

# Mobile Education Game Development

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# AGENDA

- Roles within a game company
- Process for developing games
- Trends
- Value of user feedback
- What Hyper Hippo looks for when hiring
- How to get started
- Q&A

# ROLES IN GAME STUDIOS

# Many Hats



~ size of company

# Minimum Viable Team



# Full Stack Game Team

- Game Designer
- UI/UX Designer
- Artist
- 1-2 Developers
- QA
- Producer



# Creating Games vs. Running a Business

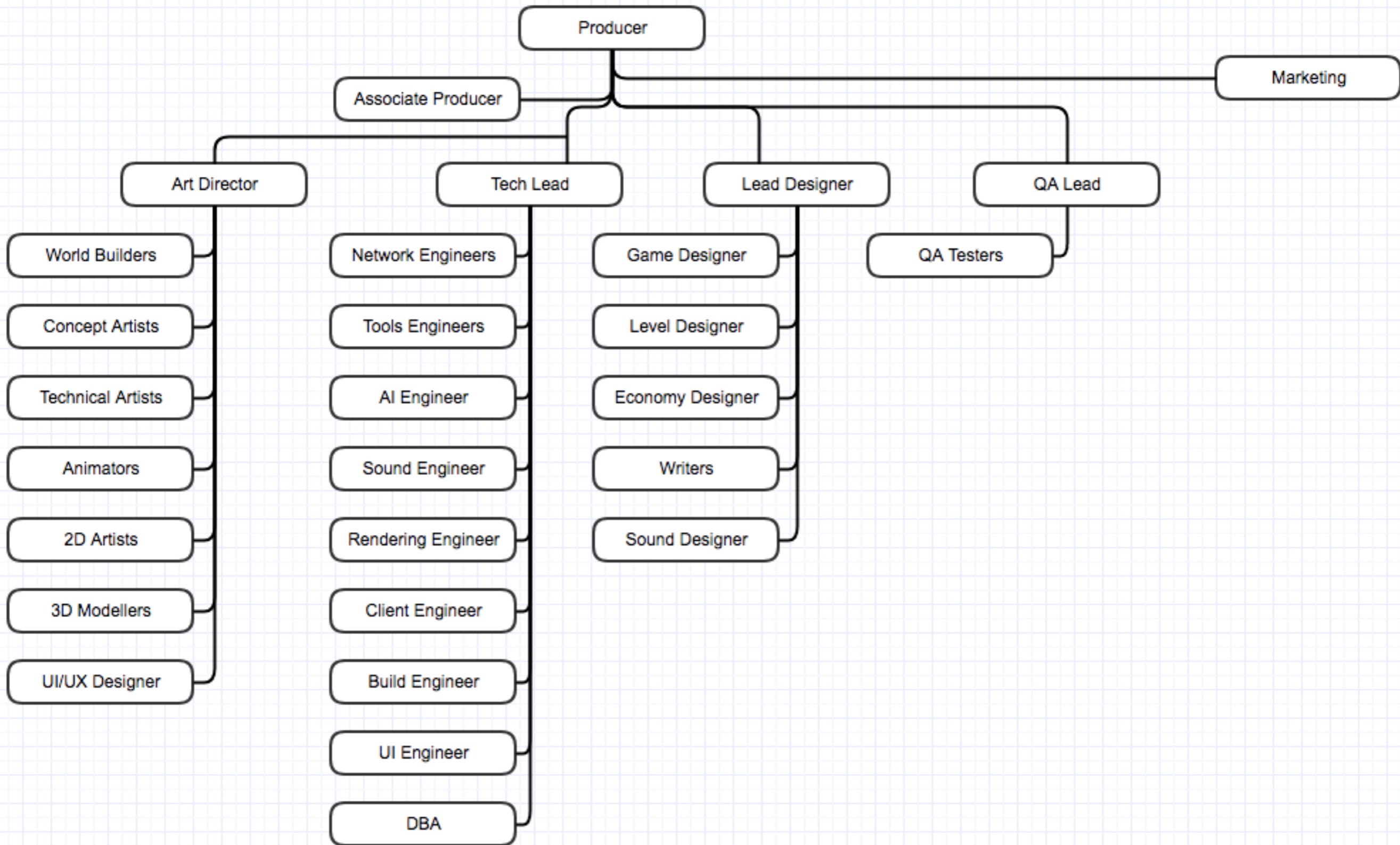
## PRODUCTION

- Game Designer
- UI/UX Designer
- Artist
- 1-2 Developers
- QA
- Producer

## SUPPORT

- Audio
- Analytics
- Customer Support
- Marketing/Social Media
- Accounting/Finance
- HR/Office Admin
- Operations
- CEO

