

Character Cash or Financial Fictions

*THE ART AND BUSINESS OF STORY
DEVELOPMENT IN CASUAL GAMES*

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Casual Games Summit / Game Developers Conference

08 February 2008

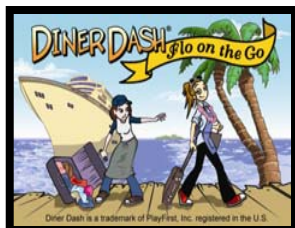
Who am I ?

Kenny Shea Dinkin

VP and Executive Producer/Creative Director,
PlayFirst Inc.

- Run PlayFirst's portfolio of casual, downloadable games like the Diner Dash line, Chocolatier 1 & 2, The Dream Chronicles, Dress Shop Hop, The NightShift Code,, Mystery of Shark Island, Trijinx, Oasis, Plantasia, Doggie Dash, Wedding Dash ...

What is PlayFirst?



PlayFirst

What are we gonna talk about today ?



I. The Vaudeville Prophecy and "The Promise of Casual Games"

Why Casual games have the potential to be the leader in exploring the delivery of narrative in games and unlocking the mass market.



II. The Michelangelo Dilemma and the challenge of story integration

Why and where we are failing to deliver on the promise.

III. The Authenticity Trap and new business models.

Why good stories and compelling characters may help us bridge the gap between try/buy and new roads to monetization.

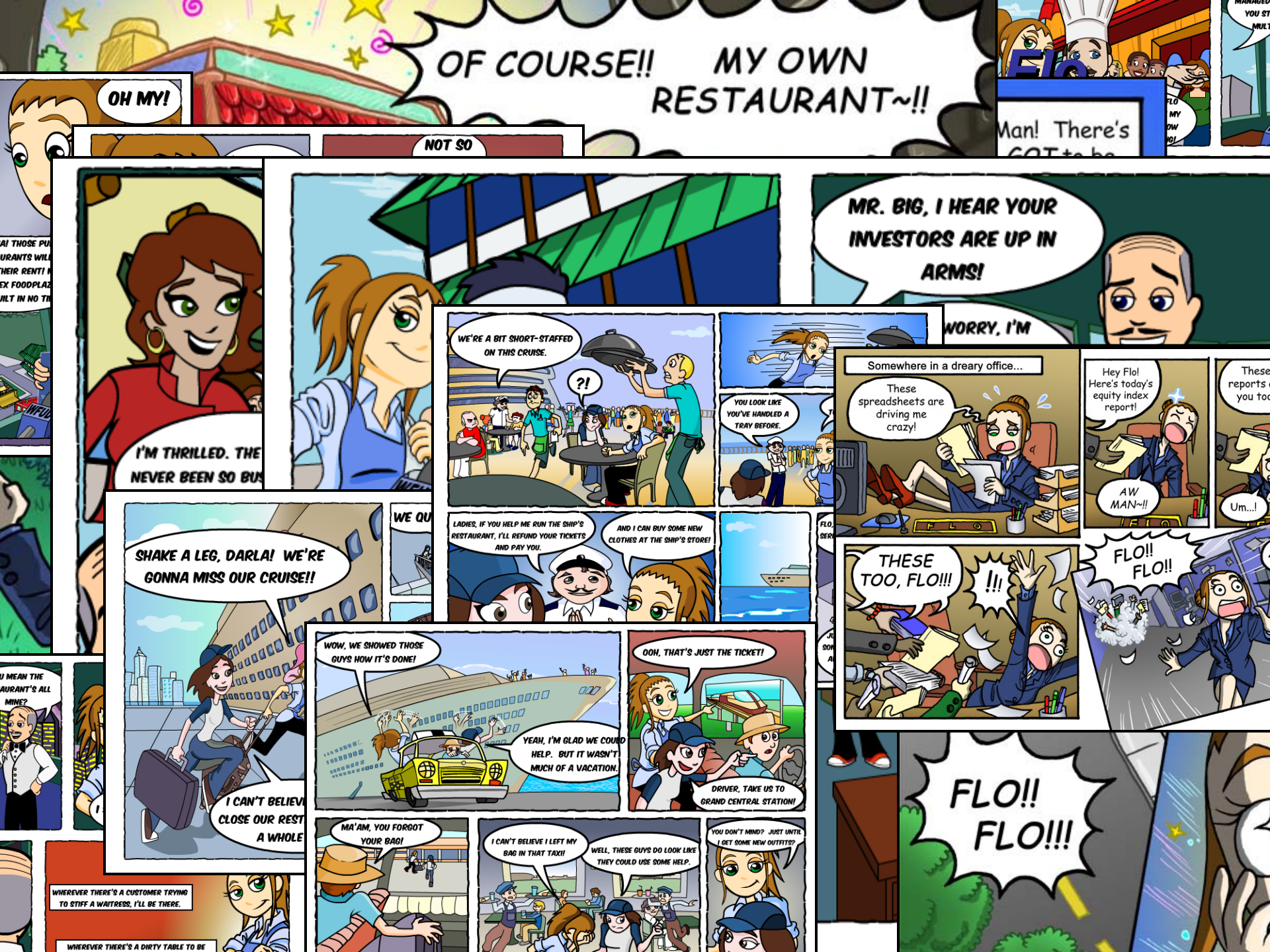


Why me?

- Former Creative Director at Learning Company/Broderbund overseeing design on a premiere portfolio of interactive brands like *Reader Rabbit*, *ClueFinders*, *Carmen Sandiego*, *Oregon Trail*, *Scooby Doo*, more.
- 12+ years designing/overseeing design on games for non-gamers.
- IGDA white paper section contributor on Story and Narrative







OF COURSE!! MY OWN RESTAURANT~!!



Man! There's GOT to be...

OH MY!

NOT SO

MR. BIG, I HEAR YOUR INVESTORS ARE UP IN ARMS!

WORRY, I'M

I'M THRILLED. THE NEVER BEEN SO BUSY

WE'RE A BIT SHORT-STAFFED ON THIS CRUISE.

!?

YOU LOOK LIKE YOU'VE HANDLED A TRAY BEFORE.

Somewhere in a dreary office...

These spreadsheets are driving me crazy!

Hey Flo! Here's today's equity index report!

AW MAN~!!

These reports are you too

SHAKE A LEG, DARLA! WE'RE GONNA MISS OUR CRUISE!!

WE QU

LADIES, IF YOU HELP ME RUN THE SHIP'S RESTAURANT, I'LL REFUND YOUR TICKETS AND PAY YOU.

AND I CAN BUY SOME NEW CLOTHES AT THE SHIP'S STORE!

THESE TOO, FLO!!!

FLO!! FLO!!

WOW, WE SHOWED THOSE GUYS HOW IT'S DONE!

YEAH, I'M GLAD WE COULD HELP. BUT IT WASN'T MUCH OF A VACATION.

OOH, THAT'S JUST THE TICKET!

DRIVER, TAKE US TO GRAND CENTRAL STATION!

MA'AM, YOU FORGOT YOUR BAG!

I CAN'T BELIEVE I LEFT MY BAG IN THAT TAXI!

WELL, THESE GUYS DO LOOK LIKE THEY COULD USE SOME HELP.

YOU DON'T MIND? JUST UNTIL I GET SOME NEW OUTFITS?

FLO!! FLO!!!

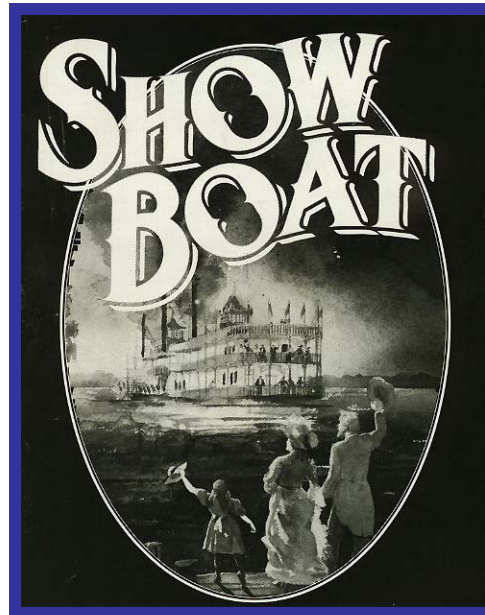
WHEREVER THERE'S A CUSTOMER TRYING TO STIFF A WAITRESS, I'LL BE THERE.

WHEREVER THERE'S A DIRTY TABLE TO BE



I. The Vaudeville Prophecy and “The Promise of Casual Games”

Why Casual games have the potential to be the leader in exploring the delivery of narrative in games and unlocking the mass market.



"The Promise of Casual Games"

TRADITIONAL "GAMER" MARKET

- Market Saturated
- PC and Console games continue to hit the same market

MARKET POTENTIAL

- 46 million US consumers visit a game site each month

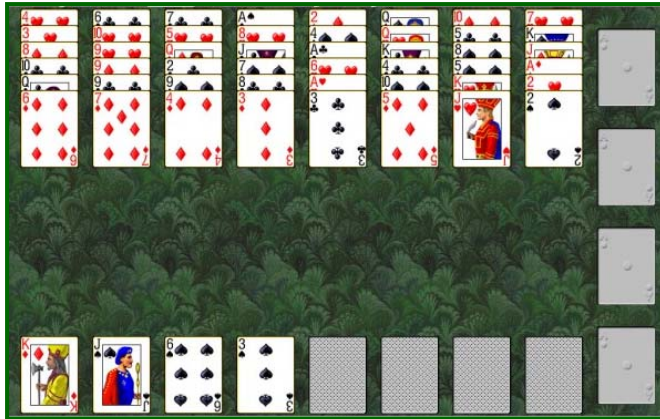


POP CULTURE?

*Good stories and compelling
characters can help us
unlock that mass market*

Waitamminute!

Do Casual Games need a story or character???



Do we even need a story or character?

