

# ESA ADVANCED GAME DESIGN

Hyper casual game Recreation



# **ABOUT OUR TEAM**



Name : Rithika Rani  
SRN : 037



Name : Leticia Xavier  
SRN : 060



Name : Myrah Vaz  
SRN : 071

# SUMMARY

Hypercasual games are mobile games that are instantly playable and lightweight in their mechanics. Unlike other mobile games, which can take months to produce, conceptualize, and prototype, these games can be launched into the market within a short period of time.

The presentation covers the following aspects :

- About the chosen reference game

- Complains and feedbacks of the refence game .

- Core loop

- Metaloops

- Loopholes

- About our recreation game :

- Core loop

- Meta loop events

- Ad intergration

- Thematic Exploration

# **REFERENCE GAME**

# ABOUT REFERENCE GAME

- **Name** - Find the Difference 1000+
- **Version** - 3.47
- **Updated on** - Jan22,2024
- **Downloads** - 50,000,000+ downloads
- **Required OS** - Android 4.4 and up
- **In-app purchases** - Rs 15.00 – Rs 550.00 per item
- **Offered by** - Gamma play
- **Released on** - Oct19,2019
- **Link Address** -  
<https://play.google.com/store/apps/details?id=com.gamma.find.diff>

ICON



## **ABOUT**

# **REFERENCE GAME**

A hypercasual game where you have to spot the differences between two almost identical images. It requires a keen eye and attention to detail.

- **Target audience :** General ( 3+)
- **Type of game :** Casual
- **No of players :** 1

### **Core Mechanism :**

- Goal of the game : to find out the differences / missing elements among the two images given
- 5 differences have to be found
- There is no time limit
- 10 hints are available for the player
- Only 3 lives / game is given

# **ABOUT REFERENCE GAME**

## **Difficulty parameters :**

- Finding the differences can vary from large elements to minute elements.
- Finding minute details are more difficult and tricky than the larger elements.
- Finding elements that camouflages with other background elements can be tricky to spot Also elements overlapped / hidden behind a larger object is difficult to spot too.
- Location of the missing elements matters too . Elements placed at the sides & corners are less likely to be spotted than the elements placed at the centre.

# LOOPHOLES

- - Lack of proper leveling system : they are no leveling system , the player choose to play any set of puzzles .
- - If the player is unsuccessful in solving the puzzle the player does'nt get to solve the same puzzle again rather proceeds to another puzzle.
- - Lack of incentives : once the player completes a puzzle , no currencies are rewarded , only a trophy is given .
- - The daily tasks /challenges are the same as the main game , hence doesnt provide much challenge & satisfaction to the player .

# METALOOP

## Leaderboards

- The reference game doesn't contain leaderboards , rather it has jourrney feature which the player can check out their findings .

## Hints

- Player gets 10 hints by default at the time of first log in .
- Additional hints can be purchased by watching ads .

## Lives

- The player gets 3 lives for each puzzle .
- Additional lives can be purchased by watching ads .

# METALOOP

## Economy

- The player gets 30 coins by default at the time of first log in.
- Additional coins can be purchased either by watching ad video or using real money.
- The coins are used for unlocking levels or retry the level with additional 1 hint .

## Daily Puzzles

- The game contain daily puzzles which can be solved anytime and accordingly coins are rewarded .

# COMPLAINTS

- Reduce the price to remove ads it's too pricy.
- Too many ads, getting ads after and before every level and sometimes more than 1 ad is showing up.
- Had to watch 4 ads to play 1 level.
- Player though it was a offline game but it wasn't.
- Overloaded with ads.3 long ads between every level is too much.
- Repeating levels.

★★★★★ 4/15/24

The game is good but there are parts of the game that are too hard secondly i thought the game was completely offline but turns out it was'nt .

★★★★★ 4/25/24

Overloaded with way too many ads 🚫. 3 long ads between every level is too much. Game could be fun if it weren't for the ads after EVERY level.

★★★★★ 10/19/20

UPDATE: Still not working. I love this game! Beautiful pictures. No timer. Plays in landscape or portrait mode. I paid for the ad-free version - a bargain at twice the price, except ... I'm having a problem now. I've completed all levels to 1410. My menu says there are 1550 levels available and that I've won 1546 levels. But I haven't. I show blank spaces where new levels should be. When I click on level 1411, I get the error message "Please complete previous images to unlock." Please Help!

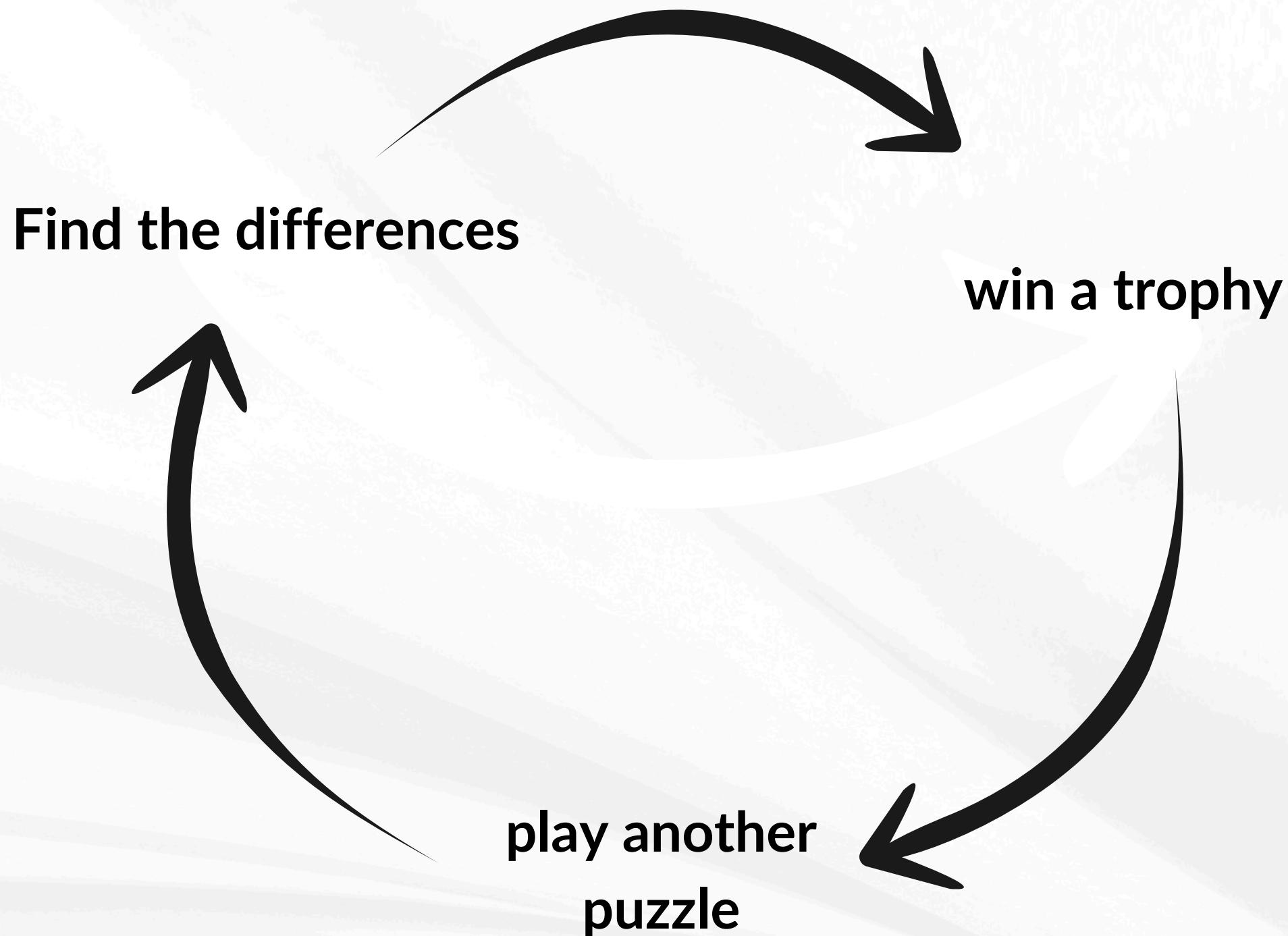
★★★★★ 1/9/24

Edit: I had to watch 4 ads to play 1 level. I literally watch ads longer than I play the game. Immediate uninstall. I hit the 1700s levels and every single one is now a repeat. And with over 10000 levels, that just means its never ending repeat images. If I beat your game, I beat it, don't make me repeat the same images over and over. Was fun while it lasted though.

★★★★★ 4/25/24

Overloaded with way too many ads 🚫. 3 long ads between every level is too much. Game could be fun if it weren't for the ads after EVERY level.

