Bringing DEADER into Life

Petr Benysek

Senior Programmer, MADFINGER Games



COLOGNE, GERMANY 2012

GCC

EUROPE

About me...

- Pterodon (2000)
- Illusion Softworks / 2K Czech (2006)
- Vatra Games / Kuju Ent. (2008)
- MADFINGER Games (2012)









Mobile vs. Console development

Mobile

- Small teams
- Short projects
- Developer driven
- Self-published

Console

- BIG teams
- Lo(ooo)ng projects
- Manager driven
- Publisher inevitable

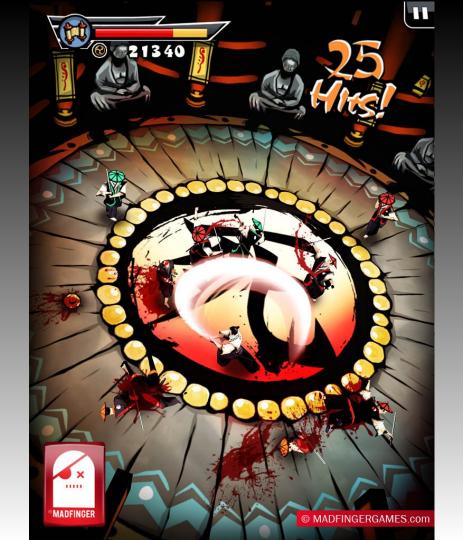
- Founded in 2009 by four developers
- Leisure time activity

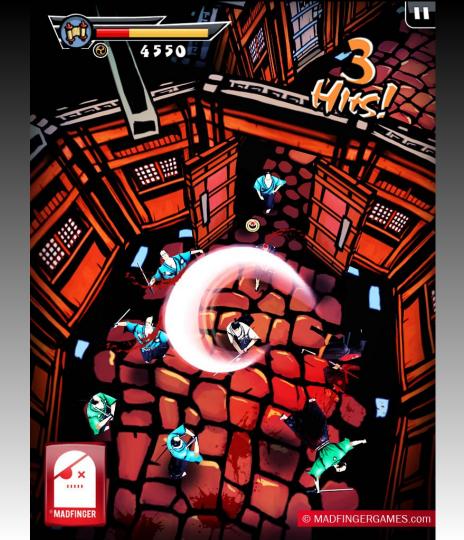


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- **15 Blocks Puzzle** (iOS, 1.5 months)

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- Samurai: Way of the Warrior (iOS, 4 months)







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- **BloodyXmas** (iOS, 2 months)

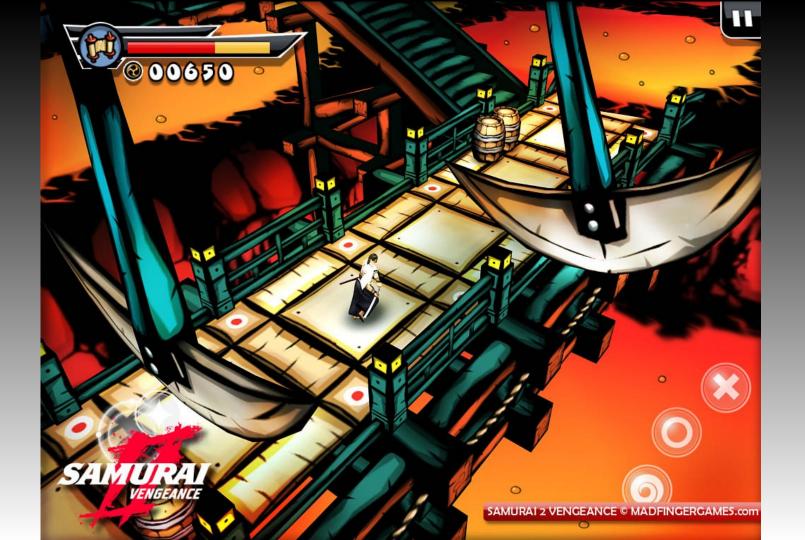




- MADFINGER Games, a.s. (2010)
 - Samurai II: Vengeance (iOS, Android, 5 months)







