

Bubble **WARS** 

Michael Kalkowski

Co-Founder & Creative Director **GAME:DUELL** 

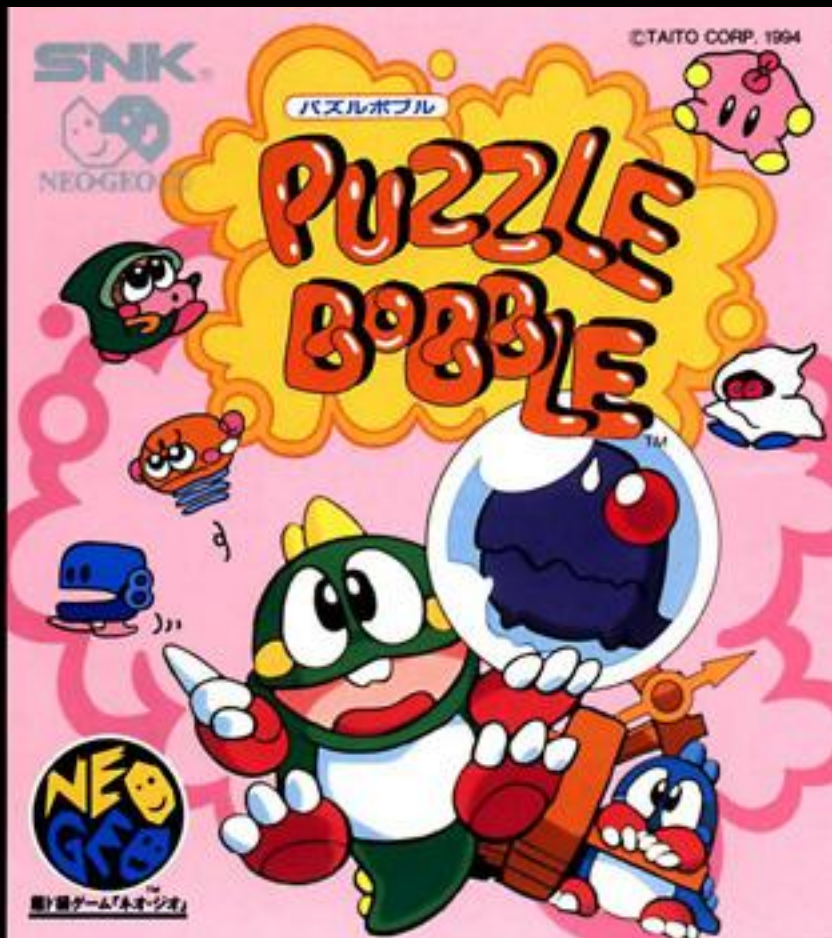
パズルボブル

pa zu ru bo bu ru

パ

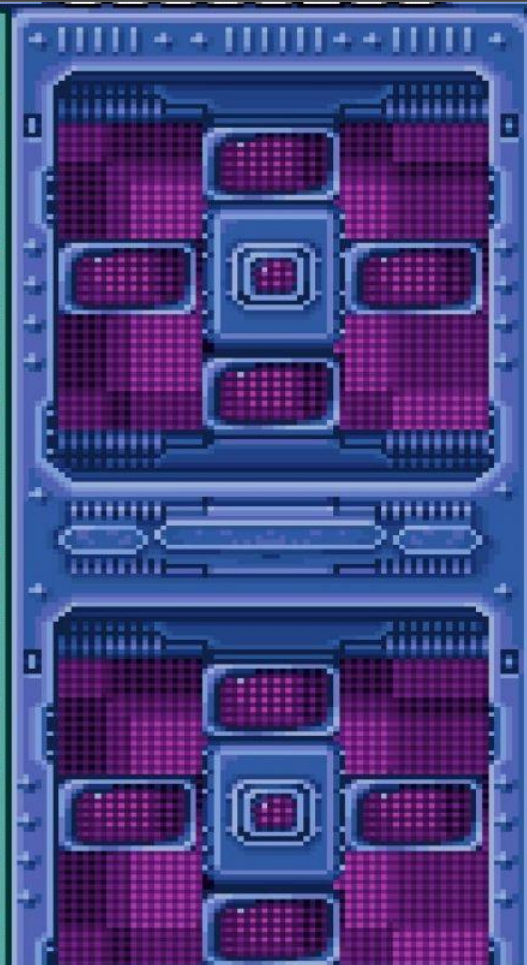
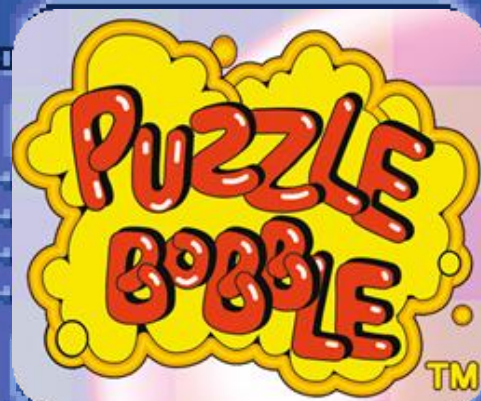
1994

