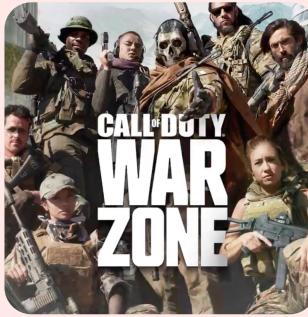
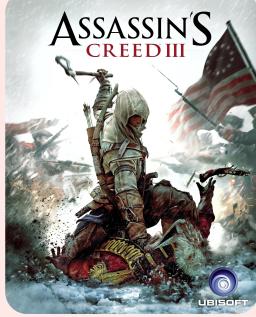




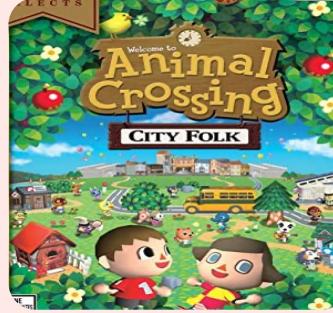
# GAME DESIGN

ANDREA MANGAS

# WHAT I PLAY

Title	Genshin Impact	Call of Duty: Warzone	Assassin's Creed III	Kingdom Hearts
Photo				
Time played (Hours)	285 h	258 h	47 h	60 h
Knowledge Rate	★★★★★	★★★★★	★★★★★	★★★★★

# WHAT I PLAY

Title	Ratchet & Clank	The Sims Social	Animal Crossing: City Folk	Stardew Valley
Photo				
Time played (Hours)	43 h	~250 h	204 h	78 h
Knowledge Rate	★★★★★	★★★★★	★★★★★	★★★

# WHAT I PLAY

Title	Zombie Tsunami	Vector	Subway Surfers	Dragon City
Photo				
Time played (Hours)	~60 h	22 h	62 h	~50 h
Knowledge Rate	★★★★★	★★★★★	★★★★★	★★★★

# GAME ANALYSIS: BRAWL STARS



# CORE REASONS FOR THE GAME SUCCESS

## Easy gameplay



Joysticks are easy to use. Easy to understand what you need to do.

## Art



It is visible that is a lot of effort in colors, characters and UI. Aside from being a good game is also nice to look at.

## Constant rewarding



Every 50 trophies you get a reward, including other ones like Brawl Pass and daily rewards. So you need to play and win 7 games to earn a reward.

## Different modes



To make winning trophies more entertaining, there are many diverse options to get those.

# PLAYER'S MOTIVATIONS TO PLAY FOR A LONG TIME

- **Missions:** There are two new small missions every day. Also, medium and large missions every Tuesday and Thursday, and last until the end of the season. So, there are always things to do in the game to get more Tokens.
- **Different modes :** There are 9 modes. Including the default (grabbing gems), showdowns (wins the last one standing), or even the football one (wins the team that score 2 goals).
- **Getting new characters:** There are more than 30 characters, some that you can get playing and others paying. And there will be more which each new season.
- **Play with friends:** It is a game that easily the user can play with friends online or together in the same room, so they can have fun together playing in the same team.
- **Competitive:** Now, that the game is in the eSports, it is even more famous and getting pro in these game makes the user to play a lot and for a long time.

Also, knowing that there would be new features and constant updates in the game maintains users attached.

# PLAYER'S MOTIVATIONS TO PAY

## New Skins



They can personalize their favourite brawlers by changing their clothes and colors.

## Resources



In order to get resources faster, they can buy them, because gems are the most difficult to get, but the most useful.

## Brawl Pass



The pass gives users more and bigger rewards than with the free pass.

## Strengthen user brawlers



It is not easy to strengthen the brawlers that you choose it is random in the reward boxes. But paying you choose which one to give more strength.

# SOCIAL MECHANICS OF THE GAME

## Helping



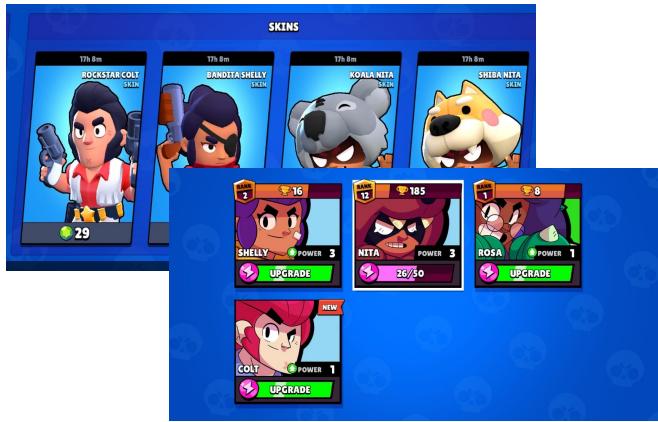
Assist and make an strategy with your team develops this mechanic.

