

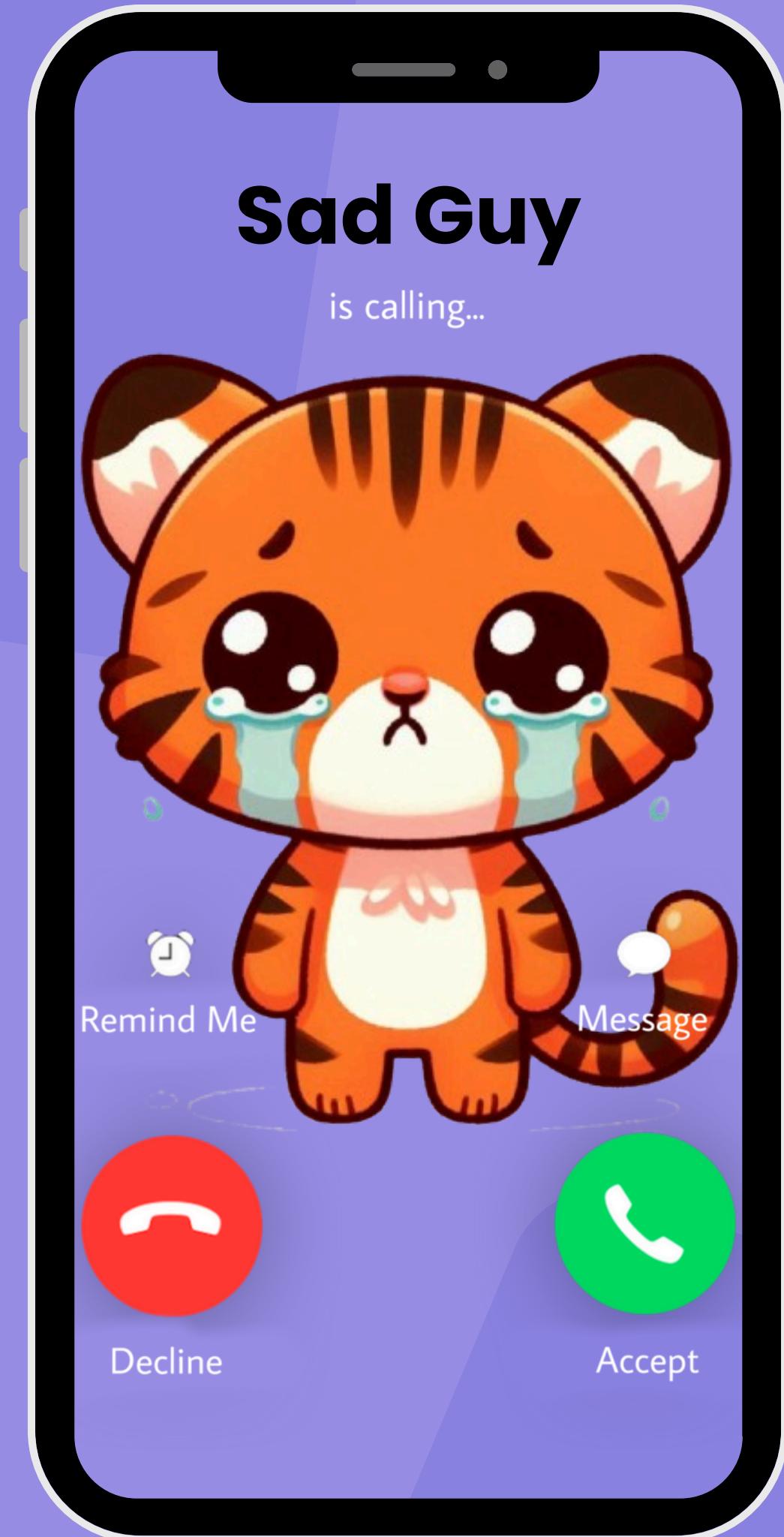


Murderous Matches

Match-3 Mobile Game App

TEAM 4, SPONSORED BY DR. KELLE RILEY

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Problem Statement

Authors have difficulties...

Raising funds to continue writing
further publications



Exposing their stories solely
through books

Our Solution

General Overview of the App

"Murderous Matches", based on the series *Undercover Cat Mysteries* by Dr. Kelle Riley, is a match-3 mobile game that immerses users in the world of the stories. The game will be available on both **Android** and **iOS** and will feature microtransactions, allowing users to enhance their experience by customizing avatars or simplifying gameplay through the purchase of power-ups, extra lives, and more.