パズルボブル
PUZZLE ACTION GAME



ル

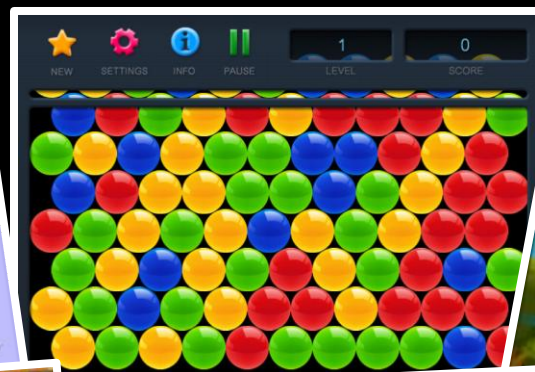


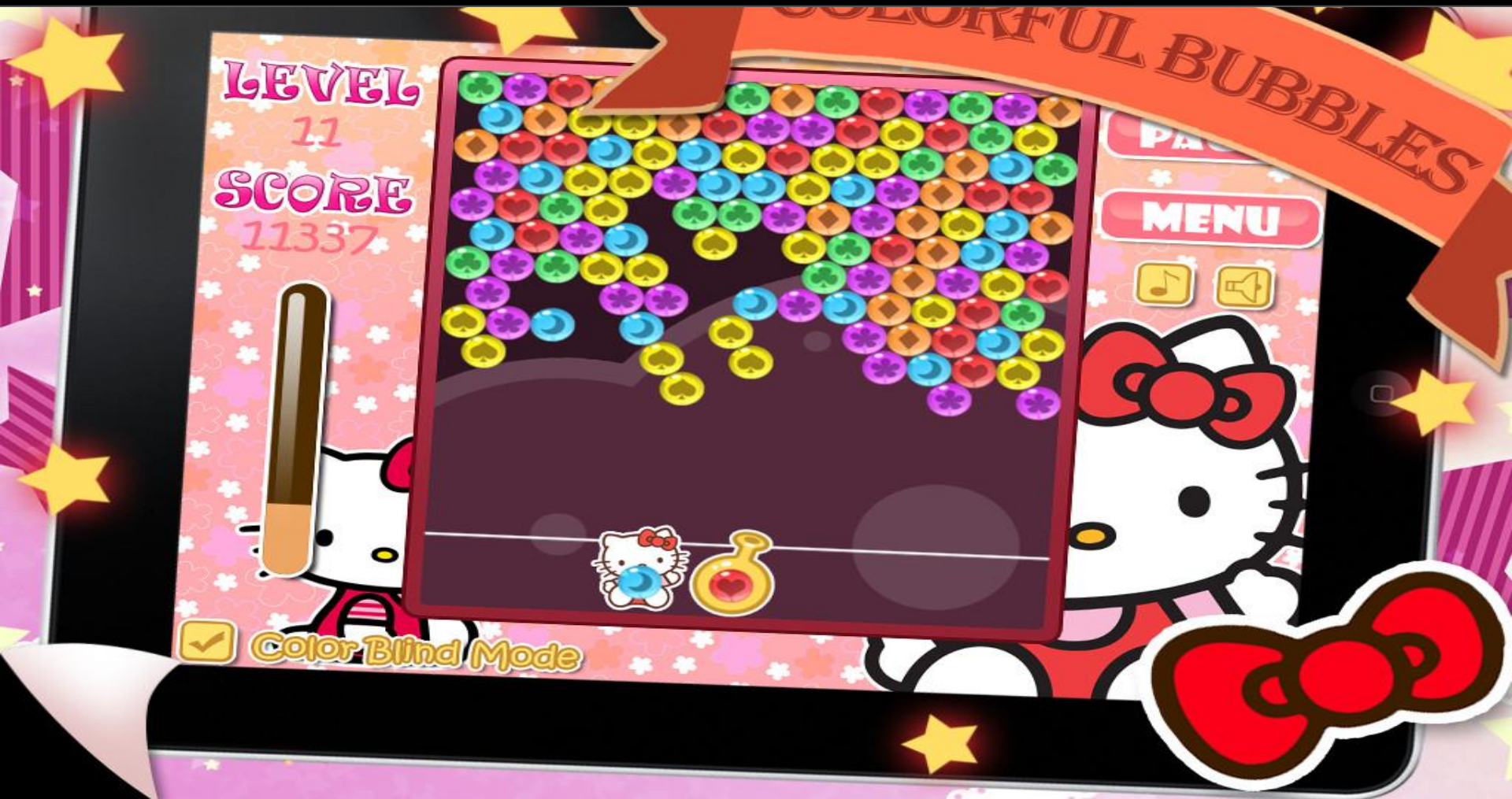


PUSH
IP

NEXT

ROUND 01





4



5



25



31



facebook®

34



35



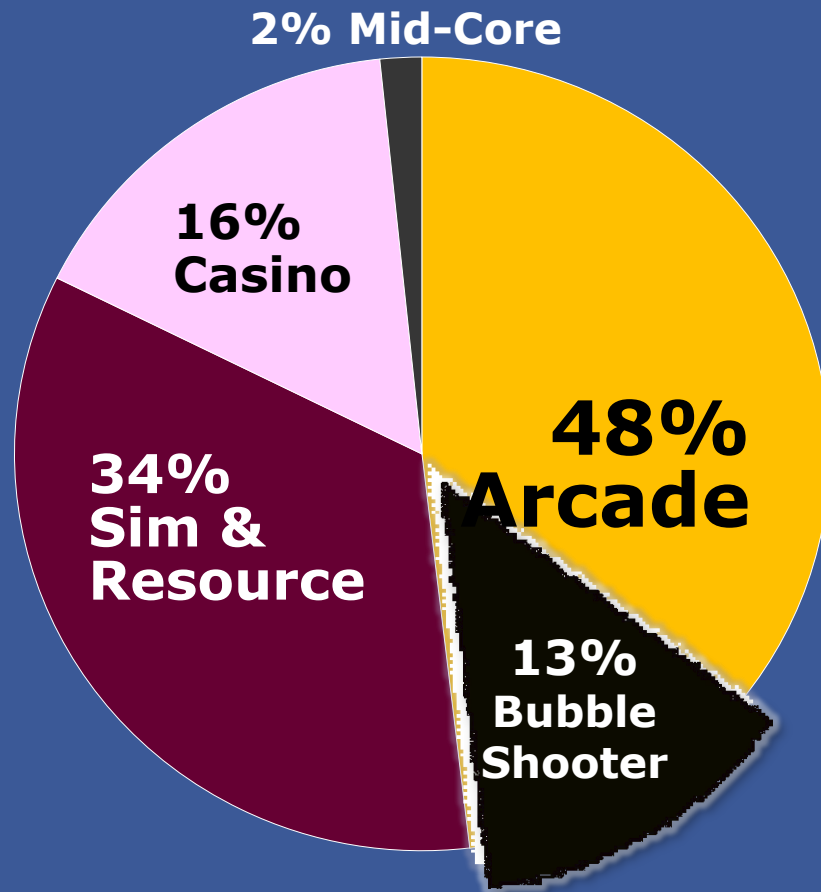
48



100

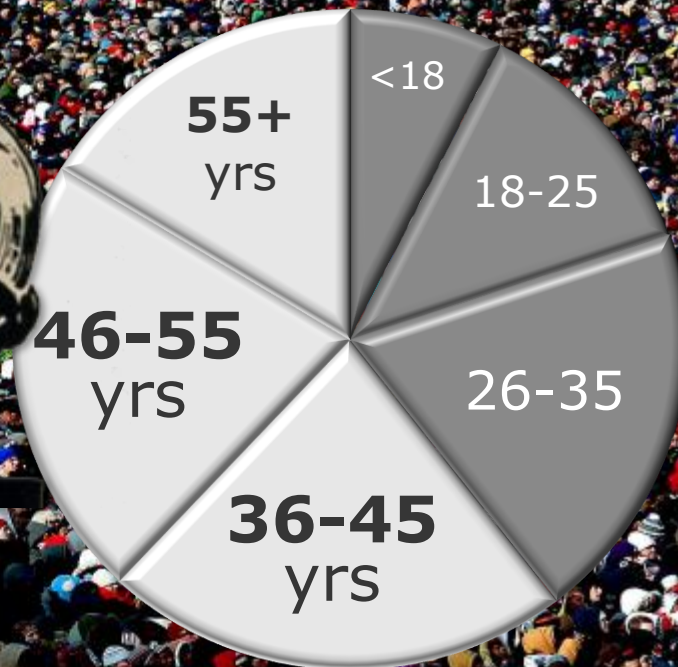
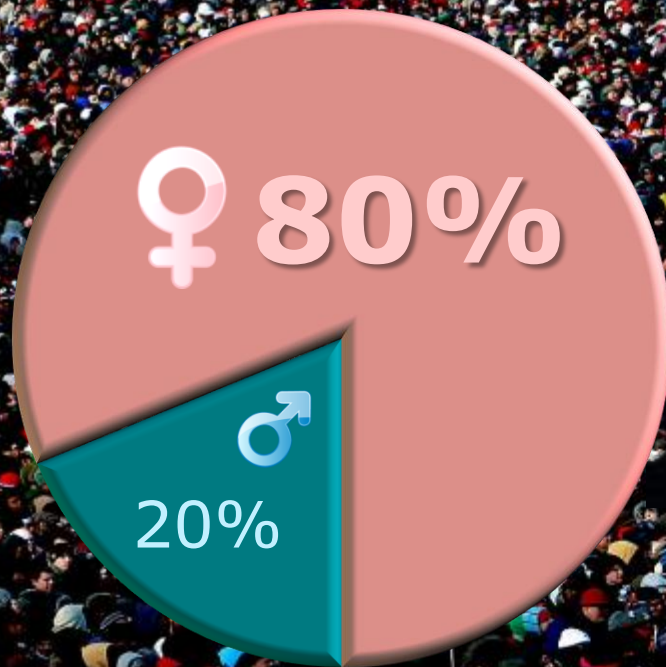


facebook[®] games DAU

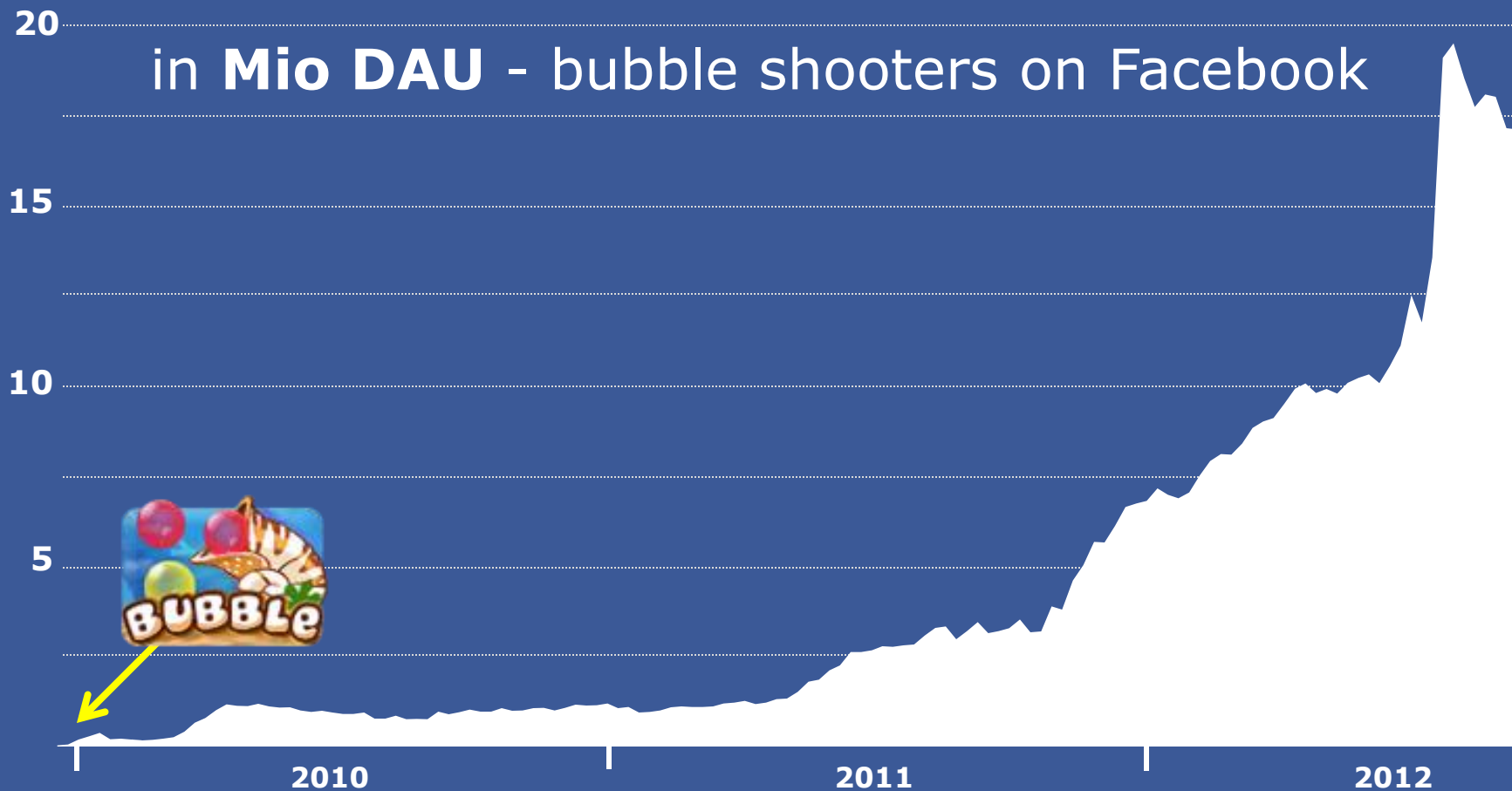




80,000,000



in Mio DAU - bubble shooters on Facebook



POINTS: 12345
BONUS: 67890

TIME
07:3



GAME: DUELL
REAL PEOPLE - REAL PRIZES

Home

Games

My GameDuell

Community

Info & Help

Logout

Exciting games since 2003

Over 80 million members

4,819,190 daily played games

Choose a Game...



Top Games



Card & Board Games



more

Popular Games

**Bubble Speed**

Hurry up: shoot bubbles, form groups of bubbles and collect the diamonds as fast as you can!

[Play now!](#)

Featured Game

**Crazy Eights**

The quick card game for young and old. Guaranteed thrills to the very last second!

[Play now!](#)

Stage Tournaments

**Stage Tournaments**

The tension increases with each stage. Play several duels to get to the final and win the grand prize!

[Play now](#)

Combine a fun game with an underwater adventure:
<http://t.co/Qyy8AcC>

Today 06:00 AM

What does Peter Parker play in his free time? We think we know:
<http://t.co/7E91eU>

08.08.2012 04:00 AM

Invite friends



surfer



Deposit funds

16,21 €

1 000 0



Stage Tournaments

Stage 1

Stage 2

Final

Sorry, you did not win.

[Open tournaments](#)

surfer

Points:

15,300



ruck68

Points:

68,800

Try again in another tournament!

[Play a new tournament](#) **Bubble Speed**

Final prize: 4,00 €

Ends on 08.12 at 16:20 PM

2nd place prize: 1,00 €

Entry fee: 1,00 €

Tournament Overview

Stages	My results	Winnings	Opponent's results	Winnings
1	surfer 15,300		ruck68 68,800	

Do you have any [suggestions for the game](#) or would you like to [report a problem](#) (Duel-ID: tgl20120809467416134)?

