妥协之中寻求突破
—《决战喵星》研发全程剖析

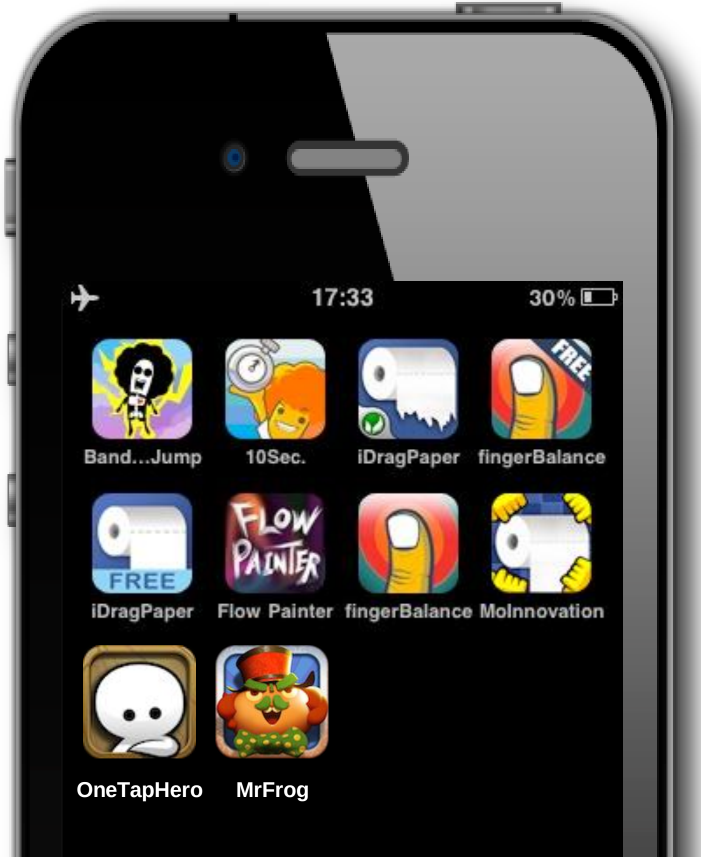
鲍嵬伟
椰岛游戏 CEO

GDC 'Cn

GAME DEVELOPERS CONFERENCE™ CHINA
SHANGHAI INTERNATIONAL CONVENTION CENTER
SHANGHAI, CHINA · OCTOBER 19–21, 2014

椰岛游戏 COCONUT ISLAND

- 始于2009
- 创意休闲游戏
- 欧美市场


17:33
30%
Band...Jump
10Sec.
iDragPaper
FREE
fingerBalance
FREE
iDragPaper
FLOW PAINTER
Flow Painter
fingerBalance
MoInnovation
OneTapHero
MrFrog

MISTER
FROG

一些成绩

toucharcade
Keeping you in touch with the latest in iOS gaming

INDEPENDENT
GAMES FESTIVAL
FINALIST

美国免费App总榜第一

metacritic
Keeping score of entertainment.

美国收费App总榜前十

GameConnection
SELECTED
PROJECTS

7TH imga
NOMINEE FOR:
MOST INNOVATIVE
GAME

ARCADE Sushi

我们的坚持

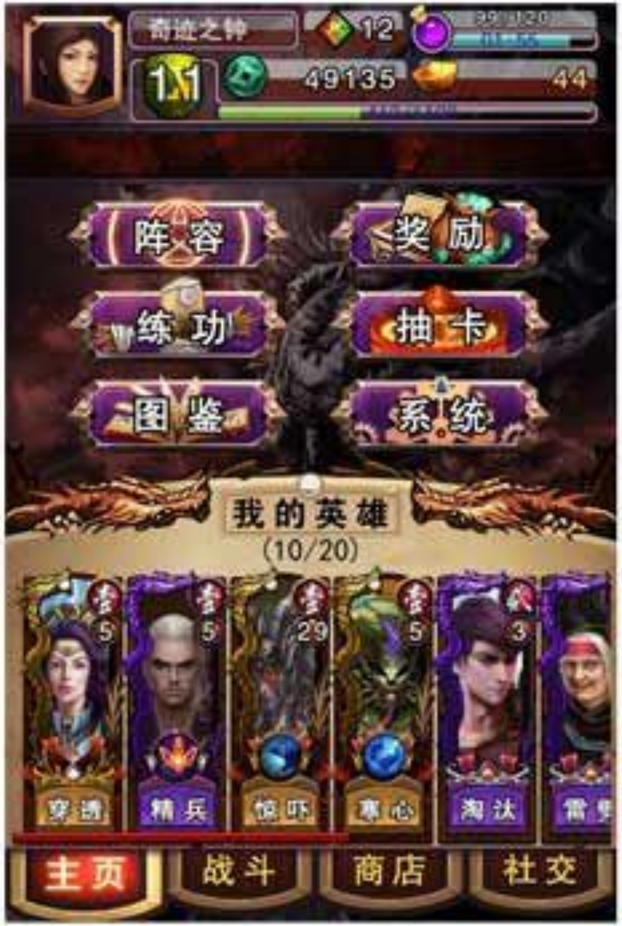
- 创新&创作
- 审美品位
- 非核心向游戏

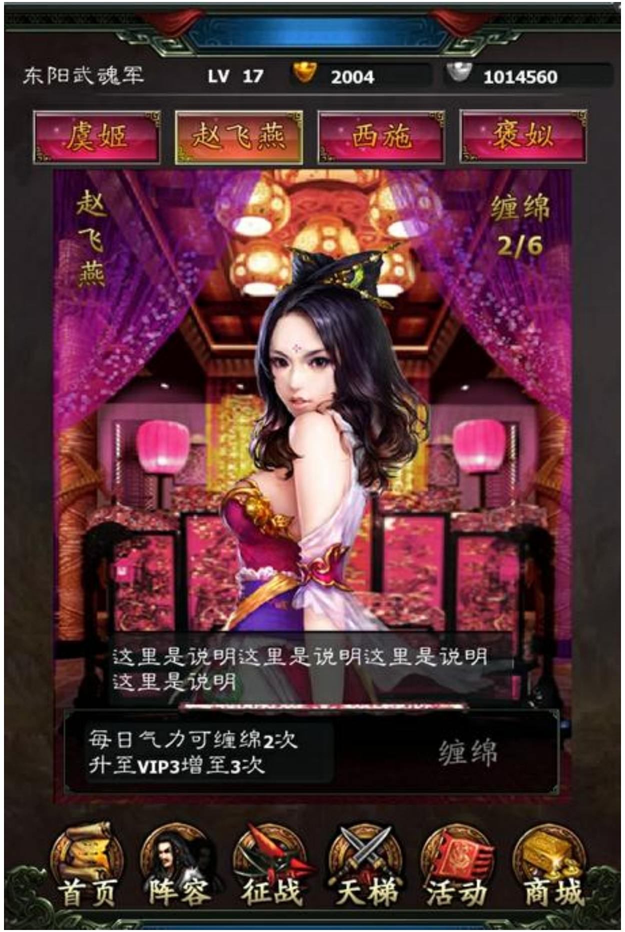
我们不想只是做另一家赚钱的游戏公司

不够赚钱

我们选择了妥协

- F2P + 渐进式系统

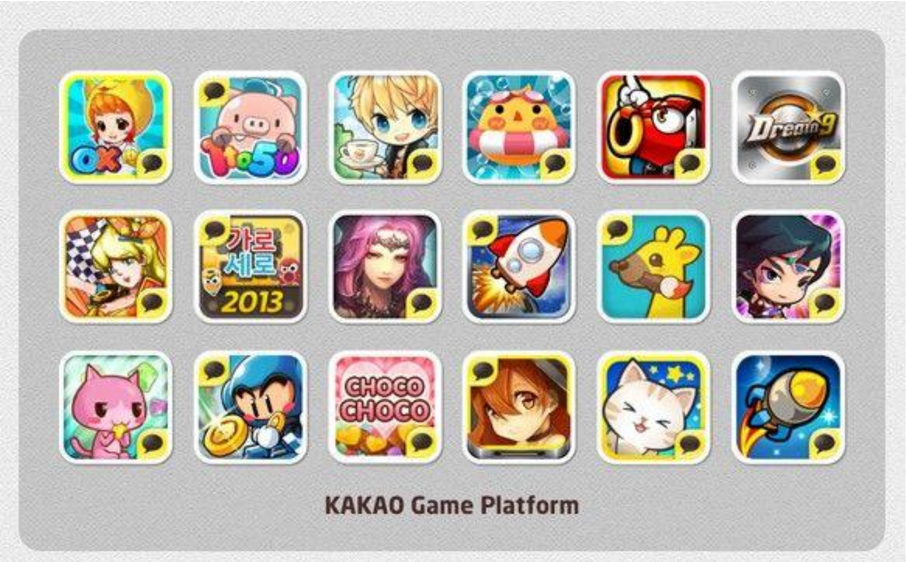

奇迹之钟
12
11
49135
44
阵容
奖励
练功
抽卡
图鉴
系统
我的英雄
(10/20)
5
5
29
5
3
穿透
精兵
惊吓
專心
淘汰
主页
战斗
商店
社交


