

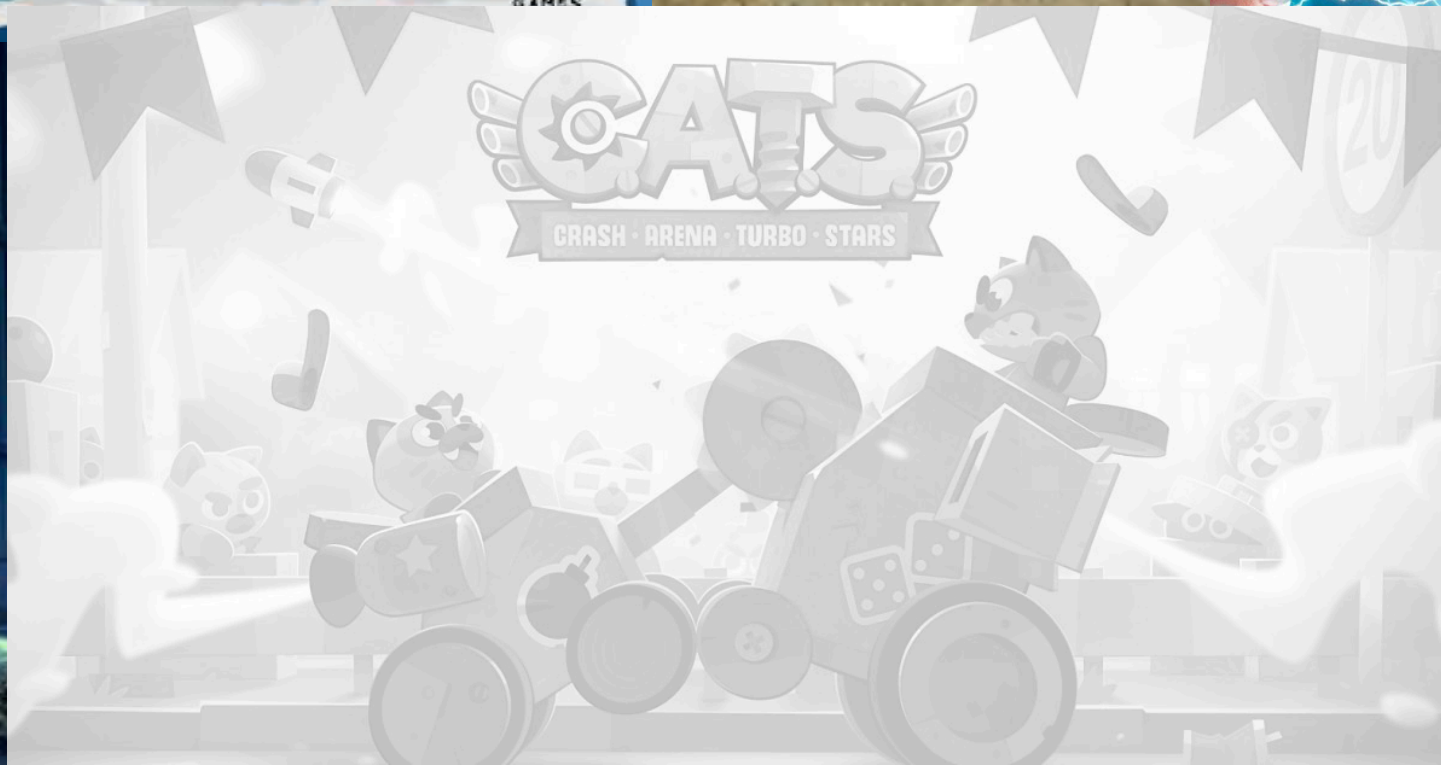
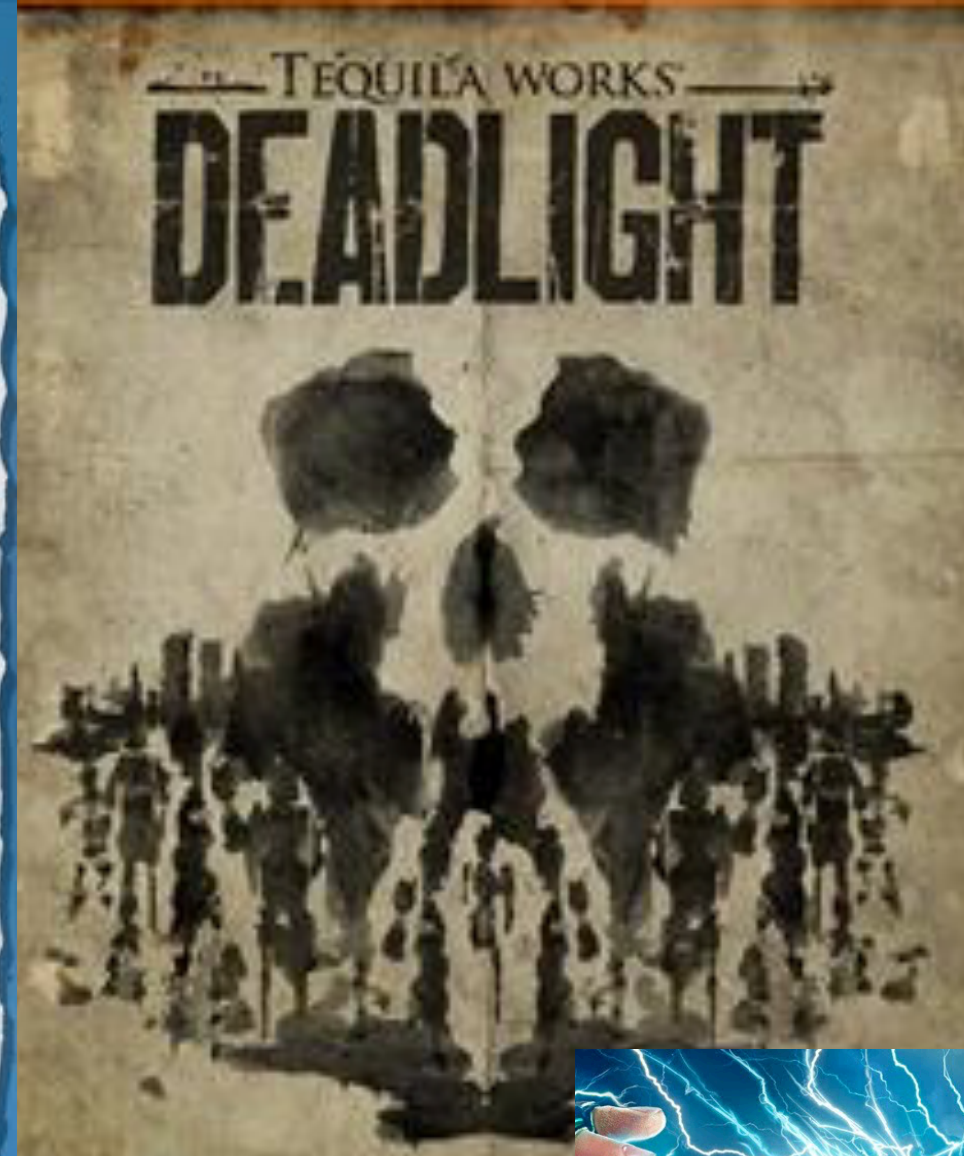


