

gdc free-to-play summit | mar '15

ethan levy | monetization design consultant | @FamousAspect

New approaches to F2P design



help devs tackle monetization from day one

My motivation

Let's make a
F2P game! all
the cool kids
are doing it.

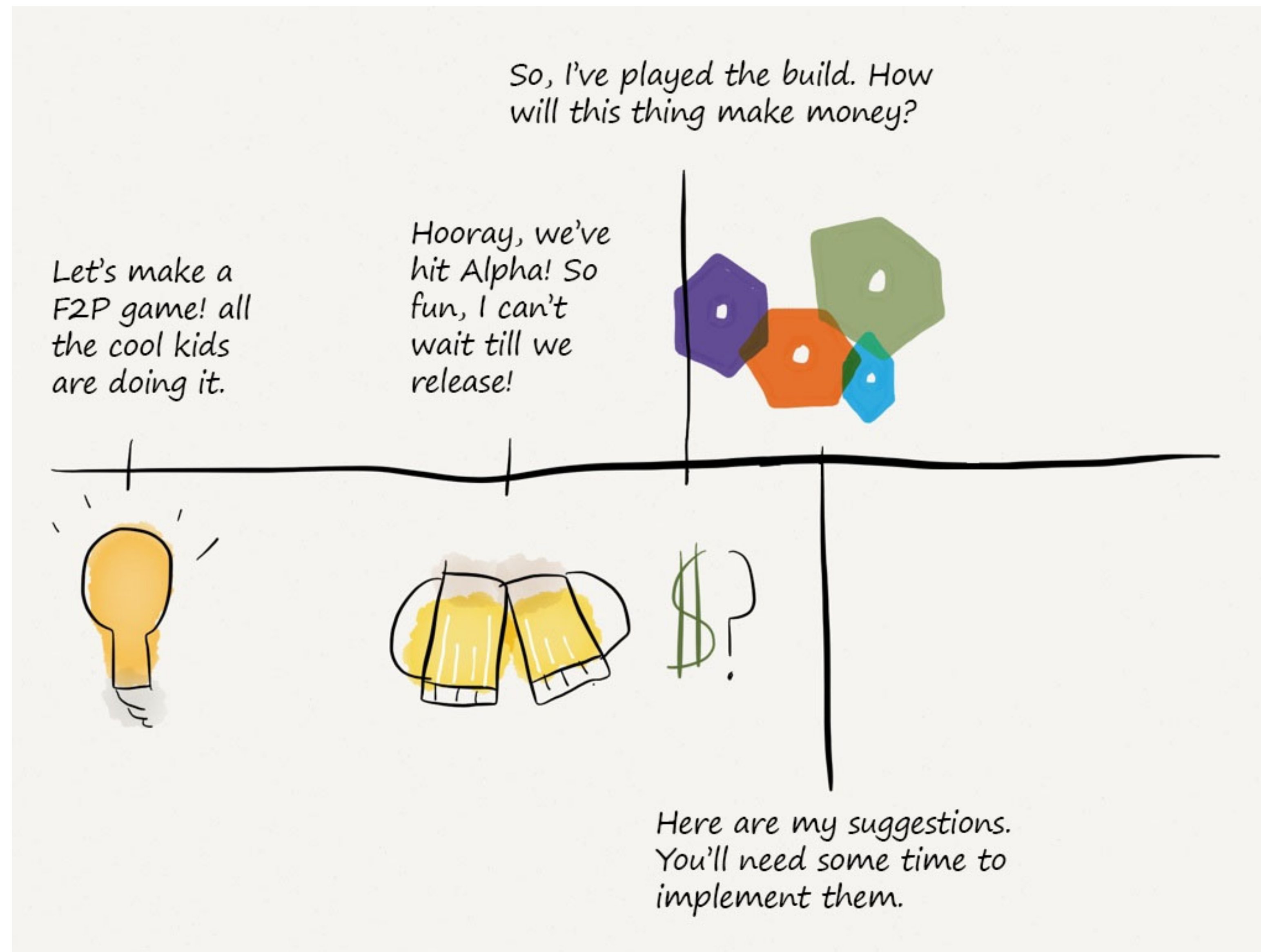


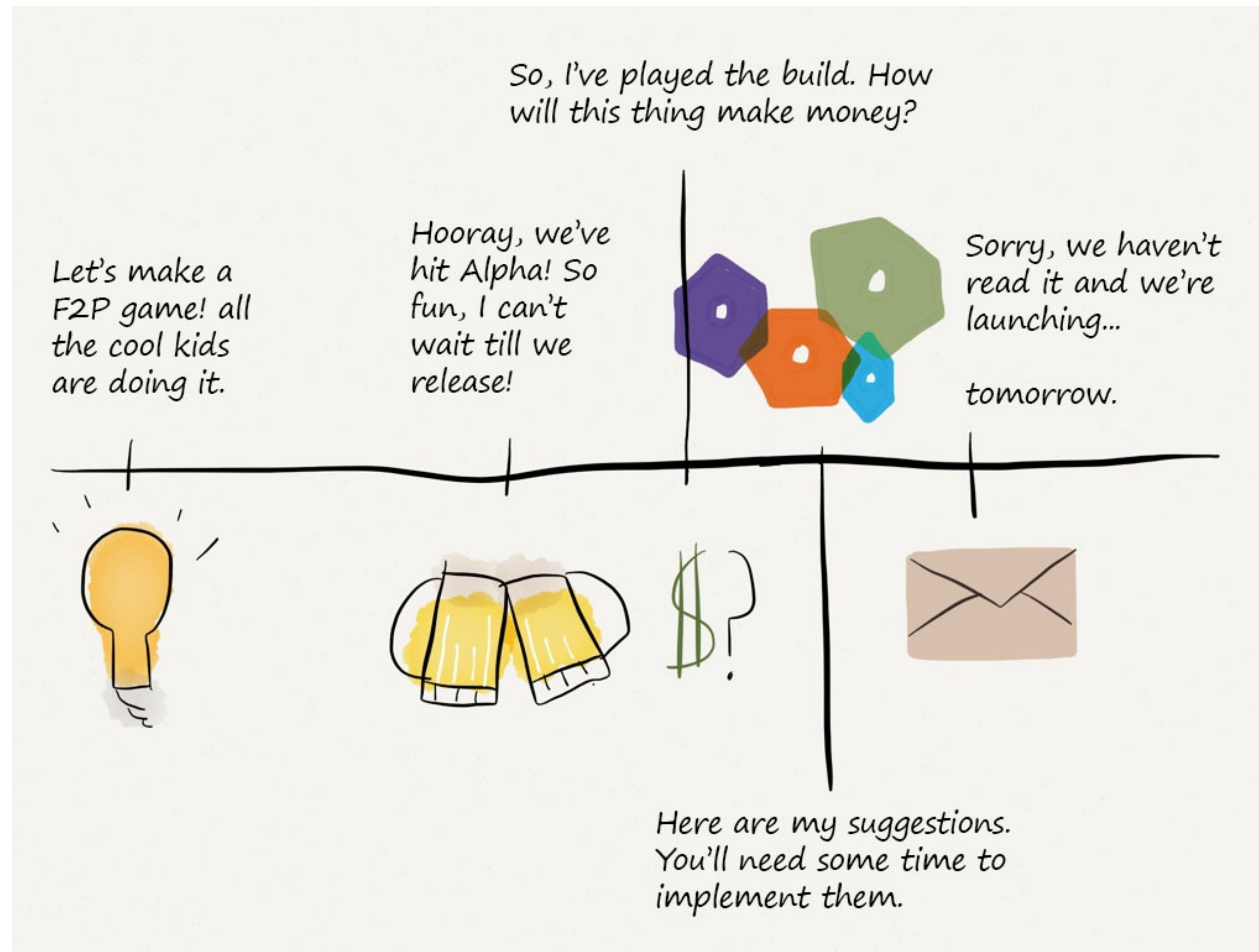
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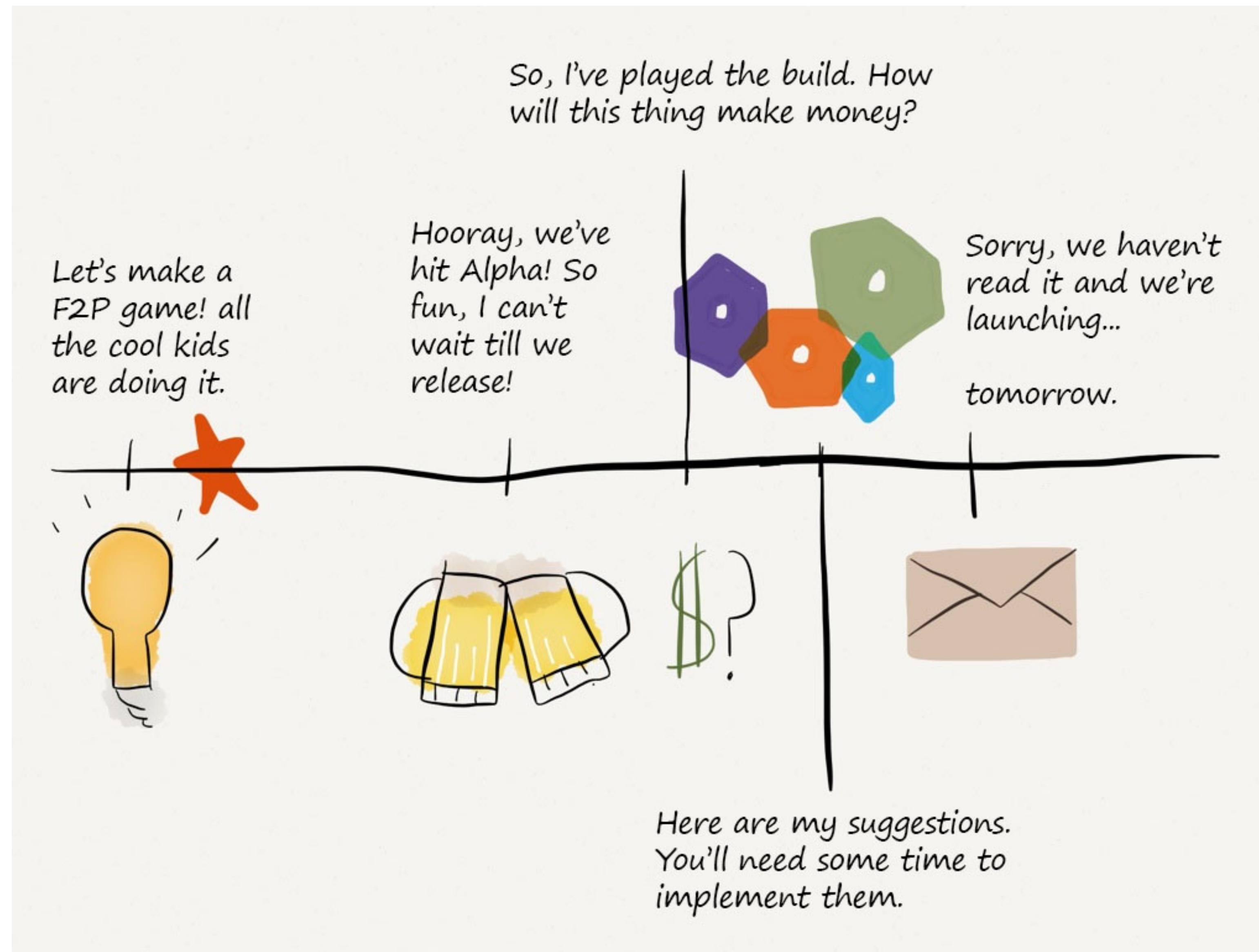
Hooray, we've
hit Alpha! So
fun, I can't
wait till we
release!











takeaways

- multiple case forecasting
- pre-production deliverables
- prototyping your business model
- in-context gdd
- templates at famousaspect.com/gdc-new-approaches

what will it take for your game to succeed?

Multiple case forecasting

the case for forecasting

- no model is perfect or even close
- a model can be a useful tool for planning
- give a rough idea of key metrics to hit for a financially successful game
- think about your investment needs over time
- force you to confront all the costs
- force you to confront market reality

issues with single forecast

- “this game is going to be a hit, here are its metrics”
- most games are not hits
- exercise in massaging numbers, not thinking through scenarios
- does not account for the role of different levels of investment in the outcome

multi forecast features

Forecast Hypothesis:		Write a hypothesis - what are the conditions that will cause this forecast to come true.			
Investment		Summary			
Cost	Development	LiveOps			
Salary	\$100,000.00	\$45,833.34	Investment - Development	\$130,500.00	
Contracted Services	\$8,000.00	\$1,300.00	Investment - LiveOps	\$80,823.34	
Office & Equipment	\$12,000.00	\$17,500.00	Investment - Total	\$211,323.34	
Marketing & Events	\$10,000.00	\$5,000.00	Lifetime Revenue	\$23,971.03	
User Acquisition	\$0.00	\$10,000.00			
Servers	\$500.00	\$1,190.00			
Total	\$130,500.00	\$80,823.34	Profit	-\$187,352.31	

form a hypothesis, fill out dev costs

multi forecast features

Month	LiveOps Costs															
	Operations Costs				Players, User Acquisition & Marketing											
	Salary	Contracted Services	Office & Equipment	Servers	Installs - Organic	Marketing & Events	Installs - Features, Cross Promo and Events	User Acquisition Spend	CPI	Installed - PUA	Installed - Total	New Player Churn	Veteran Players	Vet Player Churn	MAU	
1	\$8,333.33	\$0.00	\$1,000.00	\$100.00	50,000	\$5,000.00	2,000	\$10,000.00	\$2.50	4,000	56,000		0		56,000	
2	\$8,333.33	\$0.00	\$1,000.00	\$100.00	25,000	\$0.00	500	\$0.00	\$2.50	0	25,500	85.00%	8,400		33,900	
3	\$8,333.33	\$0.00	\$1,000.00	\$100.00	10,000	\$0.00	0	\$0.00	\$2.50	0	10,000	80.00%	10,980	30.00%	20,980	
4	\$4,166.67	\$0.00	\$1,000.00	\$100.00	5,000	\$0.00	0	\$0.00	\$2.50	0	5,000	80.00%	9,686	30.00%	14,686	
5	\$4,166.67	\$0.00	\$1,000.00	\$100.00	5,000	\$0.00	0	\$0.00	\$2.50	0	5,000	75.00%	8,030	30.00%	13,030	
6	\$4,166.67	\$0.00	\$1,000.00	\$50.00	2500	\$0.00	0	\$0.00	\$2.50	0	2,500	75.00%	6,871	30.00%	9,371	
7	\$4,166.67	\$0.00	\$1,000.00	\$50.00	2500	\$0.00	0	\$0.00	\$2.50	0	2,500	75.00%	5,435	30.00%	7,935	
8	\$1,041.67	\$0.00	\$1,000.00	\$50.00	1,000	\$0.00	0	\$0.00	\$2.50	0	1,000	70.00%	4,554	30.00%	5,554	
9	\$1,041.67	\$0.00	\$1,000.00	\$50.00	1,000	\$0.00	0	\$0.00	\$2.50	0	1,000	70.00%	3,488	30.00%	4,488	
10	\$1,041.67	\$0.00	\$1,000.00	\$50.00	1,000	\$0.00	0	\$0.00	\$2.50	0	1,000	70.00%	2,742	30.00%	3,742	
11	\$1,041.67	\$0.00	\$1,000.00	\$50.00	1,000	\$0.00	0	\$0.00	\$2.50	0	1,000	70.00%	2,219	30.00%	3,219	
12	\$0.00	\$100.00	\$500.00	\$30.00	500	\$0.00	0	\$0.00	\$2.50	0	500	65.00%	1,903	30.00%	2,403	
13	\$0.00	\$100.00	\$500.00	\$30.00	500	\$0.00	0	\$0.00	\$2.50	0	500	65.00%	1,507	30.00%	2,007	
14	\$0.00	\$100.00	\$500.00	\$30.00	500	\$0.00	0	\$0.00	\$2.50	0	500	65.00%	1,230	30.00%	1,730	
15	\$0.00	\$100.00	\$500.00	\$30.00	500	\$0.00	0	\$0.00	\$2.50	0	500	65.00%	1,036	30.00%	1,536	
16	\$0.00	\$100.00	\$500.00	\$30.00	300	\$0.00	0	\$0.00	\$2.50	0	300	60.00%	925	30.00%	1,225	
17	\$0.00	\$100.00	\$500.00	\$30.00	300	\$0.00	0	\$0.00	\$2.50	0	300	60.00%	768	30.00%	1,068	
18	\$0.00	\$100.00	\$500.00	\$30.00	300	\$0.00	0	\$0.00	\$2.50	0	300	60.00%	657	30.00%	957	
19	\$0.00	\$100.00	\$500.00	\$30.00	300	\$0.00	0	\$0.00	\$2.50	0	300	60.00%	580	30.00%	880	
20	\$0.00	\$100.00	\$500.00	\$30.00	300	\$0.00	0	\$0.00	\$2.50	0	300	60.00%	526	30.00%	826	
21	\$0.00	\$100.00	\$500.00	\$30.00	300	\$0.00	0	\$0.00	\$2.50	0	300	60.00%	488	30.00%	788	
22	\$0.00	\$100.00	\$500.00	\$30.00	300	\$0.00	0	\$0.00	\$2.50	0	300	60.00%	462	30.00%	762	
23	\$0.00	\$100.00	\$500.00	\$30.00	300	\$0.00	0	\$0.00	\$2.50	0	300	60.00%	443	30.00%	743	
24	\$0.00	\$100.00	\$500.00	\$30.00	300	\$0.00	0	\$0.00	\$2.50	0	300	60.00%	430	30.00%	730	