东阳武魂军
LV 17
2004
1014560
虞姬
赵飞燕
西施
褒姒
赵飞燕
缠绵
2/6
缠绵
首页
阵容
征战
天梯
活动
商城

这里是说明这里是说明这里是说明
这里是说明

每日气力可缠绵2次
升至VIP3增至3次

Kakao游戏


OX
1to50
Dream9
가로세로
2013
CHOCO
CHOCO
KAKAO Game Platform

120
120
40
10
DISTANCE

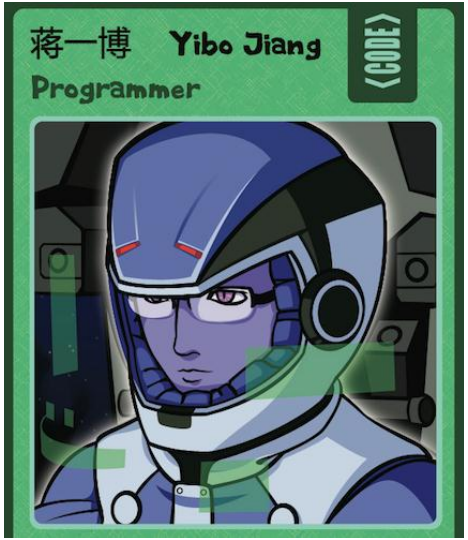
解决方案

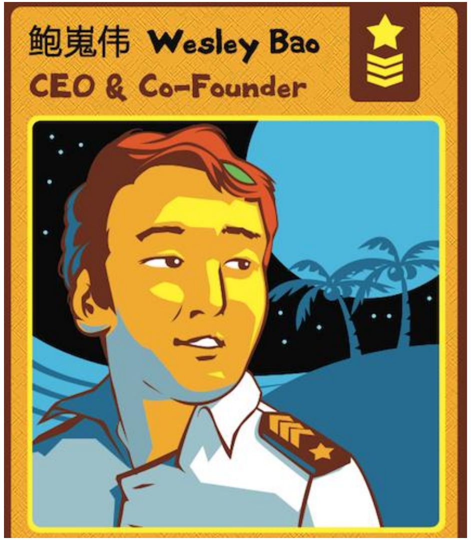
- F2P
- 简单操作(但不能没有)
- 渐进式系统
- 社交

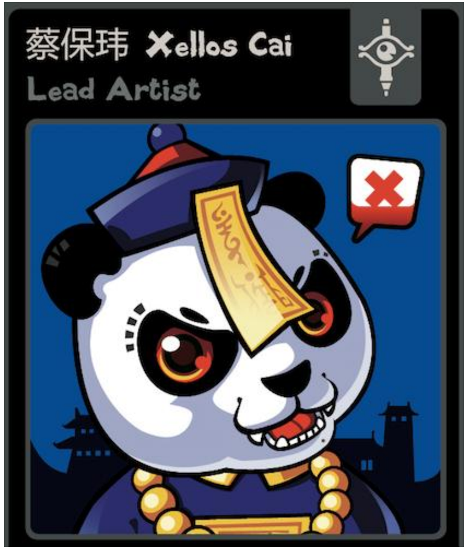
愉快的出发吧

2012.10

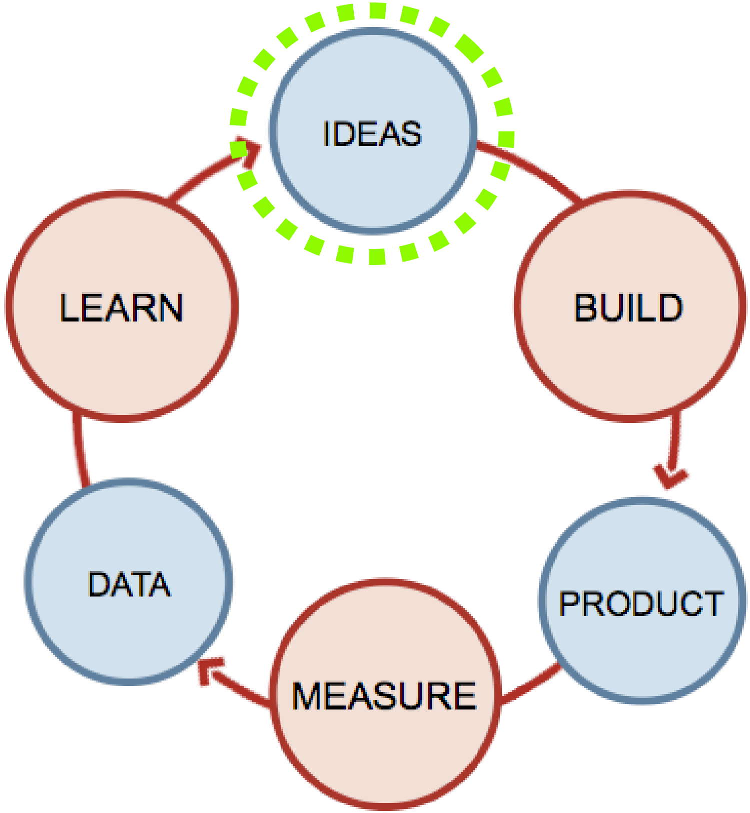
超低预算


蒋一博 Yibo Jiang
Programmer
<CODE>

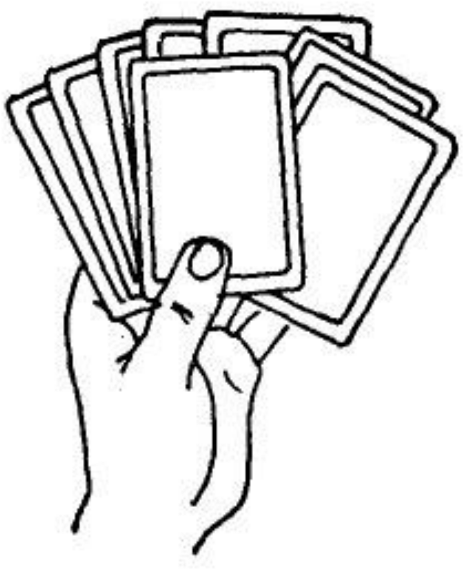

鲍嵬伟 Wesley Bao
CEO & Co-Founder

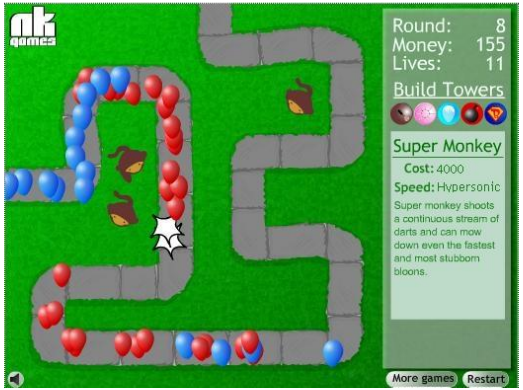

蔡保玮 Xellos Cai
Lead Artist

精益


IDEAS
BUILD
PRODUCT
MEASURE
DATA
LEARN

开始了NK这个项目



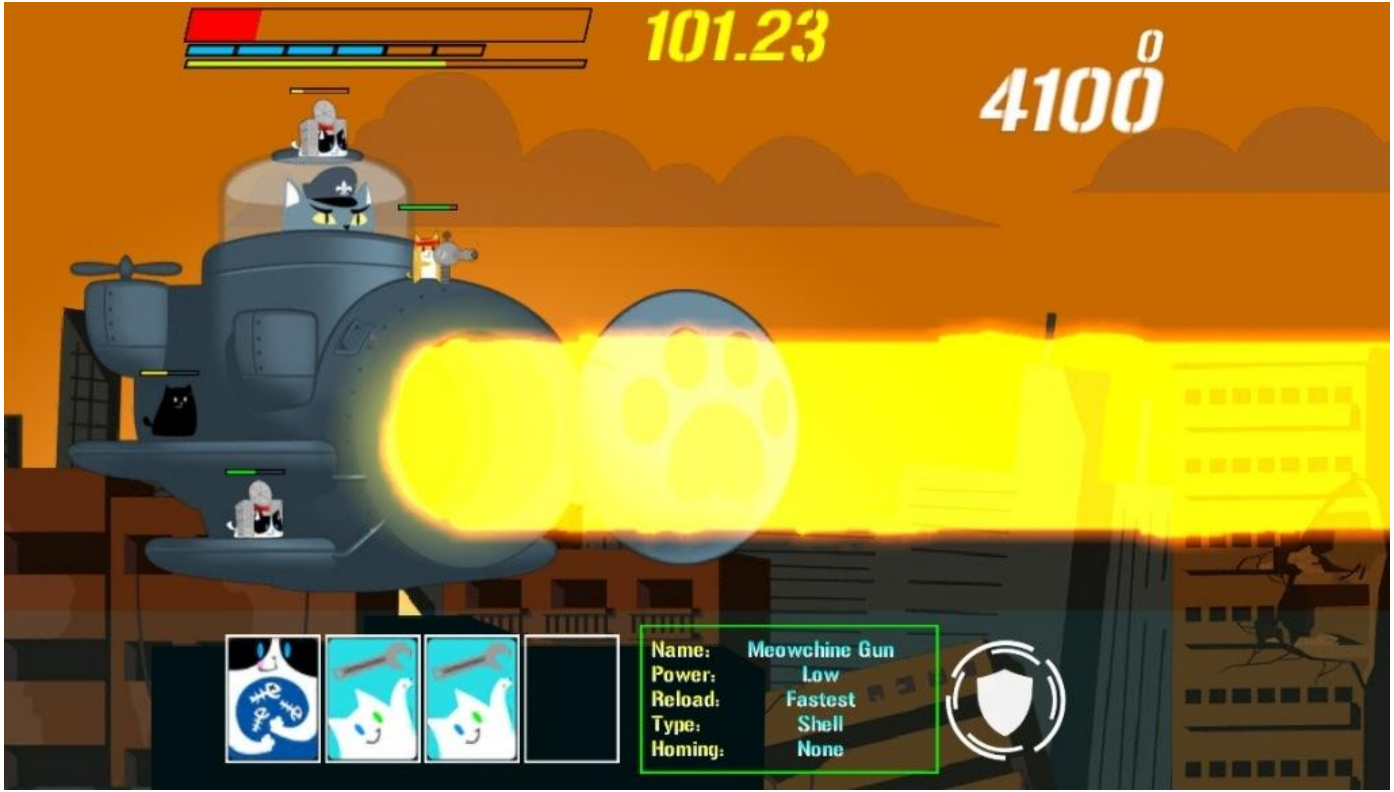

nk games
Build Towers
More games
Restart

Round: 8
Money: 155
Lives: 11

Super Monkey
Cost: 4000
Speed: Hypersonic
Super monkey shoots a continuous stream of darts and can mow down even the fastest and most stubborn bloons.

