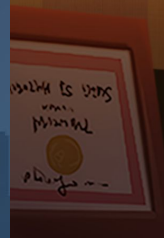


# MATCH NOIR



# MATCH NOIR

Witty, modern Match-3 detective game using clues as progression. Featuring strong, relatable female and non-binary characters, a bouncy *Knives Out* feel, gentle humor, and a dash of target-friendly romance and mystery.



# MATCH NOIR - LOGLINE

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Exes & detectives Mad and Jack forge a reluctant truce when they join forces to solve cases for a mysterious billionaire - beginning with a dead body in a locked office!

- **Target Audience - Women 25-55**
- **Platform - Mobile (IOS and Android)**
- **Genre - Match 3**
- **Engine - Unity**
- **Content plan for 20 episodes & live ops**





# CRIME INVESTIGATIONS AS THE CORE META MECHANIC

Earn stars to collect clues and solve cases. The meta loop offers the satisfying “discovery” feeling of point & click games, but without the complex puzzle-solving requirement.



INVESTIGATE



DISCOVER



PROGRESS

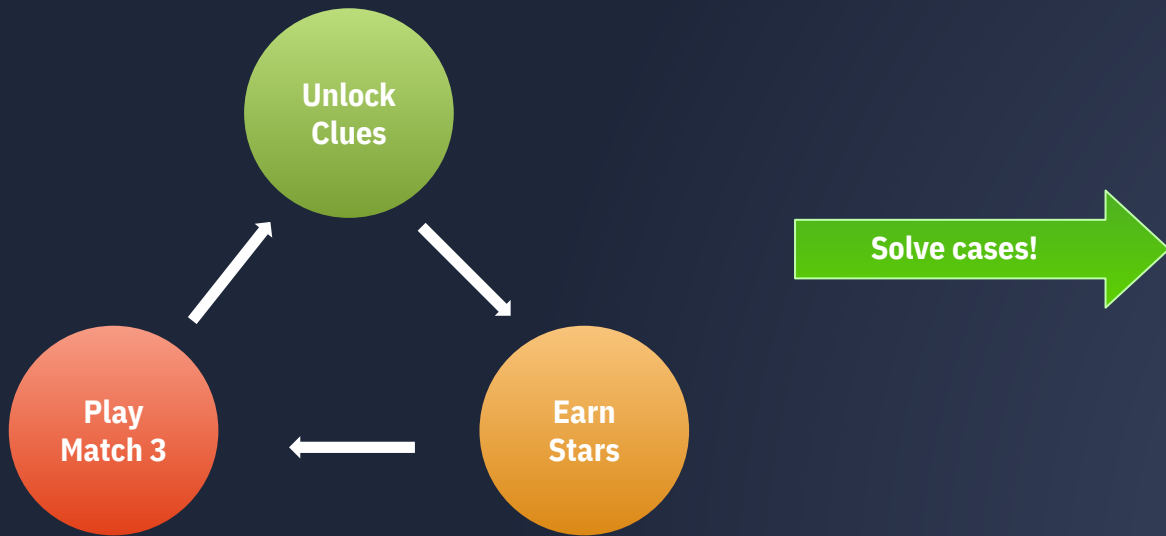
# DIALOGUE SYSTEM

Instead of tapping from one character to the other, the dialog system “pops.” Animations and expressions make for a quicker, more conversational flow.



# CORE LOOP

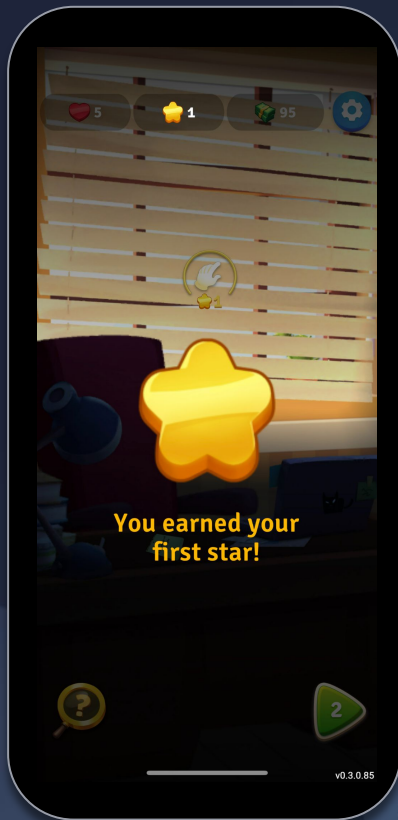
A simple and addictive core loop uses “Royal Match”-style switcher to earn stars. These unlock clues in the meta, allowing the player to solve cases - which then unlocks more cases.



