

Doodle Jump 2

Lima Sky

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Game Analysis

Doodle Jump is the winner of an Apple Design Award for excellence in design, user experience, innovation, performance, technology adoption and quality. Doodle Jump 2 is adventure platform game and it's free-to-play. Doodle Jump 2 as a part 2 has save aim like first part, but with all new environments, the cutest new characters, fun new platform challenges and some silly new monsters.

Jump up on platforms and collect stars to unlock cool new characters and new environments and become the best Doodler ever.

Mission Statement

The most addictive game on the App Store is all new with delightful new environments, the cutest new characters, fun new platform challenges and some silly new monsters.

Jump up on platforms and collect stars to unlock cool new characters and exciting new environments.

Unlock all the levels and collect all the characters! Beat your friends' high scores and become the new Doodle Jump King!

Genre

Doodle Jump 2 is a platform action-adventure game. To have good score, player need to have quick reflexes. Game perspective is side view which is classic perspective for 2D platform game.

Platforms

Doodle Jump 2 will be available for iOS (App Store) and Android (Google Play Store).

Target Audience

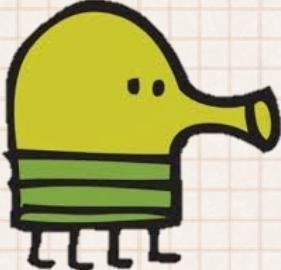
Primary audience for Doodle Jump are kids from 6 to 12 years old. But, its simple game for players of all ages. Anyone can have fun with Doodle Jump!

Storyline & Characters

In Doodle Jump, the aim is to guide a four-legged creature called "The Doodler" up a never-ending series of platforms without falling and collect stars to unlock new levels. There are monsters, black holes and other objects which The Doodler must avoid, shoot or jump on them. Also, it can get a short boost from various objects.

Controls in game are very simple: tilting left or right moves your character while tapping the screen makes you shoot the enemies above.

There is just one, main character, but he look different on each level.

Character	Description	Characteristics
	"Doodle The Doodler" is the main character of Doodle Jump 2. He is yellow and green in color.	He has the ability to shoot pellets out of his mouth.

Gameplay

Overview of Gameplay

Doodle Jump 2 is platform game in portrait mode . Its simple, but very fun and addictive. The main reason is the style of the game. It feels like you just draw on your notebook and it suddenly came to life.

Another reason is sound. For example, the enemies make sound before they appear on screen, so it lets you know you need to be careful and to get ready to shoot. Its single-player and free-to-play game with ads, and a one-time IAP of \$2.99 to remove them. It will be available for Android and iOS operating systems.

Player Experience

Doodle Jump is an endless platform game developed by Lima Sky studio. The game is extremely simple: you control Doodle, a cute little monster with four legs and a trunk that he uses to shoot at enemies. The goal in every level is to reach higher platforms to collect stars to unlock new levels. And, that's basically it. It's a simple game that you can pick up right now and learn everything you need to know from your first jump.

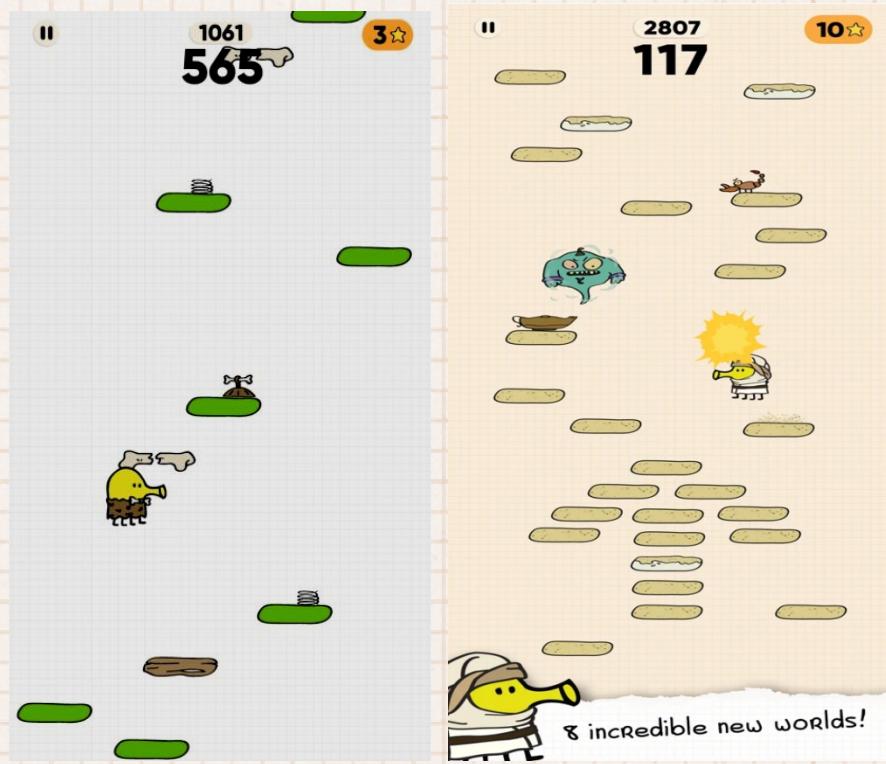
There are 8 levels, each of them have different theme. There are power-ups and traps along the way and there are monsters as well that add to the numerous obstacles ahead of you. Every bit of height you reach earns you points and stars scattered across the level can be collected to unlock new levels. There are no time limits so you can just continue jumping in place and stay in the same spot unless a higher platform is well within the reach of your jump.