其他想法

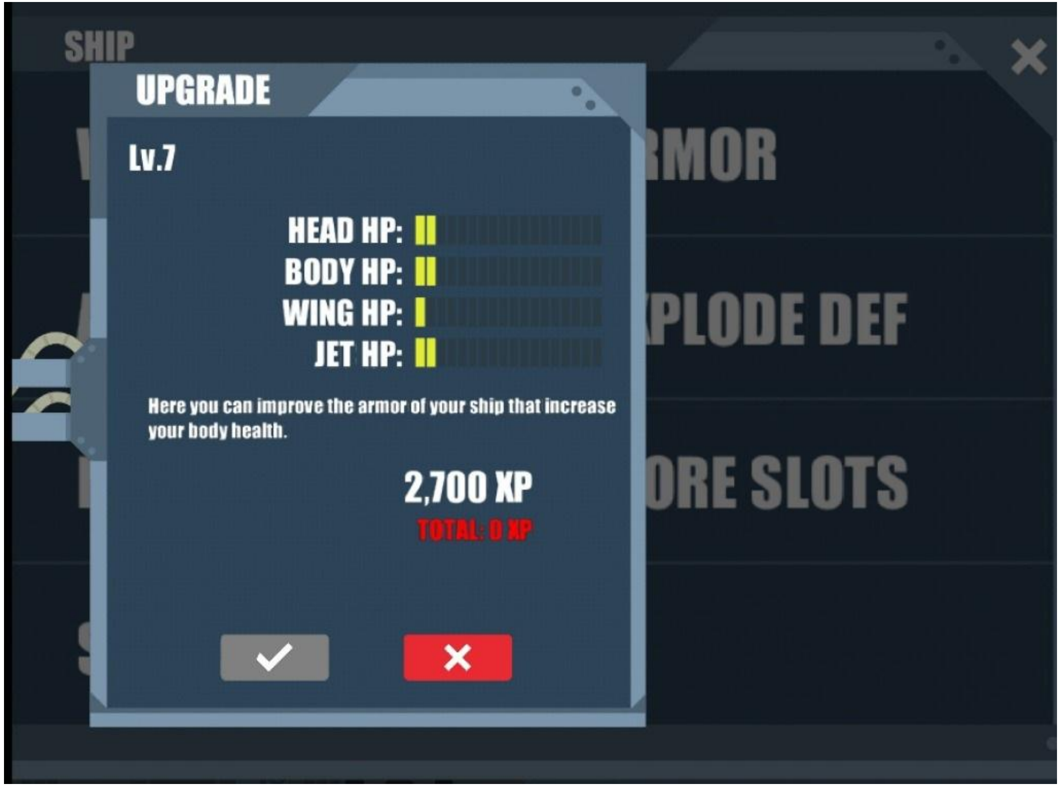
- 反塔防
- 扮演Boss
- 破坏感，华丽的战斗
- 移动堡垒
- 猫



Name: Meowchine Gun
Power: Low
Reload: Fastest
Type: Shell
Homing: None

被砍掉的功能

- 属性相克
- 分数
- 护甲
- 战损系统


SHIP
UPGRADE
RMOR
PLODE DEF
ORE SLOTS
✓
✕

Lv.7

HEAD HP:
BODY HP:
WING HP:
JET HP:

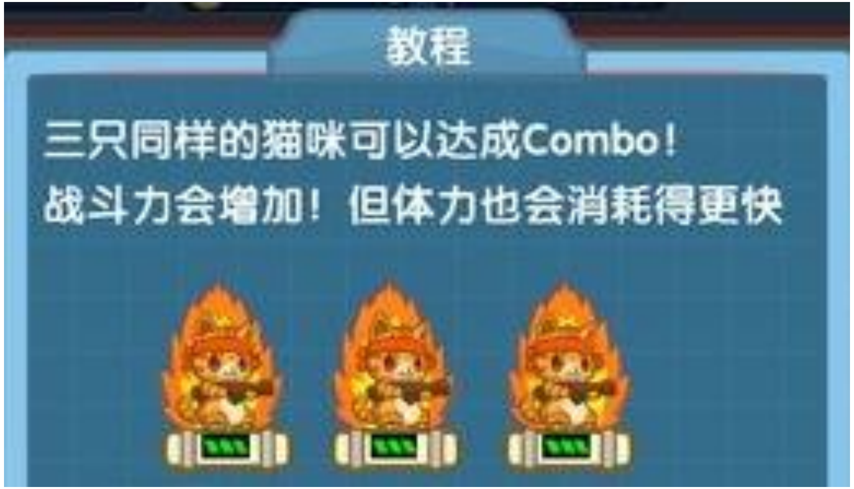
Here you can improve the armor of your ship that increase your body health.

