

# TOPPLE TOWERS

Project review

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# Learn App metrics

Objective

# Objectives



Learn and analyse important metrics to get a good financial business model

(CAC, LTV, ARPU/ ARPMAU)

# How



Build a mobile hyper casual  
game and monetize it



# Game Design

Design process

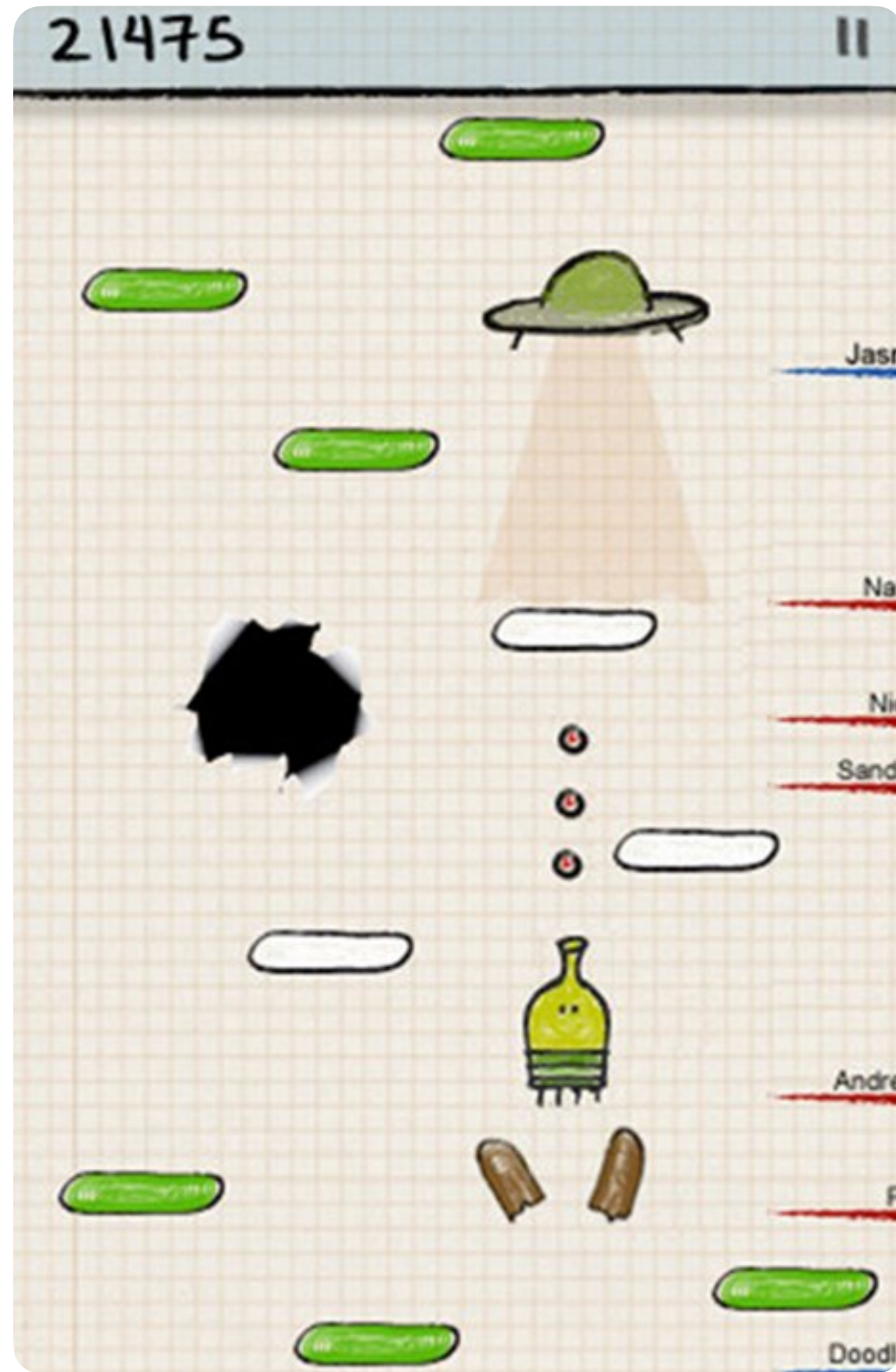
# Mechanics

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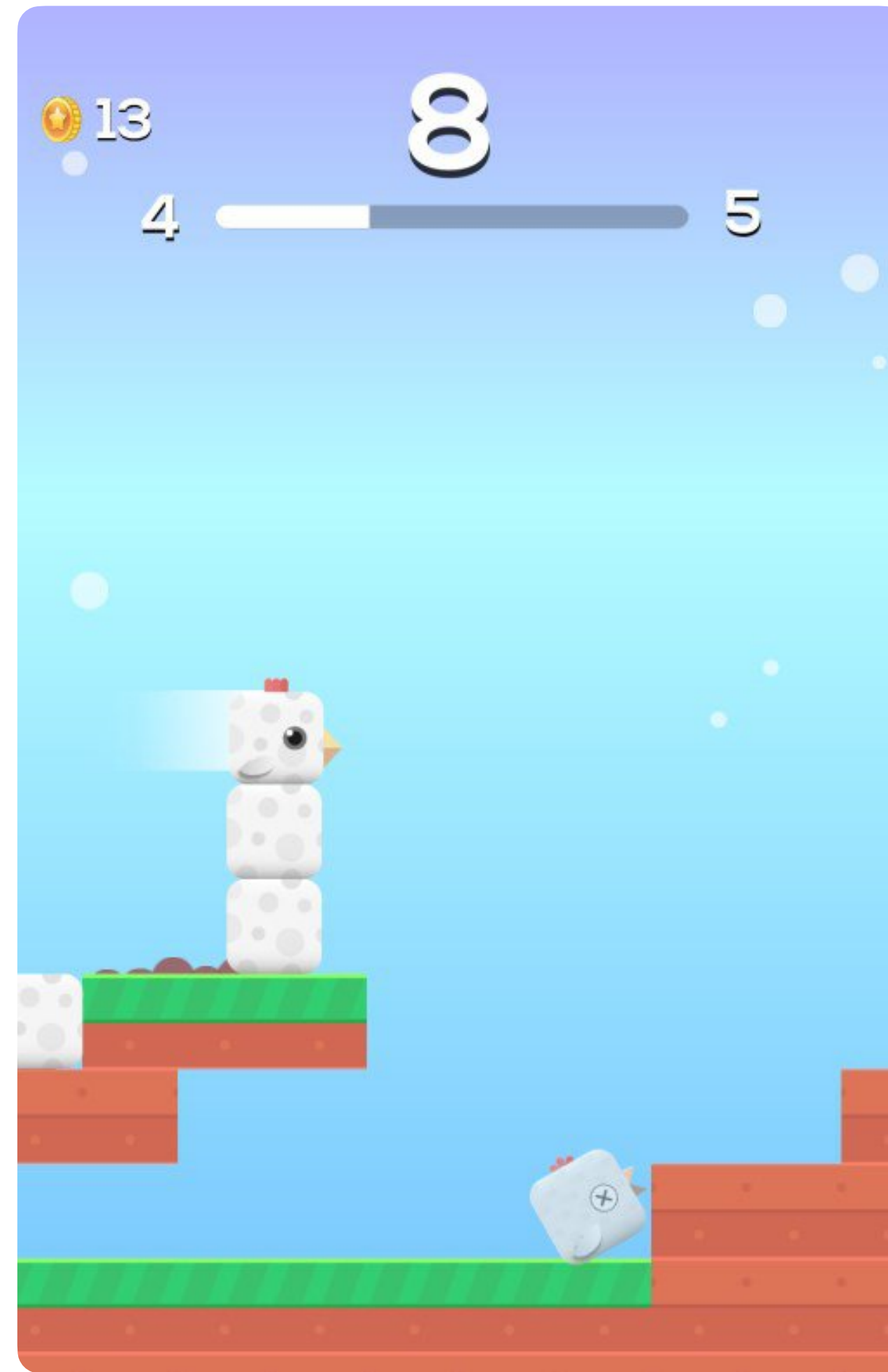
We wanted to have a new mechanic on the road. So we did some researches with the most downloaded games in the App Store