Monsters, as your enemies, are actually very easy to avoid and you can also stomp on them to kill them and serve as your stepping stone towards reaching the next platform. Also, your character in Doodle Jump 2 can fire a projectile out of his snout to eliminate enemies about him.

Be careful, there a lot of traps, like stamps on platforms.

As your character will never cease from jumping, you might think that enemies will kill you very easily, but there is a sound to help you. For example, the enemies make sound before they appear on screen and lets you know you need to be careful and to get ready to shoot.

Also, you can get a short boost from various objects, such as propeller hats, jet pack, springs and trampolines.



Game Objectives & Rewards

The goal in every level is to reach higher platforms to collect stars to unlock new levels. If player does not jump on platform and Doodler fall down, game is over and you need to start again, but level stay same.

Reward	Condition
Level 2	Player collect 20 stars on level 1
Level 3	Player collect 40 stars on level 2
Level 4	Player collect 80 stars on level 3
Level 5	Player collect 150 stars on level 4
Level 6	Player collect 300 stars on level 5
Level 7	Player collect 600 stars on level 6
Level 8	Player collect 1200 stars on level 7

Level 8 is the last level.

Penalty	Enemy
Game over	Monster
	Wheel
	Stamp
	Broken platform
	Missed platform

Gameplay Mechanics

Character Attributes	
Character	Movement Abilities / Actions Available
Doodle The Doodler	Player control Doodle by tilting device to the left or the right and touch screen to shoot a enemies.
Game Modes	
Game mode	The goal of the game is to reach higher grounds and collect stars to unlock new levels. Player must deal with hazards and enemies like monsters and traps.
Scoring System	
Stars/score	In Doodle Jump, higher platforms means higher score. Score is not condition to go to next level. Player need to collect stars to go to the next level. For example, you need to collect 20 stars on level 1 to unlock level 2.

Level Design

Each of Doodle Jump 2's eight levels (except the first one) require unlocking, which is done by acquiring stars in the preceding level.

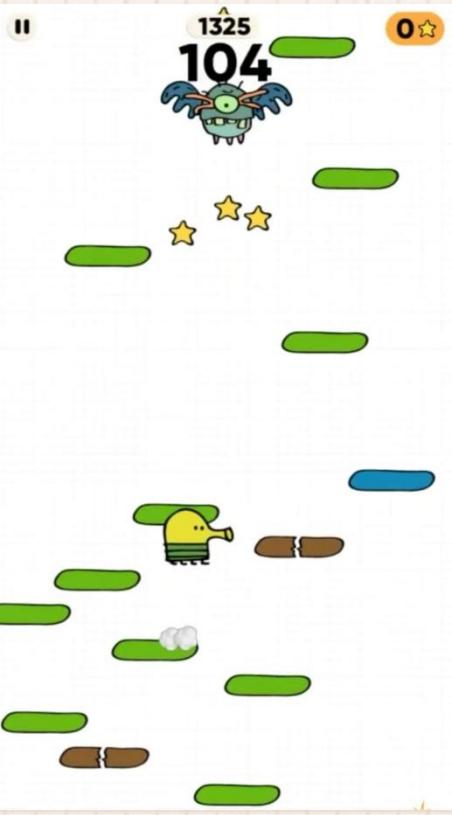
Your total star count persists across plays, and once you've collected enough stars to access the next level, it automatically becomes available.

