Five Techniques for Making an Unforgettable Game

Reisuke Ishida
Chief Game Designer, TAITO Corporation
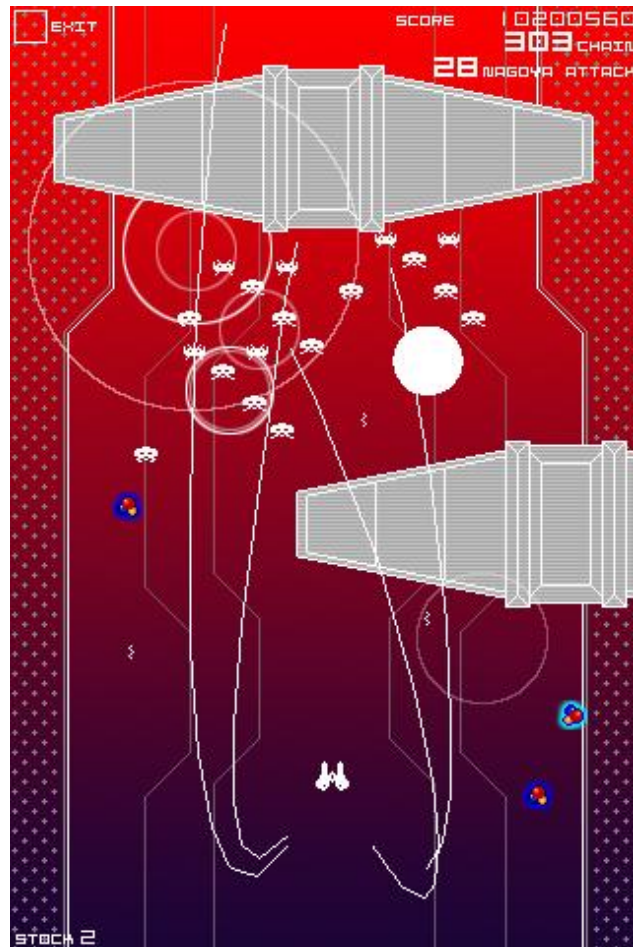
Reisuke Ishida

Chief Game Designer
Graphic Designer

Primarily focused on mobile and smartphone game design, with some arcade and console experience.

Major projects include SPACE INVADERS INFINITY GENE, GROOVE COASTER, etc.
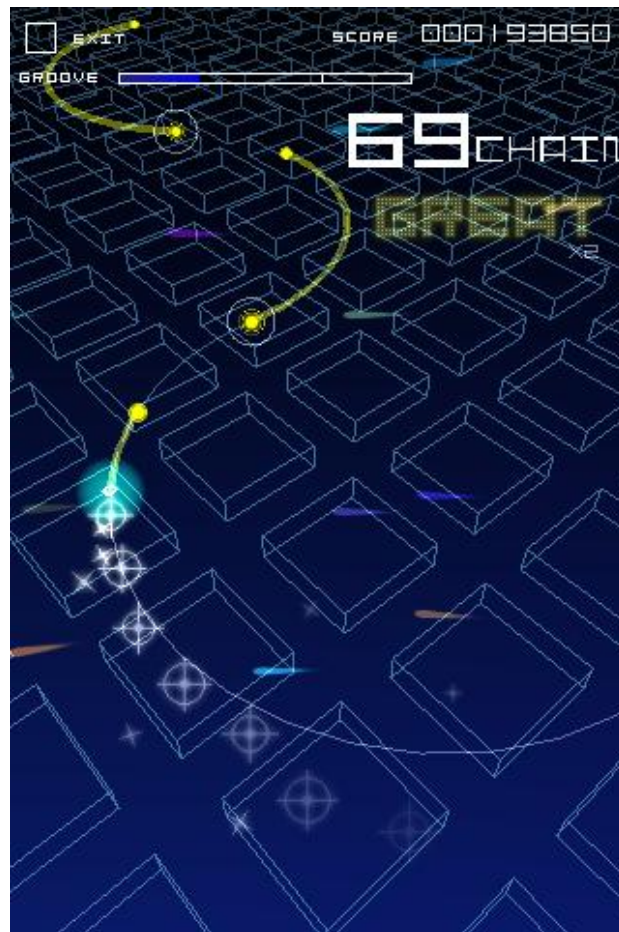
SPACE INVADERS INFINITY GENE

The Shooting Game That Evolves as You Play

GROOVE COASTER

A Music Game in Roller Coaster Form

Five Techniques for Making an Unforgettable Game

1. Turn your core idea into ad copy.

2. Flesh out your idea in such a way that the core concept is reinforced.

3. Strive for intuitive controls and exaggerated reactions.

4. Aim for a little quirkiness or disharmony.

5. Add some value beyond the game.

1. Turn your core idea into ad copy.

1. Turn your core idea into ad copy.

SPACE INVADERS INFINITY GENE

"An Evolving Game"

GROOVE COASTER

"Music Game Meets Roller Coaster"

1. Turn your core idea into ad copy.

Boil your concept into a single phrase and see if it appeals to others.

