

Adapting Event Design for Casual F2P Titles

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My Background

- Director at Runaway
- Lead on Flutter, Splash





This talk

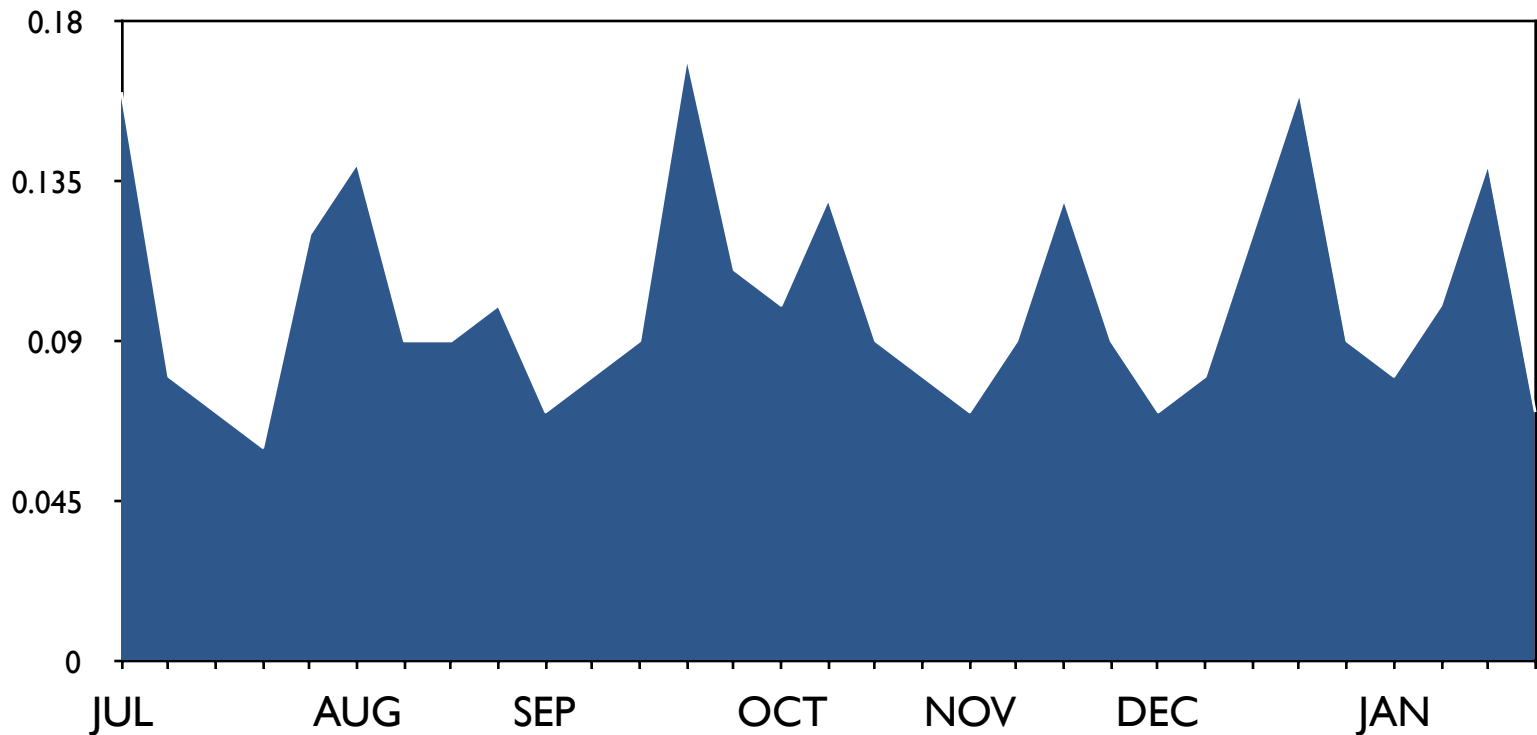
- What are events?
- Why do they work?
- Two casual case studies