# AAA



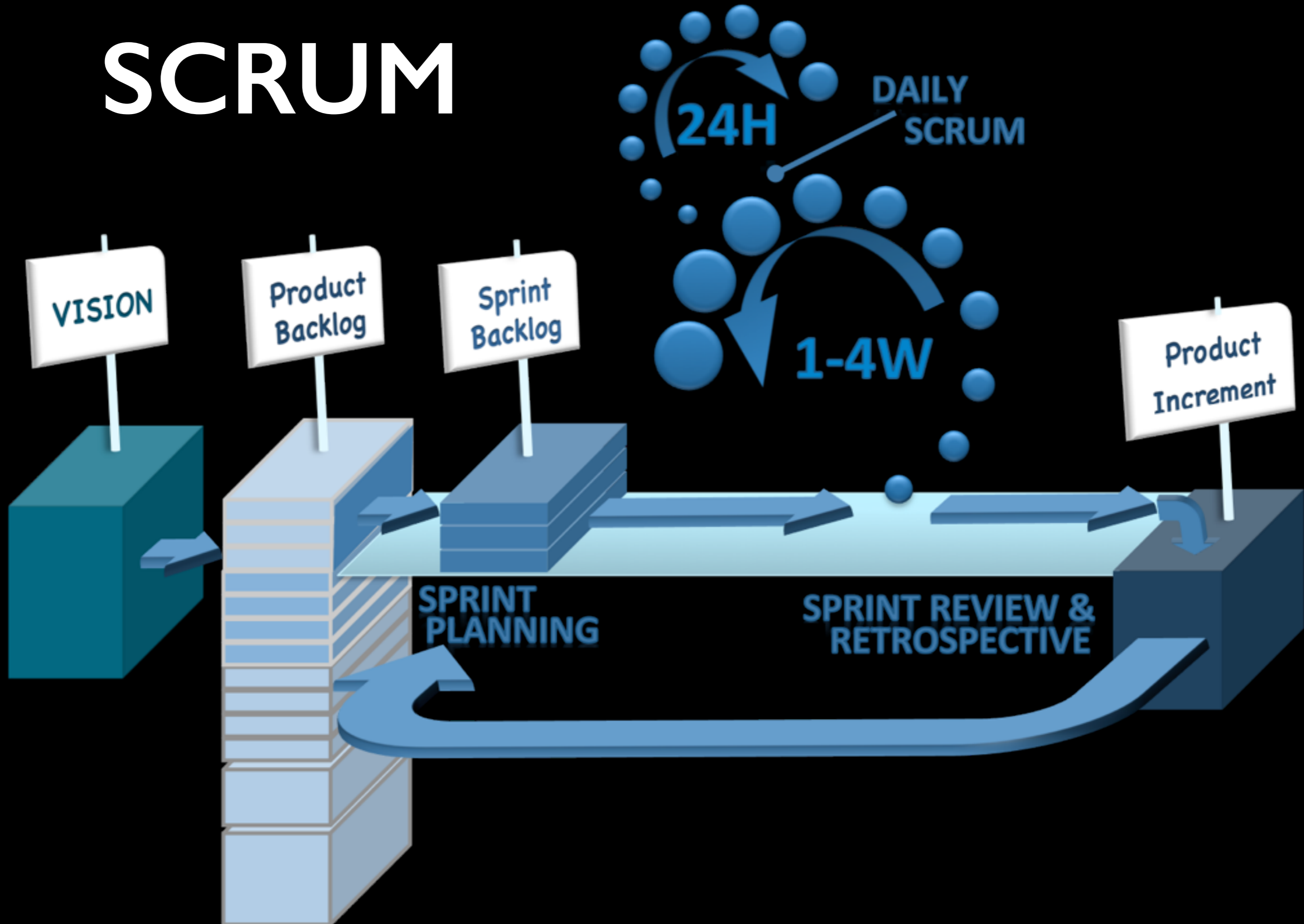


Collaboration and Teamwork are key

# Divide & Conquer

- Divide work into really, really small pieces
- Focus on flow
- A prototype is worth 1,000 meetings

