

MAKING GAMES

A DESIGNER'S JOURNEY



WHO AM I?

- Background in graphics
- 10 years as a Game designer



DIGITAL
CHOCOLATE



- Currently the Lead Game Designer & Co-Founder @

Seriously™



THE PROBLEM WITH GAME PRESENTATIONS

10% INSPIRATION
90% PERSPIRATION

**I LIKE MY PROJECTS
LIKE I LIKE MY COFFEE**

**HUGE, BITTER, AND
IMPOSSIBLE TO FINISH**

DIYLOL.COM



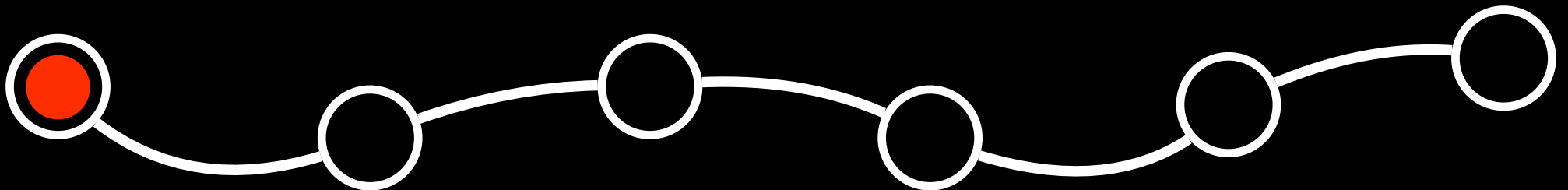
GIVING ADVICE ON MAKING
A GREAT GAME IS **HARD**.

SO WHAT'S ON THE MENU?

- 
- WHAT ARE GAMES ABOUT
 - RETENTION
 - MONETISATION
 - METRICS & ANALYTICS
 - HOW TO MAKE SHIT GAMES
 - THOUGHTS ON START-UPS AND DESIGN

#1

REMEMBER WHAT GAMES
TRADITIONALLY WERE ABOUT



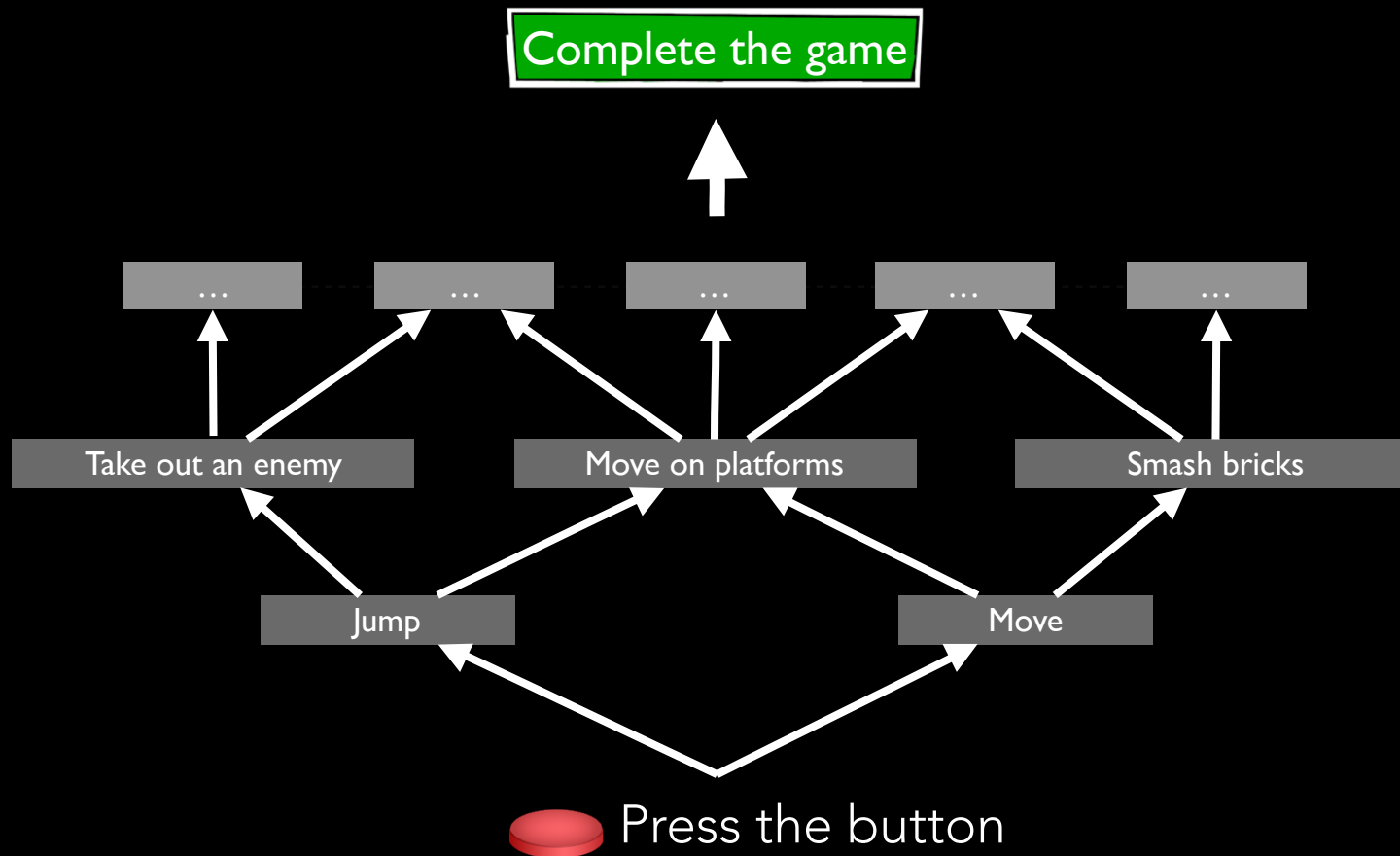




FEEDBACK



GAMES ARE ABOUT **LEARNING**



LEARNING IS **EVOLUTIONARY**



GAMES ARE ABOUT **LEARNING**

PROS	CONS
SKILL MASTERY	POTENTIALLY SLOW ONBOARDING
RAPID FEEDBACK	CAN INVOLVE A LOT OF RULES OF PLAY
KEEPS THE PLAYER GOING, BUT ONLY AS LONG AS THERE ARE SKILLS/CONTENT TO MASTER	

