PIZZA PLACE

World Design Document

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01

BRIEFING

THE GOAL

Meta has asked **Linx Interactive** to create a **Horizon World** that combines **roleplay** and **gameplay** elements to **attract**, **engage**, **and retain players** aged **13 and up** for **extended periods of time**.

The **inspiration** for this world is the existing **Zoo Chef Challenge** world, where players must **assemble**, **bake**, and **deliver pizzas** to an animal-like jury.

HORIZON WORLDS

Meta Horizon Worlds is a **free virtual reality, online video game** with an integrated **world creation system** developed and published by **Meta** Platforms.

Horizon Worlds is **part** of the larger **mission** to create a **metaverse that provides ways to connect and share experiences**. **Virtual reality, augmented reality,** and **smart glasses** are ways to **access** the metaverse.

On this multi-player virtual platform, **players move** and **interact** with each other in **various worlds** that host **events, games**, and **social activities**. Horizon Worlds is available on the following **headsets**: **Oculus Rift S, Meta Quest 2, Meta Quest Pro,** and **Meta Quest 3**.

OBJECTIVES

During development as a second-party (2P) developer, Linx Interactive has the **following objectives**, in addition to the creation and delivery of a Horizon World.

Engagement & Retention

Create a **highly engaging world** that **retains** players for a **long time**. The world should act as an **example world for players and developers**.

Increase Platform Quality

Horizon Worlds is a **new platform** with the essential tools to develop a game world. As a 2P developer, we are the first in line to use the tools and **give feedback, highlight missing features,** and aid in the **development of new features**.

Knowledge Share

Together, we want to **make the platform** a fantastic **game development experience**. The Meta engineers are excellent software developers but not game developers. During development, Linx Interactive will **share game development knowledge** with **Meta Engineers** and other **2P developers** via the **HW 2P workplace** and **live events**.

02

RESEARCH

WHY RESEARCH?

We are **not** the **primary target audience**, do not fall in the targeted age demographic, and are not the primary users of competitor games, worlds, and metaverses. This makes it crucial to base our design choices on market and user research.

Before starting development, we must know if a pizzeria roleplaying world in Horizon Worlds **will resonate with our target audience**.

We answered the following questions with the research and **feel confident** the world can engage and retain the target audience:

- Do we see a significant market potential for the world with the official (13-16) targeted age demographic?
- What do our targeted 13-16 age and other age demographics enjoy on competitor platforms?
- What content resonates with teens and young adults on other platforms?
- What are our insights for designing the concept for the world based on the market and user research?

USER RESEARCH

The design team thoroughly researched the target audience by performing desk research. This resulted in a 70-slide document.

User research findings

Based on user research findings, the targeted age group of 13-16 **creative**, **multiplayer**, and **VR** gaming experiences.

They prefer games that offer **roles**, **exploration**, **avatar customization**, **item collection**, and **creativity**. Teens and young adults are **heavy users of metaverses**, **play daily**, and enjoy the **same popular games**. They are highly interested in VR and use XS hardware as their primary gaming platform.

MARKET RESEARCH

We've also thoroughly researched the current state of the market by observing and playing multiple competitor games, worlds, and metaverses. The results can be found here.

Market research findings

Popular and similar worlds, seen in **Roblox, Rec Room**, and **VR Chat**, keep the age demographic **engaged** from early teens to young adulthood. The most **popular worlds** include **roles, exploration, cooking, avatar customization**, and **recognizable locations**.

The most **popular games** with the target audience are **Minecraft, Fortnite, Pokemon, Roblox,** and **Animal Crossing**.

COMPARISON GAMES

The following games **inspired us** the most and are **proven experiences** we partly try to emulate.

Key inspirations
Metaverse, target audience, roleplay and retention mechanics, “Working at a Pizza Place” world

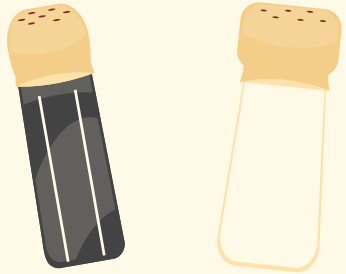
Key inspirations
Community building, TAYA interest, creativity and freedom, quests mechanics

Key inspirations
VR interactions and feedback, cooking, interface and UI, kitchen layout

TEEN-RESONANT CONTENT

The **Meta Culture Lab** shared the **"Look and Feel" of being a teen presentation** with us. This helped us to identify content that resonates with teens.

It's important to note that **teens** and **young adults** are **different target audiences**. While **both groups** enjoy **socializing**, **teens** prefer more **messy or exploratory experiences**, while **young adults** expect more **polished or structured/curated experiences**.



TAYA (Teens and young adults) have the following **core needs**:

- **Achievement:** empowerment and participation by giving players skills to build, ways to make a difference, and creative freedom.
- **Connection:** find and build communities by making it easy to identify players with similar interests and make friends on the way.
- **Expressivity and Fun:** identity exploration and self-expression through avatar customization and offering different playstyles.
- **Relaxation:** include safe spaces, optional challenges, and allowing mistakes to try again when ready.