# SCRUM



# PROCESS FOR GAME DEVELOPMENT

Start with why

# New game ideas can come from anywhere


- Original
- Mashup (Clash Royale + Gardenscapes)
- Fast Follow
- Re-skin
- Licensed IP

Fall in love with the *problem*,  
not the solution

1. Create delight

2. Create value

3. Be noteworthy

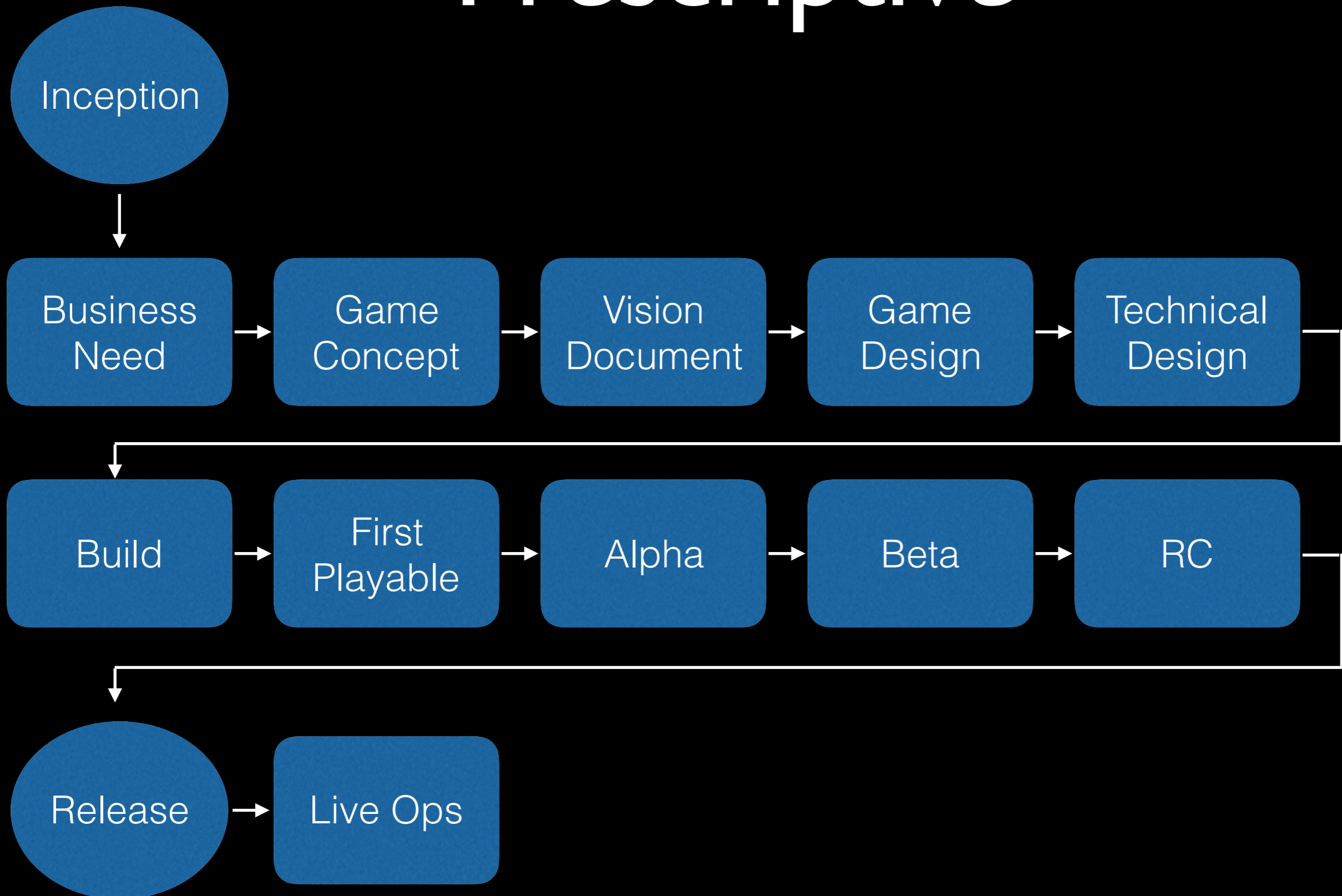
A wide-angle photograph of a lush green cornfield stretching to the horizon. The sun is low on the horizon, creating a warm, golden glow and casting long, soft shadows. The sky is a deep blue with wispy white clouds. The text "If you build it, they will come" is overlaid in the center in a white, serif font. The first line is in a larger, bold font, and the second line is in a smaller, italicized font.