GOOD EXAMPLES OF THIS

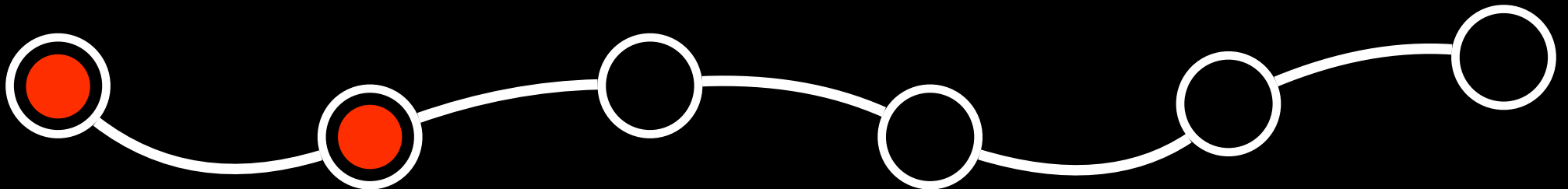


BUT PLATFORM AND GAMING ENVIRONMENT TRUMPS THIS



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RETENTION



FANTASY OF THE FAMILIAR

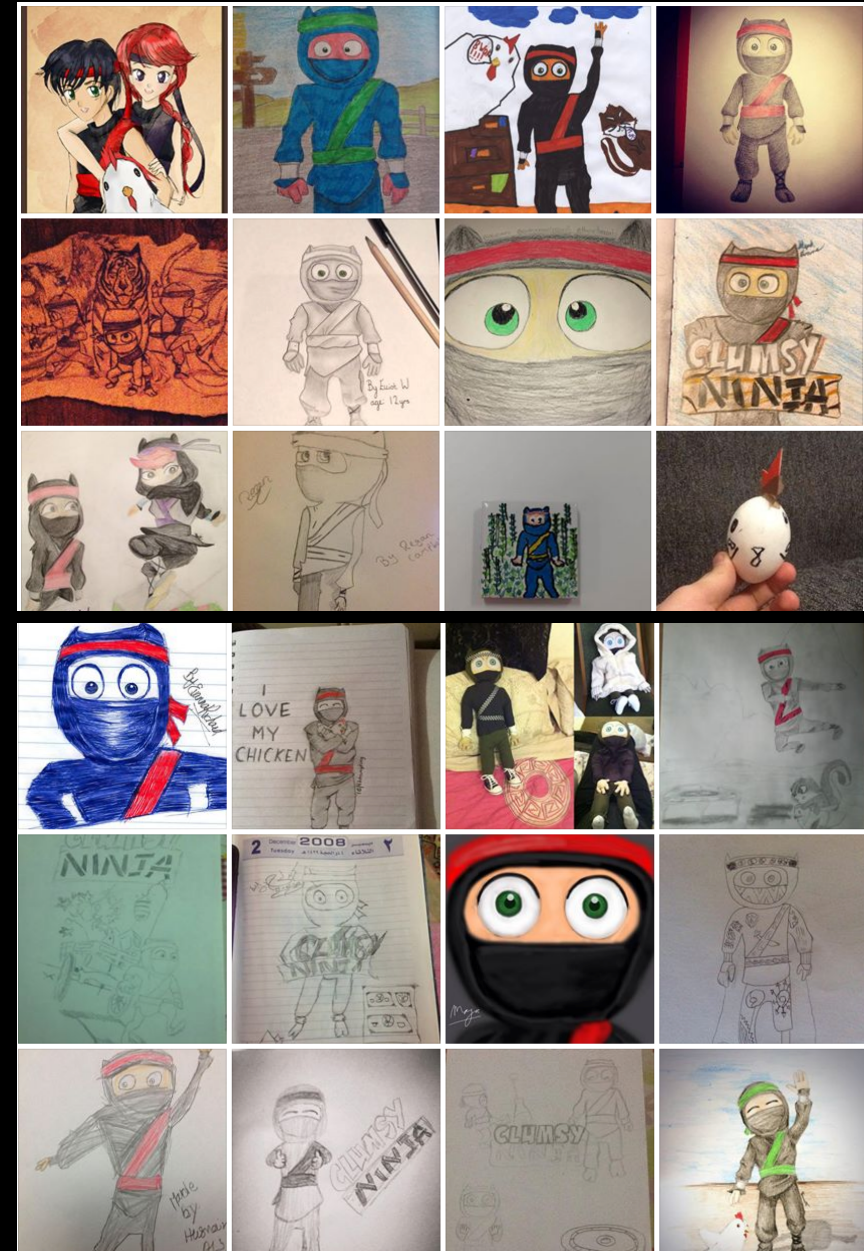
FAMILIAR PREMISE
&
PRE-EXISTING FANTASY

CLUMSY
NINJA

EMOTIONAL ATTACHMENT



=



ANOTHER EXAMPLE: STRATEGY GAMES

NOTORIOUSLY DIFFICULT TO
RETAIN PLAYERS OVER 7 DAYS

GAME OF WAR

FIRE AGE

BUILD
UPGRADE
RESEARCH
TRAIN
ATTACK
DEFEND



GRIND RESOURCES
BATTLE OPPONENTS ON MAP
SHARDING
GLOBAL, ALLIANCE, 1-1 CHAT
CHAT ROOMS
TRANSLATIONS

GAME OF WAR

FIRE AGE

WHAT MAKES IT DIFFERENT?