Character = IP

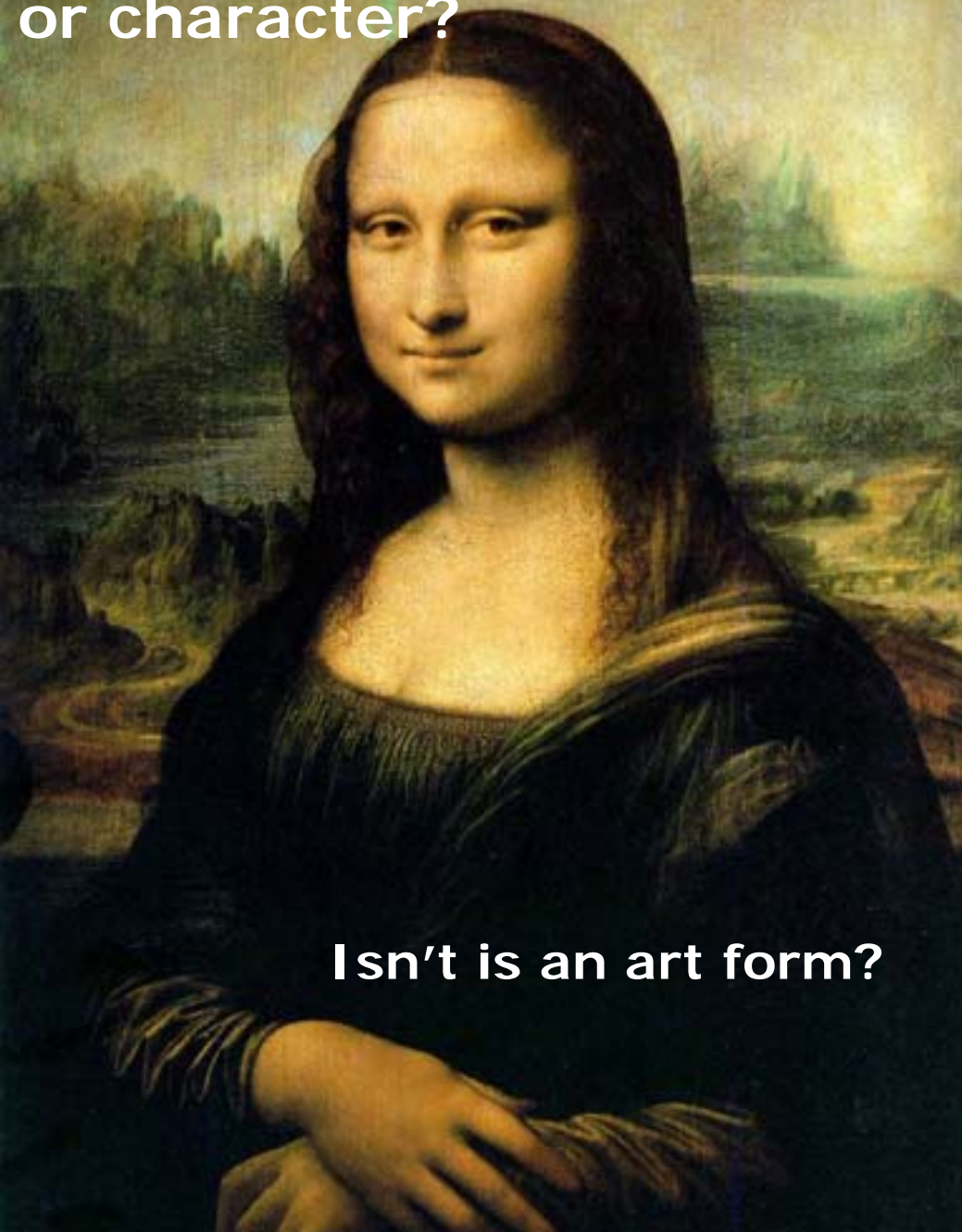


?

=



Do we even need a story
or character?



Isn't is an art form?



Do we even need a story or character?

Compelling Character-Driven Serialized Narrative = Crack




...and might be the holy grail for conversion?

Do we even need a story or character?

RealArcade - Play the Best Games Free - Windows Internet Explorer




Don't
take my
word for
it. Look at
the top
ten lists!

July 10, 2007


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Try These Featured Games!



Mortimer Beckett and the Secrets of Spooky Manor
Discover the secrets of Spooky Manor.



Posh Shop
Build a fabulous fashion empire!











Burger Island
Revitalize a run-down restaurant in paradise!




Zuma
Explore the ancient ruins of Mayan Civilization and win real Cash and Prizes

[More Featured Games](#)


Top Ten Games

1. 	Chocolatier	6. 	Nanny Mania
2. 	Burger Island	7. 	Big City Adventure - San Francisco
3. 	G.H.O.S.T. Hunters	8. 	Rainforest Adventure
4. 	The Rise of Atlantis	9. 	Risk
5. 	Snowy	10. 	Mahjong


New Games




[Mortimer Beckett and the Secrets of Spooky Manor](#)




[Posh Shop](#)



[Burger Island](#)



[Risk](#)




[Super Collapse](#)

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New Online Games

- [Cradle of Rome](#)
- [Ouba - The Great Journey](#)
- [Ancient Tripeaks 2](#)
- [Tropix - Trijong](#)
- [Magic Academy](#)
- [Hide & Secret](#)
- [Cash Games](#)

Do we even need a story or character?

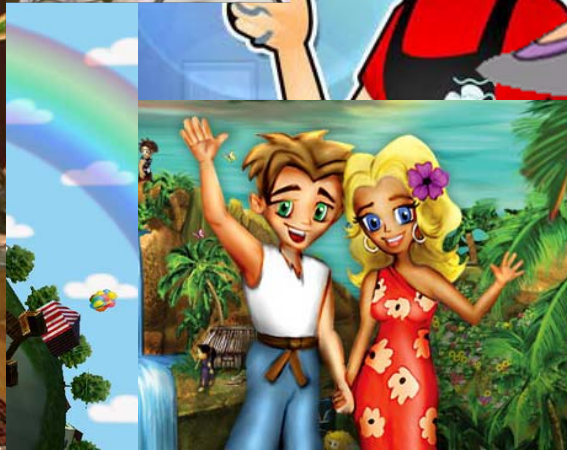
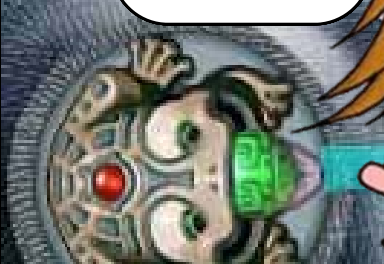
2007 Chart-Toppers:







2007



**But are these stories and
characters any good?**

A Famous Polemic:

Can a video game make you cry?

**NOT
YET**

- Video game making/interactive entertainment is a young art
- Rules and approaches are still being defined
- Experimentation is still urgently needed to push the medium forward

THE GAP

- **The gap between Hollywood and Silicon Valley when it comes to character development and story telling still remains pretty deep, wide, vast etc.**
- **We're schooled programmers/artists but amateur story tellers/writers.**
- **By comparison to more mature entertainment media like television, movies, literature or even comic books, we showcase:**
 - Weak story structure
 - Thin, passive, knock-off characters with out back-story
 - Story is stapled on to gameplay
 - Poorly integrated. You can see the staples!

THE GAP

How are we doing on the quest to seamlessly integrate great storytelling in video games?

NOT GREAT

Notable Efforts



Katamari Damacy



Facade



ICO



Putt-Putt Saves the Zoo

THE GAP: Why?

- Historically, Game Development has been a field that demands technical expertise
- Technologists aren't always the best story tellers
- Technologists tend to like dragons and spaceships
 - This matters less when your audience is the core gamer audience than it does when your audience is composed of mass-market, TV-savvy soccer moms who might prefer *Desperate Housewives* or *Sex in the City*.

The Casual Games Opportunity

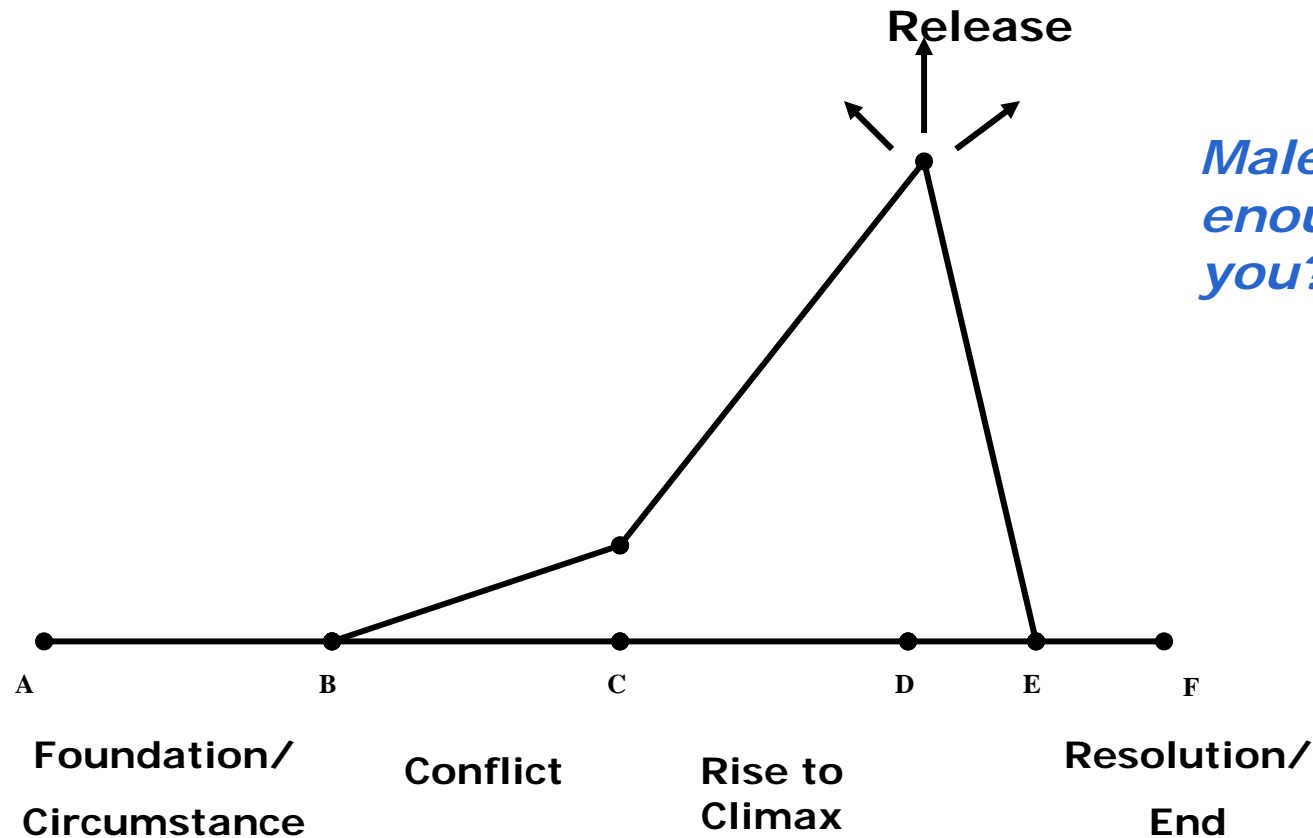
- Casual Games offer an opportunity to solve the problem:
 - Different audience expectations
 - Audience is less forgiving?
 - Less drunk on gameplay?
 - Seeking an emotional connection through narrative
 - A lot of women players
 - Game makers have to think differently

The Casual Games Opportunity

- Casual Games offer an opportunity to solve the problem:
 - *A lot of women players?*

FREITAG'S TRIANGLE:

Traditional/Canonical Narrative Structure



*Male coded
enough for
you?*

Alternatives?*

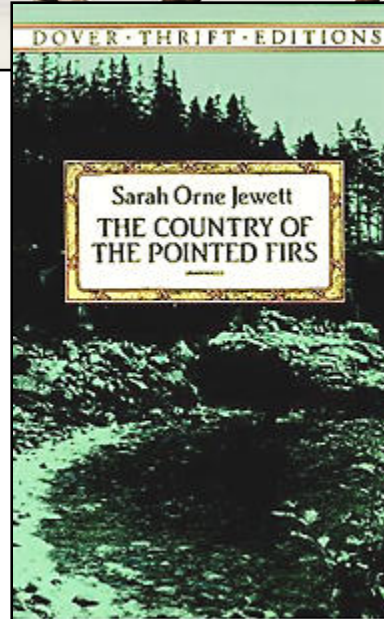


Dance

Native American Storytelling



Regionalist Fiction



**note: the ideas in this slide are stolen from my beautiful and brilliant wife*

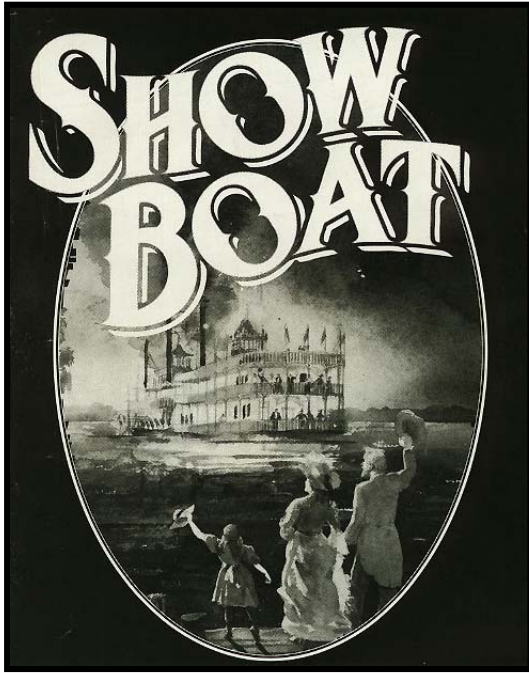
The Bad News

- This is hard stuff

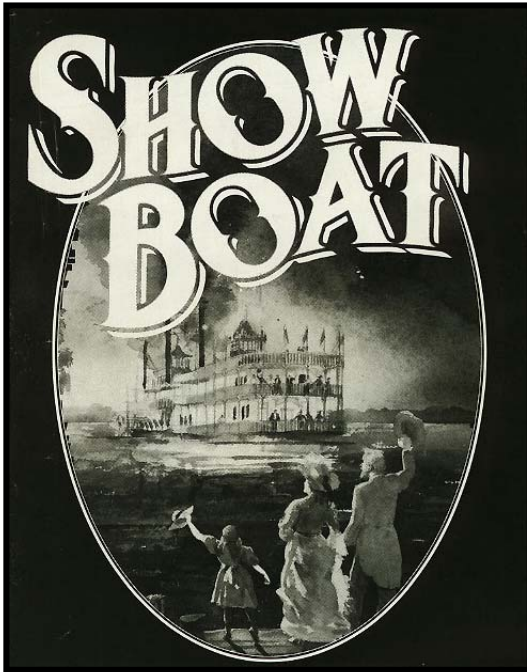
The Good News

- We are not alone
- We can look to the history of other popular art forms (like dance) for guidance and inspiration
- Looking outside our discipline (and not just to *Star Wars*) is good!

Waiting For "Ol' Man River"



Waiting For “Ol’ Man River”



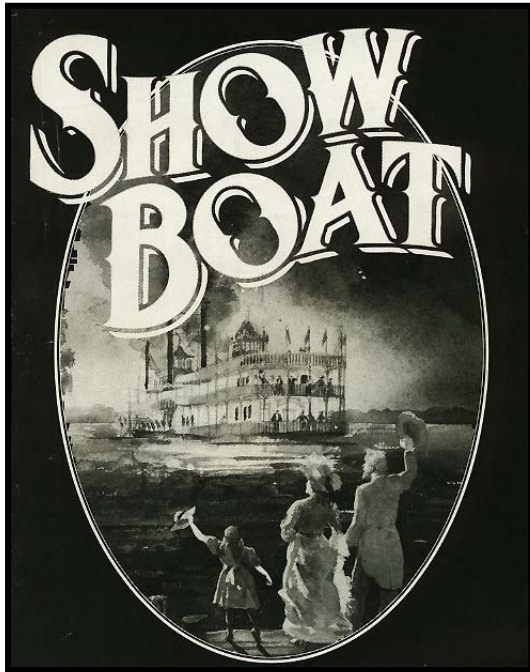
- Let's look at another entertainment medium: Musical theater.
- At the turn of the 20th Century, playwrights and songwriters faced a similar challenge integrating story and song.
- Opera and Operetta were not mass market – they were hard core.
- Musical Theatre for the masses started as Vaudeville.
- Vaudeville/follies allowed artists to experiment – helping broaden the art form and its audience.

Waiting For “Ol’ Man River”



- It took until 1927 for Oscar Hammerstein II and Jerome Kern to write “Ol’ Man River” for *Show Boat*.
- “Ol’ Man River” was a creative watershed – it broke down conceptual barriers and allowed songwriters like Irving Berlin and George Gershwin, Rogers and Hart (and later Rogers and Hammerstein) to help create a new popular art form. One that could integrate a story with songs.

Waiting For “Ol’ Man River”



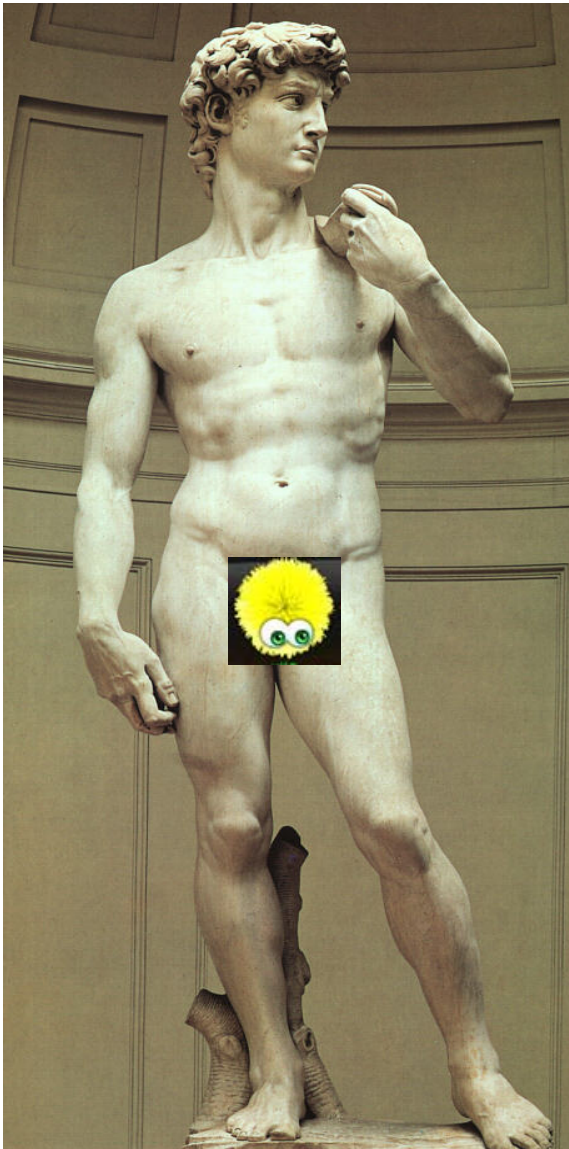
- Integrating a story with interactivity is as conceptually awkward to us today as was the challenge of integrating story and song 100 years ago
- Are casual games the “Vaudeville” of the interactive industry?
- Will our small budgets and quick timelines lead to the breakthroughs in creative experimentation?
- Who will write “Ol’ Man River”?

II. The Michelangelo Dilemma & the challenge of integration



Why and where we are failing to deliver on the promise.

Michelangelo and Mozart



Mozart

"Would you like to know how I have expressed it? – and even indicated his throbbing heart? By the two violins playing octaves...you feel the trembling – the faltering – you see how his throbbing breast begins to swell; this I have expressed by a crescendo. You hear the whispering and the sighing...which I have indicated by the first violins with mutes and a flute playing unison"

