

Slidey Tidy GDD

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Game Identity / Mantra:

2D simulator focused on solving simple, satisfying puzzles to clean various homes and decorating your own space.

Design Pillars:

1. Relaxation
2. Satisfaction
3. Creativity

Genre/Theme/Story:

Simulate your very own cleaning-career experience through cute, cartoony puzzles across various homes while purchasing new decorations to spruce up your Tidy-Mobile!

Mechanics

Core Loop:





Economy Loop:

Tap, Slide, and Drag in order to go between levels, complete puzzles, and decorate your Tidy-Mobile!

Reward System/Economy:

Currency: Coins

- Sources
 - Level Completion
 - 1-10 Coins depending on how many minigames were completed on the first try. Level completion is rated from 1-10, and the player earns Coins that reflect this score (ex. Level rating 8, player earns +8 Coins)
 - Daily Coin Wheel
 - Spin upon opening the game each day
 - Options: +10 Coins, +50 Coins, +100 Coins, +??? (could be x1 of any unlocked item from the shop OR +20 Coins)
 - Watch Ads
 - +10 Coins per Ad
 - Purchase with USD (\$1.00 = 100 Coins). Several choices:
 - +100 Coins for \$0.99
 - +500 Coins for \$4.99
 - +1,000 Coins for \$9.99
 - +2,000 Coins for \$19.99
- Sinks
 - Shop
 - Decorations for Tidy Mobile
 - New Decorations unlocked upon leveling up to a new Home
 - “Home 1” Decorations:
 - Balloon Bunch (1 Coin)
 - Cozy Couch (35 Coins)
 - Regular Rug (25 Coins)
 - Typical Table (20 Coins)
 - “Home 1” Holiday Decoration:

- Silly Snowman (85 Candy Canes*)
 - *Holiday Currency
- Cleaning Supplies
 - New Cleaning Supplies unlocked upon leveling up to a new Home and unlocking new types of cleaning minigames
 - “Home 1” Cleaning Supplies:
 - Spray Restock x 3 (20 Coins) - Restocks your Cleaning Spray to clean 3 more windows
 - Spray Restock x 6 (40 Coins) - Restocks your Cleaning Spray to clean 6 more windows
- Cleaning Tool Upgrades
 - New Cleaning Tools and Upgrades unlocked upon leveling up to a new Home and unlocking new types of cleaning minigames
 - “Home 1” Cleaning Tool Upgrades:
 - Squeegee 2.0 (250 Coins) - Squeegees a window 2x as fast
 - Squeegee 3.0 (500 Coins) - Squeegees a window 3x as fast

Features:

- **Daily Coin Wheel**
 - Prompted after a player logs in for the first time that day. Automatically pops up upon tapping “Play” from the title screen or in front of the main screen if the player already has the app open.
 - After players tap the wheel to spin it, a separate box will pop up next to the wheel that says “Congrats!” and shows the number of Coins they won. The spinner will also land on the number value corresponding to the number of Coins they won.
 - The higher the Coin prize value, the lower the probability of spinning that value.
- **Window Cleaning**
 - When players start a level with a Window Cleaning minigame, the window will be depicted with a red glow around its border and dirt speckled across the glass.
 - Upon tapping the dirty window, the Window Cleaning minigame will initiate.
 - The Window Cleaning minigame involves tapping and dragging the Cleaning Spray across the window to make sure it is sudsy. After spraying the window, players tap and drag the Squeegee across the dirty, sudsy window until it is visibly sparkling clean.
 - A red timer is displayed alongside the window during the game, starting at 10 seconds in Home 1.
 - If players fail to clean the window in time, the energy bar above the timer will deplete down to yellow. If they fail again, the energy bar will deplete down to red. If they fail 3 times, they fail the level.
 - If players successfully clean the window, the red timer turns green and a white checkmark appears in the center.
 - Players may then tap the arrow in the top right corner of the screen to return to the room. The border of the window will now glow green and the window will appear shiny and polished.

