

Mobile Design Test

Federico Di Benedetto

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BlockuDoku:

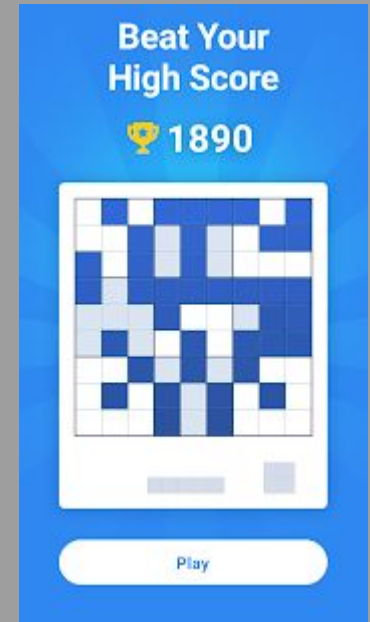
A Puzzle game for mobile devices.
Retention and monetization

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Preliminary info Blockudoku:

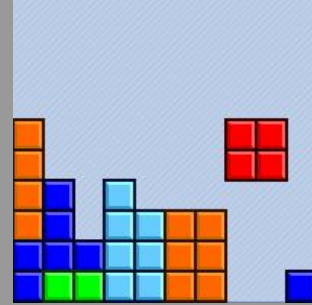
- Puzzle game
- Tetris & Sudoku as main references
- Free to play
- Multiple Game Modes, Daily Events & Challenges
- More than 10 million downloads



Blockudoku VS Tetris

Strengths:

Pieces don't fall like in Tetris, this makes the games more relaxed.



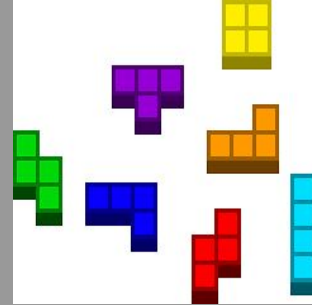
There is an achievement system.



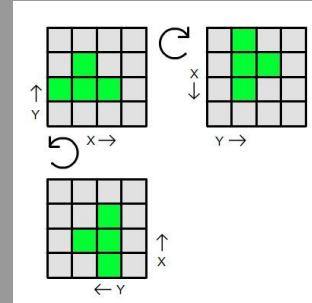
Blockudoku VS Tetris

Weaknesses:

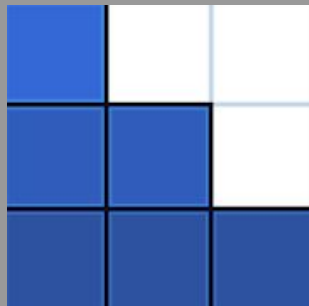
Less strategy required: it is due to the greater number of pieces compared to Tetris.



Fewer ways to play: it is due to the inability to rotate the pieces.



Blockudoku



VS

Wood Block Sudoku

Both games share the same goal: to place similar Tetris pieces in the 9x9 grid and try to collect as many points as possible.

Whenever the player fills a 3x3 square or an entire line, all the belonging blocks disappear providing points.



Main differences between the games:

Pieces don't rotate.	Pieces can rotate a few times with tokens.
There isn't a shop	There is a shop to buy tokens and vip pass.
No special pieces and combos give only more points.	Some pieces and all combos give special points and with those points player can receive tokens.
Achievements system.	No Achievements system.

*To read the complete analysis of the differences see [this document](#).

How to improve Blockudoku?

First Feature:

- Introduce coins into the game and, by paying a certain amount of coins, allow the players to rotate the pieces with a maximum of times per game.



