Divided Loyalties: Developing and Running Cross-Platform Social Games

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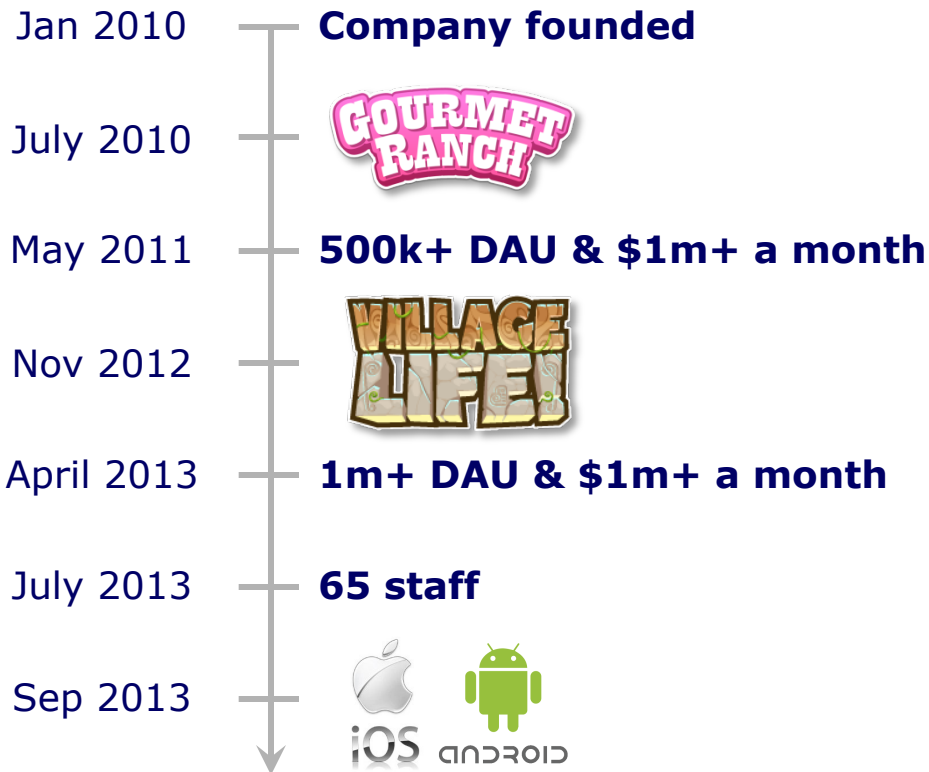
A Short History of Playdemic

Jan 2010	**Company founded**
July 2010	
May 2011	**500k+ DAU & $1m+ a month**
Nov 2012	
April 2013	**1m+ DAU & $1m+ a month**
July 2013	**65 staff**
Sep 2013	iOS ANDROID

Playdemic

So, why Cross-Platform?

Increase in DAU

Increase in Retention

Increase in Monetisation

But...