2,700 XP

TOTAL: 0 XP

新增Feature

- 猫体力
- Combo
- Chain



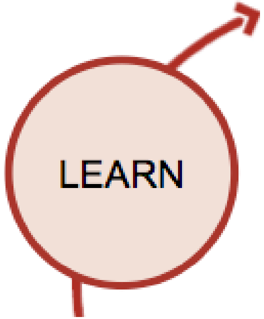
教程

三只同样的猫咪可以达成Combo！
战斗力会增加！但体力也会消耗得更快

第2个月的版本

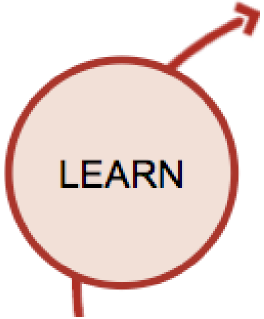
项目名：Cat Battle

Pre-production



- 猫的可爱
- 简单但是有新意的玩法

隐患



- 关卡设计
- 数值平衡
- 深度不够

没时间了

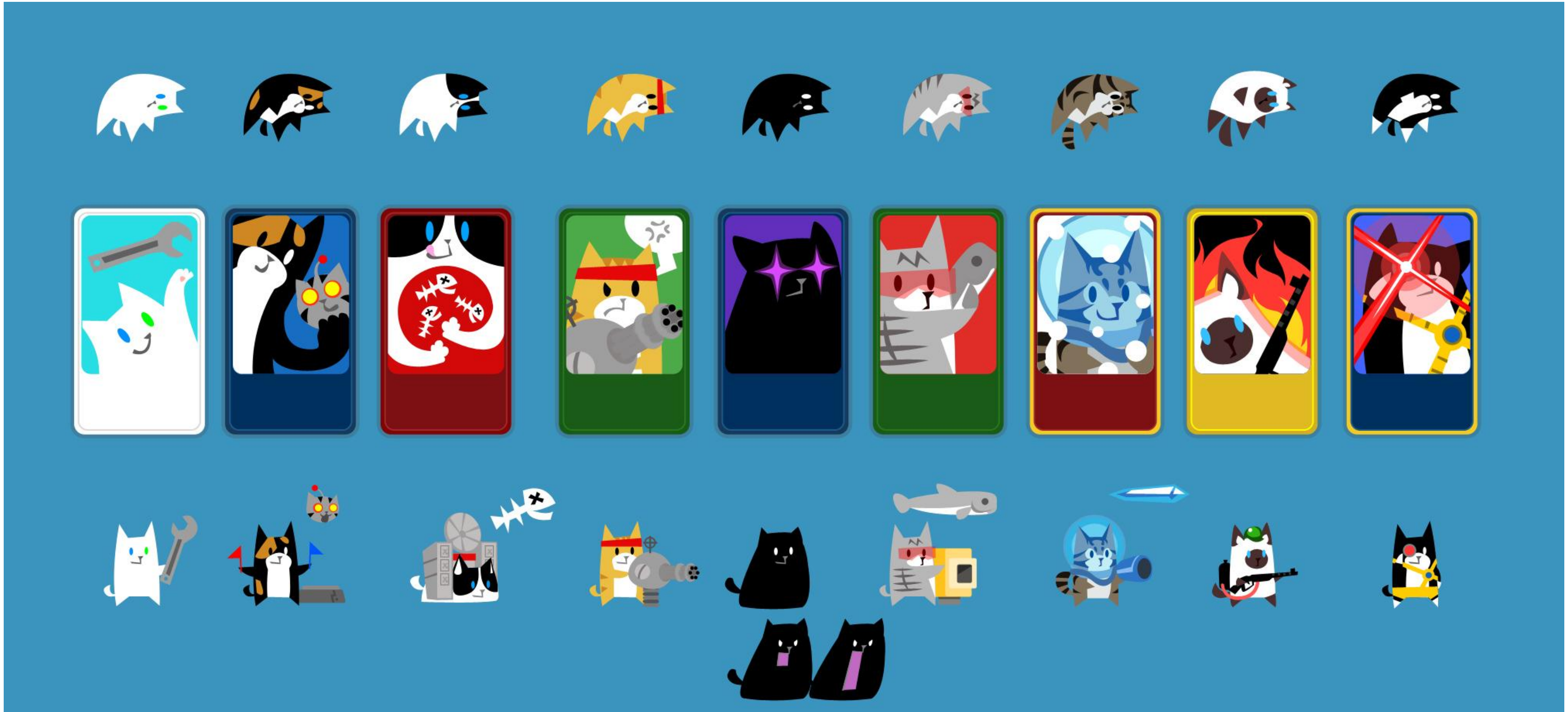
Production

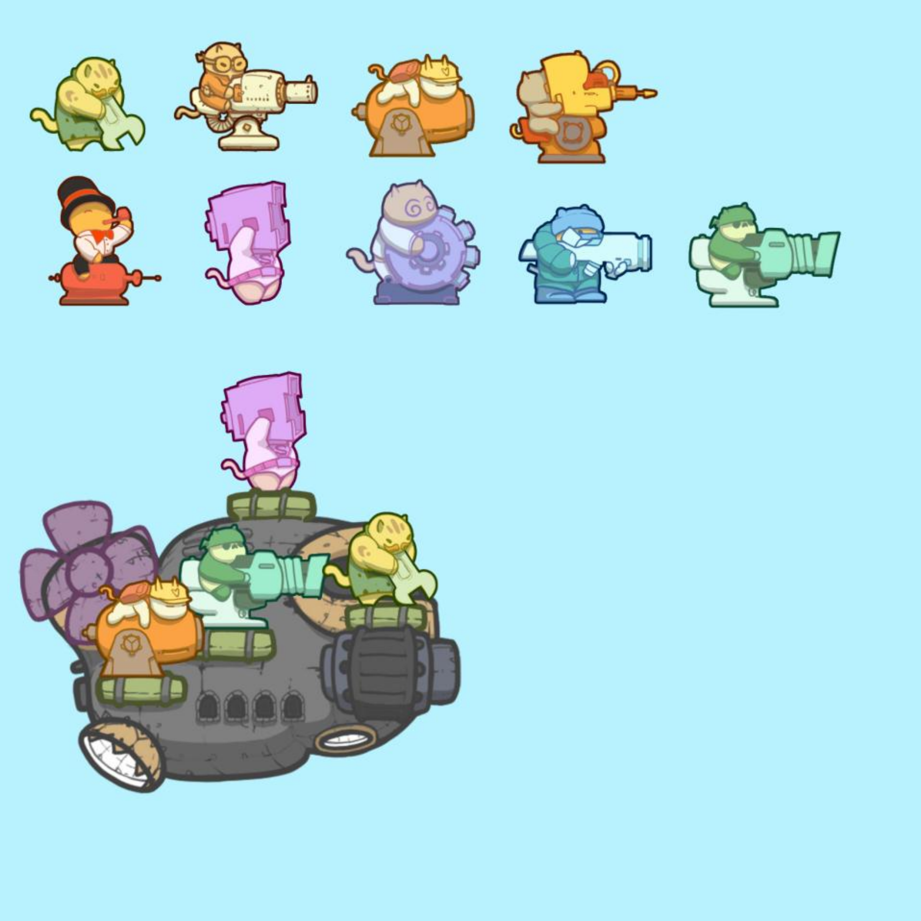
- 目标：第一个可发布的MVP

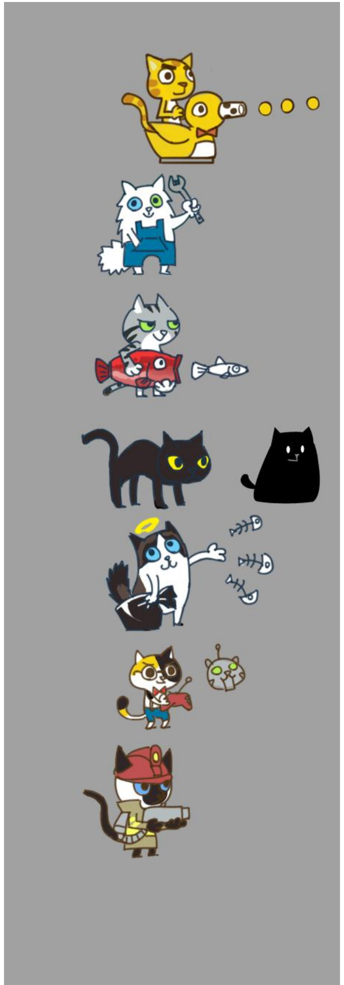
工作内容

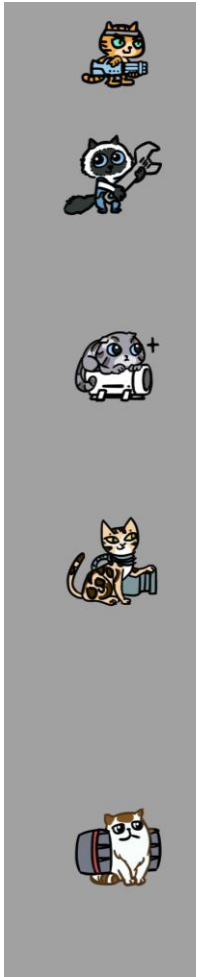
- 美术质量提升
- 新增内容
- UI/UE改善
- 数值完善

角色



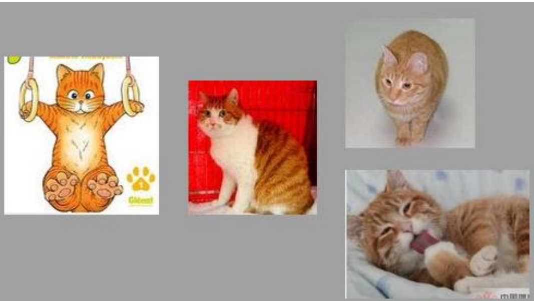






1．机枪猫 Michale

突突突突，热血的射击小能手
主角！勇士！热血！凡是抢风头！
样子是黄色虎斑猫，浓眉大眼（红头巾或围巾）



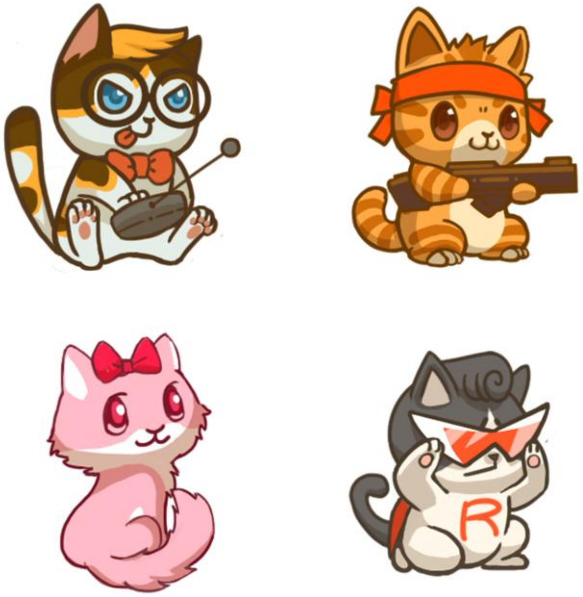
2．修理猫 Chou-chou

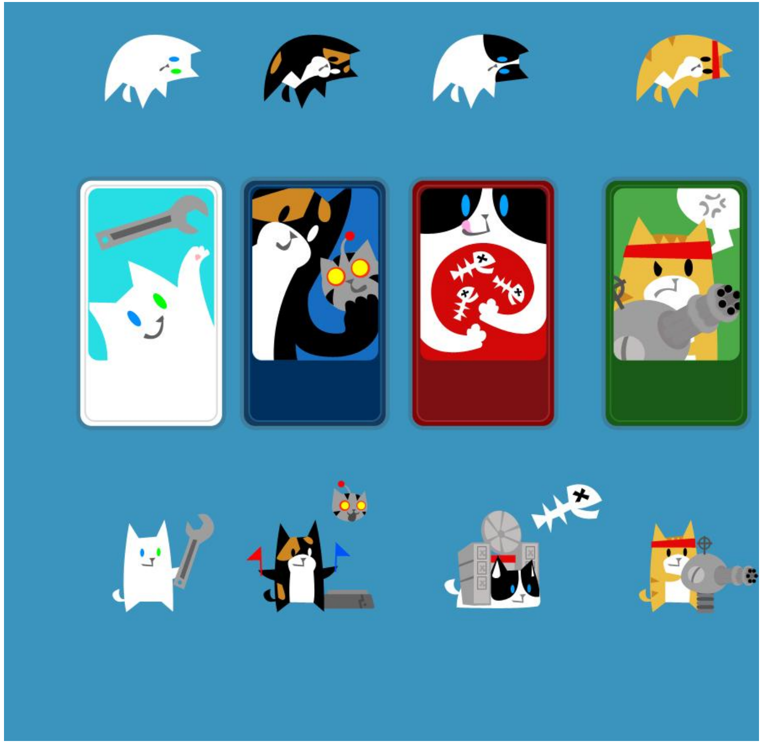
拿把小扳手，通过敲打船体给船回血
脏兮兮的小家伙，喜欢拿着扳手捣鼓机械物品，奇怪的是他确实有天赋让那些机器转起来。
样子是黑脸的长毛喜马拉雅猫（长毛，背带牛仔工装裤，所谓的修理
其实就是拿扳手一顿乱捶）

