Merge Clean 3D

Project description

- Team Size: 6 (producer, 2 designers, an artist, 2 programmers)
- Collaboration: Lion Studios
- Project Duration: 1 month
- Downloads and other KPIs: 1K+ downloads

Project responsibilities

- Main Role

Game Designer

- evaluating market research provided by the publisher in the form of classified documents, learning material, and unexplored potential of currently popular game genres and metrics to present best ideas to the producer
- receiving a final decision regarding the concept to develop from a producer and using Trello to assign tasks and fill in the backlog, depending on their priority discussed in the prior meetings
-communication with every member of the team regarding the completion of individual and group tasks and collaborative assembly of the project.
- assisting designing merge classes and their characteristics like DPS, upgrade pricing, and balancing using Excel sheets
- working with programmers to assign characteristics, level rewards and difficulties to levels using multiple scriptable objects

Secondary Role

QA Tester

- Building installation files of the application for both mobile platforms using Unity and XCode to then test them on devices and identify bugs
- Creating Trello tickets with description of issues and assigning team members to them and communicating it in a manner that they would understand, depending on their role (programmer or designer or producer)
- Taking responsibility for proper naming conventions and project environments during the development to keep the team updated regarding the production or development builds
- Ensured smooth testing workflows by communicating build status and QA findings during team syncs and sprint reviews.

Expanded

- Game Summary
  A casual mobile game with idle and merge mechanics in a house cleaning setting. Players should place vacuum cleaners and clean map tires and be rewarded with coins. The coins are then used to buy and deploy more cleaners. Cleaners of the same level can be merged together to evolve into a new vacuum cleaner with better characteristics and faster cleaning. Upon cleaning all tiles players are moved into the next room or the game ends and they are rewarded.

- Key Features
    - Merge Mechanic
      After purchasing more cleaning units players can drag and drop the ones of the same level to upgrade them to the next level
    - Evolving Vacuums
      Each merging level of vacuums has improved characteristics that allows players to clean the room faster, a new improved version of the game model, and distinct UI icons on the panel
    - Idle Gameplay
      Some of the objects in the room take longer time to clean, especially if the vacuum cleaners are not merged to evolve, and players can leave the game to let it clean the current tile on its own
- Development information
    - Team Size: 6 members (Producer, 2 Designers, Artist, 2 Programmers)
    - Outsourcing: Game Analytics and Performance were shared with the publisher for evaluation and improvement strategy
    - Project duration 4 Weeks
- Store pages
  Merge Clean 3D - Apps on Google Play

Analysis and Process

- concepting phase & pre-production (1 week)

In the concepting phase, I have researched multiple documents with market insights provided by the studio's publisher - Lion Studios. The best ideas were then pitched to the producers and discussed with the publisher. The minimum viable product set together with the producer consisted of two levels with two rooms to clean in each and 5 levels of vacuum cleaners with gradually improving characteristics using a merge mechanic.

- production (2 weeks)

In the production phase I have worked together with a designer and an artist to deliver 5 different designs of the vacuum cleaners. This involved having collaborative meetings to make decisions and get everyone on the same page. Additionally, I have supported the team with consistent building of the prototype and thorough testing in order to highlight game breaking activities, disturbances in the user experience, monetisation, and game analytics. During this period a new artist and a designer were introduced to the team and I had to introduce them to the concept and documentation.

- Release & Live Support (2 weeks)

Before the release I conducted another round of thorough testing with a few team members and approved the final production build into the release. This is where I have used tools and services like PlayFab from Microsoft AZURE and Game Analytics. This also included providing customer support to the users if they face any issues with in-app purchases progression using their player profile variables in the database When monitoring KPI's the attention was on the **Stickiness Factor** by using *DAU/WAU*100%*, IAP conversion rate and additional app insights

provided by the publisher, such as **Cost-per-Install** to determine the engagement performance of the app in relation to the advertising budget spent. At first, the app showed promising performance, but was taken down at the incentive of the publisher.