**🧠 Phase 1: Core Design & Setup (Weeks 1–3)**

**Goal:** Nail down your game concept, and get the basics working in Unity.

**Week 1 — Concept + Paper Prototyping**

* Define the core game loop (how does a puzzle work? how do you win/lose?)
* Sketch 5–10 level ideas on paper
* Choose a target resolution, aspect ratio, and color palette
* Decide on 3–4 mechanics (e.g., drag/drop, matching, switches, obstacles)

**Week 2 — Project Setup**

* Set up Unity project
* Build basic scene manager
* Create placeholder assets (colored shapes or boxes)
* Implement simple input (drag/drop, click, etc.)

**Week 3 — Core Gameplay Prototype**

* Code the base puzzle mechanic
* Build one test level
* Implement basic UI (restart, level complete)

**🧱 Phase 2: Content & Features (Weeks 4–10)**

**Goal:** Make it fun and playable, add some polish and real content.

**Week 4–5 — Visuals + Feedback**

* Add cartoon-style placeholders or temp art
* Add sounds for actions (clicks, win/lose)
* Add feedback: animations, effects, etc.

**Week 6–7 — Level System**

* Create a simple level loader
* Build 3–5 real levels
* Design a level select screen or progression system

**Week 8–10 — Game Flow**

* Title screen, pause menu, win screen
* Add simple music
* Polish UX (kid-friendly: big buttons, no text if possible)

**🧪 Phase 3: Playtesting & Polish (Weeks 11–16)**

**Goal:** Test with kids or friends, fix problems, improve experience.

**Week 11–13 — Playtesting**

* Show it to at least 3–5 people (ideally kids if possible)
* Write down pain points, confusing mechanics
* Tweak difficulty, pacing, and controls

**Week 14–16 — Visual Pass**

* Add basic final visuals (backgrounds, characters)
* Replace any programmer art with placeholders that look final
* Animate some parts if time allows

**🎯 Phase 4: Demo Polish & Packaging (Weeks 17–20)**

**Goal:** Prep the demo for sharing (itch.io, friends, whatever you choose).

**Week 17–18 — Final Polish**

* Sound/music polish
* Final level tweaks
* Bug fixing

**Week 19 — Build & Test**

* Export builds (WebGL, Windows, or mobile — your choice)
* Test them on multiple devices (get friends to try if possible)

**Week 20 — Release!**

* Upload to itch.io or wherever
* Write a fun little blurb
* Share it (or keep it private if it’s just for learning)

**✅ Tips**

* Use **colored shapes** or temporary art until the mechanics are rock solid.
* Make levels short and intuitive — perfect for kids.
* Don’t overthink — your first playable demo doesn’t need to be beautiful, just fun and functional.

Want me to turn this into a printable checklist or Trello board-style breakdown?

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