RETENTION MECHANICS

ALLIANCE STRUCTURE

MONETISATION

POWER RANKING

RESEARCH

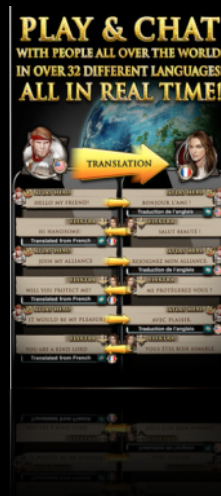
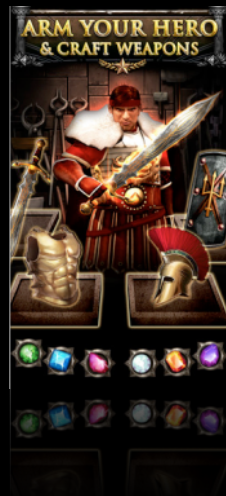
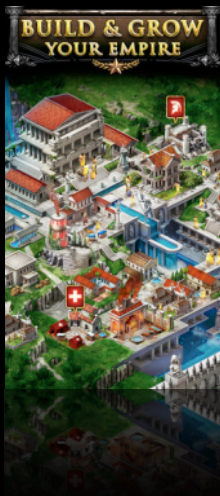
CASINO - GACHA

HEROES

TRUE MMO

REAL TIME GAMEPLAY

LIVE WORLDWIDE





FUNNEL

YOU MORE OR LESS END UP IN AN ALLIANCE
5 MINUTE SPEED-UP
ALLIANCE HELP

DEPENDING ON YOUR STRONGHOLD LEVEL, THE
 MORE YOUR ALLIANCE CAN HELP YOU CONSTRUCT
SECRET GIFTS

RANDOMLY GENERATED TIMED GIFTS
GIFTING WITHIN ALLIANCE

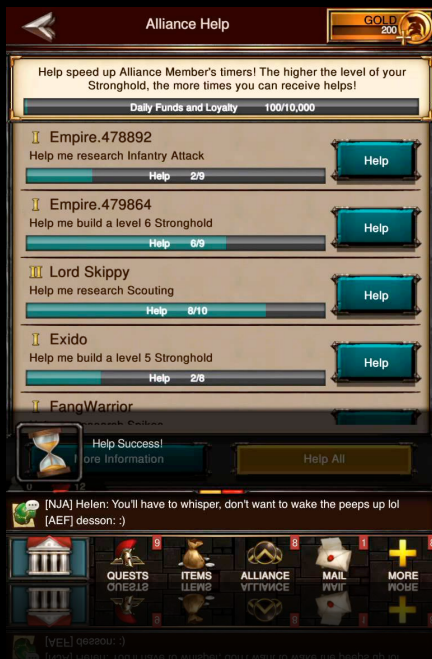
SPEND ON IAPS AND EVERYONE GETS A REWARD
CHAT VS BULLETING BOARD

GLOBAL TRANSLATIONS
VIP LOGIN STREAK

MASSIVE ADVANTAGES
TRADING

ALLIANCE WAR/DEFENCE

ALL THE STRATEGIC SHENANIGANS YOU CAN
 EXPECT





POWER RANKING

DIFFERENT PLAYER TYPES

KILLERS, ACHIEVERS ...

RANKING SYSTEM REFLECTS MULTIPLE STRENGTHS

TROOPS, TRAPS, BUILDING, QUESTS...

FAIR DISTRIBUTION OF POWER

DEPENDS ON YOUR PLAYING BEHAVIOUR

GOOD MOBILE GAMES ARE ABOUT RETENTION.

**SOMETHING THAT A PLAYER WANTS
AND HAS A REASON TO RETURN TO**

**PLAYABLE IN WHATEVER
CIRCUMSTANCES THE DEVICE IS
TYPICALLY USED IN**

DON'T CREATE A **CONSOLE EXPERIENCE ON MOBILE DEVICES!**

CREATE A **CONSOLE QUALITY MOBILE EXPERIENCE!**

ON MOBILE, THE GAME SHOULD BE PLAYABLE WHILE

- **SITTING ON A TOILET/SUBWAY/BUS/AIRPLANE**
- **QUEUING FOR YOUR LATTE**
- **HAVING 30 MINUTES TO WAIT FOR SOMEONE**
- **HAVING 2 HOURS TO SPEND**

...THAT'S WHEN THE MONETISATION GETS EASIER.

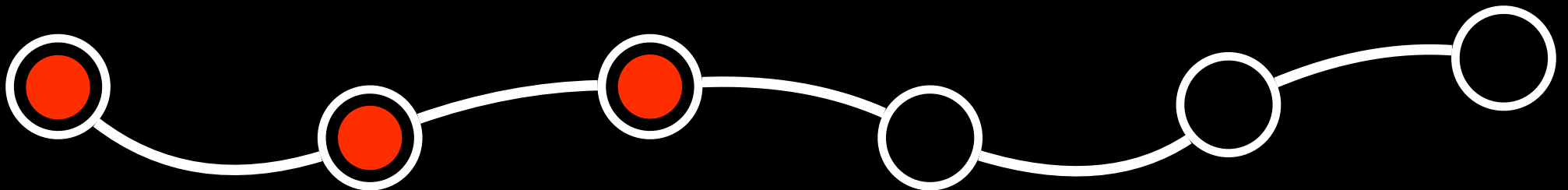


*"QUALITY IS THE ULTIMATE
CUSTOMER ACQUISITION TOOL."*

TORSTEN REIL
CEO, NATURALMOTION

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MONETISATION



MONETISATION IS A RESULT OF

- CORE LOOP
- GREAT RETENTION
- SOCIAL MECHANICS
- A GREAT PRODUCT

IT'S THE
VALUE PROPOSITION
THAT MATTERS

VALUE PROPOSITION
NEEDS TO BE CLEAR.