LOOK & FEEL CHECKLIST

In the presentation, they provided an actionable checklist for creating content that resonates with teenagers.

The checklist includes the following points:

- ❏ **Recognizable moments** (STAMPI) resonate with teenagers. For example, hanging out with friends at a fast-food restaurant, going on a date, listening to music, or celebrating a birthday party.
- ❏ Incorporating the right **interests** is essential. Think of sports, music, humor, "style & beauty," and gaming.
- ❏ Embracing a range of **aesthetics and tones** with lighting, vibes, quality, audio, and a full spectrum of emotions allows teenagers to find a location that matches their preferences.
- ❏ Give teenagers **context control** to express themselves with the audience they understand and control.
- ❏ Provide the **safety and privacy** to explore and engage.

OUR INSIGHTS

Based on the **market research**, **user research, game observations,** and **TAYA presentation** we created a list of **insights** to be included in the design of the world.

Moments & Interests

Featuring content with recognizable themes, moments, and interests that resonate with our target audience (e.g., fast food, birthday parties, and holidays).

Expandable

Support seasonal content and swapping of content to make the game feel alive, follow trends, and encourage players to return.

Social Hubs

Offer different safe and relaxing locations for players to hang out, socialize, and share experiences with other players.

Different Playstyles

Offering different gameplay activities, playstyles, and roles gives players an opportunity to pick the look and feel, interest, challenge, moment, and emotion that resonates most with them.

Rewarding

Reward the players for doing something right with rewards and feedback. When making mistakes, give players the opportunity to try again.

Attainable Goals

Always give players something to do. Give players attainable short- and long-term goals.

Independent Play

Give players ways to enjoy the world without being dependent on other players.

Self Expression

Give players ways to express themselves through avatar outfits, skins, and ways of playing.

Progression

Give players multiple progression paths, like player levels, role-specific levels, collecting items, money, skins, and outfits. Or to participate in events and quests

TARGET AUDIENCE

Based on the **briefing** and the **research,** we define our target audience as follows:

The target audience of **teens and young adults (13-16)**

The world holds ~**ten active players** per **instance**.

The world **resonates** with players who want to **express** themselves, **roleplay**, **explore**, **socialize**, and go to great lengths to **achieve rewards**.

HARDWARE VR/XS

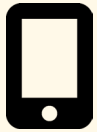
Based on the **briefing** and the **research**, and to **attract** and **reach** as **many players** as possible, the world **supports** both **desktop** and **mobile** (XS) as well as virtual reality (VR). Players can **seamlessly switch** between this hardware and enjoy an equally **great user experience.** XS worlds will be promoted more heavily than VR-only worlds. It is anticipated that 70% of the players will opt for the XS version while 30% will choose VR.

VR

The world will be developed with **VR first in mind**.

To target **existing users** of the hardware and **Horizon Worlds players**.

7% of the target audience are daily VR users.



Mobile

Mobile is our **second priority**.

To target **new players** and **retain** players **outside VR**.

49% of the target audience are daily mobile users.

Desktop

Desktop is our **third priority.**

To give **new** and **existing** users a **second XS option**.

25% of the target audience are daily desktop users.

03

THE VISION

DISCLAIMER:
Any of the proposed (high level) features, roles, mechanics, loops etc. presented onwards are still prone to change pending new learnings/insights and/or Meta guidance as the project progresses.

THE CONCEPT

Escape to an **authentic Italian location** with a beautiful **pizzeria at its heart**. **Explore different places** with other players and use different **items to roleplay with**. Pick one of the **roles** around the local pizzeria, **earn money, increase your Player Level and Role Level,** and **buy items** to express yourself.
Complete various **tasks** and **compete** or **collaborate** in **world events** for **rewards**.

THE PILLARS

Variety of play

The game offers activities that appeal to different player types.
There's something here for everyone.

Recognizable and accessible

The game is easy to relate to and find your way in, from the warm visuals to the easy-to-use tools. The learning curve is low.

Social stimulation

The game encourages playing together, working together, talking and goofing around. It's easy to make or interact with friends.

KEY FEATURES

The **features** that **define** this world and **excite us** to develop it:

- Italian Town: Travel to a recognizable authentic Italian world.
- High Visual Quality: Enjoy stunning visuals that are consistently pleasing to the eye.
- Highly Interactive: Participate in various engaging actions and optional activities at different places.
- Gamified Roleplaying: A mix of creative open-ended roleplaying and structured gameplay.
- Variety of Roles: Choose a role that suits your playstyle.
- Self-Expression: Dress and roleplay how you like with interactive, avatar and role-specific items.