-Wolfgang Amadee Mozart

Re Belmonte's Aria

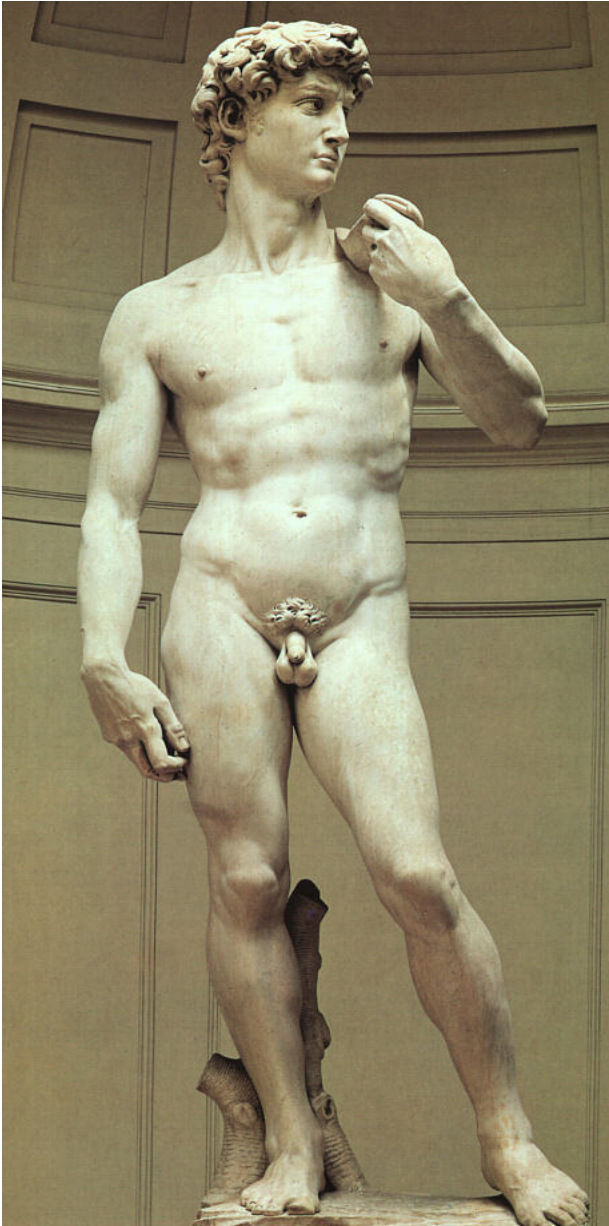
in *Die Entfuhrung aus dem Seral*



MOZART'S TOOLBOX

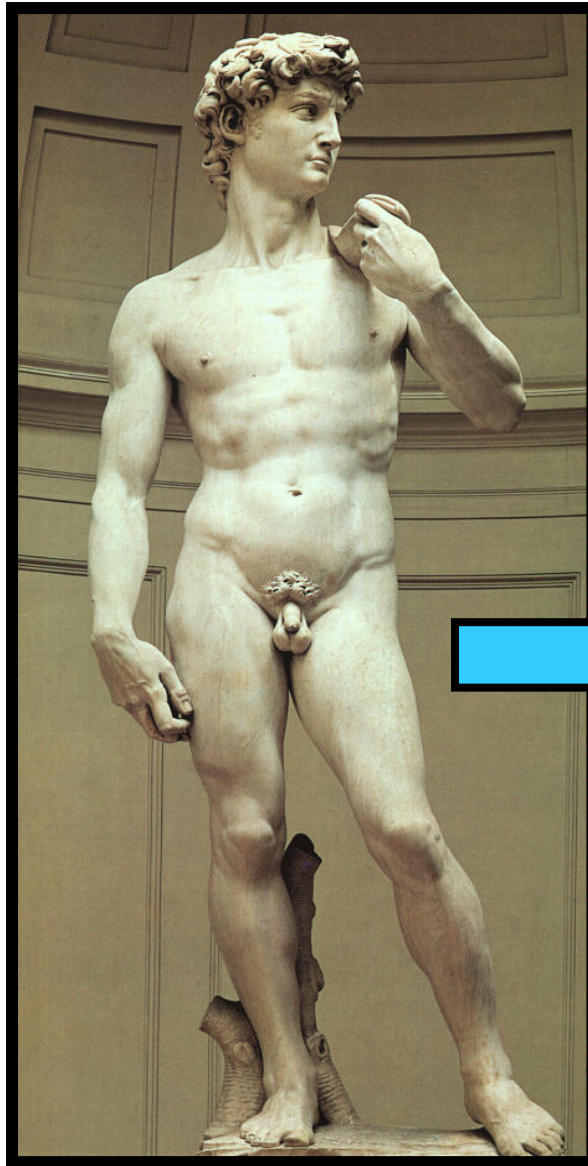
- Mozart had the musical tools to tell a story and define a character through musical design.
 - What are our tools?
 - Do we know how to use them?

THE MICHELANGELO DILEMMA

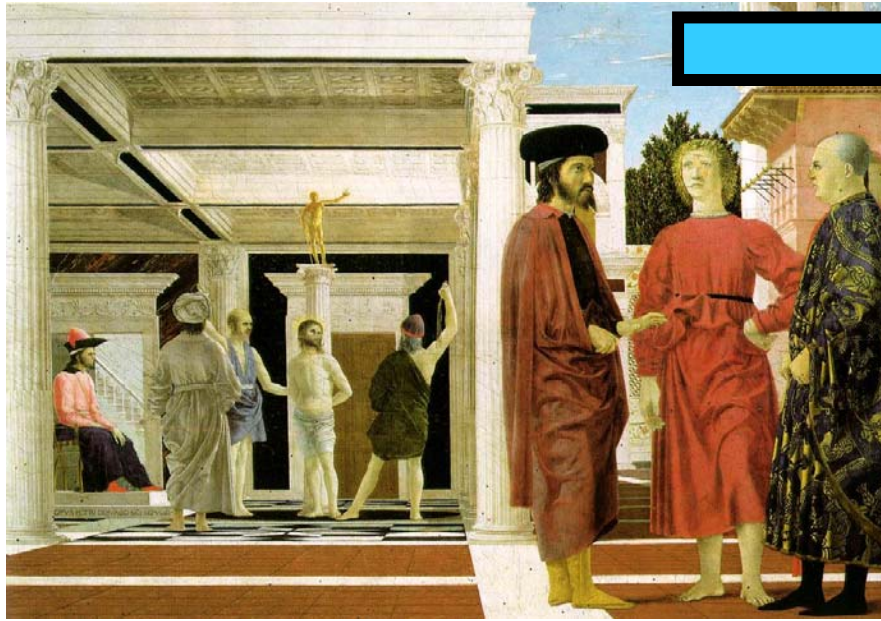


- Michelangelo and other Renaissance artists lived in the age of "Humanism". They, like us interactive designers, lived in an era when people knew how to make real, effective people (characters) – but their characters, as well rendered as they were, lived in a container – a frame or a box. Often called "the renaissance window".
- It took about one hundred years for Baroque artists to break the character out of the box.

From MICHELANGELO to BERNINI







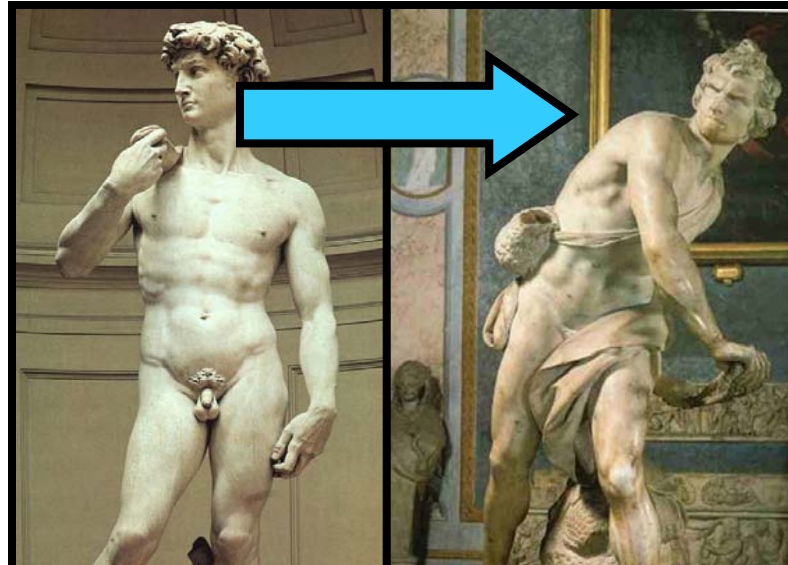
Flat colors/lighting



Dramatic colors/lighting

A (very) loose analogy

Moving from characters in frame to characters who break into the viewer's spacial experience.



Moving from characters as framing device to characters who break into the user's play experience



?

Good storytelling happens in the play...



We're still figuring this out

- By any comparison, the stories and characters in TV, movies, novels and comics are much more robust and compelling than those in games.
- Why? We know how to make good characters and tell good stories, no? There are books and books on the subject!
- The problem is the medium!
- Rare ultra-talented professional writers hired have poor sense of tools in the interactive tool box
 - Stories are stapled on, poorly integrated
 - Typically conveyed through conventional linear avenues (cut scenes, comics) rather than through play

RECENT EFFORTS

- Can you still see the staples in these??

Hello? Can you help me?

It's been so long... since anyone has dropped in. I hope your arrival on the floor wasn't too painful! Sorry about that. I just... Well, I knew you could help me so I used the few magical powers I have to bring you here.

I could tell that you have the excellent mind of a puzzler - exactly the type of person I need right now. Oh, I haven't introduced myself! I'm Titus. Please come inside my study. I will tell you more along the way. There's so much to solve...

And home!



Menu

Book

06:11





MENU

28:08

UNDO

RESET

SKIP



PICK UP A PEG AND JUMP OVER AN ADJACENT PEG TO REMOVE IT.
TRY TO FINISH WITH ONLY 4 PEGS OR LESS REMAINING.

MORE HELP



Hearth

Pause



Bed

My husband Fidget is not here. Usually he's still asleep when I get up. Where is he?

Pause



Pause

Character development is weak as well

Casual Game Designers as a rule don't:

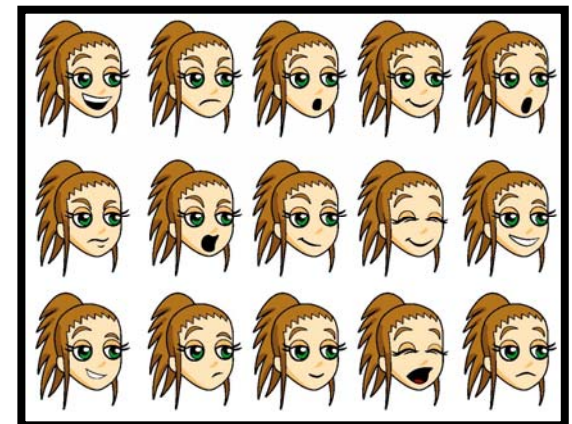
Write backstories for their characters

Write sample unused) dialogue

Make complex characters with flaws

Experimenting with ensemble casts? (for conflict
interaction in stories)

Even make a model sheet

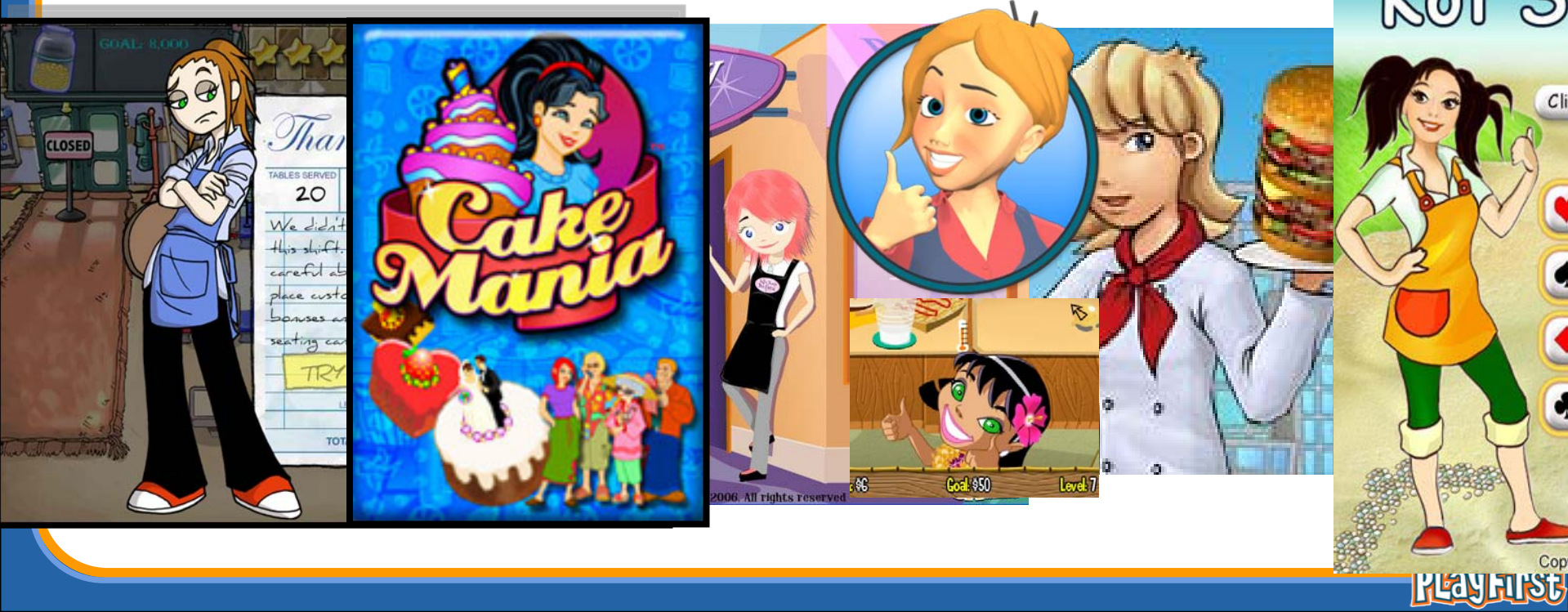


I promise to be different!

