

## Game Design and Development Proposal



**A Social Game of growing your own  
Urban Gardens and Urban Gardens.**

**Publishing Partner**

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## 1 HIGH CONCEPT

*Blooming Daisies Online* is a browser game with mechanics of building and growing your own botanic urban garden. Sow beautiful flowers, grow leafy trees and build your own garden design paving paths and arranging living walls of bushes. Invite your friends to visit your park, help with maintenance tasks and create their own parks to join you and exchange

gifts



*Blooming Daisies Online* features in-game advertising and micro-transaction systems to monetize its free-to-play nature. The simulation nature allows for a great deal of possibilities on new premium items periodically, as well as seasonal and temporary items that won't be available again, one-time, "get-it-now" offerings for players.

*Blooming Daisies Online* is a spin-off project from the original *Blooming Daisies*, a PC/Mac casual game of urban garden simulation and construction. The basic gameplay/mechanics is developed and shall be adapted for a browser context.

### 1.1 UNIQUE POINTS

- Game mechanics naturally balances the pace for different players.
  - Faster players grow the park faster but soon are challenged to maintain huge gardens.
  - Slower players grow the park steadily while having fun with all the visitors and little nuances.
  - Those that play often but for short periods always have something to do, no matter how long have passed since the last play.
- It's more of a game than other farm-based Social games, and still a sim / toy game.
- Tons of potential on micro-transactions due to the way buying items works with the core mechanics.
- Urban parks theme still to be explored.

## 2 MECHANICS

This section explains all gameplay rules.

## 2.1 OVERVIEW

Mechanics are planned to provide both fast play sessions over a couple of minutes, for very-casual players, and game depth to reward frequent and loyal players;

## 2.2 CORE GAMEPLAY

The core gameplay can be synthesized in simple actions:

1. Dig a spot on the field to remove the grass;
2. Scatter seeds or bricks on a dug spot, to plant or to build paths;
3. Buy, drag and drop various items from the store to the garden.
4. Perform upkeep actions on paths, plants, adornments and buildings.
5. Control the prices of the garden tickets and goods from kiosks.

### 2.2.1 THE EMPTY GARDEN



The player starts with an empty, grass-covered garden field of roughly the size of 2 screens in width and height, bordered by street sidewalks where pedestrians pass by. The field is separated from the street by a wood fence and a gate with two turnpikes. Controls are:

- The player scrolls the camera to the sides.
- Clicking anywhere commands the main character to walk to that point with a path finding algorithm.
- Clicking in an item on the field commands the main character to walk and pick it.

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## 2.2.2 DIGGING HOLES

The most fundamental action is to pick the shovel with the character and dig holes. In those holes the player can either sow plants or build paved paths.

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## 2.2.3 PLANTING

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### 2.2.3.1 SOWING

Sowing plants is easy. The player clicks in a seed bag item in the field and then in a hole. This way the main character is commanded to pick the bag and sow that soil. The hole is then automatically covered and in a few seconds a new young plant emerges and begins to grow.

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### 2.2.3.2 PLANTS

Plants are admired by the visitors and improve the garden attractiveness. The more varied and arranged in colorful patterns the greater the attractiveness bonus.

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### 2.2.3.3 WATERING

Plants demand water to grow and live. The player does so by clicking on a watering can to command the main character to pick it up and then clicking on a plant to water it. If the plant does not receive water for too long it dies of thirst.

The watering can is limited on its capacity. After a few plants it runs out of water and the player shall refill it at wells. A better solution is buying the sprinkler item since it automatically water plants within its range. However, sprinkles are only unlocked later in the game, have a high price tag, and by manually watering the player has a chance of finding a Collectible item.

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## 2.2.4 BUILDING PATHS

Building paths is the third most important gameplay action. The player clicks in a pile of bricks item in the field and then in a hole. This way the main character is commanded to pick the bricks and use them to build a path chunk in that soil. The player should build paths visitors can use to easily find their way through the garden, avoiding stepping on grass.

After completed, paved paths must be maintained by constant repairs (using the Brick item).

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### 2.2.4.1 PATH PLANNING

When building path chunks side by side they automatically join and form a single path. So the player can plan the paths of her garden in any shape she wants.

Paths are used by the visitors to walk around, so it's important they get anywhere the visitors would like to go. But paths also improve the garden attractiveness by themselves when planned in unique and varied shapes.





### 2.2.5 VISITORS

Bordering the garden there are lots of pedestrians walking in the street outside. Depending on your garden attractiveness some of the pedestrians decide to visit the garden and go to the entrance. The greater the attractiveness, the more visitors the player gets.

#### 2.2.5.1 ENTRANCE TICKET

Visitors pay a ticket fee at the entrance and that's the primary source of money. The player can control the price tag. Lowering means it gets easier to attract new visitors, but too many visitors generate an upkeep and maintenance overhead which will be difficult to cover with a low fee. In the other hand, a high price tag means it is less likely to get new visitors, but profits increase.