## Status



The more trophies the user get, the better position they will get in the leaderboards, and everyone can see your position, so they form themselves a status.

## Identity



The user can choose his brawler even getting them skins, so they can create an identity of their own.

## Tribes



The user can join a club to form a helpful alliance and get to the top of all clubs. However, they maintain their identity.

# ANALYZE PROGRESSION/GAMEPLAY

First, they give a **default character** and the first **mode** of game. After some few games, the users gets **more characters** and **new modes** of game. Also, knowing when they will get new modes and characters is doing that users **keep playing** to get those. Moreover, when they get everything they will be attached to the game and only by receiving some rewards, they will be happy. However, each season they will get new characters and new rewards to get, so they **Maintain the players hooked**. In case of professional people, they have clubs and leaderboards to make a renown, so they keep playing to improve their position or maintain it.



# WHAT PREVENTS THIS GAME FROM BECOMING AN EVEN BIGGER SUCCESS

- **Platform:** Only being mobile could restrict users to play the game, due to the mobile's storage a lot of people cannot download games, so it prevents that more people get the game.
- **Controls:** Movement controls are a little rough, to go and aim south is difficult because is too close of the bottom of the screen. Moreover, left-handed people do not have an option of reversing controls.
- **Poor rewards:** The more level you get, the rewards does not compensate the time the players are spending in the game, there are the same amount as when they were first levels.
- **Battle Pass:** The Brawl Pass, not the free one, adds rewards to the free pass. However, the rewards are not that good, only if you finish it that you get a new character, and the Pass does not help with gems to get a new one.

# MARKET OPPORTUNITIES THAT LEAVE OPEN FOR A COMPETITOR

- **More abilities:** Making every character unique and not only shooting and the super, maybe having more than two options to attack would be great.
- **More team work:** In the game you could win doing it alone, but if they want to increase teamwork, they should reduce the probability to win if allies does not help, but not blaming the rest of the team for it. Like for example, combining attacks to make stronger damage.
- **Improve controls:** Separate controls from the bottom, adding left-handed option, or even tap controllers will make them a good competitor.
- **More Rewards:** Giving more rewards when the players are at top levels, or even when they climb up some amount of positions in the leaderboards. Moreover, if they pay the Premium Pass it will receive more and better rewards and even help that the next season is easier for them to get the Premium Pass, too.

# GAME IDEA



# GAME CHOICE

The game that I have come up with is:

- **4vs4 Multiplayer Online Battle Arena.**
- **3<sup>rd</sup> person shooter.**

Players will choose a fighter that they will get playing and getting **Magic Dust**, which will be the main goal to advance in the game.

The fighters will be **elemental elves** (Fire, Water, Earth, Wind, Electricity).

To gain EXP and Magic Dust they will fight to destroy the enemy tower and defend the ally one. To destroy it, they should team up with their crew (friends or strangers ) and **combine the elements** the team has, so the attack would be stronger.

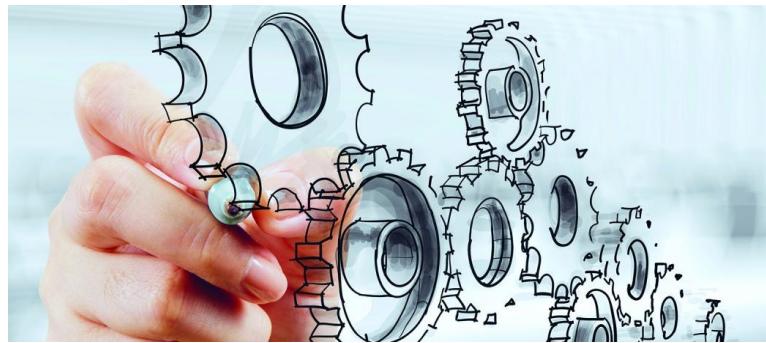
The platforms would be firstly designed for Mobile platforms, but extended to PC, too, so the game could reach more people.