Balance of Power: F2P Game Design Vs Product Management

Lucas González Torres
Game Designer & Product Manager
Independent

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WINNER
EDITOR'S CHOICE
IGN 2010

WINNER
BEST DESIGN
BEST ONLINE GAME
GAMELAB 2010

INDEPENDENT
GAMES FESTIVAL
FINALIST
VISION AWARD 2010

WINNER
WINNER GAME OF THE YEAR
NINTENDO LIFE

WINNER
BEST EURO GAME
QUICH AWARDS

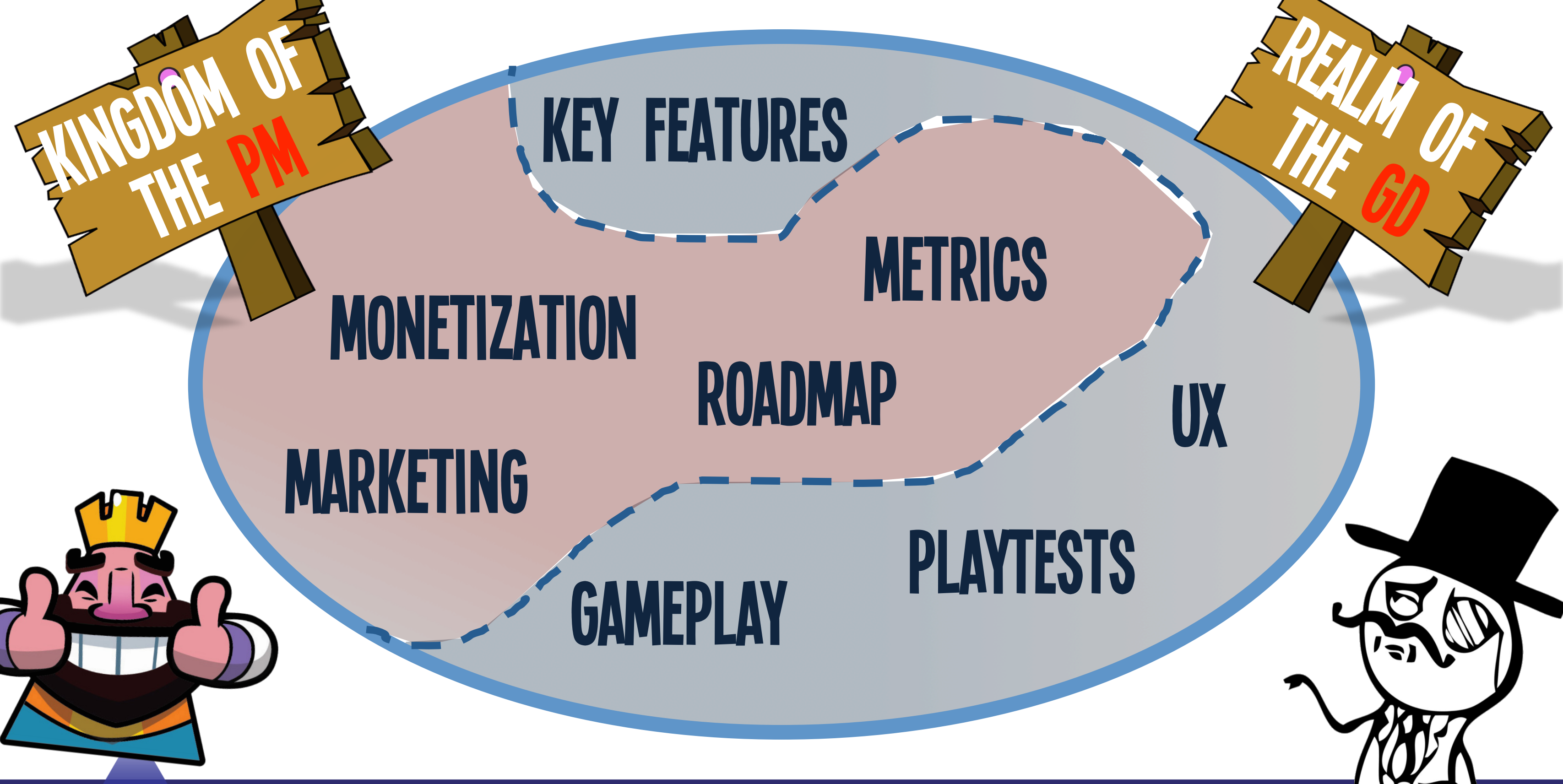




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TILTING POINT

DENNIS HEIZMANN

ADAM TELFER



mobilefreetoplay

ANDERSON PIFFER



GAMELOFT

ANIL DAS GUPTA



FLORIAN ZIEGLER

CHRISTOPHER FADY

EUGENE YAILENKO



DECONSTRUCTOR of FUN

- because fun is serious business -

CRISTÓBAL VIEDMA



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PART 1

POINTS OF CLASHING

**GAME
DESIGNER**



**PLAYER'S
EXPERIENCE**

FREE"MIUM"



"NOT
REALLY



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THE MARKETING MIX



**PRODUCT
MANAGER = CUSTOMER'S
NEEDS**

**BOTH ROLES BELIEVE THEY ARE THE
ULTIMATE RESPONSIBLE FROM TAILORING
THE GAME FOR THEIR PLAYERS**

POINTS OF CLASHING

1. **WHAT** TO ADD/REMOVE/CHANGE IN THE GAME
2. **WHEN** IS THE BEST MOMENT TO DO IT
3. **HOW** TO EXACTLY EXECUTE IT

POINTS OF CLASHING

1. **WHAT** TO ADD/REMOVE/CHANGE IN THE GAME

2. WHEN IS THE BEST MOMENT TO DO IT

3. HOW TO EXACTLY EXECUTE IT

Fireworks Festival!



