A DESIGNER'S JOURNEY

WHO AM I?

- Background in graphics

- 10 years as a Game designer

- Currently the Lead Game Designer & Co-Founder @ Seriously

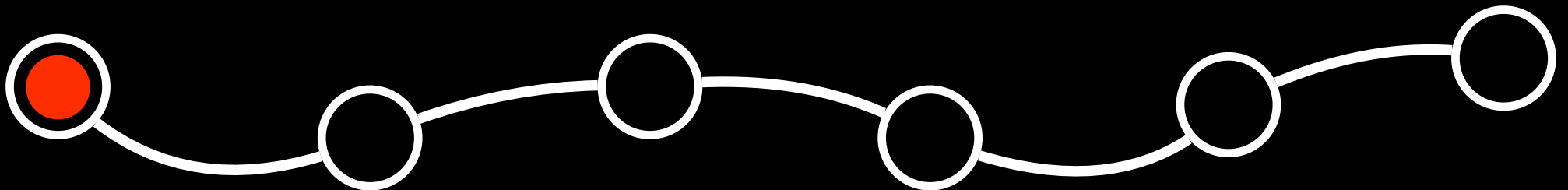# THE PROBLEM WITH GAME PRESENTATIONS

10% INSPIRATION
90% PERSPIRATION

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
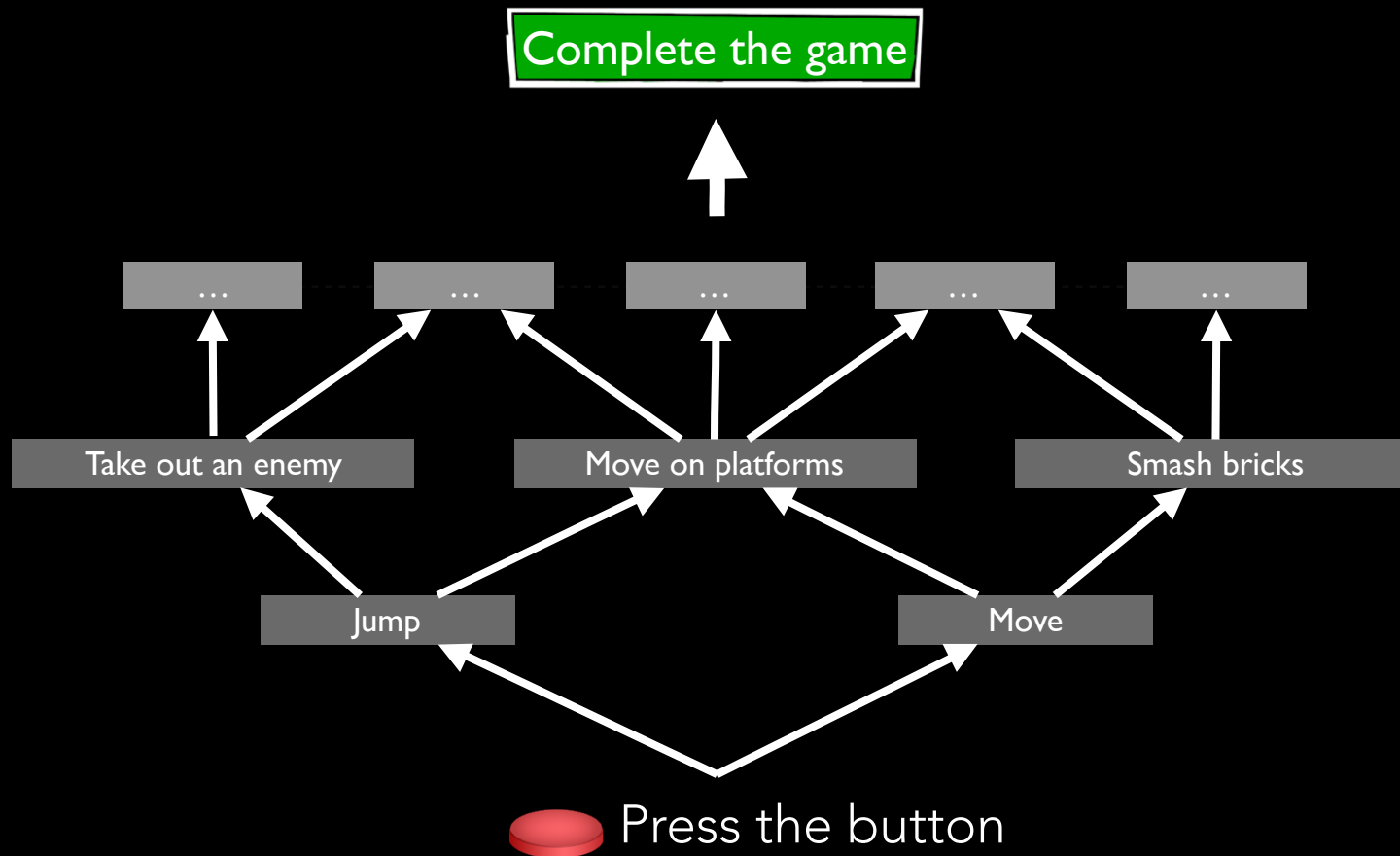
FEEDBACK