#### 2.2.5.2 VISITORS SATISFACTION

An important factor is to keep the garden beautiful and visitors satisfied. Visitors that exit the garden unpleased reduce the chances of new visitors later on. So it pays to watch out for their needs popping in thought balloons and try to fulfill them

### 2.2.6 BUYING NEW ITEMS

The player can buy new items with the cash she earns. Through a simple interface she picks a new item in the store and drags it to the garden field, and it's ready to use. The most common expense is seed bags and piles of bricks - since they are necessary for basic game actions and they run out after a few uses. So the player has to buy new seed bags and new piles of bricks frequently.

Other types of items are available: utility items (such as new wells), adornments, kiosks and others.



## 2.2.7 CORE PLAYER COMMANDS

Commands are very simple and mouse-oriented. The player may use only the mouse and the left button through the entire game.

### 2.2.7.1 CLICKING SHORTLIST

- Click in an empty spot: the main character walks to this place.
- Click in an item: the main character walks and gets it.
- Click on an adornment (trees, statues, etc): the main character walks to it and tries to perform some action there.

### 2.2.7.2 ARRAY OF ACTIONS

The player can “program” the main character to perform more than one action in a row. She just has to click where she wants the character to go next movement and set an array of “hotspots” of up to 50 different actions.

## 2.3 PLANTS

### 2.3.1 MECHANICS

Plants are the most important item of the game. Plants are cheap to buy but demand a time to grow on truly interesting forms, increasing the garden's attractiveness. The player must water them constantly at early stages but little water is needed after maturity (which takes a couple of minutes in game time).

### 2.3.2 FLOWERS

Flowers grow fast and improve attractiveness quick but planting too many of the same flower decreases the effectiveness of each individual. The best ways to arrange flowers are:



- Put some together but not many.
- Mix with different species close to each other
- Arrange the same species in row or columns alongside paved paths.

#### 2.3.2.1 LIFECYCLE AND COLLECTING FLOWERS

Flower species have different lifecycles of growing, blooming flowers, falling and then blooming again. While fully bloomed the player can click to collect one flower of the plant and store it to later form her own bouquet arrangements.

Full bloom is also the period where the flower contributes the most to the garden attractiveness.

#### 2.3.2.2 BASIC SET

Flower	Description	Blooming Cycle
<b>Daisy</b> 	A common but beautiful flower, especially in groups.	Fast
<b>Lupin</b> 	Take good care and you will get gorgeous arrangements.	Normal
<b>Narcissus</b> 	An elegant flower that really turns many heads.	Slow
<b>Rose</b> 	An exuberant flower, it's a sure bet your visitors will like it.	Fast
<b>Sunflower</b> 	Brighten your garden with these lively flowers.	Normal
<b>Tulip</b> 	When they bloom, your garden is filled with joy.	Slow
<b>Lily</b> 	Its vivid blue color stands out from everything else.	Very Slow
<b>Zantedeschia</b> 	Delicate and gracious, a unique flower to really turn some heads.	Normal

### 2.3.2.3 EXPANDED SET

Flower	Description	Blooming Cycle
<b>Canna</b>	 Not only feature pretty blossoms, but also beautiful leaves.	Normal
<b>Cherry Blossom</b>	 The unofficial flowers of Japan, the most popular colors are white and pink.	Slow
<b>Colorado Columbine</b>	 Natural from the Rocky Mountains, they demand a lot of attention to blossom in an urban park.	Very Slow
<b>Hydrangea</b>	 Magical snowball puffs in fall: gorgeous. They are popular in wedding bouquets and as garden flowers.	Normal
<b>Black Eyed Susan</b>	 The black eyed Susan, a cheerful wildflower, is a perennial that serves as a beautiful back drop in any garden.	Fast
<b>Bleeding Heart</b>	 These whimsical, almost fairy-like blossoms are a traditional favorite in shady gardens.	Slow
<b>Blue Bells</b>	In spring, many European woods are covered by dense carpets of this flower.	Normal
<b>Lantana</b>	 These delicate flowers, with their pink and yellow petals, are butterfly magnets.	Fast
<b>Oriental Poppy</b>	 This perennial poppy has a delicate and striking color. The Oriental Poppy is the flower of The Wizard of Oz.	Normal
<b>Tropical Dogwood</b>	 The beautiful red and yellow petals are a real showstopper. A favorite of hummingbirds.	Slow
<b>Begonia</b>	 Begonias are prized for their flowers as well as their leaves.	Fast
<b>Ixora</b>	 Also commonly called West Indian Jasmine, are often used in Indian folk medicine.	Normal
<b>Dendrobium</b>	 The sprays of flowers are so delicate and yet so perfectly formed, they appear magical.	Very Slow

### 2.3.3 TREES

Trees grow slowly and are a long-term investment. When adults they add to the garden attractiveness the same amount as long as they don't die. They don't require any arranging planning and demand less water and care - nevertheless the player does have to water trees, especially while young.






