

DESIGNING CORE GAMEPLAY FOR EVERYONE

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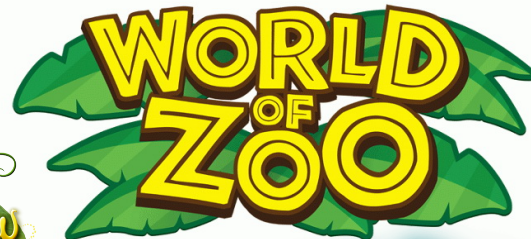
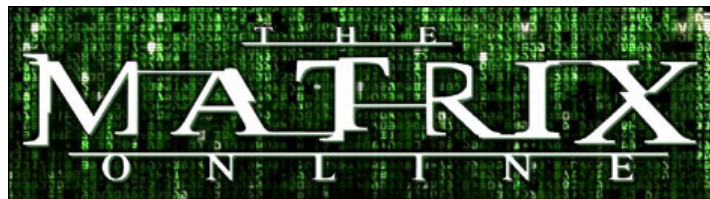
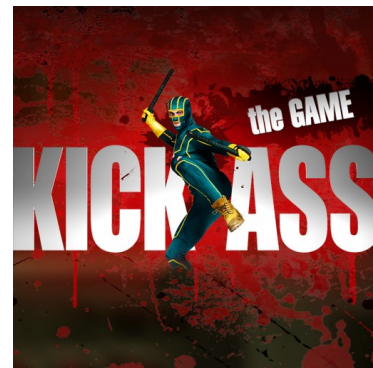


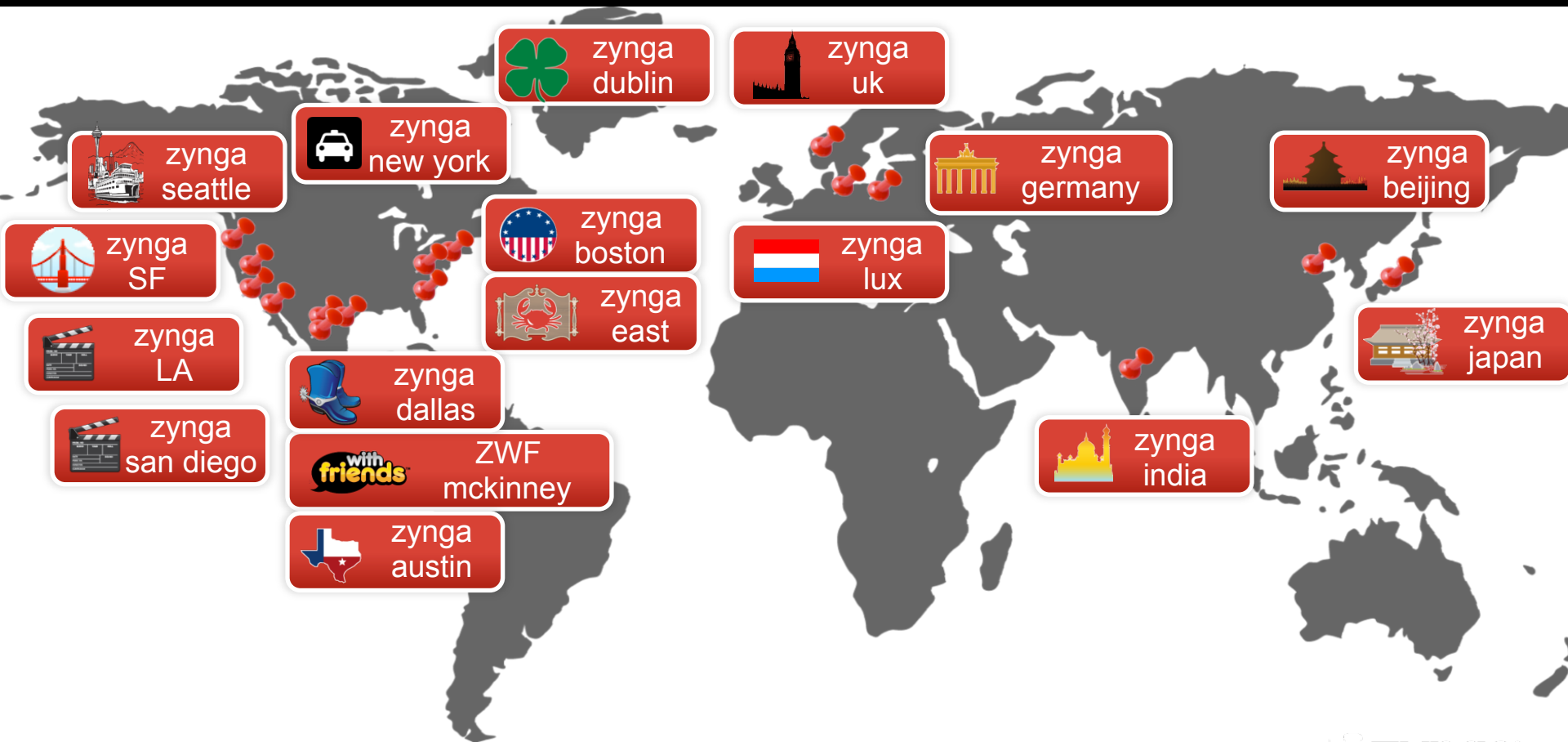
- Who?
- What?
- Why?
- How?

WHO AM I?



ZYNGA BOSTON DESIGN







mission

**connecting
the world through games**





Play = #2 activity on the Internet; more popular than email

45% of time spent on social networks

47% of time spent using smartphone apps



240 million monthly
active users



WHO IS THE AUDIENCE?



