

# Wash Out!

*Game Design Document*



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GXPLORES  
STUDIO

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# Game Overview

**Title:** Wash Out!

**Platform:** Mobile (Android & iOS)

**Genre:** Endless Puzzle Runner

**Rating:** E for Everyone

**Target:** Mobile players who enjoy endless runners with scoring depth, avatar customization, and quick arcade experiences

**Release Date:** TBD



**Publisher:** Gxplorers Studio

*Wash Out!* is a 3-lane mobile puzzle runner that reimagines the endless runner formula through a fast-paced combo scoring system. Players sprint through rainy neighborhood streets, dodging traffic and obstacles while collecting laundry from clothing lines before the rain ruins it. Each item (shirt, socks, pants, underwear) goes into one of three scoring baskets at the top of the screen. Matching sets of the same color, type, or both increases combo points. Obstacles like mud puddles can dirty clothes and ruin combos, while power-ups like Magnet, Neon Mode, and the Extra Basket change how each run plays out. With quick reflexes, smart collection strategies, and a nostalgic theme, *Wash Out!* delivers a modern twist on arcade fun.

## Premise

*Wash Out!* is a fast-paced 3-lane mobile runner where players dodge street hazards and collect clothing items from hanging lines to score points by forming real-time combos based on item type and color. The game prioritizes skillful scoring over distance, introducing unique mechanics like dirty-clothing penalties, power-up systems, and pre-run boosters. Players must plan, react, and adapt to maximize their score while navigating obstacles, managing baskets, and customizing their character.

## Selling Points

-  **Combo-Based Scoring System**  
Form powerful combos based on matching item type, color, or both for higher scores.
-  **Progression Through Performance**  
Score is calculated through combo strategy, not just distance or grinding.

### **Pre-Run Boosters**

Equip strategic boosters like the Chancla before running to break obstacles or change gameplay.

### **Basket-Based Risk System**

Three baskets act as scoring slots and lives. Losing baskets limits combo options and ends your run when all are lost.

### **Dynamic Power-Ups**

Collect items like Magnet, Neon Mode, Piggy Bank, or Extra Basket to gain real-time advantages

### **Cosmetic Customization + Gacha**

Unlock hats, backpacks, costumes, and more through shop purchases and the Washing Machine gacha.

## Target Market

Wash Out! targets:

- Mobile gamers seeking short-session arcade gameplay with a scoring twist
- Players who enjoy customizing avatars and collecting cosmetics
- Fans of endless runners looking for deeper mechanics and combo-based satisfaction
- Puzzle and match-3 fans who want a fast-paced alternative
- Players in casual environments (commutes, breaks, idle moments) looking for engaging, replayable gameplay
- Content creators and casual streamers seeking expressive characters and fun short-form content

### **Demographics:**

**Age:** 10–35

**Gender:** All

**Region:** Global, with strong potential in LATAM, North America, Southeast Asia

### **Psychographics:**

- Enjoys casual mobile games that offer skillful play and progression
- Likes stylized, character-driven visuals
- Prefers unlocking cosmetics through play or gacha
- Seeks games with fast rounds and quick gratification
- Shares screenshots, scores, or clips with friends online

Example:

- **Name:** Diego Morales
- **Age:** 22
- **Location:** Bogotá, Colombia
- **Occupation:** University student (Graphic Design)
- **Budget:** \$10–15/month for games and apps
- **Hobbies:** Casual mobile games, TikTok, soccer, customizing game avatars
- **Favorite Games:** Subway Surfers, Candy Crush, Stumble Guys
- **Personality:** Chill, expressive, competitive with friends but not hardcore
- **Why He Plays Wash Out!:** Loves the strategy of creating perfect combos and the rush of dodging obstacles, especially when showing off his character's latest outfit and beating his friends' high scores.

## Competition Games

- **Subway Surfers:** *The leading endless runner worldwide, known for fast 3-lane gameplay, daily challenges, and a strong visual brand.*
- **Candy Crush Saga:** *A mobile puzzle titan with combo-based scoring and a massive global casual audience.*
- **Matchington Mansion / Gardenscapes:** *Puzzle-progression games that combine collection, scoring combos, and customization.*
- **Clash Royale:** *Mobile PvP battler with quick rounds, unlockable cosmetics, and gacha-driven economy.*
- **Coin Master:** *Highly advertised casual game featuring a pig mascot, gambling loops, and aggressive viral marketing.*



## References

### Gameplay & Loop Inspiration:

- Subway Surfers
- Candy Crush Saga
- Jetpack Joyride
- Sonic Dash
- Bubble Witch Saga

### Visual Style References:

- Subway Surfers
- Candy Crush Saga



### UI Inspiration:

- Candy Crush Saga
- Subway Surfers
- Clash Royale / Coin Master

## Technical Aspects

- **Engine:** Unity 2020.3.36f1
- **Scripting Language:** C#
- **Version Control:** GitHub
- **Target Platform:** Mobile (Android & iOS)
- **Art Tools:** Photoshop, Illustrator, Blender (Mobile-optimized low-poly & stylized assets)
- **UI Framework:** Unity UI Toolkit + TextMeshPro



## Project Scope

**Game Type:** Endless Puzzle Runner

**Players:** Single-player (combo-based scoring system)

**Development Time:** 2021–2023; currently on standby

**Team Size:** 7 members: 2 Game Designers, 1 Programmer, 2 Artists, 1 Music Designer, 1 3D Modeler

**Demo Features (as of current build):**

- **1 Playable Map:** The Street (suburban setting with dynamic background variety like houses, parks, school, hospital, etc.)
- **Game Mode:** Single endless run
- **Clothing Items:** 4 Types (Shirts, Pants, Socks, Underwear) × 4 Colors (Red, Blue, Yellow, Green) + Dirty (Brown)
- **Combo System:**
  - 3 of same color → Spawns Bow Tie (Combo multiplier when matched again)
  - 3 of same type → Spawns Bleached item (Higher type-based scoring)
  - 3 of same type & color → Spawns Rainbow Bow Tie (Wildcard match with highest score bonus)
- **Point System:** Color and type-based multipliers with Neon and Dirty variations
- **Hazards:** Street post, cone, barrels, tire pile, fence, fallen pole (left/right), cargo box, concrete block, tree, cars, motorcycles, hot dog cart, mud puddles
- **Power-Ups:** Magnet, Neon Mode, Piggy Bank, Bubble Shield, Extra Basket, Rainbow Bow Tie
- **Boosters (Pre-run activated):** Chancla, Vacuum, Extra Basket, x2 Coins, Soap, Softener, Yarn Ball, Cloning Machine (each usable up to 5 times per run except x2, which lasts the whole run)
- **Game Flow:**
  - Spawning system uses prefab tiles with randomized hazards, cloth lines, backgrounds, power-ups, and collectibles
  - Score UI (top-left), Coins (top-right), Baskets (top-center), Pause button (top-middle), Booster use button (bottom-right), Power bar (bottom-left)
- **Player Feedback:**
  - On hit: lose 1 basket, slow time, red flash, stun stars effect
  - Death: ragdoll effect with costume pieces thrown
  - Game Over screen: Distance, Combos, Final Score, Best Score, Revive (Ad), Restart, Menu
- **Main Menu:** Play, Shop, Boosters, Outfits, Profile bubble (name, level, best score, total plays)
- **Options Menu:** Language, Credits, Contact Us, Restore Purchases, Terms of Service, Privacy Policy
- **Other Features:**
  - Gachapon (5 Wet Dollars or 5000 Coins) for random outfit item
  - Social media reward system: follow to earn Wet Dollars
  - Currency store: Coins and Wet Dollars with pricing tiers and ad rewards
  - Coming Soon: Rankings, Tutorial, Missions System, Merch Store (placeholder buttons)

# Game Context

## Game World

*Wash Out!* takes place in a playful and familiar suburban neighborhood, where the chaos of rainy weather turns into a race against time. There's no complex lore or deep narrative only the urgency of a mom yelling from inside the house, demanding her kids to run outside and save the laundry before it's soaked. The game world is built for arcade fun, using simple yet expressive environments.