Phase 1: Marketing



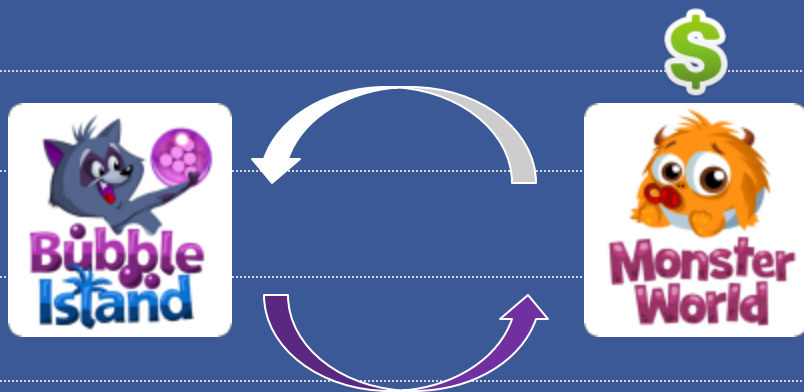
Mio
DAU

2010

2011

2012

Phase 2: Cross-Promo



Mio
DAU

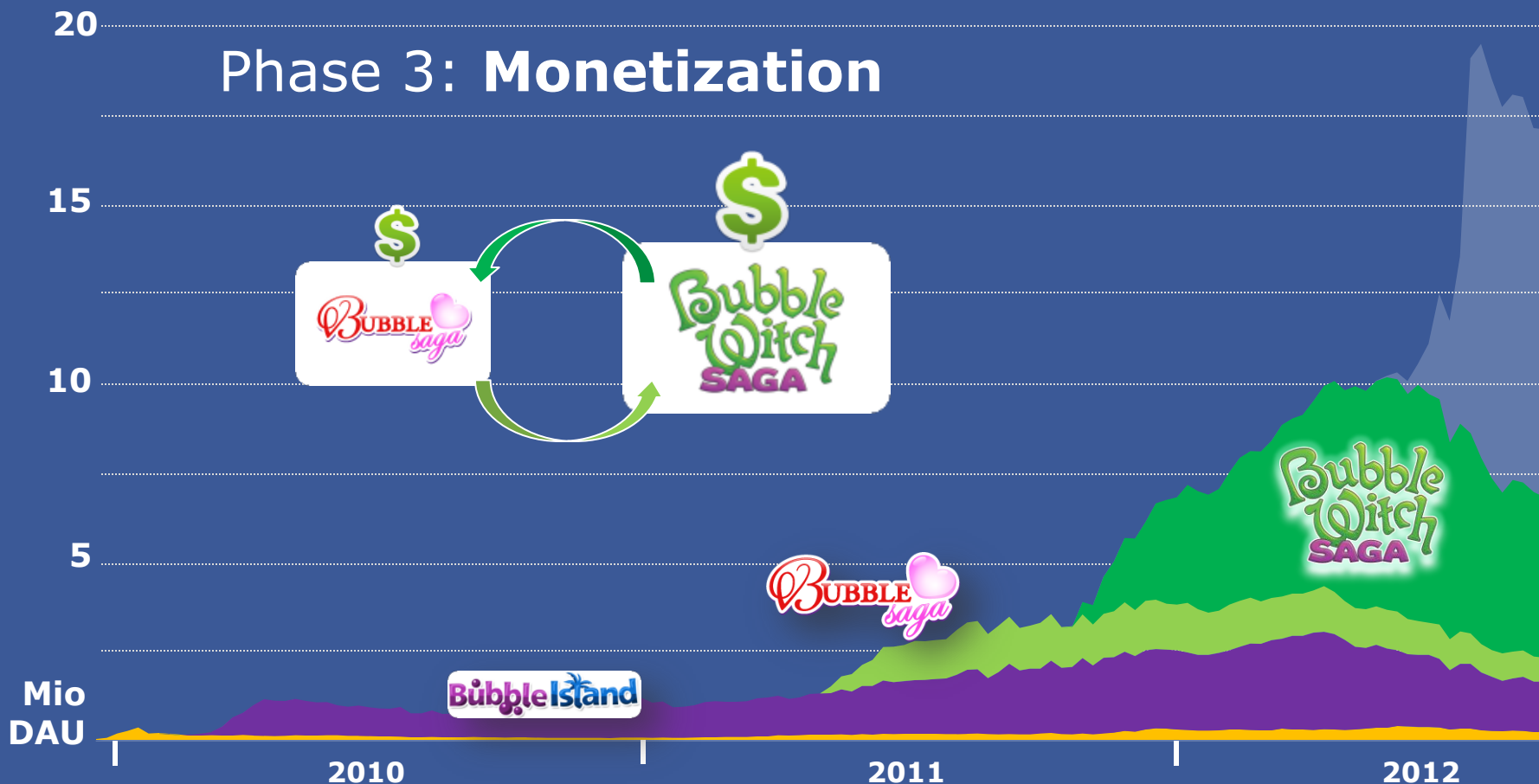
2010

2011

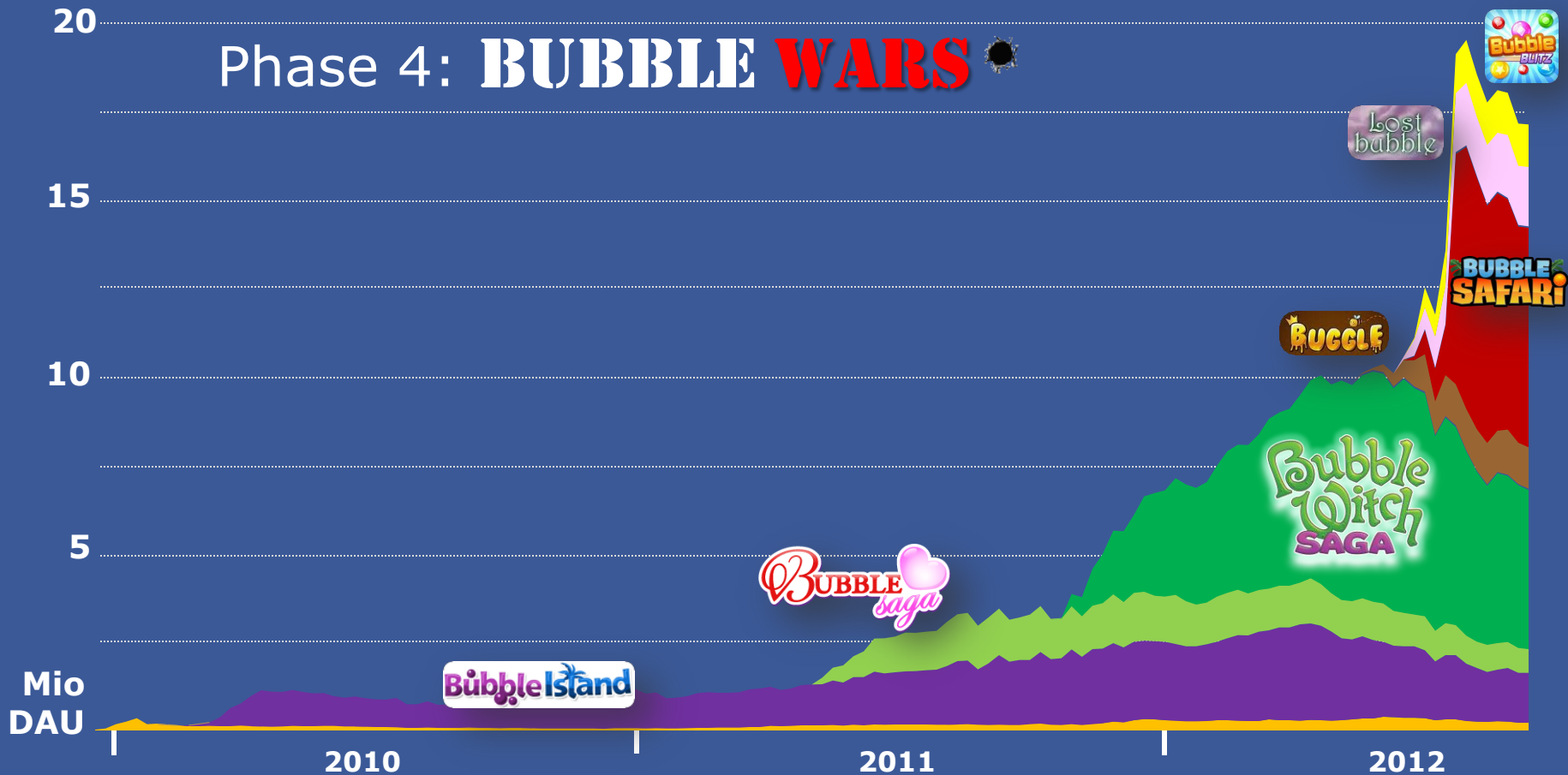
2012

Bubble Island

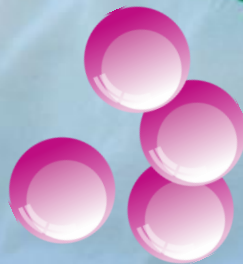
Phase 3: Monetization



Phase 4: BUBBLE WARS



10 Success Factors



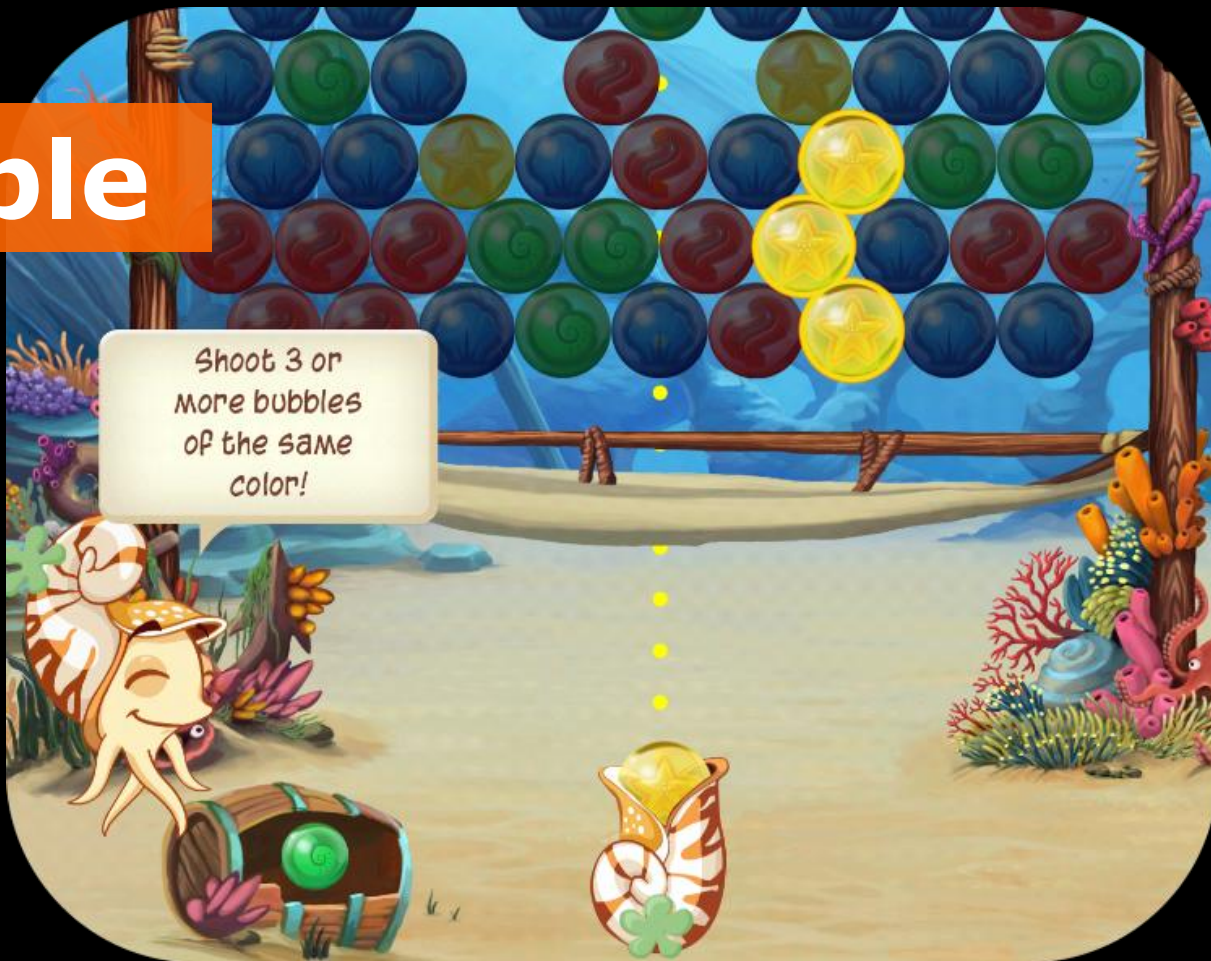


Core Gameplay



Simple

Shoot 3 or
more bubbles
of the same
color!