# CORE LOOP (REFERENCE GAME)



# **RECREATED GAME**

# ABOUT RECREATED GAME

**Name :** Find the Difference

**Levels we have :** 1000

**Difficulty parameters :**

- Number of differences to find
- Time limit
- Surprise levels
- Limited number of lives
- Limited number of hints
- Placement of the missing elements
- Size of the missing elements

ICON

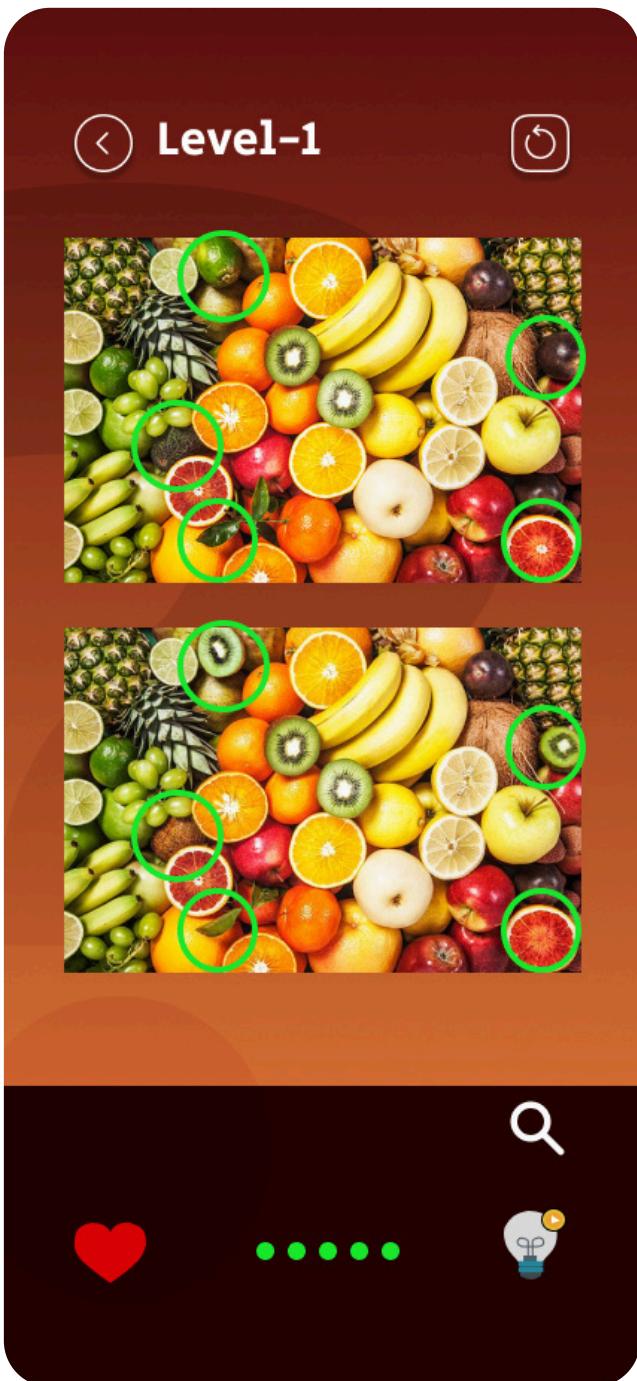


# ABOUT LEVEL PROGRESSION

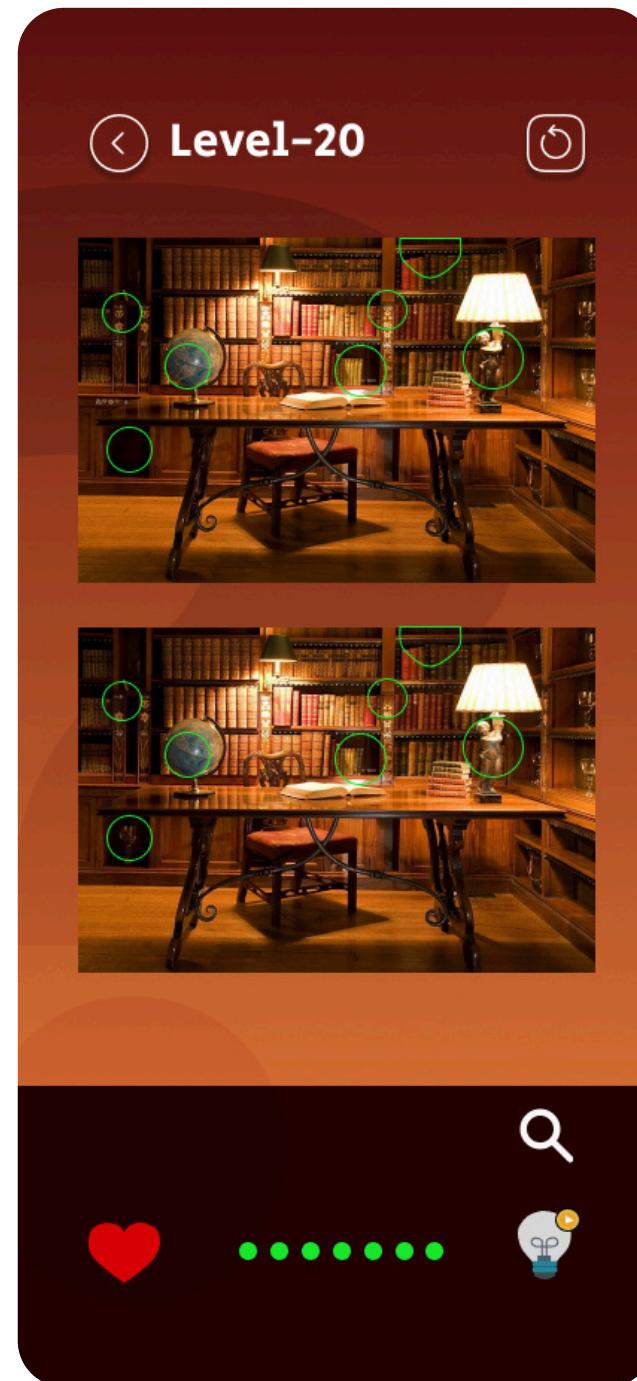
- Easy level contains of 5 differences to find,
- Moderate levels contains of 7 differences to find
- Challenging levels contains 9 differences to find,
- For making it more harder there are time limit of 30 secs in the middle of the levels which can be called surprise/bonus levels these surprise/bonus levels contains time limit.
- It also has certain amount of lives if you get 5 wrongs then game is over you have to repeat that level until then you can't move forward.

# COMPARISON OF LEVELS

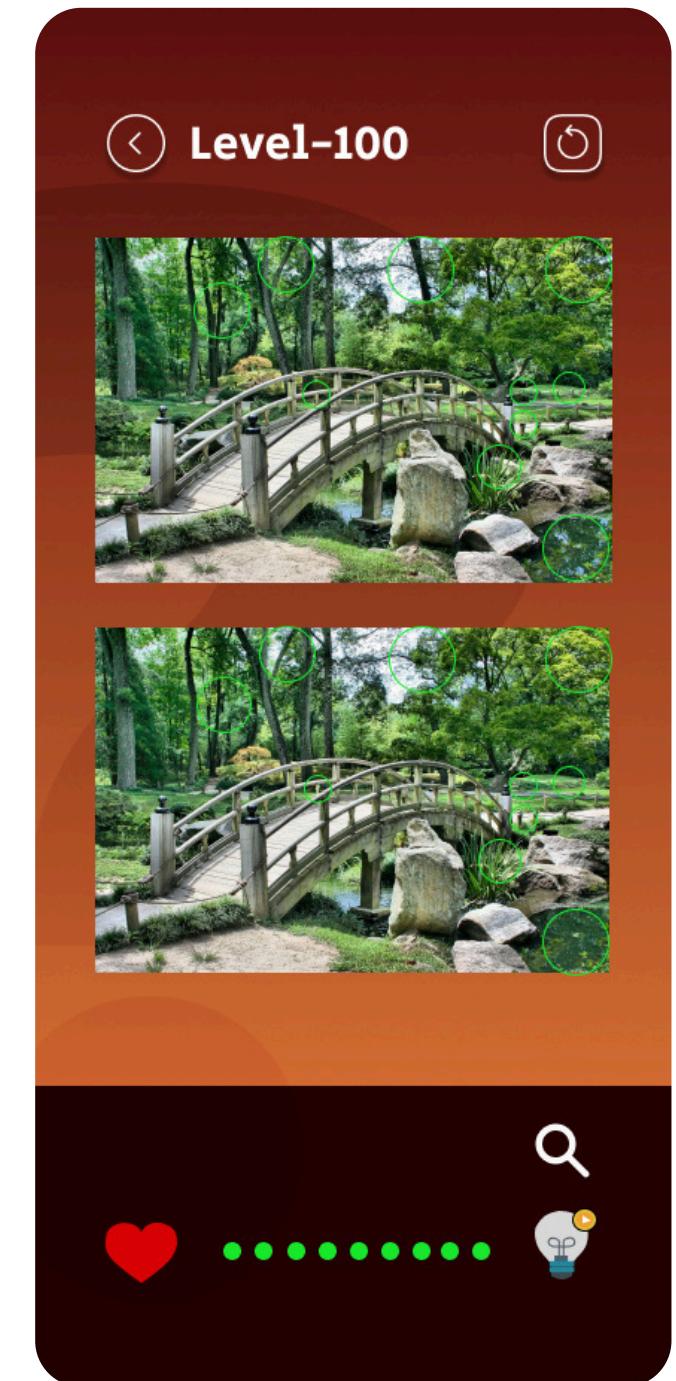
**Easy level  
contains of 5  
differences  
to find**



