

# Diamond Dash iOS - Post Mortem



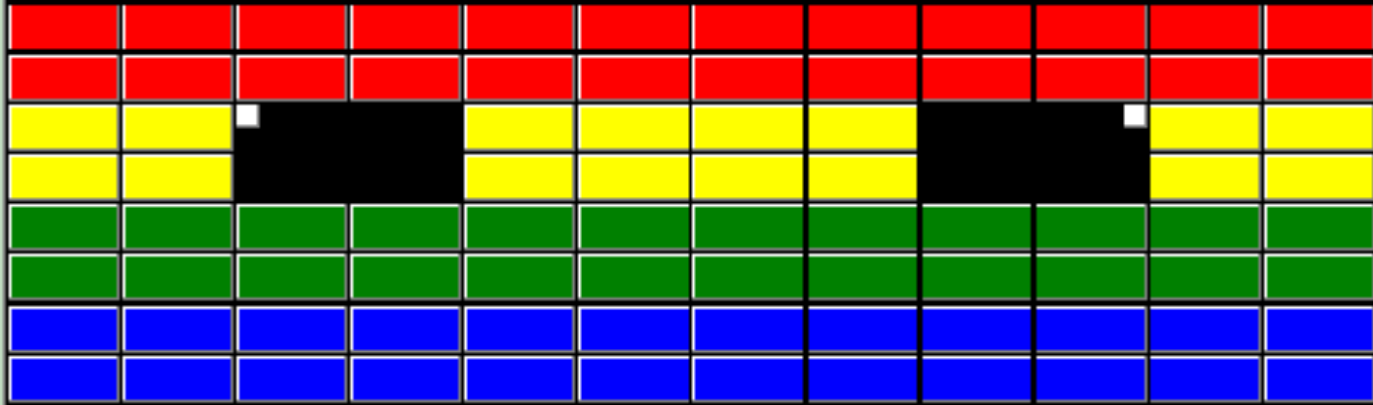
**Christopher Parschat**  
Lead Product Manager