The tone is lighthearted and nostalgic, evoking the feeling of helping out at home, but turned into an action-packed combo runner.

While there's no traditional story progression, the personality of *Wash Out!* emerges through:

- The shifting suburban visuals (houses, parks, hospitals, schools, fences, cones, power lines)
- The rainy day setting that adds urgency and theme consistency
- The exaggerated cartoon style of the characters and their gear (hats, weapons, costumes)

The single map, feels alive through its evolving background elements and consistent theme: chaos meets childhood.



## Playable Entities (Characters)

There are no named protagonists in *Wash Out!*. Players choose from a set of fully customizable boys and girls, serving as avatars of player identity and expression.

### Visual Identity:

- 👕 Stylized kid avatars with big eyes and simplified body shapes
- 👕 Dozens of collectible cosmetics: hats, handhelds, backpacks, and fun outfits (bananas, guitars, milk cartons, etc.)
- 👕 Motion and ragdoll physics that add charm when jumping, dodging, or failing

### Customization:

- 👕 Players select between 3 girl and 3 boy base models
- 👕 Equip hats, hands, backpacks, and full costumes
- 👕 Unlock cosmetics through the shop or Gachapon (randomized washing machine draw)

These avatars represent players' creativity and performance, without the need for individual character lore.



## Game Tone & Atmosphere

**Tone:** Fun, casual, and expressive, with bursts of tension during high-speed runs or clutch combo moments.

**Aesthetic:** Pastel colors, soft shadows, and playful proportions aimed at both kids and young teens.

**Sound & Feedback:**

- Emphasizes fun over realism: cartoon sounds, exaggerated reactions (hits, coin pickups, slow motion)
- Visual feedback like red flash, stars on hit, ragdoll knockdowns, neon effects on power-ups

**Player Experience Goals:**

- Feel the nostalgia of running outside to help during the rain
  - Strategize combos and react quickly to shifting hazards
  - Express yourself through custom outfits
  - Laugh at silly moments like falling or being hit by traffic cones or hot dog cars
- 

## Game Design

### Game Vision (Core Design Values)

1. **Combo Strategy Is Core:** The heart of *Wash Out!* is building real-time combos by collecting matching laundry. Color, type, and combo bonuses must feel meaningful and always be at the center of scoring. The final score is not about distance, it's about mastering the combo system and optimizing point generation.
2. **Movement With Purpose:** Running isn't just about survival, it's about precision. Dodging, collecting, and navigating hazards must feel smooth and purposeful to reward skillful players.
3. **Customization Is Identity:** Every cosmetic choice should be a reflection of the player. Unlocks and gacha aren't just rewards, they shape how players express themselves.
4. **Casual Fun With Competitive Depth:** *Wash Out!* should be easy to pick up and enjoy during short sessions on the bus, in waiting rooms, or between tasks—but

it also offers scoring mastery, booster strategy, and competitive leaderboards to encourage long-term engagement and replay.

5. **Replayability Through Chaos and Choice:** No two runs should feel the same. Procedural environments, randomized obstacles, power-ups, and especially boosters ensure that players are always making fresh decisions and reacting to unpredictable situations.

## Game Pillars (How Vision is Implemented)

1. **Basket & Combo-Driven Scoring Logic:** Players must manage three baskets while collecting clothes. The combo logic (color, type, rewards) ties directly into score progression, encouraging planning and decision-making over simply surviving longer distances.
2. **Responsive 3-Lane Controls & Hazard Variety:** Tight controls, lane-switching, jumps, and rolls are tuned to make moment-to-moment gameplay feel rewarding and responsive. Obstacle diversity supports skill-based movement.
3. **Progressive Cosmetic Unlock & Gacha System:** Customization is achieved through coin-based and premium gacha draws. Visual identity is constantly reinforced through cosmetic progression, incentivizing player expression.
4. **Casual Pick-Up with Competitive Tracking:** Designed as an arcade-style game, *Wash Out!* is easy to jump into for a quick, fun session. The player profile (level, high score, total games) and planned ranking system provide accessible ways for casual and competitive players alike to track progress and aim for improvement.
5. **Replay Variability Through Randomization & Tools:** Each run is shaped by randomized tile layouts, obstacles, and power-ups. Boosters add strategy layers that alter pacing and outcome, ensuring no two runs feel identical.

## Loop and Game Objective

### Game Objective

- **Primary Objective:** Score the highest number of points before losing all baskets.

- **Secondary Objectives:**
  - Build combos through collecting same-color and same-type clothes
  - Manage baskets to optimize combo potential and bonus items
  - Avoid hazards to stay alive and maintain baskets for longer scoring



## Game Flow

The game is designed around fast-paced, rewarding runs with escalating speed and chaos. Each run flows through a progression that balances combo mastery, risk management, and moment-to-moment action:

- **Early Game:** Players ease into the experience—collecting clothes, forming basic combos, and dodging light hazards while learning booster effects.
- **Mid Game:** Speed increases and combo management becomes more strategic. Hazards like cars and falling signs appear more frequently. Players must use boosters wisely and keep baskets active.
- **Late Game:** The game is now intense. Hazards become dense and faster. A single mistake could cost a basket and possibly end the run. High-level players rely on instinct, combo reflexes, and booster timing to chase their top score.