- **Stocking Minigame (Seasonal)**

- Upon selecting the “Play” button for the limited time Holiday level (Christmas), players are taken to a room that has a dirty window and a row of empty stockings.
- When the Stocking minigame is incomplete, there will be a red glowing border behind the row of empty stockings in the room.
- Players tap on the empty stockings to begin the Stocking minigame. They must properly tap and drag the correct gifts into the correct stocking (ex. Nutcracker goes in “Toy” stocking, Peppermint goes in “Candy” stocking, etc)
- A red timer with 10 seconds is displayed alongside the stockings during the game.
 - If players fail to properly fill the stockings in time, the energy bar above the timer will deplete down to yellow. If they fail again, the energy bar will deplete down to red. If they fail 3 times, they fail the level.
 - If players successfully fill the stockings, the red timer turns green and a white checkmark appears in the center.
- Players may then tap the arrow in the top right corner of the screen to return to the room. The border of the stockings will now glow green and the stockings will appear to be filled with gifts.

- **Level Selection**

- The main screen will display 3 Homes at a time. More Homes can be viewed by scrolling past the third Home.
 - If a Home is unlocked, a blue “Play” button will be displayed on the Home. The Home will be fully colored.
 - If a Home is locked, a lock will be displayed on the Home. The Home will be grayed out and discolored.
- Upon tapping a blue “Play” button on an unlocked Home, players will be taken to the interior of the Home. This screen will display each room in the Home with a colored circle clarifying if the room is unlocked.
 - A green circle underneath the title of a room means the level is unlocked and playable.
 - A red circle with a lock underneath the title of a room means the level must be unlocked before being playable.
 - Successfully completing an unlocked room will automatically unlock the room that comes after it within that specific Home.

- **Level Completion**

- A “Done” button will be visible in the bottom right corner of the screen during each level.
 - If any minigames in the selected level have not been completed, this button will be gray and unable to be tapped.
 - Once all minigames in the selected level have been completed, this button will turn blue. Tapping on it will show the player the “Level Complete” screen.

- **Tidy Mobile**

- Players tap on the red minivan (Tidy Mobile) on the main screen to access and customize their Tidy Mobile.

- Players are greeted with a small room. There are 4 main buttons within this room (the Tidy Mobile):
 - Storage: Players can access Decorations held in their storage and place them in their Tidy Mobile. Tapping on a Decoration will instantly put the Decoration in the player's Tidy Mobile. Players can then tap and drag this item to place it where they'd like to, tapping a small, green box with a checkmark if they are satisfied or a small, red box with an X if they'd like to move this item back to Storage.
 - Edit: Players can rearrange their Tidy Mobile Decorations upon tapping this button. When this button has been tapped, players can move their Decorations by tapping on them. Several blue arrows will be shown to tell players to move their Decoration. A small, green box with a checkmark and a small, red box with an X will allow players to solidify a Decoration's place in the Tidy Mobile or allow them to send the Decoration back to their Storage.
 - Likes: Players can view how many likes they have received from other players touring their Tidy Mobile.
 - Tour Tidy Mobiles: Social feature that allows players to view other players' Tidy Mobiles. Upon being tapped, players will be shown a screen that has a list of usernames with green "Visit" buttons next to them and a clarification of how many likes that particular player's Tidy Mobile has received. The most-liked Tidy Mobiles are listed at the top, while the least-liked Tidy Mobiles are listed at the bottom. If players are looking for a specific player's Tidy Mobile, they can search the player's username with a button at the top left of this screen. If a player taps "Visit" on another player's Tidy Mobile, they are able to view that player's decorated Tidy Mobile and have the option to "Like" it using a button in the bottom right corner. Once this Tidy Mobile has been liked, the white thumb-up button will be highlighted green.
- **Shop**
 - The "Shop" button is displayed on the main screen and after completing a level.
 - Upon tapping the "Shop" button, players are shown a variety of Decorations (Holiday Decor included), Cleaning Supply Restocks, and Cleaning Supply Upgrades (see "Economy" for specifics on each item). Each of these items is displayed in its own box.
 - If a player purchases a Decoration, they are welcome to purchase that same item up to 50 times.
 - If a player purchases a Cleaning Supply Restock, they are welcome to purchase up to 50 total restocks.
 - If a player purchases a Cleaning Supply Upgrade, that specific, upgraded Cleaning Supply will no longer be up for purchase in the Shop. These can only be purchased once and will say "SOLD" in its square in the Shop once purchased.
- **Coins**
 - A box displaying the player's current number of Coins will be visible in the upper right corner of the main screen (level selection), the Shop, and on the Daily Coin Wheel screen.