**Moderate levels  
contains of 7  
differences to  
find**



**Challenging  
levels contains 9  
differences to  
find**

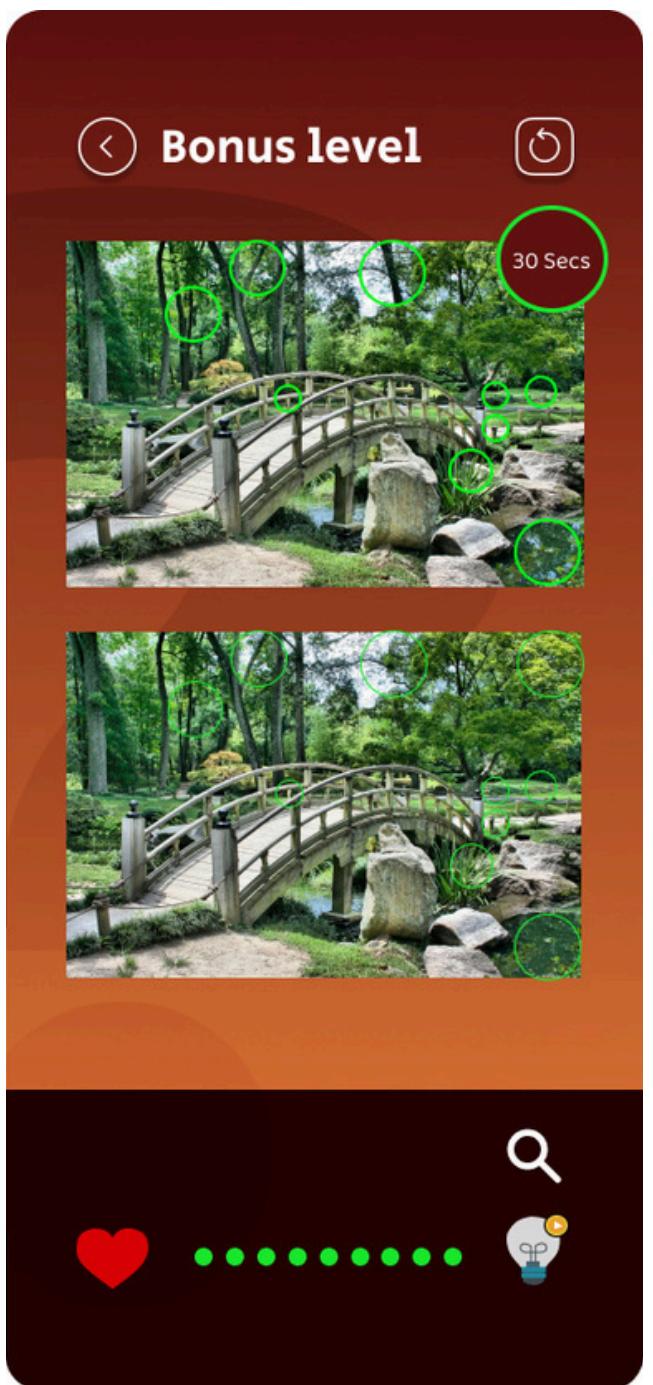


# Surprise/ Bonus level

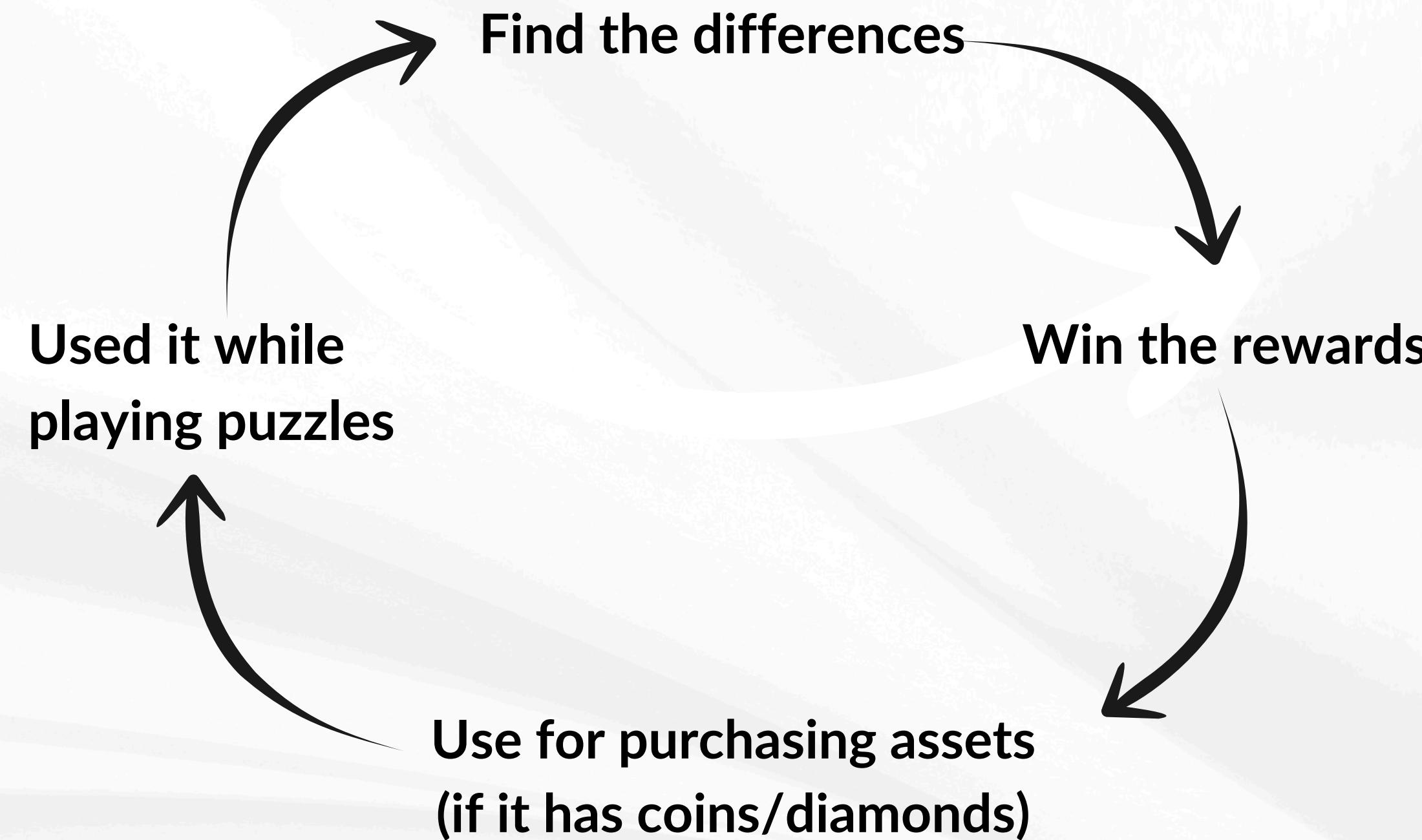
- Bonus level is to get more coins and diamonds this where the player gets more points for there leader board too.
- There will be 9 differences to find and there is time limit for it as well.
- Time limit for this bonus level is 30 secs.
- Players have to find minimum of 6 differences to get the rewards.

This bonus level can't be played again after the player has played it once.

- This bonus level only appear once every month.



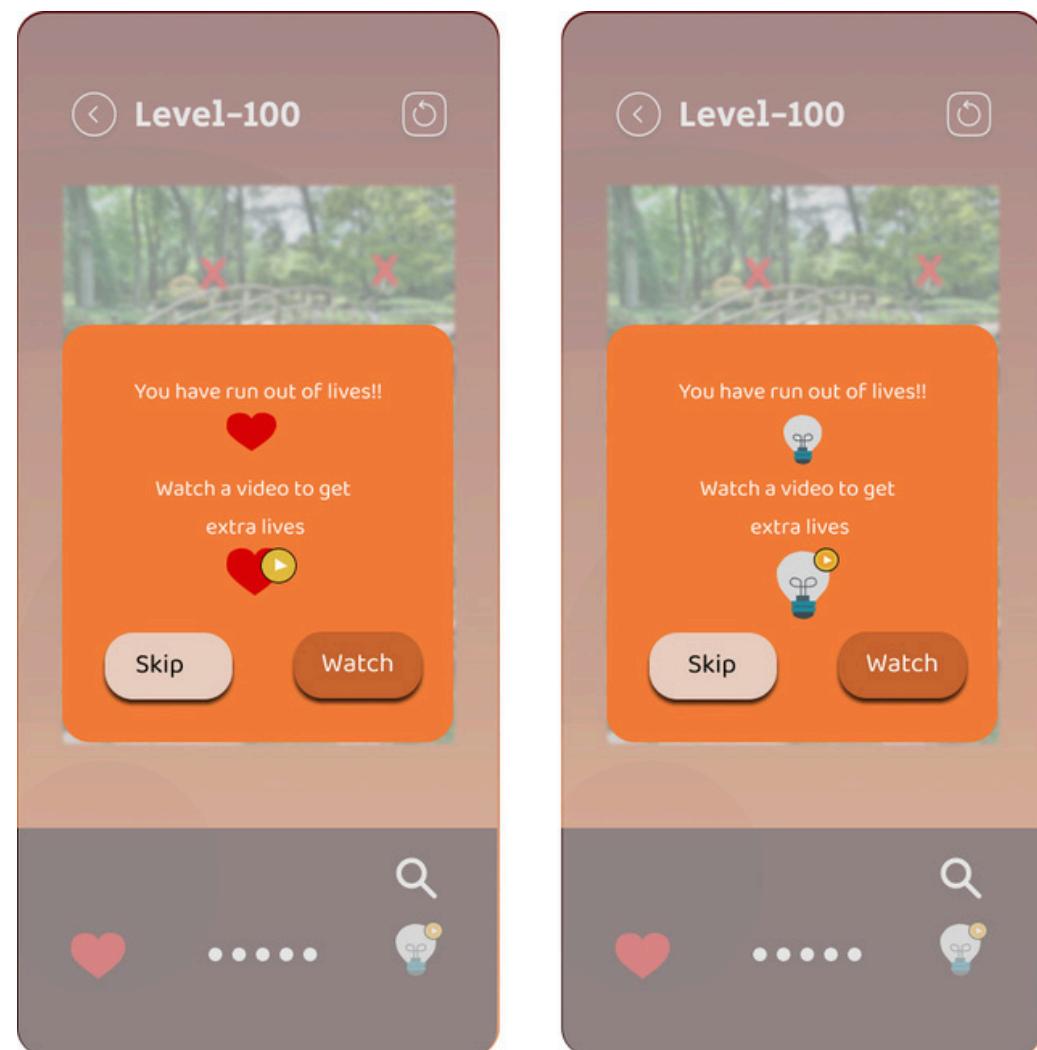
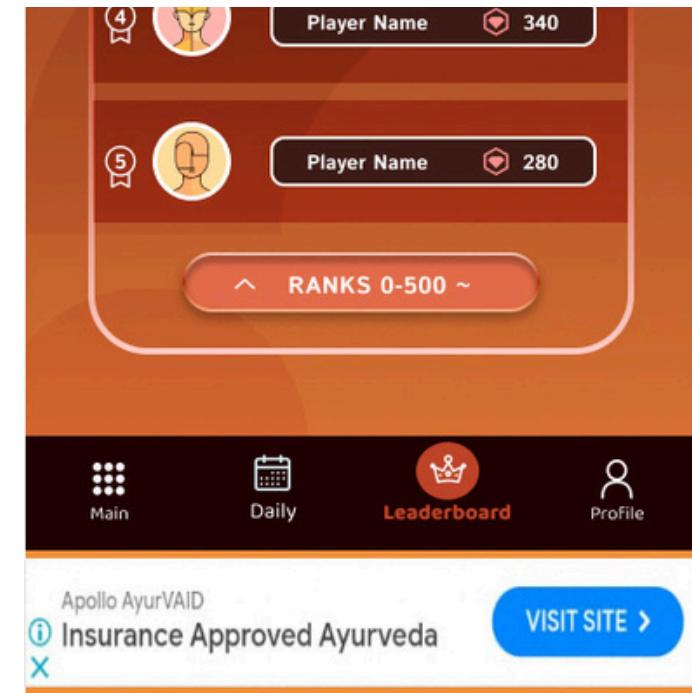
# CORE LOOP (RECREATED GAME)