2d 22h

Well done! Now it's time to compete with other players. The more firecrackers you make, the better your chances of winning are.



Tip: Firecrackers only count when you beat the level!

Show



50 NEW LEVELS

POINTS OF CLASHING

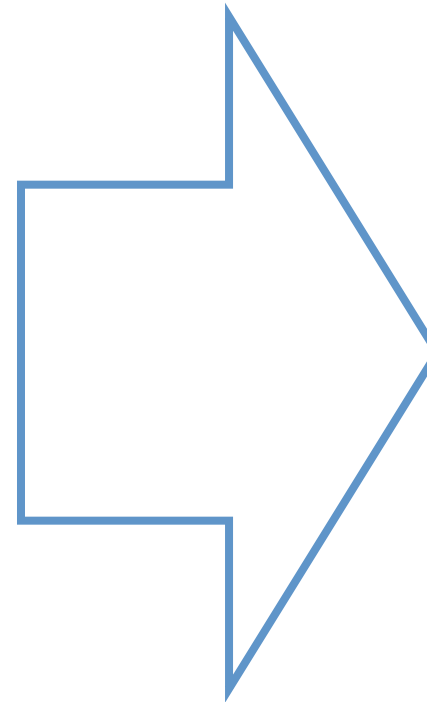
1. WHAT TO ADD/REMOVE/CHANGE IN THE GAME

2. **WHEN** IS THE BEST MOMENT TO DO IT

3. HOW TO EXACTLY EXECUTE IT

A

UPDATE 1

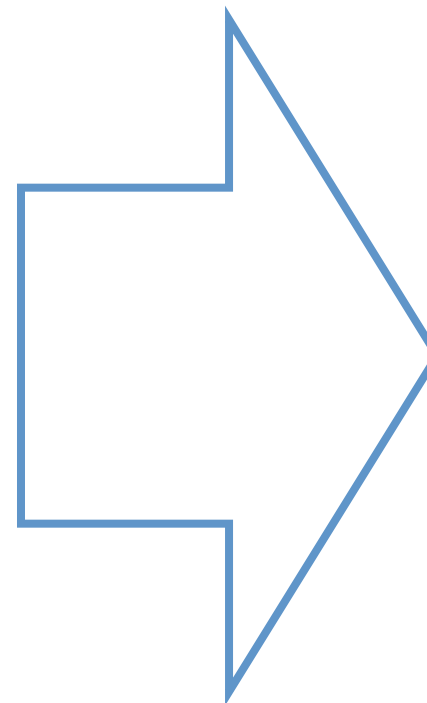


UPDATE 2



B

UPDATE 1



UPDATE 2



POINTS OF CLASHING

1. WHAT TO ADD/REMOVE/CHANGE IN THE GAME

2. WHEN IS THE BEST MOMENT TO DO IT

3. **HOW** TO EXACTLY EXECUTE IT



OUR **PM JUST WANT TO MAKE
MONEY**



THE **GD JUST WANT TO MAKE A GAME
FOR HIMSELF**





PART 2

REDUCING FRICTION

THE GAME DESIGNER



WHAT A **GD** CAN LEARN FROM HIS **PM**
IN ORDER TO DO HIS JOB BEST?



