

gdc next | oct 14

ethan levy | monetization design consultant | @FamousAspect

# New approaches to F2P design



help devs tackle monetization from day one

# My motivation

Let's make a  
F2P game! all  
the cool kids  
are doing it.





Let's make a  
F2P game! all  
the cool kids  
are doing it.

Hooray, we've  
hit Alpha! So  
fun, I can't  
wait till we  
release!



So, I've played the build. How  
will this thing make money?

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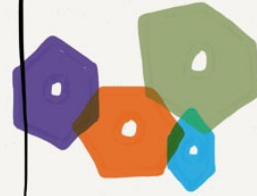
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Here are my suggestions.  
You'll need some time to  
implement them.

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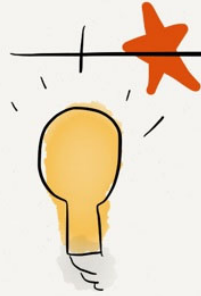
Sorry, we haven't  
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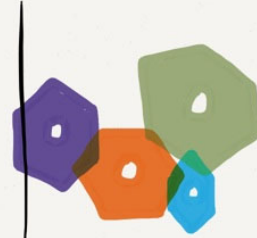
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# takeaways

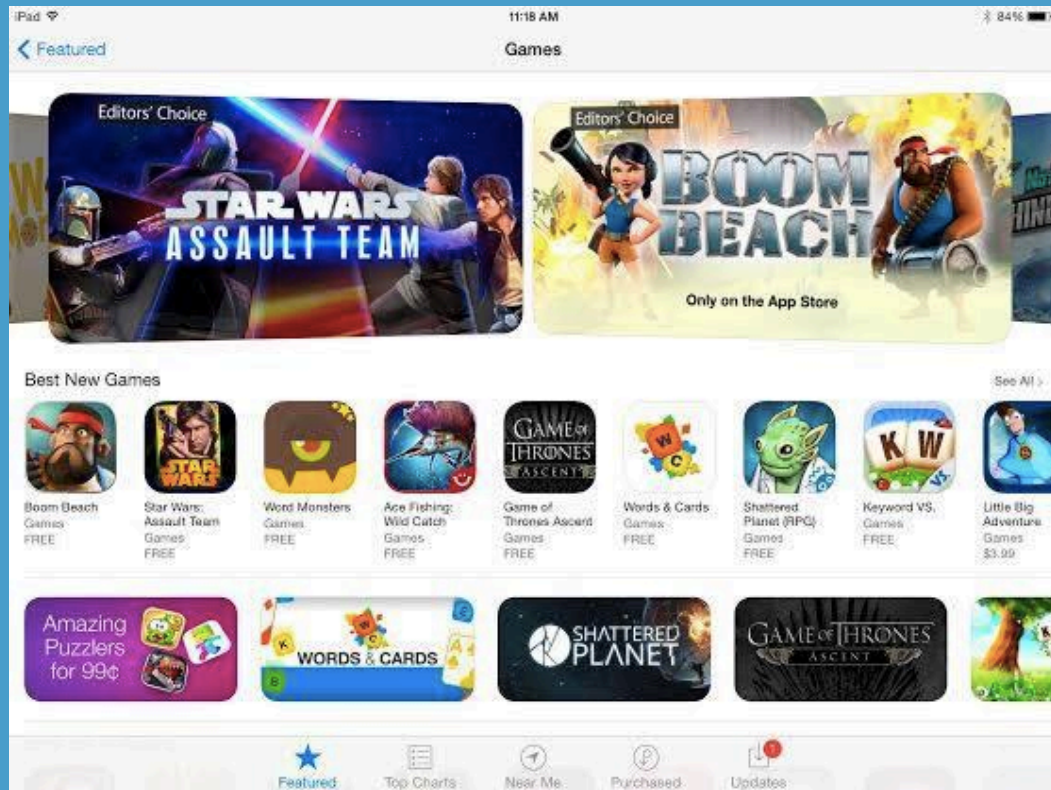
- should i f2p?
- 4 pleasures model for understanding players
- prototype your business model

not every game is a match for the f2p business model

# Should I F2P?



## Shattered Planet by Kitfox Games



Featured on iOS

We hit **100k in only 4 days**!?!? What the crab-biscuits?!



100,000 downloads in 4 days





Featured on Android



300,000 downloads in 2 months

# When free-to-play isn't the best option

By [Brendan Sinclair](#)

 Recommend

94

 Tweet

68



submit

WED 16 JUL 2014 2:58PM GMT / 10:58AM EDT / 7:58AM PDT

 [FREE-TO-PLAY](#)  [DEVELOPMENT](#)

## Kitfox and Double Stallion find more success with premium follow-ups to free-to-play failures

To hear the likes of Electronic Arts and Gameloft tell it, premium apps are all but a relic of the past, the obsolete progenitor to mobile's free-to-play future. But some smaller developers have found that future isn't all it's made out to be, and have been finding more success back on the premium side of the fence.





Tanya X Short, Creative Director  
Kitfox Games

"... the studio made as much on Steam in one day as it had on mobile in two months."

In its first week, Shattered Planet sold 2,500 copies on Steam.

# the tool

Contact FamousAspect ▾

## The Basics

We will start the process with some basic info on your game

**Title:**  12/40  
What is the name of your game?

**Tagline:**  24/80  
If you had to sum up your game in a tweet, what would you say?

**Genre:**

Life Sim	Casual Puzzle	Social Casino	Runner
Tower Defense	City Battle	RPG	Sports
Shooting	Racing	Fighting	Other

◀ Back 2 of 6 Next ▶

a work in progress tool available at [FamousAspect.com](http://FamousAspect.com)



# next steps for the tool

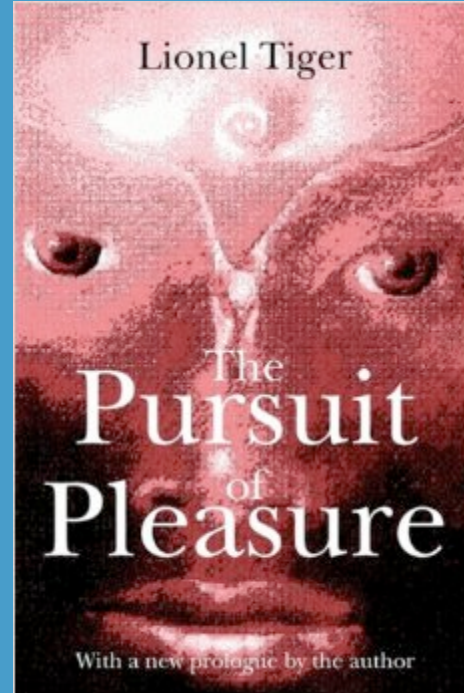
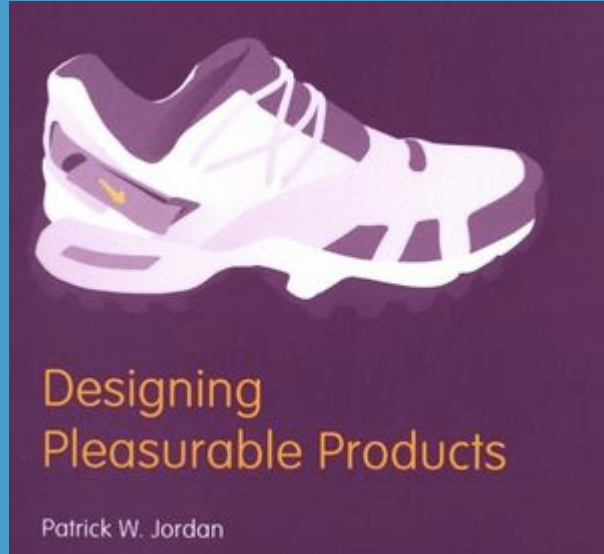
- Market data
- Tool tips to help inform decisions
- Spotting red flags
- Some form of sanity checking



a mental framework to understand why players pay

# 4 pleasures model

# the 4 pleasures model



# a framework for F2P

- Physio-pleasure
- Socio-pleasure
- Psycho-pleasure
- Ideo-pleasure



# physio-pleasure



“This has to do with the body and with pleasures derived from the sensory organs”