**In  
October  
2010...**



**What's  
next ?**

SCORE



Brick Breaker



**SUPER COLLAPSE!**  
**PUZZLE**  
**GALLERY**

LEVEL

1

SCORE

3,465

MOVES

1

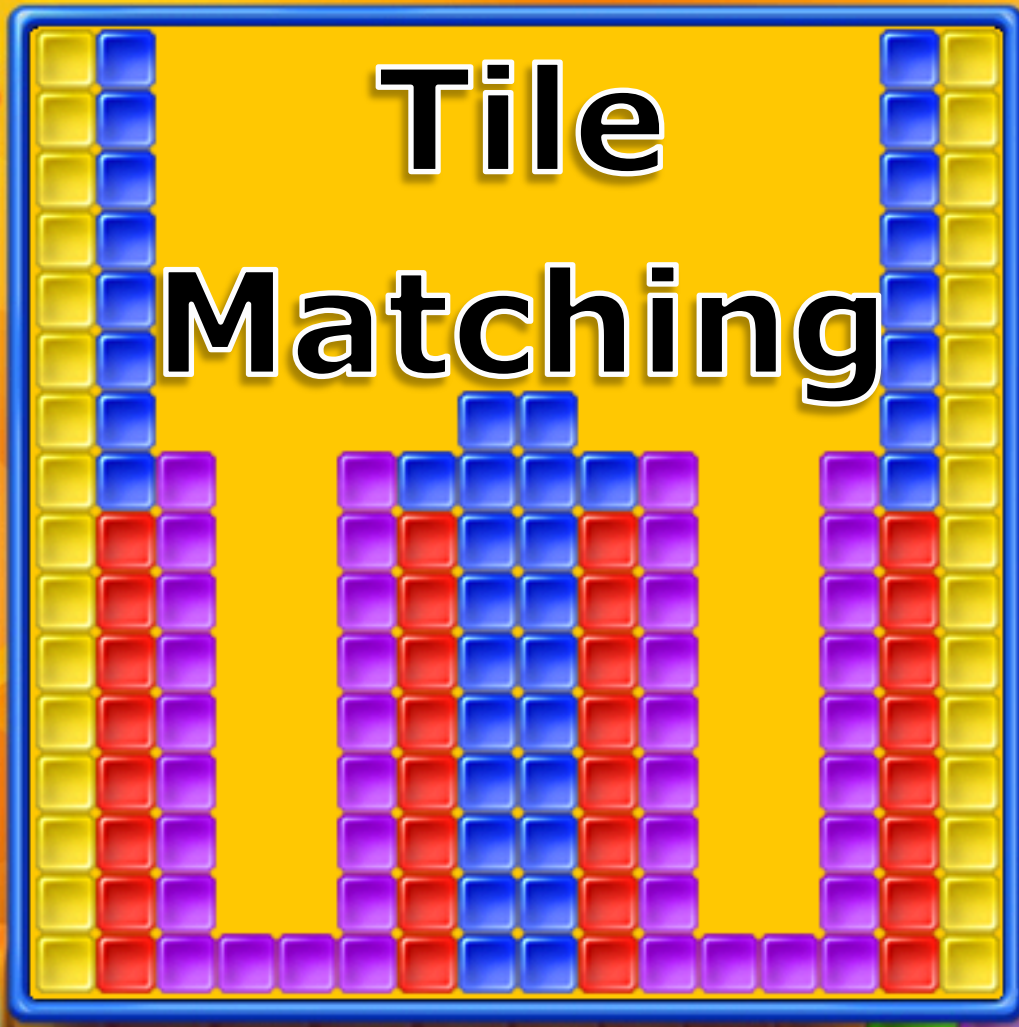
HINT TIMER

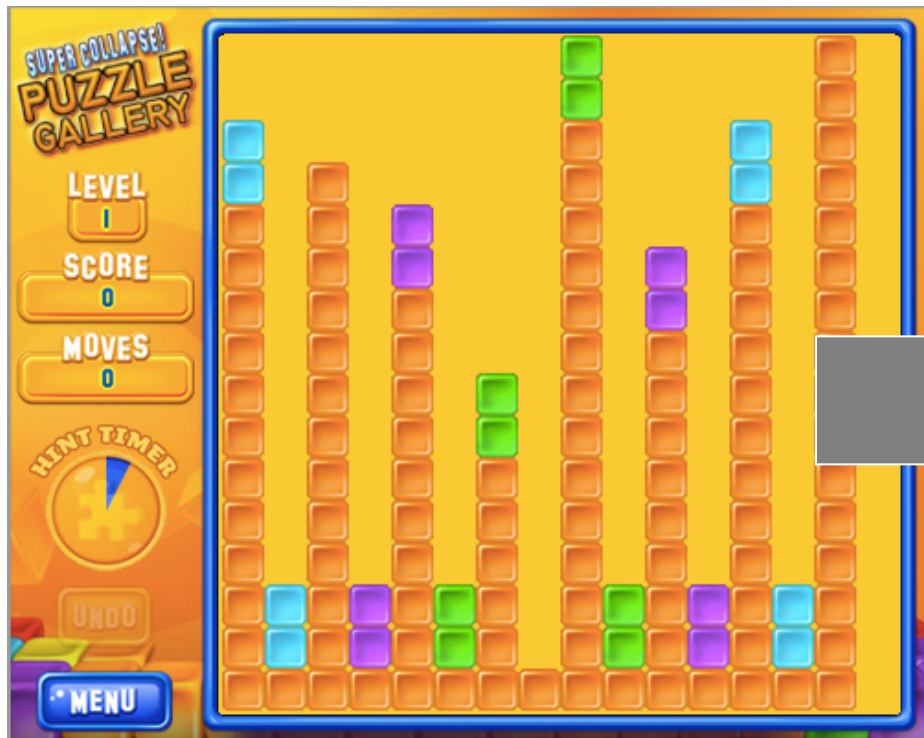


UNDO

MENU

# Tile Matching







**Our  
prototype**

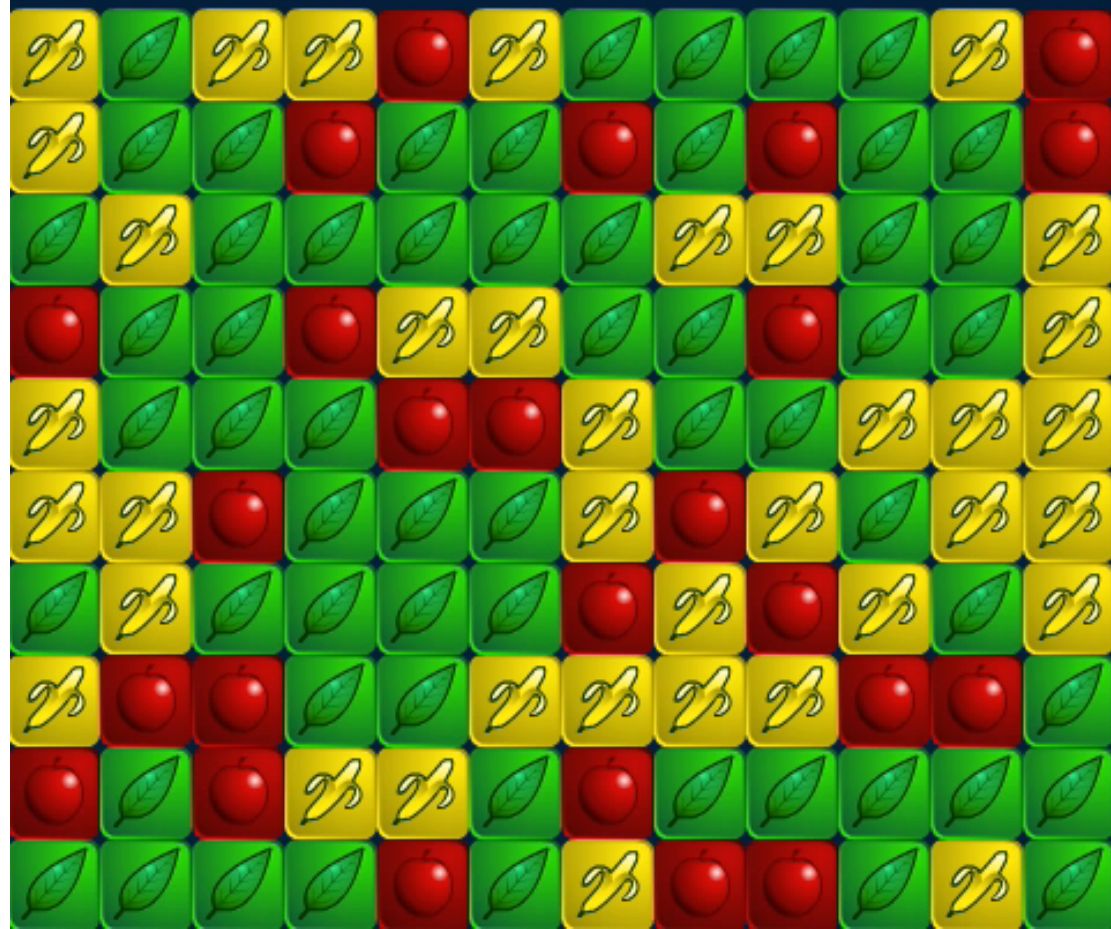
00 : 00



PLAY

PAUSE

RE

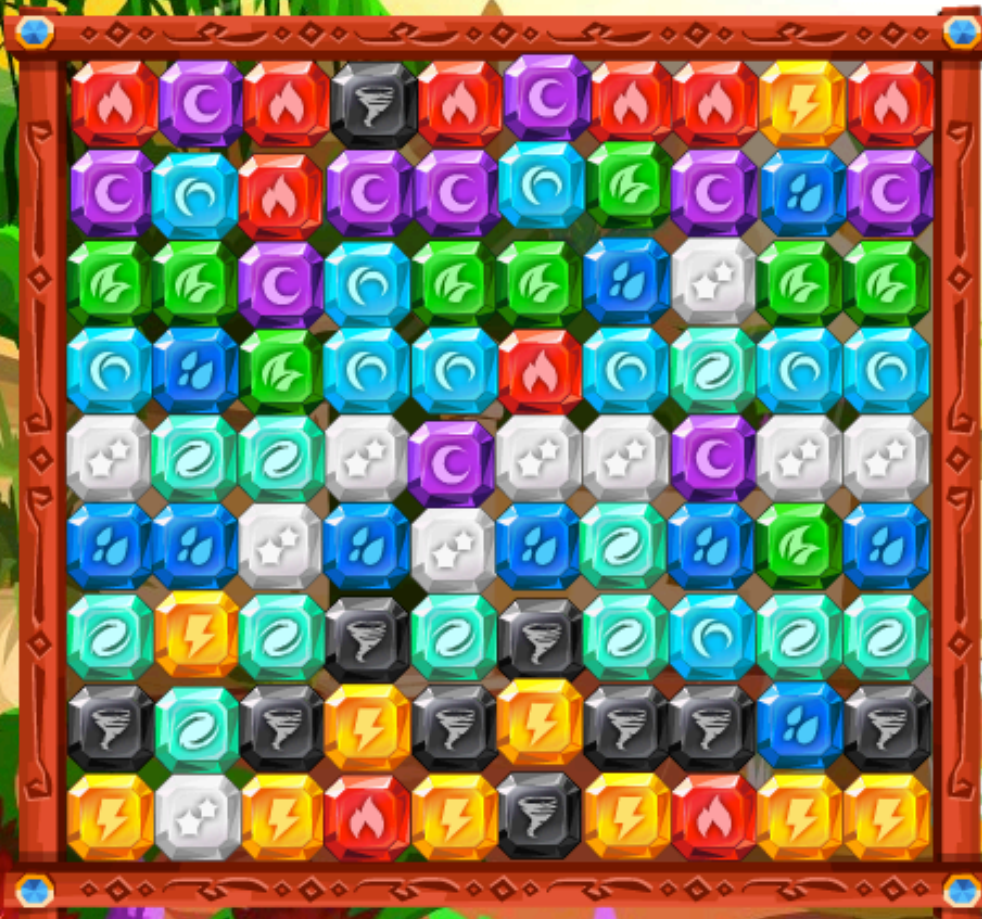




MENU

60

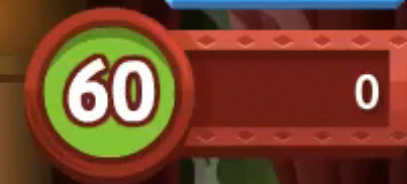
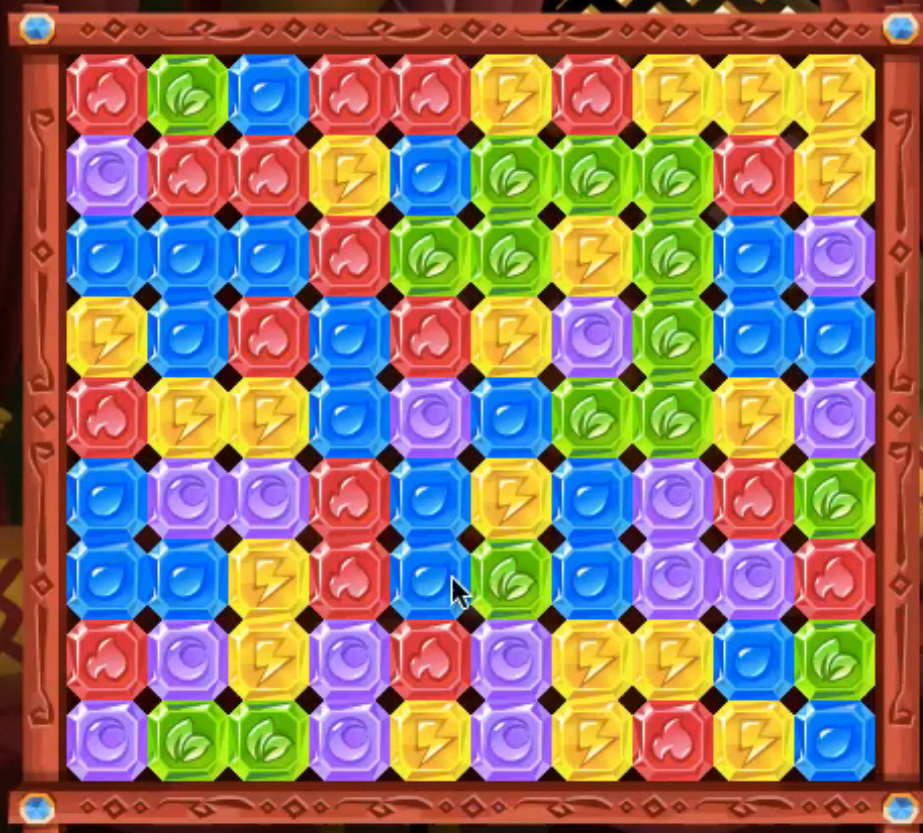
892,352



