



Playable Ad Design
October 11th, 2019

LIFESTREET

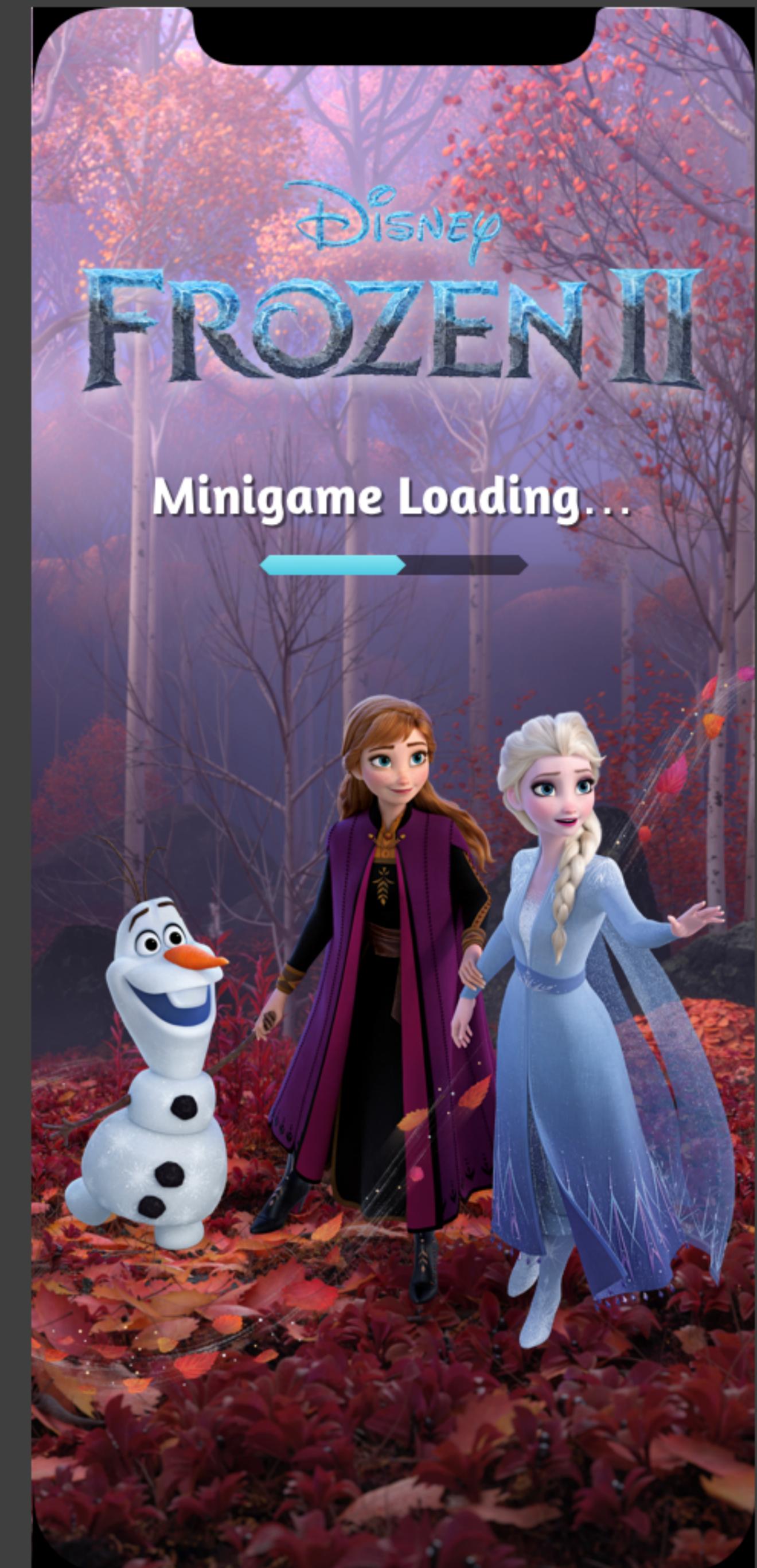
