



10 Social Design Tips to Level Up Your Mobile Game

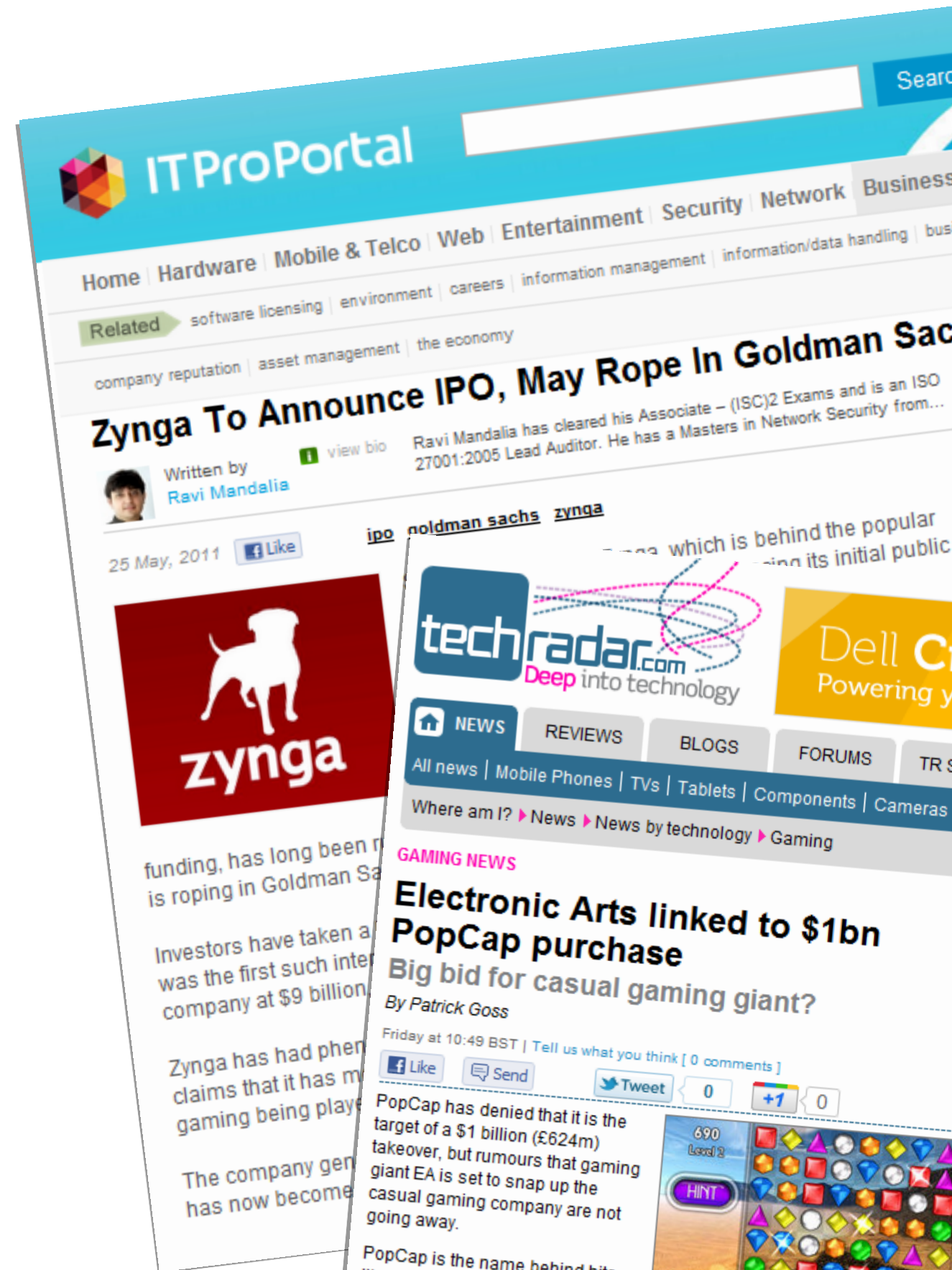
Oscar Clark Evangelist
PapayaMobile Inc

Background



- Social Games continue to innovate.
 - Disney purchase of Playdom
 - Popcap purchase by EA
 - Zynga IPO
- Is this another Bubble?