GAMES ARE ABOUT LEARNING

Complete the game

... ...

Take out an enemy   Move on platforms   Smash bricks

Jump   Move

Press the button

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
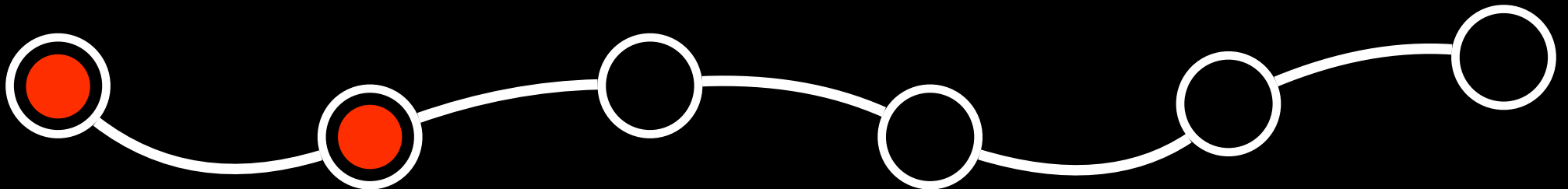
GOOD EXAMPLES OF THIS

BUT PLATFORM AND GAMING ENVIRONMENT TRUMPS THIS
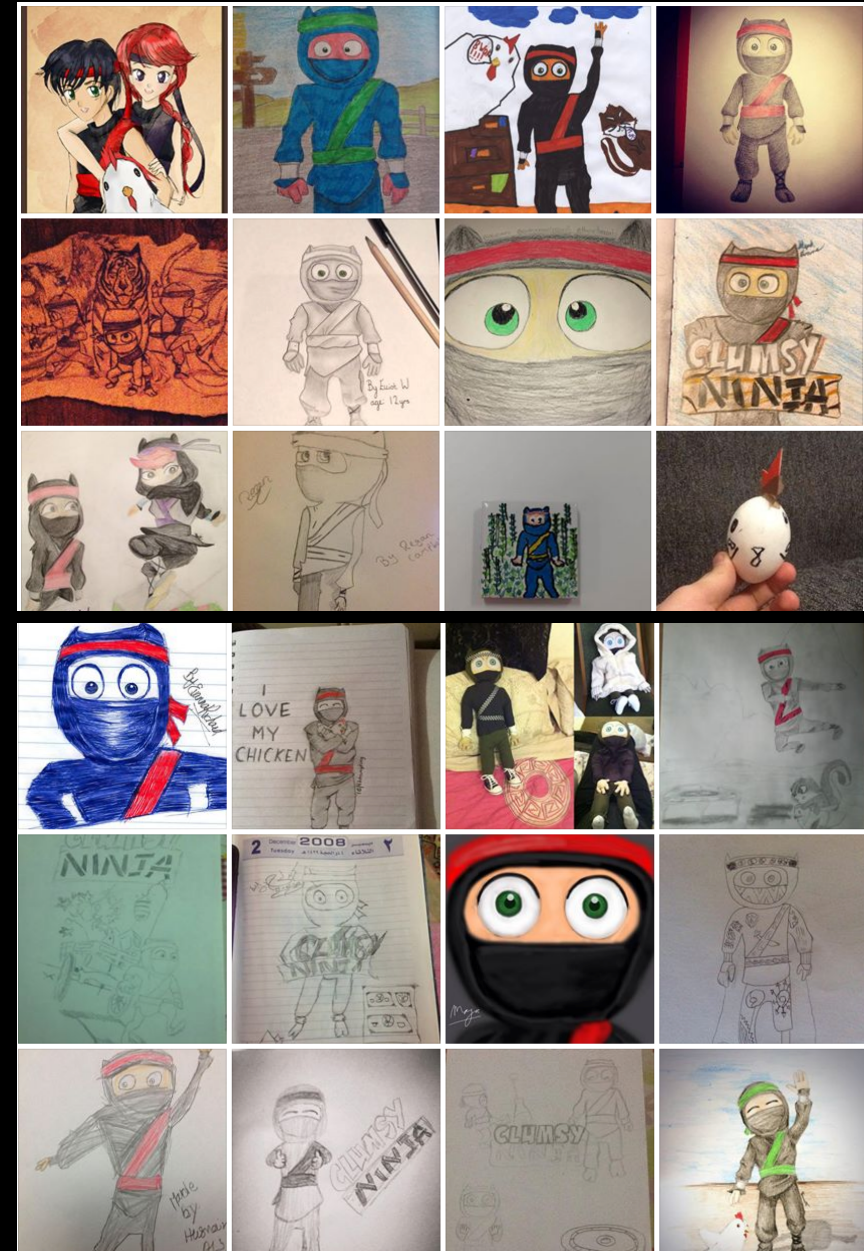
#2