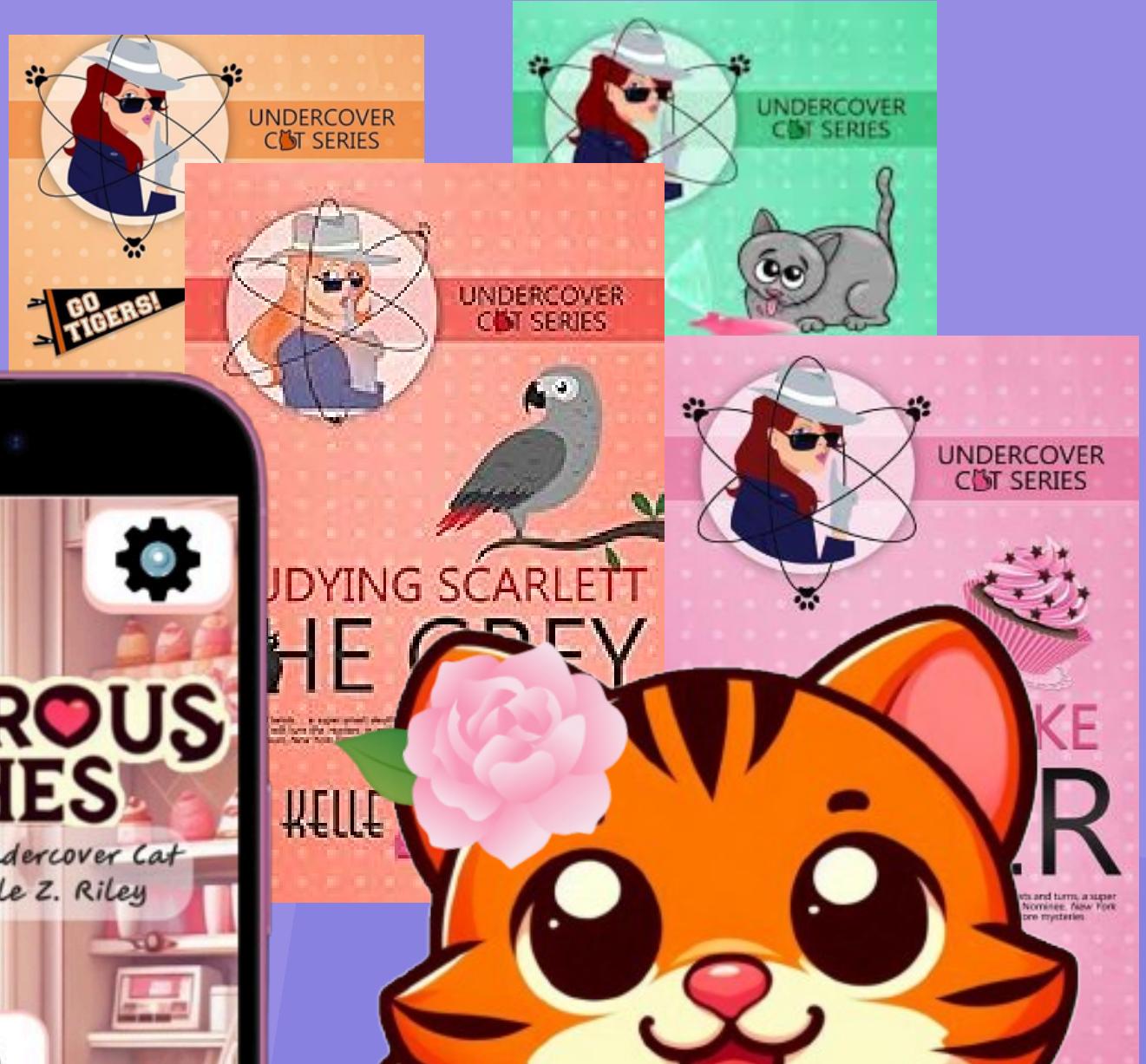
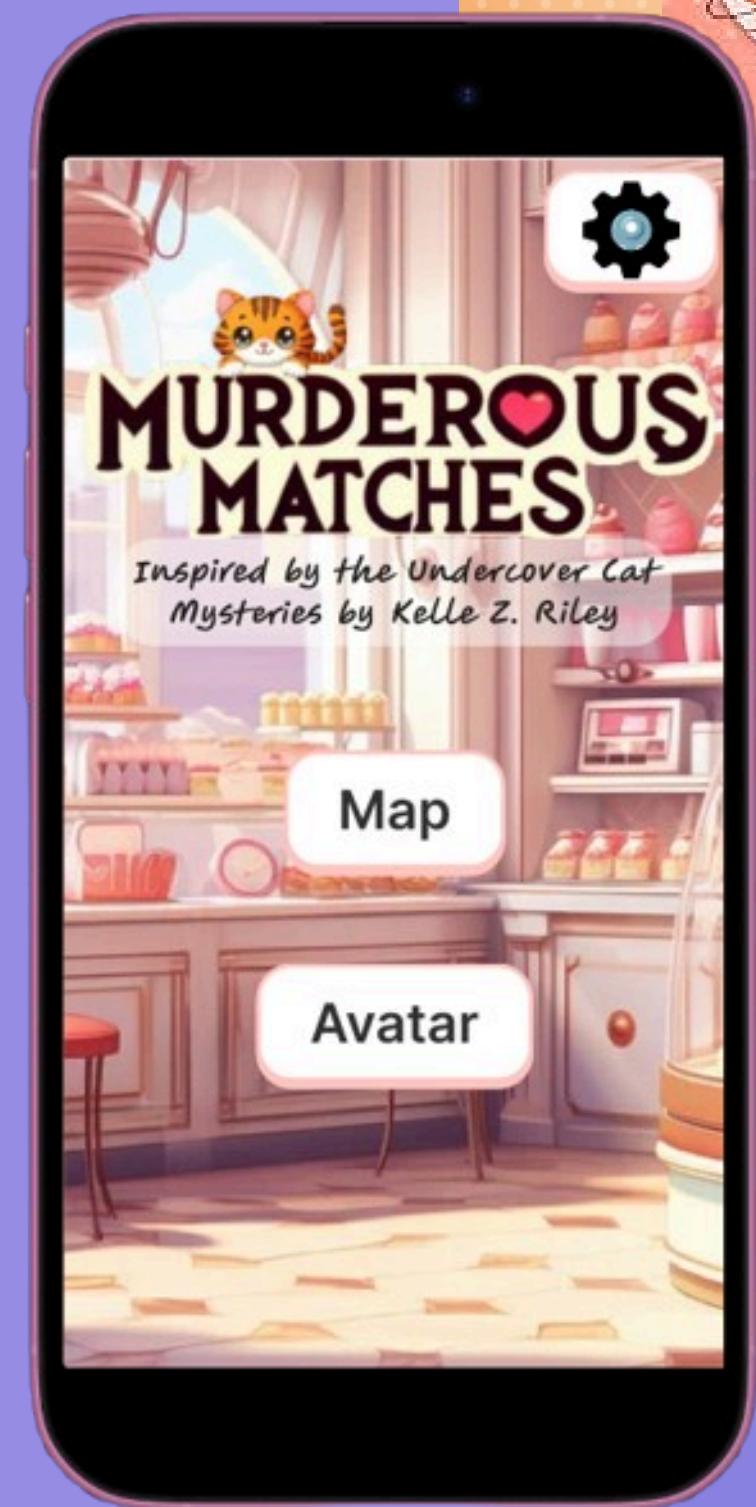
Target Users

