

KingsRoad Design Postmortem: Transitioning from Retail to F2P Game Development

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Who is Rumble?



Our Mission

- Free-to-play AAA games across web & mobile



Our Mission

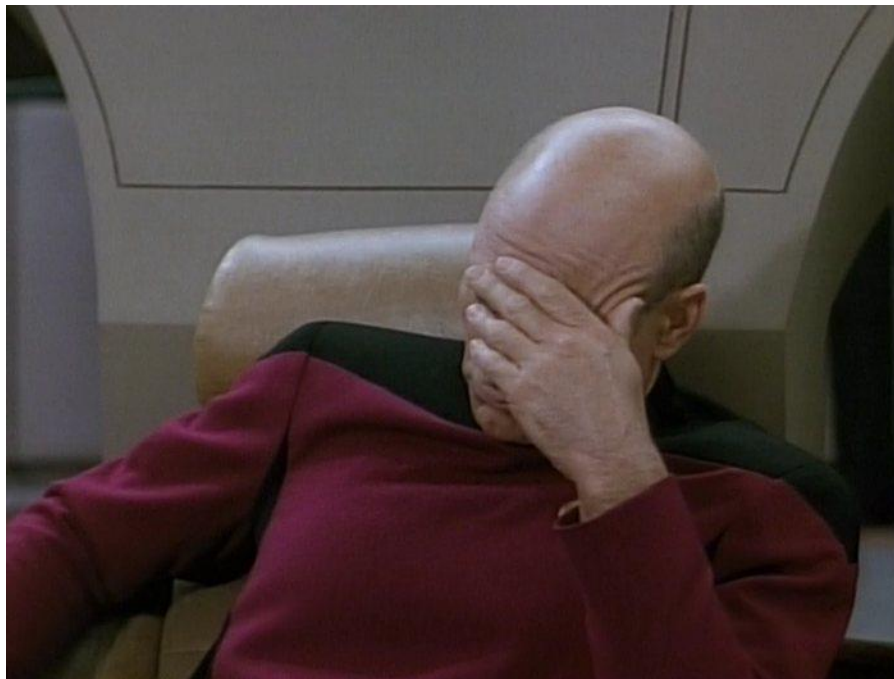
- Create the best game on Facebook



KingsRoad



We Were Wrong



Launch Foibles

- Game was not user-friendly enough



Launch Foibles

- Lack of guidance



Launch Foibles

- No good stopping point



Launch Foibles

- Performance sucked



Launch Foibles

- Game was too shallow



Launch Foibles

- We had a lot to learn about free-to-play



Launch Foibles

- Screw you Rumble!!!!!!11!one!11eleven



So What Did We Do?



