



Viewing the Casual Game Production through Anipop



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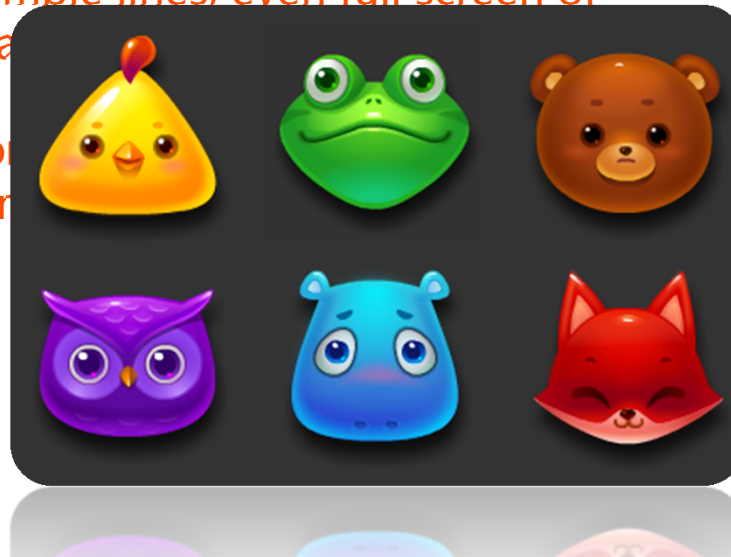




Visual
First

Image Settings

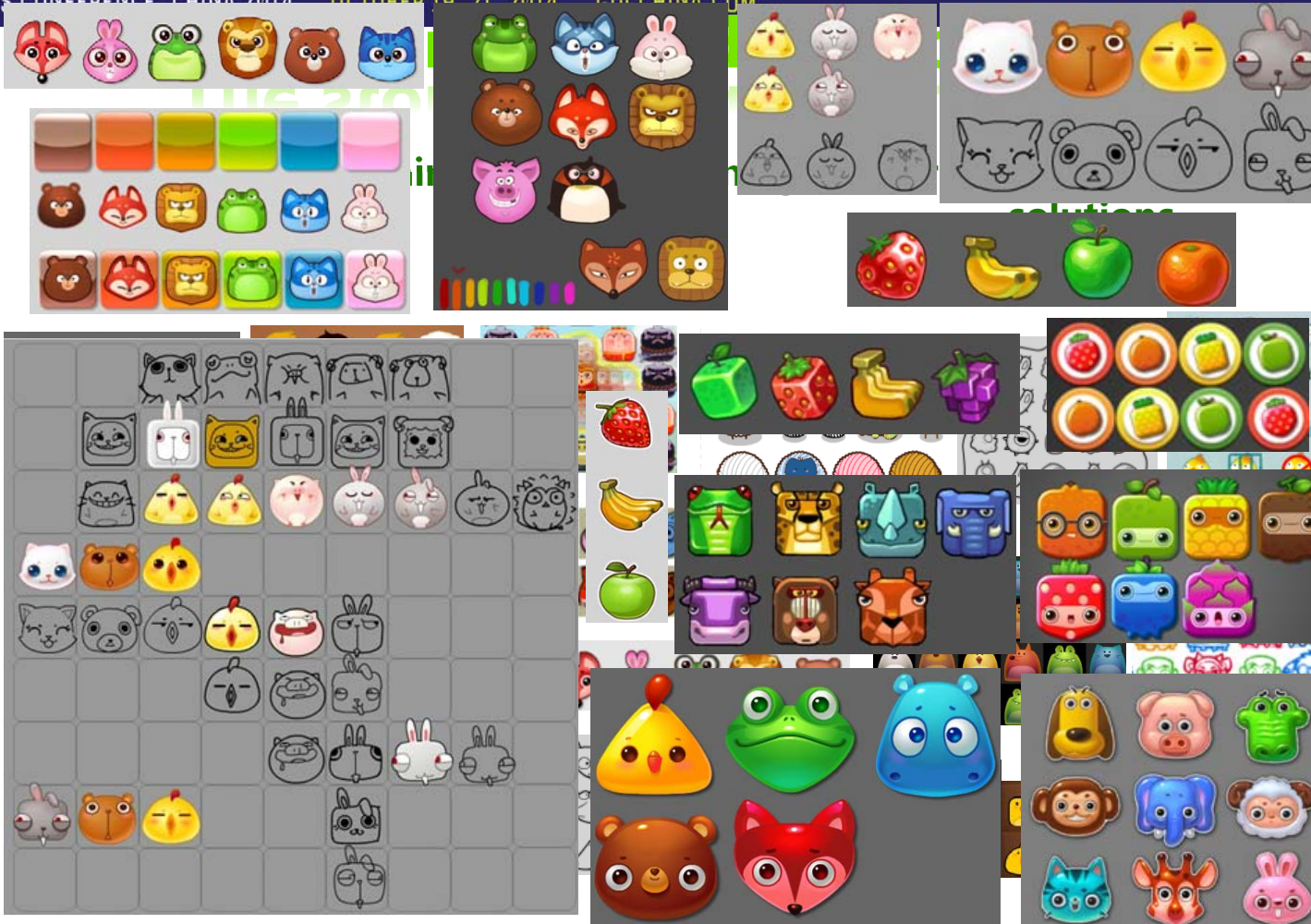
1. Widely different color, high saturation, can not easily be confused, without black, white and grey;
2. Totally different images, will not cause cognitive disorder , also accessible for color-blind people;
3. Abstract shapes, simple lines, even full screen of animals will not make match;
4. Characters are adorable, cute, simple, easy to remember, animated emoticon



