11. Your old property goes up for auction
12. Buyers can see the value of your house and rating if it is a good purchase
13. No one purchases your property and it becomes foreclosed by the bank
14. You are charged the foreclosure fee
15. You have now lost value and need to find a new home to purchase
16. From now on the player rethinks his decisions to sell his house

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Part 2
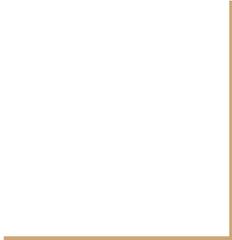
Multiplatform Form

There are a few platforms that are going to be used for this monopoly game. The first medium is the game board itself, as there needs to be a new model made to fit the rest of the new game. There also needs to be a phone application, where the players are able to scan the corresponding QR code and launch the game inside the app. This app would operate in building the 3D world, sharing creations with other users connected to the app, and hold some of the game play inside of it as well. If a player wanted to share their creations (i.e. in the "build your own" aspect), it would be set up like a forum and Facebook hybrid where you could post your creations and have comments left on them. Players would also have the option of sharing their homes outside of the gameplay app, to platforms like Twitter or Facebook.

Rules of Engagement

Players would be directly involved with the game and the application used for the QR part of the game. Players would be responsible for scanning the codes inside of the App in order to play the Monopoly game in full. Players can expect to agree to the use of their cell phone cameras to scan the QR codes, only while using the app. Players also could agree to the app posting on their social media on their behalf, but only if they are interested in sharing their in app game play on different platforms.

Service Build Overview

There are a few pieces that need to be built for this new version of Monopoly. First, a new game board would need to be created with the new QR codes on each house spot. The application itself would also have to be built, with all of the gameplay inside it.

User Journey

There are many routes for players to take with this form of gameplay. The first call to action is to scan the code on the board to open up the different housing options inside the corresponding app. Inside the app, there are a myriad of options for the players to be able to have a different experience. First comes the choice of the 3 different housing options. Players can choose out of two options, or choose to build their own home on the property. Each house would come with different "specs", for example, property value, bathrooms, location of schools, etc. Each "spec" would have different actions when it comes to either selling the property in the future, random taxes that would come up during game play, or events that could happen to the home that would affect the path the player is on. Each house comes with a different "rental" fee if another player lands on the property. If a player owns all the homes in the row, depending on the types of homes they have is the type of hotel that gets built on the property. There are many different options and routes that players can take in their effort to own the most property in the game. If a player decides they want to move onto a different property, they have the option to put their home on the market. Another player can buy it in hopes of taking over more territory, but if no one is interested, the bank buys back the home and the player loses money. Players need to make careful decisions and the game will be different every time they play.

Key Events

The key events of this game include: scanning the code in the app to open up the gameplay in the new Monopoly world. Choosing between the different housing options, building their own homes, charging rent to players who land on their property, selling their home or sharing their properties within the app or outside on other social media platforms.

Timelines

Week 1: pitch idea & get approval

Weeks 2-5: design and create game board and QR codes, get permission from HGTV to use Chip and Joanna as characters in the game

Weeks 5-8: build the application, QR scanner, inside gameplay for the application

Weeks 8-11: Advertise in stores, on HGTV channel

Weeks 11-13: Sell games online and in select stores

Interface and Branding

All of the elements fit together to create a version of Monopoly that is compatible with the 21st century. With using a phone application, users are now able to extend their game play into the number one device for games, a cell phone. It helps integrate elements like HGTV, digital media, and a nostalgic game into a sophisticated board game for teens and adults. Could help with realtors, serve as simulations for people training to become realtors, or give normal people the chance to make home market decisions without the risk. The old Monopoly remains the base story, but is integrated into a different world where the player is able to make more decisions.
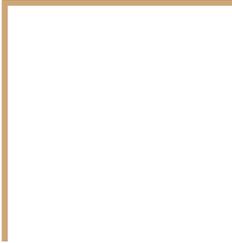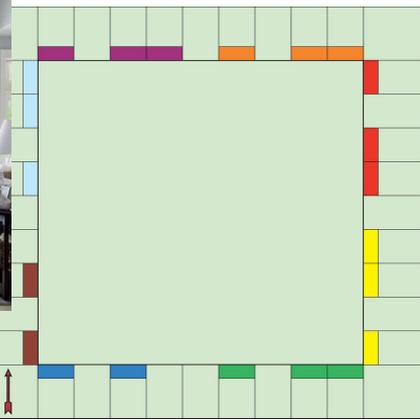
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Part 3

Design Aesthetic

Branding & Design Guidelines Introduction

Logo

- Keep the traditional "Monopoly" font.
    - This is because the font is recognizable and its easily identifiable.
    - The colors are going to be in more pastel colors with the exception of a "fire truck" red. This allows the Monopoly logo to stand out against the the pastel color in the background.

Money

- More in the earth tone family.
    - The money will be more in the purple/earth tone color because it will continue with the theme of the game and not take away from the logo of the game.

Channels
- The brand will be promoted in different television programs such as a HGTV, Nick, Cartoon Network, Etc.
    - This will allow the promotion of the game to be attracted by not only adults but also children.