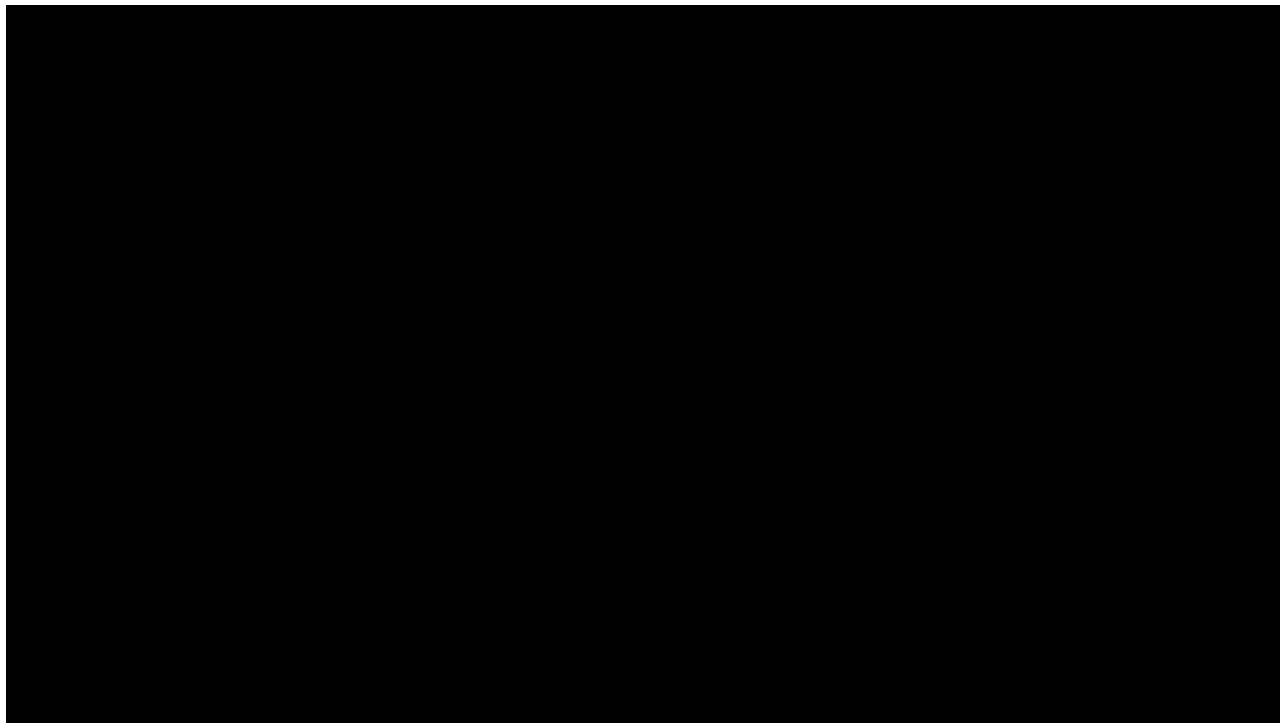
WH





- ~~Who?~~
- What?
- Why?
- How?

WHAT IS *INDIANA JONES* ADVENTURE WORLD?



EPIODIC CASUAL ADVENTURE GAME

Complete quests and **explore on map**
gameplay to recover artifacts



EPIODIC CASUAL ADVENTURE GAME

Travel to new areas and get new stories



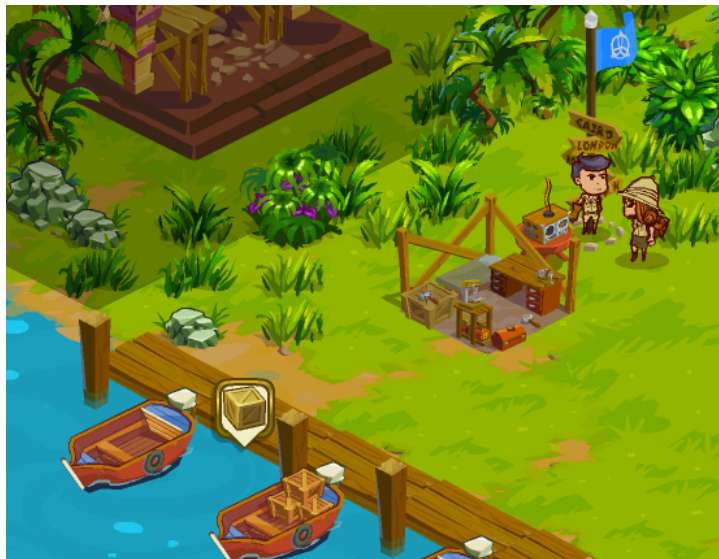
EPISODIC CASUAL ADVENTURE GAME

Upgrade tools and gadgets



EPIODIC CASUAL ADVENTURE GAME

Build up your Base Camp to hold your supplies and treasure



WHAT IS THE GAMEPLAY?

- Quests



WHAT IS THE GAMEPLAY?

- Quests
- Energy Management



WHAT IS THE GAMEPLAY?

- Quests
- Energy Management
- **Combat**



WHAT IS THE GAMEPLAY?

- Quests
- Energy Management
- **Combat**
- **Puzzles**



WHAT IS THE GAMEPLAY?

- Quests
- Energy Management
- **Combat**
- **Puzzles**
- **Exploration**





- ~~Who?~~
- ~~What?~~
- Why?
- How?

WHY A SOCIAL ADVENTURE?

- Go on a journey (leave the Farm)
- Tell a story (make characters matter)
- Evolve gameplay (casual adventure)

FACEBOOK ECOSYSTEM SUMMER 2010



Go on a Journey



Tell a Story

FACEBOOK ECOSYSTEM SUMMER 2010

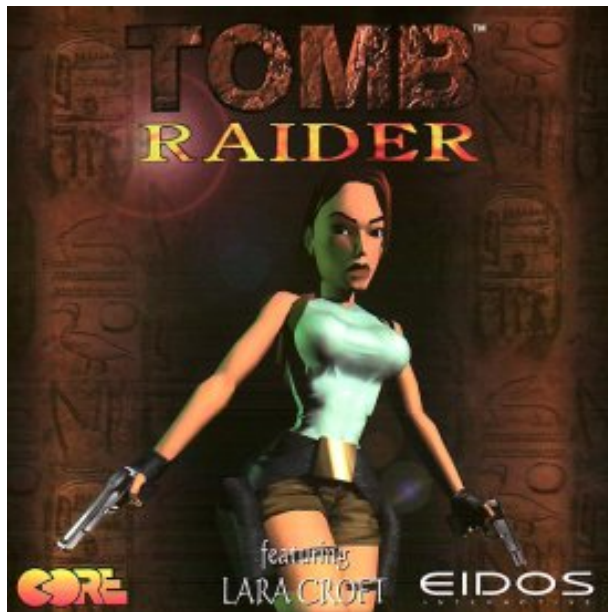


Go on a Jo

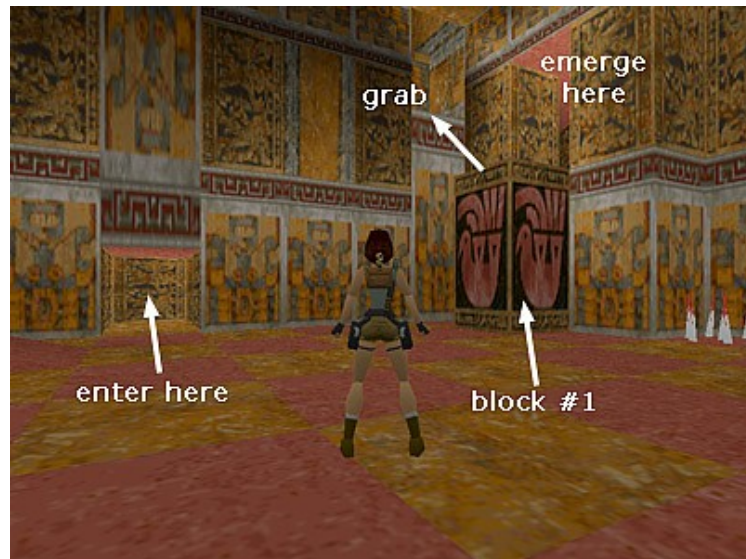
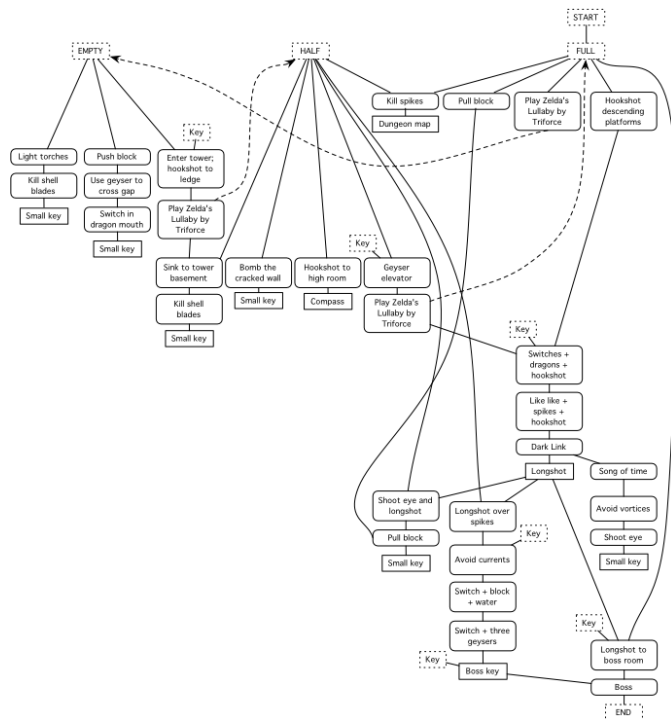


ory

GAMES WE LOVE



BUT THESE GAMES ARE DIFFICULT...



