



All the Families: The Making of Animation Throwdown

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Kongregate

Web Platform

100,000+ Uploaded Games

PC Platform

Kartridge open beta in 2018

F2P Publisher

50+ Games

170M+ Downloads

Premium Publisher

Mobile, Steam, and Consoles



**FAMILY
GUY**

**AMERICAN
DAD!**

FUTURAMA



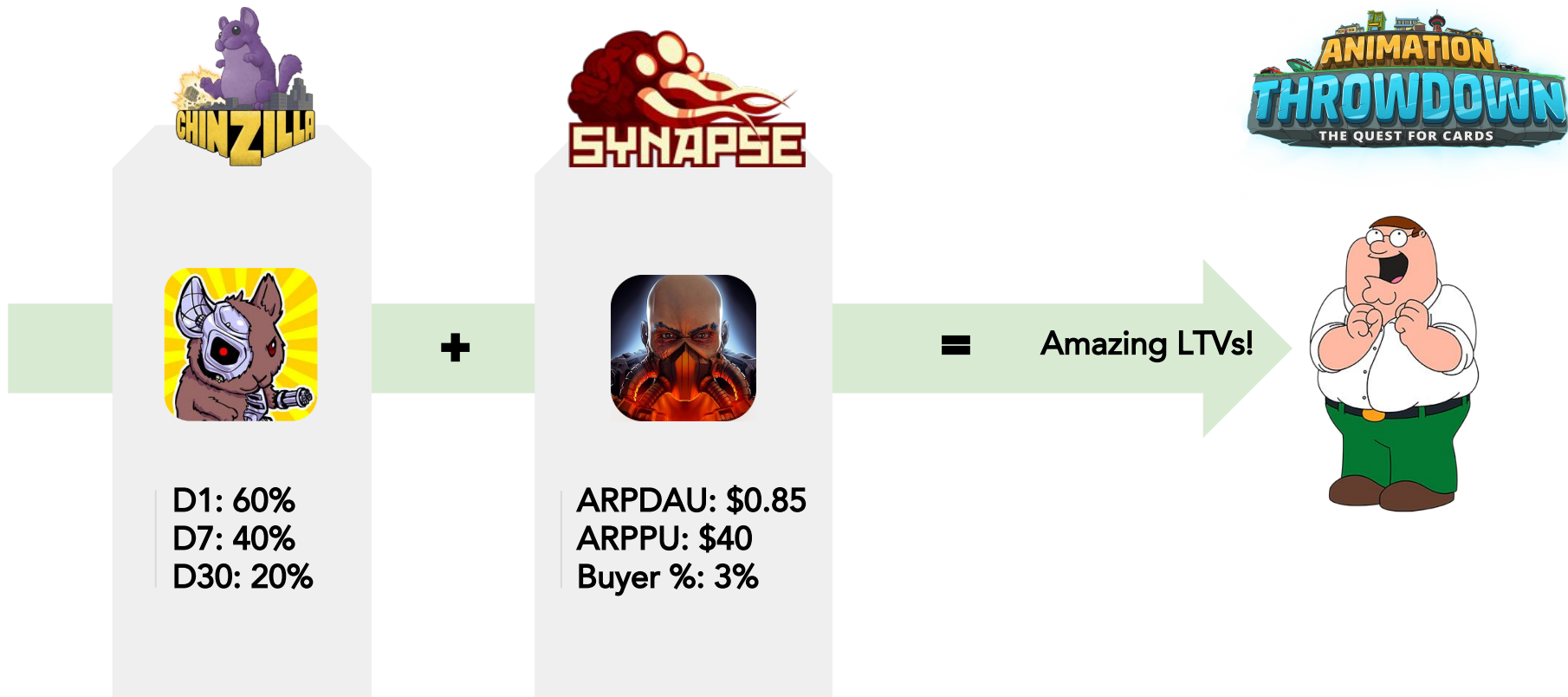
**KING
OF THE
HILL**

BOB'S BURGERS



FOXNEXT
GAMES

The Original Pitch





Little Alchemist



Tyrant Unleashed

The Roles



Production, Initial Design, Art, QA,
Approvals, IP Relationship



Monetization, Events, Live-Servicing,
Server



Retention, UI/UX, Client

Structure

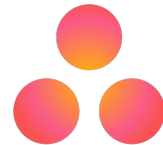
3 very independent shops, not setup for coordinated development