OWN A CAR?



GAME OF WAR

FIRE AGE



MULTI-FACETED SALES

BUNDLES, TIME-LIMITED SALES ETC.

CONJOINT ANALYSIS

WINE & STEAK

USER BEHAVIOUR ADAPTED SALES

DEPENDS ON YOUR PLAYING BEHAVIOUR

COLOSSATRON

MASSIVE WORLD THREAT

₹1,464,952

PROTO TANK IV

₹5000

TARGET

A6 EXPERIMENTAL "SUPERTANK" DEPLOYED!

\$825,249

\$2,000

\$2,900

\$250

A6 BOOM TRUCKS EN ROUTE!

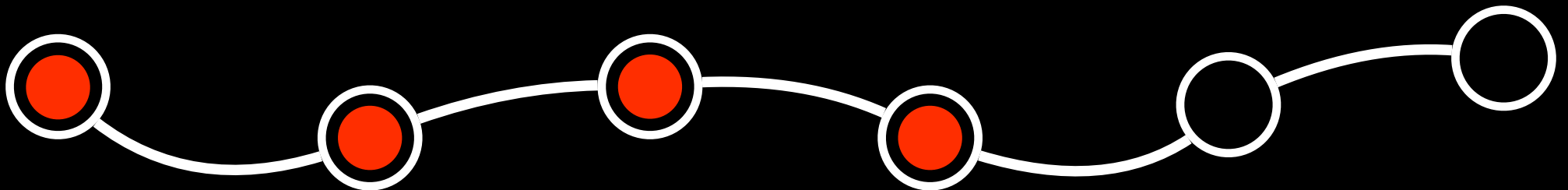
LIVE

TYPICALLY, ONLY SMALL
PROPORTION OF YOUR
PLAYERS WILL PAY.

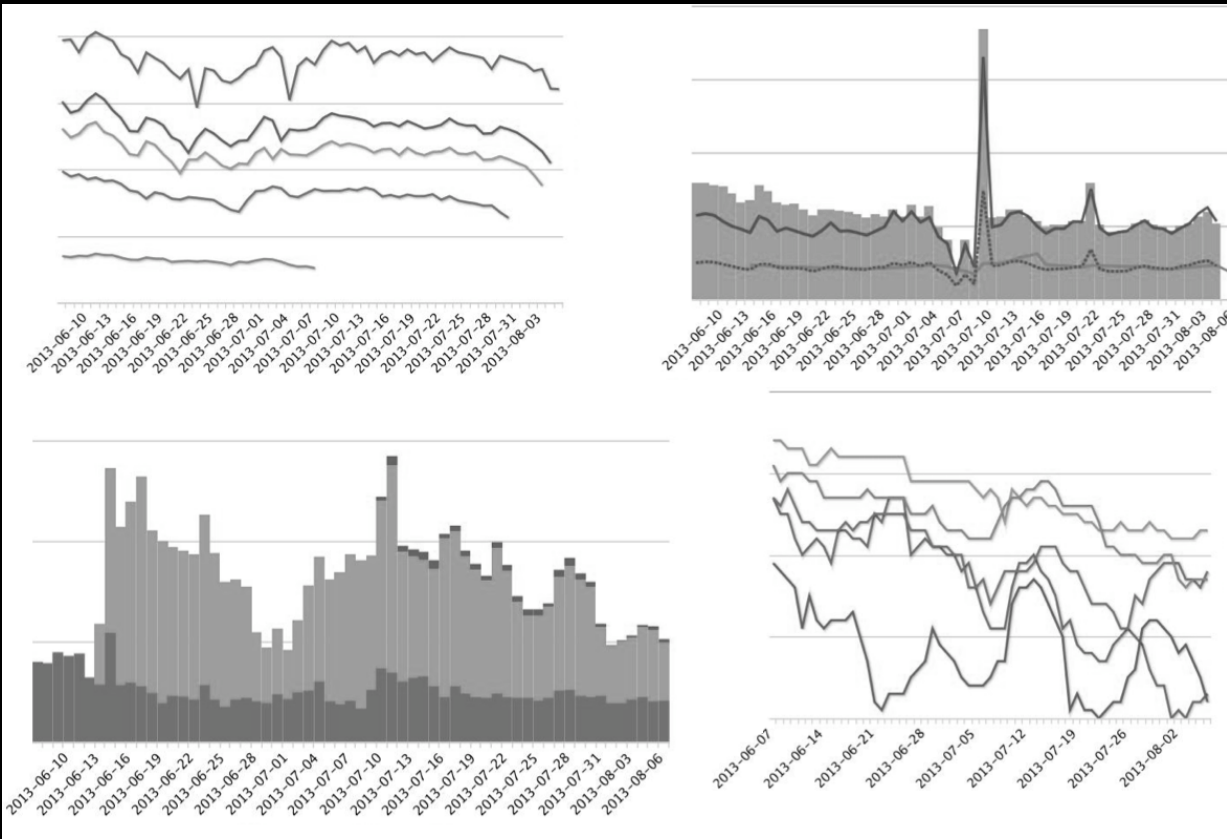
THERE IS NO
AVERAGE USER.

4

LET'S TALK ABOUT METRICS



They give you a lot.



But, you can't design by metrics.



COMPUTER SAYS NO

Tail-end game balancing can be very metrics driven as long as it's not purely metrics driven.

