

TILE PUZZLE LEVEL DESIGN

PACK YOUR GAME WITH LEVELS THAT WORK FOR RETENTION

LEVEL DESIGN SOLUTION

Creation of levels for tile puzzle mobile casual games on ongoing basis, as part of initial game development or live ops.



Match 3



Mahjong



Tap 2



**Bubble
shooter**



**Color by
numbers**



Solitaire



Swipe



Drag'n'drop



Chain



Tap

EXPERTISE AT A GLANCE

3500+ levels shipped

200+ levels monthly

Economy design &
balancing expertise

Fine-tuned
pipelines

Work with any
level editors

OUR APPROACH

Finest FTUE

Predefined elements combinations for the tutorial levels

Quality control

Ensured with 3 testing rounds: internal, external and real users

Perfect balance

Carefully A/B tested during soft-launch

Full spectrum of emotions

From 'Yeah, easy!' to 'Ouch! I need one more move!'

Retention management

Optional semi-automatic difficulty system and A/B testing too



Cat Force: Full Cycle

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Room 8 Studio had an exciting challenge: produce a unique match-3 mobile game for the combat mechanic genre, with innovative RPG-elements. This included collaborating with Playtika in many aspects of the project, from concept to soft launch, including live ops support. Today the game is released and is well-received on the market, with Room 8 Studio providing level design support for the game.

Room 8 Studio role:

- Collaborating on game design, economy design, idea development
- End-to-end engineering
- 2D art & animations
- Level design & analytics





Meow Match: GD & Art

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Room 8 Studio has helped Ember Entertainment to create and launch a Match 3 casual game, and continues to provide ongoing art and level design support, including:

- Game design, economy design
- Thousands of levels, 86% reaching the target level difficulty
- UI & art direction
- 2D art: characters, splash screens, 2D animation
- New mechanics specs



EMBER
ENTERTAINMENT



Popcorn Party: Full Cycle

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Popcorn Party is a full-cycle game development project with renown publisher DeNA. The game offers innovative gameplay and was featured as the best new game by the App Store in over 70 countries. Room 8 Studio role:

- Full cycle development
- Game design, economy design
- Level design
- UI & art direction
- 2D art and animation





Mahjong Journey: Full Cycle

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Mahjong Journey is a full-cycle game development project with renown publisher G5. The game was built from ideation and features 200+ immersive levels. Room 8 Studio role:

- Full cycle development
- Game design, level design
- Art direction, 2D art, UI, and animations
- Build & release management





Afterparty: Tech Level Design

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Room 8 Studio's Technical Level Design Team actively participated in the co-development of the game. From concept to release:

- Game logic
- Non-linear quest implementation
- Polished animation timing
- Cutscene implementation



PC

PS4

night
school
STUDIO



Angry Birds Dream Blast: Level Design

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Room 8 Studio created levels & balance sheets with mechanics combinations needed for the creation of the levels, according to difficulty and UX requirements from Rovio.

- 230 levels that went into production
- Weekly deliveries



START OF WORK

1

Establishing delivery timeline:
weekly or monthly iterations

2

Setting feedback provision:
per level, per batch of levels,
and how often

3

Level editor and balance sheets:
sharing access, documentation and
targets or setting requirements for
the development

PACKAGES



PITCH: 20 LEVELS

Polished initial levels for your demo to impress the publisher.

Eliminate risks by getting expertise on board early to pitch with a clear vision and defined level production pipeline.



LAUNCH: 200 LEVELS

Pack your game with levels that work for retention.

Cut costs and get ahead of schedule with experienced and dedicated level design team.



LIVE OPS: 40/MONTH AND UP

Meet that retention & monetization KPIs with right levels.

Support the success of your game with new levels meeting difficulty curves, based on your vision of game economy & UX.

ADDITIONAL SERVICES

QA engineers work closely with LD team and specialize on casual games.

This helps to test new mechanics and changes to existing mechanics faster, hastens up the process of changes and updates to already created levels.

**Level editor
development**

**Game economy design
and balancing**

**Creation of semi-automatic
level difficulty system**

**Retention-focused live ops &
custom events for data
analysis**

**Live events for retaining users
and increasing LTV**

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