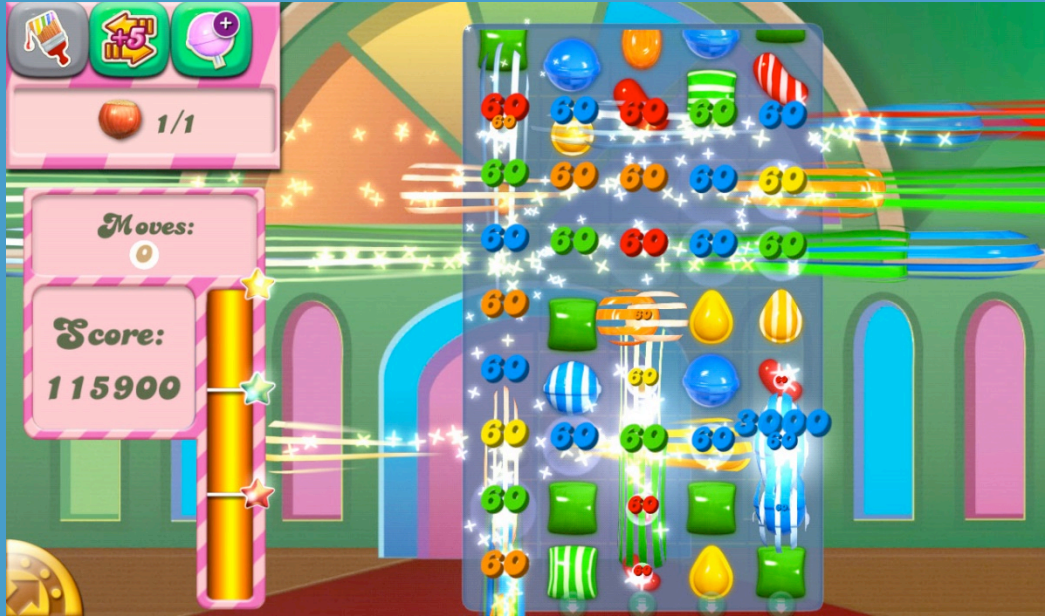


# physio-pleasure



“This has to do with the body and with pleasures derived from the sensory organs”

# physio-pleasure



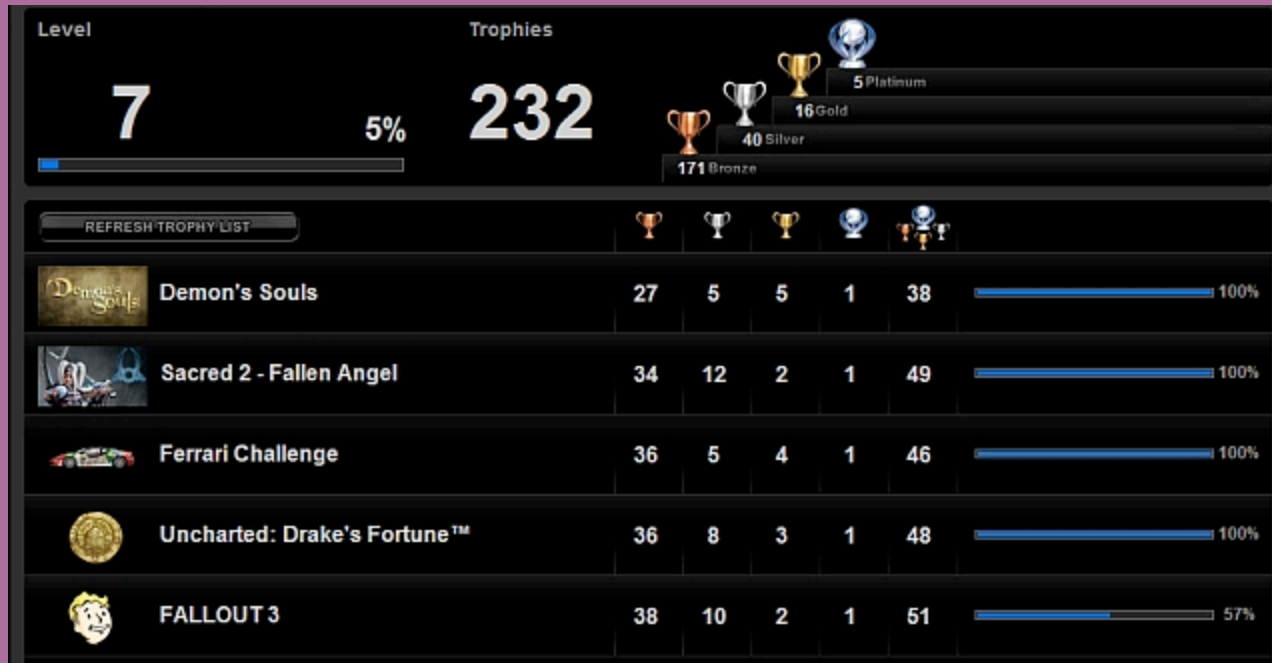
“This has to do with the body and with pleasures derived from the sensory organs”

# socio-pleasure



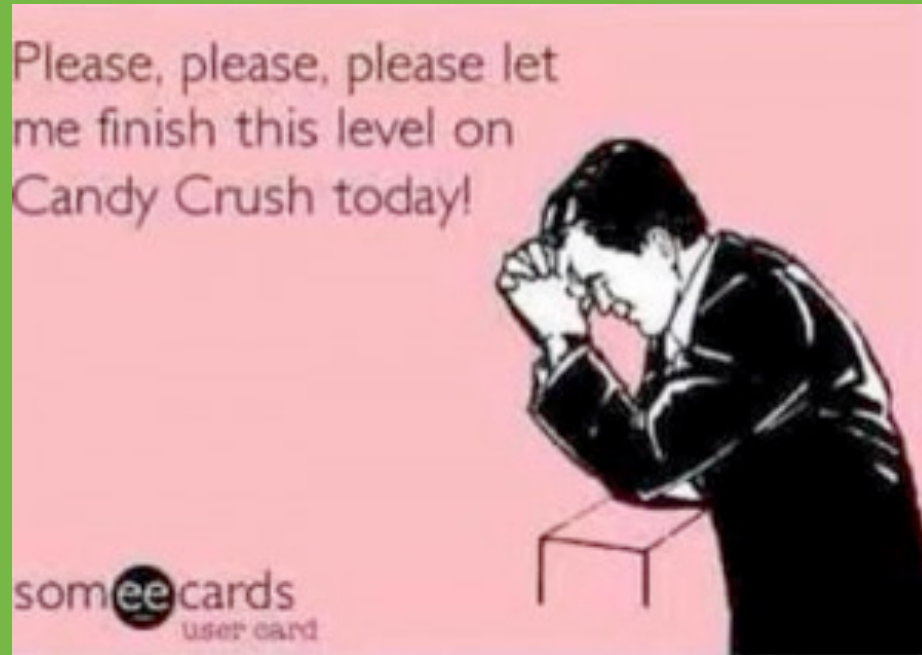
“This is the enjoyment derived from relationships with others.”

