

# FARM PARTY

Farm Party is a colorful and family-friendly party game where players become mischievous farm animals working together to plan a secret celebration — without being caught by the farmer. With its mix of humor, teamwork, and unpredictable events, it offers a fun and accessible experience for children, families and friends.

UX-designer

Catrine Demczur

Duration

2025 Aug. 4th - Aug. 22nd



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## Executive Summary



### Overview

Farm Party is a lighthearted cooperative party game where players embody mischievous farm animals preparing a secret party while avoiding the farmer. The game is designed for a broad audience, ages seven and up, making it appealing to children, families and casual gamers. Its unique charm lies in its colorful cartoon-inspired world, humorous character interactions, and unpredictable events that encourage teamwork and replayability.

### Objectives

The main UX design goals were to ensure the game felt intuitive and accessible for younger players while still offering depth and engagement for adults. A strong focus was placed on designing interaction flows that foster collaboration and make teamwork both natural and rewarding. This case study provides insights into balancing simplicity with strategic depth and highlights how humor and playful feedback can elevate the user experience.

## Background

### Project Scope

The vision behind Farm Party was to design a playful, cooperative experience that brings people together through humor and teamwork. In the game, players step into the roles of quirky farm animals sneaking around to collect party supplies while outsmarting the farmer. The project was initiated as part of the Game Design course, giving our team the opportunity to explore how lighthearted storytelling, accessible mechanics, and UX-focused design choices can make a game both family-friendly and strategically engaging.

Year  
2025

Duration  
3 weeks

Design Tools  
  

My role  
UX-designer



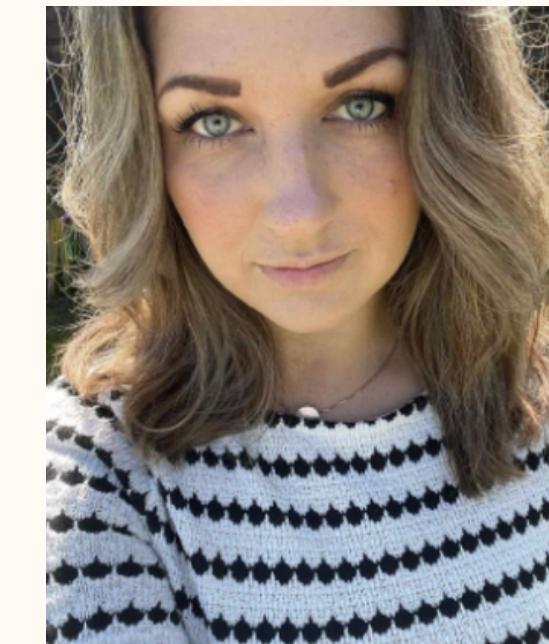
# THE TEAM



UX-Designer  
Catrine Demczur



UX-Designer  
Lovisa Reinholdt



UX-Designer  
Emma Hellberg



UX-Designer  
Michail Obrazcov

## Design Process

### Discovery



### Methods

To evaluate and refine the game's user experience, we employed hands-on playtesting, observing interactions, gathering direct feedback, and iterating on the design. This approach allowed us to identify pain points, validate design decisions, and ensure the game was intuitive, engaging, and fun for players of all ages.

- **Playtesting:** Observed different age groups playing the game.
- **Competitive Analysis:** Studied successful party/casual multiplayer titles for mechanics and engagement patterns.
- **Market Trends:** Explored pricing, adoption, and marketing strategies in similar games.



## Design Process

### Discovery



## Market Trends

- **Accessible Pricing:** Mix of premium base and optional cosmetics drives adoption.
- **Wide Distribution:** Platforms and subscription services (e.g., Game Pass) boost reach.
- **Viral Marketing:** Influencers and streamers outperform traditional ads.
- **Community Features:** Live events, mods, and social play increase retention.
- **Player Preferences:** Humor, cooperative mechanics, and unpredictability engage broad audiences.
- **Farm Party Takeaway:** Prioritize accessibility, broad distribution, influencer-driven visibility, and social gameplay to maximize launch success and long-term engagement.