ARTISTIC DIRECTION

The following **artistic pillars** ensure that our aesthetics **appeal** to our **target audience** of **teens** and **young adults** (13-16):

Friendly

The target audience wants to be **welcomed** by the world with **warm colors** and **rounded shapes** to establish a welcoming vibe for players, inviting them to **join** and **hang around**.

Playful

The target audience likes to be invited to **explore** the world, discover **unique areas**, and investigate **fun details** in an **informal**, **lighthearted**, and **lively environment**.

Polished

The target audience appreciates a well-considered visual treatment with **high consistency** in **shapes**, **colors**, and **detail** levels.

THE WORLD

You have arrived at a charming **Italian town**. At the center of the town, **a lovely pizzeria**. **Other players** are also exploring the world. There are **various buildings** and **pathways** surrounding the pizzeria, which lead to other **interesting places** and **NPCs** to explore.

PLACES & NPCs

The world contains various **places** and **NPCs**, so players can have multiple experiences.

Places

All places are found **around** the centrally located **pizzeria**.

- **Pizzeria** (Cook, Handyman and Resident role)
- **Streets and buildings** (exploration, Courier role)
- **Garden** (Gardener role)
- **Store** (buy/swap items)
- **Weekly Leaderboard** (competition)
- **Tasks Board** (goals)
- **Social Hubs** (e.g., picnic spot for socialization)

NPCs

The NPCs are **inhabitants** (e.g., eating a pizza or a store vendor) of this world and **look different from players**.

04

EXPERIENCES

ACTIONS

Visiting players can perform the following **actions**.

ROLEPLAY

GAMEPLAY

Explore

Walk and **look** around **places** and **find items**.

Interact

Interact with **generic** and **role-specific items.**

Earn XP

Complete **generic or role-specific actions** to raise your **Player Level** or **Role Level**.

Earn Money

Complete differents **tasks** to earn **money.**

Unlock/Buy Items

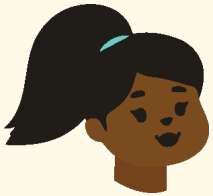
Level up to **unlock items. Buy items** with your earned **money** in the **store**.

ROLES

The world provides different roles to attract **multiple player types** and to give players **different experiences** and **actions**. Players can freely **move between** these **roles** or **stay** in a **single role**. The roles **do not depend on each other**, so players can pick any role at any time.

DEFAULT ROLE

SPECIFIC ROLES



Resident

The **Resident** role is the **default** role for every player who visits the world. This role is suitable for players who enjoy **socializing**, **relaxing**, or **exploring** the world.

Cook

The **Cook** role is for players who enjoy **creating**, **pleasing others**, and **working together** to complete tasks related to **food**.

Gardener

The **Gardener** role is for players who enjoy **cultivating** and **nurturing** things in the world. They don't mind **waiting** and are happy to **supply** ingredients.

Handyman

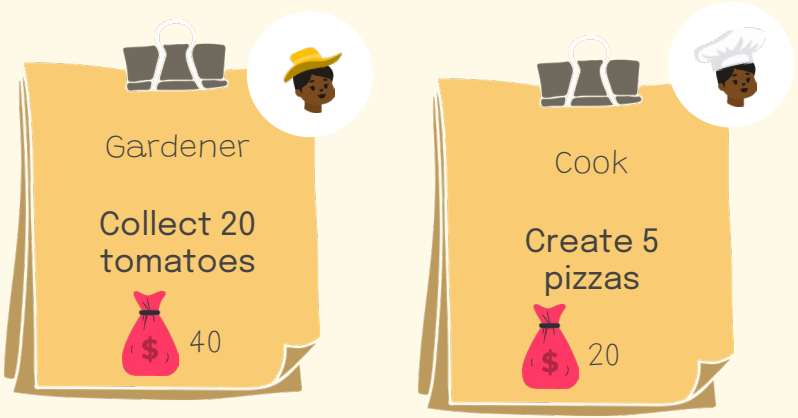
The **Handyman** role is for players who enjoy **building**, **restoring**, **cleaning**, and **customizing** things.

Courier

The **Courier role** is ideal for players who enjoy **fast-paced movement** and **time pressure**.

TASKS

Tasks are **goals** to get **rewards.** They give players an **infinite amount** of **role-specific gameplay actions** to do, so they never get bored.



