

rockyou

It's Always Playtime.

Zoo World 2: Sequeling a Facebook Classic

Steve Cartwright, Sr. Director of Design
GDC Online - Austin, Texas - October 2011



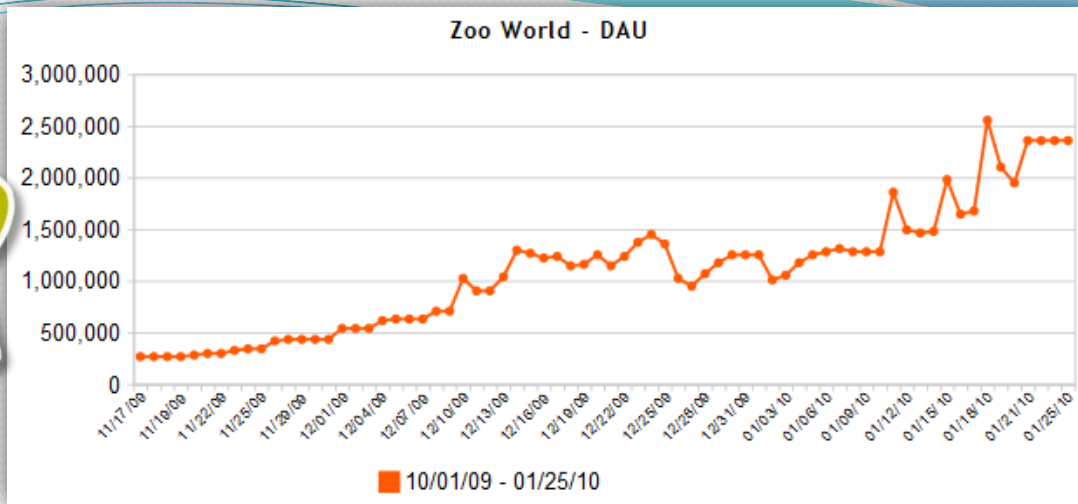


March 2009



JULY 2009

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Zoo World - DAU

09/01/10 - 12/02/10

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How did we go from this...



to this...




...and why?





A year ago, sequealing a Facebook game seemed far-fetched. But today....





Where did this idea video game
sequeals originate?



1977

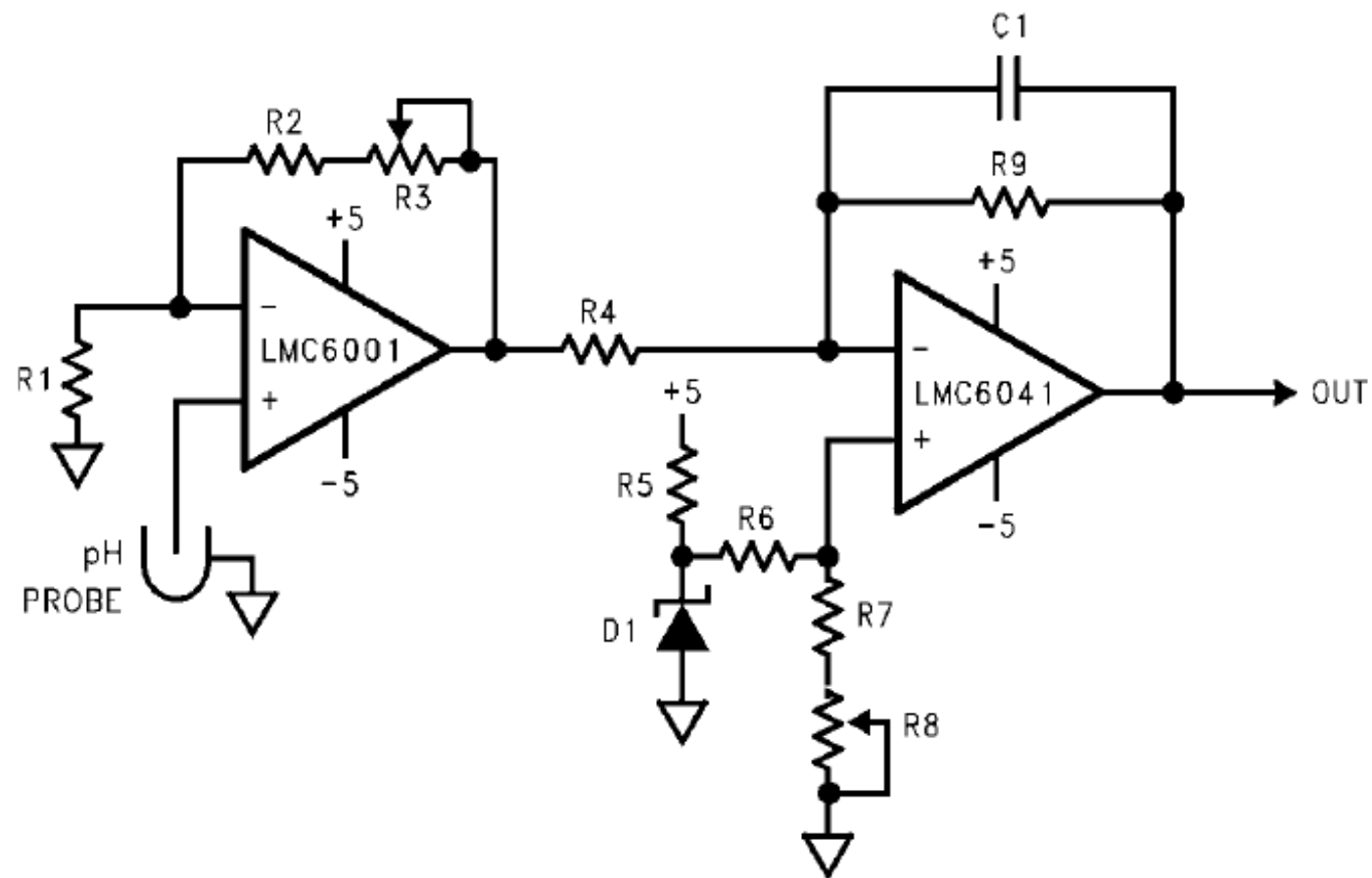
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SATURDAY NIGHT FEVER



