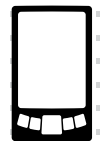


Designing a Game Your Teenage Daughter Will Actually Play

Graeme & Roque Devine
GRL Games



SMARTPHONE & TABLET GAMES
SUMMIT

GAME DEVELOPERS CONFERENCE®

SAN FRANCISCO, CA
MARCH 5-9, 2012
EXPO DATES: MARCH 7-9

2012









16



16



42

Luckily, I happen to have a teenage
daughter





Hello, I'm Roque





grl
games

Why Are We Here?

Teenagers Play Games

Do I really need to pay attention?

Source: NPD Group 10/11/2011

Do I really need to pay attention?

- 91% of kids ages 2-17 play video games

Source: NPD Group 10/11/2011

Do I really need to pay attention?

- 91% of kids ages 2-17 play video games
- 44% of all spending originates within this market

Source: NPD Group 10/11/2011

Do I really need to pay attention?

- 91% of kids ages 2-17 play video games
- 44% of all spending originates within this market
- Mobile devices were 8% of overall gaming market in 2009

Source: NPD Group 10/11/2011

Do I really need to pay attention?

- 91% of kids ages 2-17 play video games
- 44% of all spending originates within this market
- Mobile devices were 8% of overall gaming market in 2009
 - 38% in 2011!

Source: NPD Group 10/11/2011

Do I really need to pay attention?

- \$315 million spent by teens aged 13-17 on virtual goods in 2011

Source: Magid Advisors 2/29/2012

Do I really need to pay attention?

Do I really need to pay attention?

YES

2011



2011

2012



dance city

2012

QI

QI

Why are you here?

Q1

Why are you here?

I like GDC.

Q2

Q2

Why do you go to GDC?

Q2

Why do you go to GDC?

*Because I like going to a conference about
games.*

Q3

Q3

Why do you like going to a conference about games?

Q3

Why do you like going to a conference about games?

Because I get to go to talks on game making and drink lots of alcohol.

Q4

Q4

Why do you like drinking lots of alcohol?

Q4

Why do you like drinking lots of alcohol?

Because I get to hang out with my other friends in the game industry.

Q5

Q5

Why do you like hanging out with other friends in the game industry?

Q5

Why do you like hanging out with other friends in the game industry?

Because I can show them my game and get cool ideas on how to improve it.

The Truth

The Truth

Why are you here?

The Truth

Why are you here?

*I can show friends my game and get cool
ideas on how to improve it.*

Clandestiny



Clandestiny

- Old Game



Clandestiny

- Old Game
- Mac OS version straight port of original



Clandestiny

- Old Game
- Mac OS version straight port of original
- Pending iOS version improvements



Clandestiny



Clandestiny

- Confusing gameplay



Clandestiny

- Confusing gameplay
- No hidden puzzle games



Clandestiny

- Confusing gameplay
- No hidden puzzle games
- Dusty graphics



Clandestiny

- Confusing gameplay
- No hidden puzzle games
- Dusty graphics
- Free version important for decision



Clandestiny



Clandestiny

- Why is the gameplay confusing?



Clandestiny

- Why is the gameplay confusing?
- Why don't you get the point?



Clandestiny

- Why is the gameplay confusing?
- Why don't you get the point?
- Why don't you get what the game is asking?



Clandestiny

- Why is the gameplay confusing?
- Why don't you get the point?
- Why don't you get what the game is asking?
- So navigating the castle is the real problem?



Clandestiny

- Why is the gameplay confusing?
- Why don't you get the point?
- Why don't you get what the game is asking?
- So navigating the castle is the real problem?
- How can I fix that?



Hidden Mystery Genre

Top Grossing iPad Games Apps Sort By: Bestsellers

1.  DragonVale Games Updated Feb 22, 2012 Game Center + FREE ▾	2.  Modern War Games Updated Feb 23, 2012 Game Center + FREE ▾	3.  Smurfs' Village Games Updated Feb 17, 2012 + FREE ▾	4.  Poker by Zynga Games Updated Feb 07, 2012 + FREE ▾
5.  Slotomania HD Games Updated Feb 17, 2012 FREE ▾	6.  Tiny Zoo Friends Games Updated Feb 09, 2012 + FREE ▾	7.  Slotomania Games Updated Feb 17, 2012 + FREE ▾	8.  Mystery Manor: Hidden Adv... Games Updated Feb 15, 2012 FREE ▾

Hidden mystery game!





