



**wooga**  
world of gaming

# Killer Game Loops in Social Games

Henric Suuronen  
Head of Studio at wooga





# wooga

world of gaming

## About wooga

Founded January 2009

Funding of \$31m (Founders, HV Holtzbrinck, Balderton, Highland)

International team of >100 from 20 countries in Berlin

## Key stats

6 games on Facebook; 33 million active users

#2 social game developer worldwide

Only 5% of users from advertising

70% of users are female (age 20-60)





# #2 in GAMES DAU & MAU

## AppData

### Developer Leaderboard

Rank By: MAU | DAU | DAU/MAU

1.	 Zynga	256,639,476
2.	 Microsoft	50,180,408
3.	 Mensing	45,877,111
4.	 Friskylabs	41,629,221
5.	 wooga	33,591,233
6.	 RootMusic	31,462,176
7.	 Playdom	30,148,684
8.	 Electronic Arts	30,086,547
9.	 CrowdStar	22,781,598
10.	 Social Point	21,596,778



**wooga**  
world of gaming

\* Appdata.com August 14<sup>th</sup> 2011

# >300%

# GROWTH

From August 2010 -> August 2011

# Henric Suuronen



## Wooga – Head of Studio

Magic Land

Magic Land: Island (HTML5)

Facebook Social Game

GamesChangedMyLife.com blog

## Previous work

Millionaire City – 2.9M DAU

MMA Pro Fighter

Tower Bloxx - 2007

+ >20 mobile titles





# Today's Agenda

## I. Game Loops in Social Games

II. Smart-Depth

III. Closure

IV. Loop Verification

V. Case: Magic Land



# KILLER GAME LOOPS



# Game Loop?

The chain of actions you do over and over again

Usually to generate soft currency





177,084

323859

25

Calin's Tank



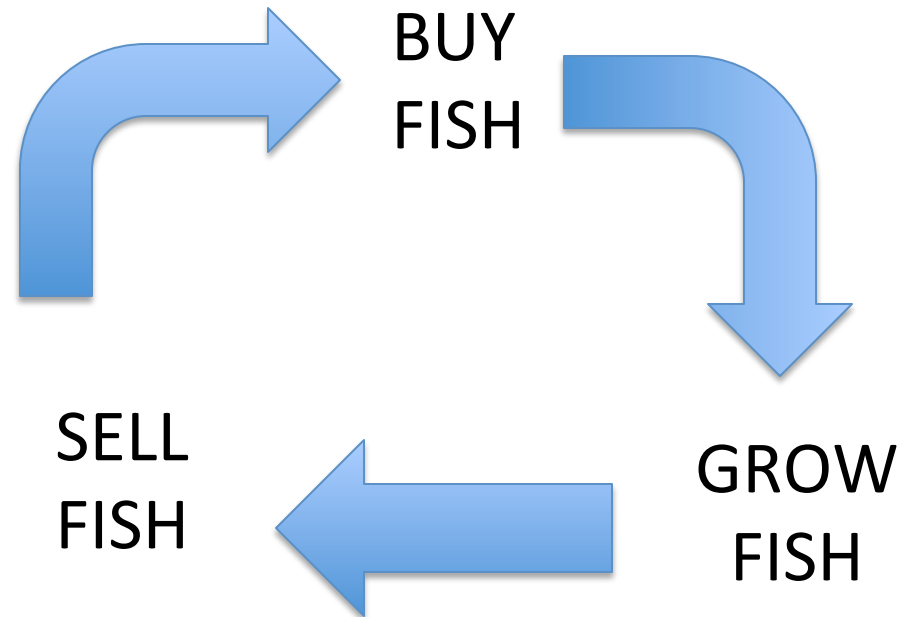
My Tanks (3)



Invite Friend!

- | Iusan | Smaran | Ana | Dori | Angie | Shannon |
|-------|--------|-----|------|-------|---------|
| ★     | ★      | 11  | 11   | 12    | 17      |
|       |        |     |      |       |         |