2. Flesh out your idea in such a way that the core concept is reinforced.

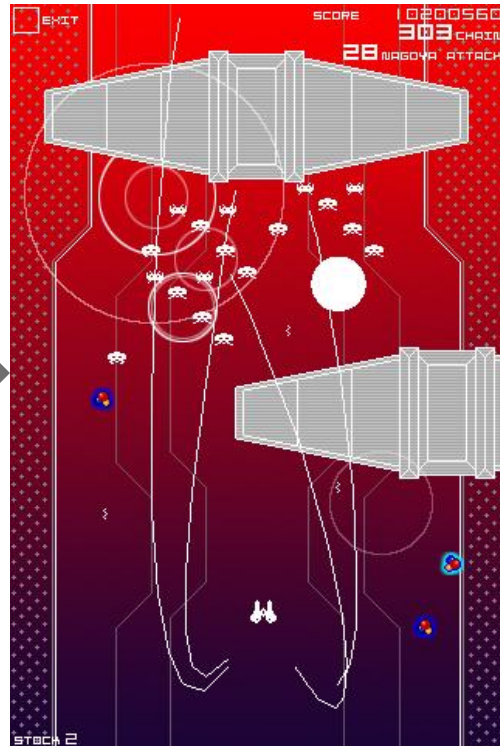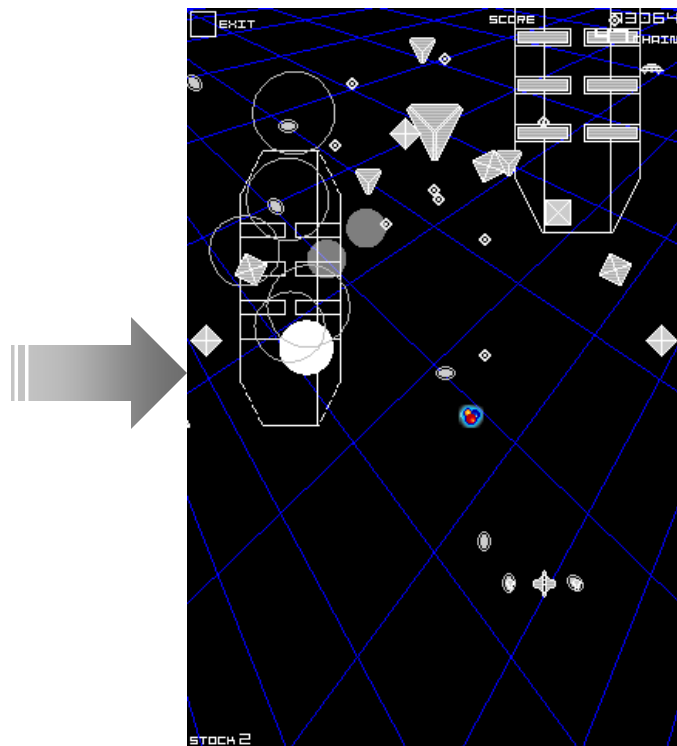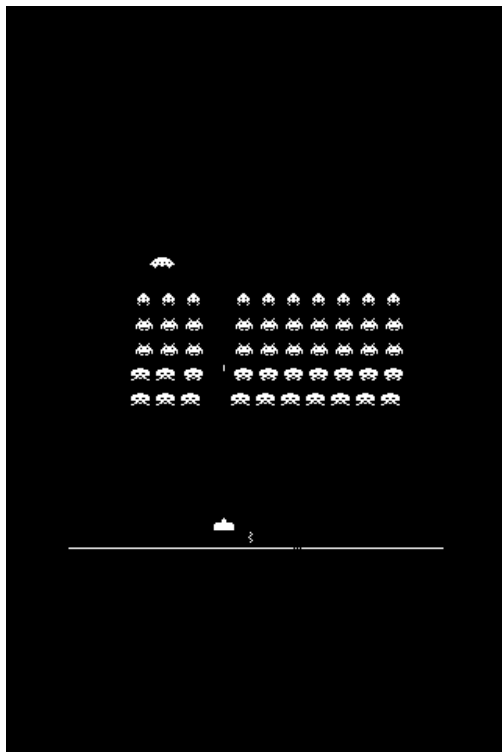**2. Flesh out your idea in such a way that the core concept is reinforced.**

An innovative idea may attract core gamers, but the general public wants a well-rounded product.

However,

Don't let your core idea become obscured or overshadowed.

