

Level Design Case Studies: Cut the Rope

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What is Cut the Rope?

- Initially released on October 5th 2010 in Apple App Store
- Average game session length: 3 min
- Average user rating in App Store: 4.86/5
- Over 100m downloads (free&paid combined)
- Om Nom eats an average of 24 million candies per day



The goals in level design

- Make player feel smart
- Appeal both to casual and advanced players
- Keep players hungry for more



Our principles in level design

1. Positive reinforcement



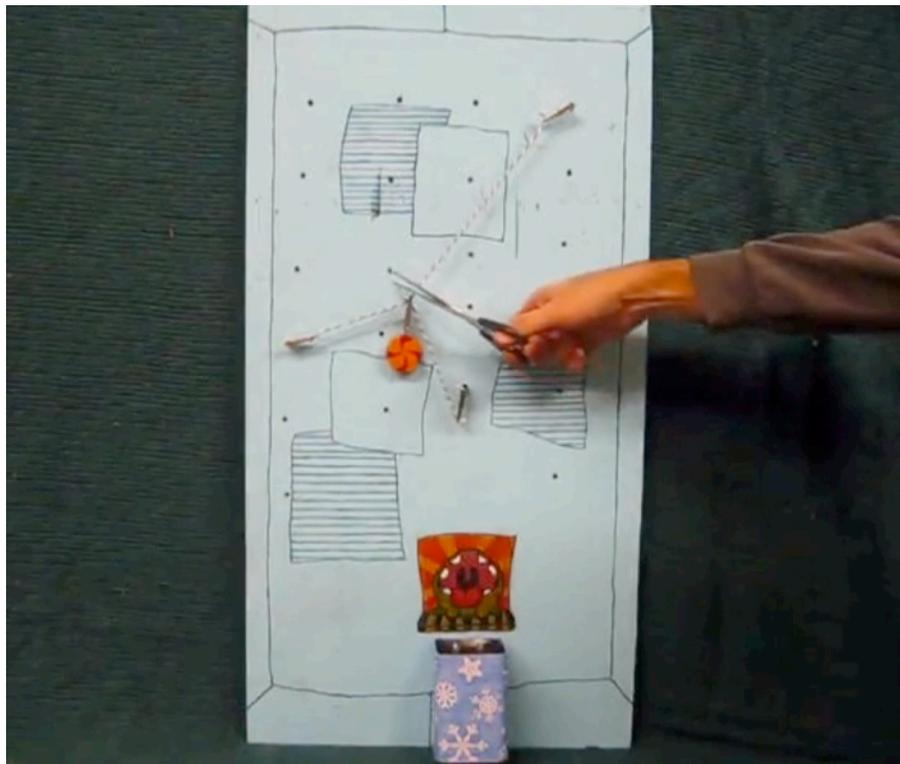
Our principles in level design

2. Self-manageable difficulty

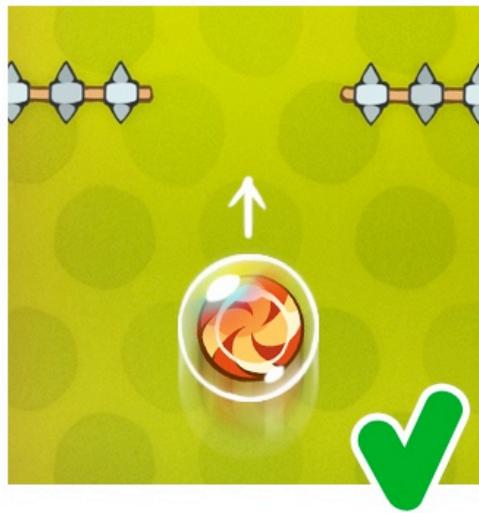


Our principles in level design

3. Enable planning
(not trial and error)



Our principles in level design



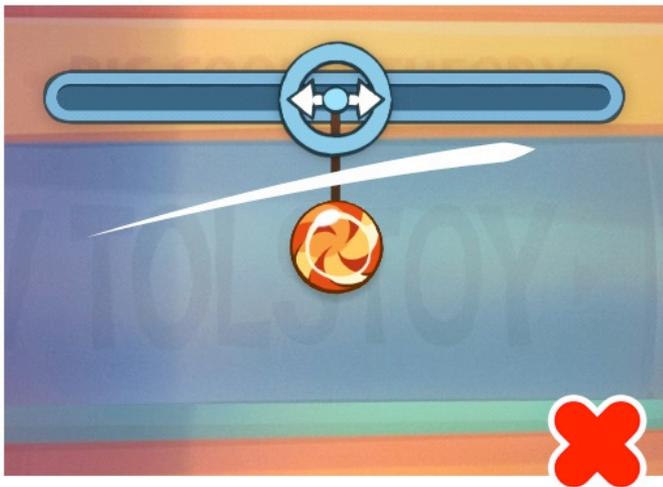
