**Game Designer Test Assignment**

**SECTION A: REFERENCE, CREATIVITY AND LEVEL DESIGN**

Please download our game ‘Driving Academy’ from:

[***iTunes App Store (iOS)***](https://itunes.apple.com/in/app/driving-academy-2017-simulator-3d/id1187205113?mt=8) *OR* [***Google Play Store ( Android )***](https://play.google.com/store/apps/details?id=com.games2win.drivingacademy&hl=en)

Play the section Academy in the game and then do as follows:

1. Suggest 3 new Road Signs that you would recommend we add to the game.
2. Design levels of the road signs you want to include in the game.
3. You will be designing the levels from a top-down view. (Please keep the file formats to png)
4. Show us how you will create engaging levels using the assets already present in the game which are:
   1. AI Traffic
   2. Traffic Cones
   3. Parked Cars
   4. Barriers
   5. Barrier Gates
   6. Traffic Signals
   7. Road Signs
5. The level can have one or multiple parking spots.
6. The map needs to be clean and understandable. Have a proper legend for your map.
7. Suggest a new Game Mode (Academy, Challenges and Free Drive for the existing modes) for an update to this game which you think will increase the player engagement and replay value of the game. Give your reasoning?

**SECTION B: ENGAGEMENT & ANALYTICS**

For this section download and play our game “Parking Frenzy 3D” – Download from [here](https://itunes.apple.com/us/app/parking-frenzy-3d-simulator/id1190224144?mt=8) (iTunes version) and [here](https://play.google.com/store/apps/details?id=com.games2win.parkingfrenzy3d&hl=en) (Android version) and refer to the shared data of the game below,

**Question 1:**This game has not performed as well as the Driving Academy game that you played above. Why do you think the game is struggling (despite being branded “Parking Frenzy” which is a legacy game of ours with over 25 million downloads)?

**Question 2:  
Levels :** Shared with you is the game funnel analytics of this game here.

Which are the best and worst performing levels of the game.  
Choose any 2 levels that are performing badly and tell us how you would redesign them to make them better?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Levels** | **Game Funnel** | **Drop Off** | **Unique User** | **Level Freq.** | **Win %** | **Lose %** |
| Level 1 | 90.91% | -14.75% | 9,187 | 2.1 | 86.89% | 22.21% |
| Level 2 | 77.50% | -12.50% | 7,832 | 1.7 | 90.30% | 18.87% |
| Level 3 | 67.81% | -7.75% | 6,853 | 1.55 | 92.75% | 15.00% |
| Level 4 | 62.56% | -17.42% | 6,322 | 2.71 | 85.68% | 31.98% |
| Level 5 | 51.66% | -12.14% | 5,221 | 2.3 | 89.93% | 34.71% |
| Level 6 | 45.39% | -7.02% | 4,587 | 1.73 | 93.18% | 19.90% |
| Level 7 | 42.20% | -8.96% | 4,265 | 2.19 | 90.81% | 29.92% |
| Level 8 | 38.42% | -9.81% | 3,883 | 2.4 | 90.45% | 34.51% |
| Level 9 | 34.65% | -4.08% | 3,502 | 1.57 | 94.69% | 13.96% |
| Level 10 | 33.24% | 0.95% | 3,359 | 1.46 | 96.46% | 9.26% |
| Level 11 | 33.55% | -10.70% | 3,391 | 3.08 | 87.38% | 45.33% |
| Level 12 | 29.96% | -6.80% | 3,028 | 2.95 | 91.41% | 41.71% |
| Level 13 | 27.92% | -4.00% | 2,822 | 1.59 | 94.76% | 15.84% |
| Level 14 | 26.81% | -3.40% | 2,709 | 1.77 | 95.64% | 21.45% |
| Level 15 | 25.90% | -2.56% | 2,617 | 1.88 | 95.15% | 24.00% |
| Level 16 | 25.23% | -0.51% | 2,550 | 2.18 | 94.35% | 31.92% |
| Level 17 | 25.10% | -8.91% | 2,537 | 3.09 | 88.65% | 43.95% |
| Level 18 | 22.87% | -0.82% | 2,311 | 2.18 | 93.25% | 32.84% |
| Level 19 | 22.68% | -16.32% | 2,292 | 4.56 | 82.68% | 66.01% |
| Level 20 | 18.98% | -1.41% | 1,918 | 1.52 | 96.98% | 15.22% |

**Game Funnel Table:**

Best of Luck!