

A photograph of two men in a meeting, looking at a document. The image is overlaid with a red color scheme. The man in the foreground is wearing glasses and has a beard. The man in the background is also wearing glasses. They are both looking down at a document on a table. The document has some diagrams and text on it. The overall mood is professional and collaborative.

**Success Stories**  
**Team**  
**Productivity**

**Spruce Mobile LTD**

Success Fee Productivity Agency

Ipswich, UK est. 2013

[www.spruce-mobile.com](http://www.spruce-mobile.com)



# Every team has **rock stars** whose talents deserve to be multiplied. How?

*By building custom software and tailoring cutting-edge solutions, we invigorate the team's productivity.*

*Making tools easier to use enables greater inclusion and faster iterations. That's why **we built a game development engine in Google Sheets.***

# Custom no-code tool

## No-code Game Dev with Google Sheet (RenPy and AI)

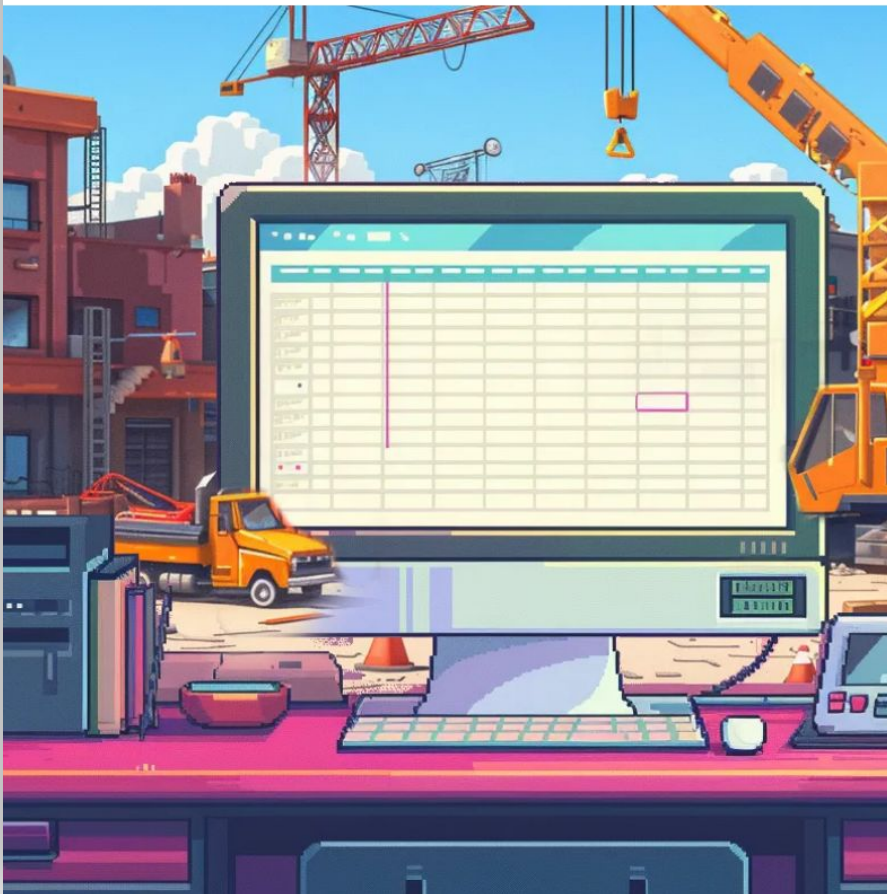


Marcin Rybicki

9 min read · Feb 26, 2024





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Medium article: [LINK](#)

# Google Sheet development meant nobody had to learn new tools

6			
7	Story by frames	DO NOT CHANGE NAMES IN ROW "C"	
8		words	who is talking?
9	==xx==xx==xx==	1268	Reading length: 7 minutes
10	IN_music		dance.ogg
11	IN_sounds		crowd.ogg
12	IN_comment		Loop [ignored by the script] We need more info about the sum
13			
14	IN_background		[SLIDE 1
15	IN_narrating	13	I'm so no
16	IN_narrating	1	....
17	IN_narrating	16	But no m
17			

	A
1	Scene 07 - Sumiki
10	IN_music
11	IN_background
13	IN_music
14	IN_voices
16	IN_char_Pose
17	IN_char_Face
	IN_comment
	IN_sex_scene
	...
18	IN_dialogue
	IN_narrating
	OUT_voices
	OUT_music
19	IN_sounds
20	OUT_sounds
21	
22	
23	IN_narrating

To boost game hypothesis and monetization testing, we moved the entire process to Google Sheets, eliminating the need for artists and developers during the prototyping phase.

**The system was not designed to replace humans** but to create a game-studio-like environment where game designers and writers could **test new ideas.**

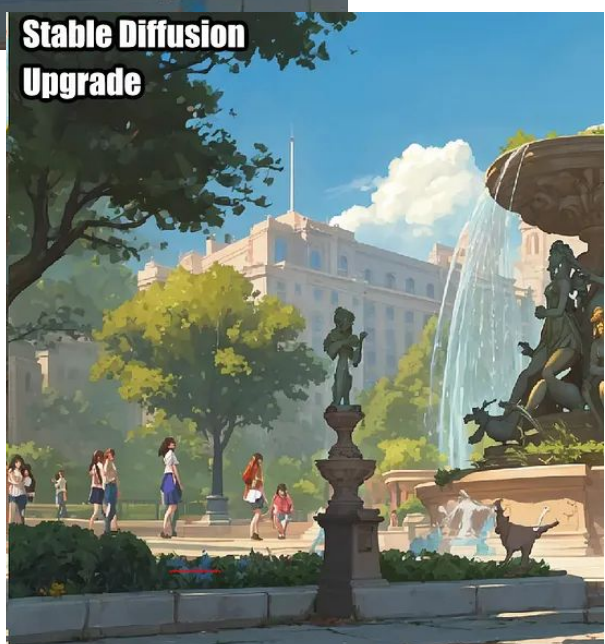
[Link for the article about it](#)

# Mix of generative AI tools



**Several generative AI tools were used** during production, including MidJourney and Stable Diffusion for images and ChatGPT for text augmentations.

The entire process was initially mapped and rendered as a mind map in Miro for better structural clarity.





## Final result in just three months



The final result was a kinetic visual novel with 3 hours of gameplay, **produced in three months.**



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