RETENTION

FANTASY OF THE FAMILIAR

FAMILIAR PREMISE
&
PRE-EXISTING FANTASY

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

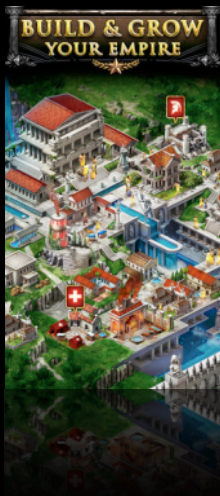MONETISATION

POWER RANKING

RESEARCH

CASINO - GACHA

HEROES

TRUE MMO

REAL TIME GAMEPLAY

LIVE WORLDWIDE
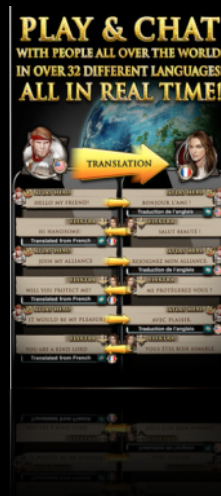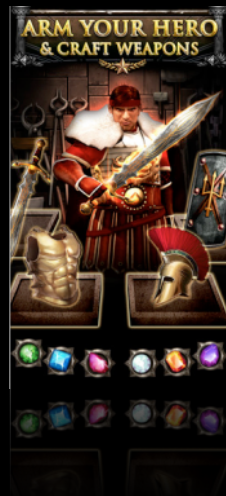
FUNNEL

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
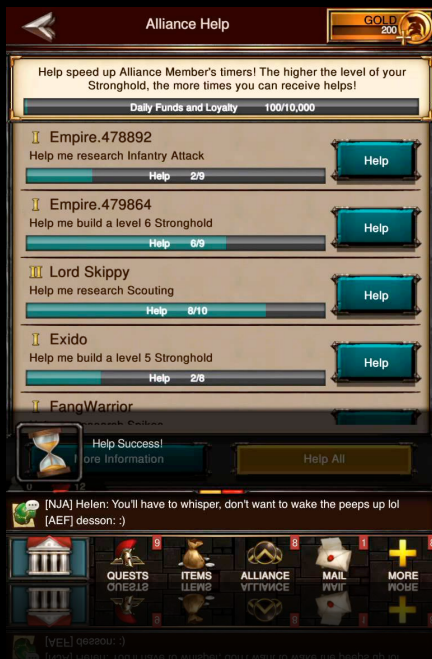
RANDOMLY GENERATED TIMED GIFTS

