

Reaching Color Zen

From Prototype to Chart Topper in Three Weeks

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Game Designer

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SMARTPHONE & TABLET GAMES
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GAME DEVELOPERS CONFERENCE

SAN FRANCISCO, CA
MARCH 17-21, 2014
EXPO DATES: MARCH 19-21

2014

Who am I?

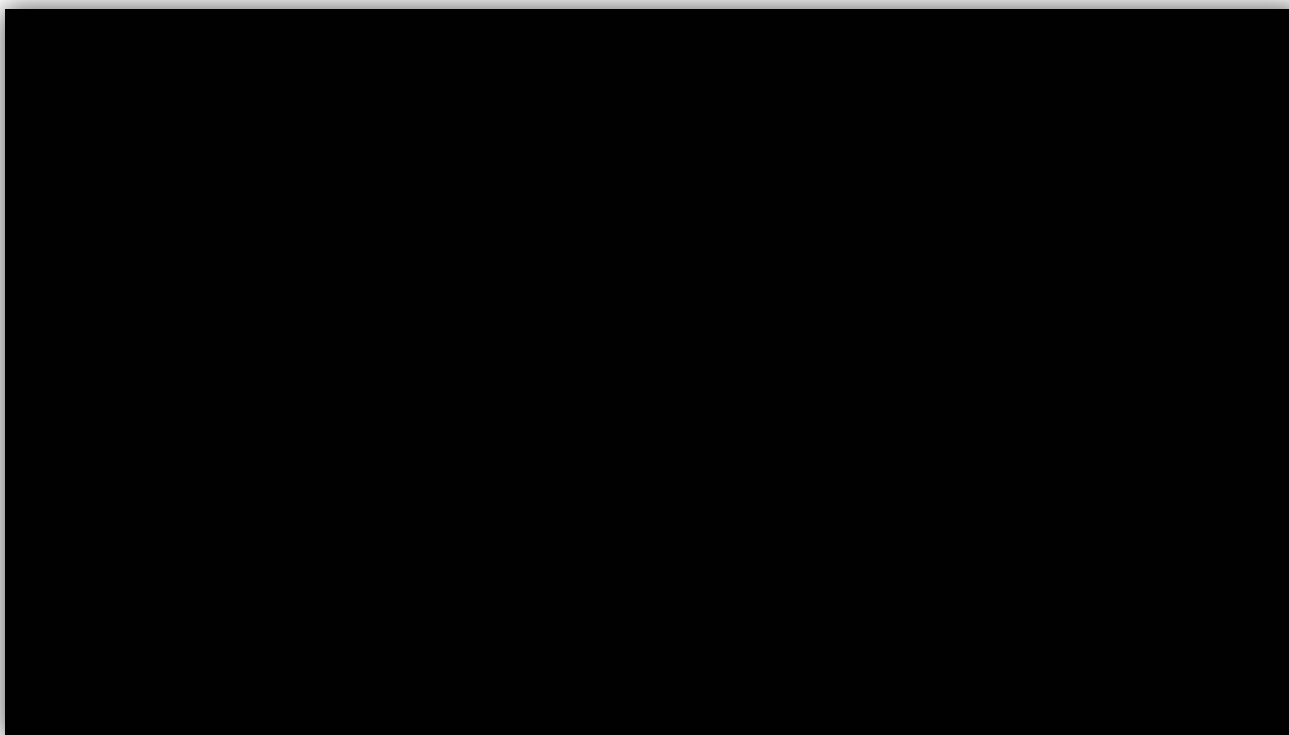


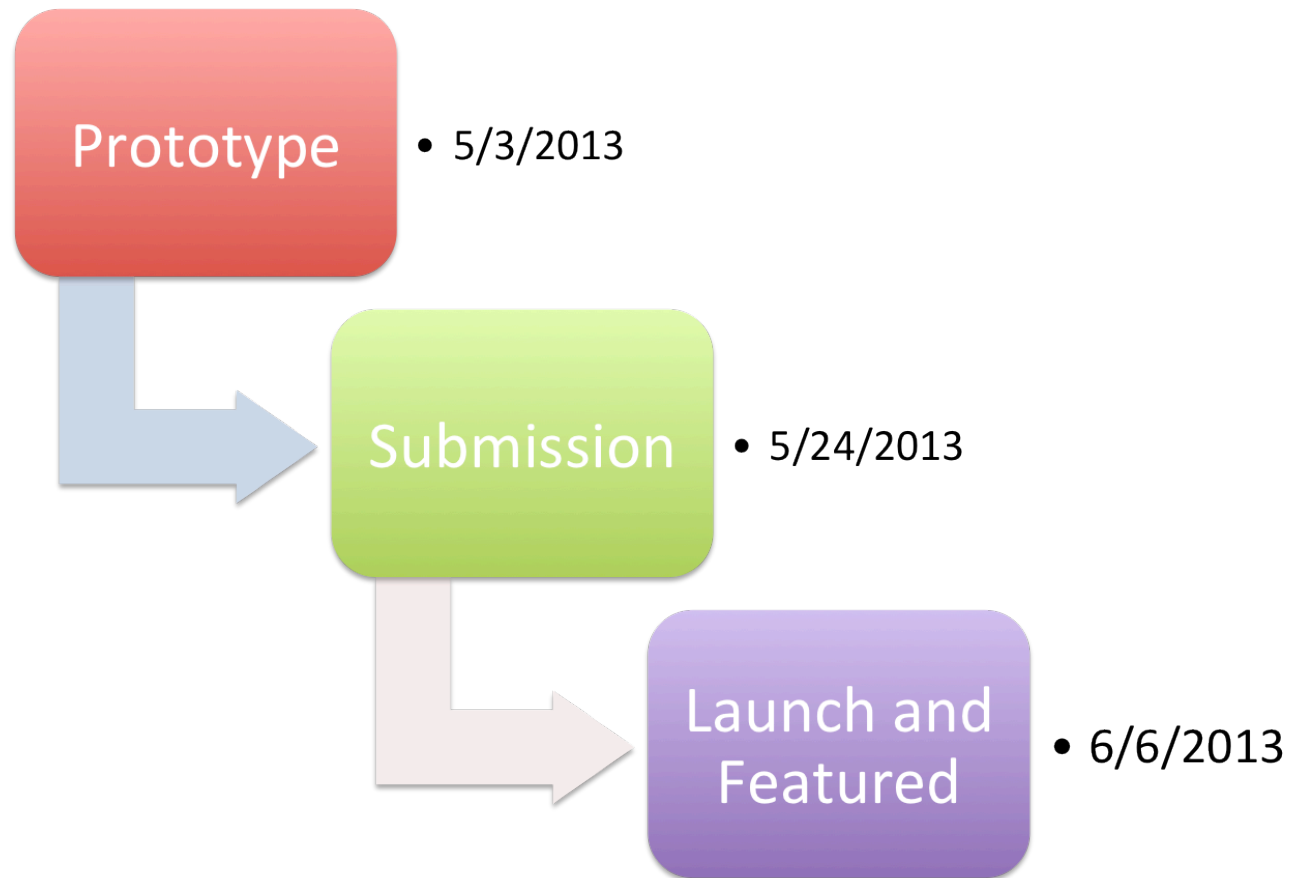
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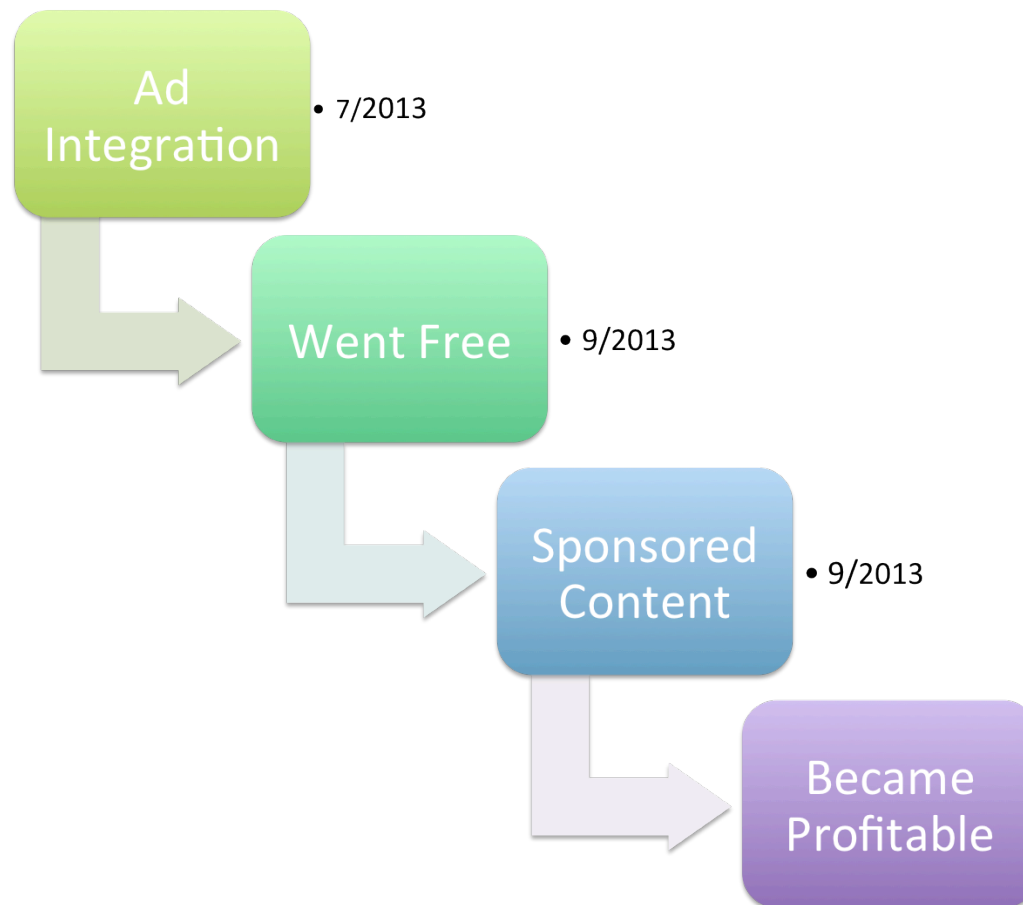
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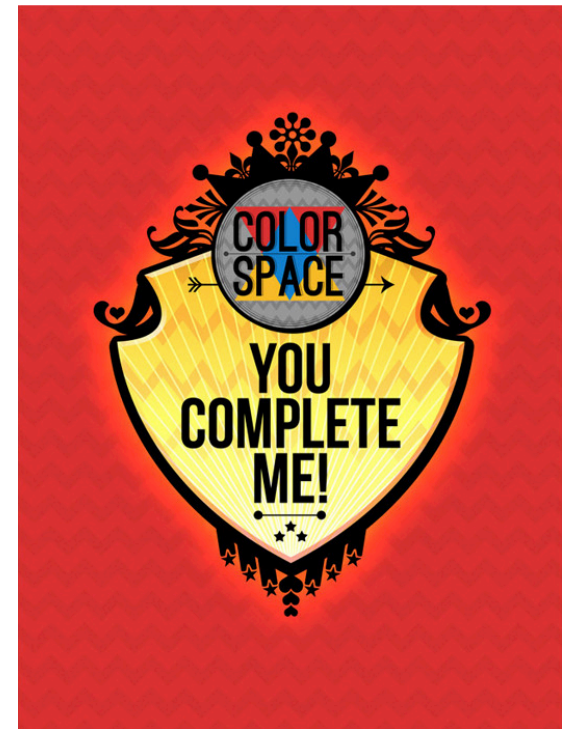
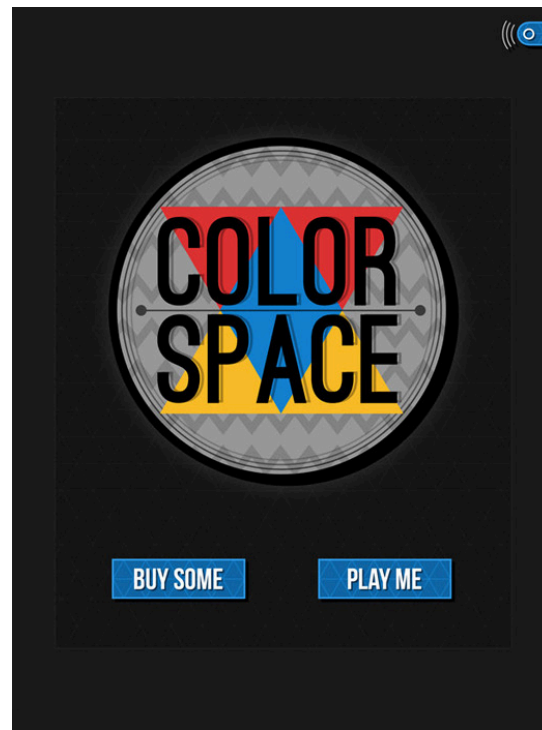
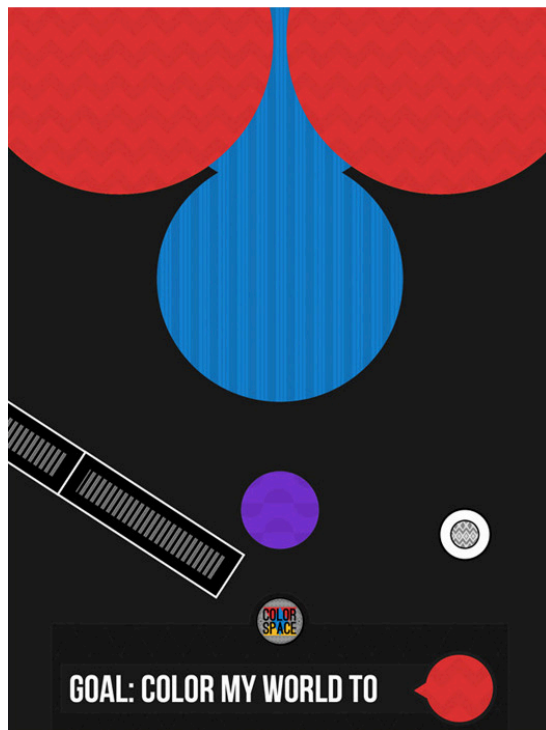






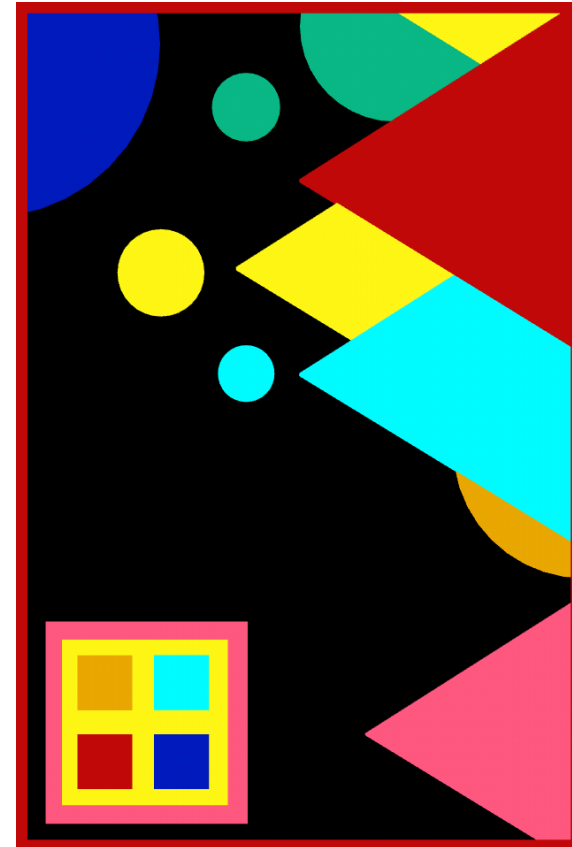
12.5 Takeaways marked by a blue font that Doctors don't want you to see.