People who want to support their favorite authors

People who enjoy mobile games

People who want to explore an author's world

Fans of the *Undercover Cat* Mysteries series



Introduction

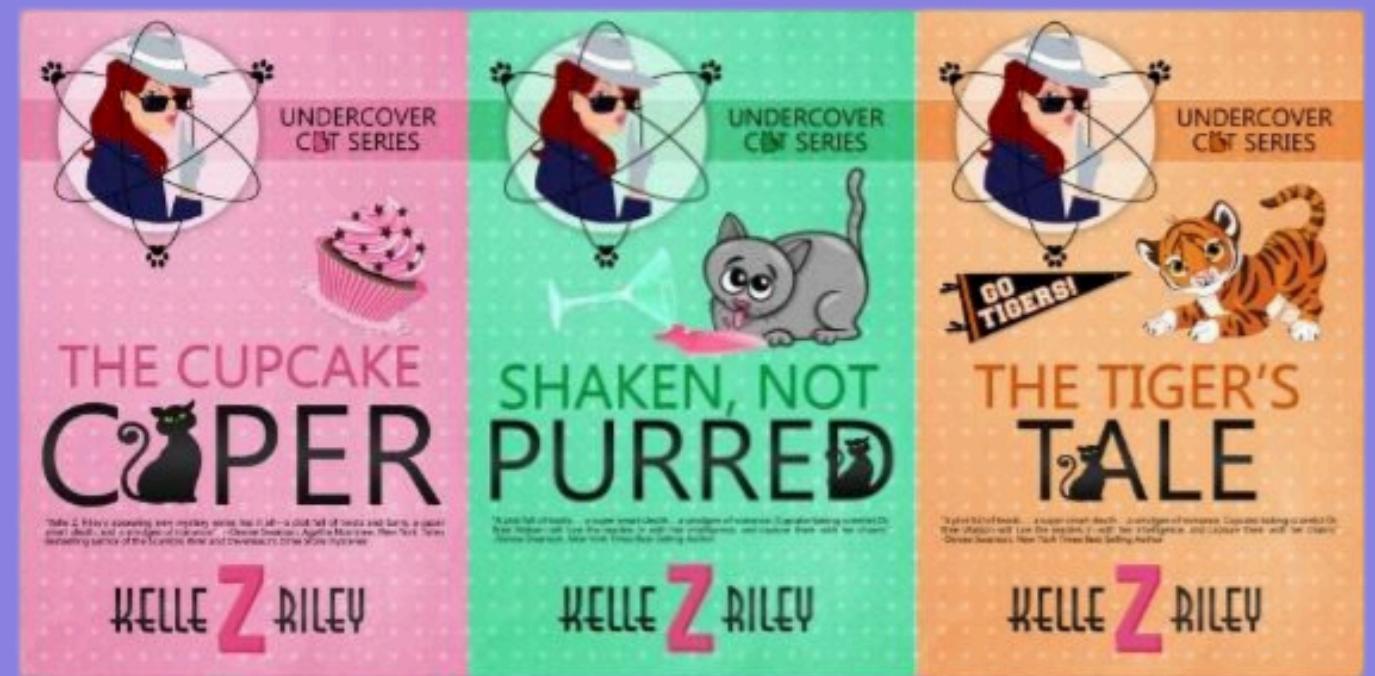


Dr. Kelle Z. Riley

Dr. Kelle Riley is the author of the *Undercover Cat Mysteries* books. Her innovative vision includes developing a match-3 mobile game that is easily reskinnable for adaptability to various book series and features customizable avatars, setting it apart from traditional match-3 games.