Besides slow growth speed the other drawback of trees is that they can't be planted too close to each other.

### 2.3.3.1 LIFECYCLE AND COLLECTING FLOWERS/FRUITS


Trees also have their lifecycle/blooming intervals. While in full bloom the player can collect a flower or a fruit, depending on the species.

Flowers are stored for bouquet arrangements while fruits are immediately sold and make for some profit.

### 2.3.3.2 BASIC SET

Tree		Description	Blooming Cycle
Elm		Plant a tree to provide your visitors natural shades and shelter.	Normal
Palm		Palms are classic trees, they inspire and please everyone.	Fast
Cedar		A tree that fruits bear beautiful hazelnuts.	Slow
Maple		A classic northern tree with very bright autumn foliage.	Slow
Jacaranda		Typical Brazilian tree, a really astonishing view when in full bloom.	Very Slow

### 2.3.3.3 EXPANDED SET

Tree		Description	Blooming Cycle
Ulmus Todd		Lustrous and thick, dark green leaves with an evenly and shallowly serrated margin.	Medium

<p><b>Oakville Spire</b></p>		<p>A fastigiated tree with a compact uniform habit with the branches almost parallel to the main trunk.</p>	<p>Fast</p>
<p><b>Caroline</b></p>		<p>Excellent for use as a shade tree for streetscapes or avenues. Deep green, glossy foliage that turns to a pale yellow in autumn.</p>	<p>Slow</p>
<p><b>Southworth' Dancer</b></p>		<p>New growth emerges as silvery-grey, and soon matures to a shining mid-green with a finely serrate margin. Leaves have longish petioles and hang on slender branches. Yellow in autumn.</p>	<p>Medium</p>
<p><b>Rotundiloba</b></p>		<p>This cultivar makes a superb specimen or shade tree for large open spaces such as parks and gardens.</p>	<p>Fast</p>
<p><b>Jeffersred</b></p>		<p>This well structured and very adaptable tree features some of the most beautiful autumn foliage colorings of the hybrid red maples.</p>	<p>Slow</p>
<p><b>Omurayama</b></p>		<p>A delightful form of Japanese maple has softly cascading branch tips and attractive spring to autumn foliage. A unique tree.</p>	<p>Very Slow</p>


### 2.3.4 BUSHES



Bushes are very cheap plants which each individual connects to the next if the same species. Bushes can be used to build beautiful living walls and garden shapes. Lonely bushes add little to the garden beauty - but if part of a long, uninterrupted living wall of several individuals they greatly boost attractiveness.

#### 2.3.4.1 LIFECYCLE





Bushes need the same amount of care of flowers to grow, but once adult they stabilize and are less demanding. They don't have blooming cycles.

#### 2.3.4.2 BASIC SET

Bush	Description	Growth
<p><b>Regular Bush</b></p>	<p> Build intriguing landscapes in your garden with this bush.</p>	<p>Very Fast</p>

<b>Fern</b>		This bush looks like small palms.	Fast
<b>Hosta</b>		A gorgeous bush which shall please many of your visitors.	Normal

### 2.3.4.3 EXPANDED SET

Bush		Description	Growth
<b>Winter Red</b>		Winterberries are the "queens" of the fruiting shrub world when ranked for ornamental value. The fruiting branches are great for decoration in the garden.	Slow
<b>Golden Anniversary</b>		The Golden Anniversary features attractive bright green leaves variegated with creamy yellow to golden yellow margins.	Medium
<b>Sunjoy</b>		Sunjoy is a unique dwarf, low mounding gold barberry with attractive red new growth and red fall color.	Medium
<b>Dream Catcher</b>		A wonderful shrub with a unique color of golden orange flowers.	Very Slow

## 2.4 VISITORS

Visitors are always the main concern for the player since they are the sole source of revenue. The whole garden is built to attract and please them, and if they are not attracted and please there is no money to be made.

### 2.4.1 ATTRIBUTES

Visitors vary in appearance but more important they vary on demands and behavior. The attributes that parameterize both are:

- **Patience:** how much the visitor tolerates dead plants, broken paths and unattended needs.
- **Movement:** the amount of tile movement per walk.
- **Hunger:** how frequently the visitor looks for food kiosks.
- **Thirst:** how frequently the visitor looks for beverage kiosks.
- **Curiosity:** the propensity of the visitor to walk out of paths, in plain grass.
- **Stamina:** how much movement the visitor make before looking for places to rest
- **Vibrancy:** impacts on her general view of the garden. Vibrant visitors like kids look for toys, statues and bright flowers, while calmer visitors look for more harmony, quietude and balance in the environment.

## 2.4.2 BEHAVIOR

Different attribute values create different patterns and behaviors. For example, a visitor with high thirst and low movement will prefer to linger around and not get too far from a lemonade kiosk, while a second visitor with very high curiosity and low vibrancy will walk more long living walls and explore whatever is remaining of the original empty field.

