



DIPESH DHANJI
PROFESSIONAL CASE STUDY 2018

DREAMRANDOM.

ABOUT

Dreamrandom are a creative digital agency who believe in creating products that engage with audiences. Dream Random prides itself on staying ahead of the curve when it comes to understanding culture and consumer centric content.

Dreamrandom were tasked with creating a gaming app for upcoming UK influencer - Stevo the Mad Man.

The plan was to provide a series of games for his fans while pushing his brand awareness further.



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THE TEAM

Dreamrandom are a small creative force, the team for this project was only 8 strong.

My role was a game developer and UX Designer

The rest of the squad

1 x UI/UX Designer - Collaborating with myself

3 x Marketing Interns - Promoting

1 x CTO - Collaborating with me with technology

1 x COO - Managing the project

1 x CEO - Oversee involvement



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WHO IS STEVO

"A very modern kind of star"

Stevo the Madman (real name Kevin Alexander Stephens) has shot to fame thanks to his presence on social media platform Snapchat. Stevo is just a normal guy living everyday life but in amusing ways and as such he connects with many people all over the planet. He has a fanbase that is loyal to his every move and are known as the Spartans. Big-name brands have all cottoned on to this so that he is now a big influencer.

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RESEARCH AND IDEATION

*Stevo
(The Mad Man)*



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METHODS

"Game-storming and gameplay sessions"

After meeting the client and collecting his requirements I hosted a quick brainstorming session (around 1 hour to keep it focused) where the whole team including owners and interns share their own ideas and what they would like to see in the game.

Stevo's Mad Run was a culmination of influences from other infinite runner games and what they did really well.

Inspiration

Subway Surfers - Sybo games

The speed of gameplay and and difficulty

Temple Run - Imangi Studios

The multi-gesture control system

The Pit - Ketchapp

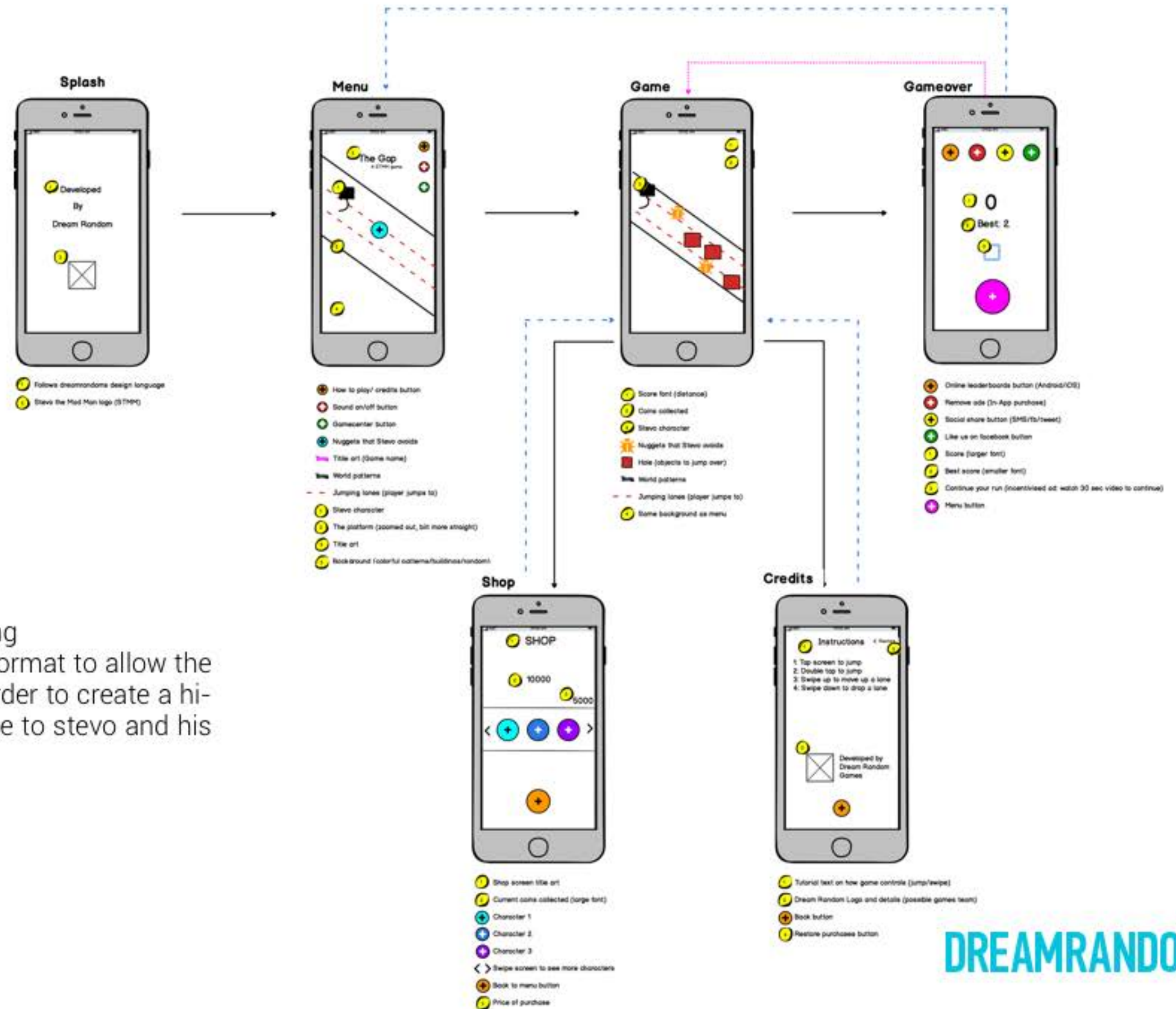
The game's 2.5D Gameplay perspective and fake 3D design