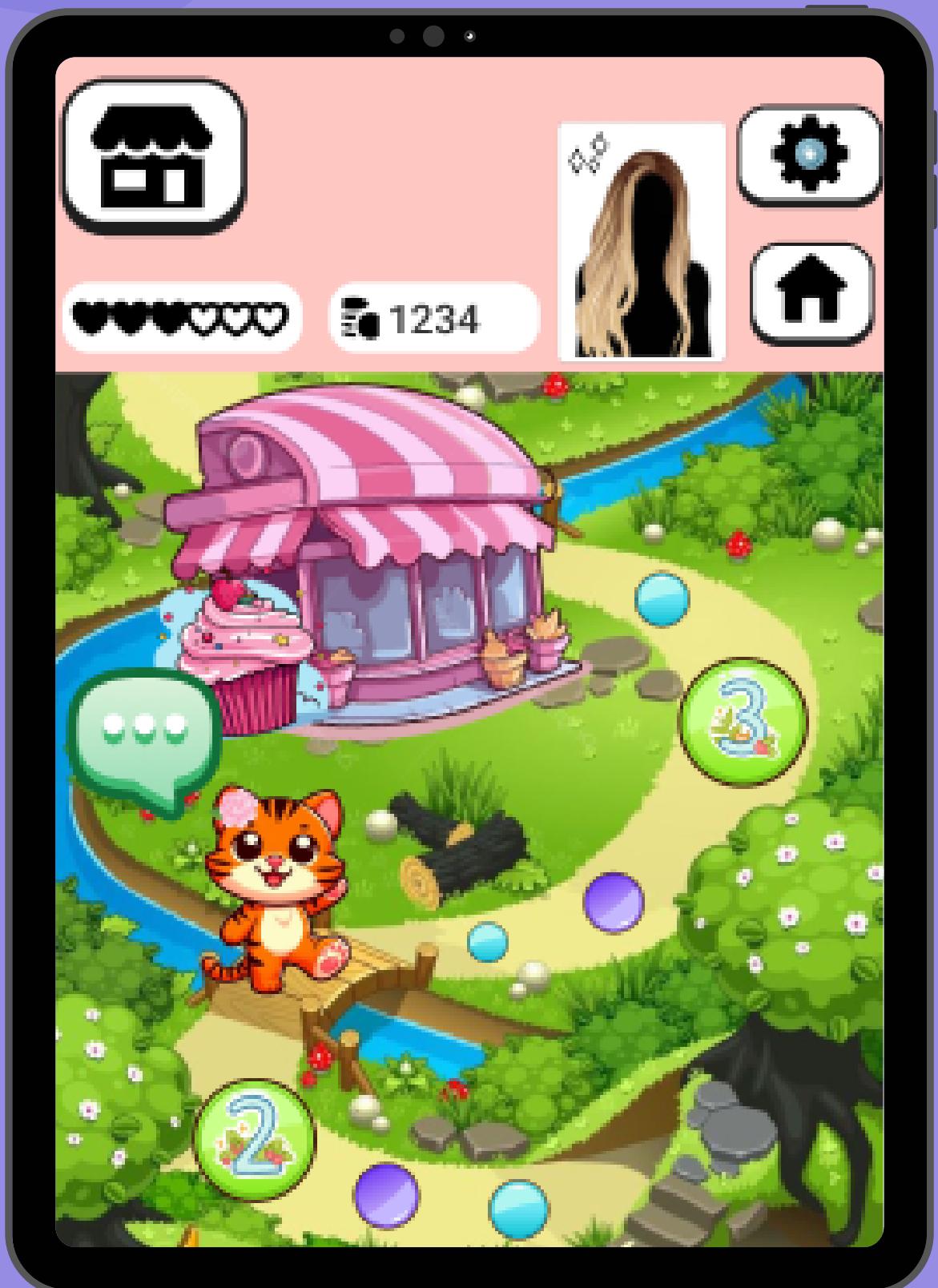


**Being a spy wasn't at all like it
was in the movies....**



"James Bond with a female lead"

Main Features



1

Match-3 Gameplay

Offers simplistic yet satisfying match-3 style gameplay & goals

2

Customizable Avatars

Unlock outfits, accessories, and cosmetics for characters from the books!

3

Power-ups & Abilities

Utilize character abilities to pass levels and power ups to match with ease!

4

Monetization

Unlock epic power-ups and stylish cosmetics by utilizing hard-earned in-game currency or through optional in-game purchases.



Match-3 Gameplay

The game features very simple and satisfying match-3 gameplay with symbols related to the book series.

Each level's layout and goal are unique so that no two levels are the same.

Match-3 Gameplay

Moves to complete the level

Goal to complete level

Power-Ups



Settings

Shop

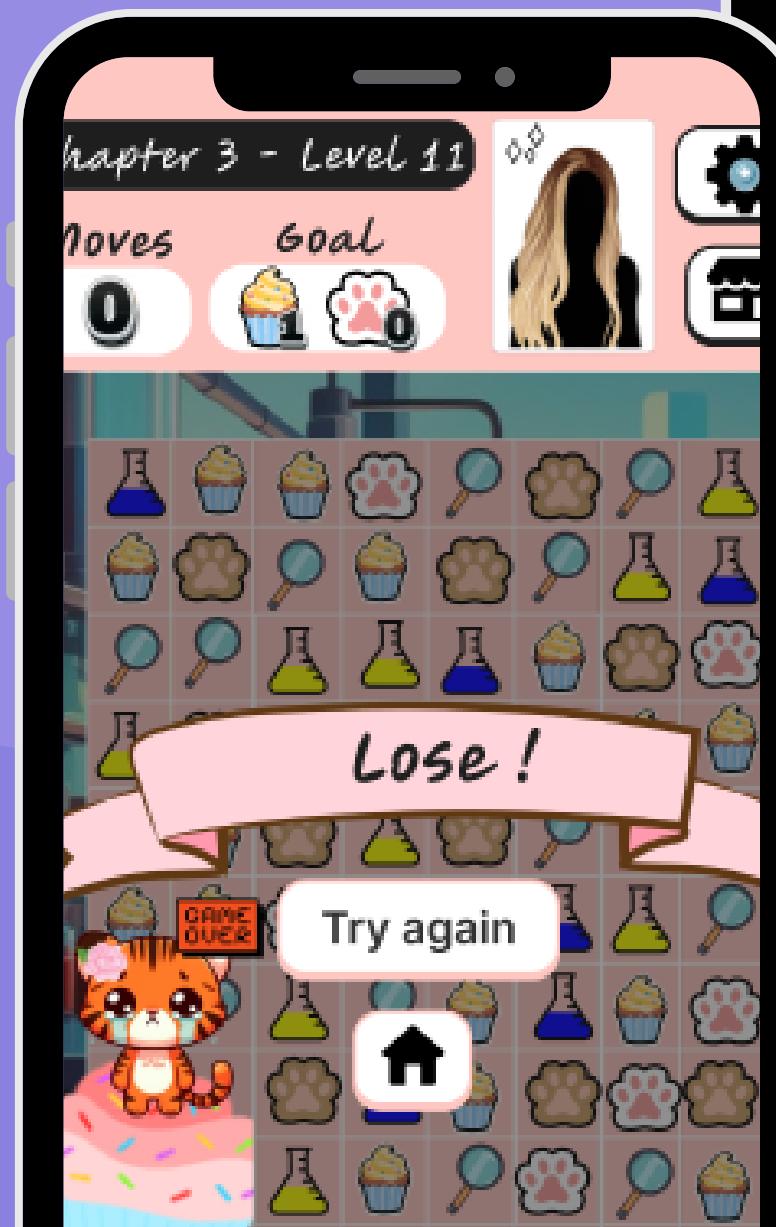
Customizable avatar chosen from important characters from the series

