Single-player card game Three Kingdoms: Way of Survival from Desperate Situation

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Single-player card game Three Kingdoms - General Briefing

- Development cost
- Developers
- Development cycle
- Performance after release

Some important factors

- Emphasizing stand-alone: players can play all the time

- Charging mode: high payment conversion rate

- Core gameplay changes: zero cost of character level upgrade

- Continuous updates: every two weeks an update on average

Problems and solutions encountered during the entrepreneurial process

- Entrepreneurial choice
  - Left last company, had time for thinking
  - Salary of last job is too high, couldn't find a new one quickly
  - Former colleague who has set up a company returned from Shenzhen. We chimed in easily.
  - Mobile games with low threshold, having similar experience before

Problems and Solutions

- Money, money, money
  - Didn't choose to find investment at the very start
    - Foreign company background, lack of strong sense of identity
    - Had been doing R&D, lack of investment contacts
    - Contacted with some investors, found the time cost too high, and the demo identity was not enough.
  - Decided to pay for this out of my own pocket
    - Have accumulated some money from several years of work and finally had a start-up capital of 400,000.
    - Have estimated development time and cost.

Problems and Solutions

- Team Formation (a more difficult problem than money)
    - Need talents to form a team
    - Basically can't hire people though formal recruitment channels
    - Solutions:
        - Ask friends to introduce talents
        - Newly graduated people
        - what happened latter – moved to luxurious CBD to attract talents

Problems and Solutions

- Three Kingdoms + Card
  - Confident There are a lot of games about the Three Kingdoms and a lot of card games, my peer friends were not optimistic
  - Why we still insist on doing this
    - in our artworks
    - No IP problem
    - Card characters will have a outstanding performance on the phone screen
    - Considering production cost, cards can save animation cost

Problems and Solutions

- Chose to do a stand-alone game
  - External reasons
    - Too many similar projects, there's no product advantages
    - No operation team wanted to operate this game
  - Internal reasons
    - Labor cost
    - Time cost
    - Final quality

Problems and Solutions

- Chose outsourcing
  - Objective: to save development cost
    - Character
    - Scene
    - Music and Sound
  - It is not recommended to outsource the following two aspect:
    - Effects
    - UI interface

Problems and Solutions

- Marketing
  - No marketing
    - No money
    - No operation agency
    - Unfamiliar with MKT, so just walk away
  - Final results
    - Directly released though appstore
    - Have confident in our own product
    - Created dedicated QQ groups, Weibo and Baidu Post Bar communities

Problems and Solutions

- Unique problems for stand-alone games
  - Cracking, jailbreaking, in-app purchase
  - Users manually adjust the time to break game rules
  - Long waiting time of Apple updates (no backend server)
  - Some optimization tools will delete local archives

Problems and Solutions

- Other common problems
  - There's no enough manpower for testing
  - Tuning game balance
  - Adding new contents

Vision and Future Plan

- Keep going
  - Insist on doing high-quality stand-alone games
  - Be professional development team, look for cooperation in other aspects
- Networking plan
  - Weak networking function
  - Online game development