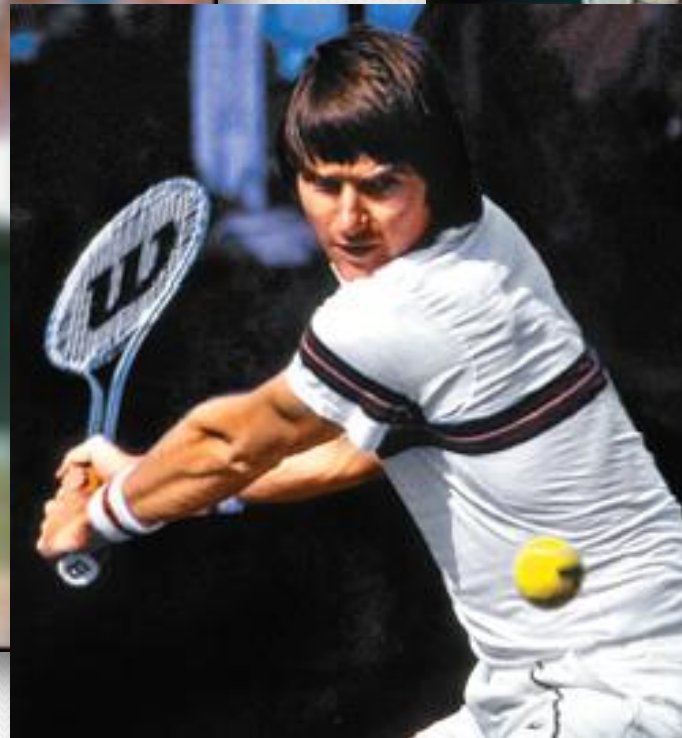
The image features the iconic Star Wars logo, which consists of the words "STAR" and "WARS" stacked vertically. The text is rendered in a bold, yellow, sans-serif font with a thick outline, set against a solid black rectangular background. Above the black rectangle, there are decorative wavy lines in shades of light blue and white, creating a sense of motion or a sky-like effect.