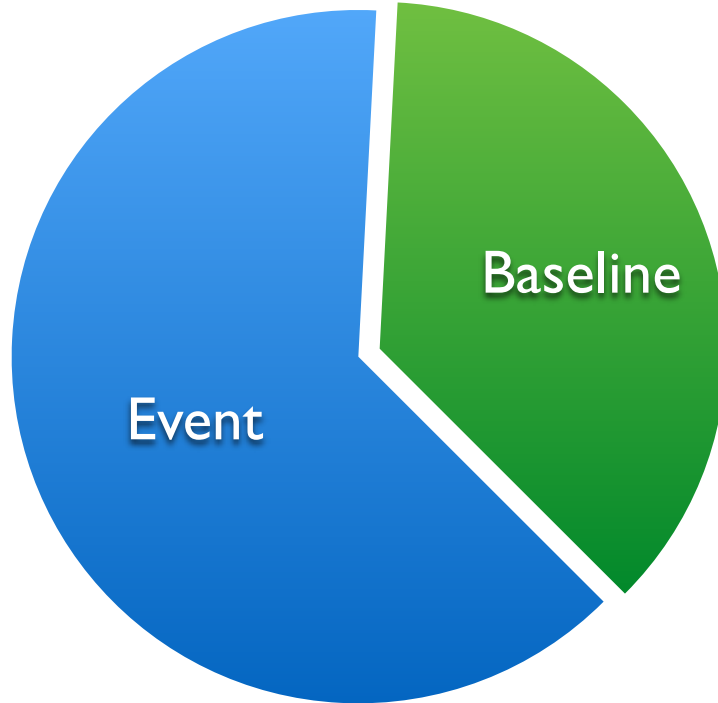
Event History

- Limited time
- Exclusive content
- Theme or narrative

Event ARPD AU Impact in Flutter



Flutter Revenue Contribution





Why the fuss?

- Clear short term goal
- Game world feels alive
- Scarcity

FOMO

/ˈfəʊməʊ/

noun informal

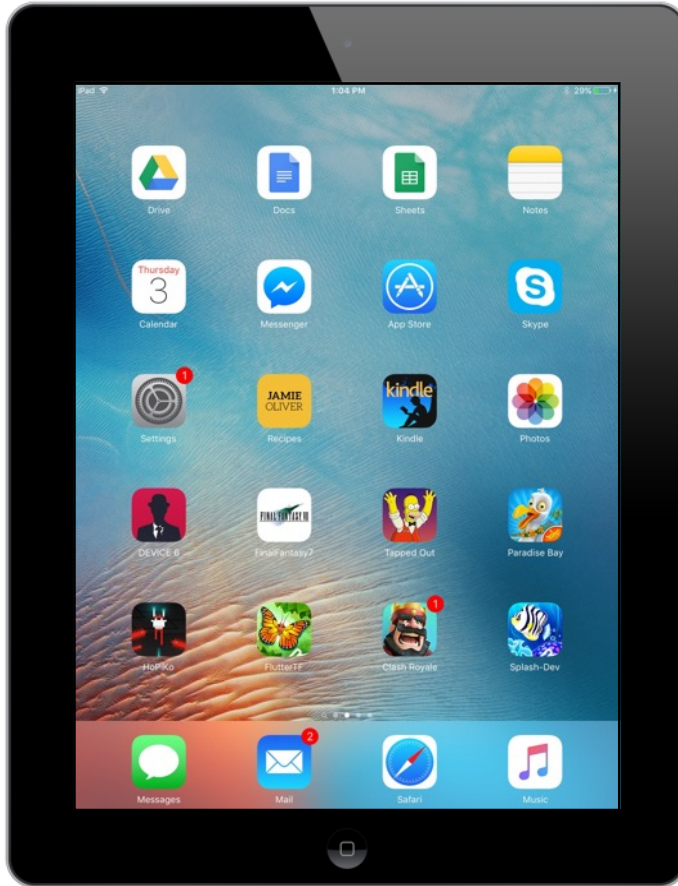
anxiety that an exciting or interesting event may currently be happening elsewhere, often aroused by posts seen on a social media website.

"I realized I was a lifelong sufferer of FOMO"



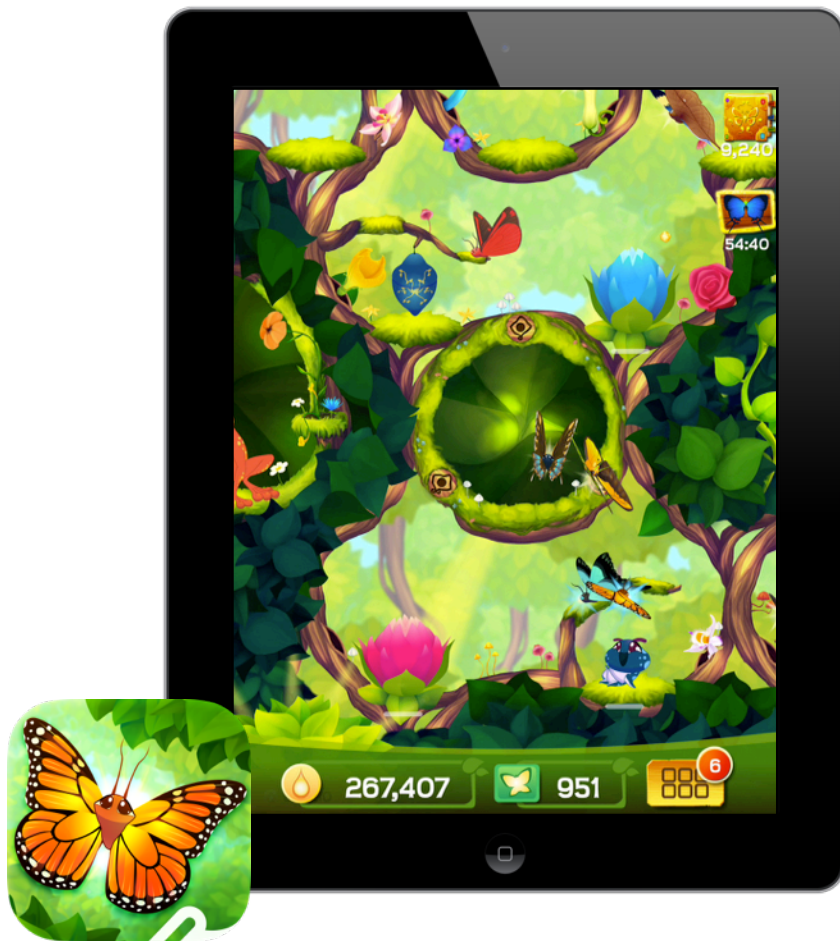
What am I missing?