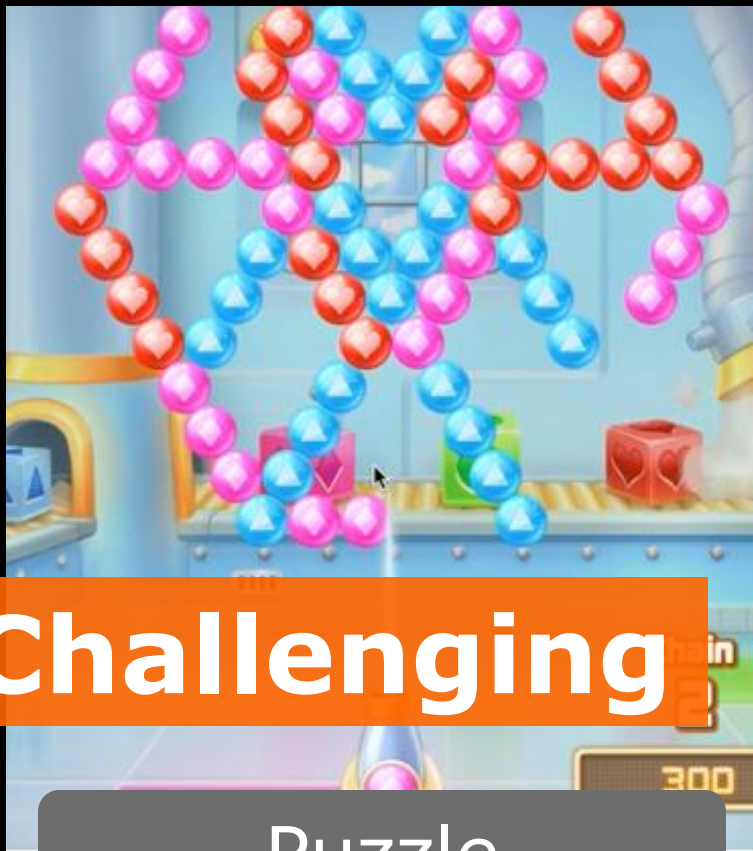


Press Button



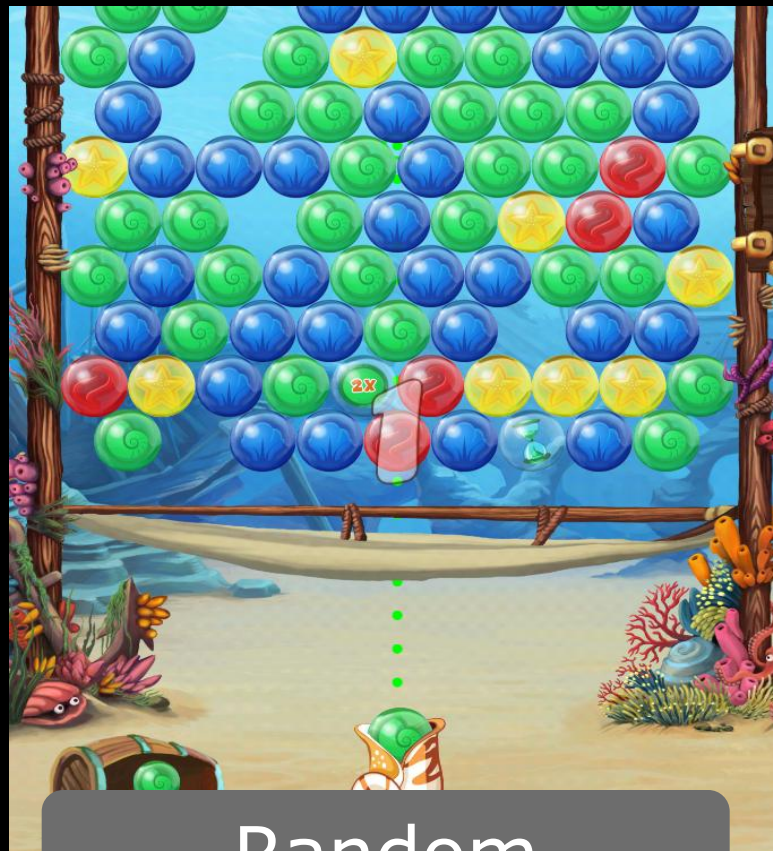
Fun





Challenging

Puzzle



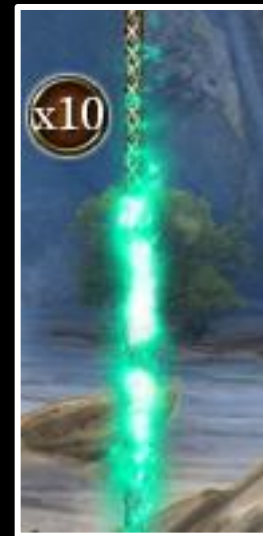
Random



Time-Based



Move-Based



Addictive

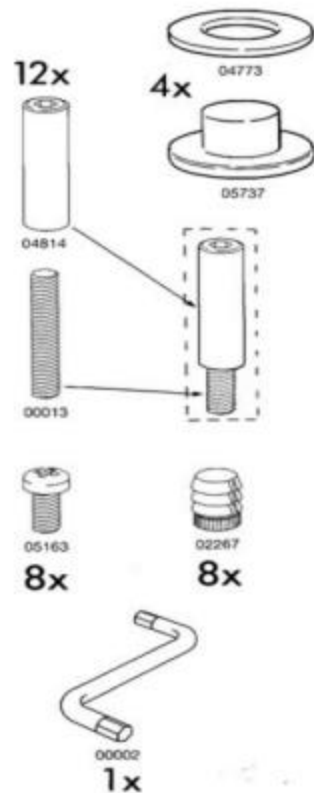


O O B E

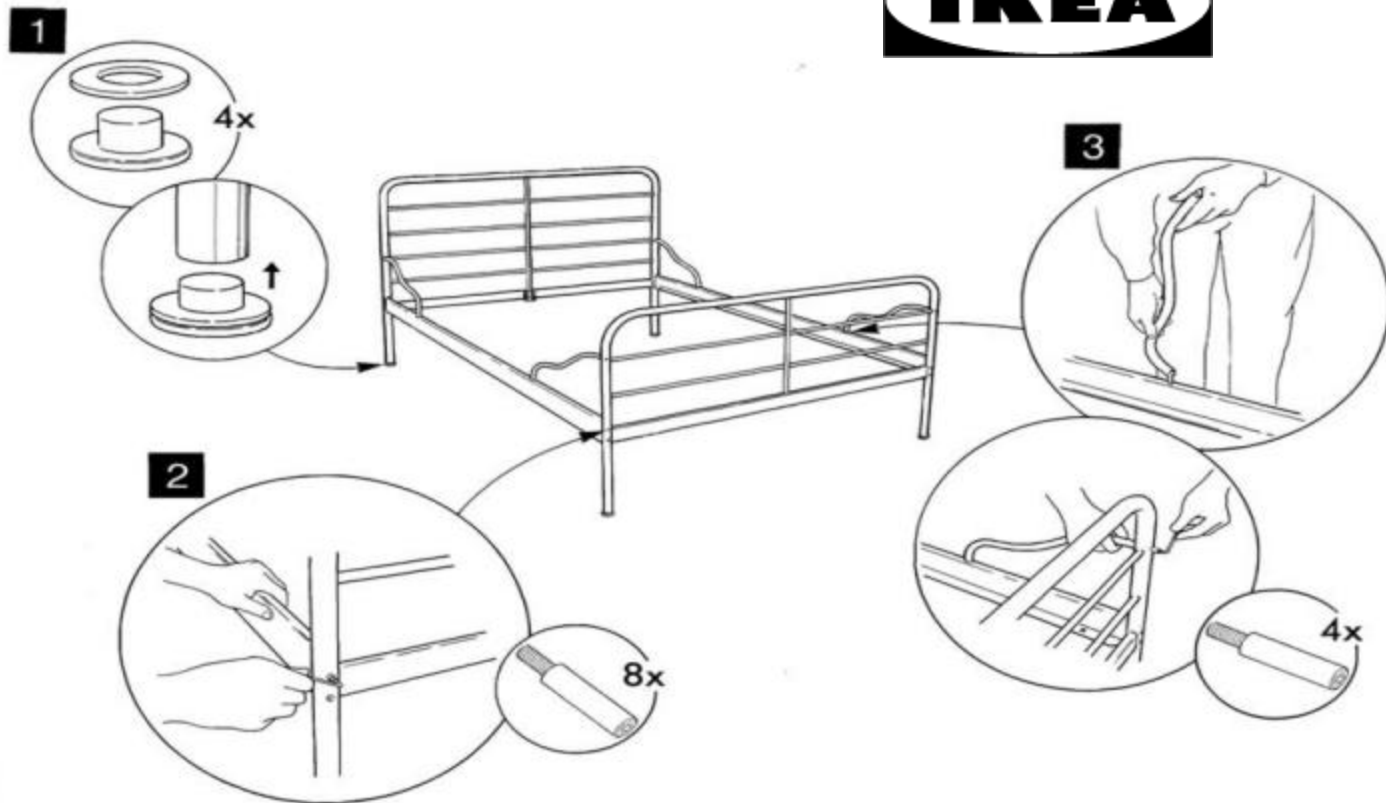
Out Of Box Experience

The background image shows an open white box, likely for an Apple laptop, with the lid propped open. Inside the box, a silver laptop is visible, lying flat. A small black card with the text "Designed by Apple in California" is placed near the bottom right corner of the laptop. The text "Out Of Box Experience" is overlaid in large white letters on an orange rectangular background across the middle of the image.

- Det här verktyget behöver du:
- Tool required:
- Sie benötigen dieses Werkzeug:
- Voici l'outil dont vous avez besoin:
- Dit gereedschap is nodig:
- Herramientas necesarias:
- Ecco gli attrezzi necessari:

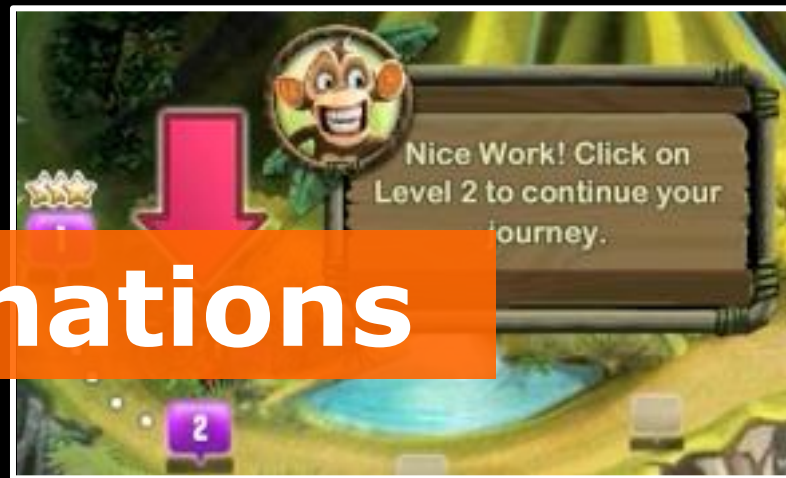


Logga

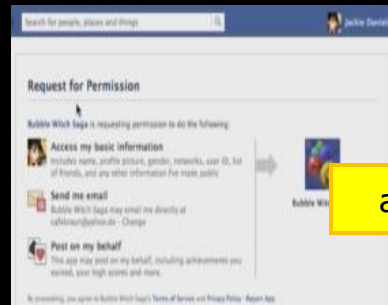


Loading Screen





In-Game Explanations



allow



5 secs



zoom in



click 1

Storyboard



click **play**



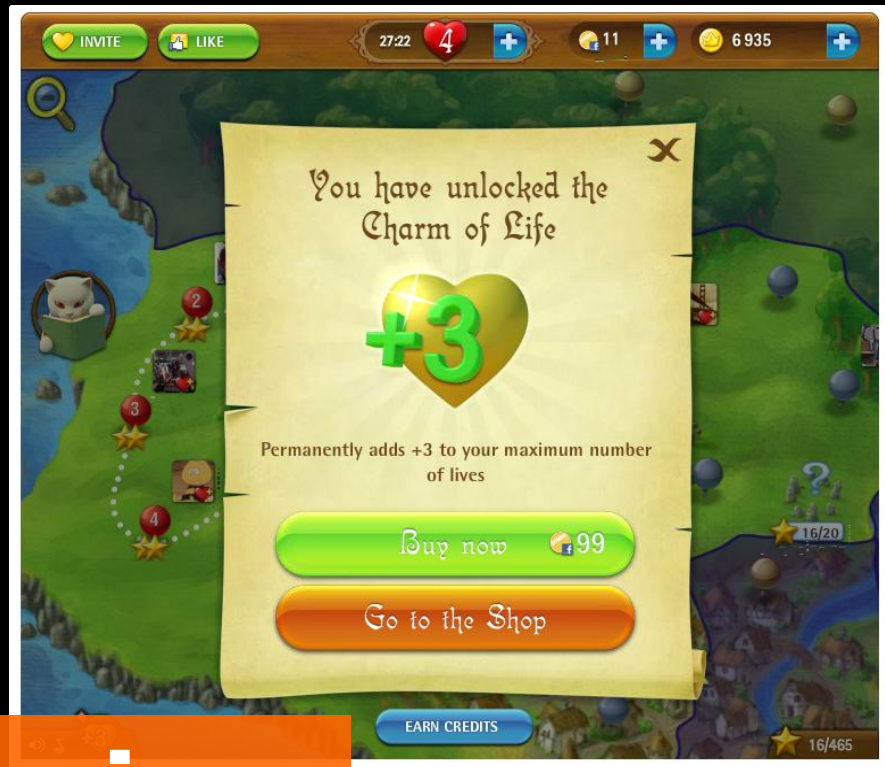
3 secs



click



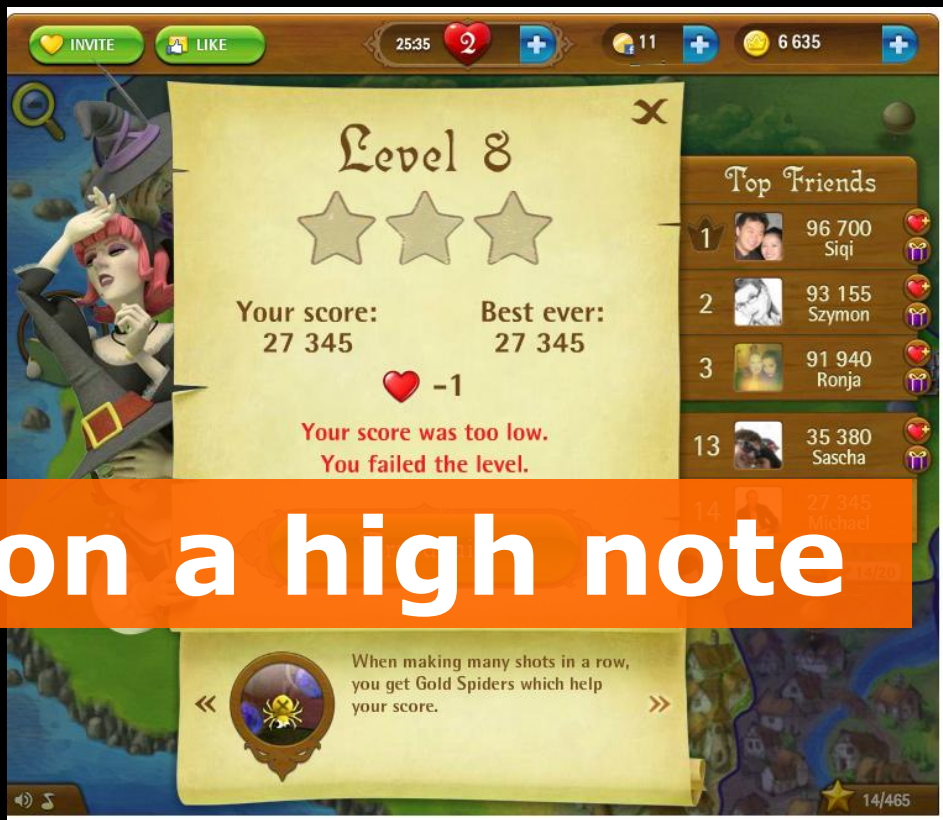
40 shots



Feature Sequencing

Easy Balancing





...end on a high note



Progression



Leveling





Progress Maps

Collectables





Design

GFX Quality





Characters





Intuitive Design

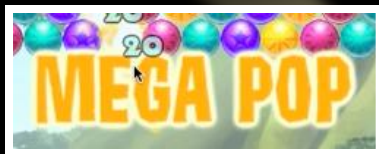
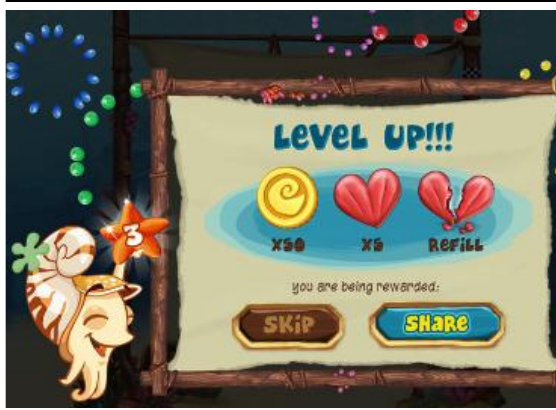
Animations



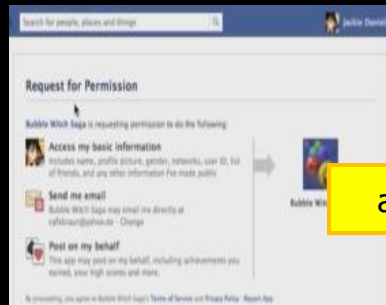


Emotion

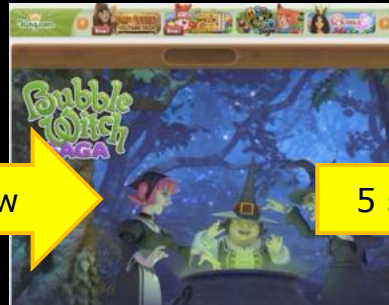




Happy Moments



allow



5 secs



zoom in



click 1

Happiness Density



click play



3 secs



click



40 shots

Oh, that's
nice!!





