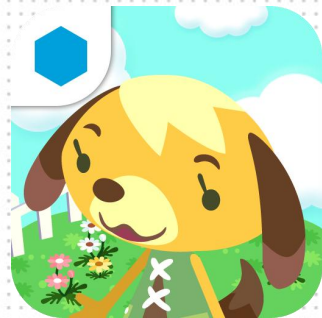


Animal Days Post-Mortem: Developing a City-Building Game That's Ready for Quick Content-Iteration



Hiroyuki Haga

Product Manager of Animal Days &
Development Manager of GREE U.K. Studio
GREE, Inc.

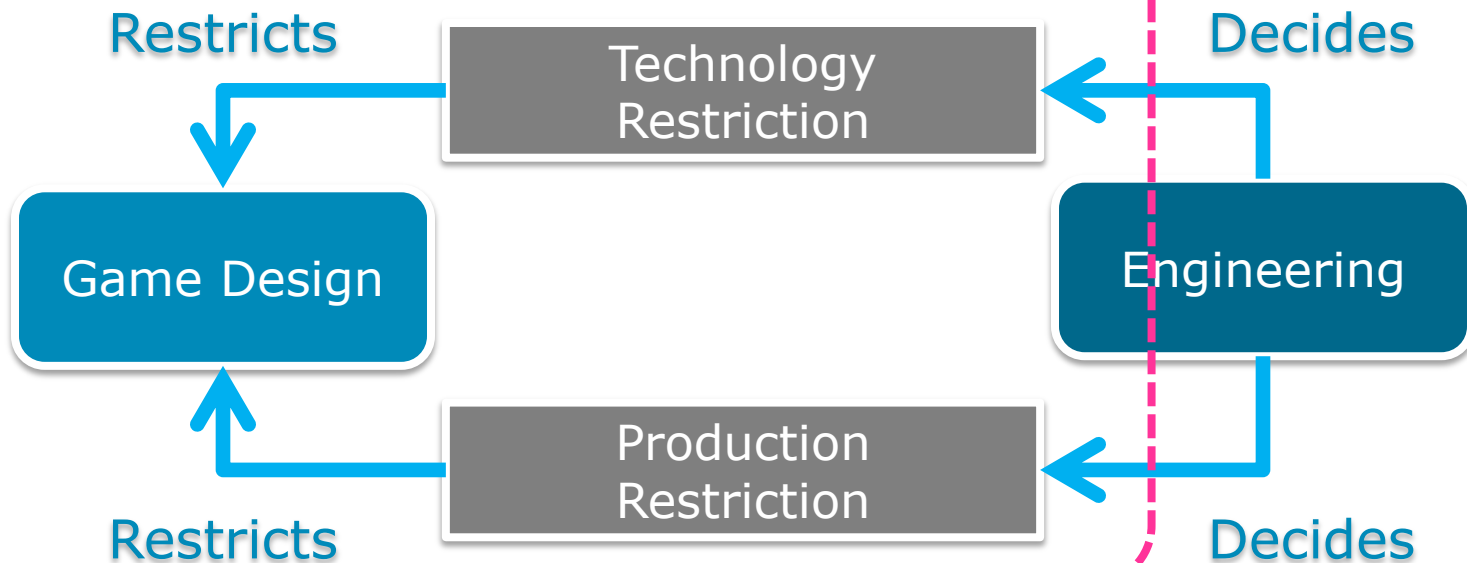
This session covers

- Game design and
 - Production
 - Engineering



Game design?

This session will cover...



Agenda

1. Introduction
2. Plenty iterations: Most important thing in social game
3. Scalable game design
4. Scalable production
5. Recap



Agenda

1. **Introduction**
2. Plenty iterations: Most important thing in social game
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Who am I?

- Hiroyuki Haga
hiroyuki.haga@gree.net
- Product Manager of Animal Days
- Engineering Manager of GREE UK Studio
- Joined GREE at May 2011.



GREE: Who we are? (1)

- Gaming Platform provider
 - GREE Platform allows you to access 169 countries
 - GREE provides consulting and support services for publishers
 - 8,000 games are available on GREE platform



GREE: Who we are? (2)

- Social game provider
 - 22 social games are in service, now.
 - Funzio is acquired by GREE at May, 2012



Animal Days

- Casual city building game
 - Building house, business, decoration and more
 - Freemium



Animal Days

- Demo play



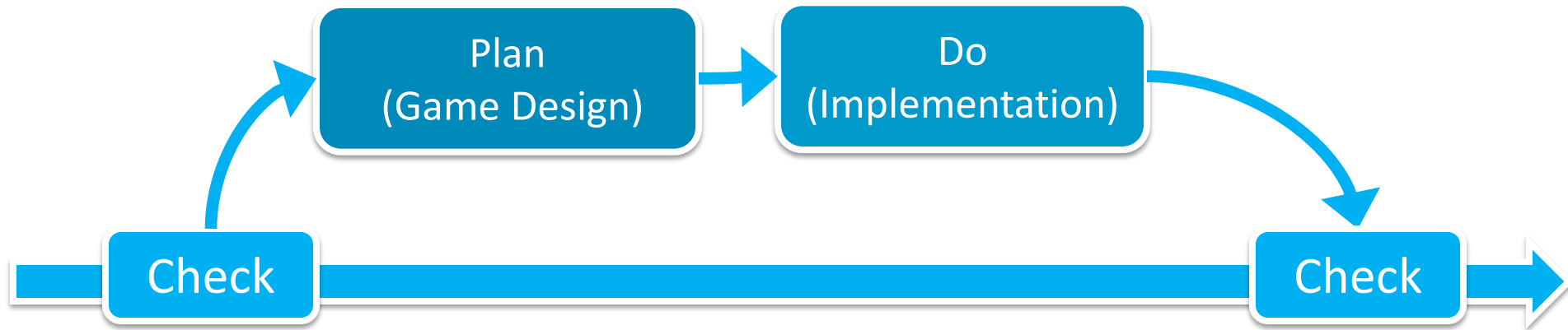
Agenda

1. Introduction
2. **Plenty iterations: Most important thing in social game**
3. Scalable game design
4. Scalable production
5. Recap



