

**SUP
ERC
ELL**

CLASH OF CLANS

Designing Games That People Will Play For Years

GDC 2015 - Jonas Collaros

ABOUT ME



* *Albuquerque?*



* *Finland?*

ABOUT ME



** The Rise And Rise Of The Finnish Gaming Industry*



** Helsinki*

THEN AND NOW



** Pocket Gamer's 10 best of 2007*



** Google Developer's Portal 2015*

EVERYDAY ENTERTAINMENT



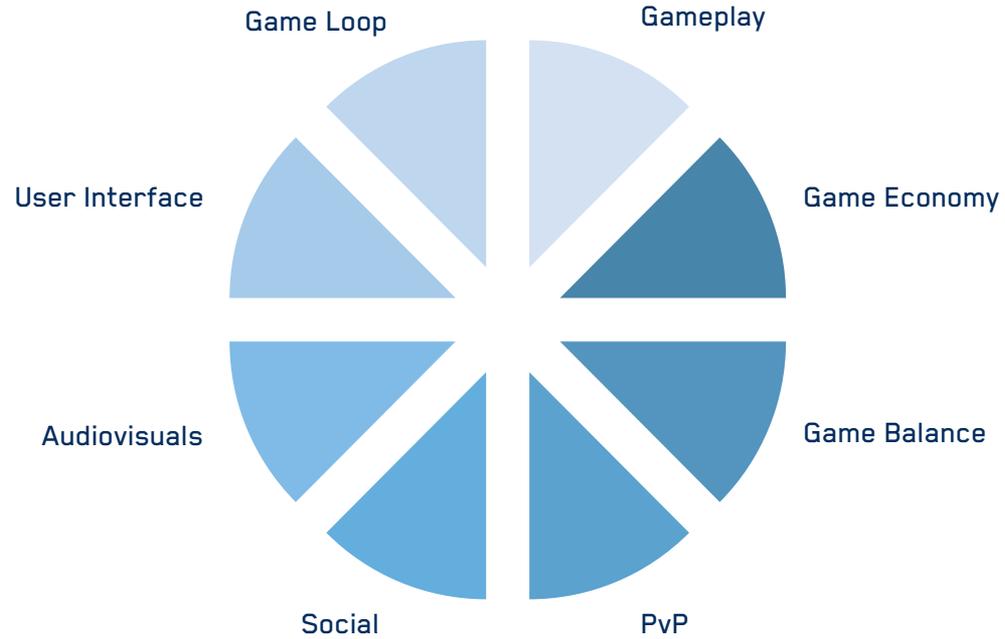
** ITU News 2013: 7 billion phone subscriptions*



