

BlueLine Fact Sheet

Game Title:

BlueLine

Game Short Description:

A visual interactive story about Blue, who is expected to be successful at work, be a good boyfriend, and at the same time... be happy.

Game Description:

"BlueLine" is a visual narrative about the weight of expectation.

Blue, a recent graduate who failed a job search, must fulfill the expectations of his family and girlfriend while trying to find happiness in life.

Dive into a rich and introspective story, experiencing many heartbreak scenarios, elevated by charming hand-drawn characters, beautiful scenery, and an award-winning original score.

Gameplay Overview:

BlueLine is a story rich experience that plunges players into Blue's downward spiral as he desperately pursues everyone else's expectations. This immersive journey is brought to life through a beautiful striking visual & cinematic style, featuring hand-drawn animatic scenes that enhance mood and storytelling, all while backed by an atmospheric soundtrack with an original music score emphasizing the cinematic feel.

Players will navigate complex characters & relationships, having thought-provoking interactions with figures whose varied values constantly pull Blue in different directions. Finally, you will explore the authentic Thai setting and its culture, landscapes, and daily life directly through Blue's eyes.

Key Features:

- *Story Rich Experience*
 - Experience Blue's downward spiral in his desperate pursuit to fulfill everyone's expectations.
- *Complex Characters & Relationship*
 - Have thought-provoking interactions with characters who have varied values, pulling Blue in different directions.
- *Striking Visual & Cinematic Style*
 - Hand-drawn animatic scenes bring emotional moments to life and to enhance mood and storytelling.
- *Atmospheric Soundtrack*
 - An immersive original music score that emphasized cinematic feel.
- *Authentic Thai Setting*
 - Explore Thailand's culture, landscapes, and daily life through Blue's eyes.

Unique Selling Point

"BlueLine" innovates by merging narrative gameplay with mental wellness techniques, creating a unique, reflective experience. Unlike typical games focused on entertainment, "BlueLine" integrates Cognitive Behavioral Therapy (CBT) principles, empowering players to explore their emotions and habits through gameplay.

- The game pushes beyond conventional game design by incorporating a realistic social media app, mirroring the very platforms that often contribute to anxiety and self-doubt.
 - This allows players to experience the pressures of online validation within a safe, reflective space.
- Integration of mindfulness activities, such as relaxation exercises and problem-solving tasks, directly into the gameplay loop.
 - This combination of narrative, CBT principles, and mindful practices is what sets "BlueLine" apart.

BlueLine Team:

As an international team with members from Thailand and the UK, The BlueLine Team brings diverse perspectives and experiences to the development of BlueLine. Their backgrounds include award-winning animation shorts, narrative game development, and composing music for drama series and films.

Poe Sriwatanathamma - Producer / Director

Nobonita Himani Bhowmik - Admin / Marketing

Ratchanon Prapassornpong - Programmer

Krittika Walaijai - Lead Artist

Pataratorn Yimtae - Assistant Producer / Sound Direction

Kankawee Nilthajan - Music Composer

Game Website:

playblueline.com

Game Trailer:

youtu.be/JamkapDqemg

Video Documentation:

bit.ly/blueline-vidoc

Contact:

hey@playblueline.com

Team Website:

goingplacestudio.myportfolio.com

Platforms:

PC & Mobile

Genre:

Visual Narrative, Single-Player

Game Engine & Softwares:

Unity, FMOD, Adobe CC, Figma

Articles:

Gamifying Cognitive Behavioral Therapy Techniques on Smartphones for Bangkok's Millennials With Depressive Symptoms: Interdisciplinary Game Development
[JMIR Serious Games Publications \(2023\)](#)

Developing a Framework for Interactions in CBT-Based Serious Games on Smartphones
[IGI Global Scientific Publishing \(2024\)](#)

Achievements:

Apollo Global Music Awards (2025) - Semi Finalist
[Results 2025 - AGMA - Apollo Global Music Awards](#)

Global Best Creative Awards (2025) - Game scoring - Platinum Prize
[Winners | Global Best Creative Awards](#)

Global Music Awards (2025) : Game Music - Bronze Medal (Finalists)
[Global Music Awards](#)

International Sound and Film Music Festival - Best Trailer Music (Nomination)
[EXPLORE - ISFMF](#)

Interview:

Soundtracking Hope and Healing: Kankawee Nilthajan Wins Platinum for BlueLine
<https://www.wodacc.com/post/soundtracking-hope-and-healing-kankawee-nilthajan-wins-platinum-for-blueline>