

AI BRAND  
SOLUTIONS

CASE STUDY · 2026

# AFK City.

*The city that builds itself.*

Procedural Three.js city-sim · Web · PWA · Android



DEVELOPER

Kushal Chudiwala



# A whole city, grown from an empty grid.

AFK City is a free, browser-native city sim that builds itself. An 80×80 procedural world wakes up, lays its own roads, zones its own districts and raises a low-poly metropolis while you watch.

No install, no accounts, no stress — a calm, ambient experience you leave running and glance back at, on the web, as a PWA, or on Android.



# An experience, not a game to win.

- 01 Ambient by design**  
Slow day-night pacing, procedural audio, cinematic auto-camera — built to be left running.
- 02 Watch, or take the wheel**  
Sit back and observe, or step in: zone districts by hand, or run the council yourself.
- 03 Word-of-mouth first**  
No leaderboards, no goals. A city so pretty and alive that people share it unprompted.
- 04 Calm, not demanding**  
It never nags. Glance back after an hour and the skyline has quietly become a metropolis.

# Gold light on a city after dark.



#FFCA28

Amber

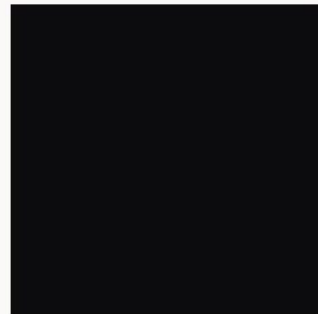
Logo, lit windows,  
UI accent



#FFA000

Deep amber

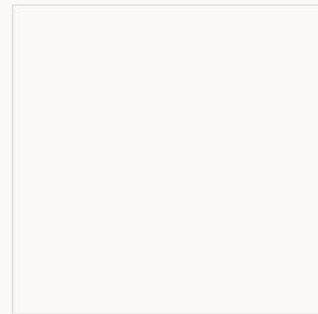
Warm glow,  
street lamps



#0C0C0E

Near-black

Night sky,  
app chrome



#FAF9F7

Paper

Docs + pages,  
breathing room



#96969E

Muted

Secondary type,  
labels

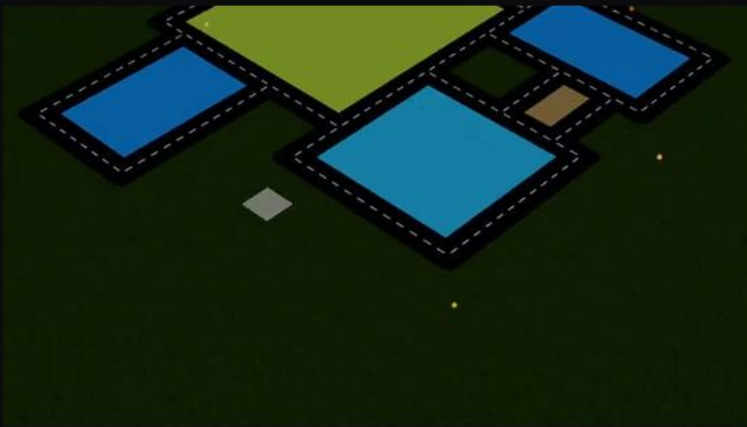
## Display

Heavy geometric caps —  
the AFK CITY wordmark.

*Low-poly diorama*



# One city. Three **ways in.**



## **01** Auto / Watch

The council runs the show. Roads, zones and landmarks appear on their own — pure ambient viewing.

## **02** Classic

You're the planner. Drag-zone residential, commercial and industrial districts and watch them fill in.

## **03** Survive

Wake the council and play the cards. Balance four pressures across the years — every run has its own ending.