iPad Apps By Big Fish Games, Inc			
Mystery Seekers: The Secret ... Games Released Feb 26, 2012 Game Center FREE	Burger Bustle HD (Full) Games Released Feb 27, 2012 Game Center \$3.99 BUY	Antique Road Trip 2: Homes... Games Released Feb 23, 2012 Game Center FREE	Arks HD Games Released Feb 23, 2012 Game Center FREE
Jodie Drake and the World In... Games Released Feb 26, 2012 Game Center \$3.99 BUY	Sketch Up HD (Full) Games Released Feb 26, 2012 Game Center \$3.99 BUY	Fairway Solitaire HD - Big Fi... Games Updated Feb 16, 2012 Game Center FREE	Journey of Hope HD Games Released Feb 16, 2012 Game Center FREE
Frost Haven: The Perfect Scar... Games Released Feb 15, 2012 Game Center FREE	Sherlock Holmes and the Ha... Games Released Feb 09, 2012 Game Center FREE	Spell: The Mystery of the Be... Games Released Feb 09, 2012 Game Center FREE	Lost in the City HD (Full) Games Released Feb 06, 2012 Game Center \$3.99 BUY
Turtle Isle HD (Full) Games Released Feb 06, 2012 Game Center FREE	Hemlet HD Games Released Feb 02, 2012 Game Center FREE	Tropical Fish Shop 2 HD Games Released Feb 01, 2012 Game Center FREE	Redemption Cemetery: Curse of ... Games Released Jan 30, 2012 Game Center FREE
Alibama Smith - Escape Fro... Games Released Jan 26, 2012 Game Center FREE	Season Match HD Games Released Jan 26, 2012 Game Center FREE	Flight Fantasy HD Games Released Jan 25, 2012 Game Center FREE	Shark Busters HD Games Released Jan 19, 2012 Game Center FREE
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PuppetShow - The Mystery o... Games Updated Oct 17, 2011 Game Center FREE	Araks HD Games Updated Nov 01, 2011 Game Center \$3.99 BUY	Buckingham Palace: Hidden ... Games Updated Sep 07, 2011 Game Center \$3.99 BUY	Megaplan Madness - New Playh... Games Updated Oct 06, 2011 Game Center \$3.99 BUY
Awakening: The Dreamless ... Games Updated Mar 23, 2011 Game Center \$3.99 BUY	Hidden in Time: Mirror Miror... Games Updated Aug 10, 2011 Game Center \$3.99 BUY	Drawn: The Painted Tower H... Games Updated Sep 09, 2011 Game Center \$3.99 BUY	Nick Chase: A Detective Story H... Games Released Dec 02, 2010 Game Center FREE
Ancient Spirits: Columbus' L... Games Updated Oct 28, 2011 Game Center \$3.99 BUY	Nick Chase: A Detective Stor... Games Updated Jan 26, 2010 Game Center \$3.99 BUY	Big City Adventure - San Fr... Games Updated Aug 15, 2011 Game Center FREE	Amazon™: Hidden Expedition Games Updated Jan 10, 2012 Game Center FREE
Everest: Hidden Expedition ... Games Updated Oct 29, 2011 Game Center \$3.99 BUY	Big City Adventure - San Fr... Games Updated Aug 16, 2011 Game Center \$3.99 BUY	Amazon: Hidden Expedition ... Games Updated Oct 17, 2011 Game Center \$3.99 BUY	Everest: Hidden Expedition ... Games Updated Oct 15, 2011 Game Center FREE

Hidden in Time: Mirror Miror... Games Released Jan 04, 2012 Game Center FREE	Turtle Isle HD Games Updated Jan 18, 2012 Game Center FREE	Haunted Legends: The Que... Games Updated Jan 02, 2012 Game Center \$3.99 BUY	Strange Cases: The First Ead ... Games Released Aug 22, 2012 Game Center \$3.99 BUY
Haunted Hotel 3: Lonely Dre... Games Released Dec 21, 2011 Game Center FREE	Nexus HD Games Released Dec 21, 2011 Game Center FREE	Mystery Mysteries HD (Full) Games Released Dec 21, 2011 Game Center \$3.99 BUY	Chicken Invaders 3: Revenge of ... Games Released Dec 19, 2011 Game Center FREE
Island Wars 2: Christmas Edit... Games Released Dec 19, 2011 Game Center FREE	Chicken Invaders 3: Revenge... Games Updated Dec 19, 2011 Game Center \$3.99 BUY	Island Wars 2: Christmas Edit... Games Updated Feb 10, 2011 Game Center \$3.99 BUY	Tiny Places HD Games Updated Feb 21, 2012 Game Center \$3.99 BUY
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Holly - A Christmas Tale HD Games Released Dec 12, 2011 Game Center FREE	Christmas Eve Crisis HD Games Released Dec 12, 2011 Game Center FREE	Christmas Eve Crisis HD (Full) Games Updated Dec 10, 2011 Game Center \$3.99 BUY	Mystery Case Files: One Grove C... Games Released Dec 12, 2011 Game Center FREE
Patchwork - HD Games Released Dec 06, 2011 Game Center FREE	Strange Cases: Tare Card M... Games Released Dec 07, 2011 Game Center FREE	Chicken Invaders 3: The New... Games Released Dec 05, 2011 Game Center FREE	Chicken Invaders 3: The New W... Games Updated Dec 19, 2011 Game Center \$3.99 BUY
Love Train: Christmas Editio... Games Released Dec 05, 2011 Game Center FREE	Love Train: Christmas Editio... Games Updated Dec 19, 2011 Game Center \$3.99 BUY	Time Builders: Covenan's P... Games Released Dec 02, 2011 Game Center \$3.99 BUY	Haunted Legends: The Queen of... Games Released Dec 01, 2011 Game Center FREE
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Mystery Case Files: One Gro... Games Updated Oct 02, 2011 Game Center FREE	Burger Bustle HD Games Released Nov 18, 2011 Game Center FREE	Adventure Chronicles: The S... Games Released Nov 14, 2011 Game Center \$3.99 BUY	Blissful Feet & The De Void Let... Games Updated Jan 31, 2012 Game Center FREE
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Be Risk - HD Games Released Oct 26, 2011 Game Center FREE	Bray Soule: Dollhouse Story... Games Released Oct 26, 2011 Game Center \$3.99 BUY	Mirror Mysteries HD Games Released Oct 26, 2011 Game Center FREE	Topping Towers: Halloween Games Released Oct 19, 2011 Game Center \$3.99 BUY
Topping Towers: Halloween... Games Released Oct 19, 2011 Game Center FREE	Dark Tales - Edgar Allan Poe... Games Released Oct 17, 2011 Game Center \$3.99 BUY	Mystic Diary: Last Brother HD Games Released Oct 13, 2011 Game Center FREE	The Adventures of Robinson Cr... Games Released Oct 10, 2011 Game Center \$3.99 BUY
Drawn: Dark Flight HD Games Updated Oct 02, 2011 Game Center FREE	Ancient Spirits: Columbus' L... Games Released Oct 06, 2011 Game Center FREE	The Timebuilders: Pyramid R... Games Released Oct 05, 2011 Game Center \$3.99 BUY	Atlantis Sky Patrol HD (Full) Games Released Oct 02, 2011 Game Center \$3.99 BUY
Time Builders: Covenan's P... Games Released Sep 29, 2011 Game Center FREE	Topping Towers HD Games Released Sep 28, 2011 Game Center FREE	Bray Soule: Dollhouse Story... Games Released Sep 22, 2011 Game Center FREE	Adventure Chronicles: The Sea... Games Released Sep 21, 2011 Game Center FREE
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Fisher's Family Farm HD (Full) Games Released Sep 02, 2011 Game Center \$3.99 BUY	Haunted Hotel 3: Believe the ... Games Released Sep 02, 2011 Game Center \$3.99 BUY	Hidden Wonders of the Deep... Games Updated Sep 21, 2011 Game Center \$3.99 BUY	Nanny Maria 2 HD (Full) Games Released Sep 02, 2011 Game Center \$3.99 BUY

