

# 1. Gummy Bear Gladiators

Gummy Bear Gladiators is a **third-person fast-paced multiplayer, cartoon stylized style party brawler** where hyper-elastic Gummy Bears **fight in ridiculous and “exaggerated” arenas with sweet and deformable weapons**. With slapstick physics and destructible environments, each match is an explosive mix of chaos, comedy, and improvised strategy.

## Core Idea

A third-person multiplayer based on fast-paced matches (2-3 minutes) in which players control a Gummy Bear with unique abilities and battle on small, strategic maps.

The focus is on:

- Accessibility: simple controls, short sessions
- Tactical depth: roles, abilities, synergies between Bears
- Progression: unlocking characters, upgrades, skins

**Target audience:** teens and young adults, casual gamers or party game lovers (such as Fall Guys, Brawl Stars, Gang Beasts).

**Primary players types:** Killers, Socializer, Achiever



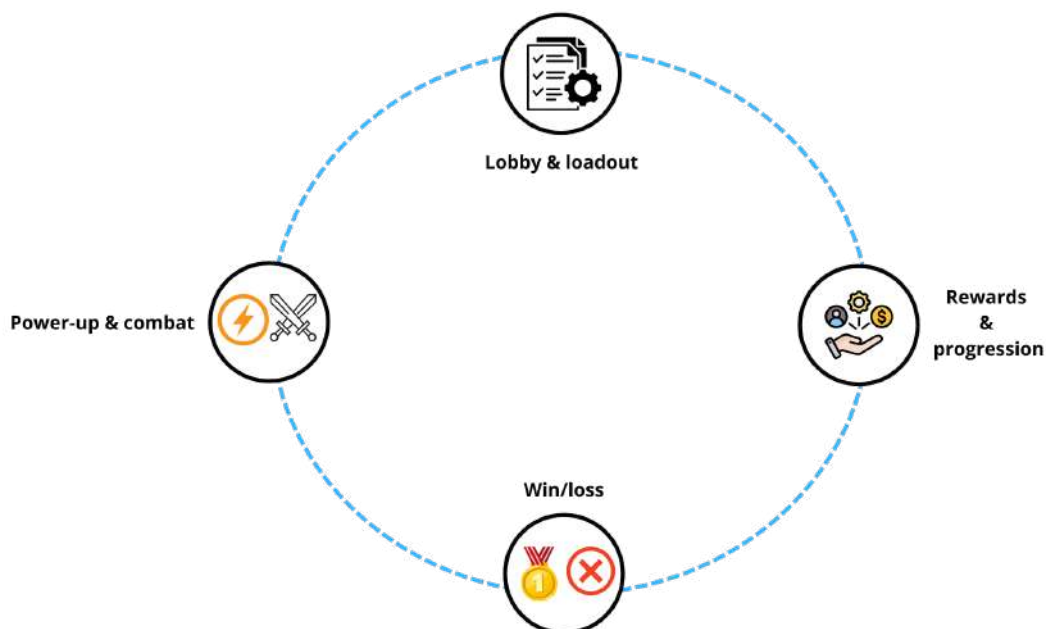
# Loop analysis

Positive feedback loop



## Core loop:

The **Core loop** is a **set of actions** that the player will be doing **repeatedly** for the entire game:



**Lobby & loadout:** The player enters in the lobby, he can choose;

- the game mode;
- check the missions
- to spend currencies in game transactions;
- **to customize and upgrade** his Gummy friend with its abilities, skins, weapons, etc. to prepare for the match

### Power-up & Combat

Once the match starts, players begin trying to kill the other enemies and be the first to grab the power-ups that appear randomly on the game map. The power-ups can benefit the player for a short period of time.

### Win & Loss

**It depends** on the game mode, but when a player or team wins, the match ends.

### Rewards & progression

After the game, the player receives **currencies**, experience and **progress in the Battle Pass**. They can unlock new characters, skins or simply advance in the Battle Pass