STAR
WARS





David Crane



rockyou



David Crane



Al Miller



Al Miller





David Crane



Al Miller

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ACTIVISION

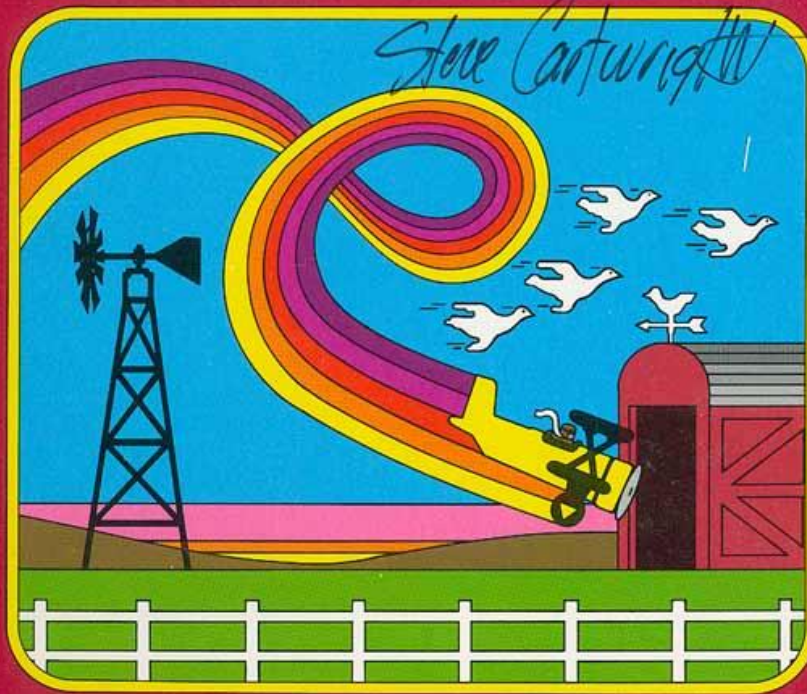


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PRESENTS

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FOR USE WITH THE
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What ever happened to....

What ever happened to....



Think different.

What ever happened to....



THE SAGA CONTINUES

STAR WARS.

RETURN OF THE JEDI



1999

MARK HAMILL • HARRISON FORD • CARRIE FISHER

BILLY-DEE WILLIAMS • ANTHONY DANIELS

DAVID PROWSE • KENNY BAKER • PETER MAYHEW • FRANK OZ

Directed by **RICHARD MARQUAND** Produced by **HOWARD KAZANJIAN**

Story By **GEORGE LUCAS** Screenplay By **LAWRENCE KASDAN** and **GEORGE LUCAS**

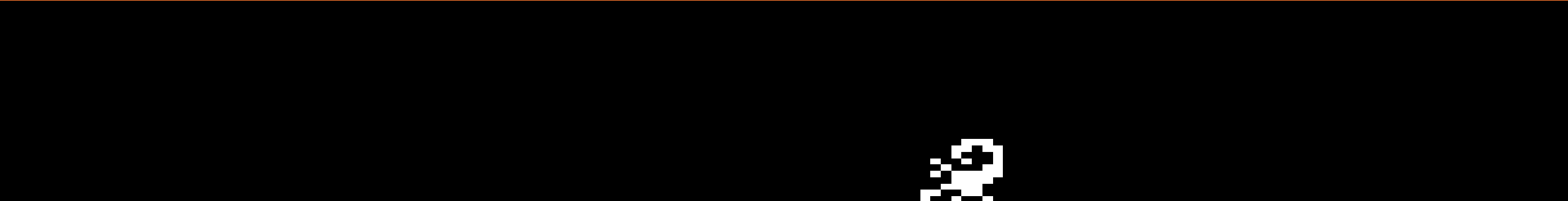
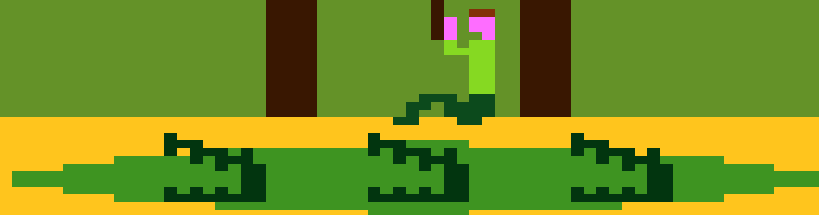
Executive Producer **GEORGE LUCAS** Music by **JOHN WILLIAMS**