WHAT A **GD** CAN LEARN FROM HIS **PM**

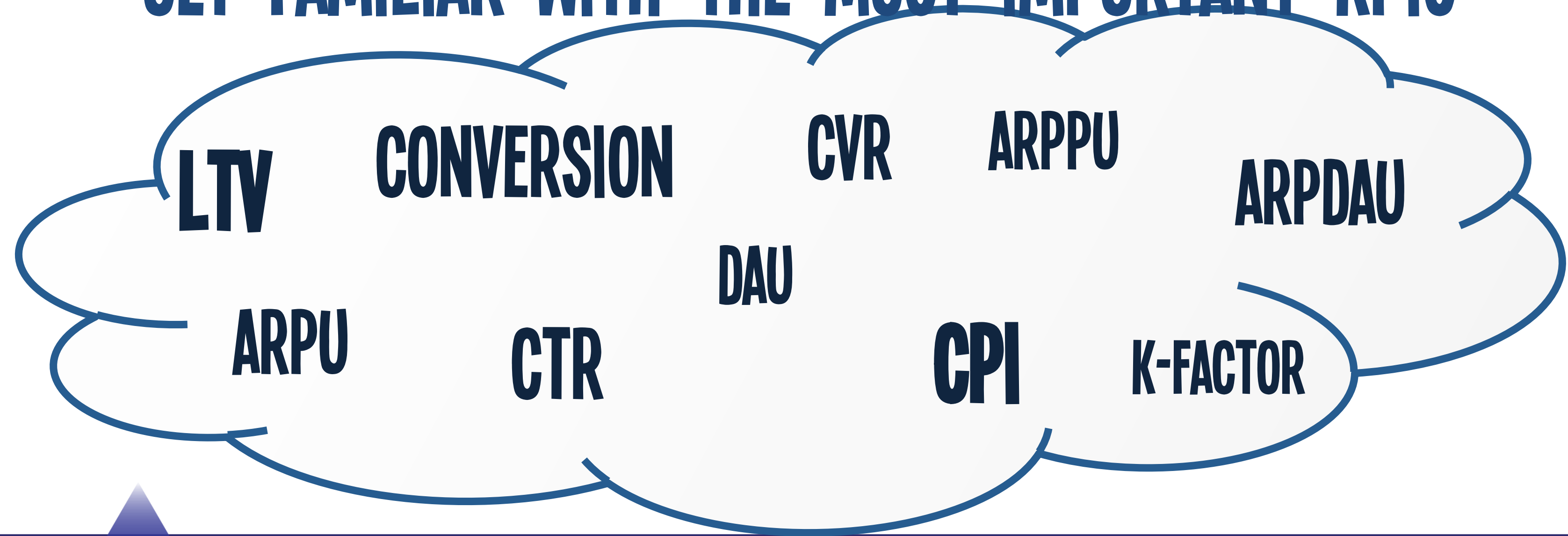
1. BENCHMARKING

2. ESTIMATING CHANGES IN THE METRICS

3. VALIDATING RESULTS

RECOMMENDATION #1

GET FAMILIAR WITH THE MOST IMPORTANT KPIS



WHAT A **GD** CAN LEARN FROM HIS **PM**

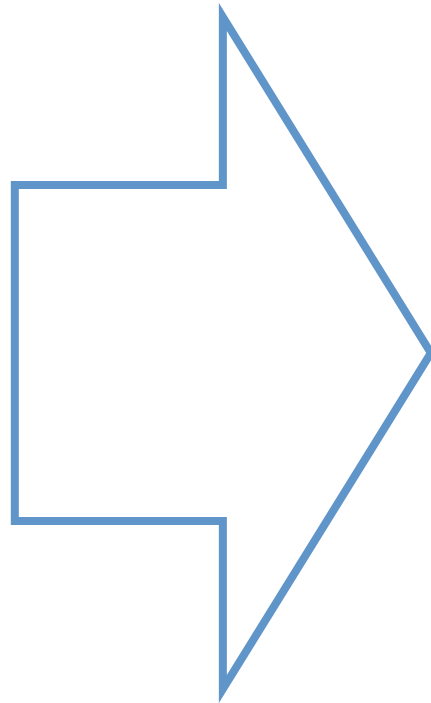
1. BENCHMARKING

2. ESTIMATING CHANGES IN THE METRICS

3. VALIDATE RESULTS

RECOMMENDATION #2

GET PRACTICE. MAKE YOUR OWN ESTIMATIONS AND
CHECK THEM AFTER



WHAT A **GD** CAN LEARN FROM HIS **PM**

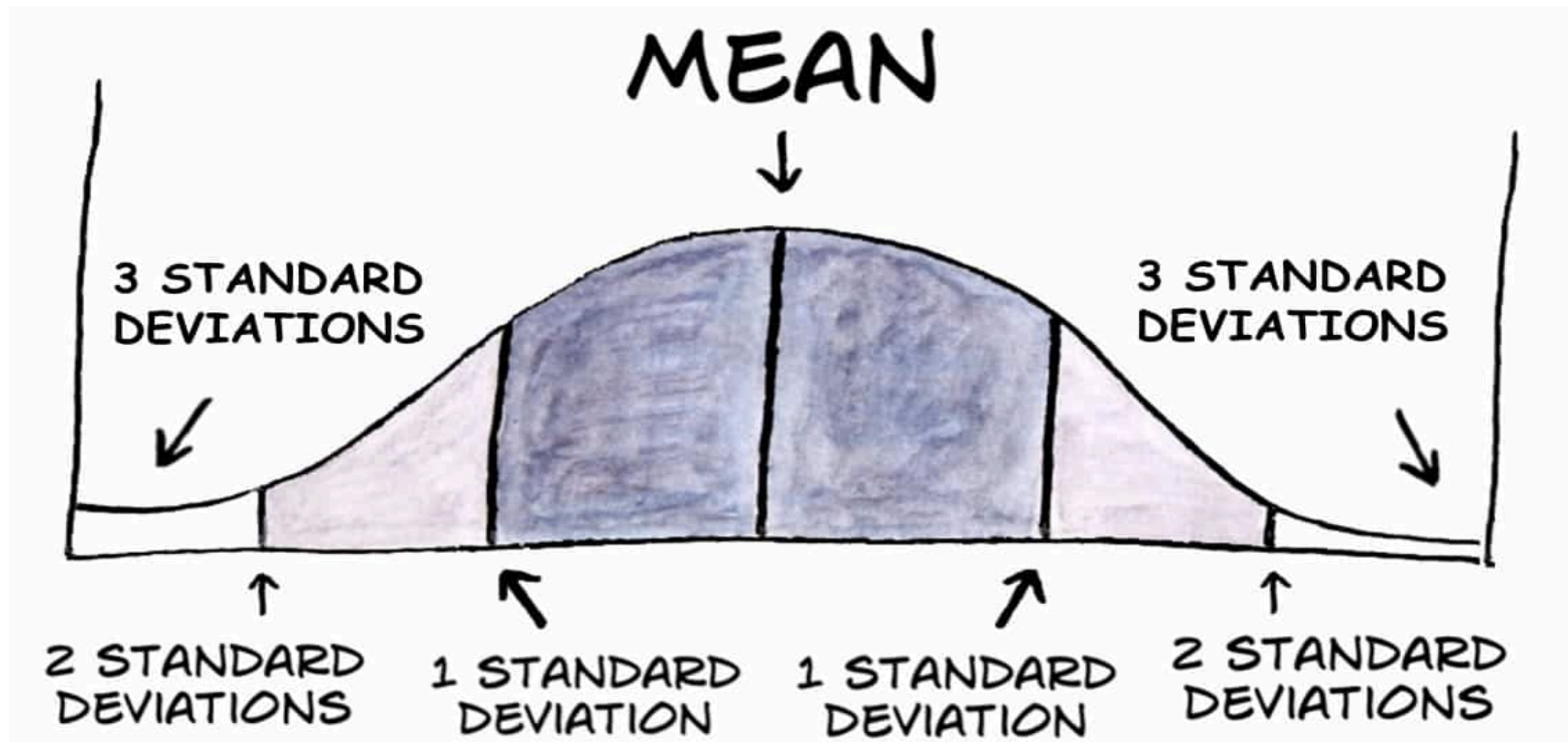
1. BENCHMARKING

2. ESTIMATING CHANGES IN THE METRICS

3. **VALIDATING RESULTS**

RECOMMENDATION #3

LEARN SOME STATISTICS. BE ACCURATE



WHAT A **GD** CAN LEARN FROM HIS **PM**

1. GET FAMILIAR WITH THE MOST IMPORTANT KPIS
2. PRACTICE ESTIMATION
3. LEARN SOME STATISTICS. BE ACCURATE

THE PRODUCT MANAGER



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WHAT A **PM** CAN LEARN FROM HIS **GD** IN ORDER TO DO HIS JOB BEST?