## Essential Supporting Systems:

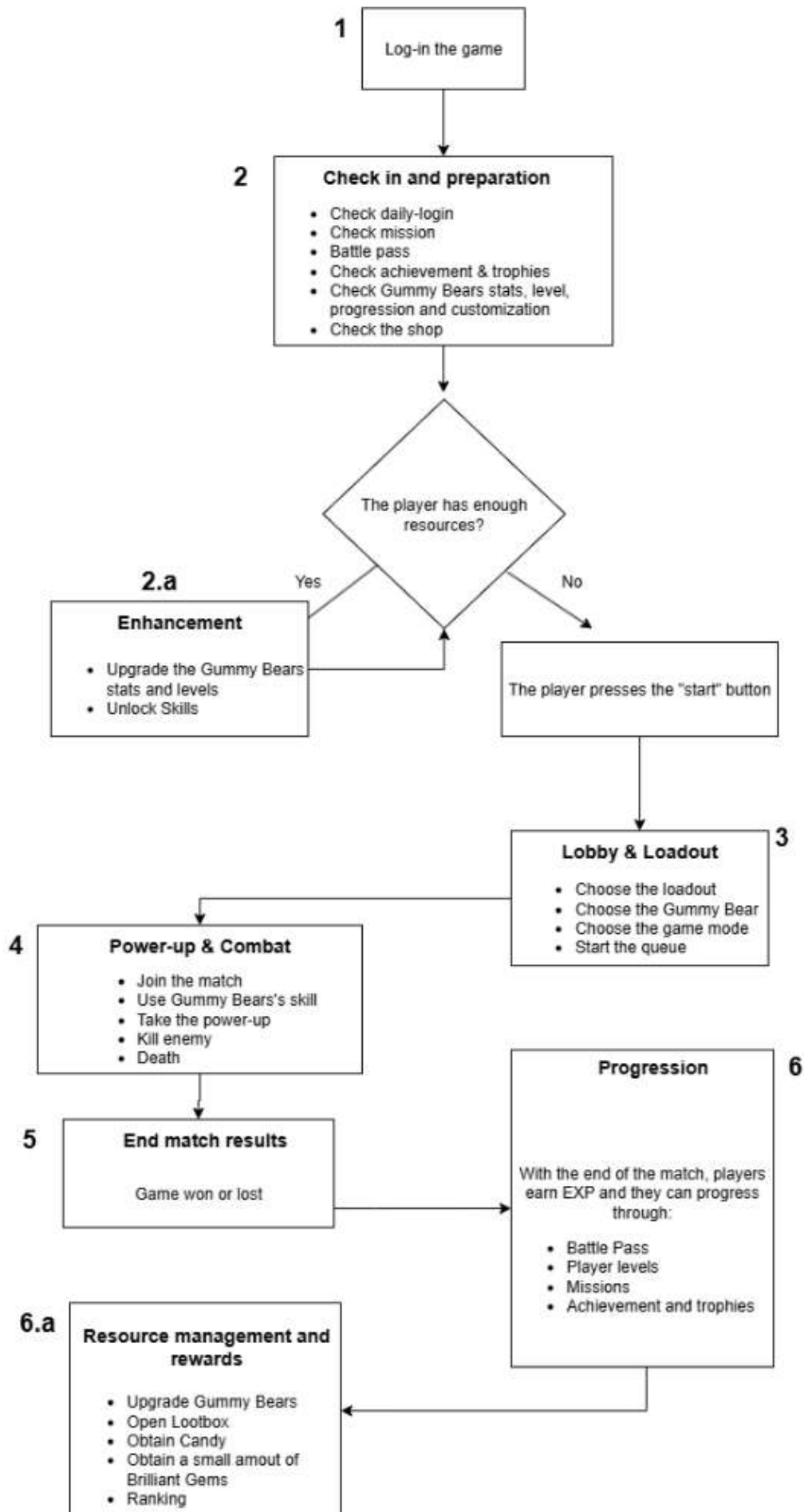
| System                   | Description                                                                                                                              |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Characters               | Each character has <b>unique features</b> that can be <b>upgraded</b> and can influence the gameplay                                     |
| Different Game Mode      | The variety of matches serves to keep interest high and <b>adapt to different playing styles</b> (strategic, fast-paced, survival, etc.) |
| Social experience        | There are many <b>online game modes</b> that allow players to meet other people or form teams with people they already know.             |
| Power-ups                | During the match, players can take a power-up to obtain a <b>special skill</b> for a limited time                                        |
| Ranked                   | Competitive <b>leaderboard</b> with <b>seasonal rewards</b>                                                                              |
| Battle Pass and Loot box | <b>Monetization</b> , more <b>skins</b> , game <b>currencies</b> , <b>exclusive content</b>                                              |
| Limited time event       | Create <b>FOMO</b> on the players that can push them to login every day                                                                  |

## Win/Loss condition

With different game modes to increase **player retention**, the win and loss conditions may vary:

| Game Mode                                                                                  | Win Condition                                                                           | Loss Condition                                                             |
|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| <b>Standard:</b> 3v3 <ul style="list-style-type: none"><li>ranked</li><li>normal</li></ul> | First team to reach 25 kills                                                            | If one team fails to score 25 kills before the other team                  |
| <b>One for all:</b> no teams                                                               | First player to reach 15 kills                                                          | If a players fails to score 15 kills before another player                 |
| <b>Sweet assault:</b> 3v3                                                                  | The first team to steal the Jam Jar from the other team and bring it back to their base | If one team fails to bring the Jam Jar to their base before the other team |
| <b>Last Gummy Bear standing:</b> 3v3, no respawn                                           | The first team that eliminates all enemies                                              | If one team is eliminated before the other                                 |
| <b>Payload:</b> 3v3                                                                        | The first team that escorts the load to its final place                                 | If one team fails on carrying the load                                     |

# Gameplay flow



## 2. Progression & Live Ops System

### Type of progression

#### Experience

It is the key to unlock different contents inside the game

**How to obtain it?** The quantity can differ because of these elements:

- How many power-ups you have collected during a match
- Victory or defeat
- High result on leaderboard
- Kills made
- Completed all type of missions
- Power-ups achieved
- Completed achievement or trophies
- **Battle pass “transactions”**: The direct purchase of battle pass progression, premium battle pass or bonus experience with real money

**What influences?**

- **Player levels**
- **Battle Pass steps**
- **Profile gadgets and customisation**

#### Player levels

Thanks to the experience, the player can **progress through levels**; they can unlock new skins, characters, level maps, abilities etc. keeping them engaged with new challenges.