# AD INTEGRATION

Ads are integrated into the game in following ways :

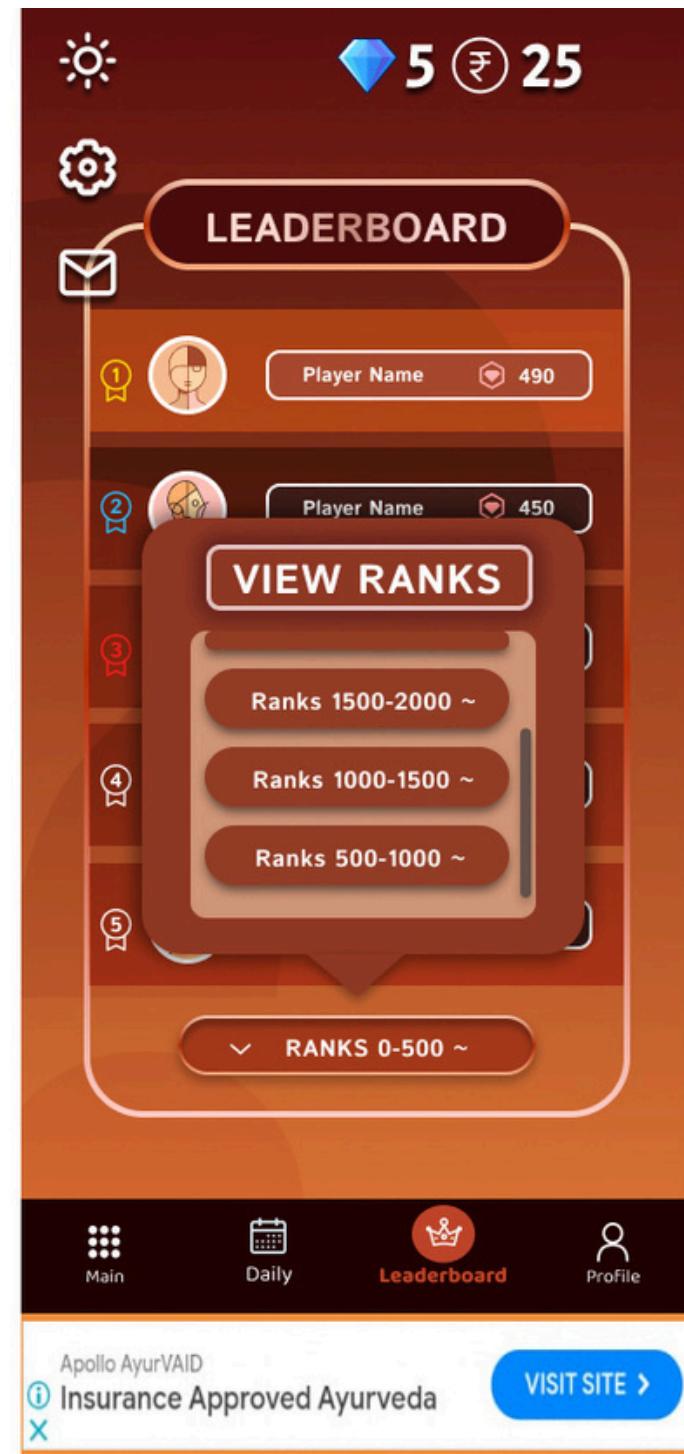
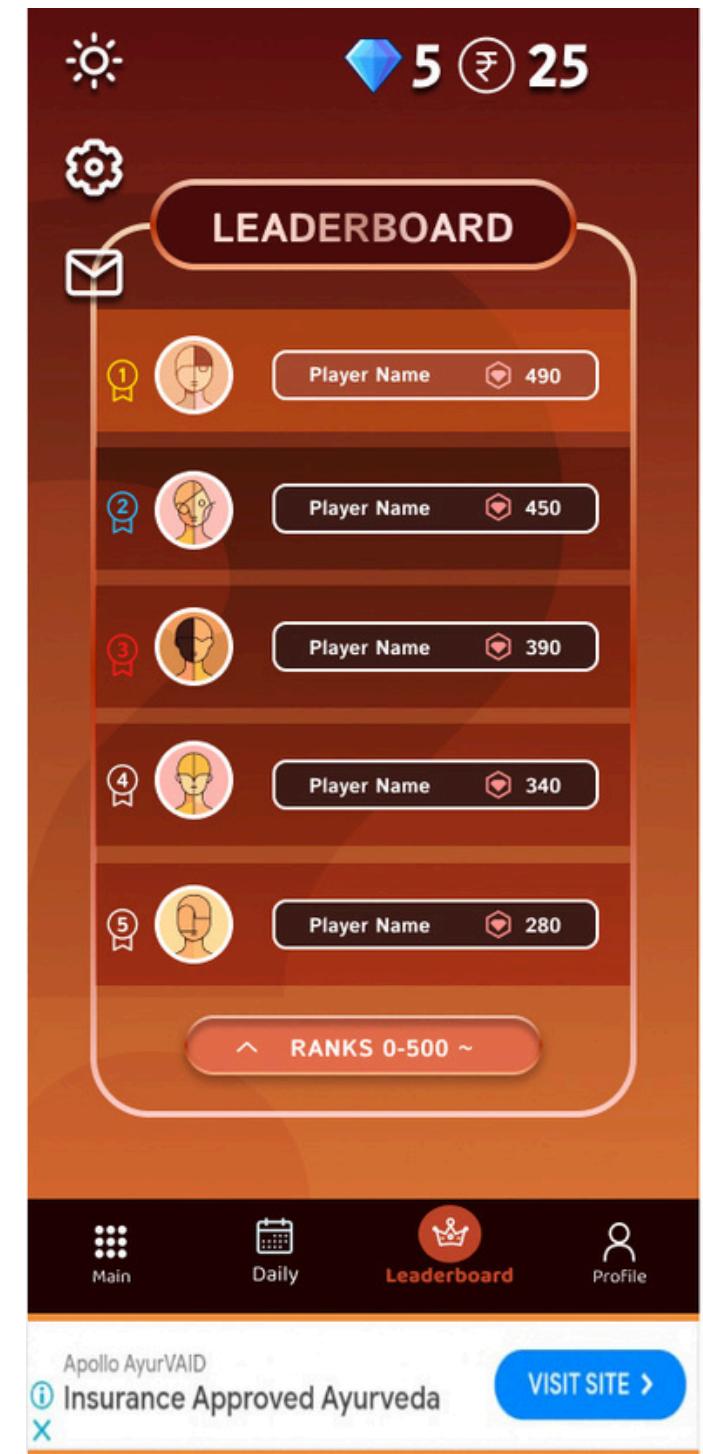
- Ad banners are displayed at the bottom of the home screen page ,
- Ads are also played After the completion of every 3 three puzzles .
- If the player runs out of hints during the game , he / she can earn the hint changed by watching an ad videos
- If the player runs out of lives during the game , he / she can earn the lives changed by watching an ad videos .
- Also players can unlock avatar upgradations by watching 2 ad videos / upgradations.
- Players can also get additional chances for lucky spins by watching an ad video .



