

REPEATEDLY CREATING HIT GAMES



Sebastian Kriese
Corporate Development

1,000+

**new mobile games
per week**

Top 50 games
capture
majority of
the



per day

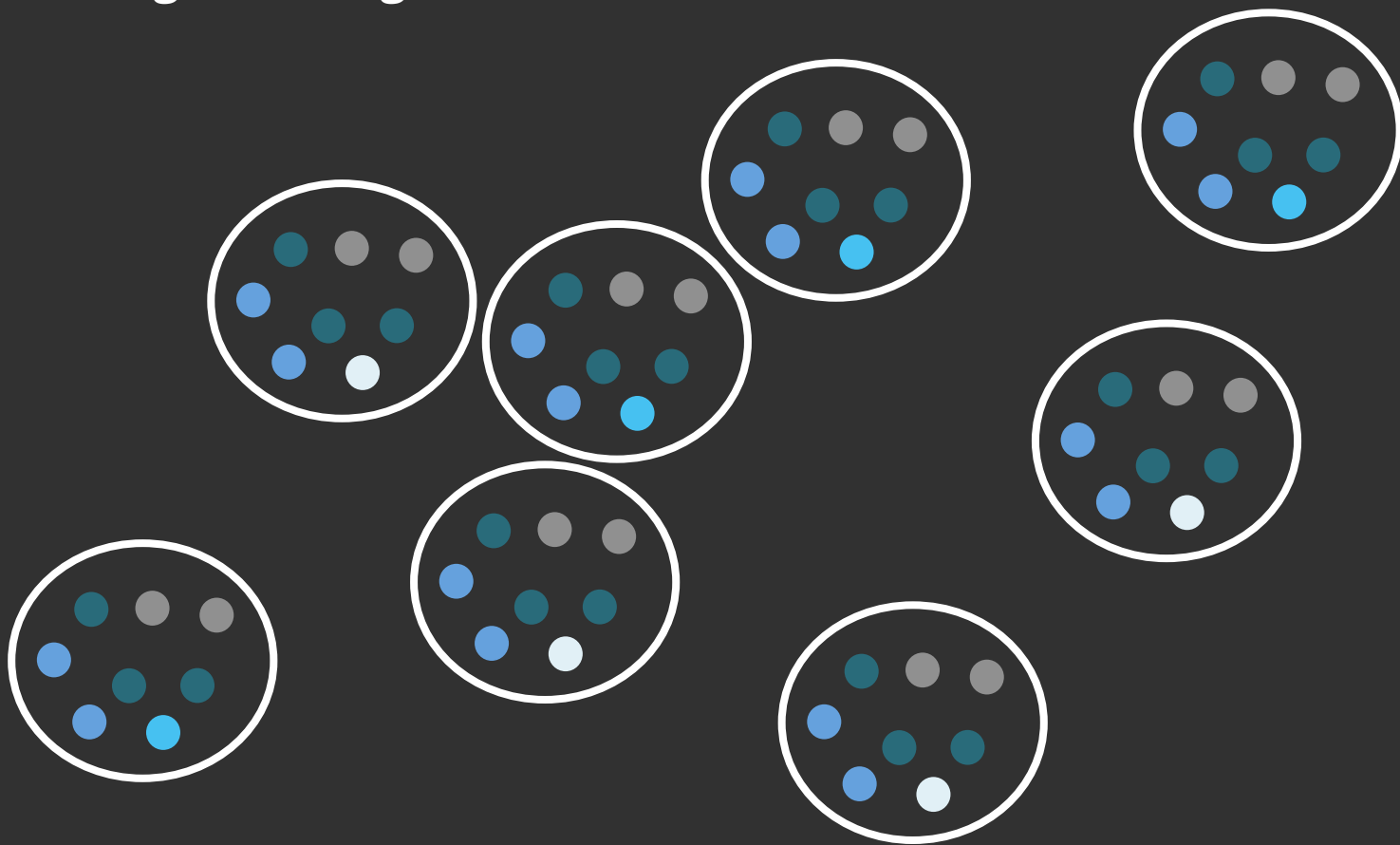


A photograph of the rock band KISS performing on stage. The three visible members are wearing their signature black and white face paint. The member on the left is in a dynamic pose, holding a white electric guitar. The member in the center is also holding a guitar and looking towards the camera. The member on the right is playing a guitar. They are all wearing elaborate, studded leather outfits and large, platform boots. The stage is lit with purple and blue lights, and the background shows stage rigging. A semi-transparent grey banner with the text "HIT-DRIVEN" in bold black letters is centered over the image.