[Menu](#)

60

0





# Game Concept





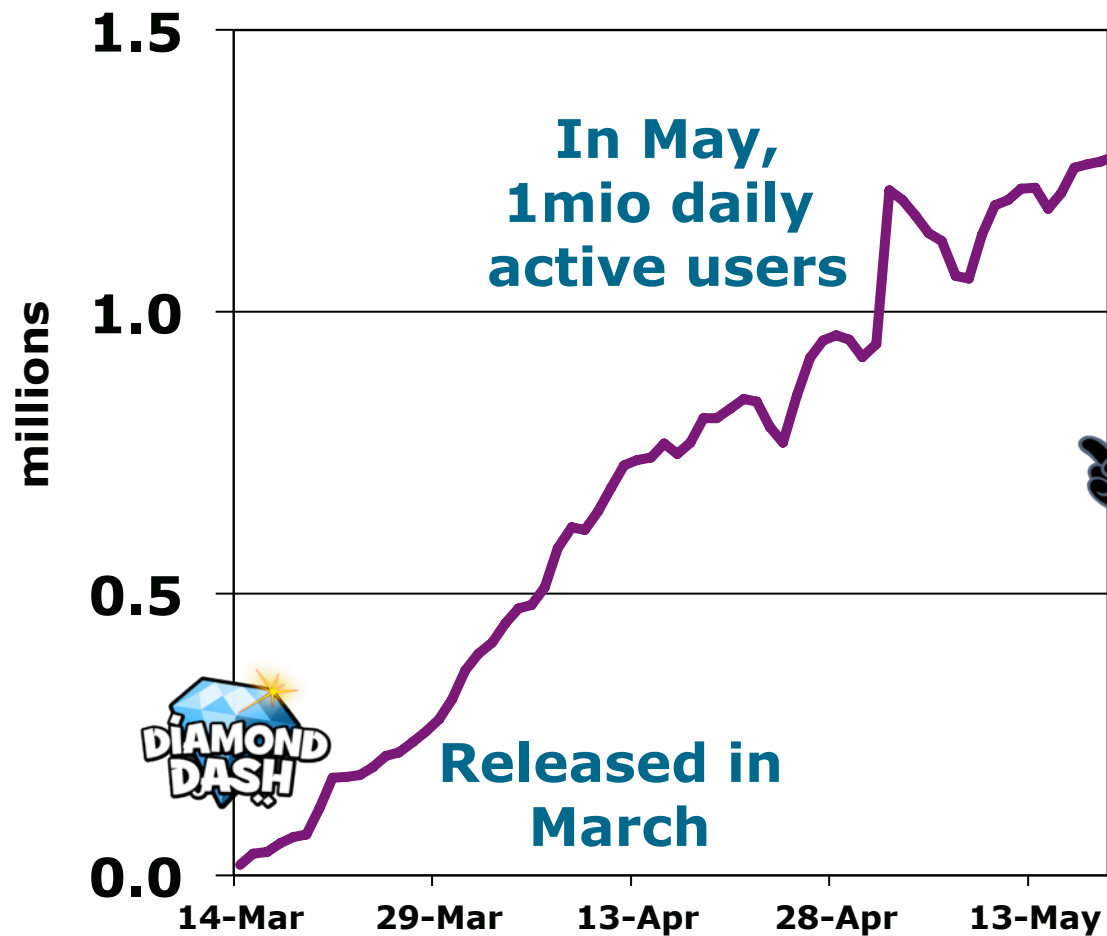
# Historical Timeline



# Historical Timeline



# Daily Active Users









# Historical Timeline



# Why?



- Successful game
- Made for touch
- Optimize for few devices
- Seamless payment flows

# One year later...

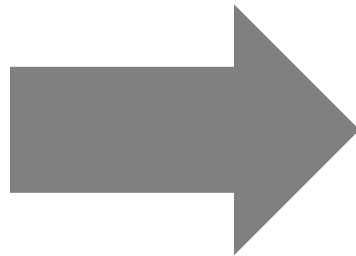
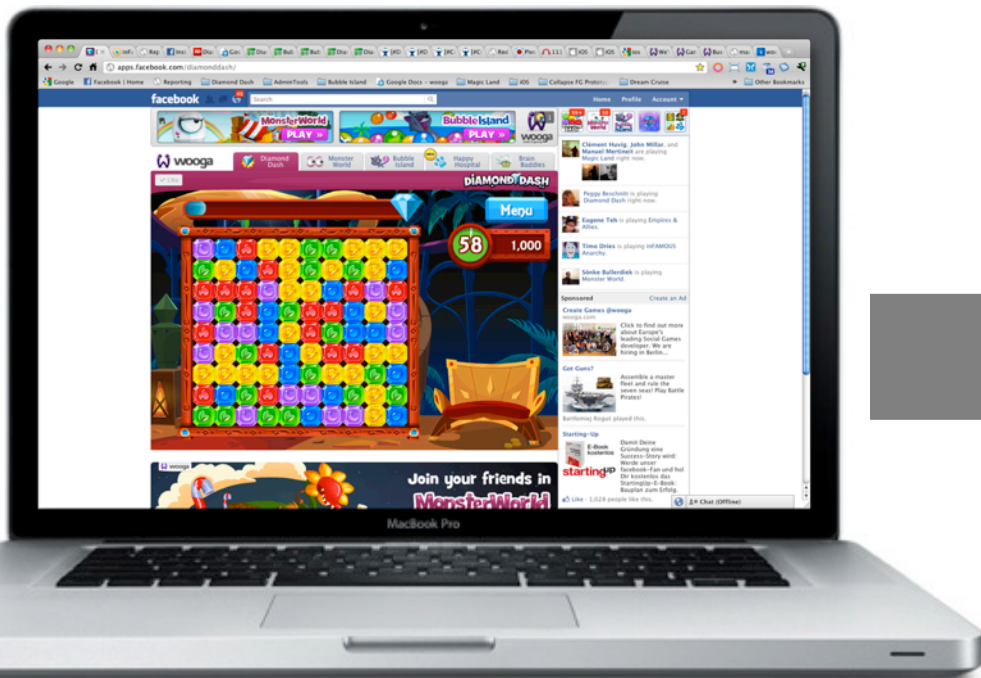
- Top 10 grossing game in 34 countries
- >20mn downloads
- 4.5 rating