# META LOOP

## Leaderboard

- Leaderboards in this game have the following features :
- The ranks are divided into groups of 500 .
- The player's ranks is placed based on the number of levels played , amount of currencies possessed and performance level.
- The player can rank up quickly if he/ she continues to play regularly .
- The ranking board will be displayed after every 5 levels are completed .
- Alternately , the player can also view the leaderboard by clicking on 'Leaderboard ' from the navigation bar .

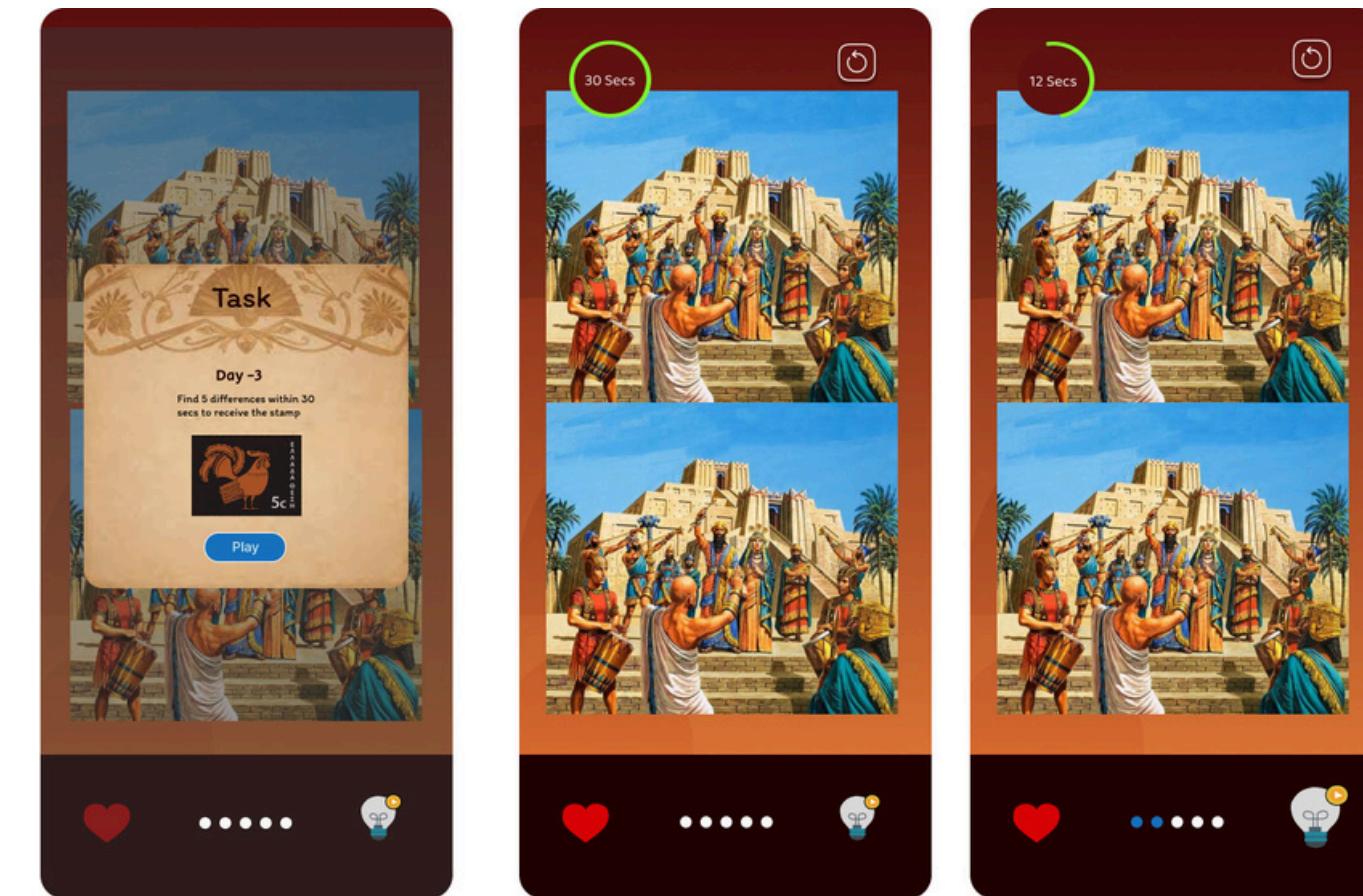
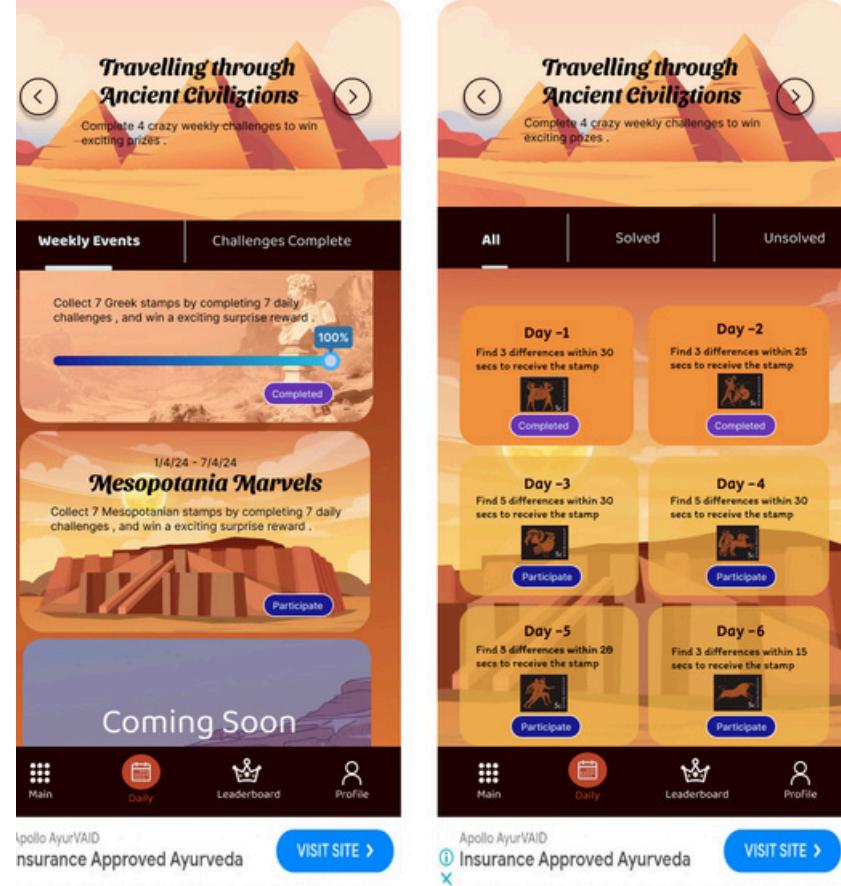


# META LOOP

## Daily Challenges

Daily challenges/puzzles in this game have the following features :

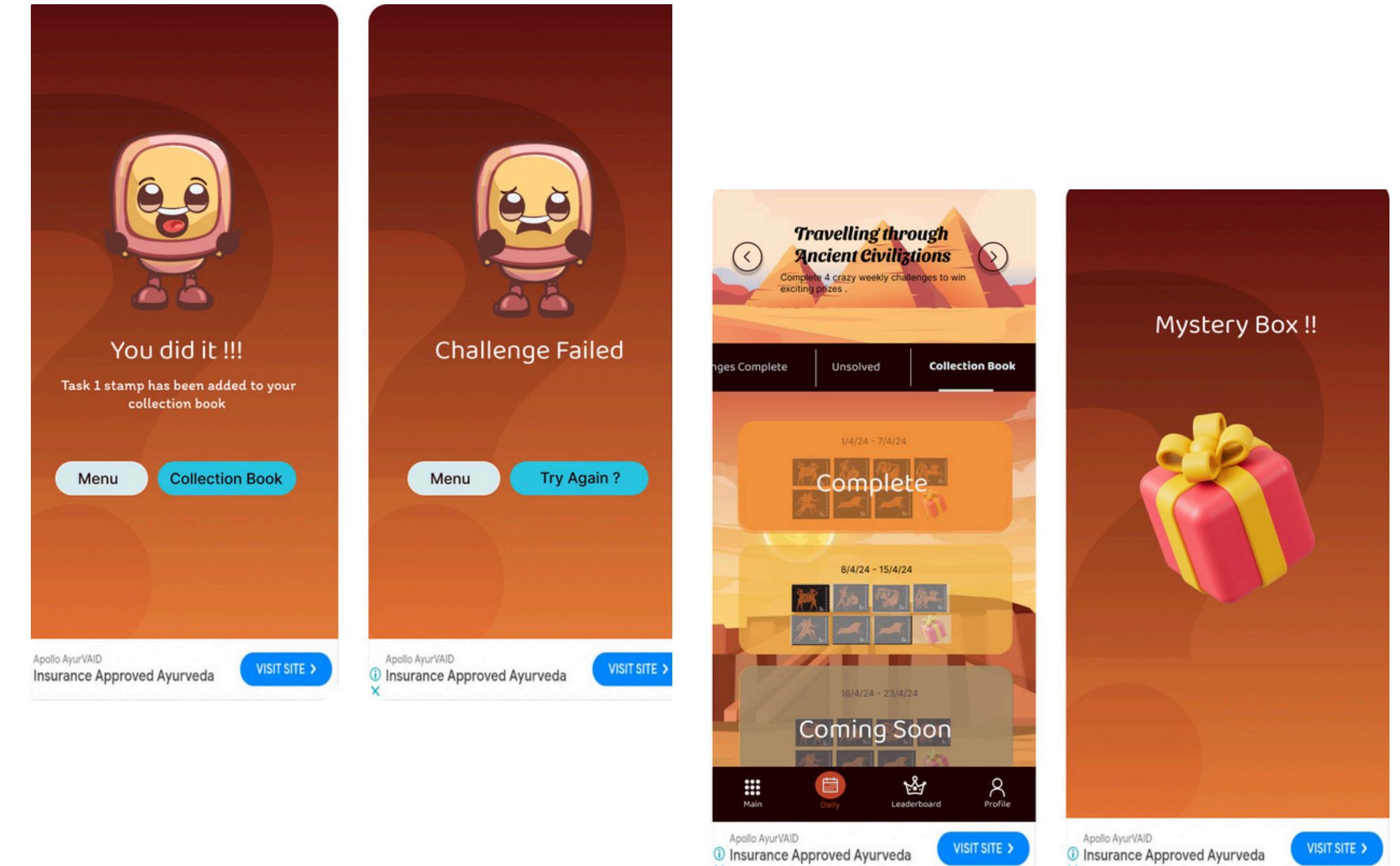
- Each month has one theme , and each week will have a subtheme
- Each day , the player has to complete 1 daily challenge based on the subtheme to received 1stamp
- The player has to collect all 7 unique stamps to receive a mystery gift ,
- The mystery gift will contain any kind of surprises such as coins , gems , avatar upgradations , powerups, etc .



