



COLLABORATING WITH KING TO DELIVER
HIGH-QUALITY CONTENT FOR

Diamond Diaries SAGA

We partnered with King to build a dedicated level design team for Diamond Diaries Saga. **The goal was straightforward: create great content at scale while staying true to the game's vision, quality standards, and player experience.**

From day one, our focus was on understanding what made the game special. That meant learning its mechanics inside and out, exploring new ways to use them, and finding opportunities to keep the experience fresh for players over time.

Through close collaboration, open communication, and a shared commitment to quality, the partnership evolved into a long-term effort that **delivered more than 5,500 levels while helping support the game's ongoing success.**



THE CHALLENGE



On Alignment & Vision

King had a clear creative and business vision for Diamond Diaries Saga: an **emotionally engaging**, high-polish puzzle game that feels both familiar through its Saga DNA and fresh through its physics-based mechanics. Our team needed to align closely with that vision while consistently meeting King's standards for gameplay quality and player experience.

On Keeping the Game Fresh Across Thousands of Levels



With thousands of levels in the game, there is a constant risk of design fatigue. **New content must feel meaningful, challenging, and rewarding** without becoming repetitive or overly complex.

To **balance novelty with consistency**, new mechanics and gameplay variations needed to be introduced in a way that kept the experience fresh while remaining accessible and engaging for existing players.

On Consistent Weekly Delivery at Live-Ready Quality



Maintaining a steady production cadence required careful planning and execution. New levels needed to be delivered every week without compromising quality, consistency, or design standards.

Live-ready quality meant **ensuring that every level met expectations for difficulty progression**, pacing, clarity, and technical stability.

To achieve this, **we developed an internal validation process** that ensured every level was reviewed, tested, and iterated on by the entire team before submission, minimizing the need for rework.

Rapid turnaround on feedback was equally important, allowing us to incorporate revisions quickly while keeping production moving and meeting delivery deadlines.

KEY DELIVERABLES

The key deliverables our team committed to were essential to supporting Diamond Diaries Saga on scale. We combined flexibility with a structured production process to meet King's expectations for quality, consistency, and delivery.



120 levels
created per month
at delivery peak



An additional 15 levels
balanced/reworked per
month as needed



Weekly content deliveries
aligned with the live
operations roadmap

Weekly Level Delivery



We designed, tested, reviewed, and delivered a consistent pipeline of new levels every week while adhering to King's production schedule, quality standards, and roadmap.

Each level incorporated existing mechanics as well as newly introduced features aligned with the product vision. Feedback from King's design team was reviewed and integrated quickly to ensure continuous alignment.

Balancing Legacy Levels

Periodic reviews of existing content were also required to ensure older levels remained balanced, fair, and aligned with newer gameplay experiences.

When needed, we reworked levels that had become too easy or too difficult relative to the evolving player base. This included adjusting difficulty strategies, introducing new mechanics, and refining gameplay flow.



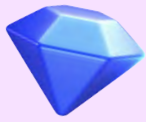
Live KPI Tracking

Using KPI data provided by King, we continuously monitored content performance metrics, including win rates, retry rates, and player progression.

Early identification of issues such as unexpected difficulty spikes, pacing imbalances, or underperforming mechanics helped us determine whether we remain aligned with the intended player experience and product vision.



Data-driven decision-making was central to the process. KPI insights informed adjustments to difficulty curves, gameplay balance, and level layouts whenever improvements were needed.



OUR METHOD:

THE FOCUSING LENS APPROACH



The Focusing Lens Approach is **an internal framework we use to structure collaborative level design work**. While our production workflow provided the operational foundation for creating and delivering content, five core principles guided the decisions behind that process.