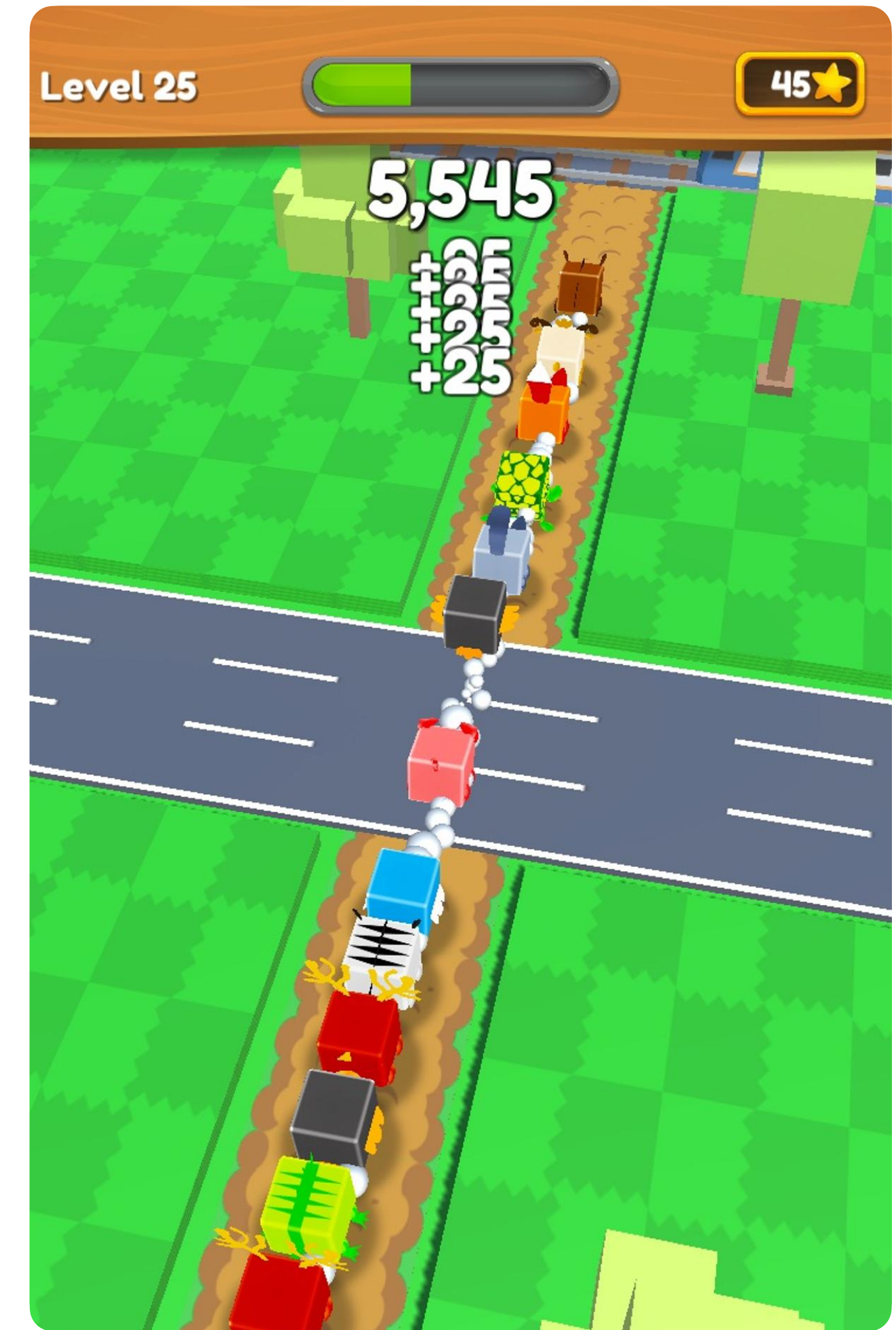
# References



# Doodle Jump

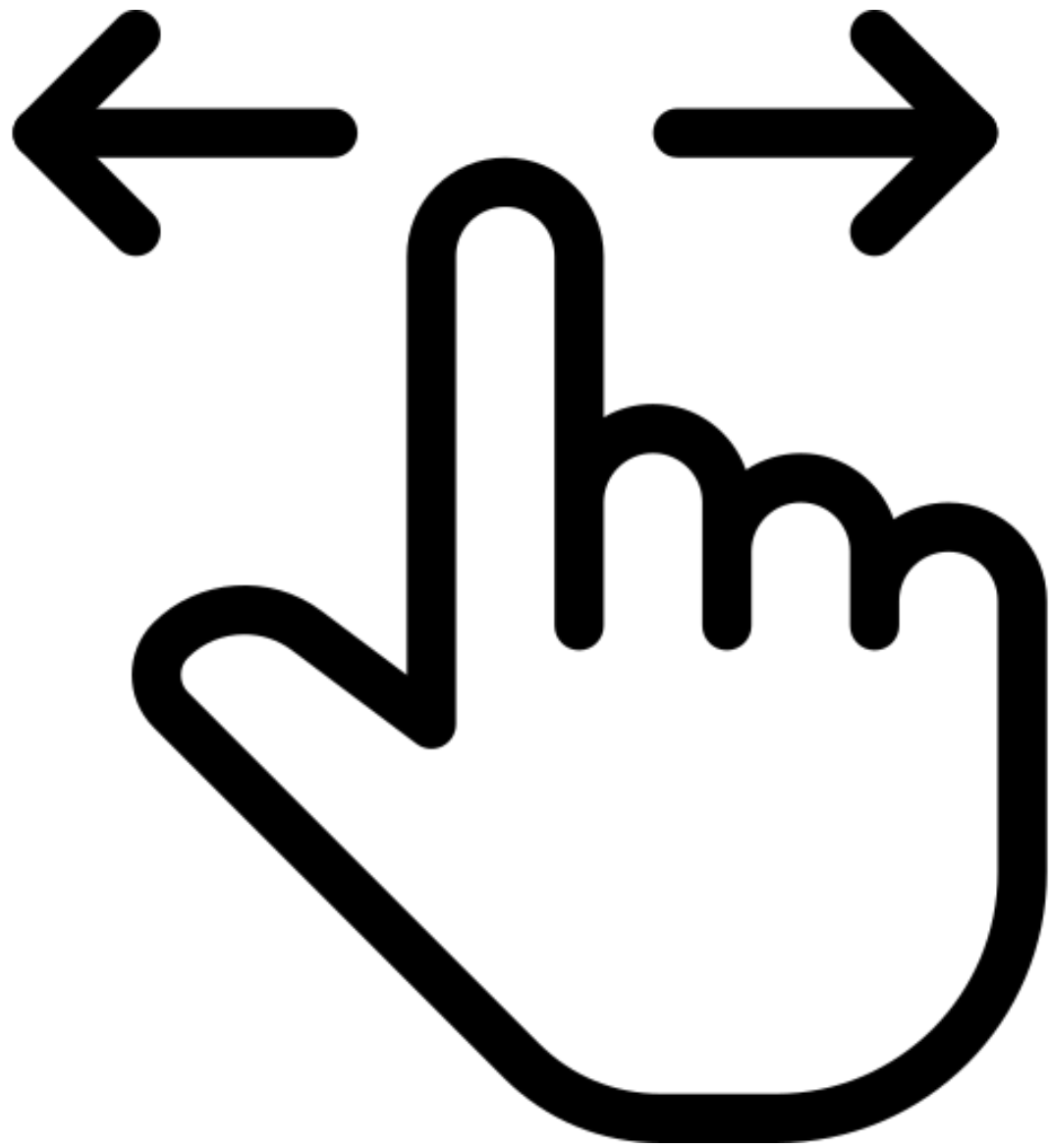