KingsRoad 2.0

- Created directed tutorials



KingsRoad 2.0

- Cut up maps so that they were shorter and easier to navigate



KingsRoad 2.0

- Revamped quest system



KingsRoad 2.0

- Implemented Crafting
- Removed Items from Shop



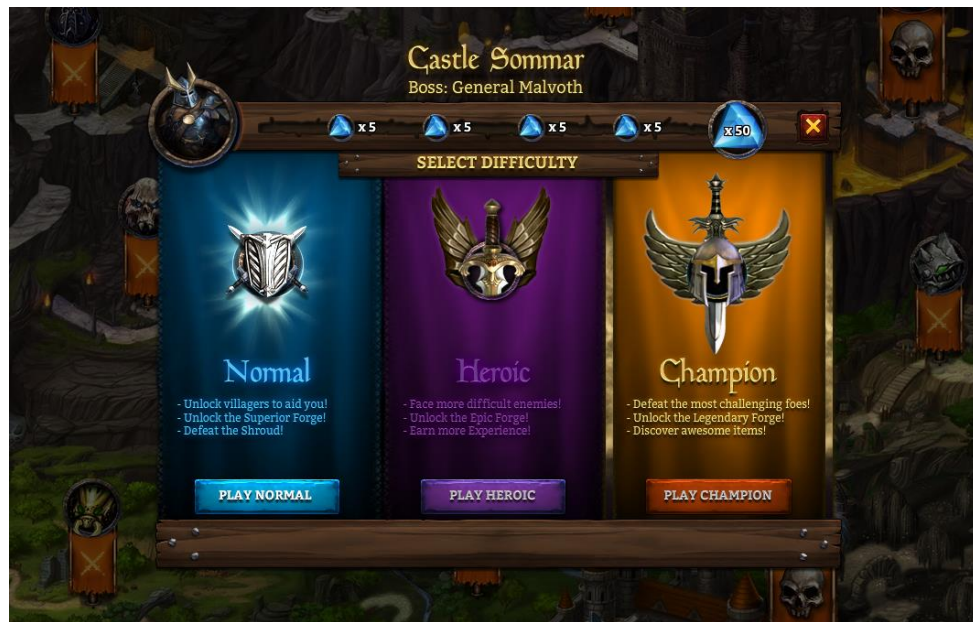
KingsRoad 2.0

- Created a Town Hub to go back to after completing a map



KingsRoad 2.0

- Added more content



KingsRoad 2.0

- More classes
- More abilities



KingsRoad 2.0

- Performance improvements



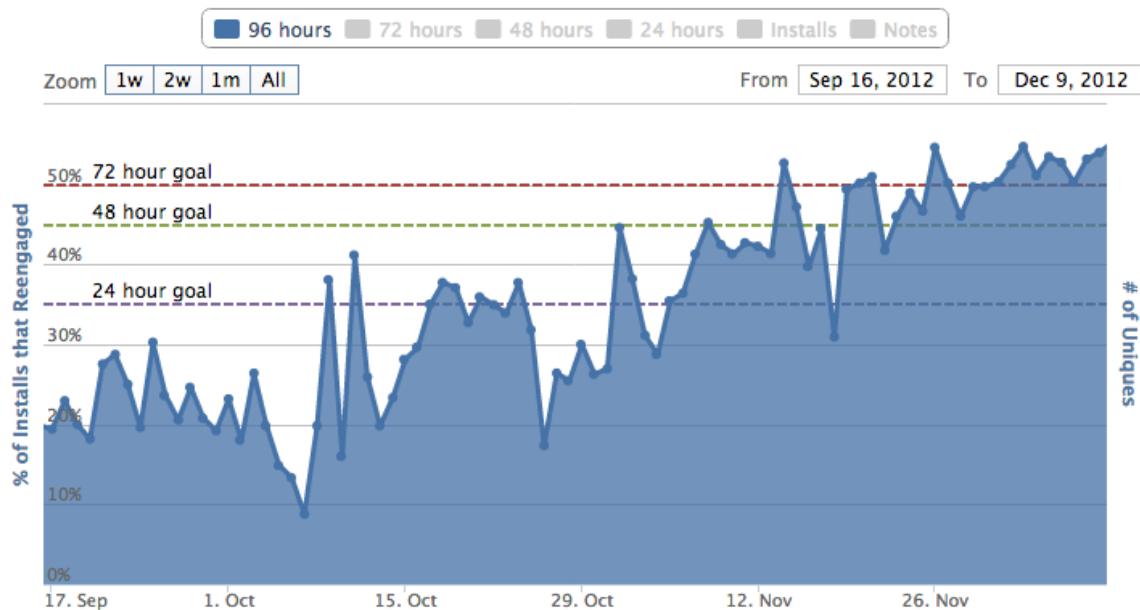
KingsRoad 2.0

- De-emphasized monetization and removed friction



KingsRoad 2.0

- 96-hour retention jumped from 25% to 50%