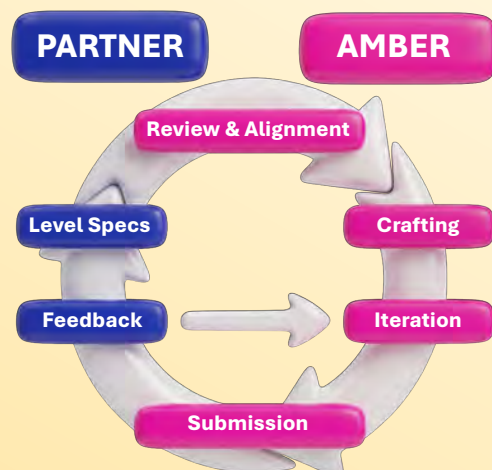
Much like a camera lens helps bring a subject into focus, these five lenses helped our team stay aligned on the aspects that mattered most throughout the project: quality, communication, adaptability, product vision, and player experience.

Together, the workflow and the lenses created a scalable system for delivering high-quality content consistently and efficiently.

Lens 1 Focus on Alignment with King's Vision

Regular reviews with King's internal teams ensured that newly created levels consistently met the desired gameplay quality and product standards.

Feedback related to visual presentation, pacing, variety, and difficulty was carefully incorporated into the design process. This continuous collaboration helped ensure that the evolving content remained aligned with the broader vision for Diamond Diaries Saga.



Lens 2 Focus on Proactivity & Adaptability

When issues emerged, such as drops in level pass rates, gameplay bugs, or scripting problems that affected progression, we conducted root-cause analyses to identify the source of the problem.

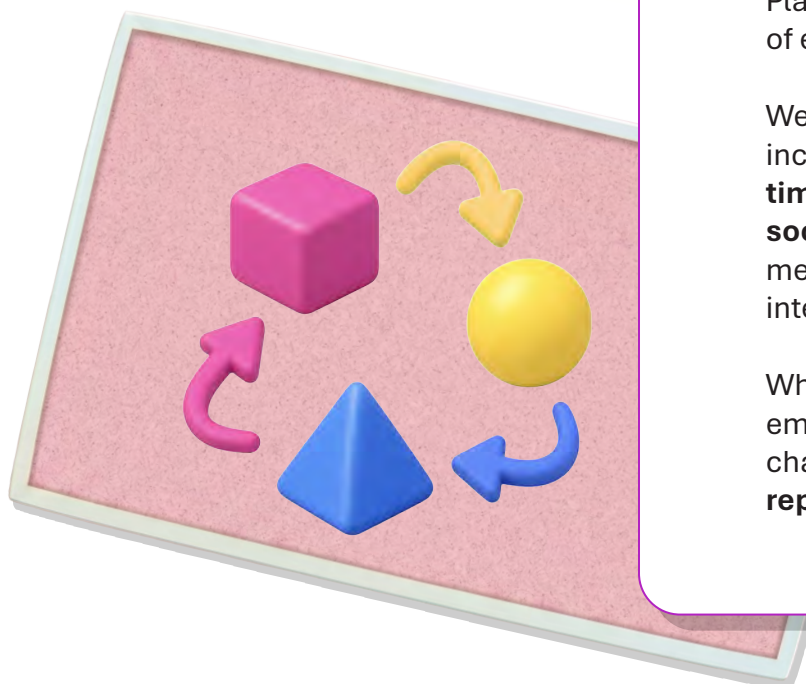
Depending on the findings, solutions ranged from rebalancing difficulty and adjusting ingredient placement to refining spawn rates and gameplay mechanics.

Beyond solving problems, we actively looked for opportunities to innovate.

One example was the introduction of the “Puzzle Tags” concept. By analyzing player behavior and preferences, **we identified different play styles and proposed new gameplay experiences tailored to them.** This included visual feedback improvements and gameplay scripting enhancements designed to create fresh experiences for both new and long-term players.



Lens 3 Focus on the Player Experience



Player experience remained at the center of every design decision.

We monitored a wide range of indicators, including **completion rates, time-to-complete, retention, churn, social media sentiment**, and other KPI metrics, to understand how players interacted with the content.