Wow!!

Yeah!



Menu

Adrenaline



Chain
13

108,500

3



Moneti\$ation

Average Revenue per DAU



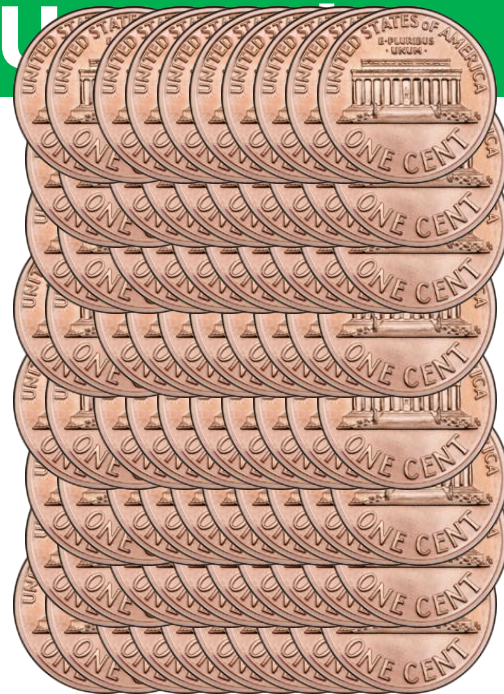
**Bubble
Shooter**



**Sim &
Resource**

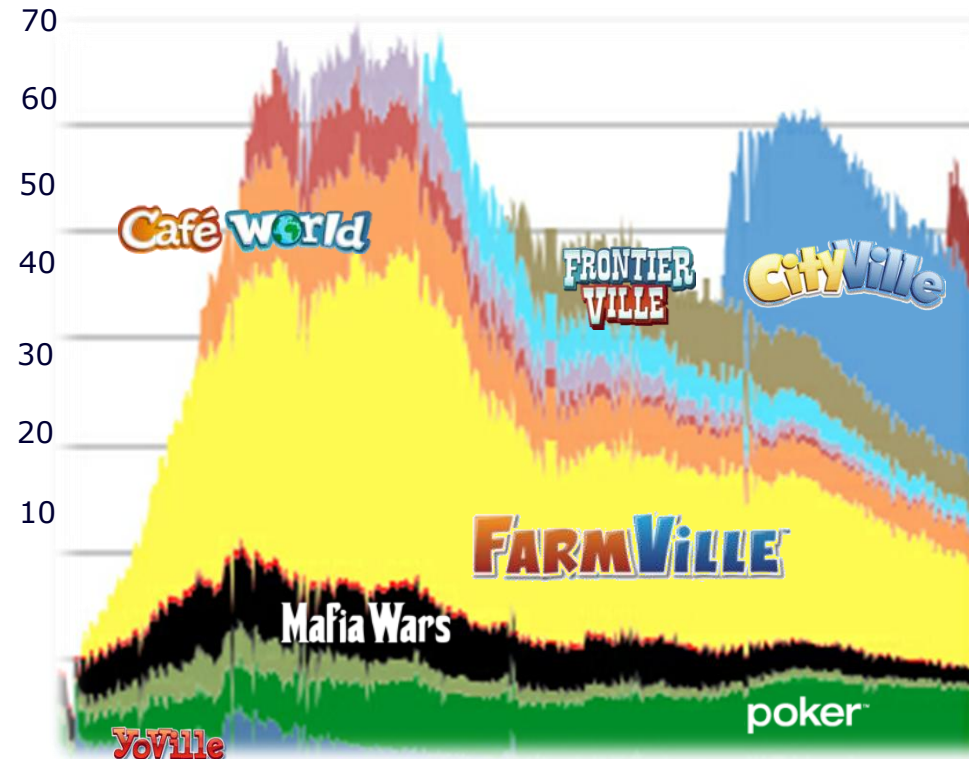


Casino



Mid-Core

DAU (mio)

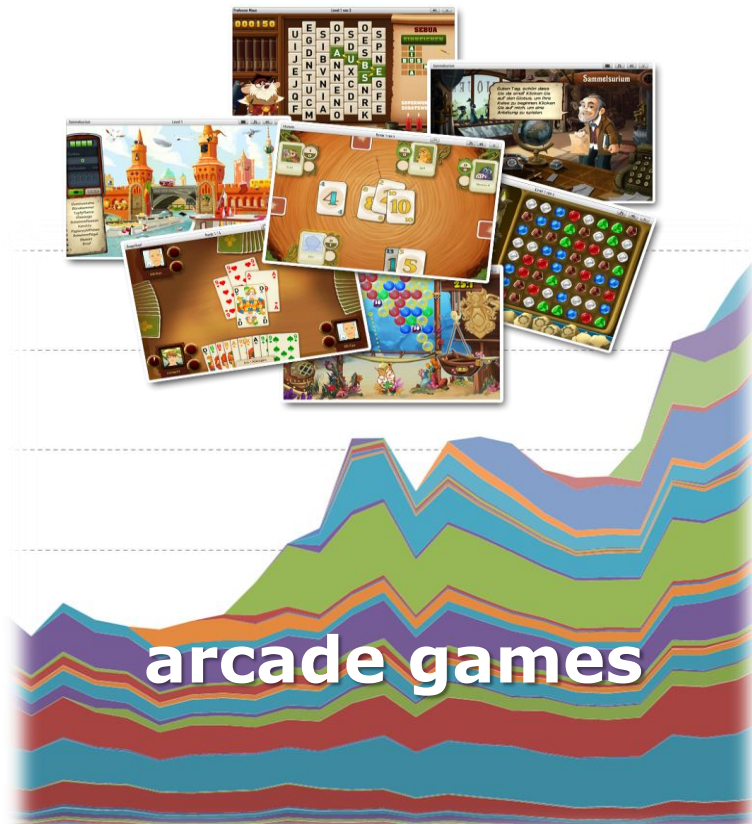


June 2009

June 2011



Source: www.voncoelln.com/eric/2011/07/06/zynga-making-4-4-cents-per-dau

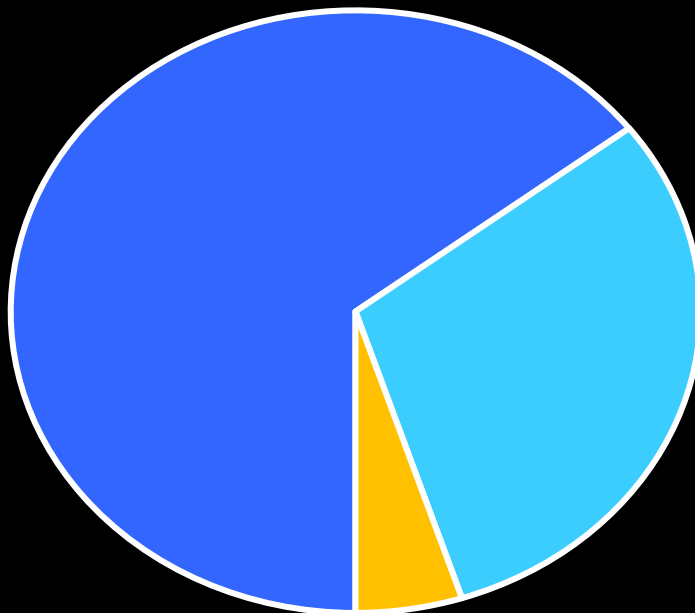


arcade games



Revenue Split

65%
Permanent



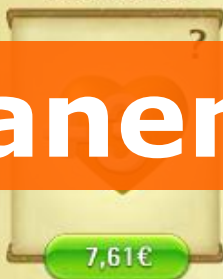
5%
Ads

30%
Consumables



Buy Magic Charms

Charm of Life



Charm of Foresight



Charm of Shielded Spiders



Charm of Precision



Permanent VG



One-Eyed Wilbur's Daily Offer

Today's time-limited special offer is:

- ♥ Bubble Witch full life
- 🎬 Charm of Scrolling
- 🎯 Charm of Precision

BUY NOW ~14,53€

~~17,45€~~
YOUR PRICE:
14,53€

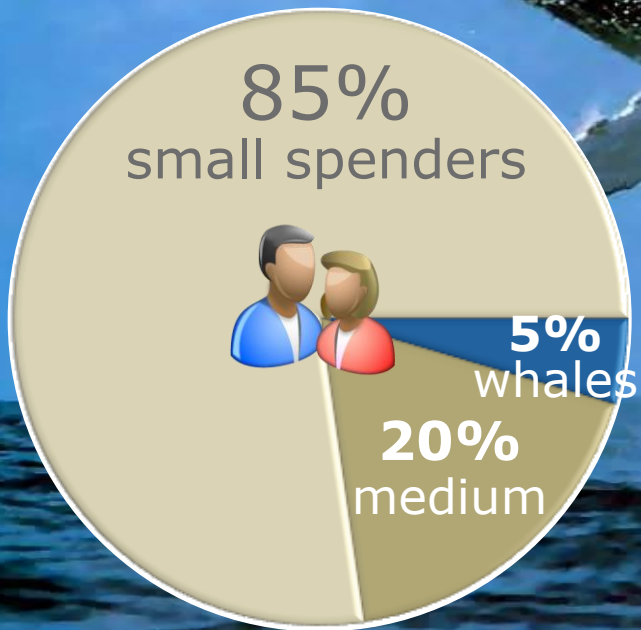
Time remaining
21 h 12 min 50 s

SECURE PAYMENT

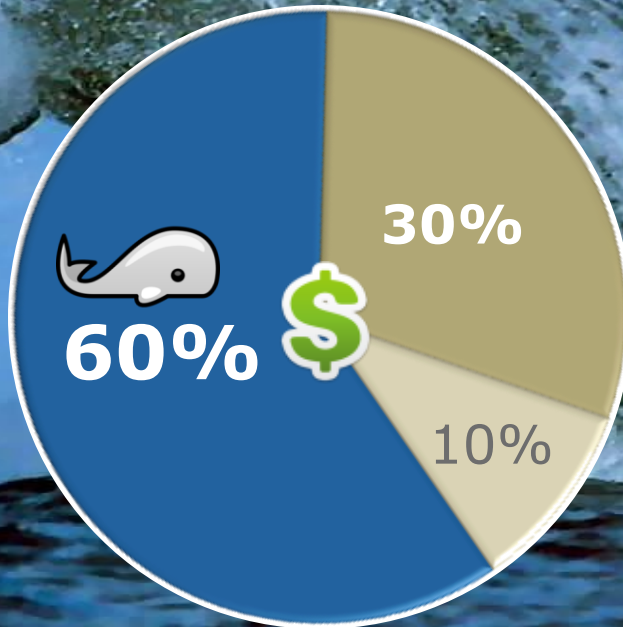


Whales

paying users



revenues



70%



30%



✓ Gefällt mir Michael Kalkowski, Kai Bolik und 355.531 weiteren Personen gefällt das.