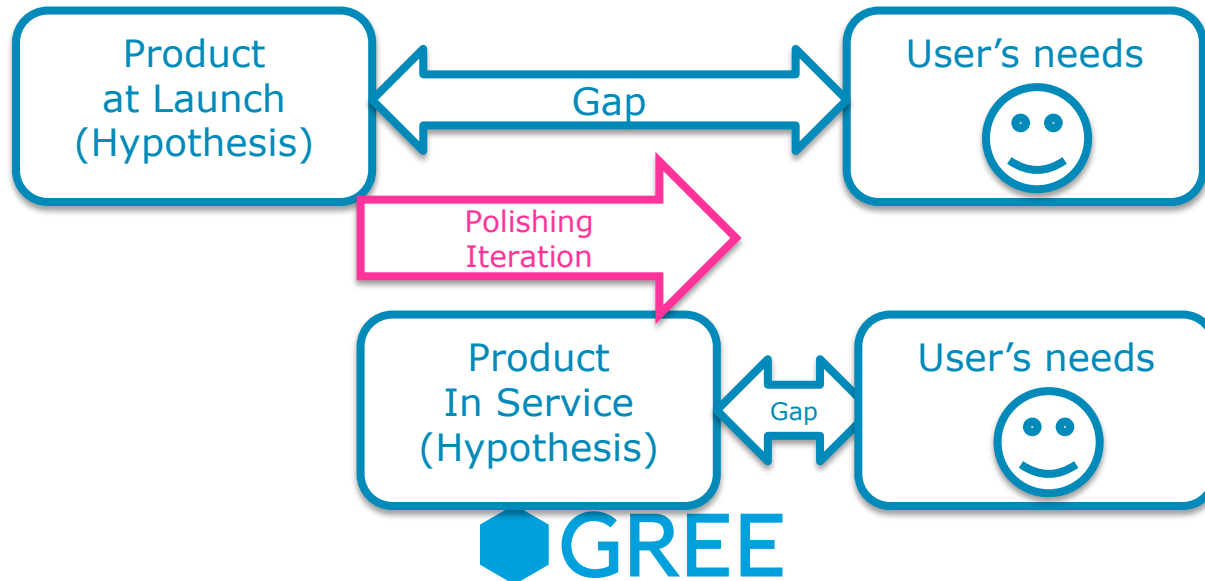
Iteration = “hypothesis and test” cycle

- Improvement cycle for “in-service” product.
- Check analytics KPI with hypothesis, make another hypothesis to improve the KPI, do it and check it.



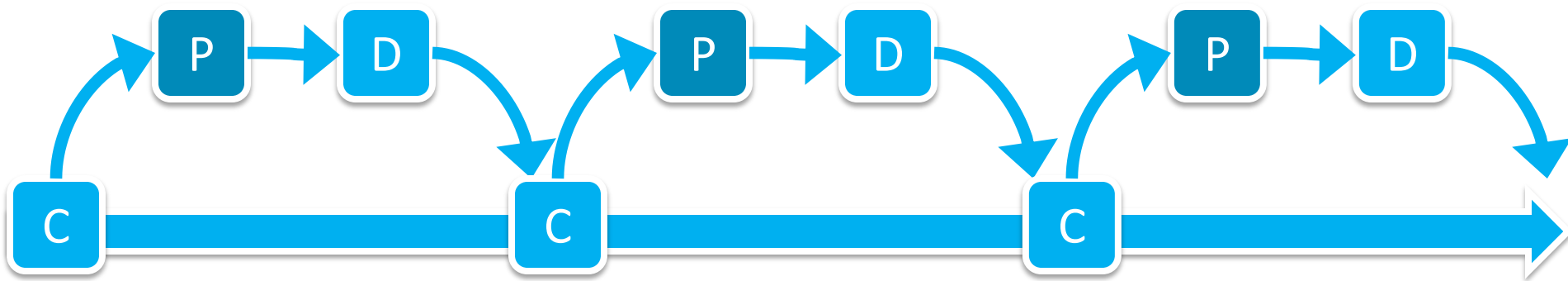
Iterations are necessary to polish product