By combining all attributes the game can surprise the player with unique behaviors of new types of visitors.

## 2.4.3 EXAMPLES OF VISITORS

Visitor	Patience	Movement	Hunger	Thirst	Curiosity	Stamina	Vibrancy
Senior	High	Low	Medium	Medium	Low	Low	Low
Kid	Very Low	High	Low	Low	High	Very High	Very High
Exercising Lady	Medium	High	Medium	High	Medium	High	High
Guy	Low	Medium	High	Medium	Medium	Medium	Medium

## 2.5 TOOLS

Tools enable actions for the player and the main character. Each tool enables a new kind of action, therefore the game is very expansible with tool updates over time. To use a tool the player only has to click on it and the character walks to that spot, picks up the tool and in the next clicks it will try to perform an action with that tool.

### 2.5.1 BASIC TOOLS

#### 2.5.1.1 SHOVEL

The most basic and useful tool. The shovel digs holes where the player can either plant or build a path.



#### 2.5.1.2 WATERING CAN

The watering can is invaluable in early stages of the garden. With the watering can the player can water plants. It comes in two sizes, small (the default) and big (buyable).

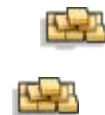


The unlocking of the sprinkler later in the game greatly reduces the need to use the watering can, but it might still be necessary for more remote parts of the garden not yet covered by a sprinkler – and also to increase chances of finding Collectibles.

The watering can waters up to 8 plants (or 12 if big) before depleting. After that the player can refill it at any well.

#### 2.5.1.3 BRICKS

Bricks are used to build and repair paved paths. Paths are important to develop a garden visitors find pleasant walking it through. The player can build new paths by using the bricks in dug holes, or repair broken paths by using the bricks on the cracked spot.





Bricks can be used up to 6 times before depleting. Contrary to the watering can the Bricks item vanishes and the player has to buy another pile of bricks at the store.

#### 2.5.1.4 SQUEEGEE

The squeegee is used to clean adornments and buildings. Like the shovel, the player can use it as much as she wants without needing to buy multiple squeegees.



#### 2.5.1.5 GARBAGE BAG

Garbage bags are used to collect and store the trash visitors throw in the ground. They are in two sizes, small and big. Small bags can hold up to 4 pieces of garbage, while big bags can hold up to 8. Once the trash is collected the player throws the garbage bag in any nearby trash can or recycling can.



#### 2.5.1.6 GRASS SEEDS






This bag of seeds work like any other seeds bag except it doesn't plant flowers or bushes. Instead the player uses the seeds of grass to cover any unintentional hole she dug. A useful tool to help the player keep the park built her own way.









## 2.6 ADORNMENTS

Adornments are items that contribute with the garden overall attractiveness and create a more varied environment. To place an adornment the player needs only to buy one at the store and place anywhere she wants. Adornments demand regular cleaning as upkeep, and letting them get dirty also reduces their attractiveness bonus.

### 2.6.1 BASIC ADORNMENTS

Adornment	Description	Attractiveness Boost
<b>Statue of a Bear</b> 	A simple, hand-made statue.	Low
<b>Statue of a Lion</b> 	This statue is a nicely-crafted work, picturing a lordly lion.	Medium
<b>Statue of a Peasant</b> 	Full of details, this statue is true masterpiece.	Medium
<b>Small Fountain</b> 	A simple fountain that pleases visitors.	High
<b>Big Fountain</b> 	Majestic fountain, everyone that looks at it will stop for a moment.	Very High

## 2.6.2 EXPANDED ADORNMENTS

Adornment	Description	Attractiveness Boost
<b>Stone Gate</b>	 <p>A beautiful stone gate to decorate paths.</p>	High
<b>Lake Fountain</b>	 <p>The lake fountain can only be placed within a lake. It is a wonderful sight for visitors.</p>	Very High
<b>Light Poles</b>	 <p>Light poles are simple, cheap adornments with various formats. The game can even unlock new, seasonal light poles.</p>	Low
<b>Memorial Stone</b>	 <p>Memorial stones are landmarks of some important event. They always attract visitors' attention for a while.</p>	Low
<b>Old Stone Oven</b>	 <p>Old ovens that attract lots of historical curiosity.</p>	Medium
<b>Flower Animals</b>	 <p>Unique manmade arrangements in the shape of animals. Kids love it.</p>	High

## 2.7 UTILITIES

Utilities are static items like adornments but with a function in mechanics. They are bought by the player to help in some aspects of the gameplay.

### 2.7.1 SPRINKLER



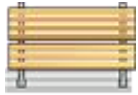
The sprinkler (or Irrigator) is an important item for the post mid-game period. It automatically waters all plants in a 5x5 grid area, so players never need to use the watering can again on those plants as long as the sprinkler remains active. The sprinkler is a utility that allows the player to expand her park since watering lots of plants can really hold back any further grow by absorbing too much effort.

