

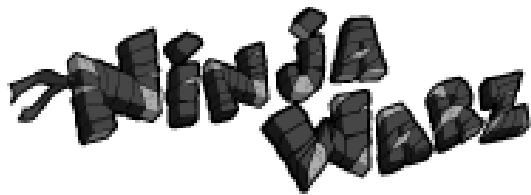
GDC Online

Game Developers Conference® Online
October 5-8, 2010 | Austin, TX

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Maintaining a Game Post Launch with 8 Employees, not 800

Jason Moore
President
Co-Founder



13,000,000+ Installed Players

Three Major Steps:

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1. Build

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2. Test

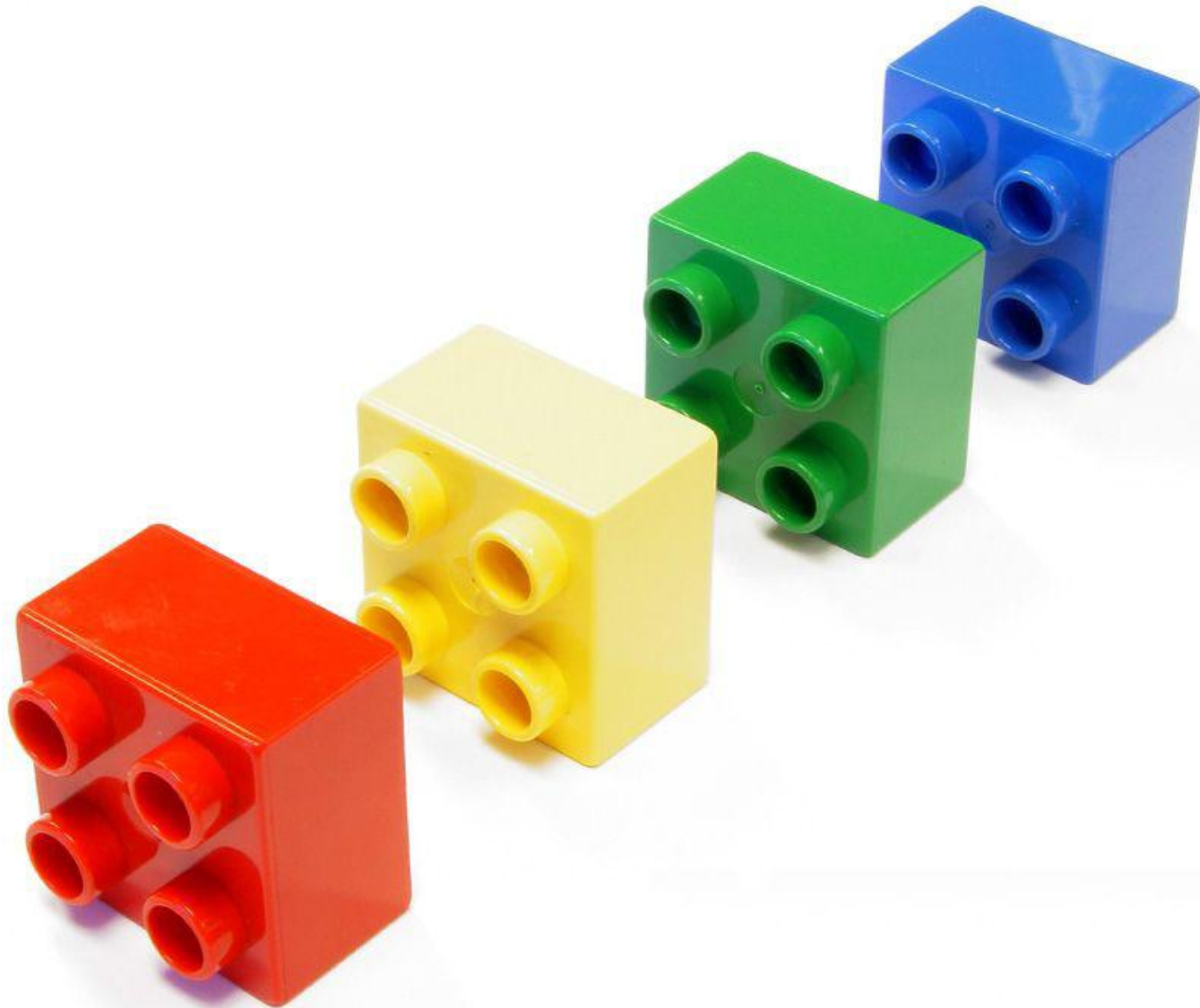
Three Major Steps:

1. Build

2. Test

3. Market

Build



Build

Features, Expansions, or Changes that affect
GAMEPLAY

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- ✓ Building is 90% Preparation - 10% Work.

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Features, Expansions, or Changes that affect
GAMEPLAY

- ✓ Building is 90% Preparation - 10% Work.
- ✓ Everything is dependant on WHAT you build.