Match-3 Gameplay

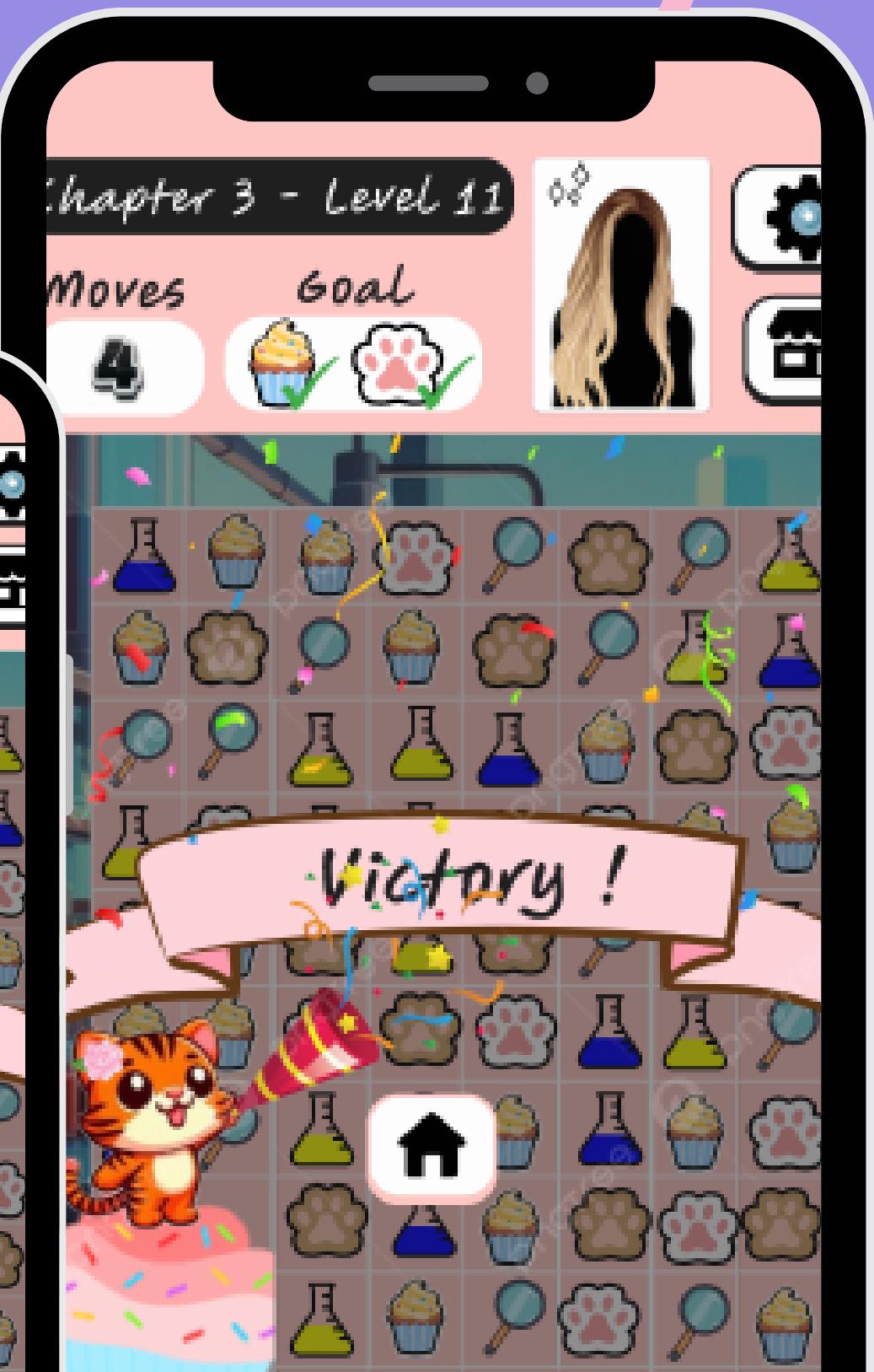
End of Level Screens



Loss



Victory



Customizable Avatars

With diverse customization options, the user can choose from a variety of hairstyles, outfits, accessories and more.

The user's avatar becomes a reflection of their journey:

- Influencing in-level music
- Unlocking unique power-ups
- Bringing the story to life!