Metrics Mistakes

- Acquired players from Philippines because they were cheap

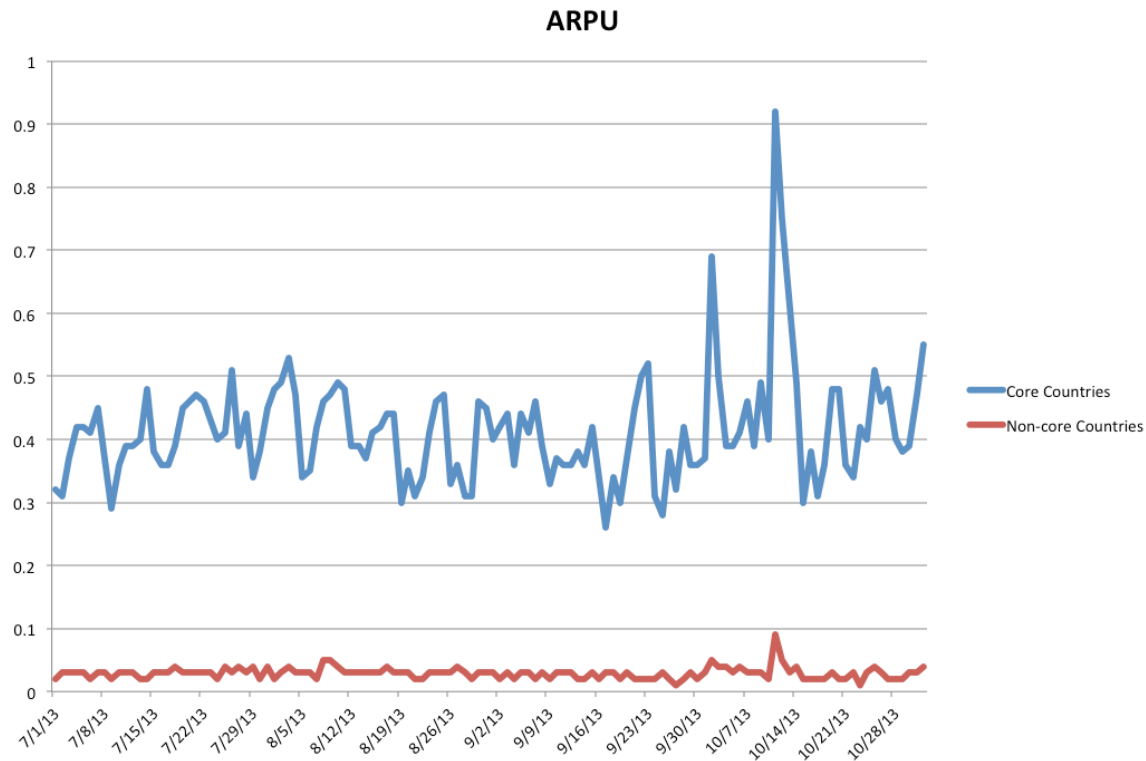


Metrics Mistakes

- Non-core countries do not monetize.



Metrics Mistakes



KingsRoad as a Live Service

- Needed to create a great live service



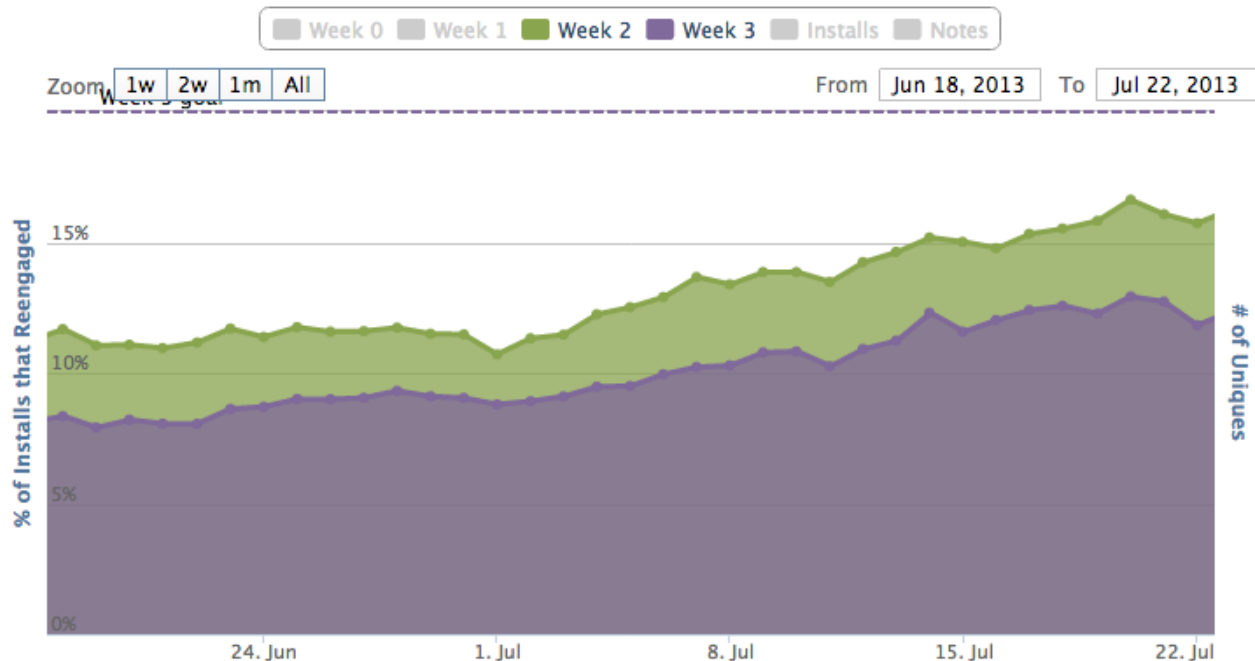
KingsRoad as a Live Service

- Realized the game needed to continue to grow and serve players as a live service



KingsRoad as a Live Service

- Guilds



KingsRoad as a Live Service

- More Content
 - Bounties
 - Dungeons



KingsRoad as a Live Service

- Loot Refactor



KingsRoad as a Live Service

- Limited Time Events



Thank you!