HIT-DRIVEN



Game Design at Wooga



» THE BEST WAY TO
HAVE A GOOD IDEA IS
TO HAVE A LOT OF
IDEAS «

- some nobel prize winner

CREATING A FUNNEL FOR IDEAS



» Hit Filter «
only work on potential hits

40 Prototypes

10 Production

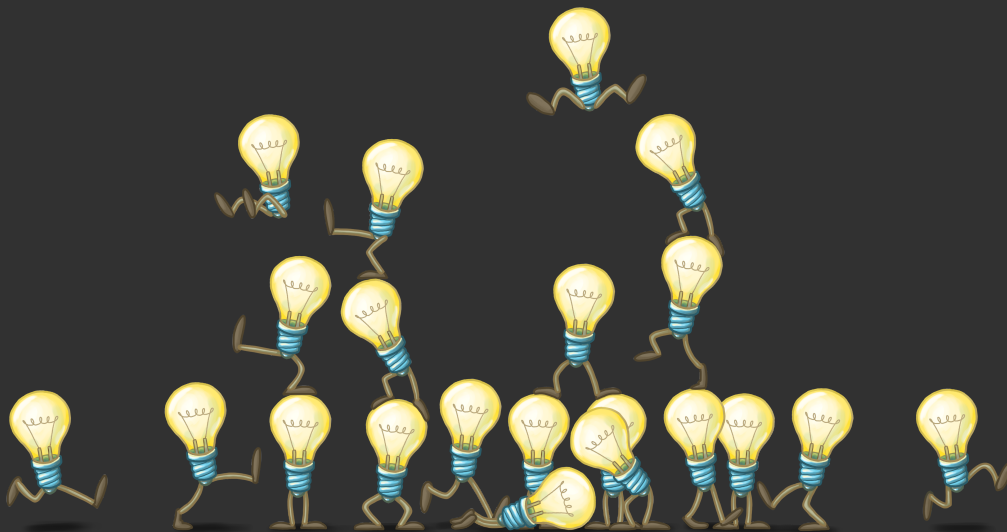
7 Soft launch

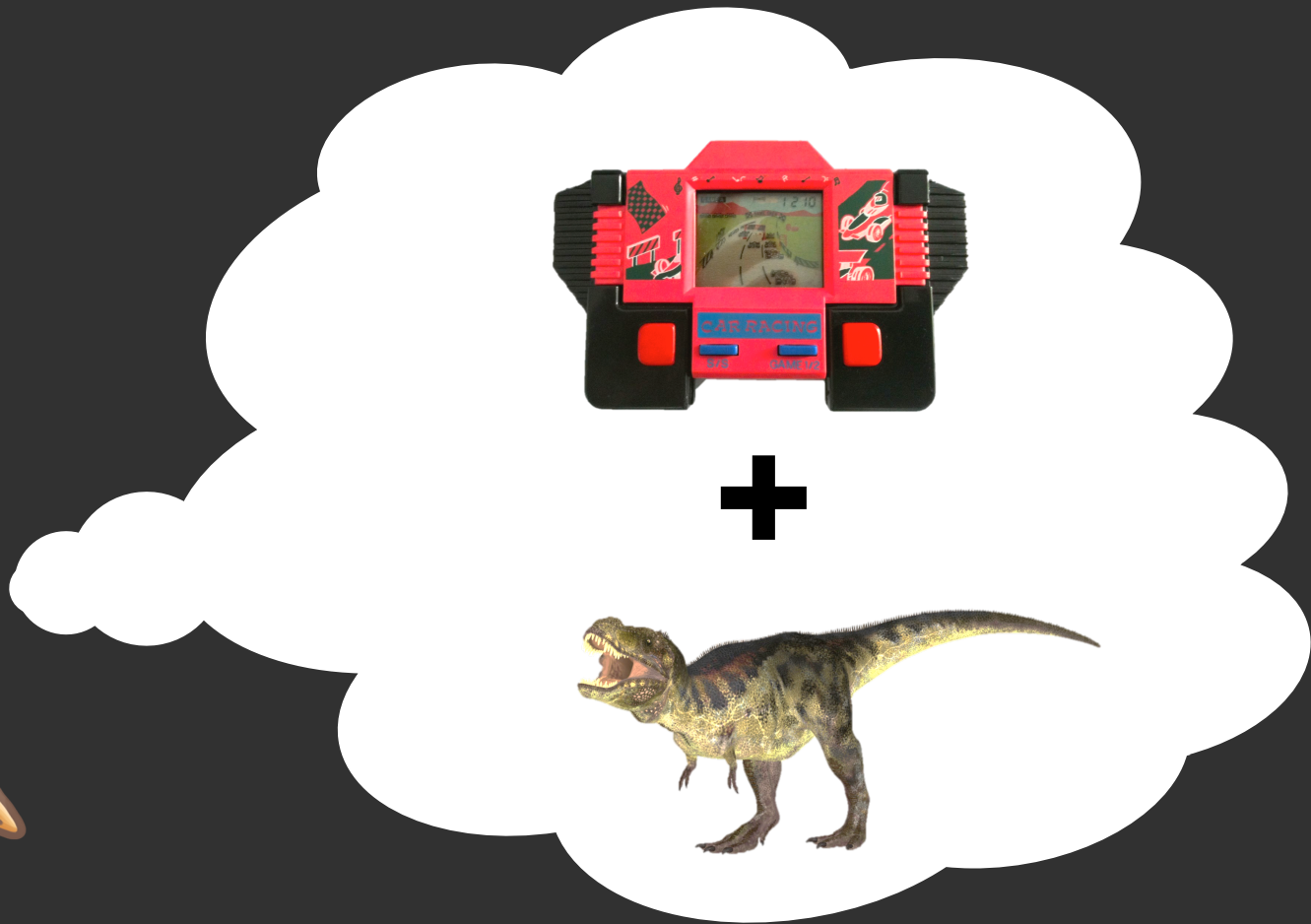
3 Launch

2 Hits

All numbers estimated / year

**POWER
TO THE
PRODUCT
LEAD**

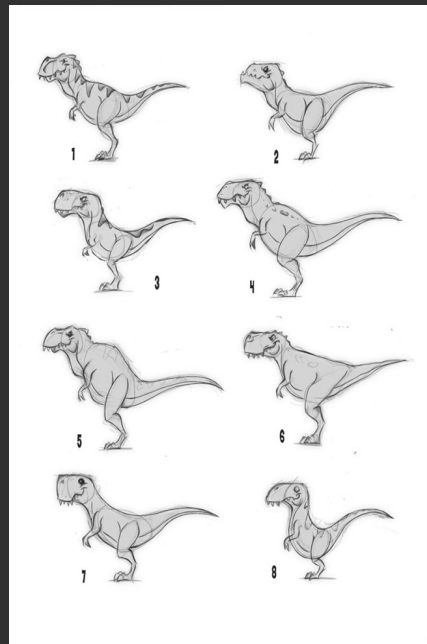
