

Project Showcase

GemFall Catcher

Project description

- Team Size: 4
- Project Duration: 3 months + Ongoing Live Support
- Downloads and other KPIs: X sessions and users and retention

Project responsibilities

- Main Role Producer & Unity developer

- Project management - create and maintain a production schedule and track progress to meet deadlines and milestones to showcase them at various events on time.
- Rapid prototyping by creating a simple user interface and a game environment using assets from the store, then replace them with new once provided by the artist
- Assembling the user interface, organising project hierarchy and folders, optimising using prefabs and object's components to keep the project clean.
Mentoring the artist in learning Unity and QA Tester in building installation bundles to send them for review later, allowing myself to delegate tasks and focus on other issues of high priority.
- Configuring build and player settings, setting up closed playtesting through Google Licensed Testers and Sandbox TestFlight to collect user feedback and provide quality assurance for the app through reporting bugs and critical issues to the team.
- Organised test sessions and showcases of the product at various networking events and competitions, such as UG Impact Challenge, The Crossroad, and Game Bakery, gathering feedback and iterating on the user experience.
- Adding consumable, non-consumable, and subscription elements and determining their prices in the In-App Purchases catalog in Unity and both platforms Google and App Store

Secondary Role

Game Designer

- Using Market research results and creative methods on existing concepts to design a game concept with a feasible scope and simple but engaging gameplay loop.
- Communicate the design and artistic vision to the artist and a programmer in a different manner as each role needs its own approach in explaining
- Create a flash out of the concept using a game design document that includes technical aspects, custom collected analytics, marketing strategy, and monetisation approach.
- Outline the core game systems and their elements in a spreadsheet to help the programmer architecture the project in OOP or ECS approach and use it in future balancing of the gameplay loop and game economy
- Designing player rewards and social elements of the game like player profile and game character customisation, leaderboards and high scores

Expanded

- Game Summary

A mobile arcade game with simple and intuitive gameplay, perfect for passing time when bored, traveling, or waiting at the doctor's office! Challenge yourself and compete against others to achieve the highest score by collecting the most gems.

- Key Features

- Increasing difficulty

The dropping speed of gems is increased slightly whenever a player reaches a new threshold in the scoring logic, making the gameplay gradually more intense and more rewarding as players have limited amount of lives

- Changing Objective

The objective to collect a correct gem is changed randomly after you collect the one needed, engaging players by keeping their attention at the objective. The players are not punished for missing the correct gem because introduction of such negative feedback ruins the immersion from the core gameplay of reaching the higher score based on skills and not the spawn pattern

- Worldwide leaderboard

Having a worldwide leaderboard gives a competitive and social edge to the game, where people can enjoy the quantifiable result of their dexterity skill

- Player customisation

By offering customisation of the player profile and player character they can stand out in the leaderboard and compete with other players globally. This additional content lets players progress in the game by opening new colours and variants.

- Development information

- Team Size: 5 members (Artist, Programmer, QA Tester, and Music Composer)

- Outsourcing: Character design realised using AI concept art

- Project duration 12-14 Weeks

- Store pages

Analysis and Process

- concepting phase (2 weeks part-time)

In the concepting phase I have researched the market for proof of concept and was inspired by the games "Catch The Egg", "Nu' Pogodi", and "Doodle Jump". The unique selling point would be increasing the difficulty of the game and ever changing targeted objects to collect for players. This also involved making sketches of the game and communicating the vision of the final product and the prototype, as well as setting the timeline for the project. The target audience in mind was the casual arcade players who like to challenge their reaction and dexterity, so the main focus was on replayability and social aspects through the means of player profiles and worldwide leaderboards

- pre-production (2 weeks part-time)

In the pre-production phase I have worked together with a programmer and an artist to convey the logic of the game, its user interface, and flow of the scenes. For this a flowchart was made

so the team can understand the scope, the boundaries and the core elements of the game. During this time I have also worked on game design logic and rewards using Excel sheets to base the initial logic on something and balance it later after testing.

- production (4 weeks part-time)

We ran 4 week sprints with Jira, held remote standups on Discord, and organised technical, design, and internal testing sessions. In the development, I have outlined a modular UI system to support future iterations and scalability, helping myself make a better iteration with less load on the scene manager and using singular canvas attached anchor points to fit the revolution of different mobile screen devices. Over this period there were multiple deadlines reached and a few moved back due to delays in the development and the need to reprioritise tasks. It was important to hit the development milestones to showcase the game to potential players and stakeholders at the networking events and startup competitions.

- testing & iterating (2 weeks full-time)

The first iteration struggled with player onboarding and engagement. In the new version, we redesigned the UI, refined core mechanics, and introduced features based on player feedback. Worked together with a music composer to incorporate the feedback of lack of sound design, guiding him in the direction for the music and creating design requirements based on the increasing speed of gameplay. Visuals in the game scene, the interface, and the images were replaced to present a unified look and coherence of the arcade genre.

- Release (2 weeks full-time)

Designed an **in-app purchase (IAP) shop** using Unity's built-in store system, integrating monetization smoothly into the game experience with the help of the programmer from the team. Led **test track deployments for iOS and Android**, using TestFlight and licensed sandbox testers to validate features pre-release. Before and after making the initial release it was important to realise a small marketing campaign through posting on social media, reaching out to the network, community discord, and trying to acquire as many users as possible in a warm manner before executing an advertising campaign for the game. This was done to understand the performance of the application using the key indicators and limit the expenses of the business early.

- Live Support (ongoing, so far 4 months)

Designed and implemented a **game pass system** with tiered rewards to drive player retention and daily engagement. **Balanced in-game currency and reward pacing** to ensure fairness and maintain long-term progression incentives. Investigated and resolved **leaderboard logic and UI issues** together with a programmer, improving score tracking accuracy and player trust. Collaborated closely with the programmer and artist to design and introduce **player character customisation**, supporting visual personalization. Created a **player profile page** to enhance user accessibility and offer a centralized view of player progress, game pass status, and customisation options.

Production Documents

- Sketches
- OKRs
- Risk logs
- Burndown charts
- timelines
- bug reports