If you build it,  
*they will come*

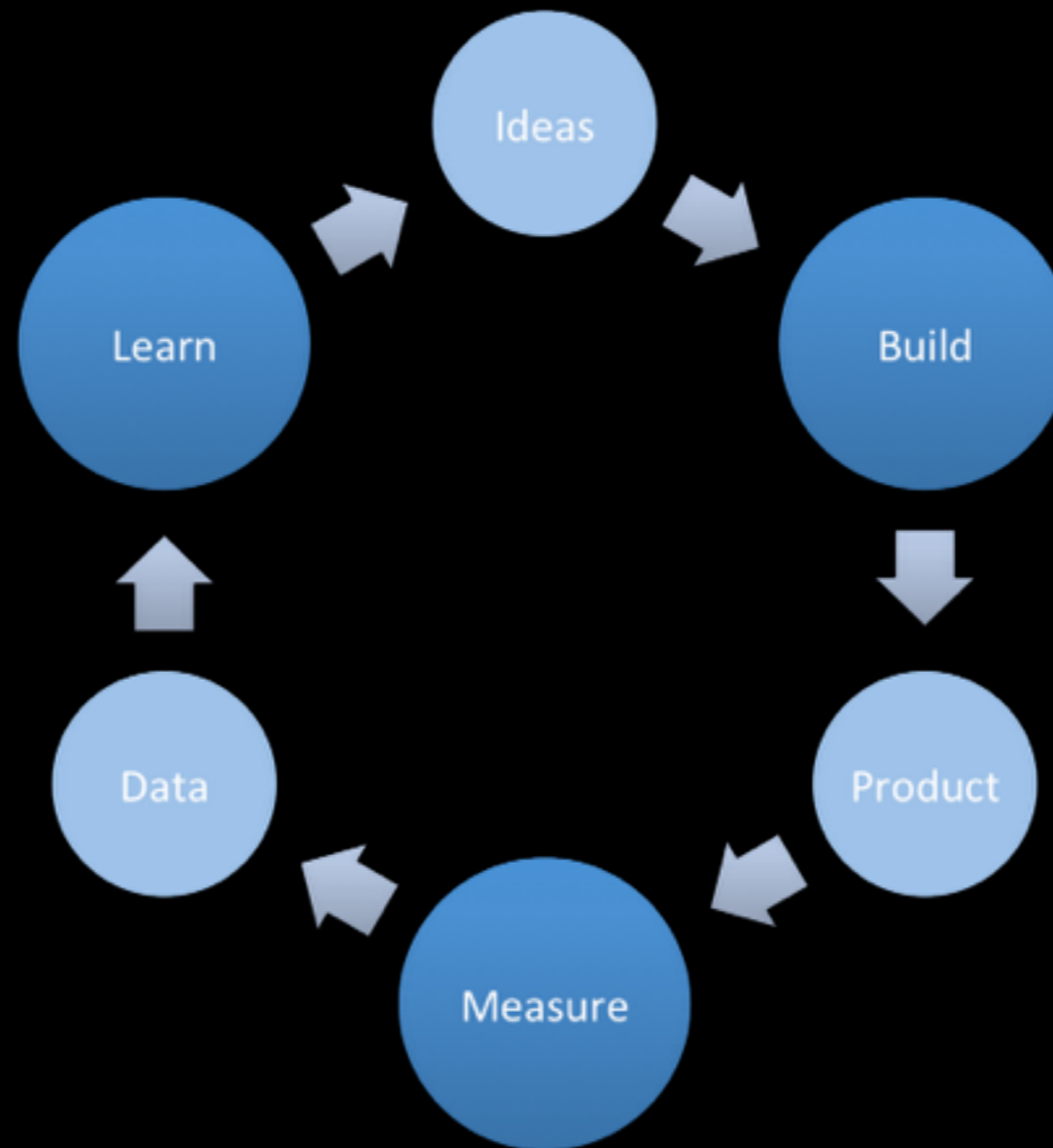




# Prescriptive



# Experimental



Prove your game is great

# Stages of prototyping

## 1. Canvas

*Should I make this game?*

## 2. Internal Playable Prototype

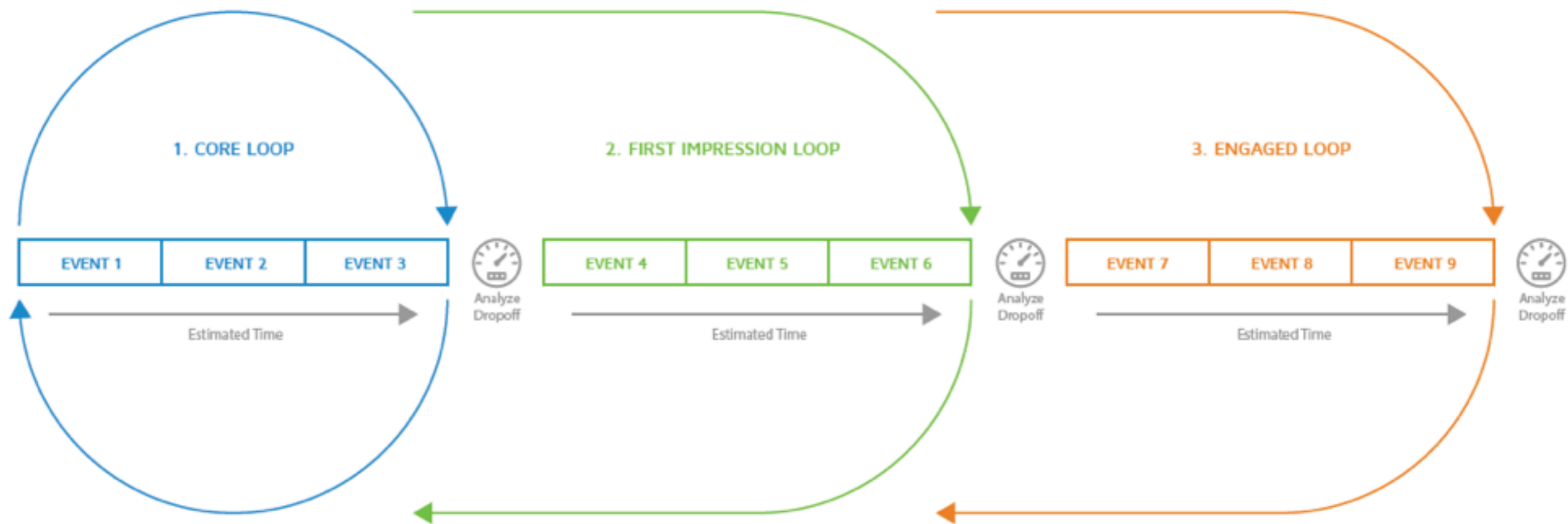
*Does it feel as fun as I thought it would?*

## 3. Public Facing Prototype

*Does anyone care?*

*Can I find people to play my game? Will they come back?*

*Is my idea good enough to earn money?*



## 1 Core Loop

The core loop is the core functionality of a game. At the heart of your game idea should be a small set of mechanics you expect your user to engage in every step of their game experience.

AdCap Loop Example:

[Run Investment](#) / [Buy Investment](#) / [Upgrade Investment](#)

## 2 First Impression Loop

The first impression loop are a set of features players can easily reach in their first play session that extend the value in completing the core loop on a continual basis.

AdCap Loop Example:

[Buy Manager](#) / [Buy New Investment](#) / [Earn Unlocks](#)

## 3 Engaged Loop

The engaged loop should be mechanics that create long term goals and reasons for players to come back daily, weekly, or monthly. If a player enjoys their first impression the engaged loop should be a reason for them to continue those loops on a continual basis.