Woodcutter Level	Time to Produce (min)	Resource per minute	Max. Storage	XP + XP Multiplier	XP per minute	MONEY earned on collect	Money / min
I (1)	15	2	30	2	4	30	2.0
II (9)	30	3	80	160	5	80	2.7
III (24)	60	3	180	360	6	180	3.0

Stone Quarry Level	Time to Produce (min)	Resource per minute	Max. Storage	XP + XP Multiplier	XP per minute	Money multiplier & earned on collect	Money / min
I (4)	30	1	35	105	4	105	3.5
II (14)	60	1	80	240	4	240	4.0
III (20)	120	2	200	600	5	600	5.0

Berry Bushes Level	Time to Produce (min)	Resources per minute	Max. Storage	XP + XP Multiplier	XP per minute	Money multiplier & earned on collect	Money / min
I (1)	3	13	40	8	3	2	0.7
II (9)	15	17	250	50	3	12.5	0.8
III (24)	25	18	450	90	4	22.5	0.9

Research Center Level	Time to Produce (min)	Resources per minute	Max. Storage	XP + XP Multiplier	XP per minute	Money multiplier & earned on collect	Money / min
I (8)	45	1	50	100	2	150	3.3
II (10)	90	1	100	200	2	300	3.3
III (16)	180	1	200	400	2	600	3.3

PRODUCTION PER LEVEL												
Workers	Woodcutter I	Woodcutter II	Woodcutter III	Stone Quarry I	Stone Quarry II	Stone Quarry III	Berry Bush I	Berry Bush II	Berry Bush III	Research I	Research II	Research III
1	15	30	60	30	60	120	3	15	25	45	90	180
2	12	24	48	24	48	96	2	12	20	36	72	144
3	10	19	38	19	38	77	2	10	16	29	58	115
4	8	15	31	15	31	61	2	8	13	23	46	92
5	6	12	25	12	25	49	1	6	10	18	37	74
6	5	10	20	10	20	39	1	5	8	15	29	59
7	4	8	16	8	16	31	1	4	7	12	24	47
8	3	6	13	6	13	25	1	3	5	9	19	38
9	3	5	10	5	10	20	1	3	4	8	15	30
10	2	4	8	4	8	16	0	2	3	6	12	24

Profession	Consumption x/Minute/Worker	Workers	Total Consumption for workers / minute
Total Tribesmen		14	
Unemployed	0.5	0	0
Woodcutter	5	0	0
Berries	2.5	5	12.5
Stone	6	9	54
Research	5	0	0
Builder	7.5	0	0
Adventurer	7.5	0	0
TOTAL		14	66.5

Amount of Workers >>	1	2	3	4	5	6	7	8
Food Consumption	6.0	8.5	14.5	20.5	23.0	29.0	35.0	37.5
Woodcutter								
Berries		1			1			1
Stone	1		1	1	1	1	1	1
Research								
Builder								
Adventurer								
Food Generation / minute		13.3	13.3	13.3	26.7	26.7	26.7	40.0

LV	XP	UNLOCKS	TECH	TRIBESMEN THROUGH LEVEL UP	MANPOWER	WORKING AT... (max 9 per profession)	FOOD Per Min	CONSUMPTION Per Min	TRIBESMEN THROUGH LEVEL-UP	BUNGALOW UPGRADE LEVEL (+ Tribesmen)	RESEARCH UPGRADE LEVEL	FOOD UPGRADE LEVEL	STONE UPGRADE LEVEL	WOOD UPGRADE LEVEL	Food speed	Stone speed	Wood speed	FOOD XP	STONE XP	WOOD XP	SUM XP	REP TASK LEVEL UP	
1	0	woodcutter, berries			2	@ Food 1, @ Stone 0, @ Wood 1, ...HOW MANY IDLE? 0	13.3	8	0	1	1	1	0	1	3.0	0.0	3.0	8	60	68	0	0	
2	40			1	3	@ Food 1, @ Stone 0, @ Wood 2, ...HOW MANY IDLE? 0	13.3	13	1	1	1	1	0	1	3.0	0.0	2.4	8	60	68	1	1	
3	80	+1 Tribe Member			3	@ Food 1, @ Stone 0, @ Wood 2, ...HOW MANY IDLE? 0	13.3	13	1	1	1	1	0	1	3.0	0.0	2.4	8	60	68	1	1	
4	90	stonecutter			3	@ Food 1, @ Stone 1, @ Wood 1, ...HOW MANY IDLE? 0	13.3	14	1	1	1	1	1	1	3.0	30.0	3.0	8	105	60	173	0	0
5	90				3	@ Food 1, @ Stone 1, @ Wood 1, ...HOW MANY IDLE? 0	13.3	14	1	1	1	1	1	1	3.0	30.0	3.0	8	105	60	173	0	0
6	150				4	@ Food 2, @ Stone 1, @ Wood 1, ...HOW MANY IDLE? 0	16.7	16	1	2	1	1	1	1	2.4	30.0	3.0	8	105	60	173	1	1
7	300				4	@ Food 2, @ Stone 1, @ Wood 1, ...HOW MANY IDLE? 0	16.7	16	1	2	1	1	1	1	2.4	30.0	3.0	8	105	60	173	3	3
8	600				5	@ Food 2, @ Stone 2, @ Wood 1, ...HOW MANY IDLE? 0	16.7	22	2	2	1	1	1	1	2.4	24.0	3.0	8	105	60	173	6	6
9	1050	Bungalow			5	@ Food 2, @ Stone 1, @ Wood 2, ...HOW MANY IDLE? 0	16.7	21	2	2	1	1	1	1	2.4	30.0	2.4	8	105	60	173	7	7
10	1300	woodcutter II			5	@ Food 2, @ Stone 1, @ Wood 2, ...HOW MANY IDLE? 0	16.7	21	2	2	1	1	1	2	2.4	30.0	12.0	8	105	160	273	6	6