Nick Chase & the Deadly Dea... Games Released Sep 02, 2011 Game Center \$3.99 BUY	Nightmare Adventures: The ... Games Updated Sep 26, 2011 Game Center \$3.99 BUY	Penguin Wars HD (Full) Games Released Sep 02, 2011 Game Center \$3.99 BUY	Big City Adventure: New York Cl... Games Released Sep 01, 2011 Game Center FREE
Majesty Towers Touch HD (... Games Updated Aug 29, 2011 Game Center \$3.99 BUY	Five Family Secrets - The Ri... Games Released Aug 29, 2011 Game Center \$3.99 BUY	Penguin Wars HD Games Updated Sep 02, 2011 Game Center FREE	Nick Chase & the Deadly Statuon... Games Released Aug 25, 2011 Game Center FREE
Death of Fading Point: A De... Games Released Aug 24, 2011 Game Center FREE	Doors of the Mind - Inner My... Games Released Aug 22, 2011 Game Center \$3.99 BUY	Hidden Wonders of the Deep... Games Updated Aug 26, 2011 Game Center FREE	Haunted Hotel 3: Believe the Li... Games Released Aug 17, 2011 Game Center FREE
Empress of the Deep 3: Son... Games Updated Oct 04, 2011 Game Center \$3.99 BUY	The Serpent of Isis HD (FULL) Games Released Aug 15, 2011 Game Center \$3.99 BUY	Nightmare Adventures - The ... Games Updated Sep 26, 2011 Game Center FREE	Mystery Trackers: The Void HD (... Games Updated Aug 17, 2011 Game Center \$3.99 BUY
Fisher's Family Farm HD Games Updated Aug 17, 2011 Game Center FREE	Awakening - Moonlit Wood ... Games Updated Oct 27, 2011 Game Center \$3.99 BUY	Majesty Towers Touch HD Games Updated Aug 19, 2011 Game Center FREE	Time Mysteries: Inheritance HD (... Games Released Jul 27, 2011 Game Center \$3.99 BUY
Nanny Maria 2 HD Games Released Jul 25, 2011 Game Center FREE	Doors of the Mind - Inner My... Games Released Jul 21, 2011 Game Center FREE	Secrets of the Dragon Wheel ... Games Updated Oct 16, 2011 Game Center \$3.99 BUY	Hospital Haunts HD (Full) Games Released Jul 18, 2011 Game Center \$3.99 BUY
Mystery Trackers: The Void HD Games Updated Jul 14, 2011 Game Center FREE	Antique Road Trip: USA HD (... Games Released Jul 13, 2011 Game Center \$3.99 BUY	Empress of the Deep 2: Son... Games Updated Oct 05, 2011 Game Center FREE	Time Mysteries: Inheritance HD Games Released Jun 30, 2011 Game Center FREE
Secrets of the Dragon Wheel ... Games Updated Oct 17, 2011 Game Center FREE	Hospital Haunts HD Games Released Jun 16, 2011 Game Center FREE	Secret Mission - The Forgett... Games Updated Oct 17, 2011 Game Center \$3.99 BUY	Time Builders: Pyramid Rising HD Games Released Jun 09, 2011 Game Center FREE

Full Deck Solitaire



Full Deck Solitaire

- Mom & Daughter design team



Full Deck Solitaire

- Mom & Daughter design team
- Mac OS / iOS



Full Deck Solitaire

- Mom & Daughter design team
- Mac OS / iOS
- Super / Too successful



Full Deck Solitaire



Full Deck Solitaire

- Sharp graphics



Full Deck Solitaire

- Sharp graphics
- Music support



Full Deck Solitaire

- Sharp graphics
- Music support
- Customizable



Full Deck Solitaire

- Sharp graphics
- Music support
- Customizable
- “This is too hard for you to do”



Full Deck Solitaire



Full Deck Solitaire

- How important is customization?



Full Deck Solitaire

- How important is customization?
- Why is it good that it's personal?



Full Deck Solitaire

- How important is customization?
- Why is it good that it's personal?
- How does that make you come back?



Full Deck Solitaire

- How important is customization?
- Why is it good that it's personal?
- How does that make you come back?
- So things you do outside the app make you want to change this app?