The Prototype



Takeaway 1

Tight, unmovable deadlines
can help small teams create
cool things at a low cost.



Aesthetics and Title







Jun 26, 2013 by **Sylvester Stalllione**

Version 1.0.0

cool game - this is a perfect meditative game- beautiful graphics, challenging at times-add more levels!

"There are no timers in Color Zen. You aren't being scored. It's a game where you're meant to take your time. Slip on some headphones and just lose yourself in the color and shapes"

- Kotaku

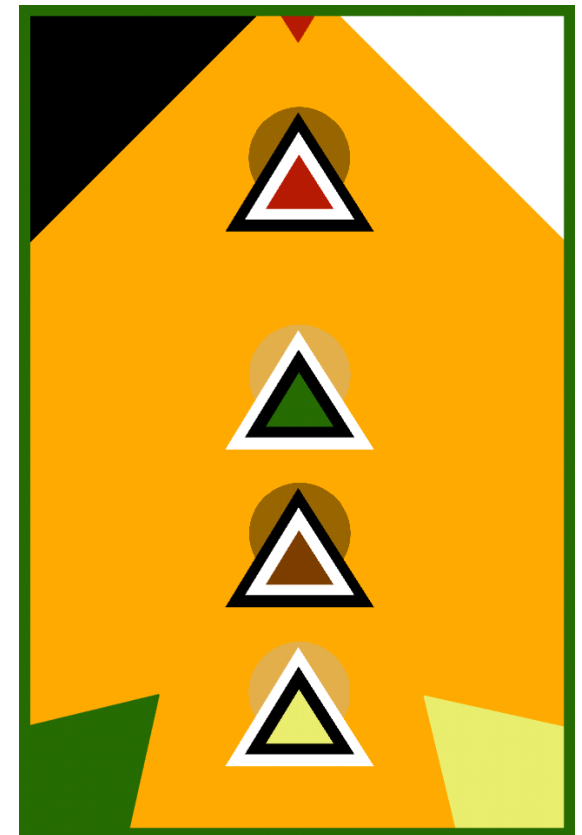


Takeaway 2

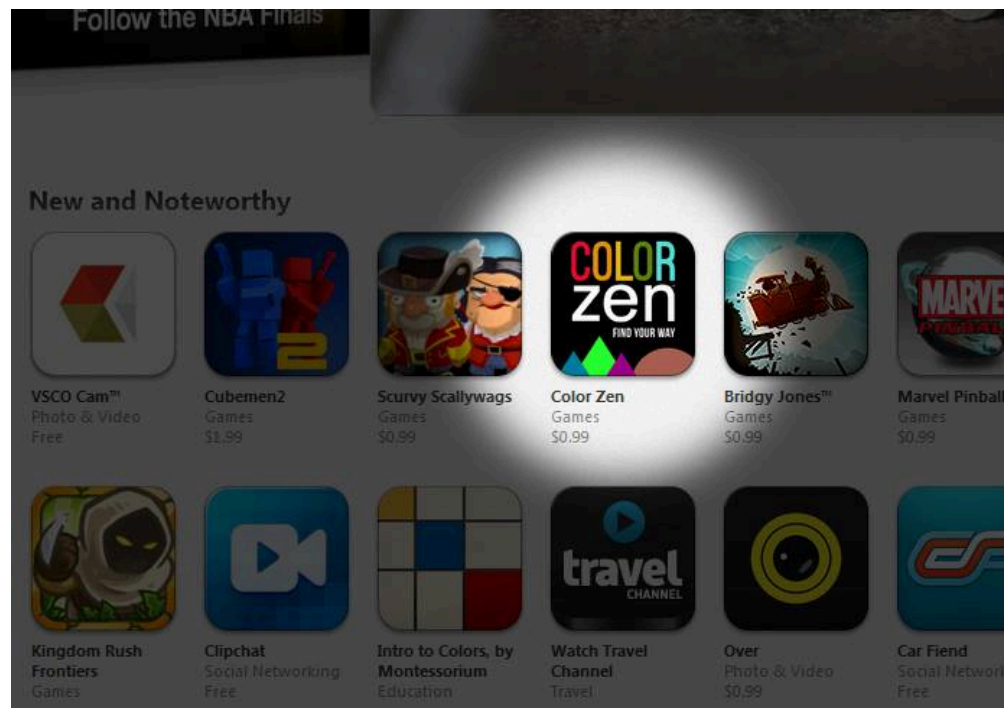
Settle on a unique design aesthetic for your game and stay true to it for every feature.

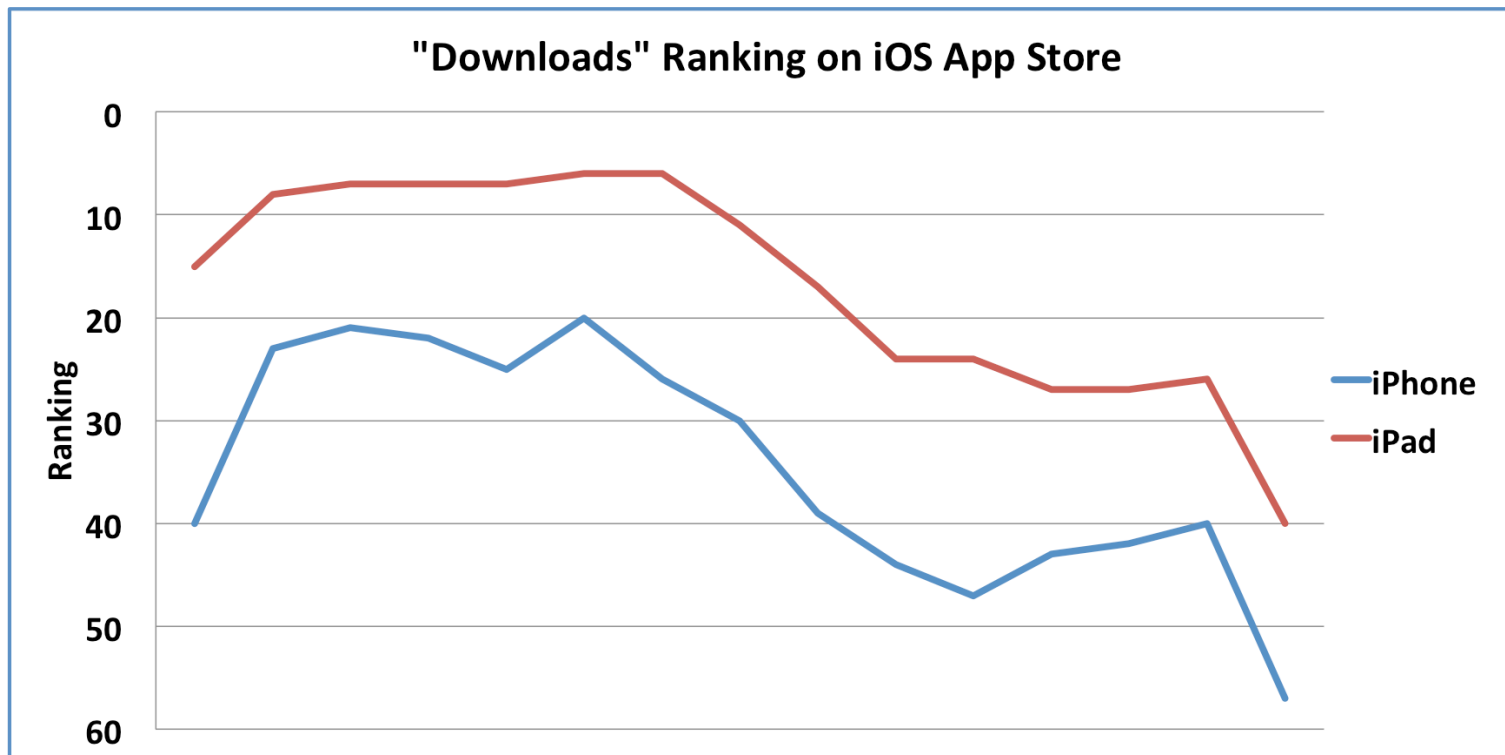
Initial Launch Lessons

- Focusing on 2 week release means unrefined monetization
- Paid to free is hard. 3
- Lack of stat tracking early hurts forever. 4

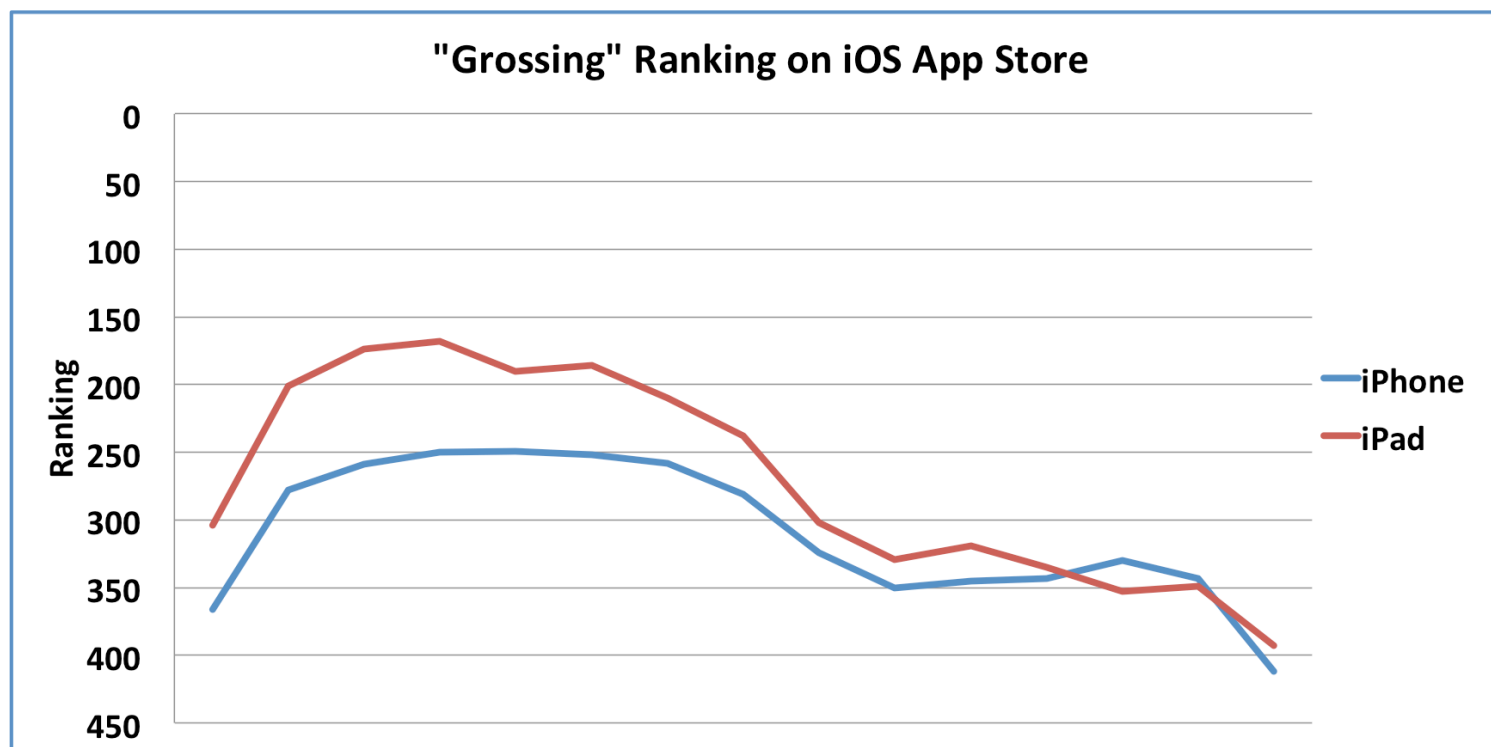


What does being “featured” on the App Store as a \$0.99 game really mean?