## Design Process Discovery



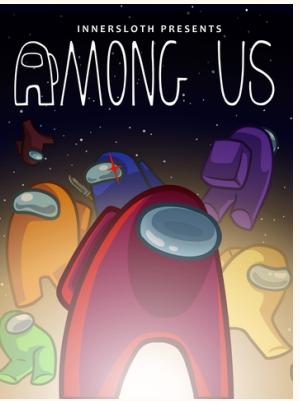
## Competitive Analysis

### Party Animals (Recreate Games, 2023)

- **Sales:** Estimated 500,000–600,000 copies on Steam within the first ~10 days; over 100,000 concurrent players.
- **Price:** \$19.99 at launch.
- **Economics:** Premium title with cosmetic events and ongoing live support. Day-1 release on Xbox Game Pass expanded reach but reduced reliance on direct sales.

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### Among Us (InnerSloth, PlayEveryWare, 2018)



- **Sales:** By September 2020, ~86M mobile downloads; in November 2020, it was the most downloaded mobile game globally with 53.2M installs. Early PC sales were modest before its viral breakthrough.
- **Price:** \$4.99 on PC; free on mobile with in-app purchases.
- **Economics:** Hybrid model — premium on PC/console and free-to-play on mobile with cosmetic IAP. Lifetime revenue estimated at ~\$100M+.

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### Farming Simulator 25 (GIANTS Software, 2024)



- **Sales:** ~2M copies in the first week; ~3M in three months, marking the strongest launch in the series.
- **Price:** \$49.99 base edition.
- **Economics:** Premium model with long-tail revenue through DLCs and expansions. Strong licensing network with 100+ machinery brands.

## Design Process

### Discovery



#### Persona

**Name:** Lucas Andersson

**Age:** 9

**Location:** Stockholm,  
Sweden

#### Bio:

Lucas loves playing games with his family, especially games that mix humor, animals, and friendly competition. He enjoys cooperating while also trying to win against his siblings or parents.

#### Goals:

- Have **fun** playing games with **family members** of different ages.
- Experience **laughter** and **unexpected moments** in games.
- Compete in a **lighthearted** way without feeling frustrated.

#### Frustrations:

- Games that are too **complex** or **slow-paced**.
- Solo games that **don't** allow him to **interact** with **family**.
- Games where **mistakes** are **punished** harshly.

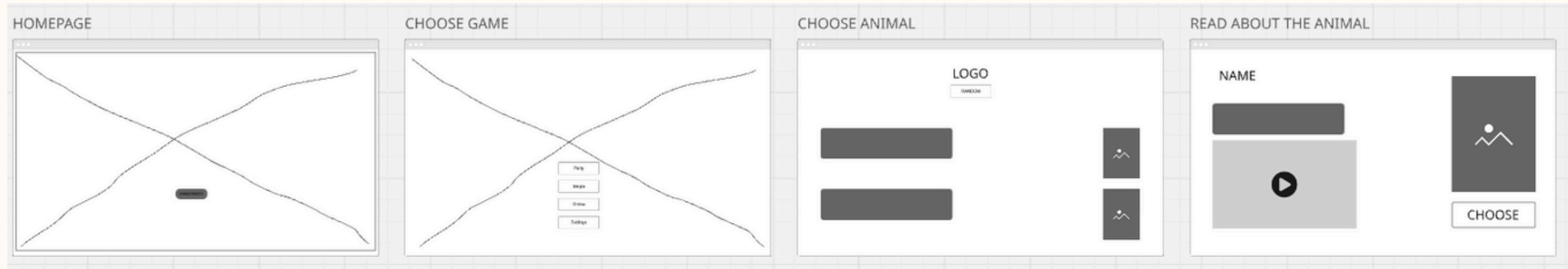
#### Favorite Game Features:

- Cooperative mechanics with a touch of **competition**.
- **Funny**, animated **characters**, especially animals.
- **Quick rounds** that keep the action lively.

"I love it when everyone is laughing and trying to beat each other at the same time!"