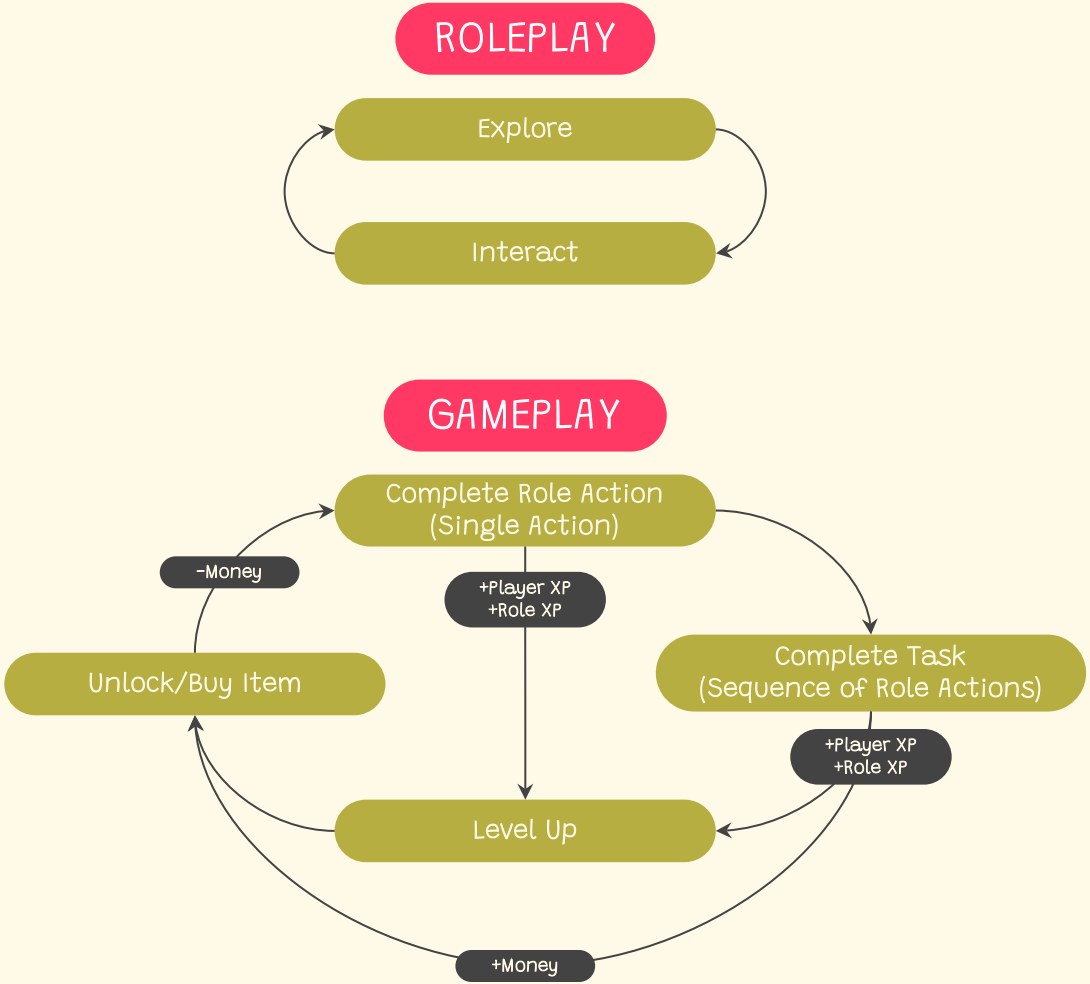
- Tasks are found on a **central bulletin board**
- Tasks **vary** in required **effort, specific role, amount of players** or **actions**
- **Bigger tasks** yield **bigger rewards**
- On completion, the player is rewarded with **money and XP**
- A player activates a **single task at a time** by **placing their marker**
- There are always tasks available, inactive tasks **refresh regularly**
- Players can **complete** the same **task again** if desired
- **Completing tasks together** at **the same time** gives players **who helped** also the **reward**

GAME LOOPS

The world supports **two** types of **experiences**: **roleplay** and **gameplay**.

Roleplay is a fun and freeform way of discovering and interacting with the world, but offers **no rewards**.

Gameplay is a more structured way of interacting with the world, giving players more direction. Completing gameplay cycles offers both **generic** and **role-specific rewards.**



ITEMS & INTERACTIONS

There are three types of items in the world. **Role-specific** and **generic items** provide **opportunities** for the player **to roleplay** or **participate in gameplay. Avatar items** allow the player to **customize** their HW **avatar**.

Role Specific Items

Role-specific items are related to the roles, such as **appliances** (e.g., oven), **tools** (e.g., broom) or **consumables** (e.g., seeds).

Generic Items

Generic items can be **found**, **picked up** and/or **used** and have no tie to a specific role. These items have **limited functionality** (e.g. grab a rose, shoot a water pistol).

Avatar Items

Avatar items (e.g. sweater) are items the player can **place on their avatar** (using the HW avatar system). To change avatar items visit the **store**.

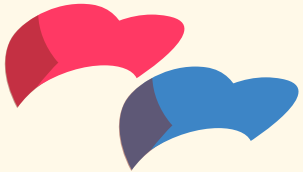
AVATAR ITEMS

Avatar items give players ways to **customize their avatar, show off** their progress and **spend** their **money**. Avatar items use the **HW avatar system,** except accessories. **Accessories** are world-specific and add **extra roleplaying possibilities**.