Peaked at #6 Paid Downloads on iPad, #20 on iPhone



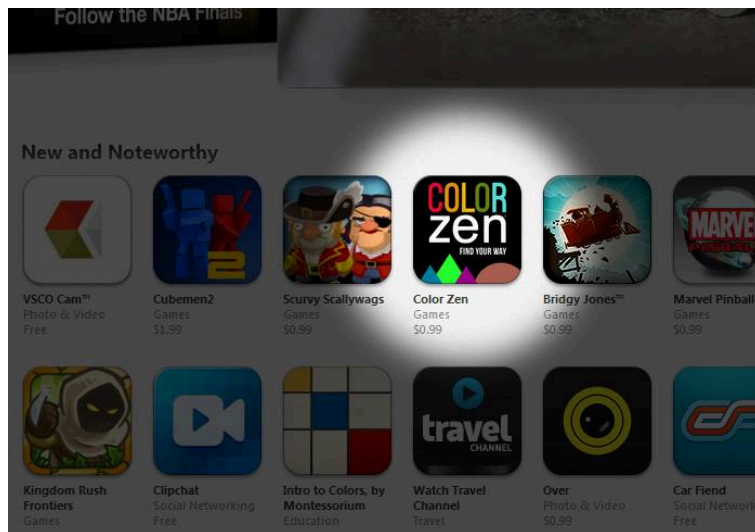
Peaked at #168 on iPad, #249 on iPhone

For our \$0.99 game:

#6 on the Download charts =
#168 on Grossing charts

For our \$0.99 game:

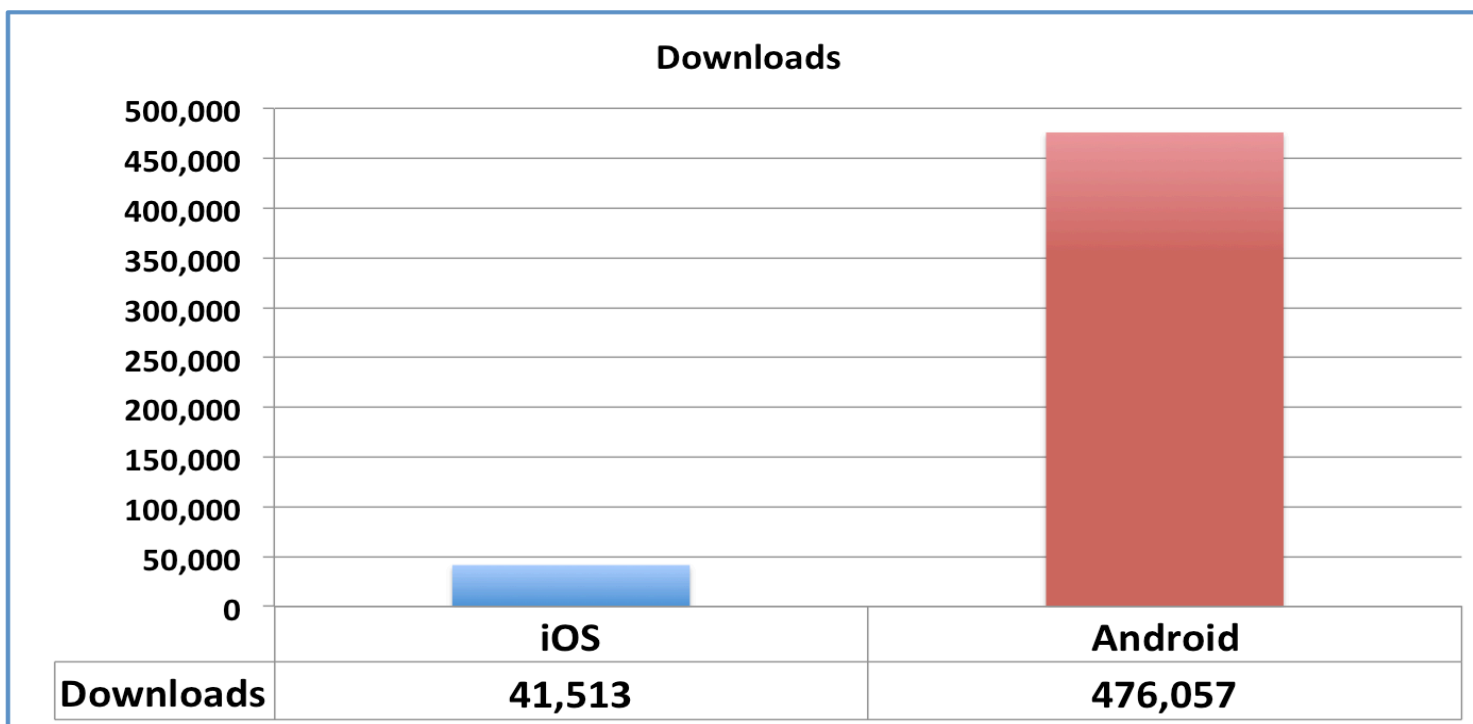
41,500 Downloads =
\$30,500.00



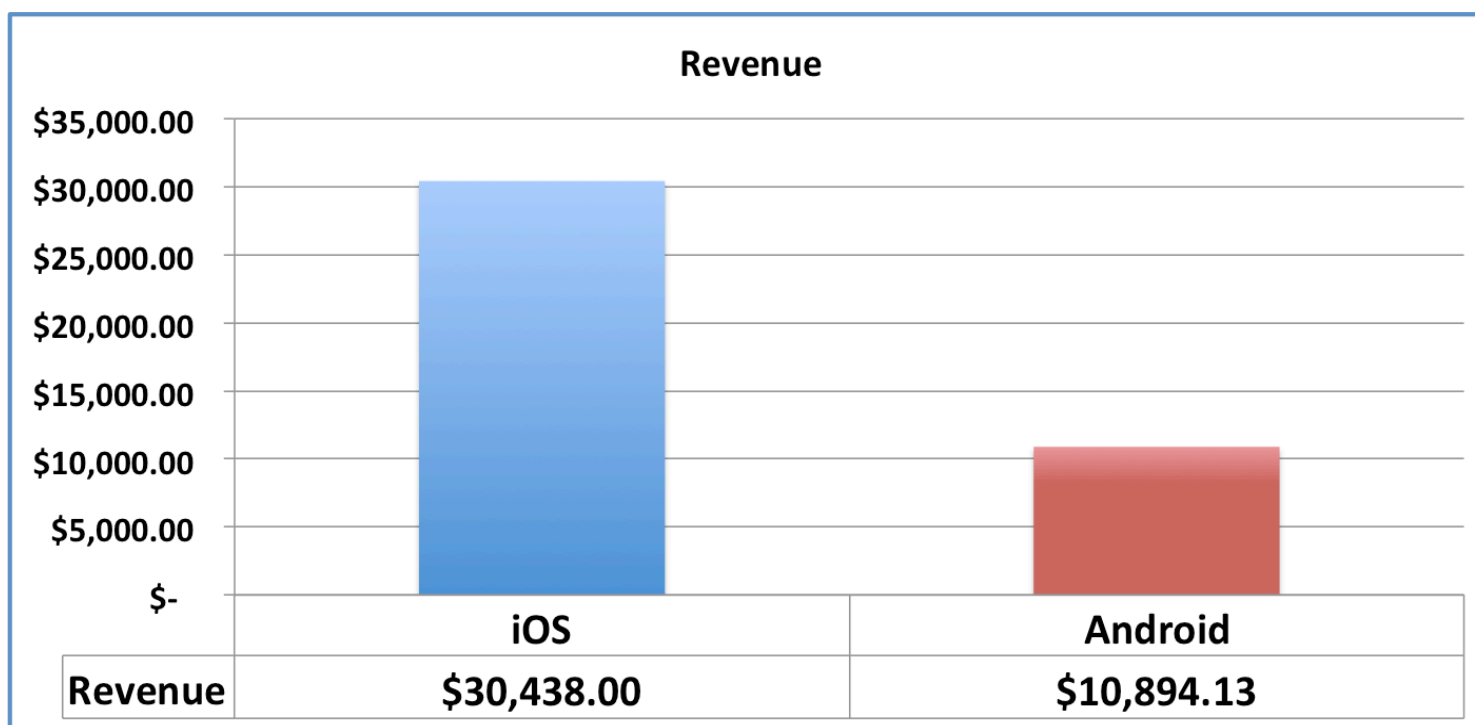
Vs.



