Commercial Game Design

Usability, Retention and Monetization

Things we'll cover today

Morning:

- Intro
- What is "Commercial Design"?
- Workshop #1
  - Presentation: 10 Free-to-Play Guidelines
  - Game Reviews

Afternoon:

- Workshop #2
  - Presentation: 10 Free-to-Play Guidelines
  - Game Reviews

Who are we?

Martine Spaans

- 10+ Years Online Game Industry experience
- Owner @ Tamalaki Publishing
  - *Puzzle & Hidden Object*
  - *More than 100 game releases*
- Business Development @ FGL

Boris Heisserer

- 7+ Years Mobile Games Industry experience
- Worked on hybrid casual to hardcore
  - RPG
  - Shooter
  - Simulation
- Lead Game Designer @ Kolibri Games
  - Game Design Mentoring

# What is "Commercial Design"?

Design your game with a business model in mind.

- Longevity?
    - Finite or "infinite" amount of content?
    - Non-spenders: How much will you earn from them per hour?
    - Is there a meta-game? (Player profiles: Explorers & Achievers)
- PvP?
    - For Player Profiles Killers & Socializers.
    - Exclusive loot?
- Status?
    - Show off in PvP? Or in base building?
- Community?
    - Keep them in your game, or they will spread to Facebook/Reddit/Discord/etc...
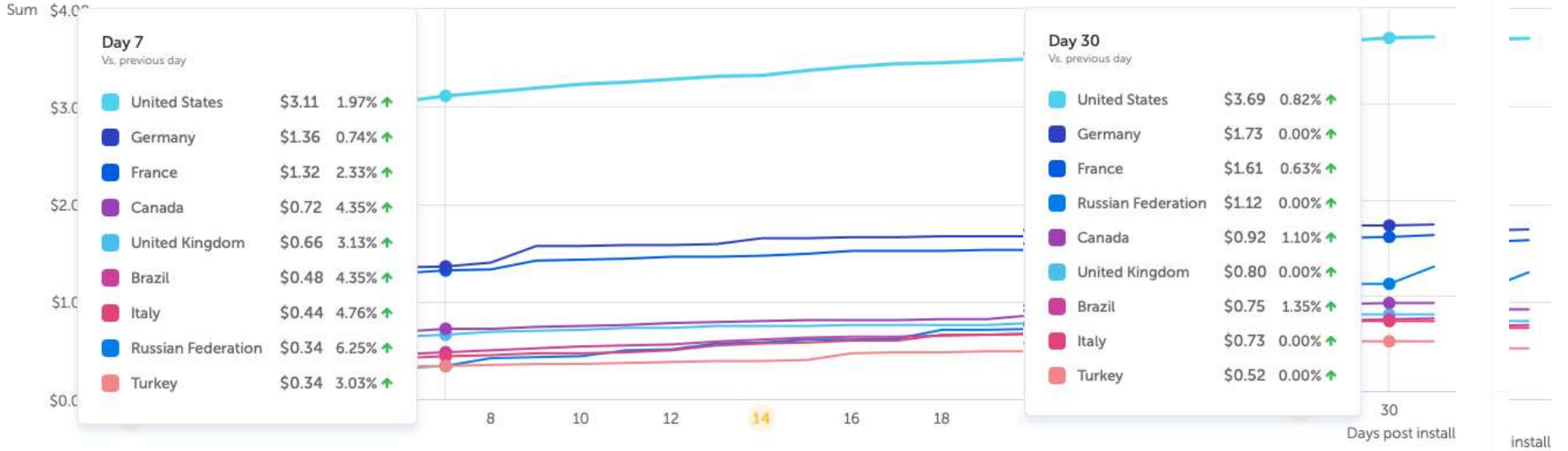
Commercial Game Design - Workshop