METRICS WON'T REPLACE

A GOOD PRODUCT

CREATIVITY

ART

DESIGN

QUALITATIVE

METRICS

METRICS THAT ATTRACT A CUSTOMER

1

SIGN-UP

METRICS THAT INVOKE USAGE

2

FIRST TIME USE

METRICS THAT GENERATES ENGAGEMENT

3

ENGAGEMENT

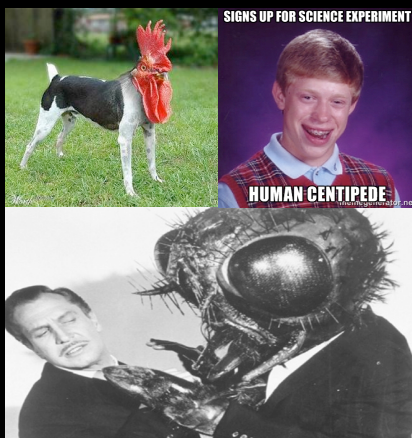
METRICS THAT DRIVES CONVERSIONS

4

REFERRAL



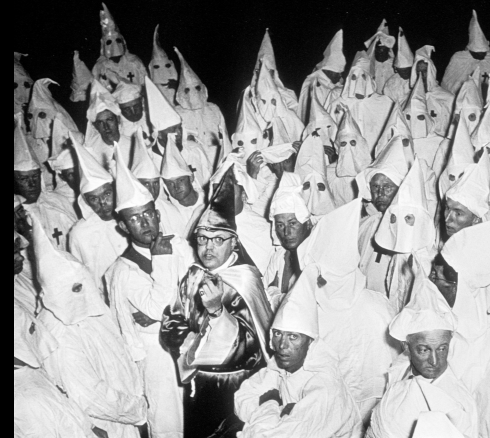
Interested



Trial/beta user



Customer



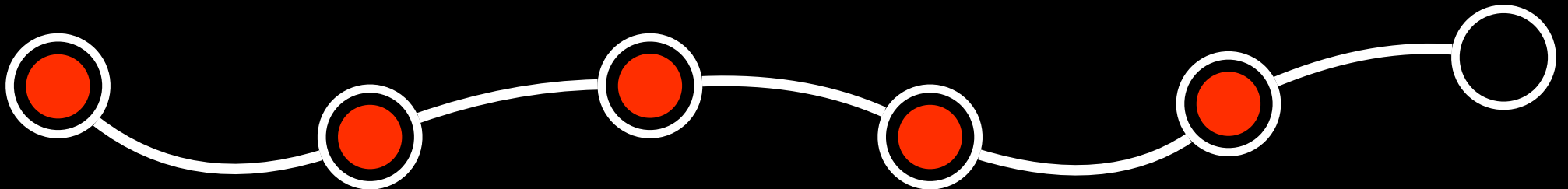
Passionate Customer

YOU GET DATA INSTANTLY, BUT
WHAT ABOUT THE ROAD THERE?

**METRICS ARE A FORCE MULTIPLIER
...BUT DON'T BE A SLAVE TO THEM.**

#5

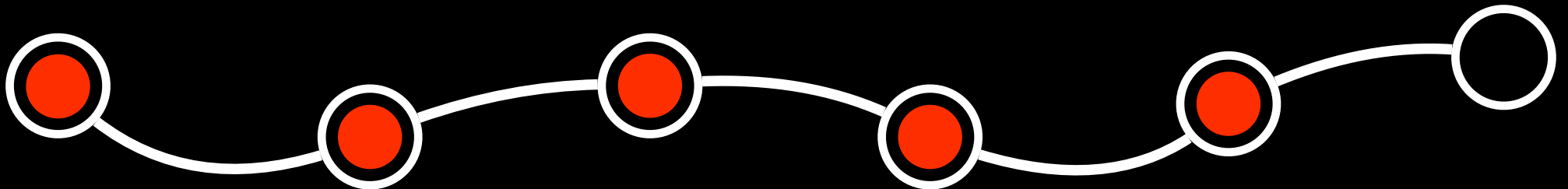
HOW TO MAKE A SHIT GAME



5

HOW TO

MAKE YOUR PROJECT MORE DIFFICULT
AND POSSIBLY RESULT IN A SHIT GAME.

