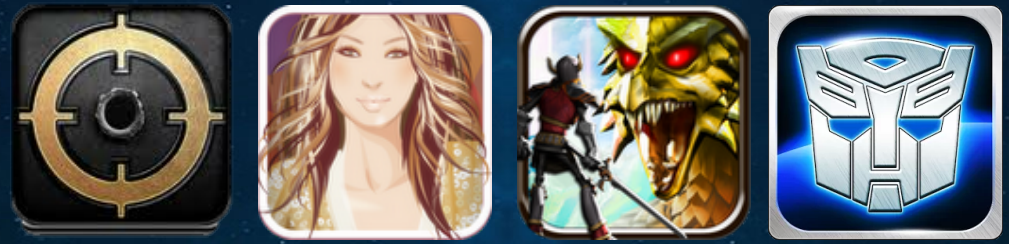
TRANSFORMERS
LEGENDS
Bringing Japanese Game Design
to the West
:DeNA



Tom Hess

Producer

DeNA West

DeNA

Who is DeNA?

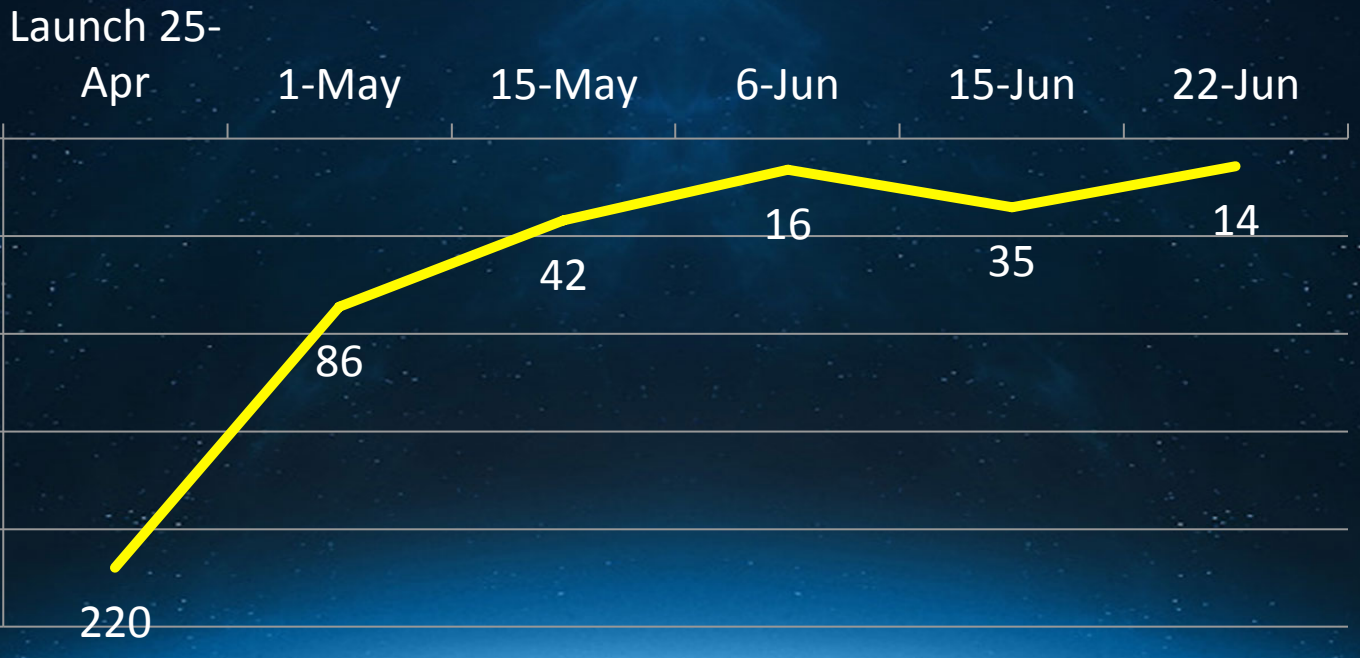
mobage

Top 10

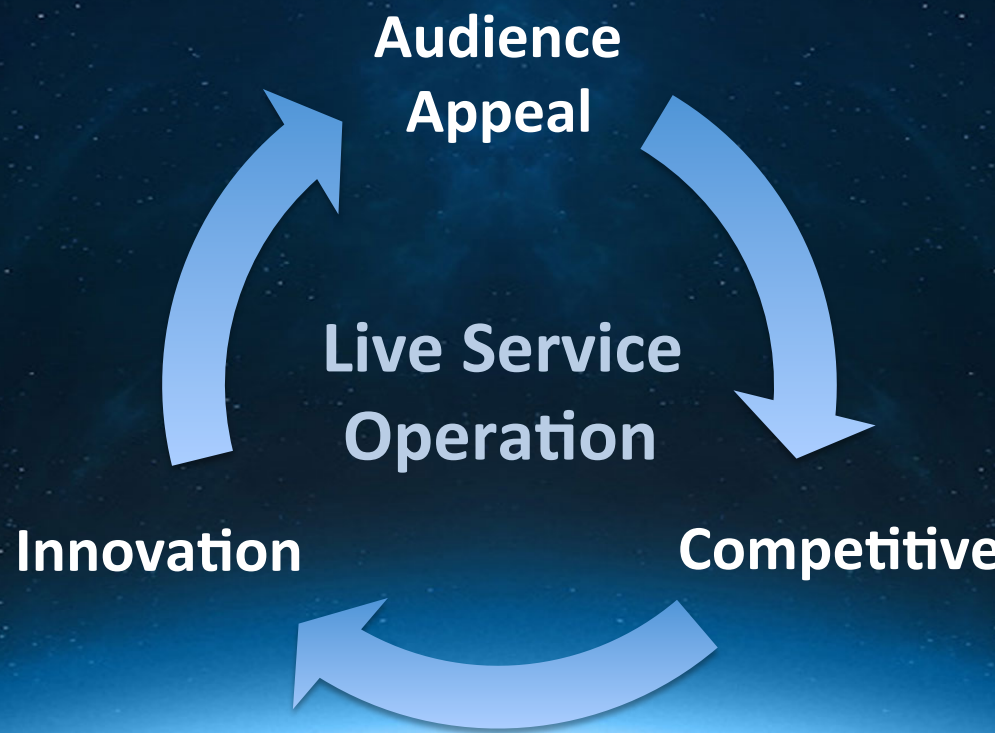
Top 25

DeNA

U.S. iOS Top Grossing



Making a Hit Game

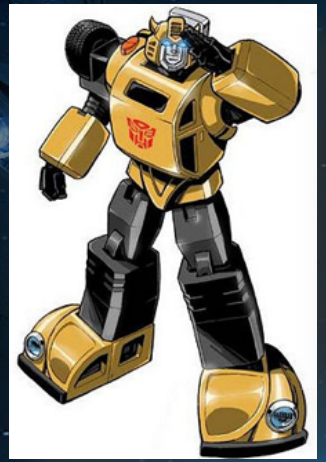


Audience Appeal

- Consumers: “We want a *Western style* card battle game!”
- Us: “What’s the best content to inspire *caring* about the characters?”
- Us: “How do we get *epic* plus *simple and accessible*?”

What Universe?

Gen 1, Movie, TF Prime.....?



Live Events

Competitive Execution

Art Drives Emotion

- A Transformers comic book artist sketches the character
- Then the sketch is sent out to be painted using our style guide

Collecting has to be Special and Rewarding

