

TutoTOONS Game Designer: Work Overview

Hannah's Highschool: Summer Crush¹



- I have planned out the „beach“ section – first sequence in TutoToons to have a **player choice with gameplay consequences** (penalty for choosing wrong sunscreen / no sunscreen). **My input: concept, flowcharts, script.**
- I have suggested to join the majority of beauty activities into a **single hub – the „Mall“** section. **My input: concept, flowchart.**
- I have planned to join the majority of leisure activities into a **single hub – „Party Island“** section. **My input: concept, flowcharts.**
- I have planned out **the endings for the „Dance“** section. **My input: concepts, scripts.**
- I have planned out the „Beach Date“ sequence and suggested locking it with a **high level and IAP at the same time** (giving the playerbase an illusion of choice). It was the first lock in TutoToons to have level and IAP lock at the same time. **My input: concept, flowcharts, script, gameplay prototype.**
- I have written the **script for one of the game's promos**; I have suggested the „Photoshoot“ section to have a semi-tangible reward (photos appearance on the fictional magazine cover).

¹ <https://play.google.com/store/apps/details?id=com.tutotoons.app.hannahshighschoolsummercrush.free&hl=en>

Cat Hair Salon: Birthday Party (Update)²



- I have suggested and planned out the titular party to become its own little **hub area**; a goal to the rest of the game. **My input: concepts, flowcharts.**
- I have pinpointed the **weirdness and individual manic appearance** of the cats to be the main distinguishing point of the game and suggested to emphasize these aspects in the update. **My input: statistical analysis, content analysis, concepts.**
- I have proposed a „Frankenstein’s machine“ section, which is called „Build a cat“. My proposal rested on **1)** the popularity of the customizable content in TutoToons games; **2)** the popularity of the character creation segments in a variety of third party games; **3)** the manic, demented qualities of the pre-existing cats of the game; **4)** a notion that children are attracted to the reasonably morbid material if it is presented in a friendly manner (as dictated by my experience working as a short story writer at „Flintas“). **Results:** one of the most popular segments of the update; the most popular promotional piece of the game (featuring the „Frankenstein’s machine“ and its creation); first **character creation** segment in TutoToons. **My input: statistical analysis, content analysis, concept, flowcharts.**
- I have proposed to make the prominent background objects into **their own little gameplay segments** (chiefly the painting and the flesh eating flower). The main idea behind these segments were to **give players small, optional delights to discover.** **My input: concepts, flowcharts.**

² <https://play.google.com/store/apps/details?id=com.tutotoons.app.cathairsalonbirthdayparty.free&hl=en>

- I have written the **scripts for the two of the game's promos**. One of them emphasized game's morbid elements – the first in TutoToons do do so. **My input: scripts.**

Panda Lu Baby Bear Care 3: City³



- I have planned out all **four park segments**. One more was cut from development due to limited time resources. The segments I have planned: **ice cream** (creative + fantastical), **fountain cleaning** (educational), **sled** (creative + reflex-based (the cut content)), **hide-and-seek** (analytical). **My input: concepts, flowcharts, storyboards.** Work load: planning of ½ of the game's new content (upon initial release).
- I have planned out and initiated **a creation of HOPA (hidden object puzzle adventure) mechanic within TutoToons in-house engine**. The mechanic was needed for hide-and-seek segment of the game. **My input: concept, colaboration with programmers, a gameplay prototype.**
- I have pinpointed the main selling point of Panda Lu series being the **humorous reactions, whacky occurances**. I have suggested to incorporate other little animals of TutoToons asset library into the game and promote another theme – „friendship“, which is extremelly important for the target audiencece (5 year olds). **My input: content analysis, research, concepts.**

³ <https://play.google.com/store/apps/details?id=com.tutotoons.app.pandalubabybearcity.free&hl=en>

Hannah's Highschool Crush (update 3)⁴



- I have planned out the **rewamping of the Cinema segment** into the story driven, humorous flirtation between the two main characters. **My input: concepts, scripts, flowcharts, storyboards.**
- I have conducted a **statistical analysis** of the previous version of the game and concluded on which features needed to be cut, fixed or completely rewamped. **My input: statistical analysis, concepts.**
- I have suggested to split the car wash / decoration into two separate segments; I have suggested and planned out the collectables segment (collecting the memorabilia and photographs of the main couple as a prominent gameplay system), though it was cut due to the lack of development time.