WIREFRAMES AND USER FLOW



*Kaci
(Youngest daughter)*

USER JOURNEY



Typical gameplay process

The user journey map was created using Balsamiq and was designed in a lo-fi format to allow the graphic designer to use as a base in order to create a hi-fidelity mock for presentational purpose to stevo and his team

SYSTEM ARCHITECTURE



*Kaci
(Eldest daughter)*

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ECONOMY STRUCTURE

Seeing as this app was for a specific influencer, we knew they would draw in a large scale of players and so we wanted to make sure we maximised the revenue.

I began to design all possible revenue streams that we could take and designed this in a way where non-gaming clients could digest it and also allow me to present it.

I also performed relevant research by looking into how industry-giants are maximising their revenue by studying how they monetise their games.

Key Revenue Areas

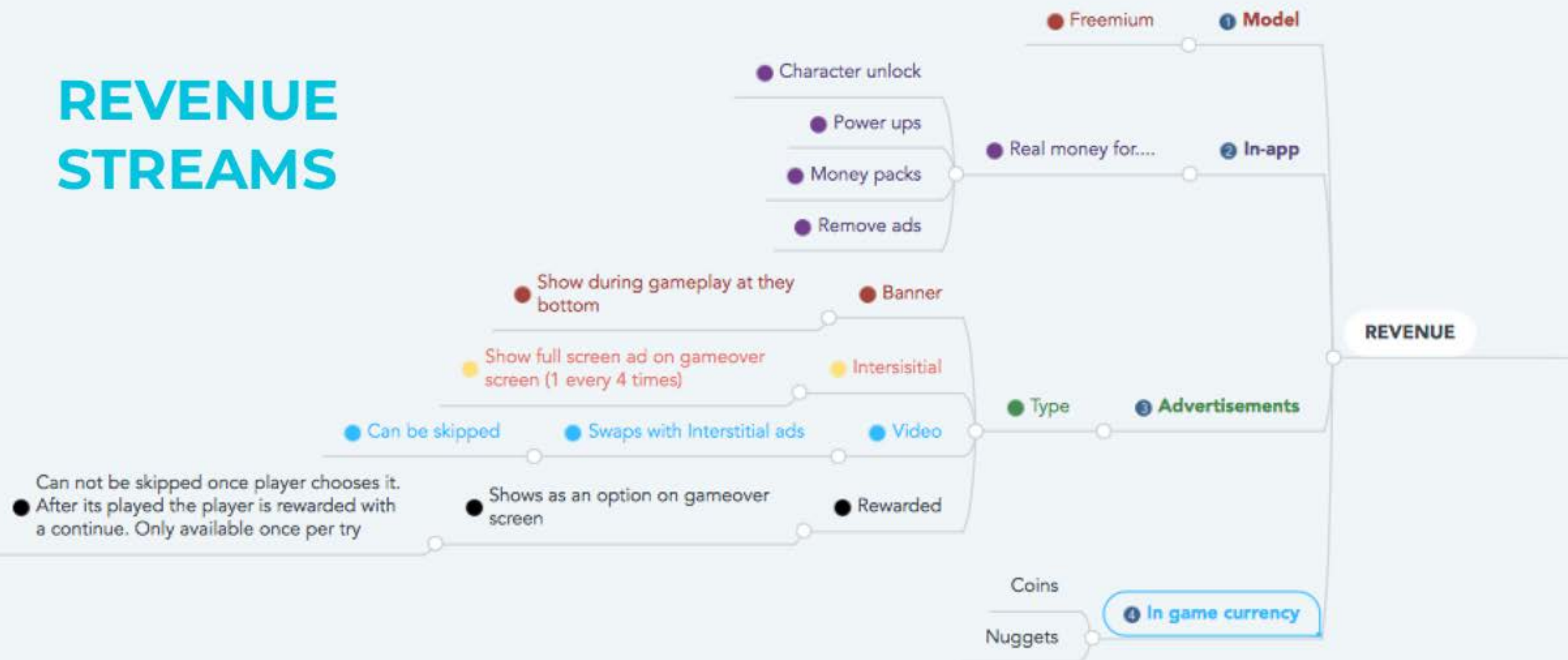
In-app Advertising

In-app purchases

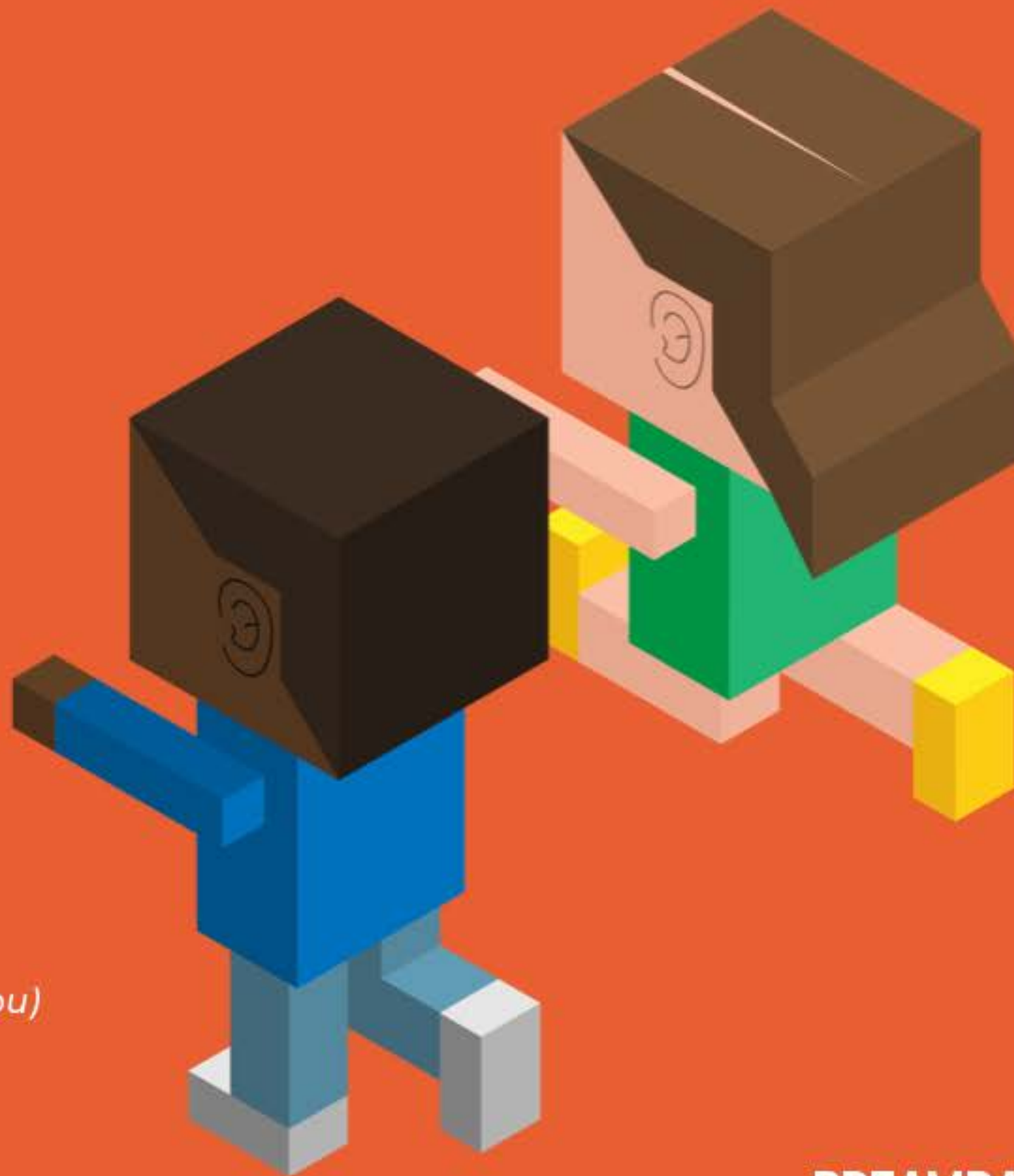
In-game currency

Unlockables

REVENUE STREAMS

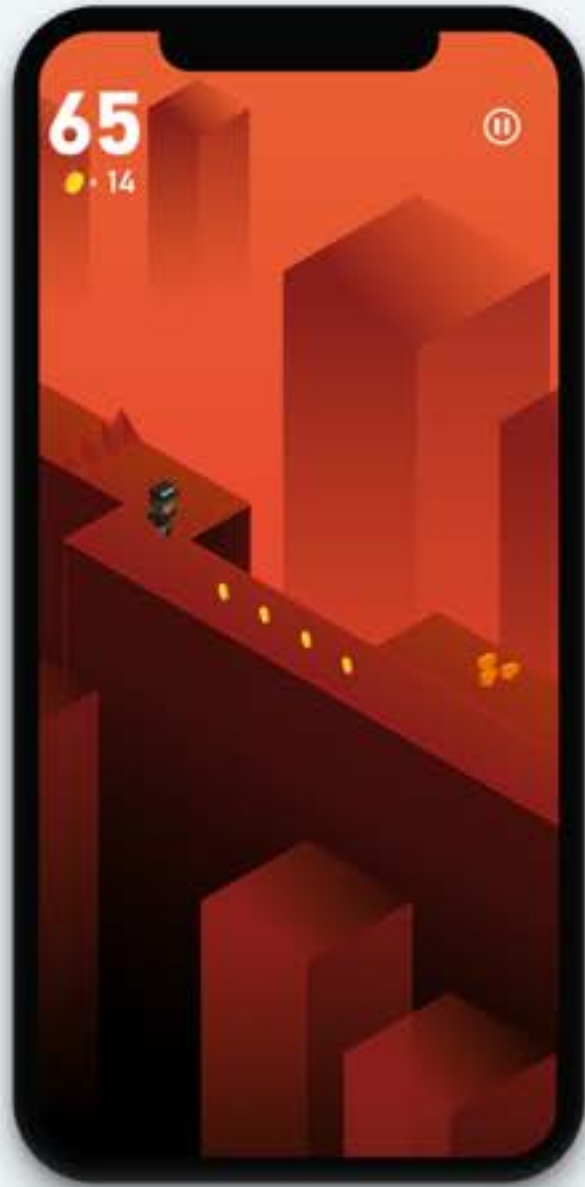


GAMEPLAY DESIGN



*Crazy fans
(they will run towards you)*

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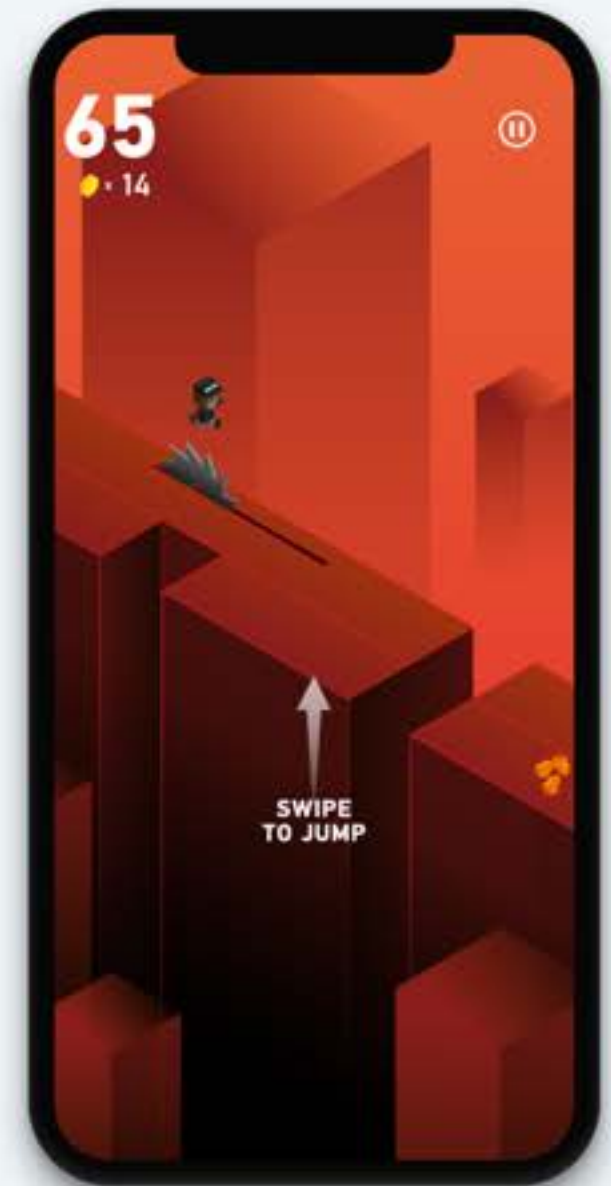
Easy to play, hard to master