Verdiene 1 Boost

Sie haben gerade 1 Boost verdient



sevenload

Powered by **SupersonicAds**

Verdiene mehr Boost

schließen

Advertising





Processes

Team

- 1 PO
- 1 GFX
- 1-2 Fla
- 1-2 BE



+shared

- iXD
- CRM
- Mktg
- BI
- QA



User Testing

UserTesting.com

Home

How it Works

Features

FAQ

Buzz

About Us

Blog

Pricing & Sign Up

Usability Testing Has Never Been Easier

The fastest, cheapest way to *find out why users leave your website*

For \$39 you get:

- Video of a visitor speaking their thoughts as they use your site
- Written summary describing the problems they encountered

"Use it and your site will get better."

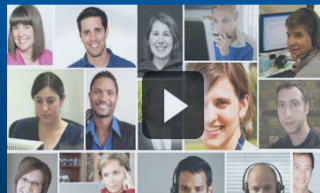
Evan Williams | **twitter** Co-Founder

More »

Pricing & Sign Up

Watch visitors use your website

1-year money-back guarantee



Quick Tour

UserTesting.com provides on-demand usability testing

Live
ON

NEW

Mobile

Our Customers Include



More »

How It Works

1. Design Your Test

2. We Notify our User Panel

3. Get Feedback in an Hour

Home

Free trial

Blog

Faq

existing user Login

try my UI
GET THE USERS VIEW



HOW CAN YOU IMPROVE YOUR WEBSITE?

Watch videos of *real people* using
your website and find out.

SEE AN EXAMPLE

TRY IT FREE

Why TryMyUI?

- Hear what users are thinking as they use your site.
- Find out what they like and what confuses or annoys them
- Customers give TryMyUI tests an average



How it Works.

1. You sign up indicating what tasks you want users to perform on your site, how many users you want and their demographic profile.



2. Within hours, we show you a narrated

Satisfied Customers.

"TryMyUI has really helped us understand what our users like, don't like, and love about our site. TryMyUI has helped us get key insights into what works and what doesn't and every single test that we've





@home



Dashboard > Facebook > Home > Split Test Documentation

Browse Michael Kalkowski Search Confluence

Search

- Facebook From IDs
- Split Test Documentation
- Architecture
- Developer Environment
- Facebook Documentation
- Helper and Tools
- Operations
- Social Archive
- Social Weather
- Troubleshooting and Emergencies

Split Test Documentation

Edit
Share
Add
Tools

Please add new tests to the top of the table. SPOC is available at: <https://reporting-1.dc1.gameduell.de/dashboard/>

Please use the following colors to set the status,

● Test not started

● Test is running

● Test finished

#	Date	Game	Name	Hypothesis	FACT Configuration	Screenshots/Details	Results
9	● Start: 2012-04-27 10:08 CET	BUS	Firemode	Users with firemode will have a higher retention	Firemode OFF: 121 (90%) Firemode ON: 122 (10%) Tested only for the new users (install date > 2012-04-27)	Group 122: 	
8	● Start: 2012-04-25 00:01 GMT End: 2012-05-08	MPS	3 Sets	Sets have different difficulty. Users may prefer difficult or easy sets	easy set ID: 87 normal set ID: 88 hard set ID: 89		
7	● Start: 2012-04-25 00:01 GMT End: 2012-05-08	MPS	Timed extra time items	Game could be more exiting with between goals that have to be reached fast	expiring off (old) ID: 90 expiring on (new) ID: 91	Group 91: 	
6	● Start: 2012-04-20 End: 26.04.2012	BUS	Mini Game	Users with the mini game will create more revenue in total.	No Wheel: 117 - 10% Wheel: 118 - 90%	Group 118: 	

Coins per game



poor start

too many coins
→ no payment

of games played



Coins per game



too many coins
→ no payment

new start

of games played





CRM

Special Events

Buy Magic Charms

Charm of Life



7,61€

Charm of Foresight



9,92€

Charm of Shielded Spiders



5,30€

Charm of Precision



9,15€



One-Eyed Wilbur's Daily Offer
Today's time-limited special offer is:

- ♥ Bubble Witch full life
- 👁 Charm of Scrolling
- 🎯 Charm of Precision

BUY NOW ~14,53€

~~17,45€~~
YOUR PRICE: 14,53€

Time remaining
21 h 12 min 50 s

SECURE PAYMENT

VISA MasterCard American Express DISCOVER JCB





Bubble Witch
SAGA



f Play on Facebook

Want to get some extra help?

Hello Michael!

Newsletters

Time limited Daily Offer!

PRODUCED BY
King.com

f Play now!



Bubble Witch
SAGA



f Play on Facebook

YOUR FRIENDS CAN HELP YOU - INVITE THEM!



!!

ends playing BUBBLE WITCH SAGA!

they are and make sure to ask them for help when you need! You can also send them help whenever you want.

Have you discovered that you get stars every time you complete a level? Earn as many as you can to get helping boosters!

Now who's playing?

PRODUCED BY
King.com

f Play now!



Bubble Witch
SAGA



f Play on Facebook

YOUR FRIENDS CAN HELP YOU - INVITE THEM!

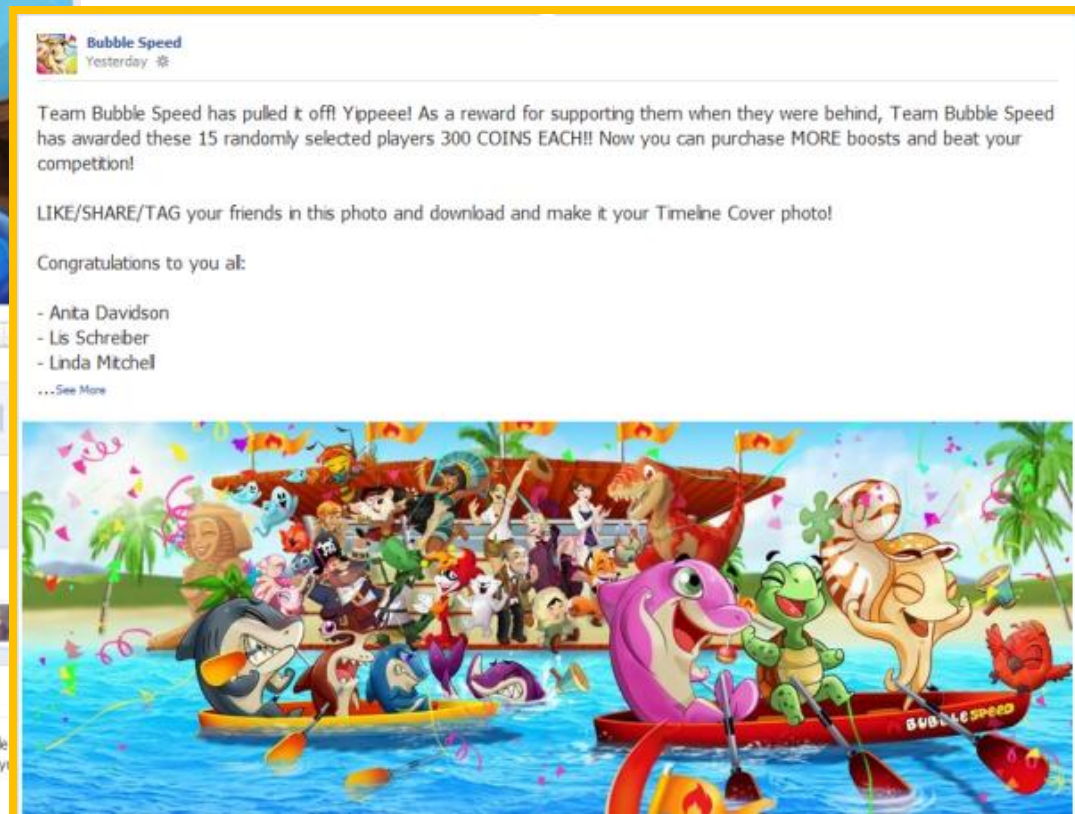
Hello Michael!

Invite your friends to play BUBBLE WITCH SAGA and you can help each other to play! Collaborate to unlock levels, get lives and reward each other with coins! It is easy - all you need to do is click the INVITE button in the game!

PRODUCED BY
King.com

f Play now!





Fan Pages

LIKE/SHARE/TAG your friends in this photo and download and make it your Timeline Cover photo!

Congratulations to you all:

facebook

Search for people, places and things

App Center

All Web Mobile

Games

Action & Arcade
Adventure
Board Game

Games

Top Rated Suggested Trending Friends'

Apps that are growing rapidly.

Dragon City

Ratings



Games, Action & Arcade
5.5 million players - Barbara Hellmann, Frank Duffner and 5 other friends
Bubble Blitz is 60 seconds of colorful bubble-popping fun! Score points, earn achievements, and unlock hidden valuables!



Bubble Safari
★★★★★
Games, Action & Arcade
28 million players - Tina Annen, Sebastian Kiese and 15 other friends
Play the most fun bubble shooter ever.



The Ville
★★★★★
Games, Simulation
3.2 million players - Gevorg Sargsyan, Henrik Suuronen and 10 other friends
Build the Home of your Dreams in The Ville!



Lost Bubble
★★★★★
Games, Puzzle
7 million players - Barbara Hellmann, Jennifer Kalkowski and 3 other friends
Get ready for the most exciting Bubble game of the ages. Travel through time and unravel mysteries as you unlock Pandora's boxes.