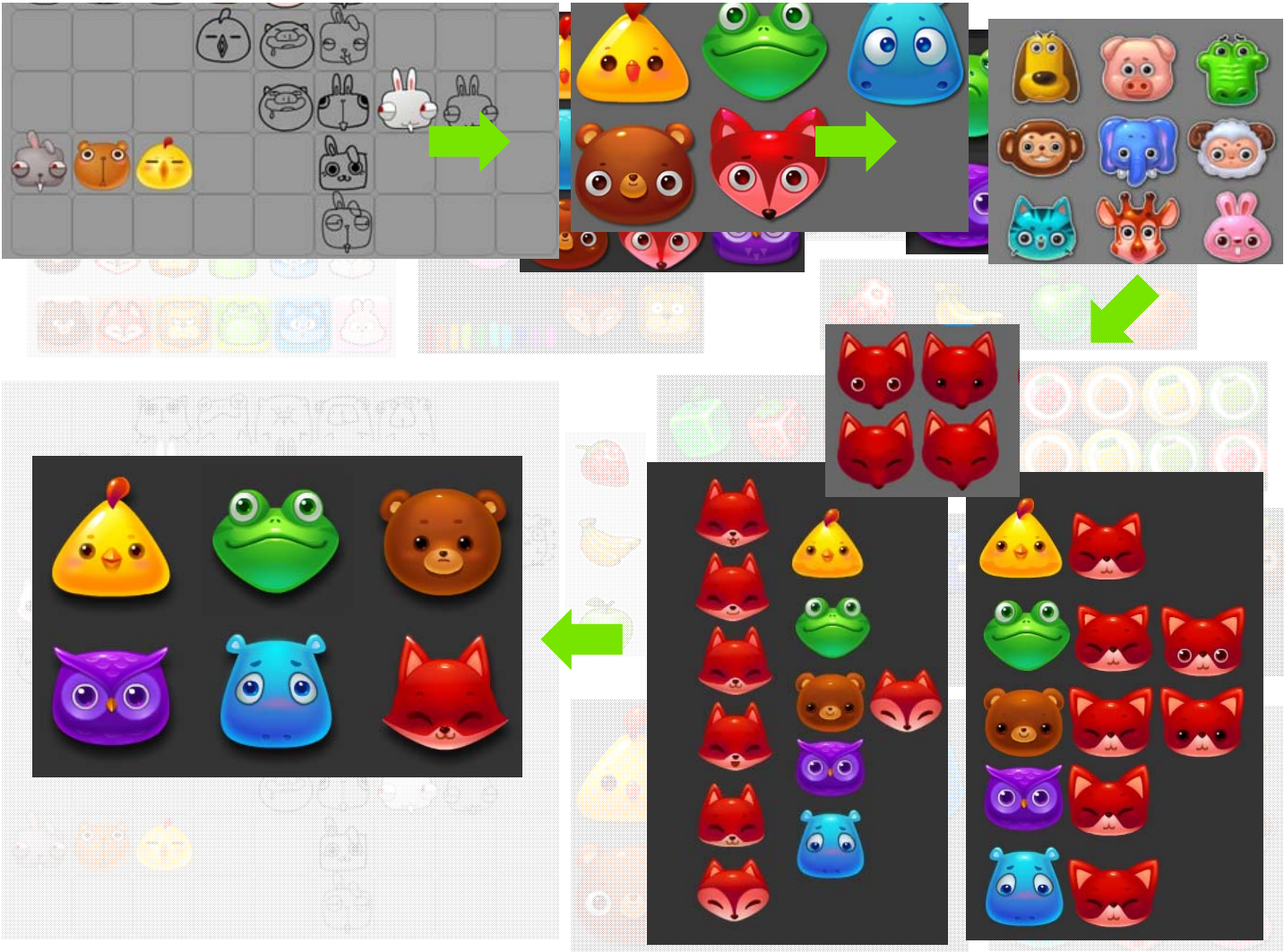
Animal Image Settings

2 months , 36 solutions





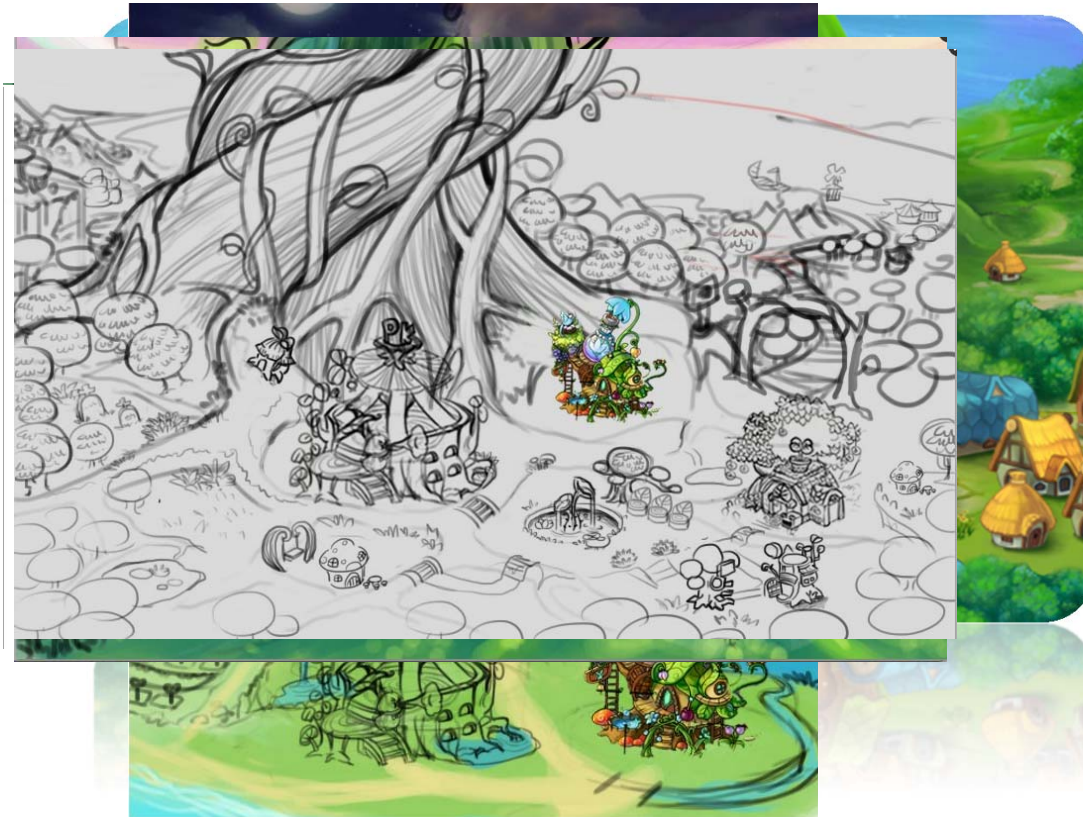
GAME DEVELOPER





Simplified
and
Playable

World Map settings



Obstacle Design Innovation



Gift



Henhouse



Brown
hair
bulb



Yeti



Balloon



UFO



Gray
hair
bulb



Rope

New experience

So far there are 37 New Levels, each level is different.