Social Media
- The brand will have product placement in instagram influencers feed and instagram gamers which will hit the audiences that are more social media savvy.
- Facebook will be a big part in reaching the older audiences especially around christmas time when the elders are looking for games for their grandchildren or their kids.

Storyboard

when choosing a property to buy

Chip or Joanna: "Welcome to HGTV Builder Monopoly version. You have landed on a property. There are 3 options to choose from. House #1, House #2, and Build your own. Which one do you choose?

This would be like Chip and Joanna hosting from the website and laying out the options something like the picture ->
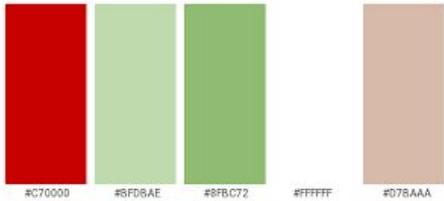
Wireframes / Spec Website

The background should be all black and white pictures of all different types of houses. This will be where you are taken when you scan your QR code from the board. You will be given your different options on the screen presented by a virtual Chip and Joanna. Then the virtual tour of the home plays according to what option you are going to take. Or, if you are choosing the build your own option, they will help guide you.
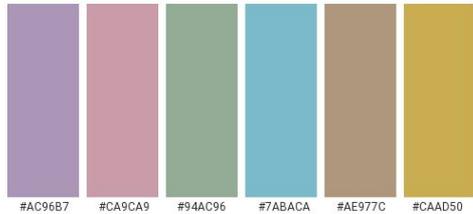
https://www.youtube.com/watch?v=A0RkNC3u3DA
(something along these lines)

Style Guide, color & font specs

HGTV Color Scheme

Monopoly Logo Color Scheme

#C70000 #BFD8AE #8FBC72 #FFFFFF #D7BAAA

Monopoly Logo Color Scheme - by SchemeColor.com

Paint Color Favorites

House Tutorial Color Scheme

Monopoly Money Color Scheme

#AC96B7 #CA9CA9 #94AC96 #7ABACA #AE977C #CAAD50

Monopoly Money Color Scheme - by SchemeColor.com

Media Design Styles

Place to demonstrate other media element (audio and musical, short videos, spoken work)

Short Videos

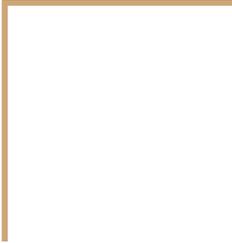- These videos will include tours of other people's houses, this will be used as promotional videos for the game.

Musical

- There will be a variety of popular songs that will be used for the promotional videos

Full Assets List

What needs to be done:

-videos created for online house tours

-website sent out

-qr codes made
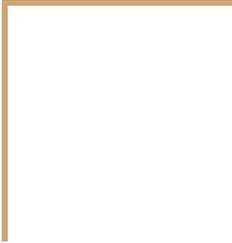
-sound effects & scripts recorded

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Part 4

Technology Needed

- Game, people to build the game
- Phone Application, people to build and maintain the phone app used for part of the game
- HTML Coders, QR Code Experts, Video/photographers, editors, a team of realtors to help find homes to use for the application.

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Part 5

Goals

The goals for this project is to try and reach an older audience. The game acts as a way for adults to try their hand with realty, and learn more about the process of buying a home. A player will learn what to look for when purchasing a home, making them more informed customers.

Success Indicators

The goals will be measured by seeing how many people purchase the game, download the app, and the frequency they use the app. It will also be measured by social media, and looking to see what users are saying about the game.

User Need

Our project will be noticed and purchased because it is a reinvention of a classic game. It serves as an opportunity to build onto the world of Monopoly is a very interactive way. The game can be used in schools that teach realtors, in schools to help kids learn about purchasing homes and as a fun way to pass the time.

Target Audience and Marketing

The target audience is split into two. First, the older demographic. They will be reached through Facebook ads and through different ads on websites that are typically used by an older market.

The second target audience are those who are in the education field, and the game will be published on different forums, catalogs for teachers, and the first few will be sent to realtor schools to see how they help.

Business Models

We will do a promotional tour with Chip and Joanna

We will also approach different real estate companies and ask if they would like to put some of their houses in the game and have it be sponsonsored..

They would pay us to have their houses and company be promoted in the game.

Projections, Budgeting, and Timeline

So we obviously need money to pay for each crew, and also Chip and Joanna are not going to be cheap. Everyone will make good money, but will be offered more money according to profits that the game makes afterward as well

-Salary pay

-15 million dollar budget starting

Production Team

Chip and Joanna- host the show and promote it

Monopoly Social media marketer

Realtor Manager-making sure we are connected to good properties

Property Manager- make sure properties are set up

Director- direct and film videos

Editor- edit together videos

Tour Crew- promo the game around the country

Status and Next Steps

We are still in the idea process. Right now, we need you to accept our idea and give work with us on an agreed budget to get this process started. From there, we can get the ball rolling.

Copyright, IP & Licensing

Who owns it? - Hasboro

We can work with licensing different parts of the project to different companies aka with HGTV

Since we are creating the project we have all original content and we own it

Summary and Calls to Action

So let's talk about what we like and what we don't

Do we think we can improve in any areas?

This is an absolute new creative way to play the game of Monopoly. Let's talk budget. Let's get this started.