HW AVATAR SYSTEM

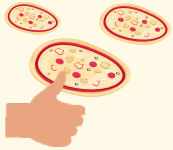
Outfits

Players can **change** between **different outfits** to **match the role** they want to play. Outfits consists of **different pieces** (e.g., top, bottom, headgear, etc.).



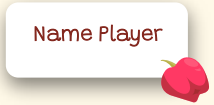
Skins

Skins are a **visually different** versions of items (e.g., blue instead of a red hat).



Emotes

Players can swap their emotes with Pizza Place emotes. It uses the **HW avatar emotes system**.



Stickers

Players can swap their stickers with **Pizza Place stickers**. It uses the **HW stickers system.**

WORLD SPECIFIC

Accessories

A player can carry **a single accessory** on their belt (e.g., cooking towel). Accessories can have functionality (e.g., water pistol).

STORE

The store is a place where players can **spend** their **money,** view their **unlocked** and **unlockable items,** and **swap** between currently selected **bought avatar items**.

- The world has a store (vendor) at a **fixed location**
- The store offers a **variety of avatar items**
- Players buy **better role-specific items** at the store after they unlock it through **role-specific levels**
- The selection of **items change over time** (e.g., seasonal items).
- The items in the store have **different money prices**.

05

RETENTION

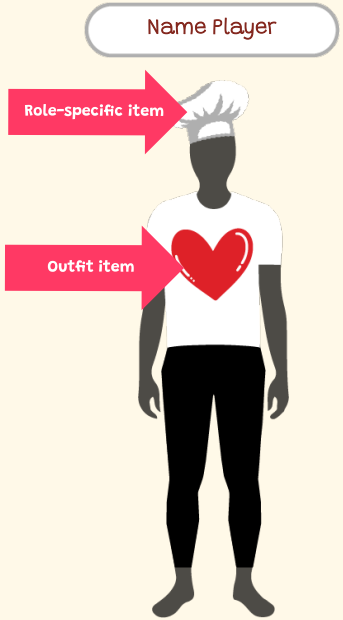
RETENTION

The world holds **many features** to **retain players. Retention** is Meta's main **success KPI**. These features **promote** players **to return** or **to stay longer**.

1. **Player Progression:** With player progression, players have something to develop or get better at.
2. **Rewards Structure:** With a rewards structure, players need to work for a reward over various lengths of time.
3. **World Events:** With events, the world will not be static, and contain repeatable activities to do or wait for, and offer different gameplay experiences.
4. **Daily Rewards:** With daily rewards, players are instantly rewarded to return every day.
5. **Quests:** With quests, players are given long-term goals to achieve and are able to see what to expect in the world.
6. **Weekly Leaderboard:** With a weekly leaderboard, players are incentivized to return often in a week as a part of this competitive element.

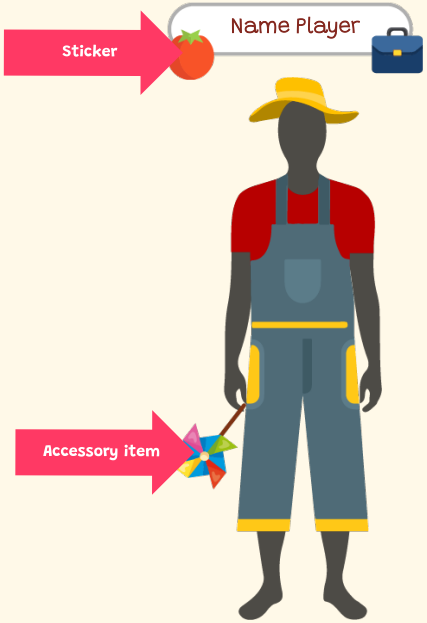
1. PLAYER PROGRESSION

Player progression (consisting of both **Player Level** and **Role Level**) causes a player to look very differently between **day 1-90** and further. It gives players **goals** to **return back to** and a way to **show off** their **progress** to other players.



Day 1

Day 7



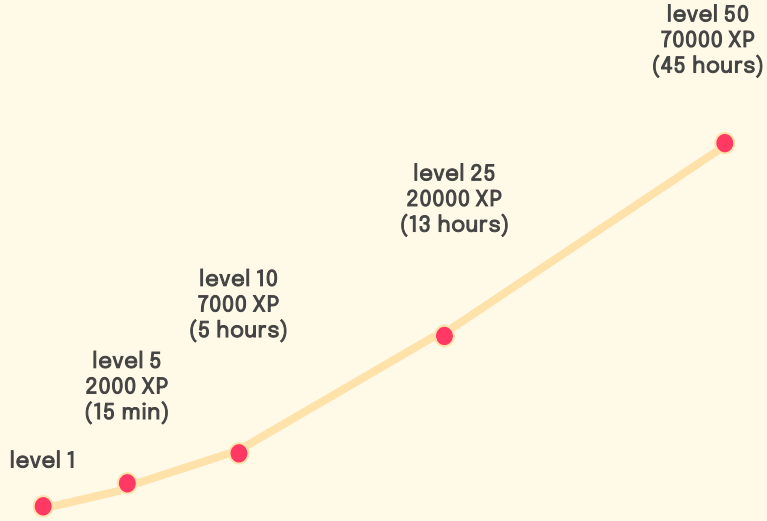
Day 30

Day 90

1. PLAYER PROGRESSION

The **Player Level** provides a generic **long-term goal** for the player, as well as **showcase** their **time investment** in the world. Higher levels unlock **avatar items** for purchase.