# socio-pleasure



“This is the enjoyment derived from relationships with others.”

# socio-pleasure



“This is the enjoyment derived from relationships with others.”



# psycho-pleasure



“Psycho pleasure pertains to people’s cognitive and emotional reactions.”

# psycho-pleasure



“Psycho pleasure pertains to people’s cognitive and emotional reactions.”



# psycho-pleasure



“Psycho pleasure pertains to people’s cognitive and emotional reactions.”

# ideo-pleasure



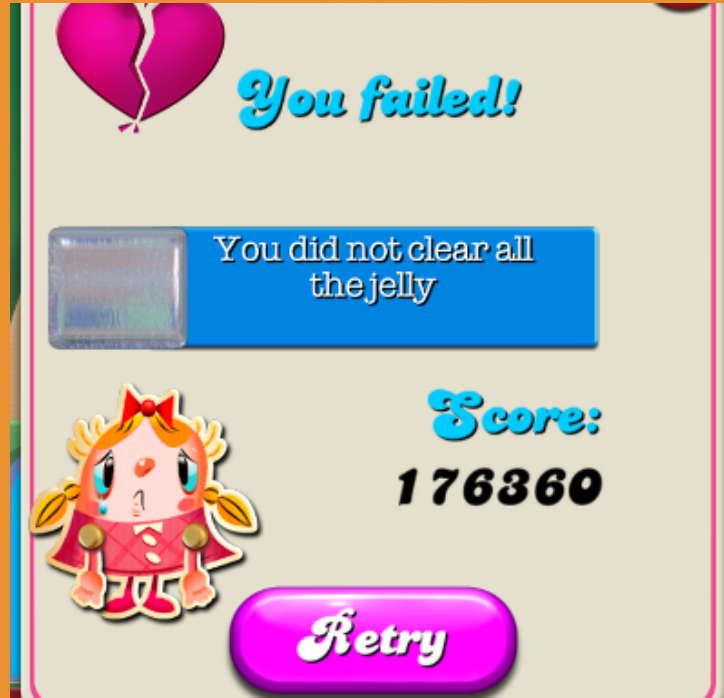
“Ideo pleasures pertain to people’s values.”

# ideo-pleasure



“Ideo pleasures pertain to people’s values.”

# ideo-pleasure



“Ideo pleasures pertain to people’s values.”

# model uses

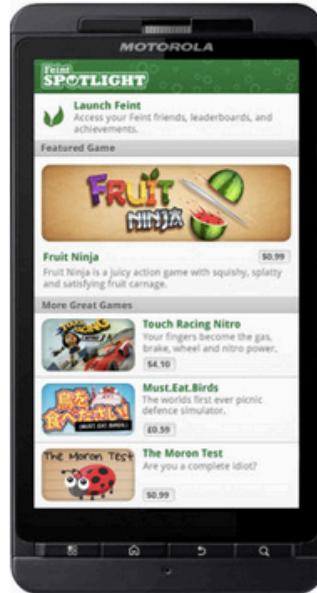
- Connect developers to the intended audience
- Who are you building the game for?
- What is the emotional payoff for playing your game?
- How does paying enhance the emotional payoff?

a tool for designing for F2P early in the dev process

# prototype your business model

GamesBeat

## Japan's Gree buys OpenFeint mobile social game platform for \$104M



massive exit for the OpenFeint team



GamesBeat

## OpenFeint social network founder's new game brings League of Legends formula to tablets



major coverage of the product unveiling

GamesBeat

## Hammer & Chisel raises \$8.2M for battle arena tablet game



Above: Fates Forever  
Image Credit: Hammer & Chisel

huge raise for a focused vision



Editor's Choice on launch

# 'Fates Forever' Review - An iPad MOBA Built to Last



AUTHOR  
**Carter Dotson**

POSTED ON  
**2014-07-15 13:00:09**

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*Fates Forever* [[Free \(HD\)](#)] is a MOBA. This isn't so much a description of the game's genre, as it is acknowledging what the game's intent is. It's a MOBA for iPad – and it's meant to make as few concessions as possible toward providing a full-fledged MOBA experience. What this means is that the game isn't really meant for pick-up-and-play sessions, but it stands out because of it: it's a limited-compromise game that can be played for hours on end on an iPad.



## SPONSORS

## LATEST PODCAST >



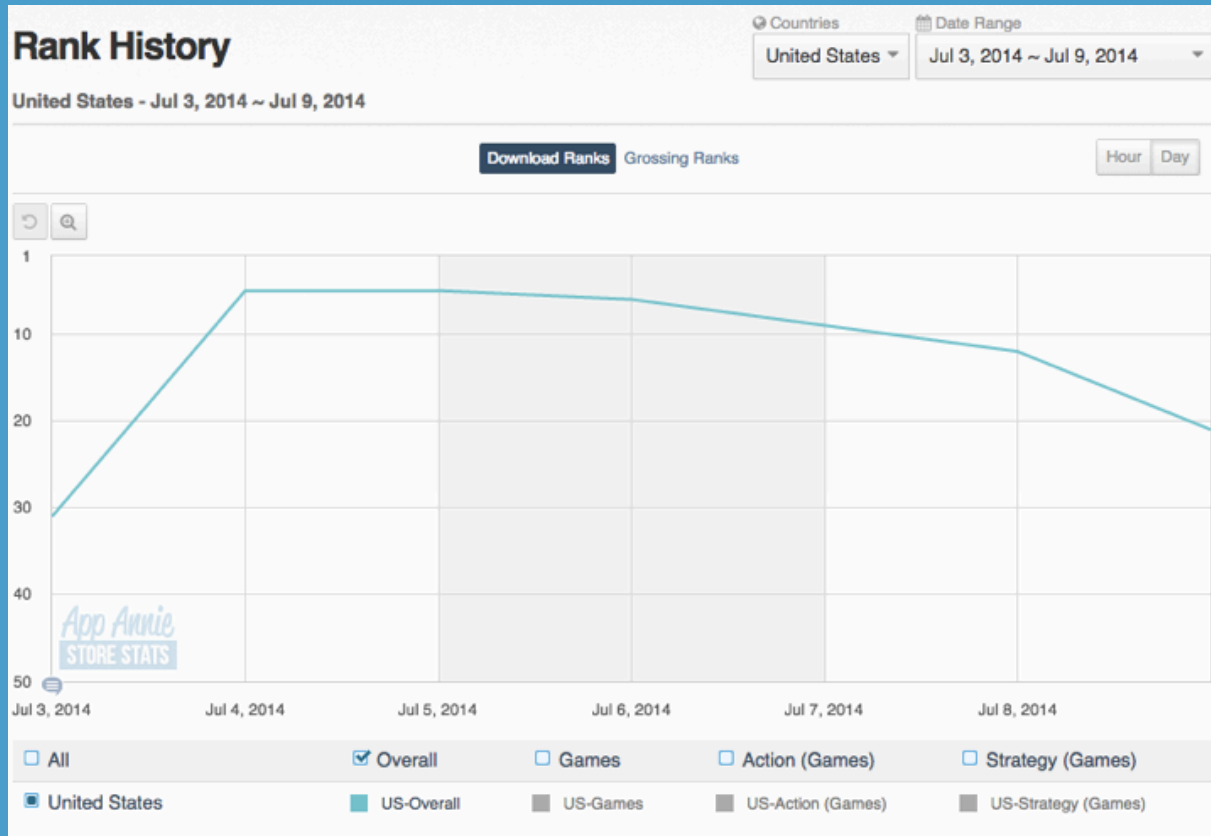
The TouchArcade Show - 179 -  
\$9.99 a Month

