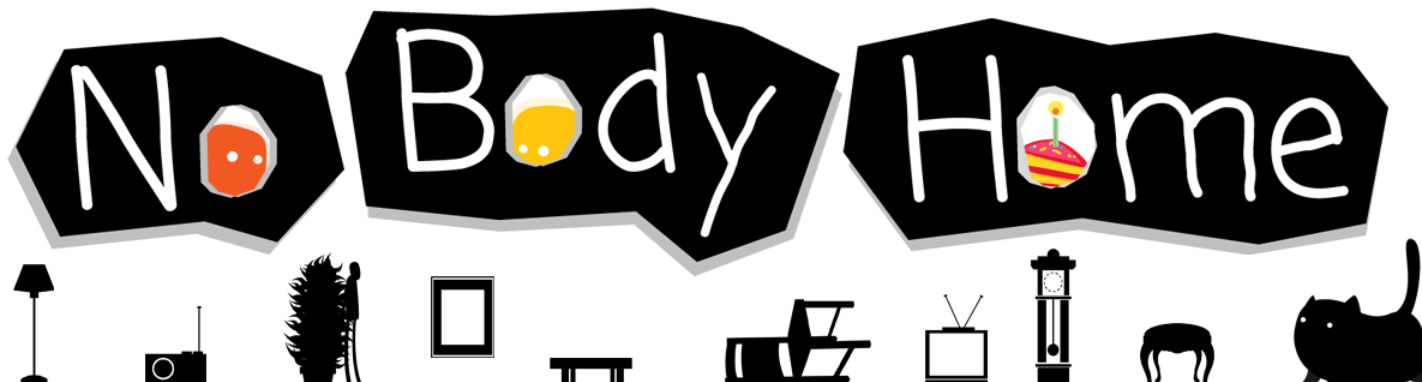


This is a collaborative document that may be updated frequently. Please contribute to it.

- For the table of contents, go to View → Show document outline (Ctrl+Alt+A+H)
- Use the comment feature (Ctrl+Alt+M) to begin a discussion thread on any part of the document.



[Slack](#) - [Trello](#) - [GitHub](#) - [Press Kit](#)

DESCRIPTION

Short Description	A cute and dark cooperative platformer about two little ghosts searching for delicious cake in a house that's haunted ... with humans!
Long Description	<p>CO-OP PLAY: Team up with your friend to rummage the haunted house! Work together to find all the secret cake, but avoid humans at all costs!</p> <p>REMOTE PLAY: No buddy home? Steam Remote Play lets you play with a friend over the internet!</p> <p>NO BODY HOME (20+ levels): Follow a fully-narrated main storyline. Who are these ghosts? Why is there so much cake? What happens when we find out what we really are? Unveil the mystery of this haunted house, and all of its twists and turns, level by level.</p> <p>NO BODY MANSION: Unlock even more levels, with more secrets, more cake, and more candy! Discover hidden light switches, trampolines, bouncy balls, candles, seesaws, chandeliers, tires, cannons, and more!</p> <p>SIMPLE CONTROLS, EXPRESSIVE MOVEMENT: Simply run, crouch, and jump for the doors! Or, wall jump, long jump, pivot jump, crawl, ground pound, and more! A wide range of movement options lets you traverse a responsive world in creative ways. Make a mess!</p> <p>SECRETS? Find them in every level! It's a haunted house, after all!</p>

DESIGN

Design Goals	<p>Satisfying player movement</p> <ul style="list-style-type: none"> • Simply moving around is fun • A wide range of movement options makes traversal expressive • Hand-crafted level design that supports moveset mastery <p>Responsive world</p> <ul style="list-style-type: none"> • Objects are fun to play with on their own, regardless of instrumental purpose • Physical humor, including ordinary objects that behave in abnormal ways <p>Secrets to discover</p> <ul style="list-style-type: none"> • Collectibles are hidden in ways that support accidental discovery • Use the darkness and light to hide other surprises <p>Cooperative level design</p> <ul style="list-style-type: none"> • Special objects and level layouts interesting interactions between 2 players • Puzzles are never too punishing and platforming is never too hard • Lack of time pressure invites exploration <p>Storybook charm</p> <ul style="list-style-type: none"> • Wholesome mixture of cute and dark themes • Comic style that combines polished vector art and crude cutouts • Surreal blend of old-fashioned and contemporary
---------------------	---

Player Movement

The ghosts have a robust and expressive moveset. Level design should always complement it.

State	Control	Comment
IDLE	Not pressing anything	
WALK	Move left / right while idle	Transitions into run
RUN	Move left / right while walking	No run button
PIVOT	Change direction while running	Stars appear at the feet + screech sound effect
CROUCH	LB or RB while grounded	
CRAWL	Move left / right while crouching	Can fit through narrow corridors
GROUND POUND	Crouch while airborne	Breaks bricks
JUMP	A button	No jump height variation (use other jump types)
LONG JUMP	Jump while crouching	Greater horizontal jump distance
PIVOT JUMP	Jump while pivoting	Greater vertical jump distance
WALL JUMP	Jump while against wall	Climb like <i>Mega Man X</i>

Level Design: Perfect Jump Distances

A perfect jump distance is the exact height / width of a jump. This depends on starting and ending positions horizontally, vertically, and also depends on the type of jump used, including falls.