- A small plus box will be shown alongside the Coins display. Tapping this box will take players to a separate screen where they can watch ads or pay USD to receive more Coins. \$1.00 USD = 100 Coins.
- **Settings**
 - Upon tapping “Settings,” players can slide a circular shape along a line to adjust the volume of the music and/or sound effects of the game.
- **Storage**
 - Upon tapping “Storage,” players can view which Decorations they have in their inventory and how many they have of each. If a player is in possession of a Decoration, one of the gray boxes in the Storage menu will turn blue, show the item in the center, and show the amount of that item in the player’s possession.
 - Cleaning Supply Upgrades and Restocks are not shown in the Storage menu– this is for Decorations ONLY.
 - If a player places a Decoration by tapping on a stored item while IN their Tidy Mobile, that item will no longer be in their Storage unless they tap on it again and choose to pick it up.

Story/Text:

- **Tutorial**
 - a. Initiated once players make it past the “Daily Coin Wheel” after hitting start. Players are welcomed to “Slidey Tidy Inc.” with a short pop-up describing that their training will begin shortly.
 - b. Players are prompted to begin training by another pop-up next to “Home 1’s” Play Button.
 - c. After selecting Play, players are brought to the interior level-layout of “Home 1,” split up by rooms. The Living Room level is unlocked, but the Kitchen, Bathroom, and Bedroom levels are visibly locked.
 - d. Once inside the Living Room level, players are guided through a short tutorial explaining how the “Clean the Window!” minigame works. After cleaning the window, players are prompted to hit “Done” and complete the Living Room level.
 - e. After the Living Room level has been completed, players are prompted with another pop-up guiding them to their Tidy Mobile. Upon tapping the Tidy Mobile, players are given a quick tour of their Storage and learn about visiting other players’ Tidy Mobiles. When this has fully been explained to the player, the tutorial concludes and players are on their own.

Interface:

Home Screen

Players can navigate to different levels (Homes and Holiday Levels) using the main screen and tapping the “Play” button. Players can also view/decorate their Tidy Mobiles by tapping the red minivan on the home screen.



Level Selection

After tapping "Play" on a Home, players can select which room in the home they would like to clean.



Minigames

Players play minigames by swiping, tapping, and dragging their fingers/thumbs to clean up.



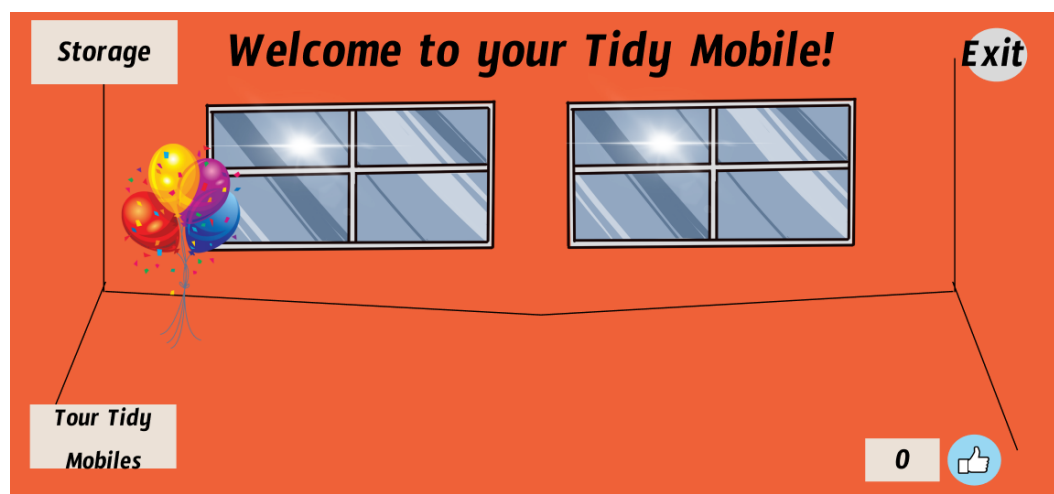
Holiday Stocking Minigame



Window Cleaning Minigame


Tidy Mobile

A player's Tidy Mobile can be displayed upon tapping the red minivan on the home screen. The # of likes they have received from other players is displayed in the bottom right corner of this screen.








Players can visit other players' Tidy Mobiles by tapping the "Tour Tidy Mobiles" button in their own Tidy Mobile. From here, they can choose to "Visit" and view another player's Tidy Mobile,

visit a specific player's Tidy Mobile by searching their username through the "Search Players" feature, or "Like" a Tidy Mobile by tapping the blue thumbs-up icon.


