

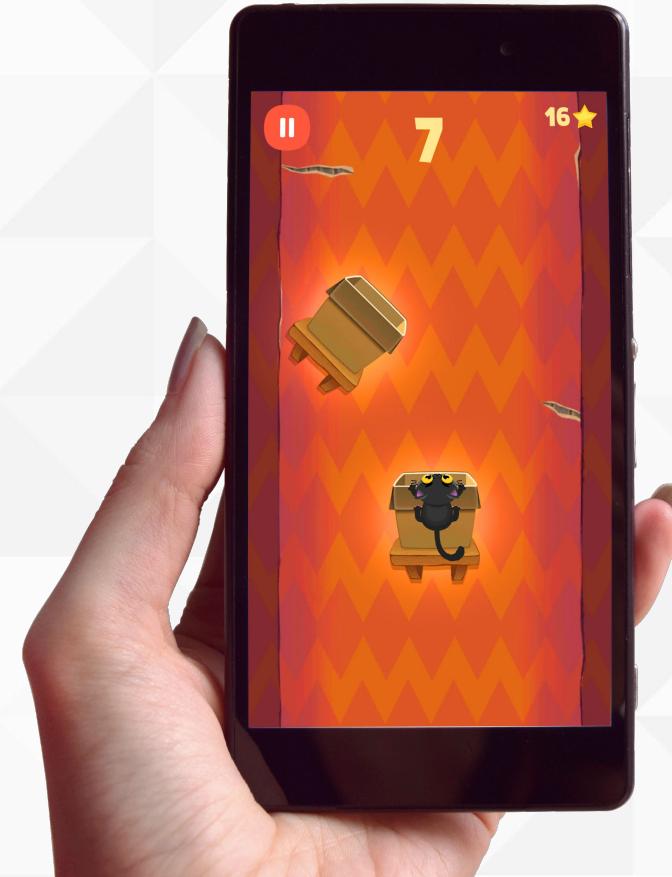
# Tap Tap Games

DESIGN GUIDELINE

# Tap Tap games

*Super fun, hyper-casual games that give players a quick blast of fun, wherever they are.*

- **Simple games** with one core idea - based on a well known patterns
- **Infinite gameplay**, difficulty increasing over time
- **Easy to get**, you should understand gameplay by just looking at it