The Problem

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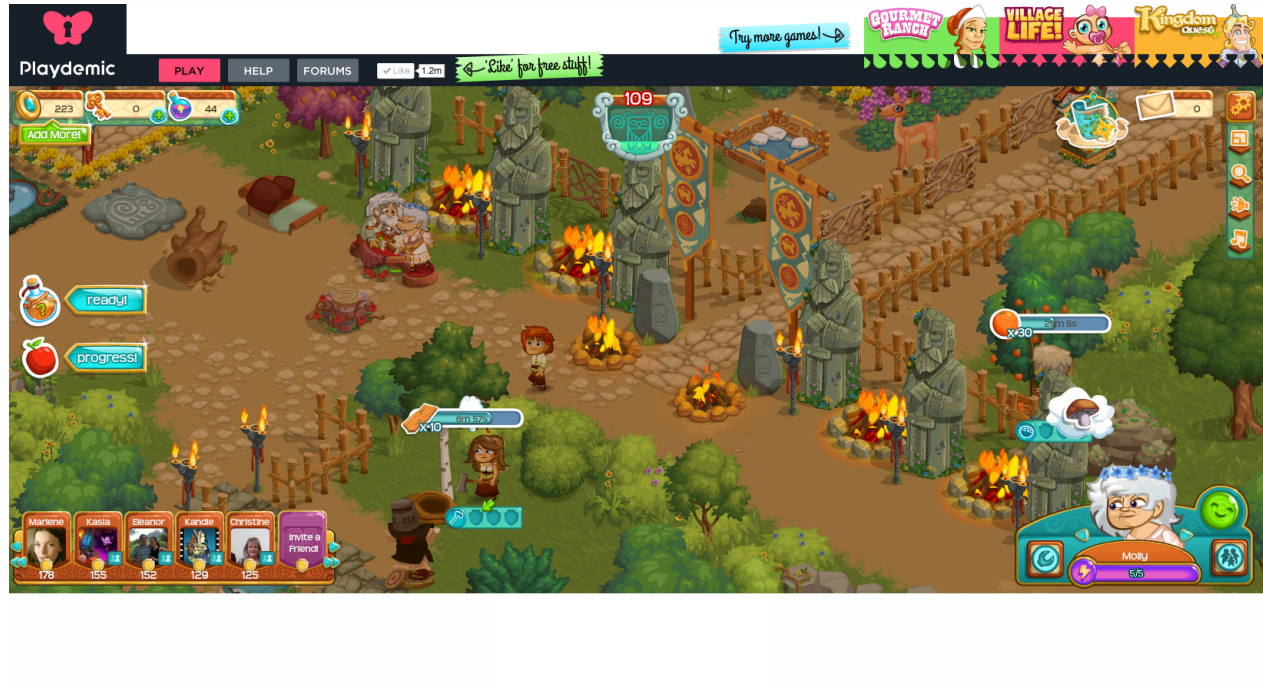
iOS/Android Tablet Target Platform
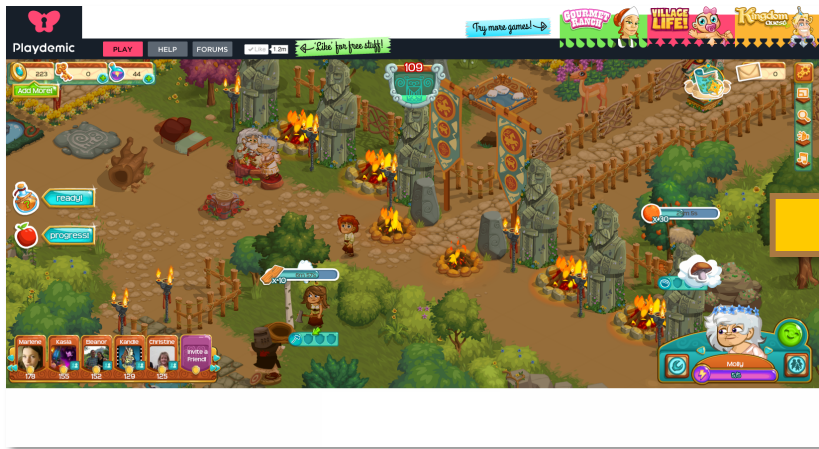
Established FB Canvas Game

The Challenges

- Game already live
- Development environment
- Persisting worlds across platforms
- Accommodating FB & Non-FB Users
- Analytics
- A/B Testing
- UI & UX Considerations
- Up-scaling graphics
- Synching X-platform releases

Game Already Live

What do these games have in **common**?

- This is gaming as a **service**
- Engaged users **consume** content very quickly...
- ...leading to a weekly release **cadence**
- Development trying to hit a **moving target**

Development Environment

ideasengine advantages...

- Our own **proprietary** software
- Proven **multiplatform** environment
- High level of internal **expertise**
- Core game up and running very **quickly**
- Ability to **optimise** performance

Persisting Worlds & Accommodating FB & Non-FB Users

- How do we **identify** users?