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 STRENGHTS
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

3

MONETISATION
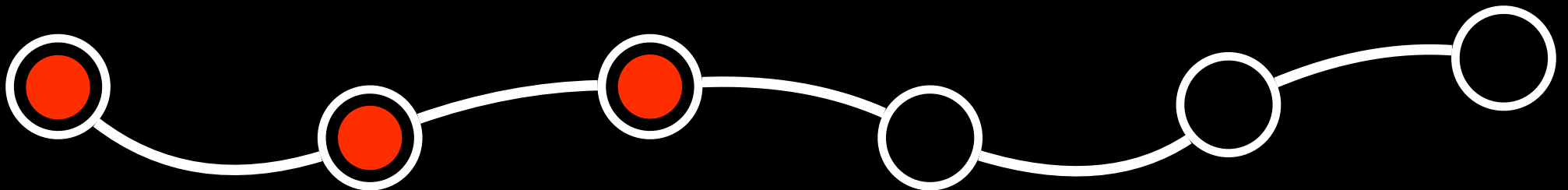
MONETISATION IS A RESULT OF CORE LOOP
GREAT RETENTION
SOCIAL MECHANICS
A GREAT PRODUCT

IT'S THE
VALUE PROPOSITION
THAT MATTERS

VALUE PROPOSITION
NEEDS TO BE CLEAR.

OWN A CAR?

Chevrolet Camaro ZL1
T3 / 415

MULTI-FACETED SALES
   BUNDLES, TIME-LIMITED SALES ETC.
CONJOINT ANALYSIS
   WINE & STEAK
USER BEHAVIOUR ADAPTED SALES
   DEPENDS ON YOUR PLAYING BEHAVIOUR

TYPICALLY, ONLY SMALL PROPORTION OF YOUR PLAYERS WILL PAY.

THERE IS NO
AVERAGE USER.