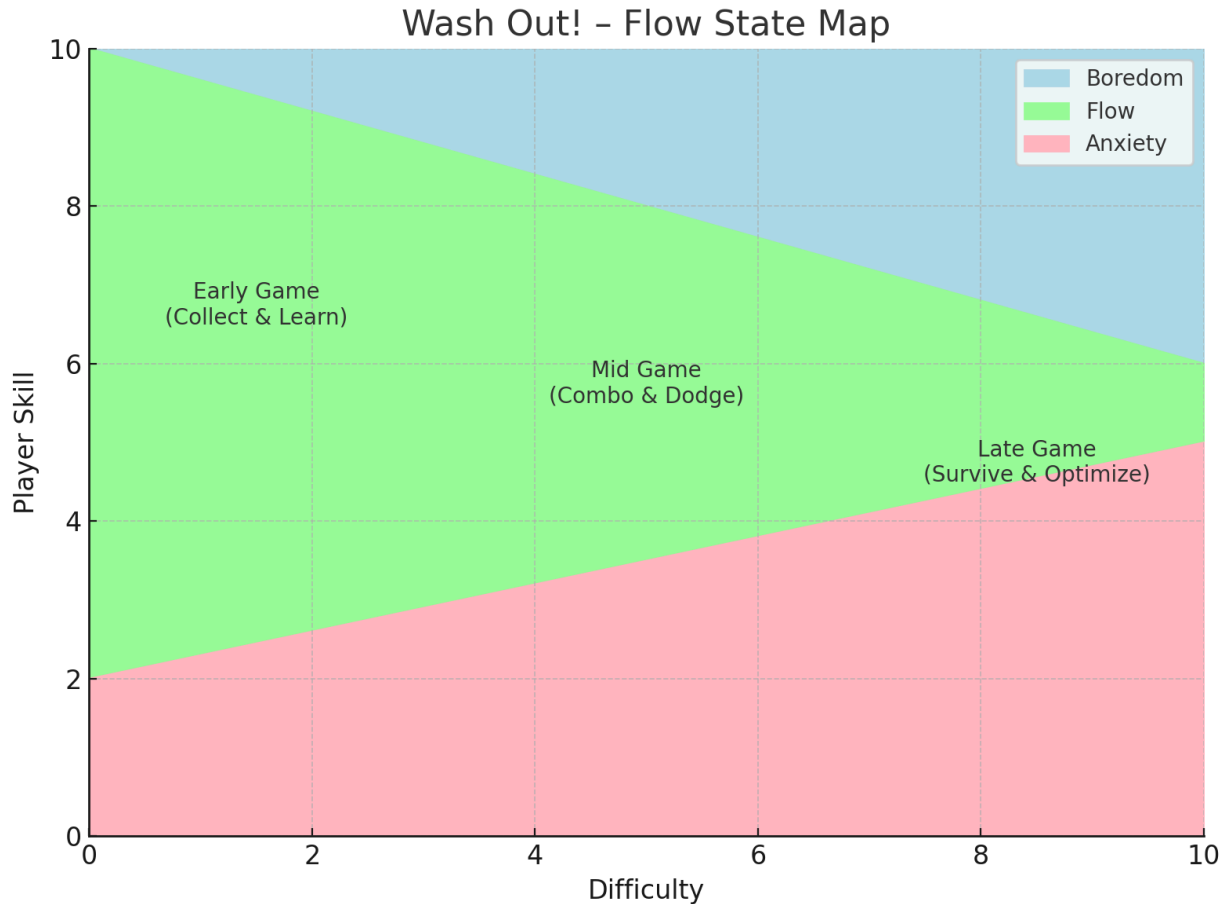
### Flow State is achieved by:

- Building and scoring combos in real-time, under time and space pressure
- Continuous short-term goals: dodge, collect, combo, boost
- Gradual, predictable difficulty scaling (movement, spawns, visual density)

- Light punishment loop with recovery opportunities (e.g., extra basket booster)

Players constantly shift between quick tactical decisions and longer-term score strategy.

- **Avoiding frustration** through intuitive controls and clear visual language
- **Avoiding boredom** by escalating game speed, combo logic, and hazard types



## Game & Player Mechanics

This section covers all core, secondary, and micro-mechanics that players can interact with in Sapling Wars inside game. Mechanics are categorized for clarity and design implementation.

### 1. Movement Mechanics

Name	Description
Lane Switch	Player can move left or right between the 3-lane track using swipe gestures.

Jump	Used to avoid certain obstacles (e.g. barriers, cones, cars).
Roll	Used to slide under low obstacles like fallen poles or fences.
Speed Increase	The speed of the run gradually increases, requiring faster reactions.
Knockback	When hit by a hazard, player flashes red, briefly stunned, and reacts with ragdoll physics for comic effect.

## 2. Core Game Mechanics (Combo & Score System)

Name	Description
Clothes Collection	Player collects hanging clothes from lines by touching them while running.
Baskets	Players have 3 baskets to store clothes. Each basket stores one item.
Combos	Points are awarded based on matching type, color, or both across baskets.
Combo Rewards	Special rewards: Bow Tie (Color Match), Bleached Cloth (Type Match), Rainbow Bowtie (Both).
Dirty Clothes	Hitting a mud puddle muddies the last collected cloth, reducing score and obscuring UI.
Final Score Calculation	Combos generate most of the score. Distance is trimmed (last digit cut) and added to final score.

## 3. Power-Up Mechanics

Name	Description
Magnet	Temporarily attracts all coins nearby.

Shield	Protects from one hazard hit.
Piggy Bank	Doubles coin value collected during duration.
Extra Basket	Grants an additional basket or replaces a lost one.
Neon Clothes	Temporarily transforms all clothes into neon types with x2 scoring.
Rainbow Bowtie	Wildcard reward that combines with any color/type.

#### 4. Booster Mechanics (Selected Before Run)

Name	Description
Chancla	Throws a flying sandal to destroy nearest obstacle (except mud).
Vacuum Machine	Clears all hazards on-screen instantly.
Extra Basket	Grants an additional basket during the run when tapped (usable up to 5 times).
x2 Coin Multiplier	All collected coins during the run are doubled.
Soap	Cleans one dirty (muddy) piece of clothing.
Softener	Temporarily slows down time for easier reaction.
Yarn Ball	Freezes all hazard movement for 10 seconds.
Cloning Machine	Duplicates last collected cloth across all baskets (or random if empty).

*Note: Each booster can be used up to 5 times per run, except x2 multiplier which lasts until death.*

#### 5. Hazard & Obstacle Mechanics

Name	Description
Cone	Stationary obstacle. Can be avoided by switching lanes or jumping.
Tires / Barrels	Stationary; can be jumped or avoided.
Cargo Shipment / Concrete Wall	Must be jumped over.
Tree / Post	Must switch lanes to avoid.
Street Fence	Must be rolled under.
Fallen Pole	Randomized sides; jump or roll depending on position.
Cars (Moving)	Move forward in lane; time-based dodge or jump.
Motorcycle / Hotdog Cart	Move side to side; require quick reaction.
Mud Puddle	Special hazard; causes penalties to scoring cloth and screen blur.

## 6. Environmental & Spawn System

Name	Description
Street Map	Current and only map: suburban neighborhood during light rain.
Tile System	Game uses modular ground tiles that randomly spawn obstacles and elements.
Background Variation	23 different prefab variations: houses, hospitals, parks, etc.
Coin Lines	Coins appear in trails to suggest ideal pathing and guide flow.

## 7. In-Game UI & Feedback

Name	Description
Basket UI	Located at top center; shows current clothes per basket.
Score Tracker	Top left; shows current combo score.
Coins Tracker	Top right; counts coins collected during run.
Power Bar (Sweater)	Fills by collecting clothes; grants brief invincibility when full.
Booster Button	Bottom right; taps activate pre-selected booster.
Visual Feedback	Hit = red flash, screen shake, stunned animation.
Game Over Screen	Displays Distance, Combos, Final Score, and Best Score.

## Main Menu & Customization Mechanics

This section covers all core, secondary, and micro-mechanics that players can interact with in Wash Out! inside Main Menu.

Element	Description
Play Button	Starts a new run.
Outfits	Choose character, hats, hand items, backpack, and costume.
Profile	Shows level, name, best score, total games played.
Shop	Buy outfits, boosters, and currency.
Gachapon	Random draw for customization items using coins or wet dollars.
Currencies	Gold (common) and Wet Dollars (premium); used across all purchases.