Casual Gamers love women in aprons, right?

Maybe giving the thumbs up sign?

How about carrying a tray? Right? Both?



If you've got Cookie Monster...

...do you need Muffin Monster?



You can do it, Quinn!

Flo vs. Quinn

DINER DASH™

FLO

No Nonsense
Substance

Flo Makes Lunch

- Self-empowered
- Rejection of institutional power
- A bit rough around the edges
- Populist
- Funny little man/ everyman
- Confident
- Elbow grease
- American; bootstrapping; rugged individualism
- Unflappable
- Simple skills (cooking, serving ,etc) over complex skills (finance, gov't, business) which are disempowering to the mass market consumer



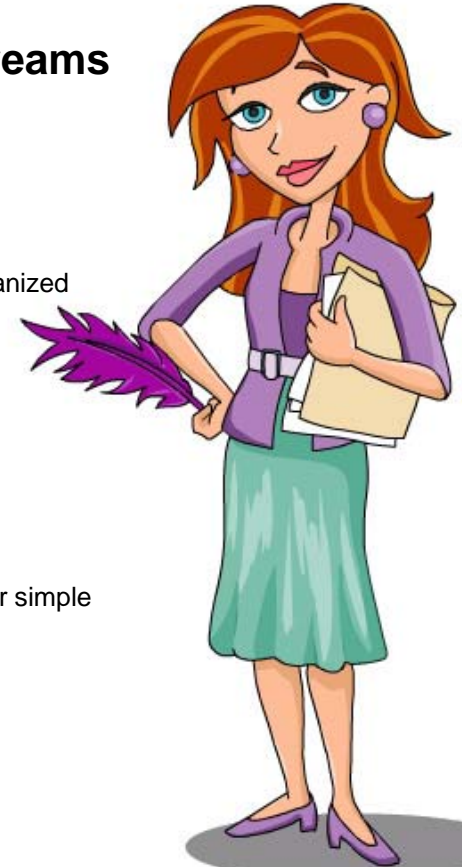
Wearing this?

QUINN

Nonsense
Facade

Quinn Makes Dreams Come True

- Reliant
- Bought in/traditional
- Put together, NOT disorganized
- Traditionalist
- Southern belle type
- Not confident
- Delicate
- Dependent on others
- Vulnerable
- Values complex skills over simple
- Snobby

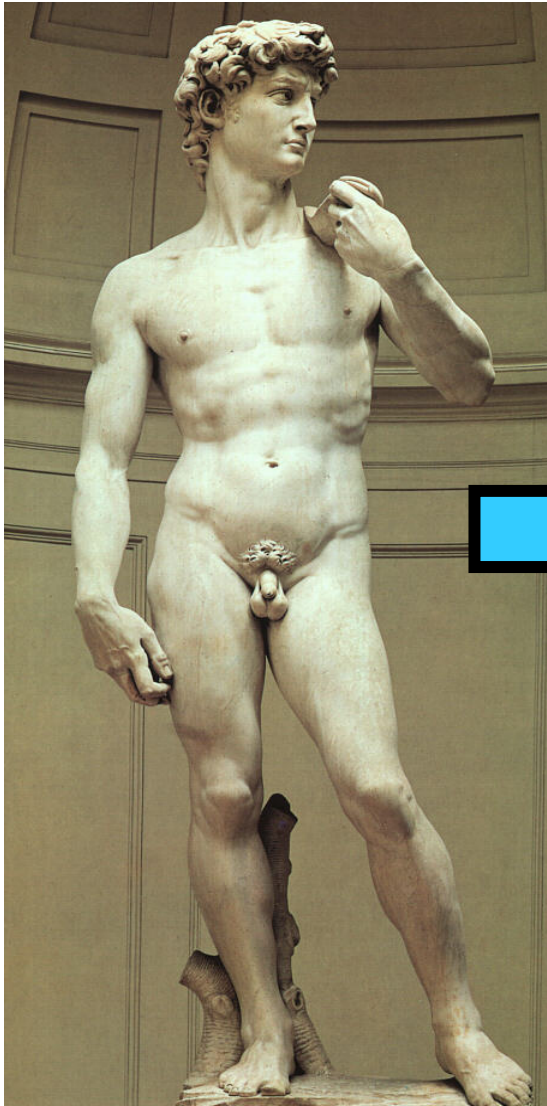




Seamless integration?

- Can we tell the story through play?
-- within the gameplay experience?

The Michelangelo Dilemma

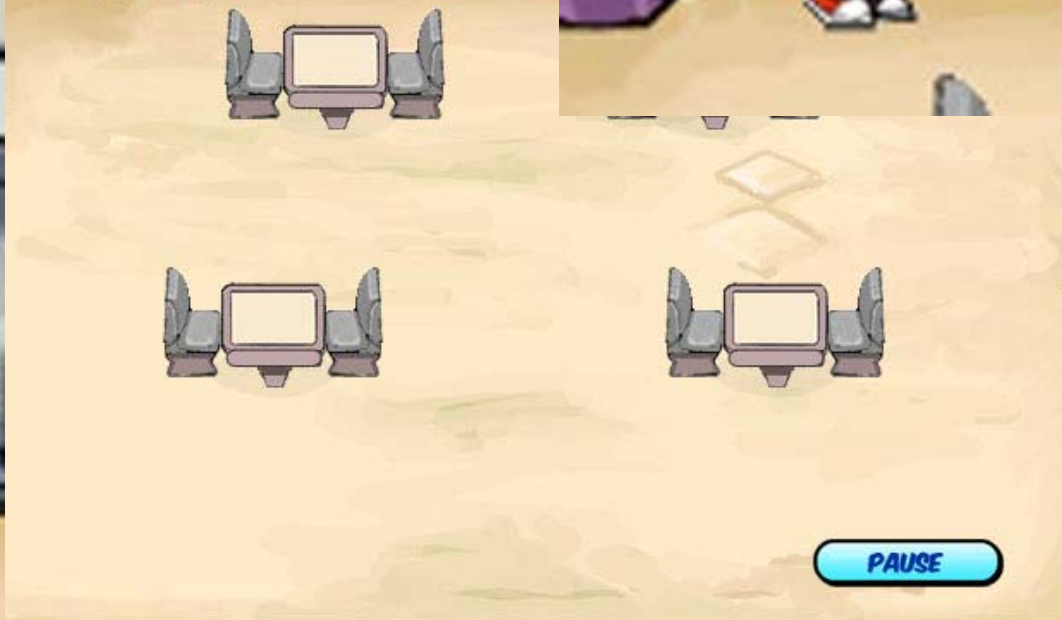


COMBINE: it's in the play



Some casual clues?