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WHAT A **PM** CAN LEARN FROM HIS **GD**

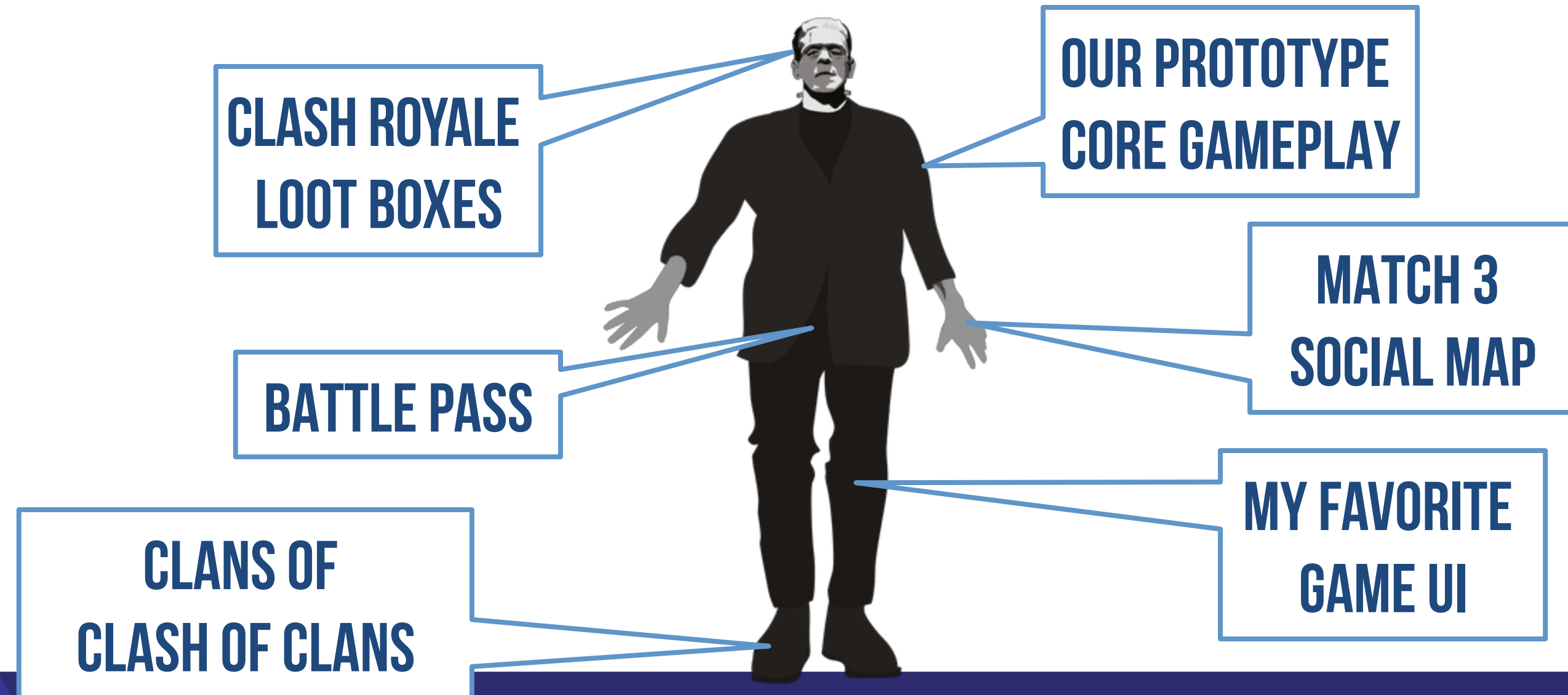
1. INNOVATING IN GAMEPLAY

2. UNDERSTANDING GAME MECHANICS

3. EMPATHIZE WITH YOUR PLAYERS

RECOMMENDATION #1

FORGET FRANKSTEIN APPROACH



WHAT A **PM** CAN LEARN FROM HIS **GD**

1. INNOVATING IN GAMEPLAY

2. UNDERSTANDING GAME MECHANICS

3. EMPATHIZE WITH YOUR PLAYERS

RECOMMENDATION #2

GET PRACTICE: DESIGN A SIMPLE PART OF THE GAME



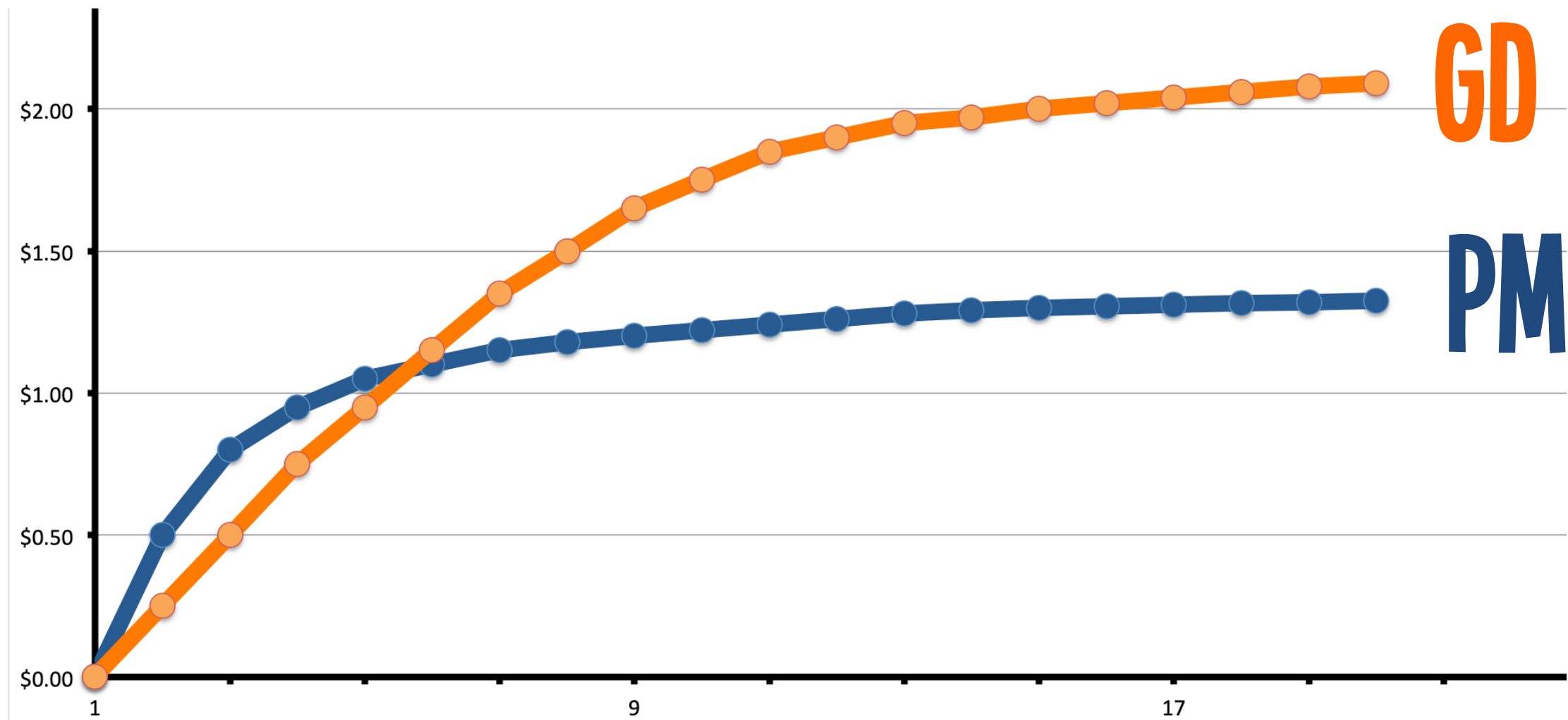
WHAT A **PM** CAN LEARN FROM HIS **GD**

1. INNOVATING IN GAMEPLAY
2. UNDERSTADING GAME MECHANICS
3. **EMPATHIZE WITH YOUR PLAYERS**

RECOMMENDATION #3

RESPECT YOUR PLAYERS

LTV
(\$ / DAYS)