Build: Deciding WHAT to build?

Do

- ✓ Build Goals
- ✓ Build Backwards
- ✓ Involve Your Team

Don't

- ✓ Be Overambitious
- ✓ Hold Onto All Ideas
- ✓ Make Things For "Fun"

Building Goals:



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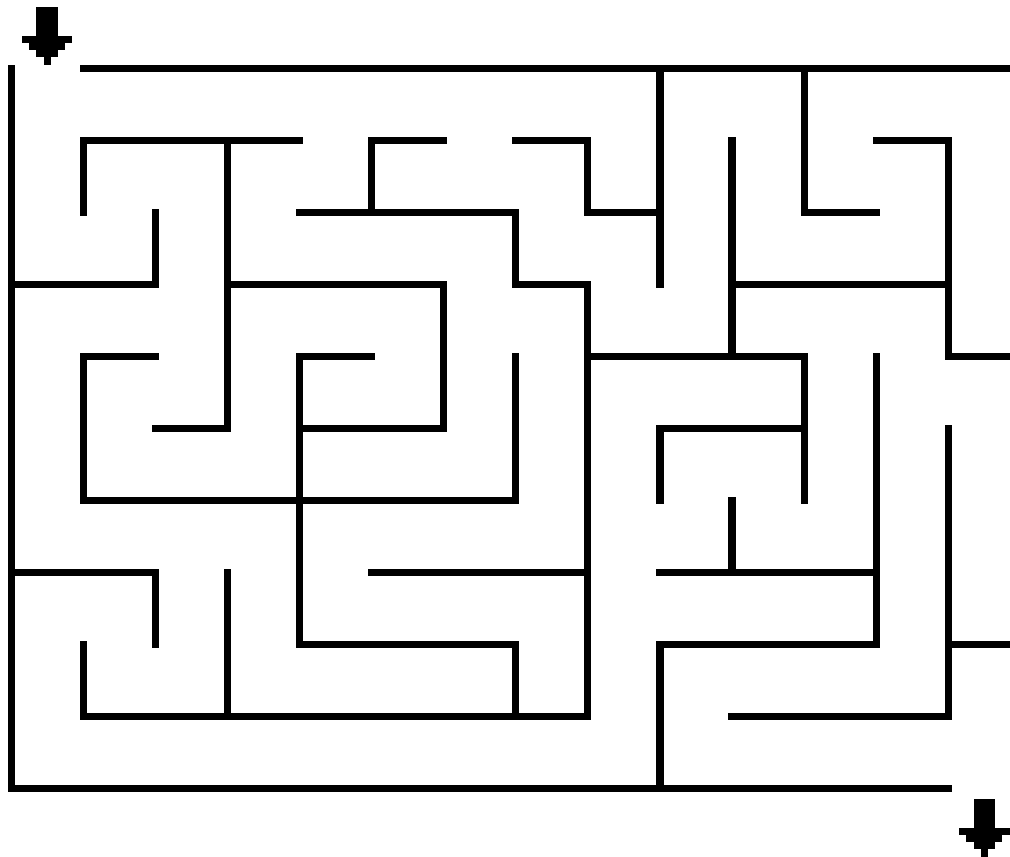
Building Goals:

- ✓ Goals Are The End All
- ✓ Make A List of Goals
 - The more obvious the better.
 - The more impactful the better.
- ✓ Pick a Goal and OWN It.