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 - **SHADOWGUN** (iOS, Android, 8 months)







- MADFINGER Games, a.s. (2010)
 - Samurai II: Vengeance (iOS, Android, 5 months)
 - SHADOWGUN (iOS, Android, 8 months)
 - SHADOWGUN: DeadZone (in development)
 - **DEAD TRIGGER** (iOS, Android, 5 months)

DEAD TRIGGER

- Birth of the project
- Early plans









DEAD TRIGGER

• Getting into Unity for 3 mobile rookies :)

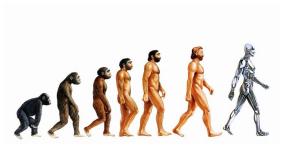


The project base

- The core team
- Player and Weapon base
- GOAP & Agent base
- Shaders
- Pipelines, Tools

Making of...

- The Design Evolution
- Story Development
- City Map
- The idea of Generic Gameplay





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Beginning of the end

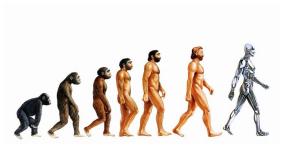
The world we know is gone. Billions of people have died from an unknown plague. Many who survived have changed. They hunger for the living. Those who still cling to their humanity are scattered throughout the world, fighting for their life. You are one of them, and your fight has just

begun...

v0.10.0.6587

Making of...

- The Design Evolution
- Story Development
- City Map
- The idea of Generic Gameplay



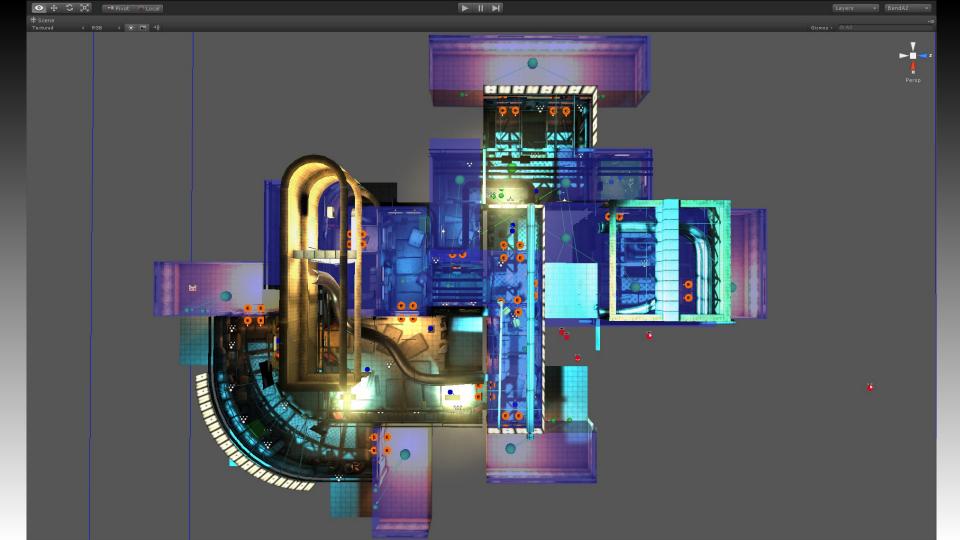
Generic Gameplay

- 4 Maps (v1.0.0)
- 4 Gameplays:
 - Carry resources
 - Kill Zombies
 - Protect Objects
 - Time Defense

Hierarchy 🚽	
Create + (Q*All	
lights	
ObjectiveKill_vave_1 ObjectiveKill_vave_2	
ObjectiveKill_vave_2	
ObjectiveKill_vave_3	
Target	
Target_exit	
Trigger1	
Trigger2	
Trigger3	
Trigger4	
Trigger5	
▶ Door4	
▶ SpawnBoss	
▶ SpawnZone	
light_direct	
Occlusion Area	
sounds	

Generic Gameplay

- Randomized mission configuration:
 - Spawn points
 - Gates
 - Objects
 - Enemies
 - Objectives