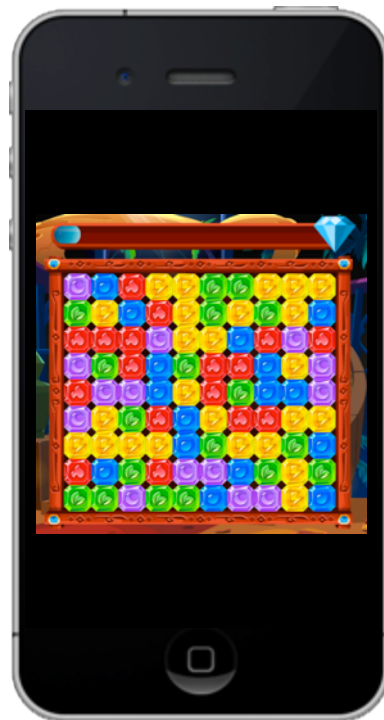
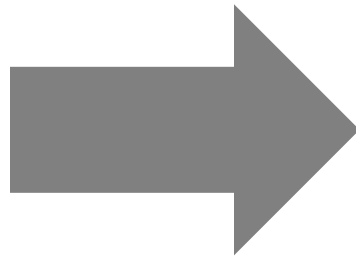
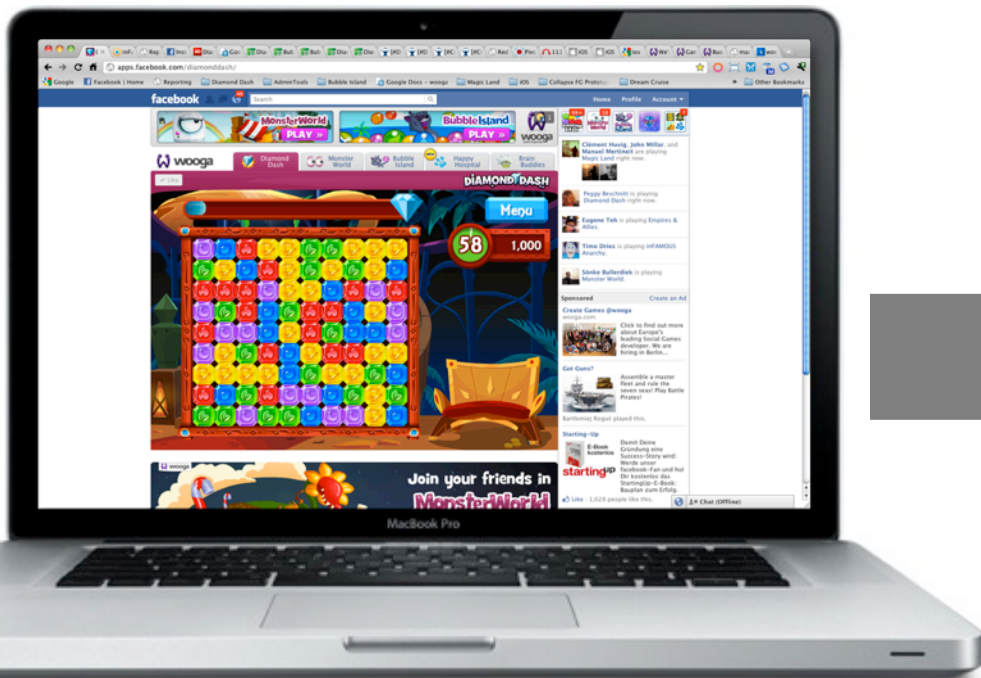


## 5 Key Learnings

# 1. Native Feel ➤ Redesign UI

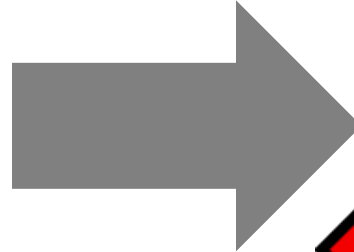
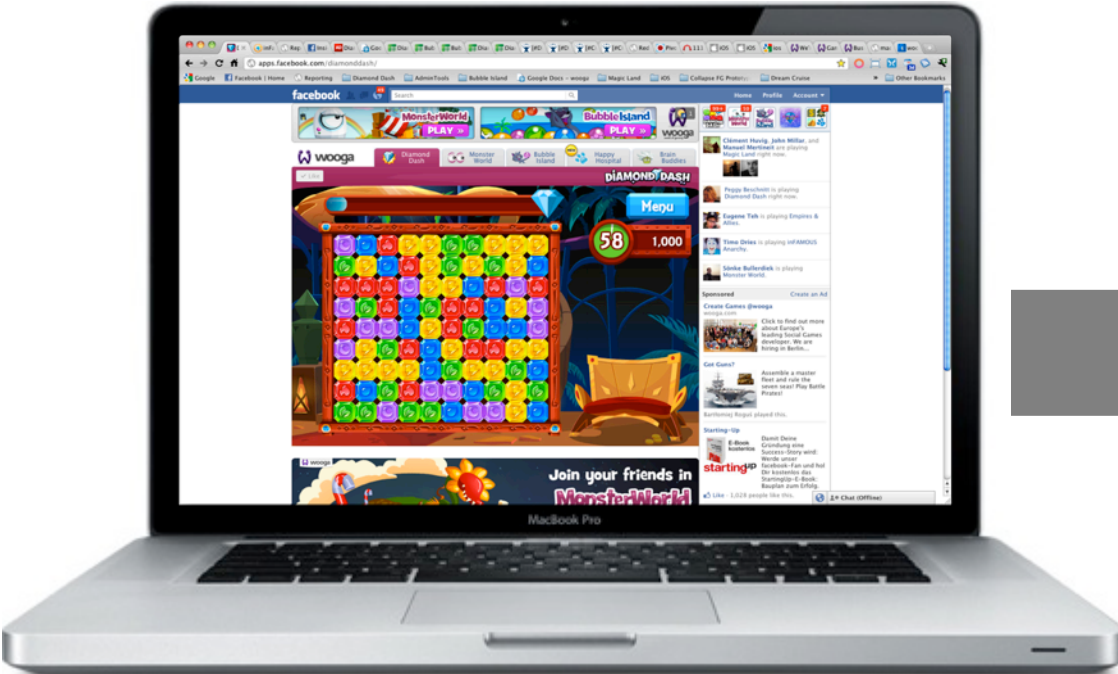


# 1. Native Feel Redesign UI



# 1. Native Feel

## Redesign UI



# 1. Native Feel **First Test**



≠



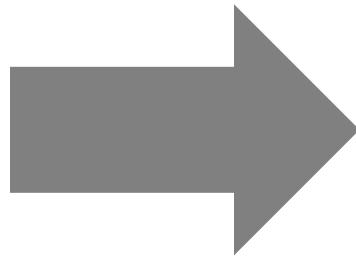
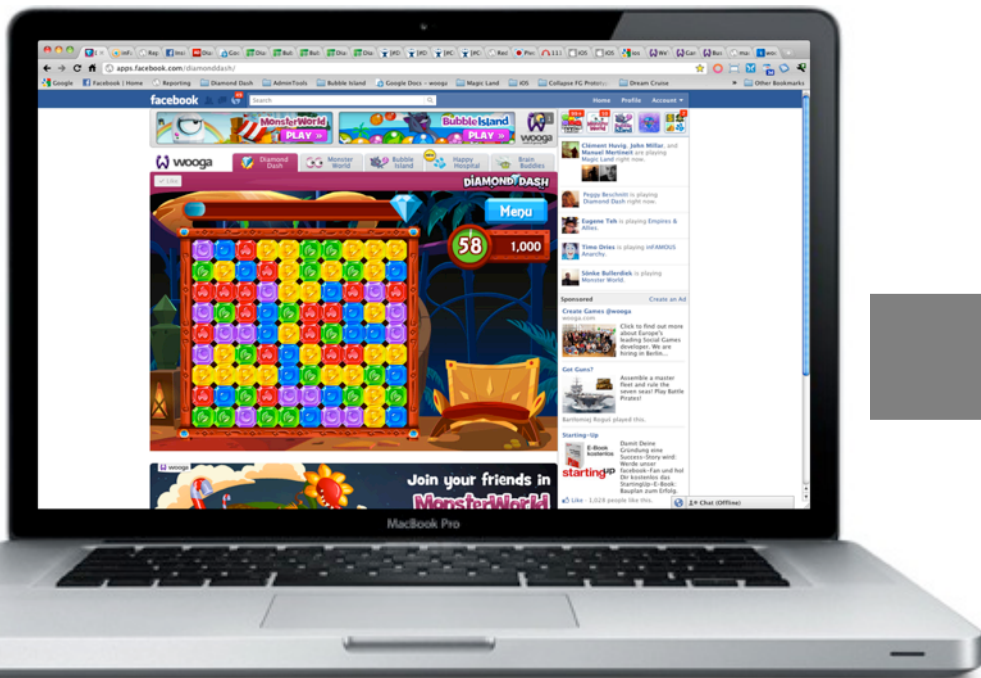
# 1. Native Feel Tweaking



- Timing
- Scoring
- Balancing
- Number of gems



# 1. Native Feel Redesign UI



1.