Boosters Menu	Equip 1 booster to use in the next run.
Options Menu	Language, Contact, Credits, Restore, Privacy, Terms.
Social Links	Reward players for following on platforms (free wet dollars).
Ranking (Coming Soon)	Placeholder for future leaderboard and competition integration.

## Metrics & Systems

This section outlines the core systems, balancing metrics, item values, and score progression in *Wash Out!* All values are initial targets and will be tuned during play-testing.

### 1. Scoring & Combo System

Combo Matrix	x1 Same Color	x2 Same Color	x3 Same Color	x4 Same Color (Extra)
x1 Same Type	100	200	300	400
x2 Same Type	200	300	400	500
x3 Same Type	300	400	500	600
x4 Same Type (Extra)	400	500	600	700

### Special Rewards

- Striped Bow Tie (Color reward): 400 / 600 / 800 when matched again by color
- Bleached Item (Type reward): 400 / 600 / 800 when matched again by type
- Rainbow Bow Tie (Wildcard): 400 / 500 / 600 / 800 with any match

### Penalties & Bonuses

- Mud Stain: -50 / -100 / -150 / -200 per muddy cloth (combo multiplier lost)
- Neon Multiplier: x2 on all combo values for 30 s
- Base Distance Score: Final metres ÷ 10 (e.g., 659 m → +65 points)
- Final Score: Distance + Combo total

### Power Bar (Grandma Sweater)

- Fills after 60 clothes collected
- Grants 10 seconds of invulnerability and auto-combo collection

### 2. Power-Ups

Power-Up	Duration	Notes
Magnet	30 sec	Attracts nearby coins
Piggy Bank	30 sec	Doubles all coins collected
Neon Clothes	30 sec	Converts clothes to neon, x2 scoring
Shield	Until hit	Blocks one hazard
Rainbow Bow Tie	Instant	Wildcard cloth placed in a basket

### 3. Boosters

Booster	Uses / Run	Range (Tiles)	Active Time	Notes
Chancla	5	1 Lane	Instant	Destroys first obstacle in lane (not mud)
Vacuum Machine	5	2 Tiles	Instant	Clears all hazards within range
Extra Basket	5	—	Instant	Adds +1 basket when tapped
x2 Coin Multiplier	1	—	Until death	All coins doubled
Soap	5	—	Instant	Cleans last muddy item

Softener	5	2 Tiles	15 s	Slows game speed
Yarn Ball	5	2 Tiles	10 s	Freezes all moving hazards
Cloning Machine	5	—	Instant	Copies last cloth to all baskets (random if empty)

#### 4. Hazard Effects & Feedback

Hazard	Dodge Method
Cone	Jump / Lane Switch
Tires / Barrels	Jump / Lane Switch
Cargo Box / Concrete Wall	Jump
Tree / Sign Post	Lane Switch
Street Fence	Roll
Fallen Pole (L/R)	Jump or Roll
Car (Moving)	Jump / Lane Switch
Motorcycle / Hot-Dog Cart	Jump / Lane Switch
Mud Puddle	Jump / Lane Switch — muddies last cloth & blurs screen

#### 5. Spawn System & Tile Logic

Element	Behavior
Ground Tiles	Each ground tile prefab contains 2 spawn points that randomly choose hazards or clothing lines.

Clothing Lines	Spawn on tile points; generate 1–3 random clothes (color & type). Power-ups can replace a coin in a line after a set coin count.
Hazards	Selected randomly per tile from hazard list with difficulty weighting.
Power-Up Spawning	Replaces a coin in a coin-trail after every 15 coins spawned (weighted random).
Coin Trails	Generated on safe lanes to guide flow and give visual reward paths.

## 6. Shop, Currency & Gacha

Pack (Wet Dollars)	Price (USD)
1	\$0.99
6	\$4.99
11	\$9.99
29	\$24.99
60	\$49.99

Coins	Cost (Wet \$)	Alt (Ad)
100	—	Watch Ad
1000	1	—
10 000	10	—
25 000	25	—

50 000	50	—
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### Outfit Prices (Shop)

- Hats / Hand Items / Costumes: 3 000 Coins each
- Backpacks: 2 000 Coins

### Booster Prices (Shop)

- All boosters: 1 000 Coins each (single-run bundle of 5)

### Gachapon

Cost	Probability
5 000 Coins	68% Common / 25% Rare / 7% Epic
5 Wet Dollars	60% Common / 30% Rare / 10% Epic

*Gacha can drop any cosmetic item that the player doesn't already own.*



## Controllers & Input Mapping

This section defines all touch-based controls for *Wash Out!*, helping players and developers understand how to interact with the game on mobile devices..

### Touch Controls

Action	Touch Gesture / UI Button	Notes
Lane Switch Left	Swipe ←	Instant move to the next lane on the left
Lane Switch Right	Swipe →	Instant move to the next lane on the right
Jump	Swipe ↑	Clears cones, barrels, cargo boxes, moving cars
Roll / Slide	Swipe ↓	Slides under street fences or low poles
Use Booster	Tap Booster Button (bottom-right)	Activates selected booster (uses 1 charge)
Pause Menu	Tap Pause Icon (top-center)	Opens pause / options menu
Resume / Restart / Menu	Tap appropriate buttons on pause or game-over screens	Navigation UI
Collect Power-Up / Cloth	Simply run through item	Auto-pick on contact



## Level Design (Maps Overview)

This section presents the layout philosophy, structural logic, and experiential flow of levels in *Wash Out!*. Each level aims to balance challenge, clarity, and replayability by guiding the player through visual landmarks, affordances, signifiers, and environmental storytelling.

### Map 1: Urban Ruh Street



#### Overview

- **Theme:** Urban city street with laundry lines, moving cars, and scattered daily life elements.
- **Style:** Infinite Runner – Forward-scrolling, 3-lane environment.
- **Player Experience:** Combines speed, obstacle-dodging, and high-score mastery through quick decisions and combo strategies.
- **Time of Day:** Fixed clear daylight.
- **Replay Loop:** Repetitive but dynamic, randomized spawn points, boosters, hazards, and clothing combinations make each run feel fresh.

#### Layout Features

- **Lane Structure (3-Lane):** Clear left, middle, right structure supports fast decision-making and visual tracking.
- **Ground Tile System:** Every ground tile prefab has 2 spawners (clothing line / hazard), randomized per tile.
- **Clothing Line Spawning:** Between 1–3 clothes; types (Shirt, Pants, Socks, Underwear) and colors (Red, Blue, Green, Yellow, Brown) are randomized.
- **Hazards:** Strategically placed and escalated over time, barrels, tires, fences, vehicles, etc.
- **Power-Up Spawning:** After every 15 coins, a power-up replaces one coin on the line (e.g., Magnet, Neon).
- **Score Signifiers:** Coins, combos, and distance meters are placed visually to reinforce progression..

## Design Systems Applied

### Wayfinding

- Lane Centerlines, Coin Trails, and Basket Indicators guide players intuitively forward.
- Basket UIs shift forward when full or scoring, showing clear path and rhythm.