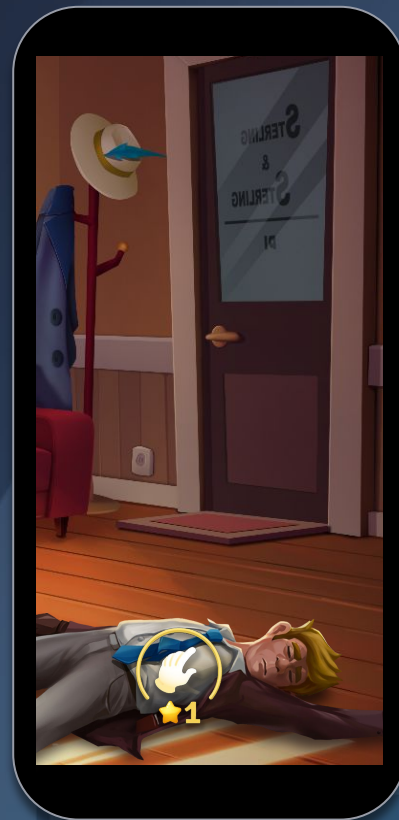
# PLAY



# EARN

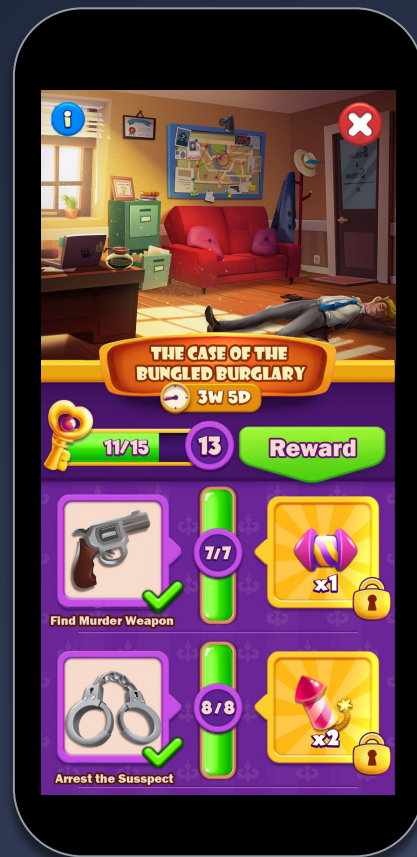


# SPEND



# PROGRESSION

Rewards the player with the unique visual progression of finding clues to complete widgets and a detective notebook. Cases are designed to be solved within 30-50 levels. Quick progression and clear goals leave the player feeling smart and engaged.





# PLANNED RETENTION STRATEGIES

## Merge Mini Game

Merge Mini game to create player excitement around new mechanics

## Timer-Based

Timer-based delays and appointment gaming, including daily rewards

E.G. Evidence takes time (4h) to get results

## Classic Match 3 Rewards

Players keep returning to solve case, consuming lives and boosters

E.G. Boosters, Lives, EGP

## Collections

Return to collect in-game elements for rewards, level up, and share with your friends and team

E.G. Murders, Suspects, Weapons, Etc



The detective meta opens more opportunities for retention. It also offers opportunities for integration with the gameboard, via dropdowns and “find the clue” reveals.

# COMPETITOR ANALYSIS



## How will we be competitive in the market?

- **Fast-paced Match-3** switcher with concurrent switching.
- Engaging **characters and realistic relationships**
- **Point & Click** discovery with **cliffhanger narrative drivers**
- **Flashback sequences** and looping to unlocked locations reuses content
- **Choice moments** allow players to choose story or character direction

VS.



- **Merge Game**
- Engaging characters, **interesting narrative**
- Heavy narrative drive

Love and Pies



- Heavy **narrative drive**
- Design elements game

Lily's Garden



- **Fast-paced Match-3** switcher with concurrent switching
- Low meta design game

Royal Match

# ART STYLE

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A modern, stylized-comic feeling, using visual wit and a strong use of light and shadows for crafting contrast and moody atmospheres. Vibrant colors align with the casual spectrum players expect and enjoy.