WHAT A **PM** CAN LEARN FROM HIS **GD**

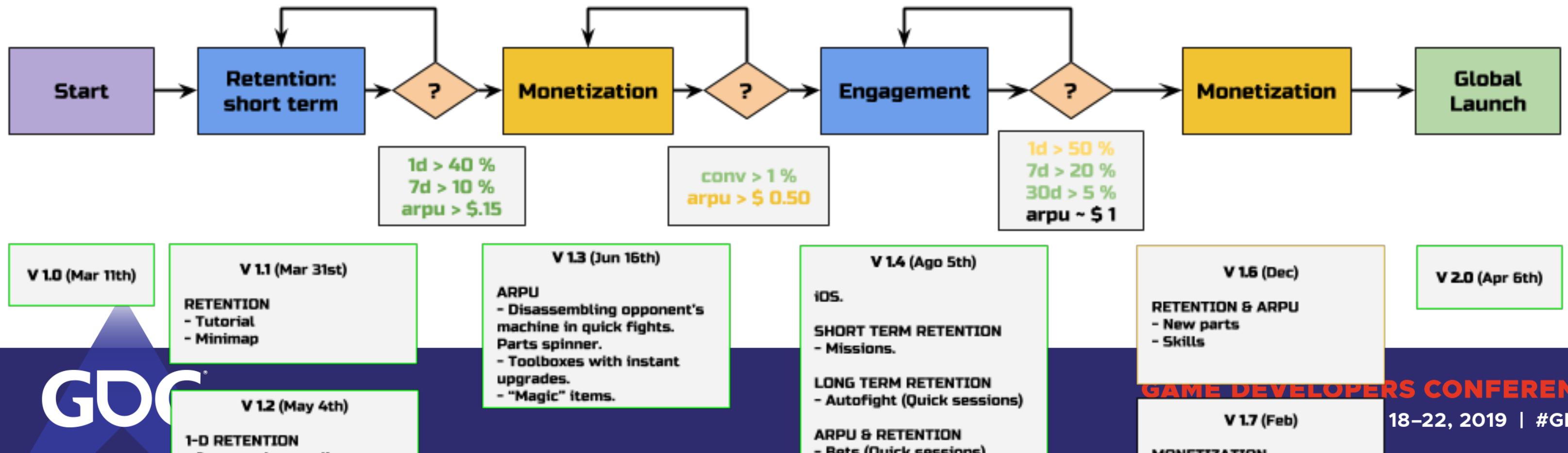
1. FORGET FRANKSTEIN APPROACH
2. PRACTICE DESIGN
3. RESPECT YOUR PLAYERS

PART 3

WORKING TOGETHER

1. **WHAT** TO ADD/REMOVE/CHANGE IN THE GAME

WORK TOGETHER ON THE ROADMAP



WORK TOGETHER ON THE ROADMAP



PM

**BENCHMARKS FOR KPIS
& STANDARD FEATURES**

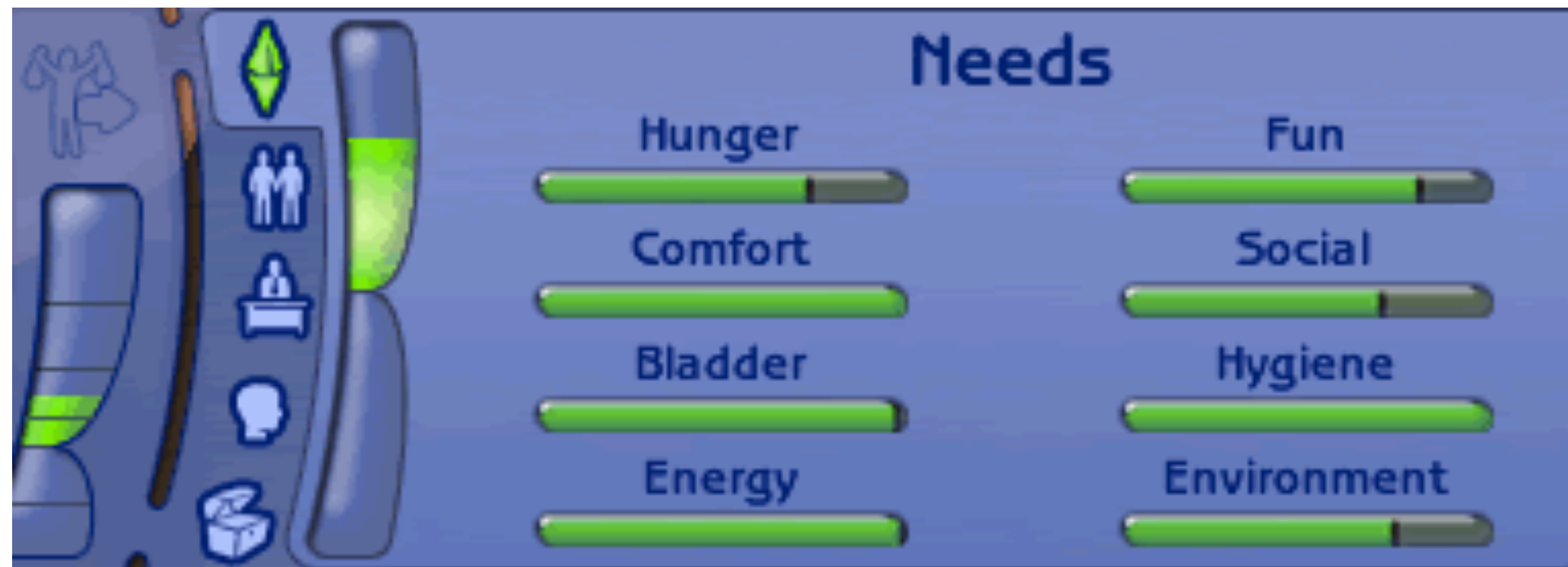
GD

INNOVATIVE FEATURES



2. **WHEN** IS THE BEST MOMENT TO DO IT

USE METRICS TO DEFINE PRIORITIES



USE METRICS TO DEFINE PRIORITIES