### Signifiers

- Clothing Types & Colors: Visually unique silhouettes and tones help distinguish items under pressure.
- Hazards: Readable shape language (cones, tires, fences) and color contrast indicate risk.

### Affordance

- Clothes = Pick up, Obstacles = Avoid, Coin = Value
- Basket appearance and UI icon afford 'drop' action clearly, reinforced by player animation.
- Mud puddles imply slowing effect + dirtying consequence via blurry screen and visual trail.

### Sightlines

- Forward view is always clear, showing 2–3 seconds ahead of the player's location.
- Clothing lines and hazards are framed using camera perspective and depth fog to ensure contrast.

- Coins and neon trail boosts are designed to lead player attention toward optimal lanes.

#### **Orientation**

- Score bar, combo streak, and coin total are locked at top to provide constant orientation.
- Background buildings, sidewalk rails, and fences form lateral anchors for stability.
- Gradual camera shake and speed increase create a rhythm, anchoring player pace.

#### **Flow & Difficulty Pacing**

- Starts with minor obstacles (cones, puddles), progressively introduces faster threats (cars, carts).
- Boosters and power-ups give agency to survive longer.
- Core challenge is *scoring efficiently* under pressure rather than just surviving.

### **Strategic Notes**

- Emphasizes reactive gameplay over map memory.
- Encourages score-chasers to replay runs and beat friends via leaderboard.
- Clothing combinations lead to different player paths, looking for just pants, or shirts or color.
- Booster synergy with map layout encourages experimentation (Vacuum + cone field, etc).
- Designed for short, casual bursts on-the-go, with competitive replay depth.

## **UI/UX Design Overview**

This section outlines the full user interface and user experience design for *Wash Out!*, including screen layouts, UI styles, onboarding flow, in-game HUDs, and UX strategies. The design supports a mobile-first approach with playful visuals and user-friendly touch interactions.

### **UI Style & Direction**

- **Theme:** Bright, fun, cartoon-style 3D visuals with a clean mobile game interface.
- **Inspiration:** Candy Crush, Subway Surfers, Clash of Clans and mobile games with bold visual language and accessible interactions.

- **Font:** Round, legible fonts with bold headers and soft drop shadows.
- **Color Coding:** Coins (gold), Premium (green bills), Level (blue), Categories (pink headers).
- **Visual Language:** Rounded buttons, bold icons, soft edges, and slight shadows to create depth.

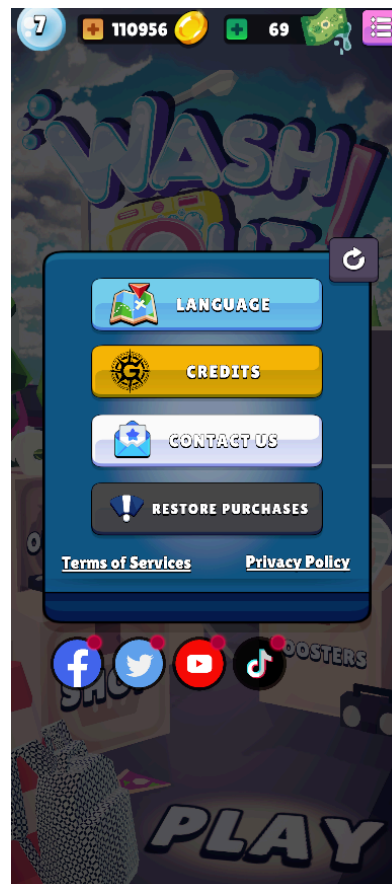
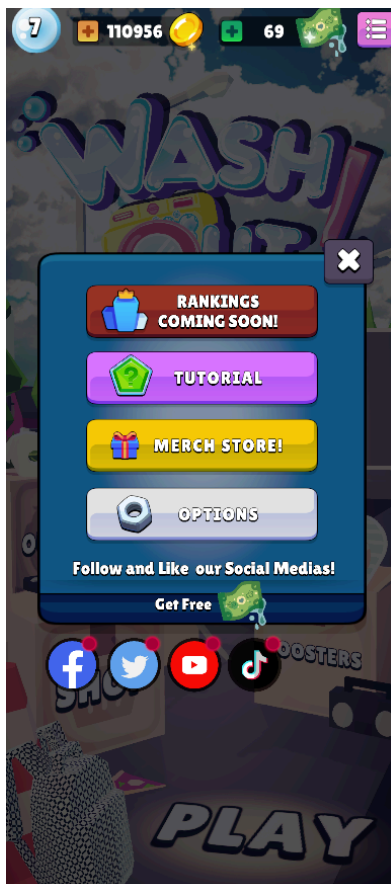
## 1. Title Screen & Branding

- **Splash Screen:** Gxplorers Studio logo appears over a moving sky while the camera slowly pans.
- **Title Screen:** Camera zooms dynamically to reveal the playable character in front of a house, surrounded by boxes.
- **No Fades:** Transitions use camera movement only.
- **Interactive Boxes:**
  - **Play** (center front)
  - **Shop** (left box – laundry room view)
  - **Boosters** (right box – schoolyard scene with dancing animation)
  - **Outfits** (middle left – kid’s bedroom view)
- **Dynamic Elements:** The selected hat or booster appears physically on the corresponding boxes in the main menu.



## 2. Main Menu & Sub-Menus

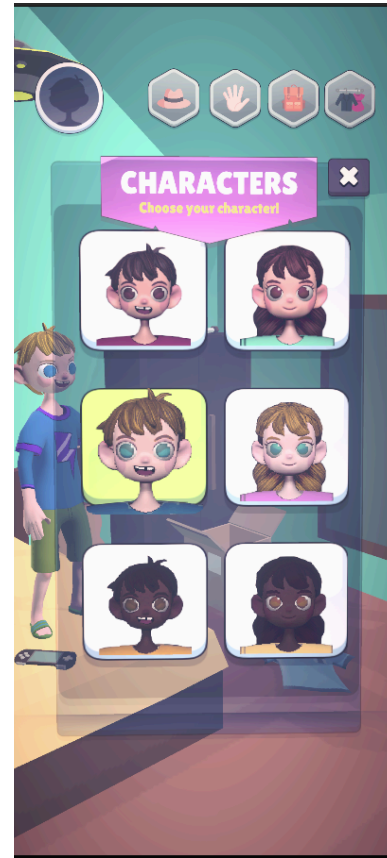
- **Top Bar:**
  - **Player Level** (left corner)
  - **Gold Coins** (soft currency)
  - **Wet Dollars** (premium currency)
  - **Settings Icon** (top-right, opens extended menu)
- **Main Options Panel:**
  - **Rankings Coming Soon** (placeholder)
  - **Tutorial** (playable guide)
  - **Merch Store** (external link)
  - **Options** (expands to Language, Credits, Contact Us, Restore Purchases)
  - **Social Media Icons** (rewards with wet dollars)
- **Navigation System:** All sub-menus are accessed via camera transitions instead of popups or overlays.