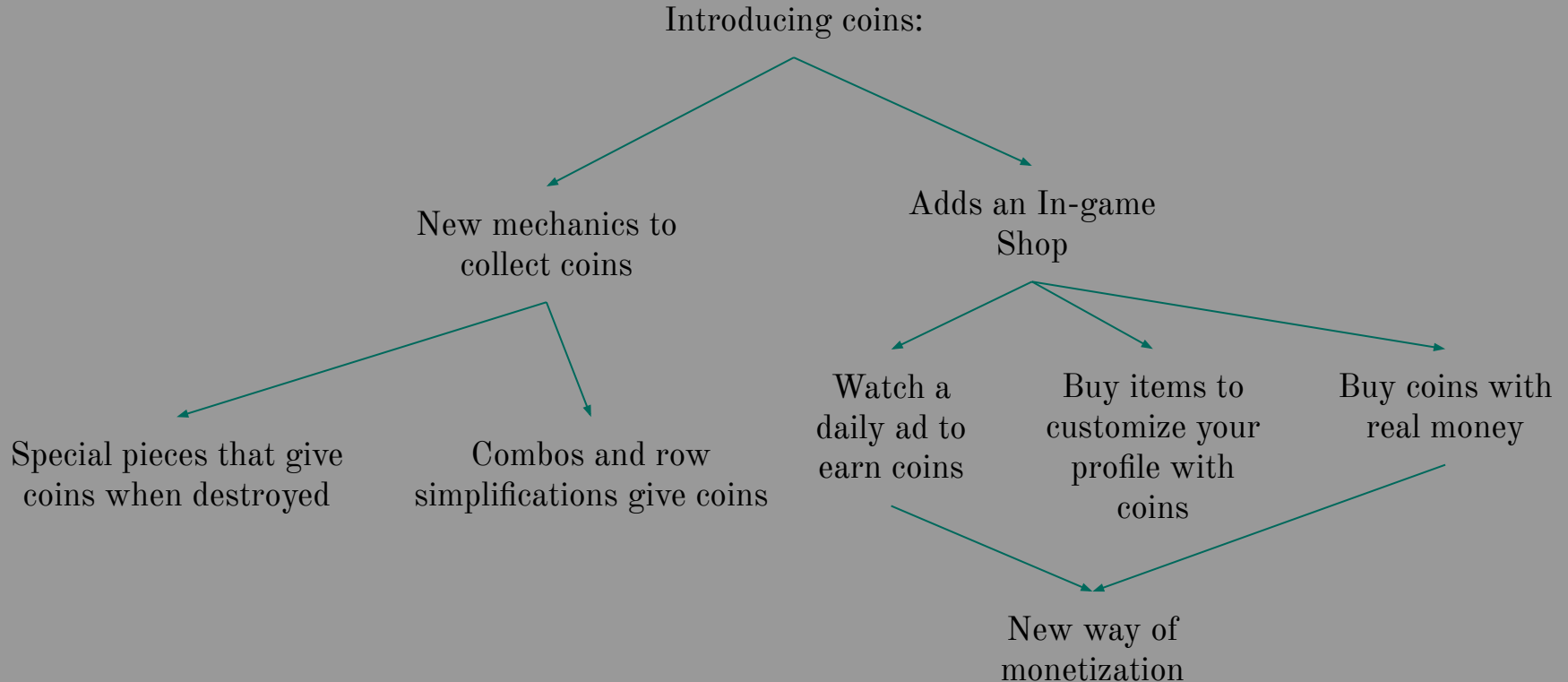
Introducing coins into
the game can also add:



- An in-game shop where players can purchase coins with real money and items to customize their profile.
- New mechanics in the game which give variety.



PRD Feature one:



In-game shop explanation:



Purchase customizable items
with coins:

- New Player Profile Pictures → important for differentiating player profile pictures during an online match.
- Items that allow the players to customize their experience such as different backgrounds and pieces different in design or color.

*Later in this presentation, specifically on [page 12](#), the new feature related to online matches will be explained.

New mechanics examples

Part one:

↓
Special Pieces:

→ Each of these pieces occupies a single square

- Players should place S.P.N.3 with logic to avoid the negative effect by waiting the time required for it to disappear or combine the opposite piece (N.2) in a simplification to rebalance the coin gain after a combo.
- Also, multiple special pieces in the same simplification combine and multiply their effects. Example: two N.2 gives x4 points.