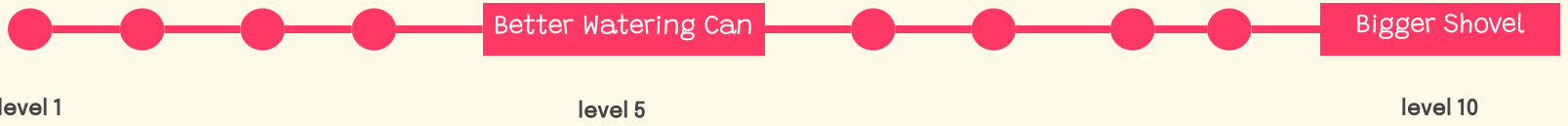
- Complete **tasks** to **earn Player XP**
- Complete **role-specific actions successfully** to earn Player XP
- With every level the **required Player XP increases** to level up.
- When you **earn XP** you briefly **see** your **progress bar**
- The player is **notified** on **increasing their player level** and **earning player XP**
- The player level is **persistent**
- Reaching a player level can **unlock items**



1. PLAYER PROGRESSION

The **Role Levels** provide **long-term, specific goals** for players to spend more time in **one or multiple roles** (e.g. Cook, Gardener). Higher levels unlock **role-specific items** for purchase.

- Perform **actions connected** to a **role** to **earn Role XP** to **increase** your **Role Level**.
- Certain role levels will **unlock** (better) **role-specific items**
- On **pick up,** a tool automatically **swaps** to the **better version** and **reverts back on drop** to the default version
- **Purchase** unlocked **role-specific items** in the **store**
- The player is **notified** on **increasing their role level** and **earning XP**
- With every level the **required Role XP increases** to level up.



2. REWARDS STRUCTURE

The rewards structure is **how** and **when** players can **buy** or **get access** to items. The rewards structure gives players **short and long term goals**. With items being **unlocked** by **Player Level** or **Role Level** it gives players rewards at **the start** and **over time**.

- Items can be locked behind a Player Level
- Items can be locked behind a Role Level
- Locked items are hinted at in the store
- On unlock, the player is able to buy the item

3. WORLD EVENTS

The world events are **short, optional repeatable multiplayer activities** (e.g., tomato fight, scavenger hunt). The world events add **popular gameplay for our target audience** to the world, give something **to wait for** and promote **social connection** with other players.

Competitive Event

Puts players against each and provide a **challenge**, **skill improvement** and **sense of achievement.**

Cooperative Event

Makes players work together to reach a **shared goal**, **improve teamwork** and **socialize.**

- Players can see the event **start time** on the board.
- When it starts, players get a **notification** and must collect at a space in the world
- Only **one event** happens **at the same time**
- The event starts, has a **time limit** and a **result** (e.g., one winner, players won or failed).
- The winners receive a **reward** (Money + Player XP)

3. WORLD EVENTS

Competitive events put players **against each other**. The world events use the **existing world**, promotes players **to move around** in this world and to **use existing proven HW systems**.

Scavenger Hunt

A certain number of **items** (e.g., golden tomato) are **spread around the world**. Players must find and collect as many as possible of these items in a limited amount of time. The person who **finds the most** wins.

Tomato Festival

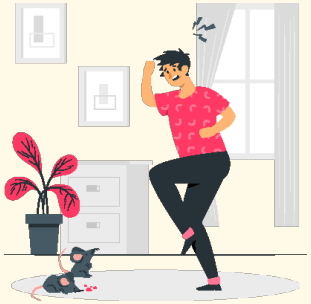
Players must **throw tomatoes at** flying/stationary **targets**. Players will find **baskets of tomatoes** to grab and throw at the targets. Player with **most hit targets wins**.

3. WORLD EVENTS

Cooperative events make players **collaborate**. The world events use the **existing world**, promotes players **to move around** in this world and to **use existing proven HW systems**.

