Fujita Japan

Fujita & Aptugo - Mobile Game development in record time

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In preparation for a significant new product release, Fujita Japan envisioned a mobile game that would embody the accessible high quality of their audio offerings.

Understanding the demands of their own product development process, Fujita Japan partnered with Aptugo to manage the entire game project.

From the initial spark of an idea through to the final stages of execution, Aptugo provided a comprehensive solution and the following pages showcase every major step taken in this project.

1st step: Discovery

Our process involved in-depth discussions, collaborative meetings, and iterative feedback sessions. We recognized that a simple specification sheet wouldn't capture the essence of Fujita Japan's vision.

Our goal was to understand the *why* behind their request, moving beyond mere instructions to truly **align with their objectives and contribute** to the holistic solution, not just the defined deliverables.

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2nd Step: The Proposal

To cater to Fujita Japan's vision, Aptugo developed three diverse game proposals. One concept was a platform adventure game drawing inspiration from the beloved classic Loom, while another explored the dynamic realm of modern music gaming with a quick-reaction experience similar to Guitar Hero. This range showcased our ability to blend classic appeal with contemporary trends.

✓ How We achieved it?

At Aptugo, we recognize that project success goes beyond the mechanical assembly of tasks. In contrast to Henry Ford's era of standardized production, our modern world thrives on engagement and creativity. Our process begins by presenting new projects to the entire team, empowering individuals to join based on genuine interest and alignment with the vision. This approach, evident in our proposals for Fujita Japan, fosters Inspiration and passion, result of the work of people that naturally gravitated around it.

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3rd Step: How will it look?

✓ Technology was our domain; results, Fujita's.

While agencies often fixate on technology, clients care about results. Aptugo prioritizes our clients' outcomes.

✓ Focus First: Design Only

We provided Fujita Japan with a dedicated designer, allowing for an unhurried and pressure-free collaboration. The primary deliverable was a visual interpretation of their work, which served to solidify their expectations and define the initial stages of their product.

✓ Results A bunch of material to pass to the team

Rather than simply receiving a logo and brand guidelines, we experienced the collaborative process that shaped them. This allowed us to communicate not just the what – the visual elements – but also the crucial why behind them to our team. This deep understanding proved invaluable in the subsequent stages of the project.

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4th Step: Build it!

Now we're ready to develop the software!

Infusing a product with its true essence requires careful consideration. At Aptugo, we are fortunate to have a team deeply dedicated to both their work and the unique objectives of every client engagement. By investing significant effort in understanding the driving forces behind each project and the client's vision, we establish a solid foundation for seamless progress. Our thorough understanding and commitment to client success drive consistently positive outcomes.

Write the Code

We count with a tool of our authoring named "Aptugo" (named so to be clear we're the owners!) It ensures a rapid execution with 100% error-free software development.

Iterate

Our commitment extends beyond project completion; we strive for excellence in every detail. As the project progresses and results emerge, we maintain a flexible approach. When discrepancies arise between the initial vision and the reality, we carefully evaluate whether to address them within the current iteration or incorporate them into future enhancements, always prioritizing the overall quality of the final product.

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Fujita Quest 1.0.4 (1.0.4) is ready to test on iOS.

To test this app, open TestFlight on your iOS device using iOS 14.0 or later and install the update.

5th Step: It's a Wrap!

✓ After almost months of work, people enjoys *OUR* game

Along the path, we owned the project, we're now partners developing something great together, not just fullfilling. And we're very proud of what we achieved.

✓ Our boutique approach

Some people think that's suitable for small projects, at Aptugo, we prove project after project real dedication and treating every client as our biggest client is the key to our success: 100% project completion, 100% success cases, and 100% repeating customers.

✓ Thank you!

Thank you Fujita Japan for the opportunity, for the thrill, and for sharing your project with us.

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