- Neko Atsume
- Cats exist without you
- Mystery and scarcity

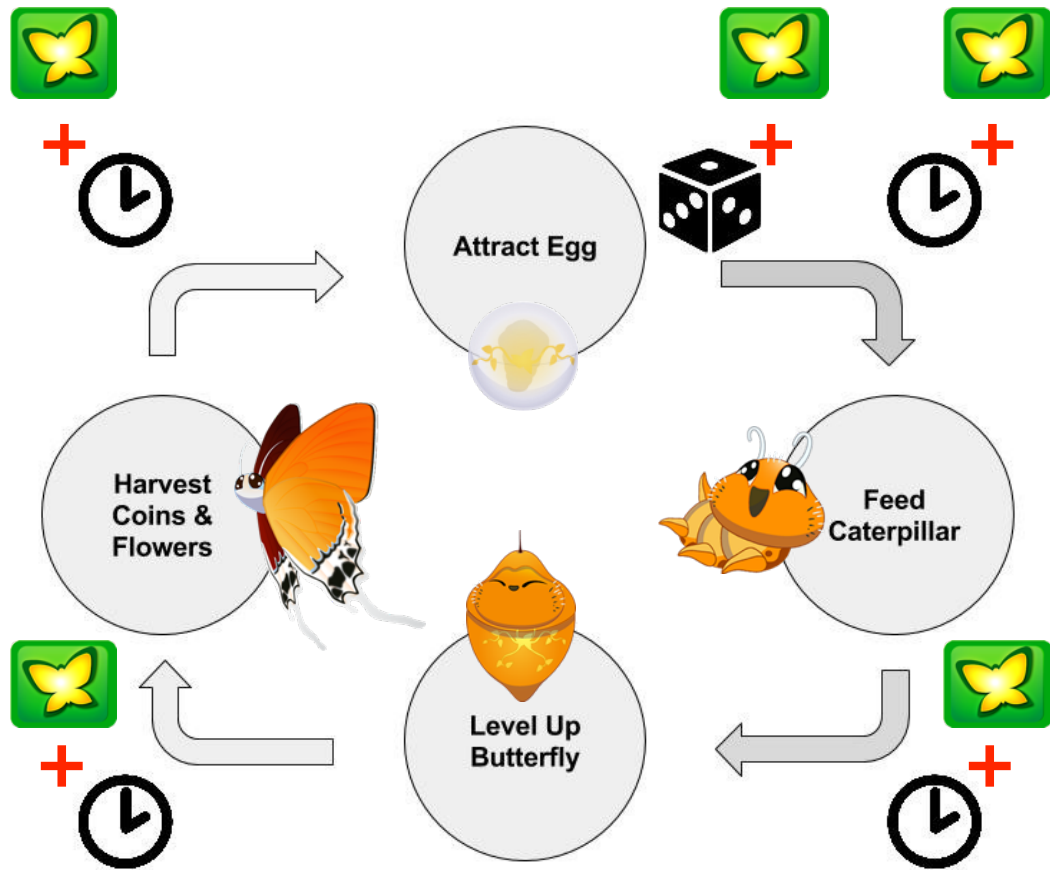


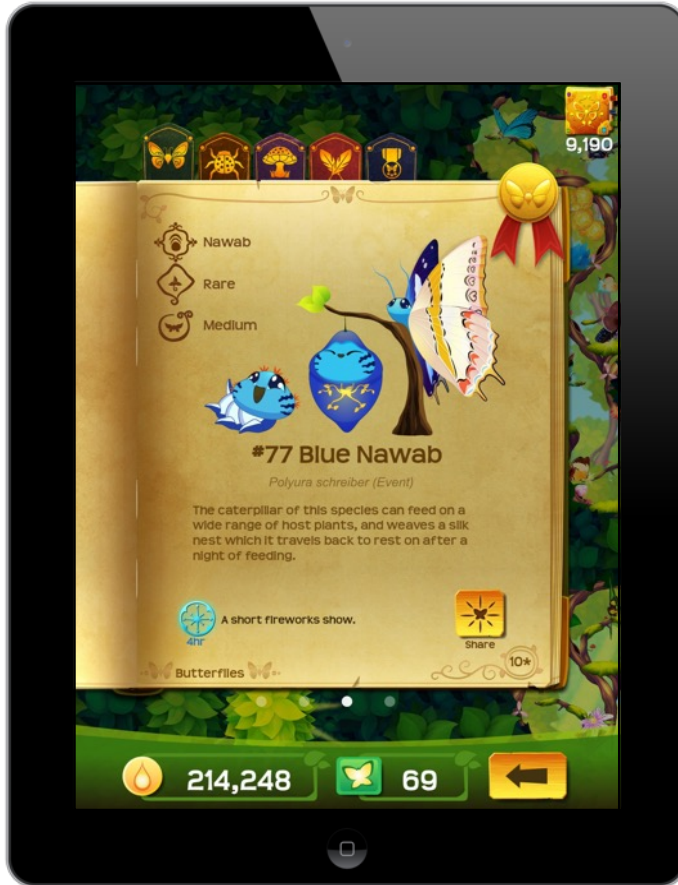
War on Attention

- Virtual pecking order