Simple gameplay mechanic
Difficult pacing
Endless randomness



Gesture-based controls

Better user experience
Comfortable hold
Faster reflexes



Player instructions

Easing players in
Timed sequences
Faster reflexes

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THE PROBLEMS



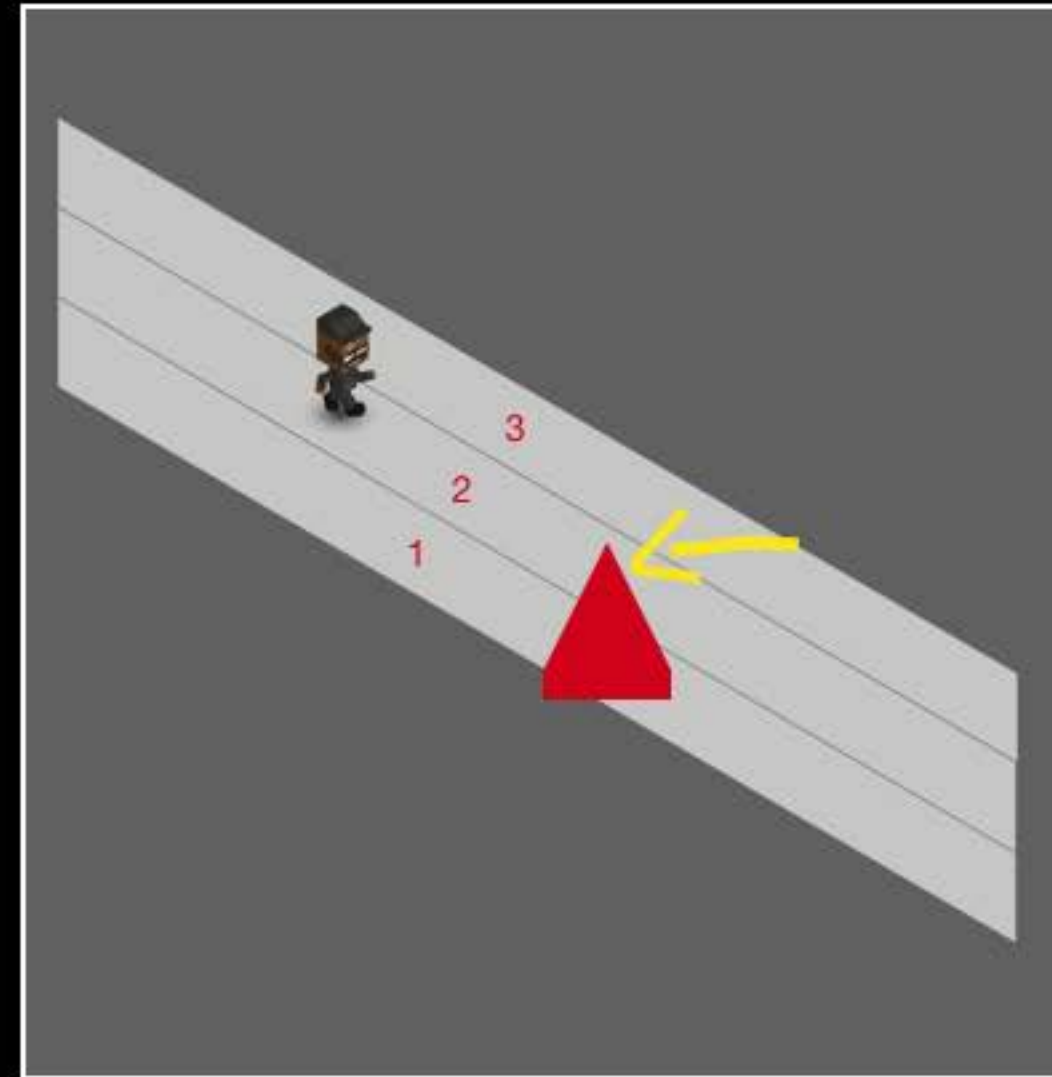
*Unseasoned Chicken
(Toxic to Stevo)*

PERSPECTIVE ISSUES

Observing the image on the right you can see lanes 1, 2, 3, and a large triangle obstacle. The obstacle is placed in lane 1 thus allowing lane 2 or 3 to be safe but that that is not the case. Instead, what happens is that the top of the obstacle is actually protruding into lane 2 meaning it can actually hit the player and thus lead to a frustrating experience.

The reason this happened is because the game is not actually 3D but rather 2D with the game drawn onto it with 3D design, so while you do get a 3D looking game it really is not, and elements such as depth are missing where the player can go behind the obstacles by being in other lanes.

Getting around this issue required thoughtful thinking and planning. By editing obstacle collision shapes, I managed to make sure that the obstacles did not protrude as much into the lane above it but still remained tall enough that players could not jump it.