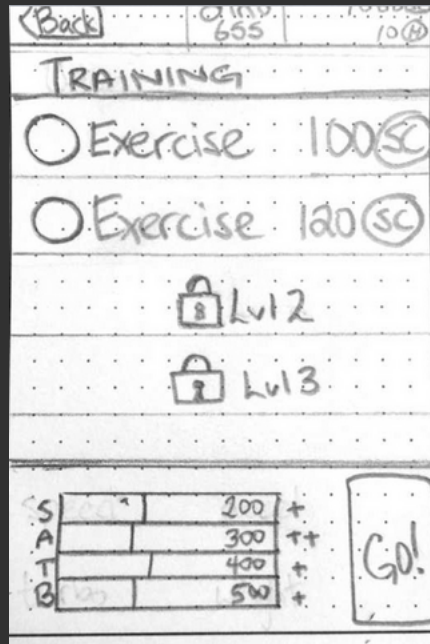
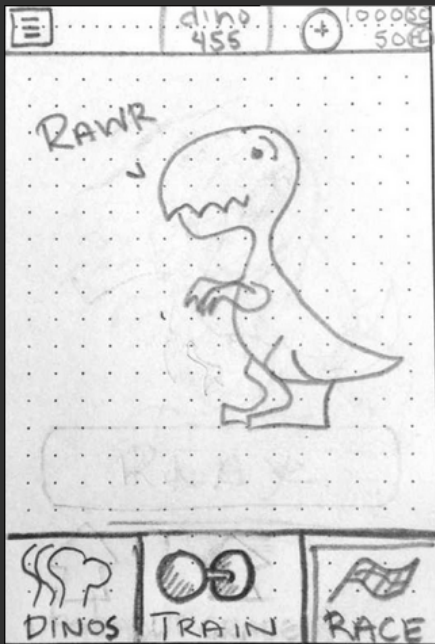
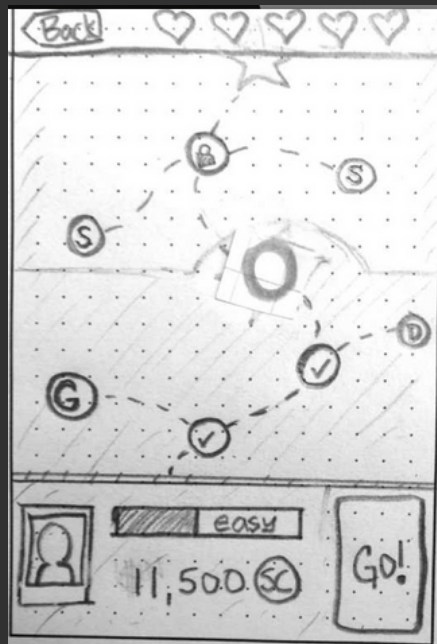






40 Prototypes

INTUITION AND EXPERTS

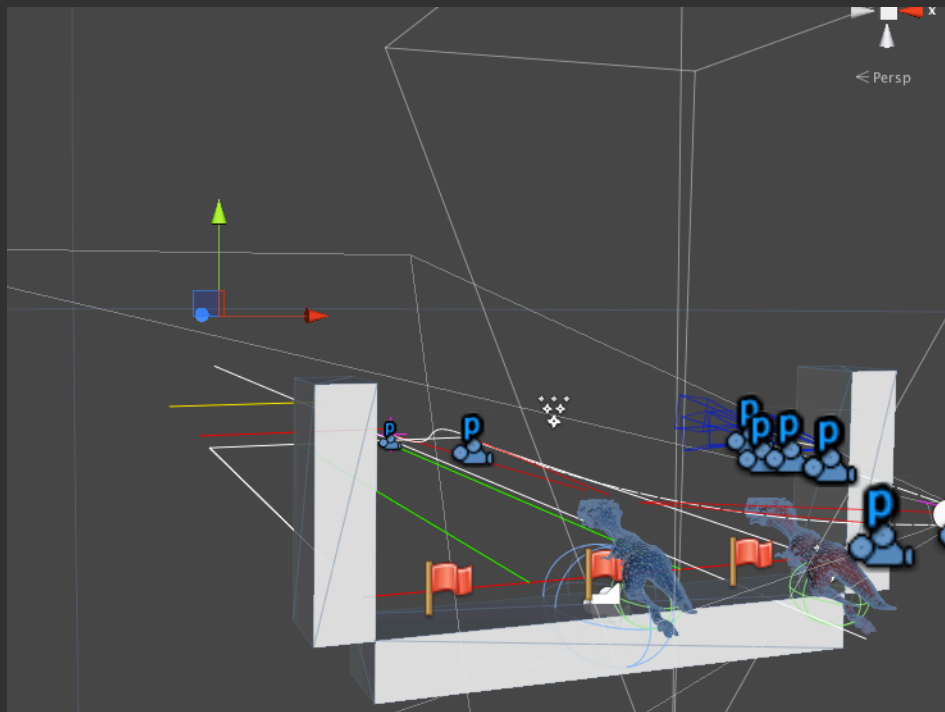
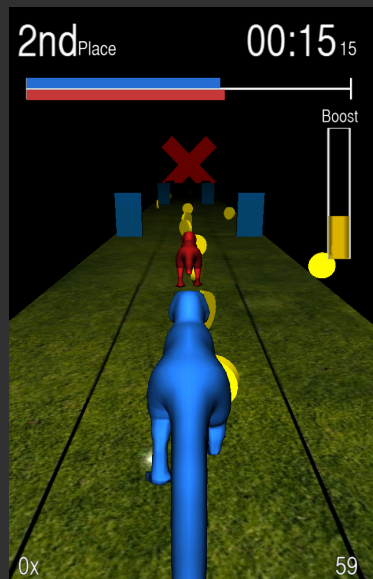