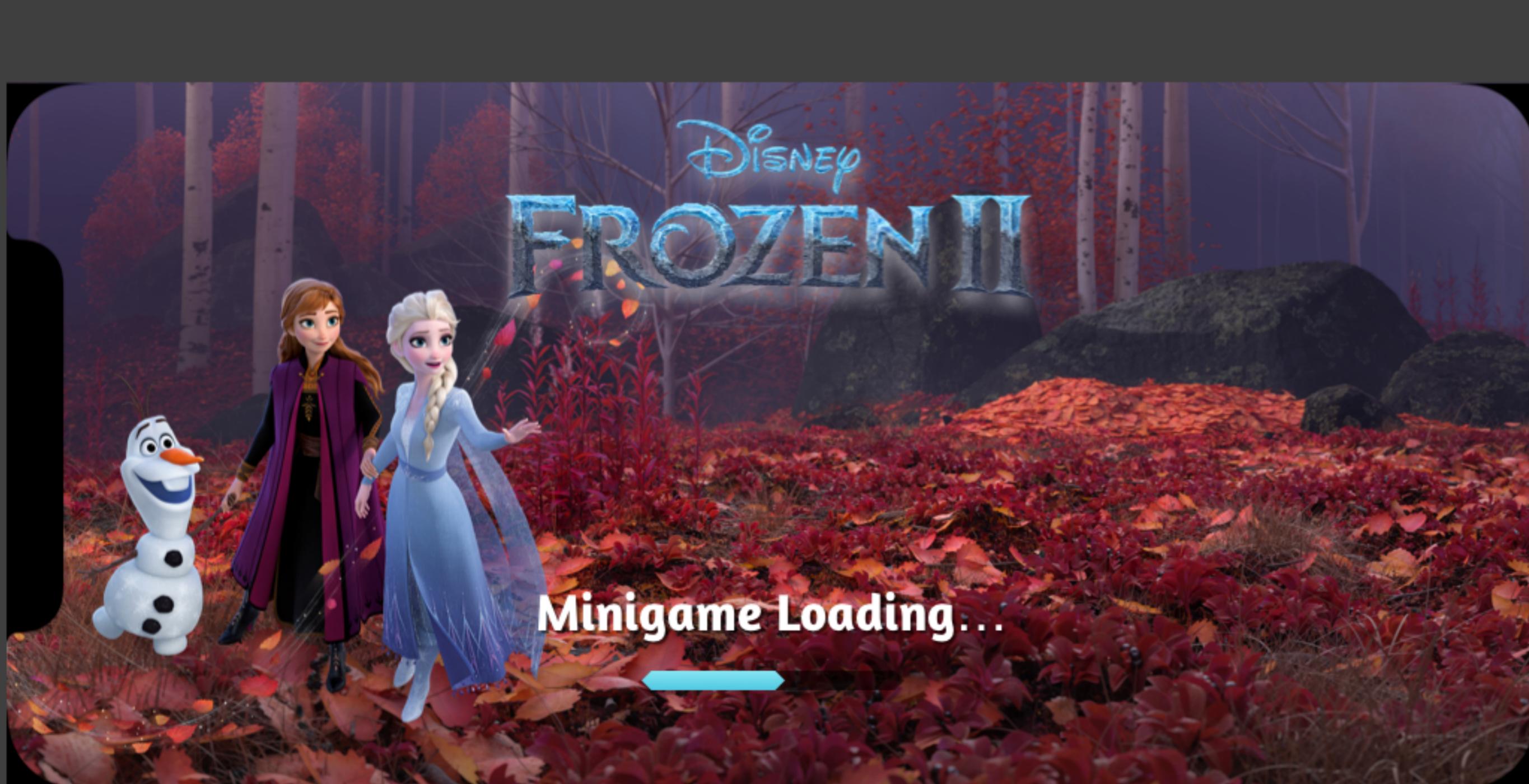
Loading Screen & Configs