 Search Players

Tour Tidy-Mobiles

Exit



Visit	CleanMachine123	1047	
Visit	KoolKleanerXD	892	
Visit	SOAPGOD3333	681	
Visit	bestsudsforever	273	
Visit	tidyMONSTERRR	135	

If a player "likes" another player's Tidy Mobile, the blue thumbs-up icon turns green in the center.

 Search Players

Tour Tidy-Mobiles

Exit

Visit	CleanMachine123	1048	
Visit	KoolKleanerXD	892	

Daily Coin Wheel

Displayed upon a player's first login of the day after they tap the "Start" button. Tapping on the spinner will cause the wheel to spin automatically.

Welcome!

 0  **Exit**

**Day 1 - 1x
COIN
MULTIPLIER!**

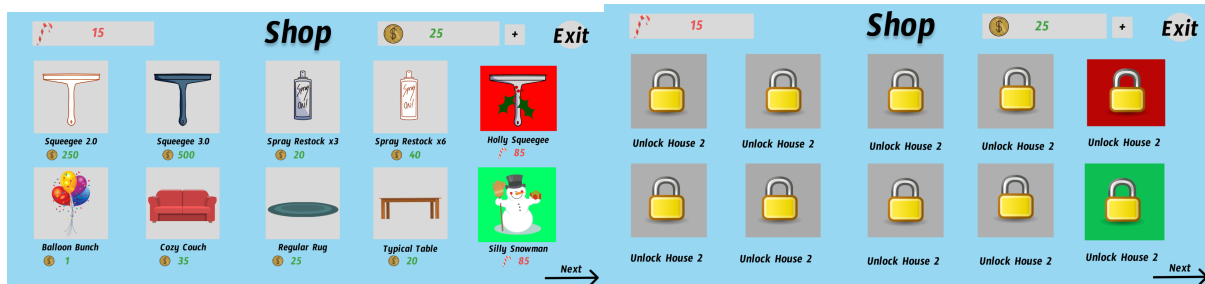


Spin Again:
\$0.99

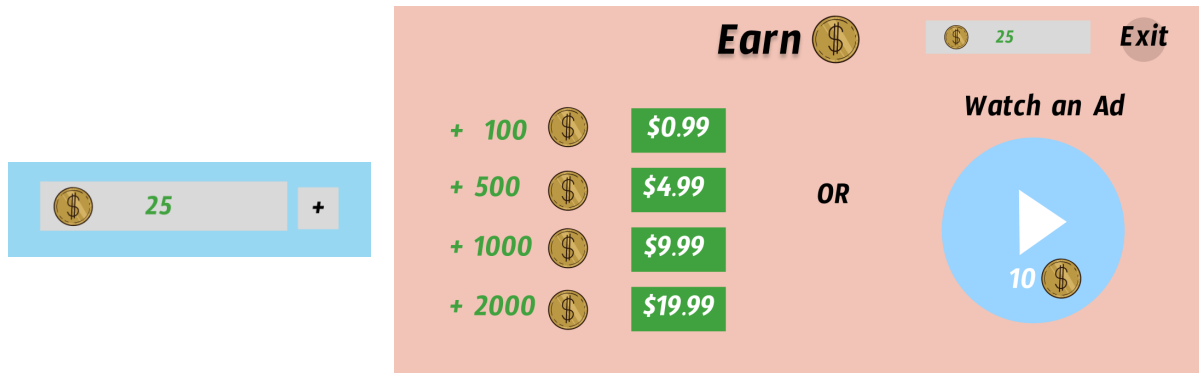
**Try your luck at the Daily
Coin Wheel!**

Shop/Earn Coins

Players enter the shop by tapping the button that says “Shop” whenever it is shown. They are taken to a multiple-page Shop that displays a variety of items to purchase upon tapping on them (if they have sufficient coins)!

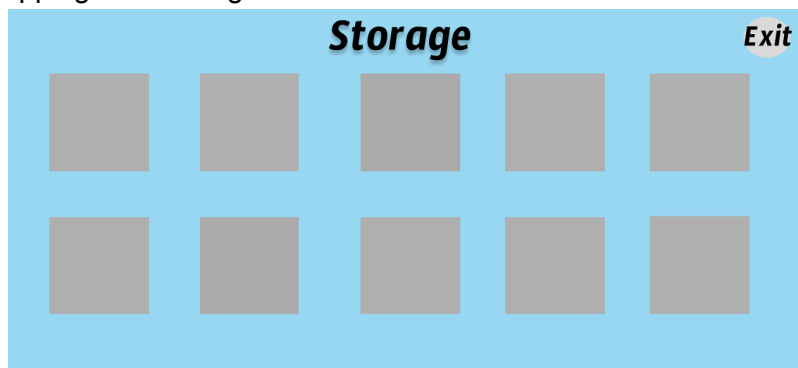


If players tap the “+” button next to their displayed # of Coins, they are taken to a separate screen that allows them to purchase more Coins with USD or watch an ad to earn 10 Coins. \$1.00 = 100 Coins.