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CLICK ON THE IMAGE

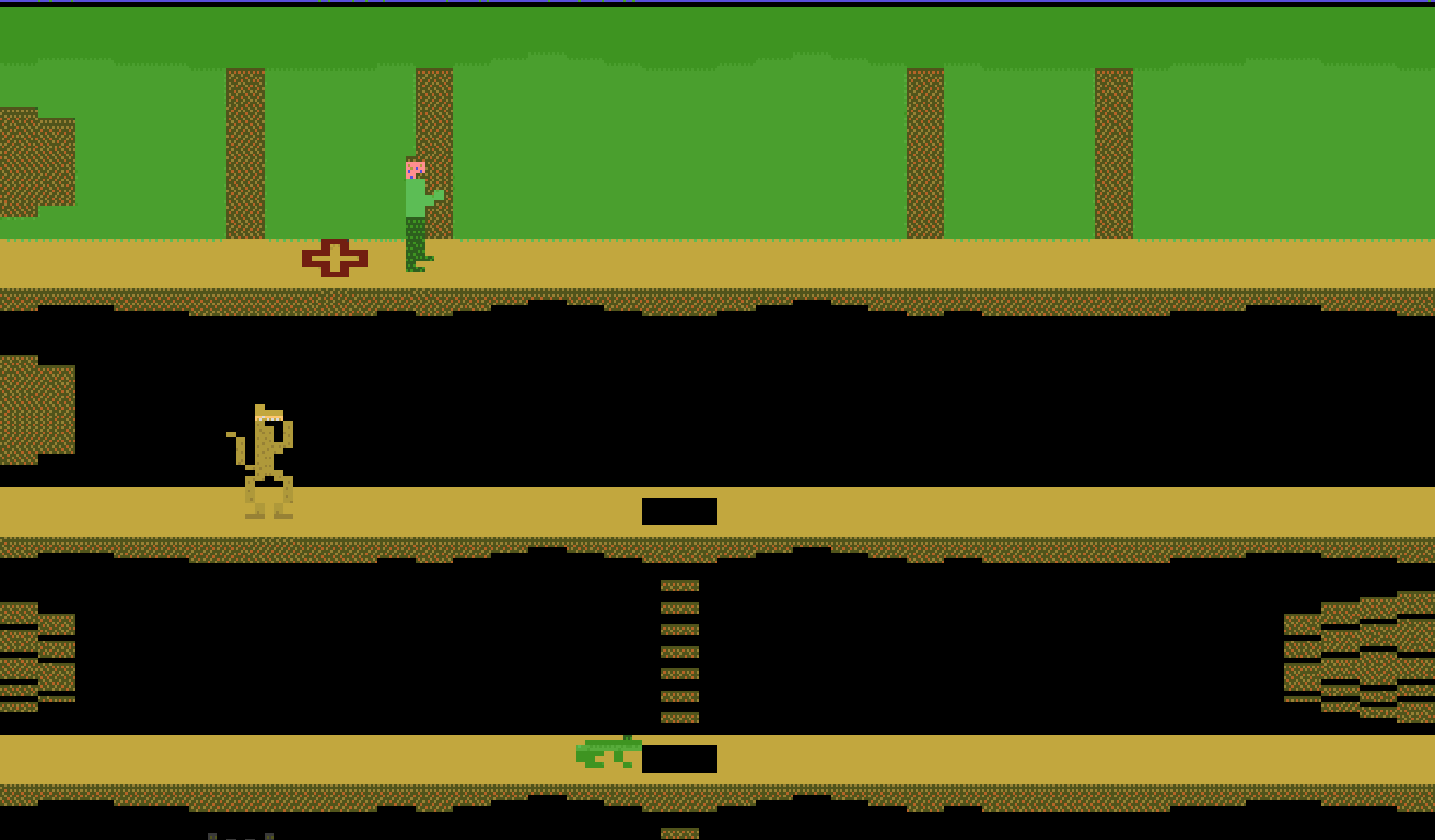
Amesbury, MA 01921

2000

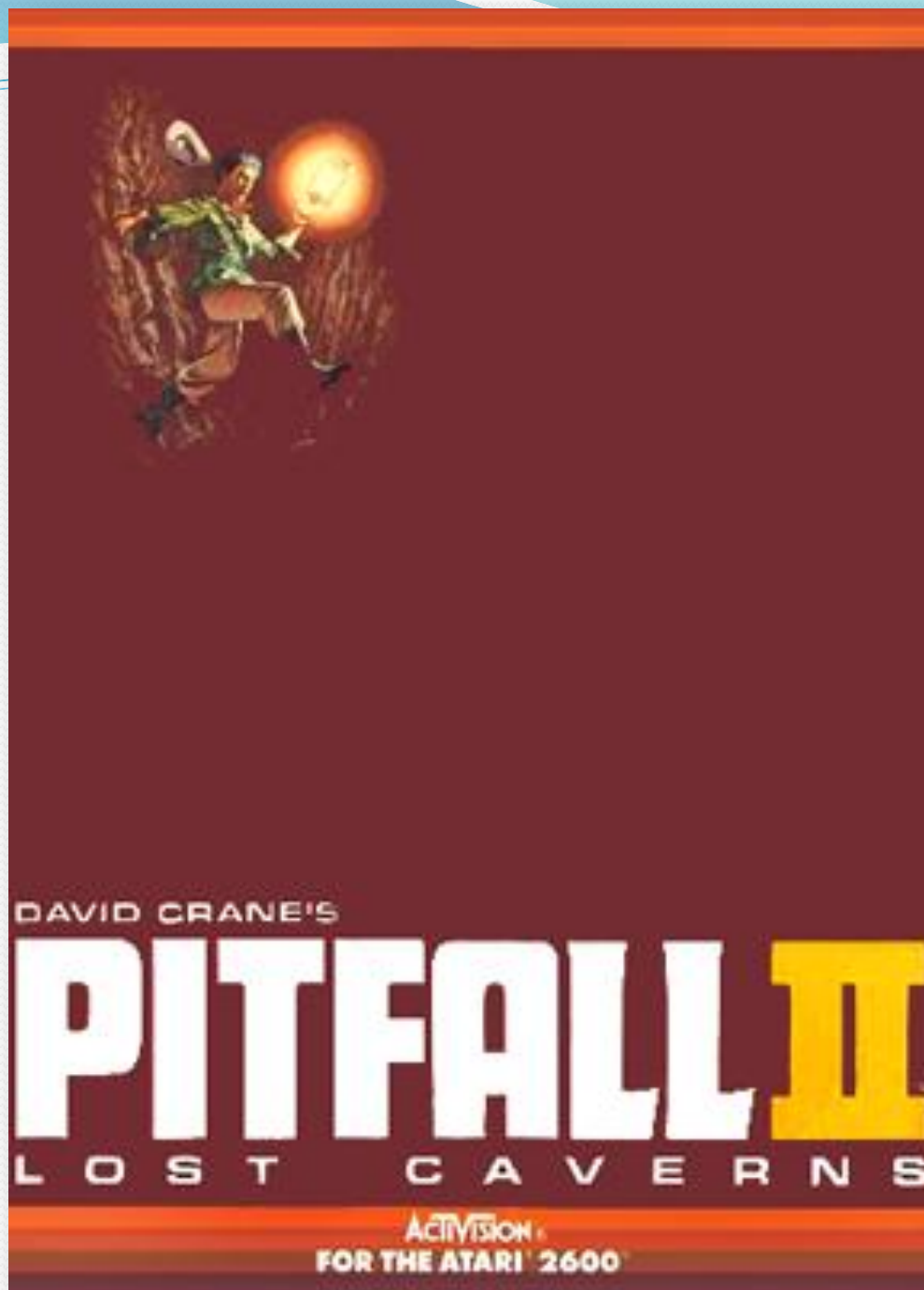


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1692



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ASK THEM



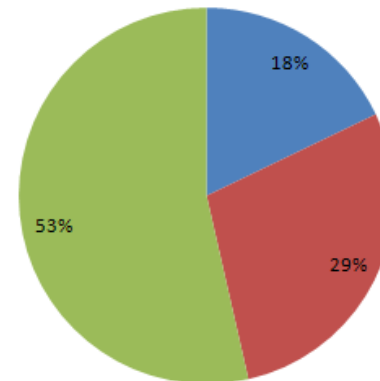
Control

- Control how they unlock land
- Control how they create cages and environments

Connection

- Emotional connection to animals (hunger; visual growth; reaction to mouse)
- Want animals to have personality (create likes)

What storyline is most compelling?



- Attract visitors by building animal exhibits and breeding baby animals
- Discover new animal species in different parts of the world and breed for new traits
- Rescue and repopulate endangered animals from all over the world

FRESH START

1. High Production Values
2. Staying Current with the Platform
 - Updated Viral Mechanics
 - Facebook Credits
3. Simplified Game Design
4. Deep Customization

GAME DESIGN: LESS IS MORE!

