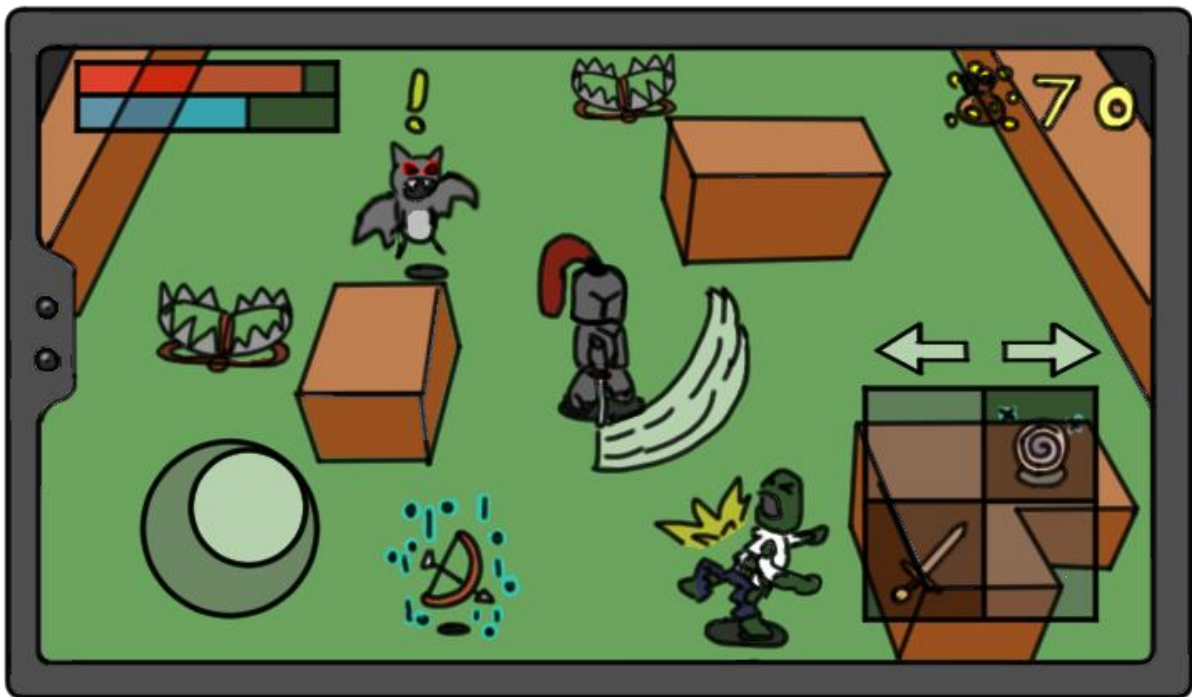


Redesigning Swipe Sword Strategize for a Casual Audience

Most mobile players are casual players. SSS's gameplay, challenge and aesthetics doesn't line up. If you're reading this, you are probably wondering how would design a casual/hyper casual game.

- Move away from turn-based strategy and lean into real time action.
- Player empowerment/more forgiving.
- Enemies move slow and attack is reduced.
- 3D aesthetic.
- F2P and social gaming integration.



Mock-up redesign

Challenge

Currently enemies hit hard, and health is sparse. Enemies would deal less damage, more health drops, and higher player damage to have a more forgiving/player empowerment system. Floors later would get more challenging and perhaps there could be a dedicated challenge game mode. Enemies could be slower to give time for the player to move and attack, think like a boss in an MMO.

Aesthetic change

Admittedly I chose pixel art, half because I find it fun to create, and half because the idea of 'making a Gameboy game' was a fun premise; however, low pixel art is nostalgia driven. Your casual mobile player might never have played a game from that earlier era and thus visually it would look unappealing. So, what could potential aesthetic changes look like? Voxel? Maybe. Low poly/cartoon? Perhaps. 2D higher resolution images? Less so. Whatever it would be it would include COLOUR!

F2P Monetization options

Potential monetization options.

- Ads after a floor clear (1-2 minutes per floor).
- Expansions with more enemies/items/locations.
- Watch an ad to get extra loot.
- Player customization microtransactions.

Social Gaming options

Aside from co-op multiplayer, what other social engagement options could there be?

- Leader board. Ranked points based on enemies killed, time, items etc.
- Sharing dungeon runs. Dungeon "seeds" could be shared around to create competition.
- Dungeon floor creation. Taking my custom image dungeon generator, players could create their own dungeon floors and share them with friends/wider community.
- Player items as drops. Items that other players have obtained could be special drops e.g., "Carl Johnson's Fire Bow".