Config

- Gameboard Size (4x4 Default)
- # of matches to fill Progress Bar
- # of game piece colors that appear
- The colors of the game pieces
- Endcard - Text

Timers

- Total Gameplay Timer (30 sec Default)
- Inactivity Timer (15 sec Default)
- Time until Hint Glow appears



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Tutorial 1

There will not be any tutorial popups, but the first match will be shown with glowing highlights behind the gameplay pieces, but in front of the gameboard.

The glowing highlight will pulse transparency & size.

- The glow comes from behind the gamepiece at 50% alpha, and grows to full size, at 100% alpha.
- The glow pulses back in to 75% size & 50% alpha.
- Then pulses outwards, back to 100% size, & 100% alpha.
- Finally, the glow transitions to 0% alpha.

Reference video for the animation:

1280x720-iOS Game - Level 4.mp4 at 2:45-2:46



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Gameplay

Configurable Gameboard - Current 4x4, make the width and height configurable by rows.

Start with 3 colors, make the colors configurable. Include all of the gems, so we can pick them individually.

When the gems are matched, they fly to the Progress Meter to fill up.

When the Progress Meter is full, the Crystal Blast power is activated, and it flies to the board. The Progress Meter remains full until the player uses the Crystal Blast power on the board.

When the Crystal flies to the board, it will rest on a piece. When the player taps or swipes it, the surrounding blocks will break. Elsa's character animation will be seen celebrating. Crystal Blast: clears all matching items of the one you use it on (We currently do not have animations for this yet. Request is in progress.)

After the Crystal Blast animation, the Progress Meter resets for another combo block.



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Gameplay - Crystal Blast - Meter Full

Screen showing the full meter, with the powered up Crystal Blast Item.

The Crystal Blast Burst should appear behind the Crystal Blast Item.

The following animation should play out as the Crystal Blast Item flies from the meter onto the board.

The Crystal Blast Burst will spin quickly while it grows from small to large.

- It should transition from 0% Alpha at a small size to 100% alpha when the Crystal Blast Burst is at 100% size.
- Once the Crystal Blast Burst is at 100% size, the Alpha should transition to 0% alpha.



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Gameplay - Crystal Blast - Crystal Lands on Board

Showing the Crystal Blast Item on the board, with Hint Pulse.

When the Crystal Blast Item lands, there should be one Hint Pulse. Then whenever the hint timer resets, the hint should remain on the Crystal Blast Item.

The Crystal Blast Item should always land near the center of the board.



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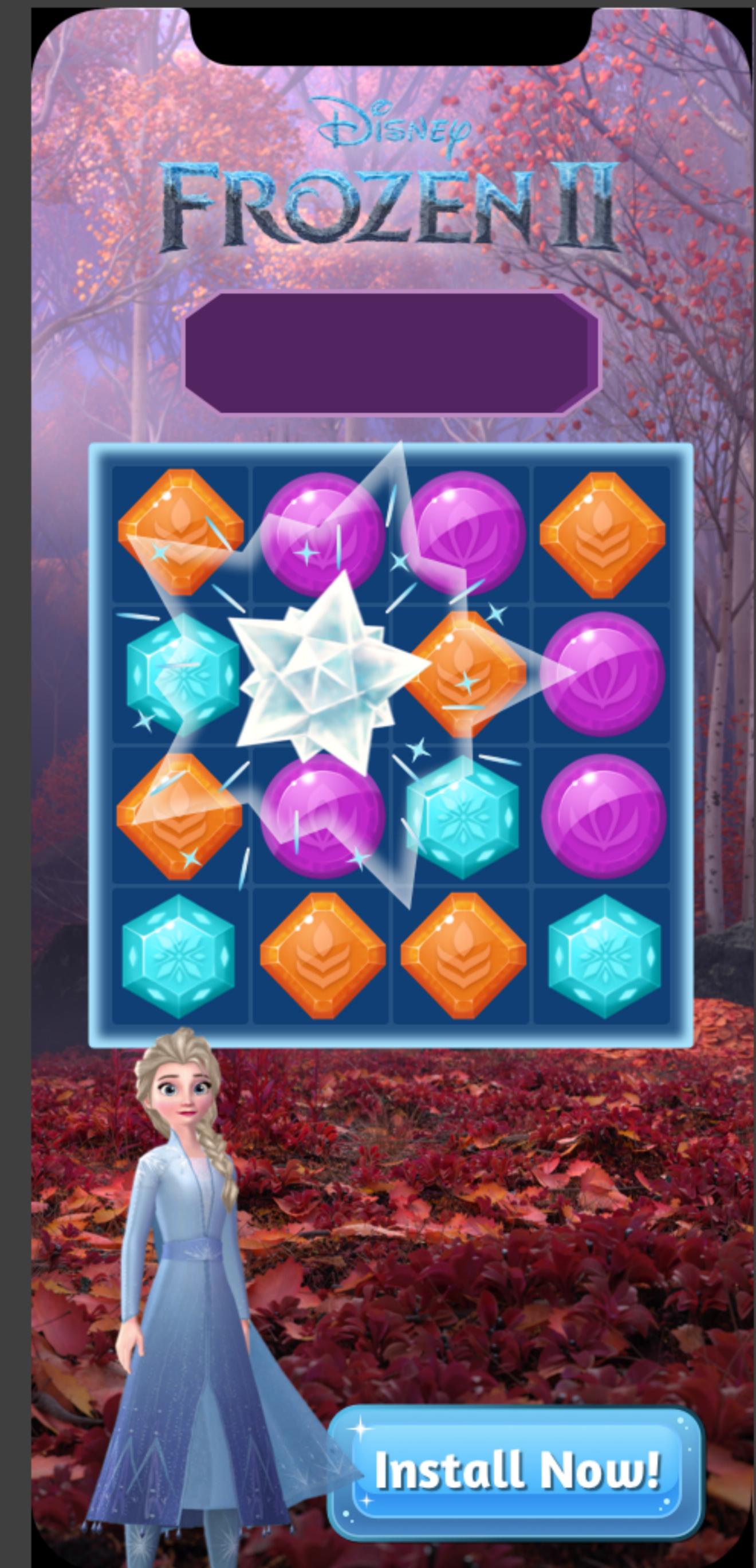
Gameplay - Crystal Blast - Power Activated

