

Level Design Case Studies: Cut the Rope

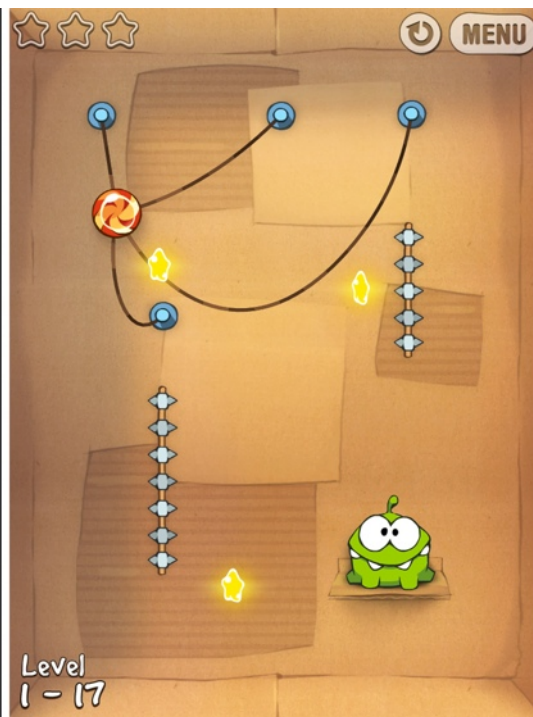
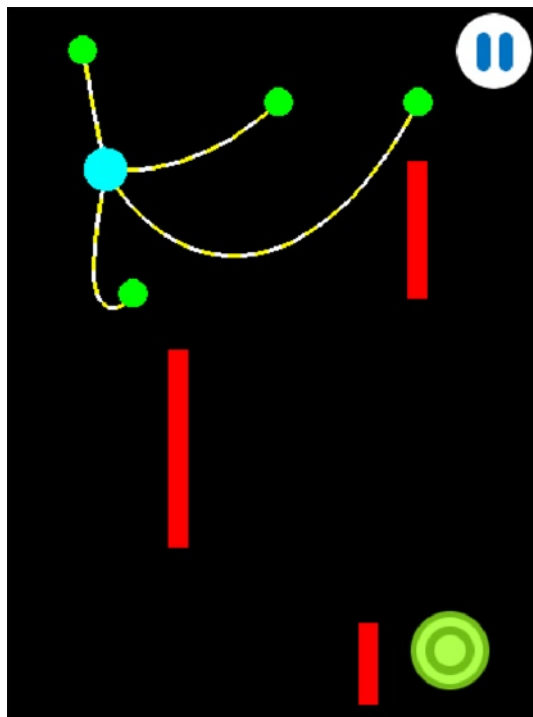
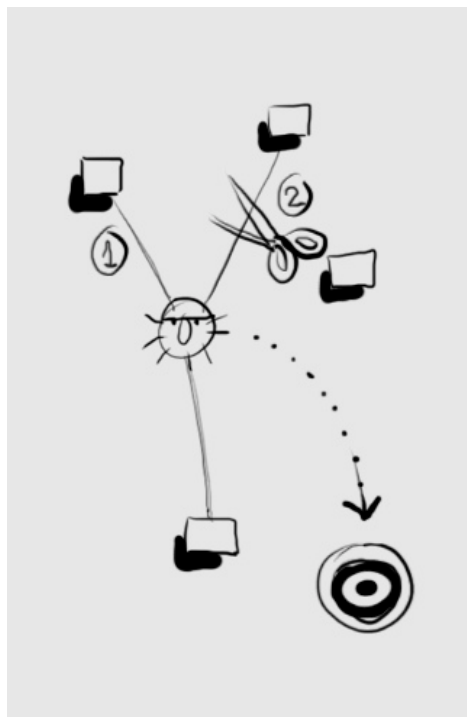
Semyon Voinov
ZeptoLab

What is Cut the Rope?