It will be a direct competitor of Brawl Stars, because I saw that there were things that could be improved and implemented with my own idea could end up in a good game.

# HIGH LEVEL DESIGN

## DESIGN PILLARS

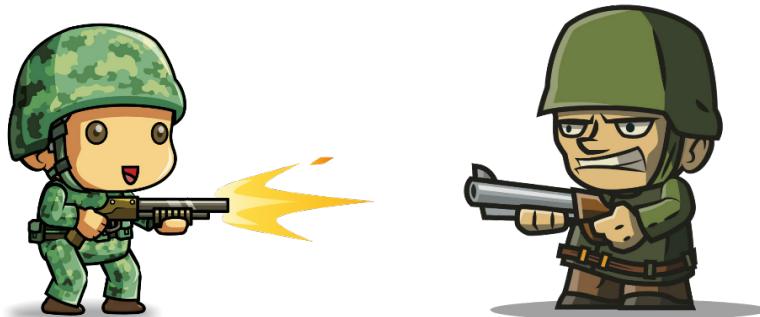
*Strategy*



*Cooperation*



*Combat*



*Elements*



# HIGH LEVEL DESIGN

## PLAYER AND GAME'S GOAL

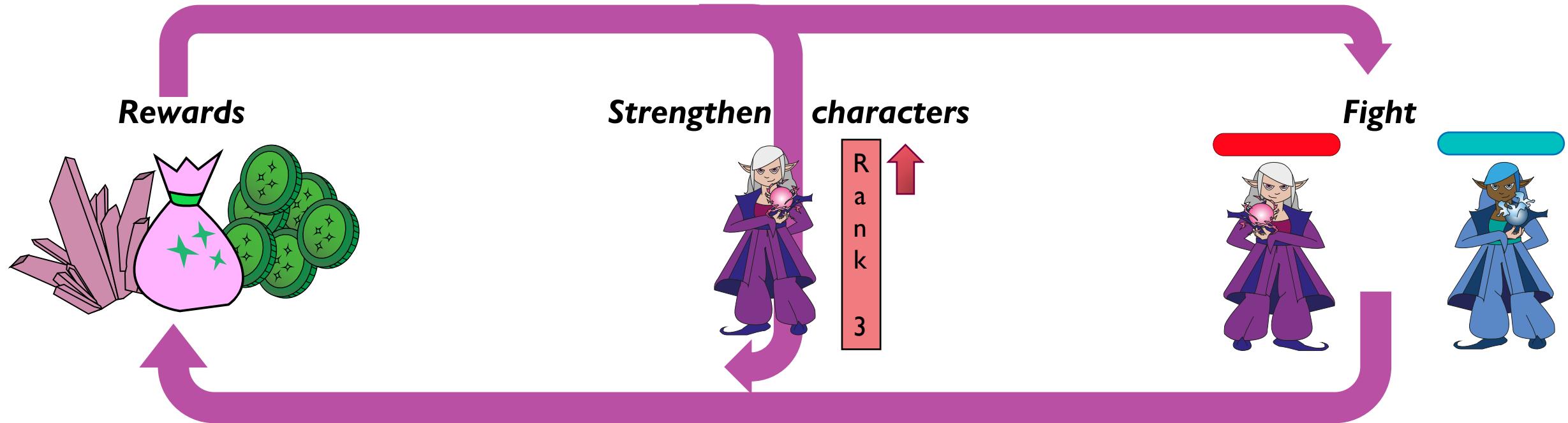
The main player it would be:

- **Age Range:** 13 - 25 years.
- **Experience:** There is no need of experience, but if the user has it, it will be easier to understand the game.
- **Platforms:** Mobile and PC users.

The **game's goal** is getting the largest amount of magic dust, with more magic dust users get more rewards and they would gain even new elves. Moreover, the amount of dust they own will place them in the leaderboards, so they could make a name of themselves.