When the Crystal Blast has been activated, the Crystal Blast animation should play.

For the details of the animation, reference video:
Level 5 and onward.MP4
at timestamp 1:07.

The Crystal Blast Item should spin quickly, while the Crystal Blast Burst spins slowly in the same direction.

The Crystal Blast Twinkles & Shards should shoot out from all directions from behind the Crystal Blast Item.



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Transition to Endcard

When the gameplay timer runs out, the UI disappears.

The main snowflake and burst falls from the top of the screen, slowly spinning in opposite directions.

While the smaller snowflakes fall from the top of the screen and rotate slowly in random directions.

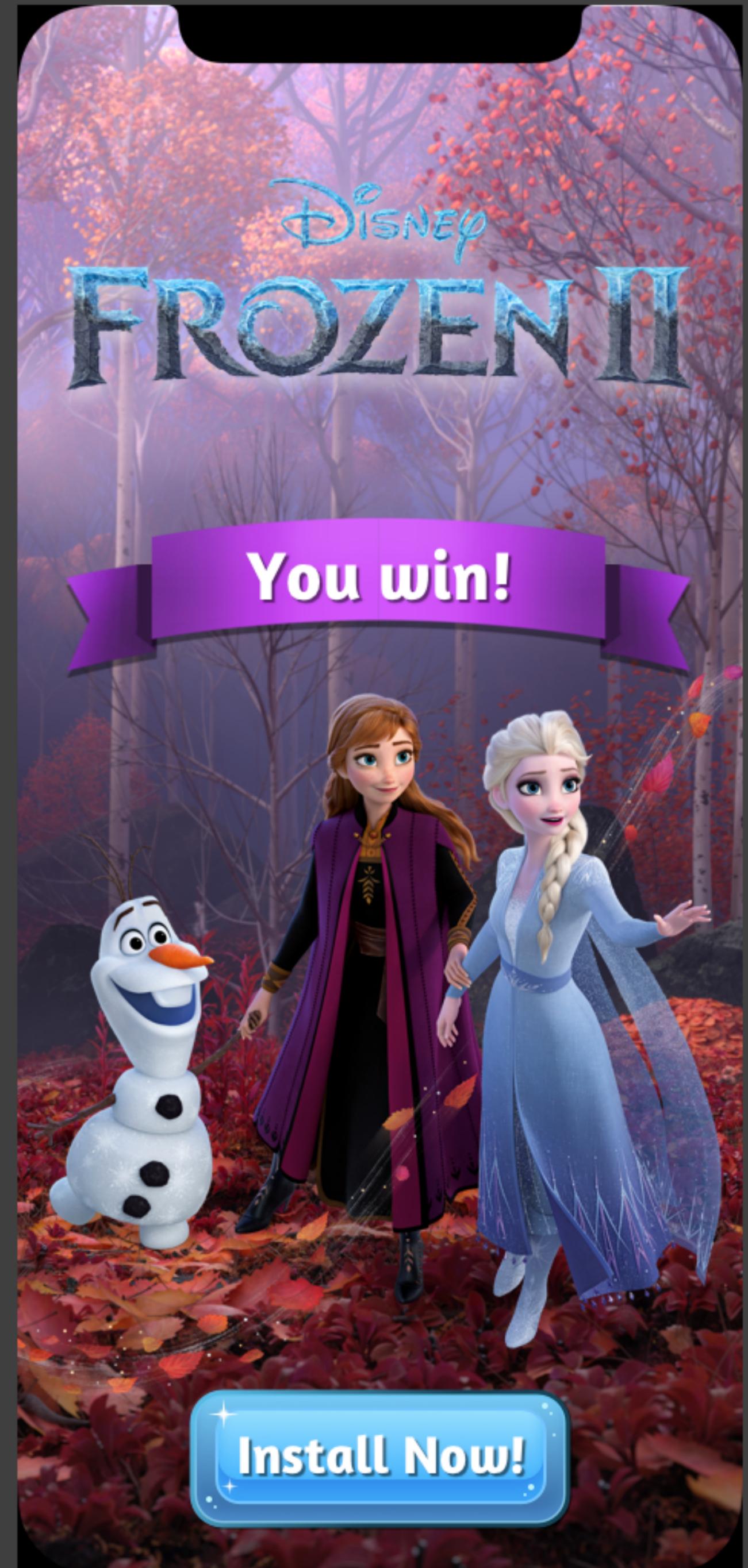
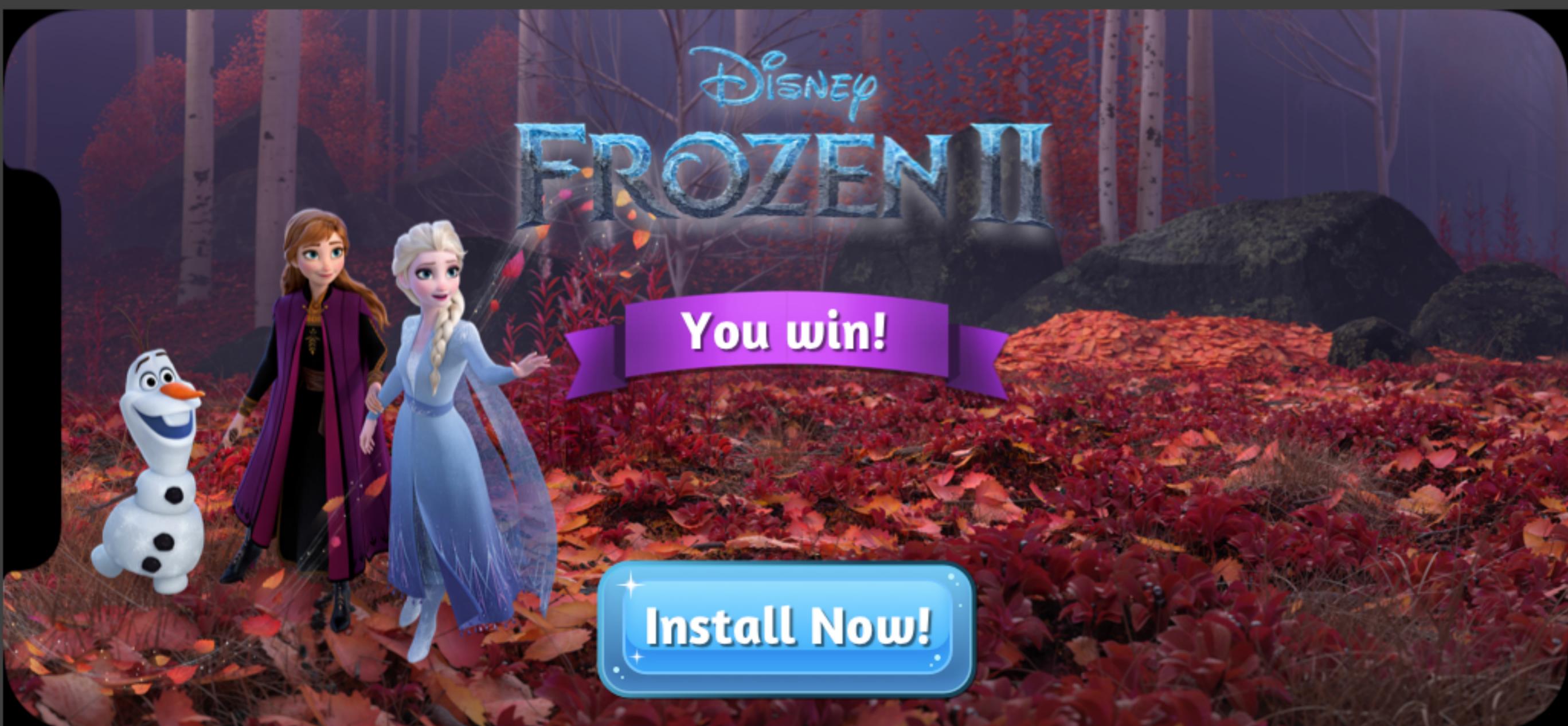