COMBINE: it's in the play





COMBINE: it's in the play



Characters as meta-structure



Characters as meta-structure

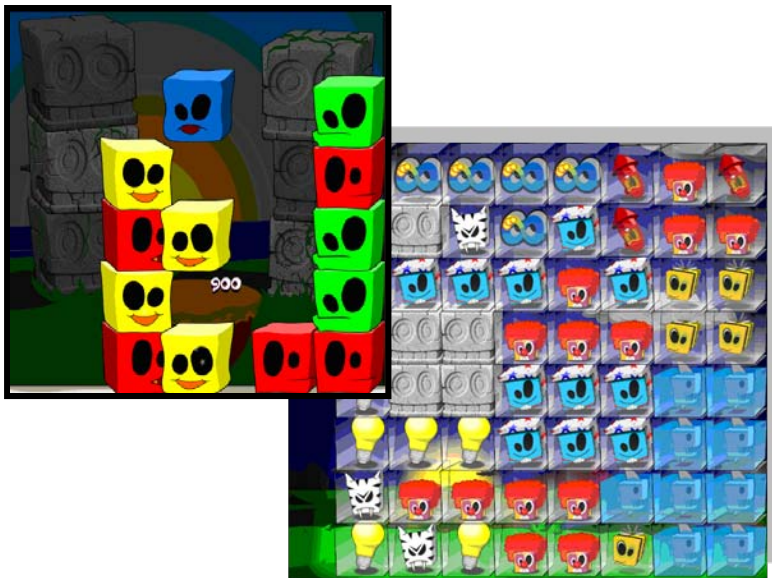


COMBINE: use your audio



Lean on Audio to make an emotional connection

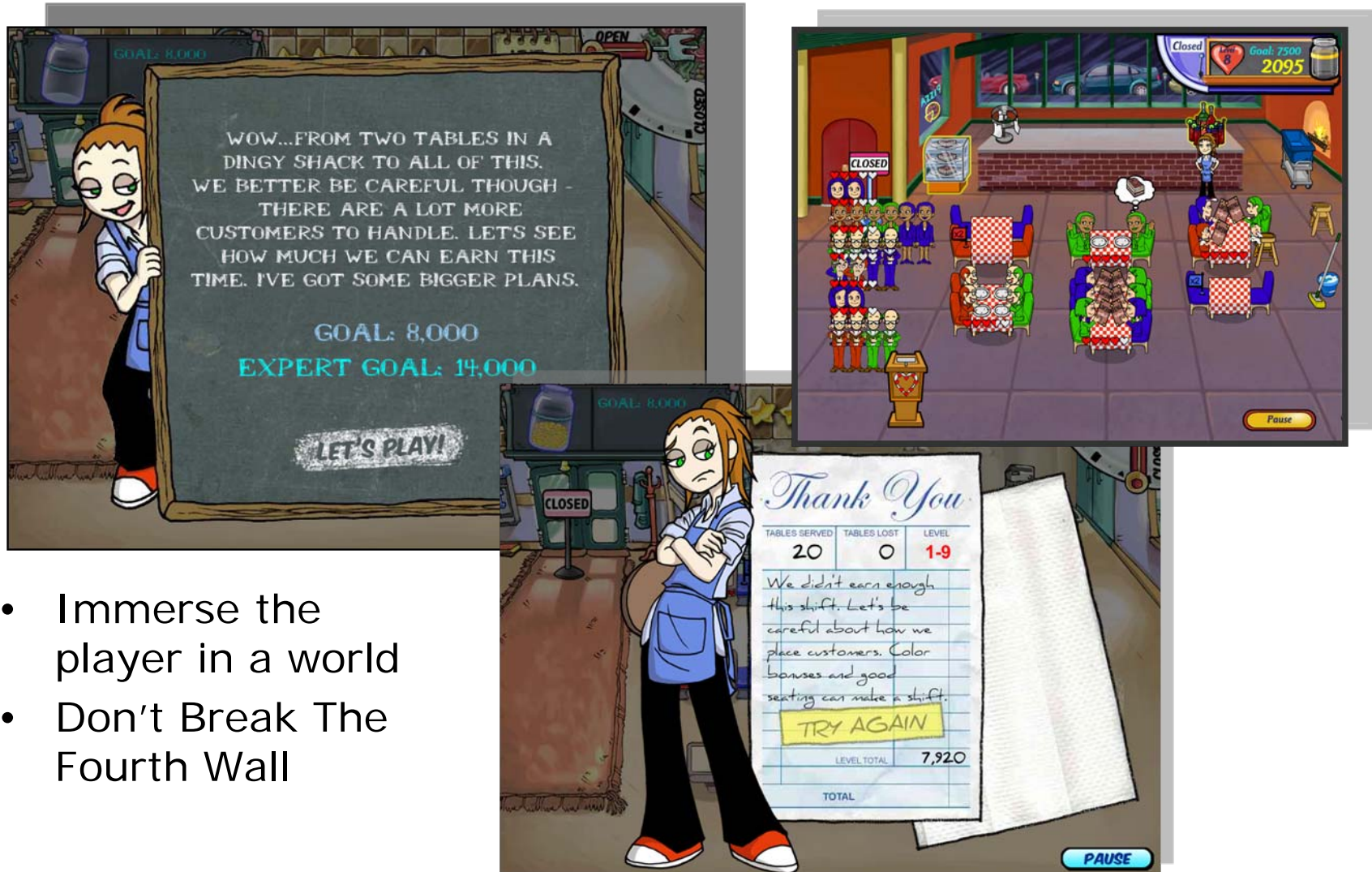
Rely on Audio. Audio is typically cheaper than animation as a tool for storytelling. Sometimes music, voice and audio sound effects to help immerse, set a mood tell the story.



Lean on Audio to make an emotional connection



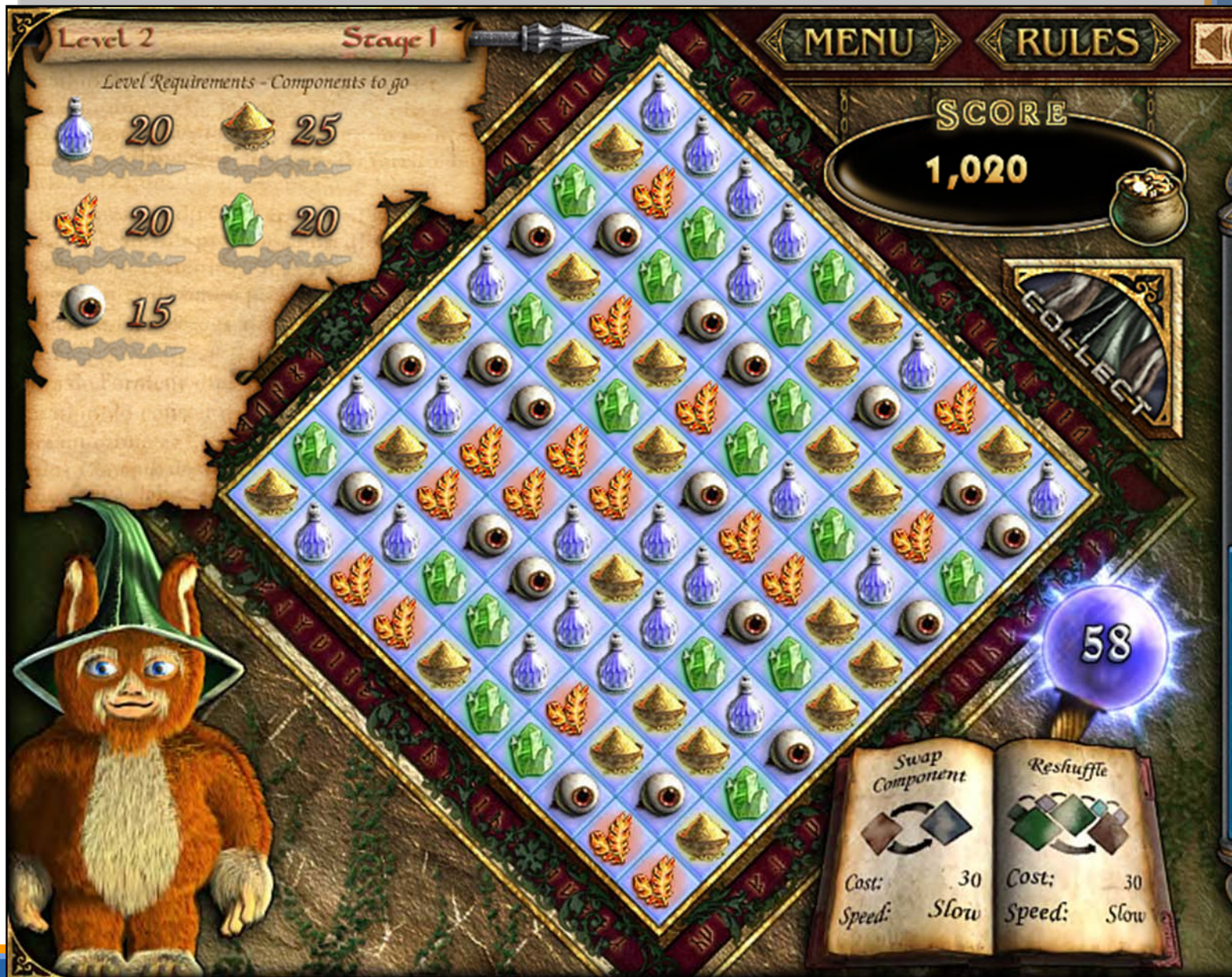
Combine and Immerse: try not to break the fourth wall



- Immerse the player in a world
- Don't Break The Fourth Wall

Try not to break the fourth wall?