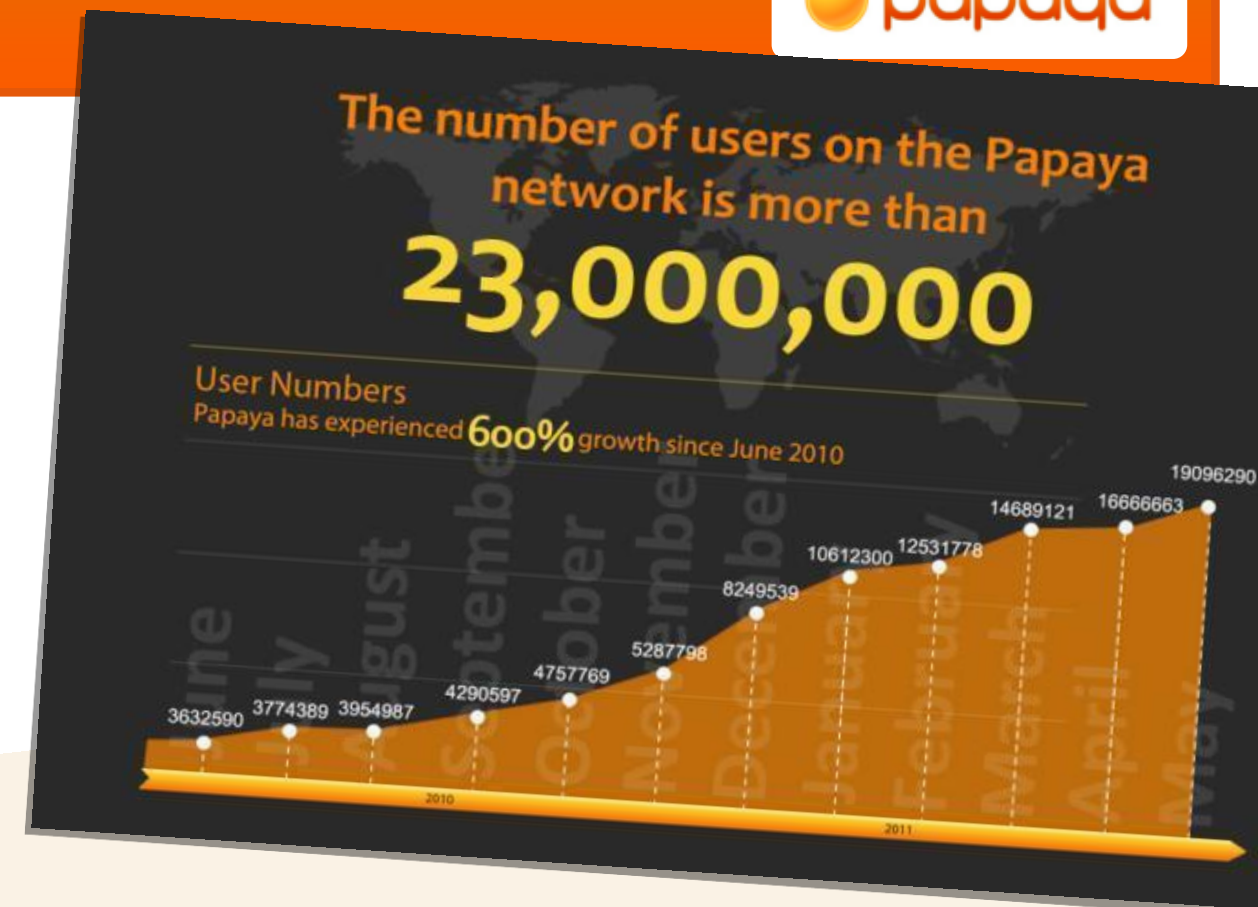
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Who are Papaya?



- **23 million users**
- **300+ games.**
- Founded in 2008 with \$22M raised through DCM and Keytone.
- 70 staff with offices in San Francisco, London and Beijing
- More than 80% of users come from US and Europe
- Popular games earn more than \$1 million per year.