Each level in Doodle Jump 2 features an entirely unique theme, character design, and soundscape.



Levels

Level 1



Level 1 is similar to Doodle Jump 1. Only difference is that you need to collect stars. There are pieces of broken platforms. Each time you lose, instead of the game just cutting you off, you get a brief animation of your Doodler careening down through the air. You can tilt your device during this time (it only lasts two seconds) to move the falling character around. If you watch closely, you'll see The Doodler twist its head to face you. Its eyes stare deep into your soul, quietly judging your failure as it plummets stoically into the depths.

Level 2



Level 2 has same gameplay, but character design and level design is different. Level 2 has prehistoric theme. The Doodler also look prehistoric. Level 2 has falling rocks.

Level 3



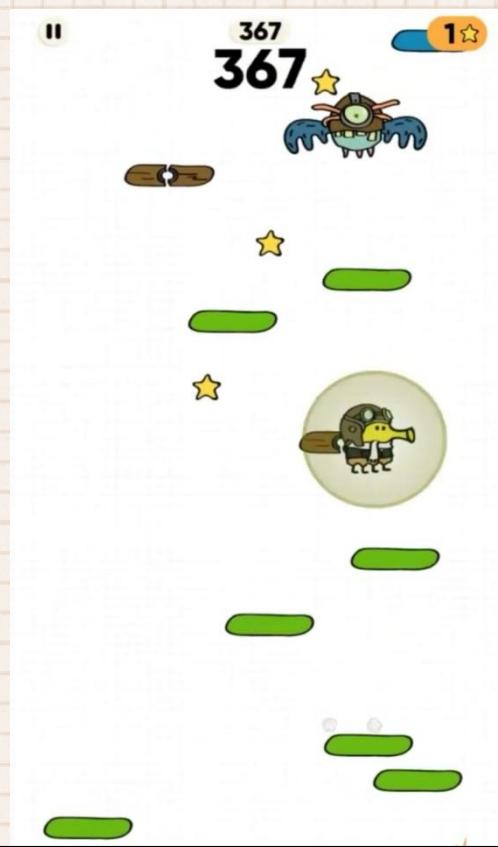
Level 3 has desert theme. In the desert theme, all platforms are made of quicksand and they disintegrate after a single-use. This is an interesting mechanic that speeds up the pace of the game since you can rarely hover in one spot while planning your next move. The desert also includes an incredible genie monster which, given the opportunity, casts a spell to turn you into a carrot. When in carrot form, you can continue to play but your projectile launching is disabled, making you a bit more vulnerable. The spell wears off after a while if you can survive long enough.

Level 4



Level 4 is the dream theme. It features a gorgeous blue background color and a moon hanging from a string in the top corner. The Doodler wears a nightcap and gown, and when he falls the moon's cord gets cut so that it falls alongside him. Platforms here are fluffy pillows, and periodically you'll encounter a bunch of charming sheep to count in your sleep by blasting them.

Level 5



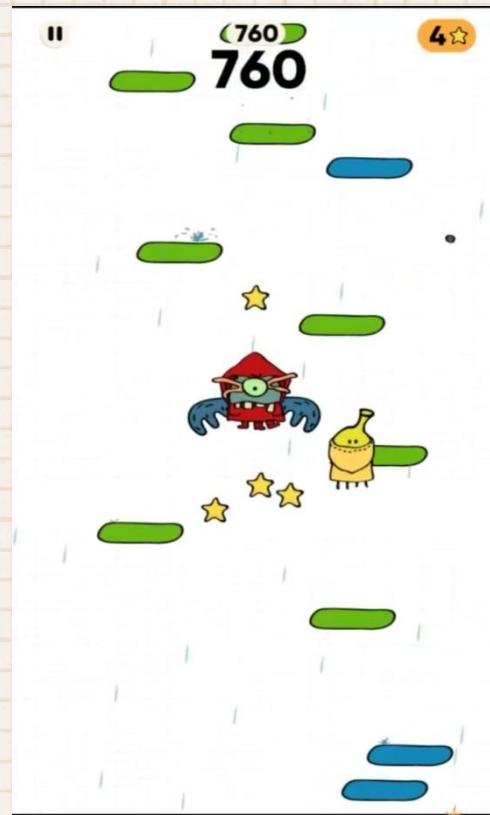
Level 5 is similar to level 1, but its more difficult than level 1. and character design is different.