2. Flesh out your idea in such a way that the core concept is reinforced.
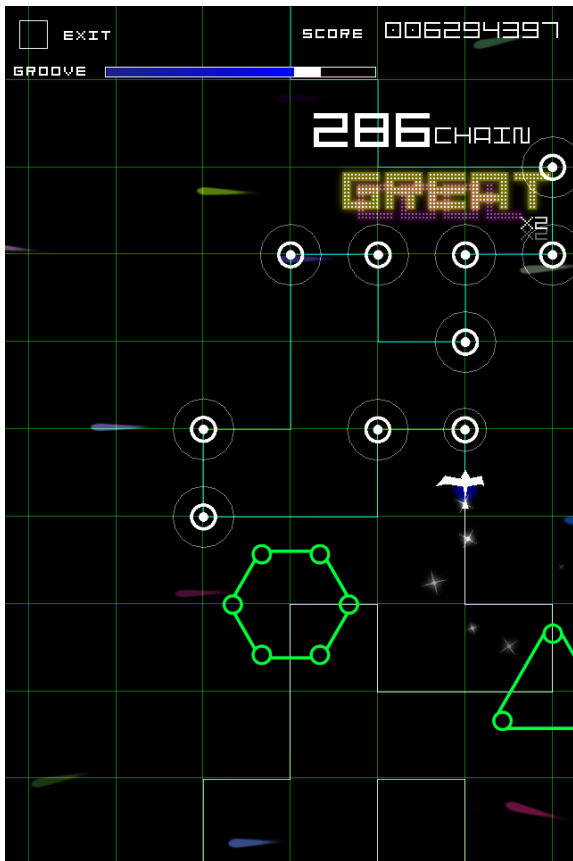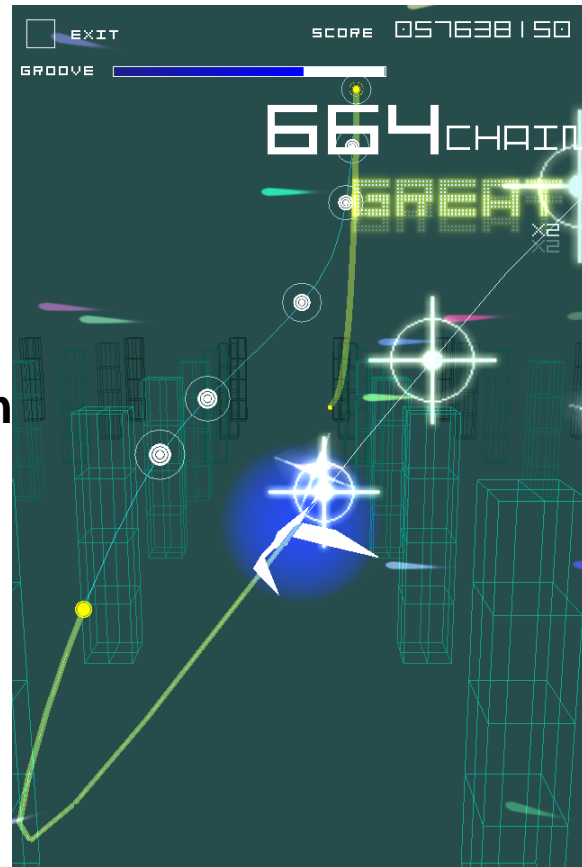
SPACE INVADERS INFINITY GENE

Evolution

2. Flesh out your idea in such a way that the core concept is reinforced.
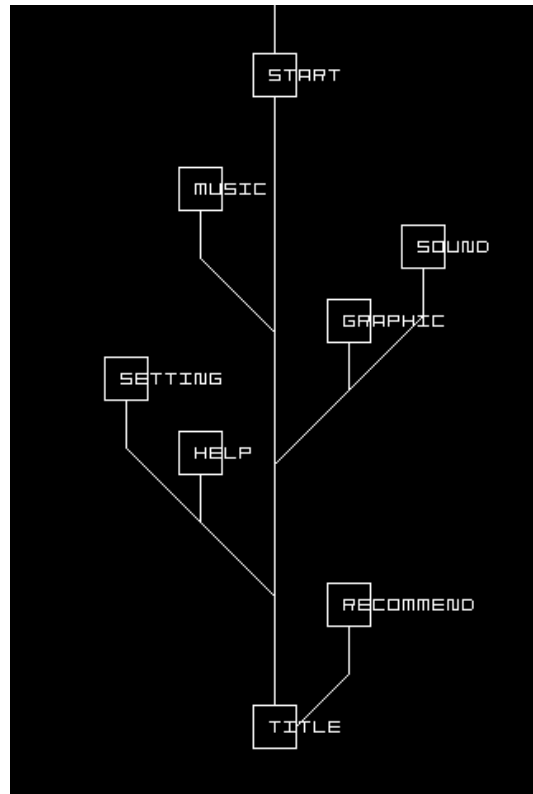
GROOVE COASTER