#### Ranking & leaderboard

By winning matches in competitive mode, players can **progress through the ranks**, increasing the difficulty of matchmaking.

Players who stand out during matches will climb the leaderboard, increasing the **sense of competitiveness**.

Clans have their own **leaderboard** where they can see their overall results.

#### Clans

Thanks to specific missions within the Clan, it is possible to **increase its level**, increasing the number of recruited members.

#### Missions

There are different types of missions:

- Those that serve to **increase the level of Gummy Bears** which unlock a new character level with stronger passive skills for each step completed
- Those that serve to **increase the level of the Clan** increasing the number of recruited members
- **Short, mid and long-term mission**: Having **multiple layers of missions** allows players to always feel “rewarded,” even for small achievements:
  - Short:
    - Making a kill in a match
    - Daily mission

- Medium:
  - Ranking up
  - Daily log-in
  - Character leveling up
  - Unlocking new characters abilities
  - Completing a step in the battle pass
- Long-term
  - Weekly mission
  - Completing all steps of a Battle Pass
  - Became the first player on the leaderboard
  - “All time”

These missions give to the players experience and cosmetics rewards, encouraging daily engagement and retention.

## Achievement, trophies

**Rewarding players** can provide both **intrinsic and extrinsic motivation** thanks to achievements and trophies for completing tasks like winning matches with specific weapons or reaching a certain ranking.

## Gummy Bear levels and abilities

Thanks to “Gummy Bear’s Fragments” the player can increase their character **stats**.

Thanks to specific missions, the player can **level up** a character.

Leveling up means increasing the **base life and damage** of that particular character and unlocking **special abilities**.

## Battle pass

By completing missions and gaining experience, players can advance in the battle pass and **earn special and exclusive rewards**.

It will be possible to purchase the **premium Battle Passes** with real money, allowing for **unique rewards** not available in the standard version.

These special rewards can **increase overall engagement** and create a sense of **excitement** because players can earn special rewards.

## Events and Limited Time content

Regularly launch **unique limited-time events** to increase players' sense of FOMO, excitement, and urgency to participate (with or without collaborations with artists or famous IP brands).

Create a **battle pass, missions, or unique achievements** that players can progress through and obtain unique rewards.

## Retention Mechanics:

| Mechanic              | Reason                                                                                                                                                                                    |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Second-to-second fun  | It has <b>responsive and intuitive controls</b> , thanks to <b>low TTK</b> too, that lead the player to a sense of satisfaction when they complete a basic action as fighting or shooting |
| Short term objectives | It can be achieved in one “game session” as <b>kill a player</b> or <b>complete a daily mission</b>                                                                                       |
| Mid-term goals        | It can be achieved over several game sessions such as <b>daily login, ranking up, character’s</b>                                                                                         |

|                      |                                                                                                                                                                                                                                                      |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                      | <b>levelling up</b> unlocking new abilities, <b>completing Battle Pass</b> or win/loss a match                                                                                                                                                       |
| Long-term mission    | It gives the player a reason to play overtime, for example: <b>weekly</b> and <b>“all time” mission</b> with special rewards                                                                                                                         |
| Social Interaction   | Players can create meaningful connections through pvp, <b>added friends</b> and <b>players</b> in game. There is also a <b>leaderboard</b> that show to everyone the live results, experience earned, how many characters they have and their levels |
| Player’s commitment  | Players can <b>create and choose</b> their unique character changing <b>skins, abilities and weapons</b> . Thanks to this, they can show to the other players their effort in the process                                                            |
| Sense of ownership   | Players tend to stay more connected to the game when they have something that they risk to lose if they stop playing, such as <b>daily login or ranking</b> . It is possible to increase this feeling thanks to <b>daily push notifications</b> .    |
| “Welcome back” event | Instead of just offering a bundle or currencies, a <b>special-time event</b> is triggered when a player returns to play after some time                                                                                                              |

## Rewards System

Especially in pvp games, **balancing the gap between paying and non-paying players is a crucial process**. Players can sense frustration when they feel that their effort and skills are useless against a person who buys with real money a stronger character or skill instead of training and becoming stronger. This creates competitive imbalance between players, especially in ranked matches.