#4

LET'S TALK ABOUT METRICS
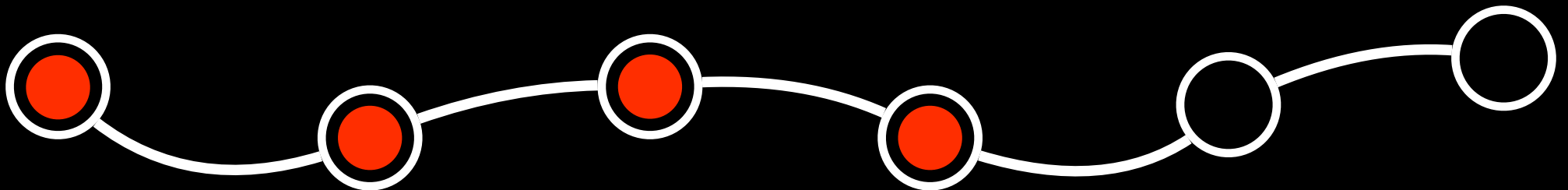
They give you a lot.
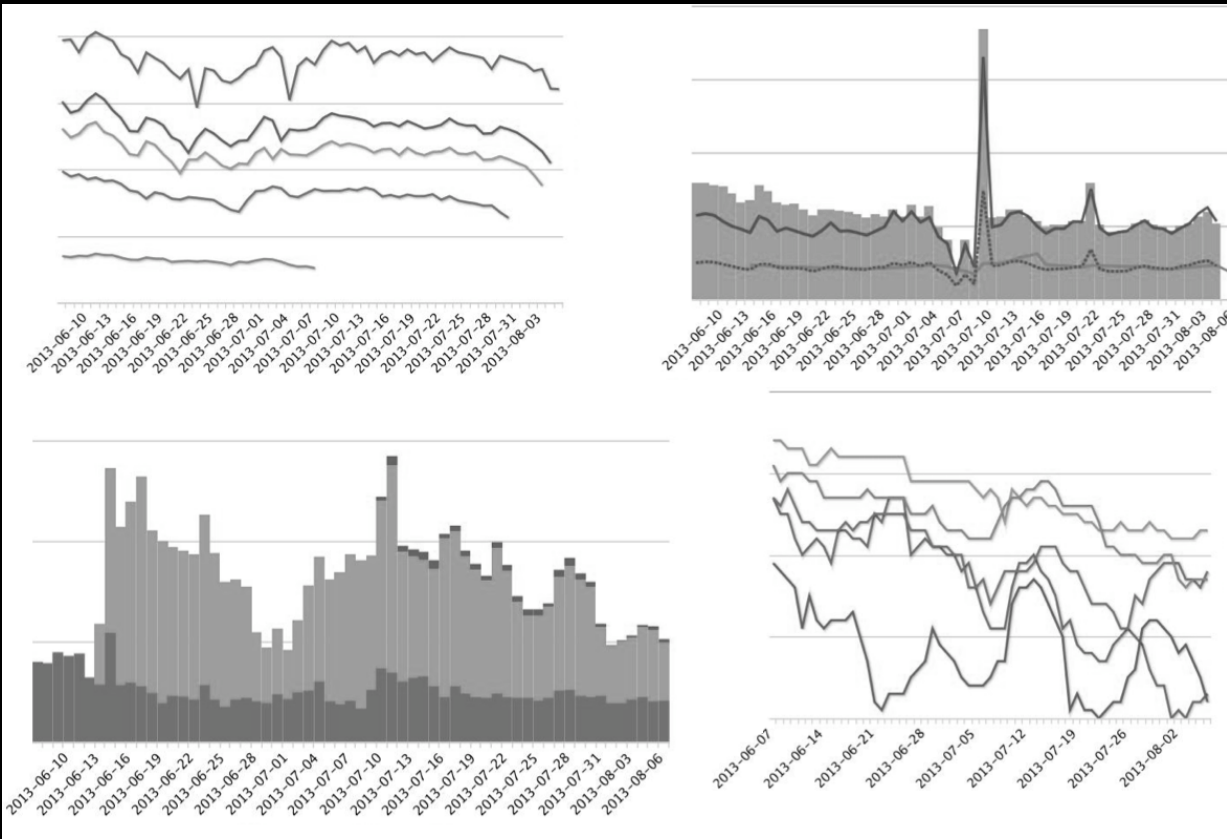
But, you can't design by metrics.

COMPUTER SAYS NO

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

METRICS WON'T REPLACE **A GOOD PRODUCT**

CREATIVITY
ART
DESIGN

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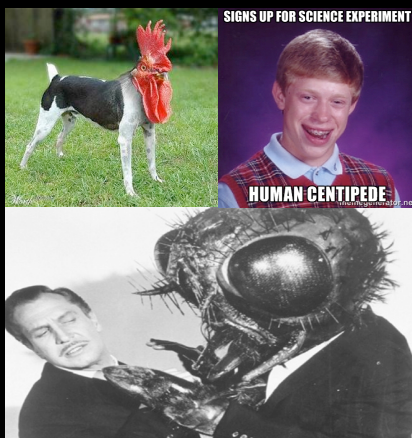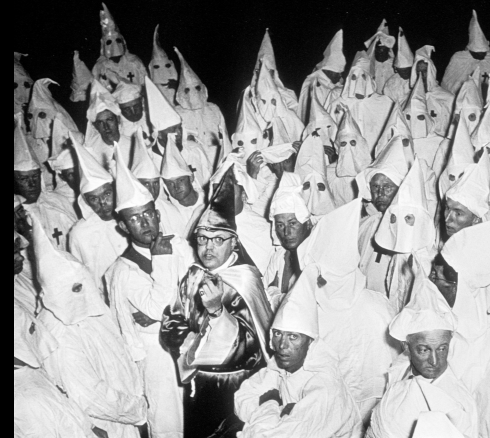
YOU GET DATA INSTANTLY, BUT WHAT ABOUT THE ROAD THERE?