- bigger pupils
- smaller body



- bigger body
- different pupils + smile











FAKE DOORS

THEME TEST



THE BEST GAME EVER!

Playing this game for a few minutes will make your life complete. FREE!



THE BEST GAME EVER!

Playing this game for a few minutes will make your life complete. FREE!



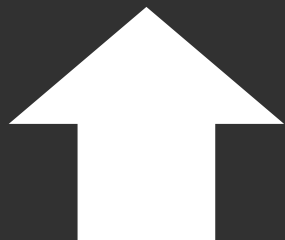
THE BEST GAME EVER!

Playing this game for a few minutes will make your life complete. FREE!



THE BEST GAME EVER!

Playing this game for a few minutes will make your life complete. FREE!



+20%

Click-through rate



40 Prototypes

10 Production

POLISHING

2nd Place

00:21⁶⁸



Boost



FPS: 50

519 M

29 MPH



40 Prototypes

10 Production

USER TESTS



40 Prototypes

10 Production

INTERNAL TESTS



Gerrit Riessen

For the first time in my life I'm happy to have ten people in front of me at the hairdressers – 100 levels should be doable!



Johannes Ippen

My mom playing her 5th "only one more" level – how do I get my phone back?



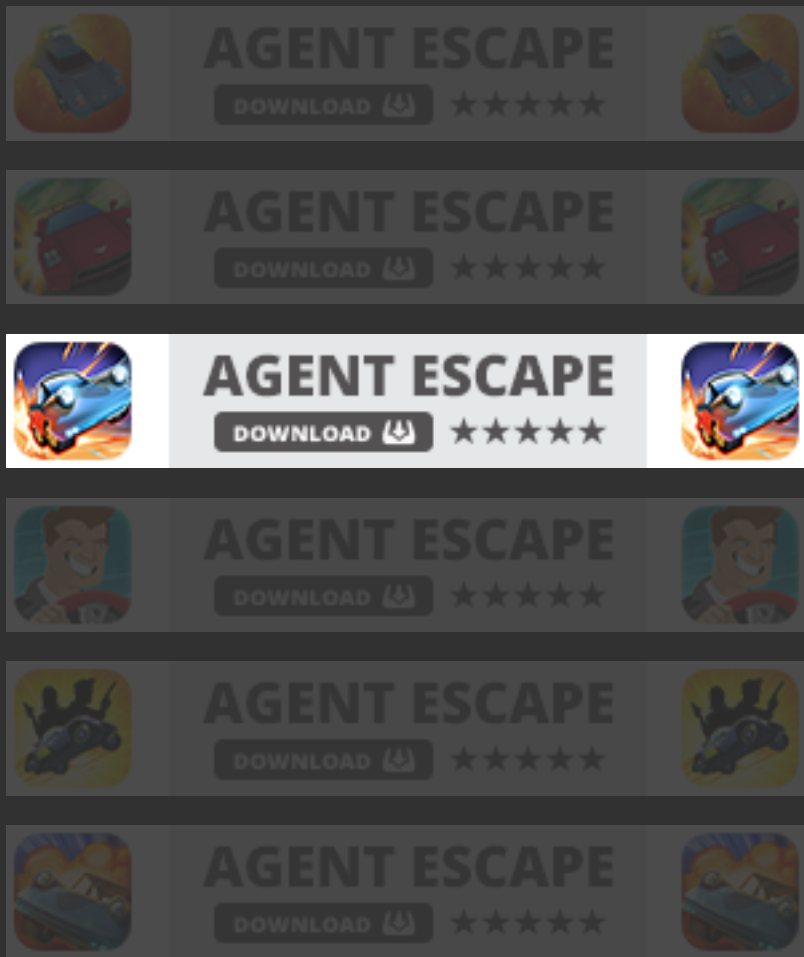
40 Prototypes

10 Production

PACKAGING









[illegible]
















+10%









Click-through rate

 ON THE RUN DOWNLOAD  ★★★★★ _1.png	 SPY RUSH DOWNLOAD  ★★★★★ _2.png	 AGENT ESCAPE DOWNLOAD  ★★★★★ _3.png	 AGENT OVERDRIVE DOWNLOAD  ★★★★★ _4.png
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 HIT THE GAS DOWNLOAD  ★★★★★	 SPY RIDER DOWNLOAD  ★★★★★	 GETAWAY GUY DOWNLOAD  ★★★★★	 SPEEDY SPY DOWNLOAD  ★★★★★
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WINNER: SPY DASH!

 HIGHWAY HEIST DOWNLOAD  ★★★★★ _9.png	 DRIVER DASH DOWNLOAD  ★★★★★ _10.png	 RACING RUSH DOWNLOAD  ★★★★★ _11.png	 DANGER DASH DOWNLOAD  ★★★★★ _12.png
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 CARDASHIAN DOWNLOAD  ★★★★★ _13.png	 CAR DASH IAN DOWNLOAD  ★★★★★ _14.png	 MISSION: ESCAPE DOWNLOAD  ★★★★★ _15.png	 AGENT AUTOBAHN DOWNLOAD  ★★★★★ _16.png
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+ **SPY DASH!**

SPY DASH!

The background is a vibrant, stylized illustration of a city street race. A red sports car is shown in mid-air on the right, while a checkered rally car is on the left. The scene includes various city elements like a satellite dish, a tall tower with a 'Z' logo, and a large stylized sun logo behind the title. The art style is colorful and cartoonish.