# Square Bird.

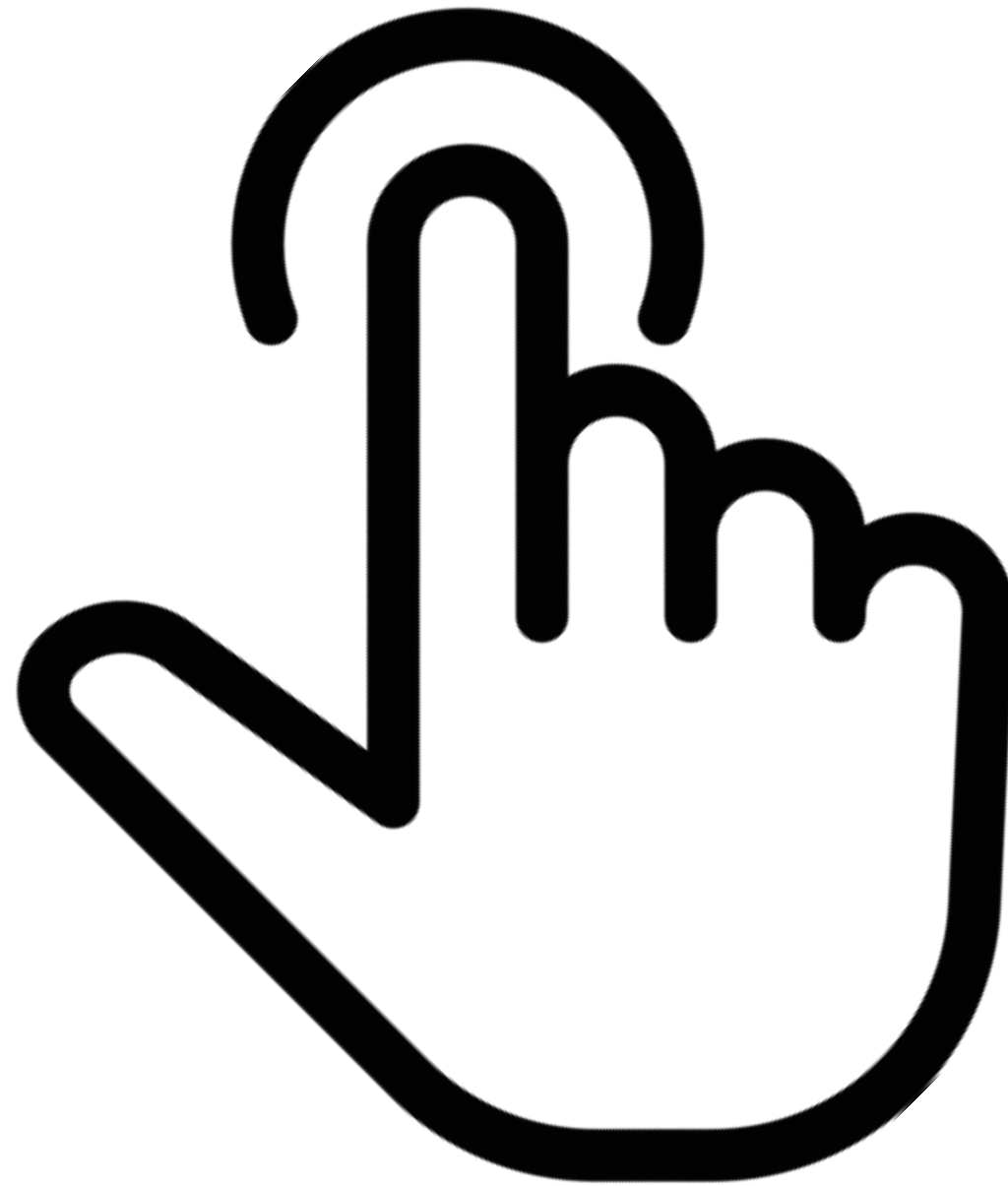


# Animal Rescue 3D

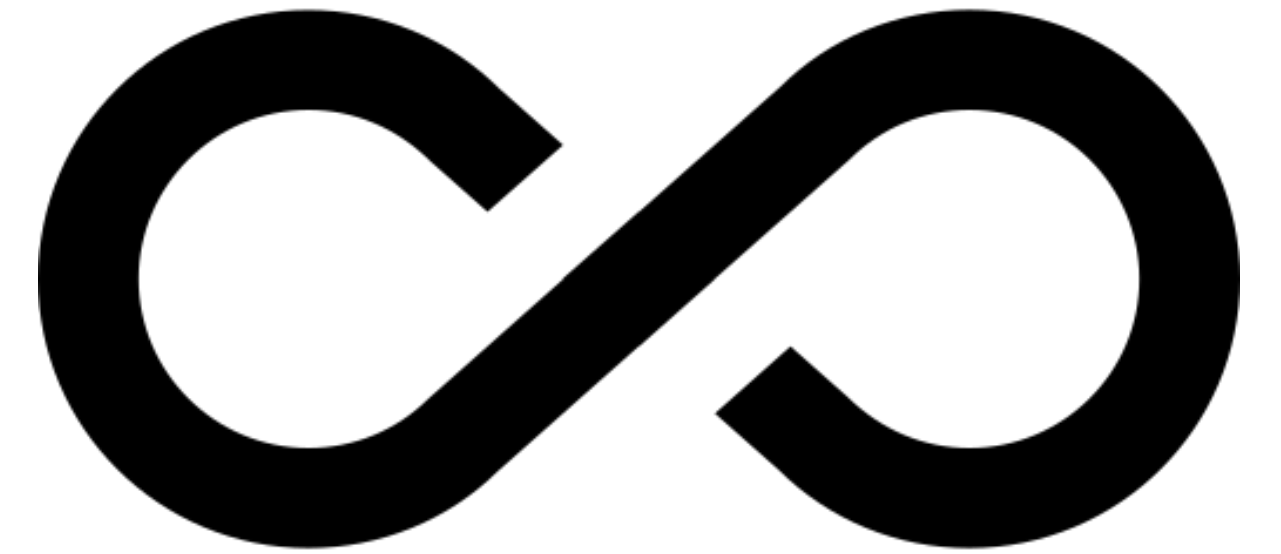