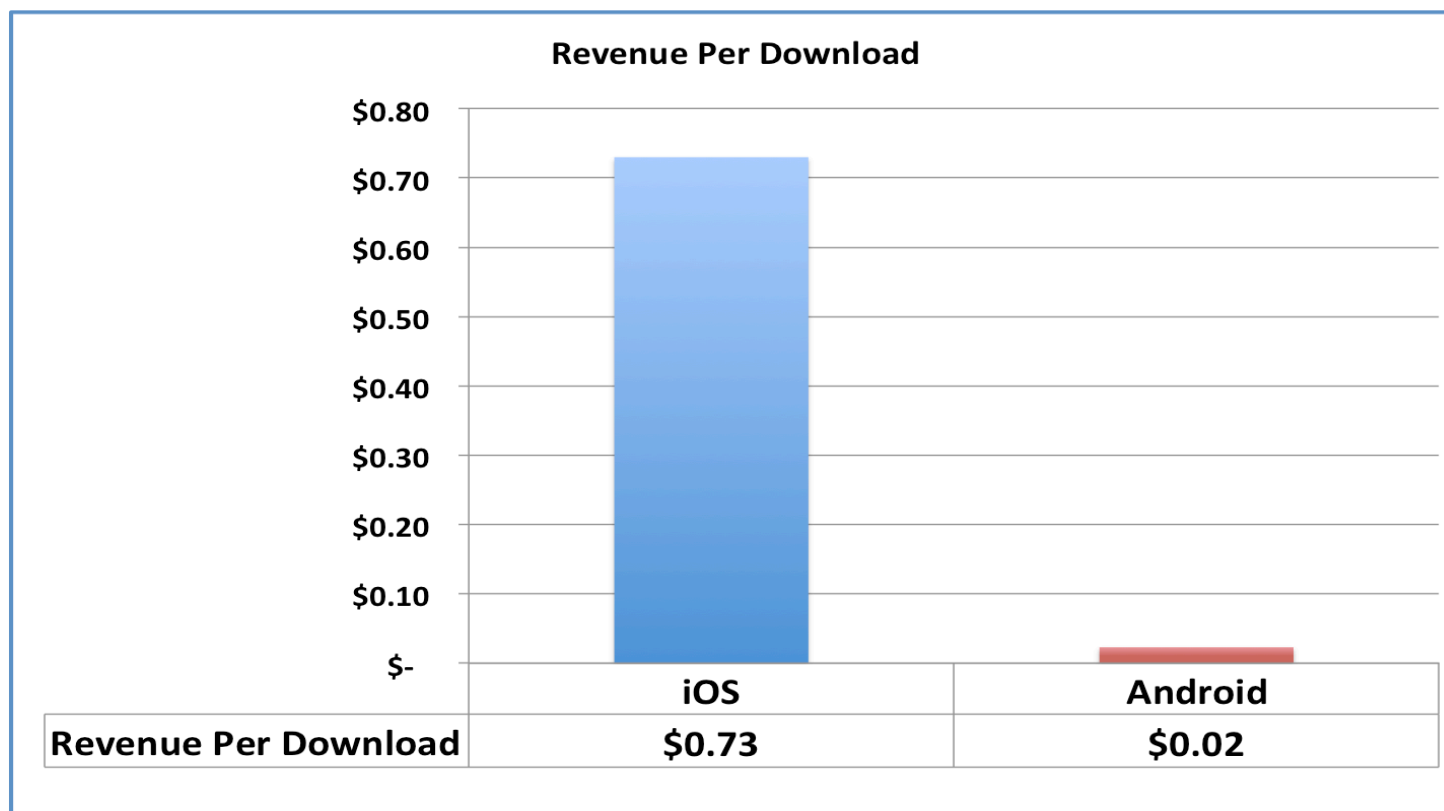
After 2 Weeks of Being Featured

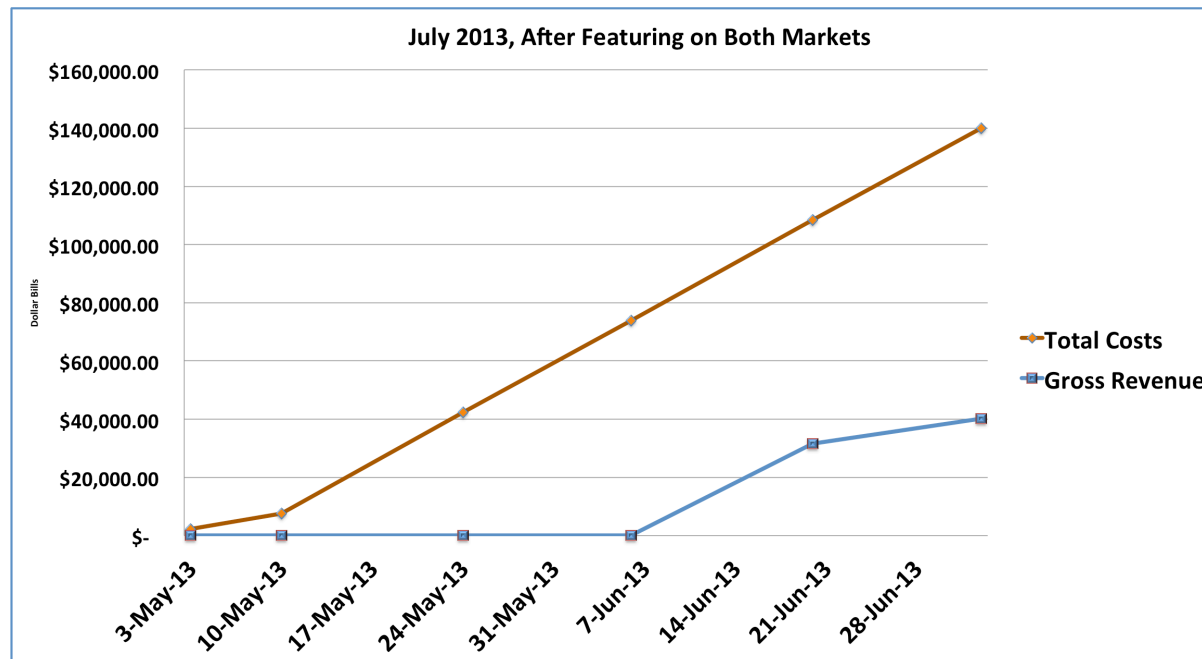


After 2 Weeks of Being Featured



After 2 Weeks of Being Featured

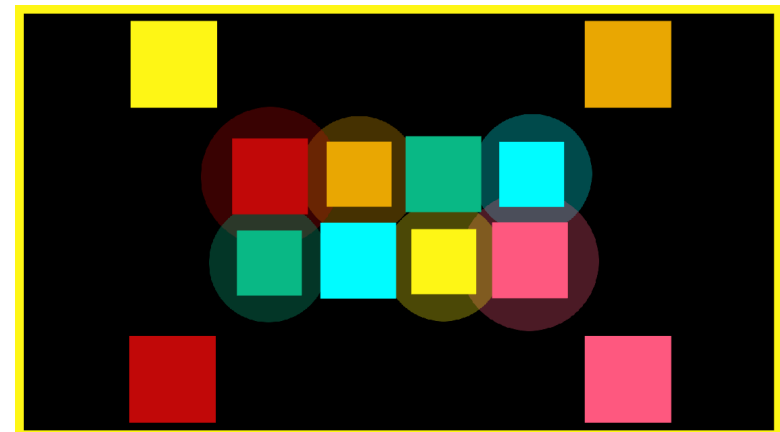
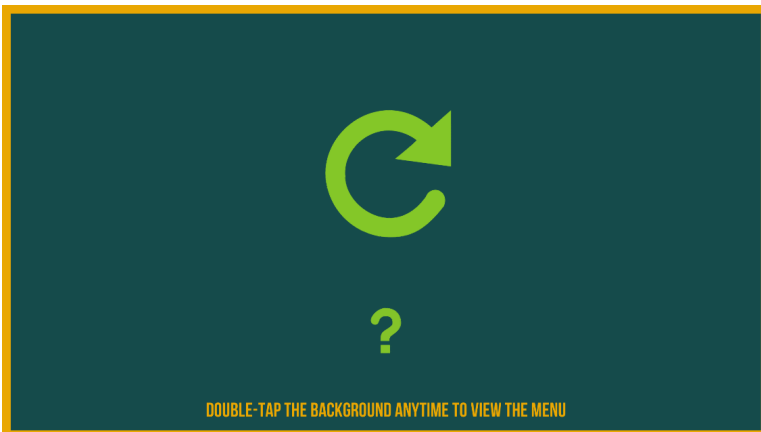
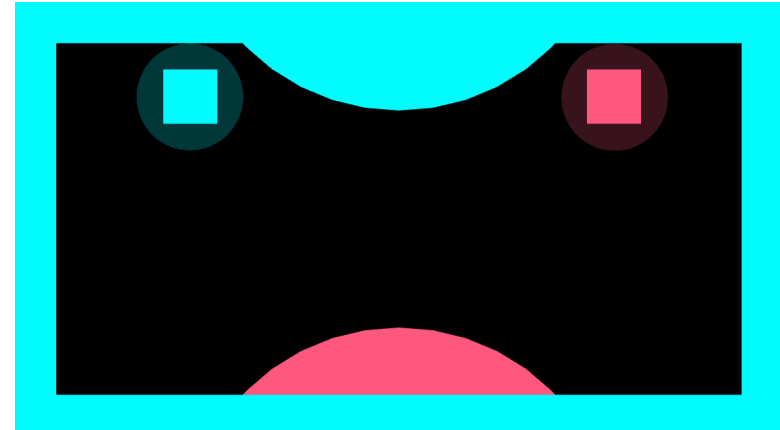
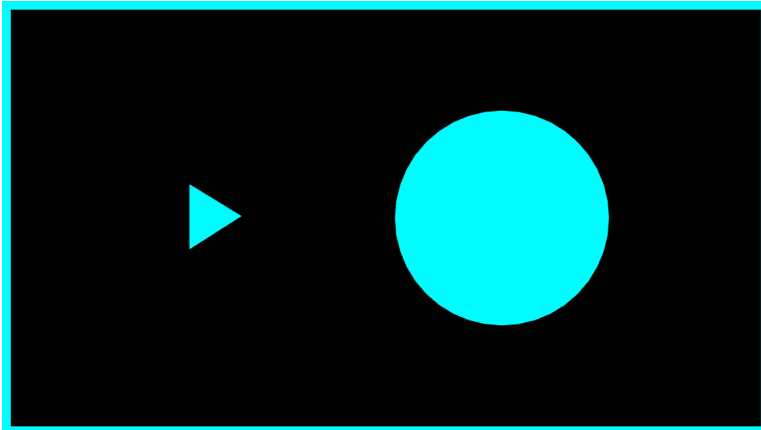


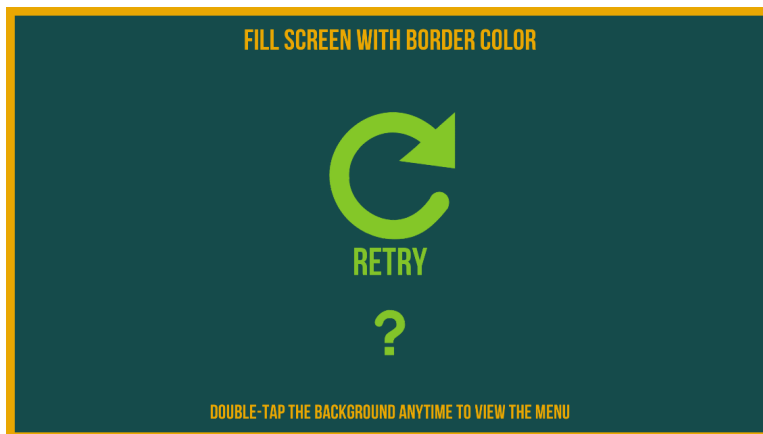
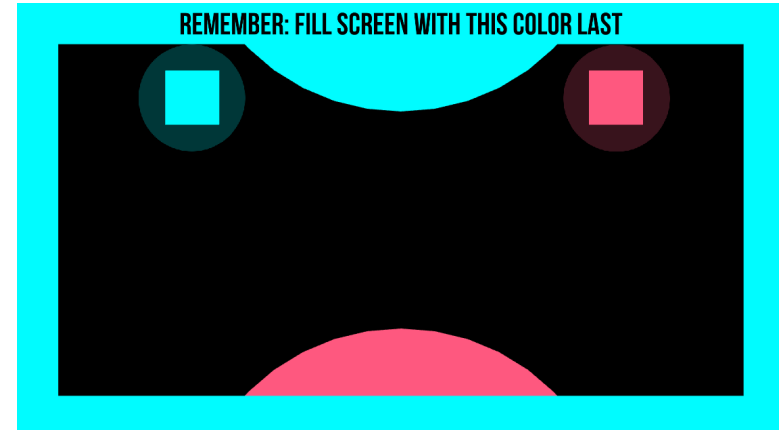
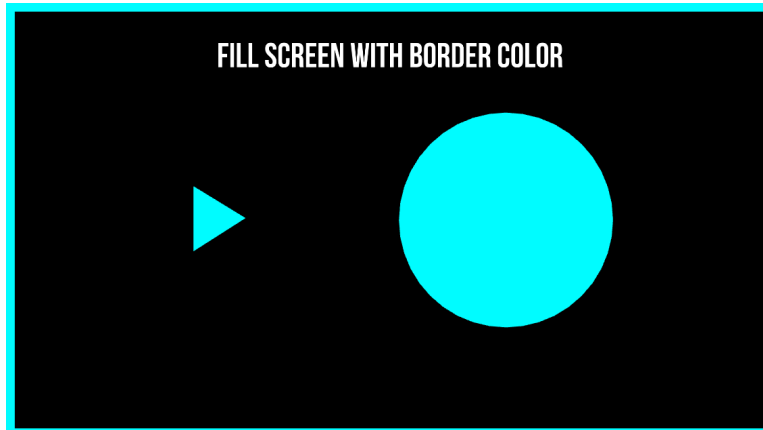


7 people working on it for about 9 weeks at this point

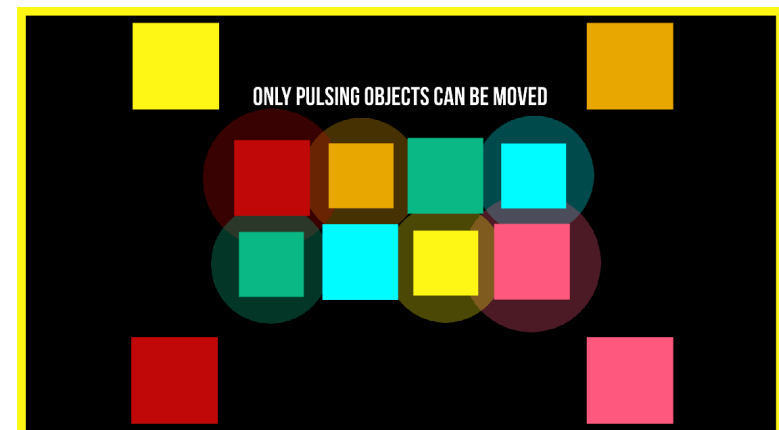
5 & 6

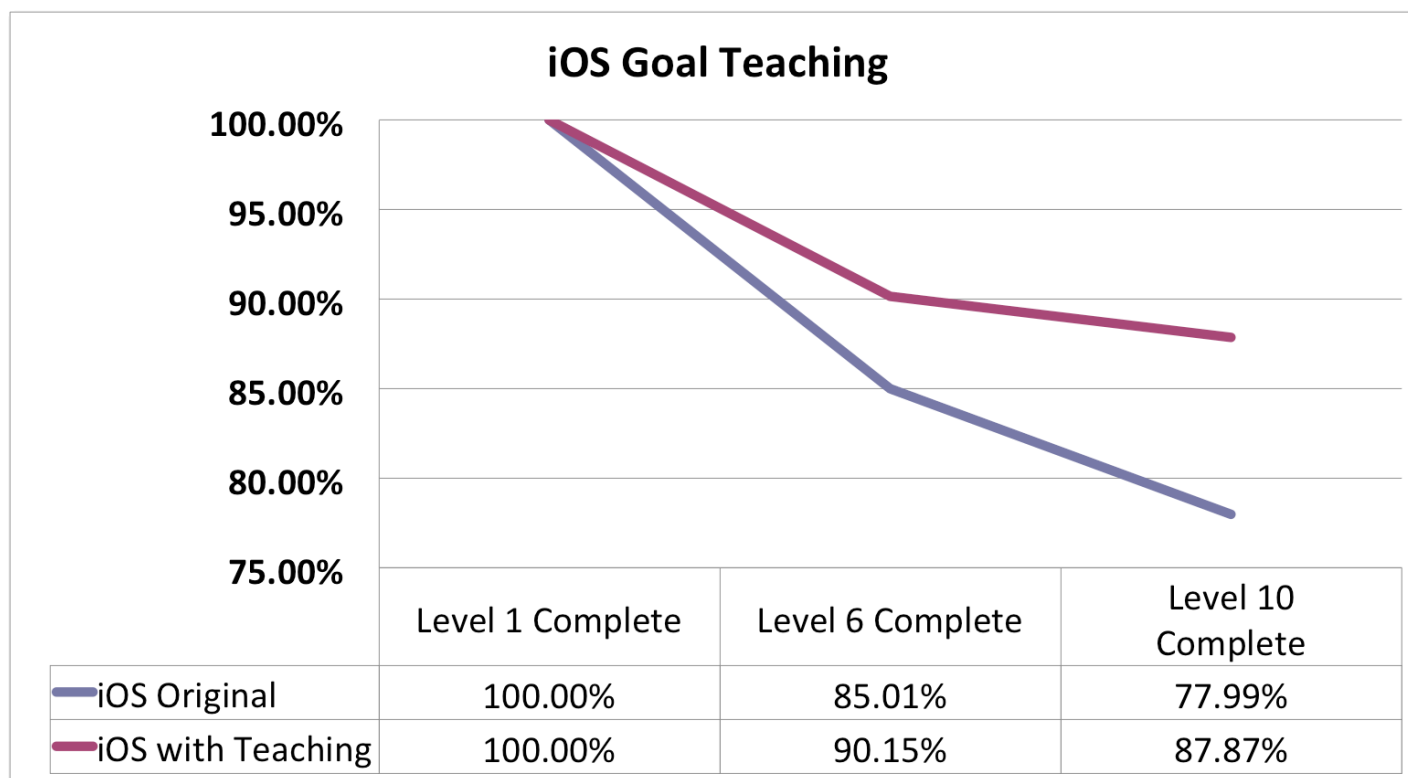
The Self-Teaching Game vs. The Crutch of Text