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

5

HOW TO MAKE A SHIT GAME

5
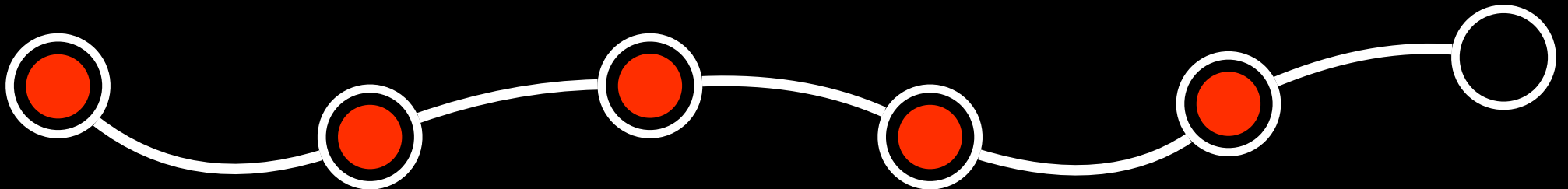
HOW TO ~~MAKE~~ ~~A GAME~~

MAKE YOUR PROJECT MORE DIFFICULT AND POSSIBLY RESULT IN A SHIT GAME.
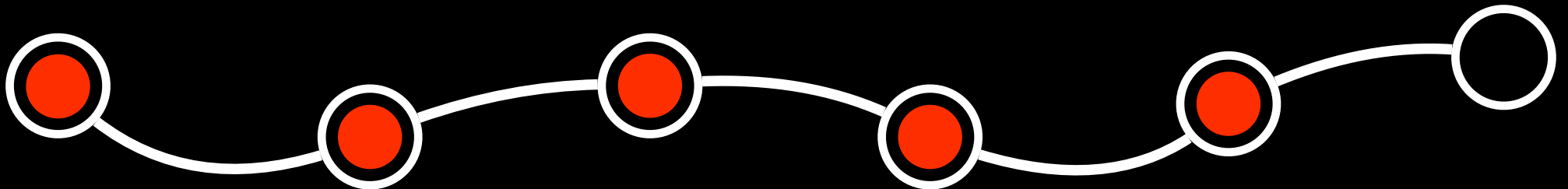
"You don't want to spend years of your life working on a shit game."

–UNKNOWN CONSOLE DEVELOPER

HOW TO MAKE A SHIT GAME:
FORGET THE CORE LOOP

1. Collect underpants

?