This frustration is dangerous for the longevity of the game and it may encourage negative reviews.

For this reason, I am trying to design a reward system in which **pay-to-win is not so present**, but players are still encouraged to buy.

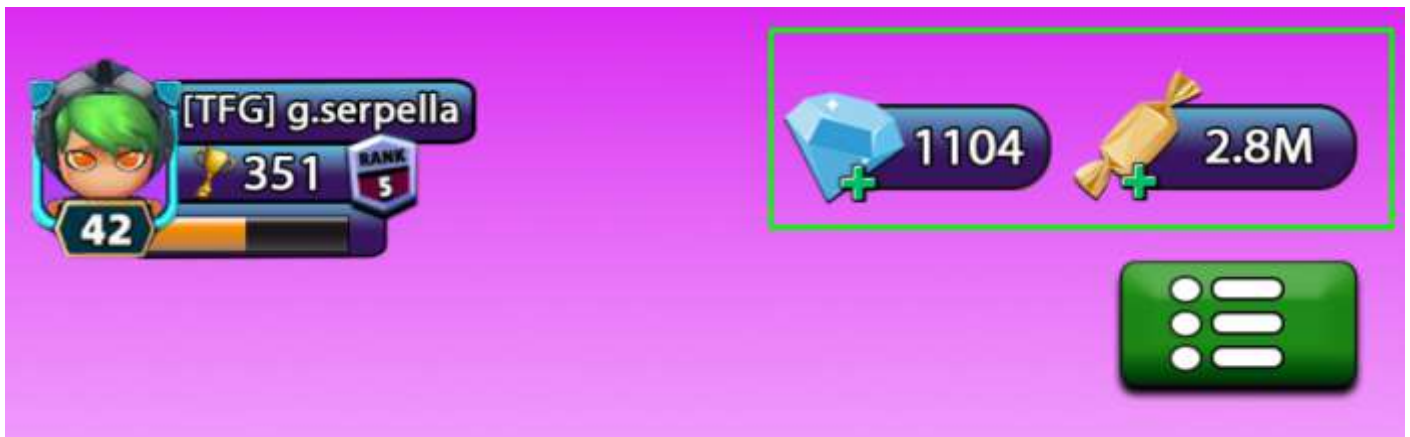
## Game Currencies

- **Soft Currencies**
  - **Candies**

| The base currency, abundant                                                                                                                                                                                           |                                                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Obtained from:                                                                                                                                                                                                        | Used to:                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>● Matches</li> <li>● Missions</li> <li>● Daily-logins</li> <li>● Microtransactions</li> <li>● Achievements and trophies</li> <li>● Standard and premium Battle Pass</li> </ul> | <ul style="list-style-type: none"> <li>● Emotes</li> <li>● Profile customizations</li> <li>● Sprays</li> <li>● Brilliant Gems</li> <li>● Basic Lootbox</li> <li>● Basic Emoji</li> </ul> |

- **Hard Currencies**
  - **Brilliant Gems**

| Rarer and more valuable                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Obtained from:                                                                                                                                                                                                                                                  | Used to:                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>● Standard and premium Battle Pass</li> <li>● "All Time" Missions</li> <li>● Daily-logins</li> <li>● Microtransactions</li> <li>● Achievements and trophies</li> <li>● Loot box</li> <li>● Limited time event</li> </ul> | <ul style="list-style-type: none"> <li>● Buy new Gummy Bears</li> <li>● Unique Emotes</li> <li>● Unique Profile customizations</li> <li>● Unique Emoji</li> <li>● Gummy Bears and weapon Skins</li> <li>● Gummy's Bears Fragments</li> <li>● Candies</li> <li>● Special Lootbox</li> <li>● Boosts</li> </ul> |



- **Gummy Bear's resources**
  - **Gummy's Bears Fragments:** A single currency that can be used to increase a character's stats. To limit pay-to-win, every 5 levels stats can no longer be improved and you have to wait for the next 5 levels.

- **Cosmetics**

| Bear's skins                                                                       | Weapons skins                                                                       | Profile customizations                                                               |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|   |    |   |
| Sprays                                                                             | Emotes                                                                              | Emoji                                                                                |
|  |  |  |

- **Boosts**

Currency or XP multiplier

- **Lootbox**

**Bundles of different rarities** with skins, weapons, boosts etc.

- **Experience**

**Level Rewards:** each time a player levels up, they receive a reward (Candies, a small amount of Brilliant Gems, a basic lootbox)

- **Dynamic Missions:**

- **Daily:** 3-4 simple objectives
  - **Rewards:** Candies, boosts, XP
- **Weekly:** more challenging and long term objectives
  - **Rewards:** Candies, boosts, XP, Brilliant Gems
- **All time:** major long-term goals
  - **Rewards:** a lot of Candies, boosts, XP, Brilliant Gems and special profile customization

- **Daily log-in**

- **Day 1:** Candies, XP
- **Day 2:** Brilliant Gems, XP
- **Day 3:** boosts, XP
- **Day 4:** Gummy Bears fragments, XP

- **Day 5:** Brilliant Gems, XP
- **Day 6:** basic lootbox, Candies, XP
- **Day 7:** Brilliant Gems, Candies, boosts, XP

If a player does not log into the game on a given day, the **streak is not interrupted** but remains active until the next login.