## LATEST REVIEWS >

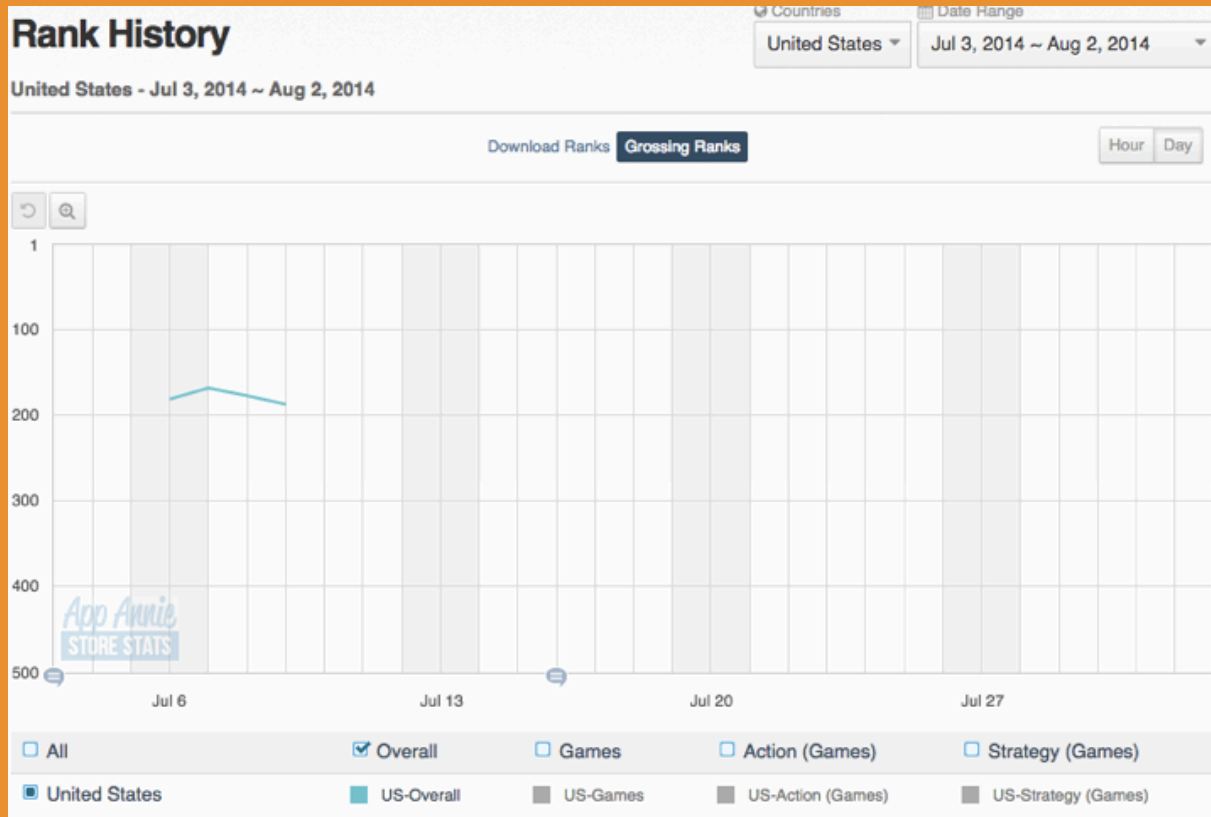


Warhammer 40,000:

And it gets great reviews



Peaks at #5 download in the US during launch week



Does not break into the top 150 grossing in first month

# two main mantras

- F2P is a long-term relationship
- Make purchasing present



a tool for designing for F2P early in the dev process

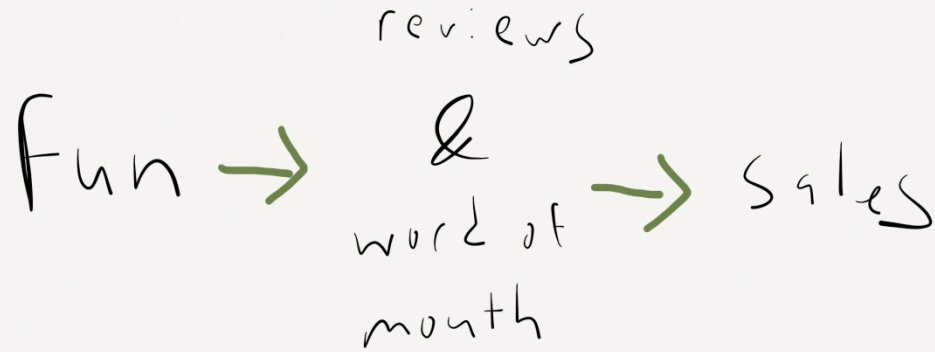
# prototype your business model

Fun

boxed development model

Fun → reviews  
&  
word of  
mouth

boxed development model



boxed development model

fun = sales

therefore

prove run first

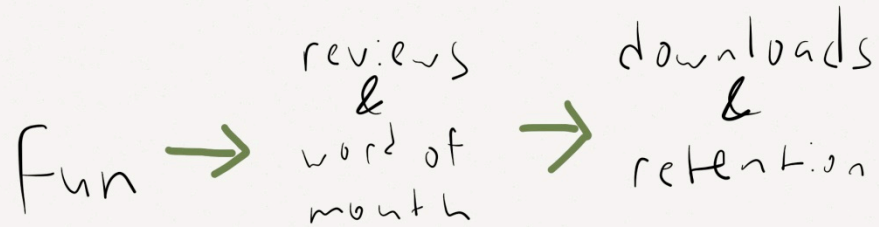
Fun

f2p development model

fun → reviews  
&  
word of  
mouth

f2p development model





f2p development model

fun → reviews  
&  
word of  
mouth → downloads  
&  
retention

retention  
+  
features

f2p development model

fun → reviews  
&  
word of  
mouth → downloads  
&  
retention

retention  
+  
features → sales

f2p development model

fun + ui = sales

therefore

prove ui first

# early stage f2p design

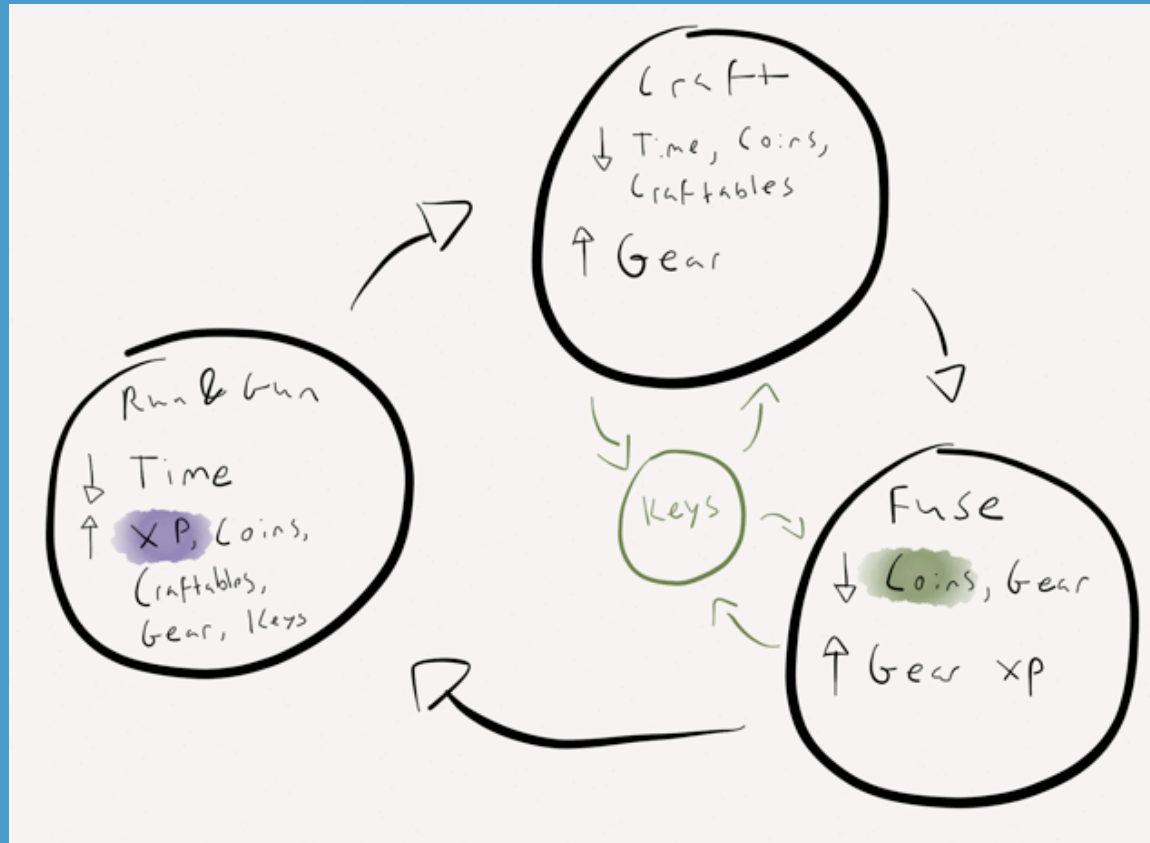
- game brief
- monetization strategy
- core loops / engagement
- ui prototype

# game brief

- name
- vision statement
- statement breakdown
- key features
- target player
- RunnerLands
- Borderlands x Spider Man Unlimited
- shoot & loot action rpg + infinite runner
- shooter, loot engine, crafting, fusion, squads, premium chests, pvp events, gvg events
- 18-34 male, mid-core

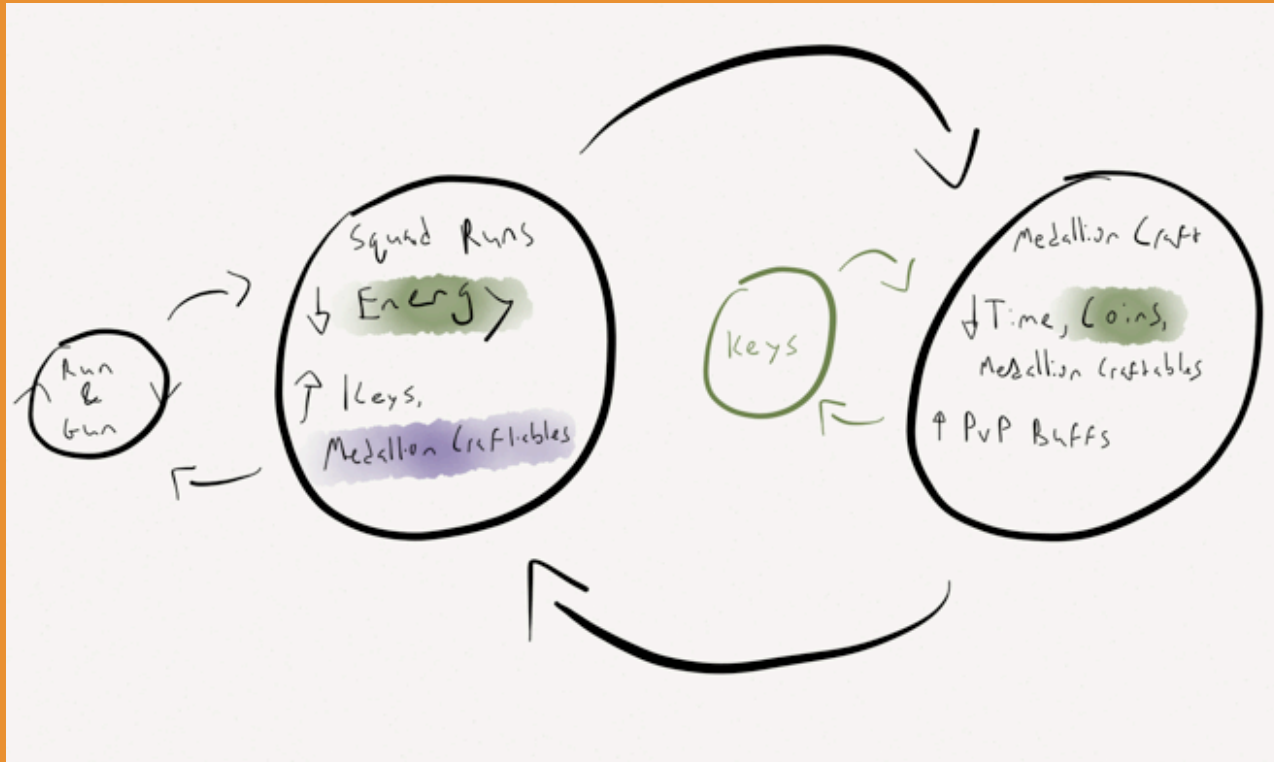
# monetization strategy

- emotions
  - product catalog
  - player life cycle
  - content strategy
- Power & Dominance
  - Loot chests, event energy, coins
    - early: basic, dailies
    - mid: squad, pvp
    - elder: gvg
  - New dailies, new pvp/gvg event art, monthly levels, bi-monthly features