Full Deck Poker Solitaire



Full Deck Poker Solitaire

- Wanted to make different solitaire variant



Full Deck Poker Solitaire

- Wanted to make different solitaire variant
- Short development time



Full Deck Poker Solitaire

- Wanted to make different solitaire variant
- Short development time
- People love it... when they play it



Full Deck Poker Solitaire

- Poker is not a teenager's game



Full Deck Hold'Em



Full Deck Hold'Em

- Seemed logical after Solitaire



Full Deck Hold'Em

- Seemed logical after Solitaire
- Much harder than it appeared



Full Deck Hold'Em

- Seemed logical after Solitaire
- Much harder than it appeared
- Video Chat

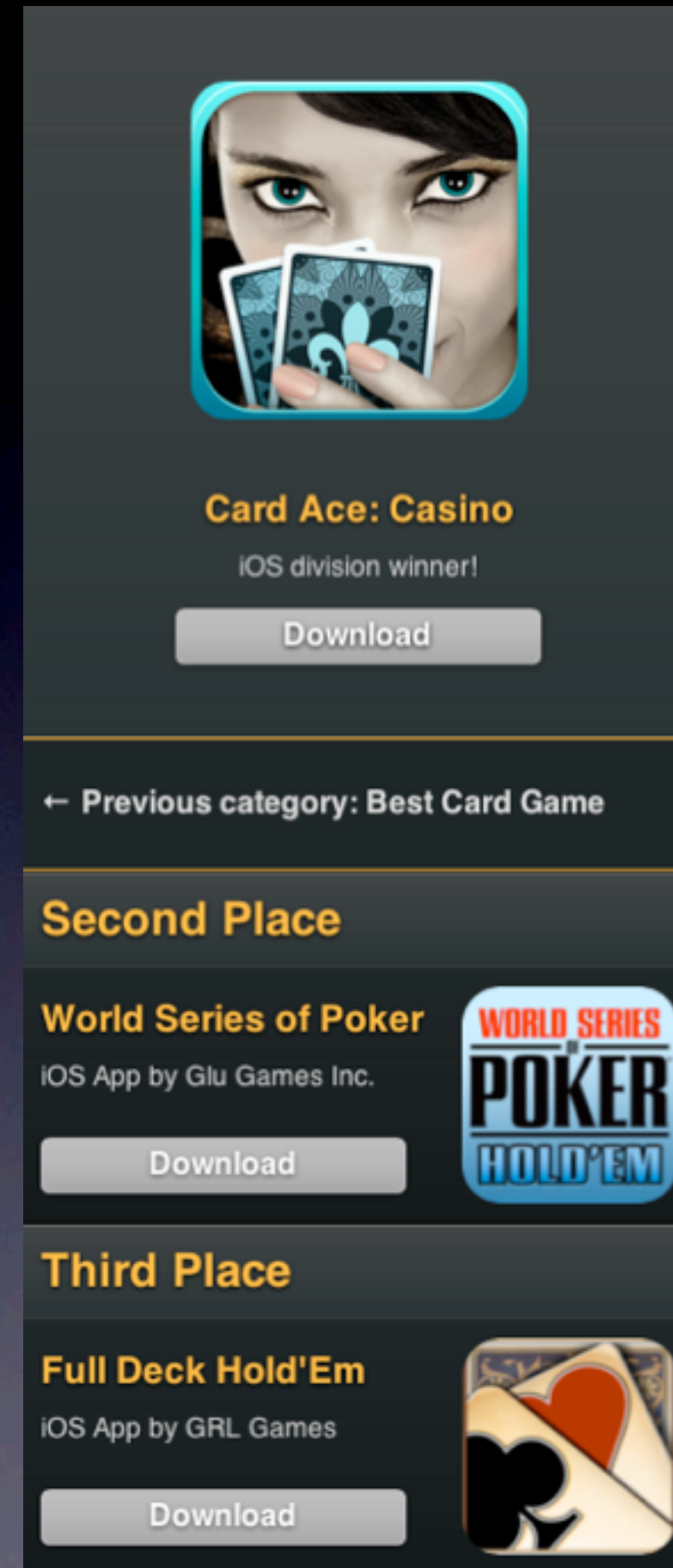


Always Make Games You Love!



Full Deck Hold'Em

- 3rd place in “Best Apps Ever 2011”
- Ahead of Zynga!