Visuals Match the Music

Roller Coaster-Style Exhilaration

2. Flesh out your idea in such a way that the core concept is reinforced.
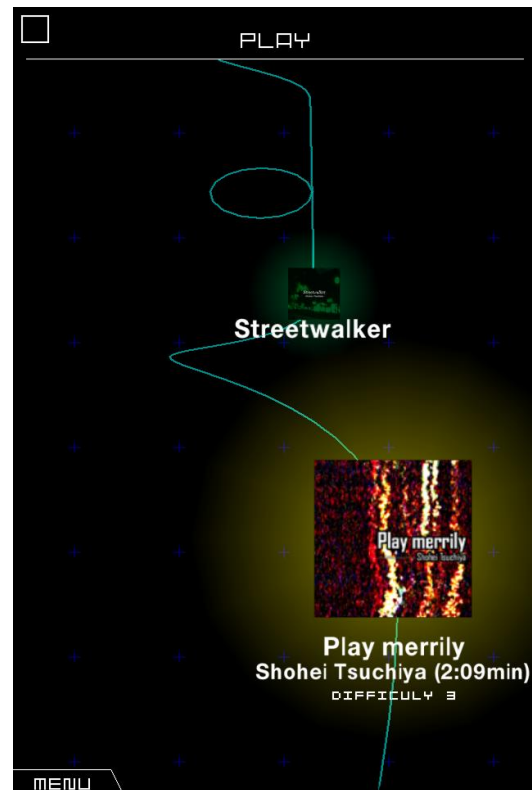
SPACE INVADERS INFINITY GENE

Menus can act as showcases for the game's primary appeal.

The menu as evolutionary tree

2. Flesh out your idea in such a way that the core concept is reinforced.

GROOVE COASTER

The menu as roller coaster track

2. Flesh out your idea in such a way that the core concept is reinforced.

The entire game—including menus and sound—should all promote the core idea.

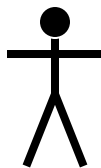# 3. Strive for intuitive controls and exaggerated reactions.

3. Strive for intuitive controls and exaggerated reactions.

Example: A Player Character guides a Robot via remote control

Player   **Player Character**   **Robot**

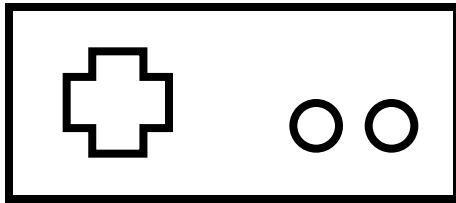3. Strive for intuitive controls and exaggerated reactions.

There's a trade-off between intuitiveness and indirectness.

3. Strive for intuitive controls and exaggerated reactions.

Example: Controlling the robot via a virtual controller

Player   **Virtual Controller**   **Robot**

Even virtual controllers are indirect.

3. Strive for intuitive controls and exaggerated reactions.

Example: SPACE INVADERS INFINITY GENE
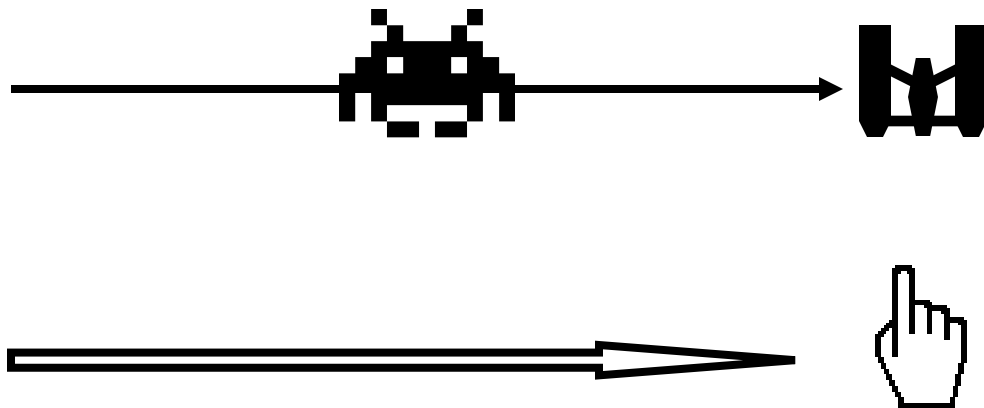
Player   **Player Character**

Abandoning separate shooting controls resulted in greater intuitiveness.

3. Strive for intuitive controls and exaggerated reactions.

See if you can provide
the same entertainment more directly.

3. Strive for intuitive controls and exaggerated reactions.

SPACE INVADERS INFINITY GENE

The need for stress-free controls outweighed the drawback of allowing players to move through enemies.