# Controls

- Only one control scheme per game
- Most popular patterns



Tap to jump



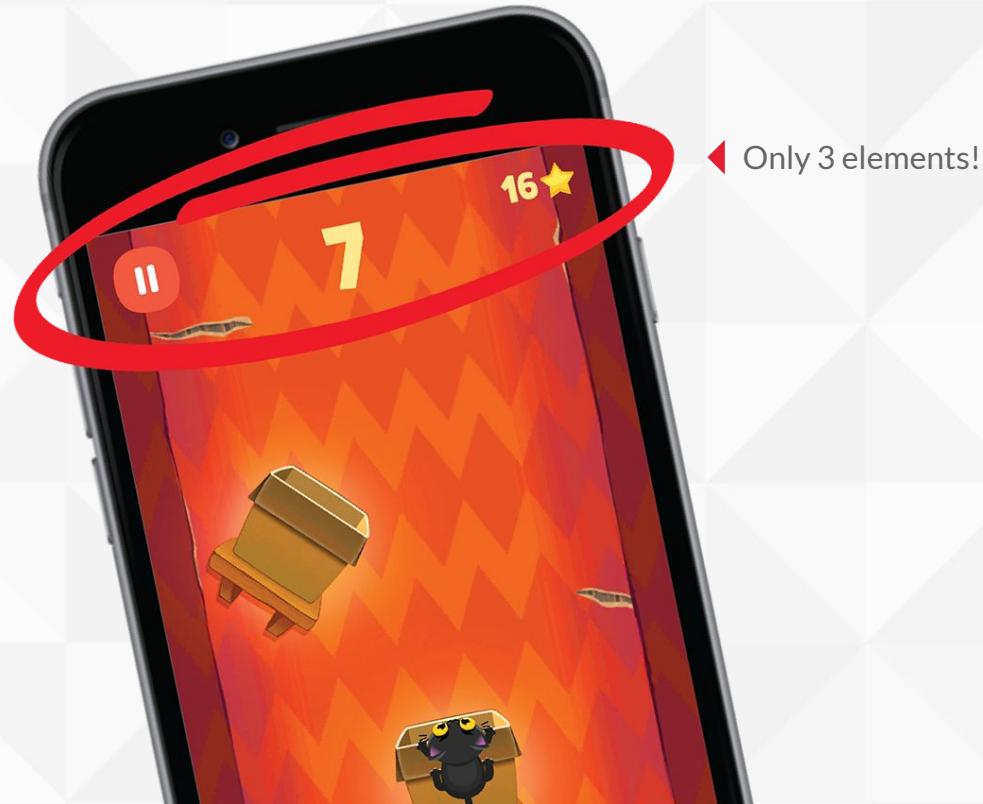
Swipe to move



Tap to turn

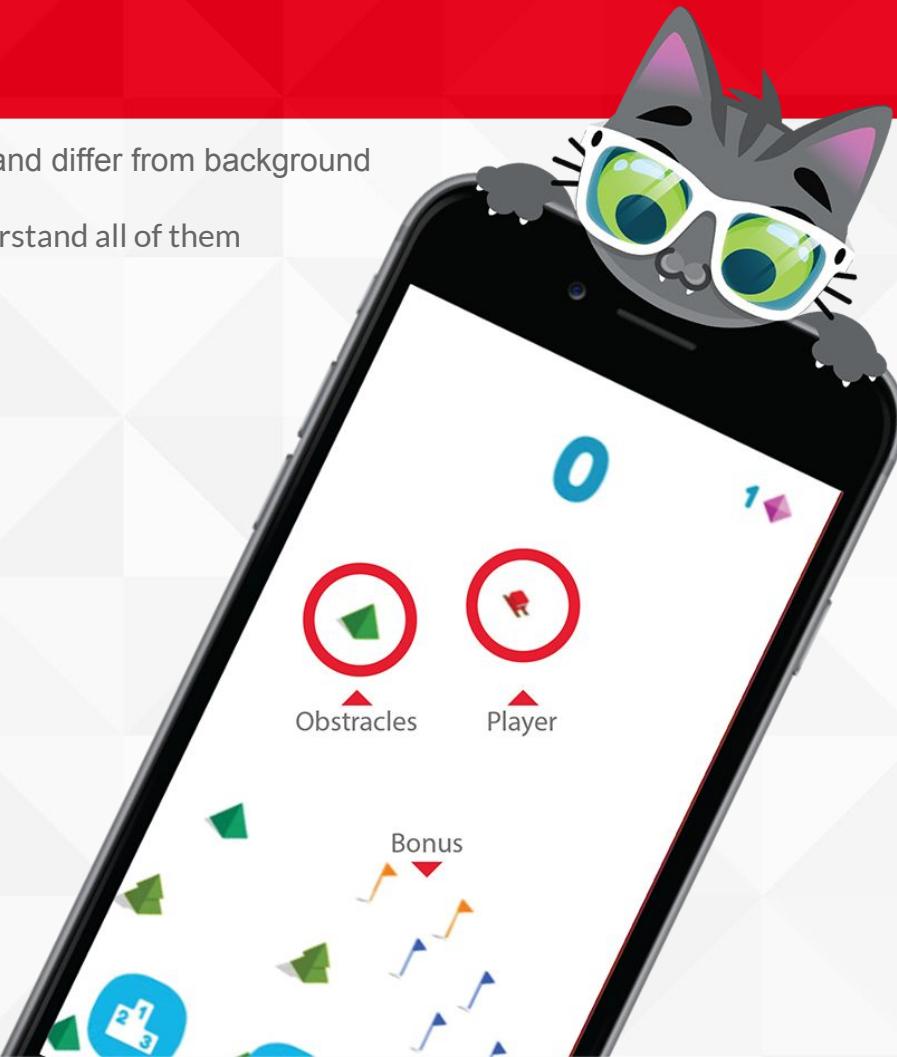
# Minimalism is the key

- The less UI the better
- Only necessary info included

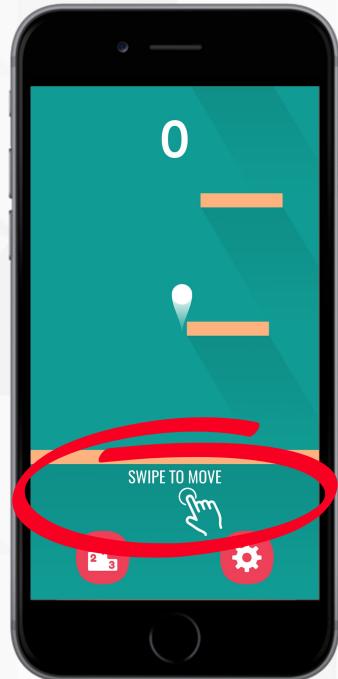


## Clear communication

- Gameplay elements are easy to read and differ from background
- You just need to play one game to understand all of them
- Don't unnecessarily overcomplicate it