HOW CAN WE MAKE THIS GAME FOR EVERYONE?



© CNET Networks



- ~~Who?~~
- ~~What?~~
- ~~Why?~~
- How?

THE FIRST DELIVERABLE

- 3 Maps that are not the tutorial
 - Explore “On map gameplay”
 - Find the fun
- Bush Mazes
- Metal Detector Minesweeper
- Memory Puzzle

THE FIRST DELIVERABLE

- 3 Maps that are not the tutorial
 - Explore “On map gameplay”
 - **FIND THE FUN**
- Bush Mazes
- Metal Detector Minesweeper
- Memory Puzzle

BUSH MAZES

Navigate the maze using the least energy possible



BUSH MAZES



BUSH MAZES



BUSH MAZES



BUSH MAZES



METAL DETECTOR MINESWEEPER

Use the Metal Detector to save Energy



METAL DETECTOR MINESWEEPER



MEMORY PUZZLES

Hit the switch to see the pattern



Light them in order
to get the Treasure

FIRST TIME USER EXPERIENCE - PART 1

- Teach players about the game
 - Coins, XP, Camera
 - Core Loop
 - Energy Management
 - Map Gameplay
 - Story

THE DIG SITE



THE DIG SITE



THE DIG SITE



THE DIG SITE



THE CAVE



THE CAVE



Stand on the Switches

Collect the Idol

FIRST TIME USER EXPERIENCE - PART 2

- Teach players about the game
 - Coins, XP, Camera
 - **Simpler** Core Loop (TOOLS!)
 - **Clearer** Energy Management (fun?)
 - **Simpler** Map Gameplay
 - **Less** Story

EVOLUTION OF A MAP

- First map of the game
- 30 Major Lessons
- 1 Major Reboot
- 612 Changes



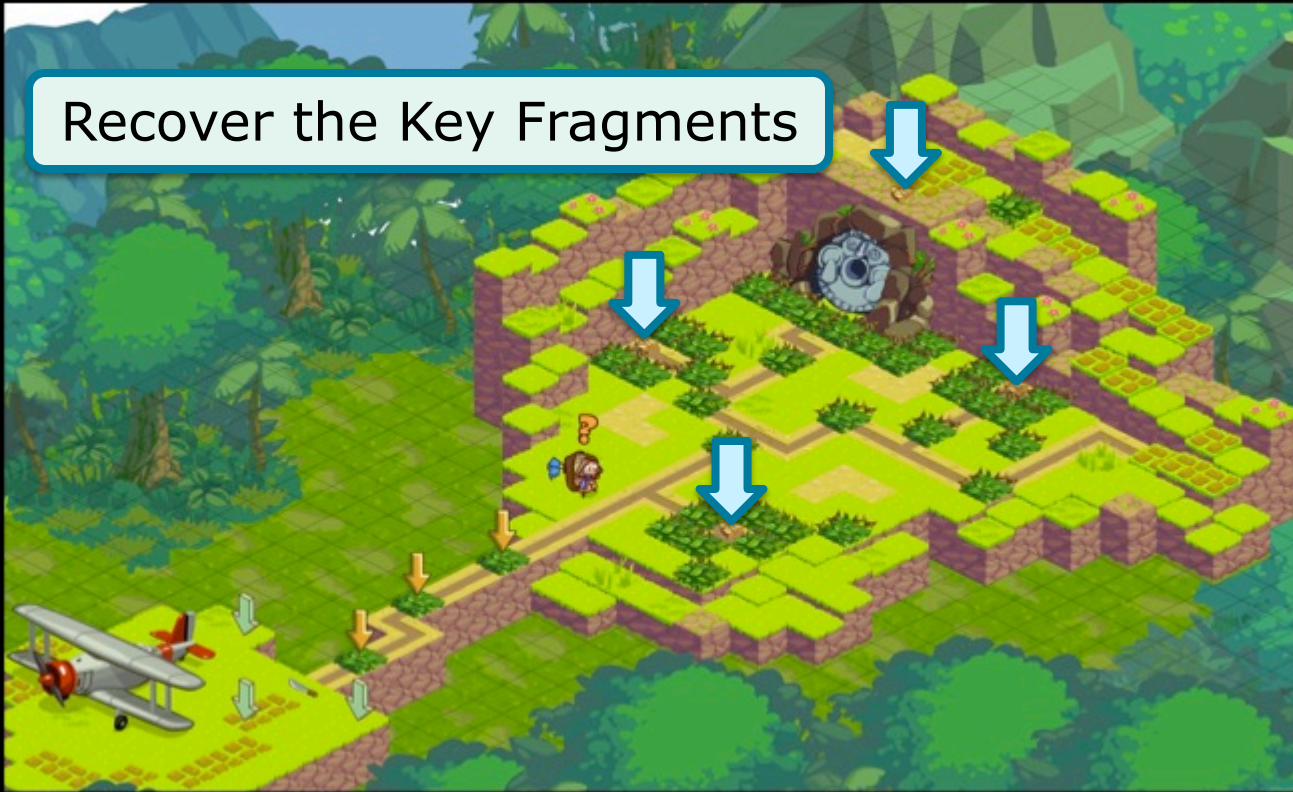






Grab the Machete

Recover the Key Fragments



Open the Door









1. Players want rewards for exploring

2. Establish relationships in the world

3. Teach everything again







Art changes





4. Don't teach everything at once





5. Every action should be satisfying







6. Focus players on a single goal







7. Make real world connections



8. Make everything shorter







9. Characters need to be introduced





10. Default camera zoom matters





11. If you can't teach it, just cut it





12. Don't let art break immersion







13. Use stereotypes
as teaching tools









14. Players want surprise and excitement!





15. Rule of 3. Seriously.

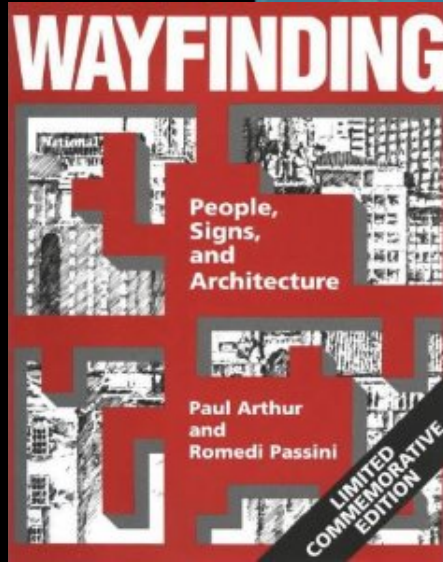






16. Don't orphan mechanics





17. Make a clear path to the objectives



18. Set the player up to be smart



Every trap acts differently ☹️







19. Players want consequences!



REBOOT!