- Where is your game?
- Command idle moments



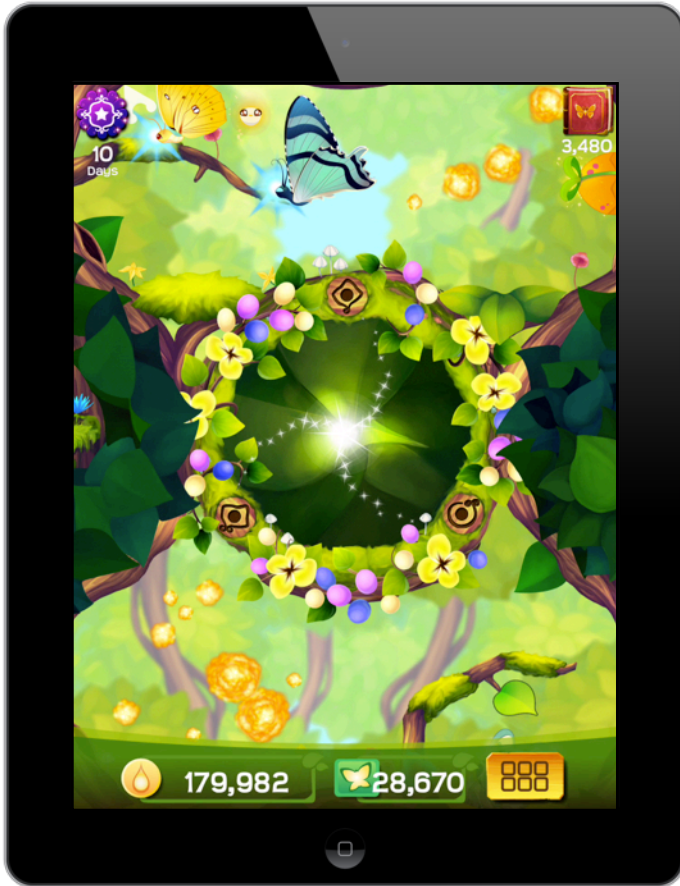
- Collect butterfly sets
- Limited set for 13 days
- One event per month