AdCap Loop Example:

[Earn Angels](#) / [Improve Profits](#) / [Prestige](#)

# Where & when to deploy

*If you are not embarrassed by the first version of your product, you've launched too late.*

# Where & when to deploy

- Depends on the purpose of the launch
- Low value game sites can be a good way to start (Web Portals)
- Mid value includes Steam & Facebook (compared to mobile)
- iOS Testflight, Google Play Alpha & Beta Testing



# Mobile Testing

- Don't assume mobile KPIs = Web, Facebook or Steam
- Philippines for stability & performance
- Nordics for game health
- Canada, Australia and New Zealand for monetization, long term KPIs, marketing

# MAJOR TRENDS IN GAMING

# Emerging Mobile Trends

- Apple is heavily promoting Game-Changing AR games
- Playable ads are performing well (MRAID standard)
- Facebook is pushing games on its instant messenger (HTML5)
- Growing disparity between the top-grossing apps and the average app
- Mobile is still growing (F2P,V2P)

# Q3 2017 App Annie

- iOS App store & Google Play reached record levels for both downloads and consumer spend
- 26 billion downloads, growing more than 8% year over year
- \$17 billion consumer spend, with year over year growth of 28%

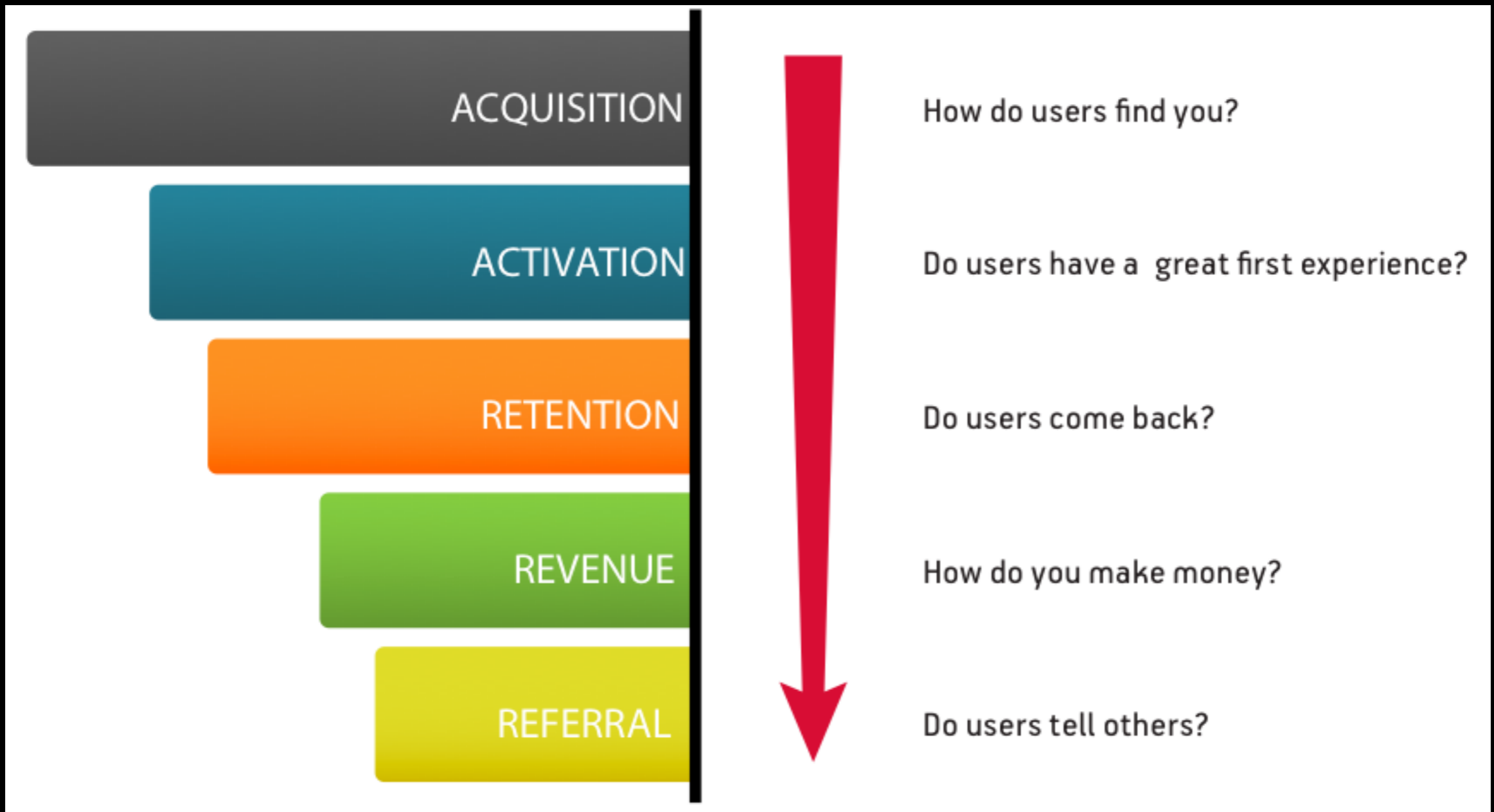
*The growth in downloads and usage proves that apps are becoming increasingly central to people's lives, and this value is translating to rising revenue for the industry.*