- Facebook **Start Now** flow

- Assigning a **unique** PD ID

- Encourage user to log in using **Facebook**

- Link **user** accounts using FB ID
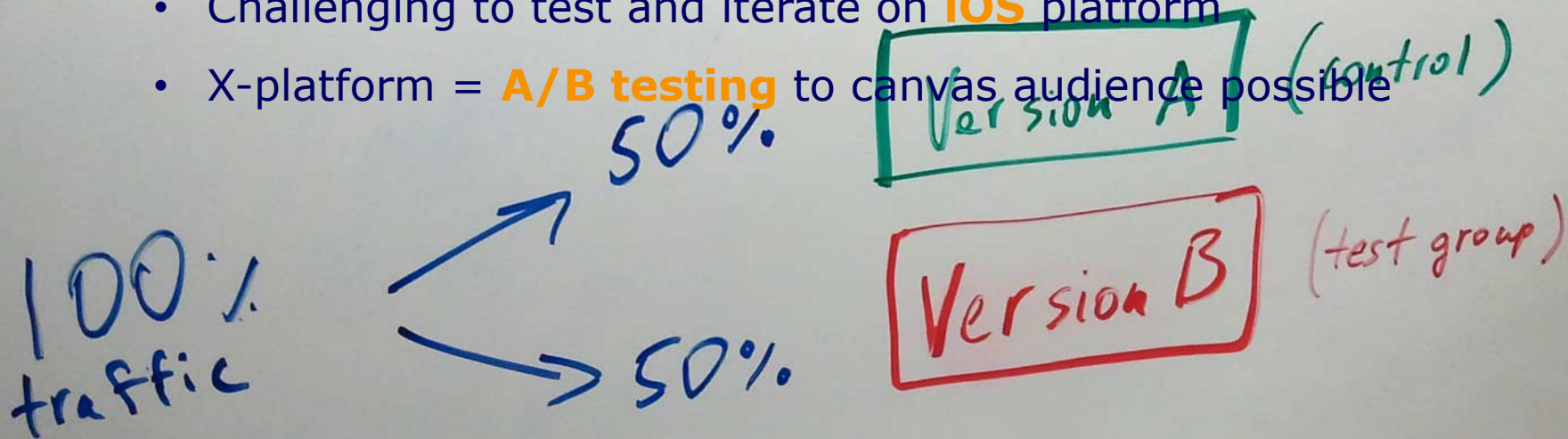
- X-platform **play** now possible

Analytics

- PD Analytics is our **proprietary analytics** solution

- Built by us based on our knowledge of **key metrics**

- Designed for **general access** but supported by analysts

- Displayed **throughout our studio** – visible to all

- It offers **all staff** access to crucial KPIs

- Database of over 14m social game players and **170k payers**

- **Constantly improving** just like our game services

A/B Testing

- A/B Testing is a vital ingredient in creating a **successful** game
- Allows fine tuning of the game based on empirical **evidence**
- Challenging to test and iterate on **iOS** platform
- X-platform = **A/B testing** to canvas audience possible

Handwritten whiteboard annotations:

A/B Testing

100% traffic → 50% → Version A (control)
→ 50% → Version B (test group)
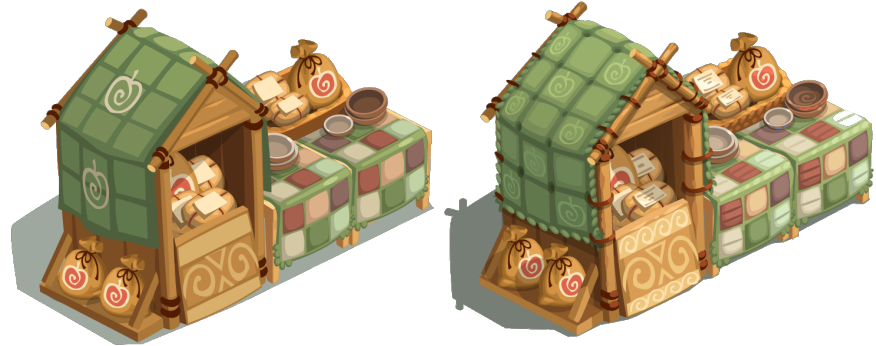
UI & UX Considerations

- We've all played **tablet** games that feel like ports of PC games

- Village Life was **designed** as a mouse driven game

- Essential to make games feel **native** to touchscreen

- Get really detailed with **every screen** and **every button**

- It's not all about **pinch** to zoom and **swipe** to move!

Up-scaling Graphics

Up-scaling Graphics

Synching Xplatform releases

- Planning

- Process

- Timing

The Result...

Thank you