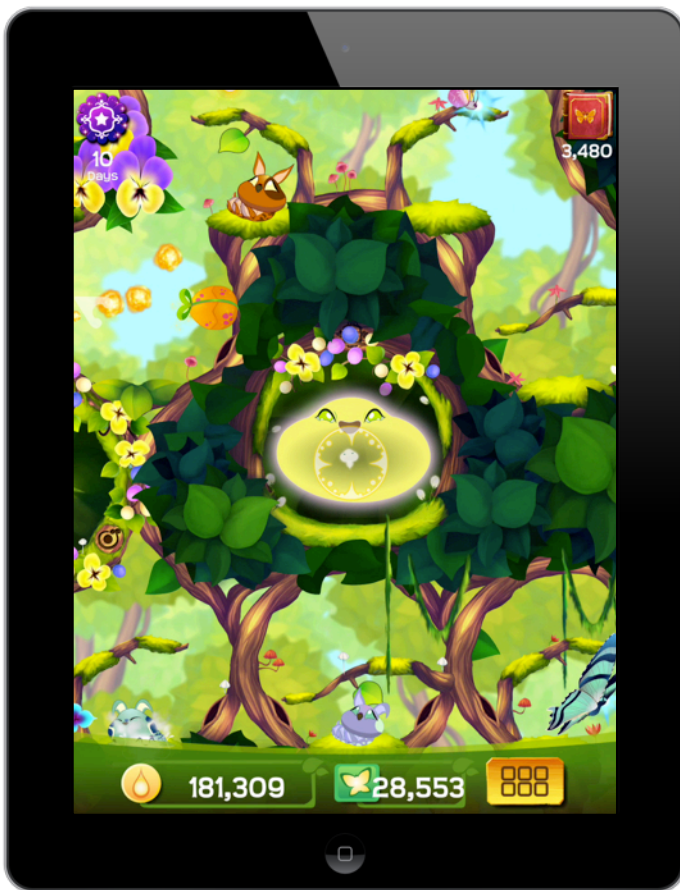
Extend the Core

- Design from day one
- Think 2 - 3 years ahead
- Not an optional extra



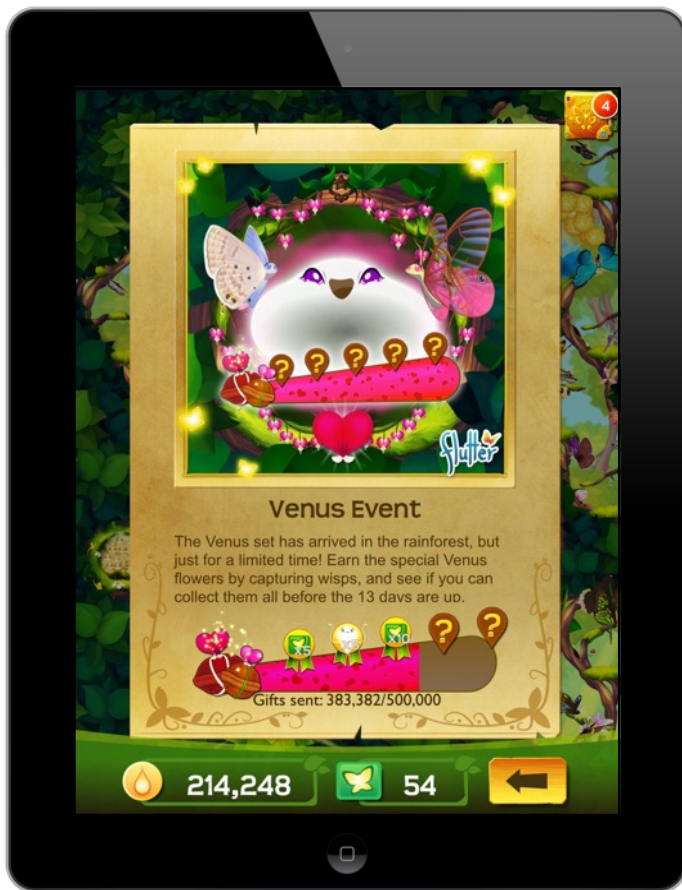
Gacha