609,542,554
Total number of gaming sessions on Papaya since **June 2008**



106,278,421
Total Papaya transactions since **June 2008**



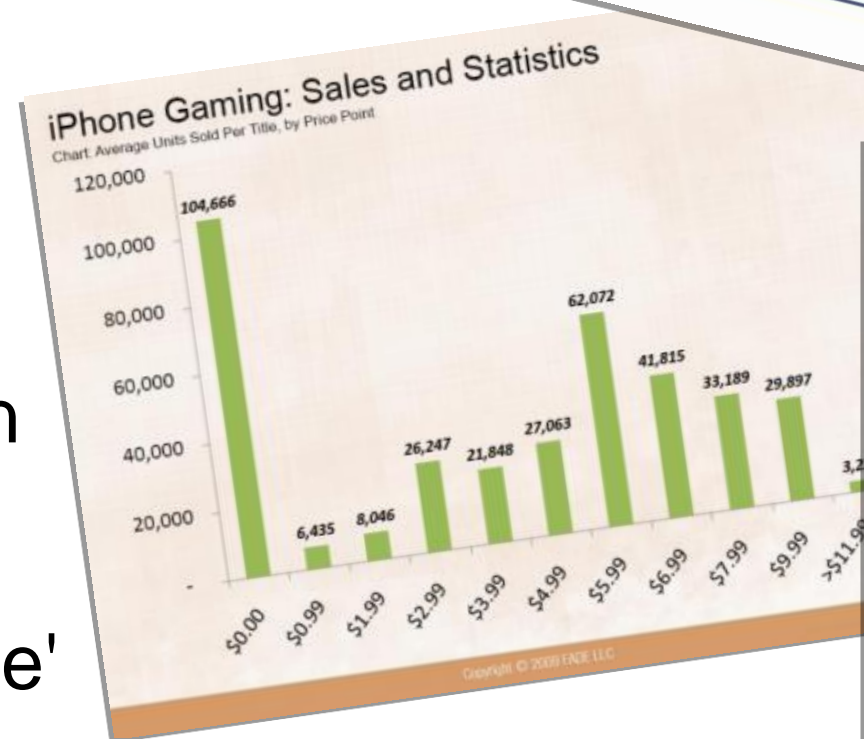
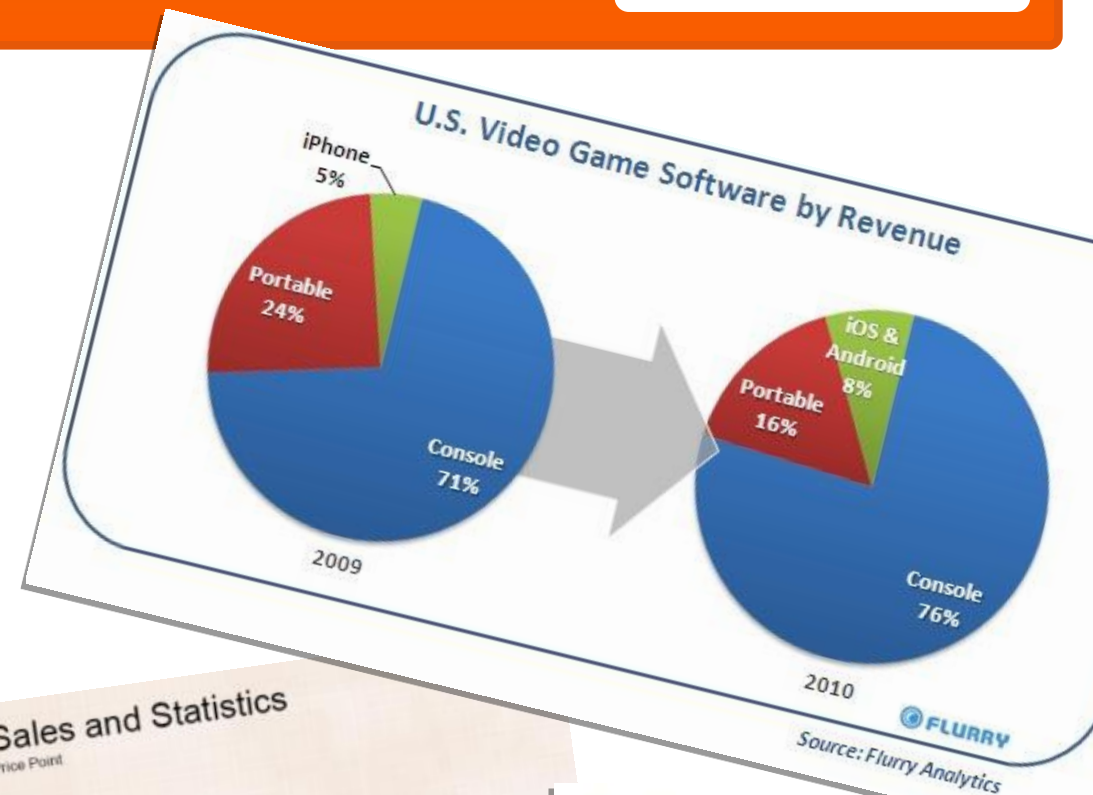
Papaya users come from more than **190** countries.
Over **68%** of Papaya users are from USA