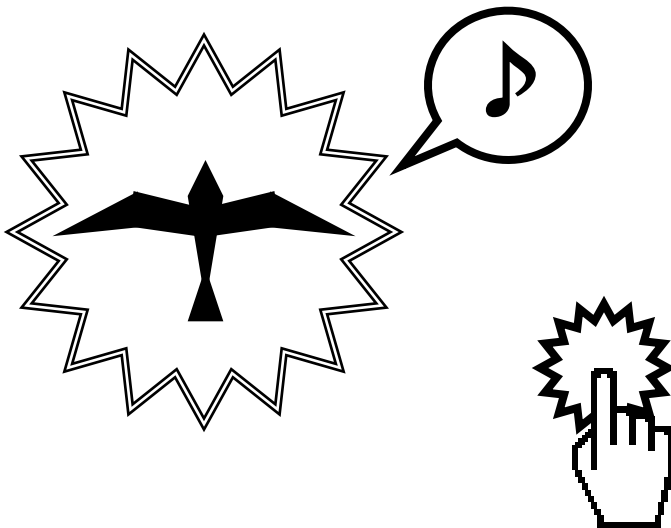**Strive for stress-free controls.**

3. Strive for intuitive controls and exaggerated reactions.

Even the most innovative games won't get played if the controls are frustrating.

3. Strive for intuitive controls and exaggerated reactions.

GROOVE COASTER

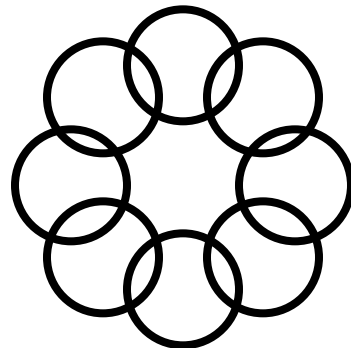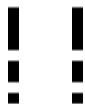
Tapping leads to a flash and sound effect, even in scenes where no player input is necessary.

A lack of feedback makes players anxious.

3. Strive for intuitive controls and exaggerated reactions.
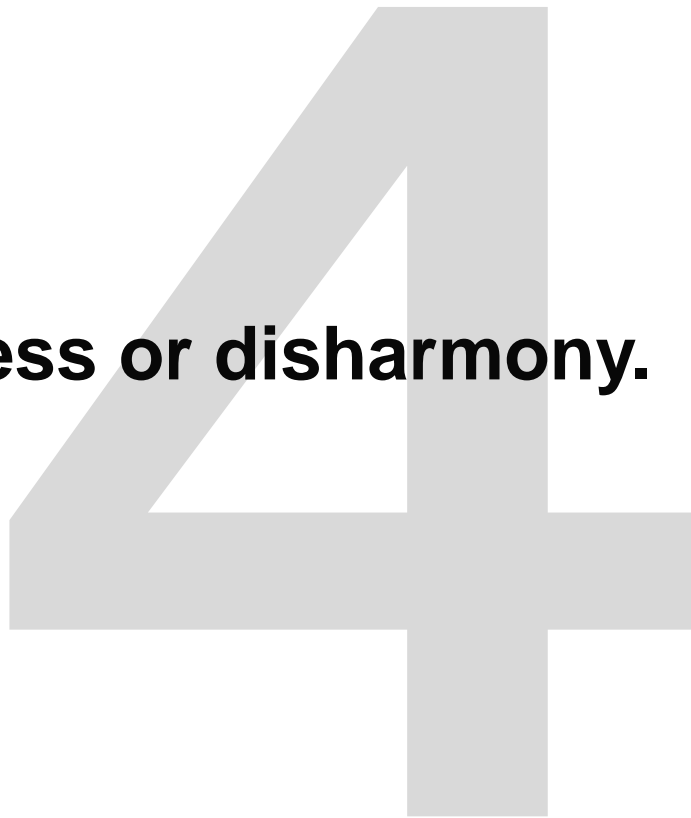
SPACE INVADERS INFINITY GENE

Defeating an enemy leads to an unexpectedly flashy explosion.

Bigger reactions lead to more fulfilling play.

3. Strive for intuitive controls and exaggerated reactions.

People like to talk to open, enthusiastic participants.
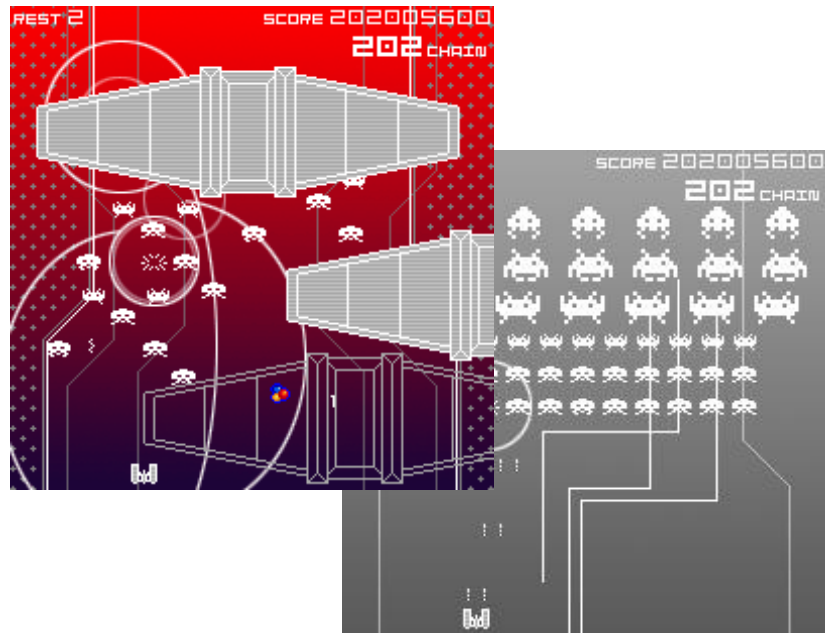
4. Aim for a little quirkiness or disharmony.