- Attract butterflies
- Influence roll with flowers



Capture

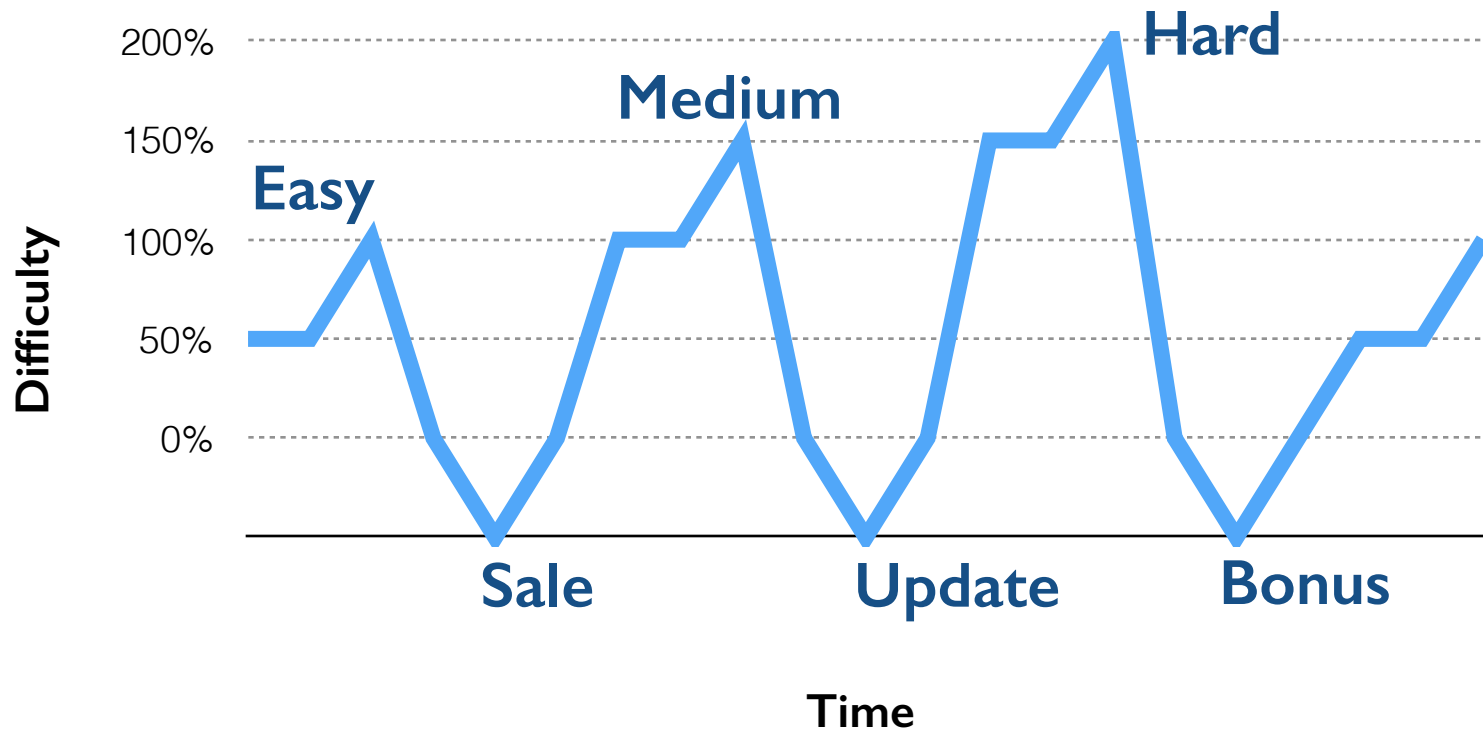
- Item you need right there
- Small % capture for free
- Pay to guarantee