More Social = Less Game?



- General decline in Video Game Sales
- Average iOS developers generating only \$2k in sales?
- Social Games revenues keep growing
- Facebook is not the only game in town
- Mobile offers unique 'mode of use'



Country	June 2010 Millions of Users
ALL	687.1
United States	149.4
Indonesia	37.9
United Kingdom	29.5
Turkey	28.9
India	26.6
Mexico	25.6
Philippines	24.5
France	22.5
Italy	19.6
Brazil	19.0
Germany	18.6
Canada	16.6
Argentina	15.1
Colombia	14.3
Spain	14.1
Malaysia	10.9
Australia	10.3
Thailand	9.8
Taiwan	9.5
Venezuela	8.9
Chile	8.4
Egypt	7.4
Poland	6.2
Peru	5.9
Pakistan	4.4

<http://gold.insidenetwork.com/facebook>

What is a social game anyway?



- Easily accessible; casual behaviours
- Visibly involving friends
- Repeated public success
- Reasons to become habitual
- Integrated within a social network

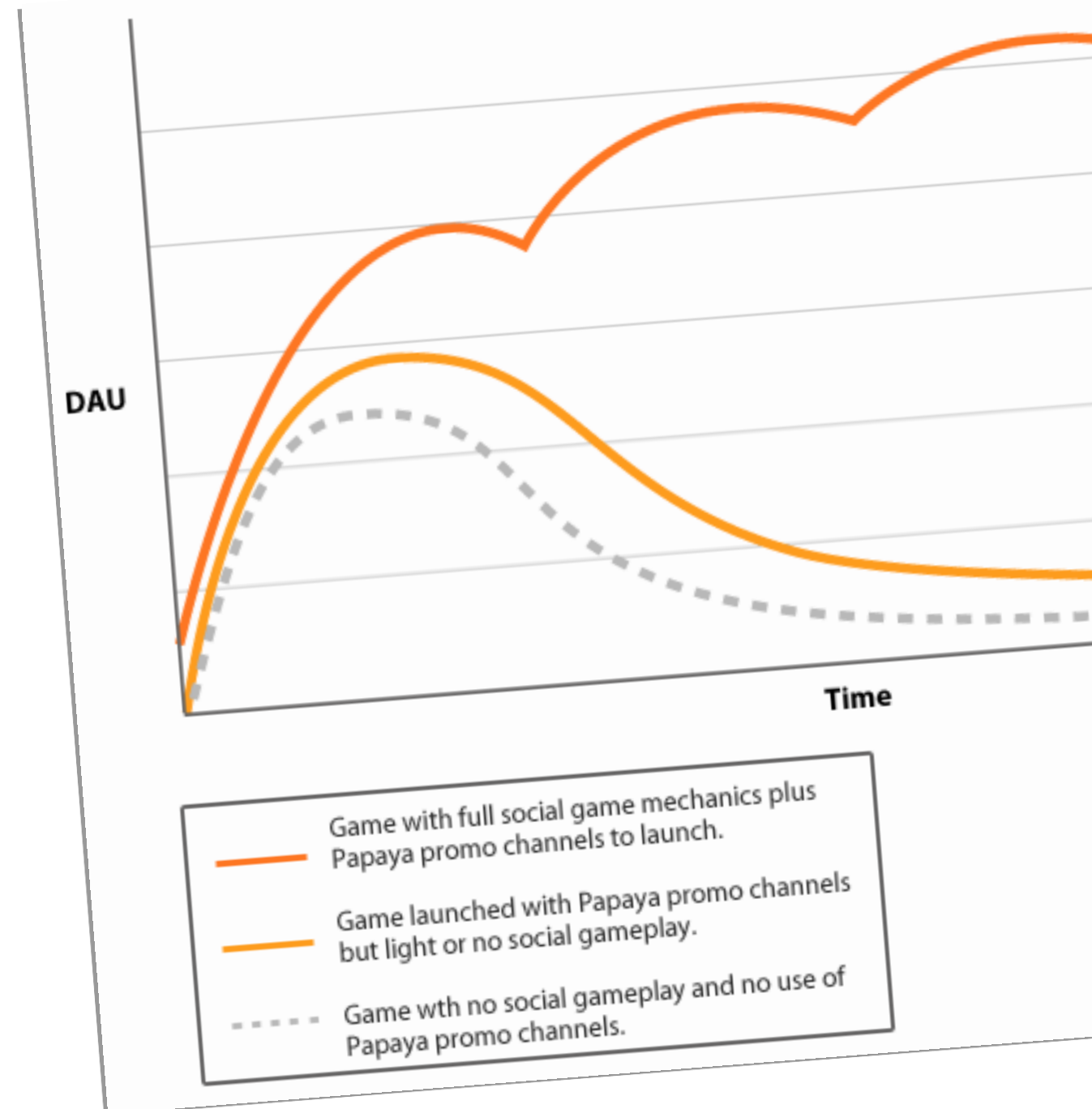


Tip 1: Games as a Service



Social games need to be considered as a service