Generic Gameplay

- Result:
 - Over 60 unique configurations
 - 10 hours of gameplay



Rank-driven progression:

- Zombie types & models
- Spawn mix



- Average zombie health & damage
- Weapons, Items, Character upgrades
- Mission rewards

MissionEditor

	Story Flow		Mission Flow	Mission Graphic I	Data Player	Level Data	Enemy Setting		
O	Player Level	PlayerXP	Recommended Weapon	XP / Zombie	XP Bonus / Mission	\$ / Zombie	\$ Bonus / Mission	Enemy Health	Enemy Attack
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00	3	1000			400	30	250	25	10
00		2500	Walther P99 +		500	30	275	30	10
00	5	5000	Remington 870 +		600	30	300	35	10
00		8500	M4 +		700		325	40	15
00		13000	AK47 ‡		800		350	45	15
00	8	18500	Lee Enfield 303 +				375	50	15
00	9	25000		10	1000			55	15
00	10	32500	P90 +	11	1100		425	60	15
00	11	41500	KSG +	12	1200	50	450	65	20
00	12	52500	KSG +	13	1300	50	475	70	20
00	13	65500		14	1400	50	500	80	20
00	14	80500	Lupara ‡	15	1500	50	525	90	20
00	15	97500		16	1600	50	550	100	20
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Rank-driven progression:

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- Average zombie health & damage
- Weapons, Items, Character upgrades
- Mission rewards

MissionEdi	itor					
	Story Flow	Mission Fl	ow	Mission Graphic Data	Player Level Data	Enemy Settings
1						
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00	Zombie Slow 1 🛛 💠				Enemies/EnemyZombie01,	
00	Zombie Fast 1 🕴 🕴			0.5	Enemies/EnemyZombie01,	
00	Berserker 1 🕴		1.2	1.4	Enemies/EnemyZombie02	
00	Vomitter 1 🕴		1.25		Enemies/EnemyZombie05	
00	Boss 1 ¢		10		Enemies/EnemyZombie06	
00	Swat ¢	10	1.3	1.25	Enemies/EnemyZombie08	
00	Boss 1_small +	12			Enemies/EnemyZombie06si	
00	Athlete +		0.7		Enemies/EnemyZombie09	

Rank-driven progression:

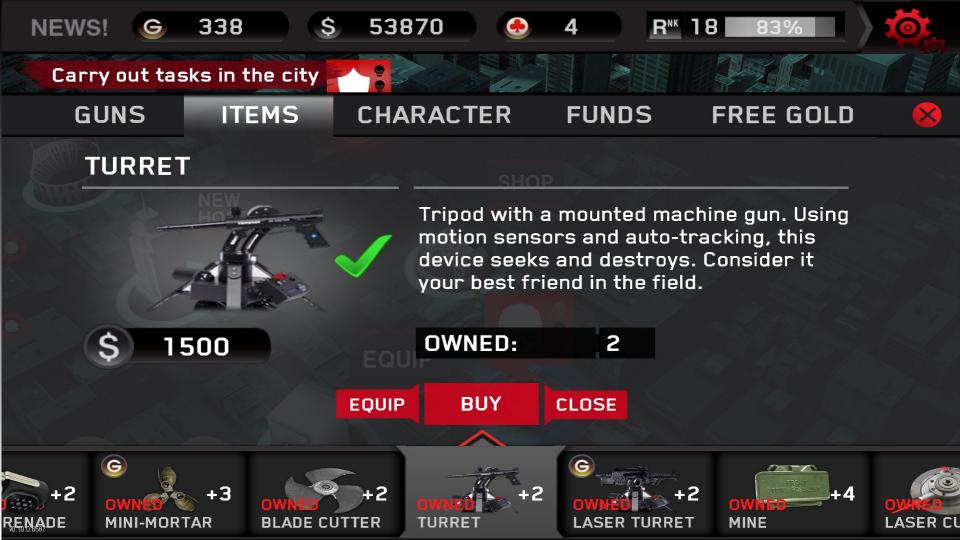
- Zombie types & models
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- Average zombie health & damage
- Weapons, Items, Character upgrades
- Mission rewards