Level 6



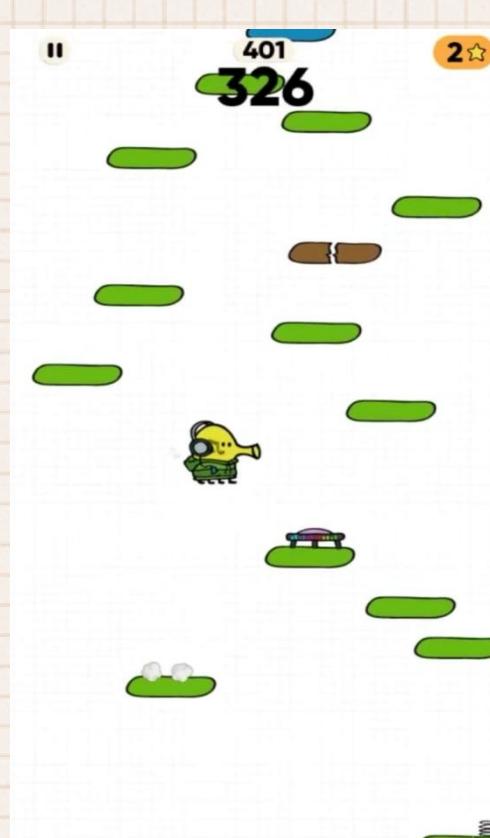
Level 6 is space theme. , which also has a nice blue background. In space, asteroids will constantly rain down from above. These don't hurt you, but when they hit a platform it cracks and the whole screen jiggles *just so* in an animation that perfectly captures the feeling that everything shook from the impact. This theme also includes a unique space alien that rides a UFO and actively shoots and destroys platforms that you are angling to jump on. If you don't move quickly enough then this monster can destroy the platforms that you need to make it any higher.

Level 7



Level 7 is very different because its raining in background. The Doodler has raincoat and monsters looks a little bit different.

Level 8



Level 8 is last level of Doodle Jump 2, the Doodler has headphones and hoodie, level design is similar to level 1. There is no need to collect stars, but you can do it for fun.

Control Scheme

Doodle Jump 2 is a mobile game, so it uses touch input. The controls are very simple, all you need to do is to tilt your device left and right to move character while tapping anywhere on screen makes you shoot the enemies above.

Game Aesthetics & User Interface

The game has art style, it looks like you draw the Doodler, monsters and platforms and it becomes alive. Level design is very simple, but full of hilarious and adorable animation touches.

UI of the game is also very simple. As you enter the game, you can choose level, change volume and see other players score.

Schedule & Tasks

Tasks	Task Lead	Start	End	% Complete
Development phase				
Design	Matt Turetzky	02/01/20	05/02/20	90%
Storyline	Igor Pusenjak	02/01/20	01/02/20	70%
Level Mechanics	Igor Pusenjak	05/02/20	02/01/20	95%
Art	Igor Pusenjak	01/02/20	15/03/20	60%
Level Design	Matt Turetzky	15/01/20	30/04/20	70%
UI	Matt Turetzky	02/03/20	23/03/20	30%
Engineering	Armin Hummel	10/05/20	20/06/20	80%
Production Pipeline	Armin Hummel	01/06/20	20/06/20	60%
Prototypes	Armin Hummel	02/05/20	15/05/20	80%
Audio	Matt Turetzky	10/03/20	15/03/20	80%
Sound Design	Matt Turetzky	03/05/20	03/06/20	90%
Milestone:Game	Igor Pusenjak	20/06/20	30/06/20	85%

Play Music	Features &	Armin Hummel	20/06/20	20/06/20	80%
Testing Phase					
Test Plan	Igor Pusenjak	QA	01/08/20	25/08/20	80%
Beta Testing	Igor Pusenjak	QA	30/08/20	15/09/20	80%
Milestone: Testing	Igor Pusenjak	QA	20/09/20	30/09/20	80%
Deploying Phase					
"Go Live" Plans	Matt Turetzky	QA	20/11/20	01/12/20	75%
Milestone: Ready for Usage	Matt Turetzky	QA	01/12/20	01/12/20	75%