



Designing In-App-Purchase Without Losing Your Soul

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Battleheart

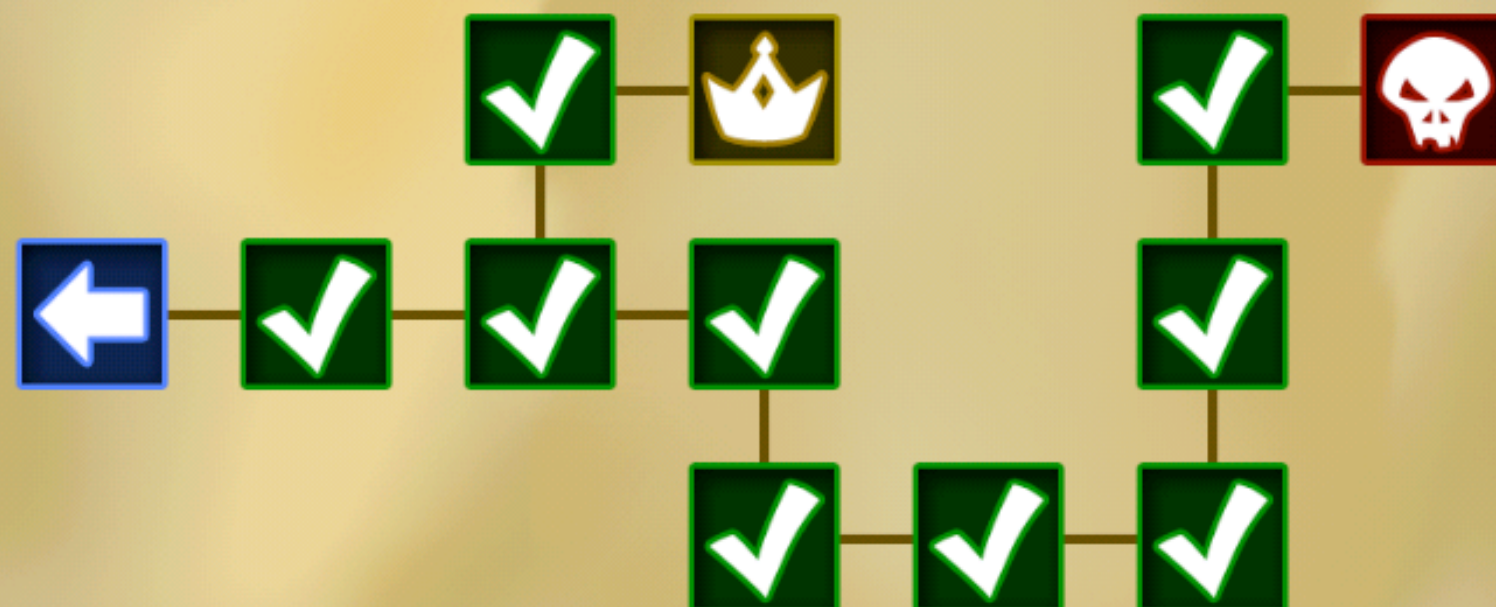




Level Select

Return

Doomvale



Tap a location on the map to proceed!









NATURE OF THE BEAST: DESIGN DOCUMENT

YOU ARE THIS:



YOU EQUIP THESE:



(IT LOOKS LIKE THIS)



SLICK ENTERTAINMENT, 2012



SO YOU CAN DO THIS BETTER:

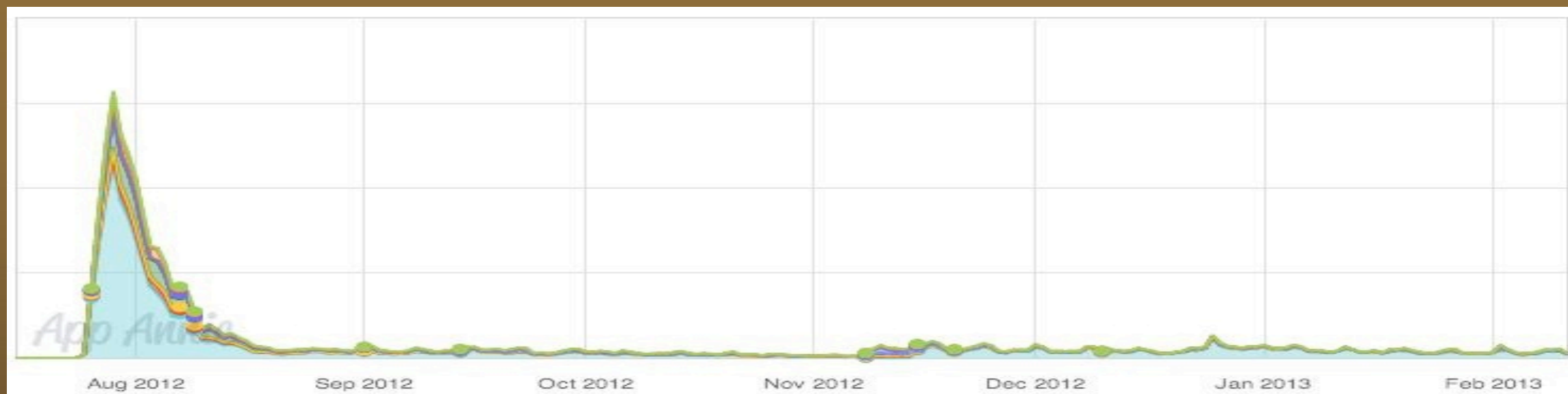


Numbers and Charts!!!



The Numbers

- Featured by Apple and Google Play
- Top 10 Paid Game in 30 Countries
- Paid App + Demo/Unlock - \$.99 & \$2.99
- 30% of total revenue from IAP
- Approx. 8% of players use IAP



Core Gameplay

Multi-touch Shooter

- Weapon Management
- Screen Management



Core Gameplay

RPG Elements

- Party Management
- Customization
- Core RPG Loop
 - Fight
 - Loot
 - Level Up



Reward System

Coins

- Remove XP
- Levelling Up
- Purchase Items



Design for 3 Types of Players

1. Skill

2. Time

3. Money



Skill: Manual Execution

Weapon Management

Multiple Weapons Simultaneously

Two Control Types



Skill: Knowledge

Paper/Rock/Scissors Match-ups

Customization w/ Equipment

Currency Management

Multiple Enemy Behaviors

Party Buildout



Cccc-cccc-ccc-OMBO!