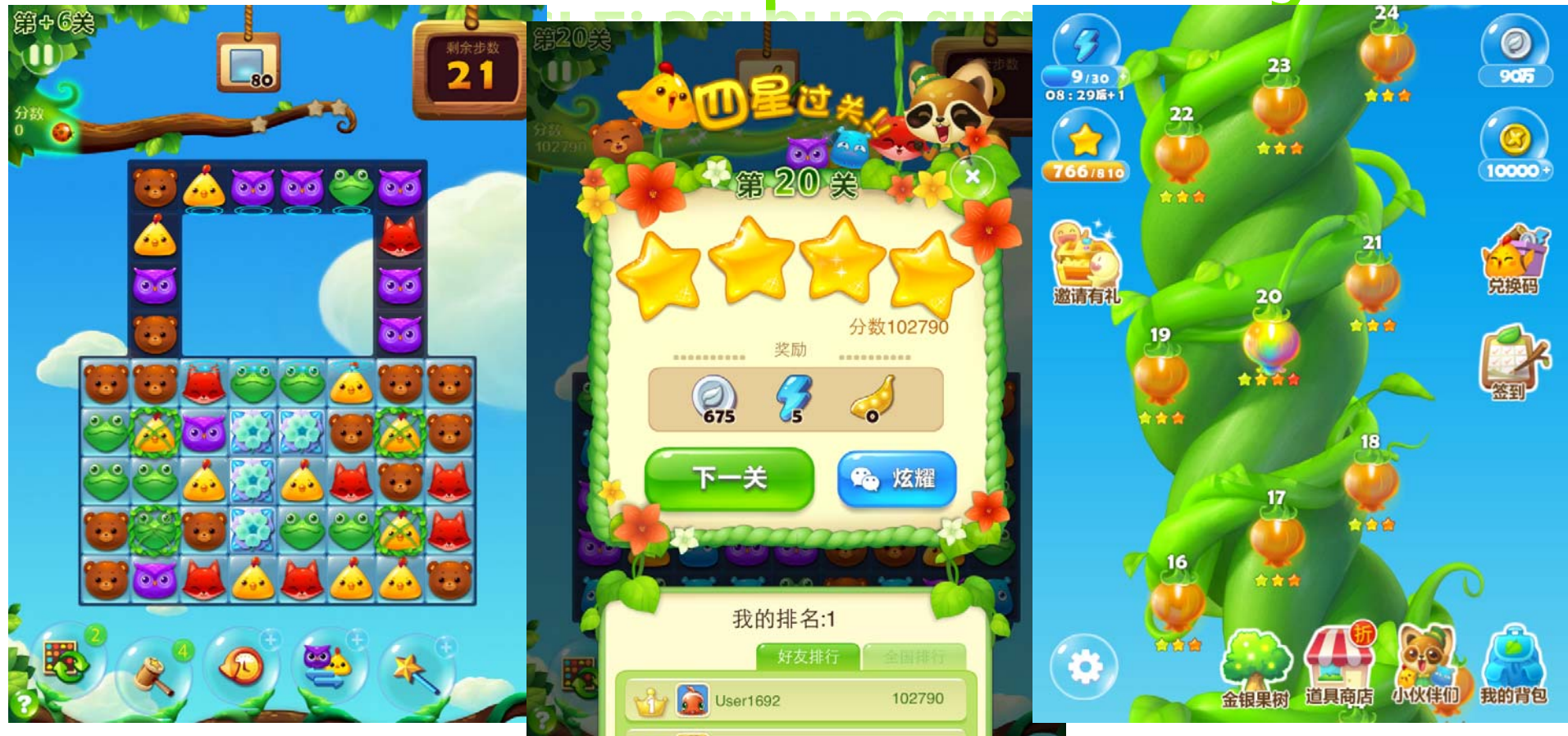


Hierarchy of Demands

Demand level 1: Level Clearance



Demand Level 2: Surprise and showing off



Demand Level 3: 3-star clearance of all levels, rankings

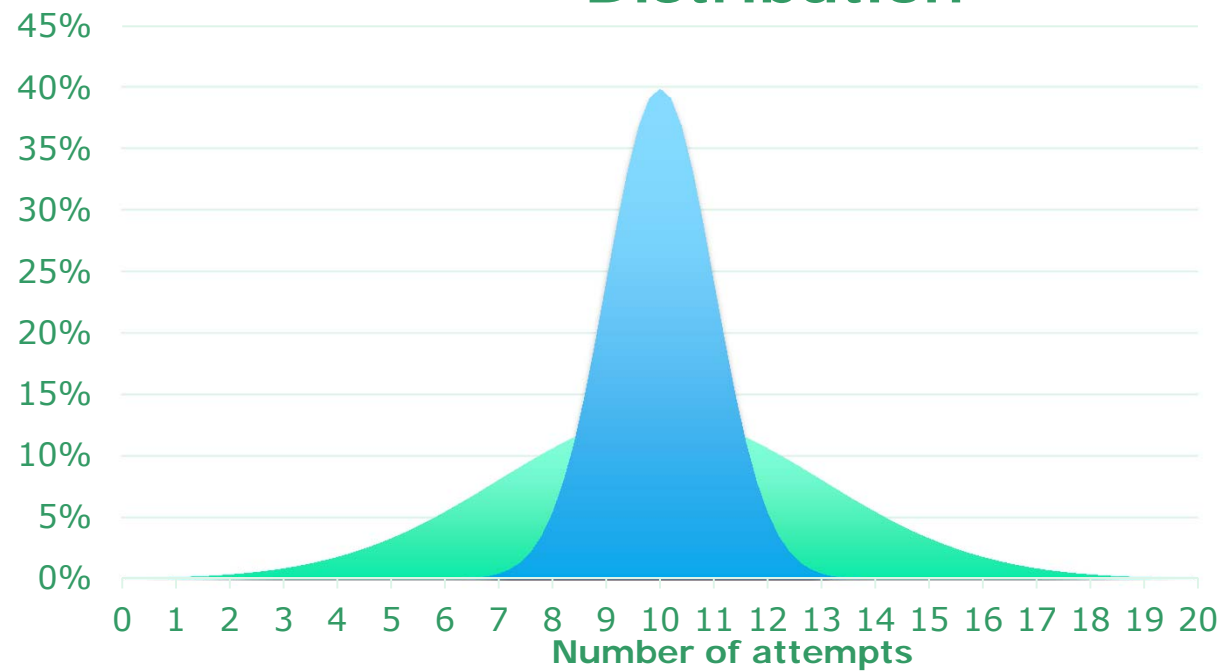