- 1-click Feeding
- Eliminate Multiple Locations
- Singular Game Mode

BREEDING



BREEDING



STAYING CURRENT WITH THE PLATFORM



CONCEPT ART





CONCEPT ART

LIONESS



SIDE



FRONT

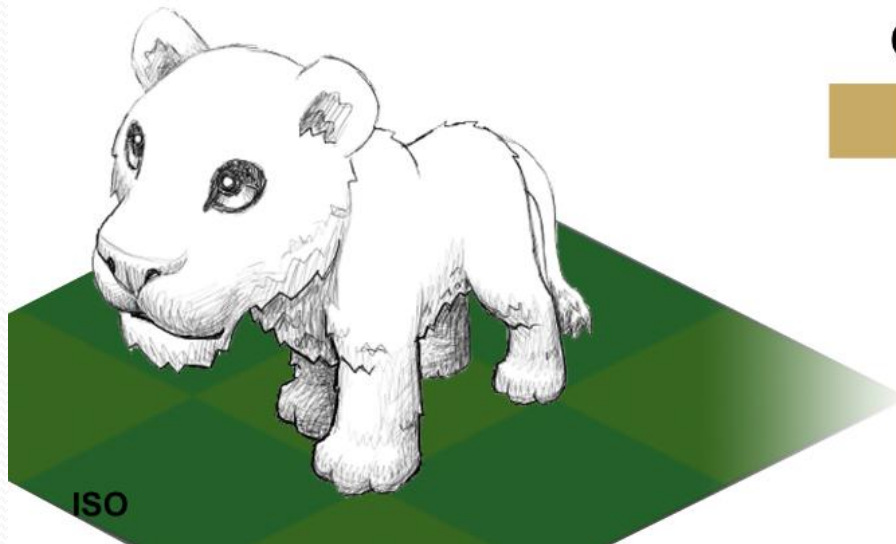


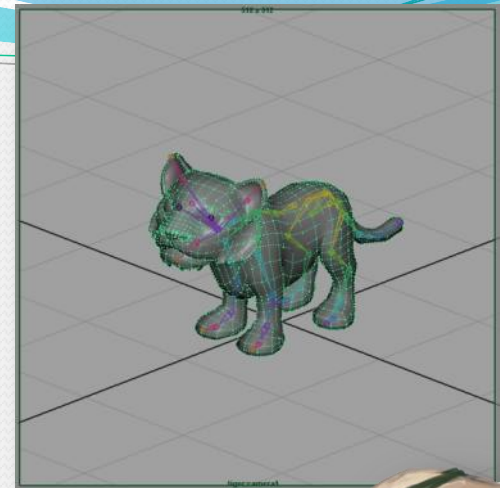
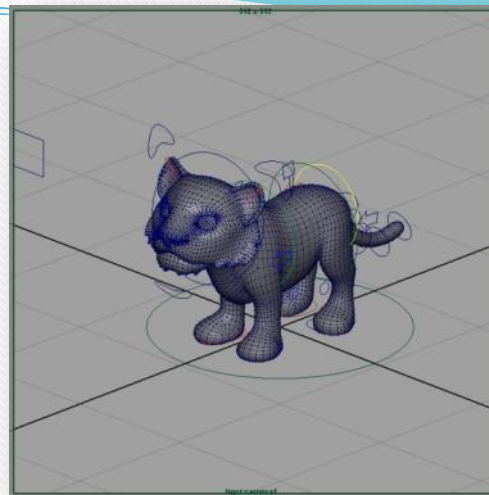
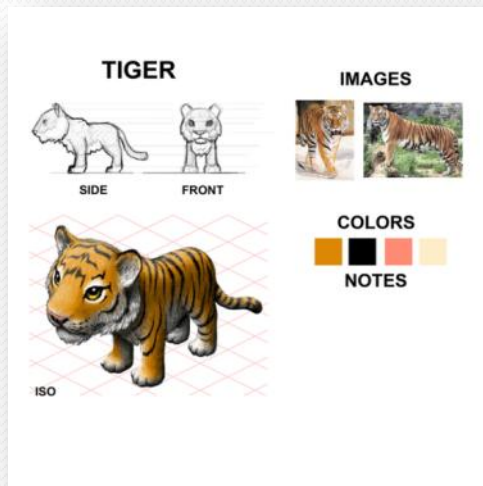
IMAGES

COLORS



BABY







LAUNCH CALENDAR

May 2011						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Turkey test period (includes \$100 to test ad tracking)

June 2011						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Roll-out to 200 users and anyone they invite via virals