- Initially released on October 5th 2010 in Apple App Store
- Average game session length: 3 min
- Average user rating in App Store: 4.86/5
- Over 100m downloads (free&paid combined)
- Om Nom eats an average of 24 million candies per day



The gameplay



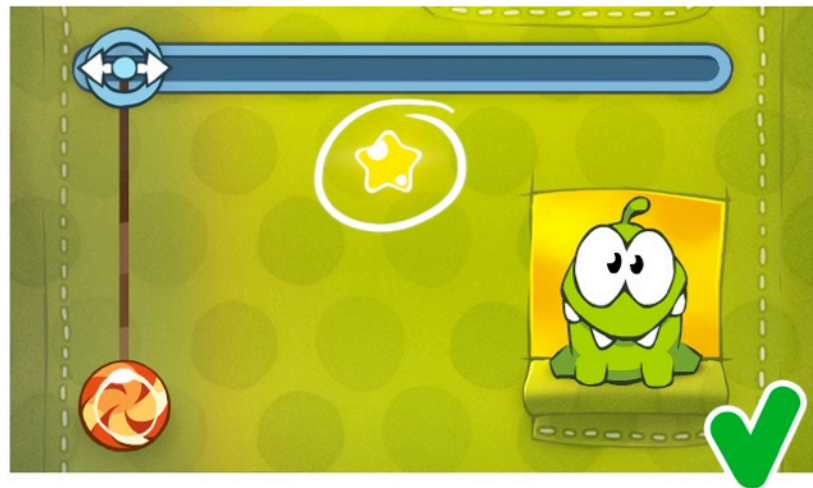
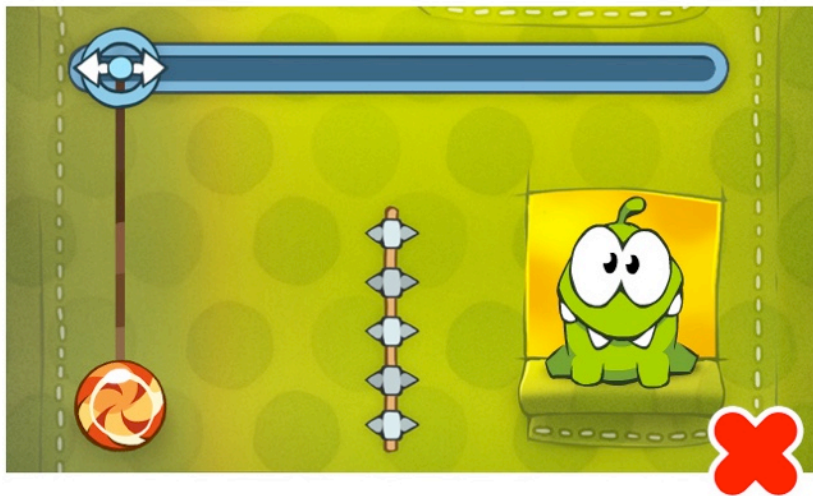
The goals in level design

- Make player feel smart
- Appeal both to casual and advanced players
- Keep players hungry for more