- Gap between provider and user's needs can be minimized by plenty improvements



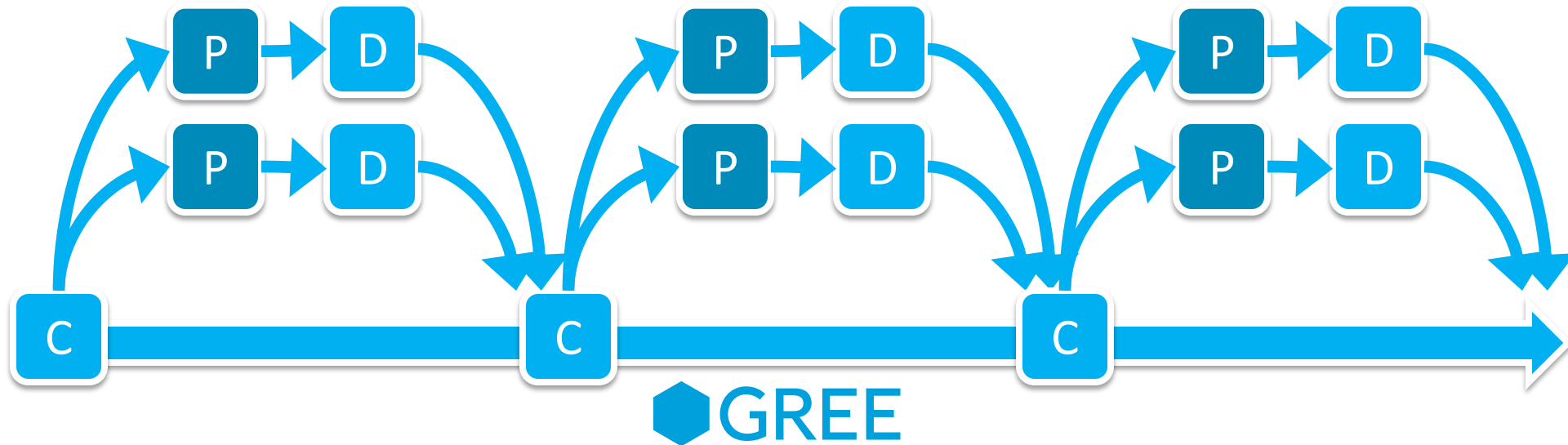
Plenty iterations

- Sequential iterations requires long time for archiving enough improvements

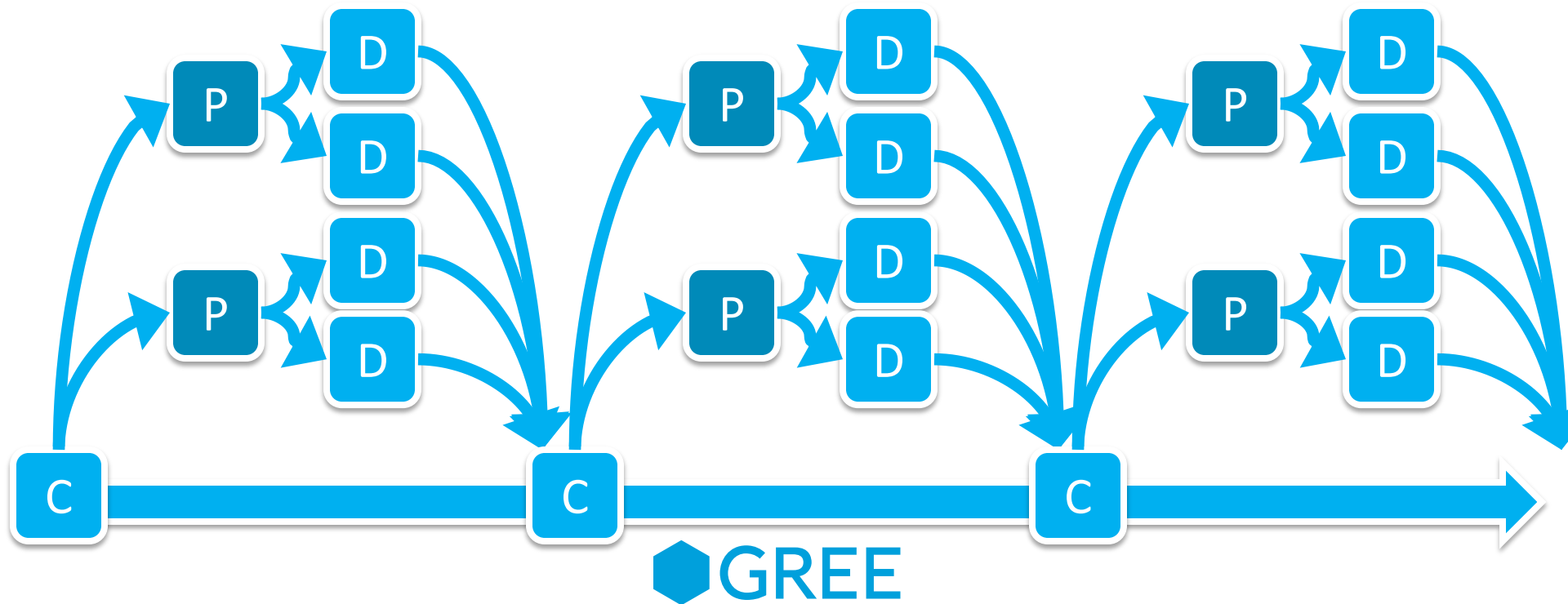


Plenty iterations: “Parallelized planning”

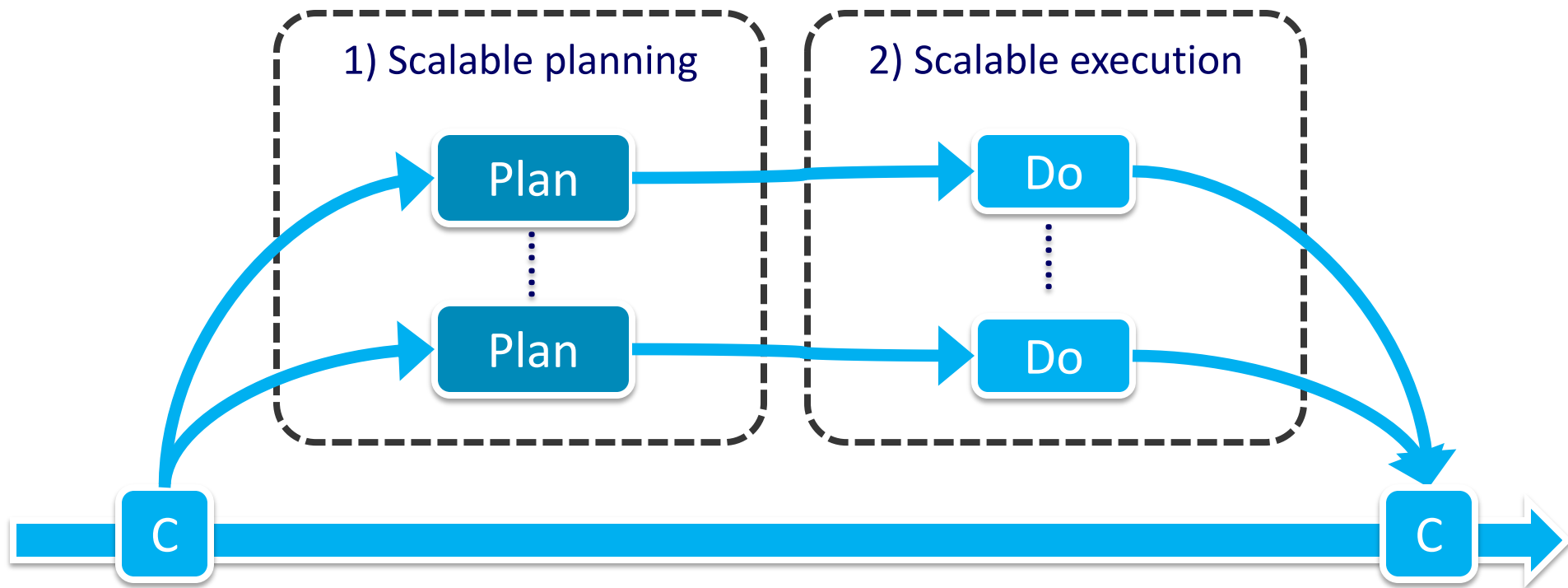
- Scalability of planning, which includes game design, is required.



Plenty iterations: “Parallelized execution”



Plenty iterations in short time frame.



Plenty iterations

- Plenty iterations are necessary to improve your product for meeting players needs.
- Parallelized planning and execution enable to have plenty iterations in short time.
- Scalable planning and execution are on of the solution for parallelizing them.

