**PROJECT OVERVIEW:**

A client approached us to develop a simple yet addictive game for its audience. Although, the task seemed easy and doable. However, it was targeted to improve the retention rate and concentration. They wanted to develop a game that was easy to play, fun, and relaxing. We got the perfect idea which we believe had a great chance of success and rapid growth. It was just the right time to implement and give it a face for the general public.

**PHASE I:**

**Idea Creation**

With a simple and modern user interface, we developed a new game application for the client that supported their desire for the application creation---without being overwhelming. We conducted various brainstorming sessions with our team to come up with the idea that supported their requirements. After the marketing research, the stacker cracker game idea was generated. It was simple in design, easy to play while being addictive at the same time.

**Challenge:**

We answer most of the basic questions during the idea creation phase to critically evaluate the game features. Such as:

* What would be the simplest mechanics for the game?
* How will the players progress or evolve in the game?

Since the client wanted to develop a game that involved as little use of the screen as possible, while remaining fast-paced. Therefore, using the screen-tap option seemed convenient. Nevertheless, pulling that idea from imagination to implementation was a challenge, especially with time constraints.

**Concept Art**

For the initial concept creation, Photoshop and Illustrator were used so that they could provide the perfect picture to the clients. After diving into market research and conducting a competitive analysis, our creative team came up with a concept board to help give direction to the designers. We used this concept board as inspiration for the look, feel, and colors of application development. Nearly everything out there was represented on this board, from the screen's colors to the geometrical shapes of the stacks.

During the concept art phase, we made an initial sketch to show the collection of stacks. The more the number of stacks, the higher the building will be. This would provide an immersive experience to the players, but they would remain focused on the game as one wrong move would cause the player to lose the game. While on the other hand, with the increasing number of stackers, the score would be higher, which will prove to be a motivation factor for the players. Once we created the concept art, we were able to get it approved by the client and settled with the color, theme, and overall experience.

**PHASE II:**

**UI/UX Design**

We created the game application from scratch, using a brand strategy created by our team. We completed a unique look and felt to the game experience. Our application focused on creating a consistent experience across all android platforms. Likewise, we ensured that the visuals or the game remained attractive and enhanced, keeping users engaged and informed at the same time. Our design was gritty and modern to match the modern color psyche of players. This complemented well with the client's goal of growing their name in the gaming industry. The UI of the game was kept minimalistic with fewer features. To play the game, the player had to tap the screen to perfectly stack the stackers in the form of a building.

**Level Designing Phase and Development Phase**

We sat down with the design team to discuss what types of applications they should be developing. The overall goal was to give developers quick and easy access to the information that we collected.

**Software/ programming language used:** Unity, C#, JavaScript, and Lua.

**PHASE III:**

**Testing and Launch**

During the game development, we tested the application through various ways to identify any potential issues and glitches in the game. Finally, we posted about the game on our pre-launch landing page stating our live news and we sent out an email blast to about 100 people, letting them know. Our strategy for going live was to have every single thing in place. We integrated our order form, ran a test sale, and made sure that nothing broke. In total, it took us about 5 hours from start to finish to complete the launch, so the whole process from start to final product was surprisingly fast.

**Results:**

**Eye-Catching and Attractive Application:**

The following project proposal was developed through the collaborative efforts of our team. After presenting initial thoughts about how we wanted to move forward, we developed a concept board that helped solidify the direction for the redesign. From this point on, it was all about nailing down details and creating an experience for this brand that would be eye-catching, easy to use, and reflective of their values.

**Positive Response from the Players**

During our research, we found that users can enjoy the game when they have a clear idea of game instructions. Therefore, we ensured that the instructions were listed during the start of the game. This feature was more likely to increase the number of players in the future. This insight helped us push our game out of the very top spot in our funnel and maintain that position since. The future outlook for this addictive yet mentally challenging game is bright as the players enjoy such types of games.

**Increased Number of Leads:**

Their game application is now a proven conversion tool that drives leads from targeted prospects to engaged customers. The client's goal was to make the game application intuitive and comprehensive, allowing players to enjoy the safe haven with light color usage and soothing music. Through our design thinking approach, it became possible.

**Note from App Founders:**

We had a lot of fun working on this project. We love how it turned out, and we hope you do as well! It is important for us to make sure that our clients are happy with the work we've done for them. Having been able to help create a successful game application from mood board to launch is another benefit of client satisfaction and why we love doing what we do.