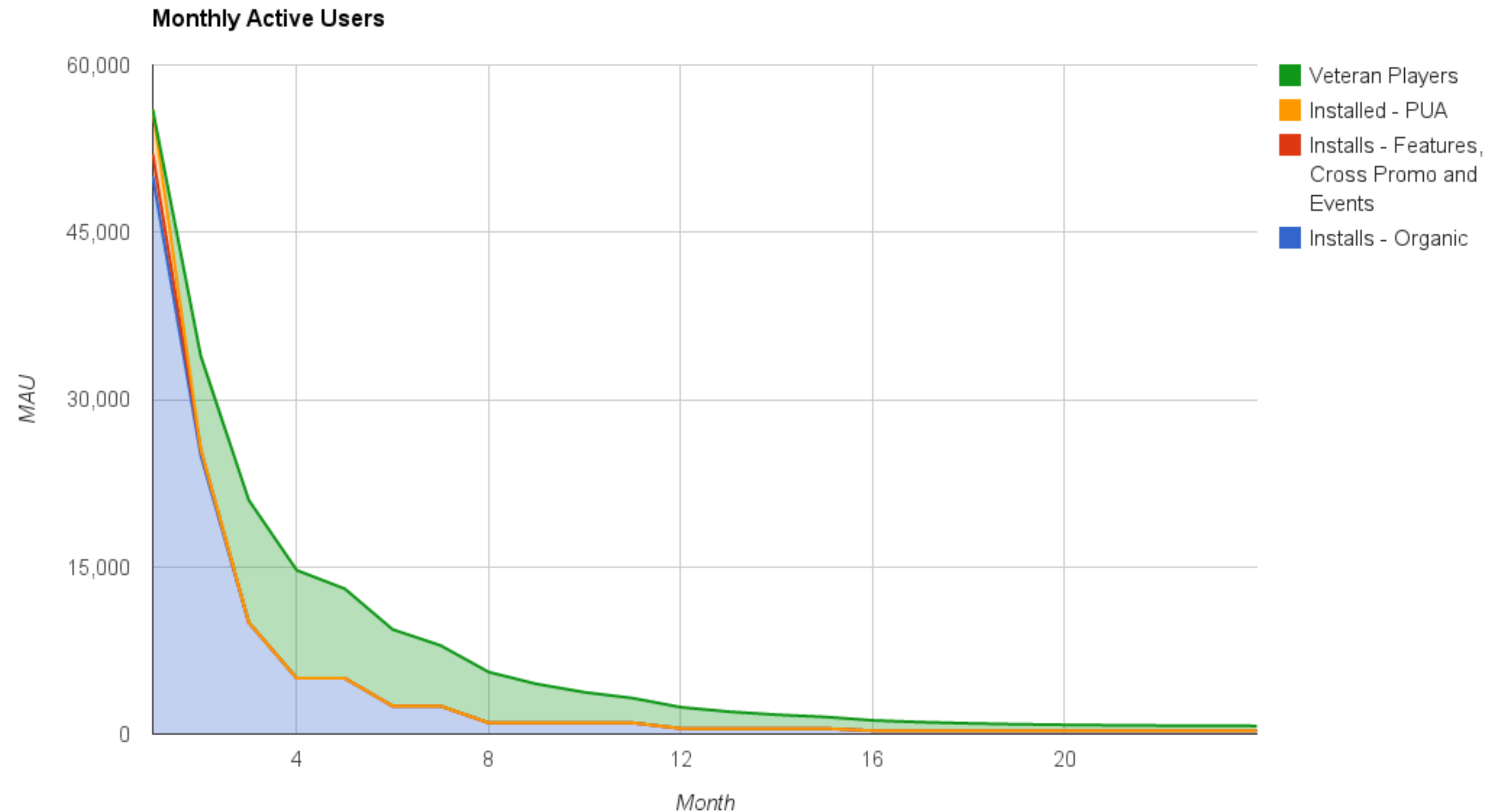
forecast LiveOps costs and user growth over 24 months

multi forecast features

LiveOps Revenue														
In game purchases				Advertising revenue							Total			
Conversion	(M)ARPPU	Platform Cut	IAP Revenue	(M) Sessions per Player	Video Ad Views per Session	Video eCPM	Video Revenue	Static/Banner views per Session	Static/Banner eCPM	Static/Banner Revenue	(M)ARPU	Monthly Revenue	Lifetime Revenue	Profit
0.50%	\$7.75	30%	\$1,519.00	40.00	0.50	\$5.00	\$5,600.00	0.00	\$1.00	\$0.00	\$0.13	\$7,119.00	\$7,119.00	-\$147,814.33
0.50%	\$7.75	30%	\$919.54	40.00	0.50	\$5.00	\$3,390.00	0.00	\$1.00	\$0.00	\$0.13	\$4,309.54	\$11,428.54	-\$152,938.13
0.50%	\$7.75	30%	\$569.08	40.00	0.50	\$5.00	\$2,098.00	0.00	\$1.00	\$0.00	\$0.13	\$2,667.08	\$14,095.62	-\$159,704.38
0.50%	\$7.75	30%	\$398.36	40.00	0.50	\$5.00	\$1,468.60	0.00	\$1.00	\$0.00	\$0.13	\$1,866.96	\$15,962.58	-\$163,104.09
0.50%	\$7.75	30%	\$353.44	40.00	0.50	\$5.00	\$1,303.02	0.00	\$1.00	\$0.00	\$0.13	\$1,656.46	\$17,619.04	-\$166,714.29
0.50%	\$7.75	30%	\$254.19	40.00	0.50	\$5.00	\$937.11	0.00	\$1.00	\$0.00	\$0.13	\$1,191.31	\$18,810.35	-\$170,739.65
0.50%	\$7.75	30%	\$215.23	40.00	0.50	\$5.00	\$793.48	0.00	\$1.00	\$0.00	\$0.13	\$1,008.71	\$19,819.06	-\$174,947.61
0.50%	\$7.75	30%	\$150.66	40.00	0.50	\$5.00	\$555.44	0.00	\$1.00	\$0.00	\$0.13	\$706.10	\$20,525.16	-\$176,333.18
0.50%	\$7.75	30%	\$121.74	40.00	0.50	\$5.00	\$448.81	0.00	\$1.00	\$0.00	\$0.13	\$570.54	\$21,095.70	-\$177,854.30
0.50%	\$7.75	30%	\$101.49	40.00	0.50	\$5.00	\$374.16	0.00	\$1.00	\$0.00	\$0.13	\$475.66	\$21,571.36	-\$179,470.31
0.50%	\$7.75	30%	\$87.32	40.00	0.50	\$5.00	\$321.91	0.00	\$1.00	\$0.00	\$0.13	\$409.23	\$21,980.59	-\$181,152.75
0.50%	\$7.75	30%	\$65.19	40.00	0.50	\$5.00	\$240.34	0.00	\$1.00	\$0.00	\$0.13	\$305.53	\$22,286.12	-\$181,477.21
0.50%	\$7.75	30%	\$54.45	40.00	0.50	\$5.00	\$200.74	0.00	\$1.00	\$0.00	\$0.13	\$255.19	\$22,541.31	-\$181,852.03
0.50%	\$7.75	30%	\$46.93	40.00	0.50	\$5.00	\$173.02	0.00	\$1.00	\$0.00	\$0.13	\$219.95	\$22,761.26	-\$182,262.08
0.50%	\$7.75	30%	\$41.67	40.00	0.50	\$5.00	\$153.61	0.00	\$1.00	\$0.00	\$0.13	\$195.28	\$22,956.54	-\$182,696.80
0.50%	\$7.75	30%	\$33.24	40.00	0.50	\$5.00	\$122.53	0.00	\$1.00	\$0.00	\$0.13	\$155.76	\$23,112.30	-\$183,171.04
0.50%	\$7.75	30%	\$28.96	40.00	0.50	\$5.00	\$106.77	0.00	\$1.00	\$0.00	\$0.13	\$135.73	\$23,248.03	-\$183,665.30
0.50%	\$7.75	30%	\$25.97	40.00	0.50	\$5.00	\$95.74	0.00	\$1.00	\$0.00	\$0.13	\$121.71	\$23,369.74	-\$184,173.60
0.50%	\$7.75	30%	\$23.87	40.00	0.50	\$5.00	\$88.02	0.00	\$1.00	\$0.00	\$0.13	\$111.89	\$23,481.63	-\$184,691.71
0.50%	\$7.75	30%	\$22.41	40.00	0.50	\$5.00	\$82.61	0.00	\$1.00	\$0.00	\$0.13	\$105.02	\$23,586.65	-\$185,216.68
0.50%	\$7.75	30%	\$21.38	40.00	0.50	\$5.00	\$78.83	0.00	\$1.00	\$0.00	\$0.13	\$100.21	\$23,686.86	-\$185,746.47
0.50%	\$7.75	30%	\$20.66	40.00	0.50	\$5.00	\$76.18	0.00	\$1.00	\$0.00	\$0.13	\$96.84	\$23,783.71	-\$186,279.63
0.50%	\$7.75	30%	\$20.16	40.00	0.50	\$5.00	\$74.33	0.00	\$1.00	\$0.00	\$0.13	\$94.49	\$23,878.19	-\$186,815.14
0.50%	\$7.75	30%	\$19.81	40.00	0.50	\$5.00	\$73.03	0.00	\$1.00	\$0.00	\$0.13	\$92.84	\$23,971.03	-\$187,352.31

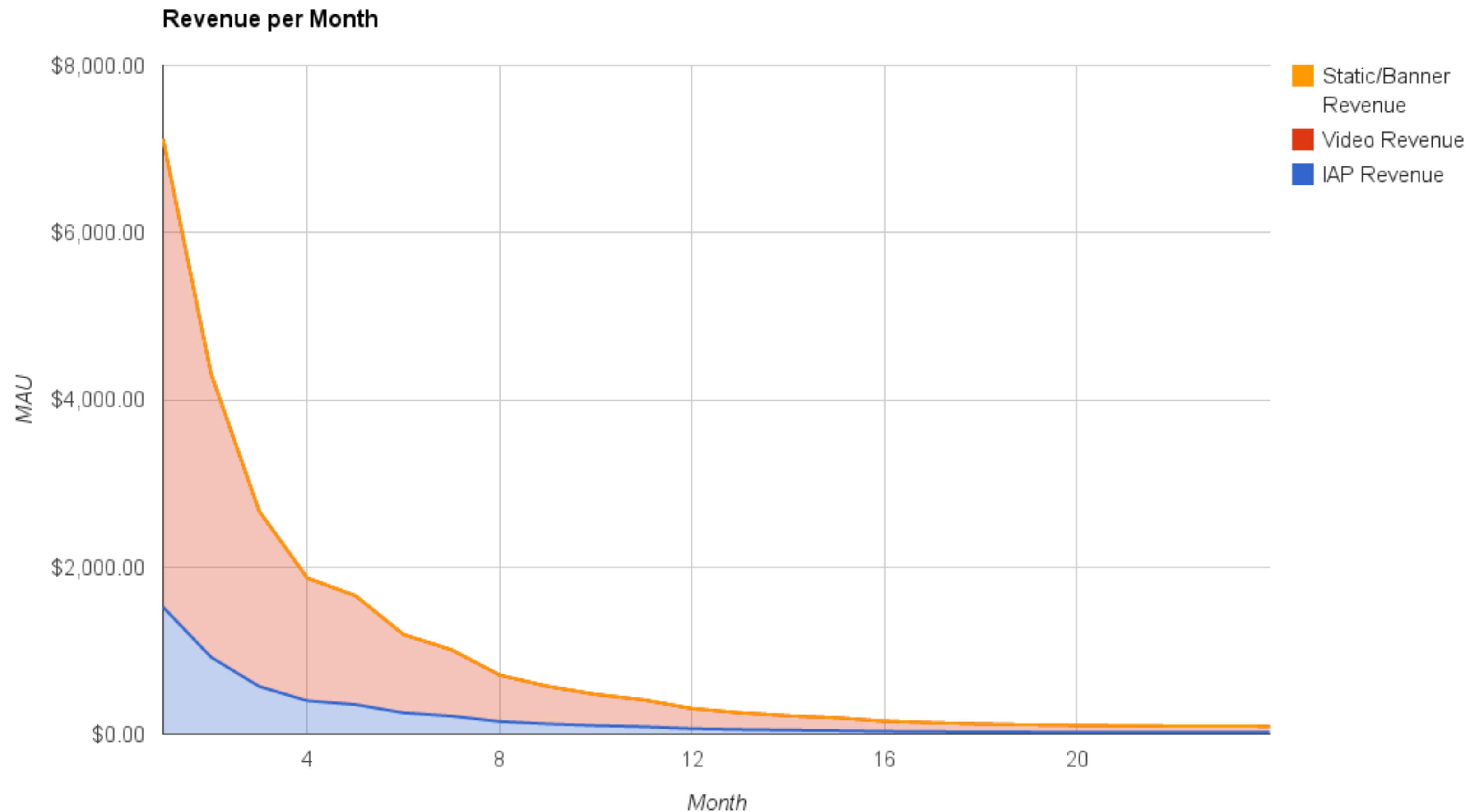
forecast revenue from multiple sources

multi forecast features



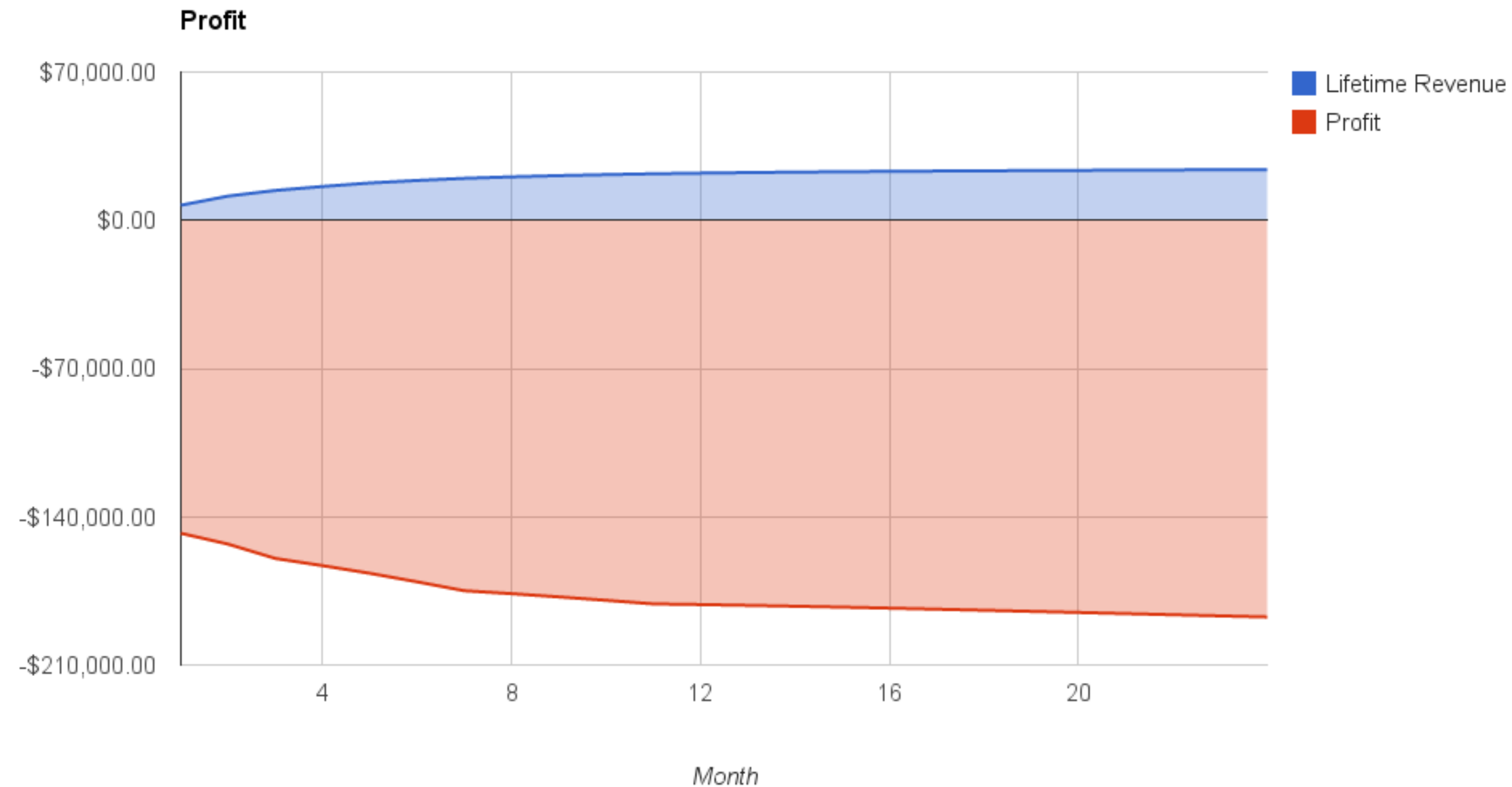
visualize your data to sanity check it

multi forecast features



visualize your data to sanity check it

multi forecast features



visualize your data to sanity check it

multi forecast features

Forecast	Investment - Development	Investment - LiveOps	Lifetime Revenue	Profit	Forecast Probability	Contribution
Worst Case forecast	\$130,500.00	\$80,823.34	\$23,971.03	-\$187,352.31	60.00%	-\$112,411.38
Break Even forecast	\$130,500.00	\$93,533.34	\$240,574.40	\$16,541.07	25.00%	\$4,135.27
Modest Profit forecast	\$300,000.00	\$359,750.00	\$1,357,245.28	\$697,495.28	14.50%	\$101,136.81
Runaway Hit forecast	\$300,000.00	\$805,750.00	\$6,824,159.74	\$5,718,409.74	0.50%	\$28,592.05
Expected Profit:						\$21,452.75

forecast multiple outcomes and assign probabilities

tell a story

(M)ARPU	Monthly Revenue	Lifetime Revenue	Profit	Justification
\$0.10	\$4,987.43	\$4,987.43	-\$336,512.57	Soft launch test market 1
\$0.10	\$8,222.71	\$13,210.15	-\$364,789.85	
\$0.13	\$14,723.89	\$27,934.04	-\$386,565.96	Soft launch test market 2
\$0.16	\$23,406.69	\$51,340.72	-\$399,909.28	
\$0.24	\$56,196.50	\$107,537.22	-\$381,712.78	Pick up PUA experiments in test markets
\$0.24	\$98,295.97	\$205,833.19	-\$321,416.81	Wide launch with Apple feature - new feature improvements increase ARPPU
\$0.24	\$133,178.09	\$339,011.28	-\$226,238.72	Word of mouth/chart position drives organic growth
\$0.24	\$164,360.00	\$503,371.28	-\$99,878.72	
\$0.24	\$198,672.99	\$702,044.27	\$60,794.27	
\$0.24	\$240,354.61	\$942,398.88	\$263,148.88	
\$0.26	\$305,404.73	\$1,247,803.61	\$530,553.61	Major feature release helps drive ARPPU
\$0.26	\$346,303.40	\$1,594,107.01	\$935,357.01	
\$0.26	\$388,352.39	\$1,982,459.41	\$1,286,209.41	At some point, our organic traffic growth hits its peak
\$0.26	\$412,670.39	\$2,395,129.79	\$1,661,379.79	
\$0.29	\$467,502.90	\$2,862,632.69	\$2,091,382.69	ARPPU increases thanks to better optimization
\$0.29	\$471,180.12	\$3,333,812.82	\$2,525,062.82	