## 2. Accessibility

# First loading screens





1.

## 2. Accessibility

# Quick Access



1.

## 2.Accessibility

# Funnel Tracking

**Users entering Tutorial**

**Start Game 1**

**End Game 1**

**Start Game 2**

**End Game 2**

...

**Tutorial Finished**

**100%**



**x%**

1.

## 2. Accessibility

# Tutorial



1.

## 2.Accessibility

# Tutorial



- Just-in-time information
- Pacing of new features

1.

2.



### 3.Social










Facebook Connect








# Player sends request to friend



facebook  Search 




  Diamond Dash  Monster World  Bubble Island  Happy Hospital  Brain Buddies




 Like 2,588,567




 4   Level 34%  +0 extra lives 



Weekly Tournament 05 17 46 22  
Day Hr. Min. Sec.




#1  Sina Kaufmann 182,551 

#2  Denise Engel 88,146  Life sent 

#3  Clément Huvig 74,044  Life sent 

#4  Boril Boshnakov 50,505  Send Life 

  Invite Friends


#5  Juanma de Are... 45,650  Send Life 


**DIAMOND DASH**


You are No. #1


Magic Powers


Coming in level 12








Sina Kaufmann is playing Diamond Dash. 2 minutes ago 


Clément Huvig is playing Monster World. 6 minutes ago 


Boril Boshnakov is playing Magic Land. 8 minutes ago 

Juanma López de Arenosa played Bubble Witch Saga. 59 minutes ago 

Clément Huvig played Diamond Dash. about an hour ago 

Denise Engel played Magic Land. 2 hours ago 

Denise Engel played Triple Town. 2 hours ago 

Denise Engel played Triple Town. 2 hours ago 



# Friend receives request







simyo 3G

15:31



## Notifications

Done



Sina Kaufmann sent you a request in Diamond Dash.

10 minutes ago



Sven Begemann sent you a request in Magic Land.

45 minutes ago



Teemu Haila added you to the group DD Tester within DD Tester.

24 hours ago



Dilara ADAYLAR posted on your Wall.

Tue 11:59 AM



Edgar Neto commented on your post in wooga internal.

Mon 6:21 PM



Sven Begemann and Swantje Schulz-Eppers like your post in wooga internal.

Mon 4:53 PM



Johannes Ippen posted on your Wall.



simyo 3G 15:32

Q diamond dash



## Diamond Dash

wooga gmbh

★★★★★ 1298 Ratings



Game Center

INSTALL

### Top In App Purchases



Over 10 Million Players on Facebook - Play now on your iPhone for free

Join your friends and compete in weekly tournaments. Connect with Facebook to unlock special features and play with your friends!

#### ★FAST-PACED GAMEPLAY★

You have 60 seconds to match as many gems as you can!

#### ★COMPETE IN WEEKLY FACEBOOK TOURNAMENTS★



Featured



Categories



Top 25



Search



Updates






# Monetization

8x

Logged in players  
are 8x more likely  
to spend money

22:05

Dienstag, 31. Juli

 DiamondDash

Chaithanya just passed you. Are you going to take that? 🤖



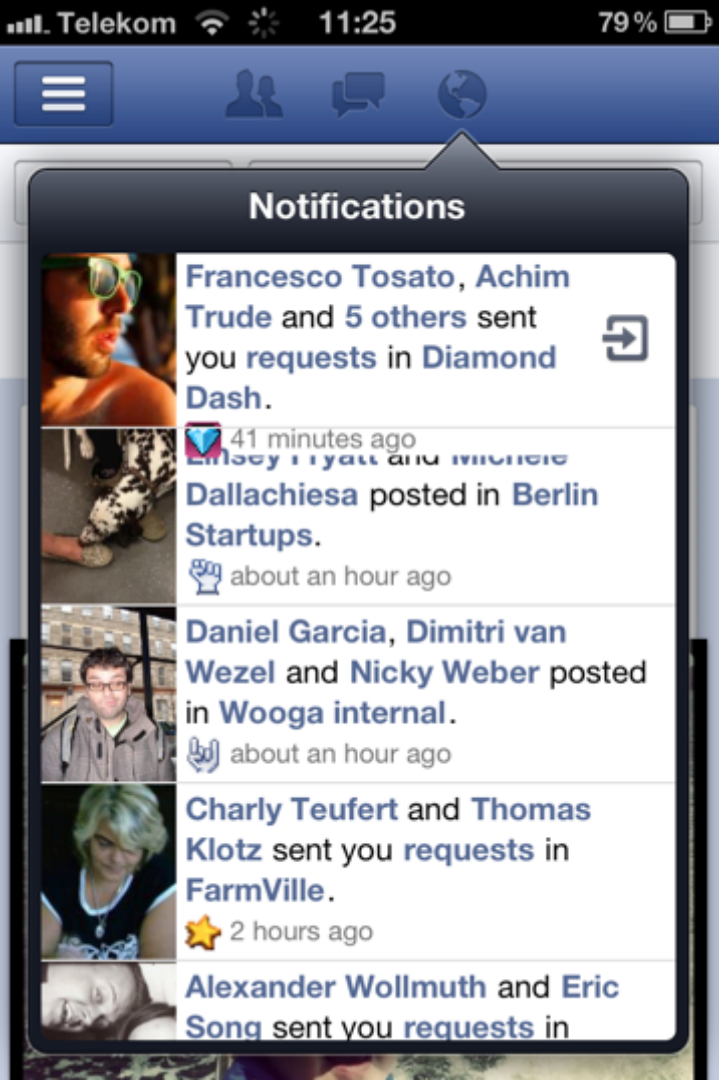
slide to view

# Activity

## 2x

### Logged in players play twice as long





# Virality

# 1.9mio

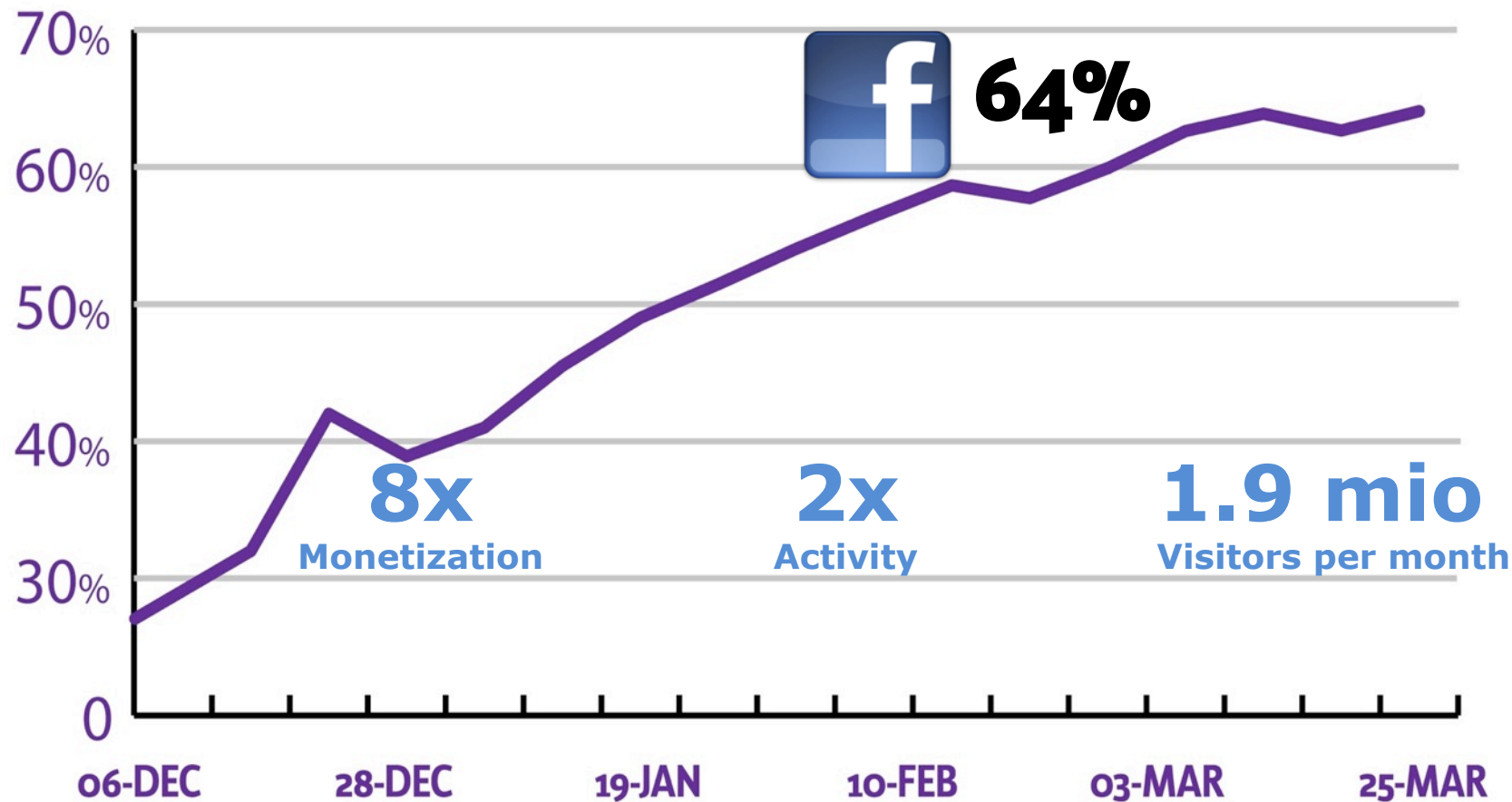
# 1.9mio visitors come each month from Facebook