Avatar

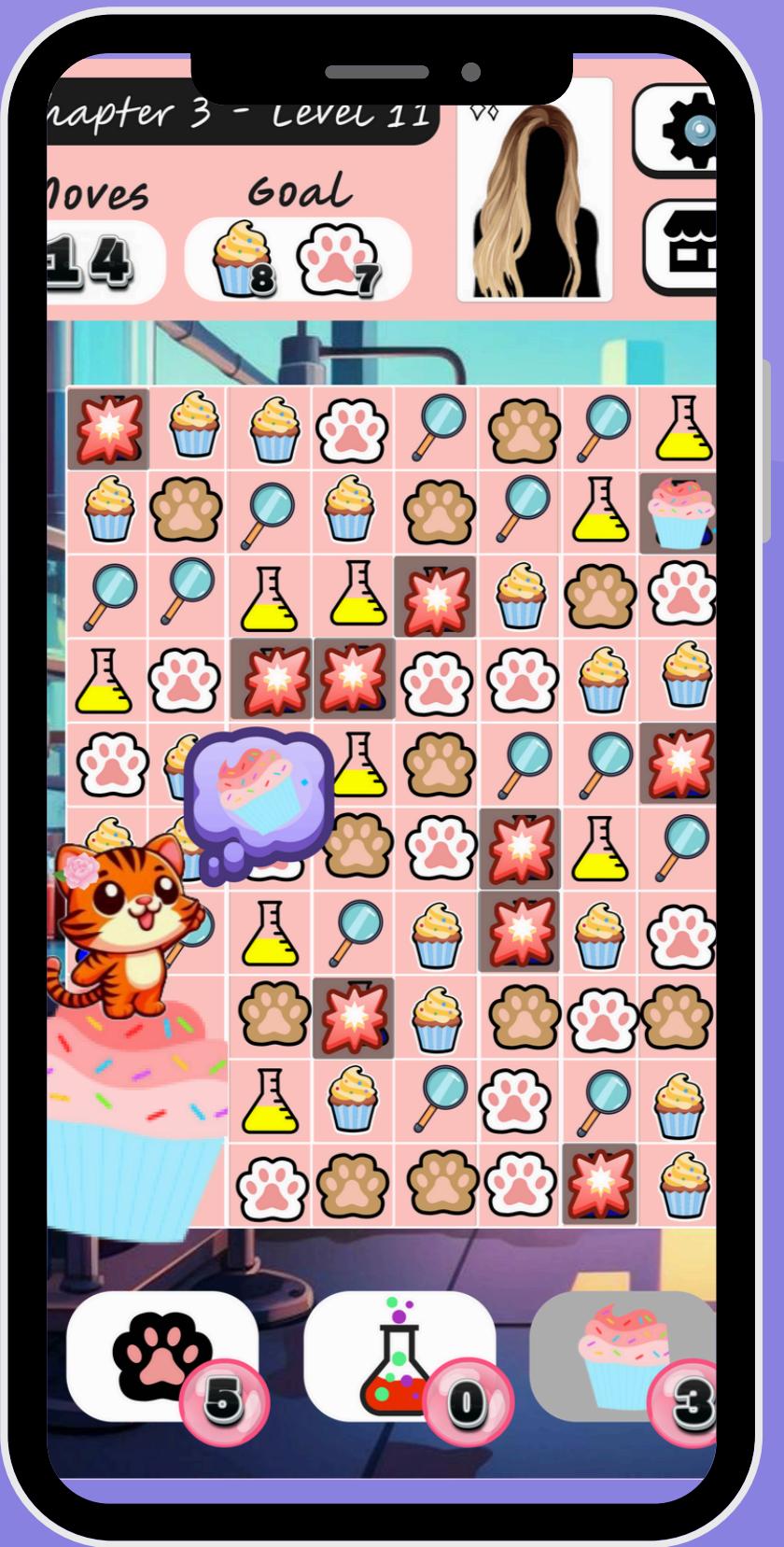
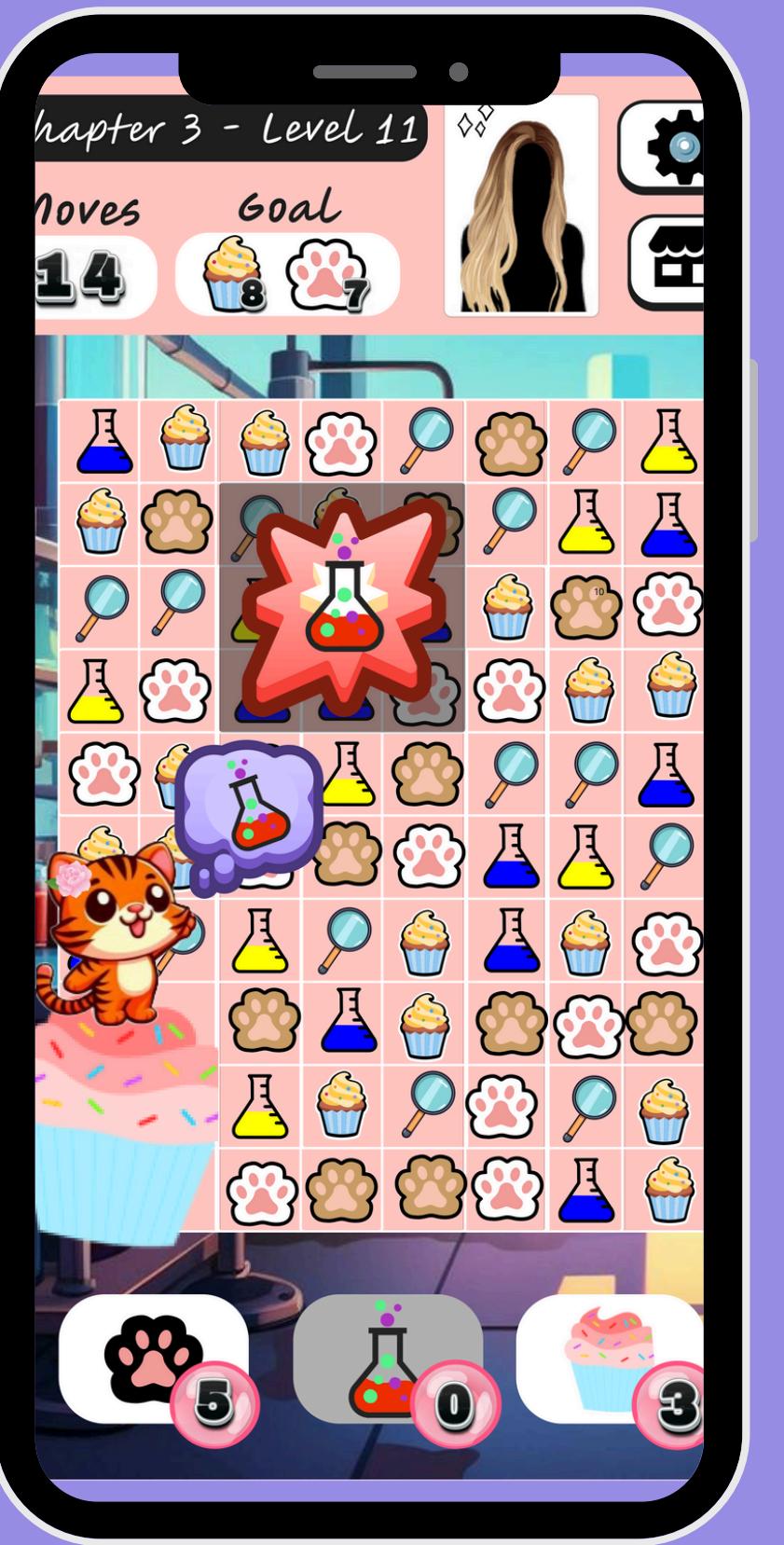