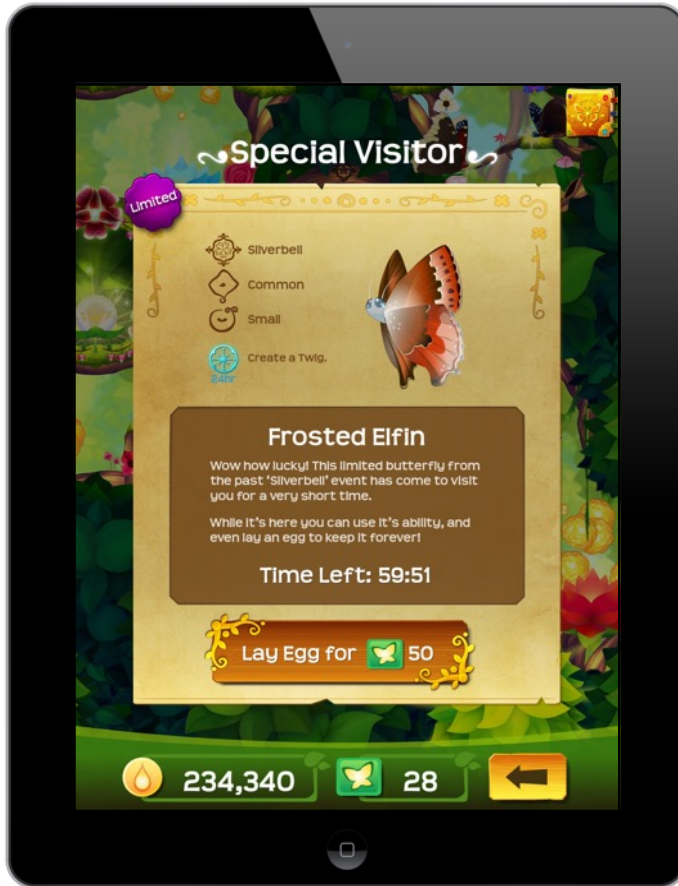


Iteration

- Length
- Power of rewards
- Cadence

Cadence of Event Pressure Points in Flutter





Reusing Events

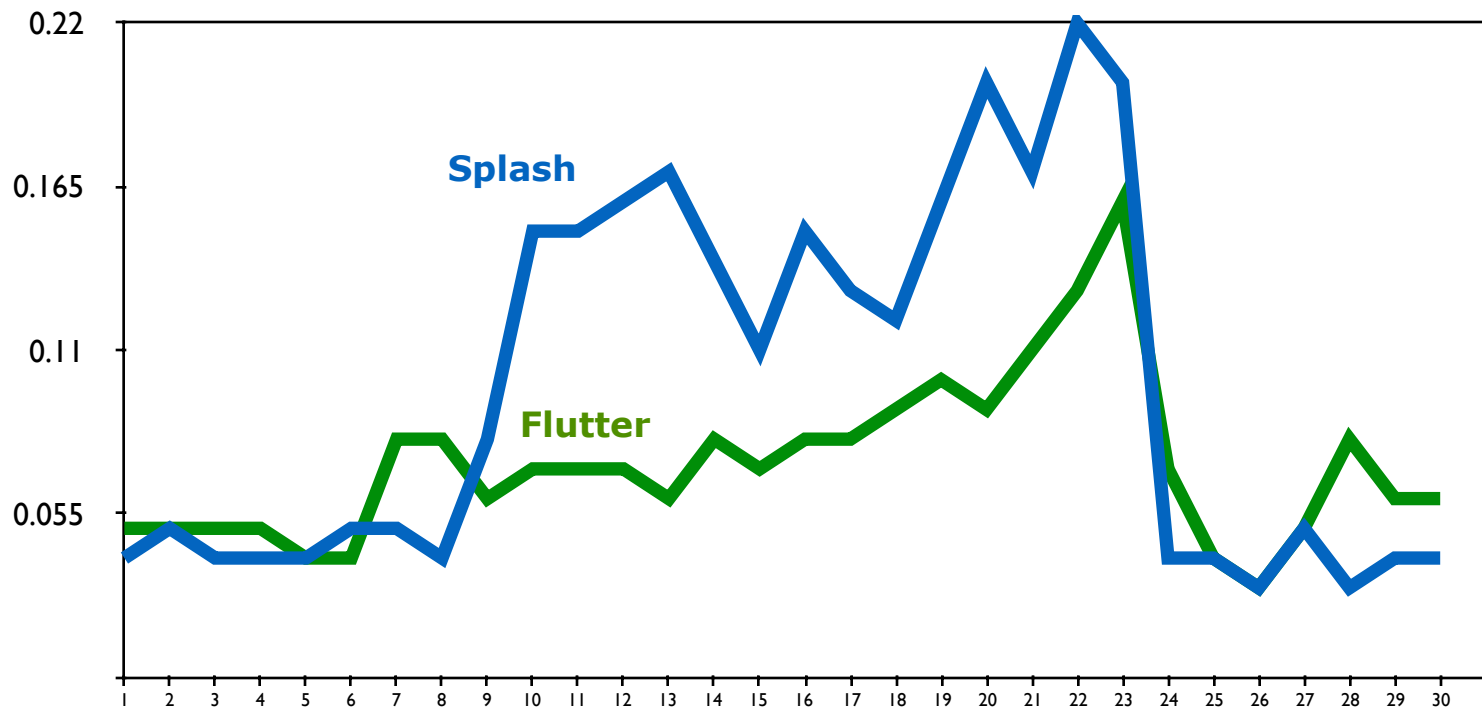
- Value for free and paying
- Enhances event mystique
- 1.5x baseline revenue