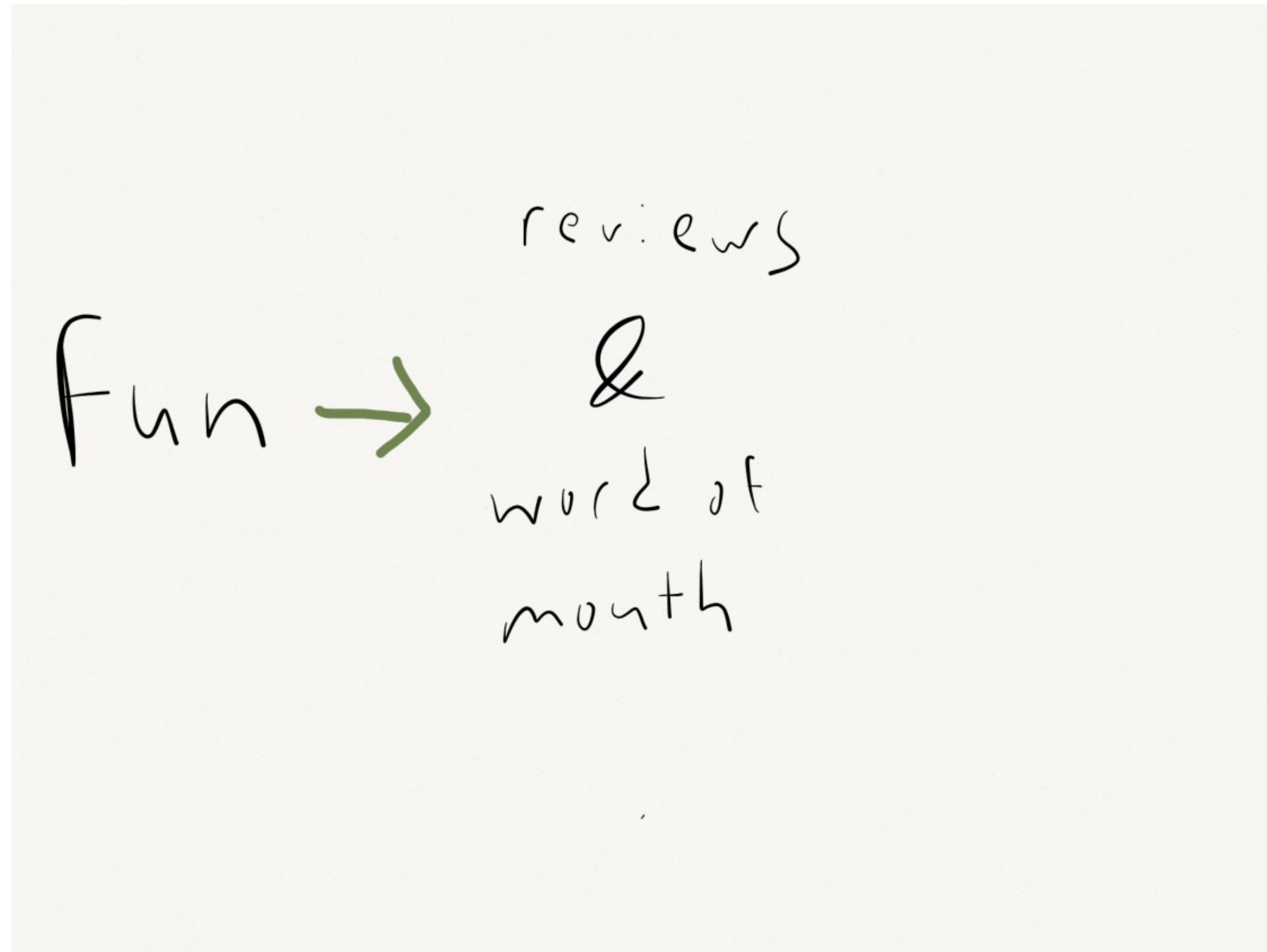
For each model, justify your choices. Tell the story behind the forecast.