PM

**CHOOSE WHAT WILL BRING
MORE CHANGES**

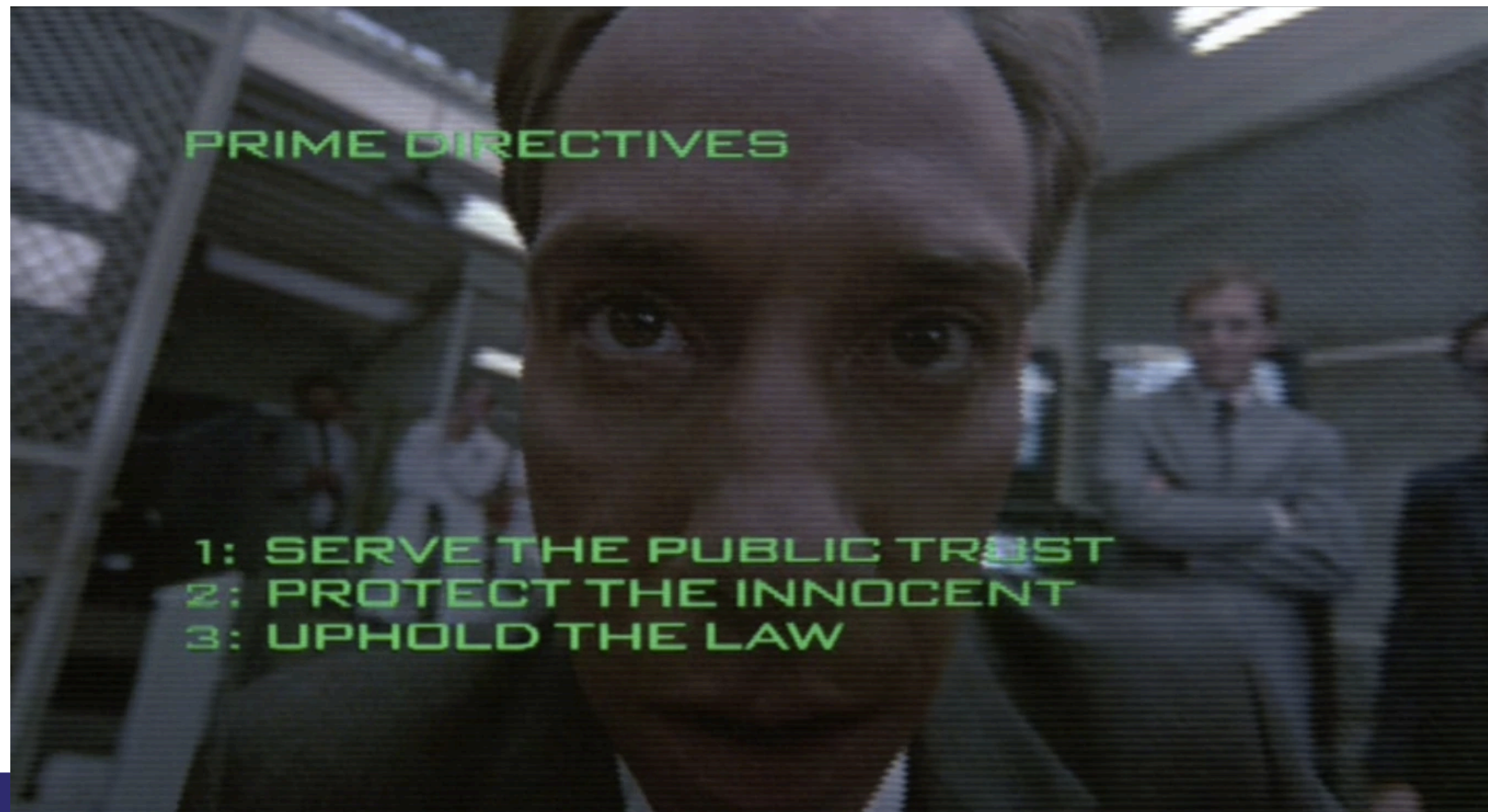
GD & PM

**UPDATE ROADMAP
ACCORDINGLY**



3. **HOW** EXACTLY EXECUTE IT

AGREE ON FEATURE STATEMENTS



AGREE ON FEATURE STATEMENTS



PM & GD

DEFINE STATEMENTS

GD

DESIGN AND IMPLEMENT

LOW LEVEL



WORKING **TOGETHER**

1. WORK TOGETHER ON THE ROADMAP
2. USE METRICS TO DEFINE PRIORITIES
3. AGREE ON FEATURE STATEMENTS



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HOW TO SUPPORT THIS COLLABORATION

