

Charlie Bennett

Design Task - Mobile Content

Mechanic Design - Bubble Gum



Name: Bubble-Gum

Bubble Behaviour:

Bubble-Gum's effect is activated once it is hit by a bubble launched from the player. Depending on the colour of the launched bubble, the Bubble-Gum will change to that colour upon impact and begin to swell.

The bubble will swell to a radius of 2 bubbles from its position, regardless of colour.

For future collisions, the swollen Bubble-Gum is now considered one bubble. It will act according to normal behaviour for bubbles.

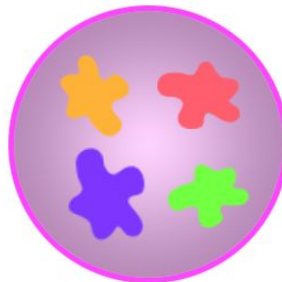
The bubbles' purpose is to help players in creating larger combo chains as well as to be a hindrance by dividing coloured bubbles into harder to hit combinations.

Bubble Visual Design:

Dragon



Bubble-Gum



Rainbow





The Visual Design of Bubble-Gum is inspired by the Rainbow & Dragon bubbles to stay within the style. The colour choice of pink is to help associate the bubble with its identity in the real world, Bubblegum. The variety of colours inside is to help convey the message of its ability to utilize various colours similar to how the rainbow bubble can be used as any bubble.

The plan is to have the bubble animating slightly while idle to help portray the consistency and elasticity of Bubblegum as shown in the GIF above. Once the bubble has expanded and covered the required bubbles it's animation will change to be slightly faster and more fragile in its appearance with shaky movements. Once the expanded bubble collides with a launched ball of the same colour it will have a pop effect that leaves slight residue on the screen for 0.5 seconds before fading.

Live Operations - Player Engagement

Event Name: **Wonka's Weekend Workers**

Time: Saturday 9am to Sunday 9pm

Overview: The weekend begins but work at Willy Wonka's Chocolate Factory never stops. It's time to work your way through these renovations and get the Chocolate Factory up and running, earn bonus coins and enjoy an extra 3 free moves per level for working hard this weekend. Don't forget to check-in every 4 hours for your weekend bonus stars, complete a stage and be sure to pick up a Special Custom Coloured Piece.

Economy Changes:

- Coin Multiplier of 1.5x added to earned coins throughout the event period
- Available Moves +3 to all levels

Event Exclusive Changes:

- Track player's login times and reward a free star for everytime a player logs in after having left the game for 4 or more hours.



Cosmetics: At the final Star Hand-In of every Stage there will be an exclusive weekend recolour item available.

Competition: Players who gain more than 30 stars over the course of the weekend are rewarded with a bonus 5,000 coins. This is displayed over the loading screen as an information tip during the time the event is running.

Design Process - Wonka's Weekend Workers

The event's time schedule was picked in order to improve the playerbase. I estimate that majority of players would play Monday to Friday around the hours of 9am to 3pm consisting mainly of an older demographic. By targeting the weekends it brings in the players who consistently play during their previously unplayed hours as well as targeting a new younger demographic who are more prone to downloading and playing apps over the weekend.

Due to the minimalist style of the game rewards were kept simplistic as to not add any new content and to stay within the bounds of LiveOps. A free star every 4 hours allows for players to believe they are getting something for free without adding any imbalance to the economy as well as more than likely getting them into the game for at least a quick session or two more than they usually would.

The addition of 3 extra turns to the general game allows for players having problems completely levels that would usually stop them from returning to complete those challenges over the weekend period. It also allows the younger potentially less experienced players an easier step into the game overall adding a more fulfilling experience and less losses overall.

Ideal questions to measure the Designs:

1. What is the average run length in seconds?
2. What is the average session length?
3. How many players have passed 100 Jumps?
4. How many players have signed up for notifications for gifts?
5. How many players have unlocked all accessible content?
6. Are the average deaths per a session less than 5?
7. How many players have purchased skins?
8. What is the most used skin?
9. What is the most purchased skin?