- Designers need to monitor user behaviour data
- They should to evolve and improve over time
- Make regular small improvements



Tip 2: Different Reward Behaviours



Different Players need different rewards

- Collector:
 - "Got to catch them all"
- Explorer:
 - "Where can I go today?"
- Socialiser:
 - "I want to be popular"
- Competitor:
 - "I'm going to Pwn ya!"

Collector



Competitor



Explorer



Socialiser



Tip 3: Its not a Free Lunch!



100 :10 :1 Rule

- Free-players are your marketing channel
- And your comparison for success
- And provide invaluable data on play
- Don't break their game



Tip 4: Feed the Habit



Why should they replay your game?

- Daily Bonus/Challenge
- Leader boards
- Social Challenges
- Friendship Bonds
- Recharge systems



Tip 5: Social Achievement



Playing the game should grant me 'Social Capital'

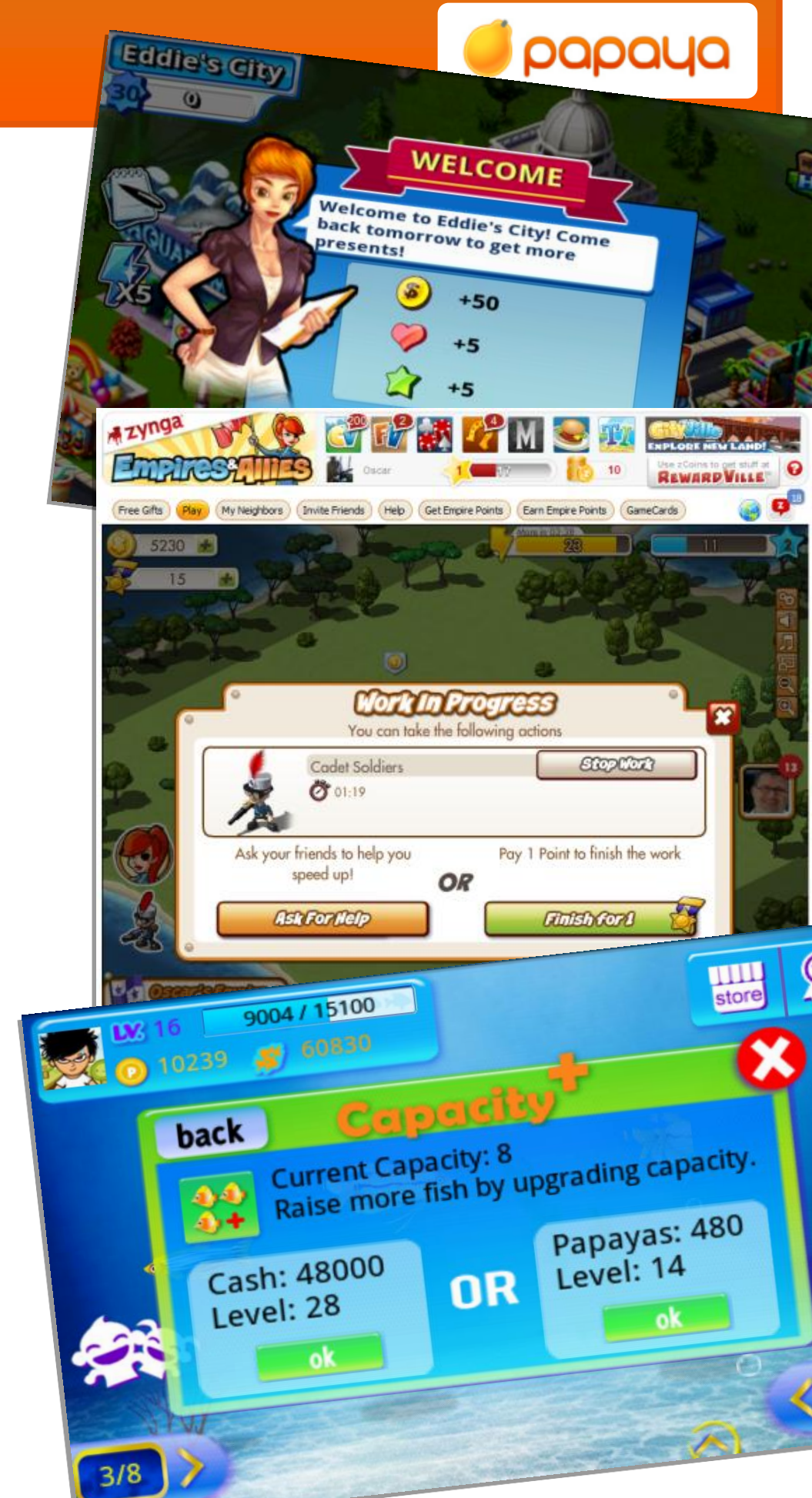
- Let me show off my achievements
- Gifting and Reciprocation
- Items gained must be desirable to others