4. Strive for a little quirkiness or disharmony.

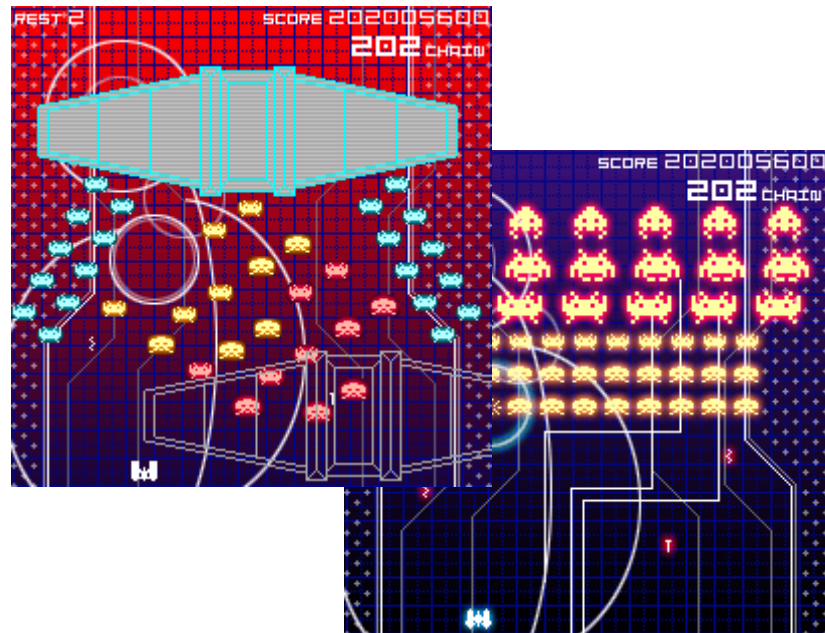# No matter how brilliant the idea, uninspired presentation turns off potential customers.

4. Strive for a little quirkiness or disharmony.
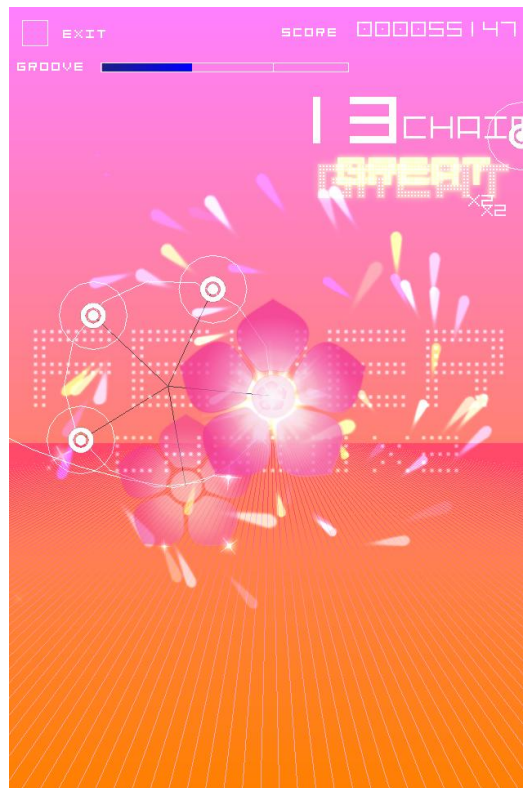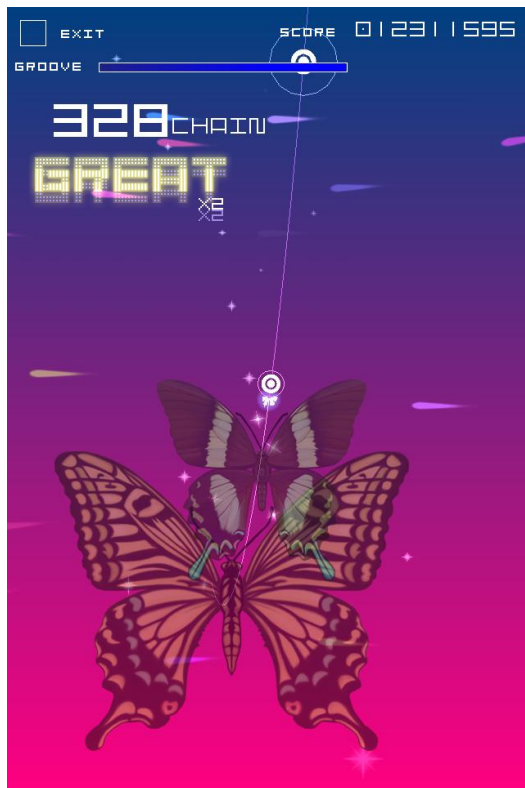
SPACE INVADERS INFINITY GENE

Final Design

Discarded Proposal

New, yet nostalgic.