1.

2.

### 3.Social

## Why FB connect?



1.

2.

## 3.Social Challenges



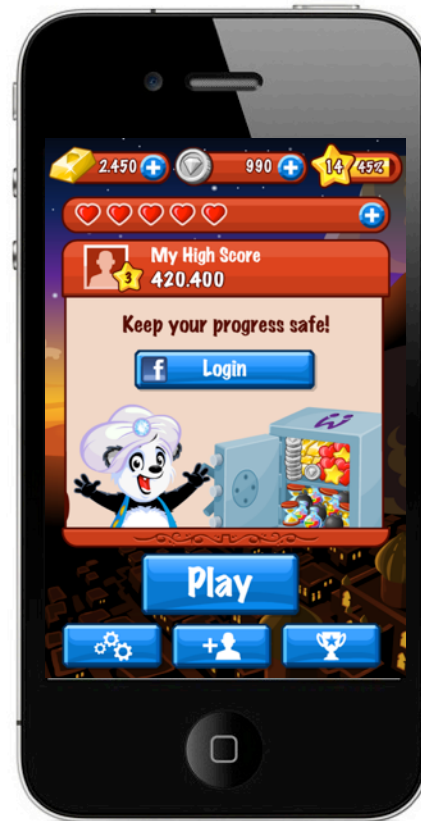
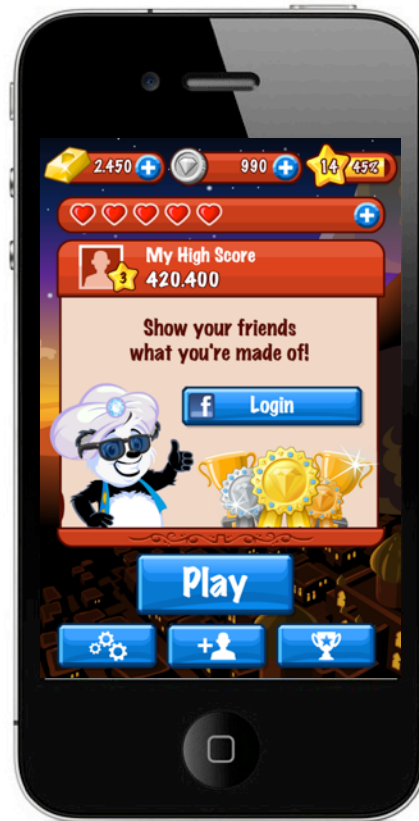
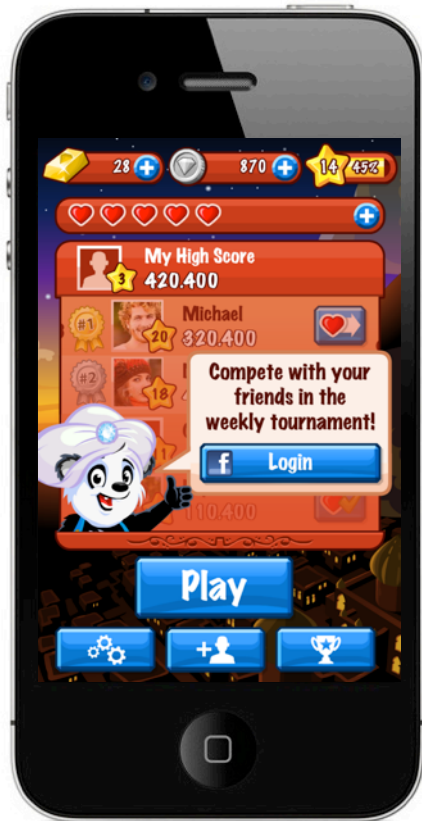
- Networking
- Login rate

1.

2.

### 3.Social

# Improving Login Rate



1.

2.

## 3.Social Challenges



- Networking
- Login rate
- Keep up with flash version
- Score balancing



1.

2.

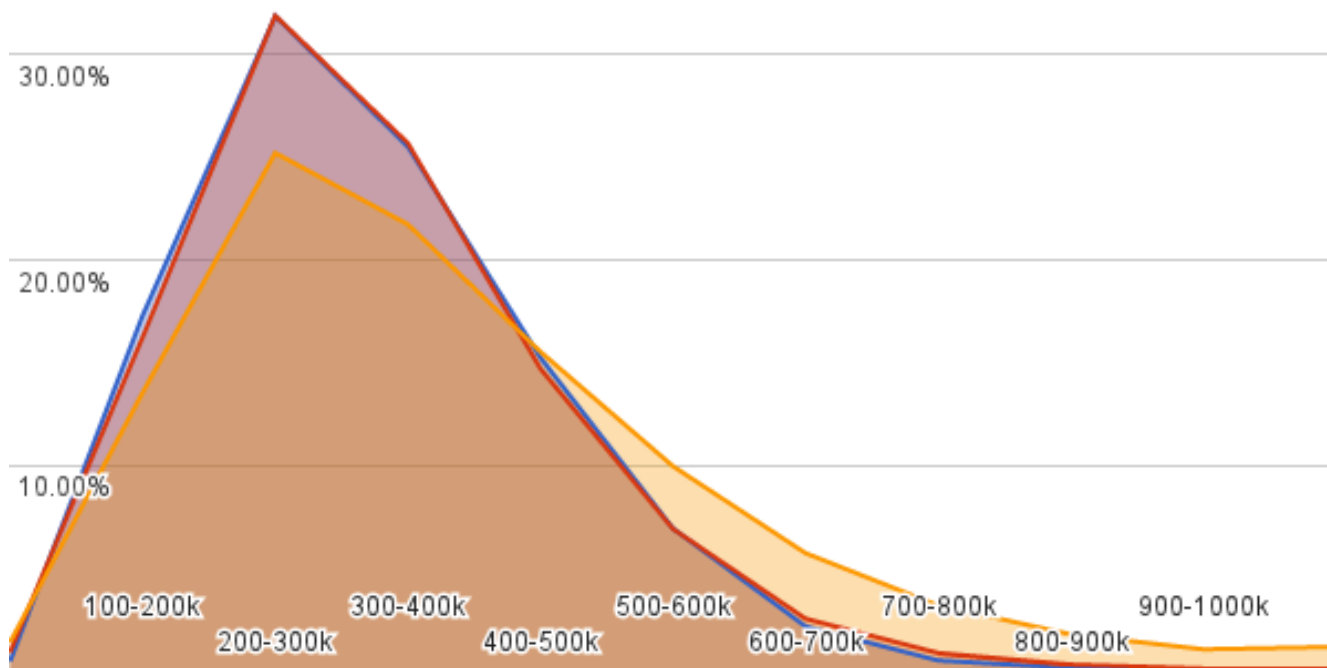
### 3.Social

## Score balancing

Flash | only bomb

iPhone | only bomb

iPad | only bomb



1.

