

**GAME PREMISE**

Chart the rise of a young wannabe singer/entertainer (the user), from a menial job in a coffee shop to Megastar status. Real world girl group members (Little Mix) guides the user through the glamorous and demanding entertainment industry world to superstar success. Learn to deal with paparazzi, turn out chart topping hits, navigate nosey television interviews, learn the latest dance moves, tour the world, grow your fan base and unlock your true star power to become a Megastar while looking flawless!

A chance encounter with (the Artist) while working your boring 9 to 5 job at Cupcake Palace Coffee Shop changes your life forever...it's a modern Cinderella story with a killer soundtrack!

**GAME MECHANICS**

**BASICS:**

This is a free to play game. At various points in the game, the user may wish or need to purchase items, or tokens to progress more easily through the game. This is termed a "Freemium game".

This is a simple "press and swipe" based game requiring a low level of skill. The user accumulates cash, energy, charm points and star power tokens by completing various tasks. The user is prompted throughout the game to move onto the various tasks and challenges. These are presented in a linear format and form the various scenes of an unfolding storyline. In essence this game plays out like an interactive story/ drama that charts the user's rise to super stardom.

**PUZZLES AND CHALLENGES:**

There are certain challenges and tasks in the game that play out as familiar puzzle games. Writing songs for example, will involve simple hangman style "guess the missing letters" of the word. Dance Rehearsals challenge will require the user to remember a series of key combinations and repeat these in the correct sequence.

**STRATEGY:**

There is a level of strategy to this game in the form of resource management. The user has to spend their energy, cash, charm and star power tokens to varying degrees in order to complete the various tasks. For example, getting to and from venues and locations, the player must spend cash for transport, rent, clothes, purchases.

Besides resource management, the user must also become a savvy social butterfly. Charm the right people and impress the right business contacts to fast forward to success, fame and fortune.

**FAST FORWARD:**

At various points in the game the user may very well run out of any of the tokens and will not be able to complete the challenge or task. The user then has the option to wait for a period of time for her resources to be replenished or the user can make in-app purchases of the tokens required. Purchasing the resources required speeds up gameplay, allowing the user to complete a task sooner and move ahead in the game quicker.

**SOCIAL GAMEPLAY:**

Throughout the game the user is prompted to share achievements, game images, and their current status in the game with their social media networks: Facebook, Twitter, Snapchat, Instagram. This is not mandatory but will enhance gameplay with bonuses and rewards, for example, inviting friends to play this game will earn the user extra cash and fame levels. Users can also interact with their friends playing the game. Gifting friends with tokens or items earns the user charm tokens.

**PURCHASES:**

Besides purchasing tokens, the user can also purchase goods, items and clothes. These items are needed to successfully complete some challenges throughout the game.

**END GOAL:**

The user aims to complete the game by achieving the fame level of Megastar. The user moves up a level each time a particular milestone is reached. This is generally the accumulation of a certain amount of star power tokens but may include unlocking a particular feature in the game. In reality, the game can continue indefinitely, as long as more levels and milestones are added. The app can be updated through the app store whenever more levels and features/promotions are added.