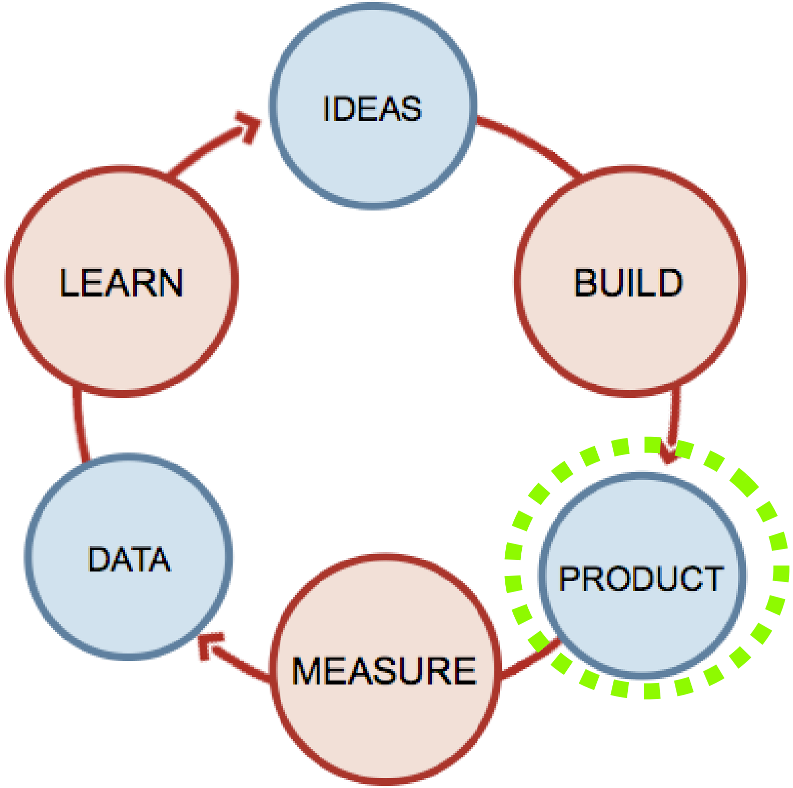
3．导弹猫 Chii

射的是鱼形导弹
灰色的小捣蛋鬼，腹黑，喜欢卖萌，经常捉弄其他猫
样子是银灰色折耳猫或者美短银虎斑（手里抱着大鱼，拍打大鱼射出小鱼）

八周后

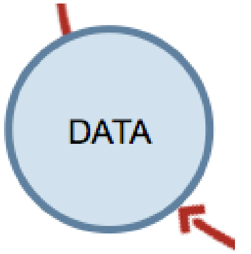




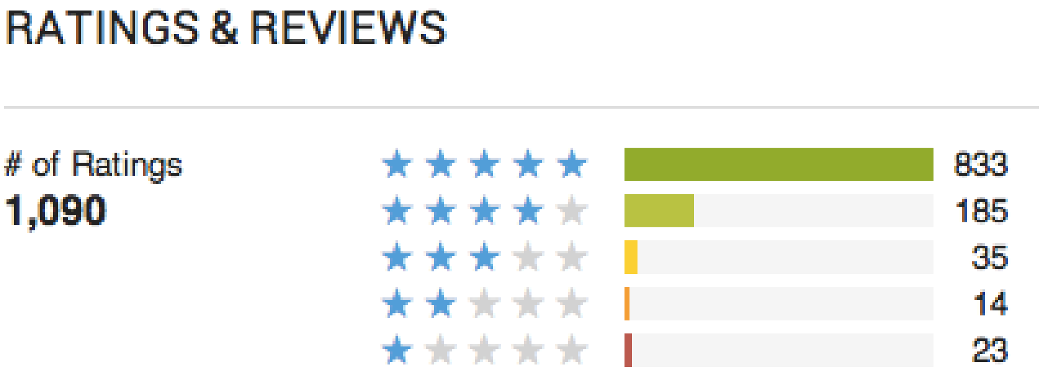

IDEAS
BUILD
PRODUCT
MEASURE
DATA
LEARN

NAUGHTY
KITTIES

Soft Launch



Average Rating: 4.8

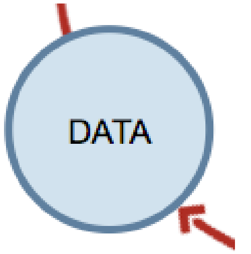


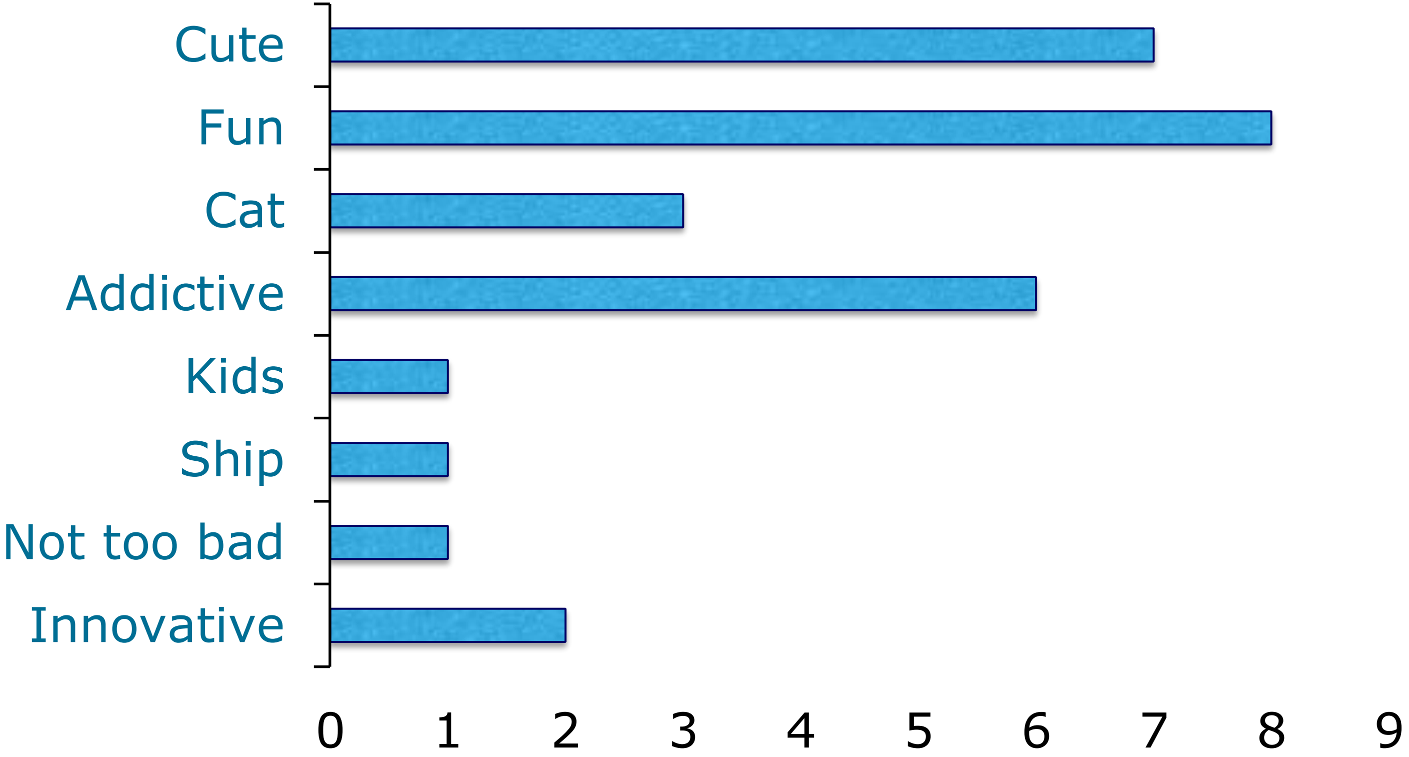
RATINGS & REVIEWS

# of Ratings
1,090

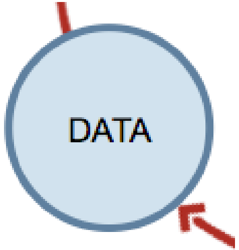
★★★★★	🟩	833
★★★★☆	🟩	185
★★★☆☆	🟨	35
★★☆☆☆	🟧	14
★☆☆☆☆	🟥	23

