**PROJECT OVERVIEW:**

The client wanted to see us create something more interesting but less time-consuming. They were quite specific in what they wanted, and we spent several days developing a prototype which they were very pleased with. During the development process, we managed to keep the client in the loop so they stay updated with the recent developments. All-in-all, it was a simple yet fun project to take on board.

**CHALLENGE**

We were presented with a new project and immediately knew this client needed an experienced game designer. However, the challenge was that the client needed their game application to be launched in a week’s time. We spent two hours going over their requirements with them, doing research, and ultimately choosing them based on their experience level and ability to deliver what they had in mind. The choice of artist was also key: they were looking for someone who could bring a unique style to the project. The results speak for themselves. Therefore, we had to select the designer and developer as per the project requirement.

**PHASE I**

* **Idea Creation**

The idea was to create a game that requires skill, determination, and focus. The game was indeed built upon the needs of its player. It had to be addictive and must have been built around concentration. Of course, the interface was to be simple, elegant, and vibrant. There have been many shooting bubbles and pop-up games that require the players to shoot the bubbles, but we wanted to give a traditional touch of bally and use the modern design in the game. After the initial discussions with the client, we came up with the idea of Bally. It was supposed to be colorful and elegant with basic features of tapping the mobile screen to play the game.

* **Concept Art**

First, we had to analyze the game in terms of its features, and dynamics, etc. When the team was clear about how the game should be, we came up with a timetable for each module in order to complete the project in time. The team was allocated with tasks accordingly. Since we had limited time, we had to plan and work together closely. The brainstorming sessions with the team, along with the feedback of the stakeholders, were our highest priority. Once our initial sketch of the game was drafted utilizing Adobe Photoshop, we got it approved by the client and took the project to phase II, where we worked on the UI and UX design of the game.

**PHASE II**

* **UI/UX Design**

Since the game was basic in its features, it did not require much UI/ UX designing apart from the basics. We had a short time to research the functionalities. We used 2D designing, unlike 3D designing features. The blocks were designed to be made humble without giving them a sharp or edgy look. Likewise, the shooting arrow had to be made simple, showing in the form of a dotted line so that the users know where they will be shooting the block. As per the clients’ requirements, we also provided a basic setting feature so that the user can set the volume of the music as per their hearing.

* **Development:**

With no time to lose, we started the development of the game immediately. The programming language that was used to develop this addictive game was Lua, C#, and Java Script. Furthermore, we also utilize unity software to complete this project efficiently.

**PHASE III**

* **Testing and Launch**

Game testing is a crucial stage in game development. We find out real user reactions and opinions so we can deliver a better and unique game for the target audience. We found out the type of music and special effects and graphics that appeal and excites users so we can give them a more satisfying experience while playing the game. We used the beta testing method to confirm the functioning of the various elements of the game. Through this, we were able to identify and resolve bugs and glitches present in the game. Furthermore, the game was posted on various social media outlets, which in turn allowed us to get positive reviews in addition to downloads. This, in turn, helped our client achieve their goals in launching their application in an effective way.

**RESULTS**

* The game was available for free download on Android Mobile.
* The game was thoroughly tested to ensure precision of the game.
* We have received positive feedback from the players.
* In addition, we have gathered invaluable responses from the players.