EXPANSION FOR SALE

Click to buy

24

169,749

Henrichagen

\$47,317,122

74

\$4,242,622

f

0

Add

Add



66  
Alejandro  
\$40.8M

65  
Hanaa  
\$42M

64  
Julio  
\$45.4M

63  
Sami  
\$45.9M

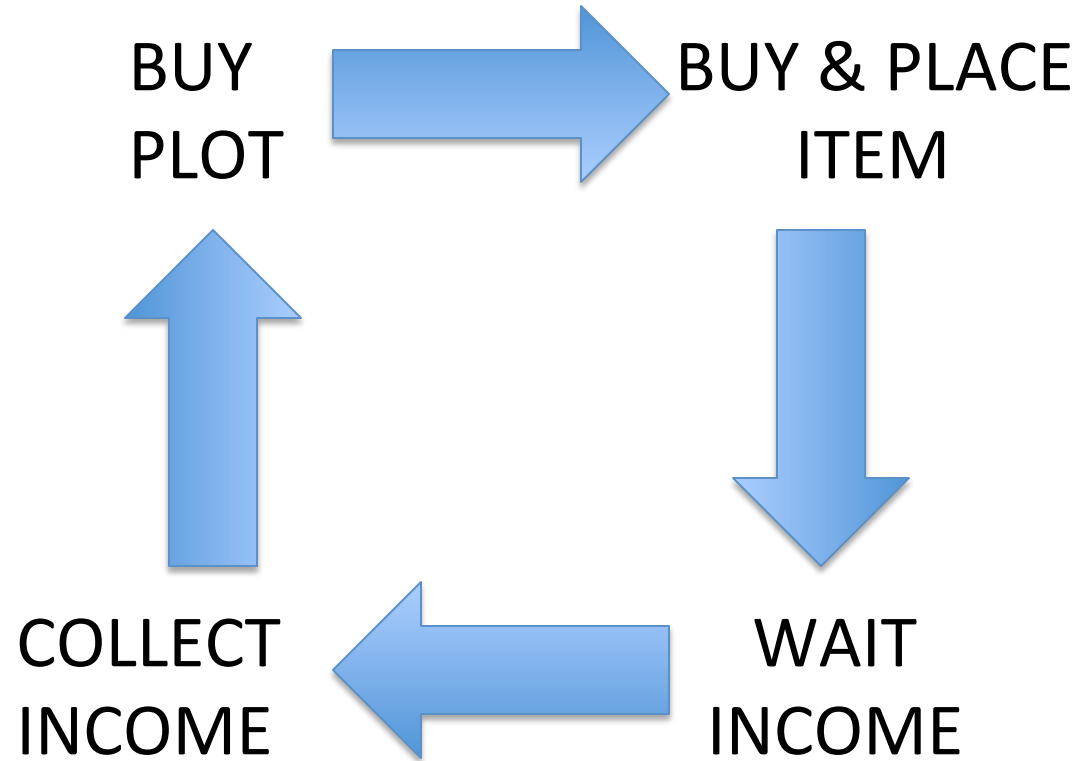
62  
Henric  
\$47.3M

61  
Juha  
\$48.1M

60  
Antti  
\$50.7M

59  
Lauri  
\$51M





# Common loop mistakes

- Object disappears at the end
- User does not get in-game money from the Core loop -> focus else
- Too complex/imaginary
- Slow animations -> not responsive
- Several Game Loops
- Too simple



# Good Game Loop?

- Real-life simulation
- Fun 1 time – Fun 1000 times
- Few steps (4-6 max)
- Requests tied to it
- Smart-Depth
- Good Closure





# Smart-Depth

An extra layer ON the core game loop that adds strategy and more 'game'

# ITEM INTERDEPENDENCY





# FLOW PLANNING



Search

Browse

Upload

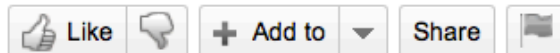
Create Account

## Want The Best Cafe in Cafe World on Facebook?

cafeworldguy

8 videos

Subscribe



44,079



Uploaded by [cafeworldguy](#) on Oct 31, 2009

<http://tinyurl.com/bestcafeeever> - The only site you need to become the best at

Show more

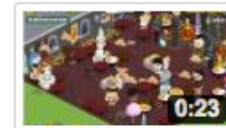
12 likes, 37 dislikes

### Suggestions



the best cafe wo  
facebook!!!!!!

by marios1425  
7,046 views



Cafe World Level  
Facebook

by cafeworldguy  
12,756 views



Cafe World Design

by filbs71  
30,666 views



Facebook Cafe  
Automatic VIP D

by filthytheme75705  
35,558 views



Cafe World Secret  
Tricks

by cafeworldguy  
11,316 views



Unlimited Stoves  
World

by cafeworldguy

# TIMING - PLANNING

**Robert wants to buy from you!** ✕

1x		You need 1 more	<span>✕</span>	<a href="#">Post help request</a>
1x		You have enough	<span>✓</span>	
5x		You need 2 more	<span>✕</span>	<a href="#">Post help request</a>