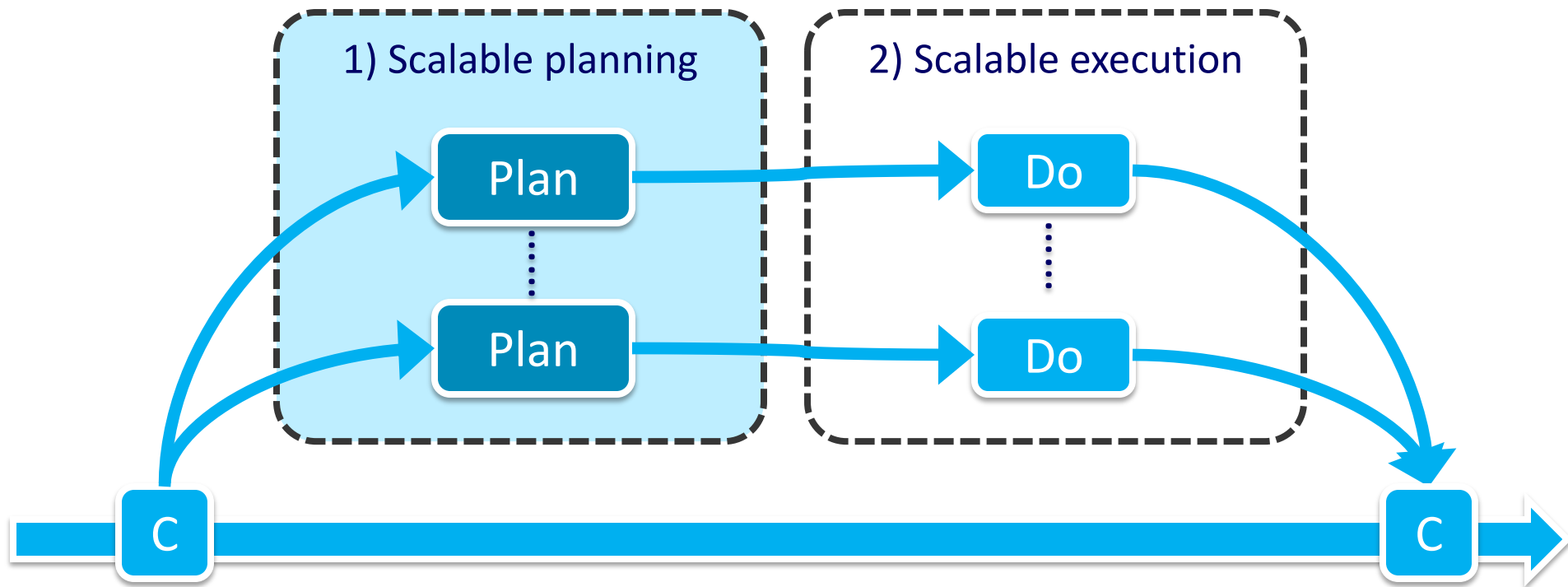


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Plenty iterations in short time frame.