Tip 6: Time Vs Money

Buying things should
make my game better

- Play for longer
- accelerate scores
- add special abilities
- Game balance must be preserved
- Don't kill the game for Free-players



Tip 7: Consumable Goods



Give me a reason to
spend again and again

- Low-cost consumable items are low risk for new users
- Higher cost bundles can offer better value longer
- Unique purchases tied to achievements adds rarity

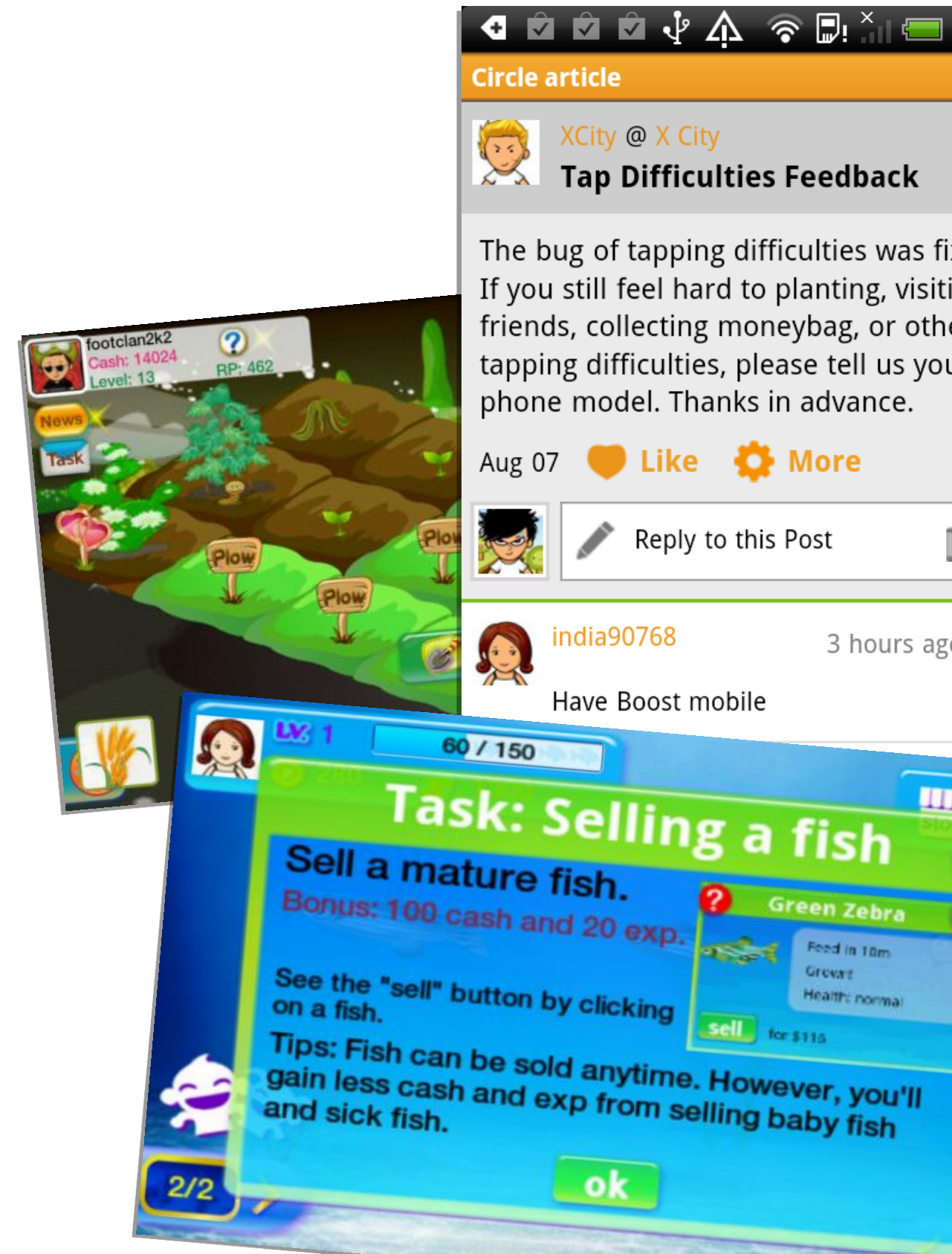


Tip 8: Scissor:Paper:Stone