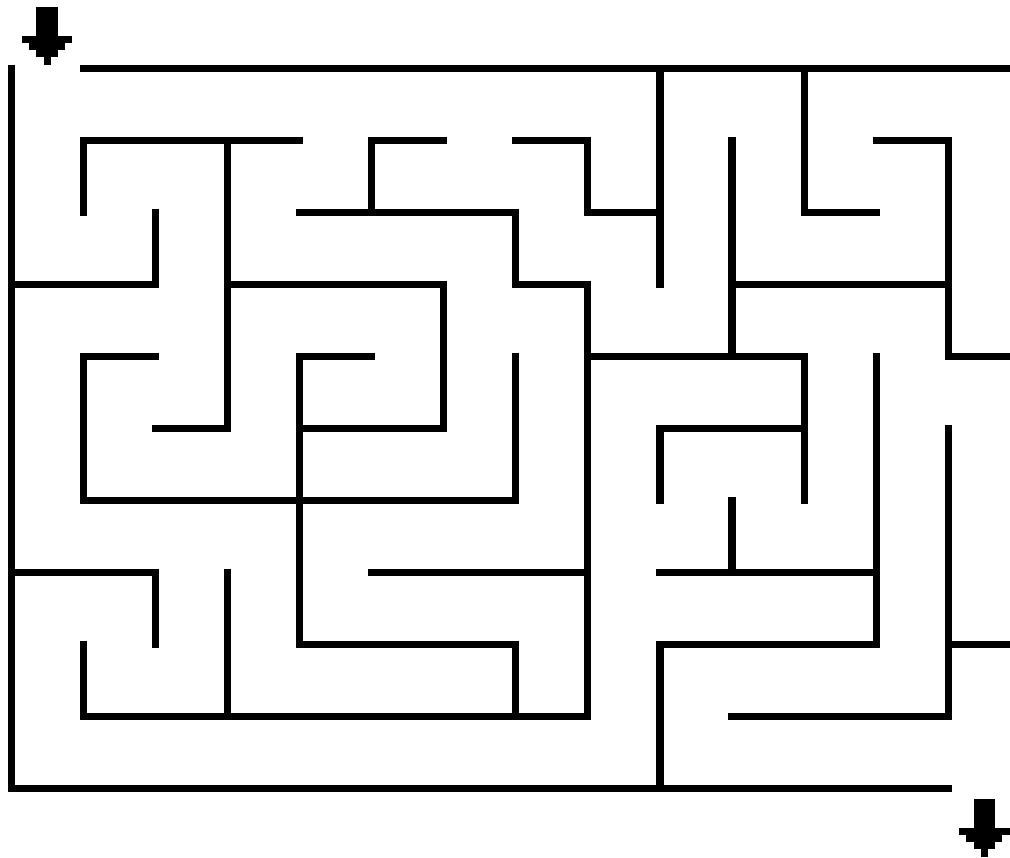
Build It Backwards (a cheat code for game dev)



Build



Build



Mazes, like life, are easiest when you start at the finish line and work your way to the beginning.

Building Backwards

Goal: Improve Retention



Specifics:

Building Backwards

Goal: Improve Retention



Specifics: I need players to come back daily.



Mechanic

Building Backwards

Goal: Improve Retention



Specifics: I need players to come back daily.



Mechanic: Rewards and/or Punishments



Solution:

Building Backwards

Goal: Improve Retention



Specifics: I need players to come back daily.



Mechanic: Rewards and/or Punishments



Solution: Build a timer that gives special rewards if done on time.



My Game:

Building Backwards

Goal: Improve Retention



Specifics: I need players to come back daily.



Mechanic: Rewards and/or Punishments



Solution: Build a timer that gives special rewards if done on time.



My Game: Traps that players can set to capture special creatures if claimed on time.

Build: Involve Your Team

- ✓ Trust your team.
- ✓ Let them own the game.
- ✓ Get 1,000 ideas.

Build: Recap

- ✓ Build Goals
- ✓ Build Backwards
- ✓ Involve Your Team

Test



Test: Alpha Testing

- ✓ Leverage your players to help you test features on a larger scale.
- ✓ Pick people that are enthusiastic– it makes things easier in the long run.
- ✓ Keep number of alpha testers large enough to be a good measure, but small enough that reports are manageable. (~100 Testers)

Test: Alpha Testing – Specifics:

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- ✓ Allow Alpha testers to switch between versions. After all, it might be broken!
- ✓ Make sure Alpha testers are aware of what they are testing!
- ✓ Give Alpha testers an easy way to report.

Test: Forum Communication

- ✓ Forums allow one to many communication.

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- ✓ Forums allow one to many communication.
- ✓ Funnel users to your forum, not to email.
- ✓ Allows users to help each other
- ✓ Use a forum that will include user metrics.

Test: Recap

- ✓ Stop breaking your game!
- ✓ Use Alpha testers to test on a large scale.
- ✓ Utilize forums for efficient communication.

Market



Market

**STOP
WASTING
YOUR TIME!!!**

Market



Market



Simply marketing the availability of new items to users:
300% Increase In Revenue

Market: Avoid Wasting Features

- If players can't find a feature, it might as well not exist.

Market: Avoid Wasting Features

- If players can't find a feature, it might as well not exist.
- Announce in every possible medium:
 - In Game Pop Ups
 - Forums
 - Email
 - Fan Page
 - In Game Highlights
 - Paid Advertising
 - Cross Promotion
 - Game Page Banners

Market: Highlights and Pop Ups



Market: Fan Page Posts



My Town Facebook ate our post of the winners yesterday, so here it is again! CONGRATULATIONS to John Victor P., our grand prize winner! He's winning 100 TC for his amazing Palm Island. But... I couldn't stop at just one winner, so we also have fifteen honorable mentions that are receiving 25 TC each, so big congratulations to ...

[See More](#)



Beach Contest WINNERS!

16 new photos

May 3 at 1:16pm · [Comment](#) · [Like](#) · [Share](#)

1,029 people like this.

[View all 313 comments](#)

Market: Recap

- ✓ Stop wasting features!
- ✓ Spell out exactly where and what features are using EVERY avenue available!
- ✓ Get rewarded for all your hard work!

Be smart, build smart, and market smart.

