

MALL MANAGER

INTRODUCTION

Welcome to the Bayview City – the west coast paradise booming with business. Embark on a journey to create the biggest and most amazing Mall the city has ever seen! Purchase new land, expand your Mall, from humble beginnings of a Strip Mall all the way to a Mega Mall the likes of which have never been seen before!

Use your unique design skills and make the mall your own. Put the brands you want, remove the ones you don't. Manage your Mall staff and services and show them all who is the boss! Use cash to buy and upgrade parts of your mall. Collect unique items by playing the game and decorate your mall to make it more attractive to your customers. The more customers you get, the more cash you'll make each day!

SUMMARY

Genre: Free to play, Casual Puzzle

Target Audience: US Females, Aged 40+

Platforms: iOS and Android

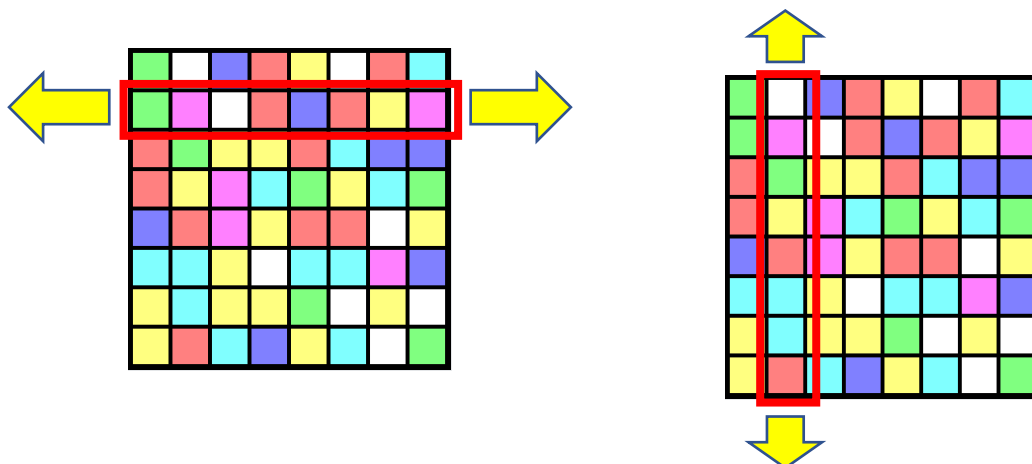
MECHANICS

MATCHING TILES

- A player must match tiles to start a match event or a collapse
- Whenever a tile collapses, based on the type of type specific events will occur
- Few tiles can be interactive, i.e., a player can directly tap and release on them to activate them like a button
- Whenever players collapse tiles, they get Stockpiles of inventory to sell at the mall

LINE SLIDER

- To match tiles, a player will have to slide a row or a column whole
- Whenever the player stops sliding, the game will check if there are any matches and then start a collapse
- Whenever a row or a column is slid, the tiles which are going out of bounds will come around
 - This is like how Pac-Man warps from one side of the level to the other side
 - Another way to look at this is how combination lock's rings work



TILES

GEMS

- Primary Matching tiles
- Will be of solid colours like Red, Green, Blue, Pink, Orange, etc.
- Can match 3 or more of these at one time
- When collapsed is replaced by new tiles
- When 4 or more tiles are matched, the new tiles have an increased chance of being a power-up

STAR

- When tapped on directly, collapse 2 tiles in each direction
- When matched with another star, collapses 3 tiles in each direction

DOLLAR

- When matched with other dollars gives the player cash
- The amount of cash depends on the number of dollar tiles matched

DIAMOND

- When tapped on directly, will collapse a whole row and column it is a part of
- When 2 or more diamonds are matched, they will collapse the complete grid section they are part of

THEMED

- Apart from the above tiles, some special levels might have special themed tiles tied to mechanics of that level

BLOCKERS

- These are tiles which stop the row & column they are a part of from sliding
- They can be collapsed with the help of other tiles like Star or Diamond

PACKAGES

- When 5 or more package tiles are matched, they give the player a decoration item

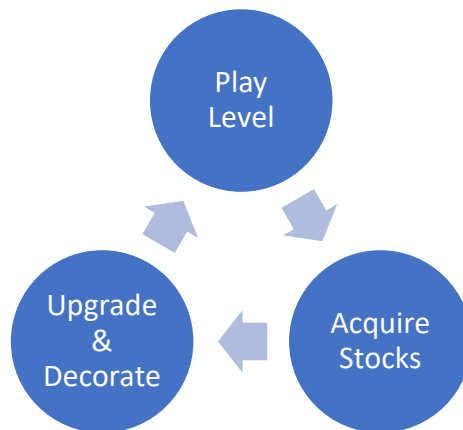
POWER-UPS

- These can be bought through the store or be acquired through other methods
 - Random Destroyer - Destroys X number of random gems on the grid
 - All *Colour* - Destroys all gems of a specific colour on the grid
 - Swap Tiles – Allows the player to swap between 2 tiles on the grid
 - Score Booster – Boosts the score of matching gems on which this power-up is applied