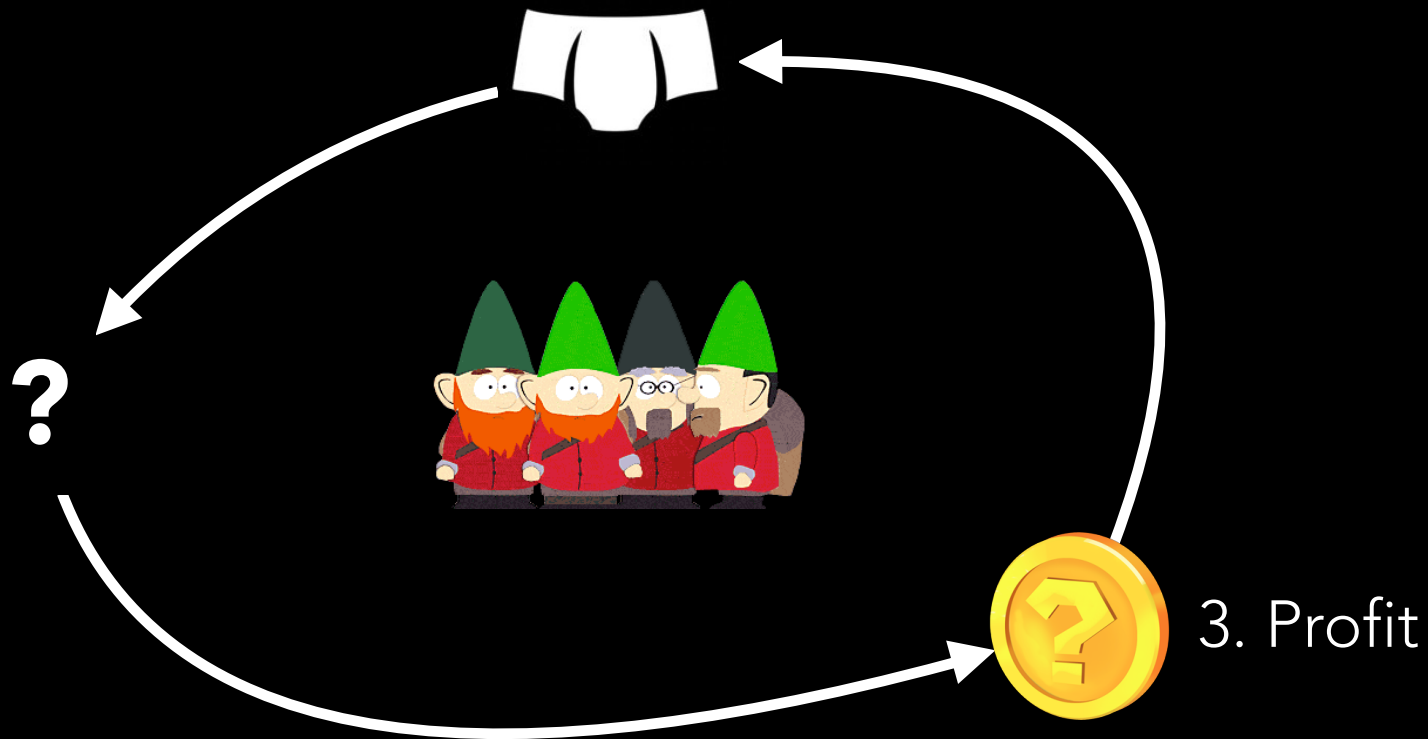


*"You don't want to spend years of your life
working on a shit game."*

-UNKNOWN CONSOLE DEVELOPER

HOW TO MAKE A SHIT GAME:
FORGET THE CORE LOOP

1. Collect underpants



HOW TO MAKE A SHIT GAME:

FORGET THE CORE PILLARS

Such as

- *Characters need to feel alive*
- *Everything needs to level up*
- *Feel part of a community*
- *Rely on your allies*

HOW TO MAKE A SHIT GAME:
MAKE SURE ALL TEAM MEMBERS
HAVE A DIFFERENT IDEA OF
THE GAME THEY ARE MAKING



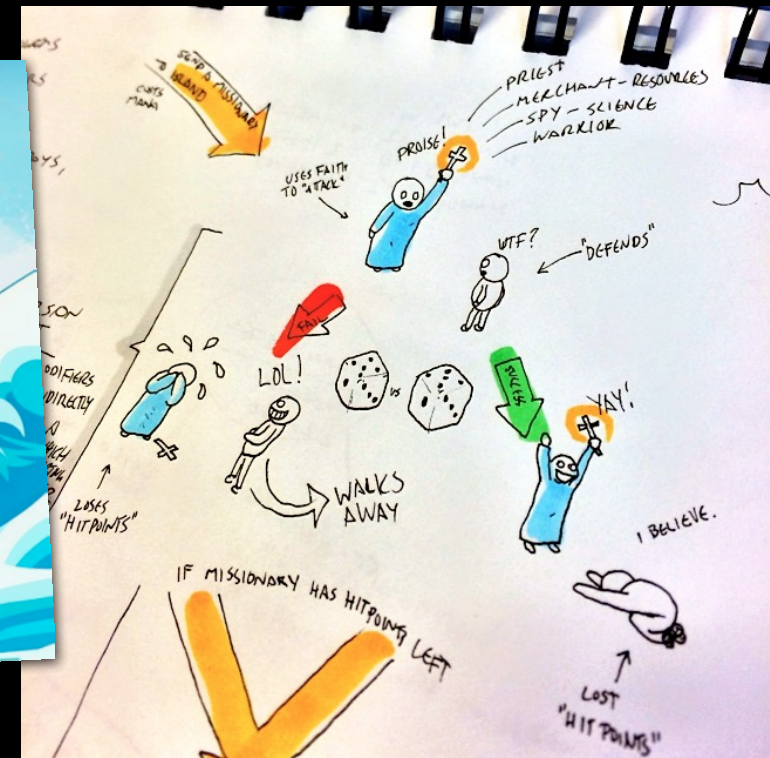
HOW TO MAKE A SHIT GAME:
DO ALL GAMES WHEN
YOU'RE MAKING ONE.



GUILTY
AS CHARGED.



HOW TO MAKE A SHIT GAME:
ALL YOUR FUTURE UPDATES
REQUIRE HEAVY CONTENT.



HOW TO MAKE A SHIT GAME:

MAKE SURE THE GAME PROTOTYPE
AND VISUAL PROTOTYPE ARE ONE
AND THE SAME.