- The strongest cards need to be desirable
- We use the most popular characters for Rare and Super Rare
- Common (Static Poses) -> Super Rare (Engaged in Combat)

UI Style and Tone

UI should feel market appropriate

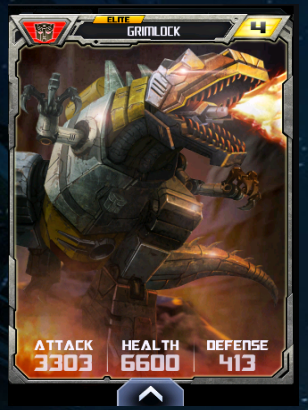
Web to native quality

Reduce text with clear iconography

Delight is a Powerful Emotion

Emotional Payoff to Collecting

Alt Mode



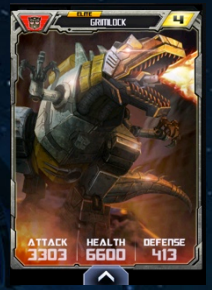
Robot Mode

Bonus Calc

Transform Mode

Better stats – Battle bonus – Visual payoff

Feeding the High Engagers



Max Level

Trans-Scan

Collect, assign, then level up companion weapon

Live Service Operation

- Limited time Events (6 – 10 days)
- New content, themes and features
- Events keep the game fresh
- A way to tell stories in the game

Raid Boss Event

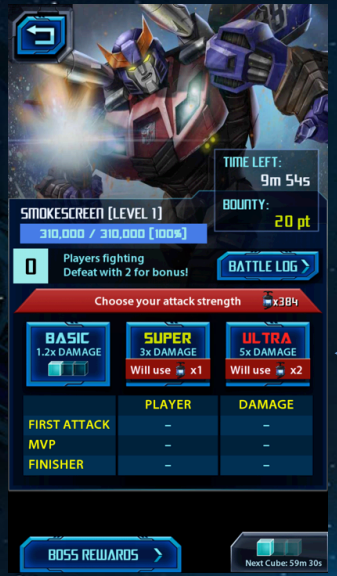
Main Goal:
Find bosses and defeat them!