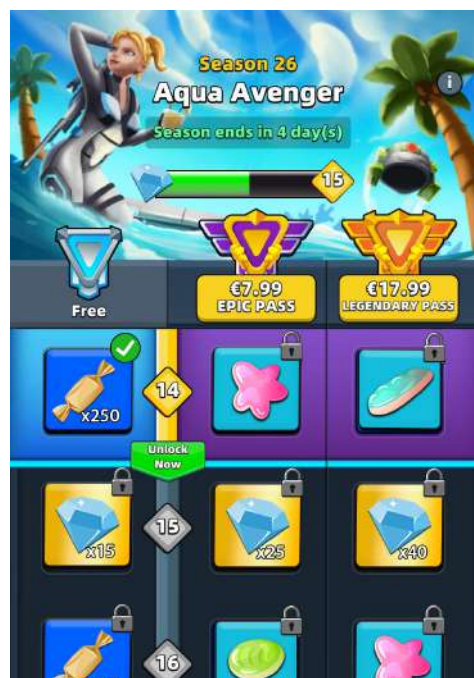
## ● Battle passes

The player can progress thanks to the experience and missions.

Every step gives the player a **specific reward**: e.g. small amount of Candies and Brilliant Gems, boosts, XP etc.

There are two types of Battle Pass:

- **Standard:** it is **free** and it can offer Candies, Gummy Bears fragments, XP or basic emojis, sprays, profile customization and base lootbox
- **Premium:** it offers **much more generous rewards** at each level: eg. Brilliant Gems (enough to repurchase the next Pass if completed), exclusive Gummy Bear Skins, rare/epic profile customisation, premium lootbox, XP, boosts and a large amount of Candies.



## ● Gummy Bears Levels

- **Skill Unlock:** every 5 levels, new **active or passive skills** are unlocked. (max lvl 20)
- **Better Stats:** each level of the Bear increases its **base stats** (health, damage, speed).

## ● Trophy & Ranking system

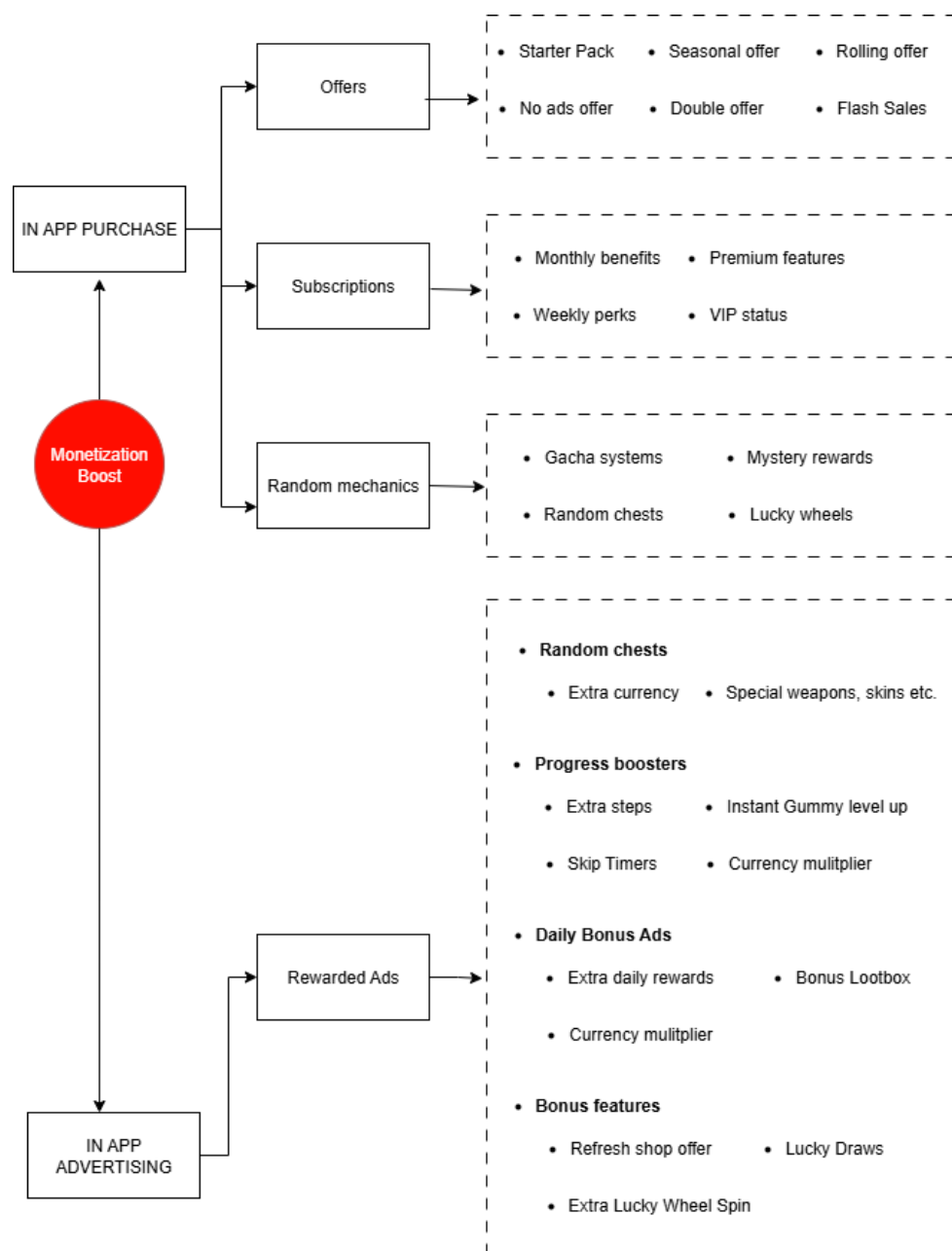
- **Trophies:** when a player wins or loses a match, they will gain or lose trophies. When they reach a certain trophy threshold, they will receive a reward (e.g., Candies, fragments, a small amount of Brilliant Gems).
- **Leaderboards:** players in the highest positions on the seasonal leaderboards receive exclusive rewards (e.g., Brilliant Gems, legendary skins, profile customization).