a tool for designing for F2P early in the dev process

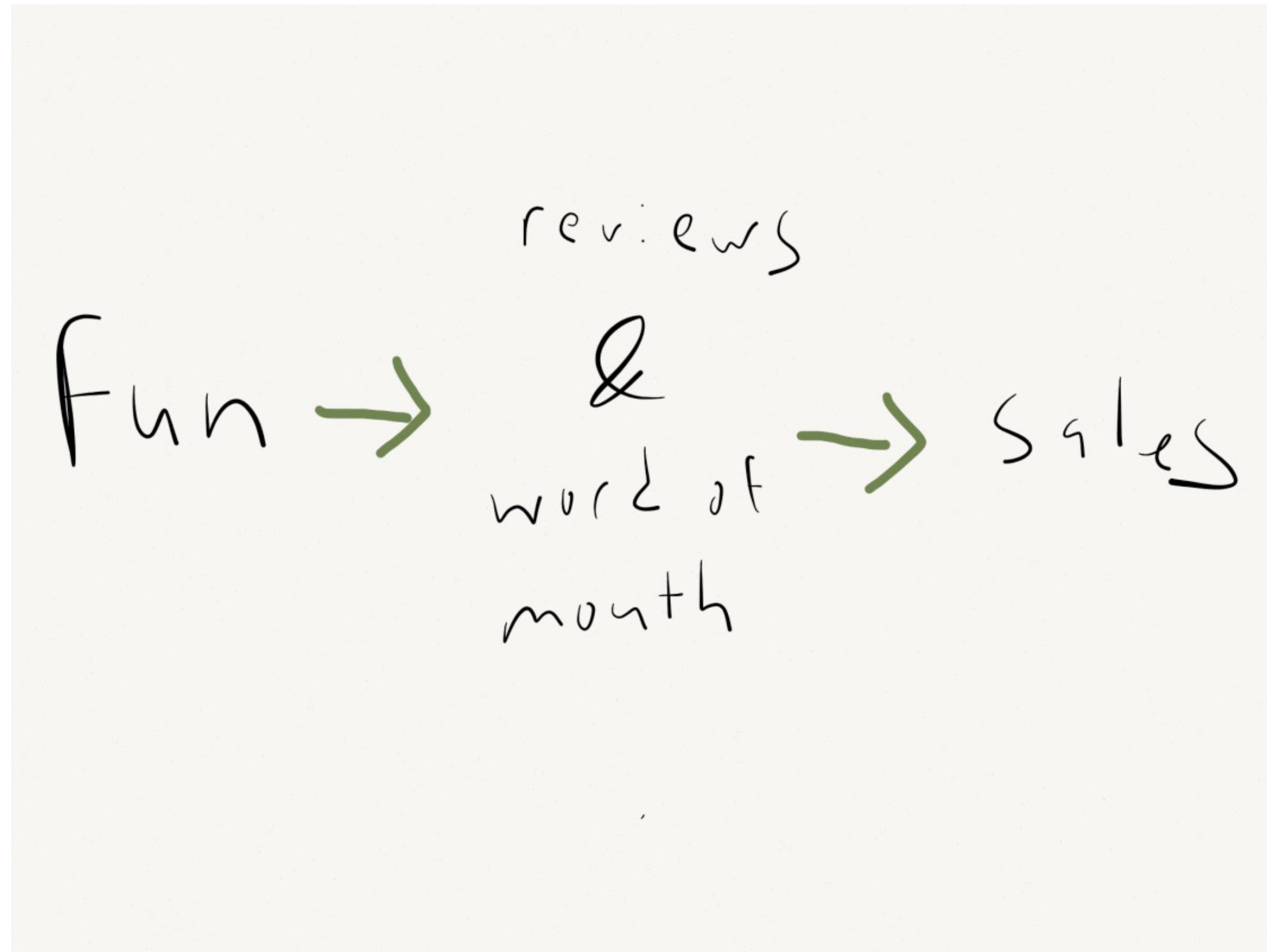
prototype your business model



boxed development model



boxed development model

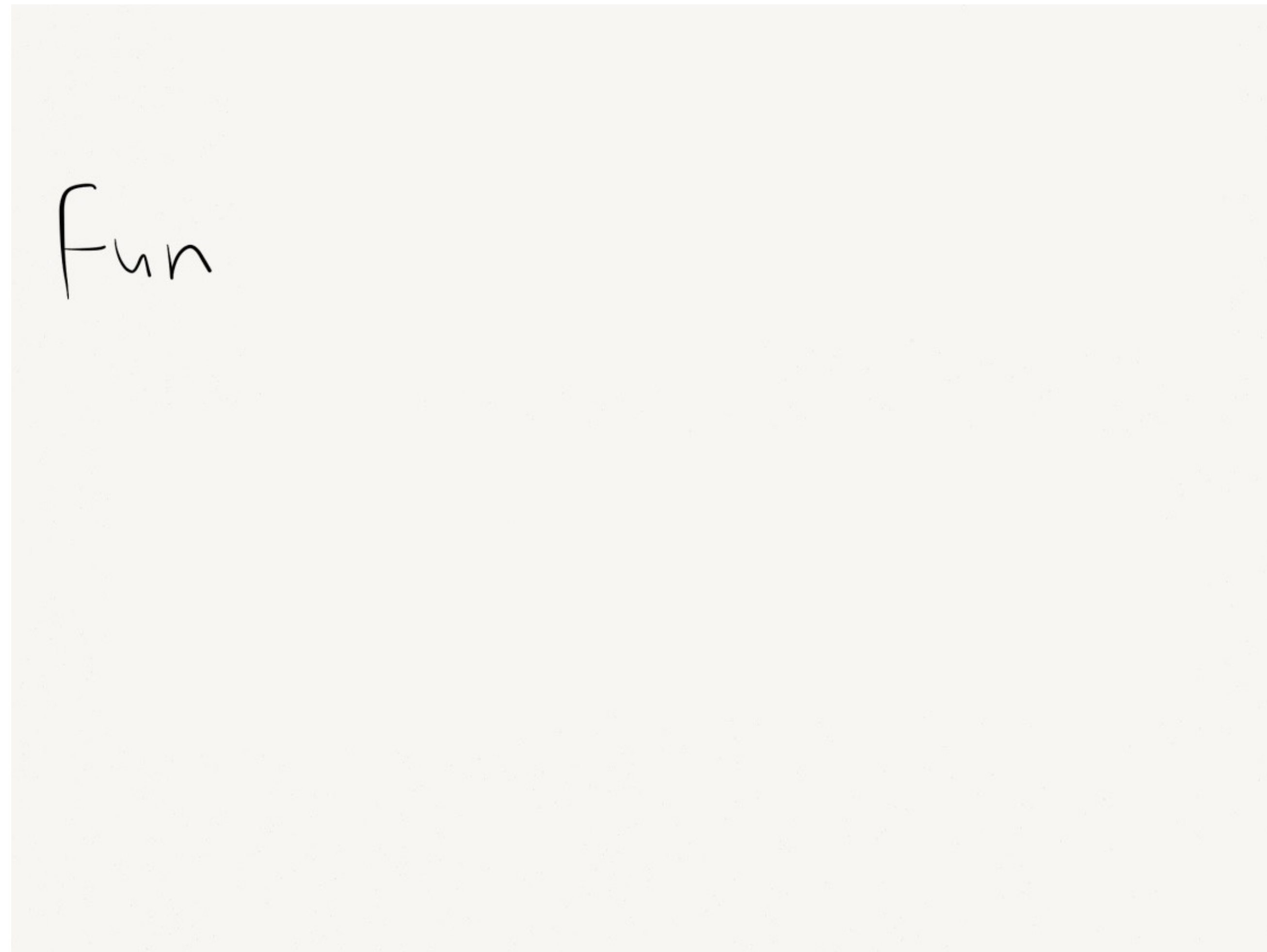


boxed development model

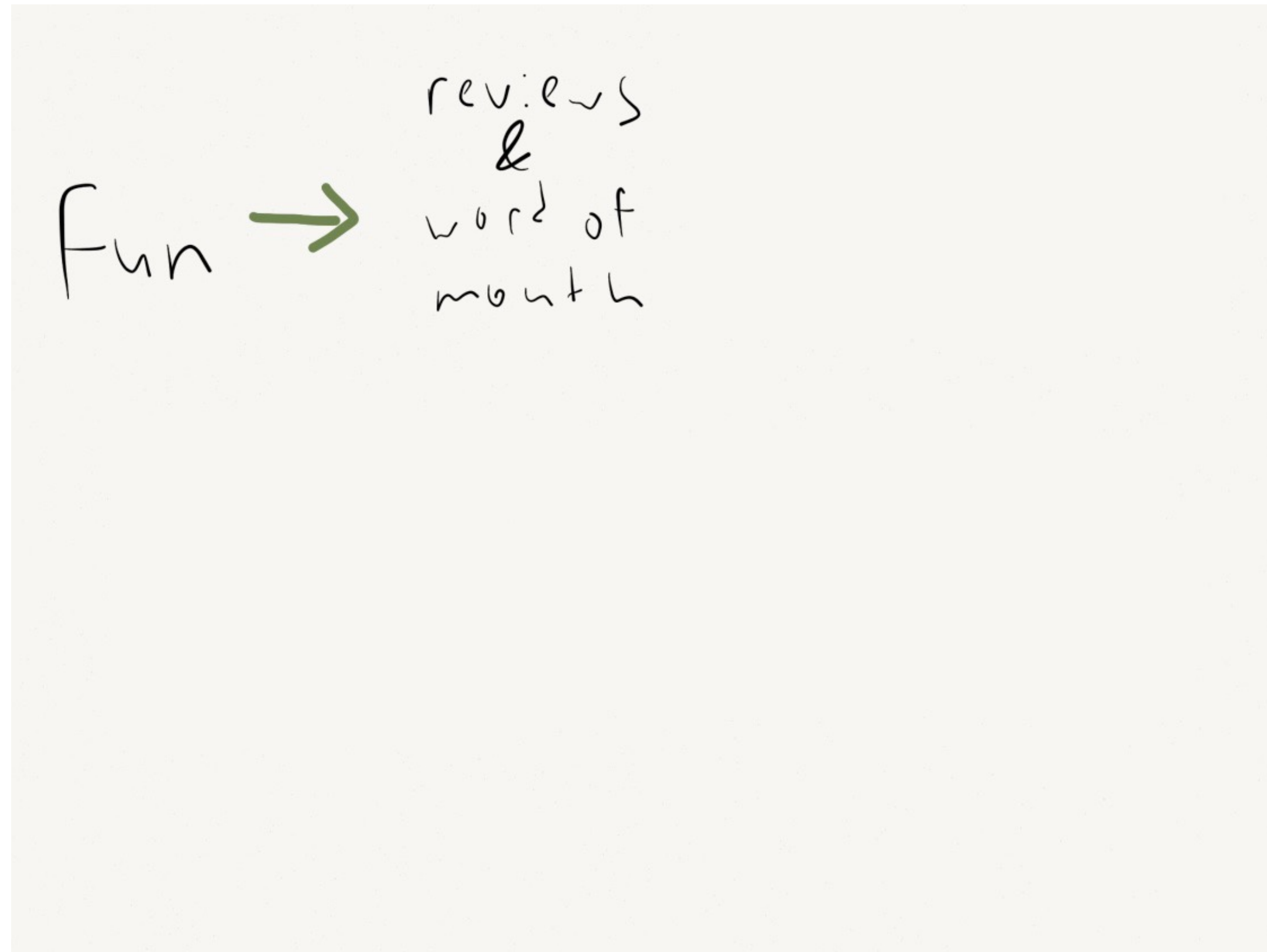
fun = sales

therefore

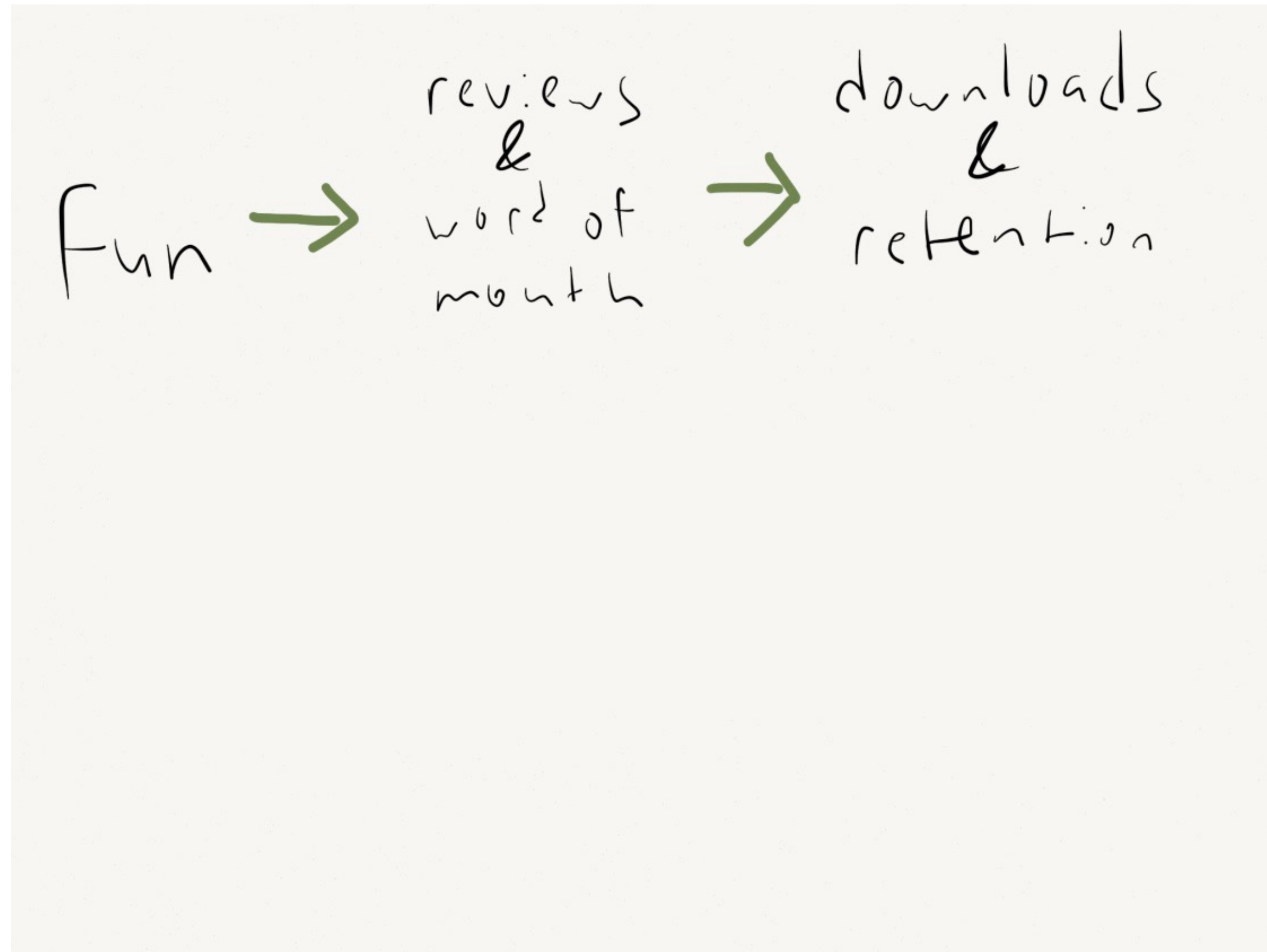
prove run first



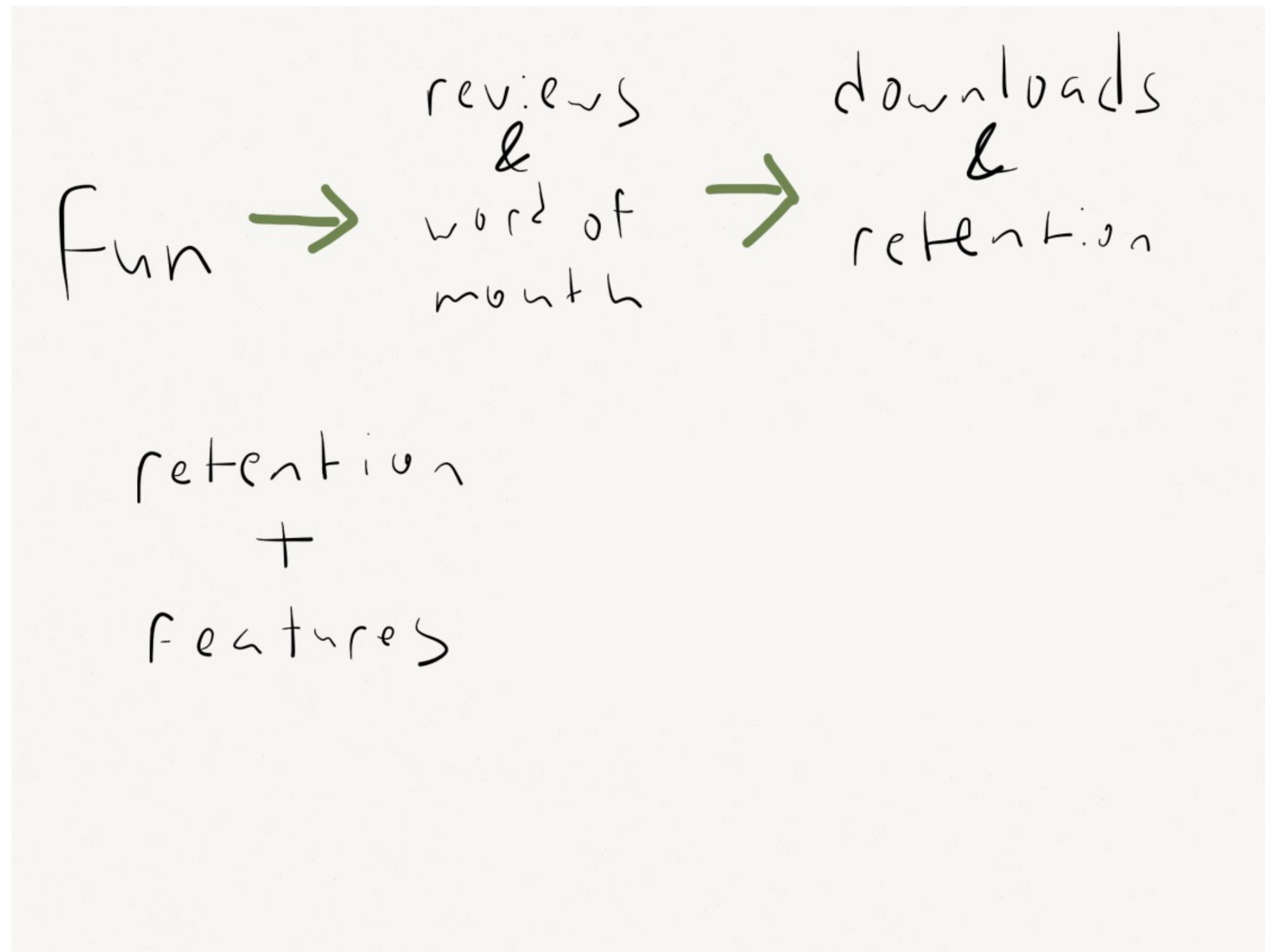
f2p development model



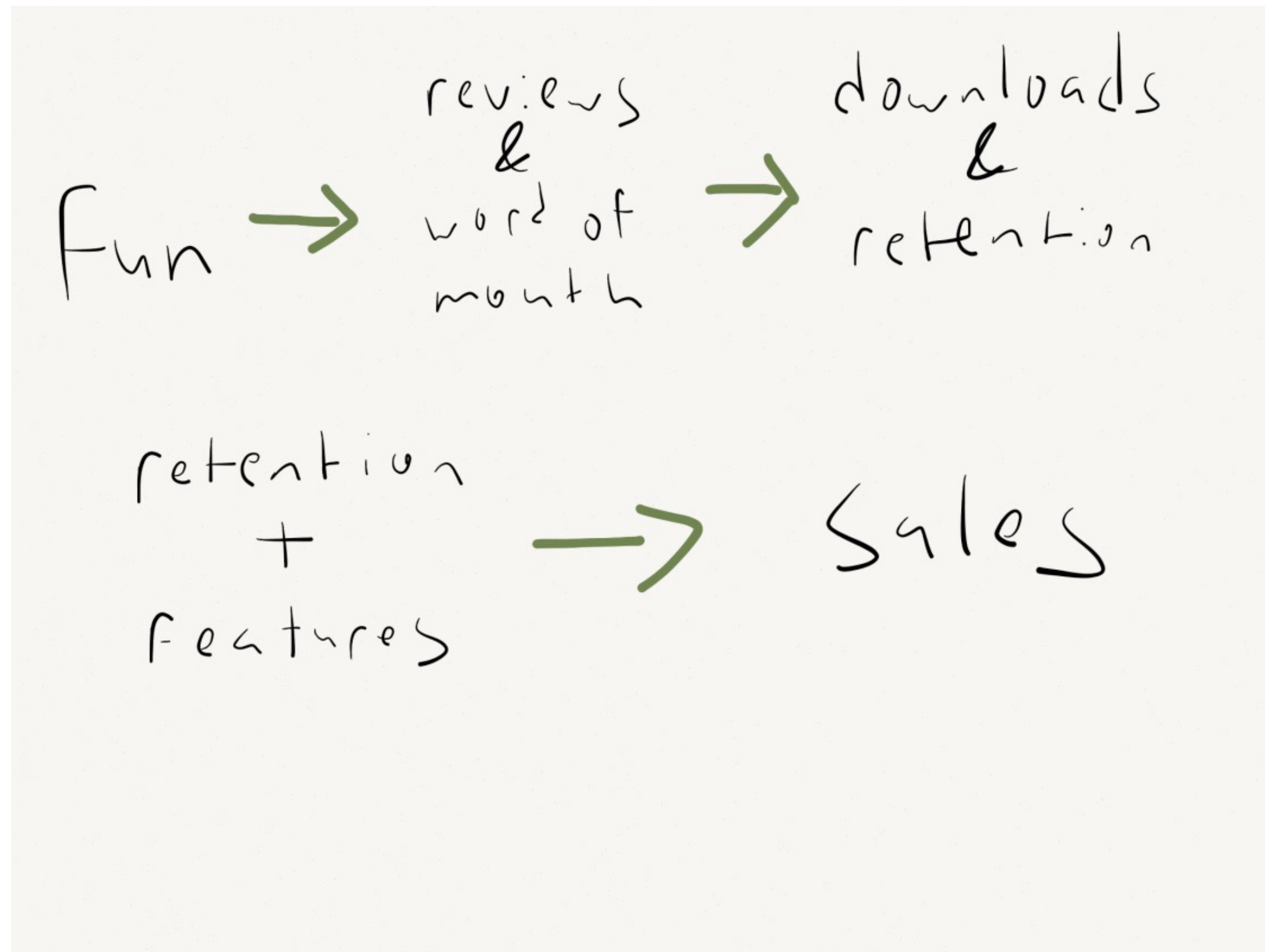
f2p development model



f2p development model



f2p development model



f2p development model

fun + ui = sales

therefore

prove ui first

early stage f2p design

- game treatment
- monetization strategy
- ui prototype

game treatment

- business justification
- guiding tweet
- key features
- player journey
- acquisition and monetization
- live development plans
- aesthetics
- project risks

business case

Vainglory - Game Treatment

Between the popularity of League of Legends and DotA 2, the white hot MOBA genre has quickly come to dominate the burgeoning competitive eSports scene as well as Twitch game streaming. As such, a golden opportunity exists to bring the genre to mobile devices with streamlined gameplay, touch perfect controls and unparalleled production values. Although a handful of competitors exist on the market today, none have truly captured the imagination of the millions of MOBA players worldwide nor succeeded in bringing a significant mobile gamer audience unfamiliar with PC games to the genre. By being the first MOBA to truly break the genre for mobile devices, we will create the next global, top-grossing sensation.

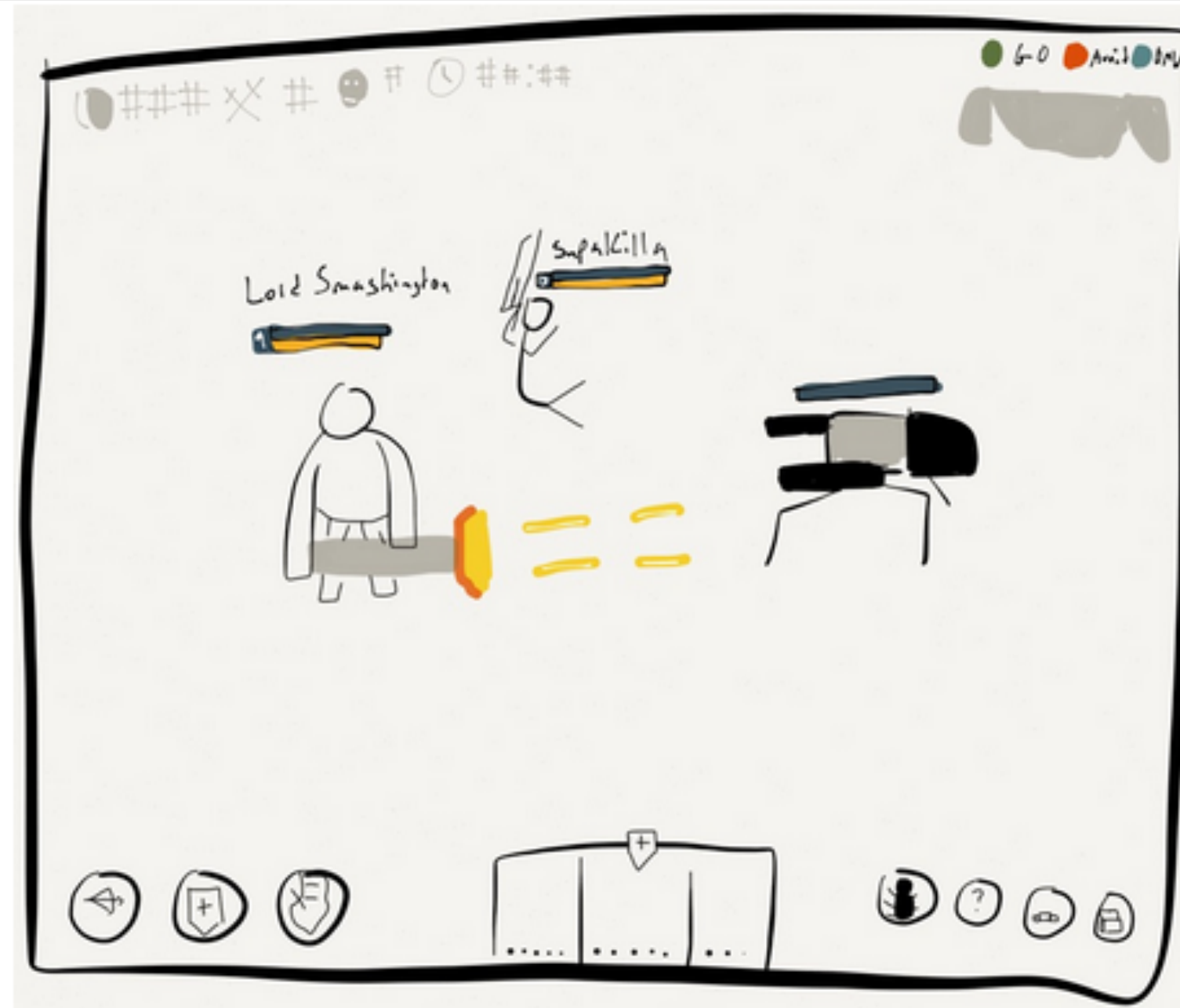
Guiding Tweet (the razor)

League of Legends streamlined for touch devices

Why are you making this game? What is your guiding vision?

key features

1. Gameplay



Vainglory will bring an accessible eye to the familiar hero based gameplay of League of Legends. Smaller teams, touch perfect controls and single lane map design will result in a quicker yet equally satisfying MOBA experience built from the ground up for mobile. With innovations on the jungle portion of the gameplay like Mining and The Kraken, Vainglory will put its own unique stamp on the genre.

What are your game's key features for launch?

player journey

2. Player Journey

2.1. Day one end

By the end of the first day of Vainglory, a new player will have an understanding of all the game's basic mechanics. They will have experienced a brief training round, experimented with a few heroes and enjoyed a number of public matches.

2.2. Week one end

By the end of the first week of Vainglory, a new player will begin to master a single character. They will understand the important strategies for early, mid and late game as well as what characters are best for lane, jungle or roam. Their hero choice will be more strategic than simply who is their favorite, they will take team composition and their opponents into account.

2.3. Month one end

By the end of month one, the player will have a thorough understanding of Vainglory's deeper mechanics. They will begin to make friends in game or bring their friends to Vainglory. They will have a few favorite heroes that they have unlocked through either soft or hard currency use, and eagerly anticipate the changing rotation each week. A few matches of Vainglory at the end of each day will be an ingrained daily habit.

2.4. Year one end

By the end of year one, the player will be deeply involved with Vainglory. They will have a regular stable of friends they party up with for competitive matches and league play. They will form a Line messenger group where they trade strategies and builds with friends and look forward to the launch of each new hero and its effects on the ever rotating meta. The player will own a variety of heroes purchased with both soft and hard currency, as well as skins and other personalization items on offer. Although the year one player may not be able to physically attend the first ever Vainglory prize purse tournament, they will certainly tune in to watch the eSports event on Twitch and root for their favorite team to take home the million dollar prize.

How will the player's experience change over time?

acquisition and monetization

3. Player Acquisition and Monetization

3.1. Acquisition strategy

Built on the proprietary E.V.I.L. engine, Vainglory will deliver unparalleled graphics fidelity to mobile and tablet devices. These high production values combined with console quality gameplay, an industry leading game and business development team and a healthy PR budget will help insure a strong partnership with Apple. Worldwide features and coverage in both the enthusiast and tech press will lead to a healthy organic player base further bolstered by word of mouth. We will sustain our game on this free traffic until the metrics hit critical player retention and monetization milestones, at which point we will begin a massive user acquisition campaign thanks to our VC warchest.

3.3. Monetization strategy

The goal of Vainglory is to bring the eSports level fervor of LoL to mobile devices. As such, long term player retention is first and foremost. Our goal is to keep players for years, not weeks. As such, we will remain fairly conservative on the monetization front, primarily selling heroes and skins. No items with even the hint of the dreaded "pay-to-win" will be included in the game's design.

How will you attract players? How will you monetize?

live development

4. Live Development Plans

After a strong launch, we will sustain and grow the Vainglory player base and monetization with regular updates.

4.1. Content Updates

The lifeblood of Vainglory will be the regular release of new and unique heroes. Although a new hero is a relatively expensive update, we must aim for a cadence of bi-weekly hero releases to keep Vainglory fresh and relevant. New skins will also be regularly released to allow players to customize their favorite heroes.