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### 3. Character & Outfit Customization

- Tabs: Hats, Hands, Backpack, Body, Full Outfit Sets
- Avatar Selection: 6 playable kid avatars
- Room Preview: Customizations previewed in the bedroom environment
- Live Reflection: Customization appears back in the main menu as visual props on boxes



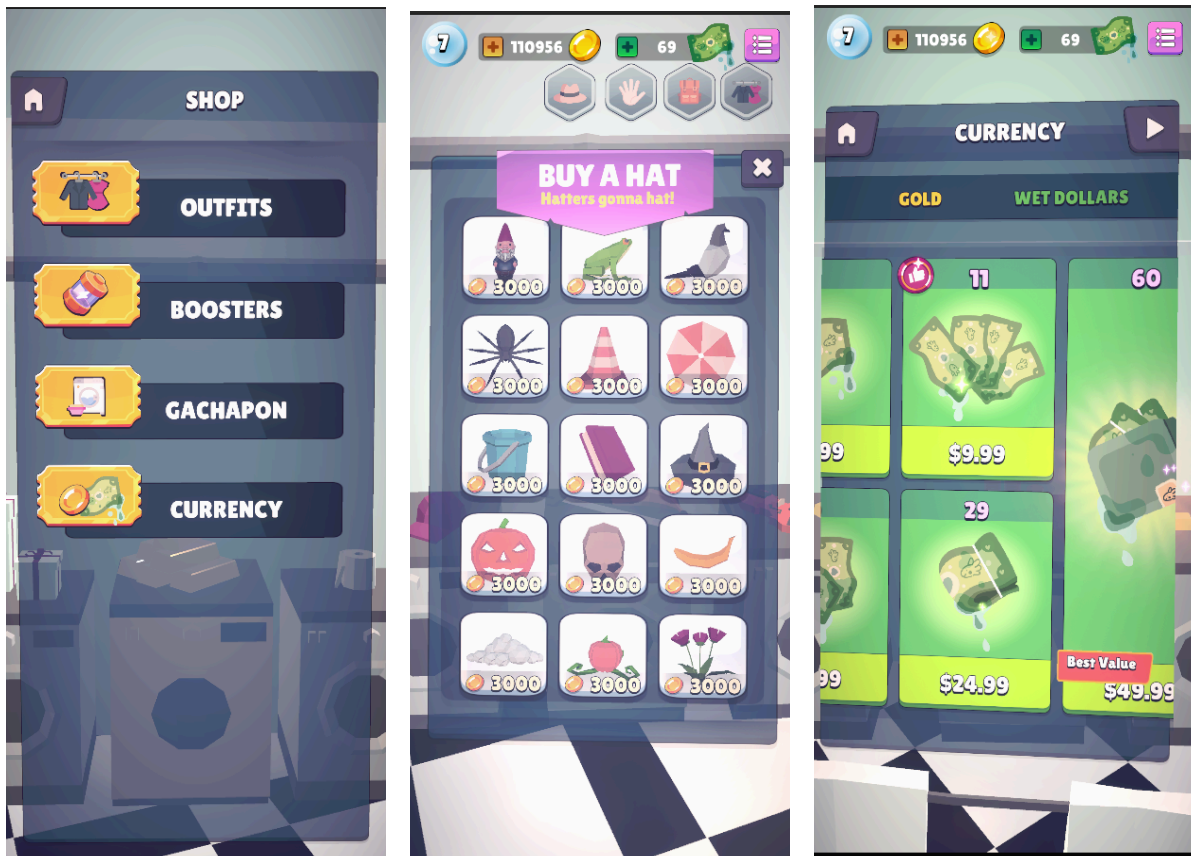
### 4. Booster Menu (Pre-Run Loadout)

- **Booster Grid:** 9 slot layout with quantity indicators
- **Description Bubbles:** Each booster displays name and short usage tip
- **Animations:** Boosters wiggle or pulse slightly when selected



## 5. Shop UI (with Camera Transitions)

- **Categories:**
  - **Outfits** (3D character dressing room)
  - **Boosters** (booster cabinet)
  - **Gachapon** (washing machine animation)
  - **Currency** (in-app purchases)
- **Outfit Store:**
  - Grid UI with price (3000 coins)
  - Tap to preview and confirm
- **Booster Store:**
  - Fixed price (1000 coins)
  - Visual layout with icons and quantity
- **Gachapon:**
  - Costs: 5000 Coins or 5 Wet Dollars
  - Animation: Machine spins, flashes, and opens with dramatic lighting
  - Tap prompt to reveal item
- **Currency Store:**
  - IAP layout with common price tiers: \$0.99–\$49.99
  - Bonuses and best value tags for packages



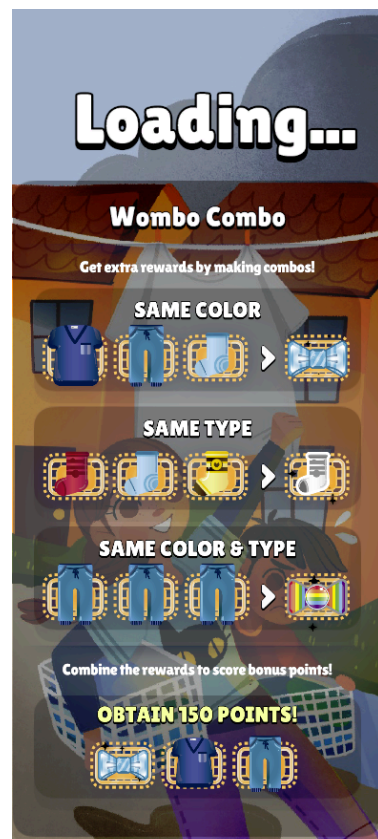
## 6. Player Profile

- **Level Display:** Circular XP bar in top-left
- **Editable Name and Avatar**
- **Stats Panel:**
  - Highest Score
  - Total Games Played
  - XP Level Progress



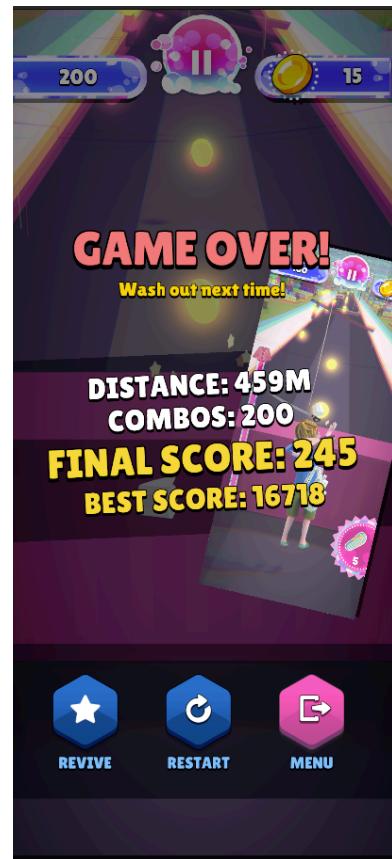
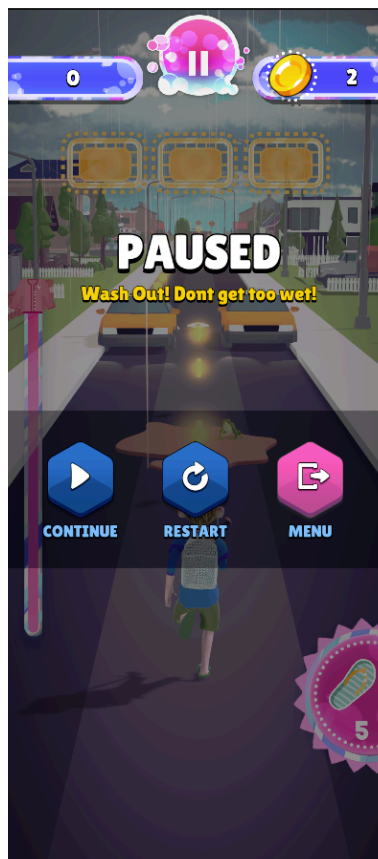
## 7. Loading Screen UI