10 F2P ~~Rules~~
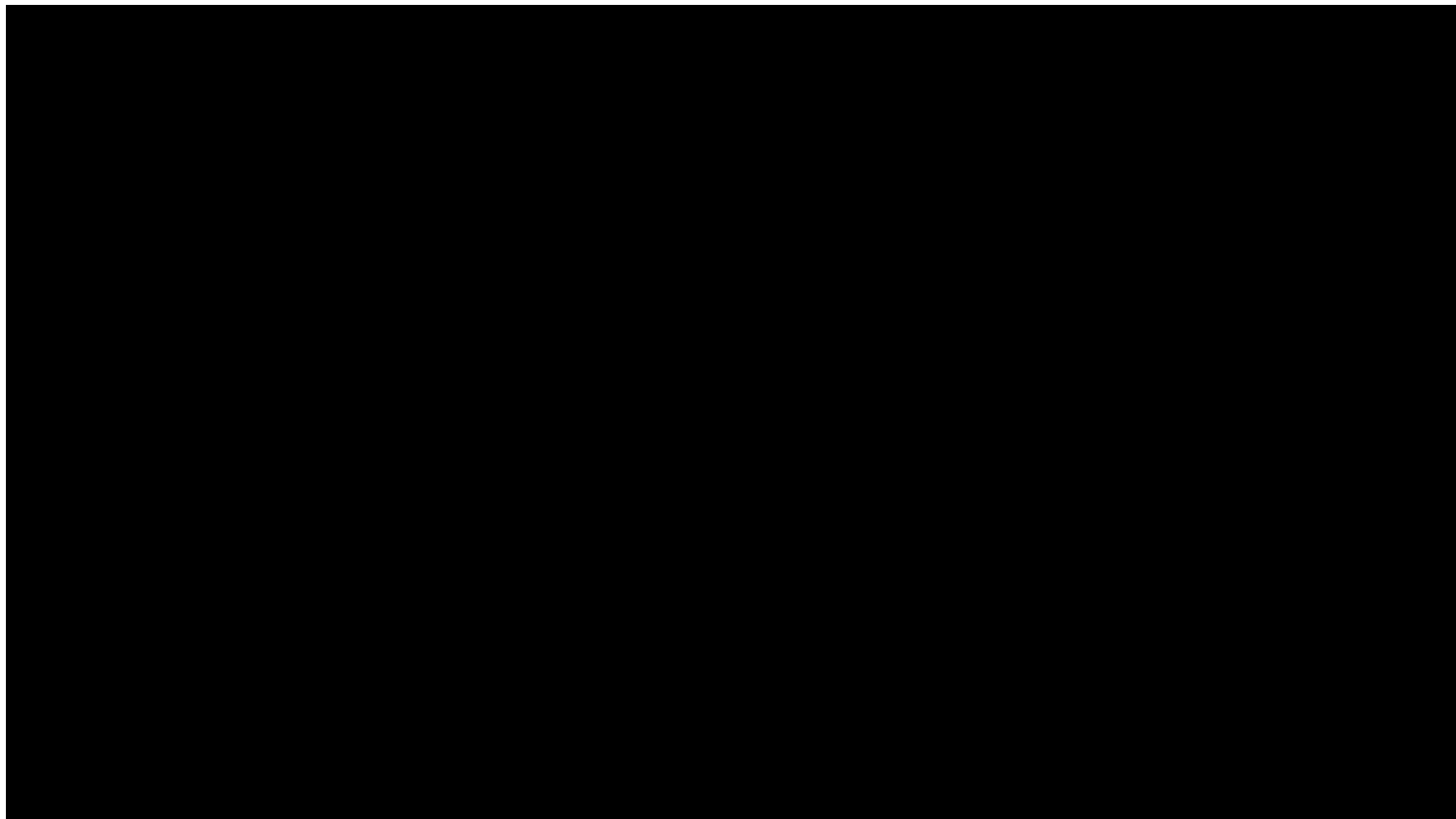
1) D1 Expectations: Optimize your UI and Tutorial

Media Source	Install Day ↓	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
organic	100% 77,016	35.61% 27,424	22.28% 17,156	16.99% 13,085	14.06% 10,832	11.78% 9,075	10.33% 7,956	9.4% 7,239

⬇

Media Source	Install Day ↓	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
organic	100% 153,723	36.38% 55,918	23.7% 36,436	18.73% 28,790	15.48% 23,793	13.29% 20,425	11.86% 18,239	10.95% 16,833

2)   Aim for a good D30 retention (and longer)

Sum $4.00

Day 7
Vs. previous day

United States	$3.11	1.97% ↑
Germany	$1.36	0.74% ↑
France	$1.32	2.33% ↑
Canada	$0.72	4.35% ↑
United Kingdom	$0.66	3.13% ↑
Brazil	$0.48	4.35% ↑
Italy	$0.44	4.76% ↑
Russian Federation	$0.34	6.25% ↑
Turkey	$0.34	3.03% ↑

Day 30
Vs. previous day

United States	$3.69	0.82% ↑
Germany	$1.73	0.00% ↑
France	$1.61	0.63% ↑
Russian Federation	$1.12	0.00% ↑
Canada	$0.92	1.10% ↑
United Kingdom	$0.80	0.00% ↑
Brazil	$0.75	1.35% ↑
Italy	$0.73	0.00% ↑
Turkey	$0.52	0.00% ↑

$3.0

$2.0

$1.0

$0.0

8   10   12   14   16   18   30

Days post install   install

3) Don't limit yourself to low IAP

In-app product	Orders	Refunds	Partial refunds	Revenue	Trend ?
Treasure Chest 1	636	0	0	$2,075.12	
A pinch of gems	677	1	0	$1,460.18	
A pouch of gems	231	1	0	$1,248.83	
Beginner Designer	149	1	0	$1,115.19	
Advanced Designer	63	0	0	$1,013.14	
Starter Pack	449	0	0	$970.14	
A bag of gems	72	1	0	$767.95	
Superstar Designer	6	0	0	$732.23	

$2.99 (Treasure Chest 1)

$14.99 (Advanced Designer)

$99.99 (Superstar Designer)

4) IAP for all: Vary your offers + Seasonal stuff sells

5) Build in an efficient way to update (You will never have enough content)

6) Update often, stay active

- Balancing changes
- Seasonal events
- Ingame events

7)   Session length matters

Basic math:

More minutes spent = more options to show ads and more time to convince for IAP

8)   Ads don't lower the quality of your game

9) **Your art style creates Expectations**

GET MONEY FOR EACH HIDDEN OBJECT YOU FIND!

10) Allow Community growth: Build in options for sharing/social

Workshop Summary

Things we learned today:

- D1 Expectations: Optimize your UI and Tutorial
- Aim for a good D30 retention (and longer)
- Don't limit yourself to low IAP
- IAP for all: Vary your offers + Seasonal stuff sells
- Build in an efficient way to update (You will never have enough content)
- Update often
- Session length matters (basic math: more minutes spent = more options to show ads and more time to convince for IAP)
- Ads don't lower the quality of your game
- Your art style creates Expectations
- Allow Community growth: Build in options for sharing/social