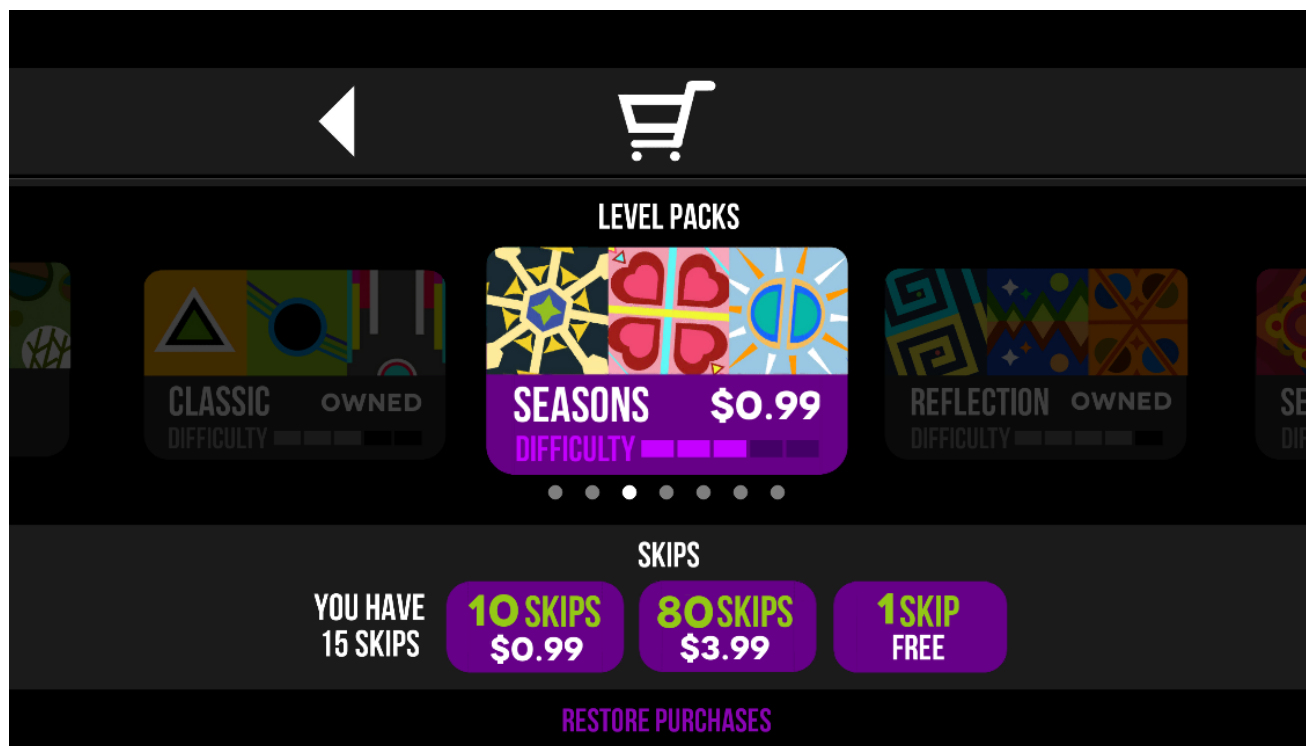


DOUBLE-TAP THE BACKGROUND ANYTIME TO VIEW THE MENU

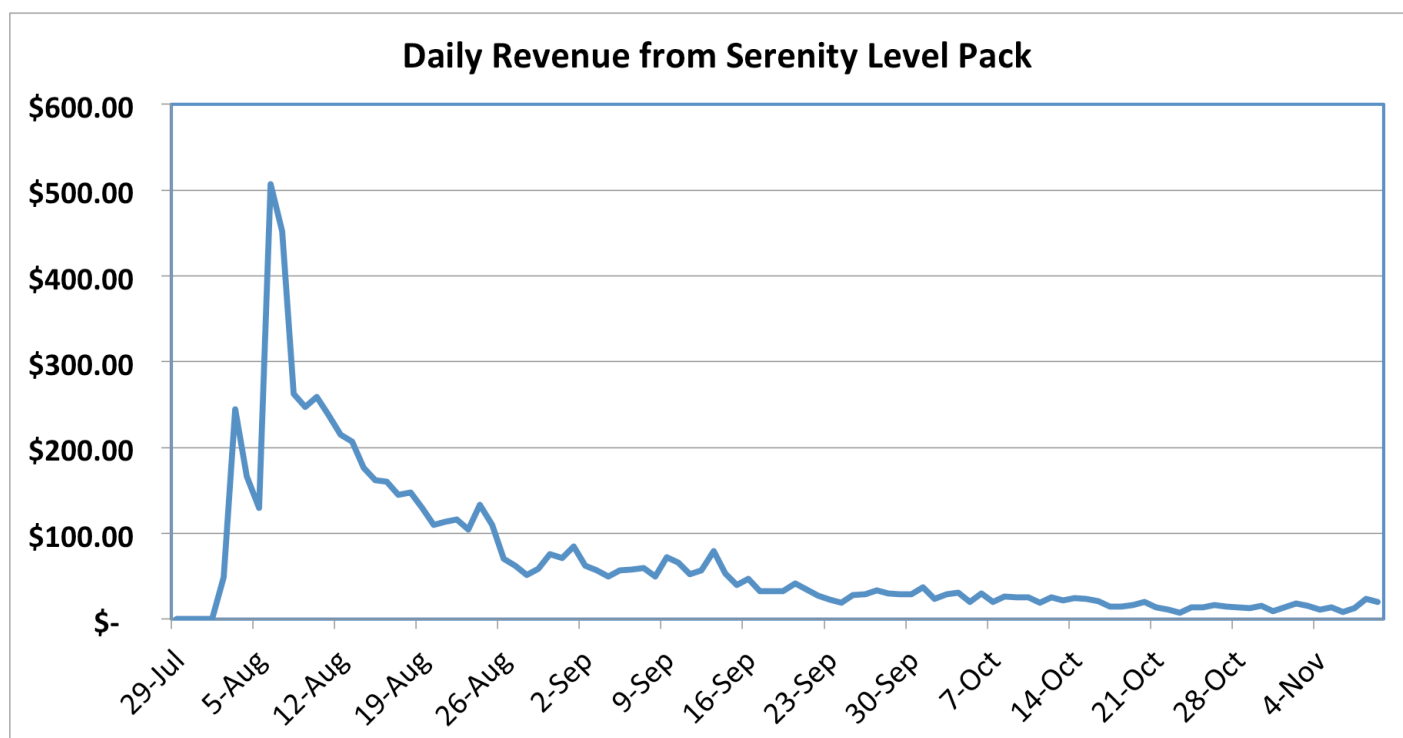




Level Packs



Level Packs



Level Packs

Total Gross Revenue From Serenity Pack as
of 3+ months after release:

\$7,085.69

Total cost estimate: **~\$10,000**

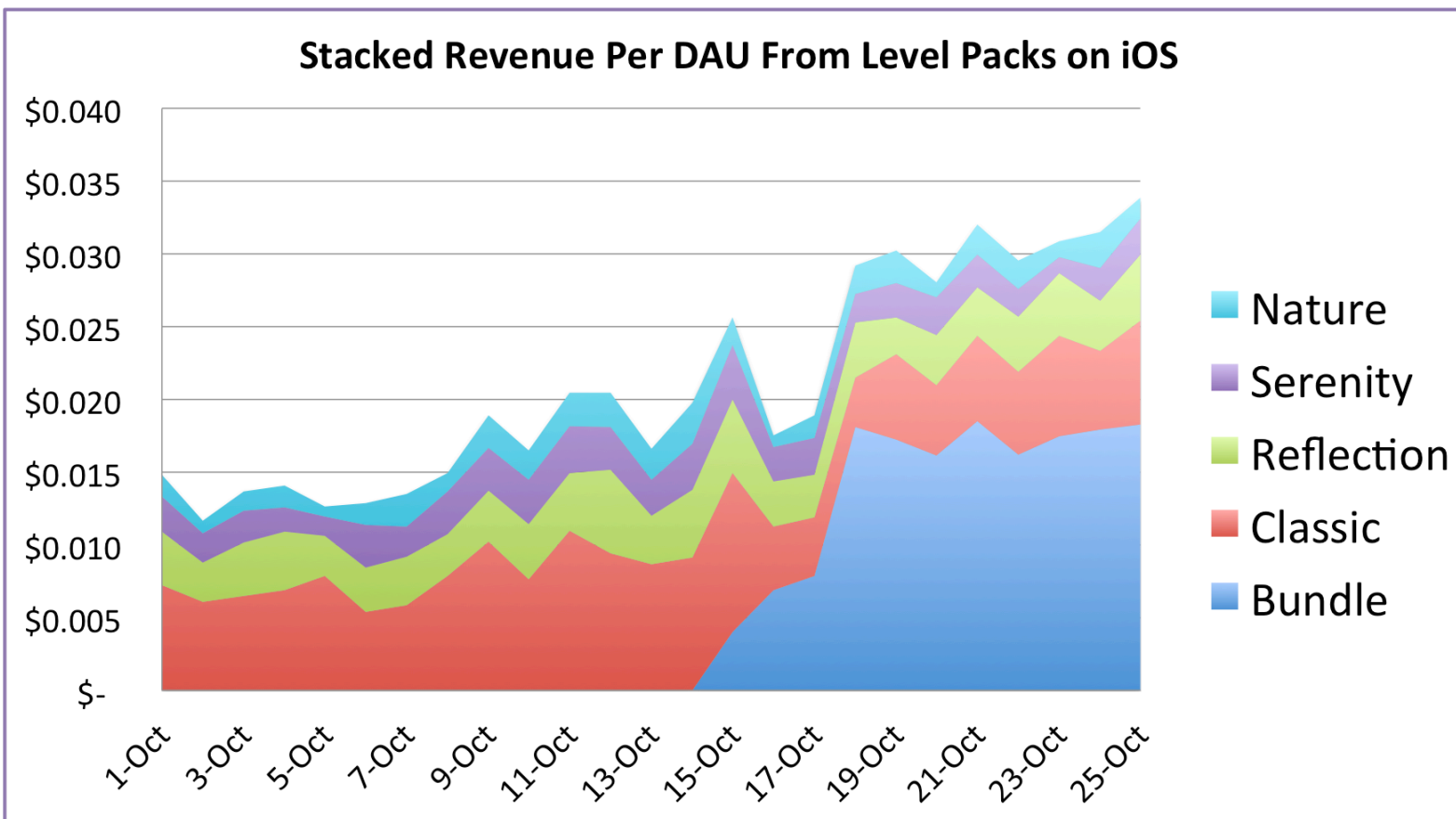
Bundling Packs

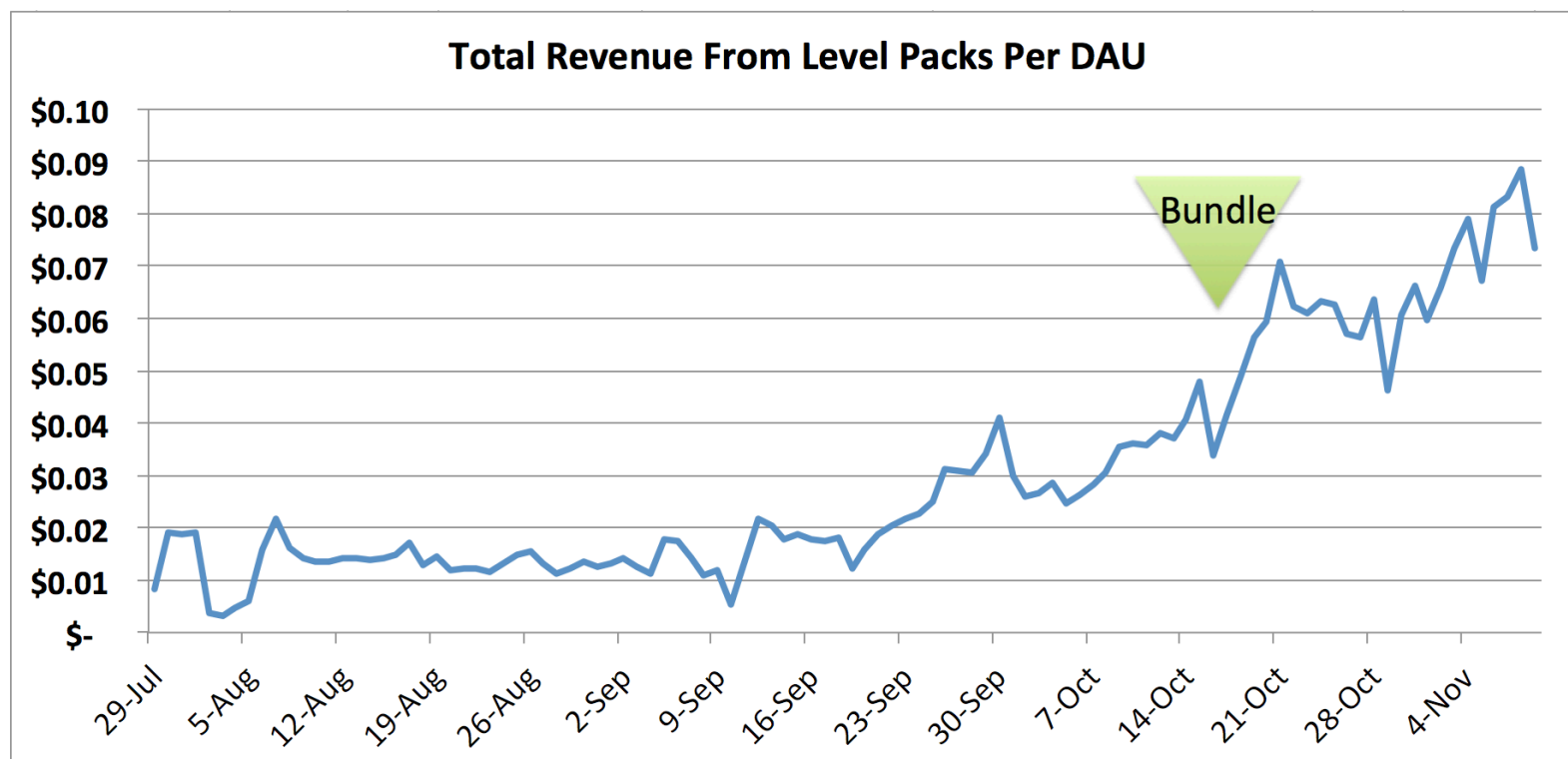
ONE TIME OFFER

GET ALL 4 PACKS, 460 LEVELS!

\$3.99 VALUE!
BUY ALL PACKS \$2.99

BUY CLASSIC \$0.99





Micro-talk time

Reaching Ad Zen (or "RAZ")

How we put Ads in our game without hating ourselves or disrespecting our players and still made some money.