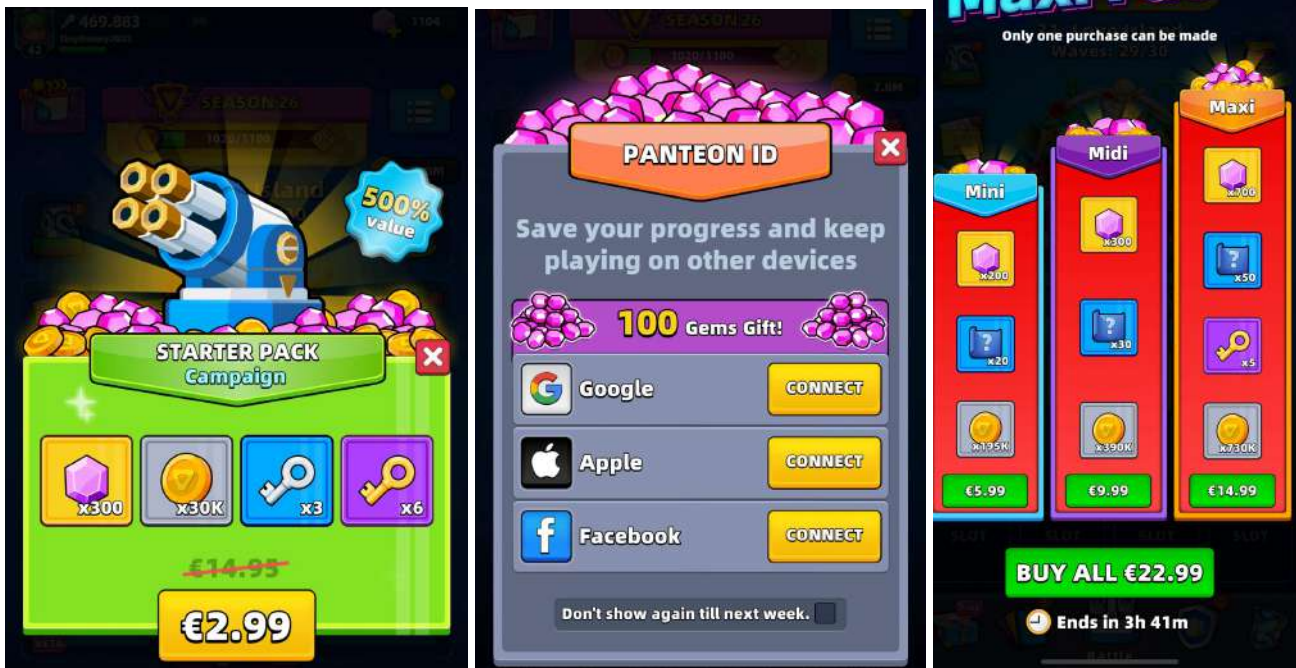
## ● Limited time Event

- **Special Challenges:** unique game modes or specific objectives for a short period of time.
  - **Rewards:** rare/new Gummy Bear fragments, exclusive event Gummy Bear skins, large amounts of currencies. unique boosts

- **Collective Events:** the entire community contributes to an objective to unlock global rewards.
- **Clans**
  - **Levels Unlock:** the player can increase Clans' level through missions or achievements
    - **Rewards:** specific cosmetics, Gummy Bear fragments, large amounts of Candies, basic Lootbox, Brilliant Gems
  - **Collective Events:** the entire Clans' community contributes to unlock "Clan rewards".