Town's Chest

The players work together to **collect all golden coins** scattered around the town. The **more coins** they collect in the time frame, the **bigger the reward** will be at the ends shared with **all participants.**

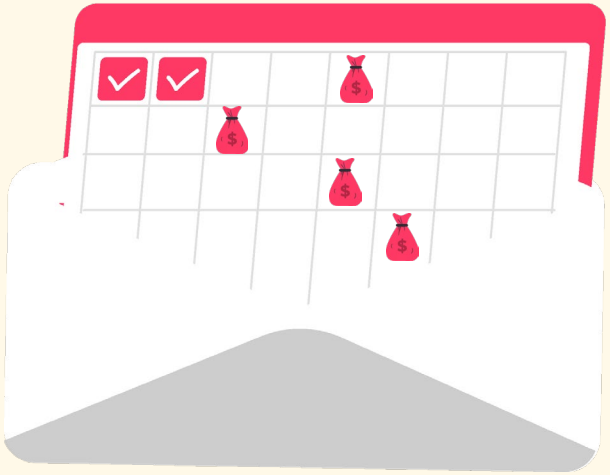


Mice Infestation

The players work together to **hit all mice before** they eat all the fruits and vegetables in the town. On being **successful** the **participating players** will receive a **reward**.

4. DAILY REWARDS

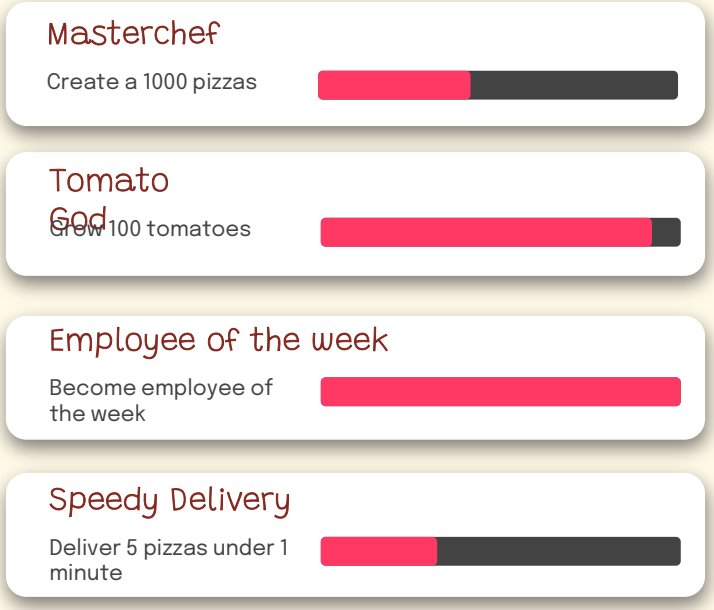
Daily rewards give players an **instant reward** for **visits** and **returns** to the world. It gives players a visual **goal to achieve** by **returning every day**.



- **Every day** you log into the world you receive a **money reward**
- **Consecutive visits** (streaks) will give you the chance to earn **bigger rewards** by **hitting certain milestones** (e.g. 5 days in a row).
- On visit, you will receive a **postcard** that you can open to receive your daily reward and it **shows** your **current progress**
- **Not visiting** the world for a day **breaks** the streak

5. QUESTS

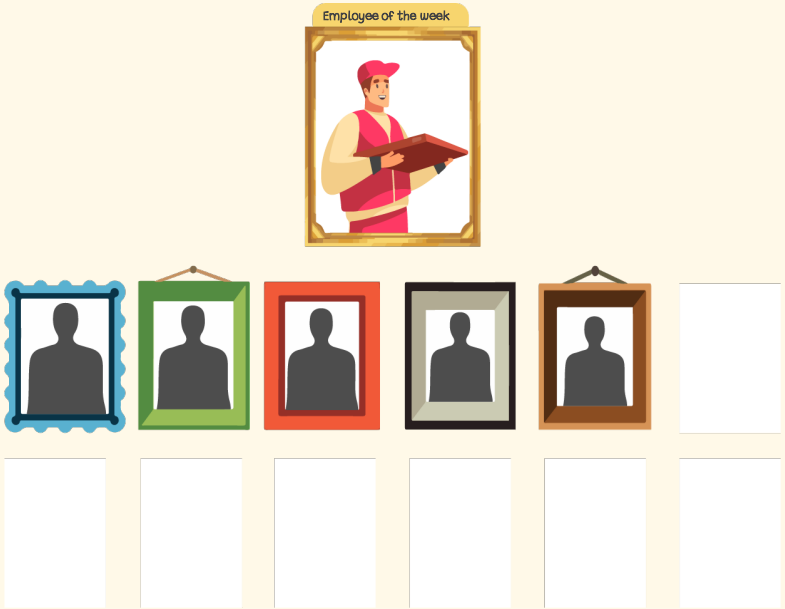
Quests give players different **achievements** to complete over **multiple play sessions**. It **motivates** players to **perform actions** that they would otherwise **not do**.



- Quests use the **HW Quests system**.
- Completing quests can **unlock new items**
- Every **role** has a set of **quests**
- You can **view the progress** of the quests in the **HW Quests system**
- Quests can **vary** in required **effort** (e.g., plant 100 plants, eat a pizza)

6. WEEKLY LEADERBOARD

The leaderboard is a **competitive element** to **motivate** players to do their very best.



