Making indie mobile games within big game development companies - lessons learned

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takeaways

- adapting tools & processes from big game development teams into small ones
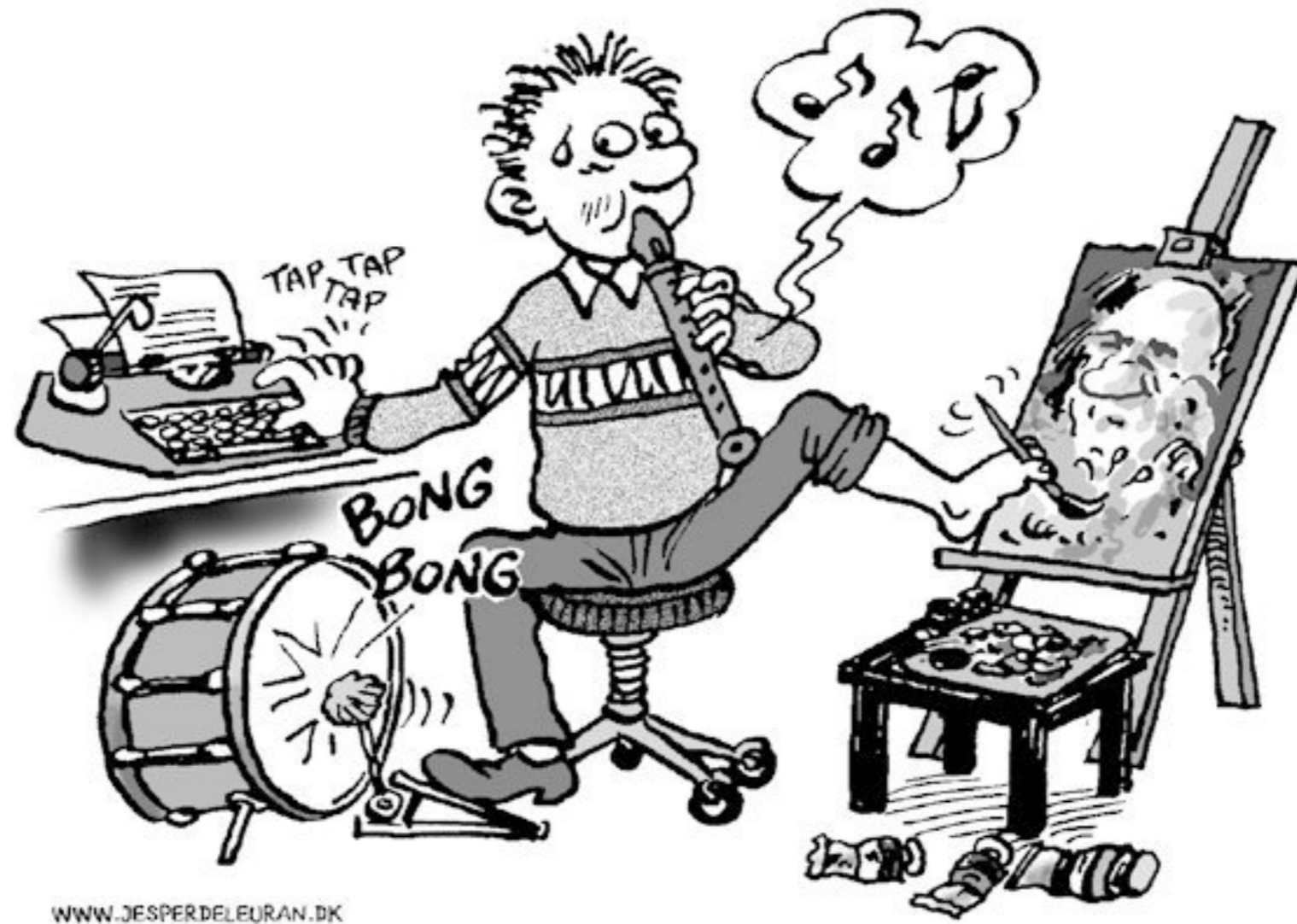
- do's and don'ts for quickly releasing mobile games

agenda

- about me
- Shortbreak within Techland
- why go mobile?
- **lessons learned**
- any questions? no? really?

