

# Steer Elite Internship Program

## Skills Assessment – Game Design Track

Congratulations! If you are reading this, you have passed the first step of the Savvy Kickstarter Program application process! The second and last step of our application process includes the below skills assessment for the **Game Design** track for our 2025 cohort.

### DIRECTIONS:

Your team is tasked with designing a new event feature for a successful mobile game that already includes core gameplay, meta progression (e.g., unit upgrades, currencies), and monetization (e.g., in-app purchases and rewarded ads). The goal of this event is to increase D1–D7 engagement, drive monetization, and integrate smoothly with existing systems. Design a one-pager outlining your event proposal for a fictional or real hybrid casual mobile F2P game of your choice (e.g., Block Jam 3D, Mob Control, All in Hole, Match Factory, Twisted Tangle, Hexasort, etc.). Your proposal must include:

- Feature Concept & Mechanics
- Core Loop Impact (Gameplay/Meta/Economy)
- Progression Structure (if any)
- Monetization Levers
- Key KPIs it aims to impact (e.g., event participation rate, feature usage, daily sessions, retention, or monetization improvements)
- Why this feature makes sense for the game

### DELIVERABLES:

A single PDF (max 10MB) including:

- Your one-pager feature pitch
- Supporting sketches, economy simulations, mockups, notes, or relevant references.

### ABOVE & BEYOND (OPTIONAL):

If you want to overdeliver and stand out from other applicants, include 2 A/B test hypotheses to validate the feature's potential. And simulate a simplified rewards economy loop (e.g., input → engagement → reward → output).

### WE ARE LOOKING FOR CANDIDATES ABLE TO DEMONSTRATE:

- Feature Design Thinking
- Game Economy Awareness
- KPI Literacy
- Communication & Clarity
- Methodology & Structure
- Market Literacy

### PROCESS:

- Generate a PDF file (maximum 10Mb) of your one-pager, and all the sketches, brief, research, etc.
- Upload the PDF files to the link you were provided for the 2<sup>nd</sup> step of the application process.

### DUE DATE:

Refer to instructions received by email. Any late submissions will be withdrawn.