Although we will launch with a single map and mode, additional maps and/or modes will be added to Vainglory over time to keep the experience fresh. These content updates will be fairly conservative as quality far outweighs quantity thanks to Vainglory's eSports foundation.

4.2. Events

A monthly league ranking system (inspired by Hearthstone's season system) will serve as a monthly event to help keep elder players engaged.

Additionally, a tournaments system will be added to Vainglory after several months of live development. Players can expect regular weekly tournaments, as well as special 24 or 48 hour tournaments to celebrate the release of new heroes, skins and updates. A strong engagement driver will be for new heroes to be released only in these special tournaments for a few days of free play before they are introduced into regular rotation or made available for purchase.

What are your plans for operating the game as a live service?

aesthetics

5. Aesthetics

5.1. Art style

Vainglory's visuals must prove that our E.V.I.L. engine is capable of delivering console quality graphics to mobile devices. Similarly, on viewing a single screen of Vainglory, MOBA players must know that we have made a game for them.

Vainglory will look similar to LoL, but with a colorful palette and chunky visuals will be more reminiscent of World of Warcraft. We will carve out a unique visual identity with our character and item design, leaning ever so slightly into a steampunk inspired anime territory.

5.2. Audio design

Just like all elements of the game, Vainglory's audio design will reinforce the AAA level of production quality throughout the game. Our score will feature a cinematic quality, sweeping fantasy score that would feel at home in an episode of Game of Thrones. Sound effects need to match a player's expectations of quality from LoL or World of Warcraft. Additionally, each hero in Vainglory will be fully voiced with high quality actors to help create a unique identity.

What is your game's aesthetic identity?

project risks

6. Project Risks

As with any project, Vainglory's development contains many risks. Here are some of the biggest risks we see up front to the game vision outlined in this document:

- Game length - even shortened to 20 or 10 minutes, the game length may not be appropriate for a mobile/tablet audience.
- Synchronous PvP - for the most part, synchronous PvP has not proven to be a meaningful component of top-grossing games.
- Lack of asynchronous PvP - for the most part, top grossing games that target core players feature short form, asynchronous PvP modes.
- Platform switch - Vainglory may not convince enough deeply entrenched LoL and DotA 2 players to make the switch from their preferred platform to touch devices.
- New genre fans - Even with console quality graphics and a robust PR campaign, it may be difficult for Vainglory to create new MOBA genre fans on mobile devices instead of choosing to join an existing and mature community on PC.
- Hero depth - Even with significant VC backing, we may be unable to launch the game with a deep enough hero roster to sustain a community.
- Apple backing - Our acquisition plans rely on a strong push from Apple that is in no way guaranteed.
- Rotating hero monetization - Current MOBA entries have failed to monetize on touch platforms at a top grossing level. It is possible that the rotating hero monetization method is not a fit for the mobile audience.
- Team communication - Mobile devices do not provide an easy method for players to communicate while playing a game with both twitch gameplay and strategic depth. As such, a game with a strong teamwork and eSports component may not be able to recreate the magic of LoL if players are unable to easily communicate while playing.
- Streaming complexity - Although streaming from tablet to pc is possible without buying additional capture equipment, it is not as easy as broadcasting from Desktop to Twitch. This may dampen the word of mouth/organic growth potential of Vainglory.

Pre-mortem your game. If it is a failure, why will it fail?

monetization strategy

- monetization emotions
- engagement loops
- product catalog

monetization emotions

1. Monetization emotions

These are the key emotions that will motivate players to spend money in Vainglory

1.1. Dominance

First and foremost, Vainglory is an eSport. The primary reason a player will want to buy a hero for permanent use is to build expertise with that hero to ensure victory. Veteran players will buy a stable of heroes to make sure they can contribute to their team in a variety of situations. Over time, new heroes will be introduced that shift the game's meta strategy, forcing experienced players to experiment with and ultimately buy new heroes in order to stay competitive.

1.2. Self expression

Not every Vainglory player will be driven solely by competition. For some players, their choice of hero is as much a statement of self expression as anything. These players will use the weekly free rotation to constantly experiment and find the hero they feel most comfortable with for purchase. For those players who view their play style as a means of self expression, skins or other vanity items will be an appealing purchase.

What emotions will motivate your players to spend?

engagement loops



How will your game's core features feed off each other?

product catalog

3. Product catalog

3.1. Permanent goods

For launch, Vainglory will only sell permanent good in the form of permanent hero access. Players will be motivated to purchase permanent heroes once a week after the free hero rotation has changed. Heroes will range in price from \$2 to \$10 dollars.

3.2. Consumable goods and boosts

For launch, Vainglory will not sell any consumable items or boosts.

3.3. Vanity items

For launch, Vainglory will not sell any vanity items.

3.4. Content unlocks

For launch, Vainglory will not sell access to any additional levels or modes.

3.5. Forced advertising

Vainglory will not use any static, banner or interstitial ads.

3.6. Incentivized advertising

Vainglory will not use any incentivized video ads.

3.7. Maximum spend

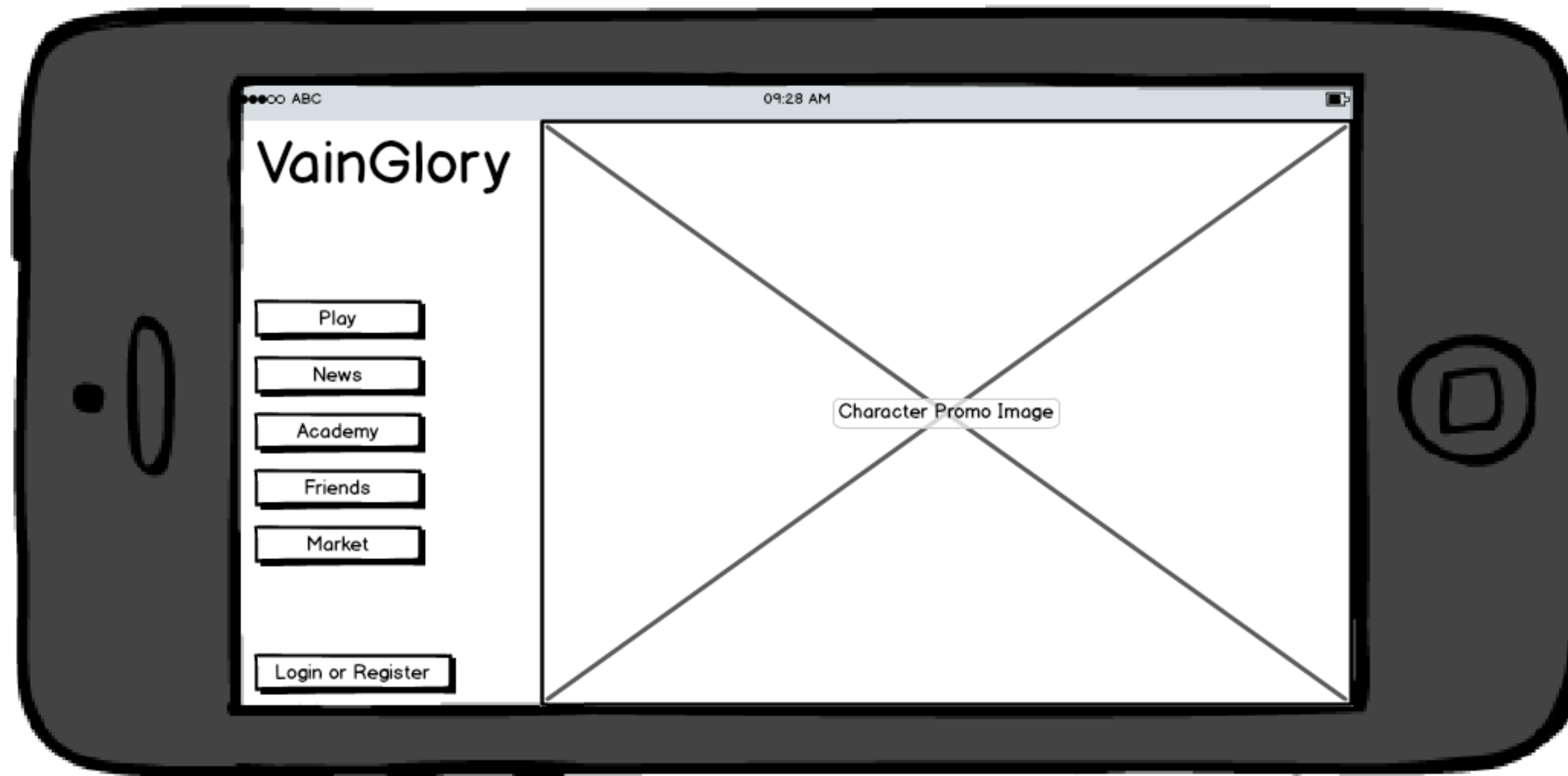
As we will only utilize permanent goods, there is a hard cap on the amount of money a player can spend in Vainglory. At launch, this cap will be about \$50. It will grow over time to hundreds of dollars as more and more heroes are added to the mix.

What types of offers will you sell? Will you use advertising?

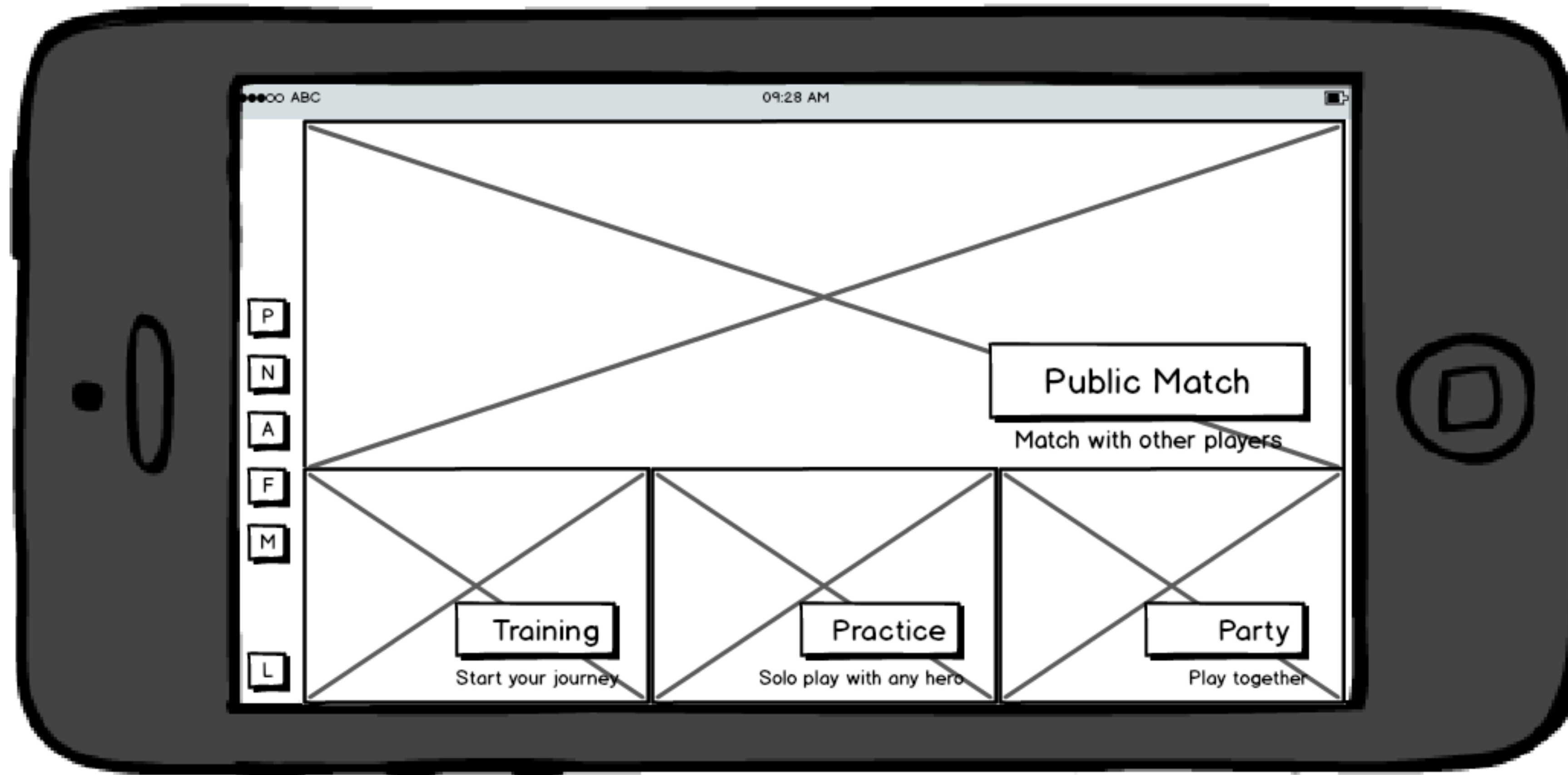
a tool for designing for F2P early in the dev process