- **Synapse**
 - Monetization Experts
 - Prototype and playtest-fast style
 - Chicago, IL
- **Chinzilla**
 - Retention Experts
 - Thorough upfront design
 - San Mateo, CA
- **Kongregate**
 - Publisher
 - San Francisco, CA



Structure

- Overhead
 - Meetings.
 - Meetings about Meetings.
- Organization
 - No consistent tracking system / experience with common systems
 - Small shop development successful thus far



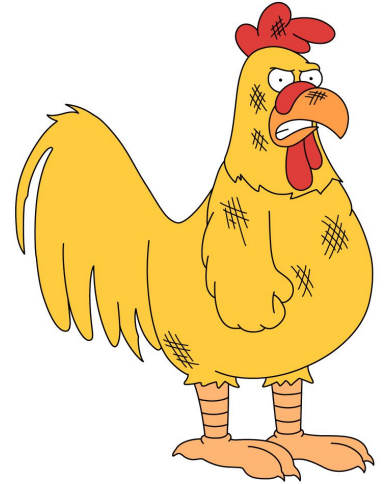
Lessons about Structure

- Play to everyone's strengths
- Pick tasking and get everyone on board
 - Train if necessary
- Lots of overhead can be okay
- Learn from each other



The Schedule

- **End of 2014** - Initial pitch and kickoff.
- **2015** - Continued design and development
 - Content creation
- **November 2015** - Original launch date
- **May 2016** - Test markets
- **September 15, 2016** - Global launch



Development

- Part-time contributors
- Design by democracy
 - No consistent vision holder
 - Design shifts required as project came together
- New to working with IP
 - Content creation
 - IP expectations







Lessons from Development

- Prepare for Staffing
 - Ensure as much full time support as you can
 - Budget & time contingent
 - Approvals = time
 - Content = time
- Everyone makes mistakes
 - Get everyone in the same place often
- Clear Creative Head
 - Get input from the experts, but need a single point of final decision making
 - Not a reskin, plan for evolving features



Working with IP (or five)

- Development Vision vs. IP Vision

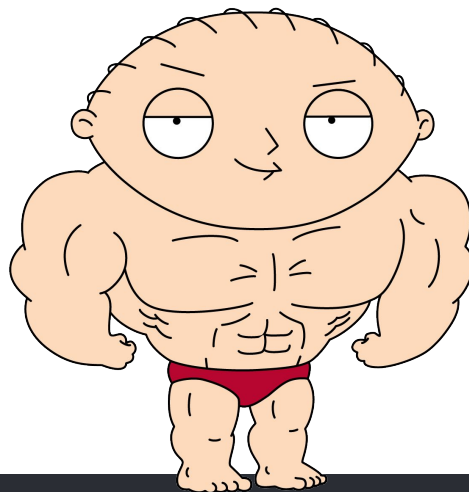


Lessons from working with IP

- It's your game
 - Your vision got this process started
- Respect the brand
 - They have great ideas!
- But...it's **your** game
 - Find the balance



vs.



Test Markets

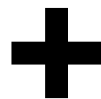
- Standard Testing and revisions
 - Difficulty balancing, checking win rates
- Research Timer AB Test
 - How much time is right?
 - Even Little Alchemist never tested it
 - Statistically significant test ended after launch
- Follow the fun







So how did it go?



Key Takeaways

- Making games is hard
- Dedicated people can make great things happen
- Identify and play to your strengths
- Overhead can be okay if it saves development confusion later
- Pairing up features from different games requires evolution
- Get everyone in the same physical room as often as possible
- Trust your vision





Thank you

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