4. Strive for a little quirkiness or disharmony.

GROOVE COASTER

Adding color and organic motifs (animals, flowers) results in a lighter feel.

4. Strive for a little quirkiness or disharmony.

Inspire curiosity in your audience through quirky, disharmonious elements.

5. Add some value beyond the game.

5. Add some value beyond the game.

SPACE INVADERS INFINITY GENE

Traces the history of gaming's evolution

GROOVE COASTER

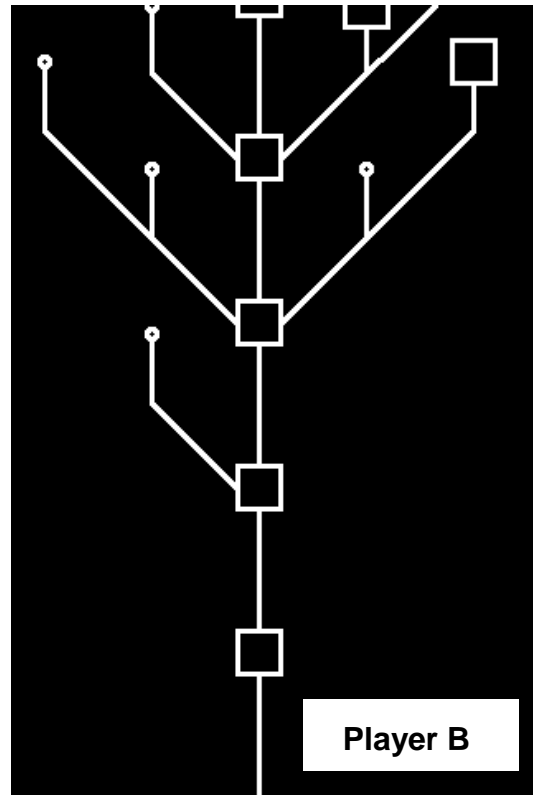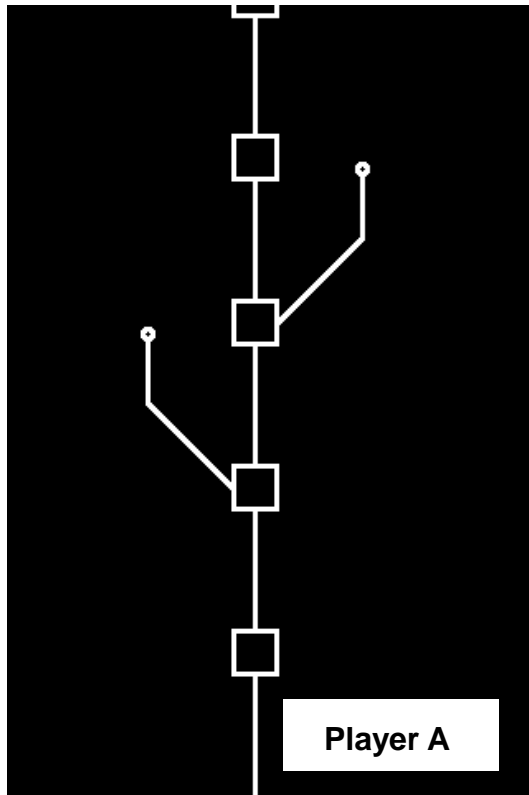**Fuses music, visuals, and gaming to explore new possibilities in media**

Stylish Presentation

A game that isn't just fun, but also a status symbol.

