

Game Design Document

Jelly Morph: Shifty Speedway

Introduction and Core Mechanics

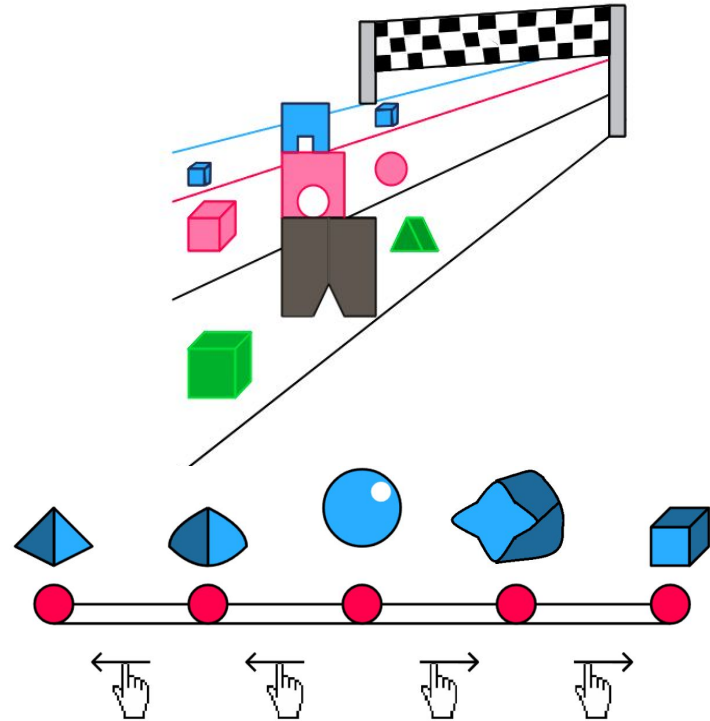
Overview: Jelly Morph is a hypercasual 3D mobile game where players compete in thrilling races against AI-controlled opponents through various obstacles. Players morph a jelly character by sliding their finger, navigating the level while striving to reach the finish line first.

Core Mechanics: Players use slide gestures to morph the jelly character into different shapes, allowing them to navigate through obstacles in the levels.

Competing Titles:

Android (Google Play Store):

- Jelly Shift - Obstacle Course (SayGames/100M+)
- Jelly Shape Shifter Super Run (VForVictory/10M+)
- Shape-shifting (Sixcube/100M+)
- Shape Transform: Shifting Race (PlaySpare/100M+)



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Gameplay Loop:

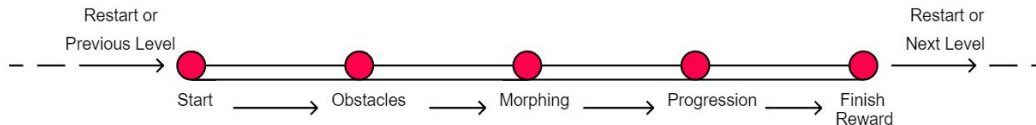
- **Start:** Player begins the race alongside AI opponents with the jelly character in its default shape.
- **Obstacle Approach:** obstacles appear, requiring the player to slide in specific directions to morph the jelly and navigate through challenges while competing against AI racers.
- **Shape Morphing:** Player slides their finger to transform the jelly character, adjusting the shape to fit through gaps or avoid obstacles in the 3D environment while striving to outpace the competition.
- **Progression:** As the player advances, obstacles become more challenging, requiring precise timing and strategic morphing to maintain the lead against opponents in the immersive world.
- **End:** The race concludes upon reaching the finish line, with rewards distributed based on the player's performance relative to the other racers.

Feasibility:

Simple yet immersive graphics and intuitive mechanics, players will intuitively grasp the slide gestures required to morph the jelly character, ensuring a seamless and enjoyable gameplay experience for users of all skill levels.

Levels can be designed with procedural generation or manually crafted to provide a variety of challenges in the 3D environment.

Can be developed by a small team within the given timeframe, giving its simple design and development.



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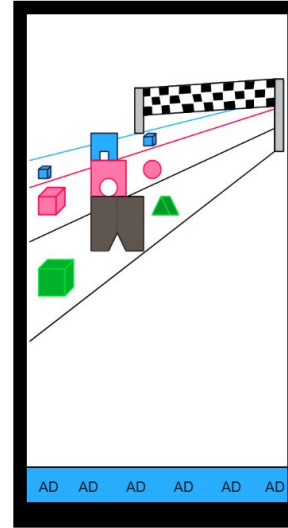
Monetization:

- Interstitial Ads (ISs) between levels or upon failure, offering players the option to continue or watch an ad for rewards.
- Reward Videos (RVs) for in-game currency or power-ups.
- Non-intrusive Banners displayed during gameplay and Menu.

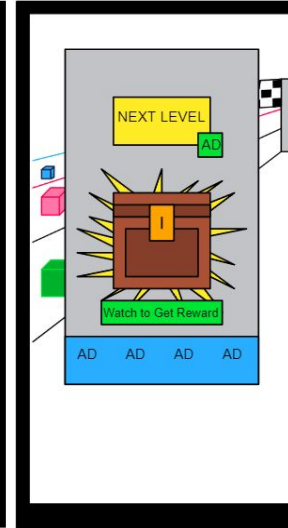
In-app Purchases (IAPs):

- Ad Removal to remove all ads from the game.
- Unlockable Jelly Skins for customization.
- Temporary Power-ups for gameplay enhancements.

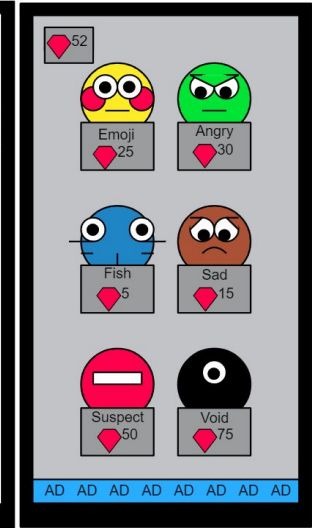
Conclusion: With its simple controls, immersive visuals, and player-friendly monetization, it has the potential to succeed in the hypercasual mobile gaming market.



Banner



Reward and ISs



IAPs