# META LOOP

## Daily Challenges

- Daily challenges/puzzles in this game have the following features :
- if the player fails to complete the task , the player can redo it until the day's particular challenge period is over.
- The player can view the progress of the weekly challenges and also check their stamp collections .



# META LOOP

## Economy

### Ways in player can get currencies :

- Player default gets 20 coins & 10 gems when first entered into the game app.
- Players can get extra currencies by completing daily challenges .
- Additional currencies can also be purchased by watching ads .
- After completion of each puzzle levels , a certain amount of currencies will be rewarded depending on the level .
- Currencies can also be purchased using real money from game store .

### Ways in player utilize currencies :

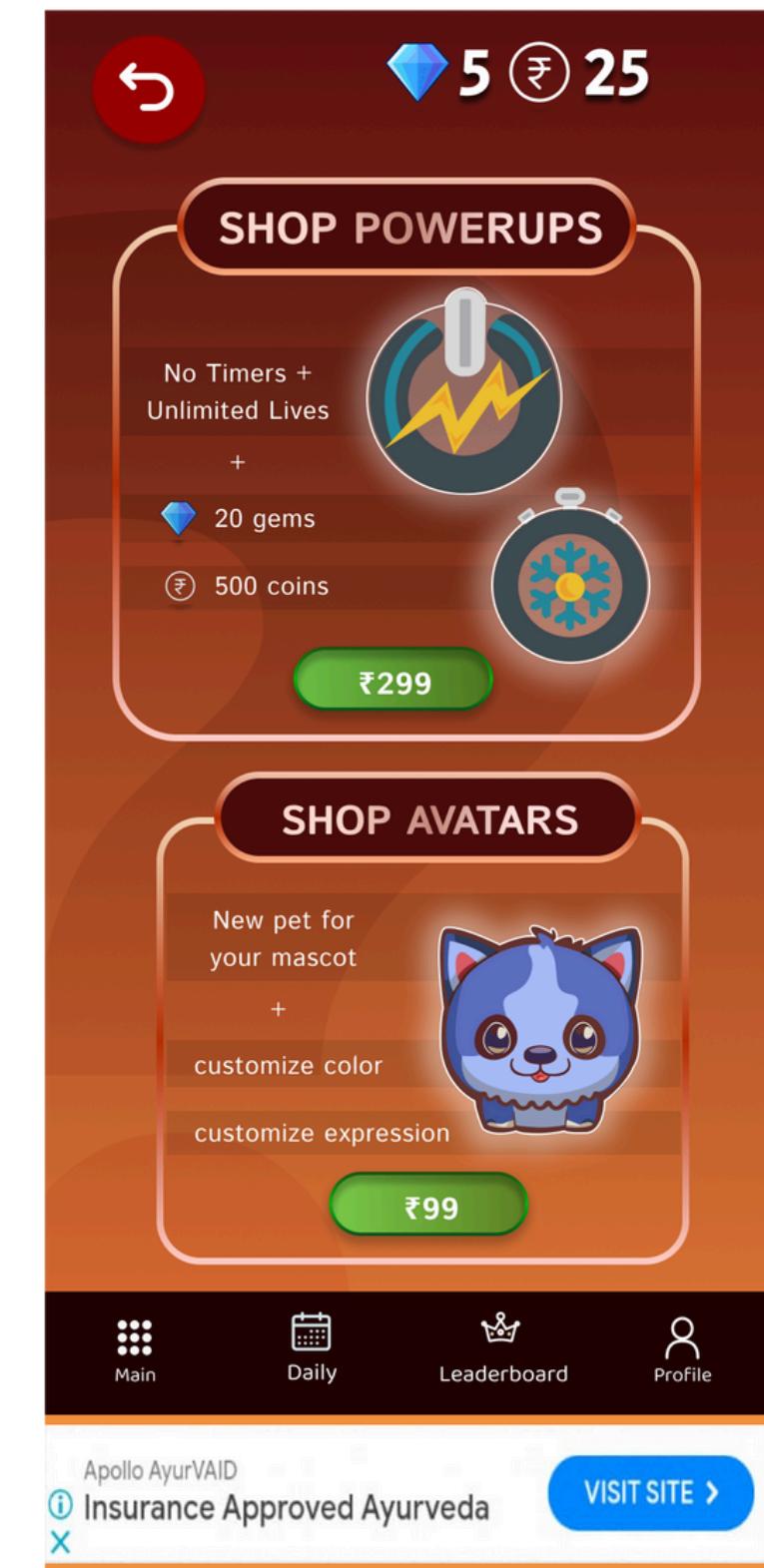
- Player unlock levels using currencies
- Players can use the currencies to buy extra lives and hints .
- Currencies can also be used for theme & avatar upgradations .
- Currencies can also be used for purchasing powerups grom the game store .

# META LOOP

## Game Store

Our store in this game have will contain the following:

- ‘Lucky draw’ that contains unlimited lives; ability to freeze timers on 3 hard levels get 10 of each power ups; 30 gems; 500 coins
- Individual power ups sold depending (time freeze x5; Unlimited lives)
- Pet avatars for the player’s mascot (cost increases based on rarity of the pet)
- Complex & theme based costumes and accessories for the player’s mascot.
- Ranges between 50-500 for gems; ranges between 1000-10,000 for coins



# POWER UPS

- **Lucky Draw** - Lucky draw is a full pack which contains all the power ups and in 1 quantity of each power ups ( time freeze, star points, extra lives and hints) and some amount of coins and diamonds in this lucky draw pack.
- **Time freeze** - Time freeze is used to freeze the time when you need extra time to look for the differences the time will be froze for the max of 5 secs.
- **Star points** - Star points helps you collect extra points for leader board and also gives you extra coins and diamonds of 5% more than what you get normally.
- **Extra lives** - Extra lives are helpful in the game when you are out of lives while you get more wrong chooses and loose lives this power up can be used then to continue the game it will refill your lives to 5 chances again letting you continue the game without replaying the whole level.

LUCKY DRAW



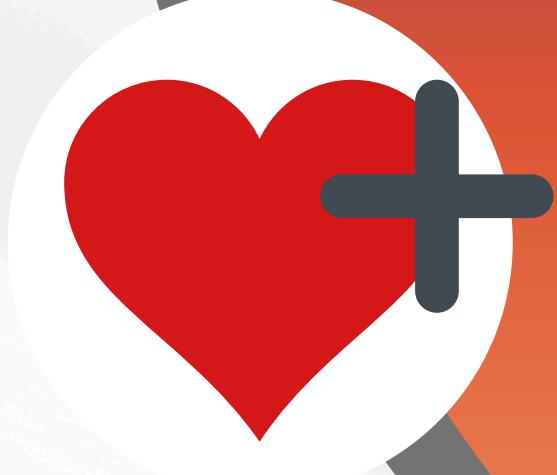
TIME FREEZE



STAR POINT



EXTRA LIVES

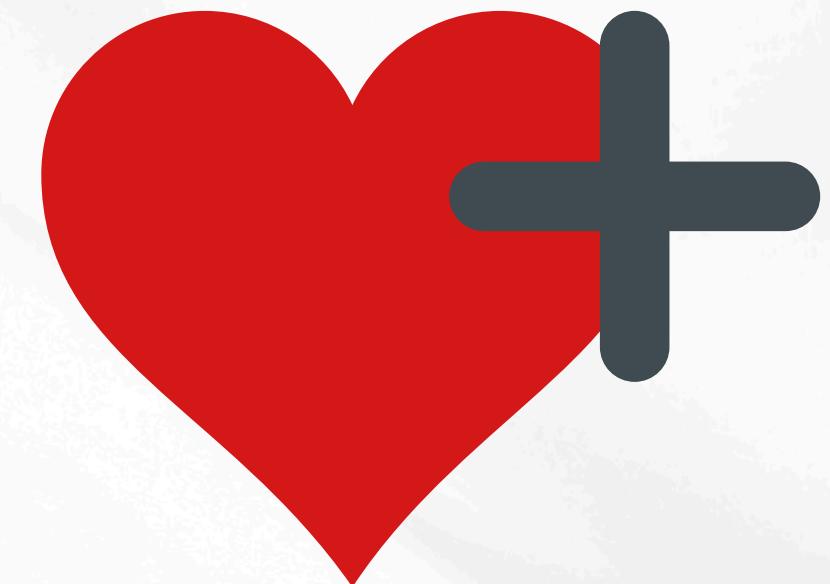




**STAR POINTS**



**LUCKY DRAW**



**EXTRA LIVES**



**TIME FREEZE**

- **Hints** - Hints this power up helps you locate the differences pointing out them to you to click where the difference is in the image , but you can only use this power up 3 times in a level.
- **Magnifying glass** - This power up is free to use in any levels it will make you look for the differences in the game much easier by zooming into the two pictures where you can simultaneously look at both pictures at once to look for the differences.