Splash

- Flutter with fish
- Improved core loop
- MUCH better events

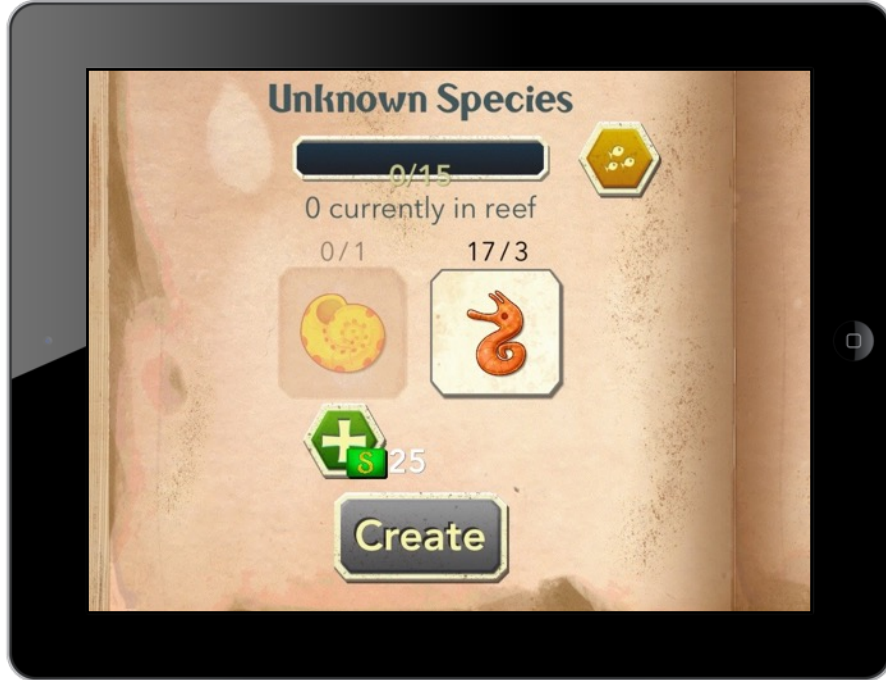
Event ARPDau Impact in Splash





Progression

- +XP with every action
- Central progress page
- Better reward pacing



Simplify Spend

- Clear pressure point
- Fewer clicks to shortcut
- Clear value of spend



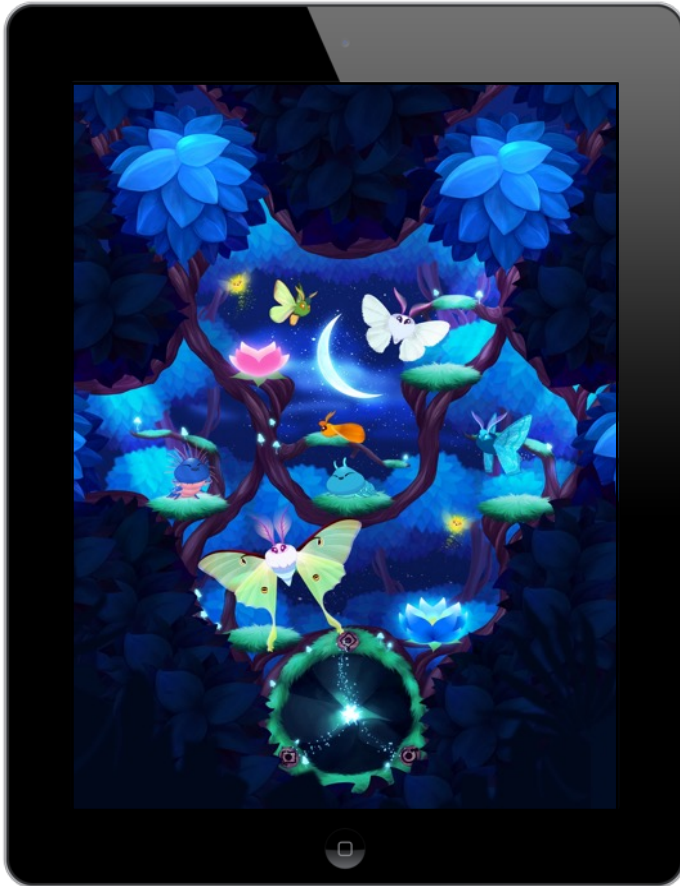
Box Gacha

- Clear prizes
- Clear possibility
- Limited Decorations



Payer Experience

- Feel like fair ROI?
- Relevant to your goals?
- Feel good thank you dialogue



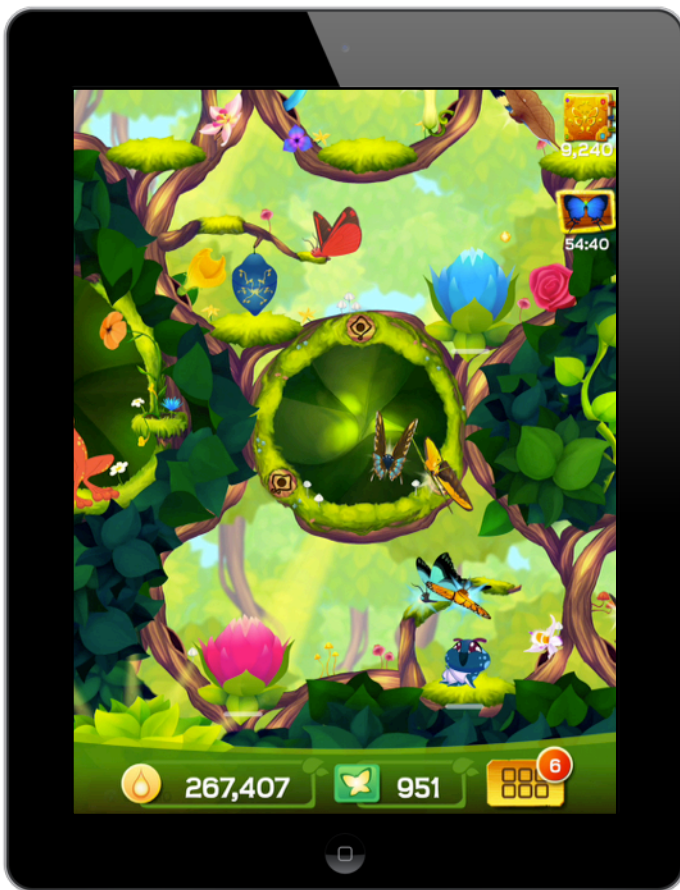
Return Reminder

- 2 hour loop
- Phases of the moon
- Seasons in Dragonvale



Fresh Start

- Isolate player power
- Beginners and veterans
- Monetisation and social up



Summary

- Events drive LTV
- Design into the core
- Plan long term

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