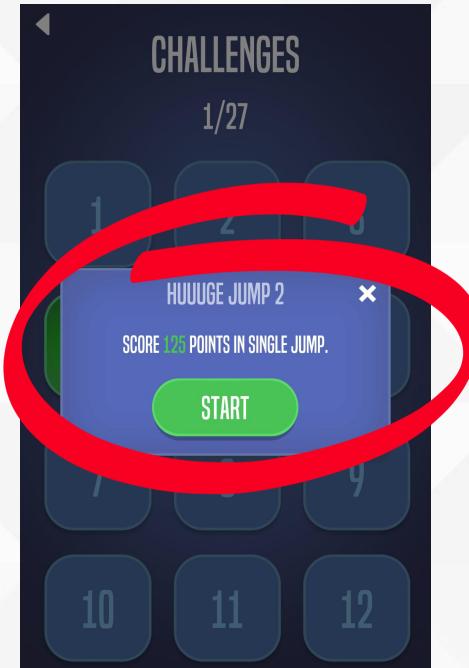
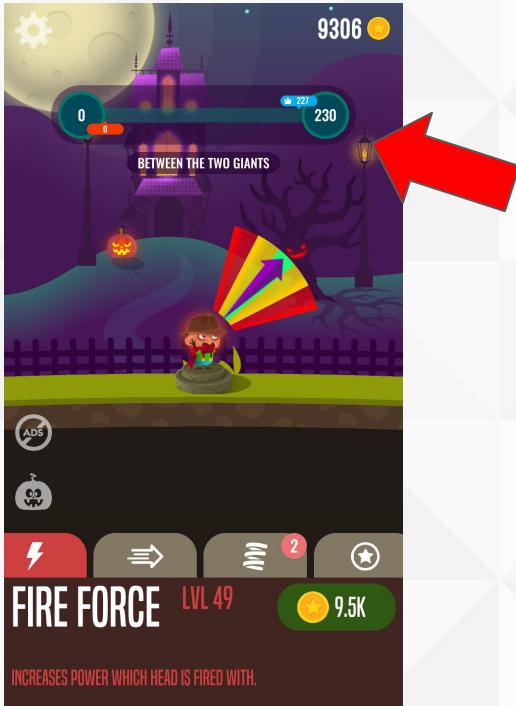
# One image tutorial



- It's not a Tap Tap Game if we need more than a few words or images to explain stuff
- You should be able to understand the gameplay right after seeing it.

# Long Time Motivation

- Give clear goals
- Add reason to play for longer with Upgrades mechanics or..
- Amaze player with custom Quest/ Challenges



## Tailored for mobile

- Smooth one tap / one swipe controls
- Average single game time = 30-60 seconds
- Scaled for 1-2h of total gameplay
- Portrait screen layout - played with just one hand



# Take it easy

- Pick up and play, hard to master
- Make it clear why the player failed and be fair
- Easy to understand, no need to dive into deep mechanics
- Immediately rewarding - every action should trigger a reaction (responsiveness)



# Progression is a key

- Try to find a low cost approach
- Don't go for sophisticated level design, us a level generator best on simplified presets instead
- Visual differentiation based on scene recoloring is also a good idea!



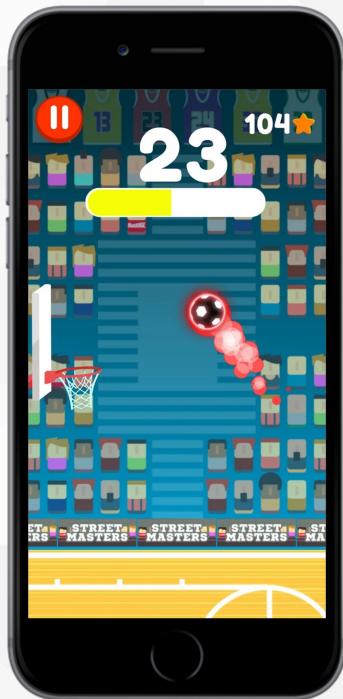
# How to come up with an idea?

- The game needs to be innovative
  - The easiest way is an interesting twist
- It can be achieved by**

1 Creating unique mechanics from scratch. The simplest/hardest way, be creative and think outside the box.



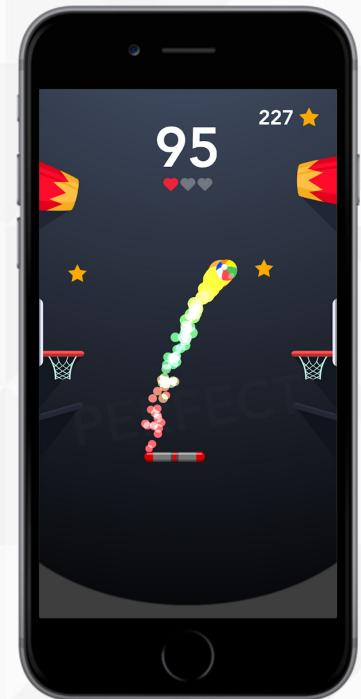
## 2 Combining two already existing mechanics



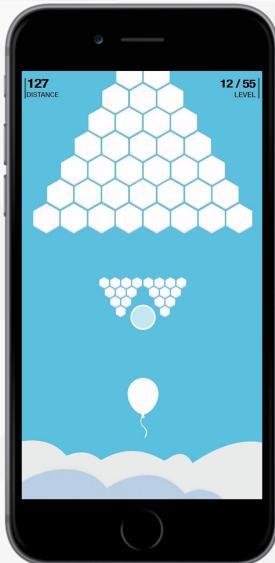
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3 Using existing mechanics and adding a fresh theme to them.