用户评论关键词


DATA

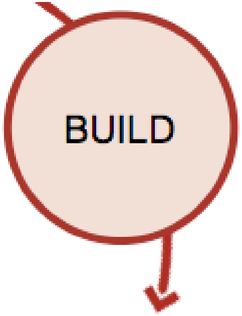

Cute
Fun
Cat
Addictive
Kids
Ship
Not too bad
Innovative
0
1
2
3
4
5
6
7
8
9

付费率低

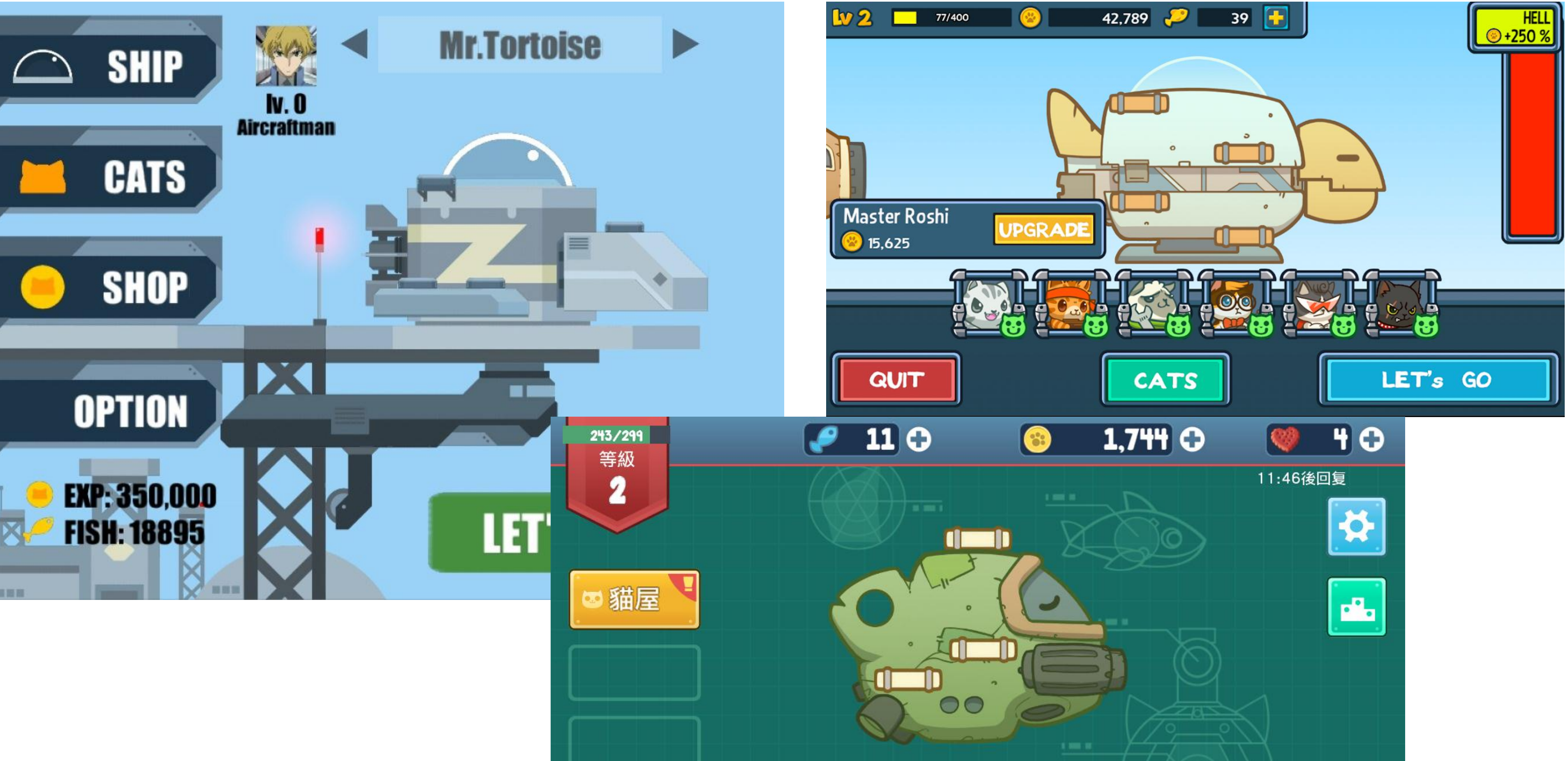


- 5万下载
- $1300
- 次日留存30%
- 7日留存低于10%

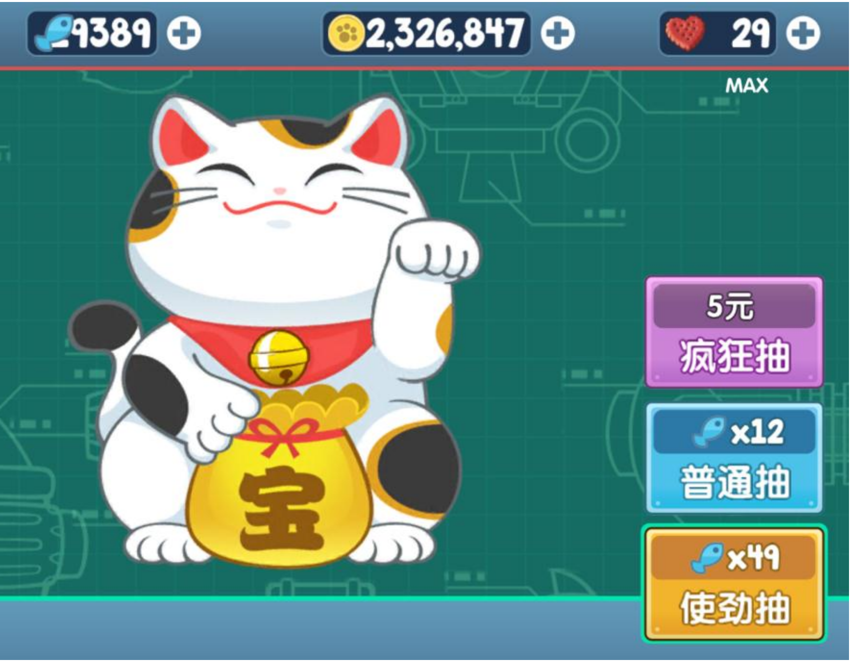
修改



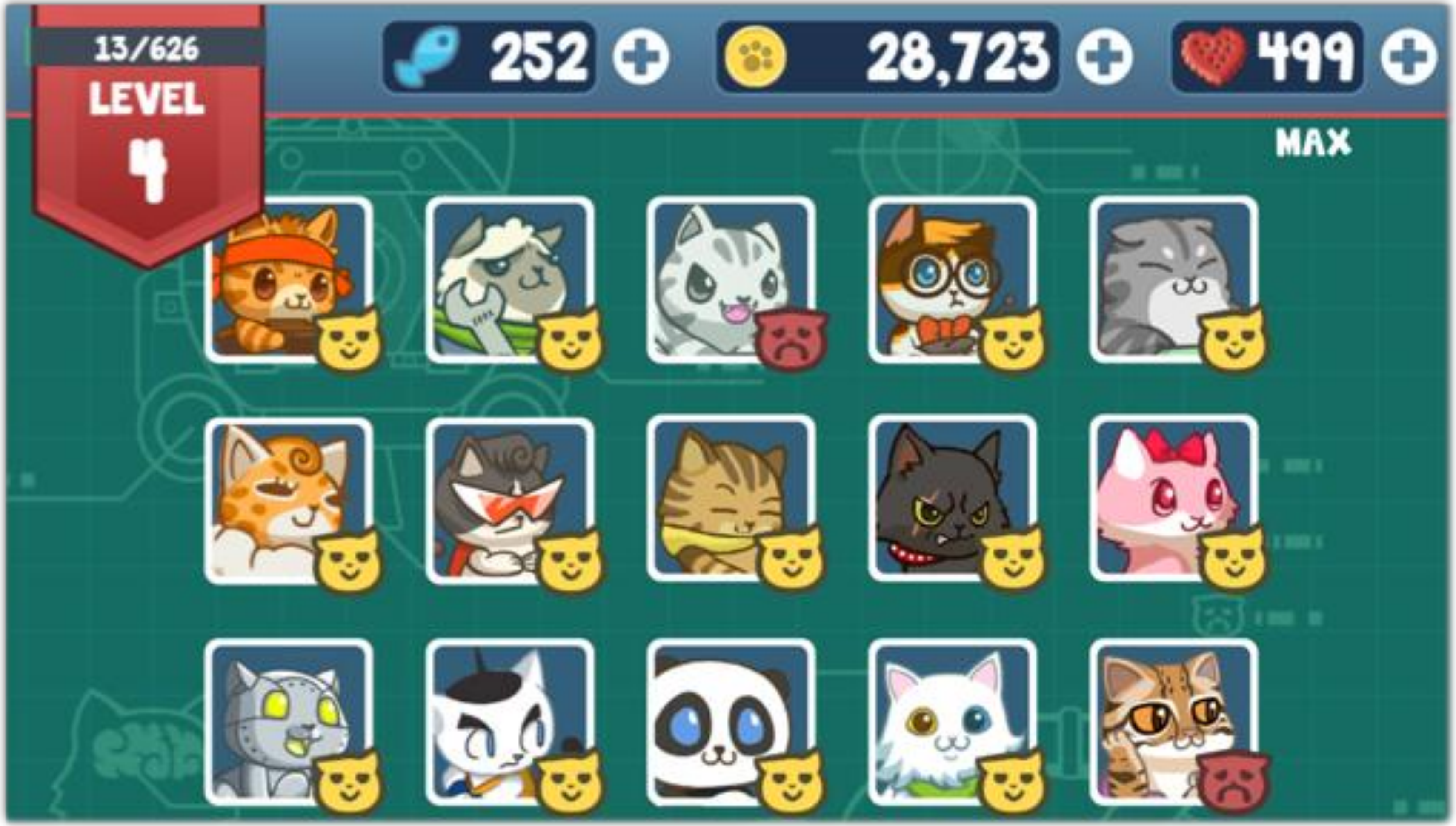
- 关卡
- UI
- 数值


SHIP
CATS
SHOP
OPTION
Mr.Tortoise
lv. 0
Aircraftman
EXP: 350,000
FISH: 18895
LET
Lv 2
77/400
42,789
39
HELL
+250 %
Master Roshi
15,625
UPGRADE
QUIT
CATS
LET's GO
243/299
等級
2
11
1,744
4
11:46後回复
貓屋