HOW TO MAKE A SHIT GAME:
MAKE SURE YOUR
PROTOTYPE IS NOT
PRESENTABLE

HOW TO MAKE A SHIT GAME:

DON'T DO ANY FOCUS
OR USER TESTING

HOW TO MAKE A SHIT GAME:
WAFFLE AROUND WITH
THE ART STYLE FOREVER

HOW TO MAKE A SHIT GAME:

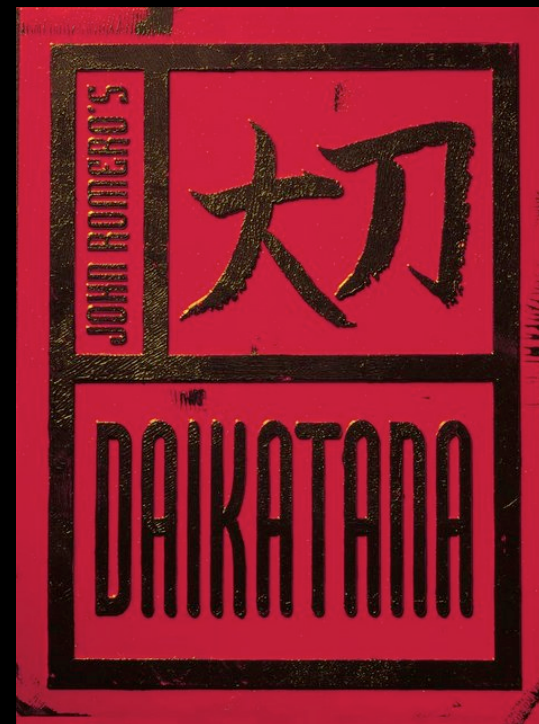
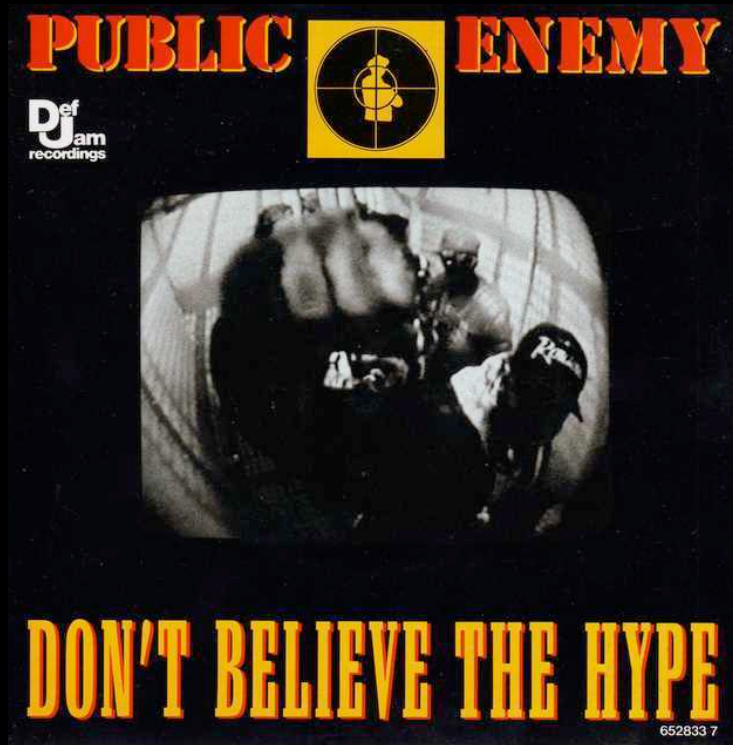
DON'T CARE ABOUT UI
OR UX DESIGN

HOW TO MAKE A SHIT GAME:

FORGET THE FANTASY OF THE FAMILIAR

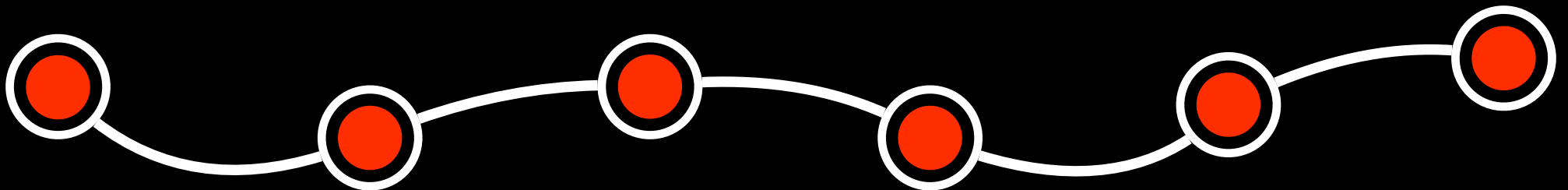


HOW TO MAKE A SHIT GAME:
BELIEVE THE HYPE



#6

ON START-UPS & DESIGN



CREATIVE PEOPLE ARE PAID TO
FAIL

**CHANGE IS CONSTANT,
NOTHING IS FIXED**

THERE WILL ALWAYS BE
THE "OH SHIT" MOMENT.

NO ONE WILL SEE YOU

A large, irregular red splatter graphic is centered on the black background. The splatter has a bright red core with darker red, almost black, edges that bleed outwards. The text 'HIT THE GROUND' is printed in white, bold, sans-serif font across the center of this red area.

**HIT THE
GROUND**

WEARING MAKE UP

GAME STUDIOS ARE

NEVER-ENDING
START-UPS

LIVING THROUGH
CONSTANT CHANGE

UNLESS YOU RUN IT LIKE
A FACTORY, THEY'RE
REALLY EXCITING!

NOTHING IS FIXED OR PERMANENT.

ACTIONS HAVE CONSEQUENCES.

CHANGE IS POSSIBLE.

NOTHING IS FIXED OR PERMANENT.

ACTIONS HAVE CONSEQUENCES.

CHANGE IS POSSIBLE.

DESIGNERS SHOULD LOOK INTO

BUDDHISM ;)



1. BE TRUE TO YOUR PLATFORM
2. KNOW YOUR AUDIENCE
3. KNOW YOUR CORE PILLARS
4. KNOW WHAT MAKES THE PLAYER COME BACK
5. ITERATE AS FAST AS POSSIBLE
6. DON'T BE A SLAVE TO METRICS

NO ONE WILL SEE YOU

HIT THE
GROUND

WEARING MAKE UP



THANKS!

REKO@SERIOUSLY.COM

QUESTIONS?