## HINTS

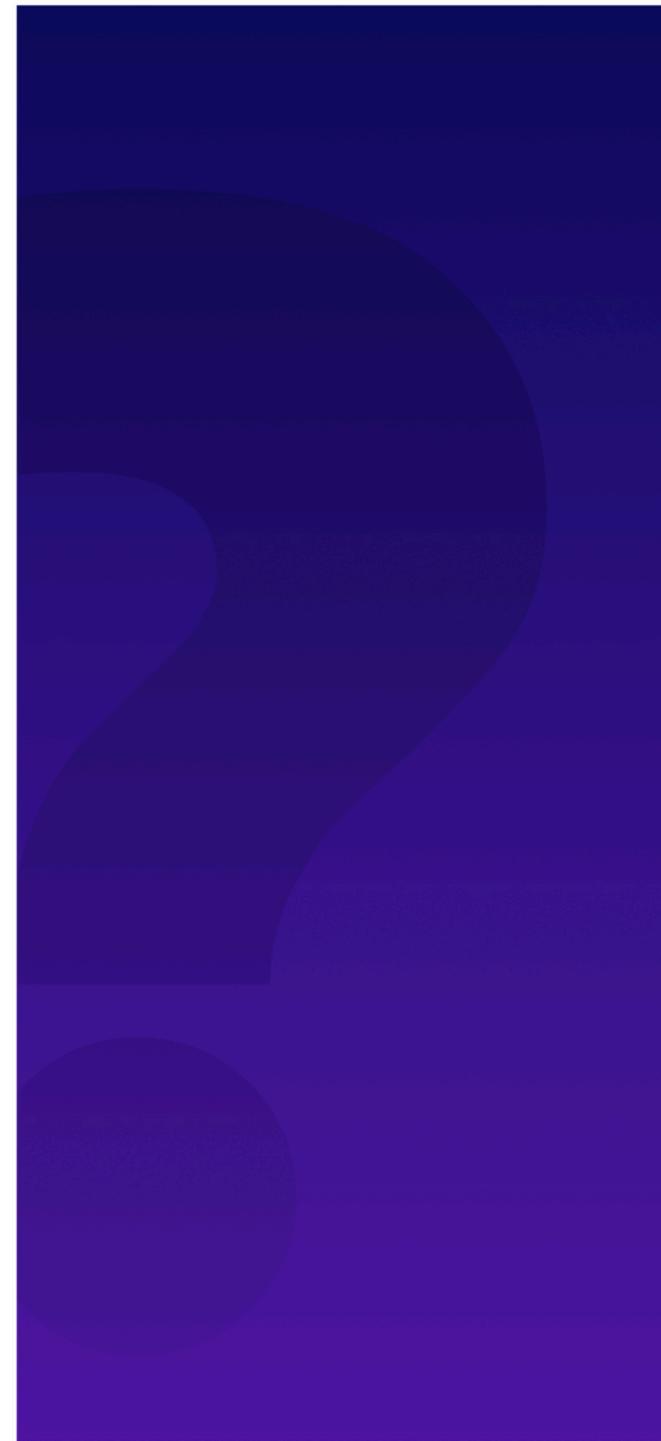


## MAGNIFYING GLASS



# THEMATIC EXPLORATION

# FINAL BACKGROUND IMAGES



Offering day and night mode themes allows users to personalize their gaming experience based on their preferences.

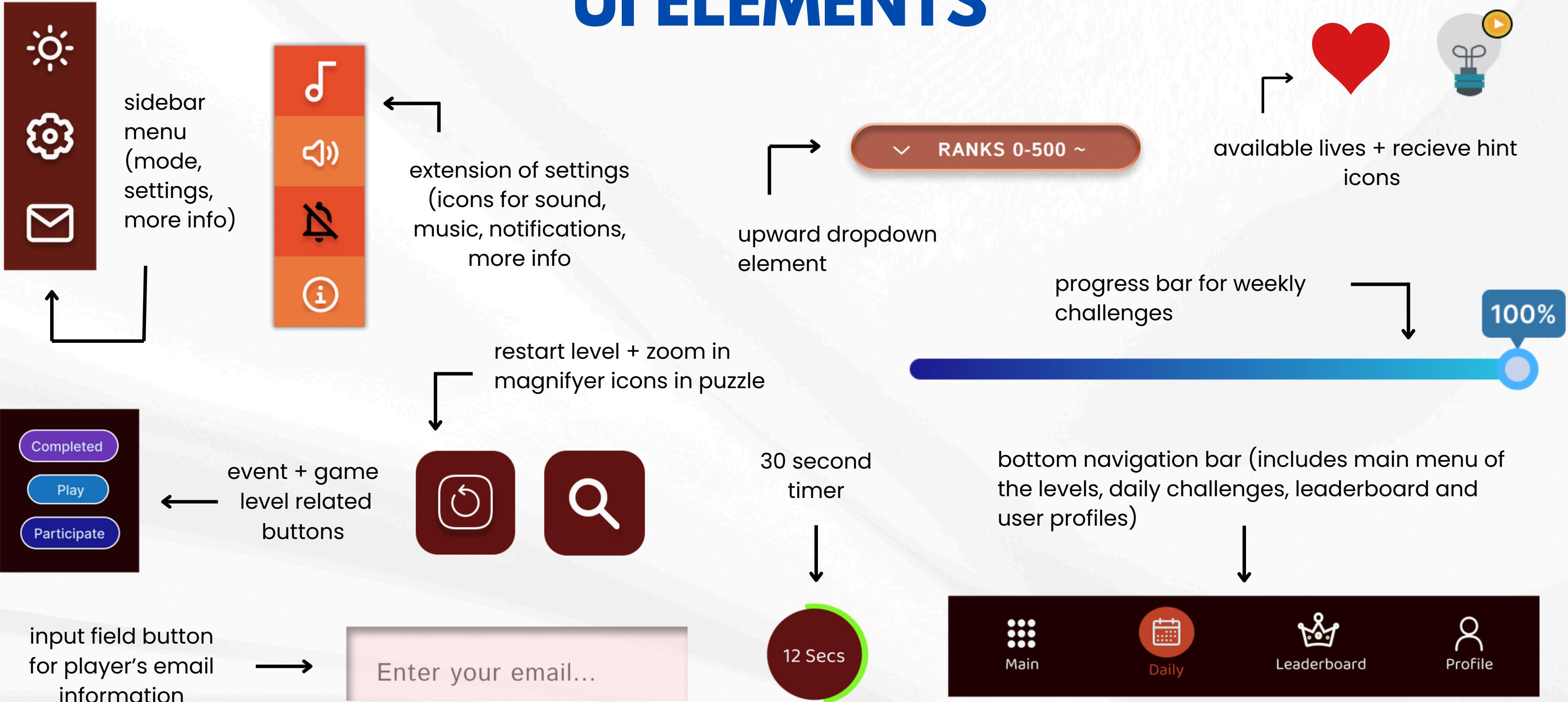
## **DAY MODE:**

Some users might find the vibrancy of day more appealing. Day mode allows for a wider range of colors to be displayed effectively, and can enhance the visual appeal of the game world.