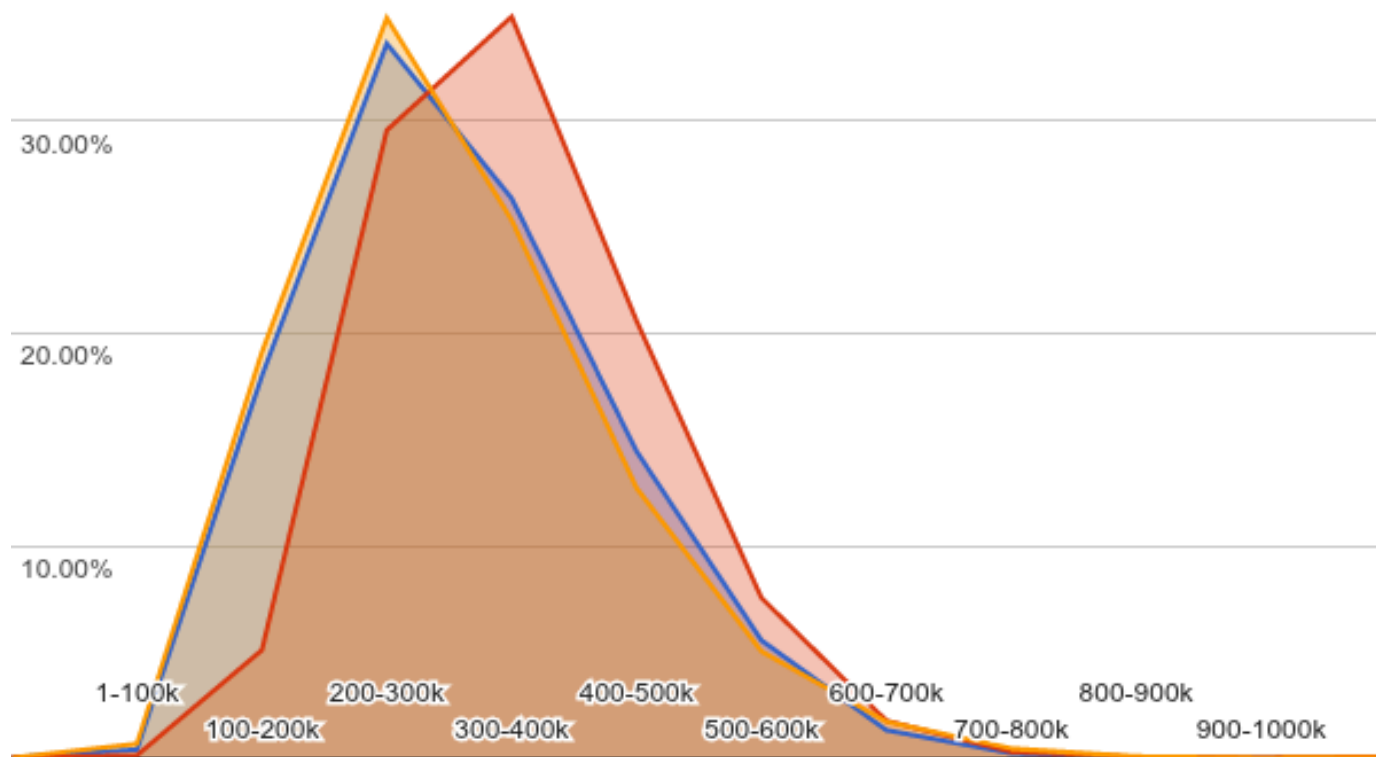
2.

# 3.Social Score balancing

Flash | only bomb

iPhone | only bomb

iPad | only bomb



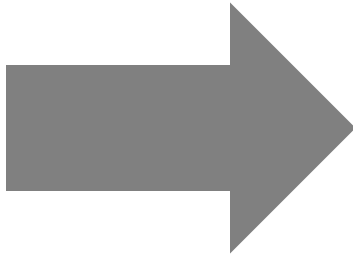
1.

2.

3.

4. iPad

Redesign UI



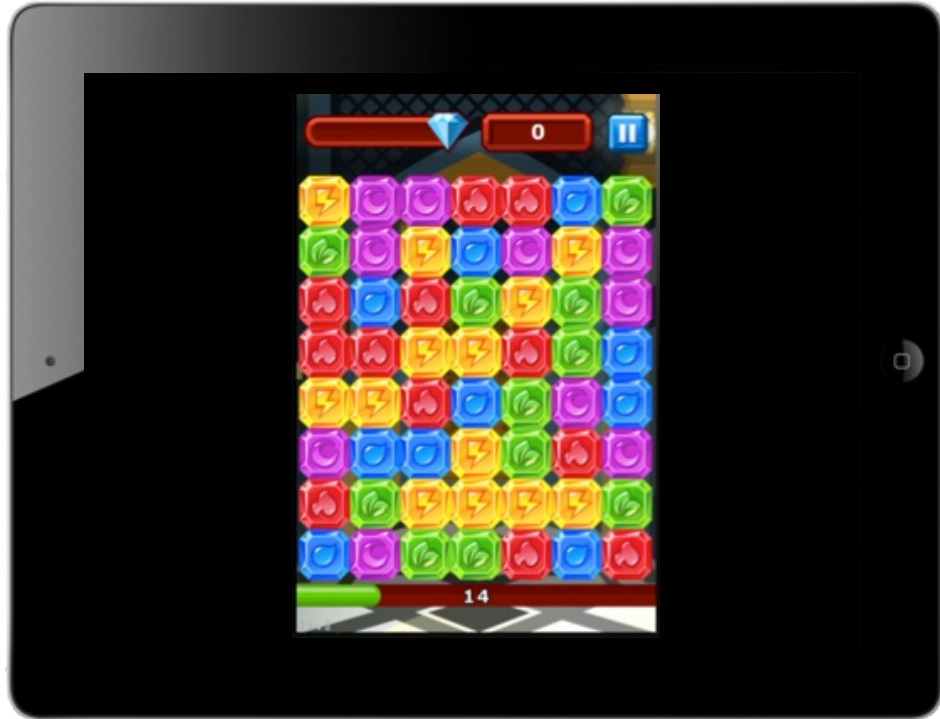
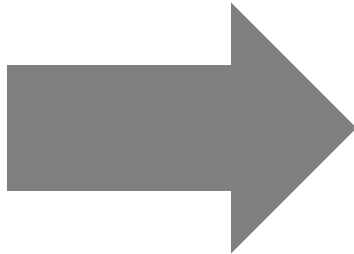
1.

2.

3.

4. iPad

# Redesign UI



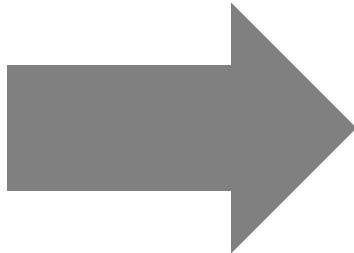
1.

2.

3.