Take a breather.

Players want one decision and one goal at a time.



The Legend of Zelda - 1986



World of Warcraft - 2010

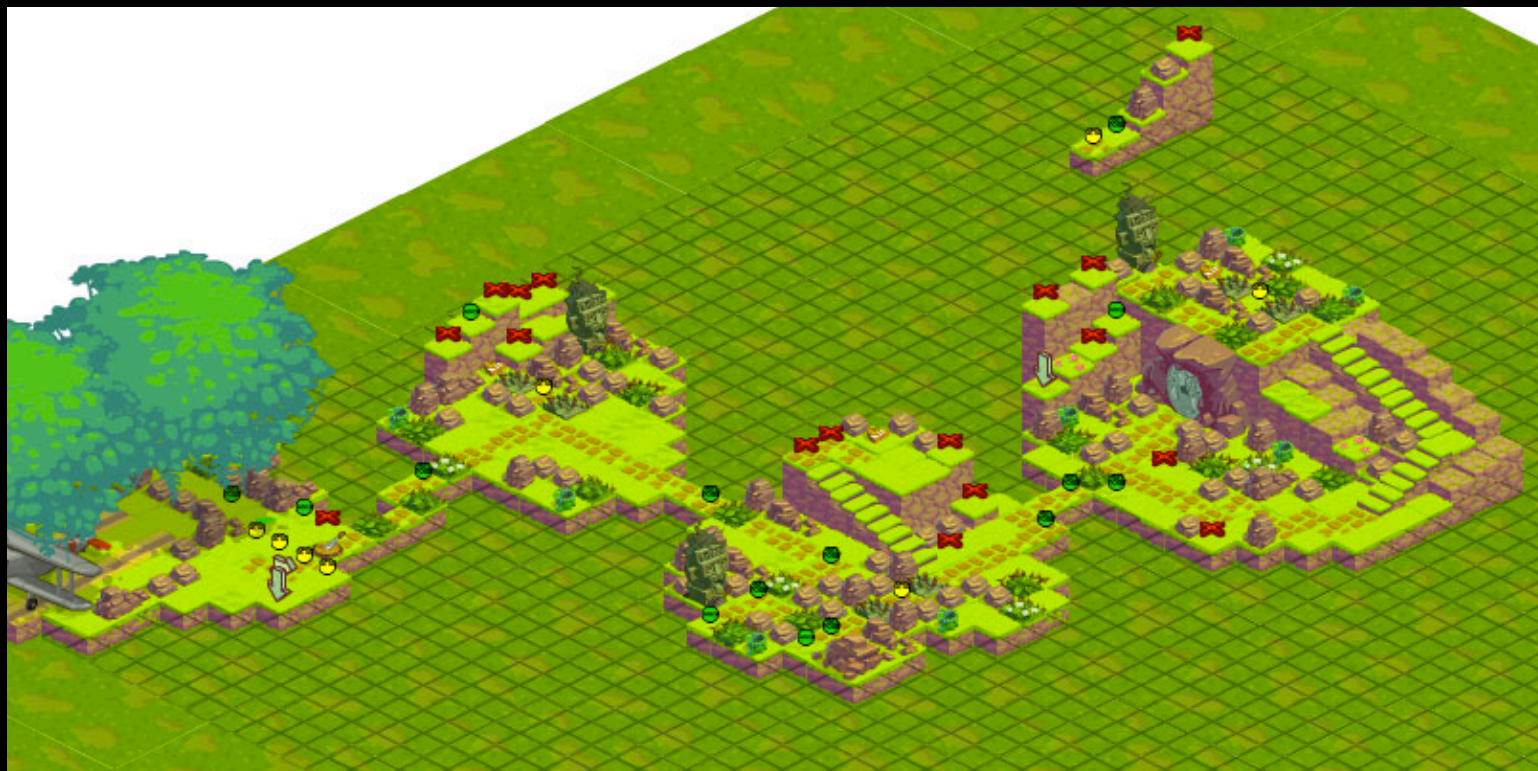
20. Give a break between objectives

Tell a player when they are "done"