3. Profit
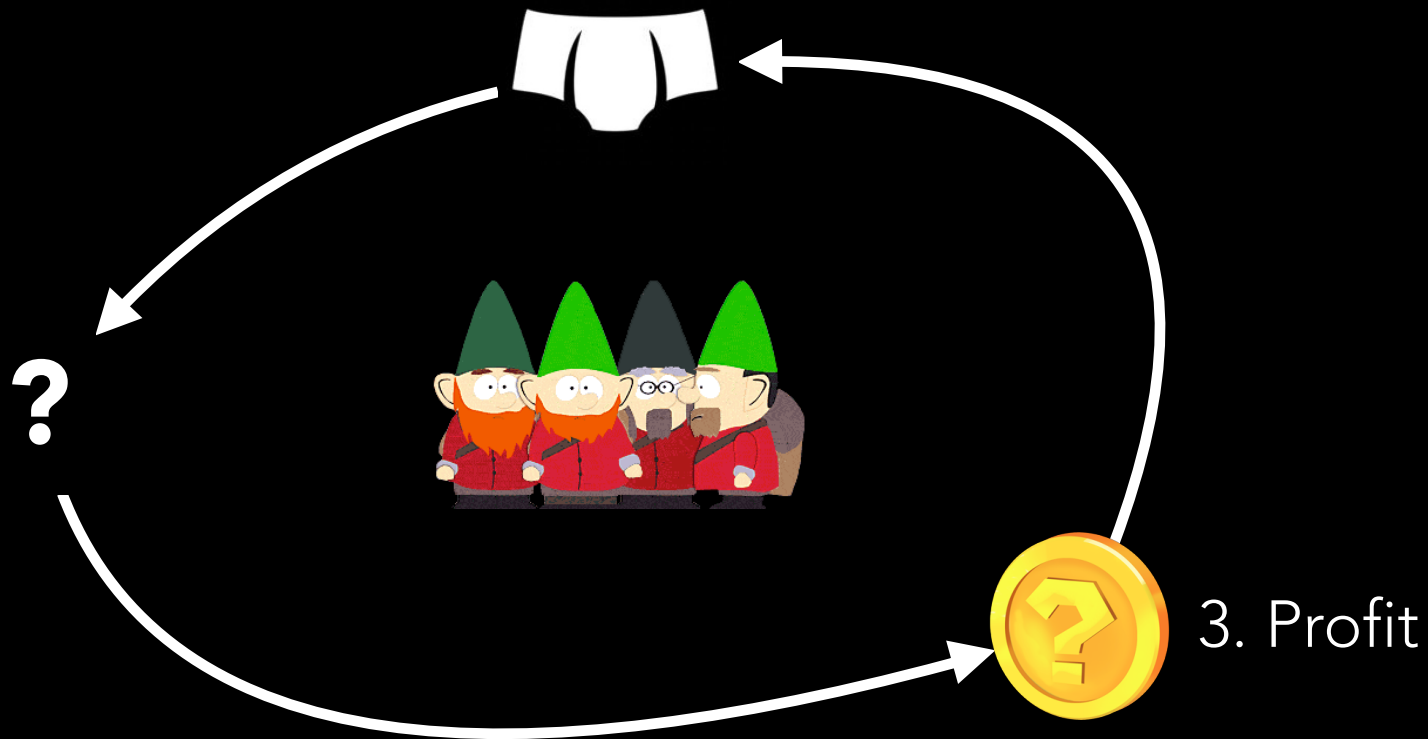
FORGET THE CORE PILLARS

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

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
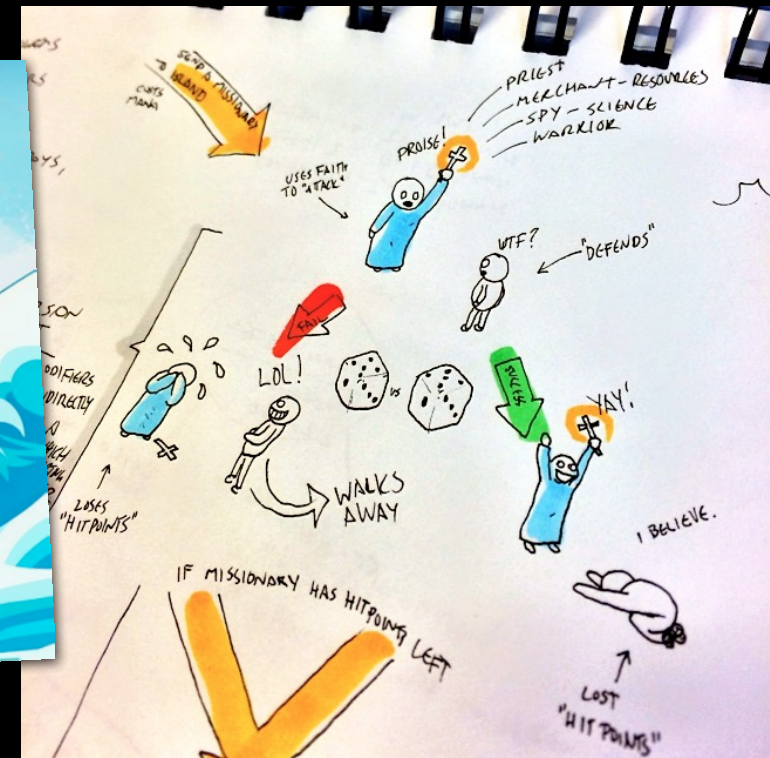AND VISUAL PROTOTYPE ARE ONE
AND THE SAME.

