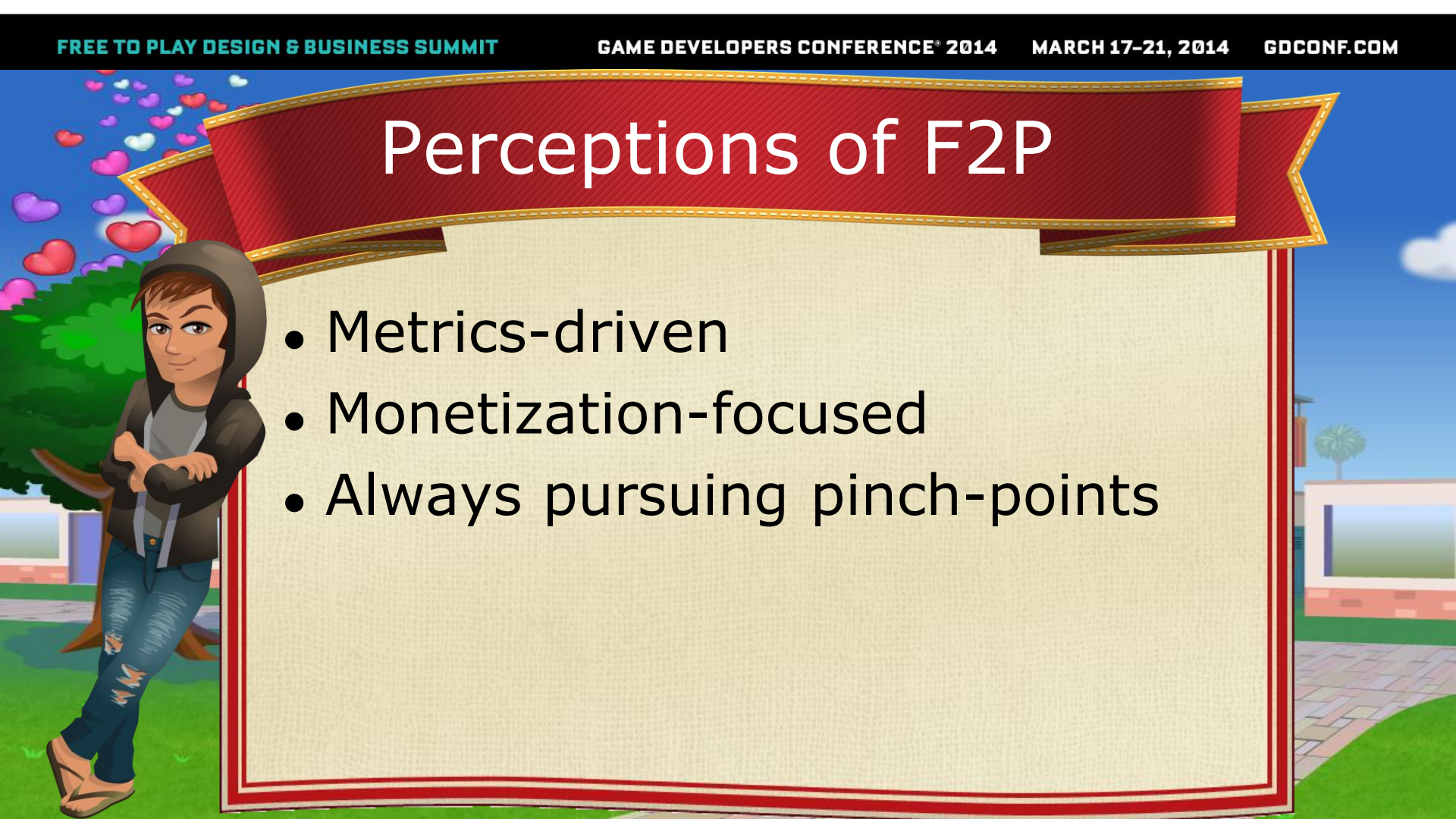


Player-Centric Design: A High School Story Postmortem

Andrew Shvarts

Perceptions of F2P

- 
- Metrics-driven
 - Monetization-focused
 - Always pursuing pinch-points



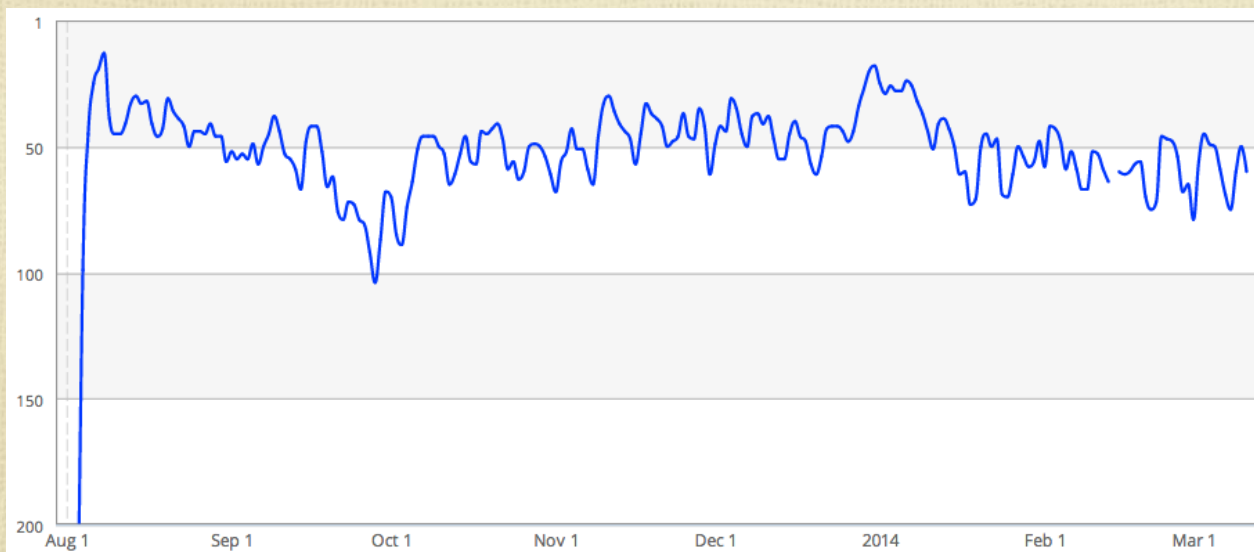
HSG

HIGH SCHOOL STORY

We Believe in Another Way

The Results

Top Grossing 8/1/13 – 3/11/14





Our 3 Part Strategy

- Engage
- Pamper
- Communicate



Engage Emotionally

- An emotionally rich theme
 - High School is fraught with strong, complex emotions
- All-in on story
 - 700+ Quests, more added weekly



Engage Emotionally

- Initially focus on positive, fun aspects
- Draw users in with parties, dates
- Characters initially more iconic

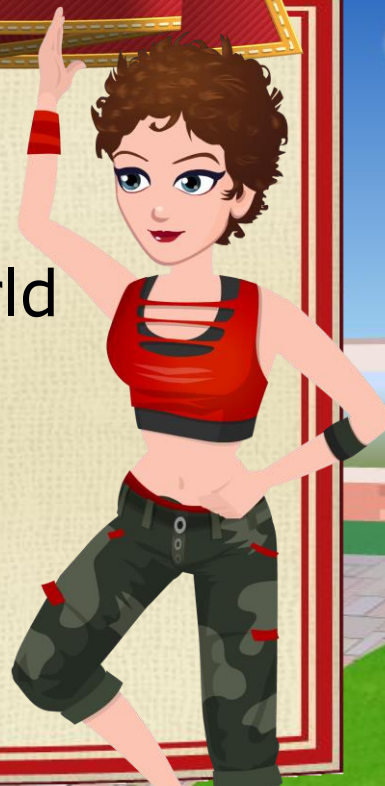


Engage Emotionally



Engage Emotionally

- Complicate characters with nuance
- Introduce plots that handle real-world issues



Engage Emotionally

smeg @MegwarnJ

Too emotionally attached to high school story