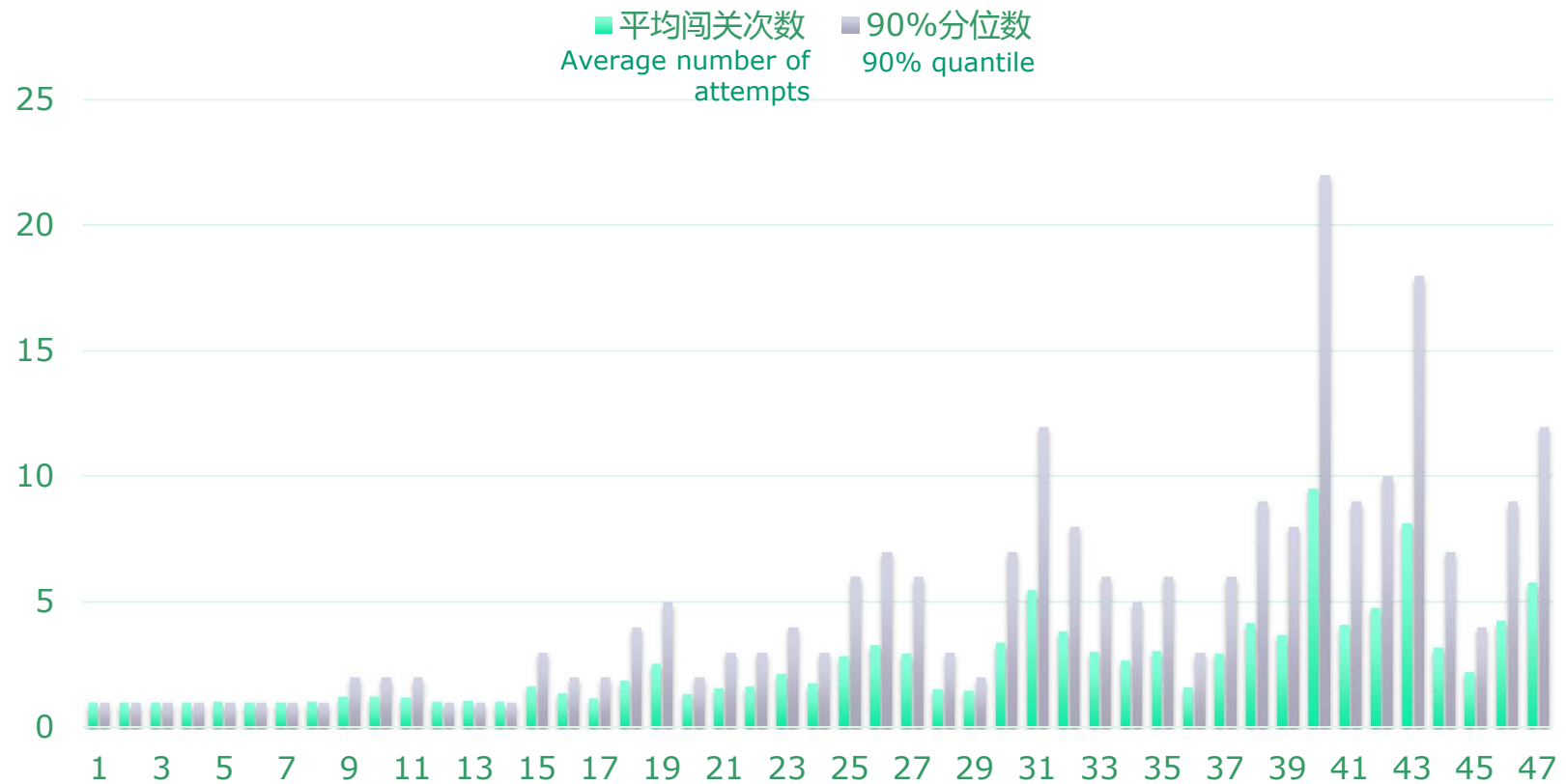
Difficult
levels of
high
quality

Level Design

Player Clearance Expectation Distribution

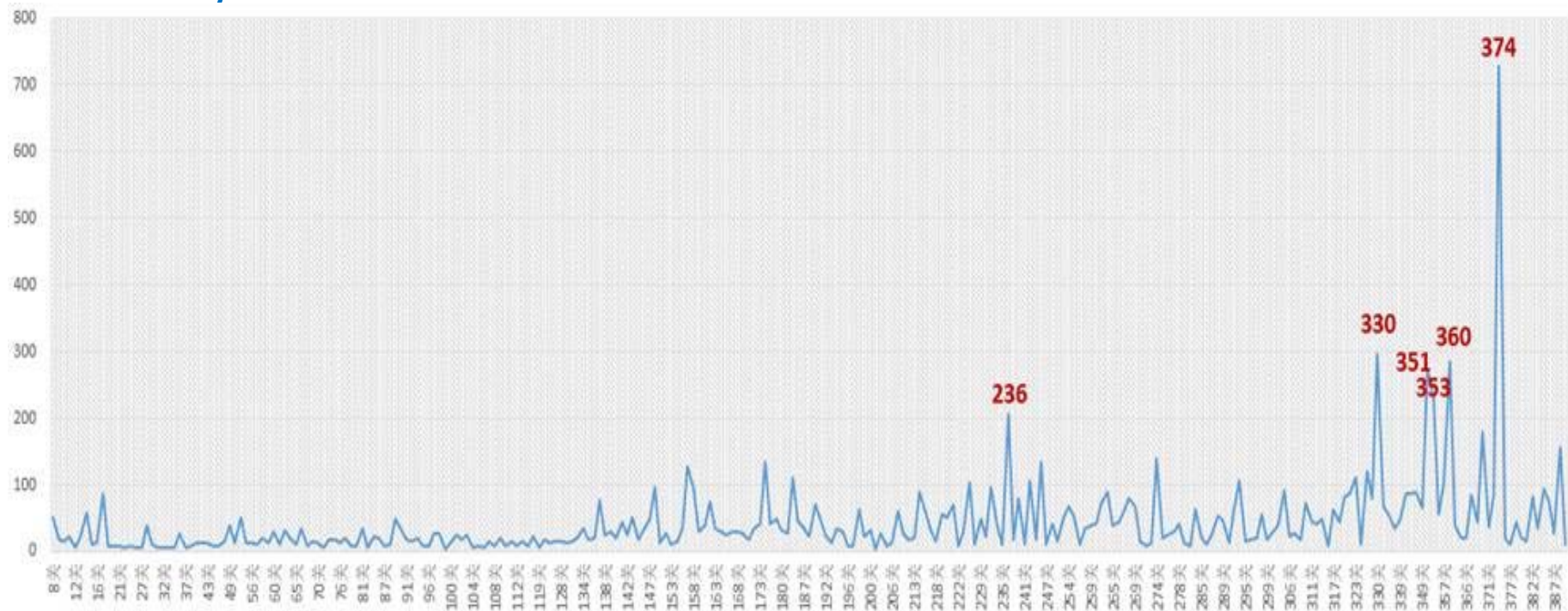


Level Design



Level Design

FUUU = Number of attempts / Numbers