### 2.7.2 WELL



The well is a much needed utility earlier in the game when the player has to use the watering can a lot and there are no Sprinklers to help. Wells are the place to refill watering cans. The player just has to click on the well with the watering can in the character's hands to get a full refill.

### 2.7.3 BENCH



Visitors - especially the ones with low stamina - eventually demand for benches to have a seat and rest. If they find a bench they will remain more time in the park and could spend more as a result.

### 2.7.4 TRASH CAN

The trash can is a default way to collect the garbage the visitors generate. The player should then have as many trash cans as possible – visitors that always have somewhere to throw their garbage are happy and won't demand upkeep.



If the player forgets to put trash cans all around visitors will turn the park into a filthy, ugly space no one will want to go back to.

### 2.7.5 RECYCLING CAN



The recycling can does the same job of the regular trash can, but the player gets extra landscape points and extra Coins each time a visitor use one. Recycling cans are much more expensive, though.

## 2.8 KIOSKS


Kiosks sell goods within the garden to increase your revenue output. They fulfill the need of visitors for food, beverage and gifts, also helping with keeping them happy.

In the other hand, visitors buying goods also generate garbage that has to be dealt with. If there is no trash or recycling cans nearby, visitors throw garbage on the ground. The player must watch out for placing the cans near kiosks. She can also manually collect the garbage with the Garbage Bag tool.

### 2.8.1 SERVING VISITORS






When a visitor is thinking about a good, he looks for a correspondent kiosk and eventually walks towards it to buy. However, the player can click on the vendor and then on the visitor to serve him faster before he gets in the kiosk. Visitors served that way get an immediate boost in Patience and Vibrancy.

### 2.8.2 BASIC KIOSKS

Kiosk	Description	Income per Sale	Garbage Produced
<b>Lemonade</b> 	Lemonade kiosks are a good call for thirsty visitors.	Low	High

<b>Hot Dogs</b>		Visitors may want a quick snack. Put some hot dog kiosks in.	Medium	Medium
<b>T-Shirts Stand</b>		Visitors will seldom buy t-shirts to remember their visit, but it's a product with high price margin.	High	None
<b>Toys Stand</b>		Teddy bears are such a perfect gift for children. But visitors will buy them rarely, so place it wisely.	Very High	None

### 2.8.3 EXPANDED KIOSKS

Kiosk	Description	Income per Sale	Garbage Produced
<b>Balloons</b>	 Balloons stands are also favored by kids and although selling few units, they produce no garbage.	Low	None
<b>Burgers</b>	 Burgers are snacks like hot dogs, but with a higher price margin. They also produce more garbage.	High	Very High
<b>Books</b>	 Book kiosks aren't very popular but each sale has a good price margin and no garbage byproduct.	Medium	None
<b>Drinking Fountain</b>	 Not really a kiosk but place visitors can refresh for free. You won't get money but also won't have to collect any garbage.	None	None
<b>Ice Cream</b>	 So popular in hot days, ice creams have a decent price margin and low garbage byproduct.	Medium	Low

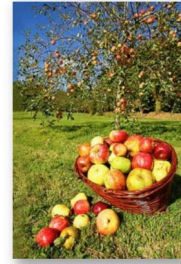
## 2.9 BUILDINGS

Buildings are large static items in the garden. They are mostly decorative but bring something extra to boost the garden attractiveness, like bird nests and unique flowers.

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### 2.9.1 ORCHARDS

The orchard is a group of 4 adult fruit trees of the same kind. The game features 4 kinds of orchards: apples, oranges, bananas and grapes. Many other kinds of orchards are possible for further expansions of the game, including seasonal or holiday orchards (like pines on Christmas).



### 2.9.2 MINI FARMS



A mini farm is a confined place to raise farm animals. The game features 4 kinds of mini farms: pigs, chickens, ducks and horses. Many other kinds of mini farms are possible on further expansions of the game, including seasonal or holiday animals (like turkeys on Thanksgiving).

### 2.9.3 GREENHOUSES

Greenhouses are beautiful buildings from the outside that really add to the visual of an urban park. Greenhouses come in 4 different sizes with different architecture styles.



### 2.9.4 FLOWERBEDS



A flowerbed is a garden area especially prepared for growing flowers. The area is marked off by low-lying brick structures, designed to highlight the flowers and reduce the spread of weeds. Flowerbeds are green areas of the park the user can plant her flowers in, like regular terrain. But it doesn't accept any other kind of plant.

### 2.9.5 DOVECOTES

Dovecotes are houses for doves or pigeons. Build dovecotes to attract birds and fill the park with them. The downside of dovecotes is the maintenance they demand, since they get dirty quite often.



## 2.10 LAKES

All gardens have one randomly generated lake. The player can't change its form but can build specific items on top of them, improving the garden environment.