Our principles in level design

4. The solution of the level should look logical, elegant and reproducible.



Our principles in level design

5. Level design shouldn't uncover the weaknesses of the game/engine.



Our principles in level design

6. Tutorial level shouldn't be passable without using the principle it explains.

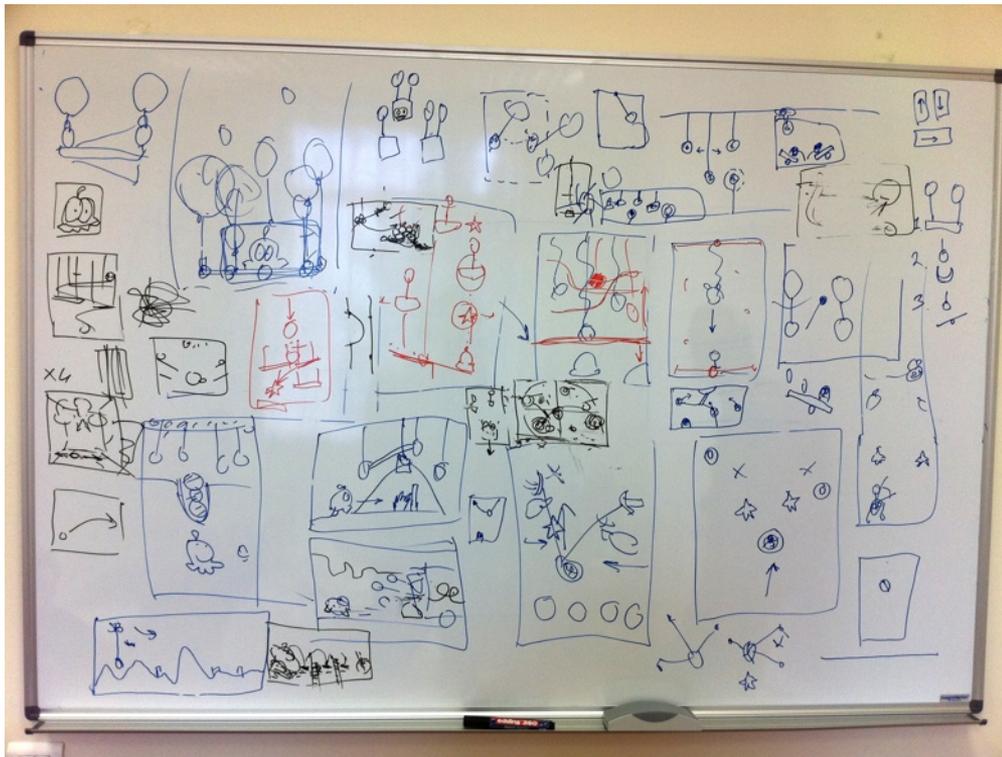


Our principles in level design

7. It's Ok to break those rules.



Adding new gameplay elements



Data driven decisions

Customer Reviews
Current Version (2511) All Versions (127430)
Sort By: Most Recent

help ★★★★★
 by Loverofember - Version 1.6 - Jan 20, 2012

level 9 in valentines box is IMPOSSIBLE!!!!!!!!!!!! why why why would u do this to me

User reviews

Hmm.. ★★★★★
 by Markwflsch - Version 1.5 - Nov 4, 2011

I like candy too..dr. horrible.