of being close to success before success





Competition
+
Reciprocity

Convenient Friend Adding Feature



Interacting with friends can have more fun

Competing with each other



Mutual cooperation



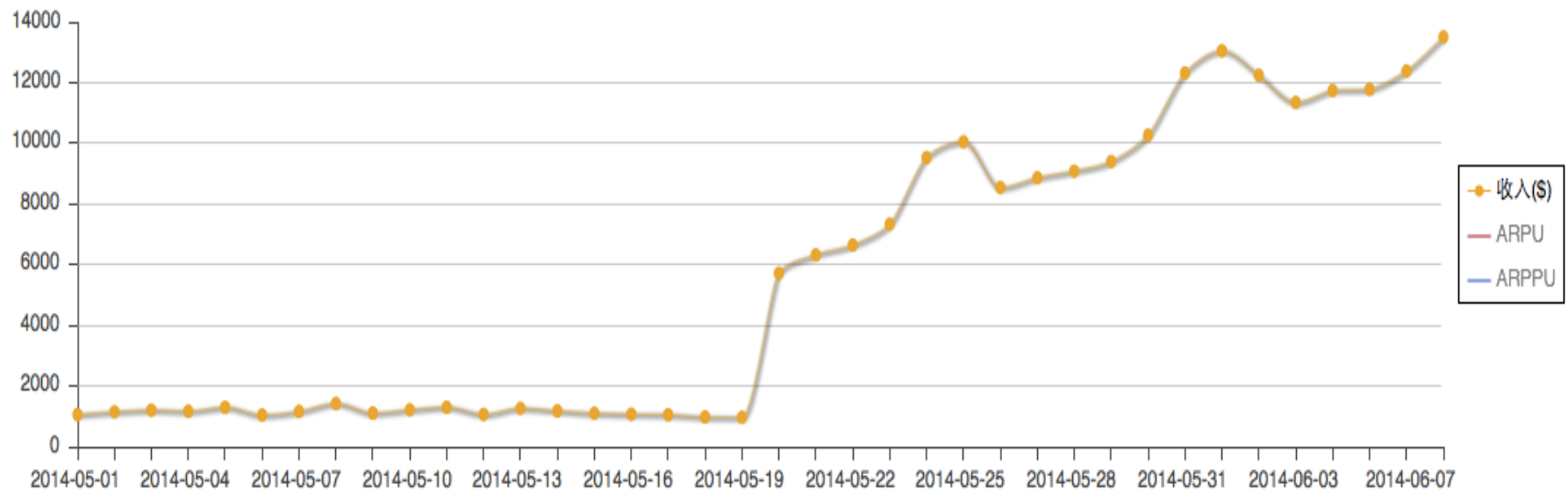


Ability Limit

Raising impulse of payment



SMS Payment





Ignored
Problems

- Installation package size, memory consumption
- App crash and platform ratings
- Dynamic Updates
- Anti-Cheating

Thank You!