---

He will pay:

 120  9

Robert leaves in:  
**14h:59m:19s**

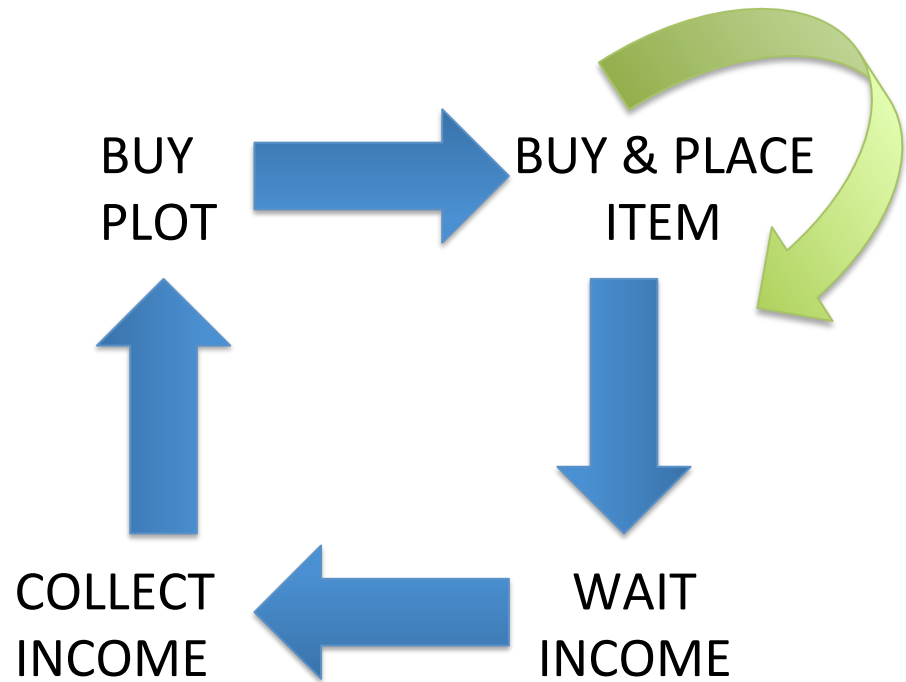
[Sell](#)



# 5-rules of Smart-Depth

## #1

Add a new layer  
on the existing  
game loop not  
create a new one.

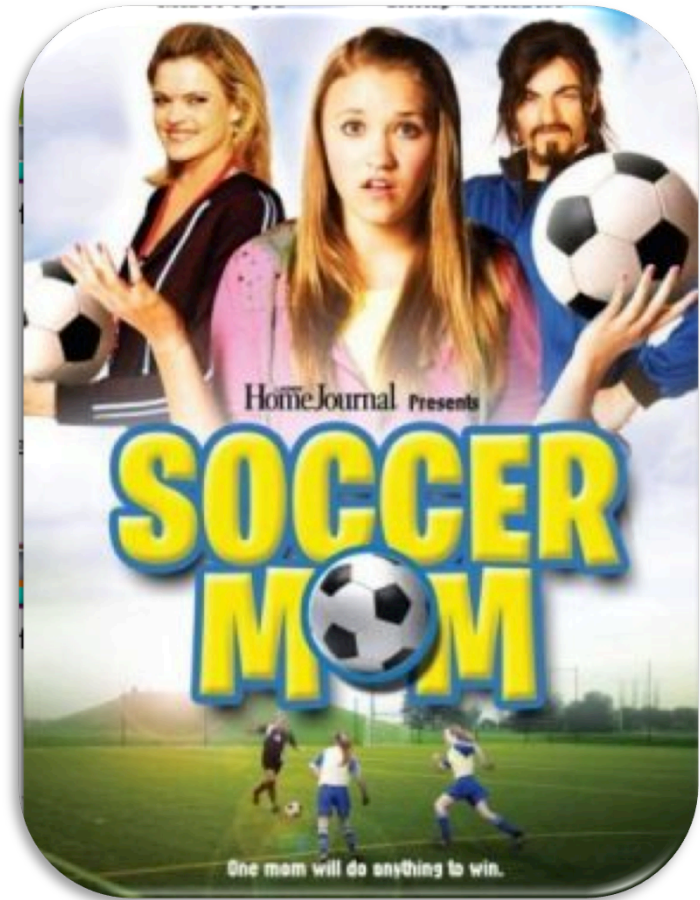




# 5-rules of Smart-Depth

## #2

Novice players  
should not need to  
care about it until  
they figure it on  
their own accord





# 5-rules of Smart-Depth

## #3

Not require hand-eye-coordination. Strategic thinking with variable solutions and outcomes is best.