- **Visual Tutorial:** Clothing combo system shown with illustrations
- **Combo Types:** Same Color, Same Type, Same Color + Type
- **Reward Explanation:** Bonus points visuals (e.g., 150 points)



## 8. In-Game HUD

- **Top UI:**
  - Pause Button
  - Coin Counter
  - Power Bar (Sweater Icon)
  - Score + Combo UI
- **Left UI:**
  - Distance Tracker (vertical bar)
- **Right UI:**
  - Booster Quantity Icon
- **Pause Menu:** Resume / Restart / Menu buttons
- **Game Over Screen:**
  - Distance, Combos, Final Score, High Score
  - Funny Ragdoll Photo (shareable)
  - **Revive Option:** Watch ad to continue



# UX Design

## One-Hand Ergonomics

- Buttons and swipes are placed within thumb reach
- Designed for ease of use while holding phone vertically with one hand

## Minimal Clutter, Max Feedback

- Context-sensitive UI only shows what's needed
- Interactions include animations, sounds, and color flashes

## Signifiers & Affordances

- Highlighted buttons and glowing interactive objects
- Mud, water, and clothing lines are visually distinct
- Booster icons flash when active

## Guided Wayfinding

- Arrows, fences, and obstacle layout naturally guide movement
- Boxes, signs, and visual props act as hints in menu navigation

## Reward & Conflict Focus

- Center zones (Power Bar, Gacha, Combos) sparkle or pulse
- Game over scene includes a sharable moment of failure with humor



# Game Assets Overview

This section catalogs the in-game assets used in *Wash Out!*, covering all visual, audio, 3D, animation, and special effects content. Every asset category is crafted to support intuitive gameplay, playful energy, and polished mobile-first design.

## 2D & Sprite Assets

**References:** *Candy Crush*, *Subway Surfers*, *Clash of Clans*

### Main Menu & Screens

- Title screen logo (Wash Out!) and studio splash (Gxplorers logo with sky animation)
- Main UI buttons: Play, Shop, Boosters, Outfits
- Menu icons: Tutorial, Options, Social Media, Rankings (coming soon)
- Header UI elements: Level, Coins, Wet Dollars (premium currency), Energy bar
- Character portraits, tab icons (hat, hand, backpack, costume, full set)
- Combo rules loading screen UI (Wombo Combo layout with clothing visuals)



### Shop Interface

- Shop menu: Tabs for Outfits, Boosters, Gachapon, Currency
- Currency buttons with prices and promo tags
- Booster icons: Chancla, Vacuum, Yarn Ball, Softener, 2x Score, T-Shirt Exploder
- Power-Up icons: Extra Basket, Magnet, Piggy Bank, Shield, Neon Clothing, Rainbow Bow Tie
- Item icons: All wearable outfit props (hats, hands, backpacks, costumes)
- Gacha ticket visuals (coin and bill)
- Booster tooltip banners

### Gameplay HUD

- Score counter, coin tracker
- Baskets
- Power bar (Grandma Sweater)
- Booster icons and quantity badge

- Pause, Restart, Menu buttons
- Game Over UI: Distance, Combo count, Final Score, Revive Ad Button
- Pause/Resume/Restart/Menu buttons with iconography

## Other

- Language toggle, credits, restore purchases, terms of service, privacy policy UI
- Pop-ups: Confirmation windows, tutorial tip boxes

## 3D Models & Props

*References: Subway Surfers*

### Characters & Customization

- 6 Playable children: 3 boys and 3 girls
- Hats:
  - Gnome, Frog, Pigeon, Spider, Traffic Cone, Umbrella, Bucket, Book, Witch Hat
  - Jack-o-lantern, Skull, Banana, Cloud, Pumpkin, Flowers, Lotus Flower, Leaf, Oak Leaf
  - Mushroom, Crystal, Gift Box, Palm Tree, UFO, Toilet Paper, Soldier Helmet, Butterfly
  - Chick, Hen, Banana Peel, Fish Bones, Tomato, Cap
- Hand-held items:
  - Sword, Microphone, Laser Gun, Bat, Basketball, Boxing Glove, Golf Stick, Skateboard
  - Soccer Ball, Snowboard, Fire Extinguisher, Toilet Paper, Axe, Broom, Hammer
  - Pickaxe, Pitchfork, Shovel, Wrench, Dynamite, Chancla, Katana, Trumpet, Large Sword
  - Spear, Flashlight, Spike Bat
- Backpacks:
  - Brown, Red, Green, Yellow, Blue, Pink, White, Black, Gold, Squares pattern
- Costumes:
  - Banana, Burger, Can, Cheese, Cookie, Fries, Watermelon, Milk Box, Pineapple
  - Washing Machine, Katana (on back), Shield (on back), Sword (on back)
  - Guitar (classic), Electric Guitars (Blue, White, Yellow), Gray Guitar, Violin
  - Christmas Tree, Heart, Box, Gift Box, Planet Earth, Bow, Eggplant, Tomato

- Lute, Trumpet (on back), Spear (on back), Long Sword (on back)

## Main Menu Environments

- Moving camera setup through:
  - House front yard with props and boxes (Main Menu)
  - Laundry Room (Shop)
  - Bedroom (Outfits)
  - Backyard Playground (Boosters zone)
- Gacha Zone with animated washing machines

## In-Game Environment

- 3-Lane neighborhood road
- Houses, trees, fences, mailboxes, street signs, light posts
- Vehicles: Cars (front moving), Motorcycles, Hot Dog Carts (lane-switching)
- Obstacles:
  - Jump/Dodge: Barrel, Tire Pile, Conepine
  - Jump Only: Cargo Shipment, Concrete Barrier
  - Side Dodge Only: Post Sign, Tree
  - Roll Only: Street Fence
  - Mixed (Jump or Roll): Fallen Pole Left, Fallen Pole Right
  - Front Vehicle Dodge: Car (moves forward)
  - Lane Switch Dodge: Hot Dog Cart, Motorcycle
  - Special Hazard: Mud Puddle
- Collectibles & Props:
  - Coins
  - Clothing pieces (shirts, pants, socks, underwear)
  - Power-ups: Extra Basket, Magnet, Piggy Bank, Shield, Neon Clothing, Rainbow Bow Tie
  - Boosters: Chancla



## Prefabs (Unity)

### General Modular Prefabs

- Player prefab with modular clothing slots
- Outfit prefabs: hats, hands, backpacks, costumes