40 Prototypes

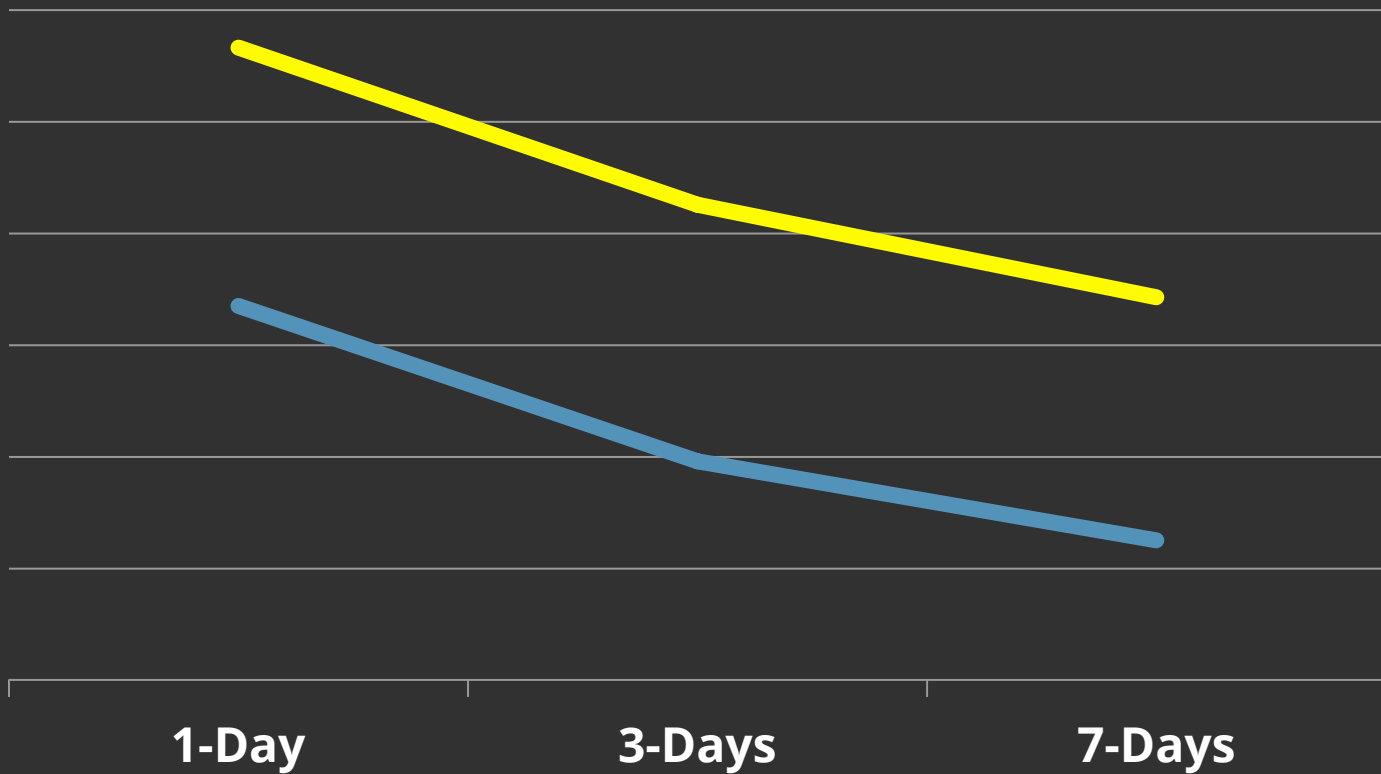
10 Production

Soft launch

**5 GET NUMBERS
2 3 7 9 AS EARLY AS
8 4 6 POSSIBLE**



MEASURING RETENTION