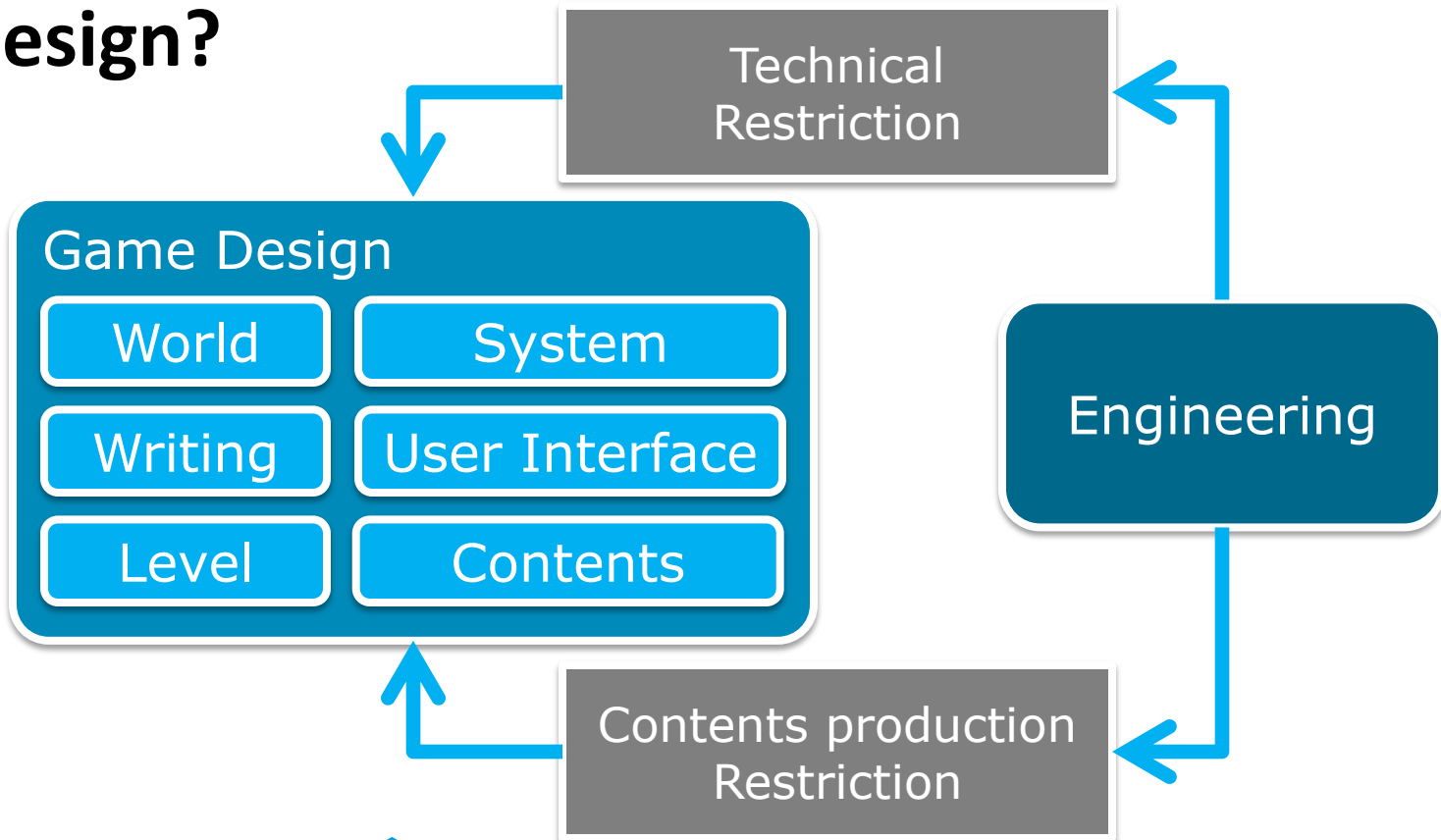


Scalable game design

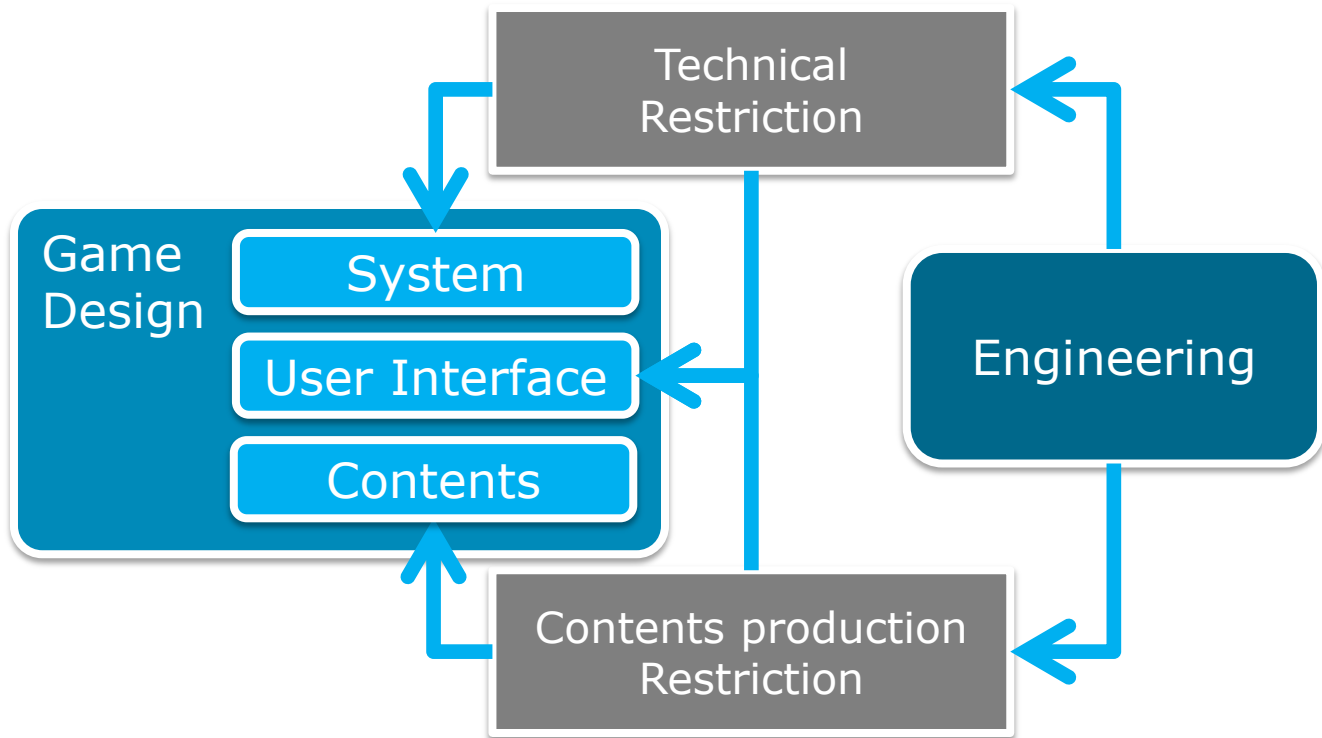
- How to scale game design process?



Game design?



Game design?



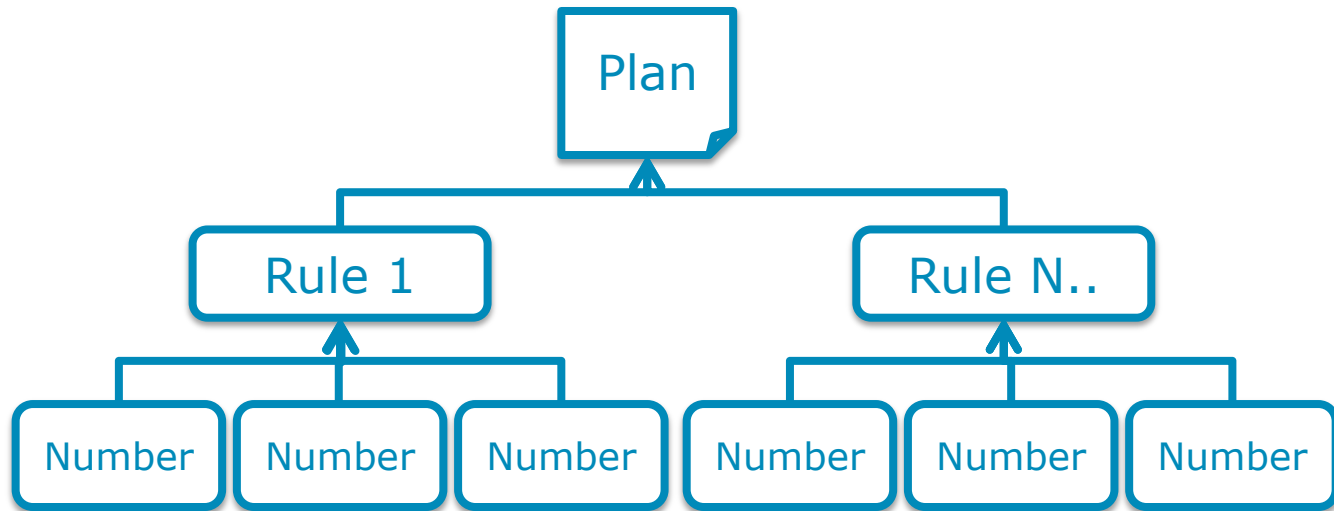
Scalable game design: Logical game design

- Game design based on
 - Hypothesis and test
 - Fact
 - Number
- As far as it is logical, others can reproduce it.