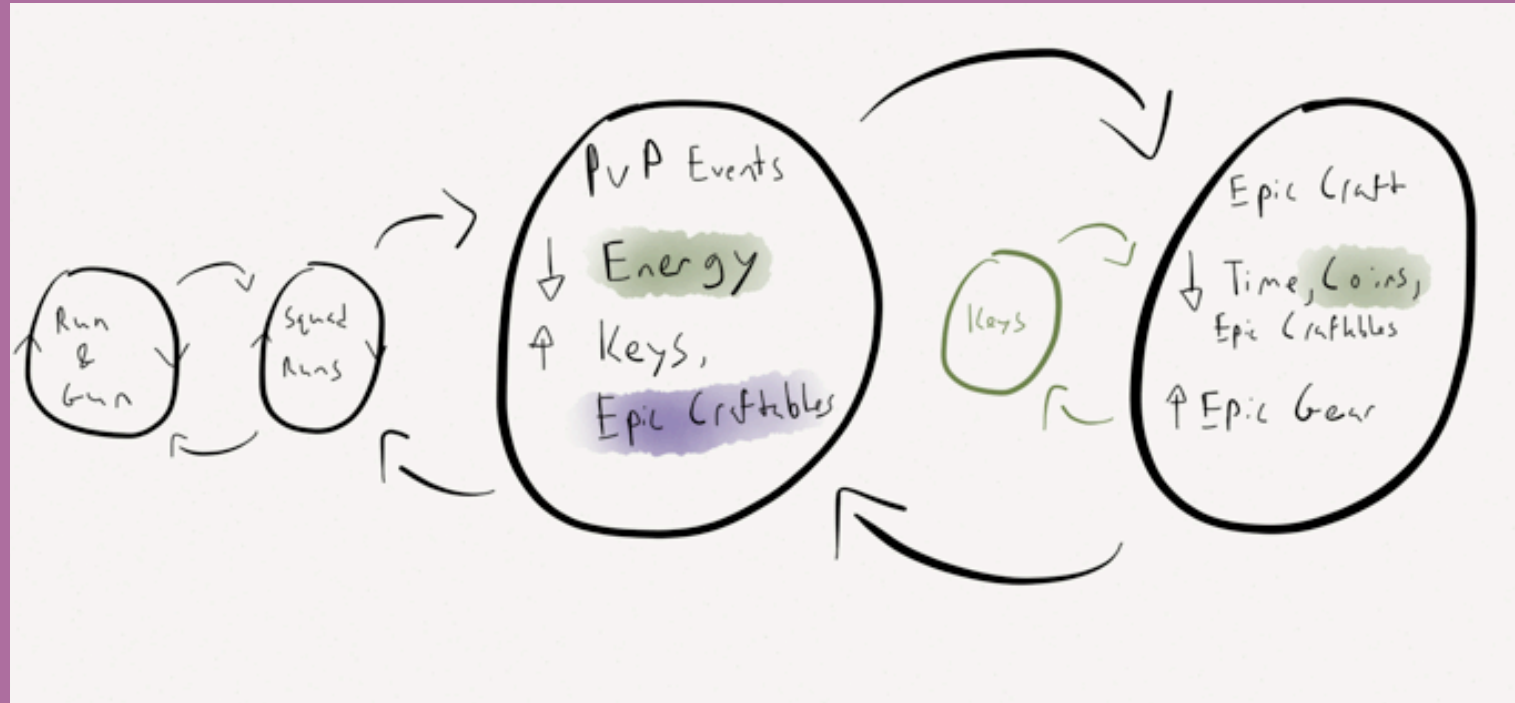


run and gun loop

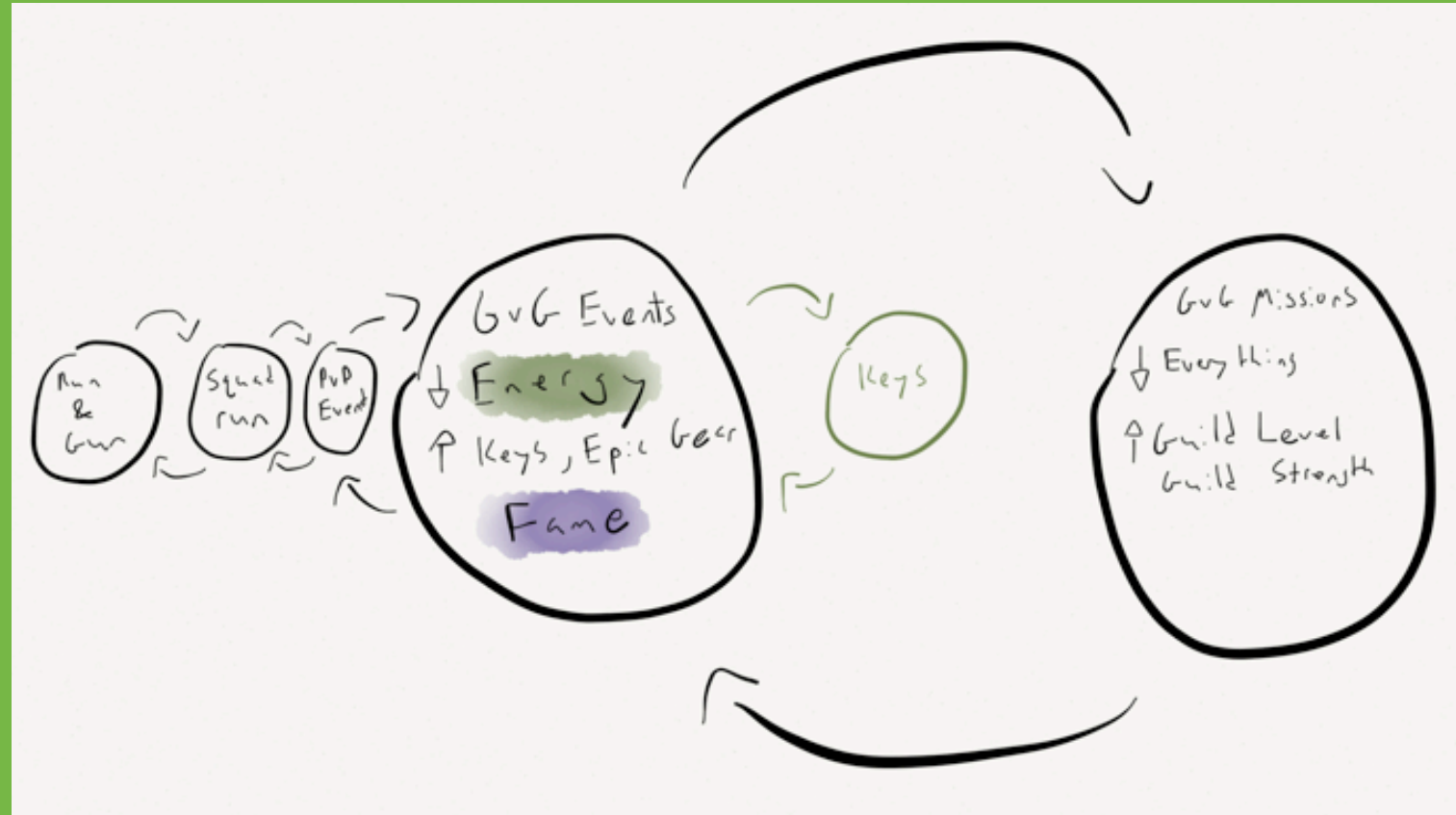




squad run loop



PvP weekly tournament loop



GvG event loop

- Basic Play



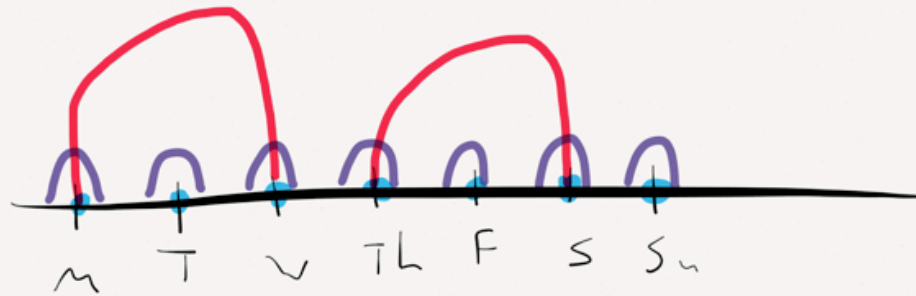
early gamer - core gameplay engagement

- Basic Play
- Daily missions



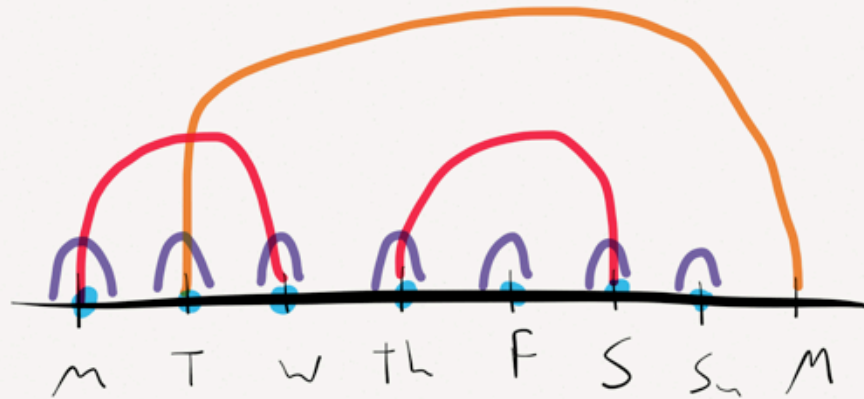
early gamer - daily mission

- Basic Play
- Daily Mission
- Squad Events



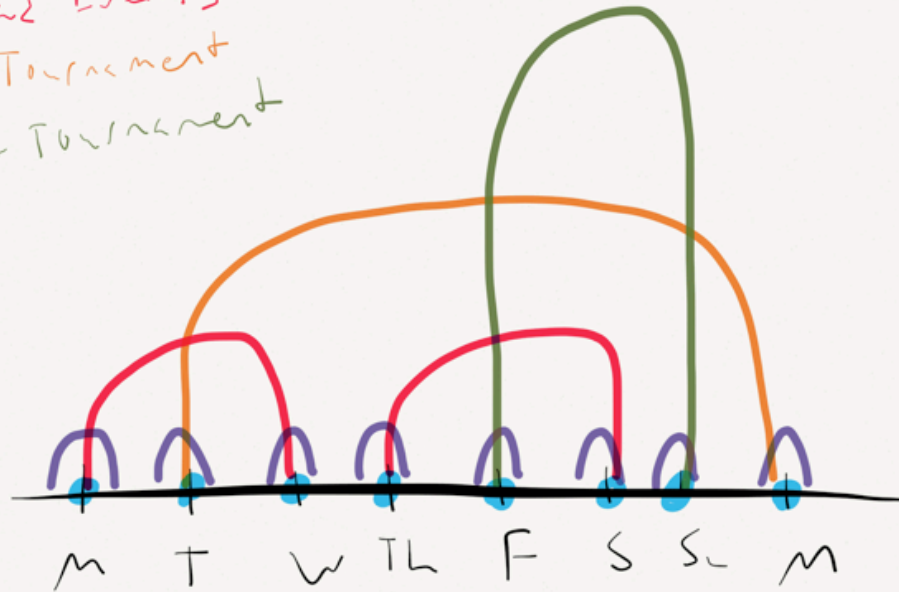