21. Mechanics need to be consistent





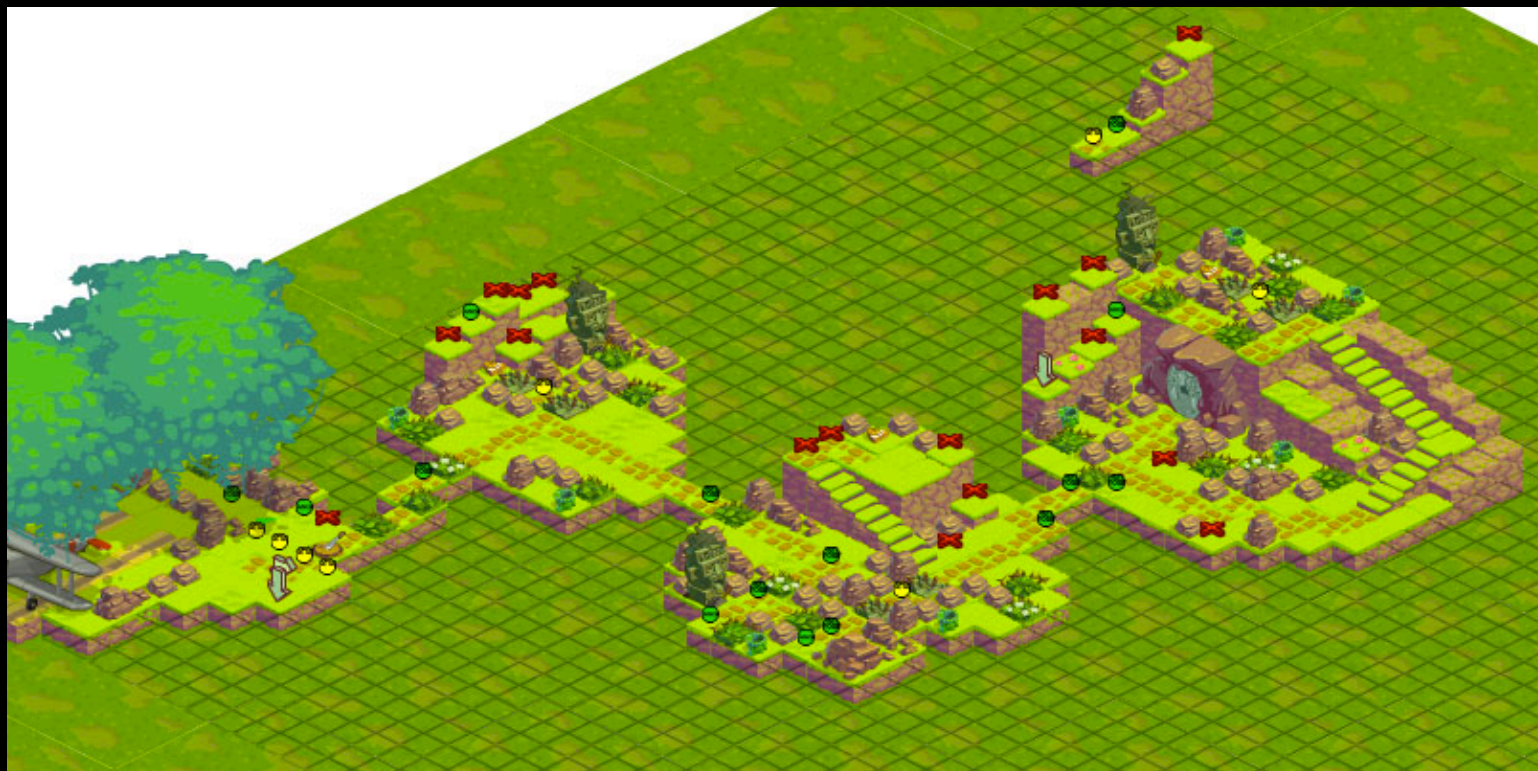
8. Make everything shorter

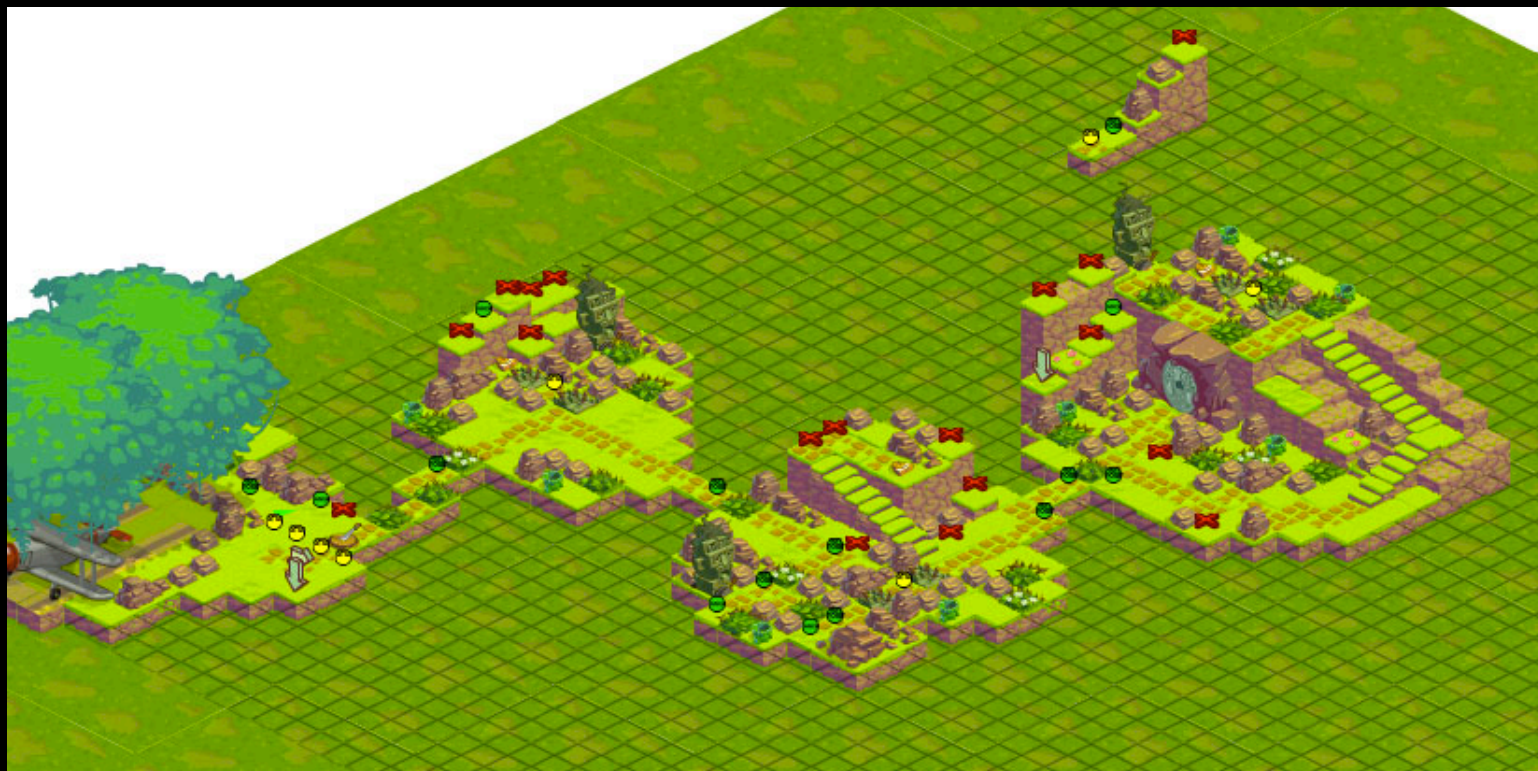
22. A single objective should fit in a single screen