⁴ <https://play.google.com/store/apps/details?id=com.tutotoons.app.hannahshighschoolcrush.free&hl=en>

Hannah's Highschool: Fashion City⁵



- I have **planned all the new gameplay content**, prominently the „Beach Fun“ segments.
- „Dialogue“ segment: **new gameplay mechanic – multiple choice dialogue** (first time used in TutoToons). **My input: concept, script, flowchart, gameplay prototype.**
- „Crab saving“ segment (environmental message). **My input: concept, script, flowcharts.**
- „Hot Dog“ segment (mini story with creative and didactic elements). **My input: script, flowcharts, half of the concepts, storyboards.**
- The middle third of the dialogue segment was cut due to technical limitations and time restraints. It had approximately 6 pages worth of dialogue content.

Kitty Meow Meow: Cat City Heroes

The level of planning – 100 percent. The game conceived by me, large part of pre-production done by me. **My input: concepts, planning of new gameplay mechanics, collaboration with programmers to make those new mechanics possible, new game model (in TutoToons) which involves permanent changes to the game world and random events; flowcharts, storyboards, participation during the development.**

⁵ <https://play.google.com/store/apps/details?id=com.tutotoons.app.hannahsfashioncity.free&hl=en>

Games I have worked on in a smaller capacity:



Panda Lu Baby Bear Care 2⁶ (suggestions, testing, promo scripts and polish), **SBG Popstars**⁷ (suggestions, testing and polish), **Jungle Animal Hair Salon 2**⁸ (statistical analysis, content analysis, update plan, some flowcharts, testing), **Jungle Animal Hair Salon: Australia**⁹ (suggestions for update), various¹⁰ **Kiki and Fifi**¹¹ games¹² (suggestions, some flowcharts, content analysis, testing), **SBG Dollhouse**¹³ (a great level of planning, flowchart making and testing), **Panda Lu Baby Bear Care 4: Fun Park** (concepts, flowcharts, new rewards system, storyboards), **Pony Sisters Pop Music Band**¹⁴ (solution for gameflow problems).

⁶ <https://play.google.com/store/apps/details?id=com.tutotoons.app.pandalubabybearcare2.free&hl=en>

⁷ <https://play.google.com/store/apps/details?id=com.tutotoons.app.sweetbabygirlpopstars.free&hl=en>

⁸ <https://play.google.com/store/apps/details?id=com.tutotoons.app.jungleanimalhairsalon2.free&hl=en>

⁹ <https://play.google.com/store/apps/details?id=com.tutotoons.app.animalhairsalonaustralia.free&hl=en>

¹⁰ <https://play.google.com/store/apps/details?id=com.tutotoons.app.kikifipetfriends.free&hl=en>

¹¹ <https://play.google.com/store/apps/details?id=com.tutotoons.app.kikifipetbeautysalon.free&hl=en>

¹² <https://play.google.com/store/apps/details?id=com.tutotoons.app.kikifihalloweensalon.free&hl=en>

¹³ <https://play.google.com/store/apps/details?id=com.tutotoons.app.sweetbabygirldollhouse.free&hl=en>

¹⁴ <https://play.google.com/store/apps/details?id=com.tutotoons.app.ponysisterspopmusicband.free&hl=en>

Other projects I have been working on:

- **Ongoing improvements of the gameplay systems. My input:** close collaboration with programmers, concept writing, prototype testing, writing documents showcasing how the proposed systems would work from the player's perspective.
- **Monetization strategy planning.** From the late 2017 to now I am also a member of **TutoToons monetization team**; my job is to plan any given game's monetization tactics (using the pre-existing tools), implement them and document them.
- **Hannah's game series „bible“** - main concepts, themes, characters and gameplay ideas; „Hannah's Highschool: Cheerleaders“ dialogue (script writing).
- **Game testing and analysing the test results (testing conducted with children in schools or the events like Vilnius Comic Con 2017).**