USER FEEDBACK

# Understand your players

- With an experimental approach, user feedback is not only a requirement, it is essential from the very beginning
- Value is what your customer wants; anything else is waste
- What do your customers value? How do you know?

# Pirate Metrics (AARRR)



# How to gather data

- Launch something, *anything*
- Use analytics to tag buttons and unlocks
- Focus on your most important metric, one at a time
- Contact me
- Engage in comments & forums



# What data to collect

- Prove that players like your game:
  - Engagement
  - **Retention**
  - Retention ratio
  - Content funnels

# 1st Public Launch

With the first public launch, you are learning how players engage in the core loop, where they fall off, how quickly they consume content, and how many players will start playing the game.

- If you can't get 1,000 unique players, focus on finding players.
- If you can't maintain a 3.5 in quality rating, focus on improving quality.
- If you can't get 20%+ D1 and 12%+ D3 retention, focus on flattening out your steepest drop off points in the existing content.
- If you can't get 20%+ D1 retention AND 20%+ of players are reaching the end of your content, add additional content.

# What data to collect

- Prove that you can earn money from your game:
  - **Conversion**
  - ARPU
  - ARPPU

# 1st Monetization Launch

With the monetization launch, you are learning how players evaluate and interact with your store, what they purchase, and how often.

- If you can't get double-digit spenders (10+), focus on finding more players.
- If you can't get 1%+ of players to buy something, focus on changing the items, bundles, or prices in your store.
- If 10%+ of players are buying from the store at least once, focus on understanding the most common purchases, and when they typically occur.
- When you understand what and when players are buying, focus on getting more players to that point in the game, or experimenting with prices/content/sales to encourage more players to make the same purchase.

# What data to collect

- Prove that you can get more players for your game:
  - ROI
  - **LTV**
  - CPI
  - Ad Engagement