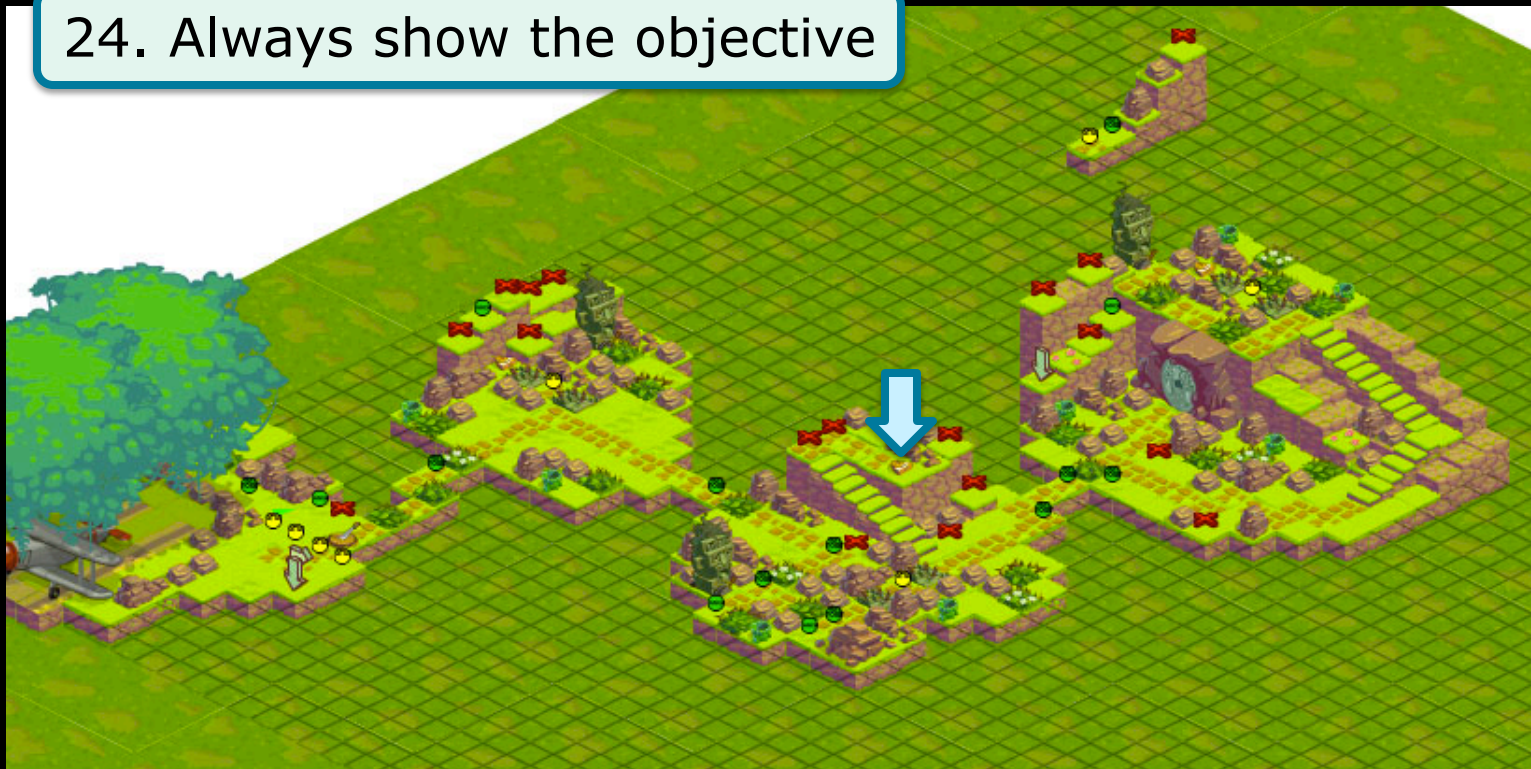
23. Introduce, Define, Challenge

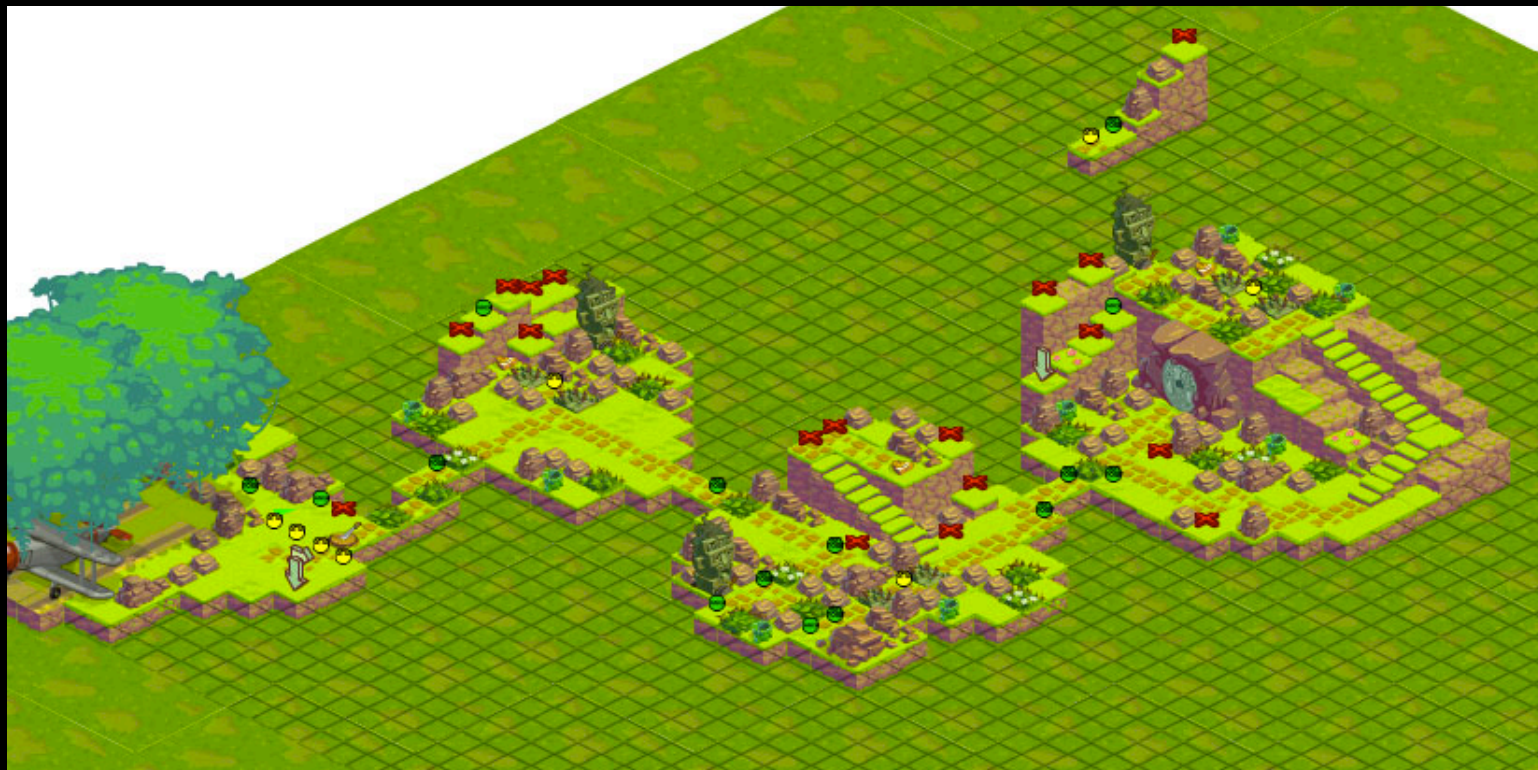






24. Always show the objective







25. Establish a sense of place







26. Make it personal







27. Repetition is boring







28. Give good examples







29. Be consistent







30. Make the world feel full









30 LESSONS

1. Players want rewards for exploring
2. Establish relationships in the world
3. Teach everything again
4. Don't teach everything at once
5. Every action should be satisfying
6. Focus players on a single goal
7. Make real world connections
8. Make everything shorter
9. Characters need to be introduced
10. Default camera zoom matters
11. If you can't teach it, just cut it
12. Don't let art break immersion
13. Use stereotypes as teaching tools
14. Players want surprise and excitement!
15. Rule of 3. Seriously.
16. Don't orphan mechanics
17. Make a clear path to the objectives
18. Set the player up to be smart
19. Players want consequences!
20. Give a break between objectives
21. Mechanics need to be consistent
22. A single objective should fit in a single screen
23. Introduce, Define, Challenge
24. Always show the objective
25. Establish a sense of place
26. Make it personal
27. Repetition is boring
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30. Make the world feel full

WE ITERATED ON EVERYTHING



WE ITERATED ON EVERYTHING





- ~~Who?~~
- ~~What?~~
- ~~Why?~~
- ~~How?~~

POSTMORTEM TAKEAWAYS

- What Went Right?
 - We let ourselves wander
 - We questioned our Sacred Cows
 - We prototyped everything
 - We focused on iteration

POSTMORTEM TAKEAWAYS

- What We Learned
 - Don't innovate everywhere
 - Polish an aspect of the design to "done" early
 - Don't lose your vision in the feedback

WAS IT WORTH IT?

“I like the little surprises. I like that AW makes you use your brain to solve little puzzles and work out strategies, even if they're just simple strategies.”

WAS IT WORTH IT?

“I think the best so far is that feeling i get for luring a snake to one of those traps. Saves me energy, gets me coins and most importantly, rids me of the snake.....lovely stuff!”

WAS IT WORTH IT?

“Graphics are great, sound is great, and the playability is perfect. Its just the right combo of click, challenge, questing & story. Kudos for using mouse-over instead of mouse-click on prizes. Brilliant! Nobody else has figured that one out. Sorry guys, no complaints. 😊”

QUESTIONS?