prototype your business model

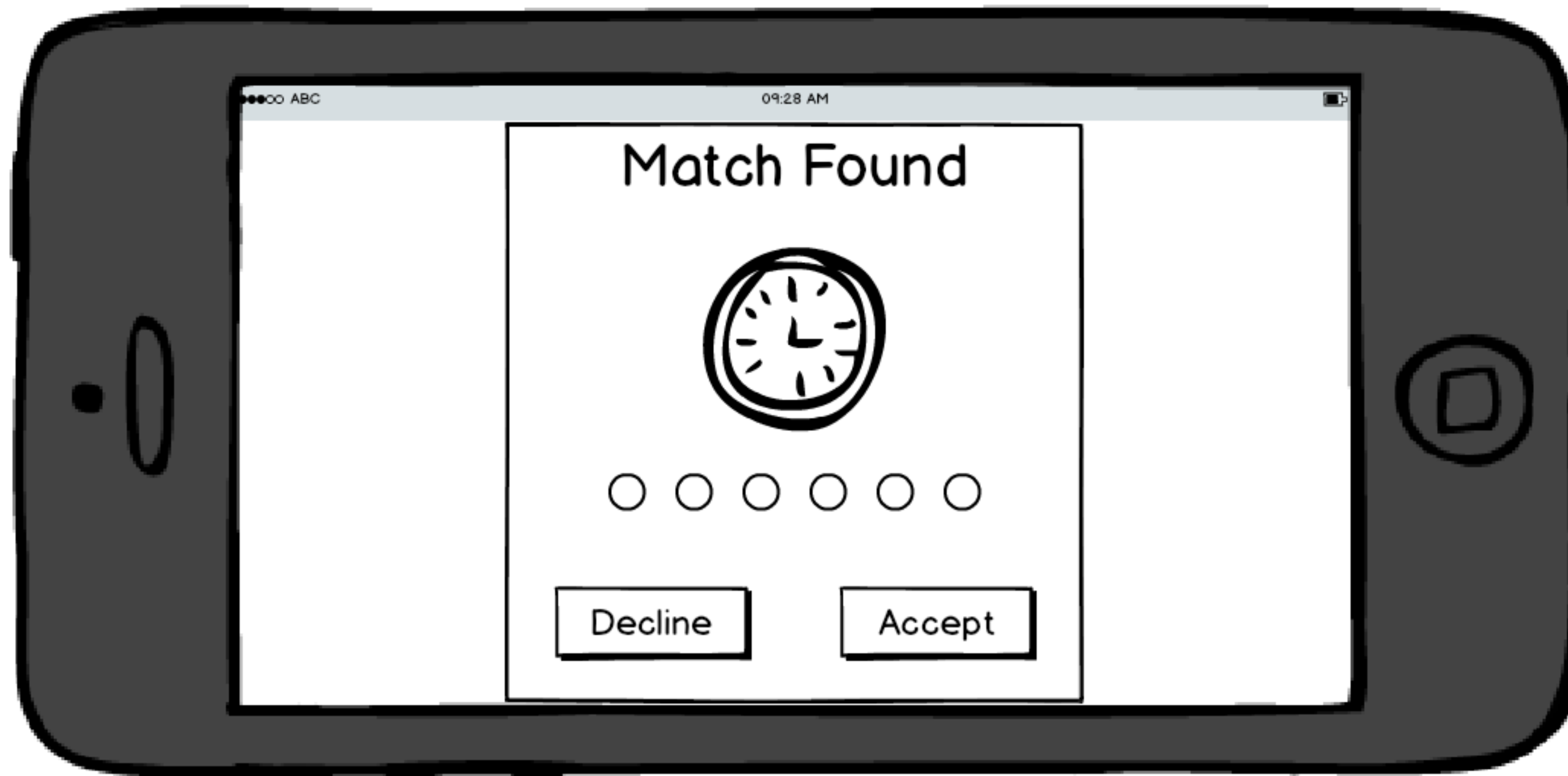
home screen



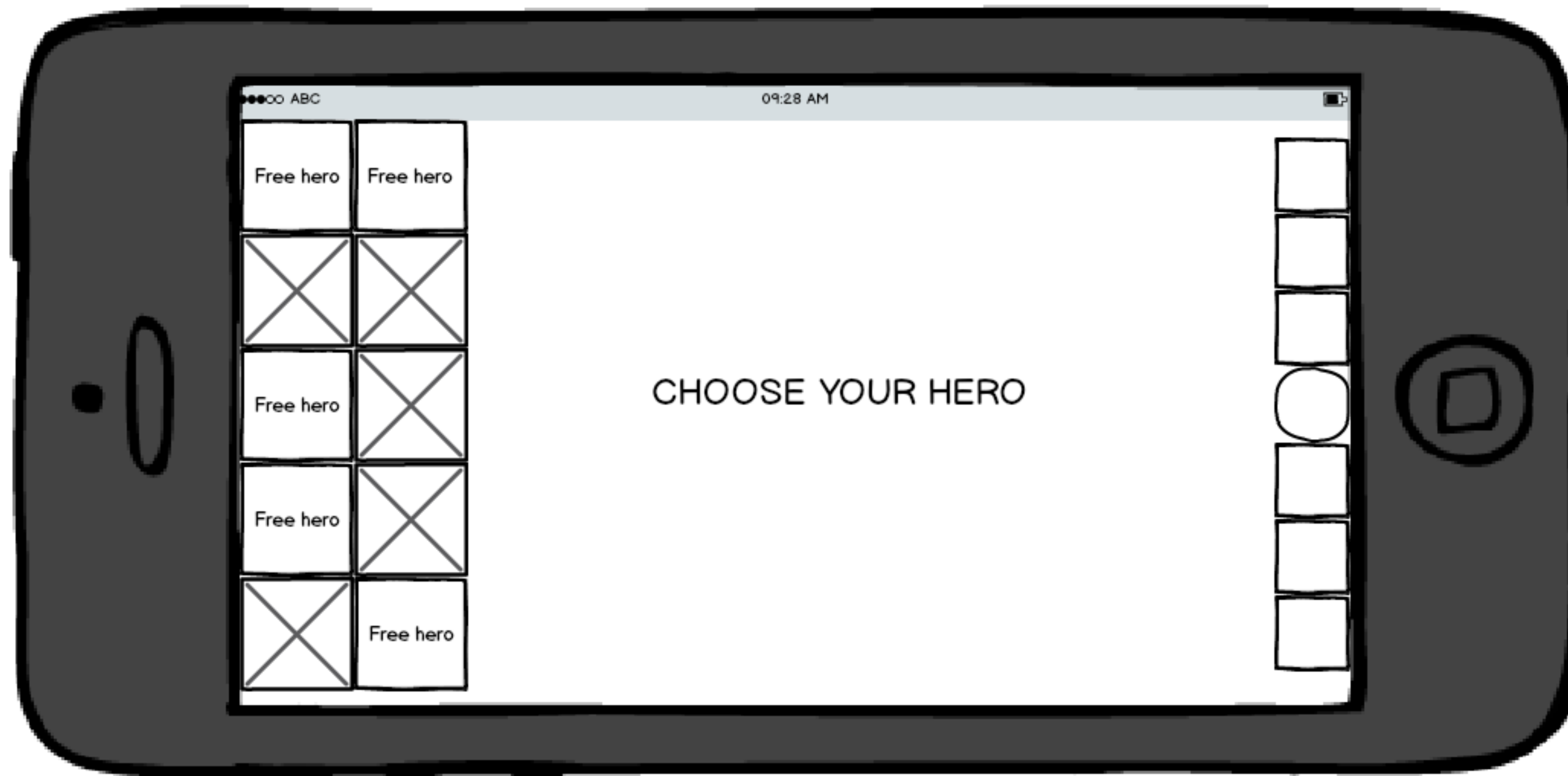
choose match



accept match



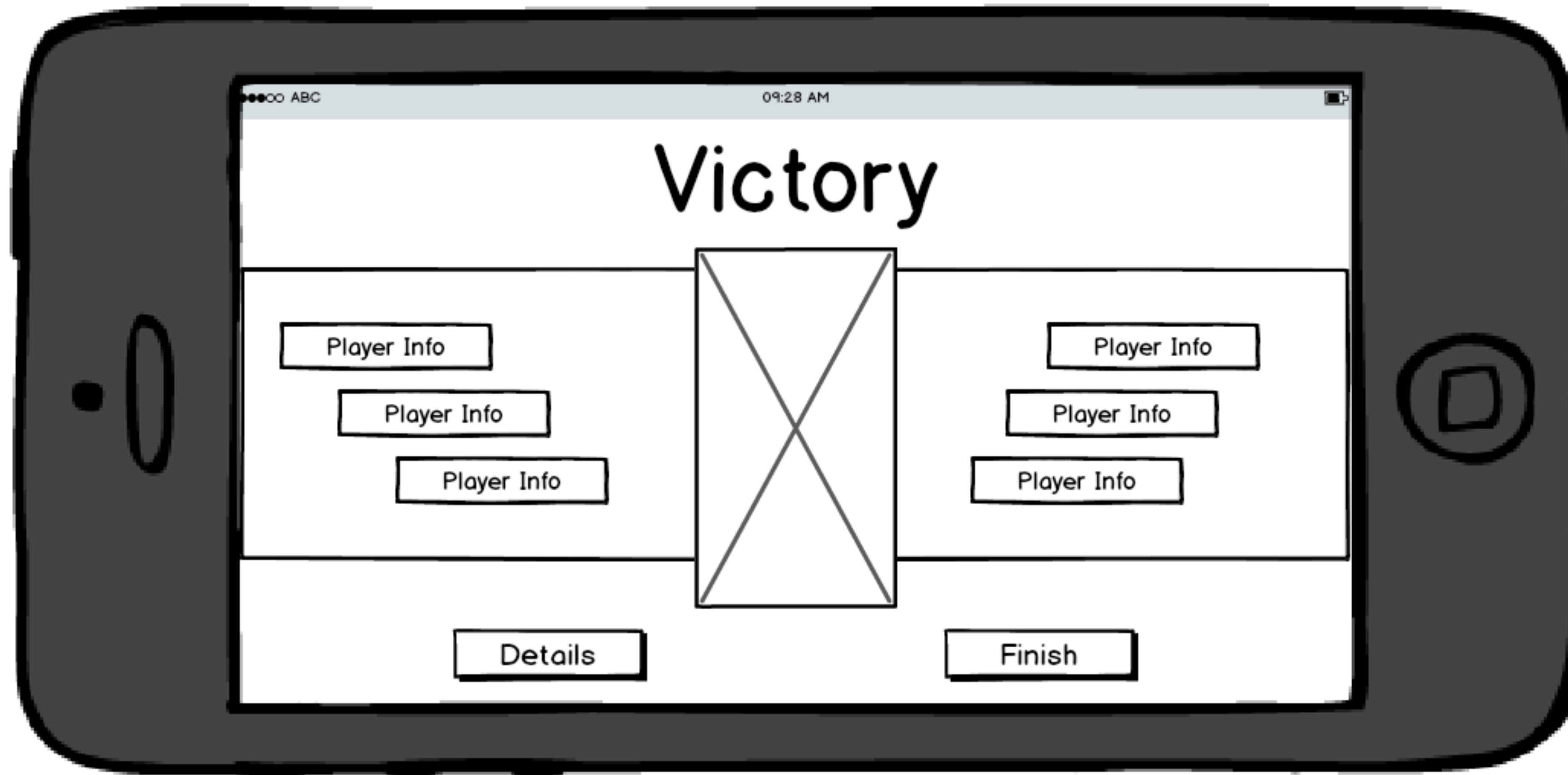
choose your hero



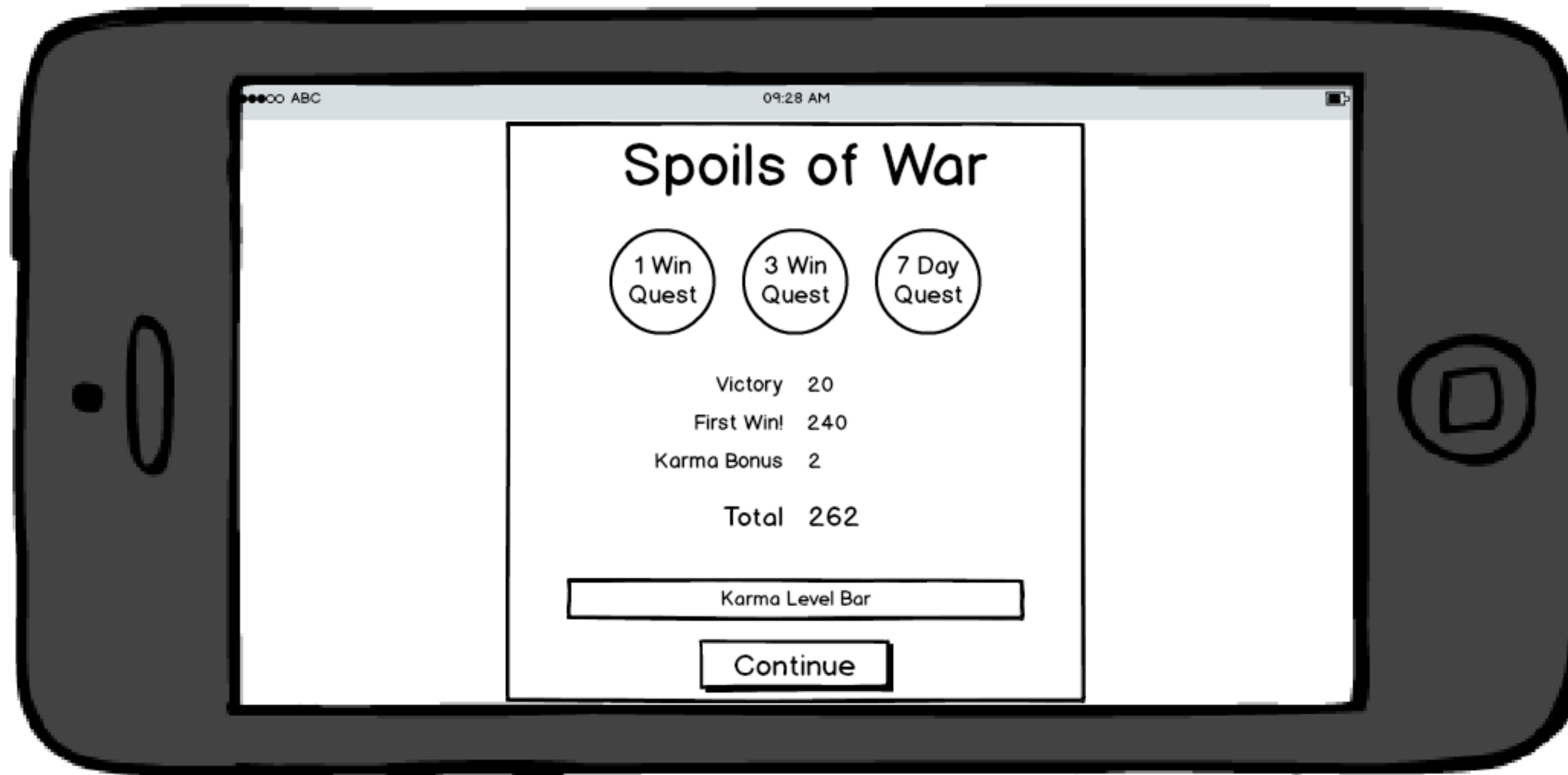
gameplay



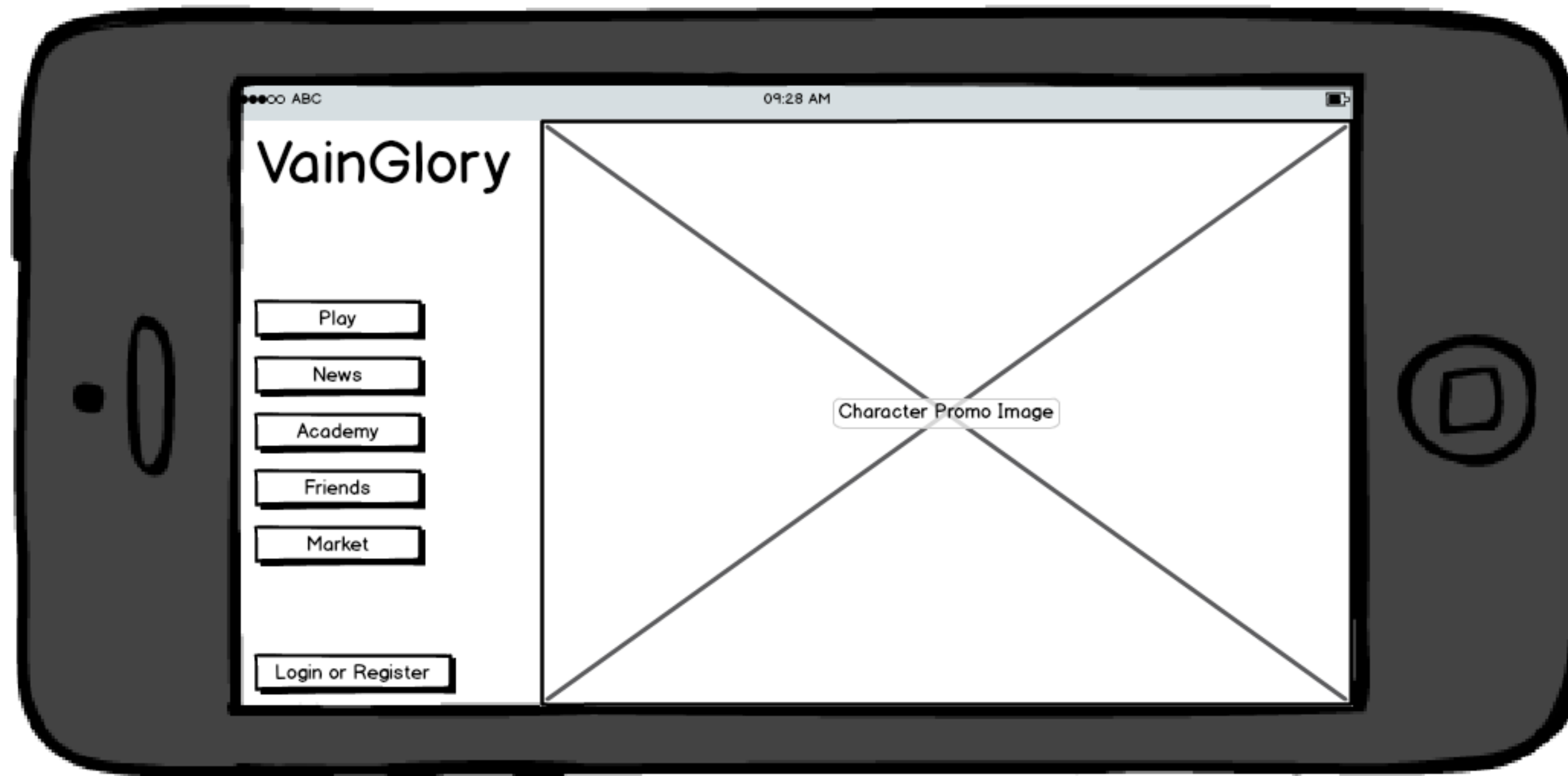
victory screen



currency payout



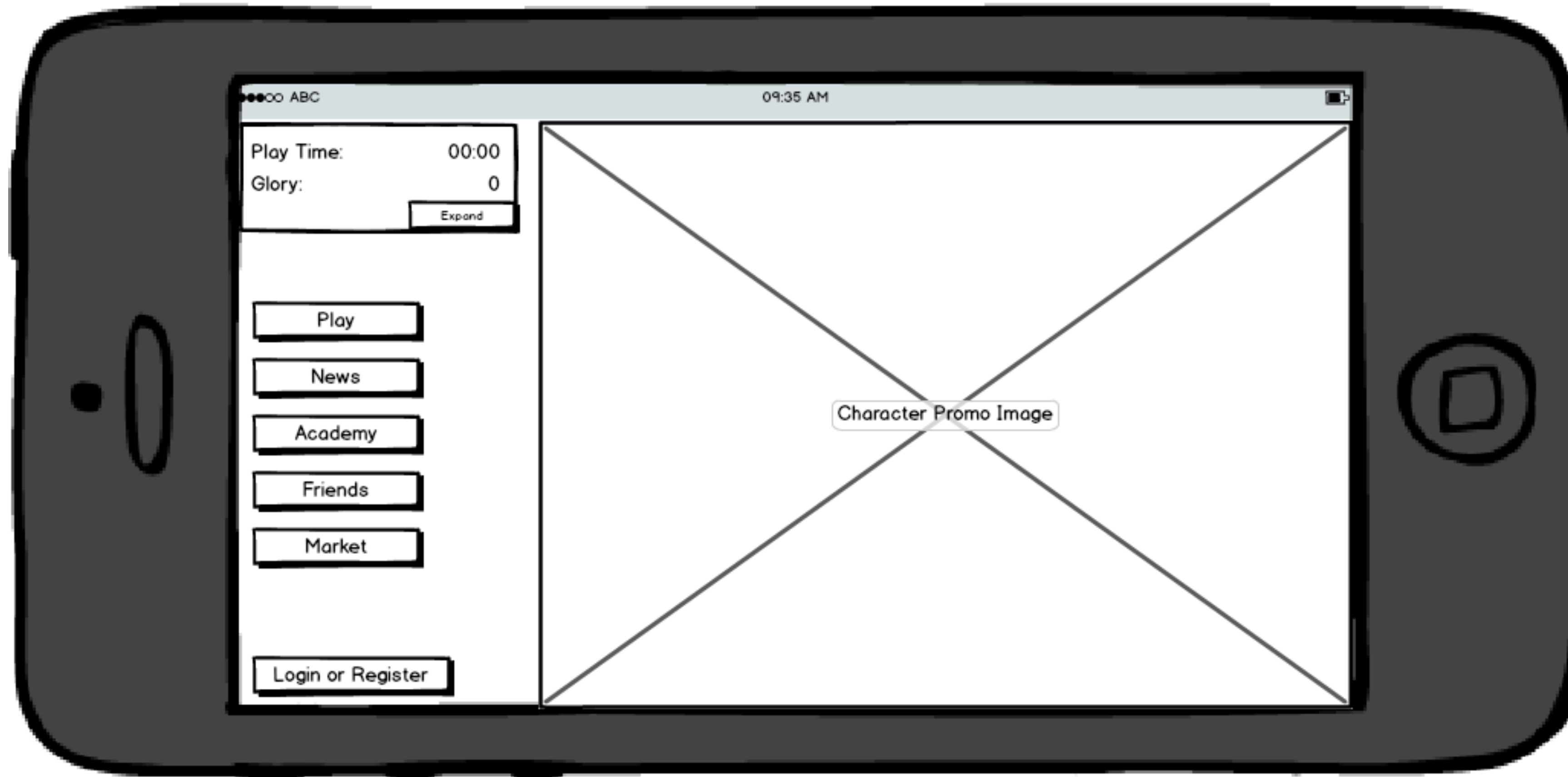
begin again



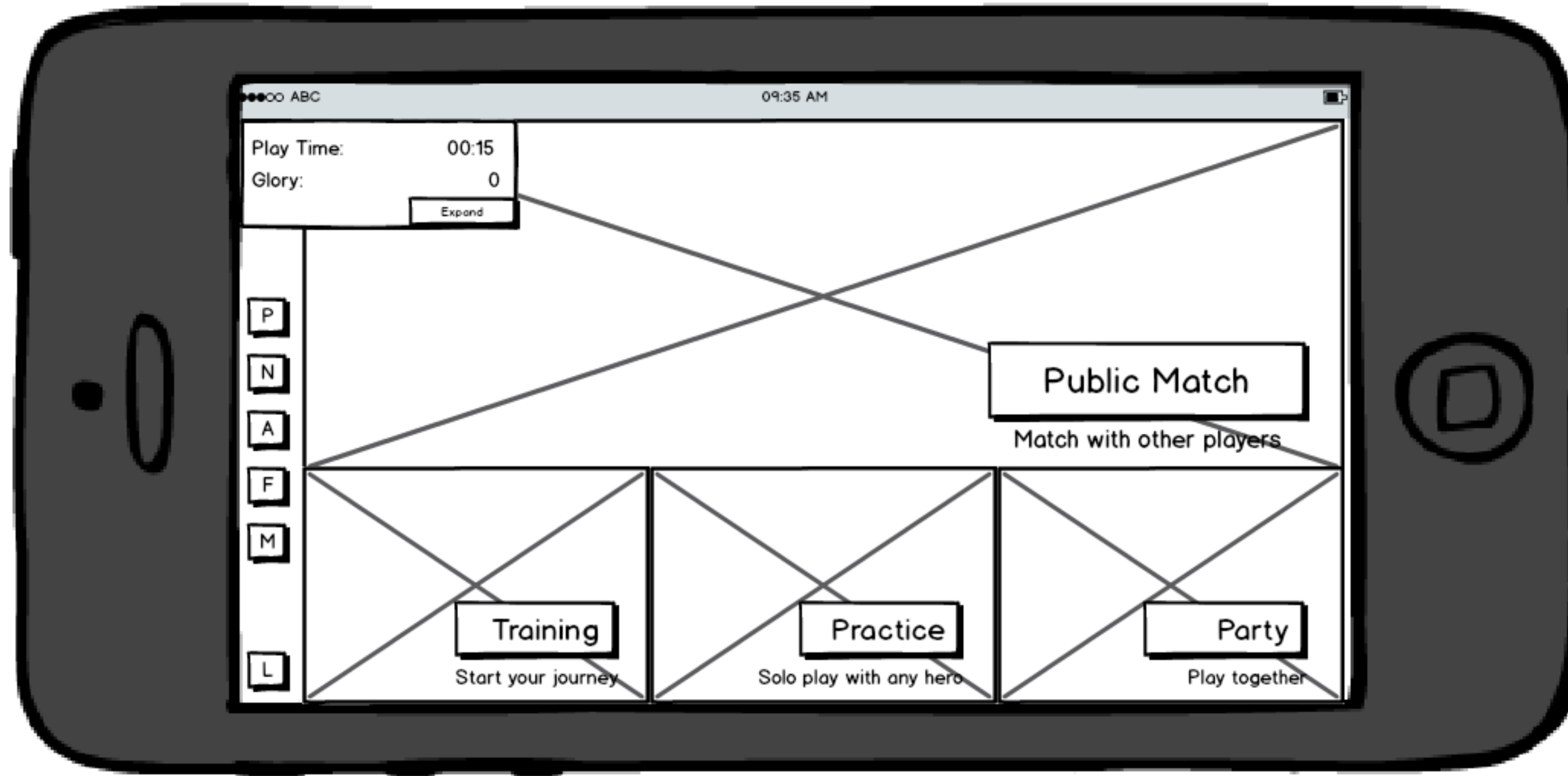
going beyond mock ups

- time tracking
- game economy
- debug panel

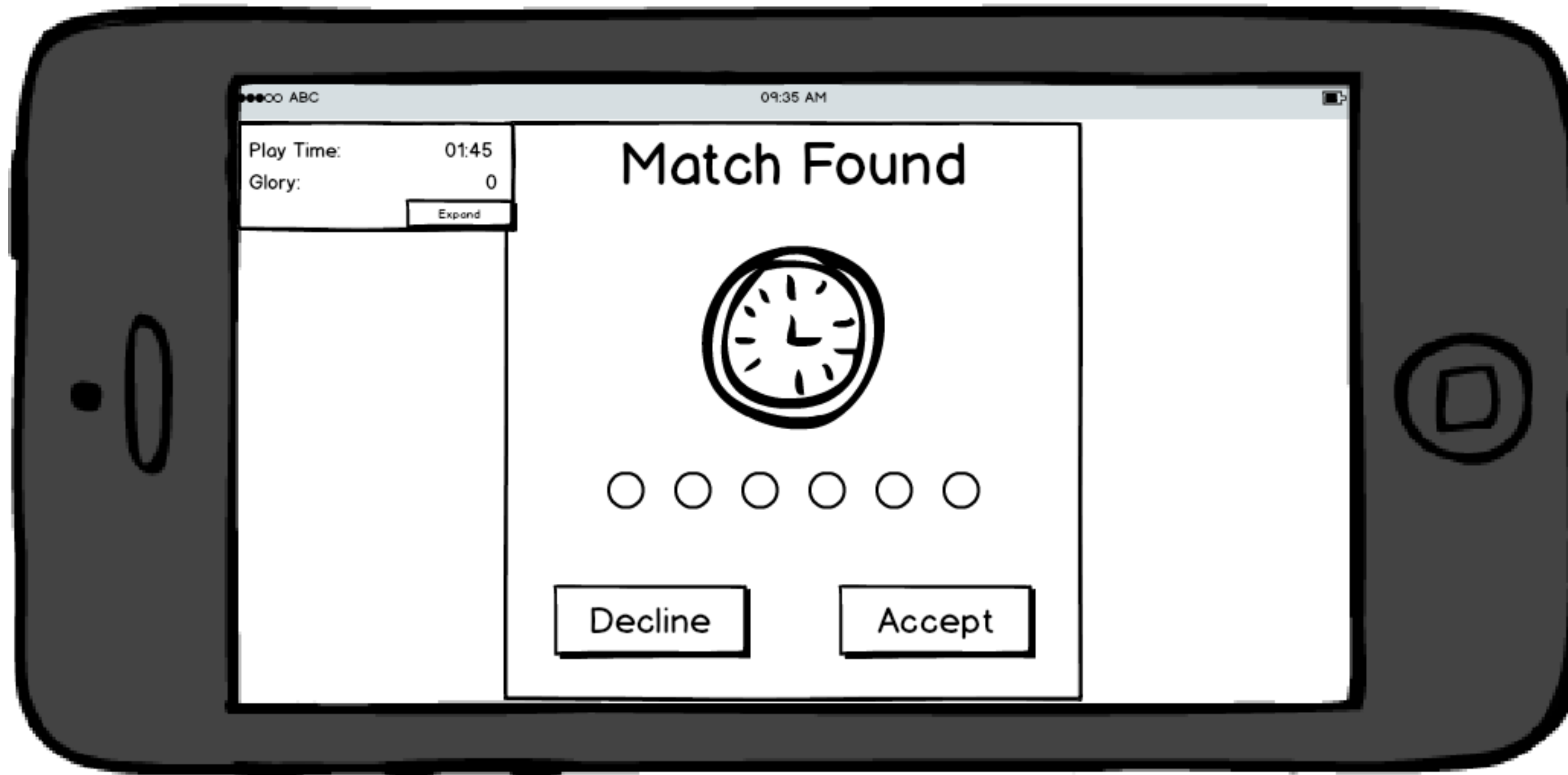
home screen



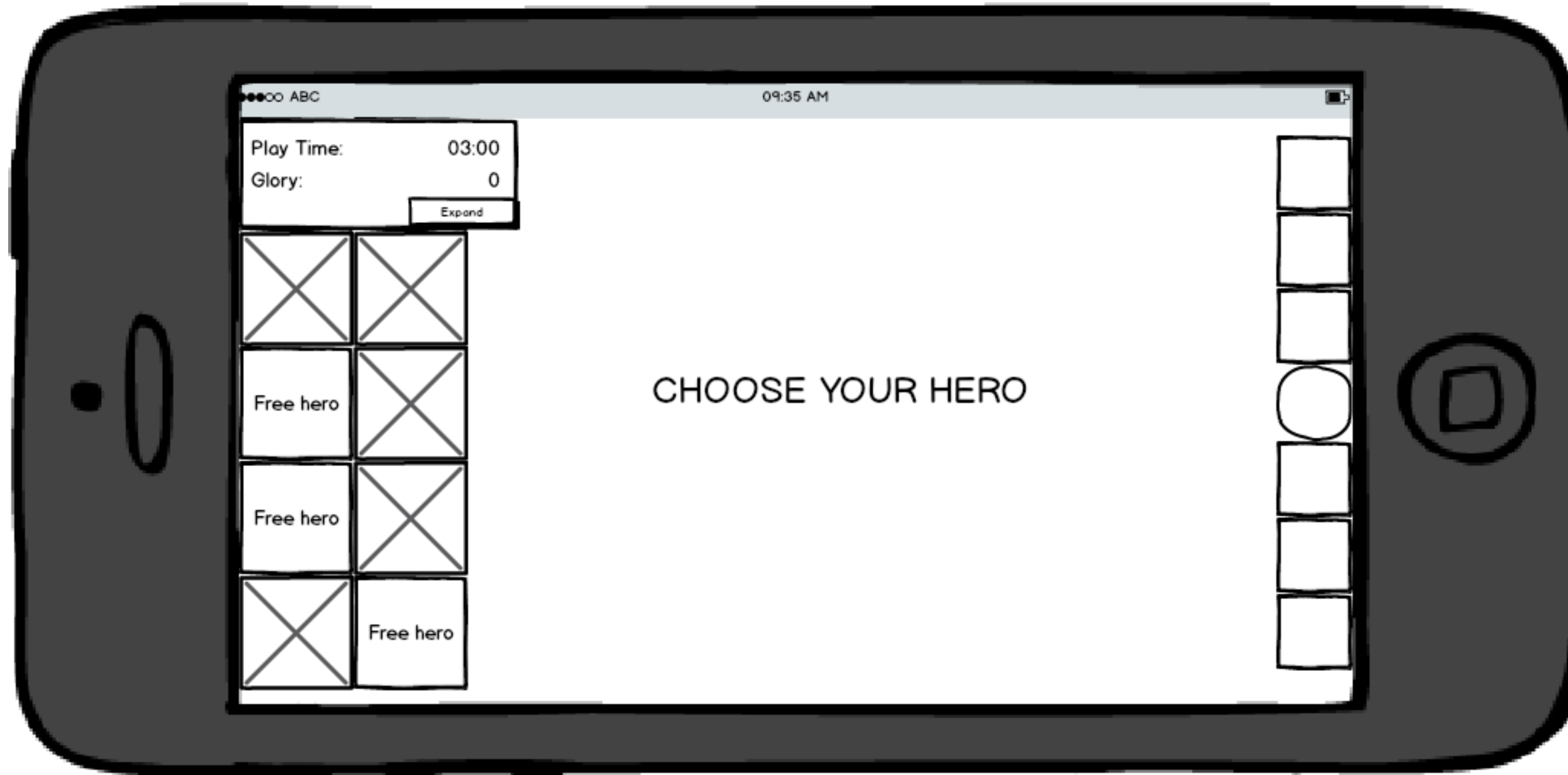
choose hero



accept match



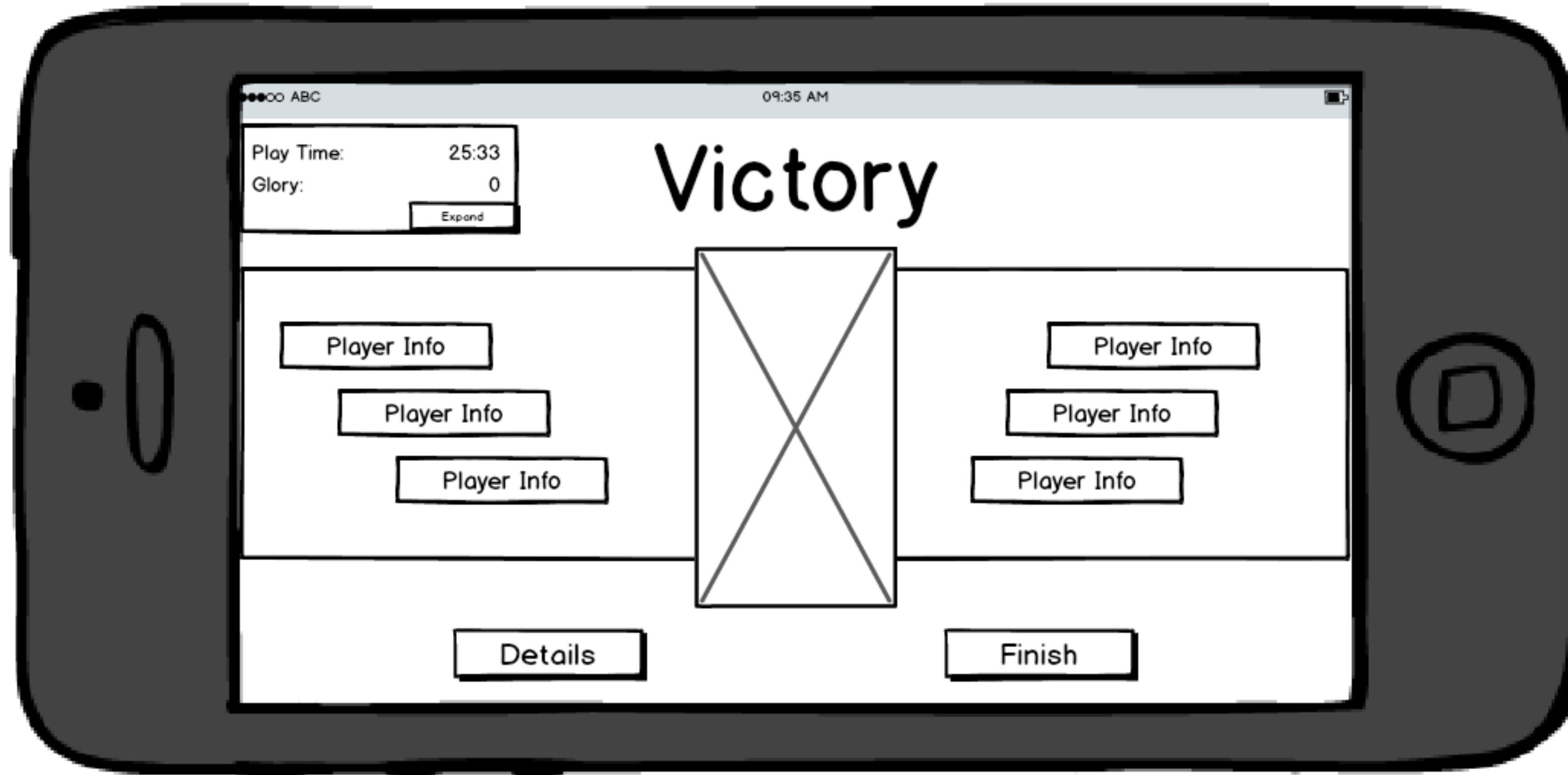
choose hero



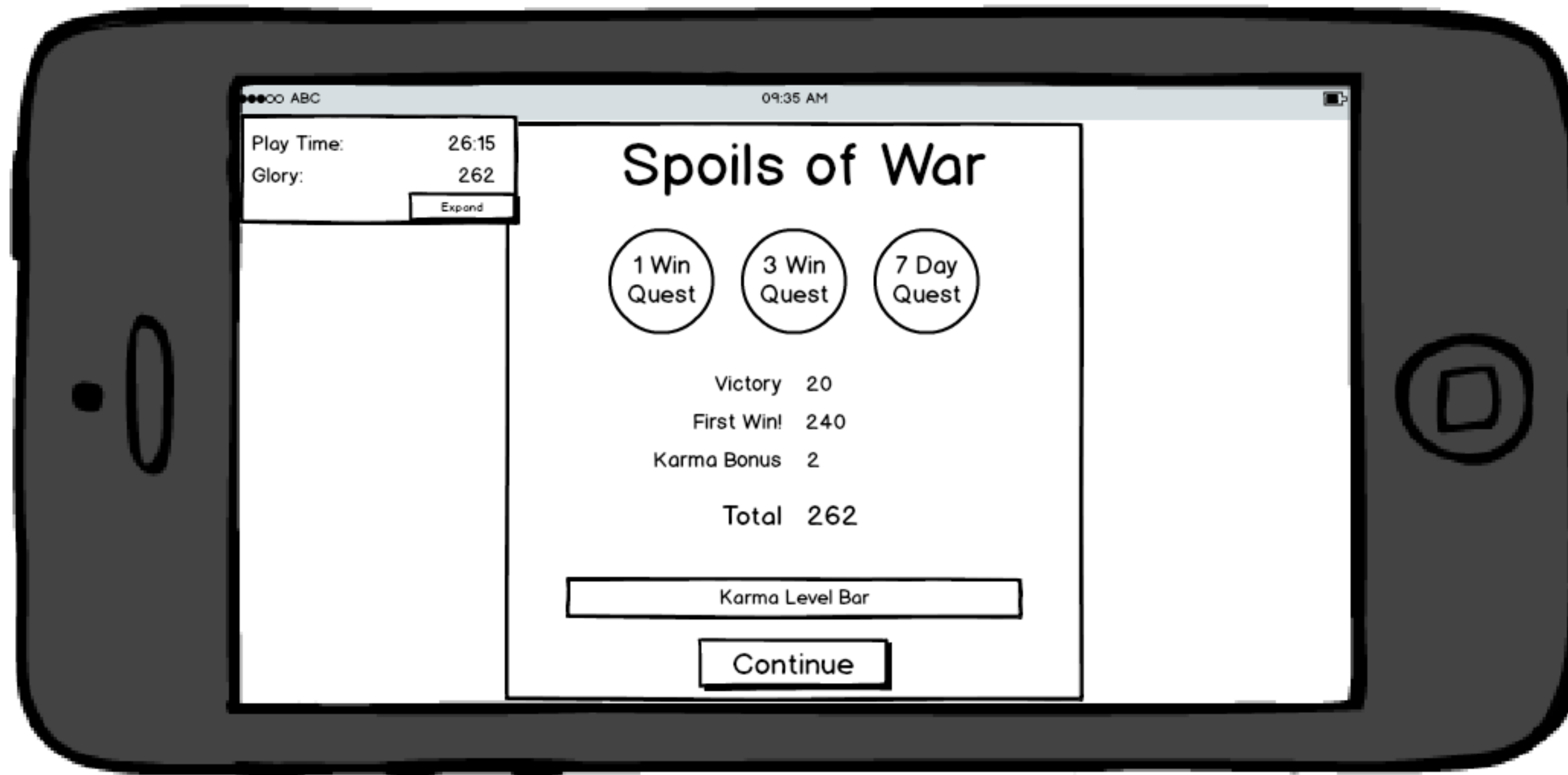
gameplay



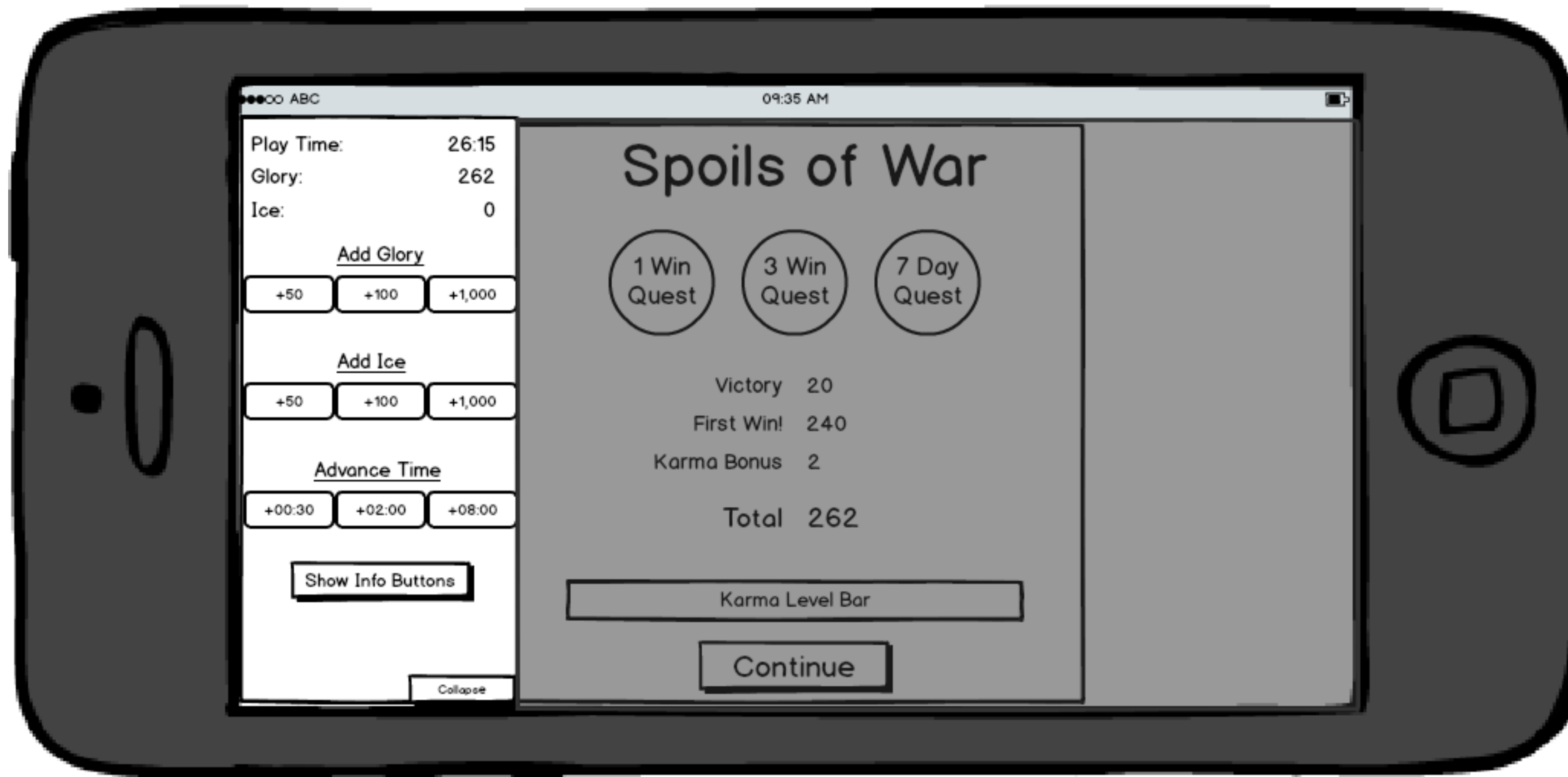
scoreboard



currency payouts



debug panel



key findings

- no monetization in the core loop
- can't buy heroes, no explanation of rotation
- can play over a week of core without seeing an offer
- login gate before purchase