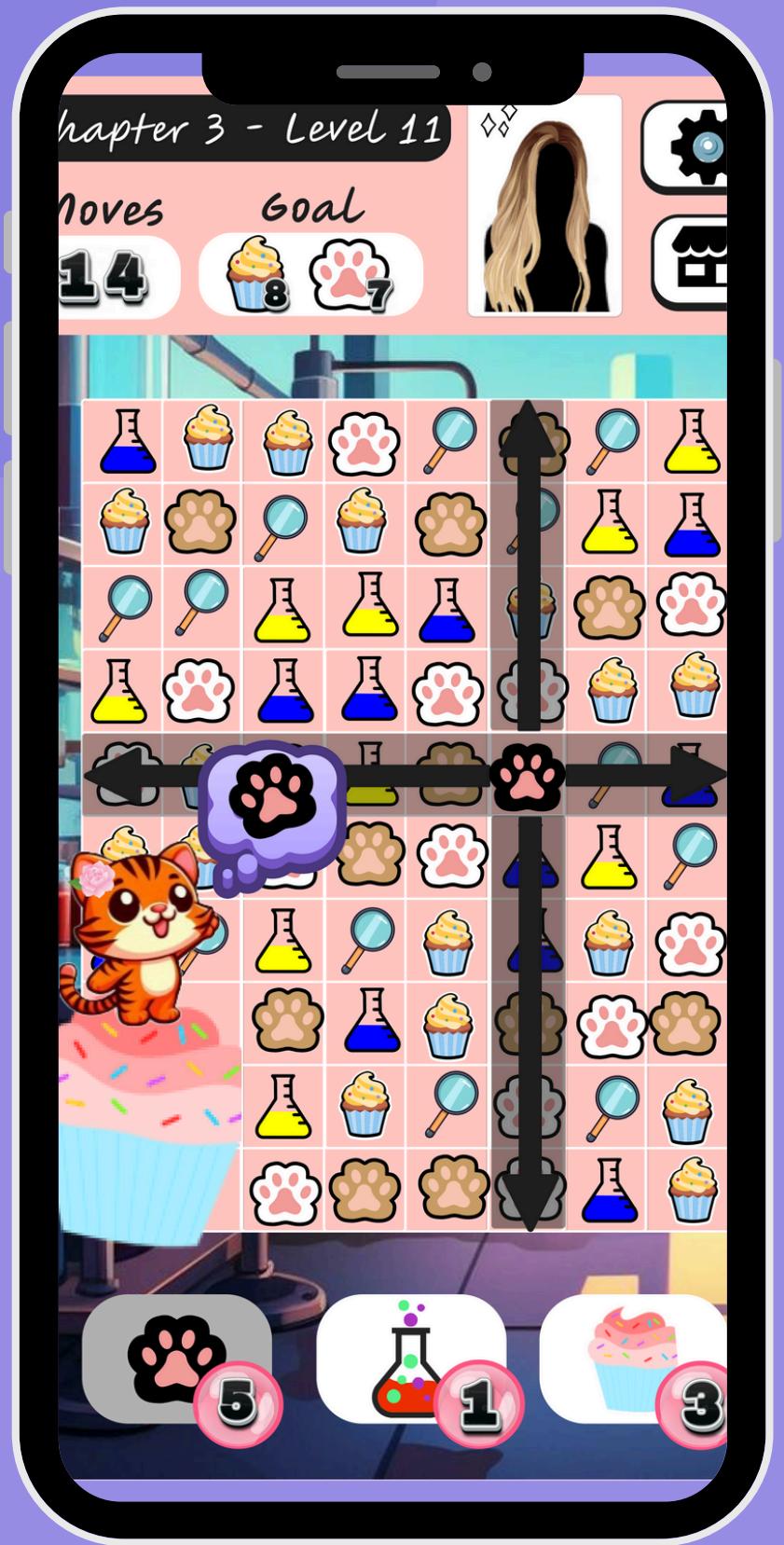
Benefits