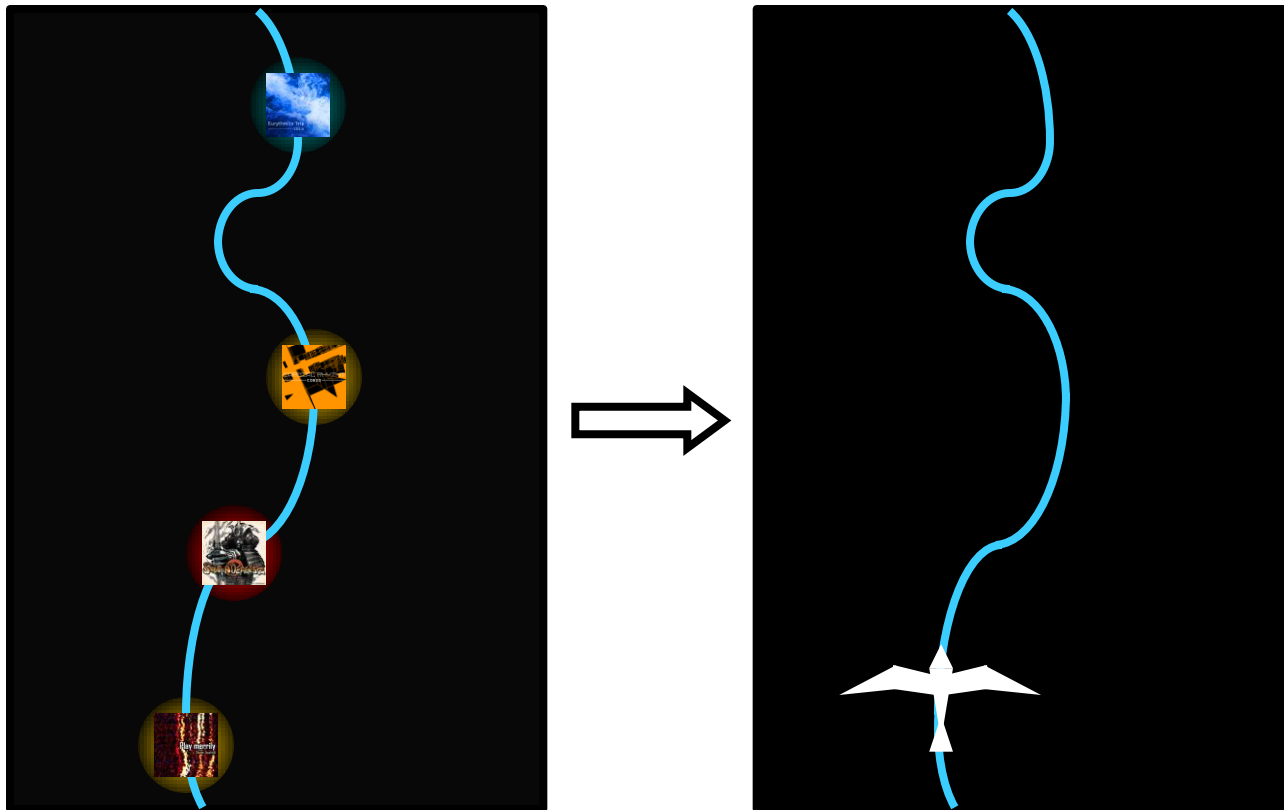**5. Add some value beyond the game.**

SPACE INVADERS INFINITY GENE

Reflect players' individuality for a special, personalized game.

Player A

Player B

The evolutionary tree-shaped menu changes with each player's progress.

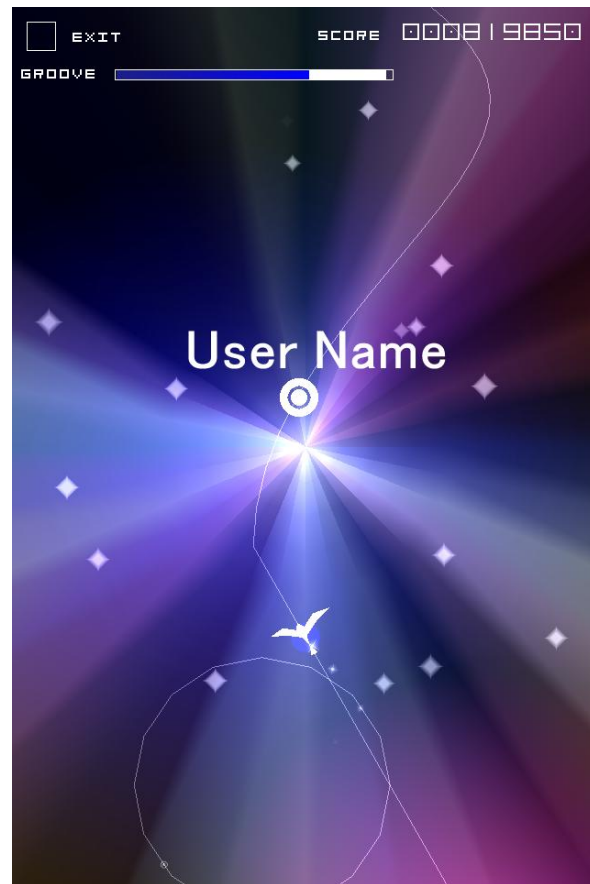## 5. Add some value beyond the game.

GROOVE COASTER

The changing menu can be played as an actual stage.

5. Add some value beyond the game.

GROOVE COASTER

The player's name added to the credits.

Pride and self-projection lead to attachment, creating buzz for your game.

1. Turn your core idea into ad copy.

2. Flesh out your idea in such a way that the core concept is reinforced.

3. Strive for intuitive controls and exaggerated reactions.

4. Aim for a little quirkiness or disharmony.

5. Add some value beyond the game.

TO EVERYONE WHO LOVES GAMES.