would a better tool lead to better design

In Context Game Design Document

our tool is holding us back



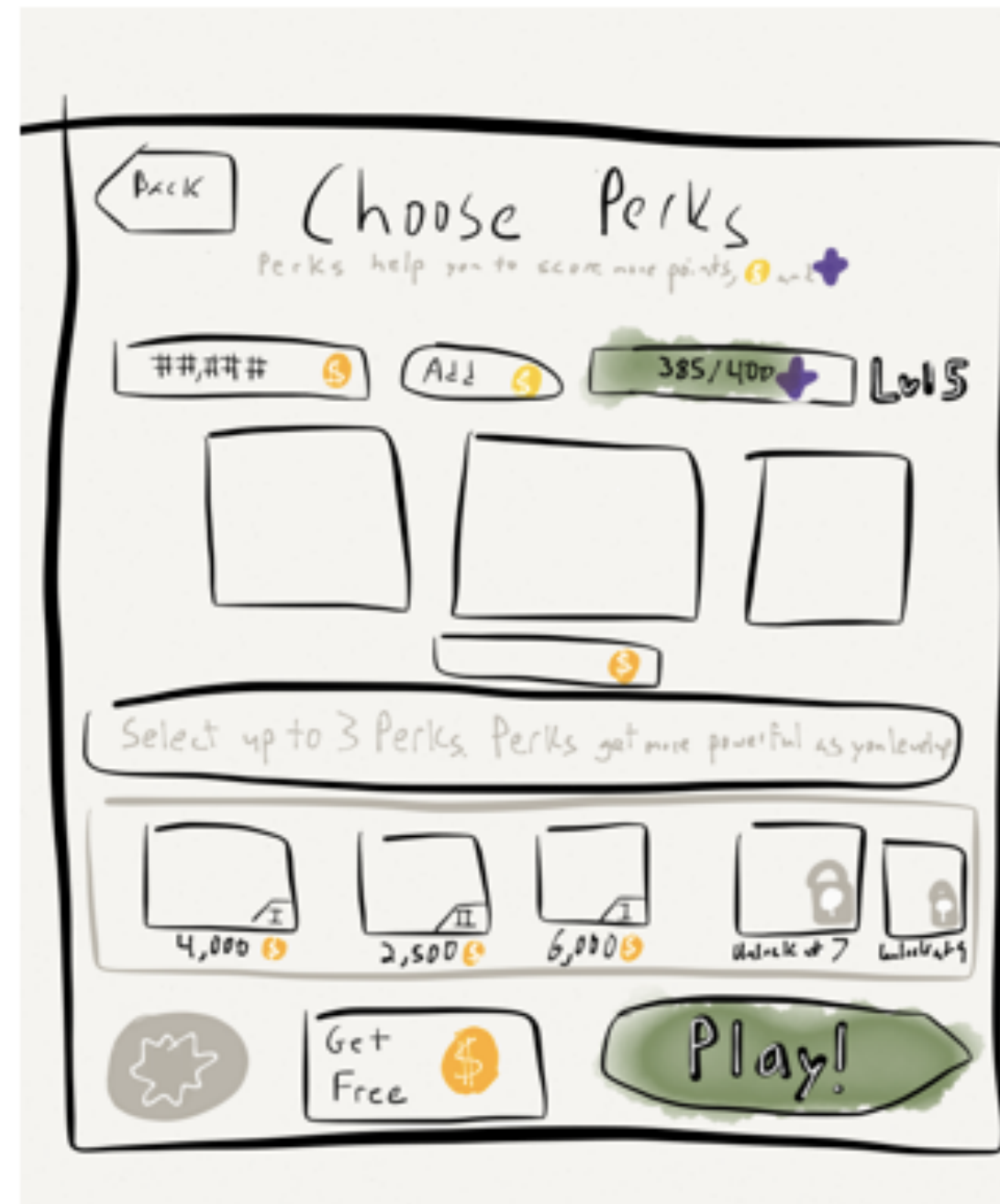
Everyone hates the GDD

well known issues

- Big, cumbersome
- Go out of date quickly
- No one takes the time to read them
- Imperfectly communicate ideas
- Poor tool for visual communicators

glossing over the visuals

5.6. Party favor purchase ui



At the top of the screen is a title string and below that a helper string. Below that is the coin balance, add coins button and xp/level display. Below this are the 3 large icon spaces that show active perks. Similar to BB, when a party favor is active its number of uses is communicated via a slight alpha bar overlay that starts filled and descends as the player uses it. Below this is a coin display showing how many coins the player will spend if she plays with the selected configuration. When a party favor runs out, it automatically remains in the position the next match as a preselected purchase. The player can click the big icon to remove an unpurchased