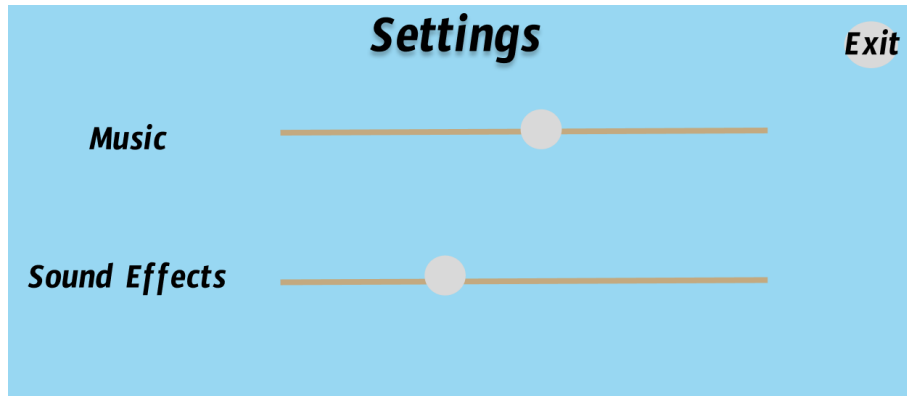
Storage

Displayed upon tapping the “Storage” button whenever it is shown on screen.



Settings

Displayed upon tapping the “Settings” button whenever it is shown on screen.



Art Style:

Our game's ideal art style is 2D. cartoony, colorful, and simplistic with more detail than shown in our wireframes. UI should be clear and direct, especially within the various minigames.

Inspiration Pics



Art from "Unpacking"



Art/Gameplay from “Webkinz”



Art/Gameplay from “Cooking Mama”

Music/Sound:

Include links to music and sound design similar to what you're trying to achieve. You can also list the emotional responses that the sound should invoke in the player.

- Menu: Similar to Animal Crossing music, cute music in the menu and level selection screen, relaxing: <https://www.youtube.com/watch?v=eKEAmOUFYJg>
- Coin Wheel: Spinning sound effect while using the daily coin wheel: <https://www.youtube.com/watch?v=i6-ibGcVZm8>
 - Coins: clinking sound effect while earning coins (by completing a level or through the wheel): <https://www.youtube.com/watch?v=tgnSwdQzPko>
- Minigames: Cooking mama-like music while cleaning the house. This music is upbeat but still relaxing: <https://www.youtube.com/watch?v=IrCbrG1SaCM&list=PLZuJYgofAjFHIN3PDpg-tUKAjTiDGsnIK&index=6>
- Shop: This music should have a balance of speed and relaxation, like elevator music: <https://www.youtube.com/watch?v=kBw6s6eo-ak>
- Tidy Mobile: Similar to Pokemon Mystery Dungeon base music– calming and homey <https://www.youtube.com/watch?v=ln29WIRQKnE&list=PL16D986A5464BEA5A&index=6>
 - Placing a decoration: Thumping noise while placing a decoration in the Tidy mobile: <https://www.youtube.com/watch?v=TV2SunP1S1U>
 - While doing tasks
 - Squeegeeing while cleaning a window: makes a squeaky noise: <https://www.youtube.com/watch?v=KrQJdxXgspY>

Analytics:

List what you're tracking and explain why.

- **Level Completion**
 - Track # of people who win and lose each level in each Home + how many tries each level takes them
 - Improve design and encourage players to continue playing by balancing difficulty
 - Assure that the game steadily increases in difficulty. Make sure that the game isn't too easy to the point that it bores players into quitting, but also make sure that the game isn't too hard to the point that players give up.
- **Daily Coin Wheel**
 - Track # of people who purchase an extra spin each day
 - Helps the game's team decide how to modify rewards (increase/ decrease Coins or Items given) to promote more USD purchases on extra spins
 - Maximize potential USD profit from players purchasing additional spins
- **Decoration Purchases**
 - Track which Decorations sell the least and most amounts
 - Design more Decorations based on the most popular ones and raise their Coin prices. Encourages more players to purchase Coins/watch Ads, generating more revenue.