Card Ace: Casino
iOS division winner!
Download

← Previous category: Best Card Game


Second Place

World Series of Poker
iOS App by Glu Games Inc.
Download



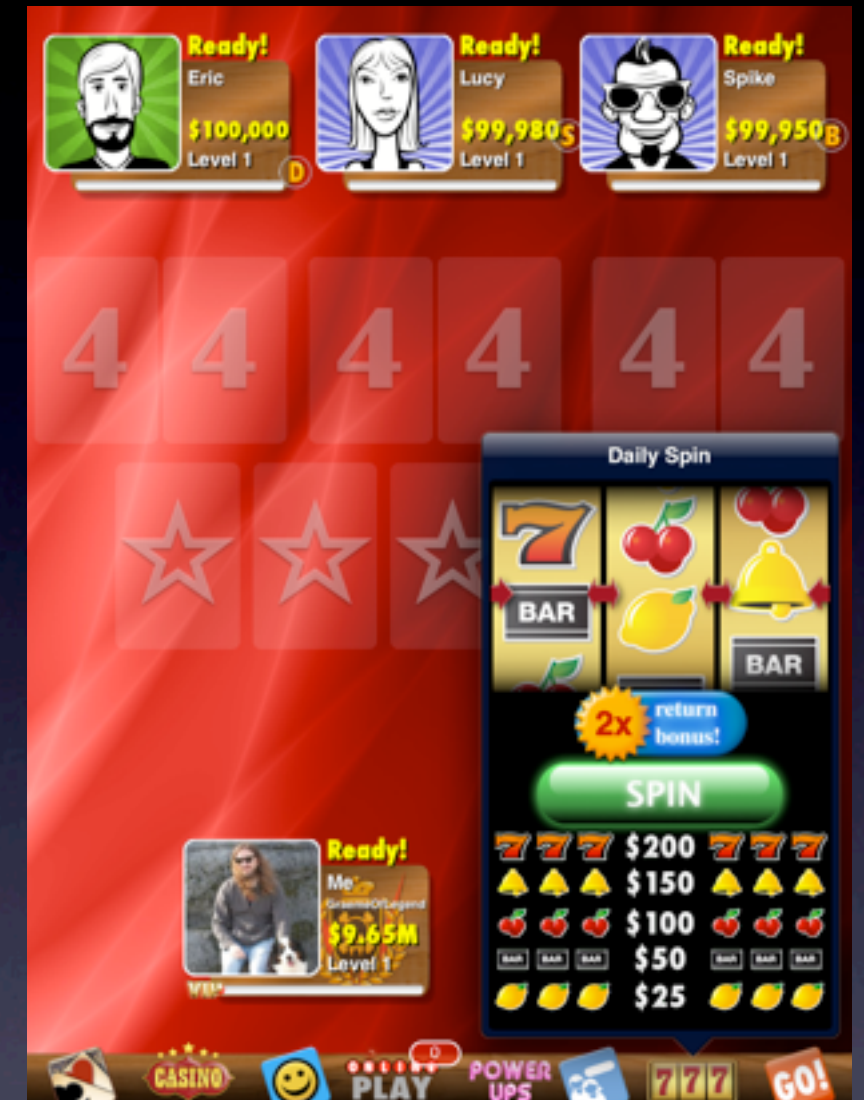
Third Place

Full Deck Hold'Em
iOS App by GRL Games
Download



Full Deck Hold'Em

- Poker is STILL not a teenager's game!



Word Chat



Word Chat

- One Weekend....



Word Chat

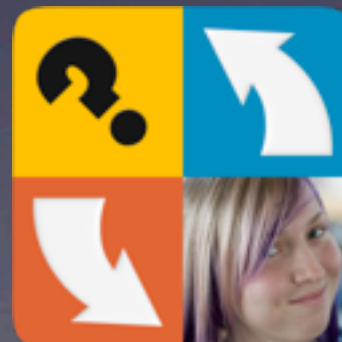
- One Weekend....
- Initial chat idea failed