# LOCATIONS





## LOCATIONS & TRANSITION IMAGES



## DIALOGUE IMAGES



# CHARACTERS

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Character diversity is a cultural consideration as well as a physical depiction, and accurately envisioned in the game world, tasks, and narrative.



## MAD STARLING



World's best detective. Her ex Jack might say she hasn't changed, but that's because she got it right the first time.

## JACK TRADE



The world's best or second best detective, depending on who you ask. He'd prefer if you didn't ask Mad Starling.

## LU GRIMES



Don't call them a hacker. Call them a Computer Spy Systems Professional. If Lu can't do it, it can't be done.

## P. PEABODY



Billionaire, amateur detective, man about town. He buys buildings for extra garage space. That's not his only secret.

# ANIMATIONS

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Animations appear in both the meta and on the game board, deepening immersion via lively expressions and reactions:

- Dialogue animations
- Character animations
- Animated cutscenes
- Match 3 VFX and token animation



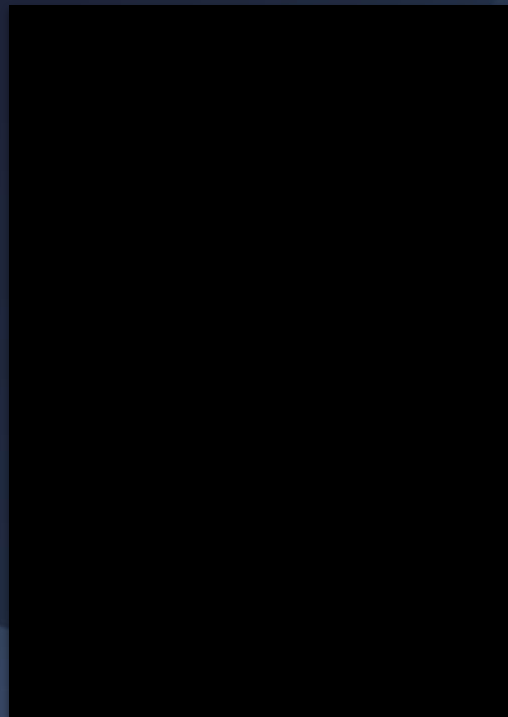


# DIALOGUE AND CUTSCENES



**Dialogue text animations** unfold vertically in a “Love and Pies” style, with quick strings and a visual bounce. Characters are given animated **facial expressions** for relatable emotions.

**Cutscene animations** add both immersion and visual rewards.

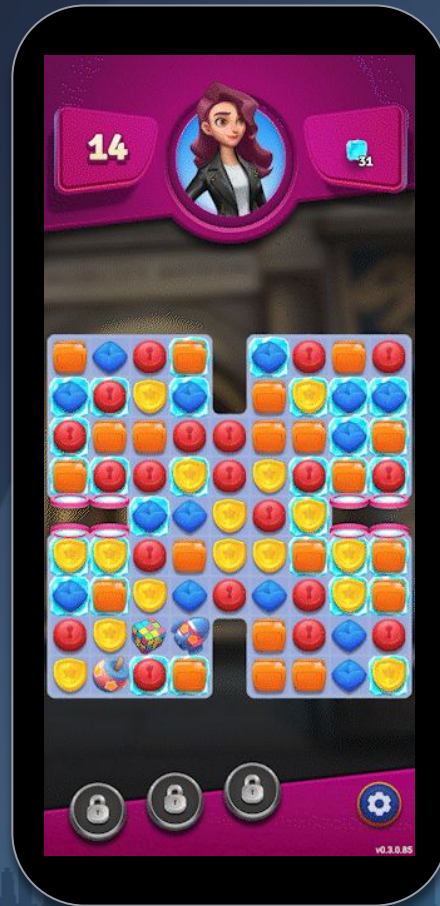


# MATCH 3 GAME BOARD



**Gameboard animations** have a **portrait** animation similar to dialogues, with the character reacting to Match 3 gameplay.

Game **board pieces** are animated in “Royal Match” style, with high quality animations and **VFX** to provide dynamic flow.



# WHY MATCH NOIR WORKS

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## Adds a unique twist to Match-3 meta

- Players return to solve cases
- Point & click investigations add visual interest
- Quick case solves make players feel rewarded
- Choice moments deepen player engagement

## Result is strong player response

- High numbers complete all content
- Long play sessions point to engagement
- High retention with no retention features
- Experienced team raised retention by 10 points in a single sprint