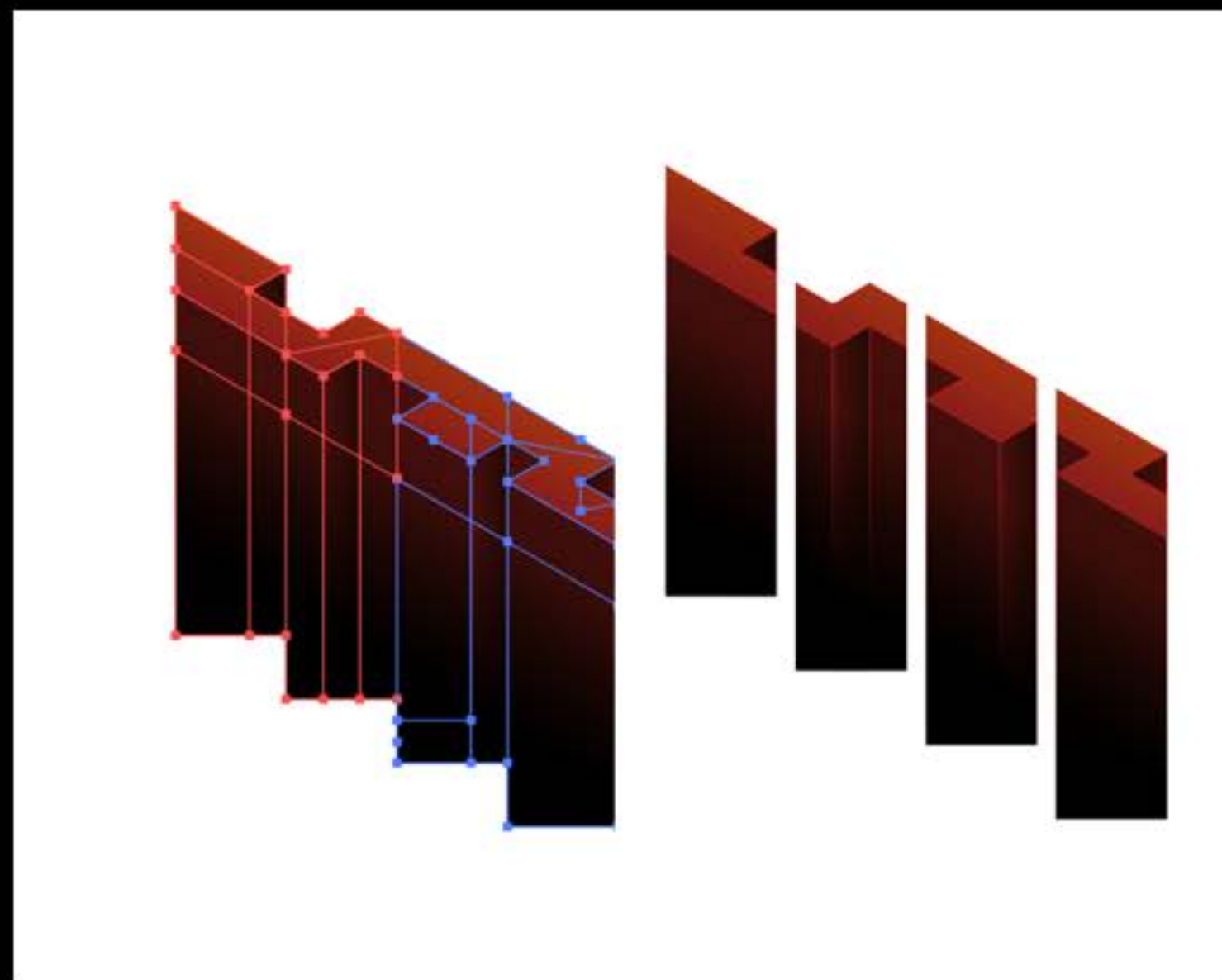
RANDOMNESS

Probably one of the most challenging parts in developing this game was implementing how the levels are generated and how they can remain random and create enough possibilities that players don't think they're playing the same thing over and over. After lots of meetings we decided to approach this by thinking more like lego blocks.

THE LEGO BLOCKS IDEA

I divided a large platform into 4 blocks per part so that they could be connected by another block (5th block) on the end, thus creating an infinite platform. The 5th block is always chosen off screen randomly and so the player sees an endless path.

Implementing this algorithm created so many problems with the game often creating "impossible" scenarios due to the ending 4th block not working with the random 5th block. To cut a long explanation short, the graphics designer had to create 40 level blocks consisting of 160 unique pieces.



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SMALL CHANGES



*Seasoned Chicken
(Stevo's fav and edible)*

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SHOP SCREEN

I made small design changes during the early stages of launch by studying analytics data provided by Apple iTunes Connect and Android Google Play Store. They involved the shop page and design decisions which were heavily influenced by how we can convert more users into paid users.

Design 1: Provides users with various options. This was a safer option and gave the users complete freedom. It was heavily text-based and had 'buy' buttons justified to the right.