Our principles in level design

1. Positive reinforcement



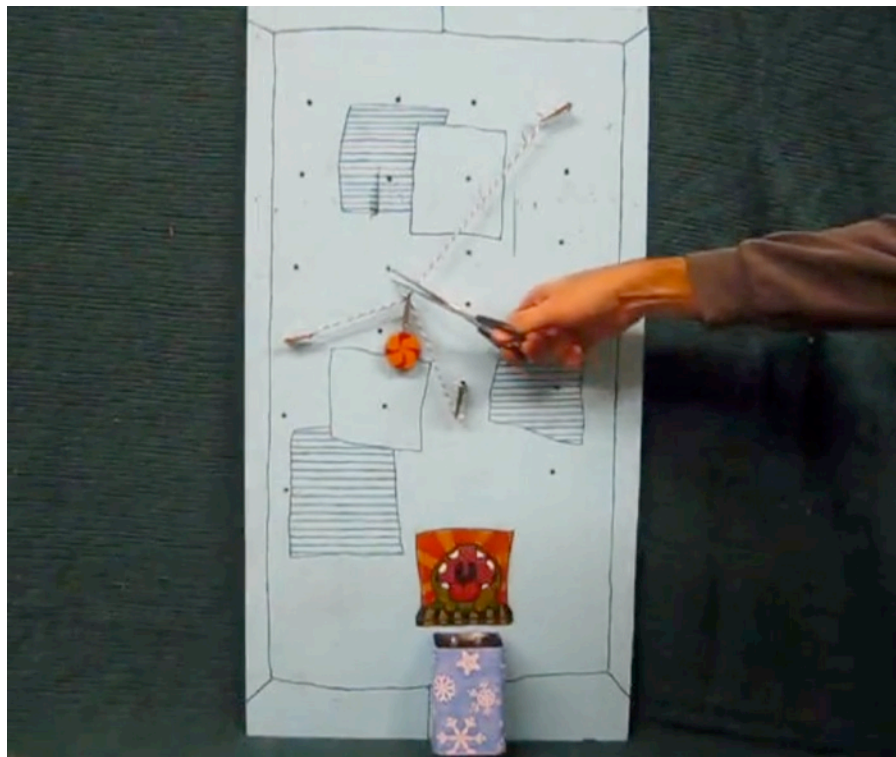
Our principles in level design

2. Self-manageable difficulty

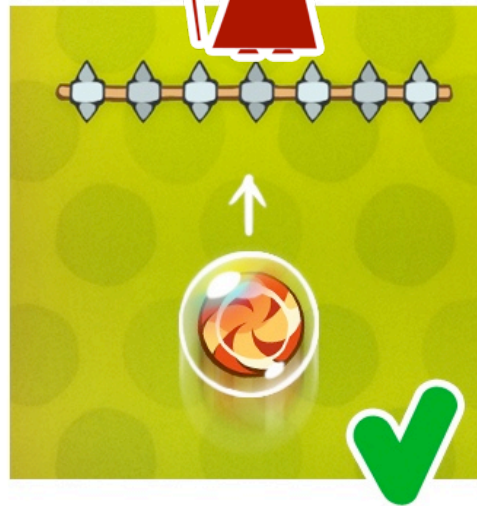
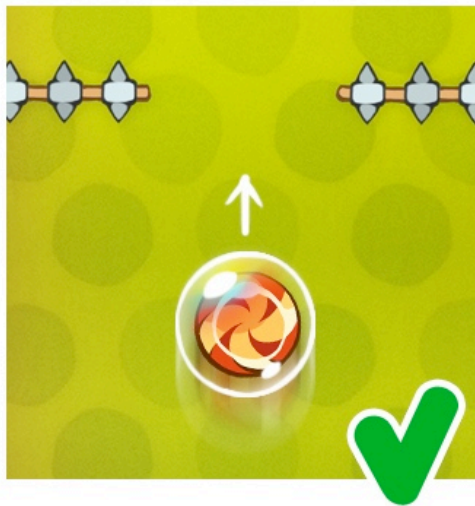
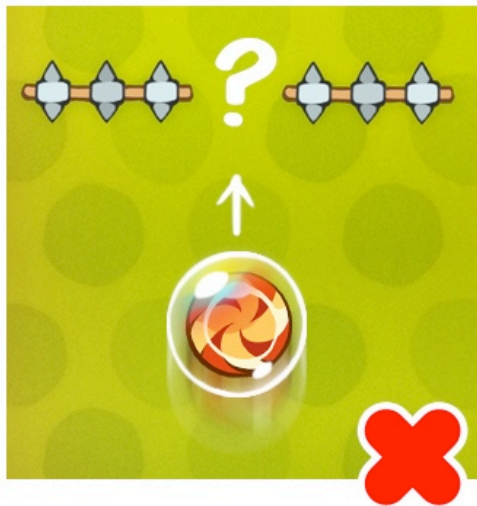


