The Changing Face of Casual Games

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www.gdconf.com

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CMP

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WELCOME

Change

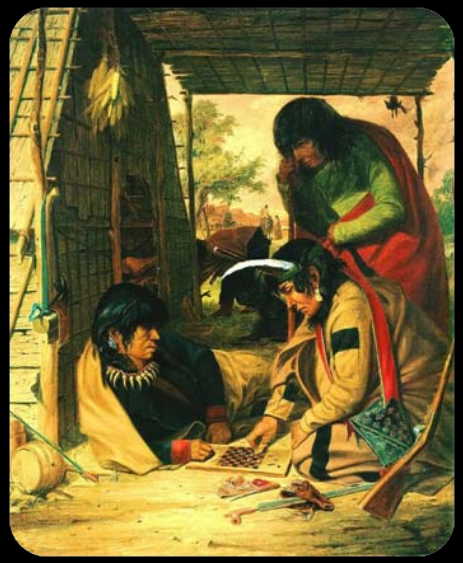
Players Change

SOCCER
MOM

Players Change

Who will you design for?

The Dawn Of Casual Games



People and **Fun** are the consistent concepts

Game Platforms Change

Original Apple II

PONG

commodore

X
Y
A
B
START
SELECT

Wii

Wii

SONY

3G
Cingular
10:20 AM
11/18/2006
Missed calls: 1
Get Xpress Mail
Tomorrow: Dentist Appt 11:00 AM, 11/19/2006
Profile: Normal
Start
Contacts
SAMSUNG
OK
cingular

Game Platforms Change

What game platforms will you support in your design?

Games Change

MICROSOFT.
WINDOWS.
Version 3.1
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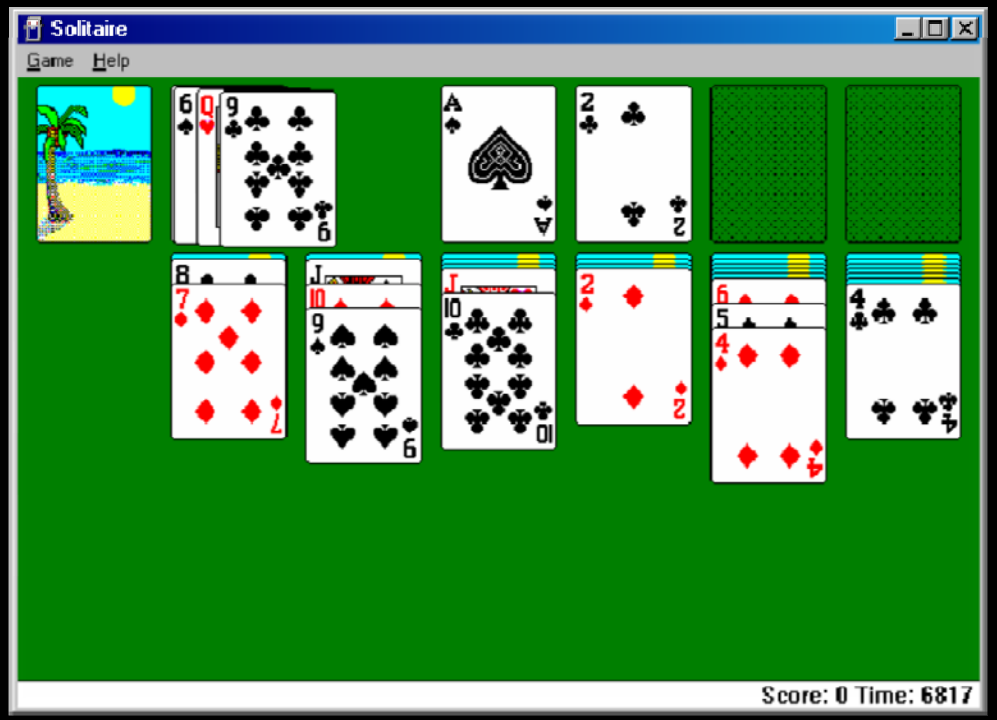