- Or do

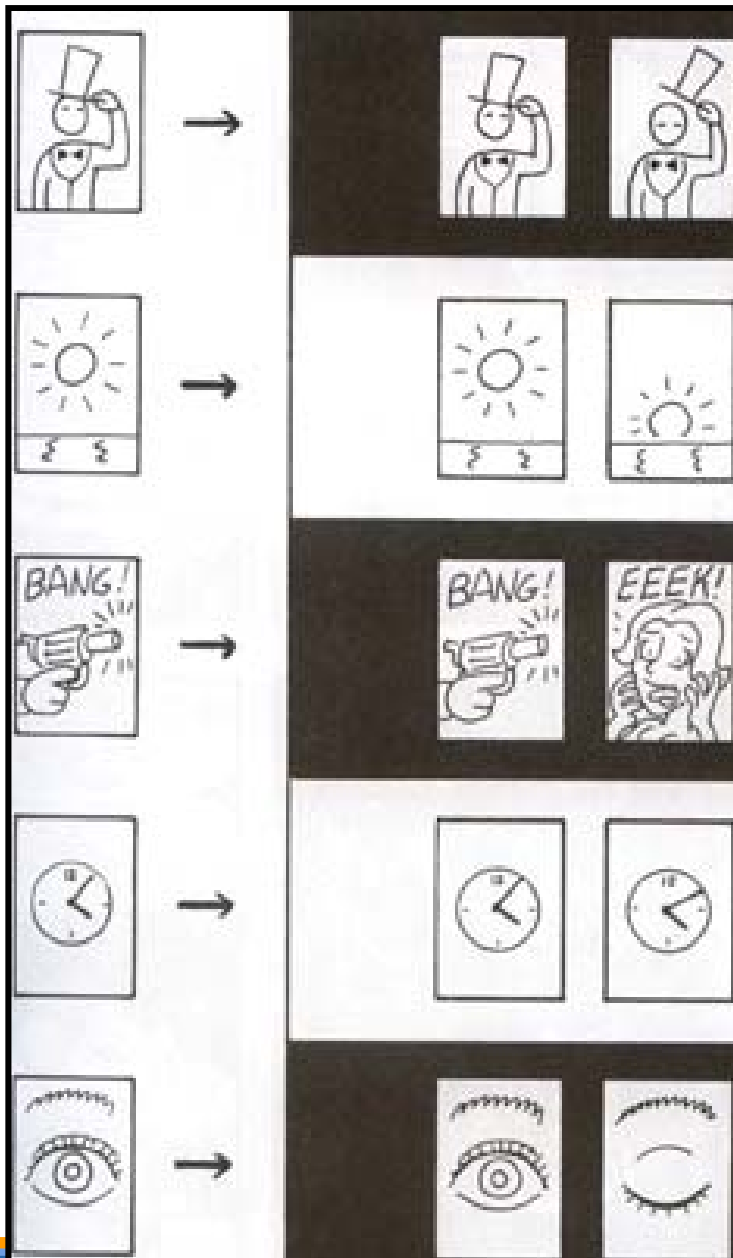


COMBINE: less is more

Allow for
Closure



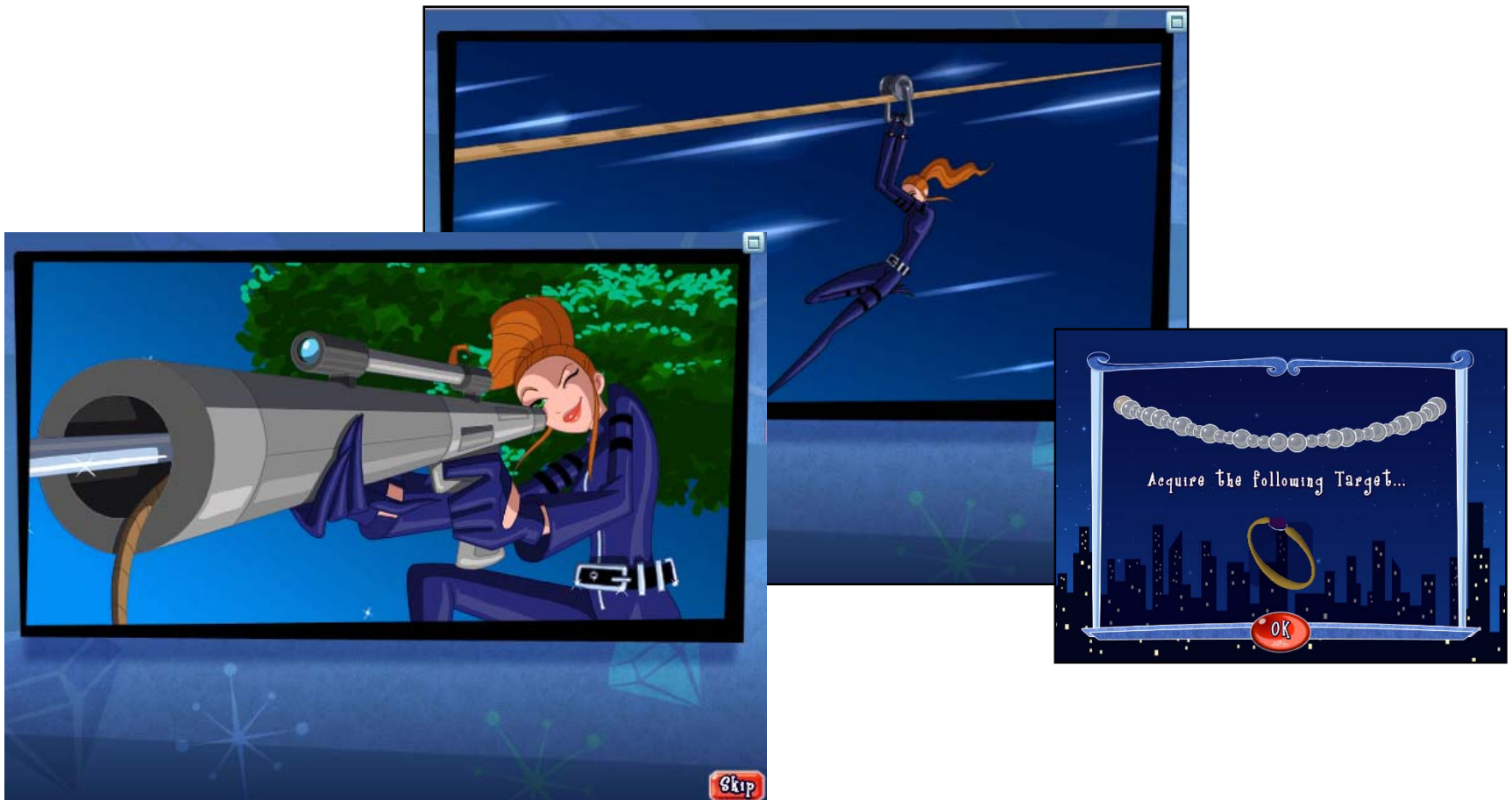
© 1993 Scott McCloud



© 1993 Scott McCloud

COMBINE: start deep

Start the story as deep into the action as possible.



III. The Authenticity Trap and new business models.

Why good stories and compelling characters may help us authentically bridge the gap between try/buy and new roads to monetization.

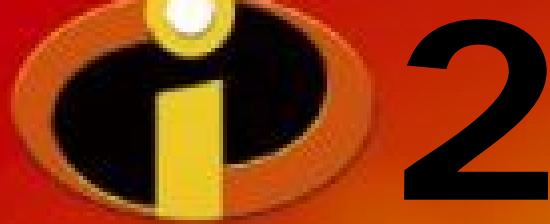


The future:

- Micro-transactions and avatars
- Multiplayer
- User Generated Content
- Serialized Content
- Advertising
- Social play, community

How do we make them authentically connect with Casual players?





Disney PRESENTS A PIXAR FILM
THE INCREDIBLES

Connect Four™ *Cities*

Welcome
fuzz

Cities

Multiplayer

Classic Mode

High
Scores

Change
Player

Options

Help

Quit

San Francisco

Foggy Lane

The left side of the game interface contains several elements: a golden wheel at the top with four segments (two blue with building icons, one blue with a yin-yang icon, and one silver with a dollar sign icon); a green key icon below it; two blue vertical bars representing player health or progress, each labeled with the value \$41,250; a red vertical bar representing the computer's health or progress; a blue bar labeled 'fuzz'; and two red bars at the bottom showing scores: \$49,753 on the left and \$34,250 on the right, with the label 'Computer' centered below them. A yellow 'Pause' button is located at the very bottom.

\$41,250

\$41,250

fuzz

\$49,753

\$34,250

Computer

Pause



Welcome
fuzzEwuzzE

PLAY

Players Online 0

Current Games 0

Quick

Click here to be instantly
matched with another player

Play Now!

Friend

Create a game code to play
with your friends.

Create Code

Enter Code Here...

Submit

Room

Rooms (People in Room)

General (0/50)

New Players (0/50)

Experts (0/50)

Chat Central (0/50)

Web 1 (0/50)

Web 2 (0/50)

Back

Options

Welcome to C4C multiplayer!

Help

Welcome
fuzzEwuzzE

PLAY

Players Online 0

Current Games 0

Quick

Friend

Room

Click here to be instantly
matched with another player

Play Now!

Waiting For An Opponent

You are waiting for an opponent to play.

As soon as another player is available your game
will start.

Cancel

(People in Room)

(0/50)

ers (0/50)

(0/50)

ntal (0/50)

0/50)

0/50)

Back

Options

Welcome to C4C multiplayer!

Help

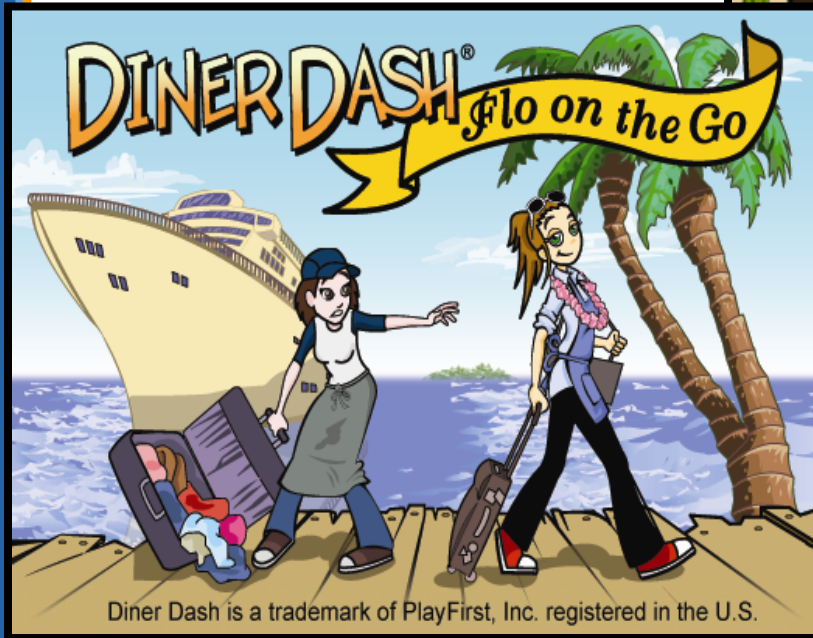
Imagined Community: *building a story world*

- Wedding Dash
- Doggie Dash
- Dress Shop Hop



These games are spin offs, like Laverne and Shirley or the Jeffersons

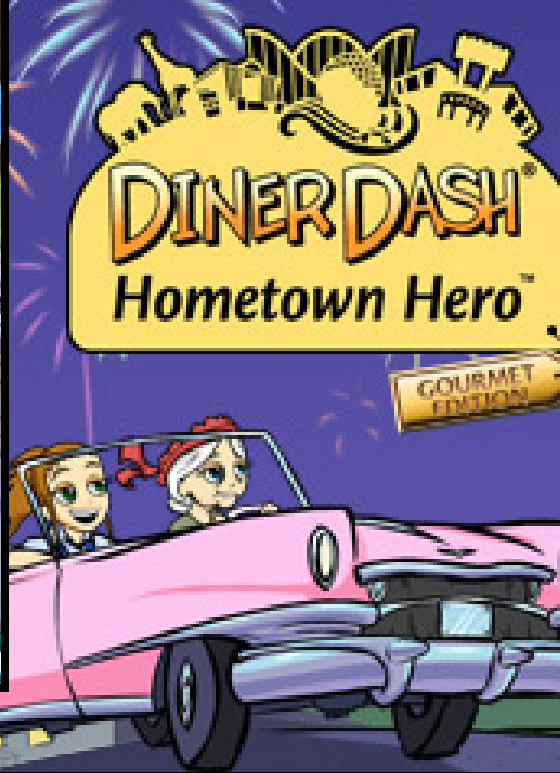
The Sequelization Challenge



Diner Dash is a trademark of PlayFirst, Inc. registered in the U.S.

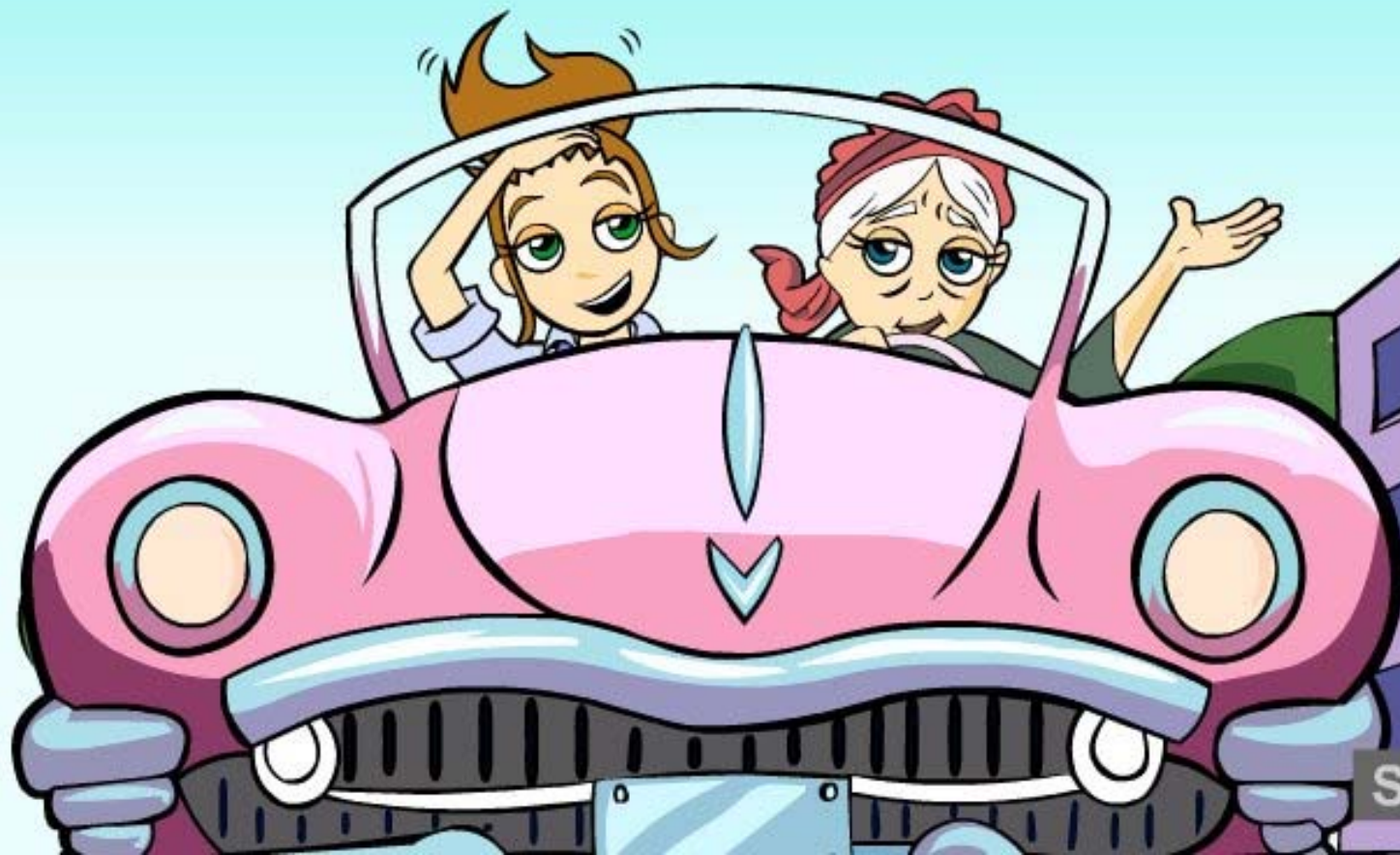


GOURMET EDITION



**I LOVE THIS TOWN! I HAVEN'T BEEN BACK
HERE SINCE I WAS A LITTLE GIRL. LET'S DO
ALL THE STUFF WE USED TO DO – GO TO THE
ZOO, SEE A BASEBALL GAME...**

**WELL, I'M AFRAID OUR CHARMING LITTLE
CITY AIN'T WHAT IT USED TO BE.**



SKIP



Welcome to Multiplayer Diner Dash!