Design 2: Rectified the flaws of design 1. There are now only 2 choices for players to choose from, illustrated by bold graphics. They go high or low - no inbetween. What I discovered with giving players too many options was that they often won't feel like purchasing anything. But by providing only 2 options I found that they made more in-app purchases. This could be because there is less thinking involved and users see more value for money in the higher coin pack as opposed to going for the low cost.



Design 1



Design 2

OUTCOME



*Missy
(the crazy dog)*

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#SUCCESS

Ever since its launch in September 2018, Stevo's Mad Run has been skyrocketing. Apple had also featured the game in multiple countries including Canada, Japan, China, Russia, France, Germany, Spain, United Kingdom, Sweden, South Korea, Italy, Spain, Singapore, and the Netherlands.

#2

TOP CHARTS

100K

DOWNLOADS

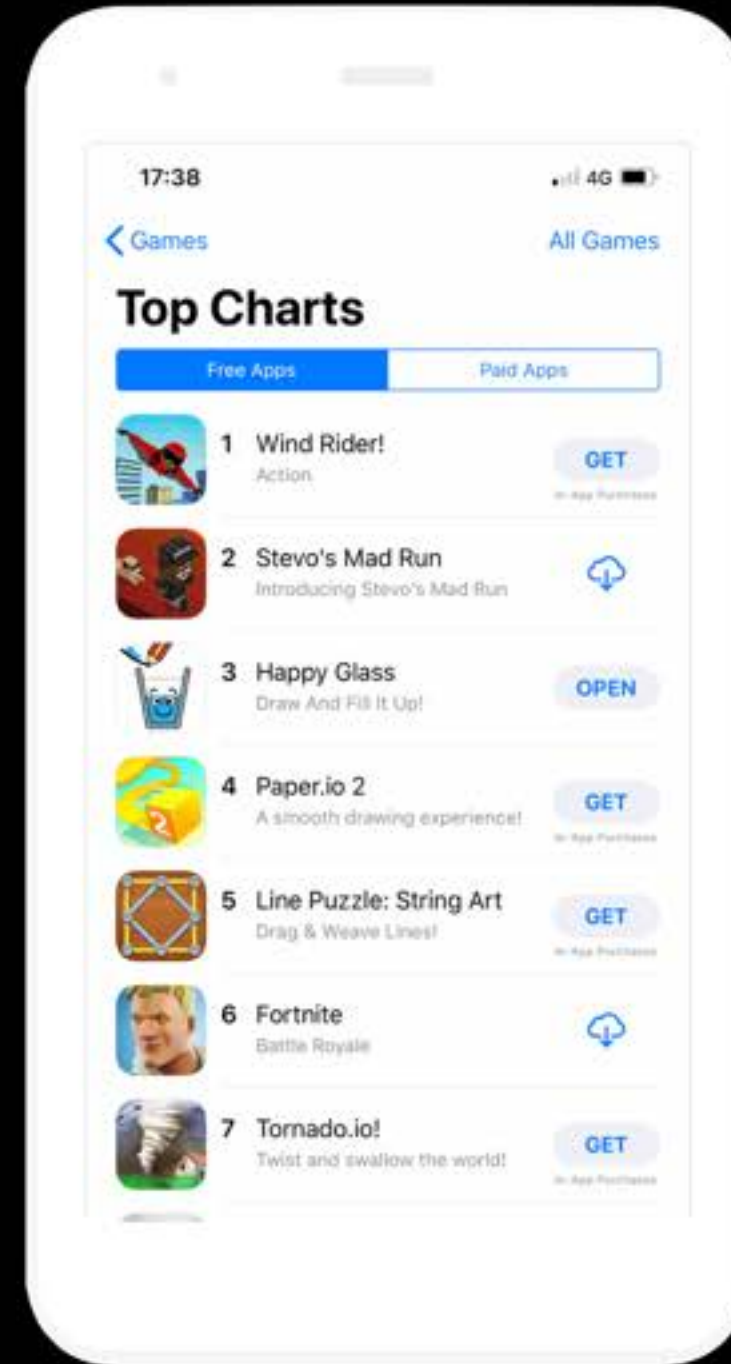
#1

ARCADE CATEGORY

4.5*

FROM 800 REVIEWS

Representative data of 1 month since going live.



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THANKYOU



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