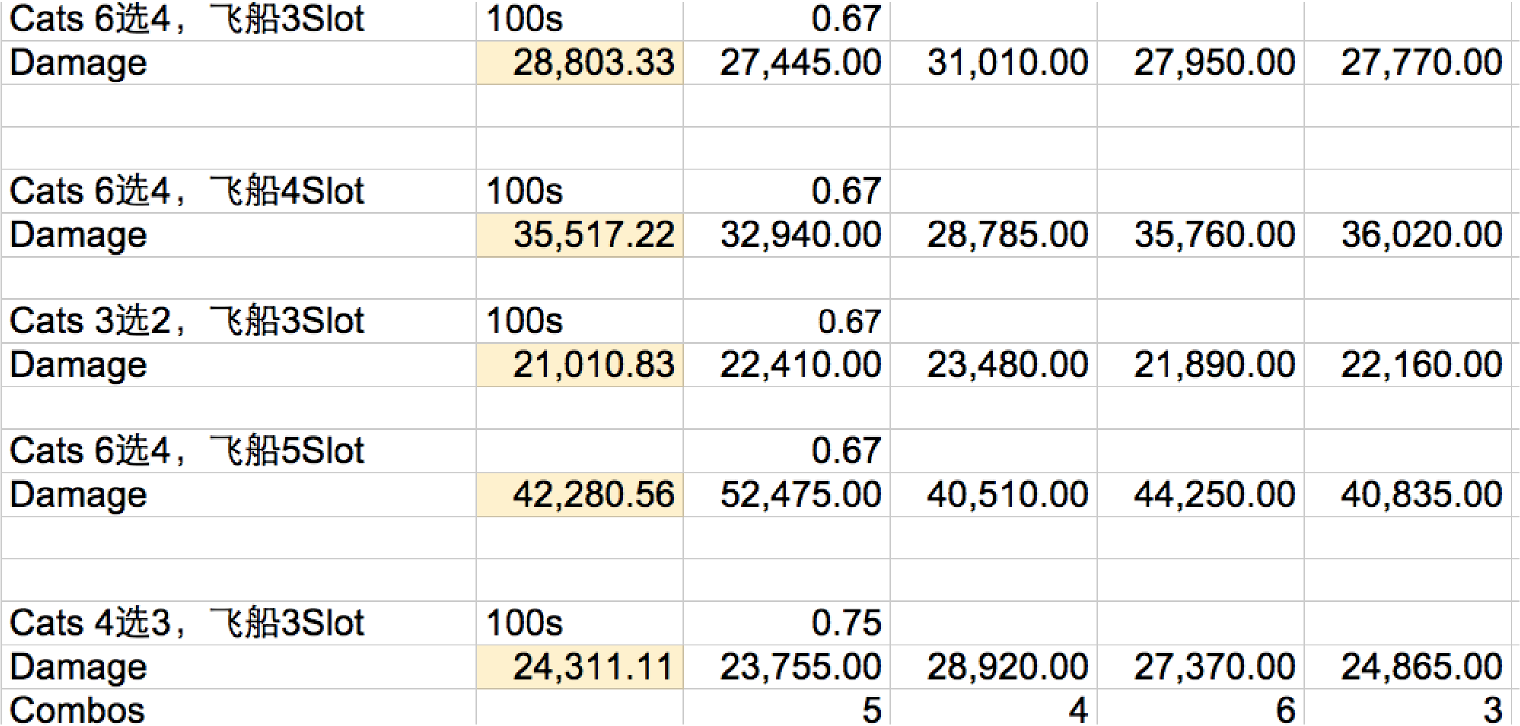
草率的内购设计


9389
2,326,847
29
MAX
宝
5元
疯狂抽
x12
普通抽
x49
使劲抽

Gacha
YUJIN


13/626
LEVEL
4
252
28,723
499
MAX

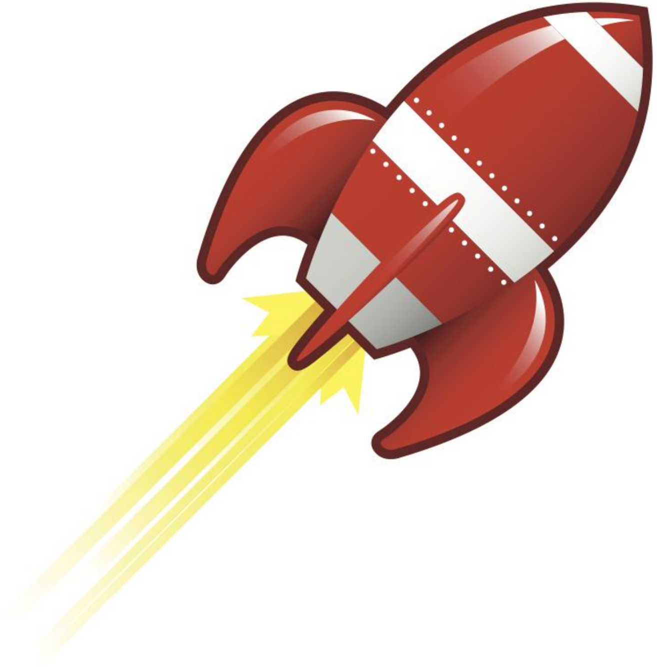
艰难的数值平衡



Cats 6选4，飞船3Slot	100s	0.67			
Damage	28,803.33	27,445.00	31,010.00	27,950.00	27,770.00
Cats 6选4，飞船4Slot	100s	0.67			
Damage	35,517.22	32,940.00	28,785.00	35,760.00	36,020.00
Cats 3选2，飞船3Slot	100s	0.67			
Damage	21,010.83	22,410.00	23,480.00	21,890.00	22,160.00
Cats 6选4，飞船5Slot		0.67			
Damage	42,280.56	52,475.00	40,510.00	44,250.00	40,835.00
Cats 4选3，飞船3Slot	100s	0.75			
Damage	24,311.11	23,755.00	28,920.00	27,370.00	24,865.00
Combos		5	4	6	3

COCONUT
ISLAND

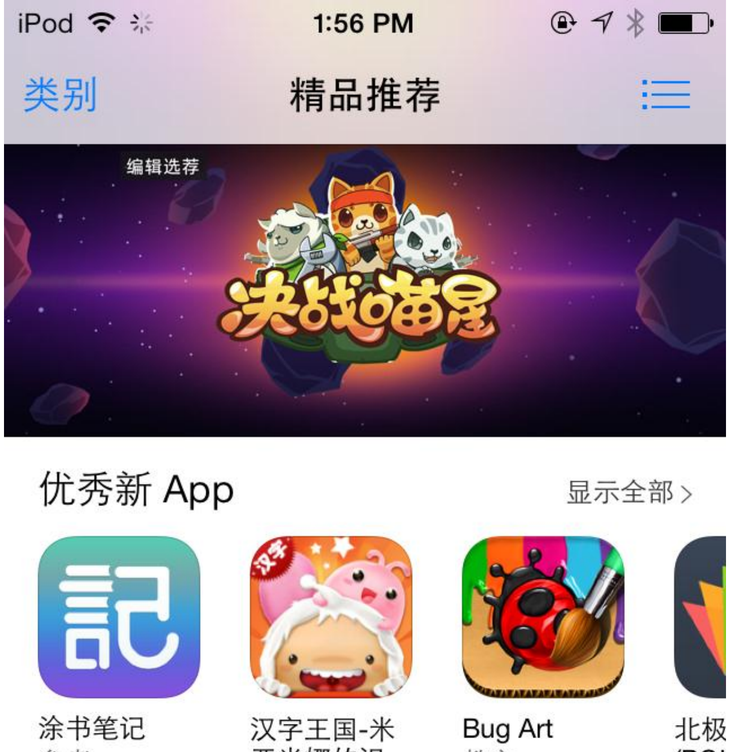
游戏上线了

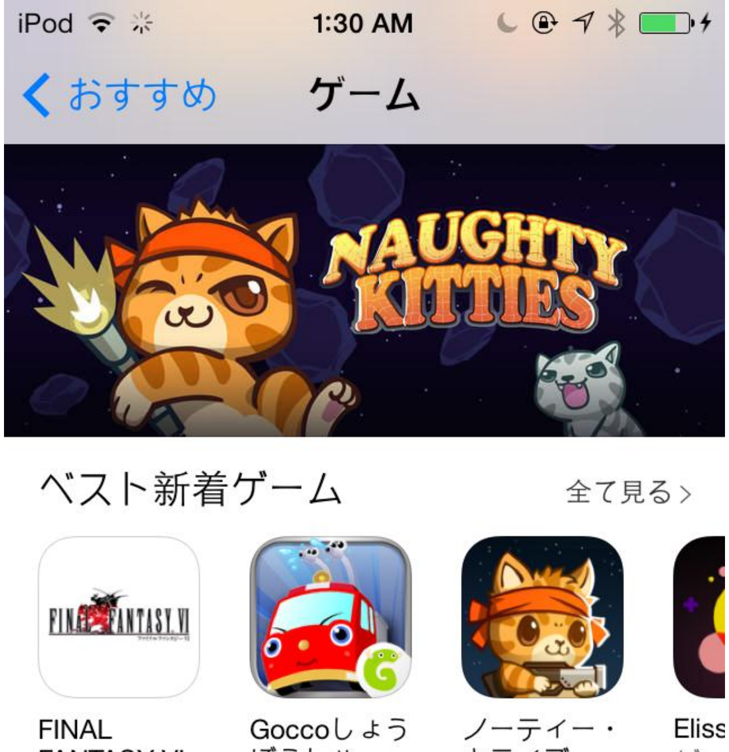


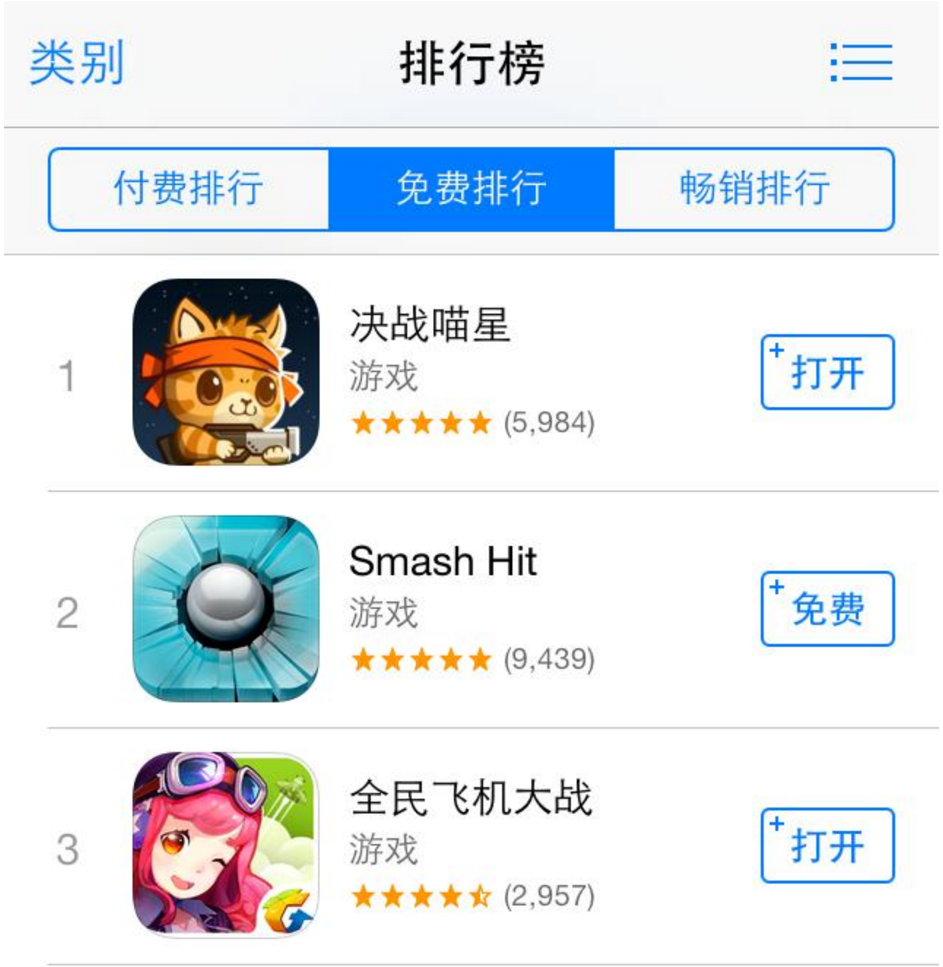
发行

- 合适的发行商合适的地区
- 对产品重视

苹果推荐


iPod
1:56 PM
类别
精品推荐
编辑选荐
决战喵星
优秀新 App
显示全部 >
涂书笔记
汉字王国-米
Bug Art
北极


iPod
1:30 AM
おすすめ
ゲーム
NAUGHTY KITTIES
ベスト新着ゲーム
全て見る >
FINAL
Goccoしよう
ノーティー・
Eliss