Was this review helpful? Yes | No

[Report a Concern >](#)

Best ever ★★★★★
 by Zanae - Version 1.5 - Nov 4, 2011

Awesome!!! Totally addicted!

Was this review helpful? Yes | No

[Report a Concern >](#)

Awesome ★★★★★
 by Midgeeeee - Version 1.5 - Nov 4, 2011

Well worth the price. Fun for me and my three year old.

Was this review helpful? Yes | No

[Report a Concern >](#)

Data driven decisions

Facebook polls

What is your favorite box in the game? ✕

- Cardboard Box 
- Fabric Box ...
- Foil Box ...
- Gift Box ...
- Cosmic Box ...
- Valentine Box ...
- Magic Box ...
- Toy Box 

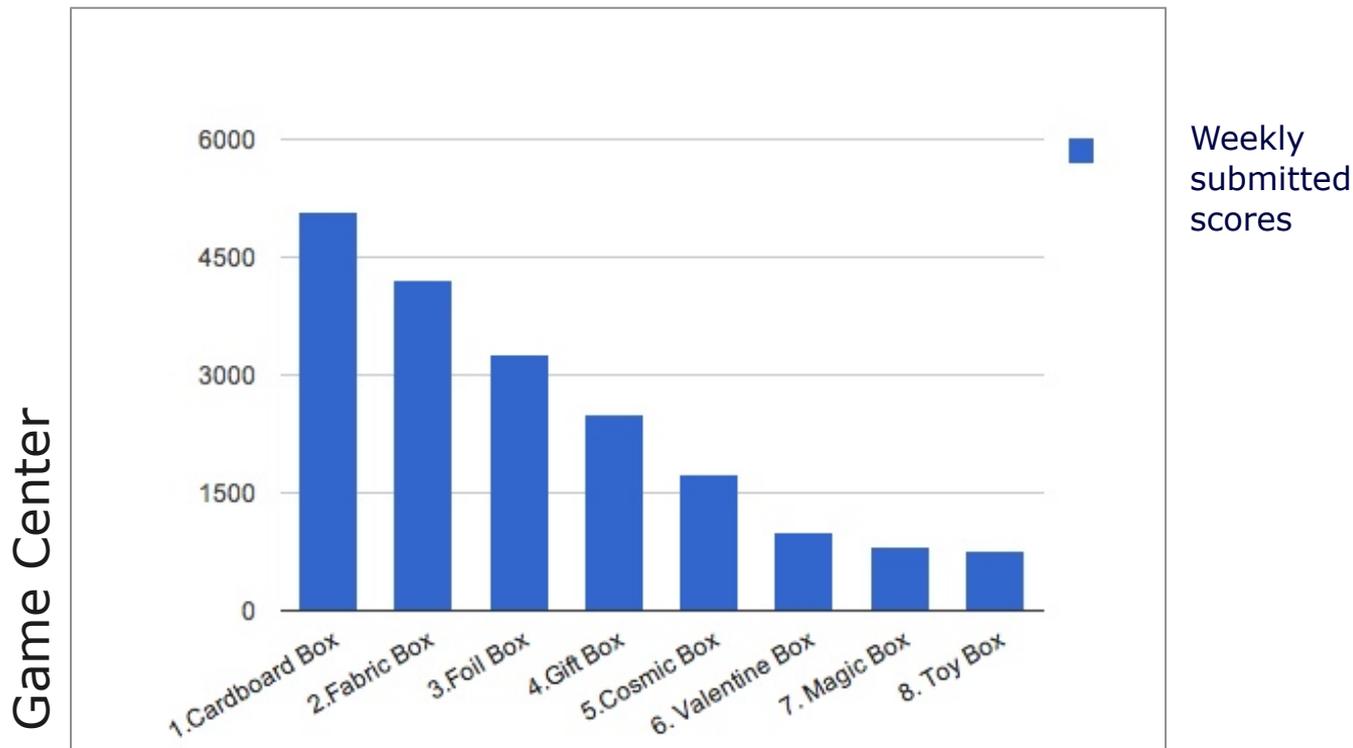
Asked By 2,823 Votes · 104 Followers

 Cut the Rope
about 2 months ago · [Share](#) · [Delete](#) · [Unvote](#) Ask Friends Unfollow