# It is never **still.**

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## Day & night

— 14-stop sky cycle, ~2 min

## Weather

— rain, snow, fog, lightning

## Traffic & crowds

— instanced cars + pedestrians

## Lived-in nights

— windows twinkle on and off

## Set-pieces

— planes, ships, trains, blimp

## Spectacle

— UFO, meteor shower, fireworks

## Atmosphere

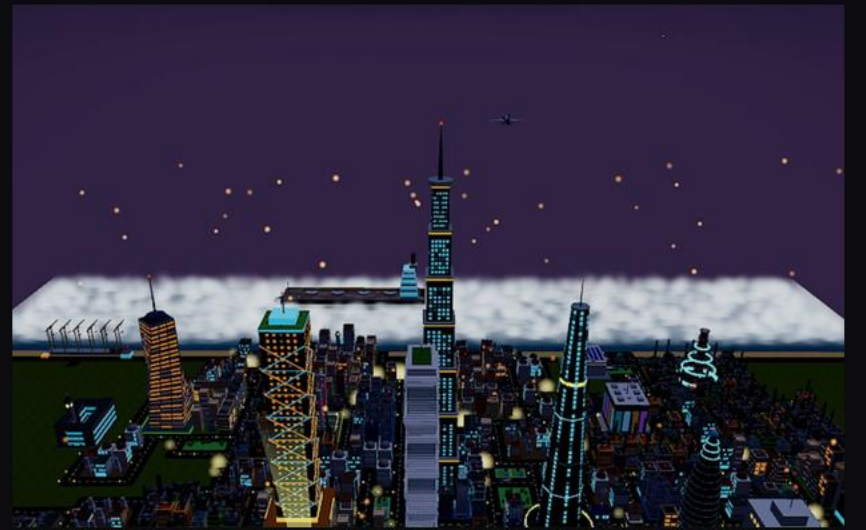
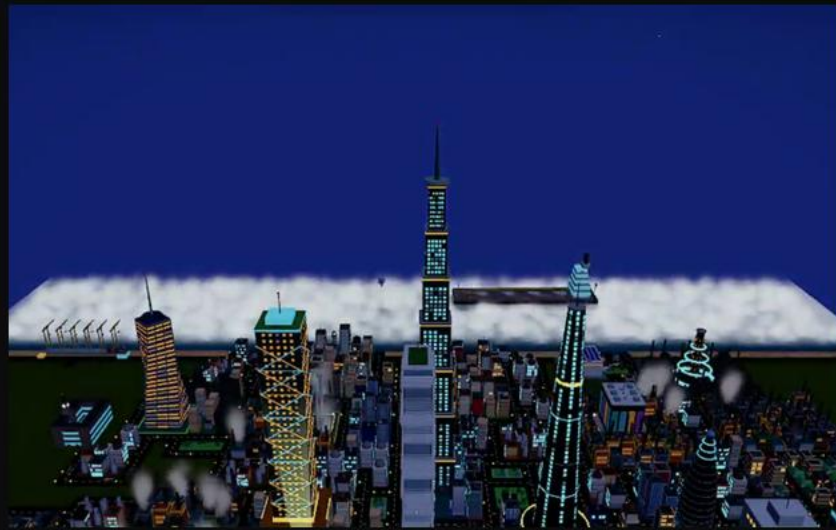
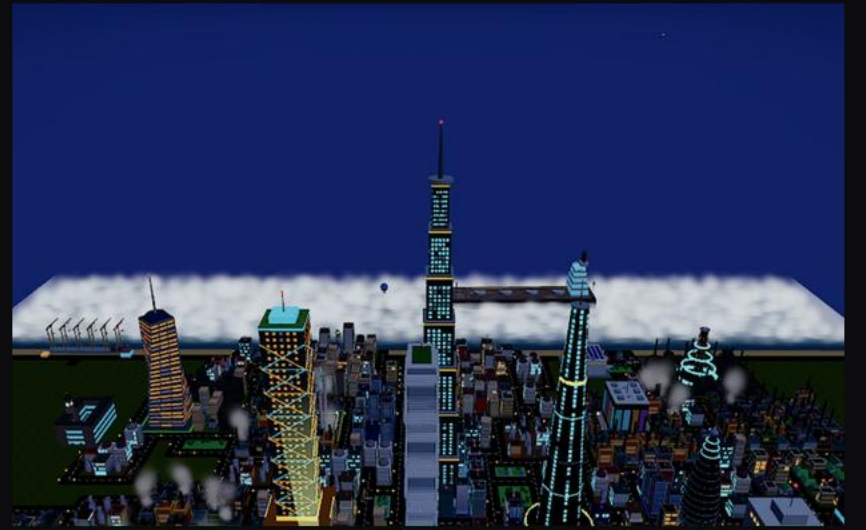
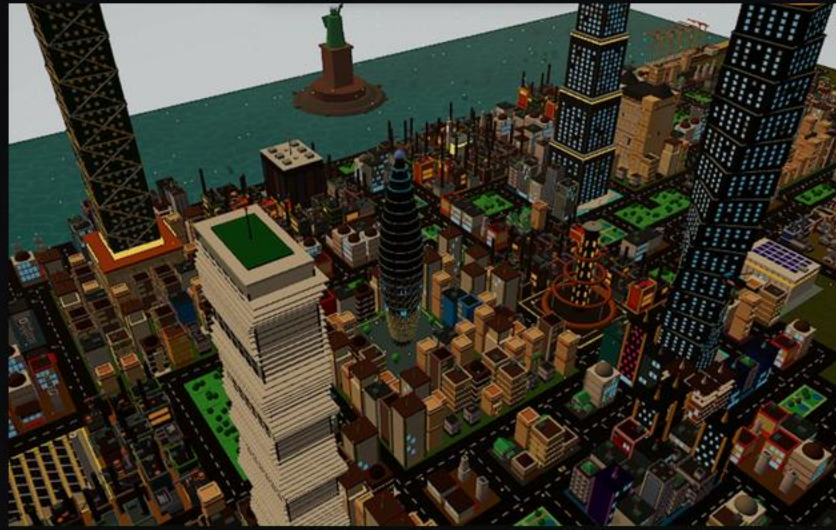
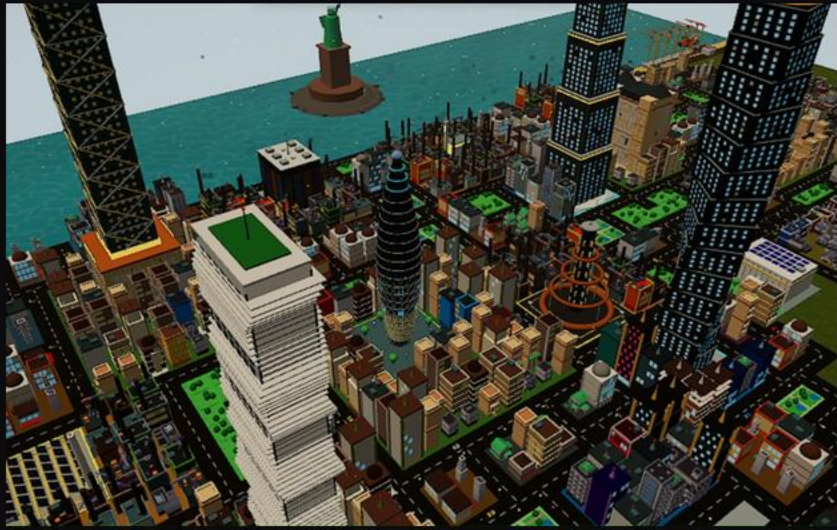
— sky lanterns, sea fog, rainbow