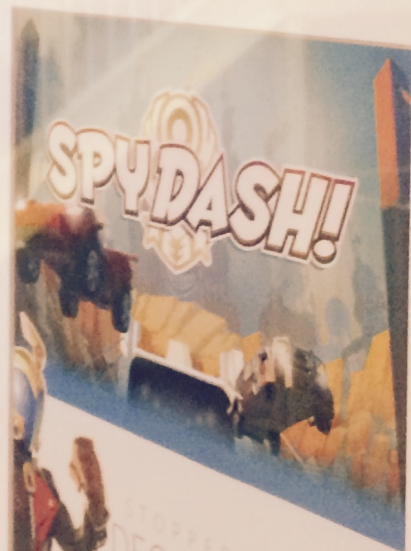




**LET
IDEAS
IN**

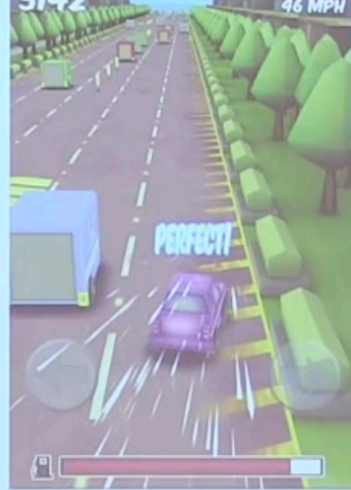
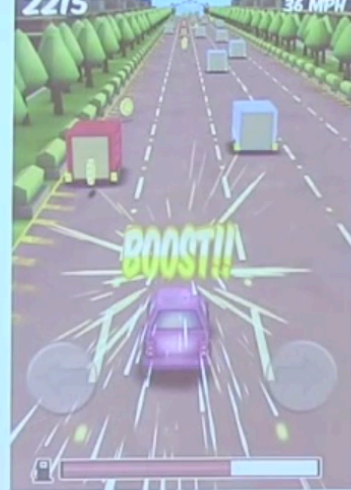
**GAME
REST
PEACE**