Play Diner Dash with another person online!



MY WAITER



CUSTOMIZE

MY DINER



CUSTOMIZE

PLAY

PLAY TUTORIAL

PRACTICE

HELP

MAIN MENU

Welcome to Multiplayer Diner Dash!

Here are the games that other people have set up. They're just waiting for someone like you to join them! Click on the game you'd like to play.

PICK A GAME



Laurelye
Assigned Tables

Lunch Crunch
Competitive

Easy

GAME IN
PROGRESS



Krazyndred20...
Assigned Tables

Lunch Crunch
Competitive

Easy

GAME IN
PROGRESS



blamb
Assigned Tables

Up For Grabs
Competitive

Hard

GAME IN
PROGRESS



Lucysixty6
Assigned Tables

Loud Crowd
Competitive

Hard

GAME IN
PROGRESS



labelshoppe
Assigned Tables

Mixed Bunch
Cooperative

Medium

GAME IN
PROGRESS

HOST GAME

Host a game in the restaurant of your choice!

HELP

EXIT MULTIPLAYER

[Report Abuse](#) [Privacy Policy](#) [Terms of Service](#)



Number of players online: 83

You're in the "Dashers" Room.

People in the Room (39)

0001000
56213254698752123873
BabyGurlLicia07
BangYourDead914
ChocolateChipCookie
DfyingGrvity4Good
Dreamgirl50

DIFFERENT ROOM

CHAT

To keep things fun, please follow these guidelines:

- Be respectful and courteous.
- Don't give out personal information.
- Report abusive individuals using the link in the lower left.

Type here to send a message!

SEND

Chat to room

Choose someone to play with



Laurent



Beth



Rachel

Rachel is this restaurant's most senior waiter. Want to challenge her?

CONTINUE

OPEN

Alexei

PAUSE



410



70



PAUSE



Buy more
items in the
Diner Dash
Boutique.



Female



Male

SHUFFLE

SHOP

[Privacy Policy](#) [Terms Of Service](#)



Save my waiter to my PlayFirst profile

DONE

DINER DASH BOUTIQUE



CART



HELP

HOME

BUY DINER DASH

MY DINER

MY WAITER

RESTAURANTS

SPECIALS



Music Note seating

Price: \$0.79

✓ [ADD TO CART](#)



Tiki Mask

Price: \$0.79

✓ [ADD TO CART](#)



Layered V-neck sweater - Women's

Price: \$0.99

✓ [ADD TO CART](#)



Slip On Shoes - Women's

Simple, sophisticated shoes ideal for more formal occasions. Also available in the Napa Valley bundle.

Price: \$0.99



Ballet Flats - Women's

\$0.99



Men's Suit Top

\$0.99



Sun Visor - Women's

\$0.99



Jane Long Sleeve Top - Women's

\$0.99



Polo Shirt - Men's

\$0.99



Stripe Shoes - Men's

\$0.79



Slip On Shoes - Women's

\$0.99



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Female



Male



Buy more
items in the
Diner Dash
Boutique.



SHUFFLE

SHOP

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Save my waiter to my PlayFirst profile

DONE

SHOP

PF Diner

RECENT DINERS

RENAME



SHARE

- ★ ADD TO GALLERY
- ★ SHARE WITH FRIENDS

SHARE NOW!

MAIN MENU

PLAY DINER

Scenery



SHUFFLE

DINER DASH BOUTIQUE



CART



HELP

HOME

BUY DINER DASH

MY DINER

MY WAITER

RESTAURANTS

SPECIALS



Layered V-neck sweater - Women's

Price: \$0.99

✓ [ADD TO CART](#)



Wool peacoat - Women's

Price: \$0.99

✓ [ADD TO CART](#)



Romantic Rendezvous Restaurant

Price: \$4.99

✓ [ADD TO CART](#)



Igloo Counter

Your customers will be chillin' with these igloo counters

Price: \$0.59



Retro Disc Light

\$0.59



Concert Scenery

\$0.59



Curved Wrought Iron lamp

\$0.59



Spiral Vase

\$0.59



Touchdown path

\$0.59



Igloo Counter

\$0.59



Grass Top Gazebo

\$0.59



Marlin Décor Item

\$0.59



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SHOP

PF Diner

RECENT DINERS

RENAME



SHARE

- ★ ADD TO GALLERY
- ★ SHARE WITH FRIENDS

SHARE NOW!

MAIN MENU

PLAY DINER

Scenery



SHUFFLE



20

Alexei

GOAL: 1000



PAUSE

VoxExMachina: Hi!

Enter text here...

Send

Please see PlayFirst's Privacy Info and Report Abuse links on the Game Rooms screen.

Close Chat



Dinertown



DINER DASH BOUTIQUE



CART



HELP

HOME

BUY DINER DASH

MY DINER

MY WAITER

RESTAURANTS

SPECIALS



Music Note seating

Price: \$0.79

✓ [ADD TO CART](#)



Tiki Mask

Price: \$0.79

✓ [ADD TO CART](#)



Layered V-neck sweater - Women's

Price: \$0.99

✓ [ADD TO CART](#)



Waterpark Madness Restaurant

Your customers will enjoy a splashing good time in the Waterpark diner! Play new Story, Endless and Multiplayer levels!

Price: \$4.99

Item

Price

Add to Cart



Winter Wonderland

\$4.99



Hometown Harvest Restaurant

\$4.99



Crypt Café

\$4.99



Waterpark Madness Restaurant

\$4.99



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Serialized Restaurants



Episodic Story in Diner Dash



DINER DASH BOUTIQUE



CART



HELP

Welcome to the Diner Dash Boutique! Shop for items to dress up your waiter or decorate your diner. Buy brand new restaurants for you to play. And don't forget to check out our specials for new bundles and more!

HOME

BUY DINER DASH

MY DINER

MY WAITER

RESTAURANTS

SPECIALS

Featured items



Unlock the game!

Price: \$19.95

✓ [ADD TO CART](#)



Layered V-neck sweater - Women's

Price: \$0.99

✓ [ADD TO CART](#)



Tiki Mask

Price: \$0.79

✓ [ADD TO CART](#)



Fabulous Top

Price: \$0.00

✓ [ADD TO CART](#)



Fabulous skirt with tights

Price: \$0.00

✓ [ADD TO CART](#)



Winter Wonderland

Price: \$4.99

✓ [ADD TO CART](#)



Santa Hat

Price: \$0.00

✓ [ADD TO CART](#)



Waterpark Madness Restaurant

Price: \$4.99

✓ [ADD TO CART](#)

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RESULTS?

- **Diner Dash: Hometown Hero?**
 - In its first 2 months on playfirst.com, DD:HH has sold more copies than any other game on PlayFirst.com
 - Five restaurants out today (approximately 1 per month)

RESULTS?

– New business model?

- More than 50% of DD:HH SKUs purchased come from sub-\$5 items
- 57% of all DD:HH purchasers are new buyers who had never purchased from PlayFirst.com before

RESULTS?

- **Sub-\$20 business models**
 - Doubled the # of customers who have ONLY purchased sub-\$20 items (month 2 vs. month 1)

RESULTS?

- The DinerDash.com community?
 - 73,000+ waiters uploaded
 - 43,000+ diners uploaded

Welcome citizen | [My account](#) | [Log out](#)

DINER DASH[®].com

Home of Flo[™] and Friends



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- [connect](#)
- [games](#)
- [boutique](#)
-

[waiter gallery](#)

Waiters available: 72327

SEARCH

FEATURED WAITERS

MORE WAITERS

Featured Waiter

Author: [Ange1st](#)

- | | | | |
|-------------------------------------|-------------------------------------|----------------------------------|---------------------------------|
|
localdanigir... |
boyax_68 |
dearmylove85 |
PirateNurse |
|
lisafbaby |
lonesomedove... |
Brit75 |
eflick325 |

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Diners available: 43406

[SEARCH](#)[FEATURED DINERS](#)[MORE DINERS](#)[MY PLAYED DINERS](#)

Featured Diner

**Title:** icecandy's Diner**Author:** [icecandy](#)**Description:** This is a very cute and pretty place for teens to come and eat.**Plays:** 526**Submitted:** 01/10/2008 04:37PM**Riley's Diner**by [rileychuggin...](#)

Plays: 1

**skyley123456789's Diner**by [skyley123456...](#)

Plays: 0

**Loki Bowl**by [Jeshshasha](#)

Plays: 0

**c.M.b.C's Diner**by [bwyтчme](#)

Plays: 5

Analysis?

- We were lucky to have such a developed IP to work with – it connected us authentically with the consumers!
- Moved the industry in new directions! (hopefully forward).

ANALYSIS?

- But of the major portals, only Yahoo! took the connected version.
- **Call to Arms!!**
 - Developers and publishers need to move the innovation needle or the promise of casual games won't be met
 - But we can't carry the risk and burden alone
 - If we're gonna move the category forward, we need to continue to work together
 - Otherwise we'll shrink the industry and end up with no vibrant industry, no new ideas, no fun and maybe, no jobs.



Questions?

kenny@playfirst.com

Character Cash/ Financial Fictions

*THE ART AND BUSINESS OF STORY
DEVELOPMENT IN CASUAL GAMES*

Kenny Shea Dinkin

VP & Creative Director

kenny@playfirst.com

Casual Games Summit / Game Developers Conference

08 February 2008