Endless customization options and opportunities to expand through the in-game shop allow the avatar to evolve alongside the adventure.



Power-Ups



Power-Ups



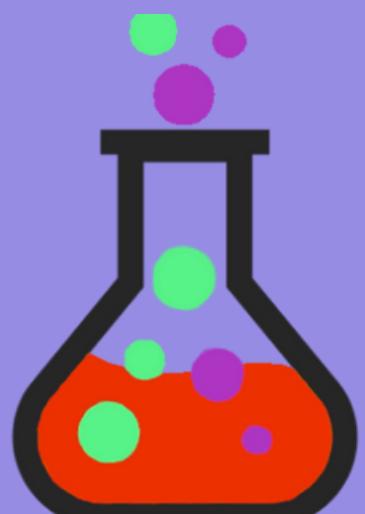
Catastrophe

Select a piece and destroy all the pieces in its row and column



Cakesplosion

Select a piece and destroy all pieces of the same type



Bad Reaction

Select a piece and destroy all pieces around it in a 3×3 grid

Monetization Options

Users can purchase in-game currency to use in the item shop.

From the shop, users can buy power-ups and cosmetic items.

Power-ups allow the user to take shortcuts when stuck on levels, and cosmetics allow the user to express themselves.

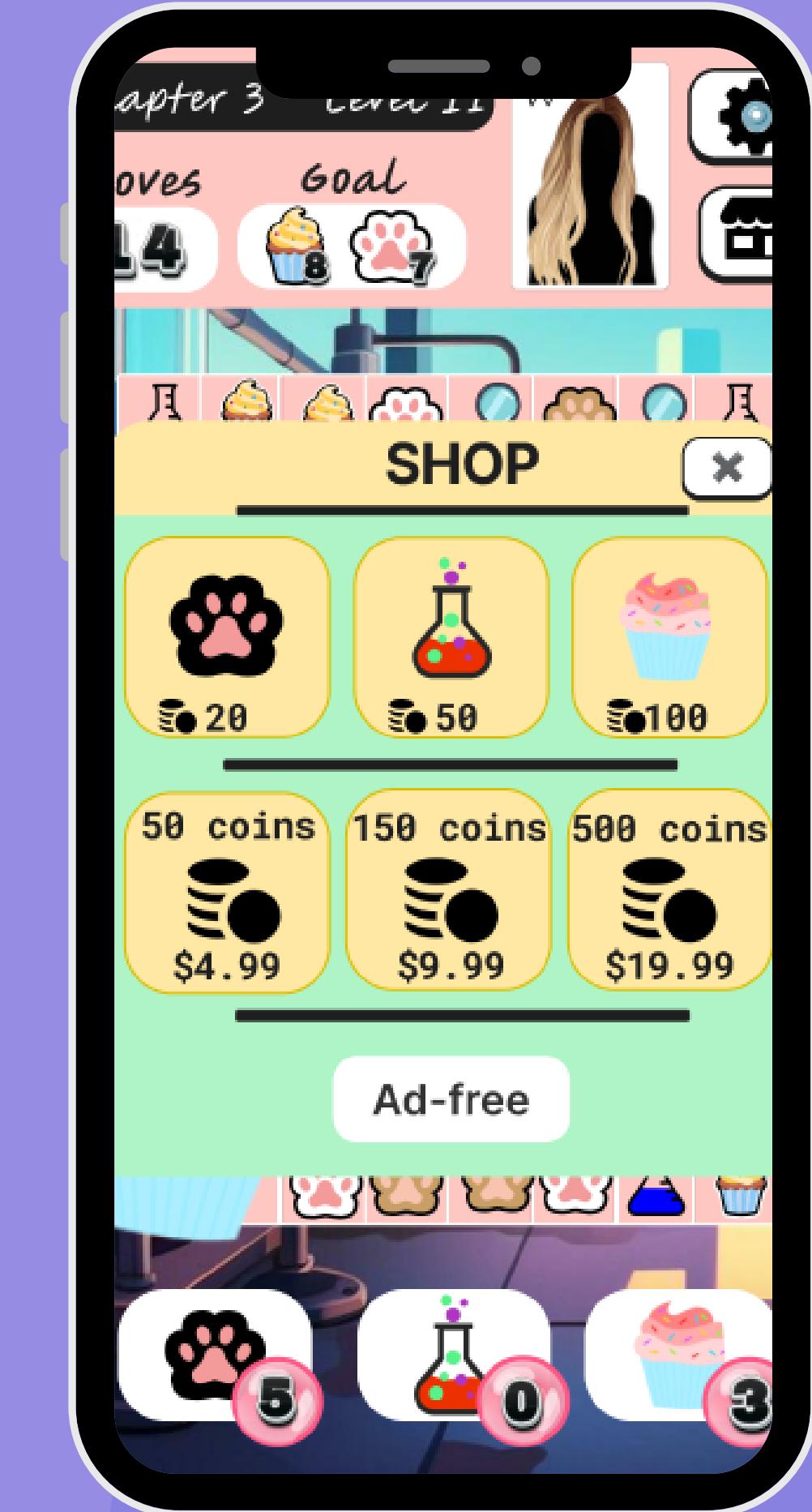


Why have Microtransactions?

This app template is designed to help authors fund their projects.

By purchasing in-game currency, users are also giving money to support the authors.

Power ups and cosmetics will be themed towards the book or series of books the author wants to advertise.





Download
Q1 2025!