4. iPad

Redesign UI





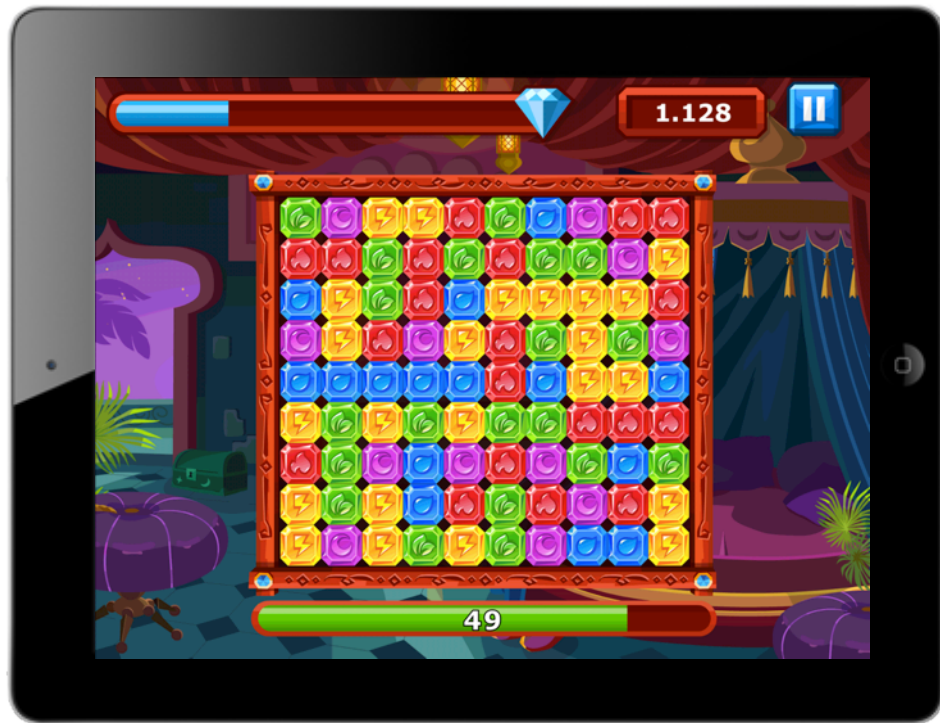
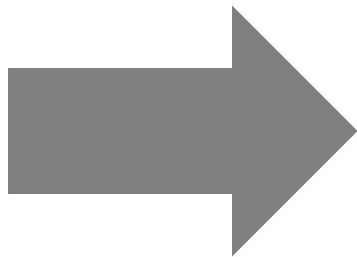
1.

2.

3.

4. iPad

Redesign UI



1.

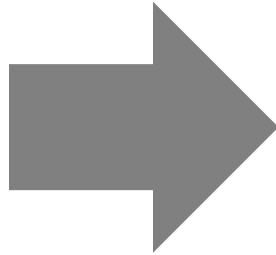
2.

3.

**4. iPad**

**Build Limit**

**> 20mb**



1. 2. 3. **4. iPad**

# Build Limit



**20mb**

1.

2.

3.

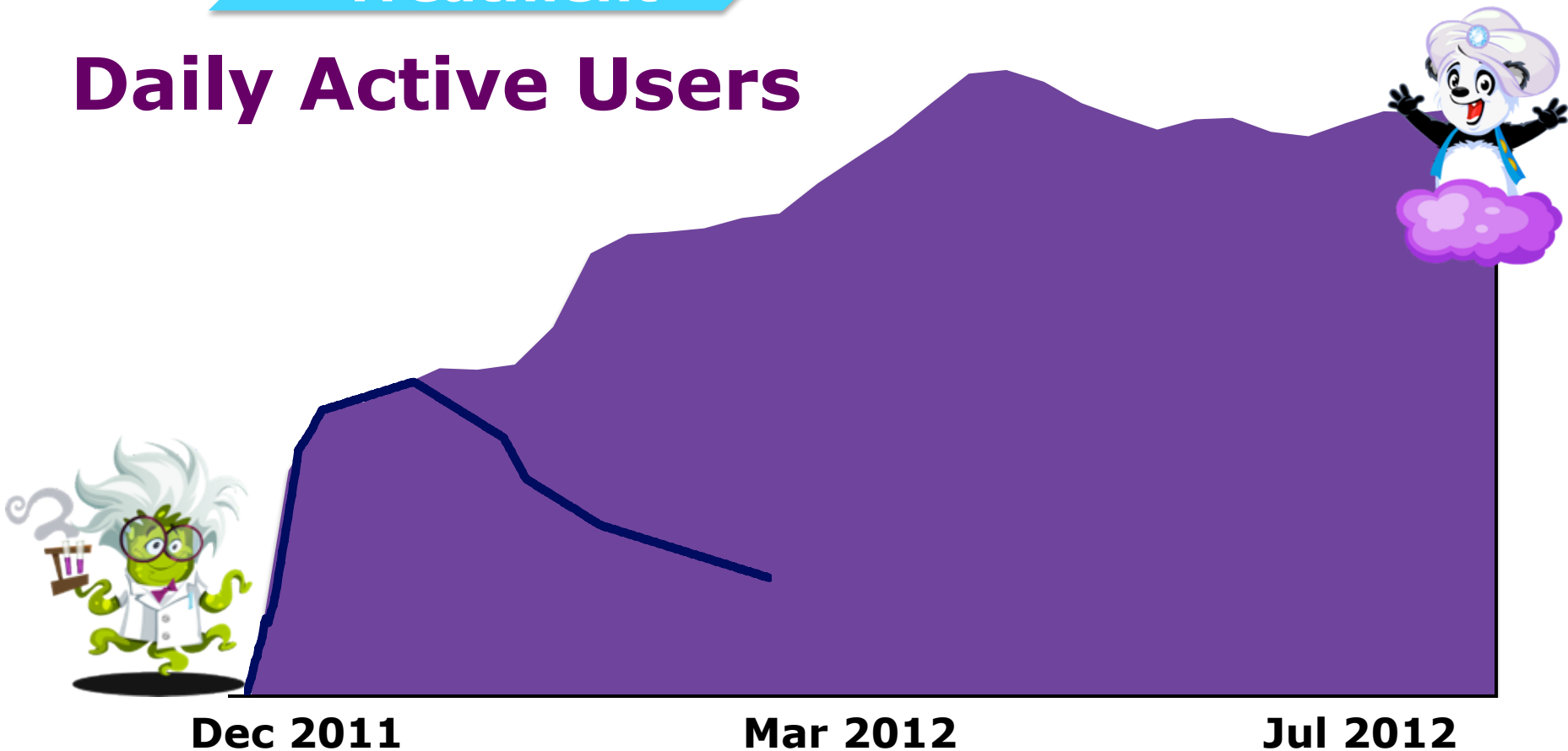
## 4. iPad

# Re-use Assets



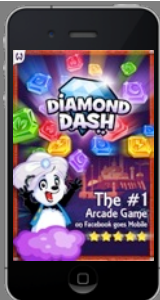
## 5. Post-Launch Treatment

# Daily Active Users





## 5. Post-Launch Treatment



**Pre-Launch**

**20%**



**Launch**

### **1 update per month**

- Magic Powers
- Better networking
- iPad (retina)
- Color Splash
- Better balancing
- Deeper FB integration

**Post-Launch**

**80%**

## 5. Post-Launch Treatment

### Bookings

Magic Powers



Color Splash



Dec 2011

Mar 2012

May 2012

Jul 2012

# 5 Key Learnings



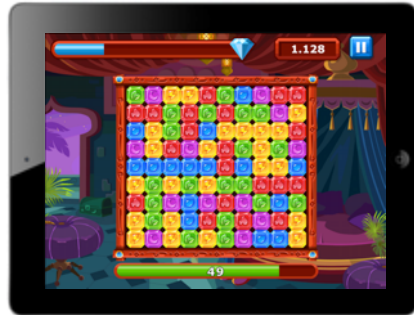
**1. Native Feel**



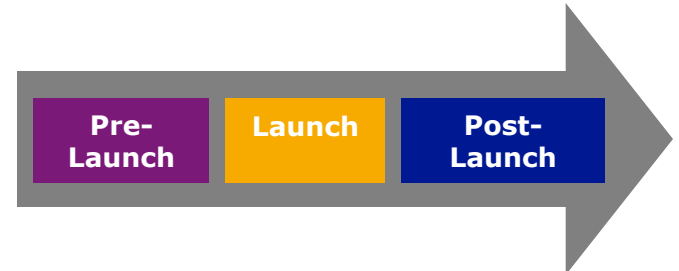
**2. Accessibility**



**3. Social**



**4. iPad**



**5. Post-Launch Treatment**

Today...





**What's  
next ?**





2010



2011



...

2012

# We are hiring!

[wooga.com/jobs](https://wooga.com/jobs)



**Christopher Paschat**

Lead Product Manager  
[twitter.com/curisu](https://twitter.com/curisu)



**Any  
questions ?**