- Booster prefabs: Chancla, Vacuum, Yarn Ball, Softener, 2x Score, T-Shirt Exploder
- Power-up prefabs: Extra Basket, Neon Clothing, Magnet, Piggy Bank, Shield, Rainbow Tie
- Obstacle prefabs: Cars, motorcycles, hot dog carts, barrels, trees, fences, poles, signs, etc.
- Hazard prefab: Mud puddle
- Clothing item prefabs (shirt, pants, socks, underwear)
- Gacha machine prefab with animation logic
- Currency prefabs: Coin and Wet Dollar
- UI prefab systems for all interface screens
- Ground tile prefabs: road, sidewalk, corners, mud
- Camera anchor prefabs for smooth menu transitions

## Visual Effects (VFX)

*References: Subway Surfers, Jetpack Joyride, Sonic Dash*

## Menu & Gacha

### In-Game

- Magnet pull effect
- Neon clothing sparkles
- Rainbow bow tie glimmer
- Piggy Bank glint and shine
- Shield shine and break pop
- Combo scoring sparkles
- Ragdoll effect and snapshot on Game Over
- Rain and splash FX
- Mud puddle splash and screen smear
- Car dust clouds
- Booster FX: Chancla throw trail, yarn swirl, vacuum whirl, softener bubble blast
- Star dizzy animation over player head after hit

## Animations

*References: Fall Guys, Gang beast, Subway Surfers*

- Camera transitions between menu areas
- Gxplorers logo intro fly-in with clouds
- Idle animations: character fidgets, blinking, jumping on bed, dancing (booster scene)
- Radio and props moving in bedroom and backyard
- Gacha machine shaking, bouncing, bursting open
- Gameplay:
  - Running, Jumping, Rolling, Knockback, Ragdoll death
  - Car forward movement, hot dog cart and motorcycle swaying
  - Power-ups spinning and pulsing
  - Booster use animations (e.g., chancla throw arc)

## Audio

**References:** *Subway Surfers*, *Jetpack Joyride*

## Music

- Main Menu: Lo-fi style with rain and ambient sounds
- Gameplay: Upbeat funky rhythm

## Sound Effects

- Button tap, menu slide, hover blips
- Booster SFX: Chancla smack, magnet hum, vacuum woosh, yarn roll, soap squirt, shirt pop
- Coin and wet dollar collection dings
- Ragdoll slam, stars dizzy loop
- Gacha machine sounds (motor, lightning, jackpot burst)
- Score combo pop-ups, bonus jingle
- Background: Rain, footsteps, car swoosh, mud step

## Monetization & Retention Strategy

This section outlines the current and future monetization and retention systems in *Wash Out!*. The approach focuses on fair, non-intrusive monetization, fun reward loops, and cosmetic-based customization, drawing inspiration from mobile hits like *Candy Crush*, *Jetpack Joyride*, and *Crossy Road*.

## Monetization Principles

- No pay-to-win mechanics
- All gameplay mechanics and power-ups unlocked by default
- Monetization is cosmetic-only (skins, hats, boosters, outfits)
- Transparent prices with localized currency
- Optional ad-watching for rewards (revive, coins, Wet Bills)
- Fair gacha with visible rates and no duplicates
- Players can enjoy full gameplay experience without spending

## Core Monetization Model

### Game Base Model:

- Free-to-play with optional in-app purchases
- Ads are fully optional: watch one to revive or gain coins/Wet Bills

### Currencies:

- **Coins (Soft Currency):** Earned through gameplay, used to buy common boosters and cosmetics
  - **Wet Bills (Hard Currency):** Acquired through real money or rewarded by watching ads; used for premium cosmetics, currency packs, and boosters
- 

## Shop Overview

### In-Game Shop Tabs:

1. **Outfits** – Buy character items directly
2. **Boosters** – Purchase usable booster items
3. **Gachapon** – Pull cosmetic items from themed machines
4. **Currency** – Buy Wet Bills with real money or get free packs from ads

### Gacha Prices:

- Coin Gachapon: 5,000 coins per spin
- Wet Bill Gachapon: 5 Wet Bills per spin

### Ad-Based Bonuses:

- Daily ad: Earn free coins or Wet Bills
- Revive option: Available once per game after losing

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## Retention Methods

### A. Daily Rewards & Login Streaks

- Daily bonuses include coins, boosters, Wet Bills, or cosmetics
- Weekly streak milestones unlock exclusive items (e.g., Frog Hat)

### B. Daily Gacha Token

- One free Gachapon spin per day with ads or login

### C. Missions & Challenges

- Daily: Collect coins, use boosters, score goals
- Weekly: Run X distance, score Y combos, survive Z time

### D. Ranking & Social Competition (Coming Soon)

- Players can link to Facebook/social media
- Compete against friends on leaderboards for highest score
- Cosmetic-only rewards for top placements

### E. Seasonal & Time-Limited Events

- Holiday-themed cosmetics, gachas, and events (e.g., Halloween costumes)
- Limited-time offers promote cosmetic exclusivity

## Branding & Marketing

This section defines the brand identity and marketing strategy of *Wash Out!*, focusing on playful visibility, strong community appeal, and optimized use of short-form video platforms for growth. The strategy is inspired by viral marketing tactics from games like *Candy Crush*, *Subway Surfers*, *Jetpack Joyride*, and *Clash of Clans*.

## Branding Vision

### Tone & Personality:

- Energetic, funny, and colorful

- Casual and clever with cheeky humor
- Designed to appeal to Gen Z and mobile audiences

### **Visual Style:**

- Cartoonish, vibrant, clean 3D style with soft lighting and pastel tones
- Logo and UI styled like soap bubbles, packaging, laundry-themed colors
- Consistent visual identity between game UI and social graphics

### **Mascot & Iconic Brand Identity:**

- Kids and their silly outfits form the face of the brand
- Hats, costumes, and booster items used as memorable social and merch icons
- Strong iconography: soap bubbles, baskets, chancla, magnet, frog hat

## **Social Media Strategy**

### **Core Platforms:**

- **TikTok (Main Focus):** Fast-paced gameplay edits, story + gossip overlay format, combo score reactions, POV funny deaths
- **Instagram & Facebook:** Reels, short ads, shop integrations, memes
- **YouTube Shorts:** Highlight reels, behind-the-scenes design edits

### **Formats:**

- "Did you know...?" or "Gossip" format overlays with gameplay in background
- Funny ragdoll fails, booster chaos, high-score hype videos
- Behind-the-scenes game dev TikToks showing Unity, art, etc
- Reaction formats: "What I got from 1 gacha ticket" style videos

### **Paid Ads Strategy:**

- Run TikTok & Instagram ads targeting:
  - Casual mobile gamers
  - Teens (13–18), young adults (18–25)
  - Keywords: arcade, Subway Surfers, runners, funny games, gacha

## **Engagement & Community Growth**

- Invite players to share ragdoll fails or best outfits using #WashOutFails
- Launch polls for new cosmetics (e.g., "Which hat should we add?")

- Encourage repostable memes and outfit gacha reactions

### **Friend Competition & Future Ranking System:**

- Future updates will include a ranking system
- Connect with Facebook to compare scores with friends
- Weekly challenges with social share buttons

### **Brand Expansion**

- Long-term goal: Leverage iconic cosmetics (frog hat, chancla, soap coins) into:
  - Merch (stickers, shirts, plushies, digital packs)
  - Crossovers with influencers (get your custom hat in the game)
  - Collabs with viral creators for TikTok reactions