Robert Meyer
Game Designer

@RobMeyer7



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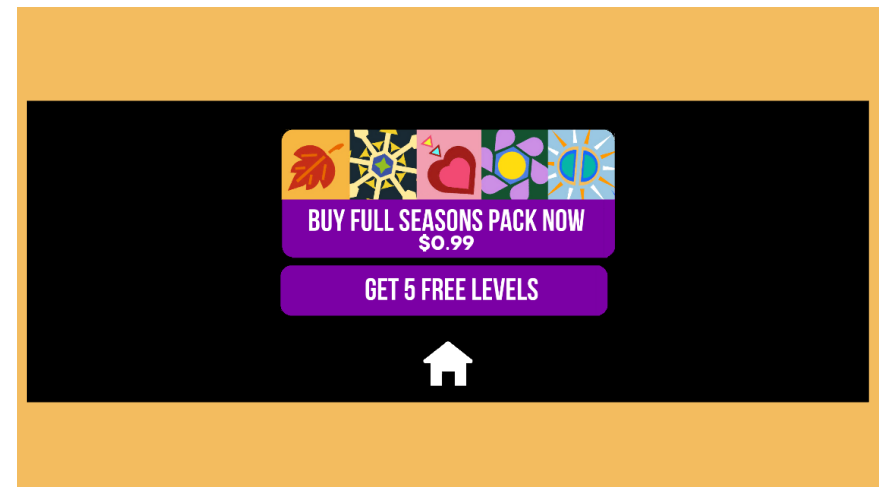
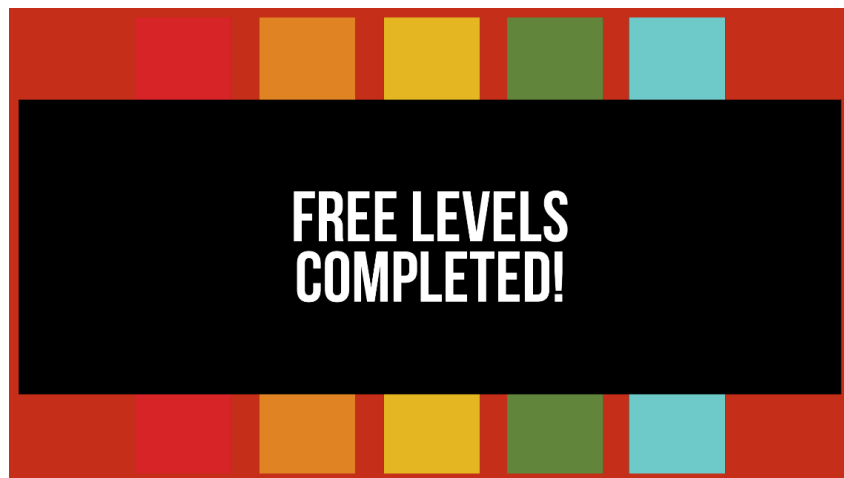
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Who am I?



Ads







WIN \$1,000,000 OR MORE
PLAY THE NEW YORK LOTTERY'S
SECOND CHANCE SWEEPSTAKES

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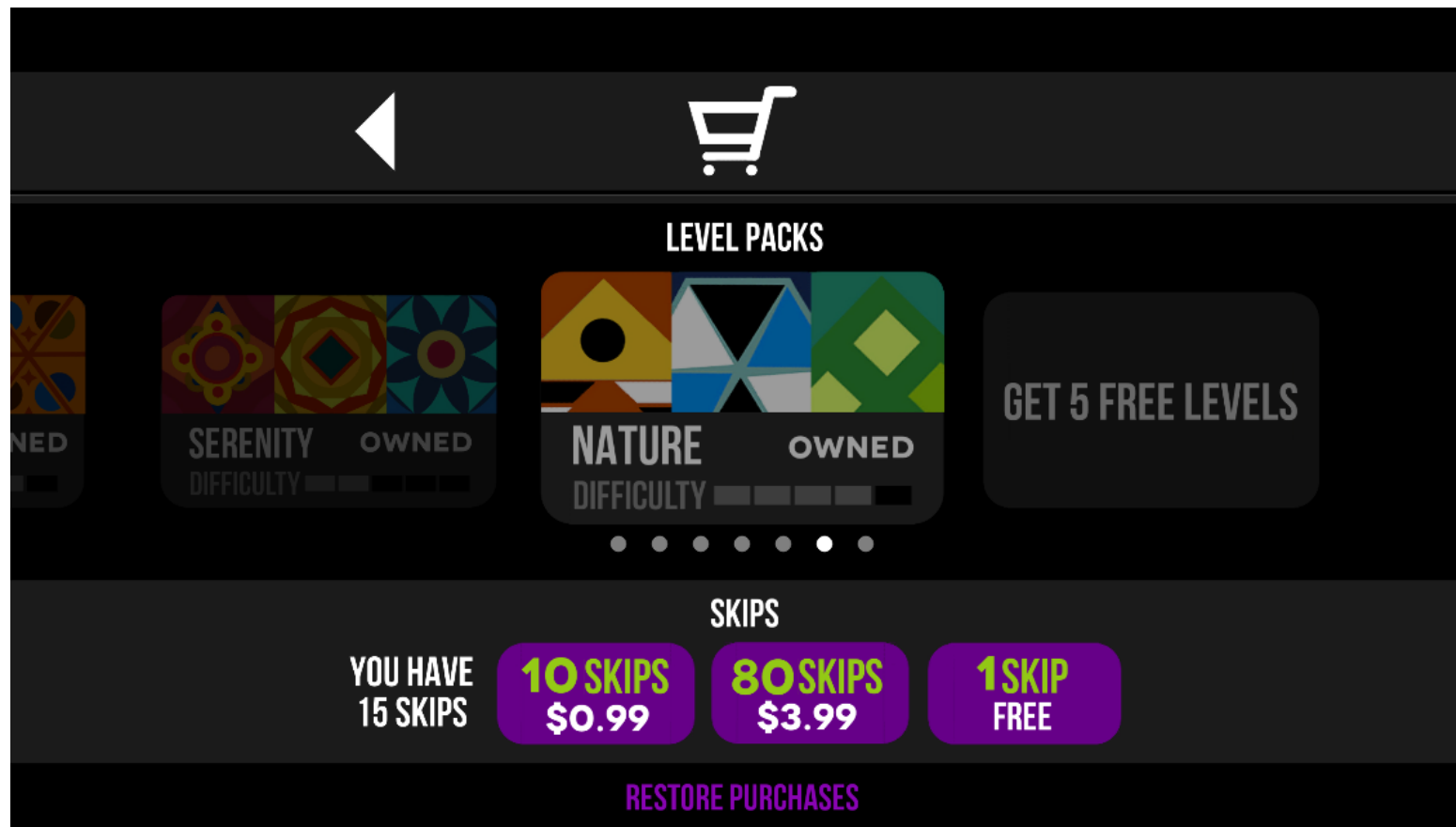
skip booster >>

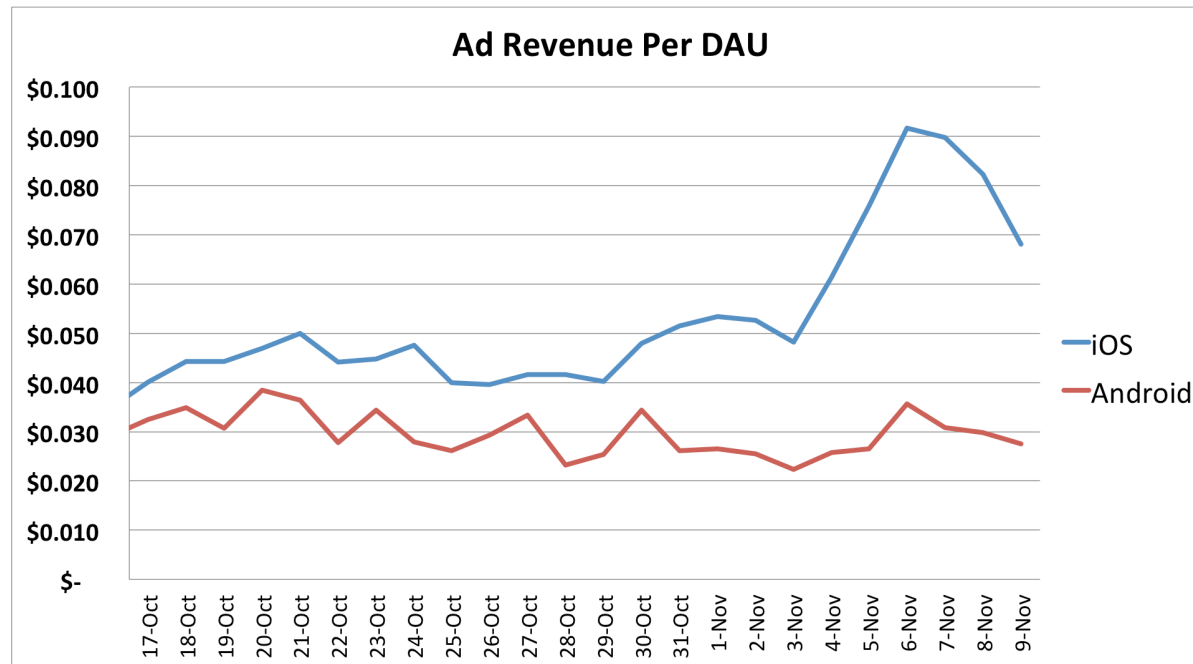
YOU GOT 5 LEVELS IN

 SEASONS
CHAPTER 1

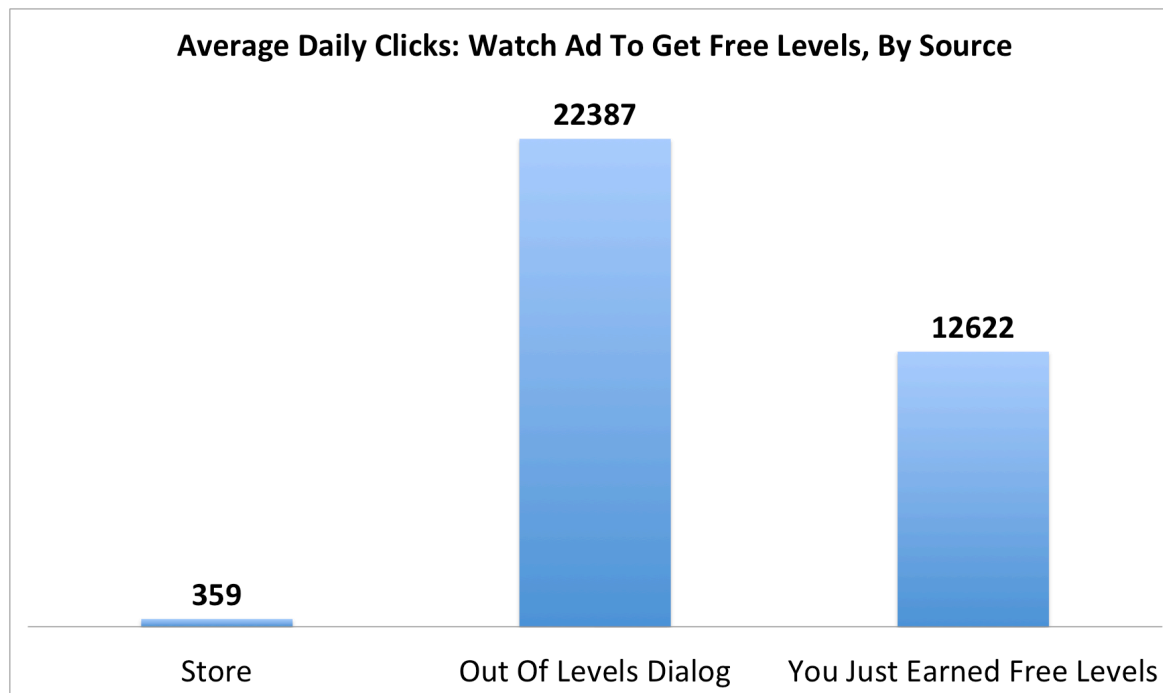
CONTINUE

GET 5 MORE

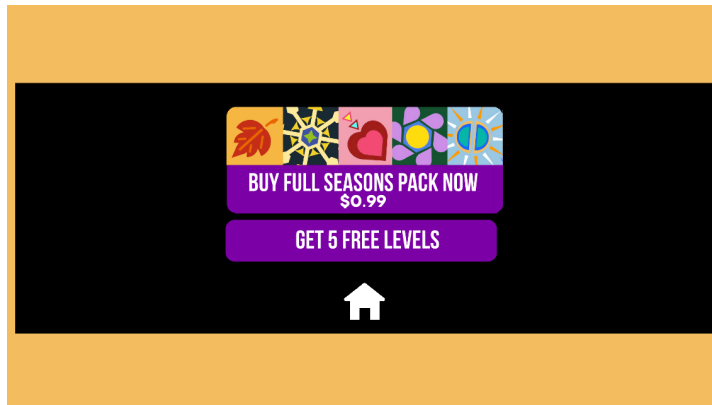




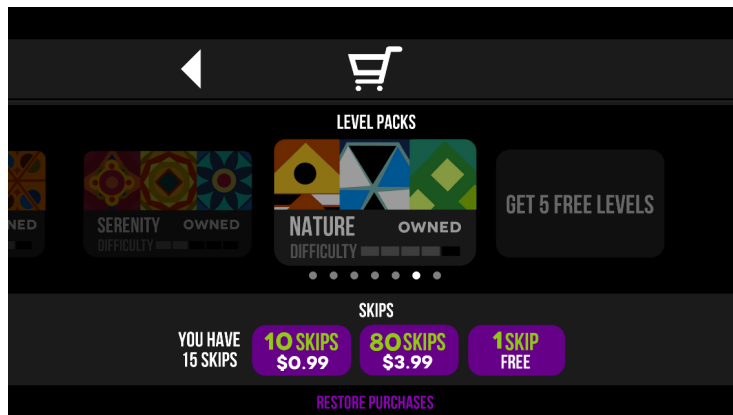
Ad Revenue Averaged **4.4¢** per DAU
Our limit was ad inventory, not user interest



