iXie

Success Story

From Pixels to Adventures: Crafting an Epic RPG on Roblox in Just 3 Months with iXie

A Brief Snapshot

The client was a game development company new to Roblox who needed help to navigate the platform.

Value Delivered:

- Improved gameplay mechanics.
- Designed and delivered an RPG game in 3 months.
- Personalized monetization strategy.
- Targeted Marketing Strategies.

Key Highlights

- Improved gameplay mechanics through performance optimization.
- Regulatory compliance.
- Increased Revenue by 24% and game traffic by 15% within 6 months of launch.

About the Client

The client is a game development company who wanted to create an RPG game on Roblox. This game was going be the client's first game on the Roblox platform, and they wanted a partner who could help them navigate the platform, build, and launch the game within deadlines and monetize efficiently.

1 Roadblocks in the customer's gaming journey

Our customer had a very sound idea for their Roblox game, but they were facing the following challenges.

As this was their first time using the platform, there was a steep learning curve which the client needed to overcome, and they had to do it quickly.

They were facing difficulties in complying with Roblox policies due to their limited knowledge of the platform, thus increasing their risk of content removal.

They also had issues in understanding the monetization policies on the Roblox platform and wanted to make their game stand out from the competition.
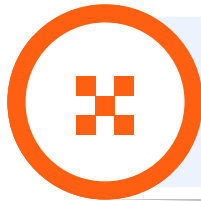
The iXie Fix

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To help the client with their first Roblox game, we worked with their team as a strategic and game development partner.

� We designed a rapid prototype of their Roblox RPG game and helped them understand the functionality and feasibility of their game.

✖ After evaluating the success of the game through our prototyping, we designed and developed the RPG game based on the gameplay and vision that our customer had.

✖ We conducted a thorough and regular testing of their RPG game to identify any issues in performance.

✖ Once the issues were identified we optimized the game for better gameplay mechanics.

✖ Additionally, we conducted a thorough check of the game content to ensure that it complied with Roblox's regulatory policies and helped them optimize in areas where they could potentially fall short.

✖ We also provided the client with tailored monetization and marketing strategies, thus helping them increase the revenue and traffic of their game.
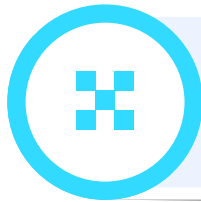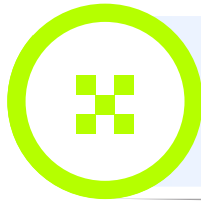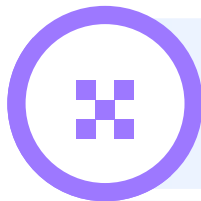
The iXie Impact

Designed and developed the RPG game within a short span of 3 months.
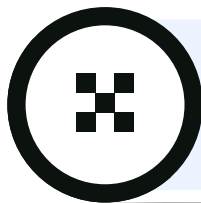
Improved gameplay mechanics through performance optimization.

Ensured that the game content complied with Roblox regulations.

Powered the game with our proven QA expertise to ensure there were no post-launch bugs.

Increased revenue by 24% and game traffic by 15% after just 6 months of launch with our tailor-made monetization and marketing strategies.

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