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

WAFFLE AROUND WITH THE ART STYLE FOREVER
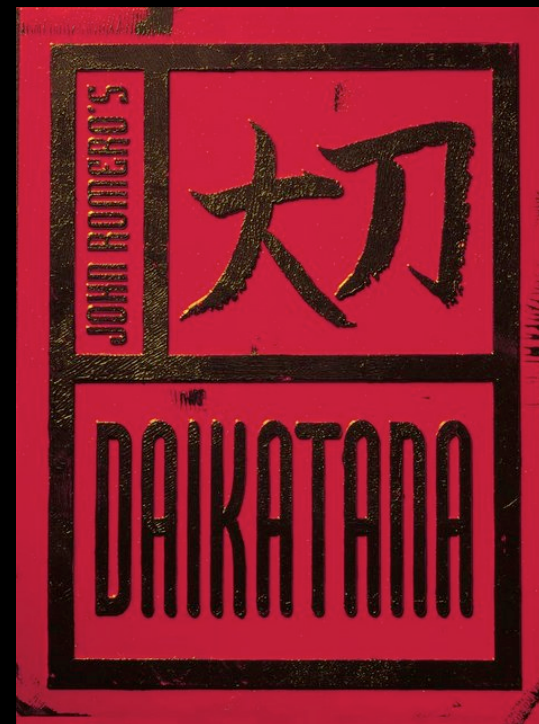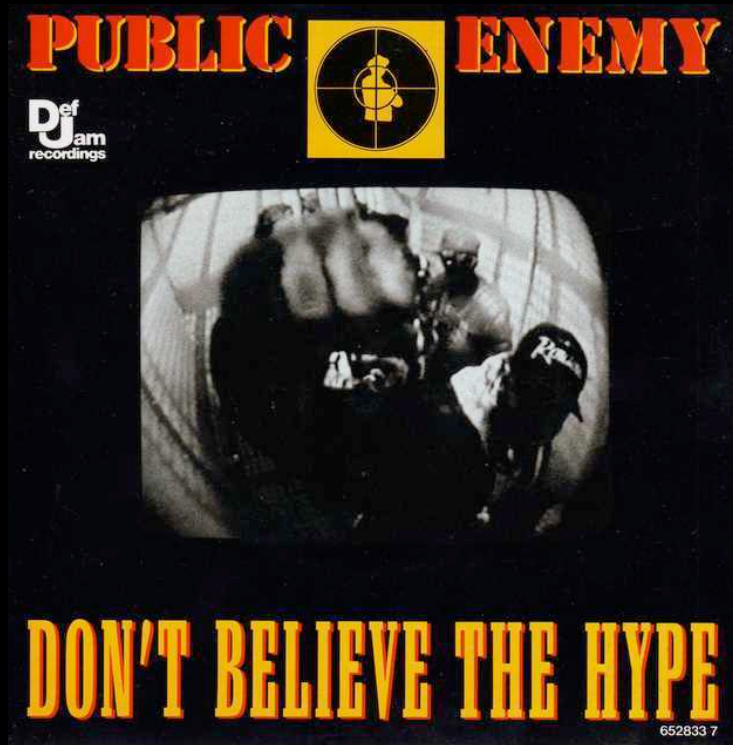
HOW TO MAKE A SHIT GAME:
DON'T CARE ABOUT UI
OR UX DESIGN

HOW TO MAKE A SHIT GAME:
FORGET THE FANTASY
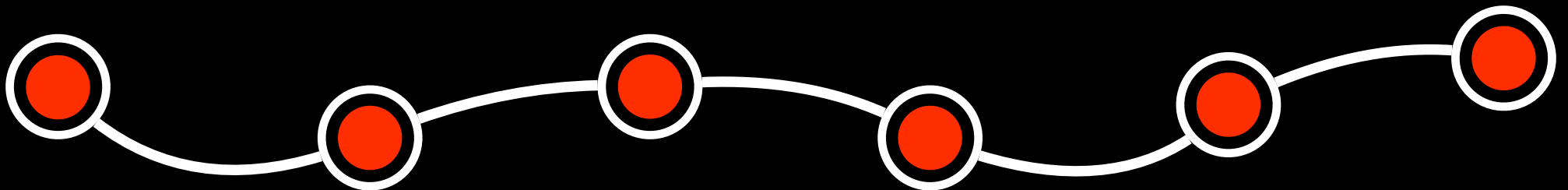# OF THE FAMILIAR

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

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 ;)

COMPUTER SAYS NO

GAME of **WAR**
FIRE AGE

Chevrolet Camaro ZL1
T3 / 415

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?