



# Classic Game Postmortem: Harvest Moon

Yasuhiro Wada  
CEO, TOYBOX Inc.

GAME DEVELOPERS CONFERENCE  
SAN FRANCISCO, CA  
MARCH 5-9, 2012  
EXPO DATES: MARCH 7-9  
**2012**

# Harvest Moon series

- The birth and growth of a farming game
- Lessons learned



# What is a concept?

*(noun) a general notion or idea; a construct; a directly conceived object of thought*

- creative concept and business concept
- a marking or sign informing the idea to everyone on the project

# About Harvest Moon

- Inspired by my own fresh-off-the-farm experience
- Creative concept:
  - “Experience life in the countryside”  
+ “Non-combative game”
- Business concept:
  - “A challenge with minimal risk”

# From Concept to Development

- Building trust and reputation
- Fund raising
- Showing potential

# Development begins!

- Creative concept: “Experience *life* in the *countryside*”  
+ “Non-combative game”
  - “*life*” → “human development and interaction”
  - “*countryside*” → “nature” → “garden, green, living things”
- New ideas and gameplay elements: cattle, farming
- Inspired by Sim City
- Harvest Moon prototype:
  - 1) Interaction + 2) Farming + 3) Cattle

# World view and character



# Hitting a wall

- Frame rate drop





# The biggest problem

- How we saved a crumbling project
- How we streamlined the game by tossing out unnecessary assets

# The results and what came next

- The birth of a series
- “TOYBOX” and our community

# Another point of view

- Harvest Moon demographic: female 30%
- Spin-off “Harvest Moon For Girls”



# About the series



## THE HISTORY OF HARVEST MOON



1996

2012

# Where am I headed to next?

We are gaming for Love, Peace and Earth.



**TOYBOX** Inc.

# In closing / Q&A

# Thank You!