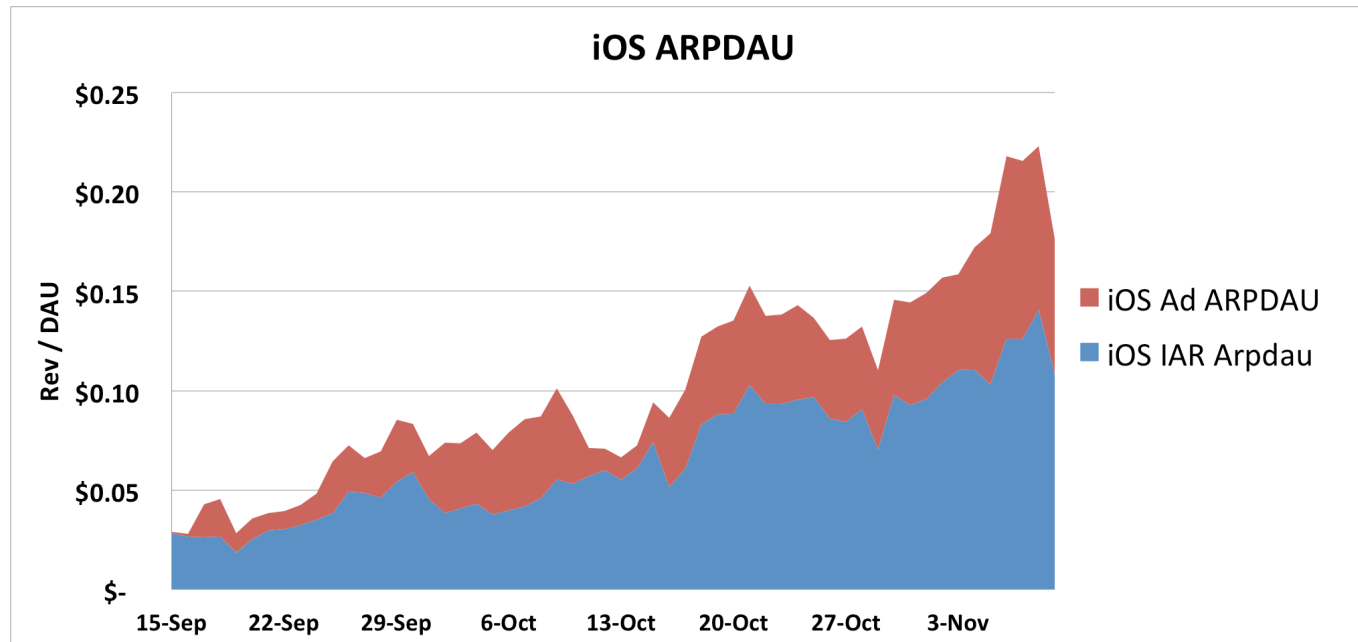
98.4% of Opt-ins came when player was presented with “Out Of Levels” dialog.



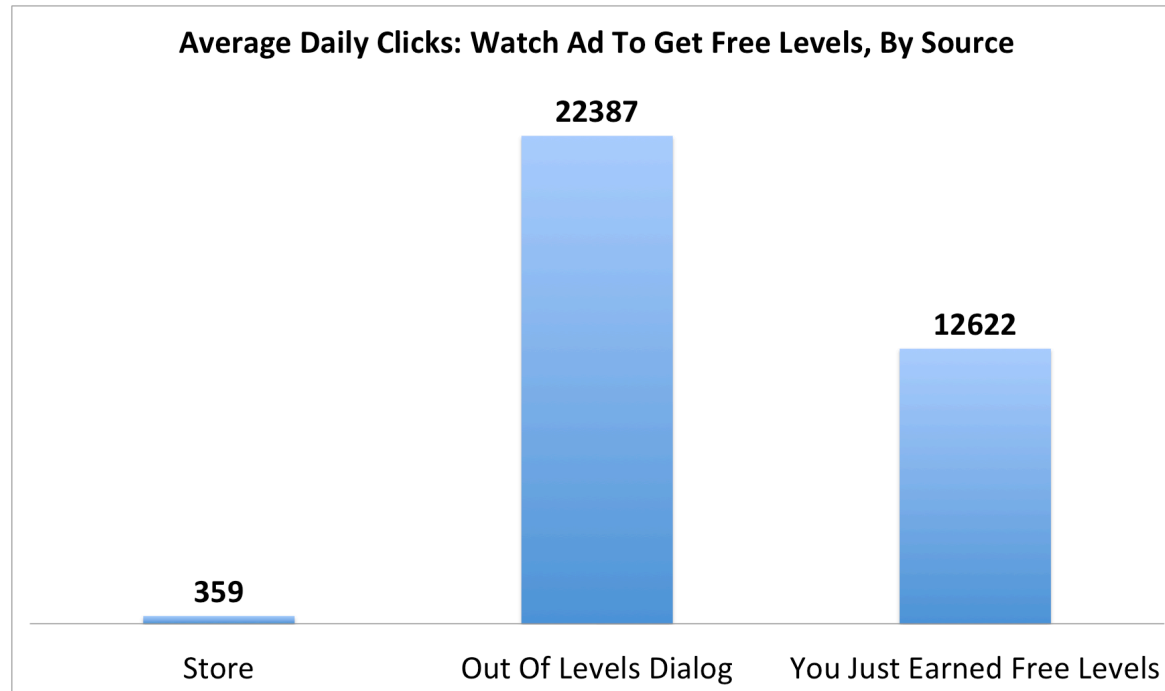
98.4% of Ads



~1% of Ads

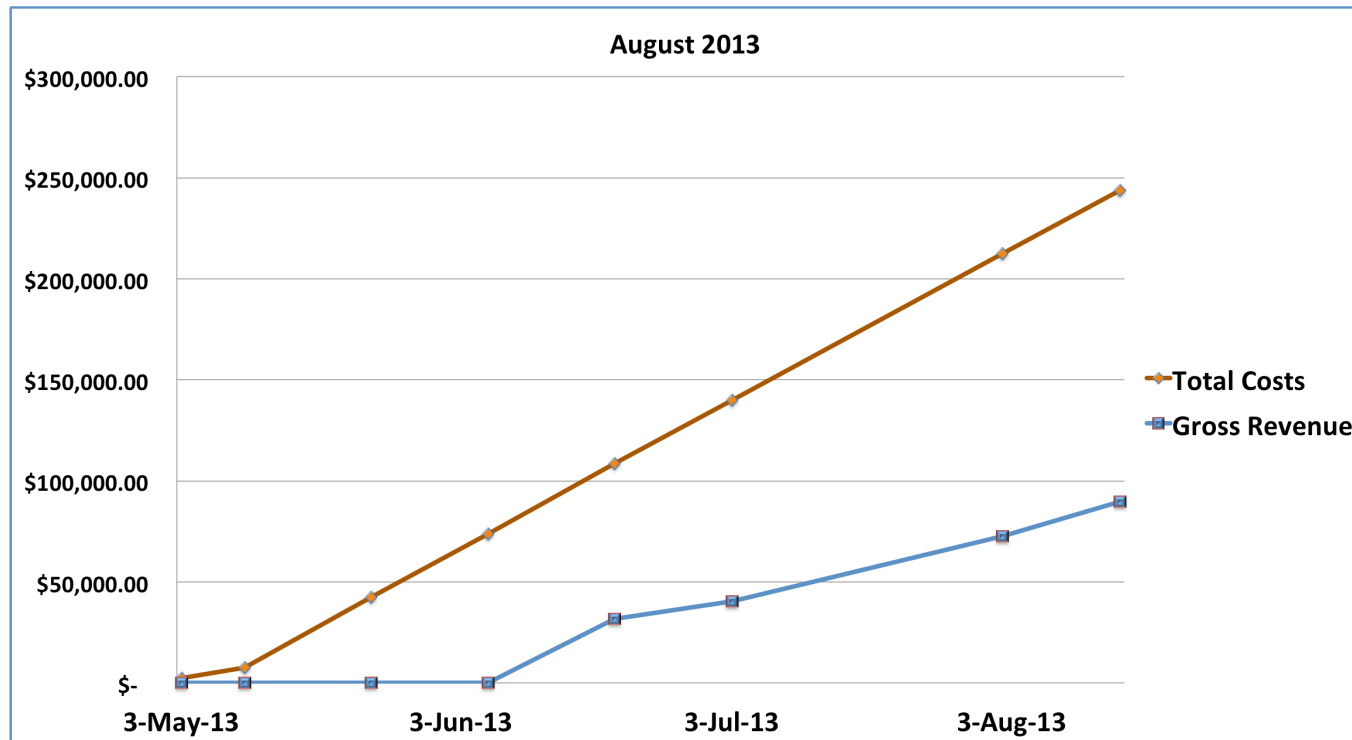


Ad Revenue Averaged **35.4%** of Total Revenue

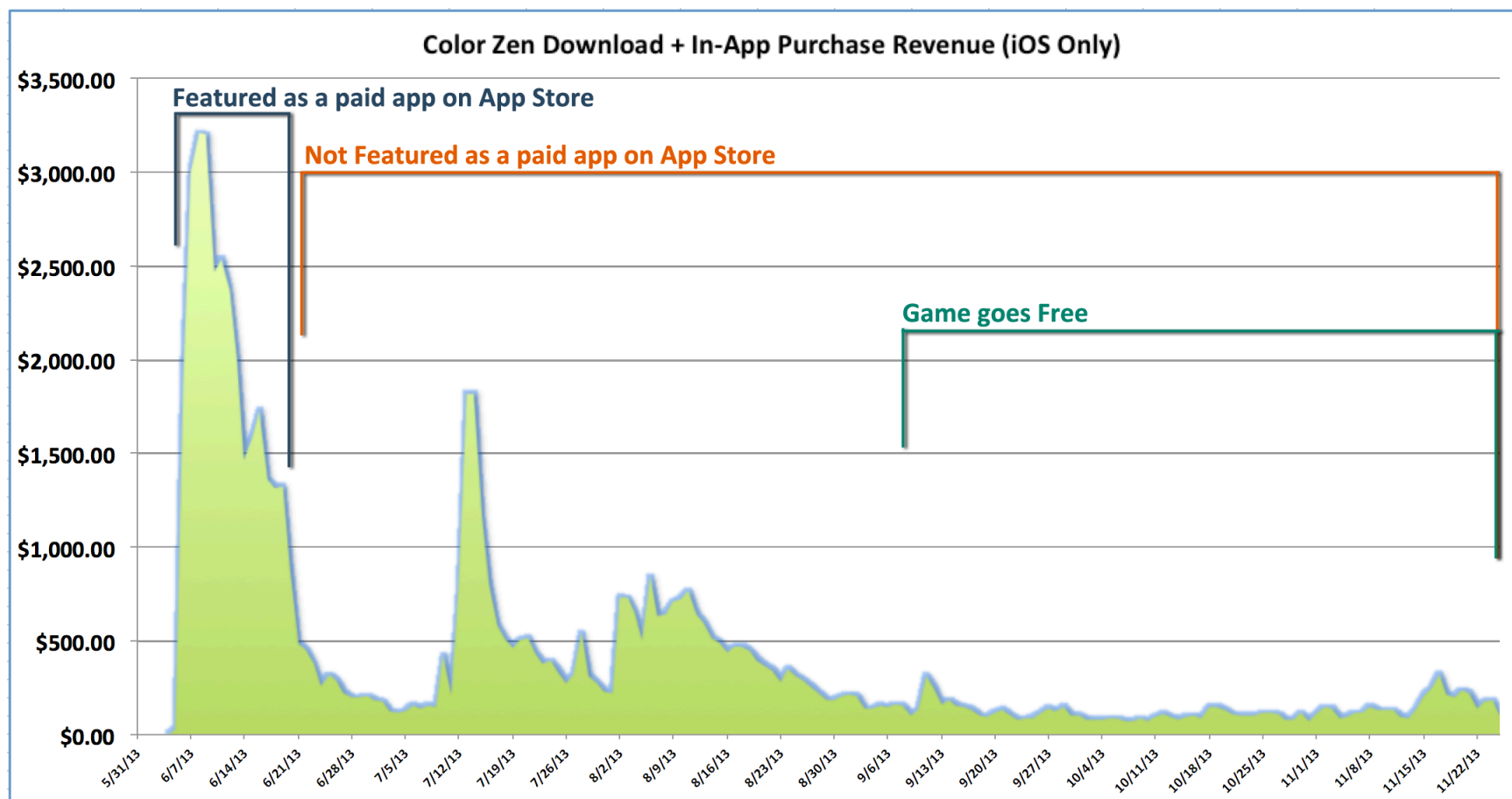


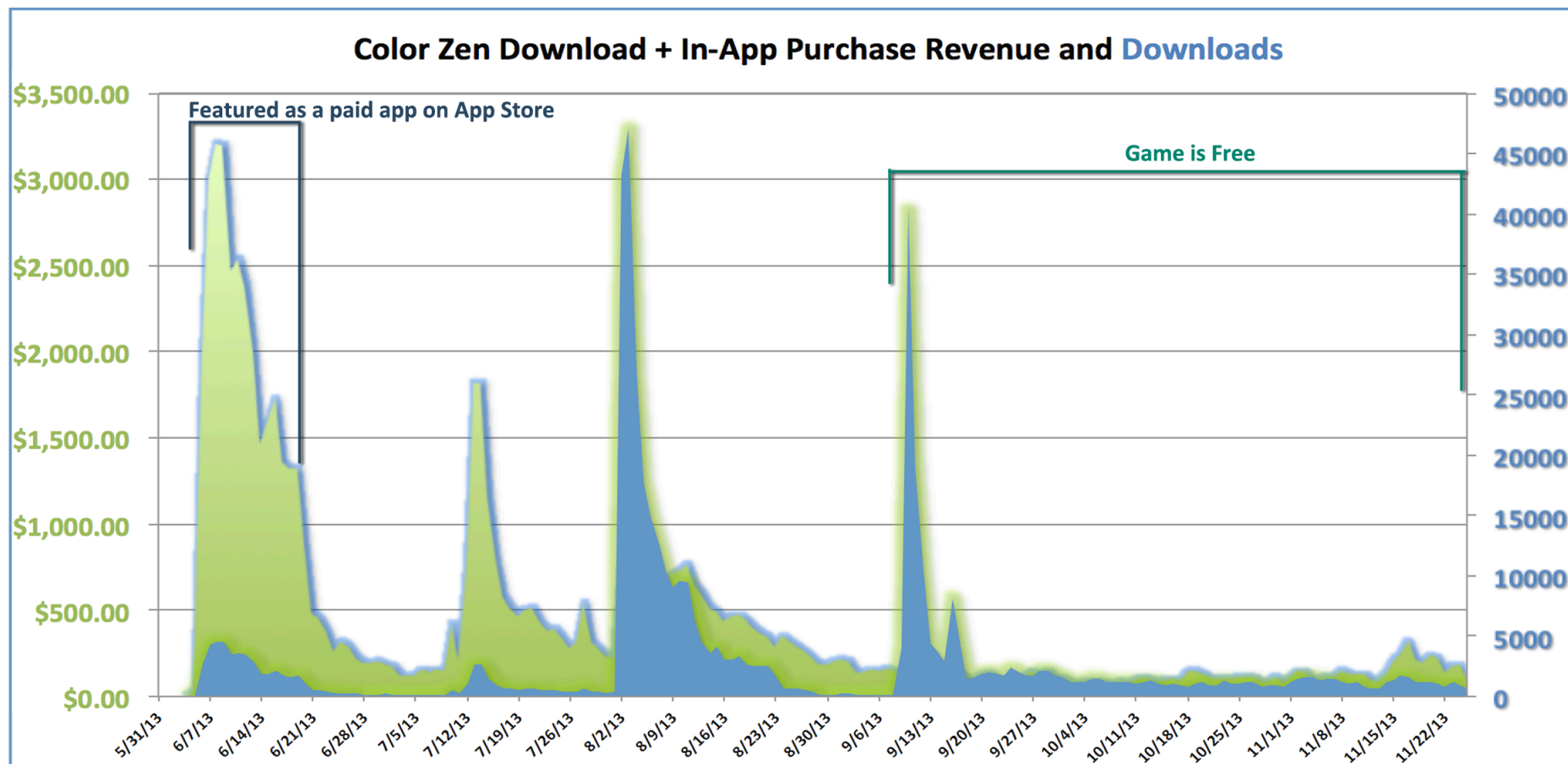
35.7% of the time players opted to watch another ad right after finishing their previous one.