Solitaire
Game Help
Score: 0 Time: 6817

Minesweeper
Game Help

LOBBIES
PLAYER
WANT MORE GREEN ROOMS?
HOLD TO TALK
The Den
Scribble
Gallery
Rincewind
Coldron
deathmama
NaCHoMaN
Rincewind
Silverstreak
Syko
Tical
R L
N
B
Back to Lobby
JOIN GAME
Room created by Topgun!
Quake (shareware) #1
Rincewind: Hey Tical! Want to join these guys?
Tical: Definitely. Coldron's the best Quake player.
Rincewind: Cool. I'm going in.
Tical: I'm gonna go get SickBoy. We'll be back.
Rincewind: See you in there!

Backgammon

Chess

Mah Jong

Poker

Hearts

Checkers

Spades

CHEMIN DE FER
DE L'OUEST

Dynomite!
FOR WINDOWS

Super
COLLAPSE!

BEJEWELED
FOR WINDOWS

Polar Bowler

ZUMA

Super
EXT
TWIST
FOR WINDOWS
FREE DOWNLOAD!
CLICK HERE

Business Models Change

What business models will you support in your design?

1,145
BEJEWELED
score
3134
NEW GAME
MENU
HINT
120
80
EXCELLENT!
ROME
Make chains next to coal to make them diamonds!
MENU
score:
583762
level: 4/7
SHUFFLE
SCORE
573
TIME
JEWEL QUEST
LEVEL:3-2
LIVES:
X 3
SCORE:
1,785
MENU
Award
Menu
13

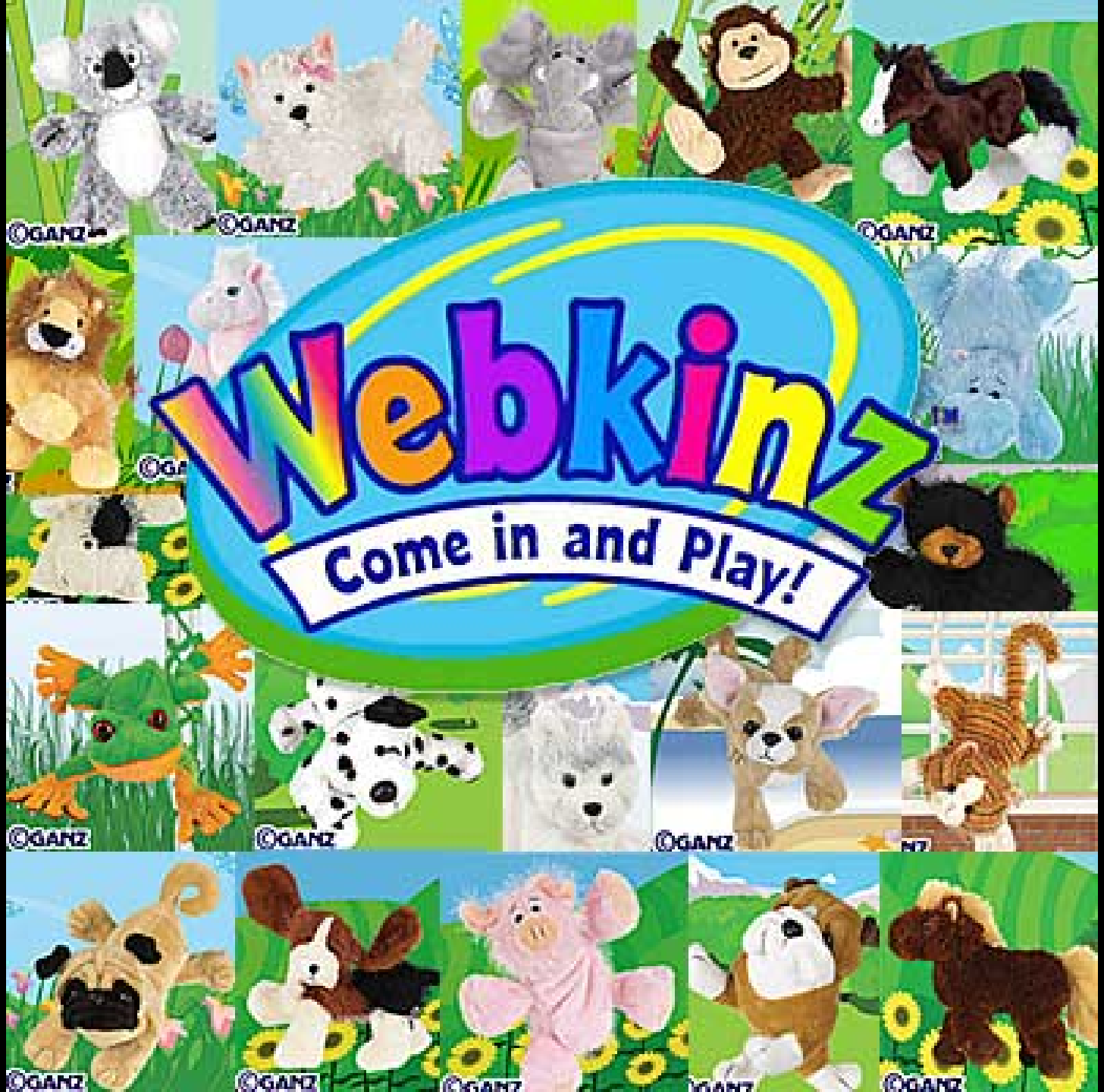
Social – Play with My Friends
Approachable
Fun