# 5-rules of Smart-Depth

## #4

Players should be able to do it on a basic level almost by accident and feel smart for completing or solving the problem.



# 5-rules of Smart-Depth

## #5

After doing it once and gaining the rewards players will carry on trying to find an even better solution.



# Game Closure

“I will define closure as the ability to leave the game with a feeling of certainty that one has done all one can do and that things will be okay until one returns [..]”

(Brenda Brathwaite)



# GOOD CLOSURE

FREE GIFTS! NEW GOALS!



**HENRIC'S TOWN**

POPULATION: 520/920



Denise

**NEW**

16 6

Timur

52 16

Eddy

60 18

Johannes

62 25

Elise

63 29

Philipp

65 14

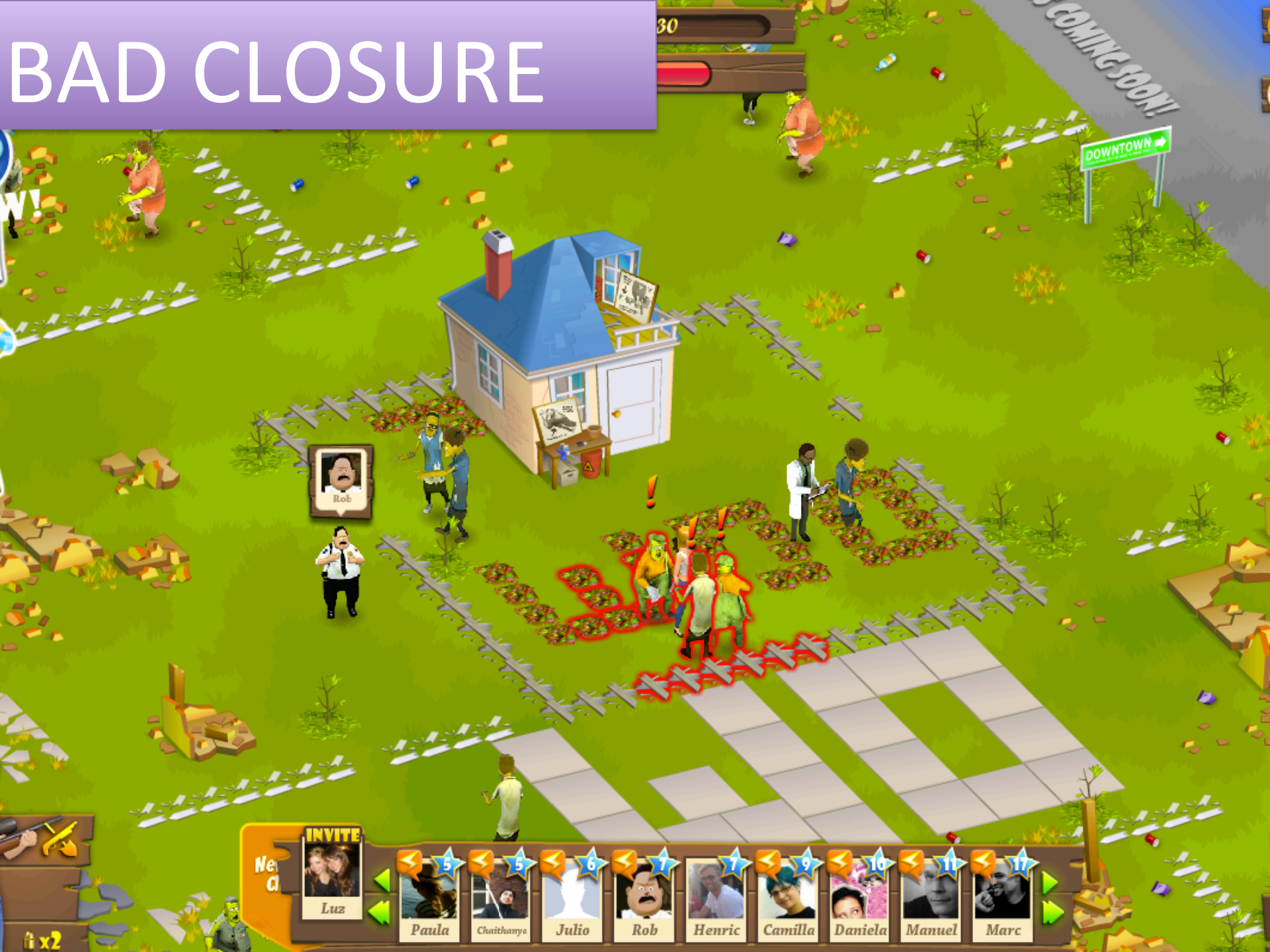




# GOOD CLOSURE



# BAD CLOSURE



COMING SOON!

DOWNTOWN



Luz



Paula



Chaitanya



Julio



Rob



Henric



Camilla



Daniela



Manuel



Marc



# Loop Closure

- All actions done → rewards waiting
- Variable / fixed times
- Energy Re-fills - timer