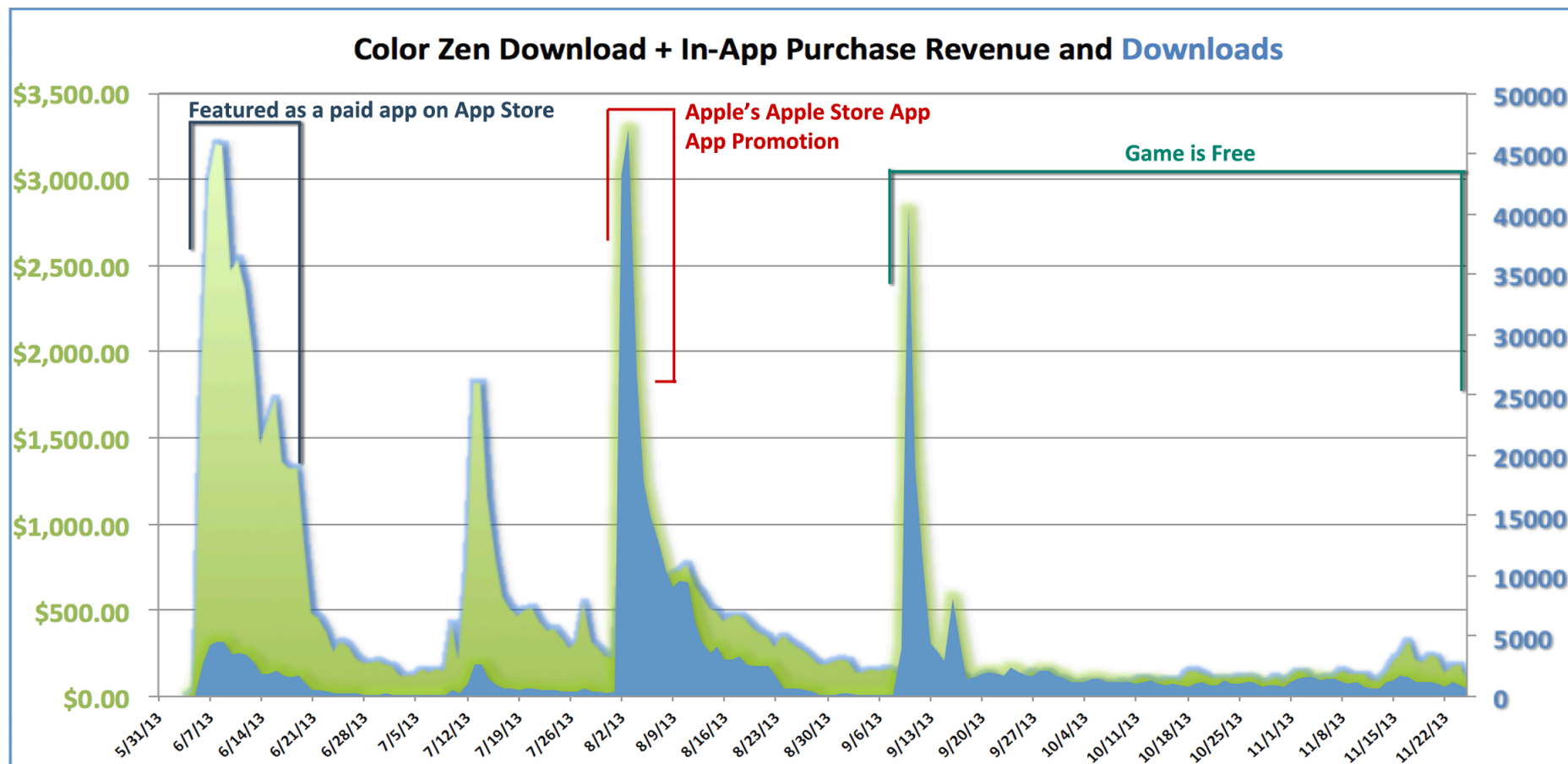
Micro-talk concluded.



Well, we might as well go free on iOS.







A Quick Note on Paid User Acquisition (AQN on PUA)



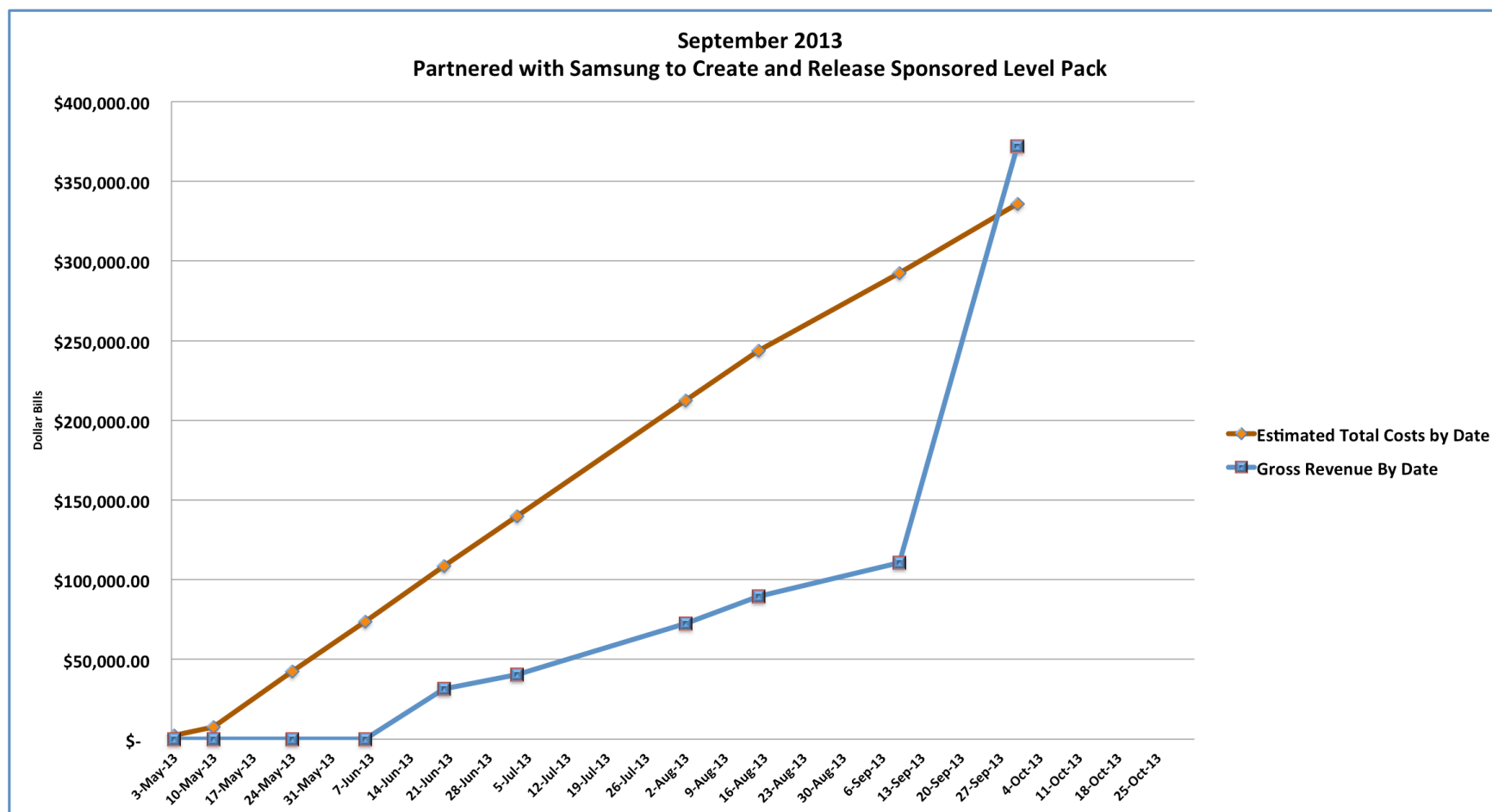
Free Best CPI: \$0.48

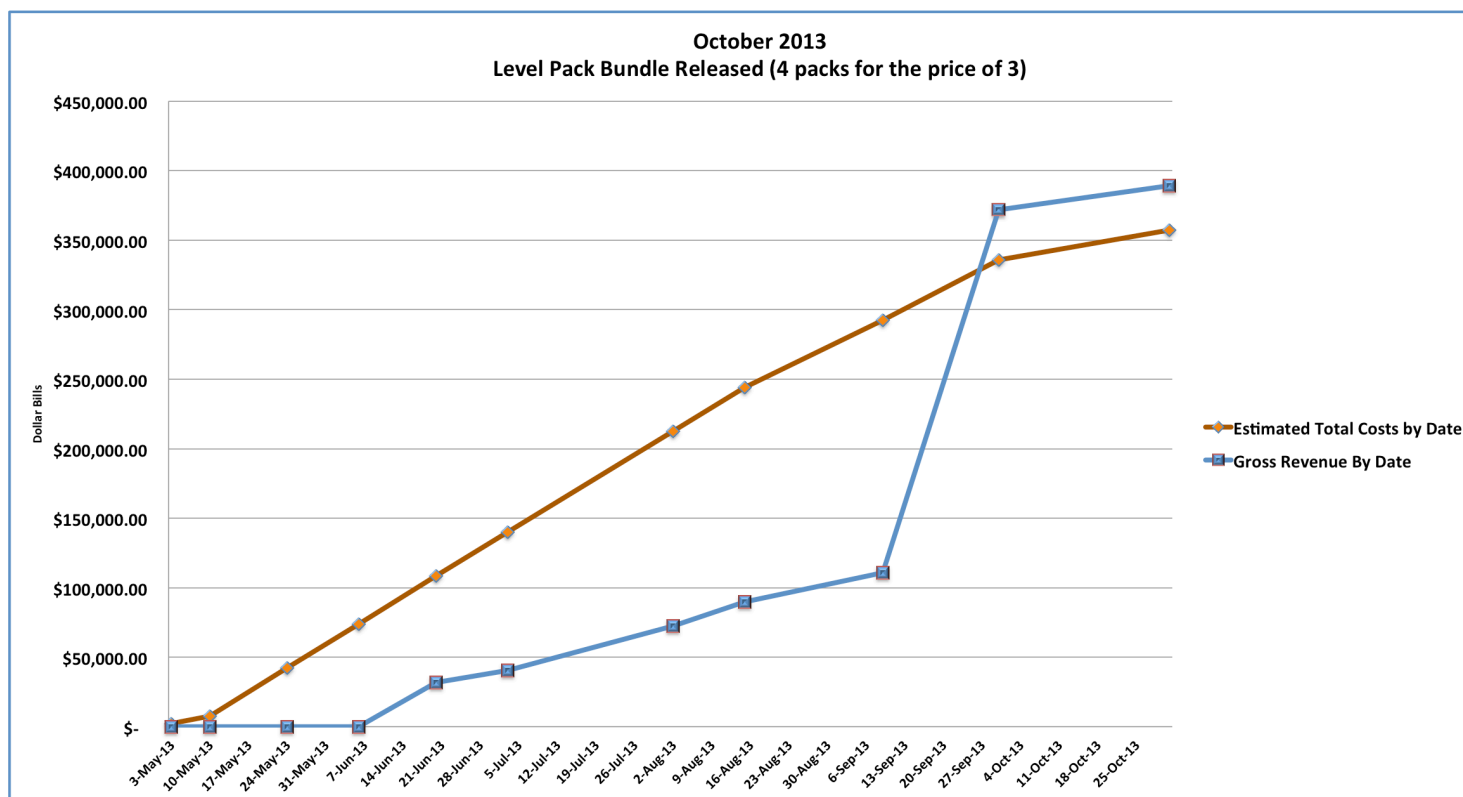
Paid Best CPI: \$2.70

THE REFLECTION LEVEL PACK AVAILABLE **FREE** FOR LIMITED TIME

PRESENTED BY Samsung GALAXY Tab3







11 & 12

In Conclusion

Lastly, let's not forget about the most important takeaway of all:



12.5: Just try making players smile.
Thanks

Reaching Rob Zen

How to reach the creator of the acclaimed GDC talk "Reaching Color Zen: From Prototype to Chart Topper in 3 Weeks"

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Twitter: [@robmeyer7](https://twitter.com/robmeyer7)

Tumblr: robmeyer.tumblr.com



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