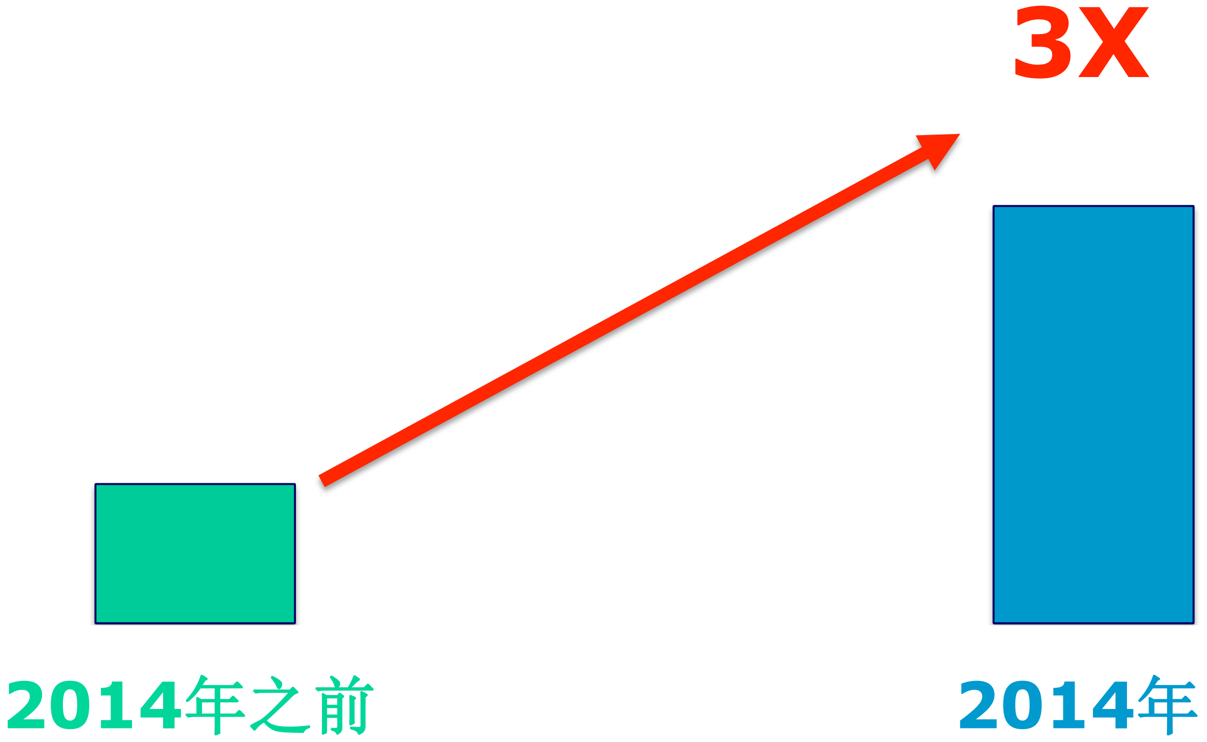

类别
排行榜
付费排行
免费排行
畅销排行
打开
免费
打开

1 决战喵星
游戏
★★★★★ (5,984)

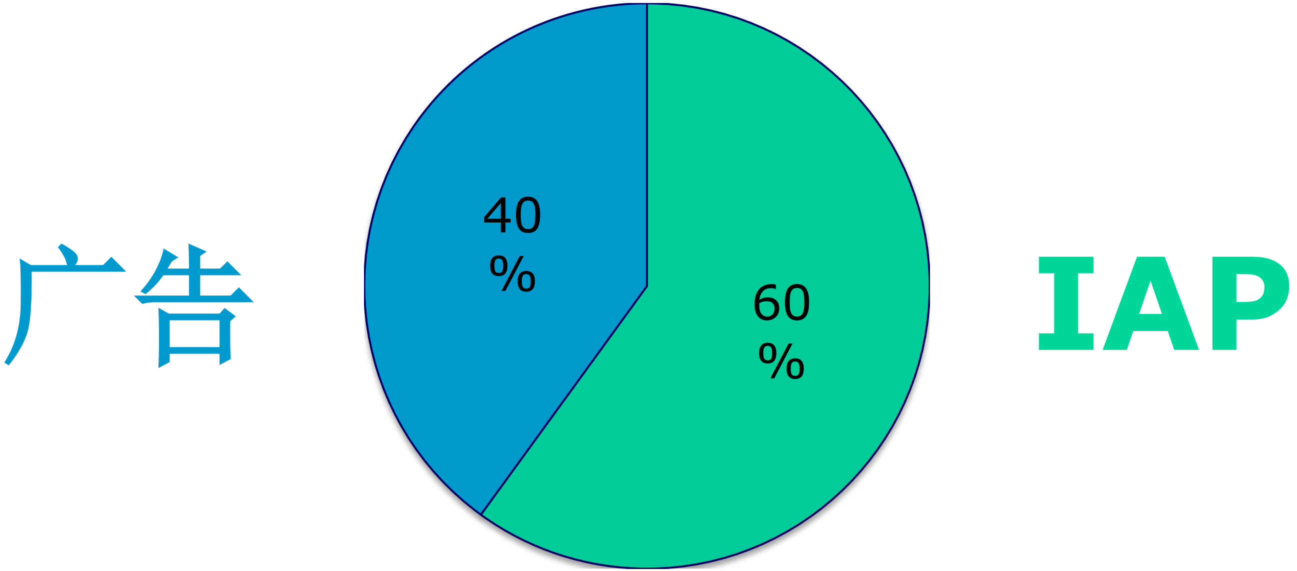
2 Smash Hit
游戏
★★★★★ (9,439)

3 全民飞机大战
游戏
★★★★⯪ (2,957)

最高月收入

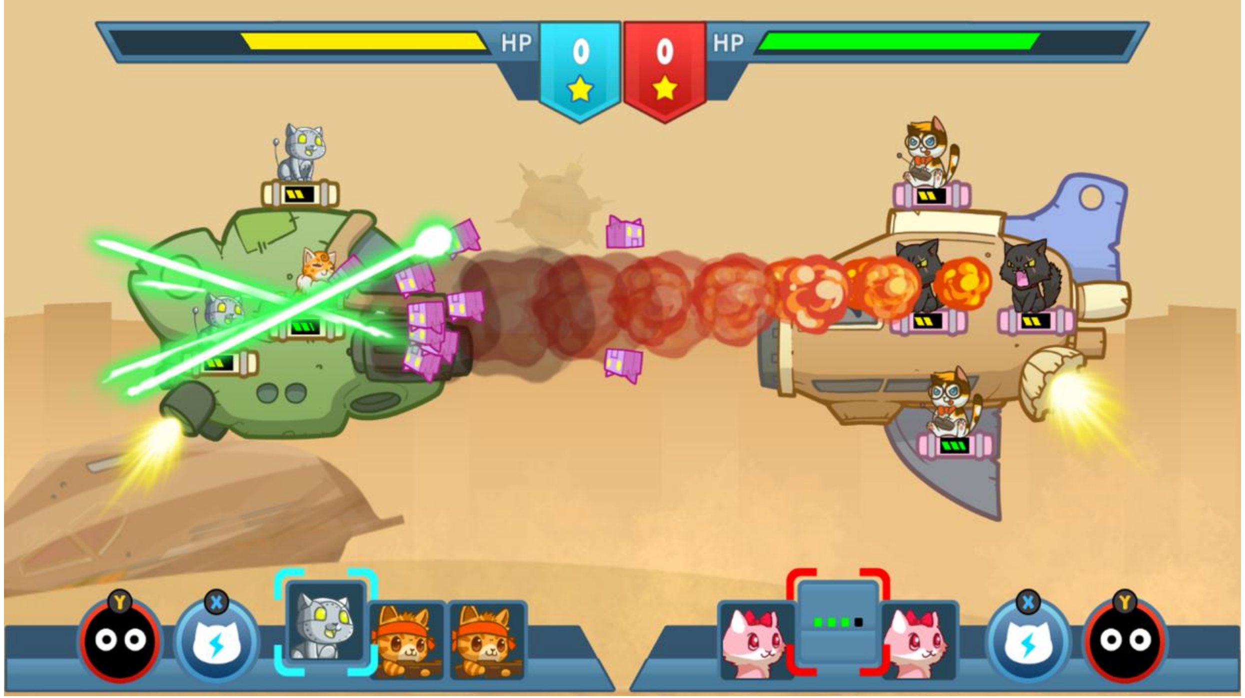


收入构成



Xbox国行首发

专属Feature



突破了一些”魔咒“

- 小团队很难突围
- 创新无意义
- 非重度计费游戏很难赚钱

做对了什么

- 早期确立核心玩法
- 创新
- 让团队成员做自己热爱的事情
- 用户的早期测试
- F2P+渐进式系统

需要改进

- 钻研玩法
- 数值平衡
- 带入感
- UI无需改版过于频繁
- 数据分析

我们才刚刚开始

Takeaway

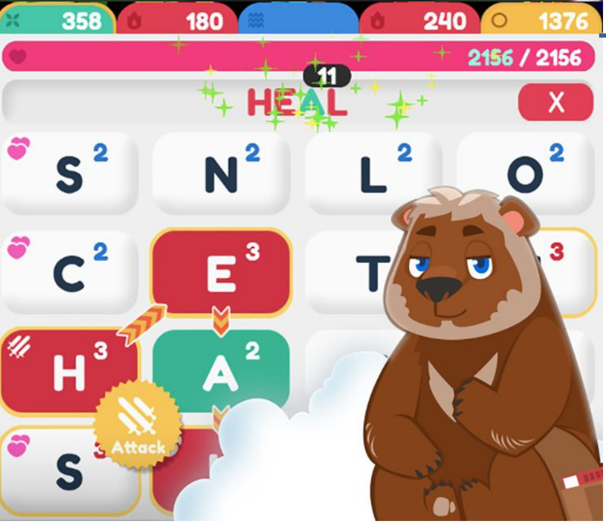
- 小团队应避免做大而全的东西
- 创新型游戏是有市场的
- 做自己热爱的事
- 适应市场

> *"如果我在另一個比較輕鬆的環境，可能會變懶，或是成為一個不那麼完整的電影人。” ---杨德昌 (Edward Yang, Movie Director)*

SPELL
MASTER

Q&A

wesley@coconut.is


358
180
240
1376
2156 / 2156
11
HEAL
X
S 2
N 2
L 2
O 2
C 2
E 3
T
3
H 3
A 2
S
Attack

More than 200 stages!