- Knows punishment rules
- Same state when returning





# Change Loop after launch?



# LOOP VERIFICATION



**TRUST BUT VERIFY**



# BOARD GAME



52

87

EXCELLENT!

1

12

3

3

Add

# CONCEPT SHOT

Henric's Home

Mystery Gift

?  
Add Friend

John

Mattes

Jiri

Jens

Henric

King



# LEGO PROTOTYPING





# GAME 1<sup>st</sup> Playable





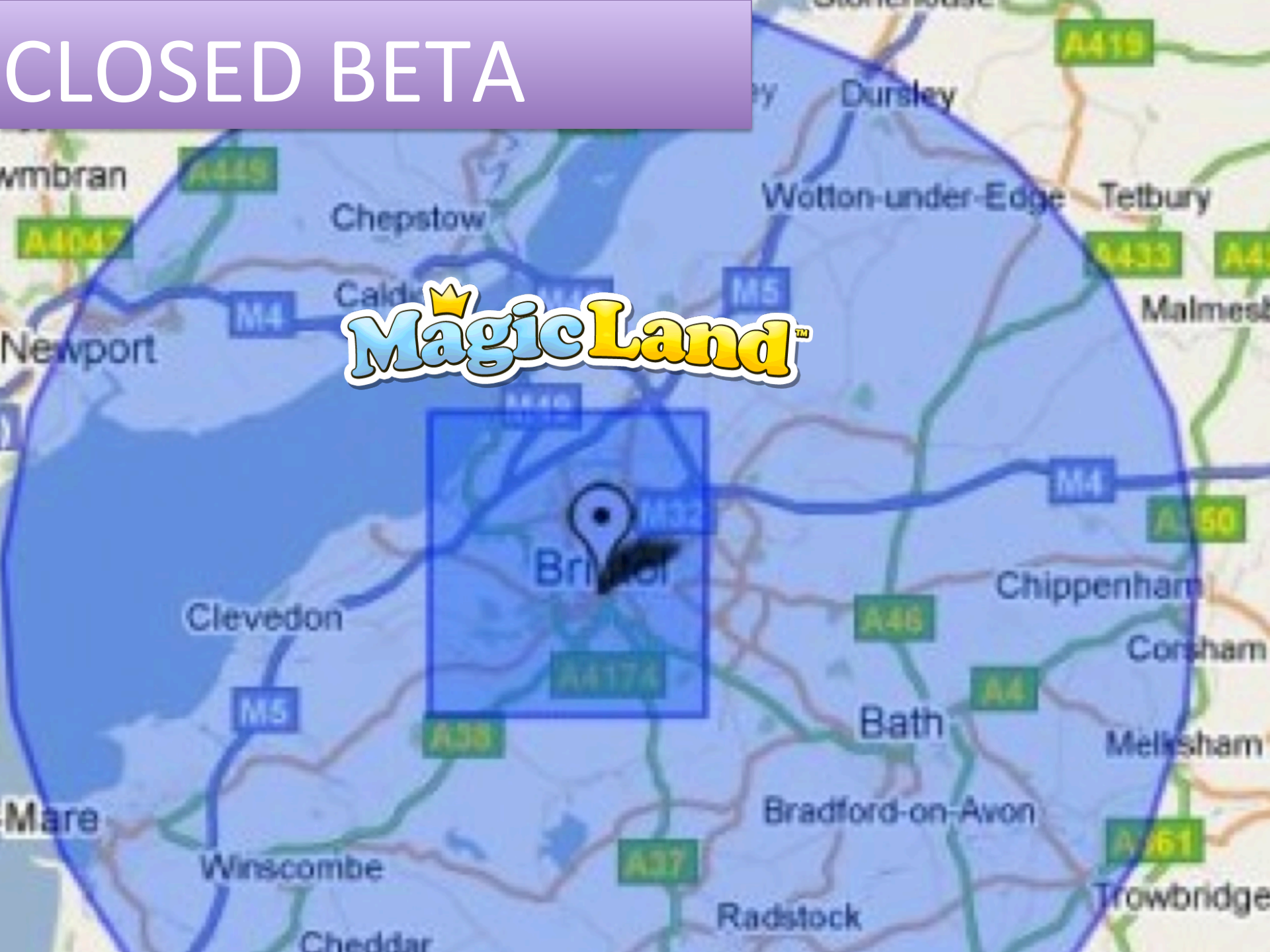
A photograph of a user testing session. Two participants are seated at a white table, viewed from behind. The participant on the left has long blonde hair and is wearing a black long-sleeved shirt. The participant on the right is wearing a grey long-sleeved shirt. A smartphone is on the table between them. A black bag is on the floor next to the participant in the grey shirt. In the bottom right corner, a person's hand is holding a clipboard with a document. The floor is made of dark wood. A purple banner with the text "USER TESTING" is overlaid on the left side of the image.