Posts Friends · Others (51)

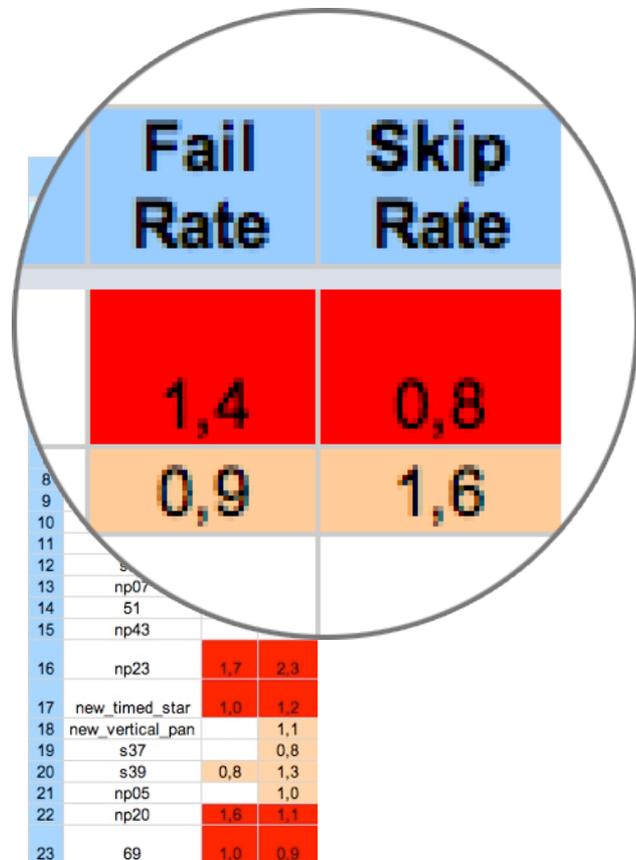
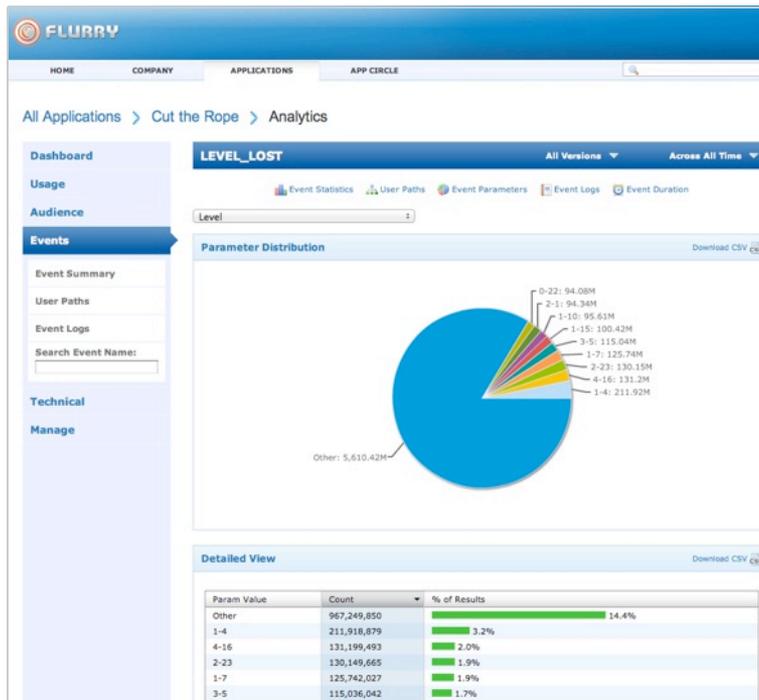
 Write something...

Data driven decisions



Data driven decisions

Flurry



Results So Far

- More than 900 levels created, around 400 used in the games (CtR Original & Experiments)
- Around 22 gameplay elements created
- **Players want more!**



Thank you!

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