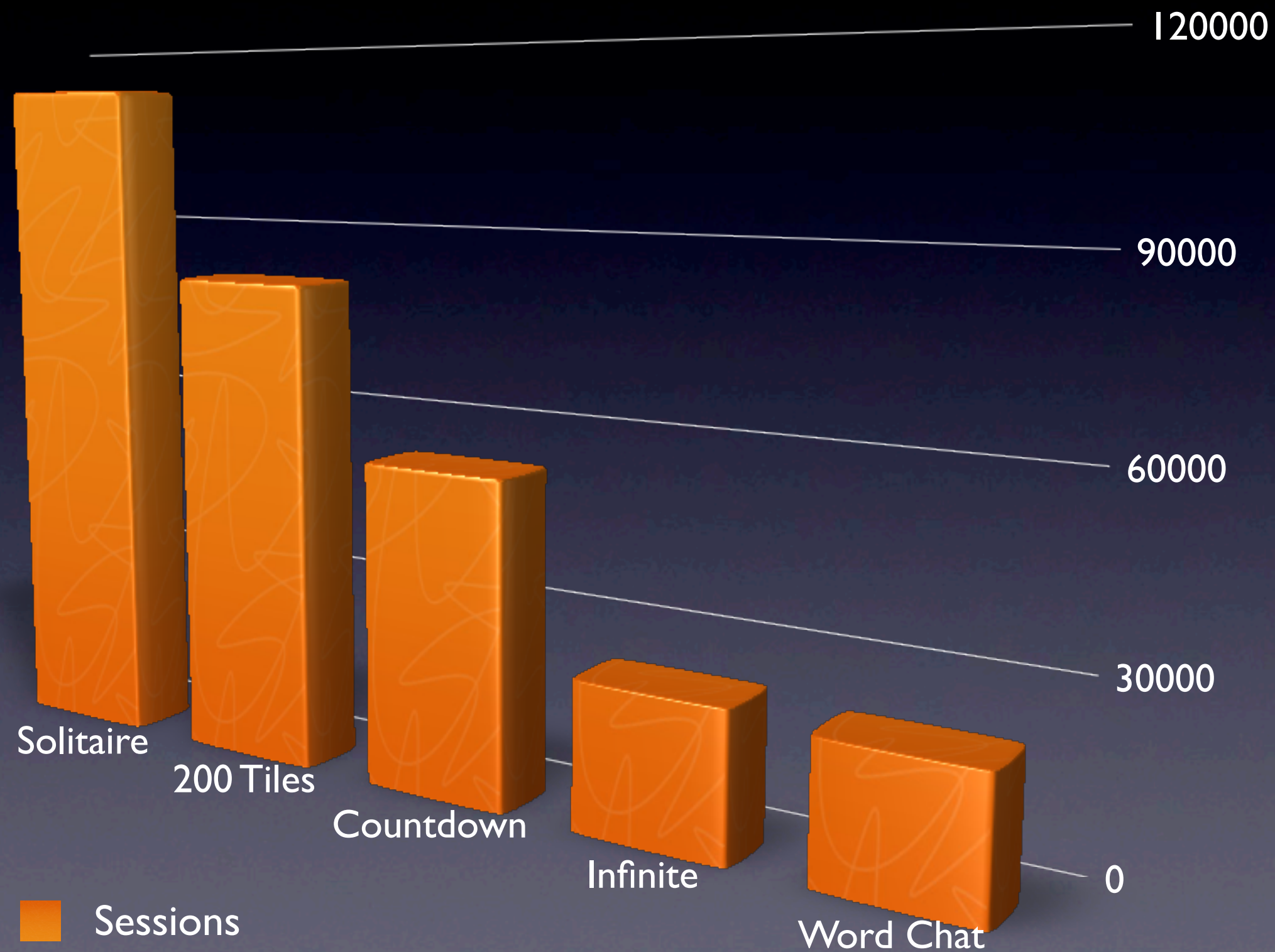
Word Chat



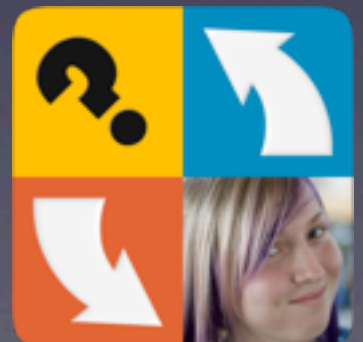
Sessions



Word Chat



Full Deck Word Games



Full Deck Word Games

- Sharp graphics



Full Deck Word Games

- Sharp graphics
- Easy to play



Full Deck Word Games

- Sharp graphics
- Easy to play
- Hate the icon



Full Deck Word Games

- Sharp graphics
- Easy to play
- Hate the icon
- Chat is awkward



Full Deck Word Games



Full Deck Word Games

- Why is the chat awkward?



Full Deck Word Games

- Why is the chat awkward?
- What sort of games do you like playing with your friends?



Full Deck Word Games

- Why is the chat awkward?
- What sort of games do you like playing with your friends?
- Why do you play turn based games with friends?



Full Deck Word Games

- Why is the chat awkward?
- What sort of games do you like playing with your friends?
- Why do you play turn based games with friends?
- Which games do you play?



Full Deck Word Games

- Why is the chat awkward?
- What sort of games do you like playing with your friends?
- Why do you play turn based games with friends?
- Which games do you play?
- So turn based games are better than video chat games?



Spider Swiper



Spider Swiper

- Development schedule was challenging



Spider Swiper

- Development schedule was challenging
- Our second most popular game!



Spider Swiper



Spider Swiper

- Game play is fun!



Spider Swiper

- Game play is fun!
- Twitter and Facebook features



Spider Swiper



Spider Swiper

- Why don't you like the Facebook / Twitter options?



Spider Swiper

- Why don't you like the Facebook / Twitter options?
- They look like spam?



Spider Swiper

- Why don't you like the Facebook / Twitter options?
- They look like spam?
- What sort of games don't spam?



Spider Swiper

- Why don't you like the Facebook / Twitter options?
- They look like spam?
- What sort of games don't spam?
- So personalizing the social media made a huge difference?



Spider Swiper

- Why don't you like the Facebook / Twitter options?
- They look like spam?
- What sort of games don't spam?
- So personalizing the social media made a huge difference?
- And you actually discovered Temple Run because of that?



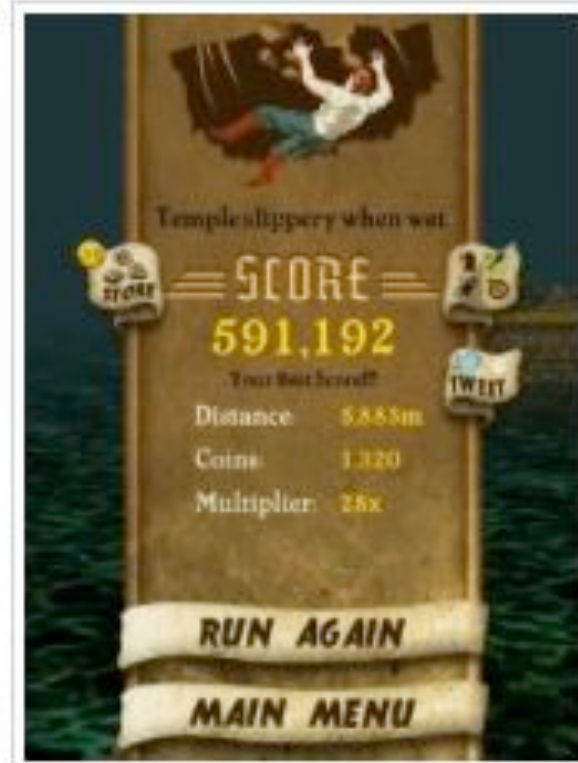


Share:  Post  Photo  Video

Write something...



Temple Run Scores added a new photo.



 Like ·  Comment ·  Share · January 15 at 9:08am via mobile · 

Dance City



Dance City

- Why make Dance City?