Running For Coins



Treasure Chests

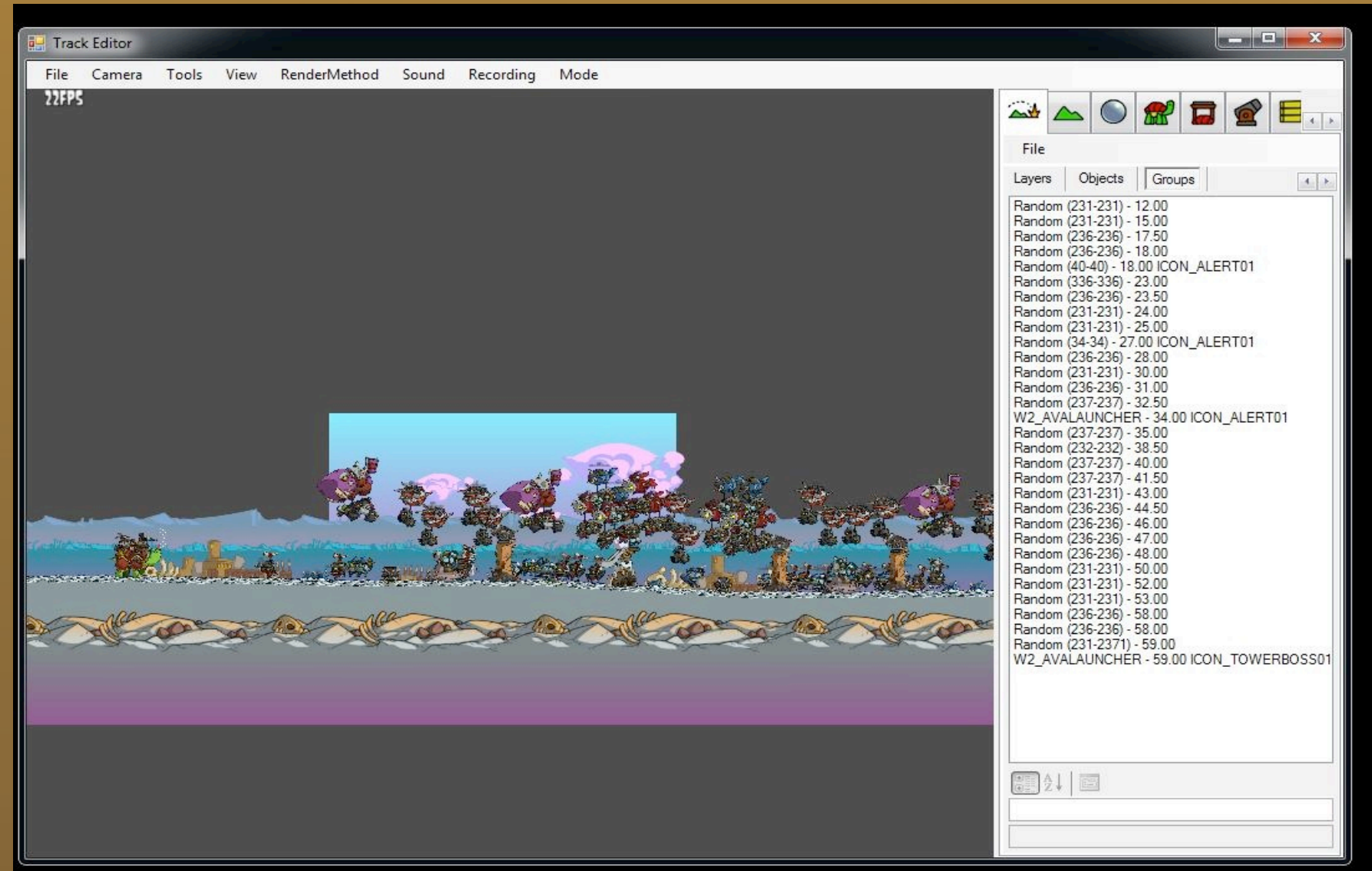


Players With Time

Semi Procedural Levels

Allow for Continuous Play

Levelling Curve Based on D&D



Rewards - Win or Lose



Players With Money

Optional Purchases

Increase Currency and Earning

Only Prompts when money runs out

Built the Interface with Respect



Reception

- Reviewers regularly pointed out how IAP was not required.
- No (English) user reviews that complained about the coin packs.
- 30% more revenue.

Keeping Our Souls

Approached design with respect for the player.

- They are not a 'whale' to be 'monetized'



Keeping Our Souls

Tuned and Balanced for
Players with Skill and/or Time
First.




Designing for IAP alone is a slippery slope

Converting the player to IAP is the goal of the designer - it's how they pay the bills.

Business models don't determine ethics - the developers do.

Dirty tricks work - that's why companies use them.



A cartoon-style border surrounds the central text. In the top-left corner is a red, spiked helmet with a single eye. In the top-right corner is a curved wooden tray containing several red and grey cylindrical objects, possibly grenades or batteries. In the bottom-left corner is a red, spiked helmet with a single eye. In the bottom-right corner is a green, cartoonish character with a red mouth, wearing a yellow and red outfit, holding a large, complex mechanical device. The border is made of brown wooden planks with metal bands.

Check it out yourself:
Shellrazer is Free on iOS
During GDC
(Mar 25-29)

Thank-you

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