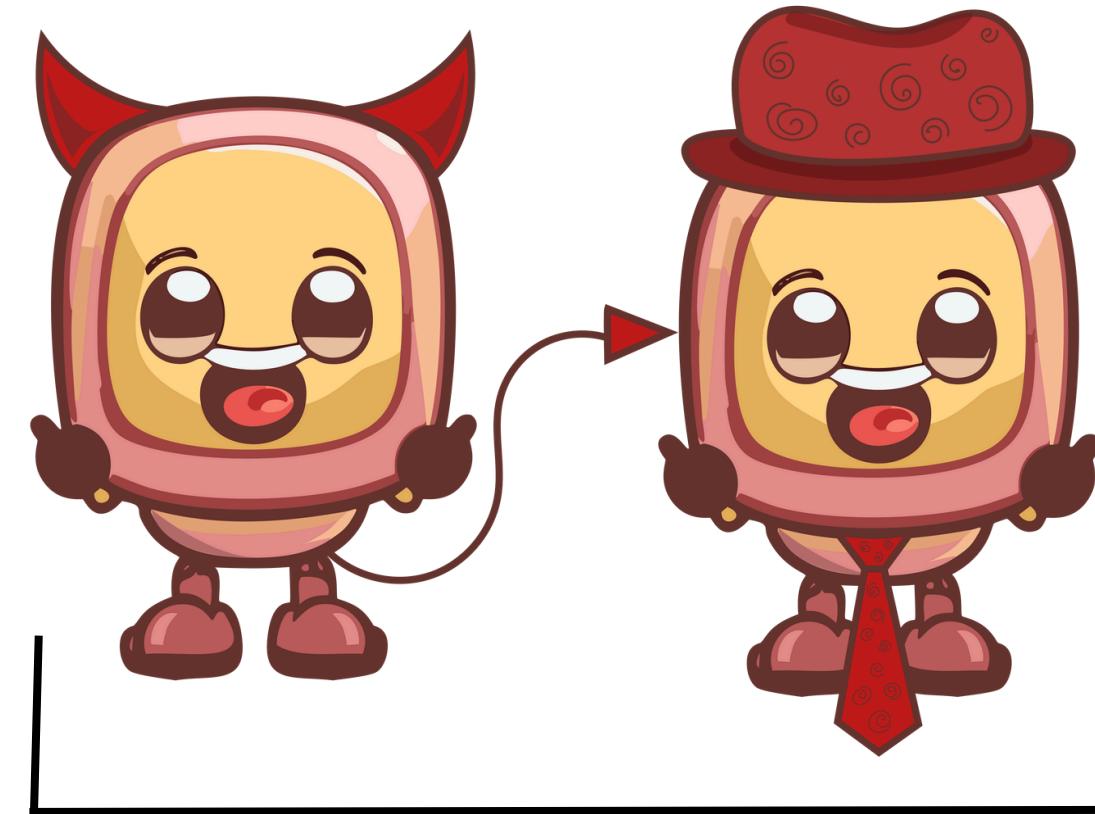
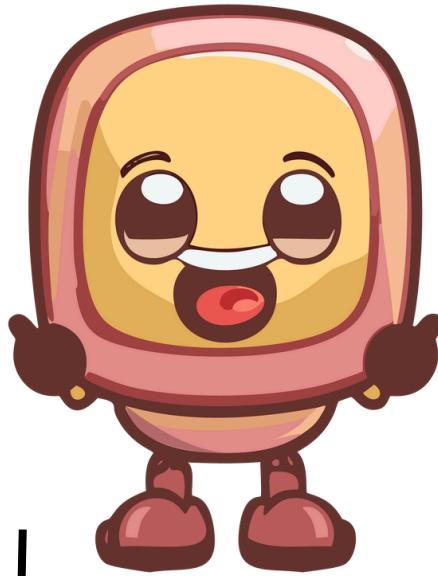
## **NIGHT MODE:**

Many users prefer the calmness of night mode. It is also particularly beneficial for extended gaming sessions at night or in dimly lit areas. The increased contrast can make text and UI elements easier to see.

# UI ELEMENTS



# CHARACTERS + AVATAR UPGRADATIONS



## TIER ONE:

- Players can unlock various emotional states and facial expressions of the game's mascot.
- Most items in this tier can be unlocked easily after completing a few levels.

## TIER TWO:

- Players can unlock various outfits and accessories in different colours for the mascot.
- Some items in this tier can be unlocked after completing many more levels, but to unlock sooner, or to unlock more complex costumes, they have to buy using real money.

## TIER THREE:

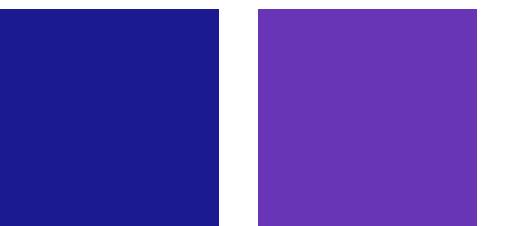
- Players can unlock pets for their mascot.
- The more rare the animal, the more costly, and can only be unlocked by buying with real money.

# BALOO BHAIJAAN

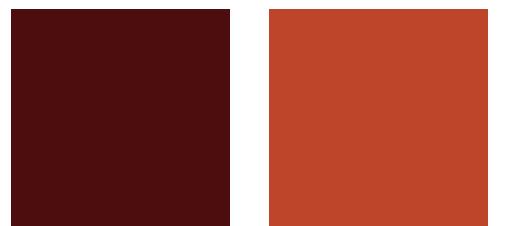
## SECULAR ONE

CAVEAT

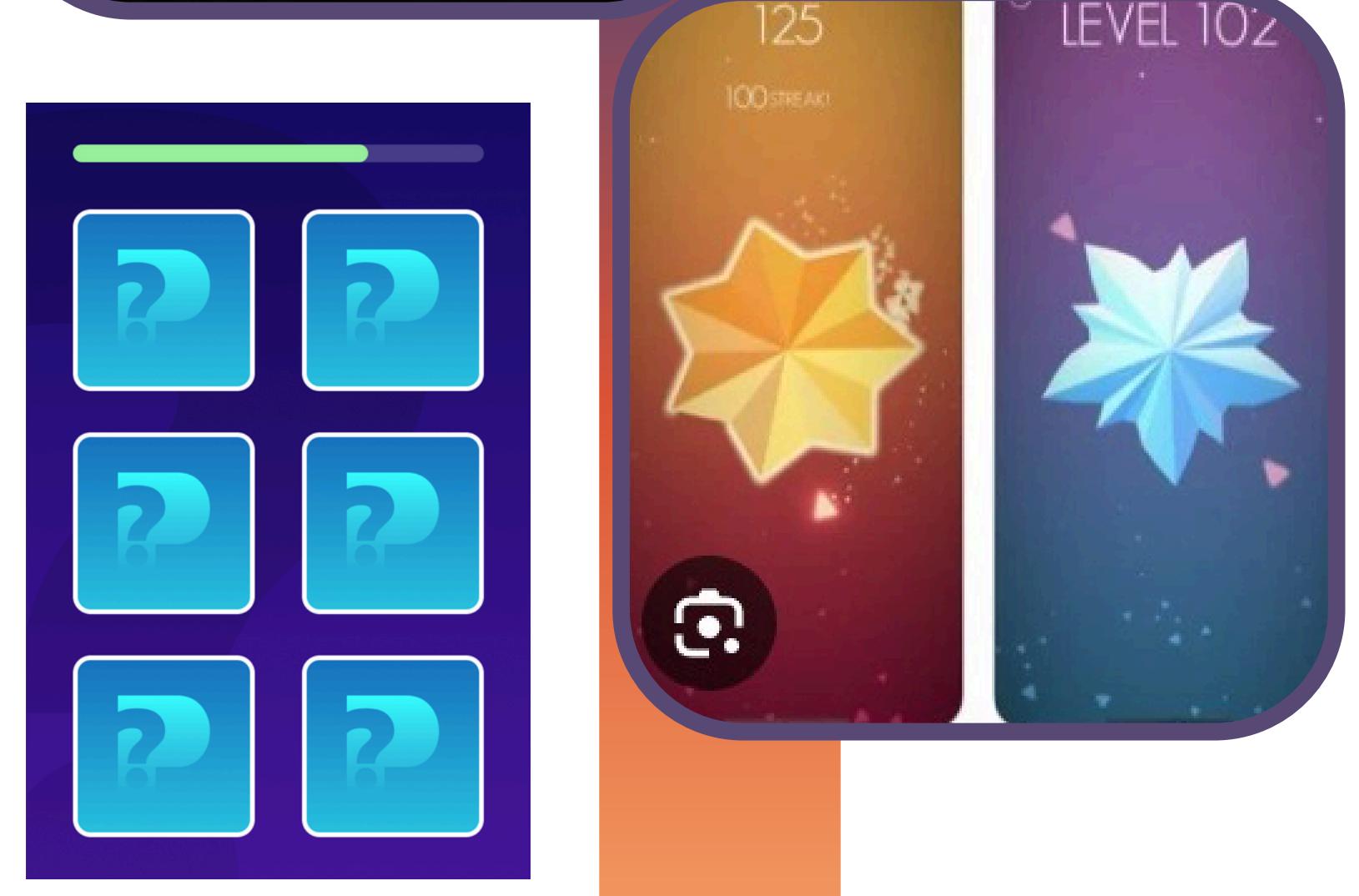
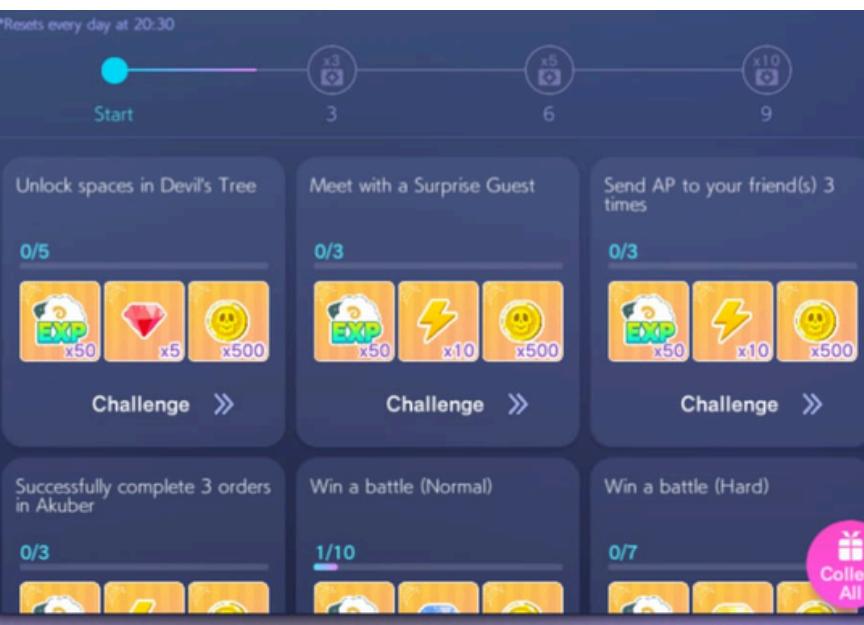
## MOODBOARD + REFERENCES



NIGHT MODE  
PALETTE



DAY MODE  
PALETTE



# **THANK YOU**