- It's more satisfying when jumps and platforms match perfectly, than when they visibly do not match.
- Whenever possible, placement of platforms / collectibles / objects should match a perfect jump distance.
- Give an extra tile or two of leniency to the distance, so as not to require pixel-perfect precision.
- Communicate the jump distance and arc with lights and/or collectibles.
- To be precise, snap to the 32x32 grid, and use 16x16 for fine adjustments if necessary.
- Use the level layout "**Distance Guide**" to see playable examples and to copy/paste jump distance templates.

Level Design: Designing for two players

Both players should experience laddering from easy to hard, and be given a sense of progress. Co-op experience ranges from "multiplayer solitaire" to light "together play" to "teamwork required" and is parallel to difficulty.

When testing, note any extremes:

- One player shouldn't be subject to excessive delay by their partner
- One player shouldn't be able to solve everything for both players

Two-Player Level Variations:

- ghosts are together
- ghosts are separate
- ghosts start together, but are forced to split up
- ghosts start separate, but later meet
- if ghosts are separate, they could be faraway, or they could be nearby yet separated by walls.

Level Design: Difficulty

No Body Home any%	Completing No Body Home should be pretty easy. Small levels with a clearly obvious way to get to the door.
No Body Home 100%	Finding the cake on each level should require teamwork, coordination, or communication. Players talking to each other is a good sign.
No Body Mansion	A wide range of levels, including some very difficult or very large levels. Later levels can pull out all the stops on puzzles, platforming, and secrets.

Level Design: Lighting

By default, the entire level is dark. Use lights to show the way. Light up:

- Platform corners, which gives more information with fewer lights used
- Landmarks that can be seen from far away, giving the player a long-term navigational goal
- A jump path, giving the player a short-term navigational goal
- Key obstacles or level objects, drawing attention to the main focus of the level
- Humans must be well-lit, or else players will feel it's unfair
- A secret, but not necessarily the path to the secret
- A hint to a secret path, only revealing the secret once the player follows

DISTRIBUTION

Release:

- At least 2 months before Halloween
- First discount during Steam Halloween Sale

Platforms	<ul style="list-style-type: none">• Windows• Mac
Steam Beta Distribution	<ul style="list-style-type: none">• Patreon• Discord
Launch Channels	<ul style="list-style-type: none">• Steam• Itch.io
Potential Channels	<ul style="list-style-type: none">• GOG• Humble Store• Mac App Store• Microsoft Store

Steam Assets

- [Achievements document](#)
 - Capsule, Library, Community Images at ... MEOW\No-Body-Home\Promo\Steam library assets
-

LEGAL

Intellectual Property is held by The Sheep's Meow LLC.

Business Name	The Sheep's Meow LLC
Entity ID	██████████
City / State	██████████

Completed by legal counsel:

- Collaborator contracts
 - Company Trademark
-

MARKETING

Market

Market Comparables	Market Comparables Chart
Genre / Tags	Genre: Action, Adventure, Casual, Indie Tags: Cute, Co-op, Local Multiplayer, 2D Platformer
Market Positioning	For players who like puzzle platformers For players who are looking for cooperative gameplay
Market Differentiation	Dark puzzle platformers on the market are not co-op Cooperative games on the market are not 2 players OR 1 player Cute and dark narration Distinctive art style

Target Audiences

Demographic	<p>Women</p> <p>■ 29% Your Fans</p> <p>Men</p> <p>■ 67% Your Fans</p> <p>18-34 years old, skewing male</p> <ul style="list-style-type: none"> • Steam's biggest English-speaking countries (US, UK, CA, AU)
Interest-Graphic	<p>Players who appreciate:</p> <ul style="list-style-type: none"> • Easy-going 2D platformers • Approachable co-op games
Psychographic	<p>Players who like:</p> <ul style="list-style-type: none"> • introducing games to play with their friends / family
Behavioral	<p>Players who like:</p> <ul style="list-style-type: none"> • playing together, locally or remotely • to find secrets and 100% the levels

Asset List

Screenshots	<p>Key Assets:</p> <ul style="list-style-type: none"> • 4x Primary screenshots (co-op 2D platforming) • 2x Secondary screenshots (level object variety showcase, narrative)
Animated GIFs	<p>Key Assets:</p> <ul style="list-style-type: none"> • Gameplay compilation GIF • Moveset compilation GIF • Object compilation GIF
Video	<p>Key Assets:</p> <ul style="list-style-type: none"> • Teaser trailer • Coming soon trailer • Release date trailer • Launch trailer
Illustrations / Logos	<p>Key Assets:</p> <ul style="list-style-type: none"> • Logo • Capsule images (horizontal format) • Library images (vertical format)

Channel Strategies

Owned Properties	<p>No Body Home landing page Steam store page itch.io No Body Home press kit</p>
MailChimp	<p>Email campaign for closed beta testing Email campaign for key marketing beats (release date, launch)</p>
Patreon	<p>Distribute Steam beta keys (plus extras) for patrons</p>
Discord	<p>Distribute Steam beta keys Matchmaking channel for Steam Remote Play</p>
Facebook	<p>Limit to key marketing beats</p>
Instagram	<p>Limit to key marketing beats</p>
Twitter	<p>Limit to key marketing beats</p>
Reddit	<p>Limit to key marketing beats (video only)</p>
imgur	<p>Align with Reddit campaigns</p>
YouTube	<p>Post our own trailers on YouTube & Vimeo Reach out to influencers who cover similar games</p>
Twitch	<p>Reach out to influencers who cover similar games</p>
Press Emails	<p>Send outreach emails for key marketing beats Reach out to press contacts who have written about similar games</p>