4 Using existing mechanics and re-defining them with a new camera



# Hypercasual matching gameplay

Feel free to combine these ideas

Aim game

Clicker Flip

Linker

Match 3

Runner

Snake

Merge game

Slicer

Stack game

Jumper

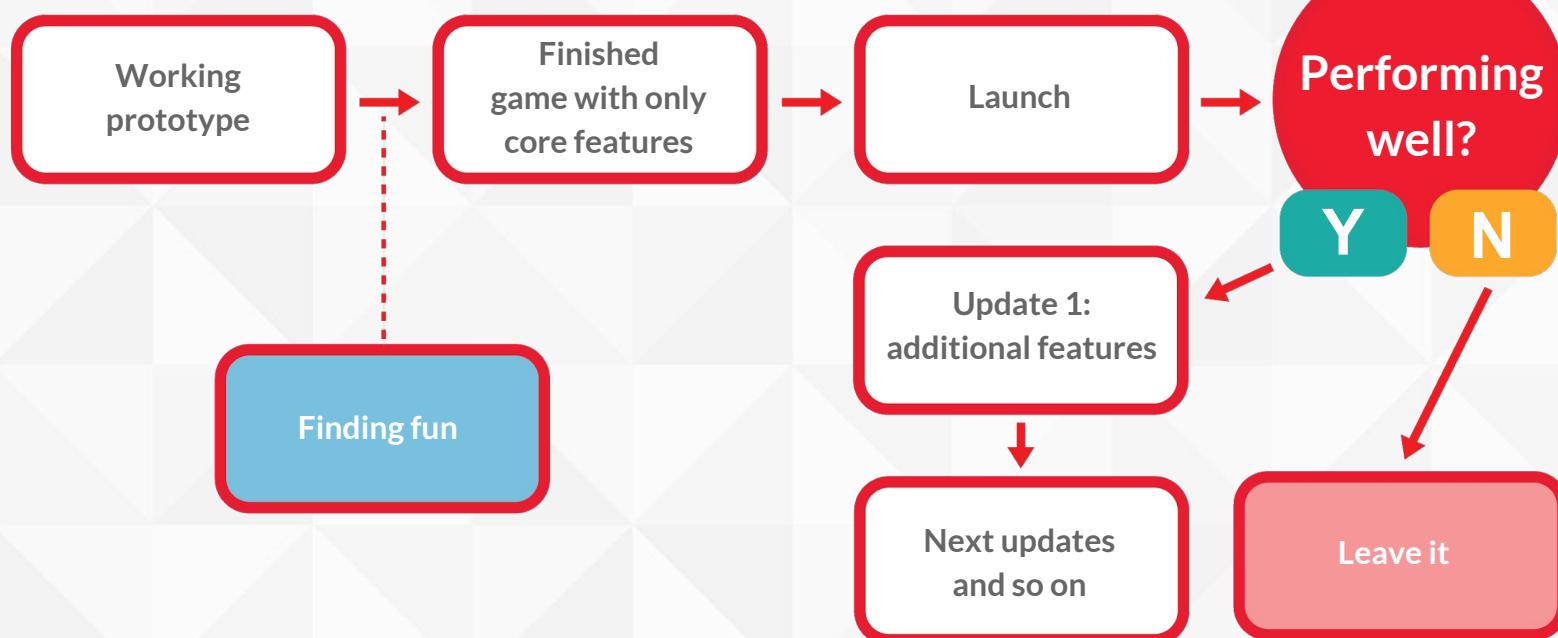
Frogger

Brick breaker

Idler

# Iterate!

- Start with a humble prototype
- Focus on a core mechanic's fun factor
- Without great gameplay, there is no use for more sophisticated features



# Our Philosophy

- Small, single developer-based teams
- 1 week - 2 month development time
- Super Optimized (small & not a battery drainer)
- No internet connection required for playing
- Remember to amaze people <3



# Some of our games



## Tappy Stack

- Tap to jump
- Avoid flying blocks



## Kitty Jump

- Swipe and release to shoot
- Aim for the box



## Keep Turning

- Tap to run
- Avoid falling down



## Tap Dunk

- Tap to bounce
- Hit the basket



## Rollercoaster Dash

- Tap and hold to accelerate
- Release to fly higher





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