# HIGH LEVEL DESIGN

## CORE LOOP



# HIGH LEVEL DESIGN

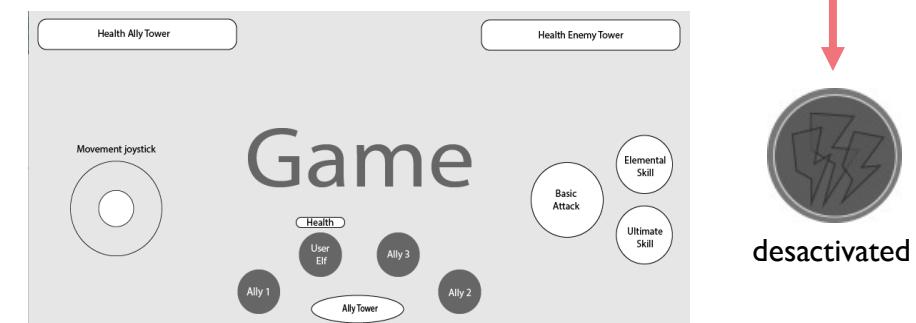
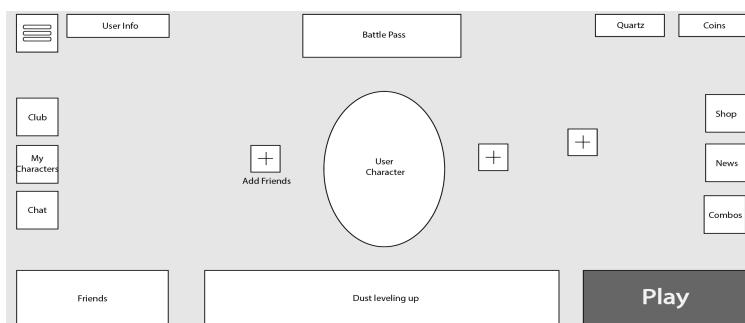
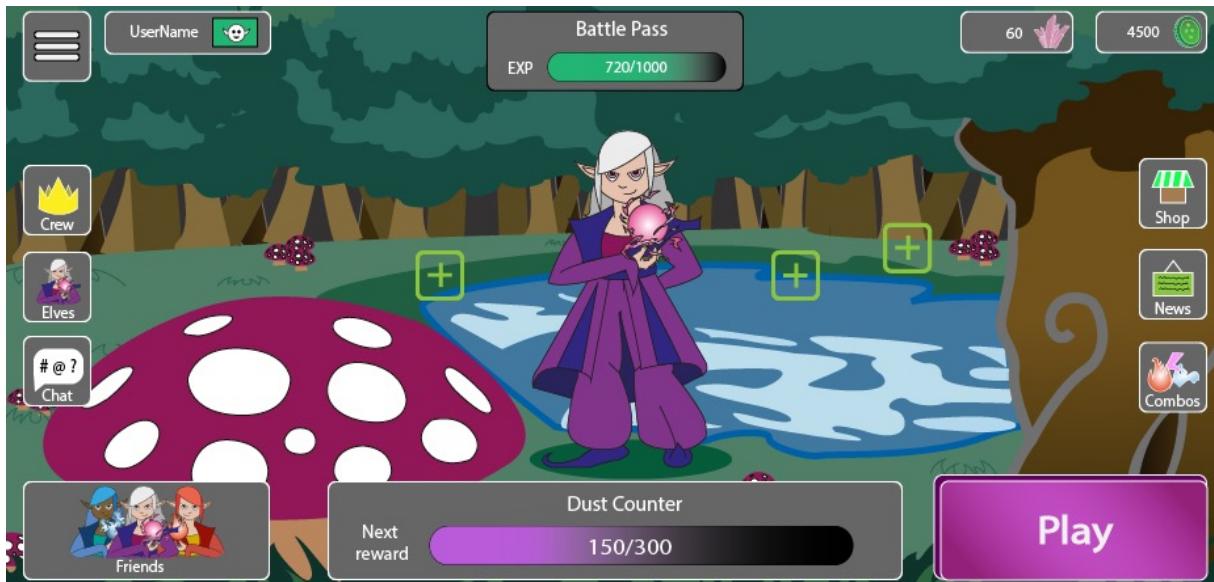
## GAME PROGRESSION AND META GAME

Users could progress in the game while playing. In the main game both teams have a **tower** that recollects **magic dust**, when they **destroy** the **enemies tower** a quantity of the dust is given to the winners. After recollecting some they will be **ascending of level** and receiving rewards for each level. In each game they will be getting EXP to **level up in the battle pass** and gain even more rewards. Thanks to the rewards and playing with one elf they could rank it up, consequently, making it stronger.