### 2.10.1 SPECIFIC ITEMS FOR LAKES

### 2.10.1.1 WATER SPRINGS

A type of adornment that springs water in specific movements and rhythms. Visitors stop for a moment to admire the water patterns, so it's good to position kiosks nearby for additional sales.




### 2.10.1.2 KIOSKS

Lake kiosks are built on the lake's shore. There are two types, the paddle boats rental and the kayak rental. Paddle boats attract visitors without much stamina, and kayaks do the opposite.



## 2.11 ANIMALS




Animals populate the garden as trees grow older, when monkeys, squirrels and birds set home on them. The visitors find them amusing and the attractiveness of the garden increases. If the player feeds them actively she may attract more animals of the same kind.

### 2.11.1 BASIC SET OF ANIMALS

Animal	Description	Attractiveness Boost	Food Item
<b>Monkey</b>	 Visitors love monkeys, because they are so cute and funny. But they are hard to get in the park and a lot of patience is needed.	High	Fruits
<b>Squirrels</b>	Squirrels are lovely and fascinate kids. They are easy to attract with nuts.	Medium	Nuts
<b>Pigeons</b>	 Pigeons are the most common and easy animal to have in the park. The player needs lots of them to make a difference though.	Low	Seeds
<b>Rabbits</b>	 Rabbits are cautious animals that run away when visitors get closer.	Low	Carrots

### 2.11.2 EXPANDED SET OF ANIMALS

Animal	Description	Attractiveness Boost	Food Item
<b>Doves</b>	 Similar to a pigeon but completely white.	Regular	Seeds
<b>Ducks</b>	 They live in the lake and nearby land. To attract them, make sure there are plenty of fishes in the lake.	Medium	Fish (in the lake)

<b>Fishes</b>		Different fishes for the lake. They also feed ducks, so get lots of fish.	Low	Fish food (in the lake)
<b>Owls</b>		Owls are intriguing birds for visitors. They attract attention but are hard to get.	High	Insects
<b>Butterflies</b>		Butterflies don't need any special food in order to appear. They will naturally appear in a park with lots of flowers.	Very Low	None

### 2.11.3 SPECIFIC ITEMS FOR ANIMALS

#### 2.11.3.1 ADORNMENT: ANIMAL NURSERY

The animal nursery helps taking care of animals. The player can click in the nursery to heal a sick animal and make all visitors nearby instantly pleased. Then the nursery has a “cool down” period before being ready to use again.

#### 2.11.3.2 UTILITIES: ANIMAL FEEDING SPOTS

Feeding spots attract animals of one kind. There are 2 different utilities for birds and land animals. The player has to refill the feeding spots constantly in order to attract more animals.

#### 2.11.3.3 TOOLS: ANIMAL FOOD

Buy food and place them at the feeding spots. There is one type of food for each type of animal, as described on the above tables.

## 2.12 PRICES AND DEMANDS

The player can modify the price tags for entrance tickets and products sold by kiosks. Also, the game turns visitors' demands higher or lower and the player has to find a balance on how much to charge on the price tags.

## 3 SOCIAL MEDIA MECHANICS

### 3.1 PERSISTENT GAME

*Blooming Daisies Online* has persistent gameplay - the game world lives by its own while the player is away. This is the same pattern found in many Social games that stimulates the player to often come back for more. When the player is away this is what happens.

### 3.1.1 VISITORS

Visitors continue to come in and buy tickets for the garden, but in a slower pace. They are also affected by the garden degrading conditions (below), so the more the player returns and fix everything the greater will be the revenue.



### 3.1.2 DEGRADING

The garden continues to deteriorate at a slower pace.

#### 3.1.2.1 PLANTS

Plants get thirsty but cannot die. If thirsty they stop growing and blooming flowers. When the player returns she can water the plants, taking them back to full health. If thirsty plants aren't watered for more than 2 visits they die.

#### 3.1.2.2 PATHS

Paths get broken and affect the attractiveness and visitors comfort normally. Players that return to the game often can repair them quickly and avoid such loss for a long period.