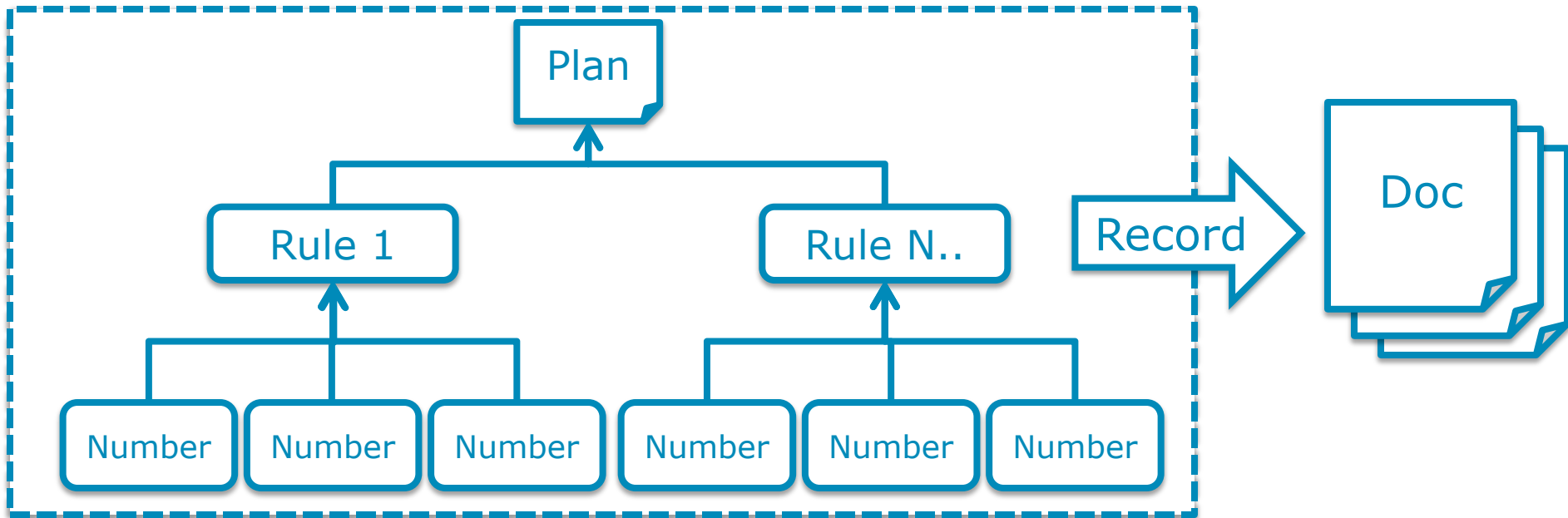
Logical game design

- All design for system, game play user interface, contents are based on fact and number.



Record: Logic tree

- Record all thinking processes on making a plan as documentation



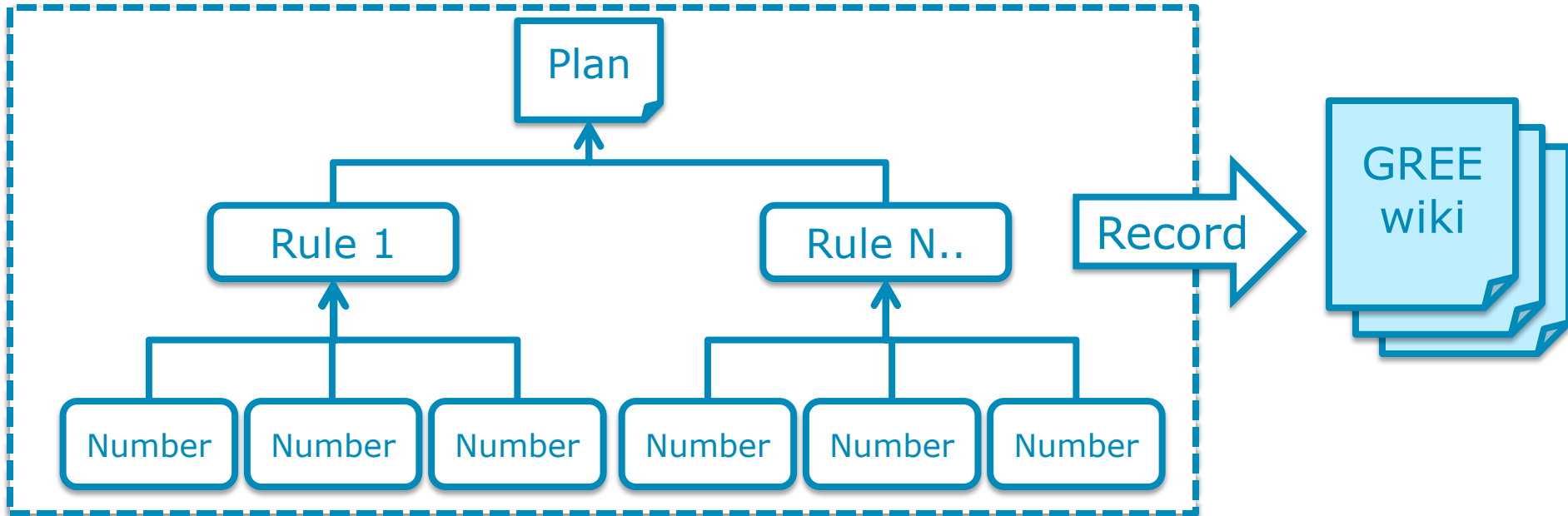
To be scalable

- All past game design documentations are shared among game designer.