Innovative Concept – Training – Education

Innovative Concept – Emergent Play

Innovative Concept – Business Model Change

Seeking
Innovative
Concepts


Webkinz
Come in and Play!
©GANZ

Webkinz
GANZ

Shop
PIRATE THEME
THEME PREVIEW
PREVIEW
ADD TO CART
BACK
NEXT
KINZCASH LEFT
₩28
0 ITEMS
TOTAL COST
₩0
CATEGORIES
CHECK OUT
THINGS TO DO
Arthur
Happy 99
Health 98
Hunger 83
₩ :28
7:36 pm KT
Food
Objects
Furniture
HELP

Innovative Concepts?

Physical to Digital Crossover

Meta Game/Value System

Persistence of Data/Character

Item Purchasing

Approachability

facebook®

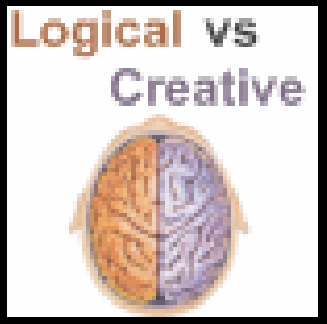
myspace®

a place for friends

VAMPIRES
WELCOME TO THE DARK SIDE

FIGHT CLUB

scrabulous.™


Logical vs
Creative

Search
Applications edit
Photos
Groups
Events
Marketplace
Cities I've Visited
Where I've Been
Circle of Friends
more

Wanna give a real gift? Send an MP3!
Set up an MP3 wishlist that plays, get free songs & gift your friends

Give an MP3

My Slayer | My Werewolf | My Vampire | My Zombie | Refresh Profile Zombie
Help (New!)

Zombies

+ Bite some chumps!

My Zombie | Rank | Fight! | Blog | Coven | Feed | Store

Fight Slayers | Fight Werewolves | Fight Vampires | Fight Zombies | My Fight History

NICE, YOU WON!

YOUR ZOMBIE JUST ATE THAT CHUMP'S ZOMBIE FOR BREAKFAST.

You attacked Jay Moore's Ensign Zombie Newbie **1 time**

In the end you **won** the fight by winning **1** of the attacks!

You earned **2 Zombie points** and Jay earned **0 Zombie points**

You also earned **1 Zombie Buck** to spend in the Zombie Store!

