

# Codex Software gone gamedev: developing Hexablocks – the classic puzzle game

## About

Hexablocks is the first mobile game developed by Codex Software. It is a classic puzzle based on an evergreen idea of earning points for removing all combinations of colored tiles from the gaming field. With its sci-fi styled vivid graphics, impressive visual effects and addictive gameplay, the game is a true time-eater admired by both beginners and hardcore players.

## The Challenge

The first version of Hexablocks was developed in 2013 absolutely from scratch. Codex Software took up all stages of this entirely experimental game development project. The tasks we had to complete ranged significantly and included, among others:

- ✓ Making up the raw concept of the gameplay;
- ✓ Engineering game mechanics;
- ✓ Graphic design and animation;
- ✓ Programming and QA.

As the game went on release, we moved on to applying further improvements, tweaking the gameplay mechanics, changing level designs and enhancing the game code itself. This led to the release of the new Hexablocks – a refurbished and modern cross-platform incarnation of the all-time classic gaming concept that became our contribution to the global classic puzzle fan community.

## The Process

The Hexablocks project started with comprehensive work on a suitable game concept. We tried and abandoned several ideas, and rested on an evergreen simple scheme: to get a highscore, the player had to clean the board out of same-color hexagonal blocks. We decided to turn this concept into an ultimate time-eater, and backed it by custom sci-fi graphics and visual effects, and a pleasant soundtrack.

From the technical point of view, the first version was architected as a top-notch product based on a 2013's hot tech combo of Objective-C and Cocos2D. These technologies allowed us to create a well-performing game engine and attractive visual side, making our app function and run smoothly on iPads, iPhones and iPods Touch.

After a few months of development, Hexablocks version 1 went on release in the late 2013. The game was a success: we got almost perfect user score on App Store and a bunch of positive reviews from authority app review websites. Happy with the result, we decided to continue the work on this application.

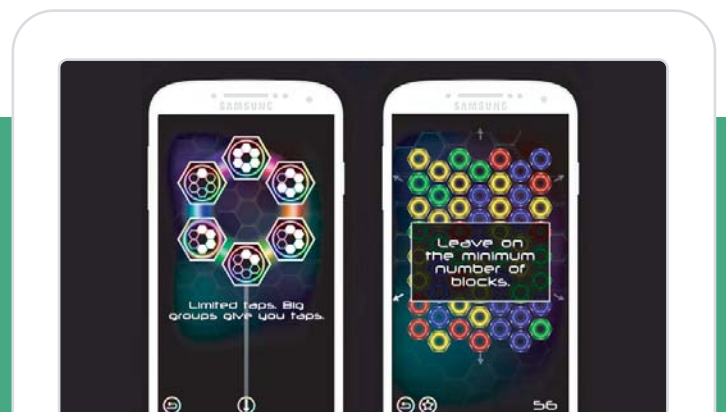
The first thing enhanced was the gameplay: although addictive, the initial concept of Hexablocks somewhat lacked competitiveness. To solve this problem, we introduced the new level-based gameplay with numerous maps, levels and modes, each with its own mechanics, awards and player performance-based achievement system.

We also totally re-developed the game using Lua – the currently trending lightweight and extremely powerful programming language. That allowed us to achieve more swiftness and get the cross-platform capability we were looking for. Now not only does Hexablocks perform much better, but it also runs on all iOS, Android and Windows Phone-based devices, boosting the exposure almost to the maximum.

The last (but not the least important) thing we've improved in the course of development of the new Hexablocks was its visual side. The graphics and visual effects have always been the forte of the original game – the juicy sci-fi-styled materials were created by a professional artist and got numerous positive feedbacks. Now, slightly refurbished, they look even better on screens of mobile devices.

## The Result

The first version was released in the late 2013 and quickly gained over 2 thousand 100% organic installs. It showed great marketing performance, with low retention rate and almost perfect user rating acquired. These achievements were followed by numerous positive reviews published by influential iOS software reviewers. With the critical acclaim received, we moved on to enhancing the game even further.



*Gameplay is very simple yet you'll be pretty surprised at just how addictive this one is. The latest update has now made the game even more enjoyable than before. The app has an perfect customer rating score, leaving plenty of users feeling satisfied and challenged with the game.*

The AppPicker.com

For more information, please get in touch

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