

# SIMULATION GAMES

**Storm8 Studios: Home Design Makeover**

The Definitive Guide to  
Their Creative Best Practices



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# Section 1

## Competitive Analysis

### Competitors:

Design Home, Redecor, Property Brothers, House Flip, Home Maker, My Home: Design Dreams, HomeCraft, House Designer, Home Design: Caribbean Life, Word Villas, House Flip, Zillow, RedFin, Realtor.com, Homescapes, Gardenscapes, SimCity BuildIt, Design This Home, Decor Dream: Home Design Game and Match-3, My Home Design Story: Episode Choices, Lily's Garden, Room Flip, Design Master

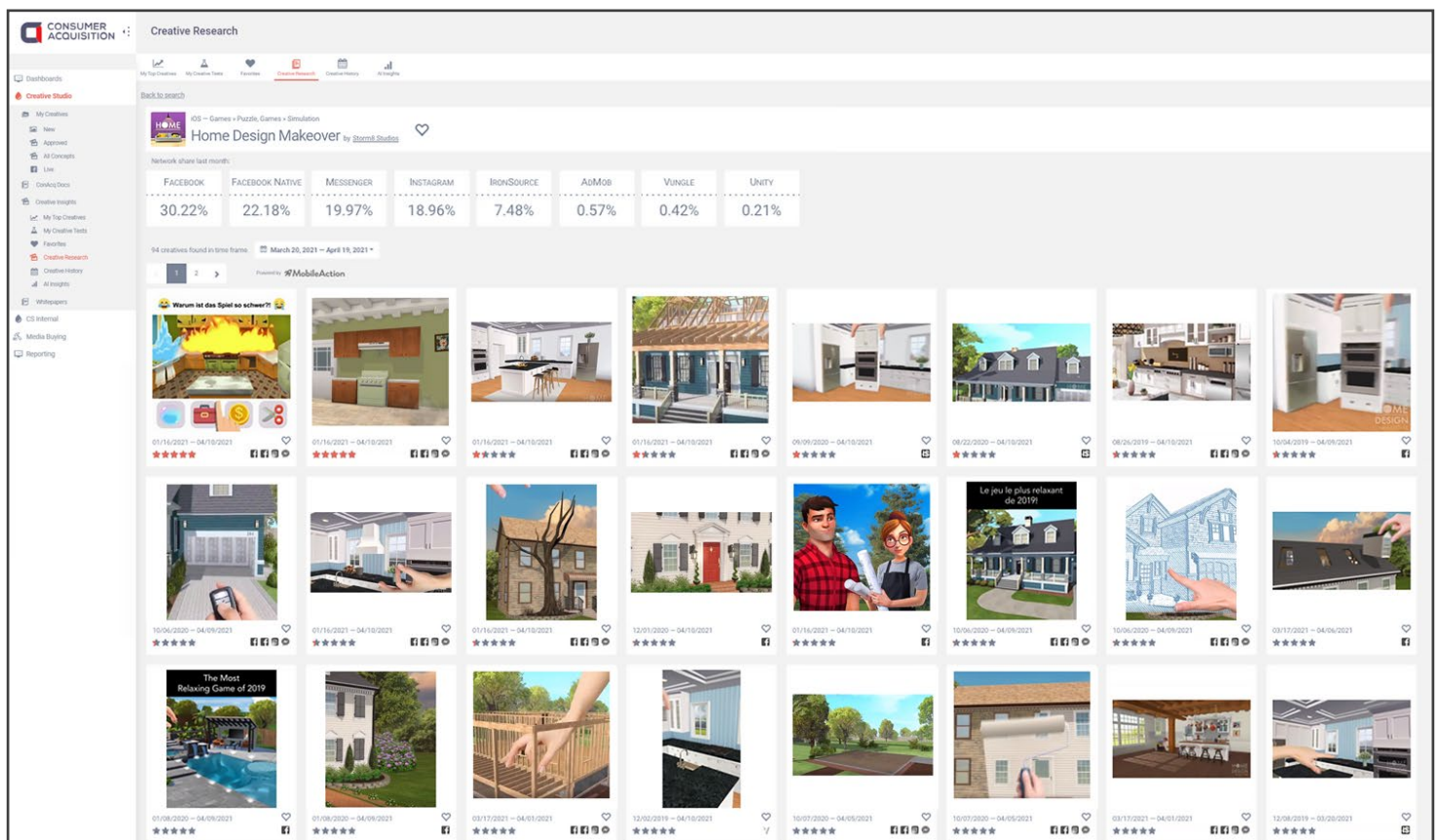


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# Section 2

## Competitive Trends

### Redecor: Top Trending Ads & Platform Distribution

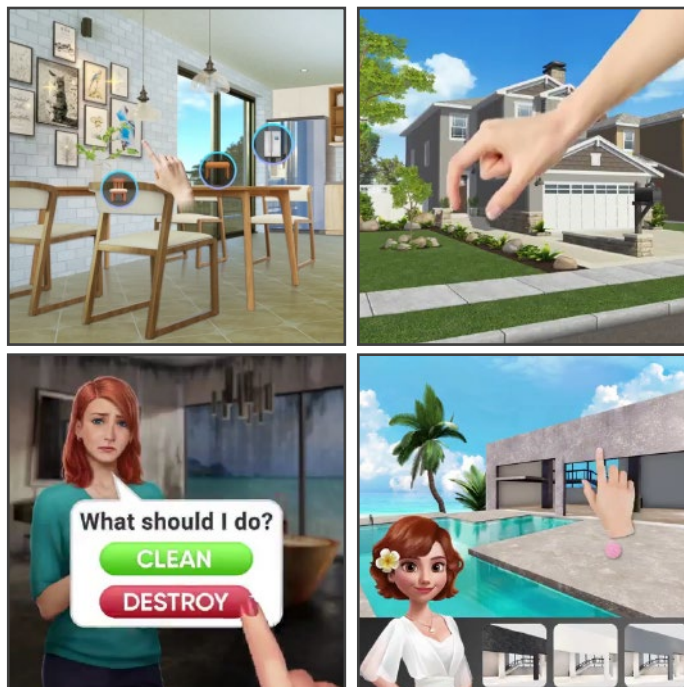


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## Competitive Trends

- **Design Challenge:** Room and home design, often using a picker and/or budget. (Design My Room, Home Design: Caribbean Life, Property Brothers, Design Home, Redecor, many others)
- **Design Challenge/Client:** Room and home design, often using a picker and/or budget, with the added element of a demanding client. (Home Design: Caribbean Life, Design Home, Redecor, My Home Design Story: Episode Choices)
- **Renovation Challenge:** Home renovation, often using a picker. (Redecor, My Home: Design Dreams, Homescapes, Gardenscapes, Design Home, many others)
- **Game Trailer:** Overviews of the app showcasing gameplay, graphics and more. (Redecor, Decor Dream: Home Design Game and Match-3, many others)
- **Noob vs. Pro:** Amateur versus experienced gameplay. (Decor Dream: Home Design Game and Match-3)
- **Relaxation:** Design centered on relaxing themes. (Design Home, Redecor)