### Early Wireframes

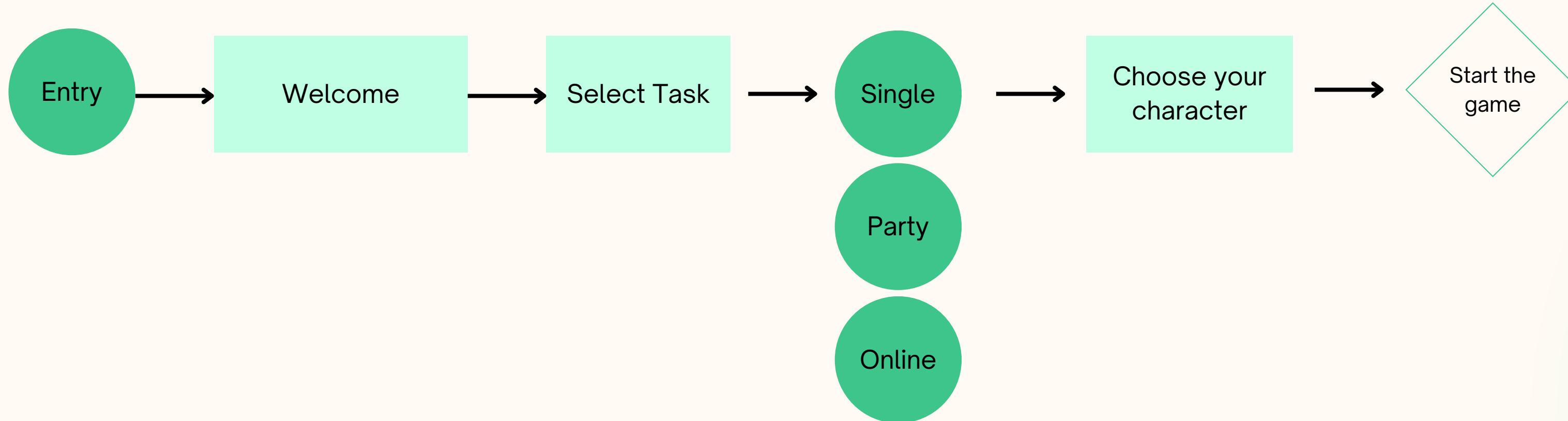
Early design iterations focused on creating a simple, intuitive interface for cooperative gameplay. Low-fidelity wireframes mapped out core screens and interactions, while interactive prototypes tested game flow, feedback, and accessibility. Tools used included Miro and Figma for wireframing and prototyping. Key decisions were to emphasize clarity, playful visuals, and easy navigation for players of all ages.