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Special thanks:

Bryan Pope

Nina Dobner

Zynga Boston Design

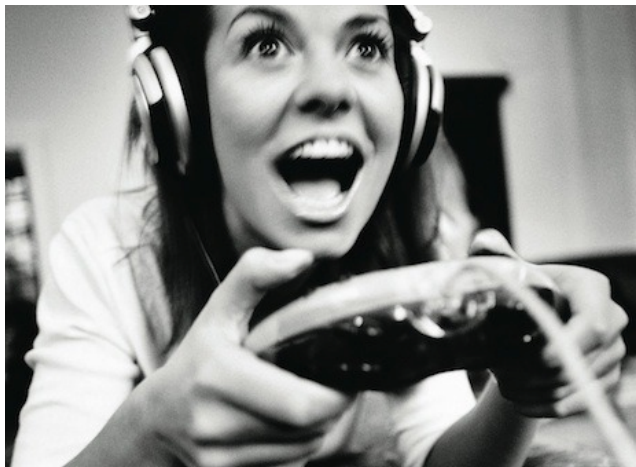
Matt Fillbrandt



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APPENDIX

WHO IS THE AUDIENCE?



DESIGN ASSUMPTIONS

These are your Sacred Cows

- Design in a vacuum
- Difficult to verify
- Widespread impact



DESIGN ASSUMPTIONS

These are your Sacred Cows

- Design in a vacuum
- Difficult to verify
- Widespread impact



DESIGN ASSUMPTIONS



- Never punish
- On map gameplay is easy to understand
- Tasks are enough motivation
- Story is a trivial problem
- Players want evolving gameplay

COMBAT!

- Turn based
- Stealth
- Avoidance
- Skill
- Puzzle



COMBAT!

- Turn based



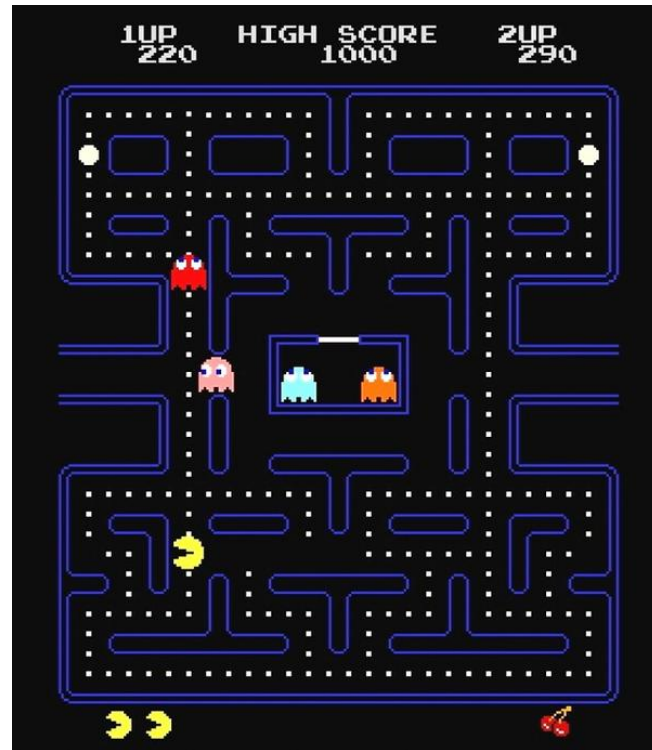
COMBAT!

- Turn based
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COMBAT!

- Turn based
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COMBAT!

- Turn based
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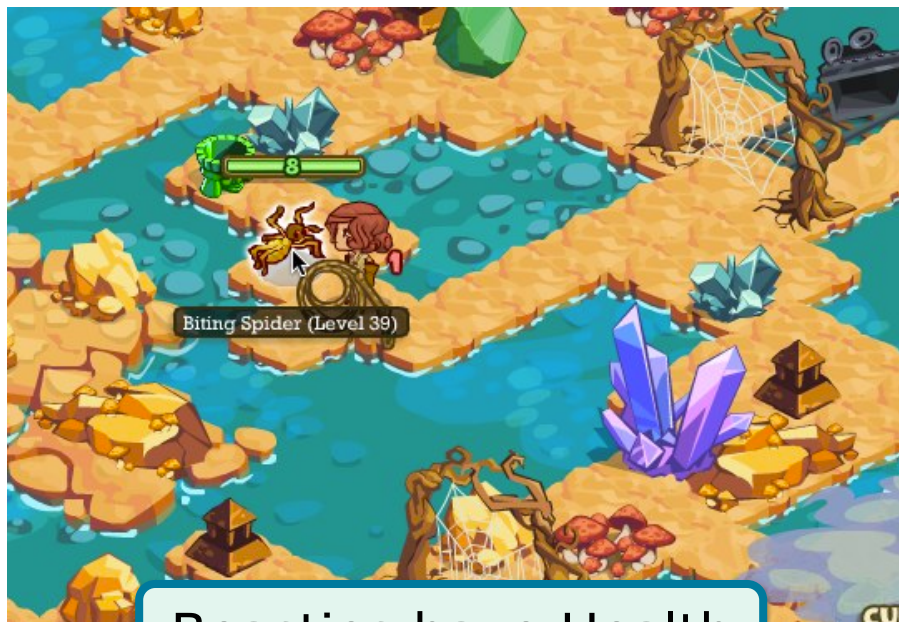


COMBAT!

- Turn based
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COMBAT!

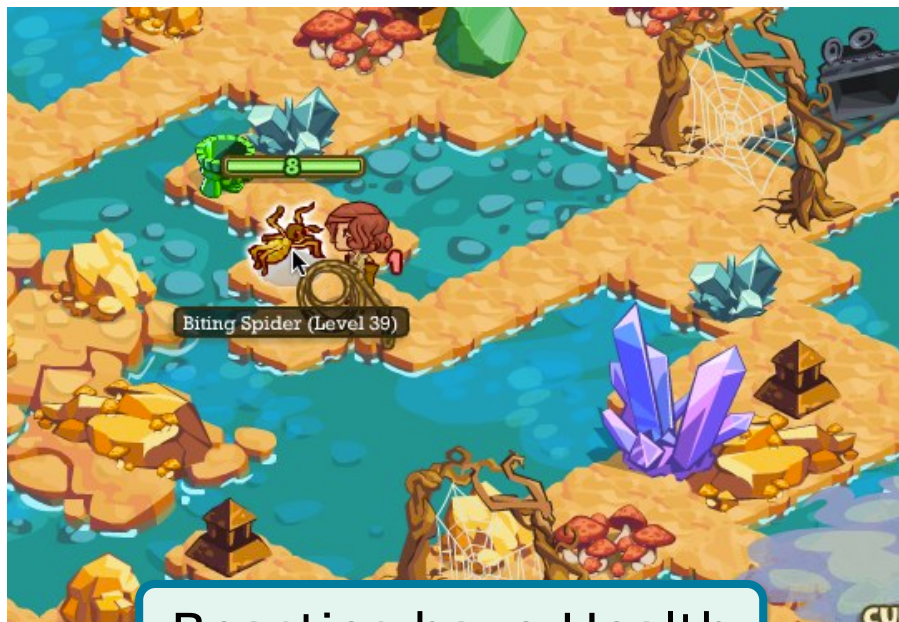


Beasties have Health



Tools do Damage

COMBAT!