# USER TESTING



CLOSED BETA

 MagicLand™





# LIVE GAME - KPIs



Magical Mainland

ful Pastures

Vulnerable Village

Coming Soon

	5	4	3	2	1	
<div>Add friend</div>	Francesco	Chad	Carole	Cindy	King Artie	Kaspar
						
	11	11	12	12	44	76







# Summary

## Game Loop Design



## Add Depth, Closure



## Test & Verify It



# Magic Land™

BETA



# Select Your Hero





Rapids

Coming Soon

**957**

**5265**

**74**

**745**

**119**

**6**



## Serene Sanctuary

ures

Dangerou

Coming Soon

Coming Soon



**Vulnerable Village**

**5**

**Carole**  
**8**

**Paula**  
**10**

**4**  
**11**

**3**  
**17**

**2**  
**21**

**1**  
**48**



# Duke Wilhelm of the Full Beards



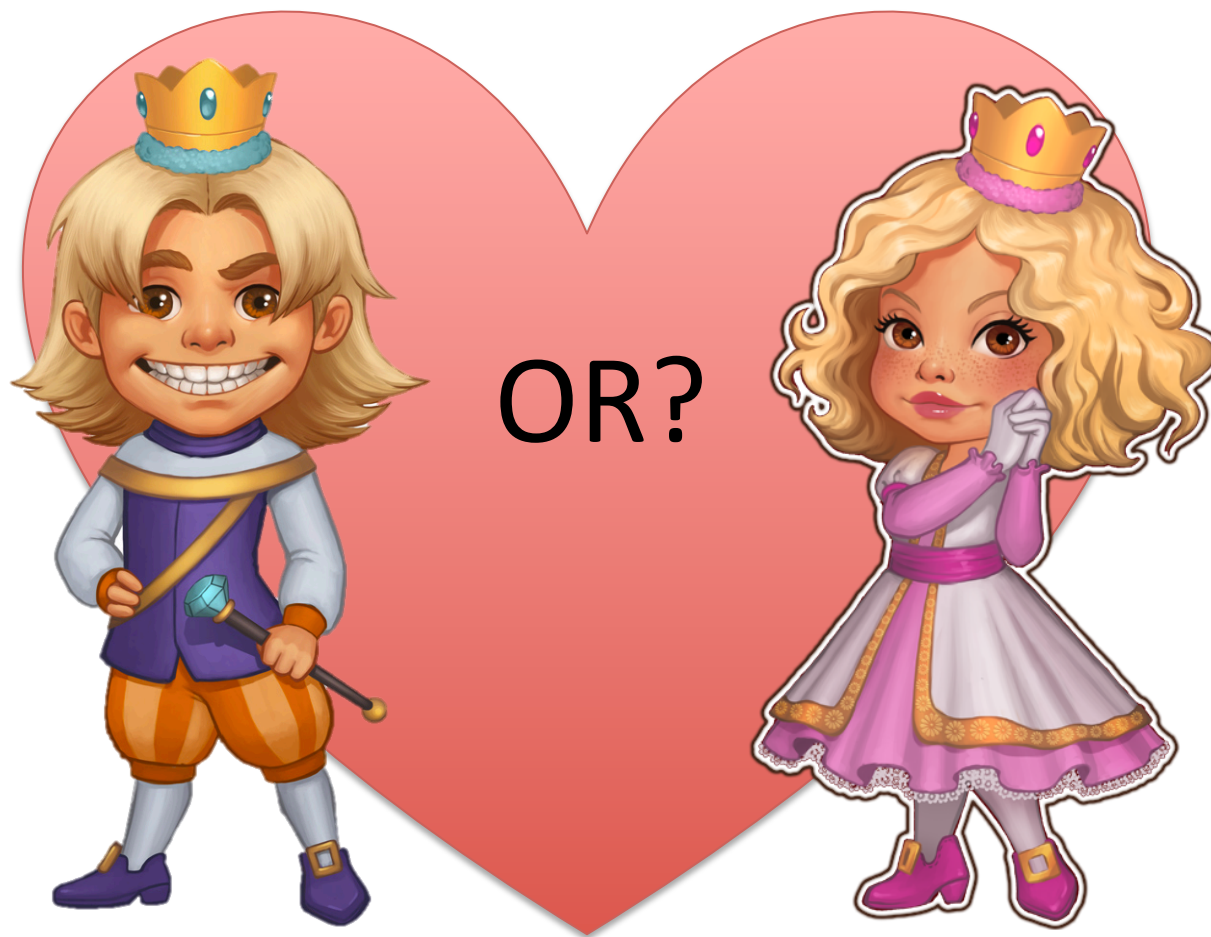






Prince Hugh