- Limb Dismemberment
- Weapons
- Gadgets
- City Manager

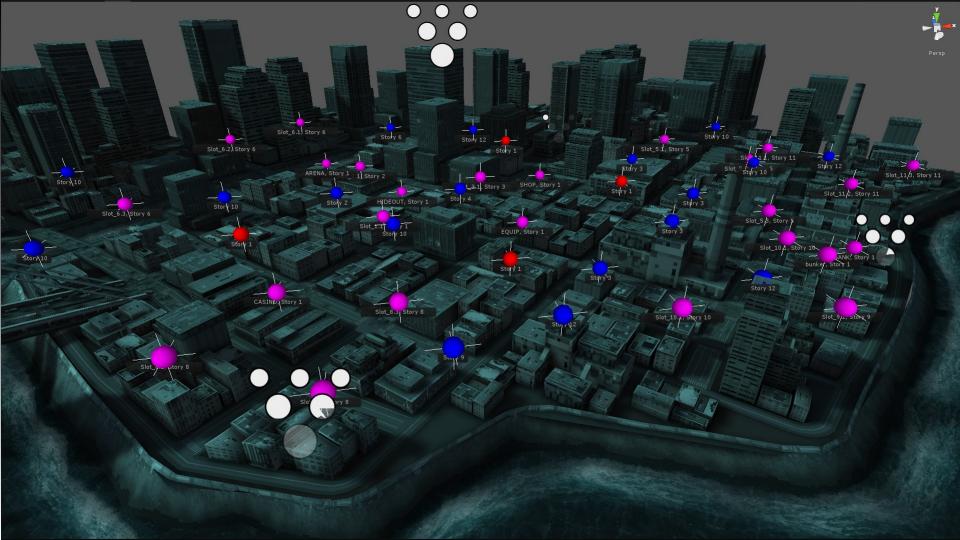




- Limb Dismemberment
- Weapons
- Gadgets
- City Manager



MissionEd											
		N		Mission				vel Data			
٥	Story Id	Mission Type	Mission Subtype	Story	Unique	Spec. Icon	Text(s)	Level(s)	Difficulty	City Slot	Bonus
00	0	Kill Zombies 🕴	GamePlayHeli1	Chopper Mi‡	false 🕴		0 entries	ulicka 01	Normal +		Chopper_Missio +
00	0	Survive Defined Time +	GamePlayHeli2	Chopper Mi‡	false 🕴		0 entries	ulicka 01	Normal +		Chopper_Missio +
00	0	Protect Objects	GamePlayHeli3	Chopper Mi 🗧	false 🕴		0 entries	ulicka night	Normal +		Chopper_Missio +
00	0	Carry Resources	GamePlayHeli4	Chopper Mi‡	false :		0 entries	ulicka night	Normal +		Chopper_Missio +
• •	0	Kill Zombies 🕴		Daily Reware	false :						Daily Reward Mi 🛊
00	0	Survive Defined Time 🗧		Daily Reware	false 🗧						Daily Reward Mi 🛊
00	0	Protect Objects		Daily Rewart	false 🕴						Daily Reward Mi 🛊
00	0	Carry Resources		Daily Rewart	false 🗧						Daily Reward Mi 🛊
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00	2	Survive Defined Time	GamePlayStory2-1	Story ¢			1 entries	ulicka 01	Normal +	Slot_2.1	Second Mission #
00		Kill Zombies	GamePlayStory3-1	Story ‡			1 entries	ulicka 01	Normal +	Slot_3.1	None ÷
00	5	Carry Resources	GamePlayStory4-1	Story ‡			1 entries	underpass	Normal +	Slot_5.1	Rock Stock +
00	5	Carry Resources	GamePlayStory4-2	Story ‡			1 entries	ulicka night	Normal +	Slot_5.2	Rock Stock +
00	5	Carry Resources	GamePlayStory4-3	Story ‡			1 entries	mall	Normal +	Slot_5.3	Rock Stock +
00	5	Survive Defined Time		Dependent #	false ÷						
00	5	Kill Zombies		Dependent #	false ÷						
00	5	Carry Resources		Dependent #	false 🗧						
00	5	Protect Objects		Dependent #	false 🗧						
00	5	Kill Zombies		None ÷	false 🗧						
00	5	Survive Defined Time		None ÷	false 🗧						
00	5	Protect Objects		None ÷	false 🗧						
00	5	Carry Resources		None 🗧	false 🗧						
00	6	Carry Resources	GamePlayStory5-1	Story 🕴			1 entries	mall	Normal +	Slot_6.3	None ÷
00	6	Protect Objects +	GamePlayStory5-2	Story ¢			1 entries	ulicka 01	Normal ÷	Slot_6.2	None ÷
00	6	Kill Zombies 🕴	GamePlayStory5-3	Story ÷			1 entries	underpass	Normal +	Slot_6.1	None ÷
00	6	Carry Resources		Dependent 🗧	false :						
00	6	Protect Objects +		Dependent ÷	false 🗧						