GAMEPLAY

CORE LOOP

- At the start of each level, the player to get a certain number of stocks by matching tiles
- Each level will have a limited number of turns to get said stocks
- If a player runs out of turns, the level will end in a failure, and the player will have to restart the level
- Once the player gets the required number of stocks, they can either continue till they are out of turns for bonuses of other kinds
- Each match will start a combo chain with an expiring timer, the faster the player matches, the higher amount of stock they will gain
- The higher the combo, the more stock will be acquired by each match
- Finishing each level will reward the player with a certain amount of gold
 - This will Fixed + Variable based on level performance
- Each level will also have secondary objectives which will incentivize the player by granting them bonus gold and performance stars for each level



UPGRADE & DECORATE

- As and when the player completes levels, they will get stocks
- Once the player reaches a certain threshold, they will gain a chance to upgrade their mall
- Upgrading a mall will add shops and/or upgrade said shops
- With each upgrade the mall's attractiveness will increase
- The higher the attractiveness, the more shoppers it will attract
- These upgrades will also include attractions like movie theatres, restaurants, foot courts, arcade zones, etc.
- These upgrades can be acquired by buying them using either Gold or Diamonds
- Apart from deciding which shop goes where, the player can also decorate various parts of the mall by adding things like fountains, benches, plants, etc., as well as change Colours and looks of various parts of the mall

MALL LEVEL UP

- When the mall reaches an attractiveness threshold, it can be leveled-up
- Leveling up a mall will upgrade all the options that the shoppers have at their disposal
- It will also add more slots for the player to add new shops or attractions as well as unlock more content for the player to use

- The level of the mall also dictates the number of shoppers it can accommodate at any given time
- The more shoppers a mall can accommodate, the more Bucks a Mall will make at the end of a day

MALL MANAGEMENT

- As soon as the player adds the first store, the mall will start making 'Bucks'
- These bucks can then be exchanged for getting 'Gold'
- These bucks can be gained at a higher efficiency if the player invests in upgrading the Mall Staff
- This efficiency will also increase the Mall shopper capacity if certain Mall Staff is upgraded

MALL STAFF

- To maintain the mall at its optimal level, the player will hire and upgrade managers for various roles
- These roles include things like hiring and upgrading security, janitors, electricians, etc.
- The higher the level of this staff, the higher the bucks earned at the end of each day
- This staff can be hired and upgrades up to a certain level using gold, beyond which the player will need diamonds to do the same

ECONOMY

The game will be a free to play game, hence will be driven by ads & IAPs

CURRENCIES

The game will have 2 primary types of currencies:

- Gold – This is the soft currency in the game
- Diamonds – This is the Hard currency in the game

AD ECONOMY

- Players will be able to watch ads to get certain timely rewards
- Players can also watch to get extra turns at the end of a failed level

IN APP PURCHASES

- Décor Packs – Gives the player access to unique decorations for the malls
 - These will be either limited time or available permanently
- Power-Up Packs - Gives the player an assortment of power-ups
- Gold Packs - Gives the player various amounts of gold based on the pack purchased
- Diamond Packs – Gives the player various amounts of diamonds based on the pack purchased

LIMITED EVENT - BLACK FRIDAY SALE

Black Friday Sale event will be a month long even which will be divided into 2 Phases

PHASE 1

- The event goes live in the game
- Each day, the event will give a set of tasks for the player to do
- As and when the player finishes these tasks, they will get Black Friday Sale (BFS) tokens

- These BFS tokens can then be used to buy limited time black-Friday décor items to decorate the store
 - These tokens can also be bought from the store through limited time packs
- These items will permanently increase the Mall Capacity allowing more shoppers to come into the mall
- During this time, each completed task will also earn the player gold, but this gold will be deposited in a piggy bank or sorts
- This piggybank will only be accessible to the player in phase 2 of the event
- Phase 1 will last for 3 weeks, post which Phase 2 will begin

PHASE 2

- During Phase 2 of the BFS event, the players will see a huge influx of shoppers
- Once Phase 2 starts, the player will also be able to crack open the piggybank to collect their rewarded gold
- To open the piggybank, the player will need BFS tokens and Bucks
- Phase 2 will still give players daily quests, but number of quests will be increased

POST EVENT

- Once the event ends at the end of the 4th week, which will be the 25th of November, players will be rewarded
- These awards will be based on various categories like Highest Bucks Made, Highest Gold Earned, etc.
- The piggybank will still be available to the player, but now the player will also have the choice to spend a fixed number of diamonds to crack open the piggybank