How:
Play missions

- Mini game – Earn Credits
- Character Card
- Free PVP Battle
- Event Boss

We control boss spawn rate and which boss

Fighting a Boss

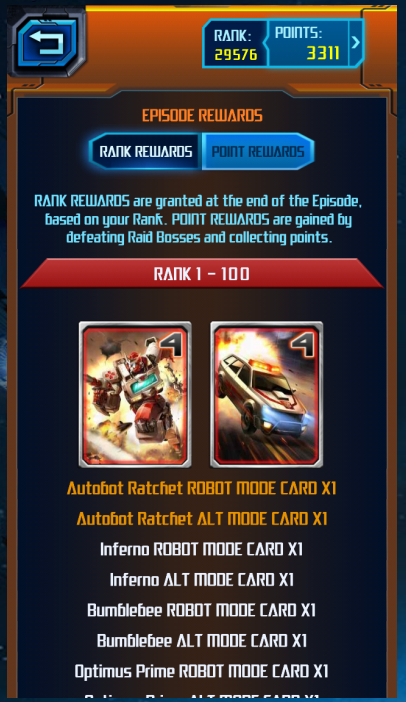


Players choose attack strength

Ask other players for help

Collect rewards based on your contribution

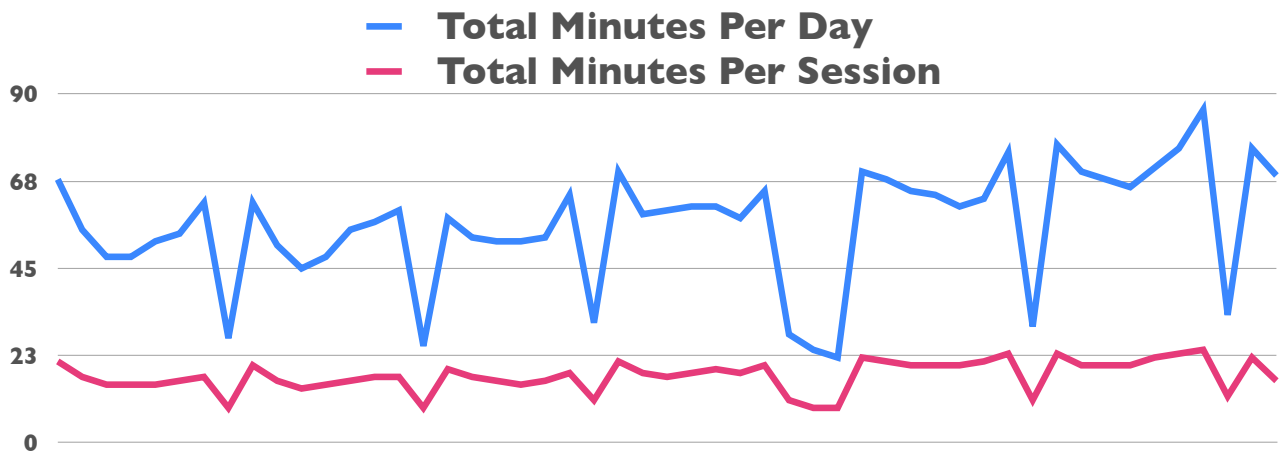
Leaderboard



- Best cards must come from the leaderboard
- At the end of the event the prizes are rewarded
- All Players that participated get rewards

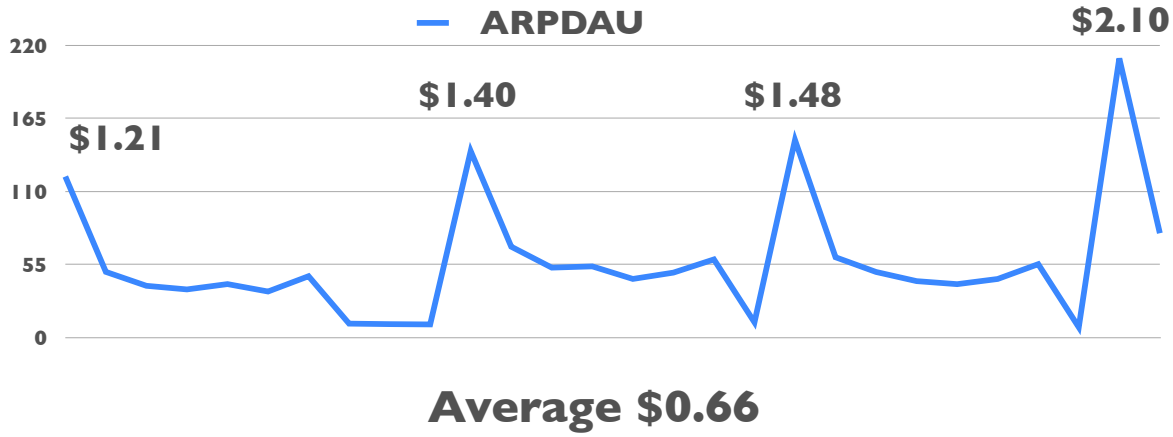
Rank 1 - 100	Best Card
Rank 101 - 1000	Next Best Card
Rank 1001 - 5000	Card that is Great for 2nd Event Players
Rank 5001 - 10000	Card that is Great for NEW Players

Event Engagement



Source: internal analytics data

Event Monetization



Questions?
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