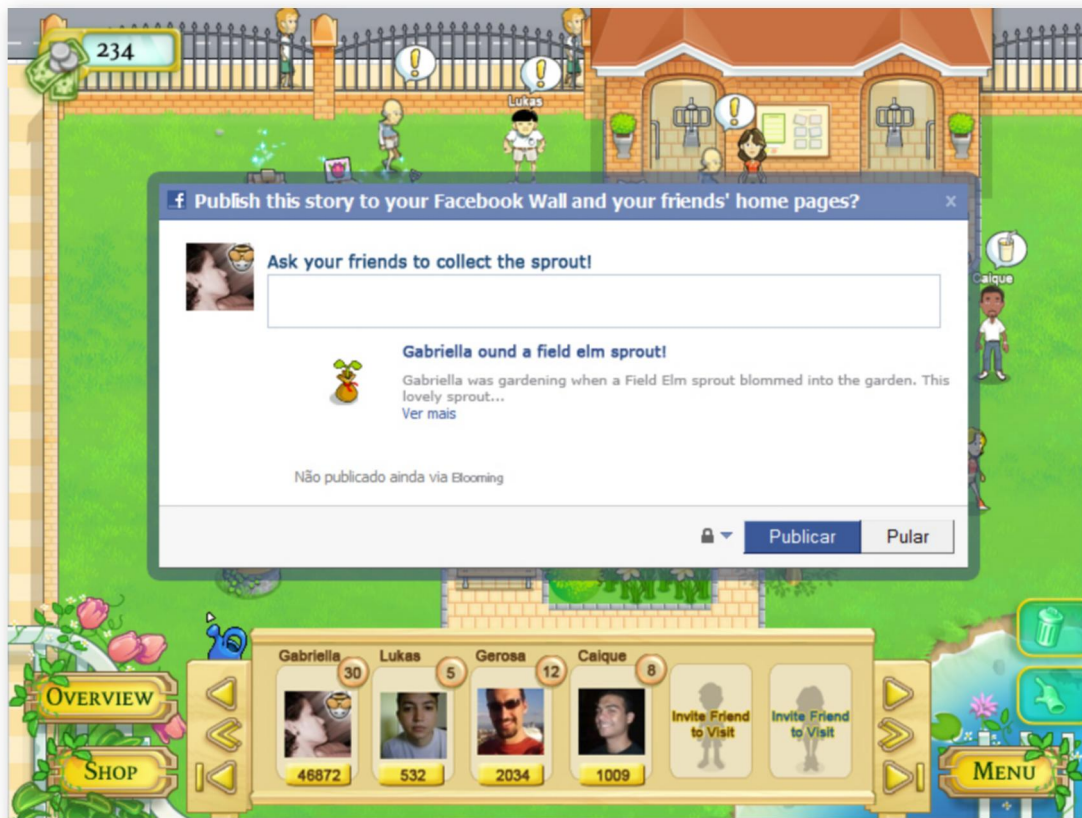
#### 3.1.2.3 ADORNMENTS

Adornments get increasingly dirty. If too dirty they don't contribute any bonus to the garden.



## 3.2 FRIENDS

It is easy to invite and interact with friends.



### 3.2.1 VISITING

The player can invite a friend to come to her garden as a visitor. The friend has full control to hang around and buy goods. If the friend leaves the game while visiting, her avatar continues to hang around in the garden but not buying anything. When a player visits another garden she may help the friend with collecting trash and watering plants.

#### 3.2.1.1 AVATAR HEALTH

The period visiting someone else's garden is considered a "resting period" for the player avatar. The most the avatar stays like that and buys goods for itself, the better its health later on when the player resumes working on her own garden.

Healthy avatars walk faster when working.

#### 3.2.1.2 SUPERB PLANTS

She can also fertilize plants and trigger a special status that makes them superb plants. Superb plants attract nearby visitors and greatly improve the garden environment and attractiveness.

Since Superb plants can only happen from fertilization by other players, the player who has the largest amount of friends visiting will succeed faster.

### 3.2.2 HELPING ON MAINTENANCE

Whenever a friend is visiting she can help on the park maintenance, by:

- Collecting the garbage;
- Watering plants;
- Cleaning adornments;

#### 3.2.2.1 PAYING HELPFUL FRIENDS

The player can **opt** on giving 1 Coin for each little help above she gets from friends. This is a way of rewarding friends for helping taking care of the park. But not mandatory, so the player can opt on paying nothing anyway.

### 3.2.3 GIFTING

The player can send gifts to her friends. These gifts are:

- **On-time items** that appear in the player's garden such as new kinds of birds and flowers.
- **Items from the shop**, the player can buy and drag to a friends' icon to gift her.
- **Flower bouquets** from the plants the player is growing. Those bouquets feature exactly the same type of flowers the player is growing at the moment.

## 3.3 COINS

Buying coins are an important part of the long-term value and micro-transactions. Coins are the in-game currency, used to buy all sorts of items. If the player runs out of money she may buy more coins with real money using a micro-transaction system. The exchange rate is of 500 coins for US\$ 0,50 but this might change as we gather player input.

### 3.3.1 BUCKS

Bucks are a second type of in-game currency, not exchangeable with coins. Certain premium and seasonal items can only be bought with bucks. The player starts with 20 Bucks but she cannot earn in-game. Bucks can only be obtained by buying them with real money.

Nevertheless the game publisher might opt to give Bucks on special, global events to all or some players, to stimulate the buying of Bucks later on.

## 4 DYNAMICS (LONG-TERM VALUE)

### 4.1 CERTIFICATES (ACHIEVEMENTS)

Certificates are special rewards for fulfilling a goal. They have 3 levels of accomplishment, similar to the way the Trophies work on the PSN network.