Whenever opportunities for improvement emerged, we proposed and implemented changes informed by **player data, bug reports, and community feedback.**

Lens

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Focus on Communication & Trust Building

We built a strong partnership with King through transparent and recurring communication, including **weekly status meetings, design reviews, and regular alignment sessions.**

Shared documentation, including design specifications, planning spreadsheets, level trackers, and KPI dashboards, provided visibility into **progress, feedback, issues, and priorities for both teams.**

When feedback was provided, we acted quickly to implement changes. At the same time, we **proactively suggested improvements and new ideas** to help keep the game engaging and evolving.



Lens

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Focus on Quality Through Iteration

We established a rigorous weekly production pipeline:

Level Design Concept → Internal Testing Round 1 → First Iteration → Internal Testing Round 2 → Second Iteration → Final Testing → Submission



For every batch of levels, we conducted extensive **manual testing** to ensure gameplay systems behaved as intended and that all gameplay elements were correctly implemented.

A key focus of testing was evaluating level flow and pacing. We carefully **monitored the emotional highs and lows of the player journey** to ensure each level delivered a satisfying gameplay experience.

Regular syncs with King's team ensured that levels met their intended difficulty targets and aligned with episode-level progression goals and performance metrics.

A LONG-TERM PARTNERSHIP

Over the course of our collaboration, our team delivered more than 5,500 live levels for Diamond Diaries Saga while maintaining a consistently high standard of quality.

BUILDING TRUST THROUGH COLLABORATION

Over time, King came to see Amber not only as a content provider, but as a trusted development partner. Transparent communication, proactive problem-solving, and a shared commitment to quality helped build a strong and lasting working relationship.



THE RESULTS

PLAYER ENGAGEMENT & RETENTION

Players remained engaged throughout the lifecycle of the content. Many of the levels we designed continued to be played actively, contributing to a positive and consistent player experience.

CONSISTENT QUALITY AT SCALE

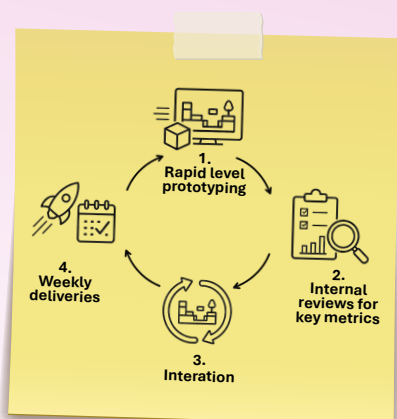
By building a sustainable weekly production pipeline, we demonstrated our ability to scale level production when needed without compromising quality, consistency, or player experience.

LESSONS LEARNED & BEST PRACTICES

A Scalable Level Design Pipeline is Essential

We built a tailored production pipeline for Diamond Diaries Saga. Designers rapidly created prototypes that were reviewed internally for pacing, difficulty, clarity, and player experience.

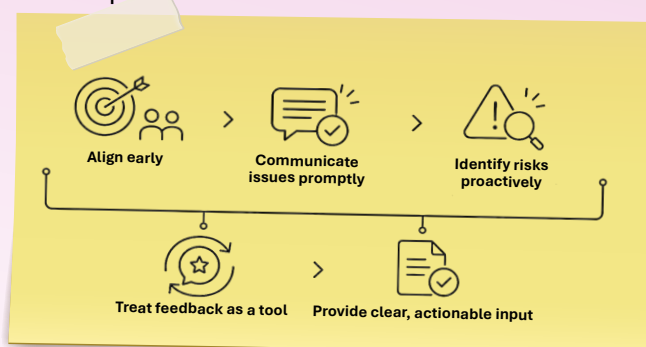
Based on feedback, levels were refined and polished through multiple iterations. This structured process ensured consistent quality, supported weekly deliveries, and accelerated mastery of the game's tools and design principles.



Transparent Communication is Key

Open and focused communication was essential to our collaboration with King.