The meta game will be the **strategies** the team would make to win. The decision they will make to use an element or another for the good of the team, choosing in which enemy focus according to which elements will receive more damage and team up with allies to make the best elemental combinations to win the game.

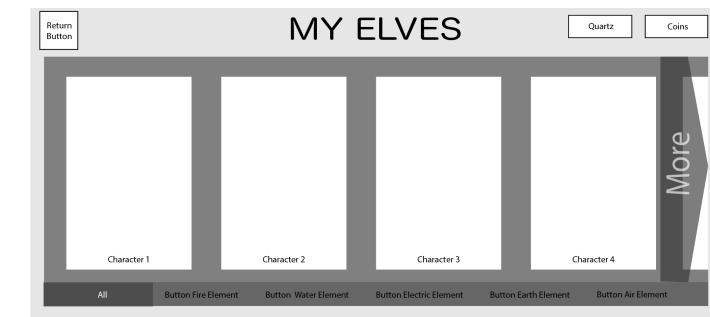
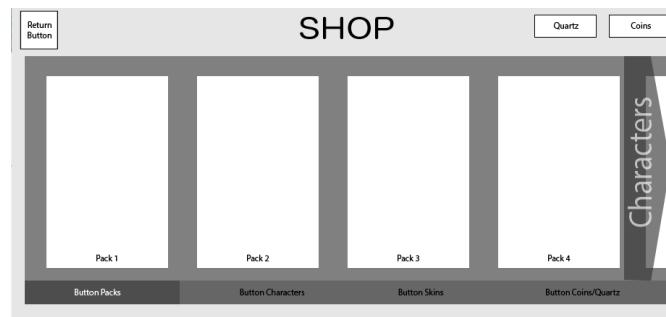
# HIGH LEVEL DESIGN

## MOCK-UPS/WIREFRAMES



# HIGH LEVEL DESIGN

## MOCK-UPS/WIREFRAMES



# BUSINESS STRATEGY

## WHO WILL PLAY AND WHY THEY WOULD STOP PLAYING OTHER GAMES TO PLAY THIS GAME

The main player would be between **13- 25 years old**. However, I am concerned that people younger and older would play, so that is a game that children could play to **have fun**, or older people will play to become pro or to entertain themselves for a while. Moreover, the **players do not need experience** to play, so this extends the range of people that could play it, adding PC players, too. Indeed, as almost everyone has a smartphone or PC, **almost everyone could play** it.

Users should play this game instead of others because the main game is very entertaining, it is a **MOBA** that is one of the most famous genres in games. Also, users can **gather some friends** to work better against the enemies and synchronize better the attacks and improve strategies. However, they can play alone so they could get more characters, more rewards even if their friends are not playing, or even making online friends. Getting **more rewards** would make them, that they would get new characters or skins for the elves, so they can **make an identity** in the game.

# BUSINESS STRATEGY

## KEY REASON THAT WILL HOOK THE PLAYER AND WHY

The key reason would be the eager to get more rewards and strengthen their characters so they would keep playing. They will be hooked by that, because getting rewards would make that they receive quartz and coins, so they will get new elves and skins for the elves, so the players would feel more comfortable with the character. However, when they **create an identity** and they do not go for another character or skins, they will play to get **higher in the leaderboards** because they will be getting big rewards for being in high positions.



# BUSINESS STRATEGY

## REASONS TO KEEP PLAYING AND FOR WHAT THEY WILL PAY

The reasons to keep playing will be:

- **Getting Magic Dust:** with Magic Dust, they will be able to level up and get new characters and playing new maps and getting resources.
- **New Battle Pass every season:** Each season there will be new battle pass with new rewards and new characters in it, so they will want to get these.
- **Leaderboards:** For people wanting to become professional or only to get in the best positions in the leaderboards, so they will get a renown and rewards for being in those position.

As it will be a **Freemium** option, it will be a free to play game. However, players will pay to get **more resources** (coins and quartz) so they will get the exclusive characters that would be in the shop or exclusive skins for not loosing the opportunity to have them, some will pay. Moreover, the **Premium Battle Pass** will cost money, too, and now, almost everyone knows the advantages of having the Premium Passes, because it gives better and more rewards.

LINK

If you want to take a better look of the mock ups and wireframes you could click at this link:

<https://github.com/AndreaMangas31/Projects/tree/main/GDD/Elves>