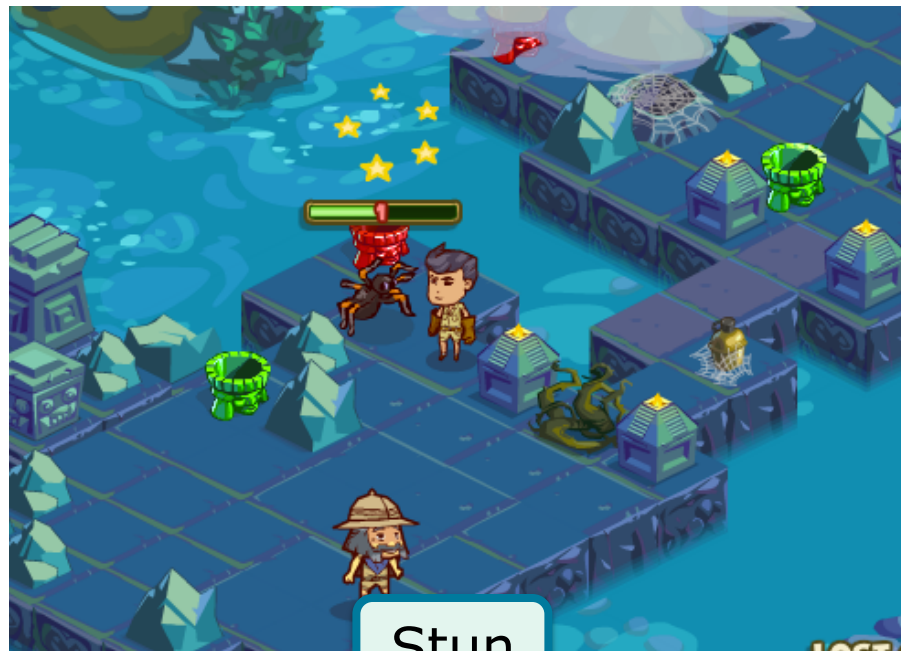


Beasties have Health



Tools do Damage

COMBAT!



Stun



Dodge

PUZZLES!

- Memory



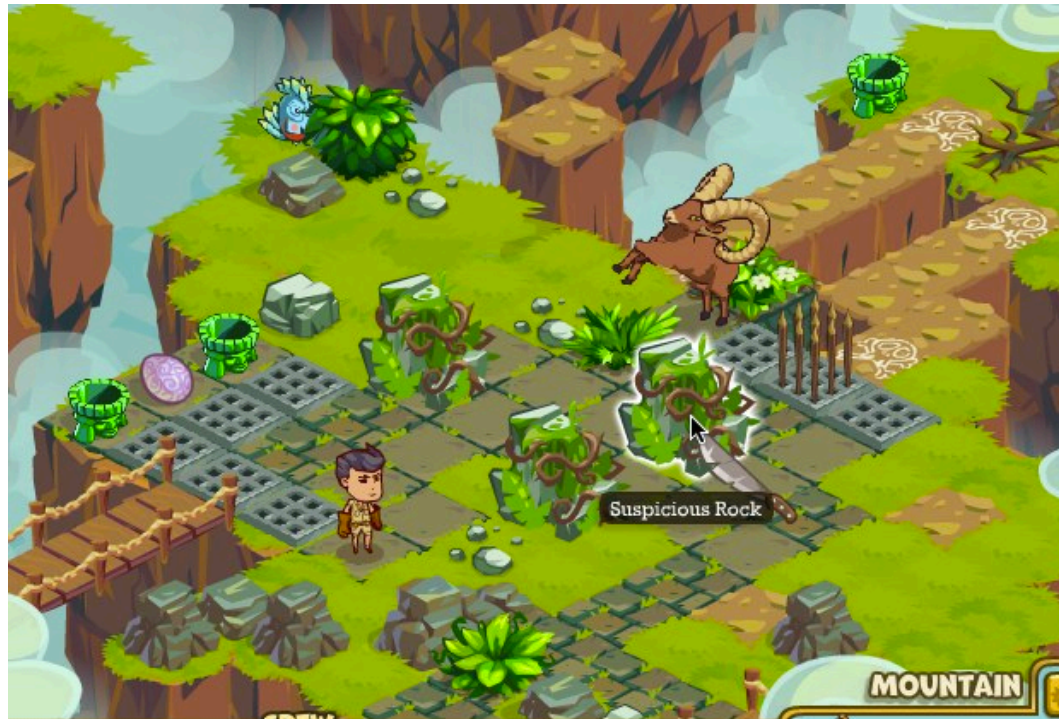
PUZZLES!

- Memory
- Sequence



PUZZLES!

- Memory
- Sequence
- Hidden Switch



PUZZLES!

- Memory
- Sequence
- Hidden Switch
- Fire Traps



PUZZLES!

- Memory
- Sequence
- Hidden Switch
- Fire Traps
- Push Block



KEY TAKEAWAYS

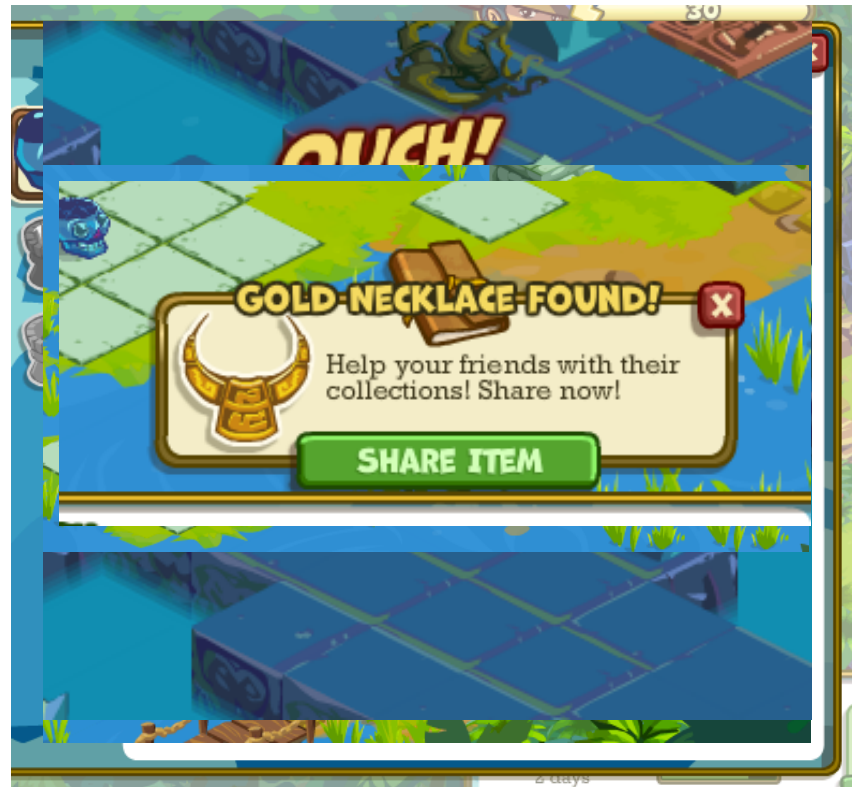
- Facebook users are gamers
- Sometimes you need to go back to basics
- The best designer is the one who iterates the most
- New genres are about creating a new language for the player

OK... WHAT IS IT REALLY?



“ON MAP GAMEPLAY”?

- Quests
- Energy Management
- Combat
- Puzzles
- Exploration



Get the Key Fragments
Open the Door

Start here

Grab the Machete





Bigger Keys