- **Female Story:** Female-driven narratives that drive the need for design and/or renovation. My Home: Design Dreams, Lily's Garden, Word Villas, Homescapes, Gardenscapes)



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# Section 3

## What's Working

- **Renovation Picker:** Familiar format mimics player experience and showcases a range of design options to choose from when completing task.
- **Game Trailers:** Showcases game graphics and overall app experience.
- **Before & After:** Demonstrates overall app experience while engaging potential players.
- **Design Challenge:** Simple way to inject narrative (helping renovating couple), while showcasing game.



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# Section 4

## Iteration Opportunities

### Renovation Picker:

- Try new headers and alternate settings
- Try more obvious fail options

### Game Trailers:

- Show additional aspects of the game
- Try more situations with renovating couple
- Before & After
- Try more dramatic situations & FAILS

### Design Challenge:

- Try new characters besides the renovating couple (a wider and more diverse range of characters)
- Try more timed and budget challenges



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# Section 5

## Creative Recommendations

### Trend: Design Challenge

Create videos that offer new takes on design challenges:

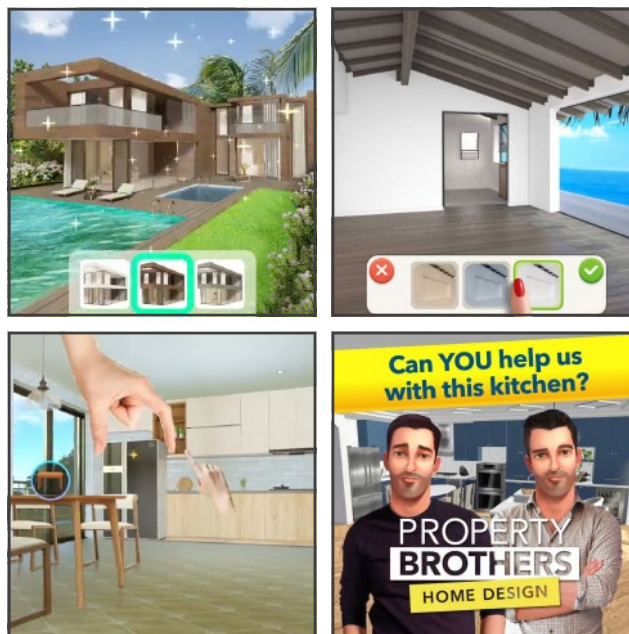
- Experiment with different budget constraints: \$50 to \$50K
- Locate design challenges in exciting travel locations: Swiss Chalets, Beach villas in South of France, or themed rooms
- Try more near-miss wins and fails (girder or decoration falls after completion - surprise endings)

Competitors utilizing trend:

- Design My Room, Home Design: Caribbean Life, Property Brothers, Home Maker, Design Home, Redecor, Homecraft, many others

Player Motivations:

- Targets players interested in relaxation, completion & creativity, as well as desire to travel in current global situation



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## Trend: Design Challenge/Client

### Create videos featuring more client challenges:

- Opportunity to humanize the game
- Can feature a range of clients that are demanding, eccentric, or indecisive
- Adds to game narrative
- Can feature female-centered scenarios

### Competitors utilizing trend:

- Home Design: Caribbean Life, Redecor, My Home Design Story: Episode Choices, Design Home

### Player Motivations:

- Targets players interested in relaxation, completion & creativity, while adding narrative element to app



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## Trend: Renovation Challenge

### Experiment with different ways to do renovation challenges:

- Try Match 3 element of renovation
- Try near-miss fails (girder or repair fails after completion)
- Create more renovation videos featuring clients/contractors
- Experiment more with turning a hectic/hoarder space into peaceful/meditative space (Marie Kondo)

### Competitors utilizing trend:

- Home Design Makeover, My Home: Design Dreams, Homescapes, Gardenscapes

### Player Motivations:

- Targets players interested in completion & creativity, while adding narrative element to app



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## Trend: Game Trailer

**Create videos explaining the app in more detail, to differentiate from other design apps and drive home benefits of playing:**

- Overview of different aspects to attract more players and remove hurdles to trying/downloading:
  - Daily challenges
  - Leveling up to access more homes/unlocking rooms
  - Interior design with real, high-end brands
  - Connecting to a creative community
  - Improvement of design skills

### **Competitors utilizing trend:**

- Decor Dream: Home Design Game and Match-3, My Home: Design Dreams, My Home Design Story : Episode Choices

### **Player Motivations:**

- Targets players interested in design as well as social connection, learning and competition



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## Trend: Noob vs. Pro

**Create side by side videos that demonstrate achievement within the game:**

- Highlights levels and learning element of game
- Humorous aspect (Me vs. My BFF, etc.)

**Competitors utilizing trend:**

- Decor Dream: Home Design Game and Match-3

**Player Motivations:**

- Targets players interested in competition and completion





## Trend: Relaxation

**Create videos that highlight the relaxation aspect of the game:**

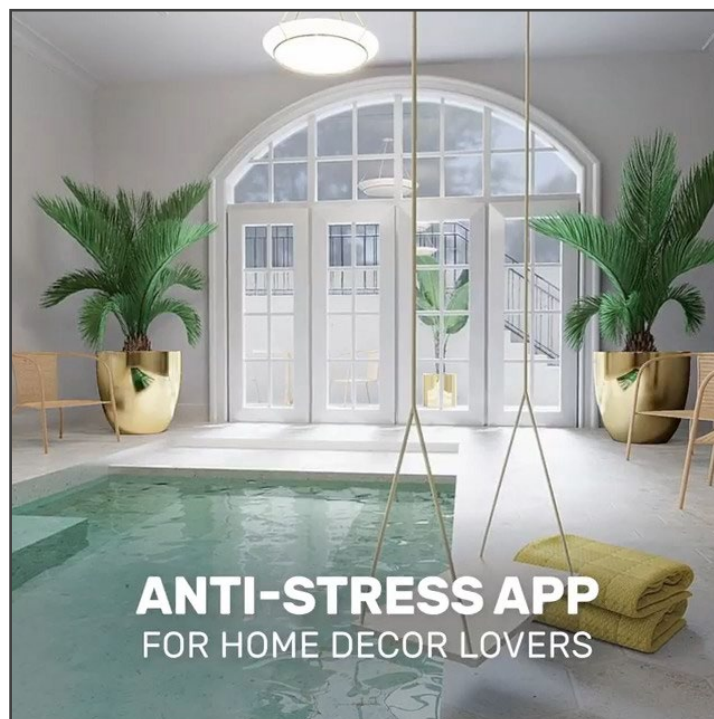
- Redesign cluttered/hoarded spaces to become peaceful, meditative spaces
- Redesigning rooms with emphasis on feng shui
- Decorate rooms for a specific relaxation benefit: nursery, workout room, meditation room, home office
- Create testimonial/review videos focused on relaxing elements of the app

**Competitors utilizing trend:**

- Design Home, Redecor

**Player Motivations:**

- Targets players interested in relaxation



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## Trend: Female Story

Create videos that utilize female stories to drive the reason for renovating and/or designing:

- Adds narrative element to the game
- Targets female players
- Attracts players from other game genres

**Competitors utilizing trend:**

- My Home: Design Dreams, Lily's Garden, Word Villas, Homescapes, Gardenscapes

**Player Motivations:**

- Targets players interested in narrative as well as design & completion



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# Non-Competitor Trend: Testimonial

Create concepts integrating real reviews of the game:

- Attracts players while legitimizing the game
- Could be combination of gameplay and copy or gameplay and video

Non-Competitors utilizing trend:

- Match to Win, Solitaire Epic Adventure, Bingo Clash, Lucky Day, Episode, many others

Player Motivations:

- Targets players unfamiliar with the game

