LILA Games – Game Designer Written Test (Part 1)

Question #1: Game Strategy

Why Mobile Extraction Shooters Have Failed

- High Complexity: Deep inventory systems and tactical mechanics don't translate well to small screens and touch controls.
- Long Session Times: Most extraction shooters need 20–40 minutes, but mobile players prefer 5–10 minute sessions.
- Punishing Gameplay: Losing all gear after death feels harsh for a casual mobile audience.
- Technical Demands: Large maps, advanced AI, and stable servers are hard to optimize across varied devices.

What Is Required for Success

- Mobile-First Raids: Shorter 5–10 minute matches with focused objectives.
- Streamlined UX: Quick-swap looting, auto-sorting inventory, and intuitive touch controls.
- Balanced Risk: Add safety nets (e.g., secure stash containers or insurance for gear).
- Meta Progression: Home base upgrades, crafting systems, and quests to drive long-term retention.
- Fair Monetization: Cosmetics, battle passes, and optional conveniences — never pay-to-win.
- Social Systems: Quick team formation, clan support, and simple ping/voice systems to foster community.

Question #2: Decision Analysis

Assumptions

- Goal: Increase retention and open new monetization paths.
- Development cost is high (AI, art, balance).
- Risk: May unbalance PvP or reduce skill expression.

Decision Tree (Text Format)

Add Robot Companion? ■■■ YES ■ ■■■ Positive Reception (60%) ■ ■ ■■■ Strong Monetization → High ROI ■ ■ ■■■ Weak Monetization → Engagement Win, Low ROI ■ ■■■ Neutral Reception (30%) → Wasted Resources ■ ■■■ Negative Reception (10%) → Game Balance Issues, Negative ROI ■■■ NO → Status Quo (Safe, resources go to other features)

Question #3: Design

Contract Name: Data Heist

- Concept: A stealth-focused contract where a team infiltrates a secure data center, downloads 3 files, and extracts without triggering alarms.
- Mechanics: Activation at a terminal; bypass security systems; alarm triggers lockdown + AI spawns + location reveal.
- Reward: Rare attachments + large currency bonus.
- Player Experience: Encourages stealth, teamwork, and risk/reward tension.

Key Screens (Wireframe Descriptions)

- Activation Screen: Title, objectives, reward icons, and 'Hold to Accept' button.
- HUD During Mission: Alarm Level indicator (Green-Yellow-Red) and file progress tracker.
- Completion Screen: 'Contract Complete!' with reward summary.

Question #4: Core Loop Understanding

Game Chosen: Clash of Clans

- Core Loop: Collect Resources → Build & Upgrade → Train Army → Battle → Earn Rewards → Repeat.
- Supporting Systems: Clan Wars, troop donations, and laboratory upgrades.
- Reasons for Success: Simple-to-start but deep progression, strong social systems, and long-term goals.
- Monetization: Gems (skip timers), Gold Pass (recurring subscription).
- Retention: Long timers drive daily returns; clan obligations encourage consistent play.
- Estimated KPIs: ARPDAU ~$0.45, Day 30 Retention ~20%.
- Weakness: Overwhelming unlocks after Town Hall upgrades cause decision paralysis.
- Fix: Guided Upgrade System introducing new buildings in themed chapters for clarity and pacing.

Note on AI Tool Usage

For this written test, I used AI tools (specifically Google Gemini) to better understand the questions and to help me structure and align my responses in a clear, professional format. All ideas, decisions, and design directions were my own. The AI tool was used as a supportive resource for clarity, alignment, and communication.