Use Dilemma to help maintain Game Balance

- Players should have meaningful choices
- Different roles should complement sharing
- Ambiguity in strategy leaves room for players to debate
- Virtual goods can add new choices in play

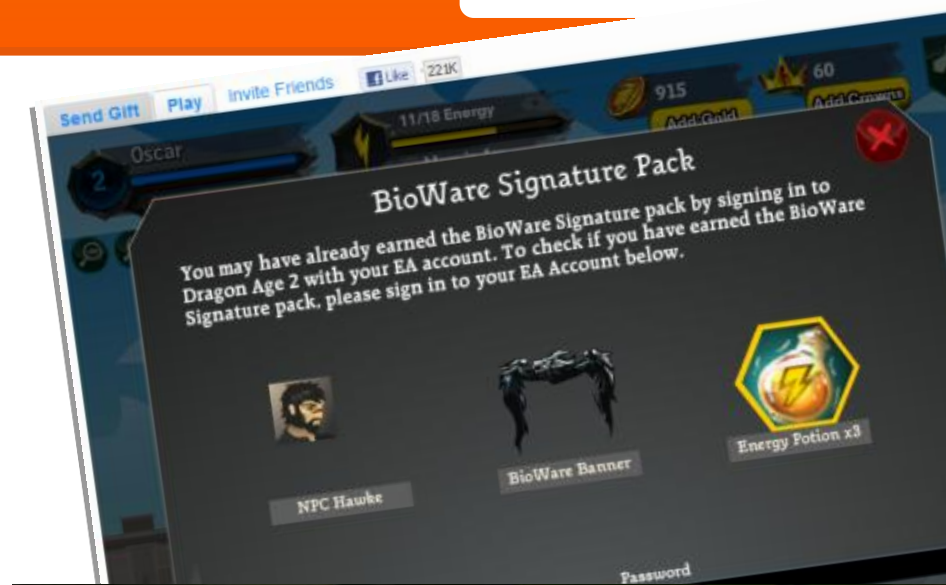


Tip 9: Playing Metagames



Create continuity between game playing sessions

- Metagames can build retention
- High Scores don't have to be global
- Individual sessions form part of a wider story arch