	Special Piece N.1	Give x2 points
	Special Piece N.2	Next combo will give x2 points
	Special Piece N.3	Next combo will give 0.5x points
Special Piece N.3 will disappear by itself after three full turns		

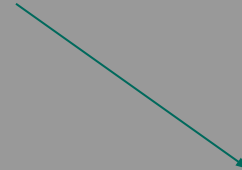
* Every variable present in this mockup can be edited.

New mechanics examples

Part two:



Combos and
simplifications in a row



- Each first combo provides the same amount of coins to the players
- Combos occur when the player simplify multiple lines / square at the same time

2° Combos in a row	Give x2 points and coins
5° Combos in a row	Give x4 points and coins
10° combos in a row	Give x10 points and coins
Two simplifications in a row	Give x2 points and coins
Three simplifications in a row	Give x3 points and coins
And more..	And more...

* Every variable present in this mockup can be edited.

Feature Two:

Introduce online matches against other players with 3 different rounds per match, the first one who gets 2 points wins.



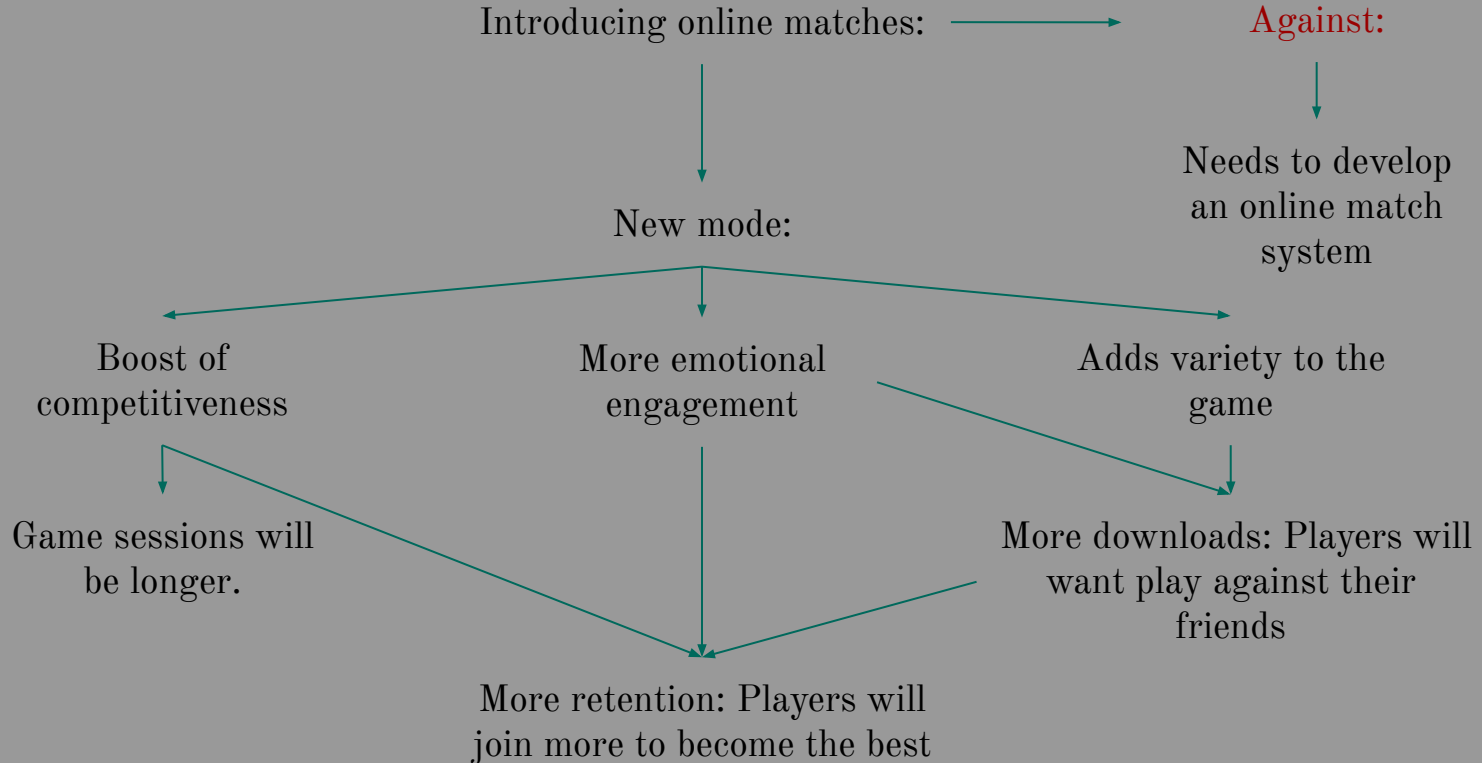
Introducing online matches in the game also add:



- Boost of competitiveness
- More emotional engagement
- Adds variety to the game

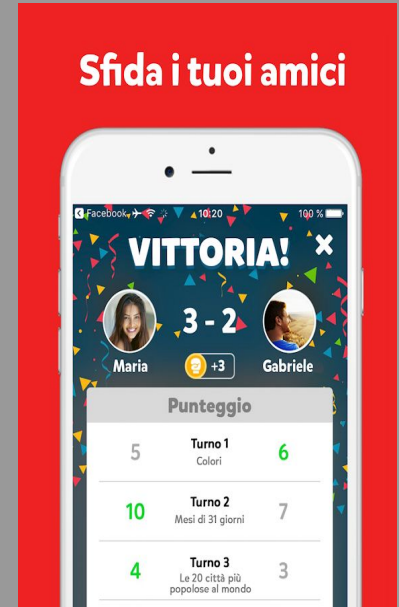


PRD Feature two:



Online matches system:

- Three or more different amounts of coins needed to start a game.
- Asynchronous multiplayer system
- After a certain period without playing his round, the player who did not play will lose the game instead the other will win and receive the coins.
- Each player can start 5 matches at the same.



*Online matches will be against random people and / or friends.

Possible types of rounds

Example 1:



Timed rounds:



Every piece count one point. ← Put as many pieces as possible
before time runs out

- If the grid is full and the player can no longer place the pieces, the time will run out and the pieces placed up to that point will be counted.
- Pieces' drop will be, in order and type, exactly the same for both players
- Whoever place more pieces wins the round.



*The time of the round is indicative.

Possible types of rounds

Example 2:



Points round:



The first one to collect X points wins the round.



- This round is based on strategy:
Combos and simplifications in a row give more points.
- Even in this mode, players will have exactly the same drop of pieces in both order and type
- Special pieces number will also be exactly the same for both players
- Players' skill will be challenged: Who will be able to make more points?

*The amount of points needed to win the match can be edited.

Possible type of rounds

Example 3:



Copy the drawing round:

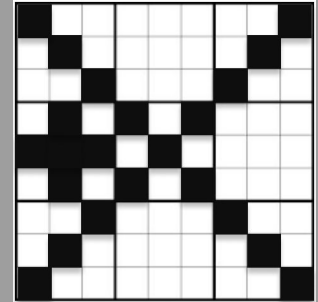


Inserting the pieces
into the 9x9 grid

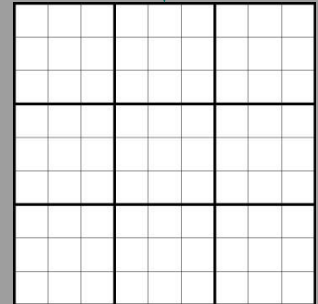


Two drawings
per round

- Examples of drawings are:
Geometric shapes, cross, some letters and any other element that can be placed in a 9x9 square grid.
- All pieces will be available and players will be able to choose to use the same piece several times.
- Whoever completes the two drawings first wins the round.



Copy the drawing



THE END!