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Endcard - Success - 3 Characters

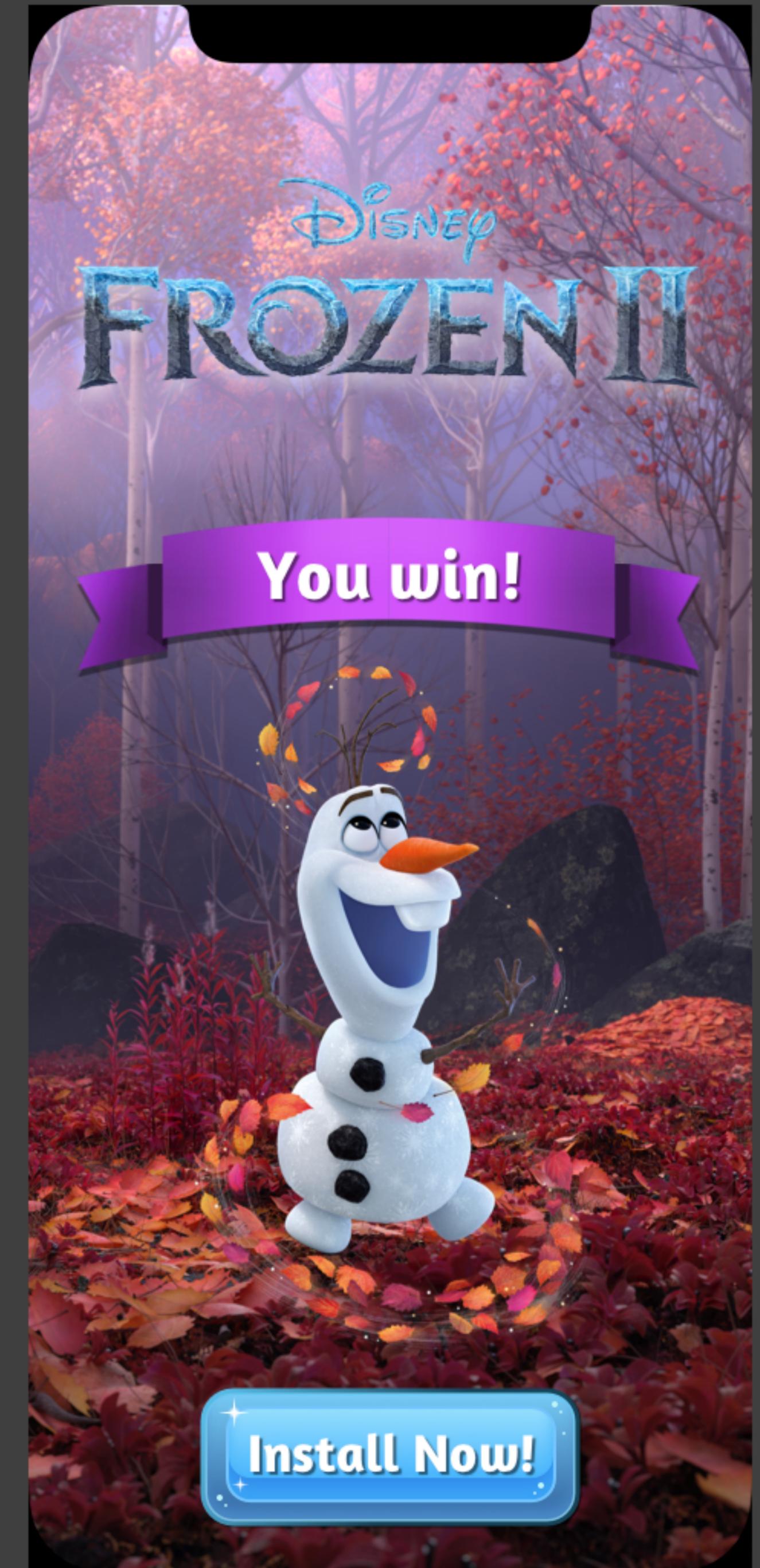
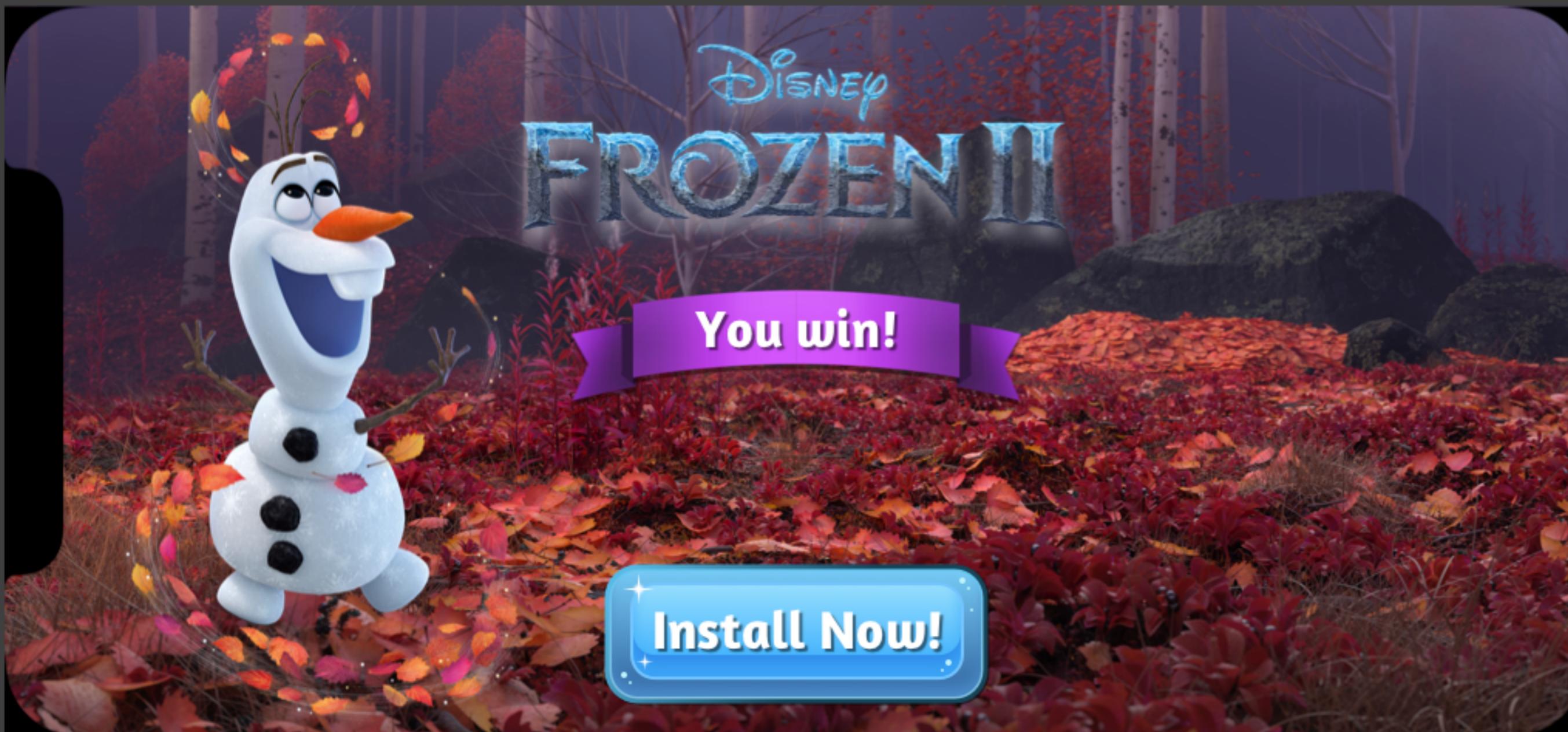
The banner should fall down from the top of the screen, behind the Logo.

The banner text and CTA text should be configurable.



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Endcard - Success - Olaf



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