Development Roadmap / Launch Criteria:

Platform: iOS/Android

Audience: Girls ages 9 and up who have a knack for organization, decoration, and completing satisfying tasks. Target audience is individuals who are not intense gamers, just looking for a fun way to pass time.

Milestone 1:

- Completed Gameplay Loop for Window Cleaning Minigame

Milestone 2 (in 2 months after Milestone 1):

- Completed Tidy Mobile functionality
- Completed level selection/Tidy Mobile screens

Milestone 3 (in 2 months after Milestone 2):

- Completed Gameplay Loop for another cleaning minigame (currently undecided)

Milestone 4 (in 1 month after Milestone 3):

- Completed installation of the Shop with at least 2 Decorations available.

MVP:

- Players can complete Home 1: 4 unique rooms, 2 unique minigames in total
- Players can purchase Restocks and Decorations from the shop
- Players can place at least 2 unique items in their Tidy Mobile

Alpha: Feature Complete: Base features of the game are completed (cleaning and decorating, puzzle concept, energy, time, etc.)

- **Asset Incomplete:** designs are incomplete (such as the dirty window is not fully developed)

Beta: Feature Complete: Like the Alpha, Base features of the game are completed (cleaning and decorating, puzzle concept, energy, time, etc.)

- **Asset Complete, QA:** Designs of assets are complete (window is a full colored and detailed image rather than a square to mark its place. The assets are clear and detailed)

Gold: Ready to launch: Base game with its full features, assets, and touched up features, such as how the background color changed and more minigames are added.

Launch Day: Launch around half a year after completing the first milestone.

Live Ops plan:

- Analyze KPIs
 - What does the data indicate?
 - Engagement example Example: Engagement shows how long players are usually playing Slidey Tidey. It helps us figure out what elements of the game people spend the most time on.
- Form hypotheses
 - Why is the data behaving as it is?
 - Engagement Example: Continuing the engagement example, if most players want to decorate their tidy mobile, what will they do in the levels? Will they try to beat it faster, and it makes the completion rate higher within a certain amount of time?
- Develop a redesign plan
 - What changes will you make?
 - Engagement Example: If there is less engagement while completing the levels (like if the levels are too difficult and players give up on the game), decreasing the difficulty level and creating balance changes might help.
 - How will you test the changes?
 - Engagement Example: We can see if engagement changes this will work to see if more players are able to complete the level, which gives the players more motivation to keep on playing and decorating.
- Develop a testing plan
 - What changes will you make?
 - I may change the testing plan by modifying the independent variable. For example, If we think that testing the level of engagement by changing the difficulty level is not showing an accurate date of engagement, perhaps we should look into entertainment of the level.
 - How will you test the changes?
 - By focusing on the appearance of the level and seeing if the minigames are more fun for the players, we can see how the players react to changes while modifying the game's minigames.
- Test
- Analyze KPIs from the new version
- Repeat

- **Content calendar**

- Using the existing frameworks (pillars, reward system, artstyle, etc.), create plans for new houses, levels, minigames, every month. In addition, create dates when there are special events, such as the holiday events and create a framework for notifying players about these events (announcement, special items in the shop, etc.)
- Each holiday event has its own unique minigame level, currency, and limited edition items
- Valentine's Day Event: Feb 1-15
- St. Patrick's Day Event: March 1-17 (depends on the day St. Patrick's Day lands on)
- April Fool's Day Event: March 20-April 2
- Summer Fun Event: June 25-August 5
- Halloween Event: October 10-November 1
- Christmas Event: December 1-26

- **Holiday Event(s) Structure**

- New types of minigames/layout
 - Earn Holiday Currency as Level Rewards to purchase special-edition Christmas items from the Shop
 - Holiday Currency is interchangeable depending on the holiday (i.e. Candy Canes, Easter Eggs, Candy Corn, etc.)
- Holiday Currency Items
 - Use Holiday Currency from Limited-Time Holiday Levels to purchase these items
 - Purchase limited-time Cleaning Tool Upgrades and Decorations
- New types of minigames/homes to clean depending on the holiday
- Earn Holiday-Currency as Level Rewards to purchase special-edition Holiday items from the "Holiday" Shop Tab
- "Holiday" Shop Tab
 - Use Holiday Currency collected from Limited-Time Holiday Levels to purchase special items
 - Purchase limited-time Cleaning Tool Upgrades and Decorations