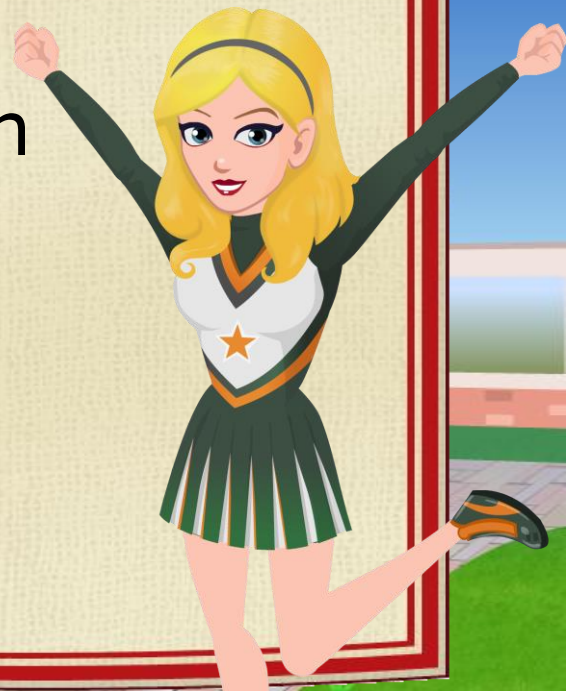
Collapse

← Reply ↻ Retwe



Pamper Generously

- Economy tuned for retention
 - High starting currency
 - Friendly progression curve
- Generous attitude



Pamper Generously

“1000 rings was super generous. Truly great customer service, imo”



Talk Openly

- Helpshift lets us help players in-game
 - 1000 messages a day
- Turn upset users into fans and keep up our star rating



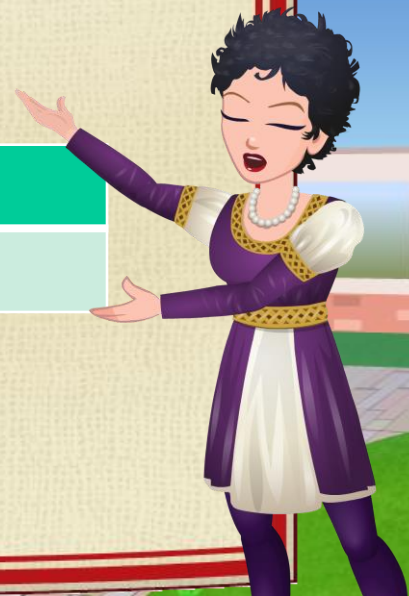
The Results



The Results

Retention Average 8/1 - 10/22

1 DAY	7 DAY	30 DAY
72.10%	54.35%	21.81%



And that's not all

- Partnership with Cybersmile Foundation
- Quest played 2 million times
- Raised over \$200k
- 100 teens a week get help



Takeaways

- Emotionally-engaged players return and spend.
- Pampering and talking to players creates powerful loyalty.
- Conventional F2P design works, but is not the only viable option.

Takeaways

Mobile games can
change the world.