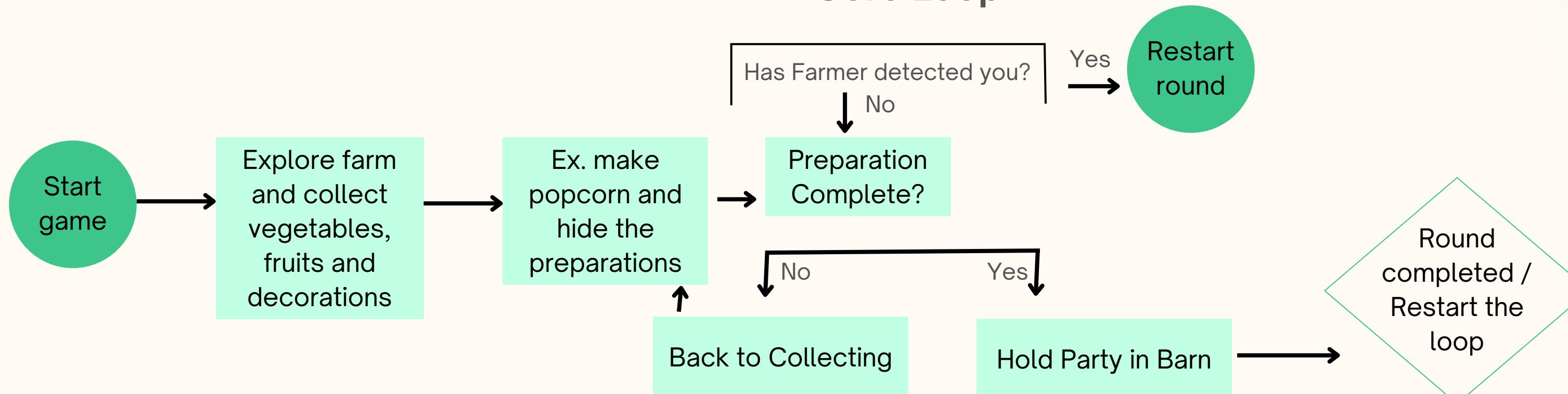
# Design Process

## Design

### Interaction Design



### Core Loop



## Design Process

### Design



### Visual Design

Farm Party uses playful visuals and a warm color palette to reflect the farm setting. Clear UI elements and friendly typography support readability and easy navigation, while custom illustrations and character designs reinforce the game's humorous, cooperative tone.

- **Color Palette:** Warm, vibrant colors (yellows, greens, reds) to evoke a cheerful farm atmosphere.
- **Typography:** Friendly sans-serif for instructions; playful font for headings to match the game's humor.
- **UI Design:** Large, clear buttons and intuitive icons for smooth navigation.
- **Illustrations and Characters:** Custom designs to highlight cooperation and add personality.
- **Usability and Appeal:** Visuals guide the player's attention and make mechanics easy to understand at a glance.



Color Palette:

AaBbCc Sans-serif  
Typography

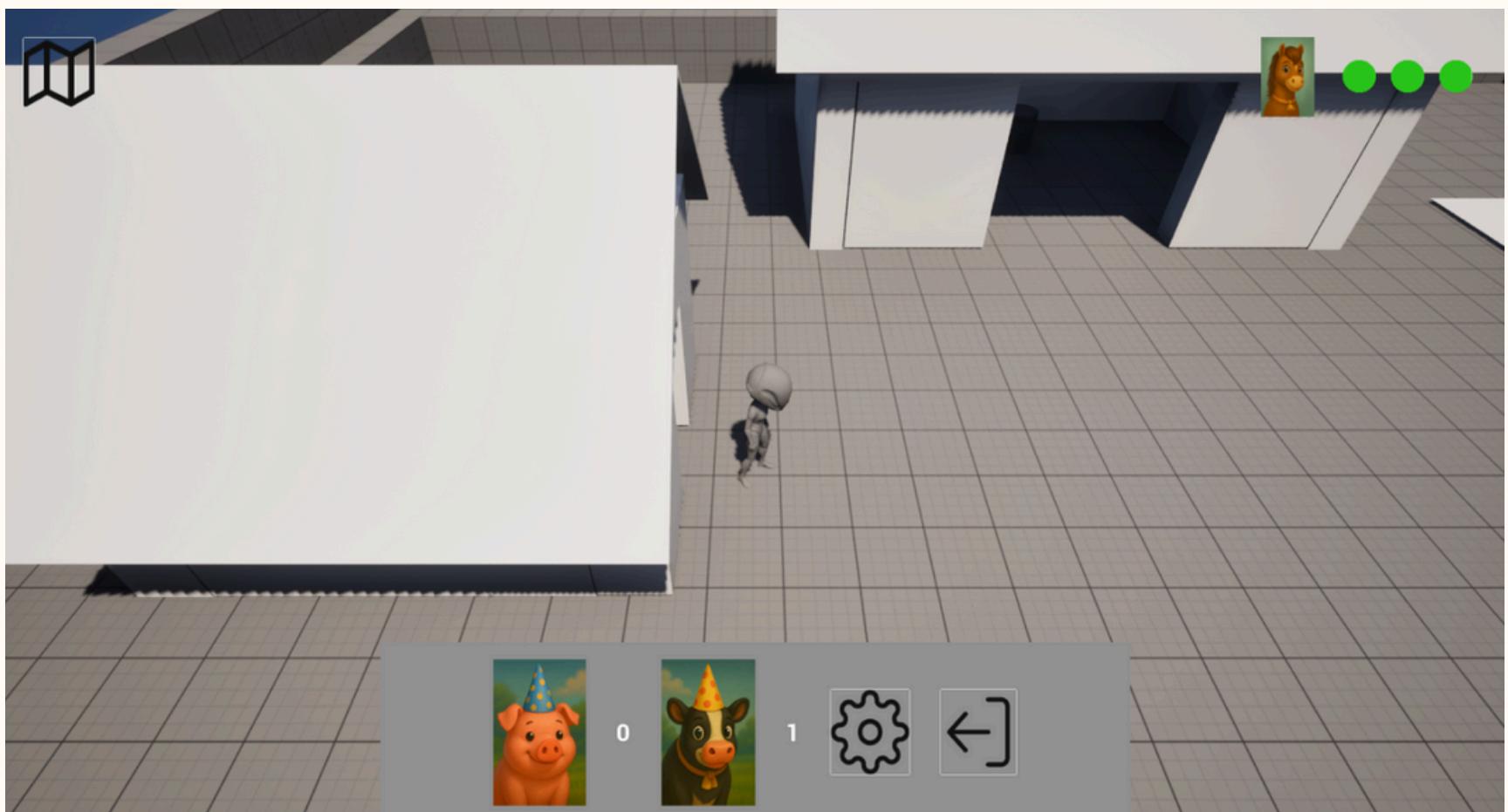
## Design Process

### Design



## Game Sequence

The game was built in Unreal Engine. In the scene below, the player's character stands in front of a building. The screen shows how many missions each participant has completed. In the top-right corner, the player's own completed missions are displayed as green circles. The bottom bar includes a settings button and a leave button for easy access. In the top-left corner, a mini-map provides an overview of the surrounding area, helping the player navigate and plan their next moves.



## Design Process

### Testing and Accessibility



### Usability Testing

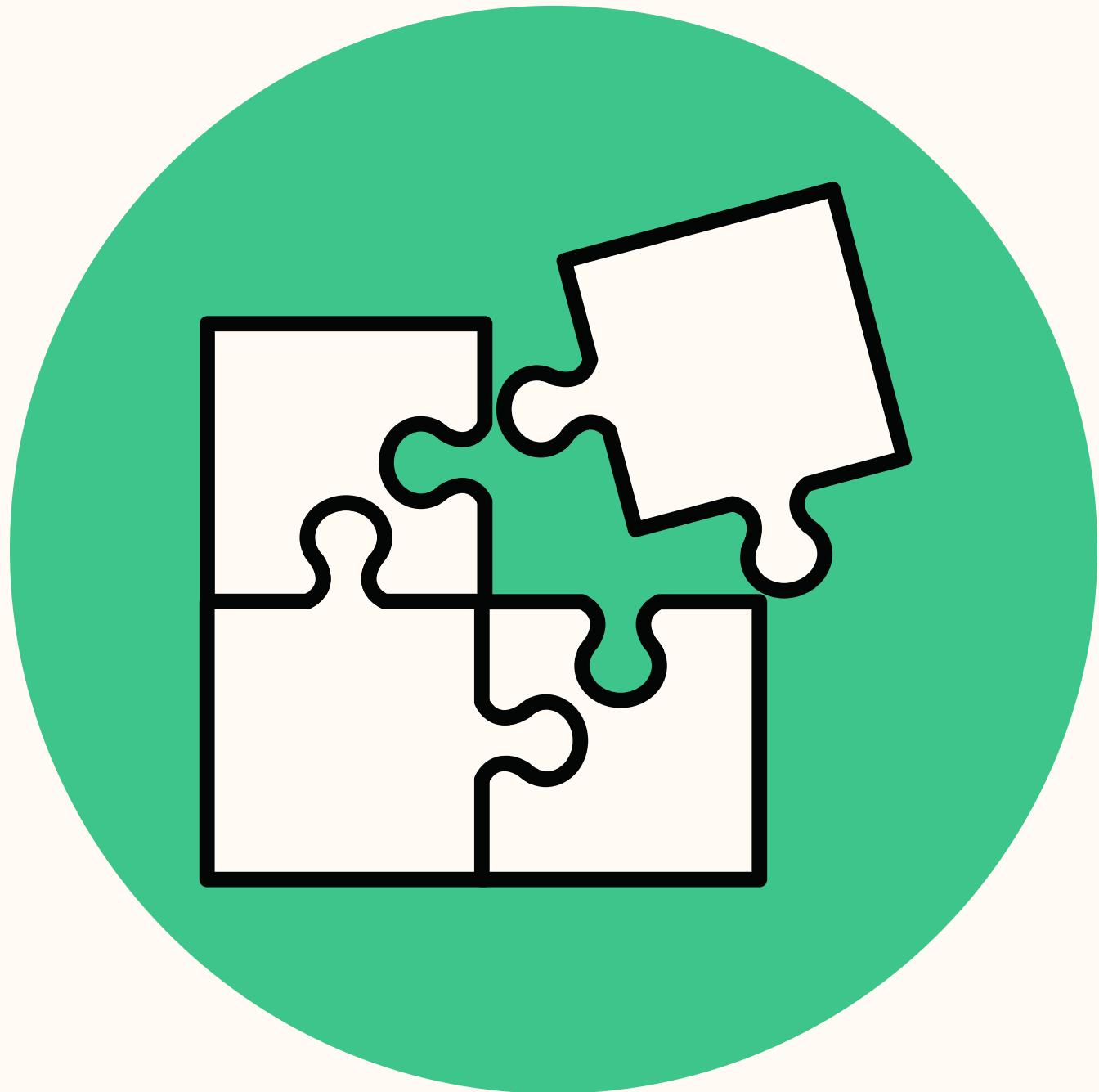
We conducted a playtesting session to observe interactions and identify pain points. Feedback was collected through direct observation and informal interviews. Iterative adjustments were made to improve navigation, controls, and cooperative gameplay, ensuring the experience remained intuitive, fun, and engaging for the target audience.