mid game - squad runs

- Basic Play
- Daily Missions
- Squad Events
- PVP Tournament



mid game - pvp events

- Basic Play
- Daily Mission
- Squad Events
- PvP Tournament
- GvG Tournament



elder game - gvg events

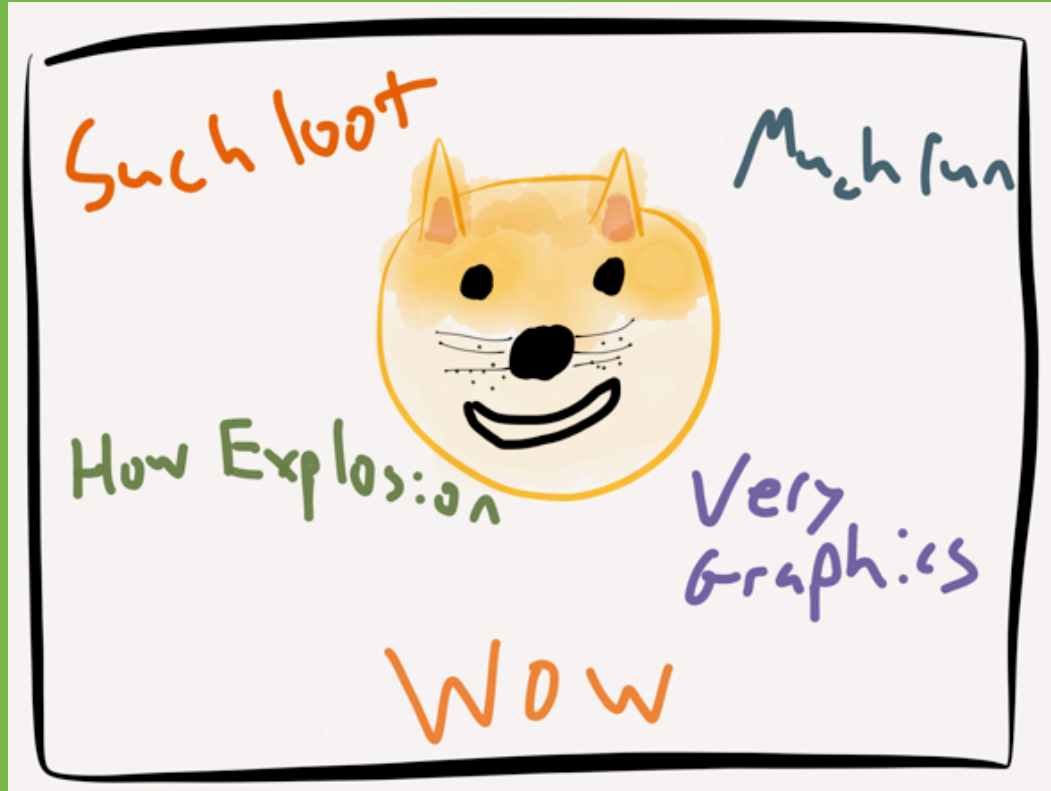




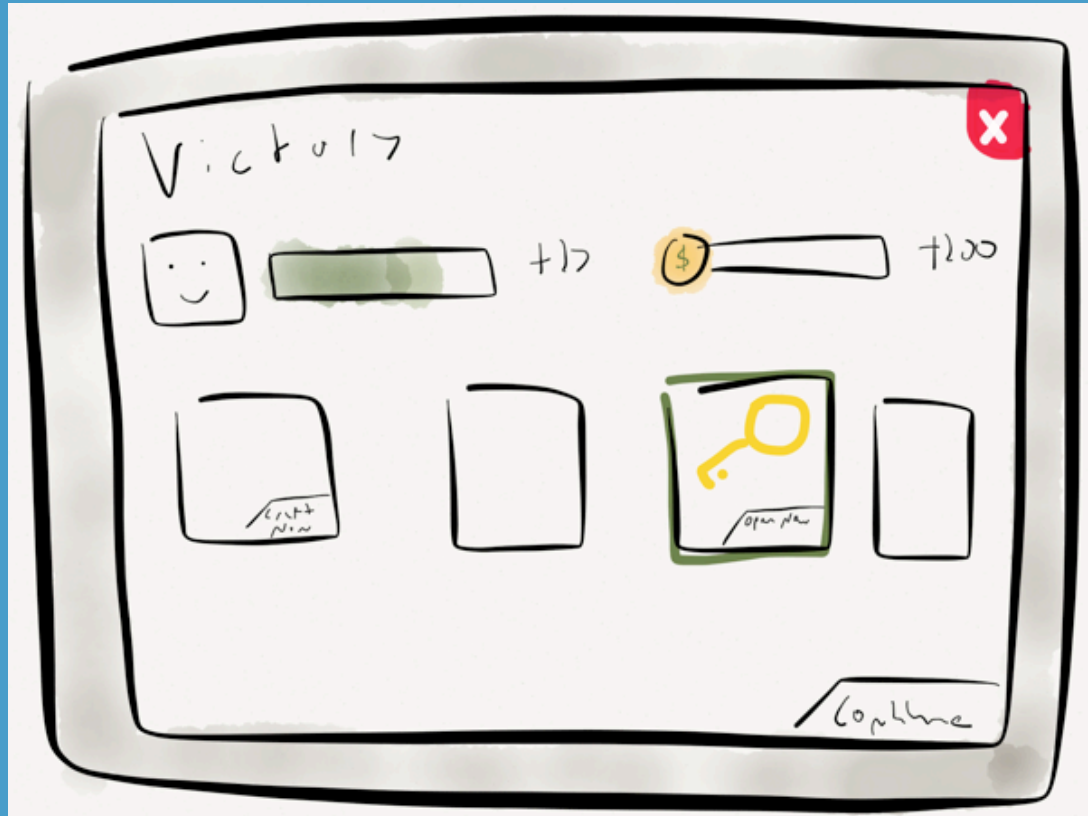
core loop - home screen



core loop - mission loadout



core loop - fun goes here



core loop - victory screen



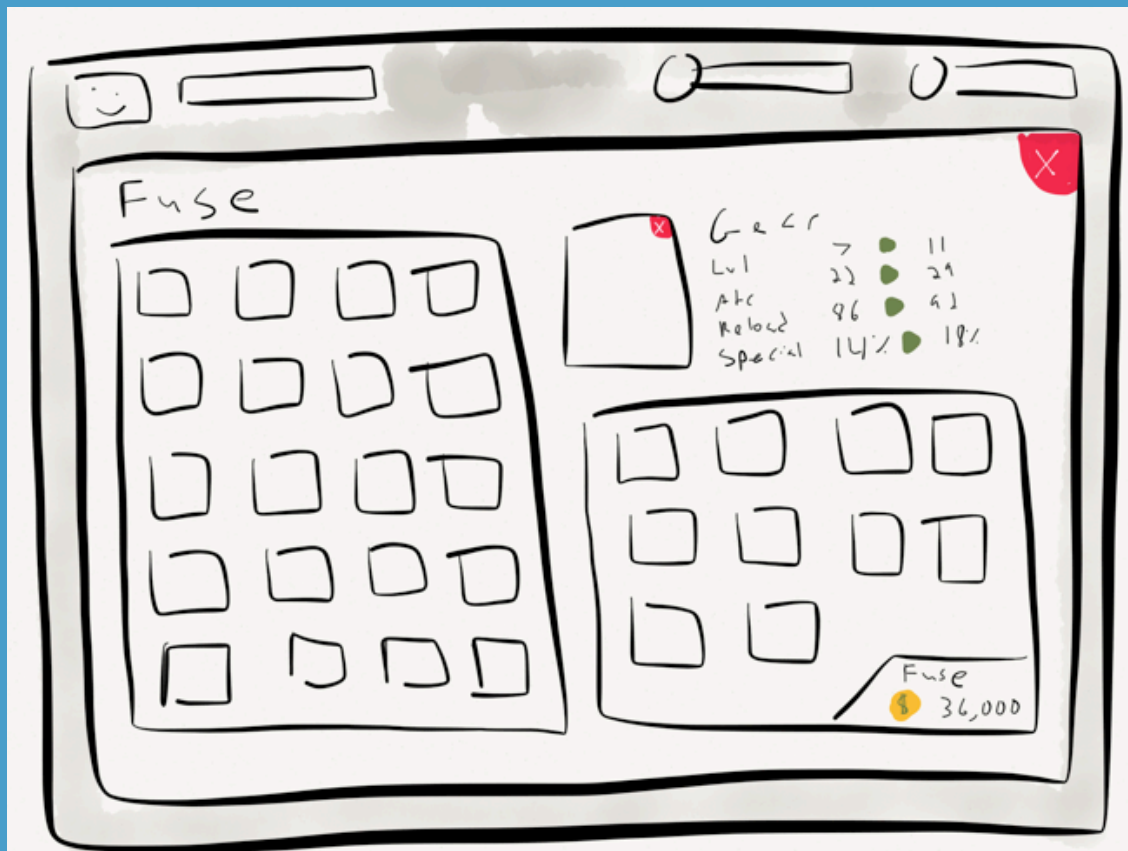
core loop - home screen



core loop - chests



core loop - crafting



core loop - fusion



# next steps

- make it interactive
- add economic inputs and outputs
- add time modeling
- test the business model in motion!

# continue the conversation

- Email: [ethan@FamousAspect.com](mailto:ethan@FamousAspect.com)
- Twitter: [@FamousAspect](https://twitter.com/FamousAspect)
- Articles, tools and templates: [FamousAspect.com](https://FamousAspect.com)