#### 4.1.1 BASIC SET OF CERTIFICATES

- **Certificate of Gardening Excellence** – the easiest, just grow a certain amount of flowers, trees and bushes.
- **Floriculture Award** – granted for unlocking new kinds of flowers in the shop.
- **Botanic Award** – a more difficult version of the Floriculture Award, earned by unlocking new kinds of flowers, trees and bushes in the shop.
- **Certificate of Landscape Design Excellence** – granted after building a certain amount of paths with grown flowers, trees and bushes alongside.
- **Garden Arts Award** – for unlocking new types of adornments in the shop.
- **Landscape Design Award** – a more difficult version of the Garden Arts Award, for unlocking both new types of adornments and flowers.
- **Certificate of Tourism** – granted for attracting a certain amount of visitors.
- **Popularity Award** – a more difficult version of the Certificate of Tourism, granted when you get more than 180 visitors.
- **Quality Services Award** – for achieving a high level of satisfaction among visitors within a period of time.
- **Certificate of Ambient Merit** – for placing a certain amount of trash cans in the park and working to avoid visitors' complains regarding the cleanness of the garden.
- **Recycling Award** – granted for placing a certain amount of recycling bins in the garden.
- **Ambient Preservation Award** – a more difficult version of the Certificate of Gardening Excellence, granted for growing lots of different plants, trees and bushes.

#### 4.1.2 EXPANDED SET OF CERTIFICATES

- **Snacks Seller** – for selling 1.000 hot-dogs, burgers or ice creams.
- **Literacy Sponsor** – for selling 500 books, this is a hard one to get.
- **Funny Park** – for building 20 flower animals, selling 300 balloons and attracting 10 monkeys.
- **Zoo Award** – for attracting 20 of each available animal.
- **Ecology Award** – for growing one plant of each kind available (except grass), and attracting one animal of each kind as well.
- **Greenhouse** – for building a greenhouse.
- **Certificate of Decoration** – for growing 25 flowers in flowerbeds.
- **Visitor** – for visiting someone's park.
- **Tourist** – for visiting other people's parks 30 times.
- **Good Client** – for buying 1000 coins of goods in other people's parks.
- **Real Friend** – for fertilizing 500 land tiles in other people's parks.
- **Real Giver** – for gifting 15 different friends.
- **Romantic Gift** – for gifting someone else with a flower bouquet.
- **Entrepreneur** – for buying 10 bucks with real cash.

## 4.2 MISSIONS

Missions are a set of specific goals to fulfill with or without the help of one friend. Inviting a friend to a mission is easy, and any visiting friend will find icons in the garden to join a mission the player already started.

Missions are completed when the single player or both players fulfill the goals summing all their earnings. Awards are in the form of coins and bonus items for the garden.

### 4.3 SEASONAL AND TEMPORARY ITEMS

The game architecture is structured to enable the publisher to create new seasonal and temporary items, only available for a short period of time in the shop. Players that buy those items never lose them unless they are purposely trashed. Unique plants continue to live unless they die of thirst. Seasonal or temporary plants that die cannot be recovered.

### 4.4 COLLECTIBLES







Collectibles are a special class of items part of greater Collections of 6 Collectibles. They are **randomly found** when the player performs one of these actions:

- Dig
- Water plants
- Repair broken paths
- Collect garbage
- Clean adornments
- Serve visitors with kiosk goods







When all Collectibles of a Collection are found, the game congratulates the player for completing the Collection and rewards her with an amount of Bucks. This is the only way to earn Bucks besides spending real cash.

Collectibles don't really have any in-game function but to help the player completing a Collection.

#### 4.4.1 ARTIFACTS

Greek Pottery	Salzburg Cube	Philosopher's Stone	Book of Silk	Mjolnir Pendant	Mask of the Pharaoh
					

#### 4.4.2 RARE BEETLES

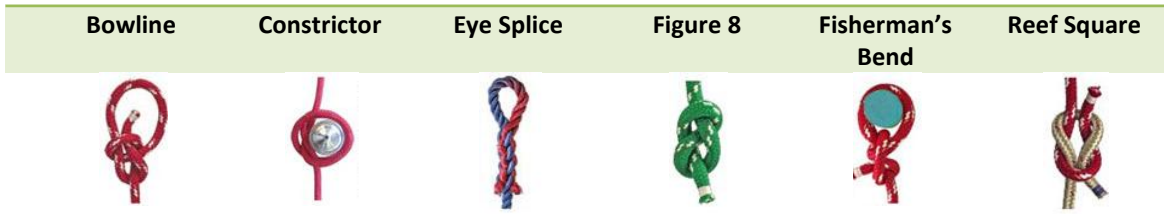
Fiery Searcher	White Rhino	Goldsmith	Longhorn	Megasoma	Antina
					

#### 4.4.3 GEMSTONES

Amethyst	Garnet	Opal	Pearl	Peridot	Topaz
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#### 4.4.4 MARINE KNOTS



#### 4.4.5 LUCKY CHARMS