# Mechanics



**Swipe**



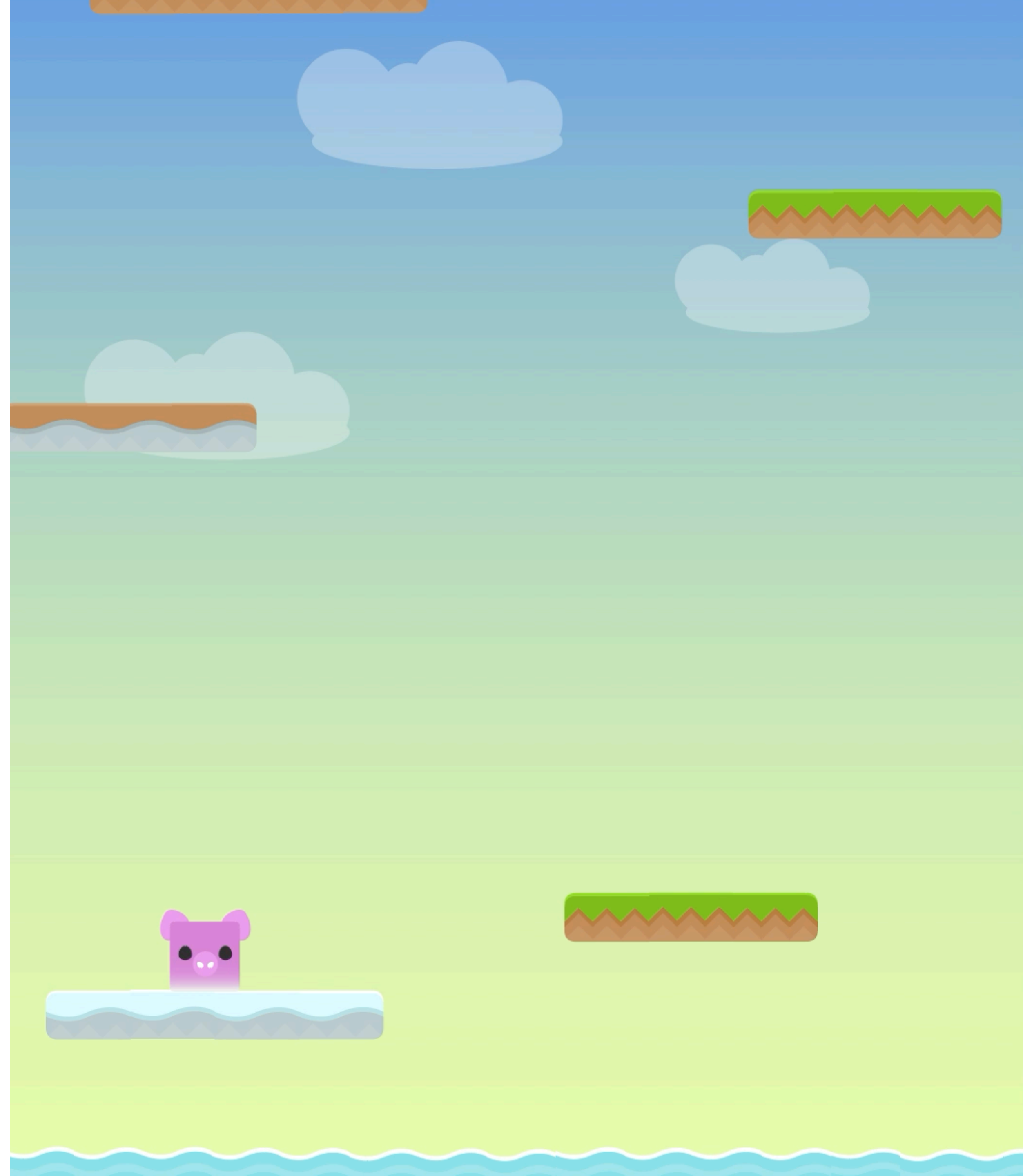
**Tap**



**Endless world**