Dance City

- Why make Dance City?
- Influences



Dance City

- Why make Dance City?
- Influences
- Process



Dance City

- Why make Dance City?
- Influences
- Process
- Game



Influences



Influences



Influences



+



Influences



+



+



Influences



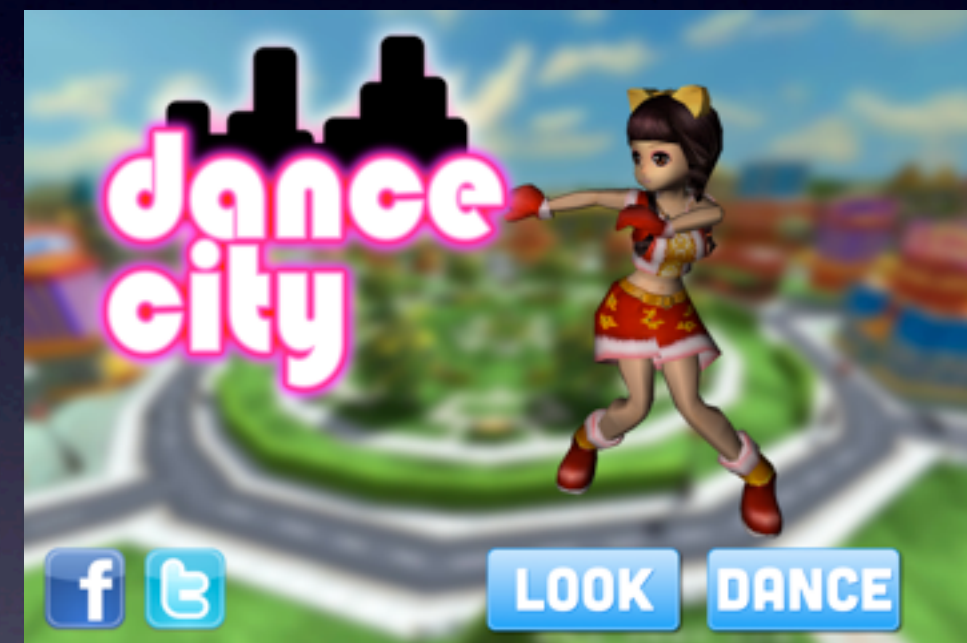
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LMFAO



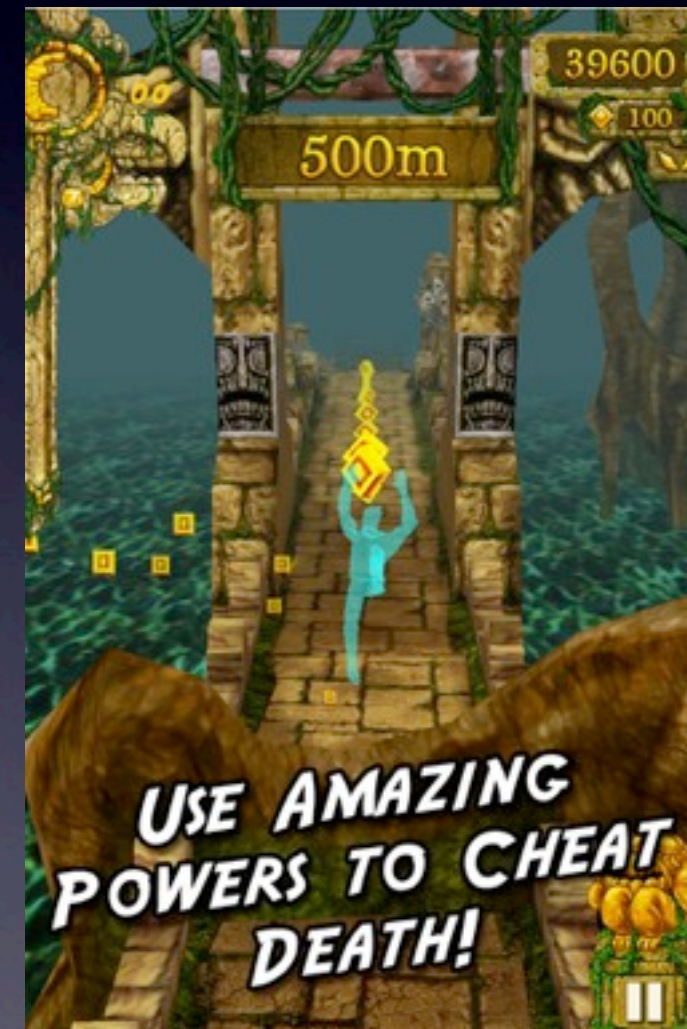
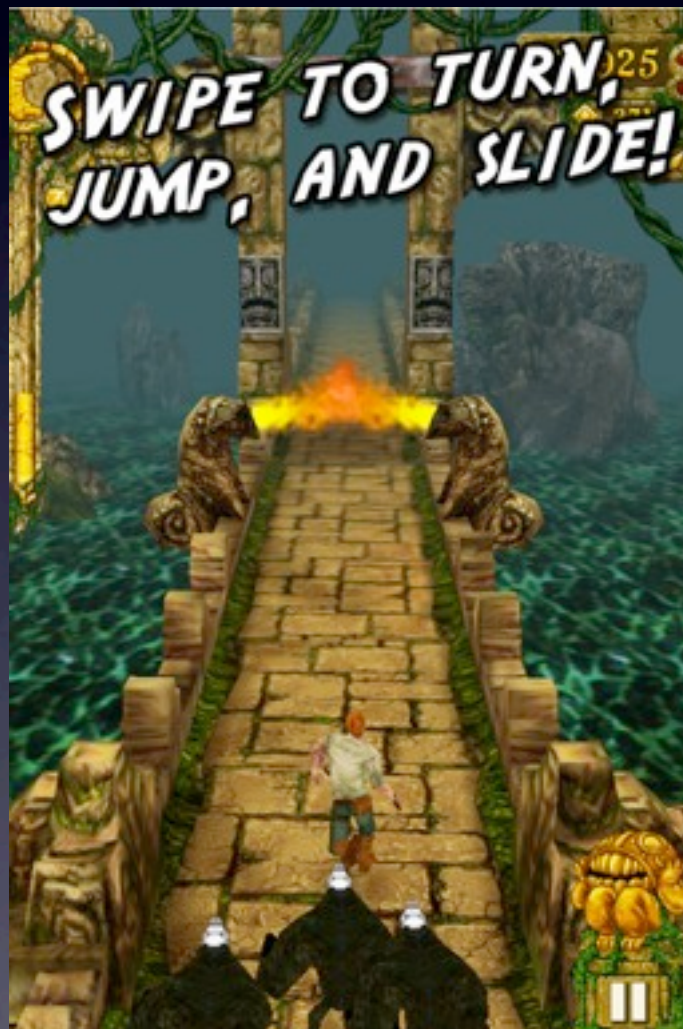
Space Channel 5

Space Channel 5



Temple Run

Temple Run





OMG, another run game?