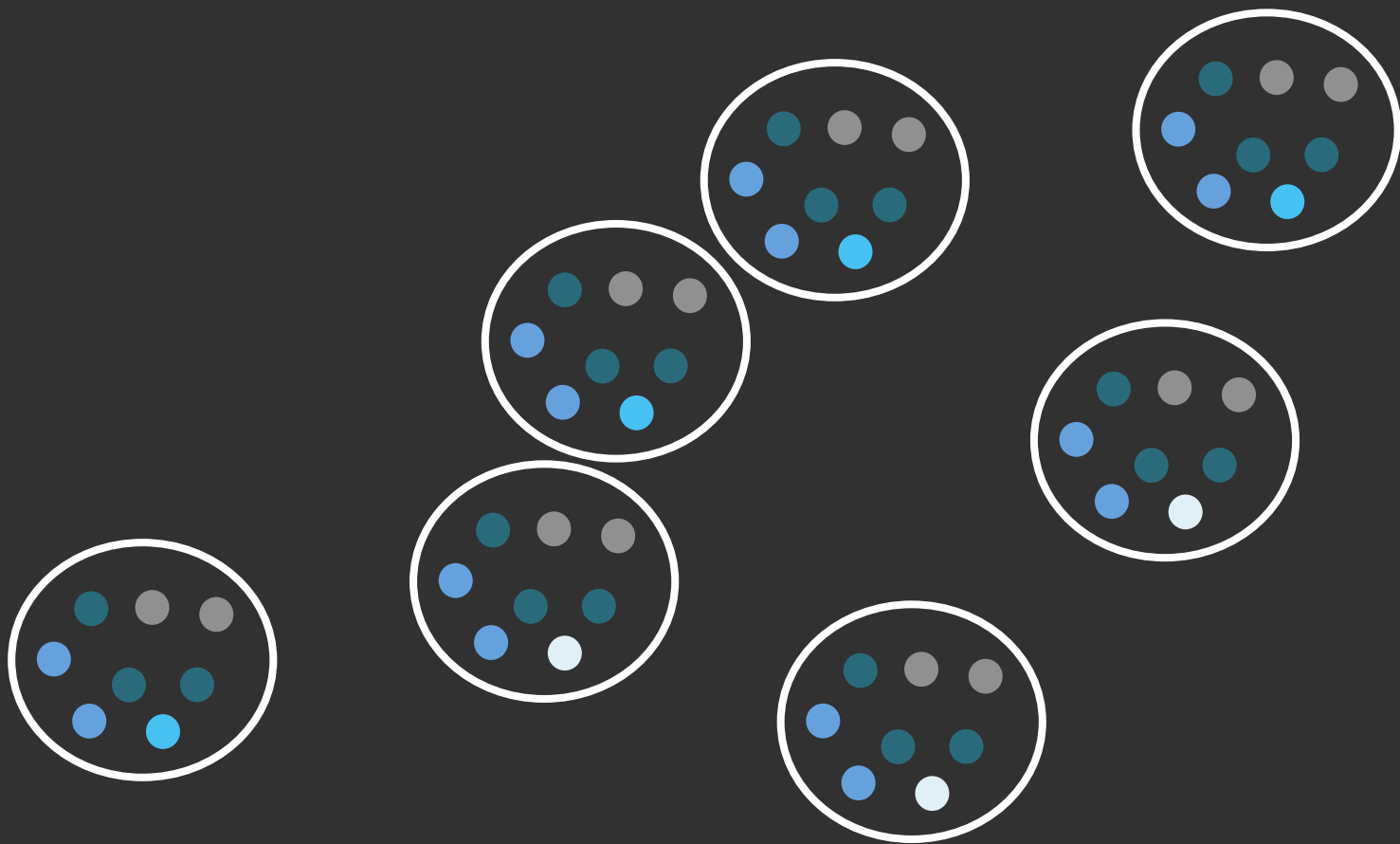
SIX MONTHS



STOPPED
DEC 2013

SOFT LAUNCH









Question yourself repeatedly.



Stop projects early.



Power to the product lead.

Number of projects stopped

2009 - 2012

3

2013 - 2014

15+



Repeatedly creating hits.

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