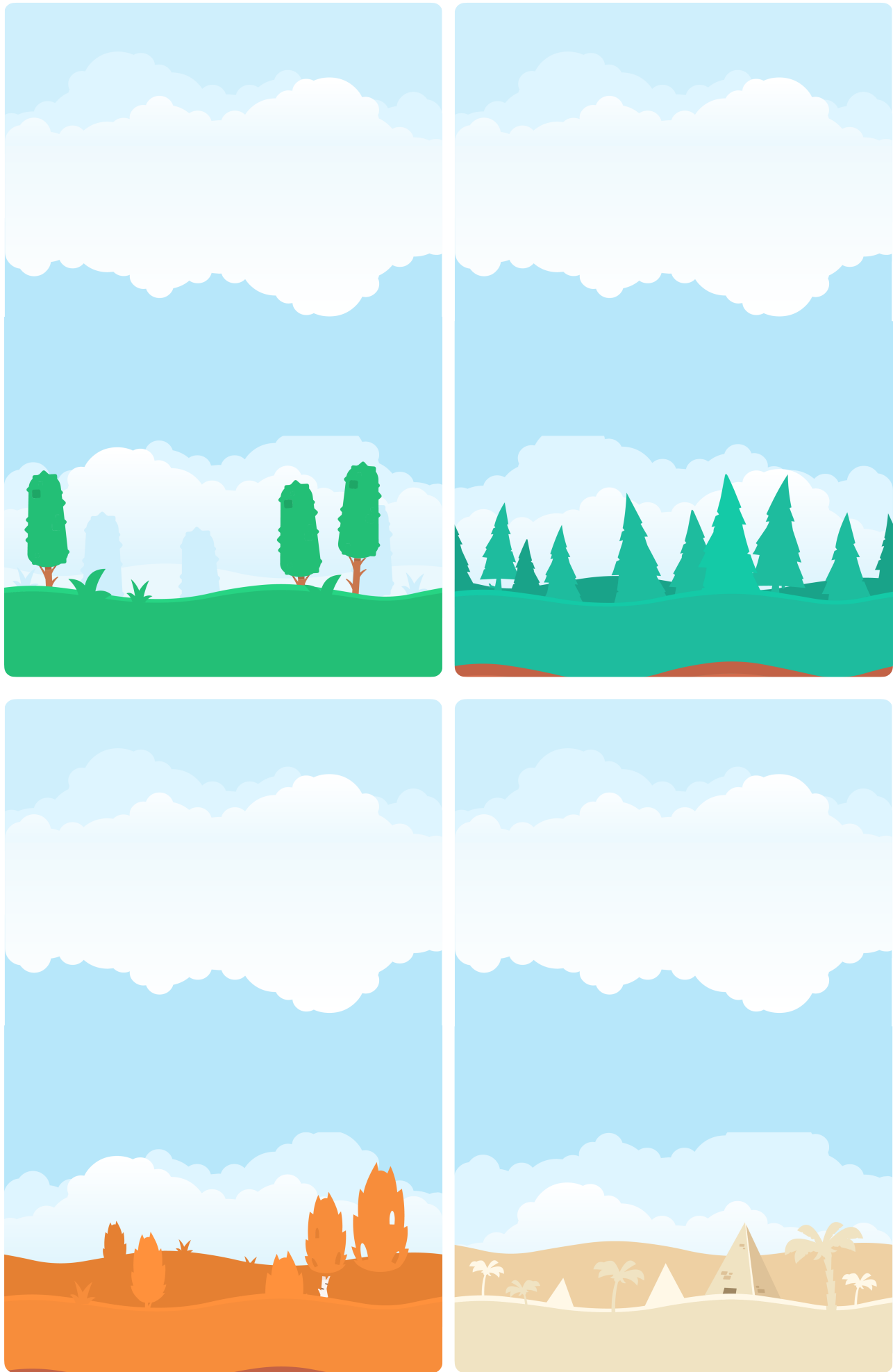
# Prototype



# Graphics



Characters



Scene

## Baloo Bhaina



Font and Colors