about me

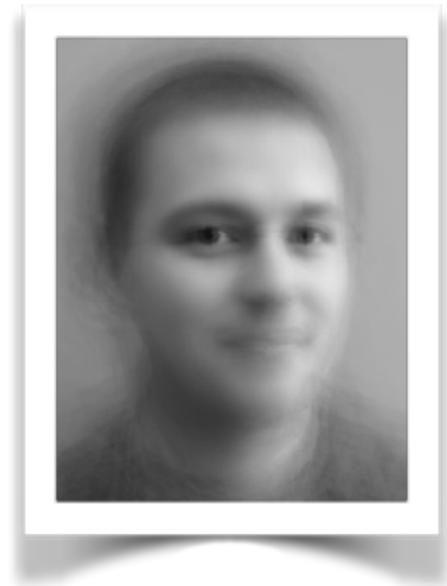WWW.JESPERDELEURAN.DK

technology producer

Techland

- **Techland** is 250+ people
- ChromeEngine

Dying Light

Hellraid

Shortbreak Studios < Techland

- embedded in Techland; 8 people
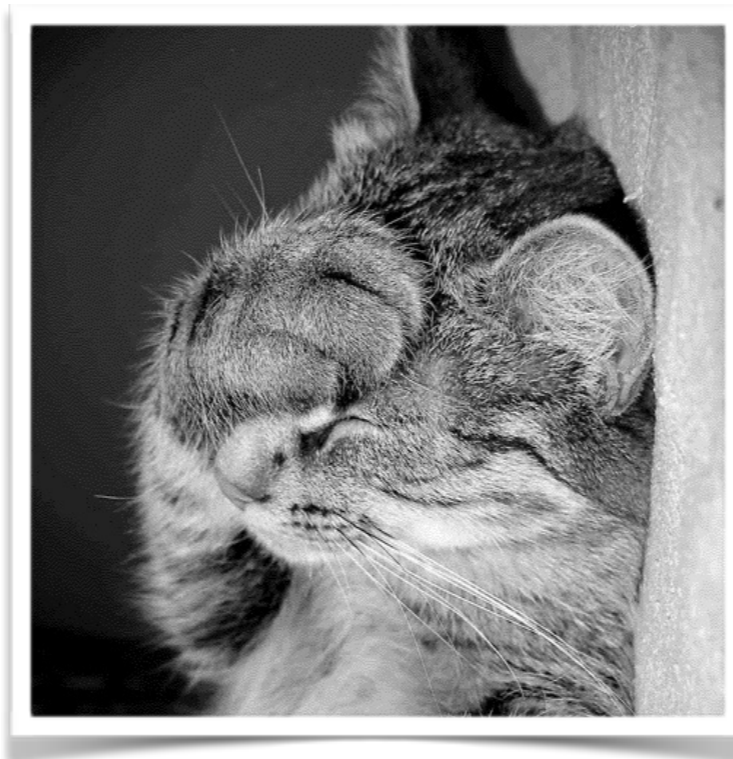- mobile games
- Hellraid: The Escape

why develop mobile games?

- mobile games development is about creativity and new user experience
- everybody has a smartphone/tablet device
- mobile games are easy to make! (haha)
- **we play mobile games!**

lessons learned

#0: how to start

- start with small project
- 1 programmer + 1 artist made our first game
- use existing technology
- release the game before changing your mind :)

#1: high concept

- vision: high concept + game pillars
- focus on fewer but „deeper" features
- get feedback
- **iterate with your idea until you're satisfied with it**

#2: clear & consistent vision

- …we didn't have one, so:
- we've made different games (Sugar High, Dead Stop, Beat The Melody, The Collider, **Hellraid: The Escape**)
- we've tried different technologies
- …and we didn't improve from one project to another

#3: use your experience

- do things you did before - benefit from your exp
- be smart
- focus on things you know how to do and improve them
- **know your strengths!**

#4: focus on one project

- do not make 6 project at once…
- …especially when the team consists of 8 people
- dedicate whole team to one project
- specialization is evil

#5: project management

- „adjusted SCRUM"
- playable build every Friday
- too many meetings
- bug tracker at the Beta stage

#6: technology

- games first, then in-house tech
- use existing technology (Cocos2d, Cocos2d-x, Unity, UE3, Corona)
- but keep improving processes (like: build system)
- also experiment with new ones (storing game data on server)

#7: let it go

- •formulate a clean, achievable goal (ex. reach BEP point or acquire 5m users)

- •give the team freedom in creativity and development

- •help the team, but not too much

- •result is Hellraid: The Escape

#8: learn from mobile

- win-win strategy
- Techland adopted telemetry and server data storage
- we have evaluated different techs and solutions and learned from them
- future: mobile support in ChromeEngine

summary

- formulate clear vision
- benefit from your experience
- use existing technology
- keep focus on one game
- develop your own agile PM tools
- give the team freedom

Q&A

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