- The leaderboard updates **weekly**
- Players are ordered on the wall based on **amount of money earned**
- The player with the most money last week is highlighted as the **employee of the week** for a whole week
- It shows current **player level, avatar, current role** and **total money earned** during the week

06

LAUNCH & LIVEOPS

ACQUISITION

Based on the research for a **successful launch,** the first step is **player acquisition**. The world must be **discoverable** and **entice players** to visit it.

Presentation

A high-quality **thumbnail** with a **recognizable** and **fun world name** should draw in the target audience. The **description** includes **emojis** and **screenshots** with **activity** that **instantly communicates** what to **expect**.

Update

We will **update** the **description** and **thumbnail regularly** to represent what's **new** and in the **moment** (e.g., Halloween) in the world.

Popularity

Primarily out of our hands, but a **featured** and **popular** world will **acquire** more players.

UPDATABILITY

It will be **easy to update** the assets and items in the world, so the world can **change over time** and **receive different content**.

Store Items

Store items (e.g., outfits) add more things to buy.

Tasks

Various tasks (e.g., grow a potato plant) keep the **task board** interesting.

Roles

Different **roles** (e.g., musician) give more **roleplay choices**.

Consumables

Various **consumables** (e.g., ingredients, seeds) give players more **role-specific options**.

Events

Events add more **optional experiences** (e.g., eating competition).

07

PLANNING

ROADMAP MILESTONE DELIVERY

Overview of milestones (including launch and liveops).

Milestone ##	Date	(Key) Milestone
MS01	01/31/2024	Pre-prod 01
MS02	02/29/2024	Pre-prod 01
MS03	03/29/2024	Prod 01
MS04	04/30/2024	**VERTICAL SLICE**
MS05	05/31/2024	Prod 02
MS06	06/28/2024	**ALPHA/Functional Complete**
MS07	07/31/2024	Prod 03
MS08	08/30/2024	**BETA/Feature Complete**
MS09	09/30/2024	**RELEASE CANDIDATE V1.0**
MS10	10/31/2024	**RELEASE V1.0 (“Ship”)**
MS11	11/29/2024	Live Ops 01
MS12	12/31/2024	Live Ops 02

RISKS (1/2)

XS Compatibility

If we do not start work on XS compatibility soon, then we risk not identifying potential unknowns or Meta dependencies on time for key deliverables. To mitigate:

- Increase our understanding of current status of XS support and identify unknowns or dependencies through playthrough, dev docs etc.
- Consider making First Playable (or subset thereof) XS compatible ASAP to validate our design ideas for XS compatibility and identify further unknowns/Meta dependencies.

Platform Priority

If we do not have a clear platform (VR versus XS) to prioritize, we may deliver a lower quality experience on both for trying to accommodate them both. To mitigate:

- Ask Meta if a decision can be made to determine which platform is leading for full project.
- Test early and often on both platforms to monitor quality.
- Ask Meta for guidance on (design) decisions that may favor one platform's user experience over the other.

HW Feature/Tool Dependencies

If we do not raise visibility on feature dependencies on time or if Meta does not deliver features on time, we may not be able to deliver our key milestones on time. To mitigate:

- Identify dependencies early on and raise visibility with Meta (through established channels)
- Identify deadlines and fallbacks for raised dependencies (i.e. remove or change (quality of) feature/content)

RISKS (2/2)

HW New Feature Support

If we decide to support/make use of new features, this may take us additional time and put key deliverables at risk.
To mitigate:

- Remain transparent on upcoming features, cost/benefit and potential impact on delivery schedule.
- Consider changing scope or timeline to accommodate new features.

Capacity Limits VS Quality & Scope

If we do not plan for and act on capacity limits early on, we may not be able to deliver on scope on time. To mitigate:

- Define internal budgets early on and apply early on in development, so we can validate feasibility and impact on quality and user experience.
    - If possible, identify learnings from analyzing other worlds to feed into establishing our own budgets.
- If we determine allocated internal budgets are insufficient, consider:
    - Maintaining product quality by removing/changing scope to free up budget
    - Maintaining scope by changing quality to reduce budget required

User Testing

If we cannot user test early and get results quickly, we may not be able to detect and resolve potential issues or risks for key milestone deliverables. To mitigate:

- Ask Meta for guidance on (existing) processes and opportunities for user testing.
- Identify opportunities and cost/benefit for additional user testing above what Meta is offering.

VERTICAL SLICE SPECIFICATIONS

This is a high level proposal. These and further VS specifications will be **discussed** further during **Meta's visit on Jan 18- 19, 2024.**

Proposed Scope & Goals

- Approx. 15 min. gameplay duration (from exploration to gameplay activities)
- Production quality visuals and placeholder SFX
- Proof performance and capacity budgets
- Proof usability and feasibility of XS compatibility
- Proof variety of play, fun and feasibility of (some, not all) interactions/roles
- Proof main progression/retention loop
- Proof fun and feasibility of single world event, e.g. tomato festival

THANK YOU!