# Build the game

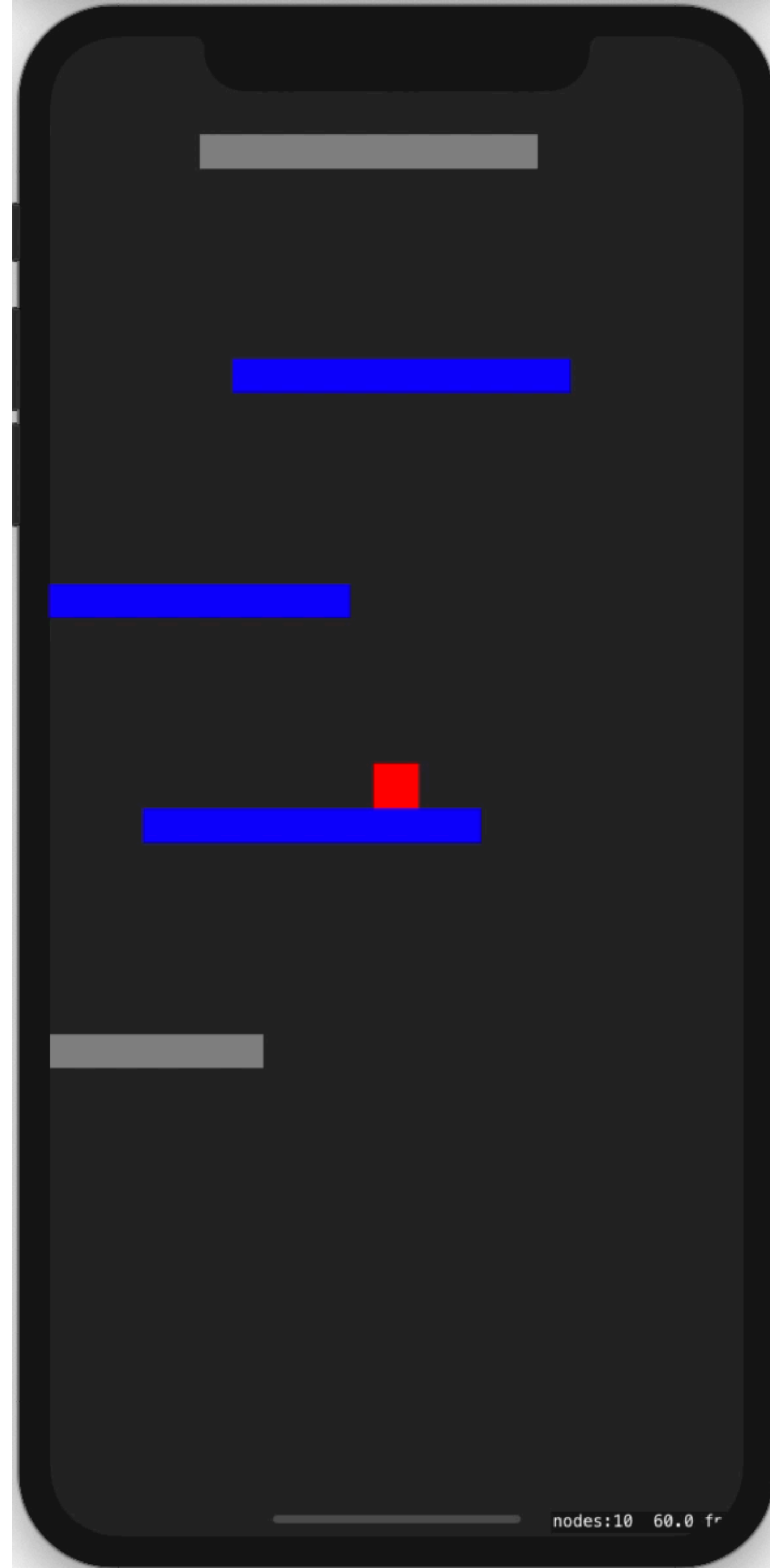
Programming process

# Frameworks

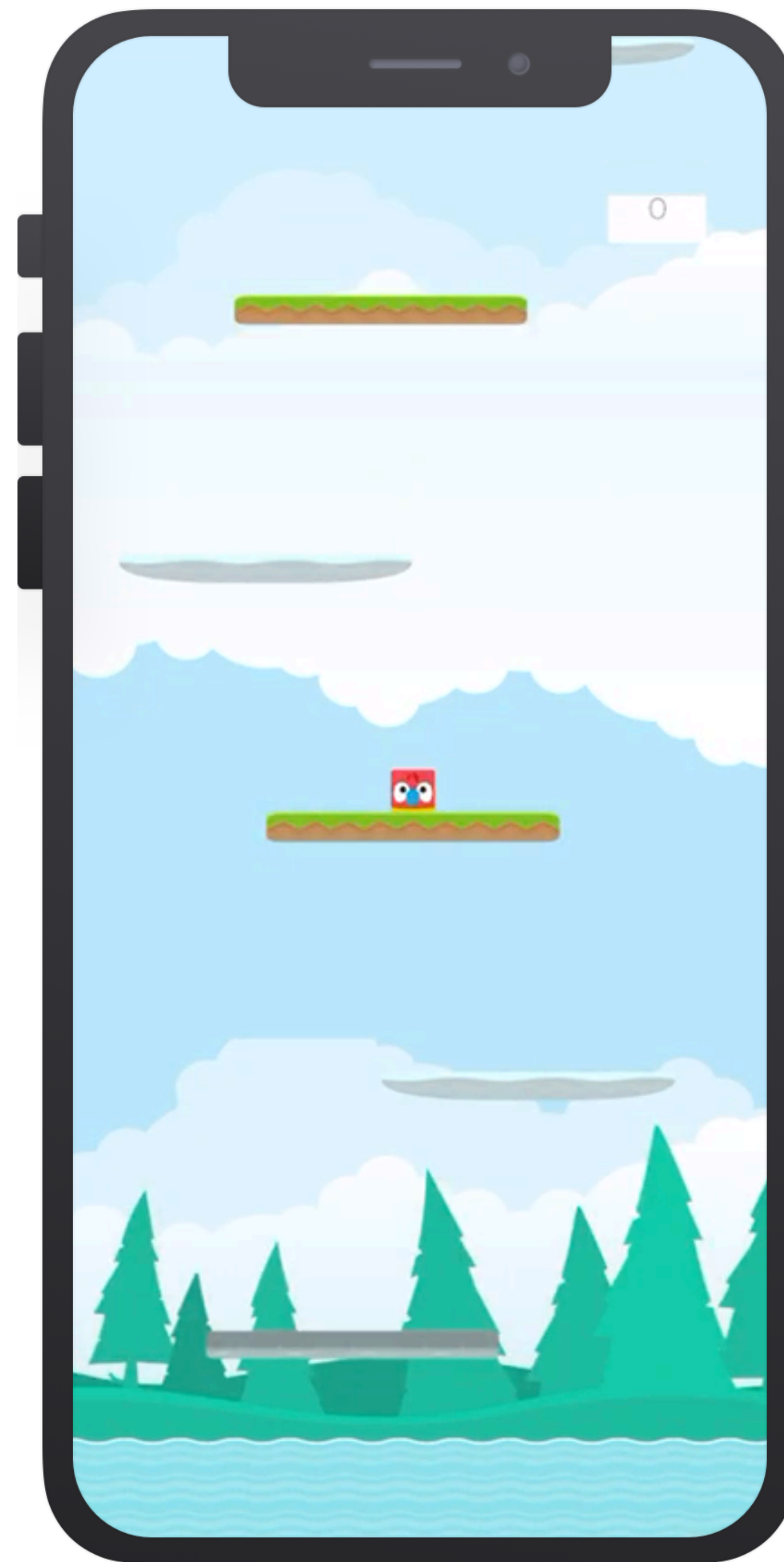
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- UIKit
- SpriteKit
- Firebase pods
- Google Ads pods