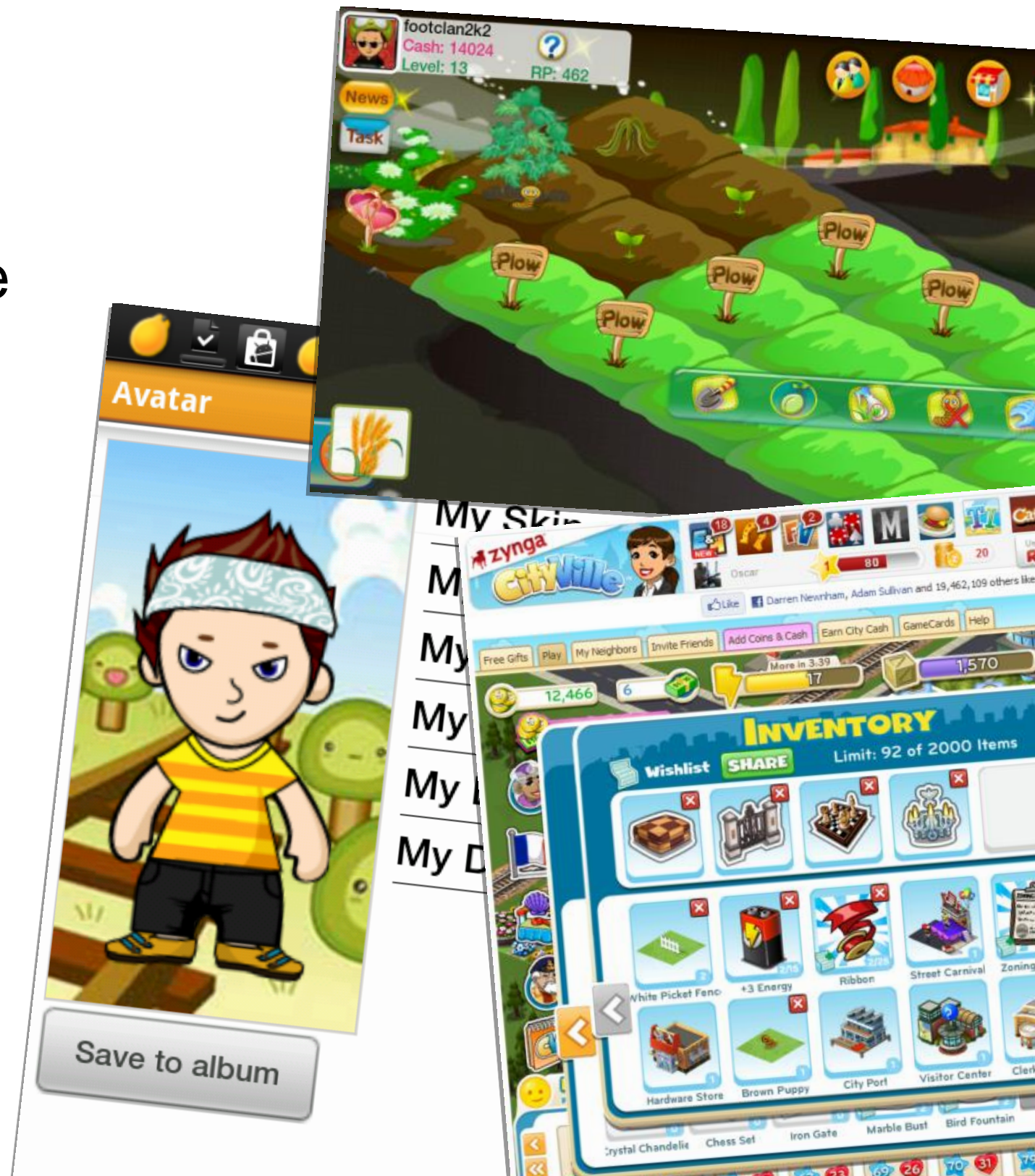


Tip 10: Its My Game!



Its not your game any more... Its your players!

- Players should be part of the ongoing creative process
- Let them personalise their experience
- Encourage emergent behaviour
- Allow players to share their experiences and 'Stories'



What Next?



In Short...

- Social Games increase:
 - Discovery
 - Retention
 - and Revenues
- Every game can benefit from Social Techniques
- Mobile is perfect for Social Games



Any Questions?



Thank you :)

oscarclark@papayamobile.com
Twitter: @Athanateus