There are some **monetization mechanics** that can **support and increase** the effectiveness of the Rewards systems.





## One Live ops feature - Limited Time event

### Implementation:

- **New Temporary Game Modes:** introduction of variations on existing modes or completely new modes (e.g., "Giant Candy Treasure Hunt," "Honey Factory Assault").
- **Special Challenges:** specific and more difficult objectives, often with limited attempts or entry costs in Candy or Brilliant Gems
- **Event Leaderboards:** separate leaderboards for the event with exclusive rewards for the top players
- **Unique rewards:** special rewards that can only be obtained during this event

### Integrate into the Core Loop:

- **Lobby & Loadout:** the player chooses the **new game mode** and checks out the **new missions** to get unique rewards. In addition, they check **the shop** to see if they can buy something new. This **encourages players** to want to play as many games as possible.
- **Power-ups & combat:** power-ups and game maps change with **the new event**, allowing for **different gameplay and fight situations**.
- **Win/loss:** the animations and sounds of victory or defeat **adapt to the new event**, changing according to the event theme.
- **Rewards & progression:** with the rewards obtained, the players check the shop, the Battle Pass, and all missions to see their progress.

# 3. Social & Monetization Feature

## Social/Community System

### Clans

The clan system aims to provide players with an **organized social structure**, **promoting interaction**, **collaboration**, and a **sense of belonging**. Thanks to the “**Group Effect**” **phenomenon**, this sense of belonging increases more and more, because a player will feel compelled to improve their status for the good of the clan and its members.

This system aims to create a community of players who can **help each other**, **compete**, and **achieve common goals**. It can also **support monetization**, perhaps with unique rewards if a certain goal is achieved together.

### Functionality

- **Joining & creating**
  - The Clan feature must be **easy to discover** (specific icon, search, recommendations)
  - The players can create a Clan **only after lvl 10**. The Clan creation needs a **small amount of Candies**.
  - Each Clan has a **unique name** (e.g. min. 3 - max. 20 words), a **Clan Tag** (e.g. TFG, min.2 - max. 5 words)
  - Players can ask to join in already existing Clans only **after lvl 3**
  - It is possible to set **entry requirements**:
    - Everyone can join without a requirement (e.g. an invite, level etc.)
    - Only on invite
    - Only with a specific reached level
    - Only if the invite is accepted by leaders and co-leaders
- **Clan management**
  - **Members**: each Clan has max. number of members (e.g. at the start 10 players, but when they level up, the number of members can increase to a maximum of 20)
  - **Roles**: various roles will be introduced, such as **leaders and co-leaders**, who will have the authority to **accept, reject, or remove members**. The leader will be able to decide who to assign roles to.
  - **A list** show each members and their activities
  - **Clan chat**: it is an **essential feature**. It must be **simple** and create a **positive mood**. For example, **bad language must be censored**
  - There must be possibility to **pin messages** for **announcements or important messages**
- **Shared Activities**
  - **Clan missions and activities**: specific missions that **all clan members can participate in**. The completion of these activities rewarding the entire clan with benefits.
  - **Resource sharing**: it is possible to **request** specific Gummy Bears fragments from members. It will therefore also be possible to **donate** fragments.
  - **Clan Competition**: thanks to a specific mode, “**Boss Brawl**”, it is possible to compete against other clans. It is a **3v1 mode**, in which players will **try to defeat a “Boss”** using their Bears. By winning, the clan will progress **against increasingly difficult bosses** and will also obtain resources to purchase **special rewards** in the clan store. Based on how many bosses are defeated, the clan will rise in the global leaderboard.
  - Focus on **collaborating**, not complex strategy

- **Clan Progression**
  - Clans have a **level** that can be upgraded completing **specific missions or activities**
  - Each level unlocks the possibility to have **more members, a bonus experience on the activities or to donate and request more.**

## How it supports gameplay and retention

- **Increased engagement and sense of community**
  - Provides a place where players can **interact and form bonds**, feeling part of a larger group to which they belong
  - Contribute to the greatness and development of the clan, increase the **sense of belonging**
- **Incentive for collaboration and teamwork**
  - Clan missions and events will **require coordination**, encouraging players to work together to achieve common goals. This makes the rewards more appreciated because they are obtained through **teamwork**.
  - **Mutual assistance** among members strengthens bonds and makes it easier for players to **overcome challenges and progress through the game**, keeping them motivated.
- **Long-term objectives**
  - The progression of level Clan and the desire to unlock new bonus encourage players to stay active and play regularly
  - The competition between clans will add a sense of challenge and replayability.
- **“Natural” retention**
  - Investing in **resources and time** creates an “emotional and practical cost”, making it less likely that players will want to quit.
  - **Exclusive Clan rewards** will serve as incentives for continued participation

## Monetization System

### Battle Pass

The Battle Pass system aims to provide players with a **rewarding, long-term progression path** that rewards their **active participation and time spent** in the game. This system aims to encourage **regular play, provide clear goals for extended play sessions, and generate revenue** for the game through the option of a premium Battle Pass, all while enriching the user experience with exclusive and desirable rewards.