# Genesis



# w/ Assets







# Usability tests

User Experience

# Tests

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After testing the game with our friends, we've got some feedbacks and here are the most relevants:

- I want to play with another animal
- The wave velocity is too fast
- We need a tutorial
- Instead of tapping the screen, a long touch press

# Tests

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Not all feedbacks have been applied. We only used the ones that were more impactful to our main result: get better metrics



# Campaign

Monetize

# Monetize

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Advertisement:  
that is our way to monetize!  
The player can watch and AD to  
double your coins or get some  
special skin

# **Organic growth**



In order to achieve growth with less investment, we bet on the production of some content on social networks, such as stories and posts, in addition to submit our app to MacMagazine magazine.



# MacMagazine

The logo for MacMagazine, featuring the word "MacMagazine" in a bold, black, sans-serif font. Below the text is a solid green horizontal bar.

As soon as the new features have been implemented, MacMagazine wrote an article about Topple Towers.

<https://macmagazine.uol.com.br/post/2020/04/06/equilibrio-torres-e-chegue-ao-topo-do-mundo-com-o-jogo-brasileiro-topple-towers/>

# Creatives for Ads

Be The King of  
the desert

TOPPLE  
TOWERS



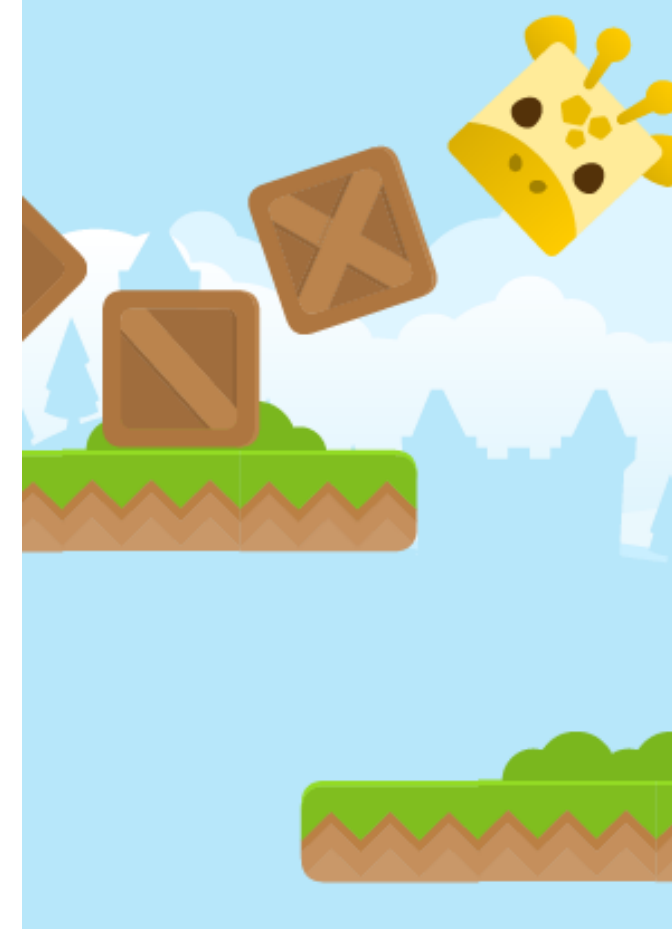
Unlock New  
Skins

Download  
Now



TOPPLE  
TOWERS

Can you  
get  
Higher  
than the  
other  
players?



# Advertisement Video





# Conclusions

Lessons Learned

# **Conclusion**

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To define how is the app going to make money, a lot of tests are necessary. Cause maybe a advertising when you lose de game ins't the best way to make a app successful, but a in-app-purchase to unlock all the skins can be.

# Conclusion

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While building the game, It's always necessary to think what will make your game profitable, because that is what retains your user and why he would pay for.