1. THERE MUST BE A **TIE BREAKER** SYSTEM

2. ENSURE THAT BOTH **GD** & **PM** HAVE A **VOICE**

ONLY **PM** / NO **GM**

A LATE CLONE OF A TOP GROSSING GAME

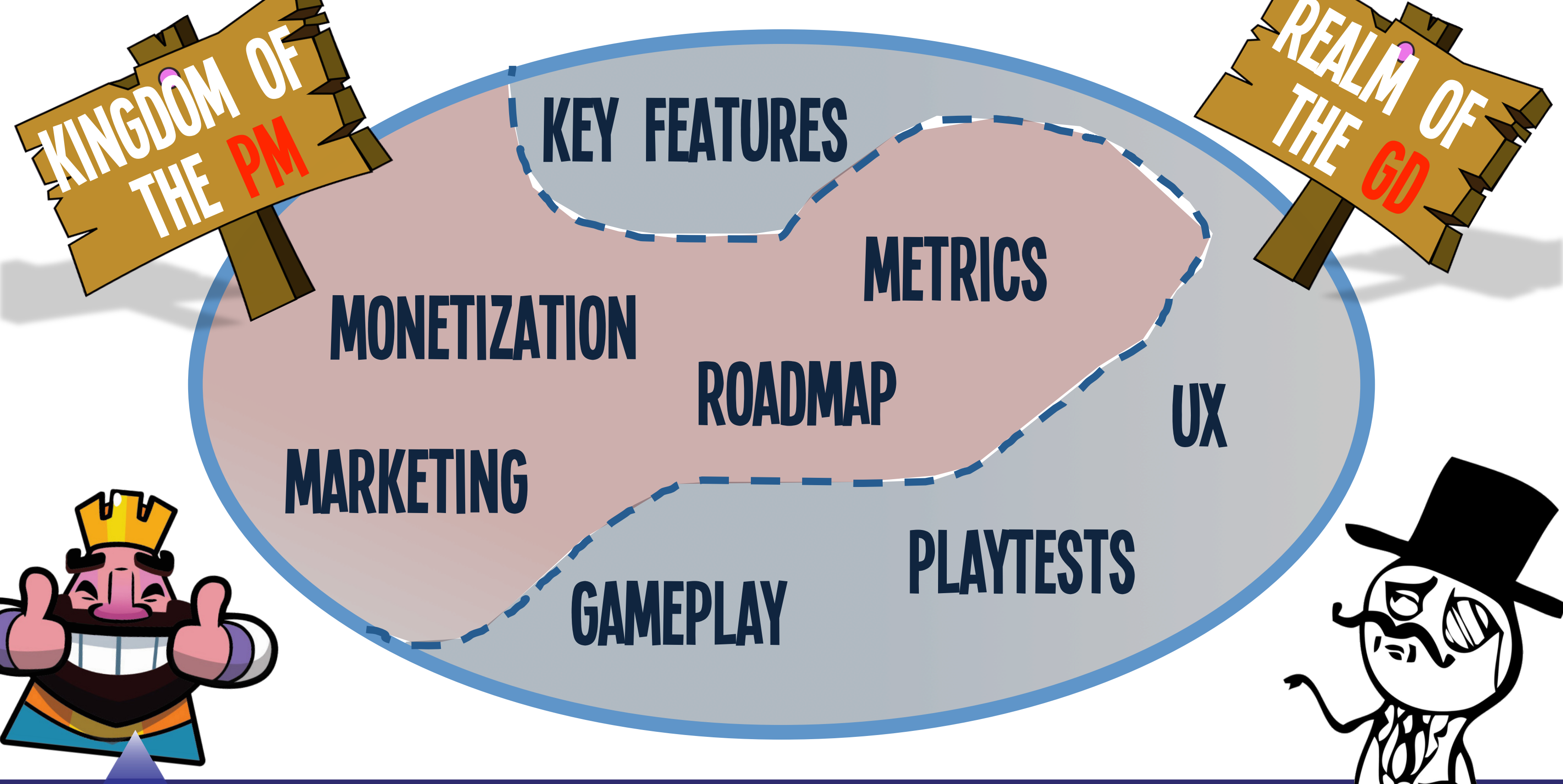


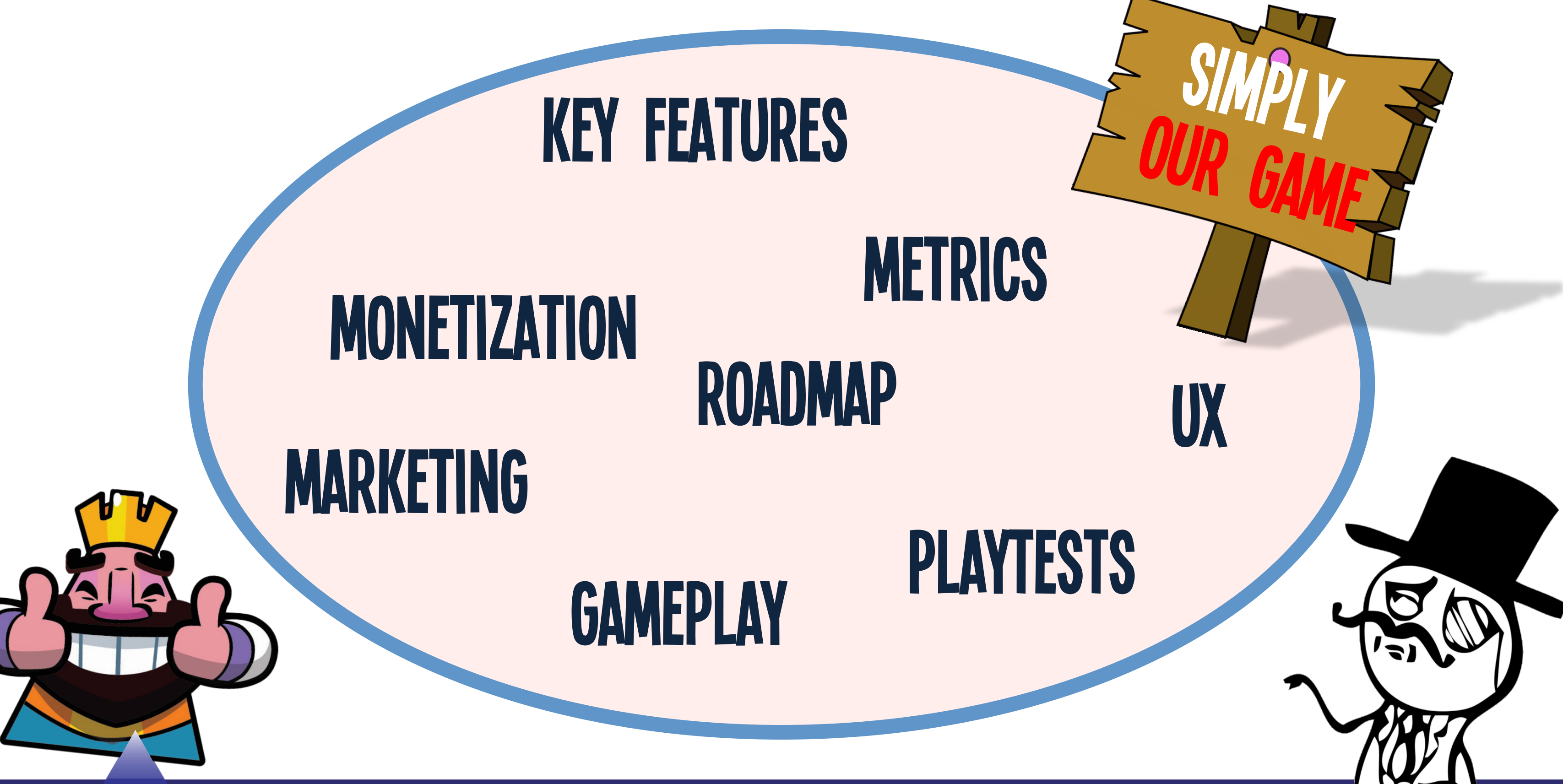
ONLY **GD** / NO **PM**

AUTHOR GAME WITH LOOSY MONETIZATION



FINAL THOUGHTS





THANKS!

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@KINGKURANES

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