### Accessibility

Farm Party was designed to be inclusive and playable by a wide audience. Features include simple, adaptable controls, clear visual cues, colorblind-friendly palettes, and adjustable text sizes. These measures ensure players of different ages and abilities can easily navigate, understand, and enjoy the game.

## Design Process

### Challenges and Solutions



#### Design Challenges

One of the main UX challenges was balancing simplicity for younger players with enough strategic depth to keep older players engaged. Another challenge was ensuring cooperative gameplay felt rewarding without causing frustration when players failed to avoid the farmer.

#### Solutions

These challenges were addressed through iterative prototyping and playtesting. Controls and objectives were simplified, while teamwork mechanics were refined to be clear and fun. Visual cues and feedback were added to help players understand game states, and humor was used to soften mistakes, keeping the experience lighthearted and engaging.



# Design Process

## Outcomes and Results



### User Feedback

Players said some parts were hard to navigate and goals weren't always clear. Based on this, we made menus simpler, added clearer instructions and improved the tutorial.

### Feedback

- Some players had difficulty playing with the mouse. They found it easier with the keyboard.
- Most players understood the play logic under 1 minute.
- One testperson mentioned that the animals personality wasn't so clear.

### Impact

These insights helped us understand how we can improve the gaming experience



# Design Process

## Lessons Learned



### Insights

I learned that testing early with players is very important. Simple, clear menus and instructions make a big difference. Some things, like certain game features, needed more explanation, which showed that clarity is key.

### Best Practices based on the study's findings

- **Use player feedback to guide design:** *The study showed that making changes based on user input improved the gaming experience.*
- **Prioritize clear navigation and instructions:** *Players responded best to interfaces that were easy to understand and navigate.*
- **Test and iterate frequently:** *Regular testing helps identify issues early, leading to smoother gameplay experiences.*
- **Track key metrics:** *Monitoring satisfaction, ease of use, and completion rates provided actionable insights for improving the design.*
- **Balance simplicity with engagement:** *Features that were simple yet interactive kept players more involved and motivated.*

# Design Process

## Conclusion



### Summary

The UX design journey involved understanding players' needs through research, creating prototypes, testing with users, and refining the game based on feedback. Each step helped improve navigation, clarity, and overall player satisfaction, leading to a more engaging and enjoyable game experience.

### Future Prospects

Future updates could focus on adding new interactive features, further simplifying navigation, or introducing personalized gameplay elements. Continuing to gather player feedback will help guide improvements and evolve the game to keep players engaged.

## Summary



### Summary

I am grateful to my team for the excellent collaboration and creative contributions throughout this project. I would also like to take this opportunity to thank the testers who took the time to test our game.

For further questions or to connect, please feel free to reach out.

Thank You!

Catrine Demczur

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