## Vibe-Cam

— cinematic auto-director shots



One palette, every hour of the day.



# A single HTML file that runs a city.

Hand-built on self-hosted Three.js — no framework, no bundler. The entire game is one file.

Every repeated thing is instanced; heavy structures are merged; the night glow is faked with emissive materials, not lights. The result holds a 25,000-person city at a few hundred draw calls.

## Instanced

buildings · trees · cars · crowds

## 4 perf tiers

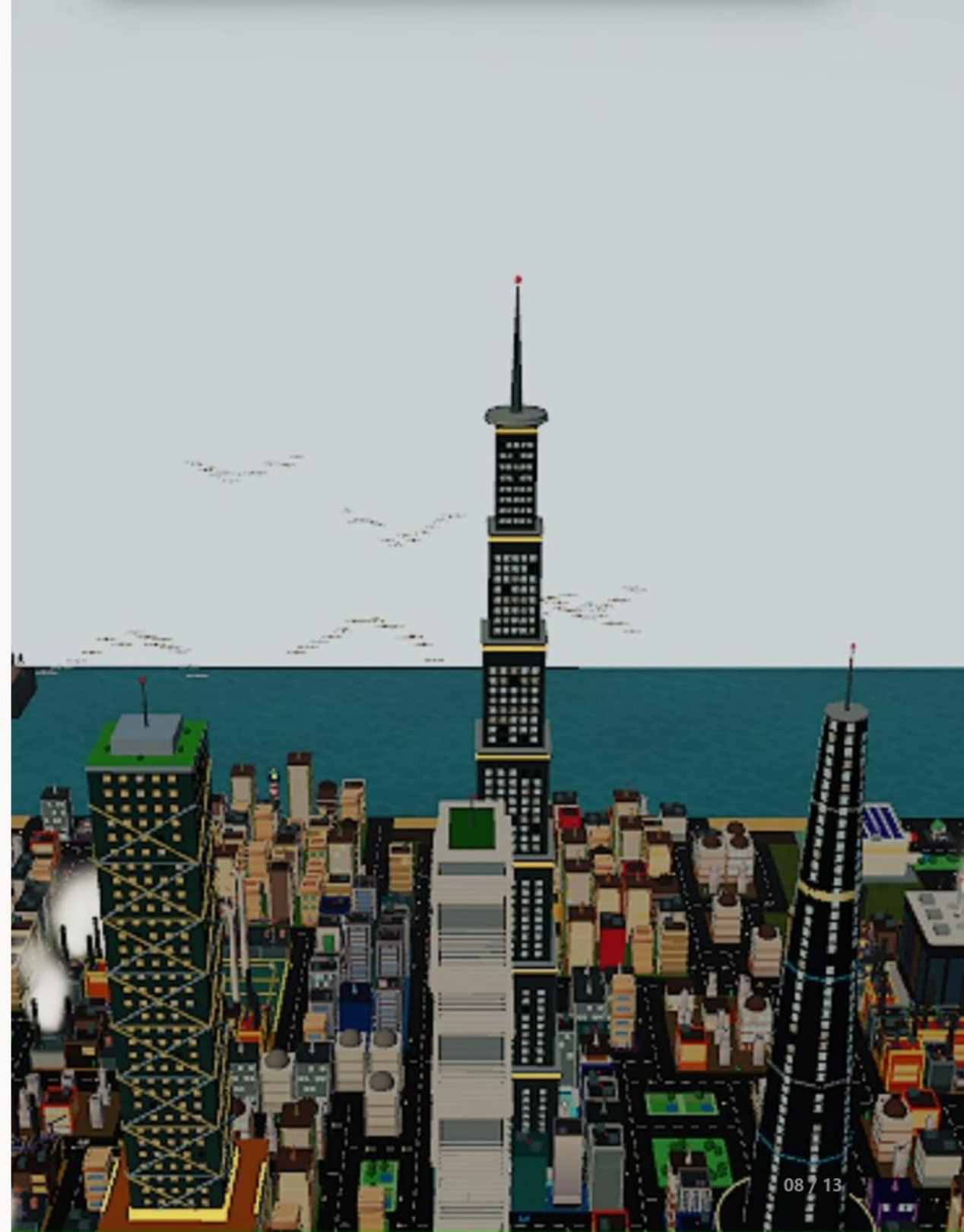
auto-scales phone → desktop

## 4× MSAA + ACES

composer post-processing

## ~2-min day

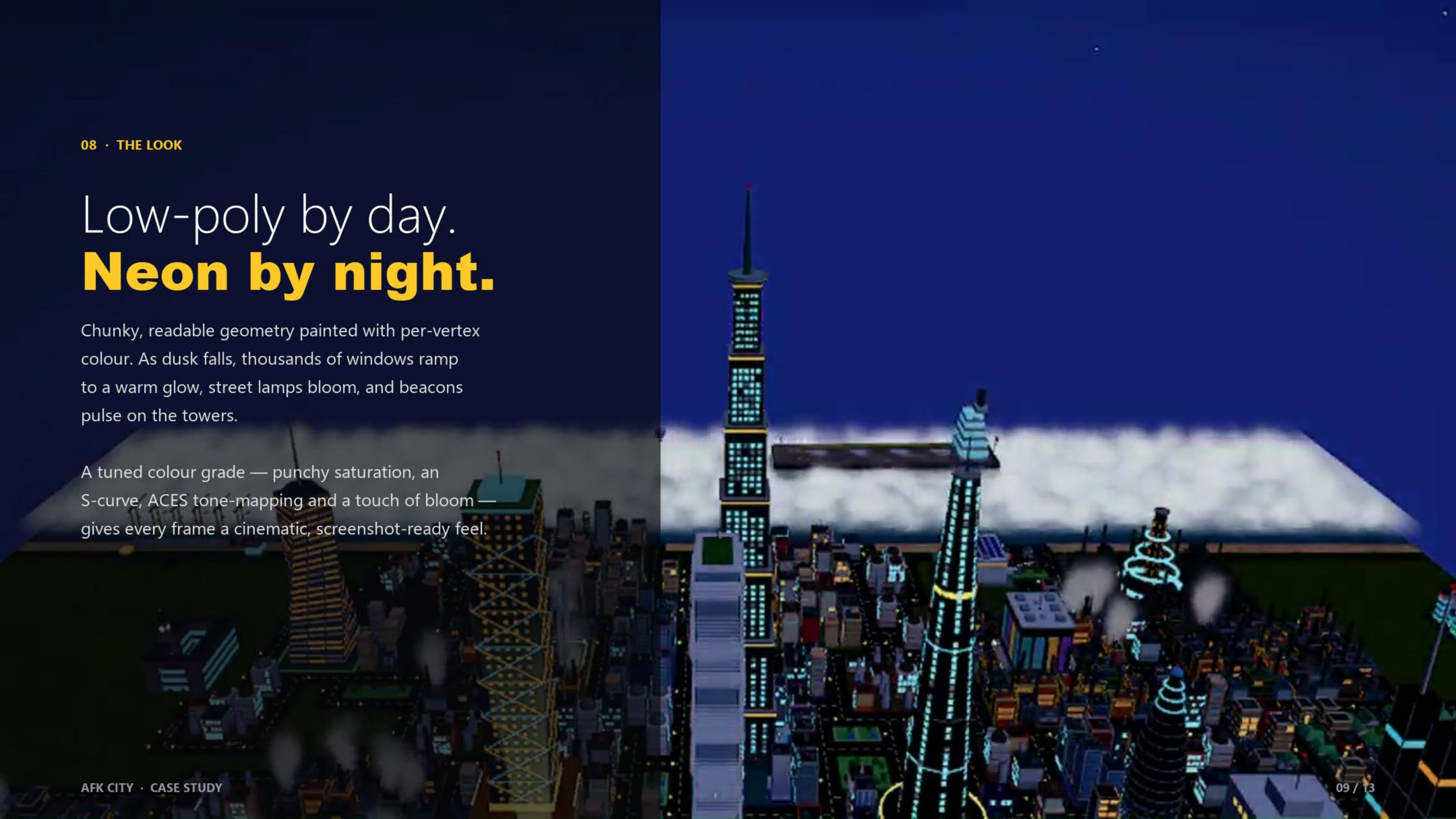
fixed-step 60 Hz sim loop



# Low-poly by day. **Neon by night.**

Chunky, readable geometry painted with per-vertex colour. As dusk falls, thousands of windows ramp to a warm glow, street lamps bloom, and beacons pulse on the towers.

A tuned colour grade — punchy saturation, an S-curve, ACES tone-mapping and a touch of bloom — gives every frame a cinematic, screenshot-ready feel.



# One game, three front doors.

## Web

*afkcity.com*

- Instant play, zero install
- Splash → mode select → the sim
- About + privacy support pages

## PWA

*Installable app*

- Add-to-home-screen, offline shell
- Service worker, app icons
- Full-screen, wake-lock on play

## Android

*Closed testing*

- Trusted Web Activity (Bubblewrap)
- Loads the live site — web-speed
- updates, no store re-submission

# Built once, shipped everywhere.

## Build

- One source file → minified +
- obfuscated deploy artifact
- Self-hosted Three.js, no CDN

## Platform

- Vercel apex hosting + HTTPS
- PWA service worker (network-first)
- Android TWA via Bubblewrap

## Discovery

- llms.txt for AI crawlers
- JSON-LD, OG + Twitter cards
- sitemap.xml, robots, WebP assets

## Insight

- Google Analytics 4 events
- Mode-start, milestones, perf-tier
- DNT-safe, anonymised

# afkcity.com

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**6,400**

grid tiles

**25k**

pop. cap

**3**

game modes

**4**

perf tiers

## Running on

- Vercel (apex, HTTPS, build)
- PWA service worker + offline
- Android closed testing (TWA)
- Google Analytics 4
- Self-hosted Three.js engine

*The free city builder that builds itself.*

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