Our principles in level design

3. Enable planning (not trial and error)



Our principles in level design



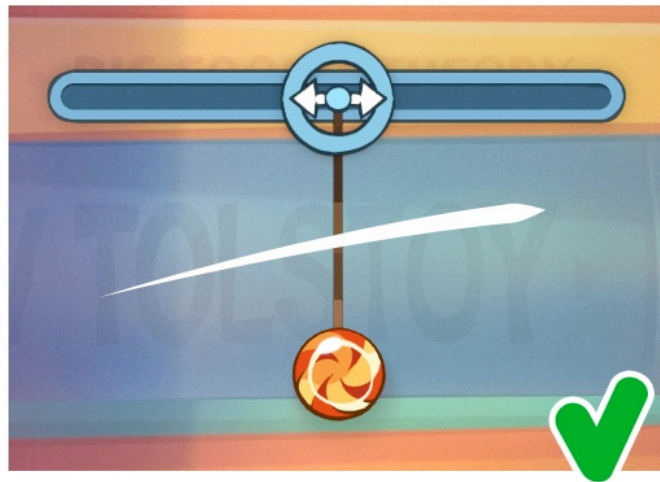
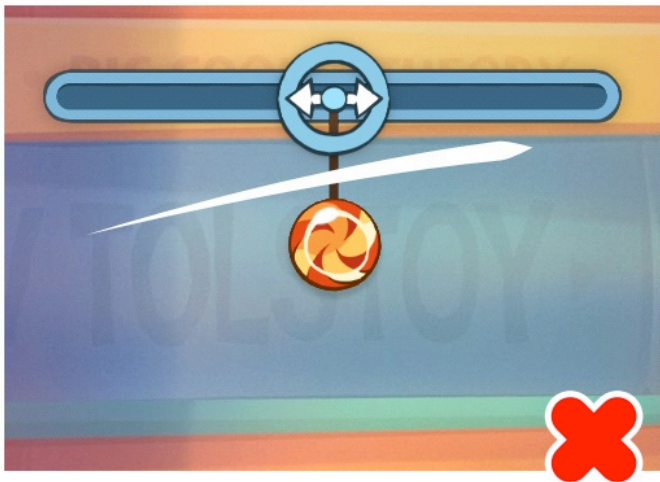
Our principles in level design

4. The solution of the level should look logical, elegant and reproducible.



Our principles in level design

5. Level design shouldn't uncover the weaknesses of the game/engine.



Our principles in level design

6. Tutorial level shouldn't be passable without using the principle it explains.



Our principles in level design

7. It's Ok to break those rules.



Levels order

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
	#	File	Bubble	Air Pump	Auto Rope	Timed Star	Movable Holder	Spikes	Spider	Bouncer	Gun	Suction cup	Rocket	Rotatable Rocket	Flying Star	Hidden Pict	Scroll	Difficulty (1-10)	Comments
2																			
3	1	bonus1a													x			1	Tutorial: rope cutting
4	2	bonus2a													x			3	Tutorial: stars
5	3	bonus10k	x															3	Tutorial: bubbles
6	4	bonus25a																	Tutorial: restart level
7	5	bonus23b	x	x											x			5	Tutorial: air pump
8	6	lal22	x	x														5	Tutorial: leaving the box
9	7	bs_01			x													6	Tutorial: auto rope
10	8	bonus20a	x	x	x													7	
11	9	bonus40	x	x		x												7	Tutorial: timed star
12	10	bs_02	x		x													4	Tutorial: cutting several ropes at once
13	11	bs_04	x		x		x											7	Tutorial: movable holder
14	12	lal20	x				x											7	Tutorial: skip level
15	13	bs_03					x								x			6	Tutorial: stretched ropes
16	14	bs_07a	x	x												x		5	
17	15	bonus23a	x				x	x										9	Tutorial: spikes
18	16	bonus19a	x				x	x							x			6	
19	17	bonus14a	x	x											x			5	
20	18	bonus12d	x	x					x									6	Tutorial: spider
21	19	bs_10d	x					x	x									8	
22	20	bs_13		x	x	x									x		v	7	Tutorial: fast actions
23	21	lal19			x					x								4	Tutorial: bouncer
24	22	lal02	x							x								4	
25	23	lal01			x		x			x								6	
26	24	lal06	x	x						x								8	
27	25	lal13	x				x			x								6	
28	1	lal16a									x							2	Tutorial: Gun1
29	2	lal16c									x							3	Tutorial: Gun2
30	3	lnew13	x					x			x				x			3	
31	4	lnew01		x							x							3	
32	5	lnew02	x								x				x			2	
33	6	lnew07a	x			x					x						v	3	
34	7	lnew22	x					x			x							5	

Data driven decisions

Customer Reviews Current Version (2511) All Versions (127430) Sort By: Most Recent

help ★★★★★
by Loverofember - Version 1.6 - Jan 20, 2012

level 9 in valentines box is IMPOSSIBLE!!!!!!!!!!!! why why why would u do this to me

Was this review helpful? [Yes](#) | [No](#)

Hmm.. ★★★★★
by Markwflsch - Version 1.5 - Nov 4, 2011

I like candy too..dr. horrible.