### Functionality

- **Level Progression Track:**
  - The Battle Pass will consist of a **series of steps**. Each step will require a **certain amount of experience** to unlock.
  - A **clear UI** will be displayed showing the **player’s current progress**, the next level and the associated rewards.
- **Battle Pass Point Acquisition**
  - **Daily/Weekly Missions, all time etc.:** specific activities that offer a specific amount of experience
  - Players can buy with **real money, with Brilliant Gems or seeing a ADS** “Battle Pass experience” to speed up the process
- **“Three ways” rewards**
  - **Free Pass:** all players can access to the **free content** to gain **basic rewards**
  - **Premium Pass:** unlockable through a purchase with **real money**. Rewards are specific and unique.
  - **Legendary Pass:** unlockable through a purchase with **real money**. **This Pass has a way to much better rewards** than other two: e.g. legendary lootbox, legendary skins, a large amount of Candies, Brilliant Gems and Gummy Bears fragments.
- **Battle Pass Season**
  - The Battle Pass is based on a **seasonal model**, with a specific time period, for example two months.

- At the end of the season, a new Battle Pass is introduced with **new missions, levels and rewards**. The rewards of the old Battle Pass are not anymore possible to obtain to give a sensation of **FOMO** in the player

## How it supports gameplay and retention

- **Incentive for regular and prolonged play**
  - The presence of **different layers of missions**, provide a reason for the player to daily log into the game to complete **special activities and obtain rewards**
  - The **level-based progression system** with visible rewards on the homescreen and in the Battle Pass screen, push the player to keep playing, extending the length of stay and increasing retention time.
- **Meaningful rewards and clear goals**
  - The diversity of rewards (both free and premium) satisfies different types of players and offers something to strive for.
- **Non-intrusive monetization and perceived value**
  - Offering a free path with rewards **encourages everyone to participate**, while Premium Passes provide a **sustainable source of revenue** that is perceived as a valuable purchase
  - The time-limited nature of seasons creates a **sense of urgency and desire** to obtain rewards before they disappear, incentivizing purchases and activity

## Battle Pass Modelling

To Designers it is important to create a right balance between **what they implement** in the Battle Pass and their **influence on the players**, to avoid imbalances, overly aggressive microtransactions, and player loss. For this reason, it is important to have a **tool** to monitor all the Battle Pass elements:

- **Primary input**: the main “currency” which is used to advance in the Pass
- **Control Lever**: all game elements that designers can tune during the process to balance the experience
- **Primary output**: all the results of the Control Lever

## Primary Input

**Earning experience** is the key to unlock battle pass steps and it's possible to acquire it in different ways:

1. **Match results**: The experience gained from a match can differ in quantity thanks to these elements:
  - a. How many power-ups you have collected during a match
  - b. Victory or defeat
  - c. High result on leaderboard
  - d. Kills made
  - e. Power-ups taken
  - f. Completed all type of missions
  - g. Completed achievement or trophies
2. **Battle pass “transactions”**: The direct purchase of battle pass progression, premium battle pass or bonus experience with real money

## Control Lever

1. **Amount of experience**: How much experience is granted for **successful match, kills or completed objectives**

2. **Experience multipliers:** Limited-time events or battle pass “perks” that **increase the experience** earned
3. **Experience requirements:** The total amount of experience required to **unlock each individual battle pass step**
4. **Rewards per level:** The **type, rarity and value of rewards** (weapons and character skins, type of characters, unique equipment, emotes) offered at each level, distinguishing between **free and premium tracks**
5. **Battle pass cost:** The price in real or premium currencies to unlock battle pass
6. **Premium battle pass cost:** The price in premium currency to unlock the **premium** battle pass
7. **Bonus steps:** The price in premium currency to **unlock steps on battle pass**
8. **Season duration:** The total length of the season, which determines the time available for players to complete all battle pass steps
9. **Challenges:** The **amount, difficulty and type** of specific challenges

## Primary output

1. **Rewards:** All **items, skins, currencies and bonuses** that players can obtain by progressing through the battle pass (free and premium)
2. **Increased Average Session Time:** Players are motivated to **play longer to progress** in the battle pass
3. **Increased play frequency:** Players **return** more often **to complete challenges** and not “lose” the battle pass progression.
4. **Increased monetisation:** Increased income from battle pass purchases
5. **Overall Player Engagement:** Increase in the **number of games played, objectives completed and time spent in the game** because the players want to complete it in less time possible
6. **Gameplay diversification:** Specific battle pass challenges can encourage players to try **different strategies, weapons or game mode**.