Process

Process

- Observe

Process

- Observe
- Find Time

Process

- Observe
- Find Time
- Iterate

Process

- Observe
- Find Time
- Iterate
- Play

Process

- Observe
- Find Time
- Iterate
- Play
- Repeat

Learning the Lessons

Customization

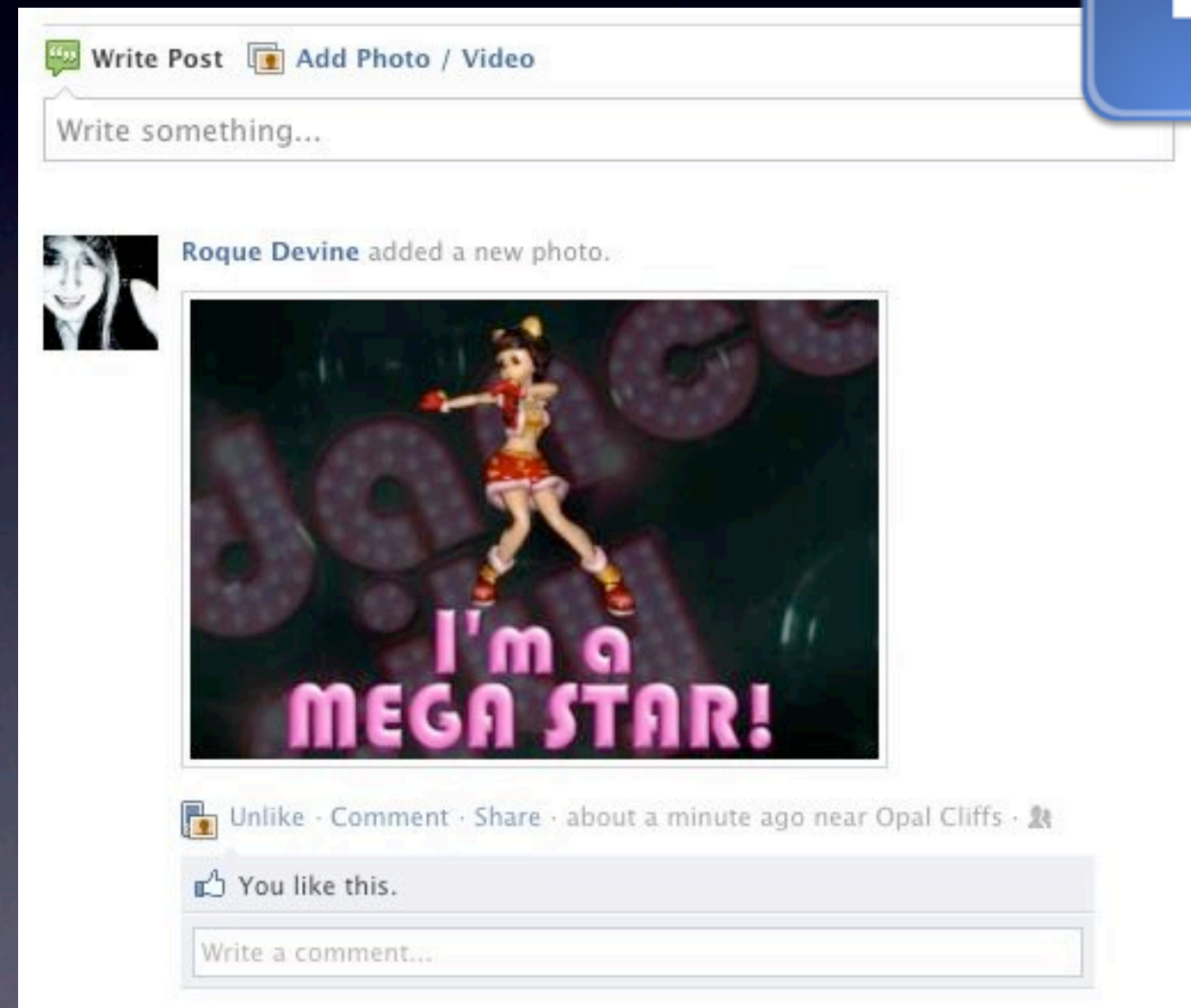
Customization



Social



- Visual
- Personal
- Customizable







Things to Remember

Teenage Gaming Lessons

Teenage Gaming Lessons

- Obvious navigation at all times

Teenage Gaming Lessons

- Obvious navigation at all times
- Free to play before purchase

Teenage Gaming Lessons

- Obvious navigation at all times
- Free to play before purchase
- Allow for customization from media outside the app

Teenage Gaming Lessons

- Obvious navigation at all times
- Free to play before purchase
- Allow for customization from media outside the app
- Want friends to contribute to the game on their own schedule

Teenage Gaming Lessons

- Obvious navigation at all times
- Free to play before purchase
- Allow for customization from media outside the app
- Want friends to contribute to the game on their own schedule
- Individualize social media, spam is ignored

Thank You

- graeme@grlgames.net
- @zaphodgjd on twitter



grl
games