# Marketing Launch

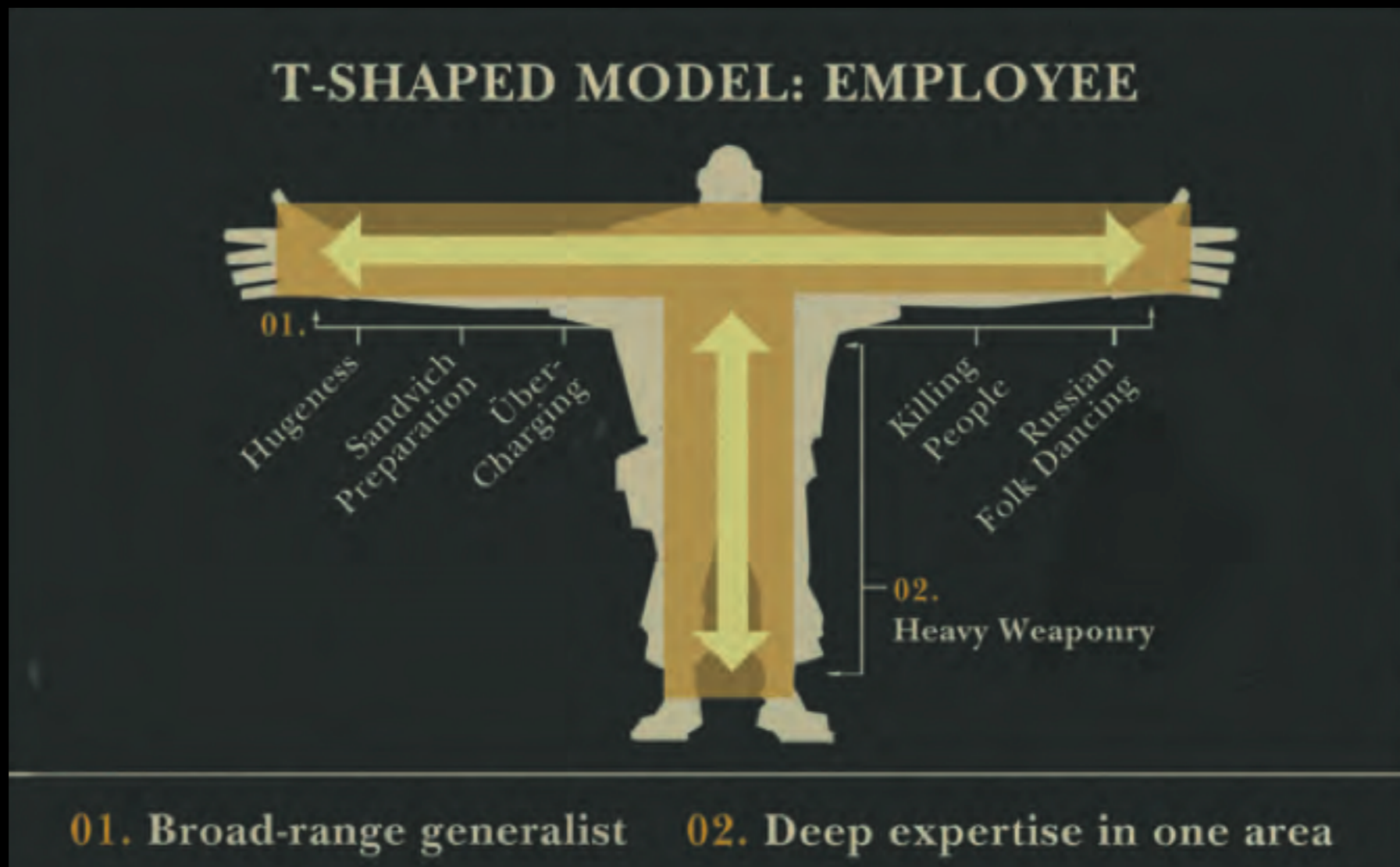
With the scale launch, you are learning how sustainable getting new players to install your game will be, and what those players are worth over time.

A self-sustaining game will not only be able to cover its marketing costs with these new players, but will also be able to cover the game's development out of the marketing profit.

- If you can't get players through to the D90 mark, focus on understanding why players are leaving.
- If players aren't continuing to make purchases later in the game, focus on adding to or improving your existing store items. Typically, a repeat purchase is more valuable than a single purchase at a higher price point.
- If your players are staying, but are too low-value to cover your marketing costs, focus on raising prices or offering special sales to try and increase ARPPU.

**WHAT MAKES A  
GREAT HIPPO?**

# T-Shaped Employees





# More than good code

## Skill Level/Technical ability

- *Can you solve difficult & valuable problems?*

## Values/State of Mind

- *Does your behaviour align with the values of the studio?*

## Productivity/Output

- *How much shippable work do you get done?*

## Group Contribution

- *Do you contribute beyond your team, to the whole studio? Can you act in a leadership role?*

## Product Contribution

- *How much of your work matters to the product?*

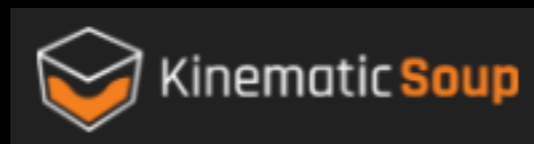
# How to get started



# LOCAL GAME STUDIOS



# Get Involved



Ludum Dare



# Web Platforms

**KONGREGATE**

**KiZi**

**GAME JOLT**

 **NEWGROUNDS**

**Y8**  
Y8.COM

**MINICLIP**

 **itch.io**

**notDOPPLER**

 **ARMOR GAMES**



# QUESTIONS

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