Basically, **you are more awesomer than Jay**. Nicely done.

What now?

- Attack Jay again!
- Buy weapons, armour, and chicken suits.
- Mock Jay on their Zombie wall.
- Find other Level 2 Zombies to fight.

Your Fighting History

Total Wins:	34
Total Losses:	52
Total Zombie Fighting Points	**84**

WANT SOME MORE?

Innovative Concepts?

Asynchronous Play

Play With My Friends

Social Network Advantages – Pyramiding

Persistence of Data/Character

Leaderboards

PUZZLE QUEST
CHALLENGE OF THE WARLORDS
D3PUBLISHER
VICIOUS CYCLE

Ulraka
Profession: Druid
Level: 23
8810
13230
(Next level at 13900)
Windsday, 4th of Evenstar, 3903
Wyvern Meat (Drong's Larder) 50%
Seeking Advice 0%
Spine of Sartek (Primary Quest) 0%
Fourth Gear 0%
LB
RB
Tusk
Arik's Arena
Volcano
Hyaan
Horned Temple
Dragonreal
Start
Menu

Ulraka
L11
18 of 76
2126
2439
0% 6
0% 17
0% 16
0% 2
Gemberry
4 6
Channel Air
3 3 3
Entangle
12 12
Calm
2 3
Forest Fire
6 8
Call Lightning
6 9 6
Rabid Bite
12 9
Encounter
4-OF-A-KIND
Take Another Turn
+8
x3
+5
Turn: 4
LB
RB
Liche
L11
48 of 93
2
7
0% 11
0% 29
0% 1
0% 3
Wake the Dead
10 4
Death Gaze
30 20

Innovative Concepts?

Meta Game/Value System

Persistence of Data/Character

Leaderboards

Mini-Games = Many Wins

KARTRIDER

CRAZY RACING
LAPS 1 / 3
TIME 0:03:16
BEST 0:00:00
5th
경썩뽀이
있퍼질래쵸
독도니꺼
dmswls6552
120279
경북도니꺼
dmswls6552
있퍼질래쵸
120279
NEXON
km/h 116
LUCCI
49

Preview

Groxx

My Cash Unknown

My Lucci 543

CASH
Recharge Cash

COUPON
Use a coupon

Shop

New items

Character

Kart

Wear Item

Kart Mods

Item, Etc

Marathon E2
NEW
4000 Lucci
Buy Gift

Nightstar
NEW
1000 Lucci
Buy Gift

Sunstar
NEW
1000 Lucci
Buy Gift

2008
NEW
1000 Lucci
Buy Gift

Burst E2
NEW
3800 Lucci
Buy Gift

Holiday
NEW
1000 Lucci
Buy Gift

1 / 6

Menu Garage Shop Gift Box Quest Info

Innovative Concepts?

Play With My Friends

Item Purchasing

Persistence of Data/Character

Leaderboards

BIOSHOCK

2+
9
6-37
Pistol Rounds

Increase Flow Speed

Innovative Concepts?

Casual/Core Companion Gaming

Casual Play Success improves Core Game
“My Play is Valuable”

Mini-Games = Many Wins

Wii™

Innovative Concepts?

Play With My Friends

Approachability

Physical Play

Collaborative

Persistence of Data/Character

Leaderboards

Everything Changes!

How will you innovate with your design?

Innovative Concepts!

- Asynchronous play
- Persistence of data/character
- Meta game/value system
- Casual play success improves core game
- Approachability
- Physical play
- Collaborative
- Leaderboards
- Play with my friends
- Physical to digital crossover
- Casual/core companion gaming
- Mini-games = Many wins
- Social Network advantages – Pyramiding
- Item purchasing
- My play is valuable
- Training – Education
- Emergent play
- Business model change

FUN!

Asynchronous Play

Persistence of Data/Character

Meta Game/Value System

Casual Play Benefits Core Game

Seeking Change…
Discovering Innovative Concepts

Embrace
Change