Princess Ivanna







The (killer)  
Game Loop?





# SMART-DEPTH





Un-fog optimally



Utilize Outposts





# Closure

## Timers & bars



## Blinking Icons



# CLOSURE



# Checklist



## Game Loop Check-List

Real-Life Simulation



Earn Soft Currency



Repeatedly Fun



Few Steps



Requests Tied



Smart-Depth



Closure





# Checklist

THIS IS NOT HOW YOU MAKE GAMES!



## Game Loop Check-List

Real-Life Simulation



Earn Current



Repeated



Few Steps



Required



Smart Depth

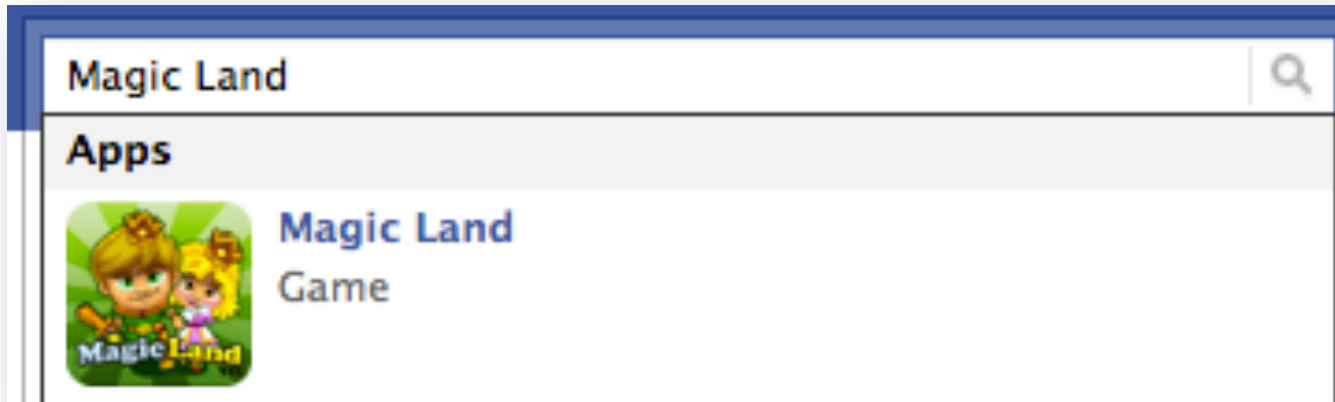


Closure



# BE HUMBLE

apps.facebook.com/magicland





# Thank You!

[wooga.com/jobs](http://wooga.com/jobs)

[gameschangedmylife.com](http://gameschangedmylife.com)

[henricsuuronen.com](http://henricsuuronen.com)