We aligned early on goals and expectations, communicated issues quickly, and proactively identified risks before they became blockers. Feedback became a tool for continuous improvement, helping us refine workflows while strengthening the partnership.

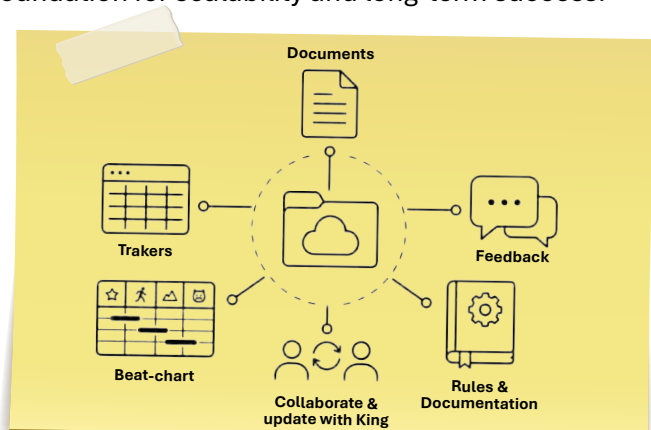


Document, Track, Learn, Repeat

We created a shared resource hub containing documentation, trackers, and feedback to ensure transparency and alignment.

One key tool was the Beat Chart, which tracked gameplay elements, difficulty, move counts, and progression patterns. As new mechanics were introduced, we collaborated closely with King to update documentation and maintain consistency.

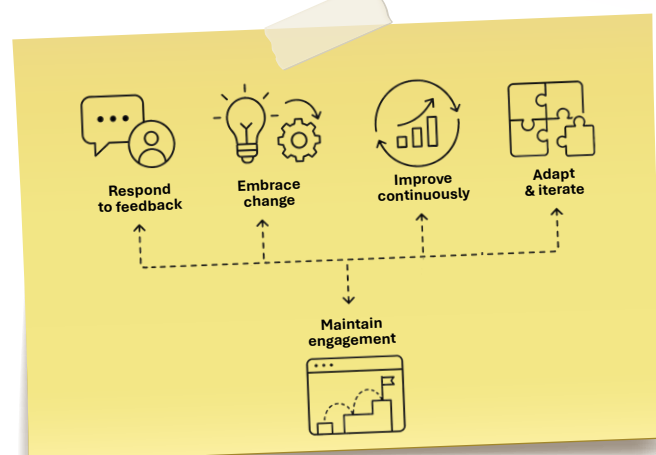
This evolving knowledge base became an important foundation for scalability and long-term success.



Adaptability & Continuous Improvement Are Critical

We embraced change by continuously refining content, updating older levels, and adjusting mechanics, layouts, and pacing as needed.

By responding quickly to feedback and maintaining a culture of iteration, we preserved variety, challenge, and player engagement while supporting the long-term health of the game.





CONCLUSION

Through transparent communication, structured level design practices, KPI-driven decision-making, and close collaboration with King, **we delivered more than 5,500 high-quality levels for Diamond Diaries Saga.**

By staying aligned with the product vision and continuously adapting to feedback, we **consistently met gameplay and technical standards while keeping the experience engaging for players.**

Our focus on collaboration, scalable processes, and continuous improvement, combined with King's commitment to both the product and the partnership, **enabled us to support the game over the long term with reliable, high-quality content.**

AMBER

AMBER is an international, preferred game development partner specializing in a diverse range of platforms and genres.

We are evolving the art and science of play by operating on a scaled-up, vertically integrated organizational model to achieve mastery in the full set of game development specializations.

Our global network of multidisciplinary studios functions like an integrated hub, offering a full range of turn-key product development solutions, including concept-to-delivery game production, live operations, co-development, art production, and support services such as QA or localization.

We have deep expertise in product development, cross-platform deployment, parallel launch strategies, user experience optimization, free-to-play monetization systems, data science, live operations, and more.

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