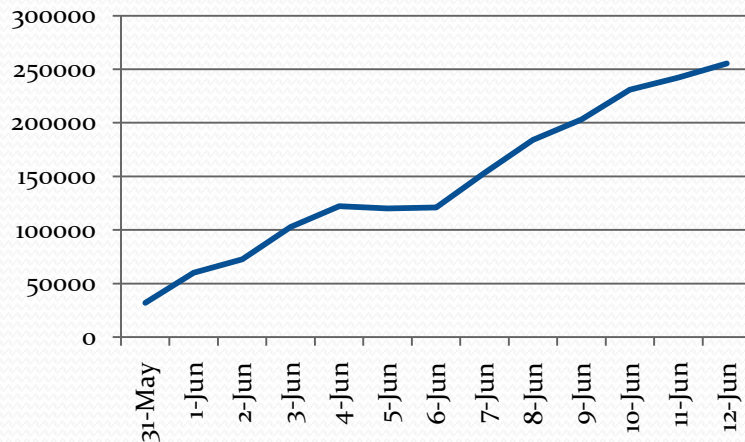
Roll-out 1-100% based on user ID

At this point, 100% to users. Start ad spend

Ramp ad spend

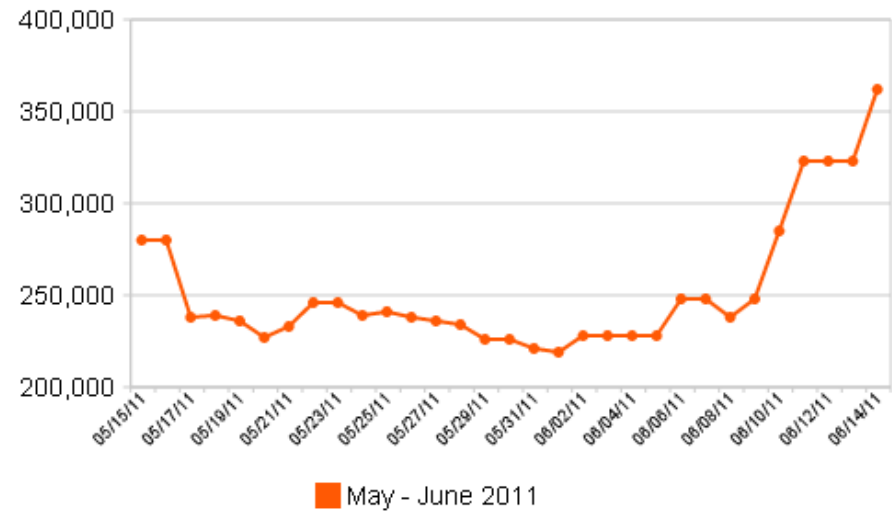
FIRST TWO WEEKS

DAU - 255,000

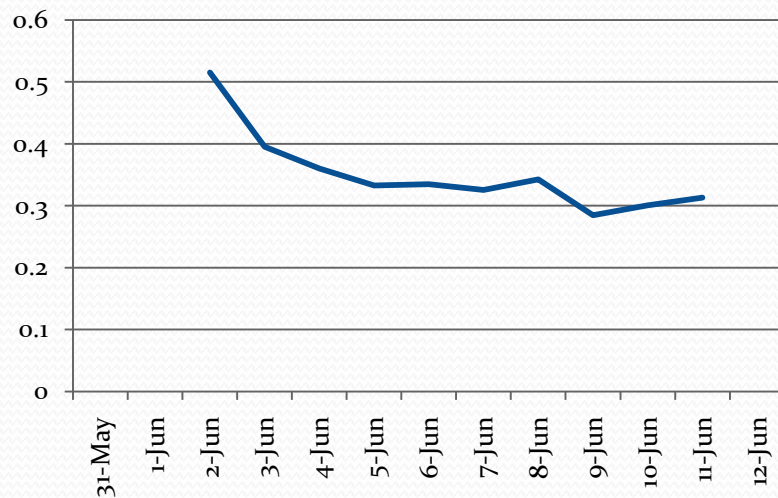


APPDATA DAU

Zoo World - DAU

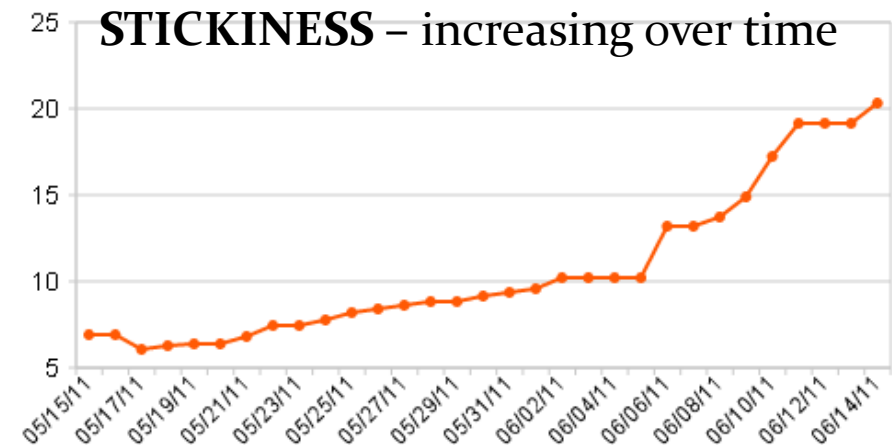


2nd-DAY RETENTION - 30%



Zoo World - DAU as Percentage of MAU

STICKINESS - increasing over time



VIRALS

Cross-promotion:

- **Power of cross-promoting games:** 200 users spread to 30,000 users in 5 hours.
 - 120k users obtained from Zoo 1

Feeds and Invites:

- **Feed CTRs:** > 600%, Zoo 1 sees 300% CTRs on seasonals. Higher CTRs on virals featuring baby animals
- **Invite CTRs:** 73% (on-par) – Surprisingly, consumables repeatedly bring in the most DAUs in this order (1 energy pack, 3 energy pack, 2 energy pack, tools, land grants)

WHAT WENT RIGHT

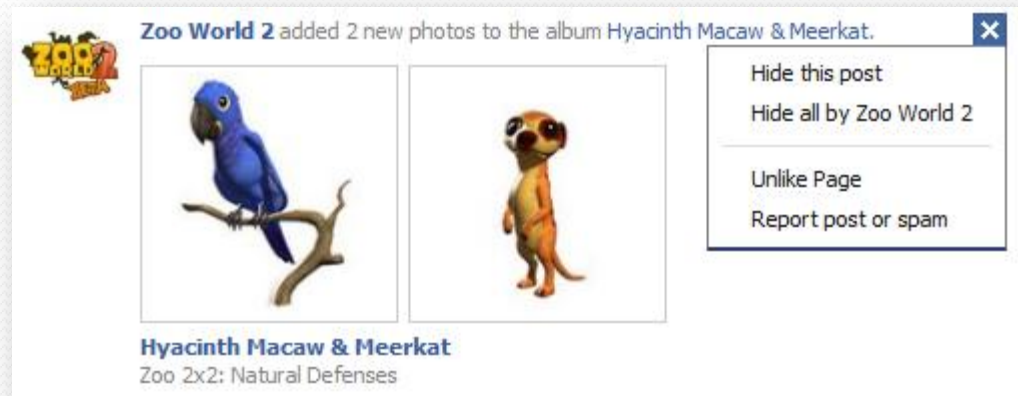
- First game developed after company restructuring
- Developed by an understaffed young team with limited “traditional game” experience
- Engineers turned the small-window, open-source 7fps php-riddled Zoo 1 engine into a full-screen 30 fps screaming Ferrari
- Games “joined at the hip” created additive DAU
- Exceeded production value goals

WHAT WENT WRONG

- Games “joined at the hip”
 - Uptime issues with Zoo 1 affected Zoo 2 and vice versa
- Loyal Zoo 1 customers skewed the data
- Lack of extensive testing before release
- Siphoned off Zoo 1 development resources
- Art pipeline for 3D assets far more expensive

WHAT WENT WRONG

- More fans loyal to Zoo 1 than expected
- Zoo 1 players could not Block Zoo 2; Zoo 2 players could not Block Zoo 1



ZOO 2 NOW



SUMMARY:

LESSONS FROM SEQUELING ON FACEBOOK

- Extensive PR needed to reassure existing users their game will continue to be supported
- Change in art style may dictate content
- Most of the challenges -> internal resource issues
- Redesigning existing game loops from scratch
- Difficult to satisfy wants of existing customers
 - Risk alienating loyal customers of the original
- What do you do with the original game?
- Sequels are different -- but not easier than original IP
- Evolve – but don't throw out what worked