Was this review helpful? [Yes](#) | [No](#)

Best ever ★★★★★
by Zanae - Version 1.5 - Nov 4, 2011

Awesome!!! Totally addicted!

Was this review helpful? [Yes](#) | [No](#)

Awesome ★★★★★
by Midgeeeee - Version 1.5 - Nov 4, 2011

Well worth the price. Fun for me and my three year old.

Was this review helpful? [Yes](#) | [No](#)

User reviews

Data driven decisions

Facebook polls

What is your favorite box in the game?

☐ Cardboard Box

...

☐ Fabric Box

...

☐ Foil Box

...

☐ Gift Box

...

☐ Cosmic Box

...

☐ Valentine Box

...

☐ Magic Box

...

☒ Toy Box

...

Asked By

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Cut the Rope

about 2 months ago · Share · Delete · Unvote

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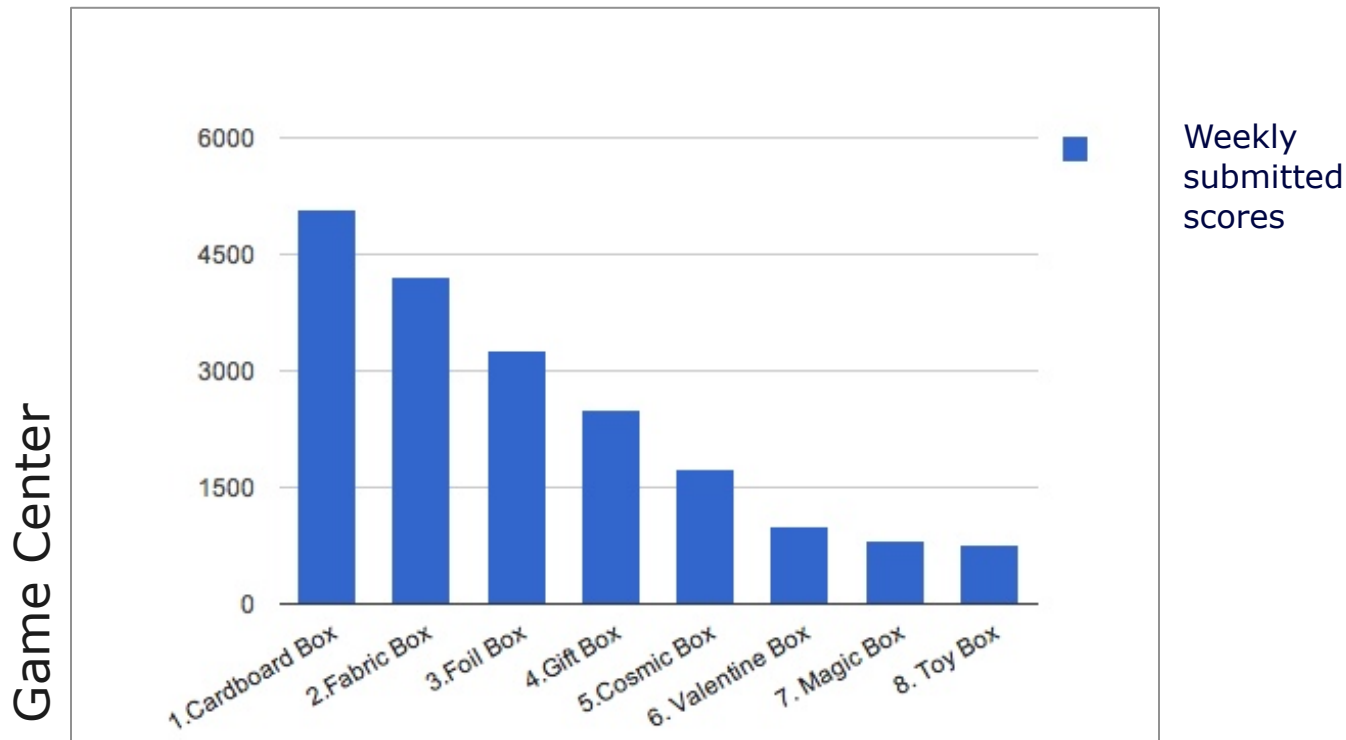
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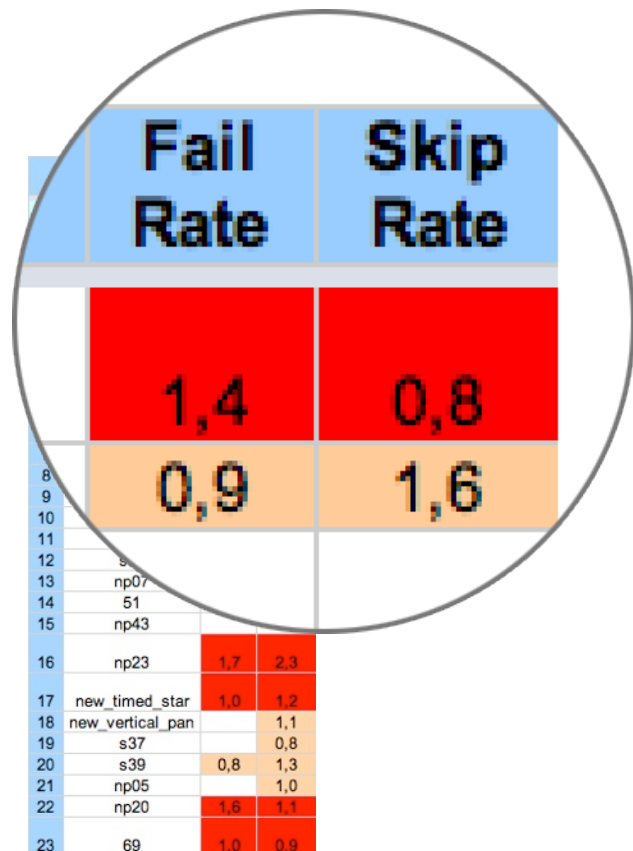
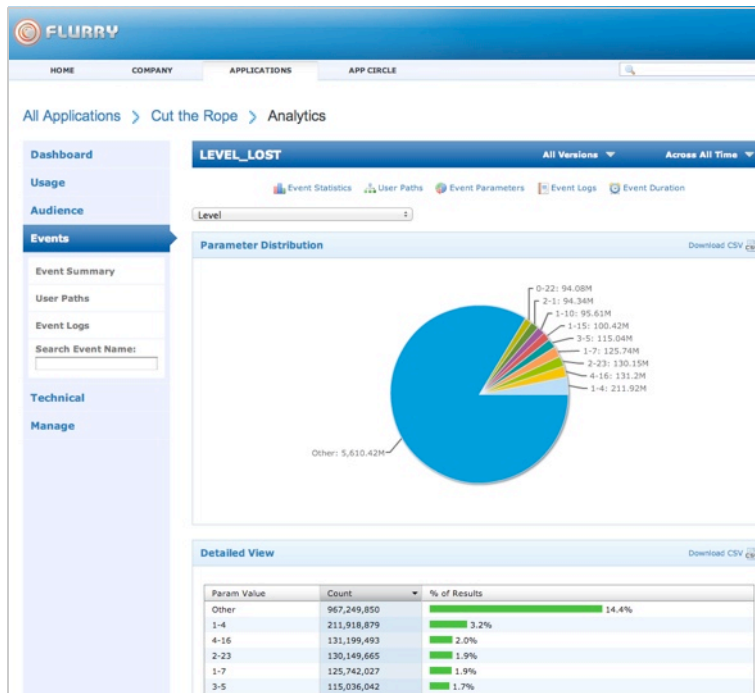
Write something...

Data driven decisions



Data driven decisions

Flurry



Results So Far

- More than 900 levels created, around 400 used in the games (CtR Original & Experiments)
- Around 22 gameplay elements created
- **Players want more!**



Thank you!

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