Technology

Power is nothing without control!



Bubble Witch SAGA



Produced by  King.com

mobile



zynga.com

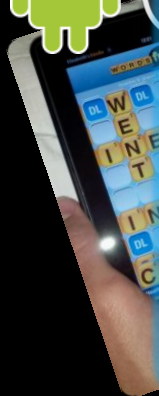


facebook



mobile

facebook



Words Free

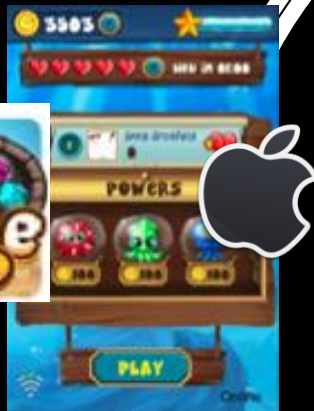
Your Move with Johnny Turista!

Close Launch

A central blue dialog box with a dark blue gradient background. It contains the text 'Words Free' and 'Your Move with Johnny Turista!' in white. At the bottom, there are two buttons labeled 'Close' and 'Launch' in white text on a dark blue background. The dialog box is overlaid on a background of various app icons and a word game grid.



iPhone



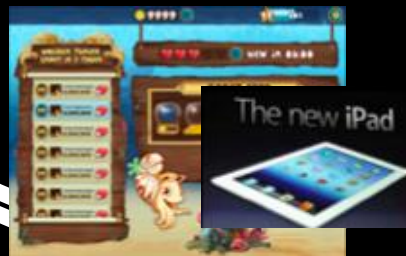
- friends
- scores
- level, XP
- coins, lives
- boosts



facebook



iPad



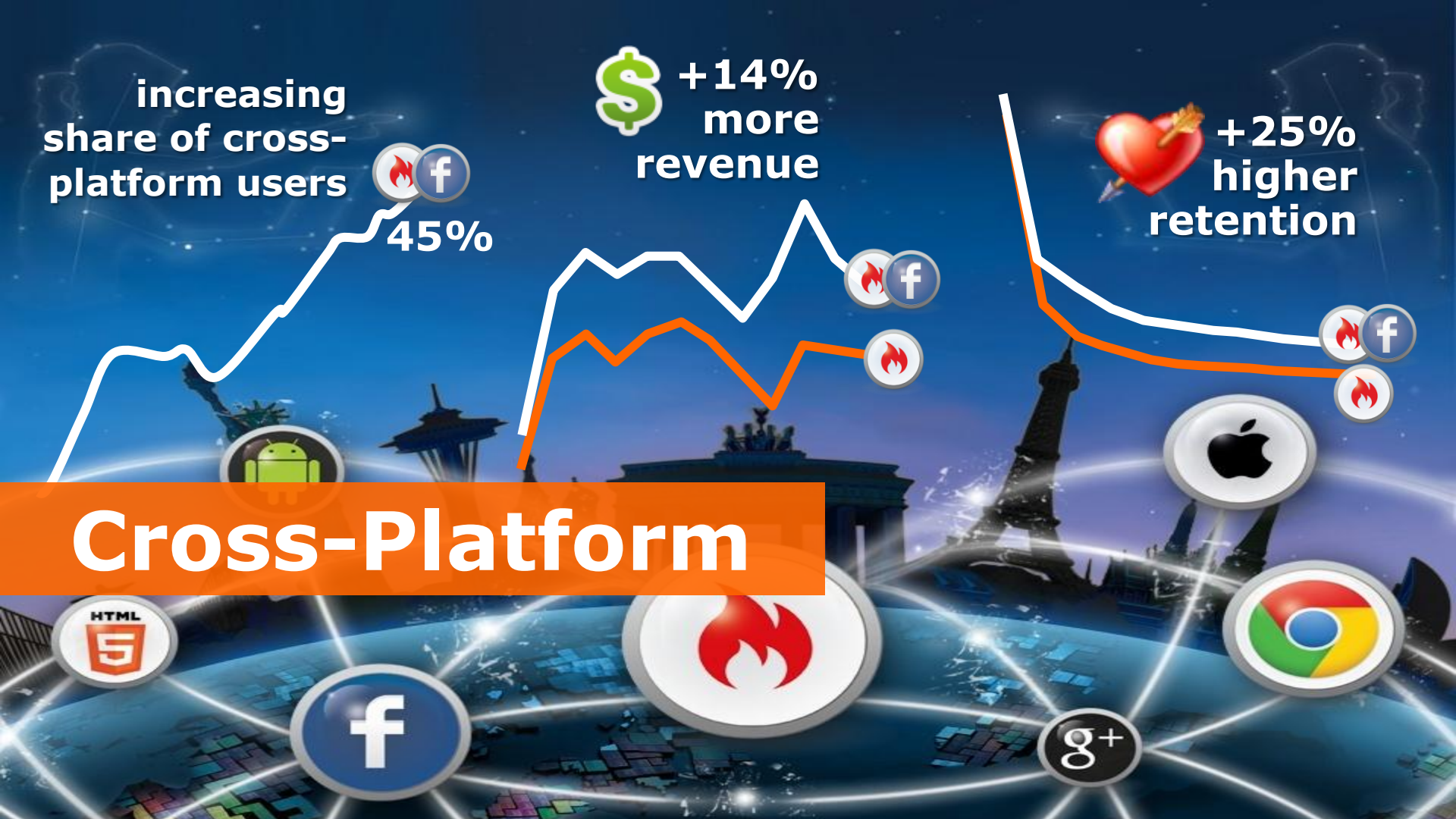
increasing
share of cross-
platform users

45%

\$ +14%
more
revenue

+25%
higher
retention

Cross-Platform





Social

1986





900 Million

Share + Post



Gift + Request Loops



Invite Friends

Welcome back to Bubble Witch Saga! Playing is more fun with friends. Do you want to invite some?

All | Bubble Saga | Mahjong Saga

☐ Select all



Adeo Ressi



Adi Na



Alex Faißt



Alexander
Abendroth



Alexander Artopé



Alexander Barth



Alexander Hüsing



Alexander Janna
von Hutten



Alexander Korte



Alexander
Mannsfeld



Alexander Mathieu



Alexander Piutti



Alexander Wit



Alexandre Mazurek



Alicia Lin

Invite

Earn Rewards

Invite friends to get rewards! Earn 1 referral when a friend accepts your invite to install Bubble Blitz for the first time!



10 Energy



1

25 Gems



4

15,000 Coins



7

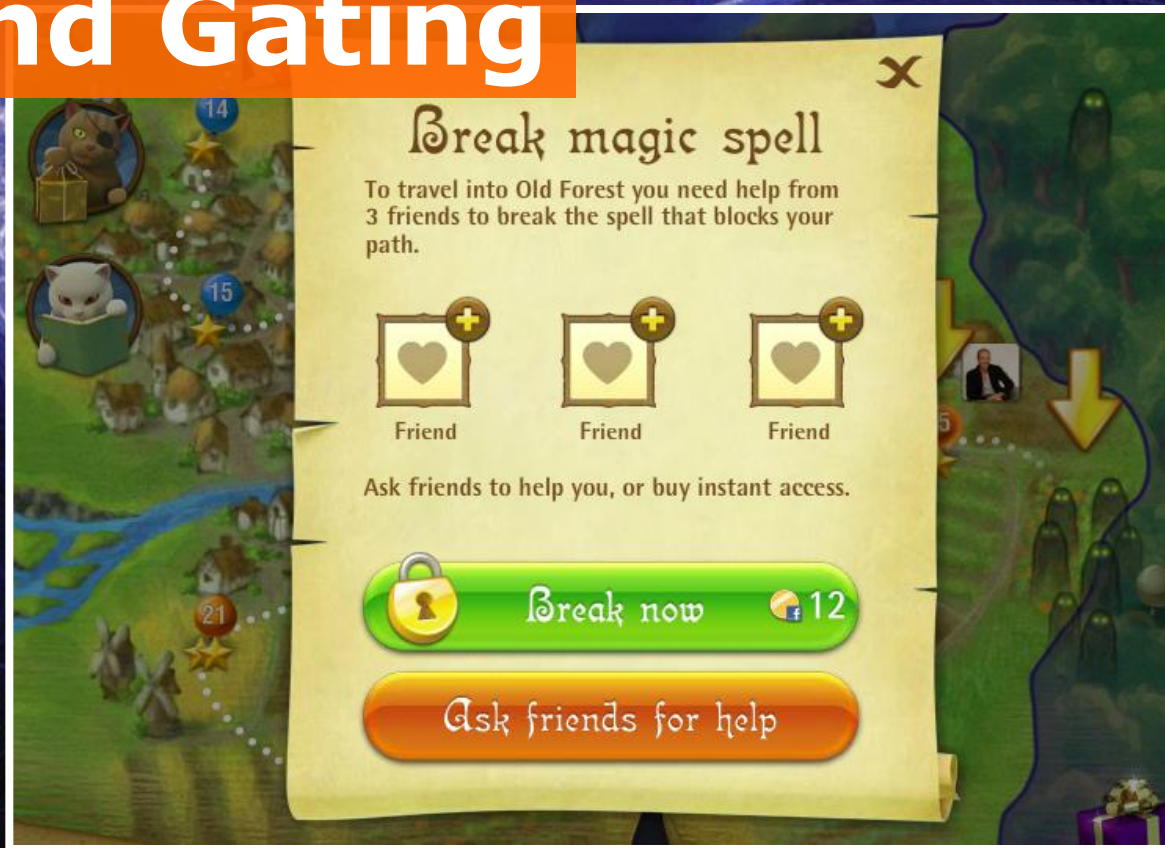
25 Energy



10

Invite!

Friend Gating



Competition

Top Friends

1		104 405	Anna
2		95 455	Ky
3		94 790	Jessica
4		81 560	Edie
5		78 945	Jean Yves
6		78 035	Cecilia

Other friends visible on the path: Peter, Daniel, Leng, Masaru, Jens.

Friend passed

You passed Henning. Let your friend know and share some coins!

100

Share your reward with friends

Share

Main-
stream

Casino



Sim +
Resource



Arcade



Mid-Core



Niche

Solo

Social



Core Gameplay



OOBE



Progression



Design



Emotion



Moneti\$ation



Processes



Technology



CRM



Social

WAR of Arcade games





inside.GameDuell.com

michael@gameduell.com