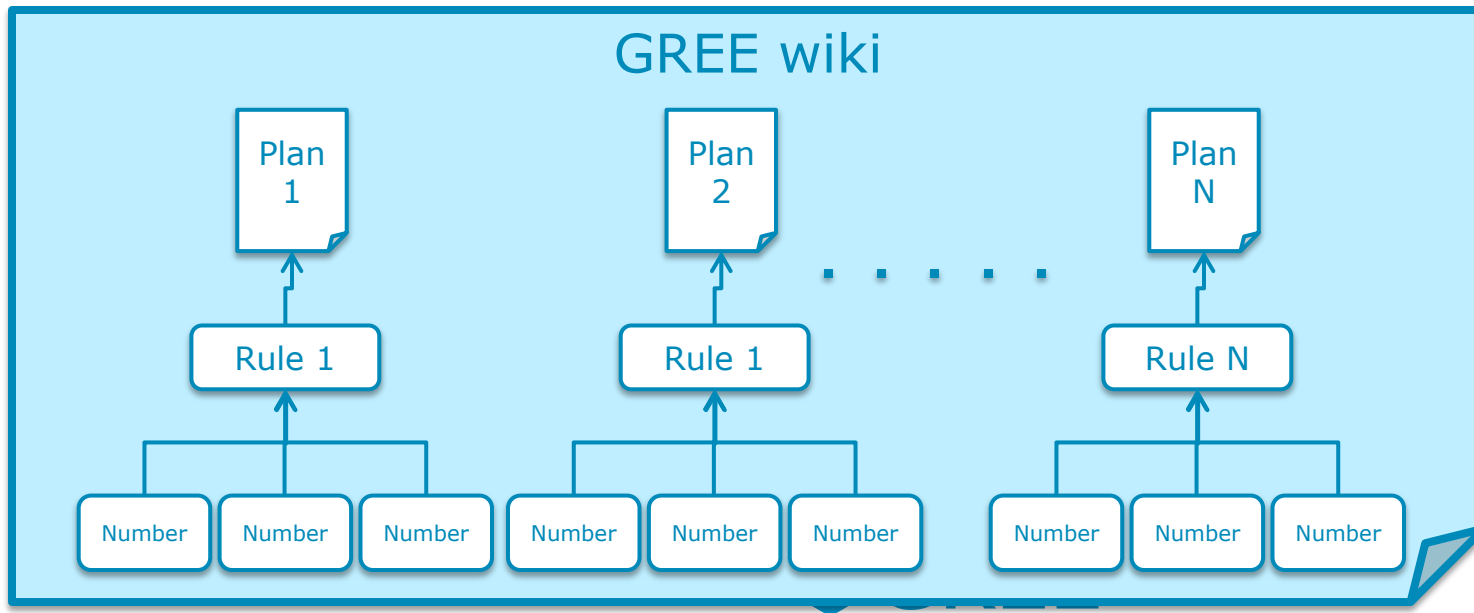
Record: Logic tree in GREE

- Record all thinking processes on making a plan as wiki



Share the huge wiki

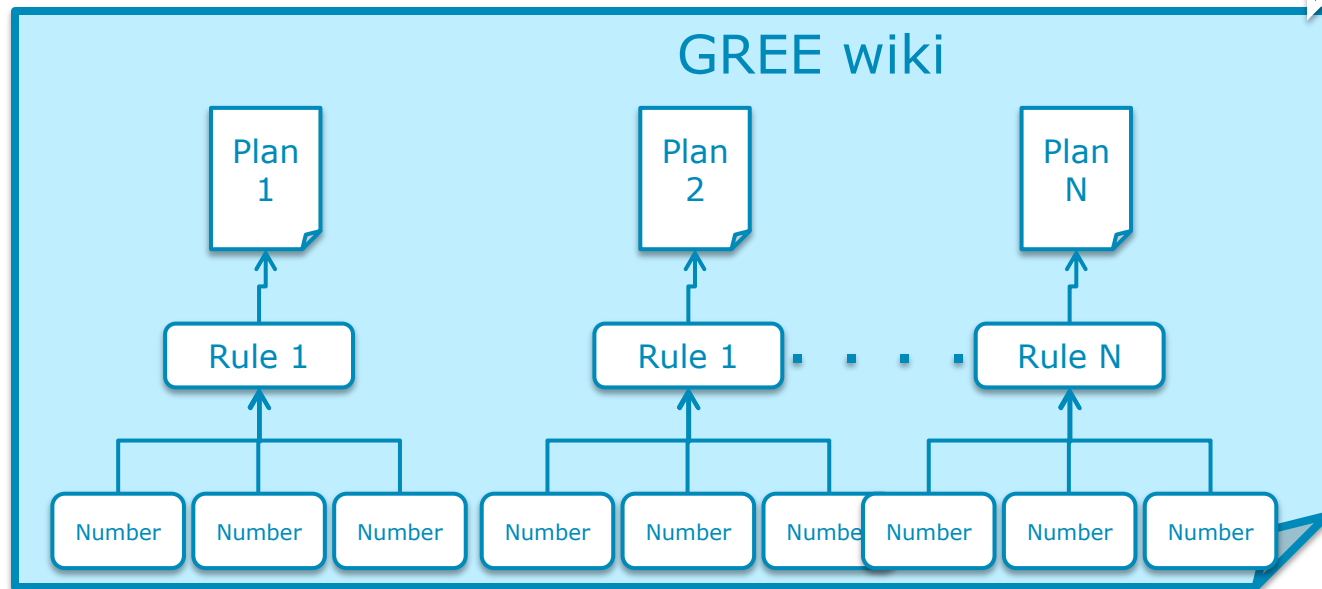
- The documentation is shared widely



GREE wiki: Fishing Star 2007~2012

- All hypothesis and test are recorded and shared.

2007->2008->2009->2010->2011->2012



GREE's core value

- Logical
- Speed
- Creative



GREE's culture

- Encourage delegation very strongly



How to apply to “Animal Days”?

- Extract sub-system from other in-house game, and apply it to other game.
 - E.g. Lottery system



Scalable game design

- Logical process can be reproduced by others.
- Hypothesis, fact, number, test and result should be shared.
- Encourage delegation