icon, or click the purchase icon below to toggle a consumable on/off. Below this is the help string area. It displays a default message and switches to an info message for a party favor when clicked. Not shown in the mock up, but each icon should have a tiny question mark icon in the top left

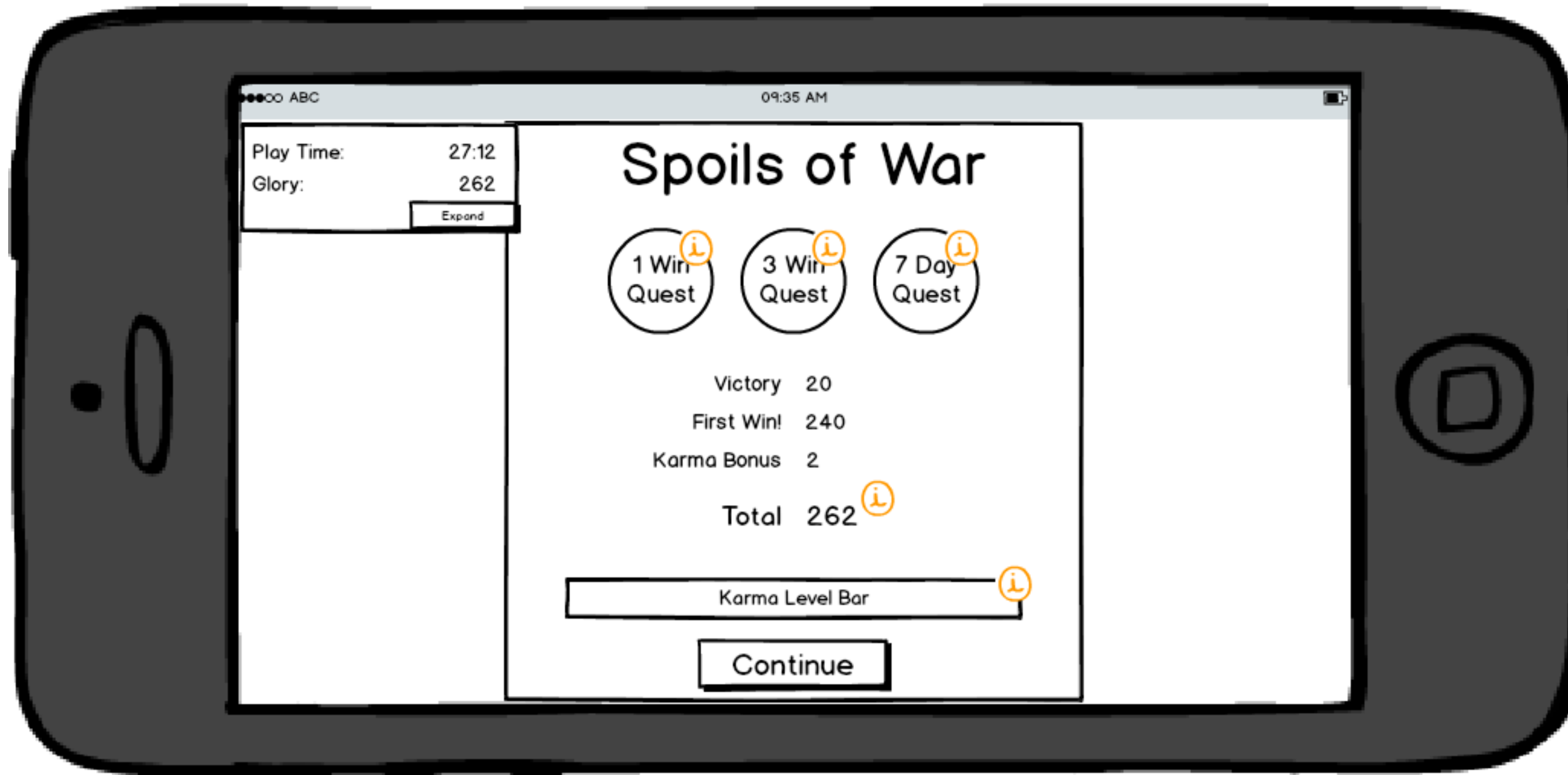
For F2P, the critical monetization details are lost

annotated text



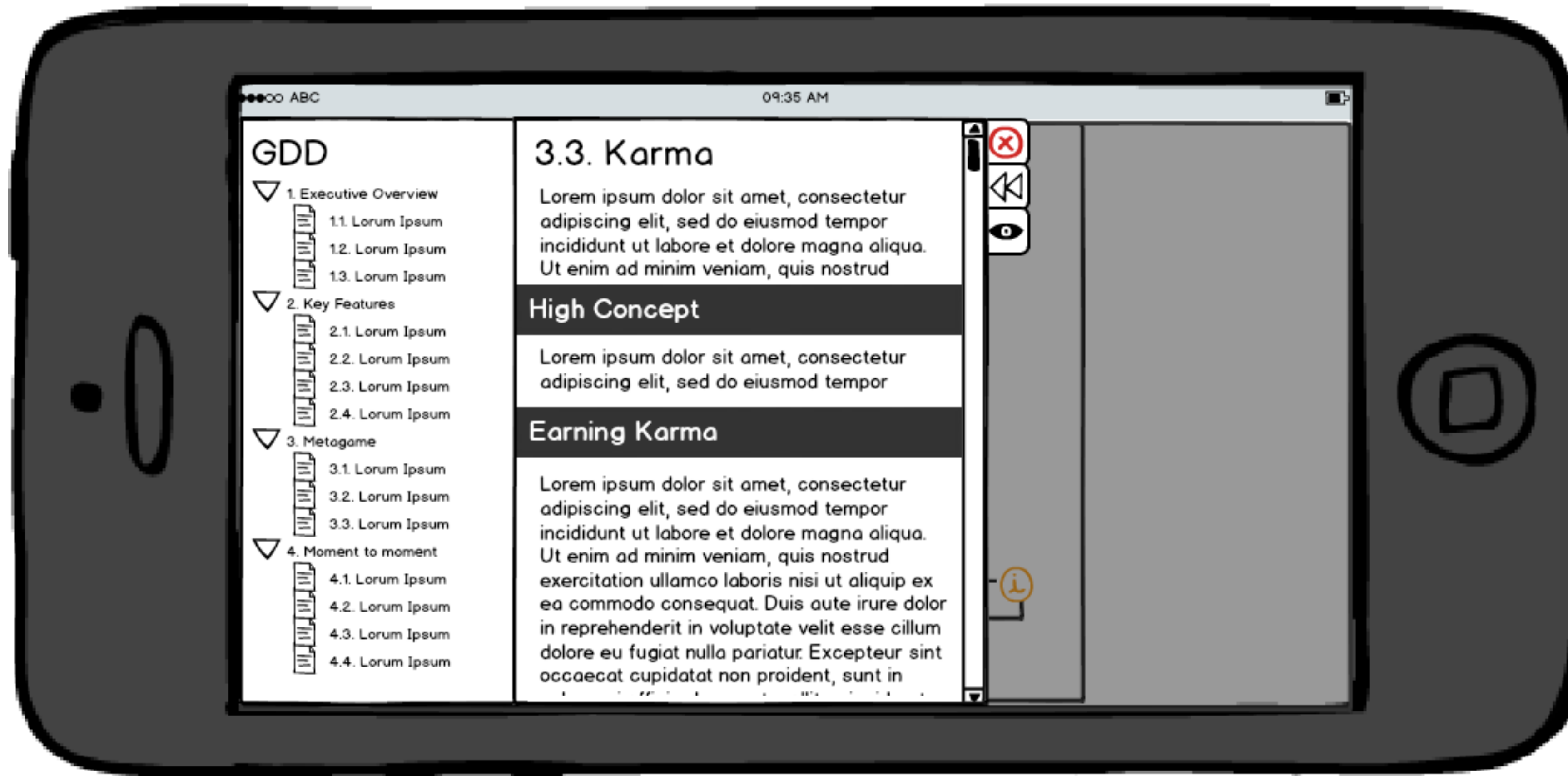
Left side of page was definitions, right side was text

view the GDD in context



press a button to open info toggles

view the GDD in context



the appropriate GDD wiki page is attached to every object

annotated GDD goals

- all design elements are presented in context
- communicates visually first, textually second
- focus on flows, not static screens
- experience monetization design months ahead of full implementation
- spot critical flaws in monetization design

continue the conversation

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- Articles, tools and templates: FamousAspect.com