- NES (Gameplay tool)
- In App Purchase (IAP)
- Shop & Equip
- Social Connection (FB, twitter)

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				OpenForAi						
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		Trigger		Disable						
		DynamicDLObstacle		Shavicons						
		GameFloxSupport		StartSpavning						
		GameFloxObjective								

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- NES (Gameplay tool)
- In App Purchase (IAP)
- Shop & Equip
- Social Connection (FB, twitter)

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				OpenFarAi						
				OpenForAi						
KILL ZOMBIES		GameFloxSupport		SpavnBoss						
		GameFloxObjective		Activate						
		Trigger		Disable						
		DynamicDLObstacle		Shavicons						
		GameFloxSupport		StartSpavning						
		GameFloxObjective								

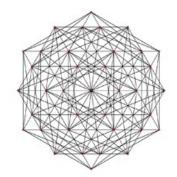


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		Trigger		Disable						
		DynamicDLObstacle		Shavicons						
		GameFloxSupport		StartSpavning						
		GameFloxObjective								

Some numbers...

- Scene: 12.000 polygons
- Weapon: max. 1500 polygons
- Character: LOD0=1500, LOD1=600, LOD2=300
- View: up to 23.000 polygons
- 2 Shader LODs
- 6 Ragdolls (latest iOS and all Tegra 3 devices)
- App size (2nd update): 140 MB (iOS) / 120 MB (Android)



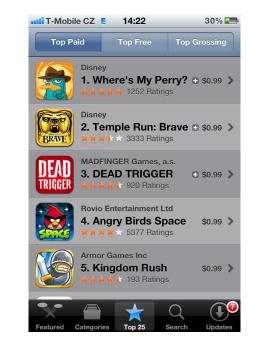
Free-To-Play vs. Paymium

- Concept of both
- Our strategy



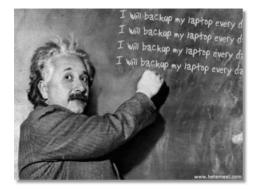
Launch & Reception

- 28th June iOS, 3rd July Android
- Great reviews
- All blown away by \$0.99 price
- 3rd best selling iOS app (USA)
- 1st on Android



Lessons Learned

- IAP reception
- Need Tutorial
- Mission Difficulty
- In-game texts and dialogues



```
Update (v1.2.0):
```

- Free-To-Play
- Cloud Service (Friends, Stats, Save)
- Arena Mode
- Daily Rewards, Casino
- New content (levels, characters, items, AI, ...)













Objective: GUARD REAR ENTRANCE!

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DAILY REWARD Come tommorow and earn more!





and earn GOLD +

Arena Entries

3x



60%

Casino Chips



Objective: Find supply box

4

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v0.10.0.6587

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Conclusion:

- 4 ¹/₂ months of development, no crunch!
- Small team, 3 newbies! :)
- Console-quality project
- Great reception
- Solid technology
- Lots of ideas for future...