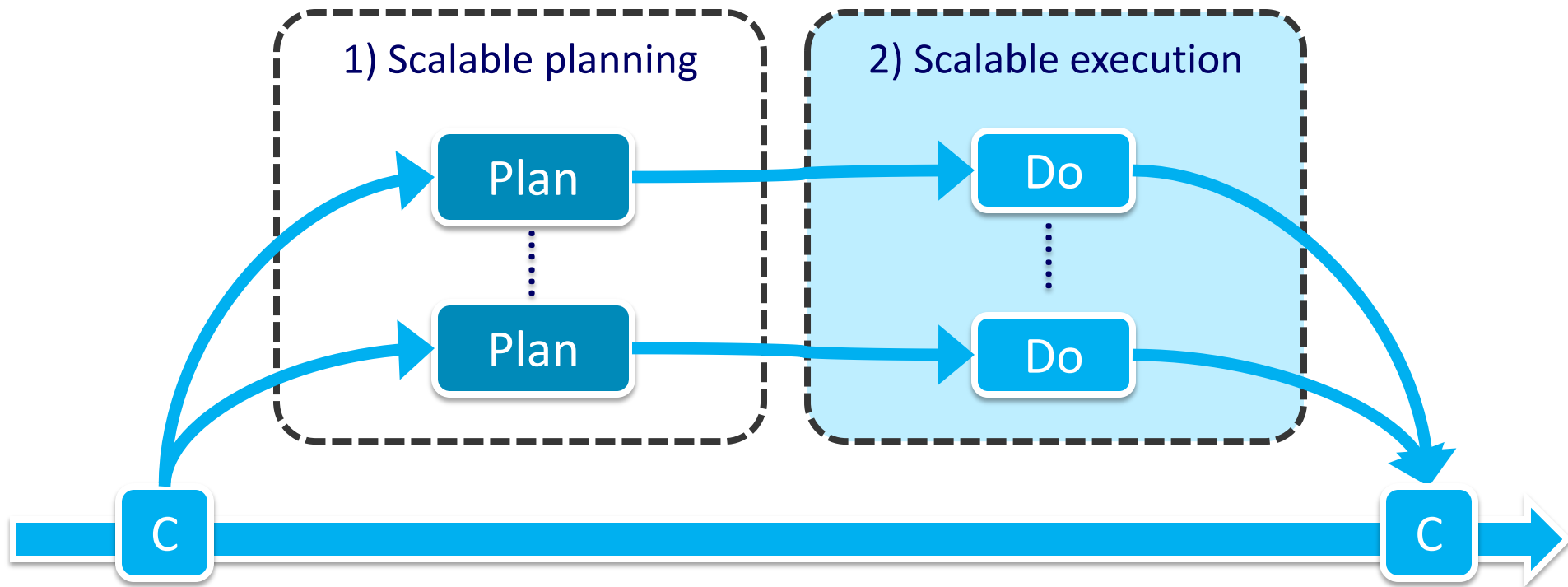


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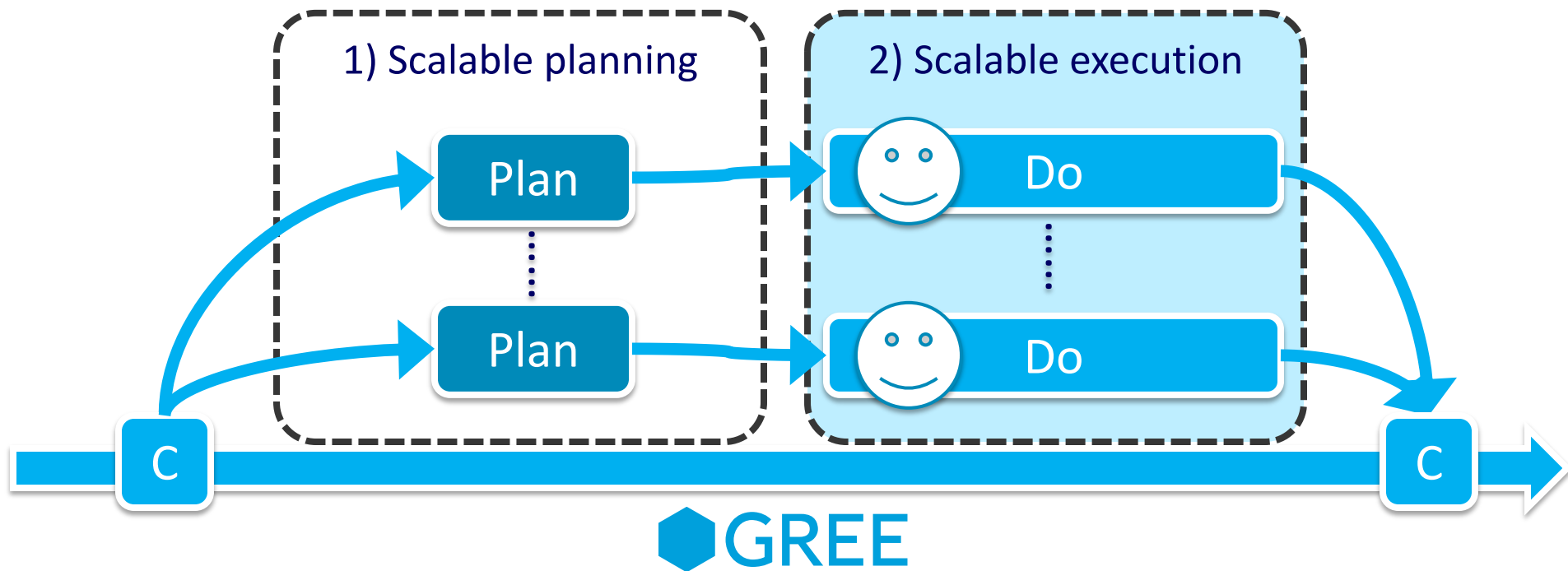


Plenty iterations in short time frame.



Scalable execution: Engineering

- 1 engineer can complete 1 plan.



1 engineer can complete 1 plan alone.

- Intuitive enough framework
- Generic engineer



In-house-framework for maximizing productivity of generic engineers

- MVC
 - Generic architecture.
- Boot-camp for all newbie



Animal Days:

- MVC applied to not only server side, but also client side to maintain 1 engineer 1 plan environment



GREE culture

- All-in-one engineering



Scalable execution: Contents

- Not completed yet
- Contents management system will be introduced.



Scalable implementation

- 1 engineer 1 plan environment



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Recap

- Plenty iterations are necessary.
- Scalability on game design and implementation are key part of iterations on short time.



How to get both game design scalability and implementation scalability, now?



WE ARE HIRING!



GREE office



Now hiring

- GREE's latest studio will be based in East London, and will develop mobile-social games.
- Although GREE U.K. already employs about 20 people the company is in the process of increasing its U.K. headcount significantly, and is hiring for developers, developer relations, marketing and customer support staff.
- GREE's new U.K. studio will be based in the East London neighborhood commonly referred to as Tech City, and will open in September.



Questions?



Thank you !

- hiroyuki.haga@gree.net