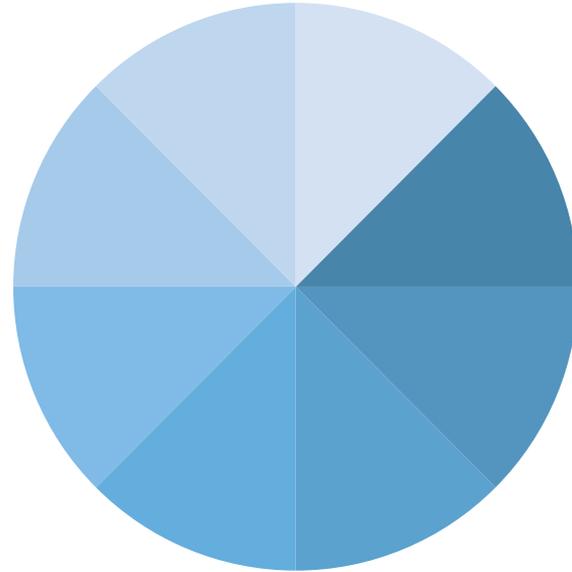
CLASH
of CLANS



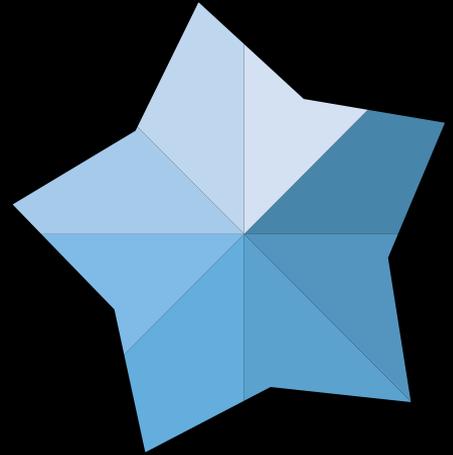
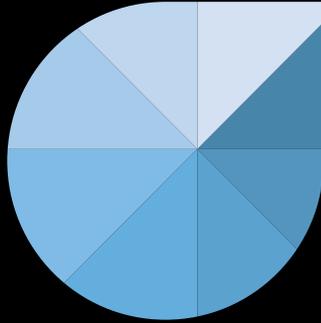
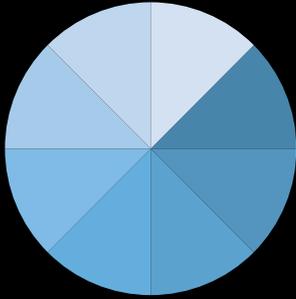
DESIGN DECONSTRUCTION



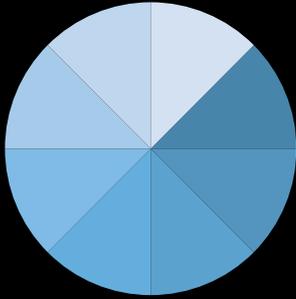
GAME EXPERIENCE



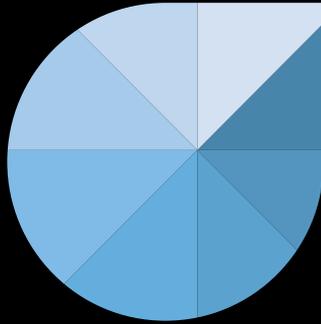
DYNAMIC DESIGN



DYNAMIC DESIGN



FOUNDATION

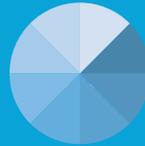


EXPANSION



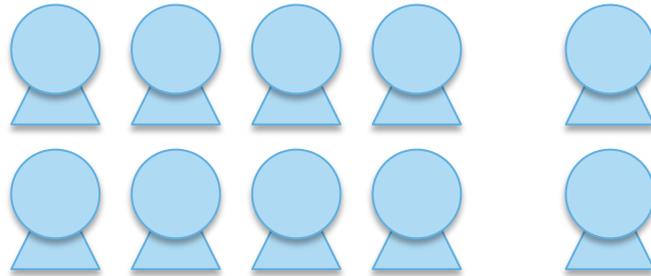
MATURATION

FOUNDATION



Create - Play - Improve

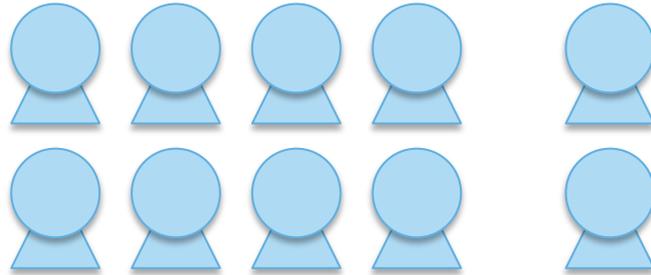
CLASH: THE TEAM



PROGRAMMERS / ARTISTS

GAME LEAD + TESTER

CLASH: THE TEAM



PROGRAMMERS / ARTISTS

GAME LEAD + TESTER



PLAYER SUPPORT LEAD

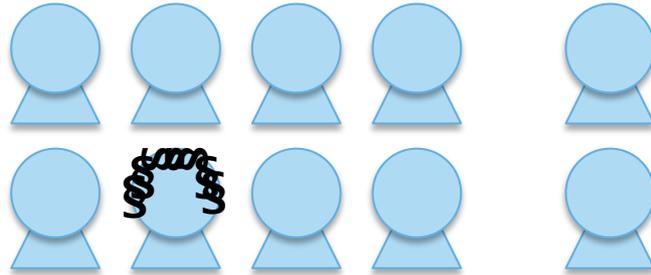


ANALYST



COMMUNITY LEAD

CLASH: THE TEAM



PROGRAMMERS / ARTISTS

GAME LEAD + TESTER



PLAYER SUPPORT LEAD

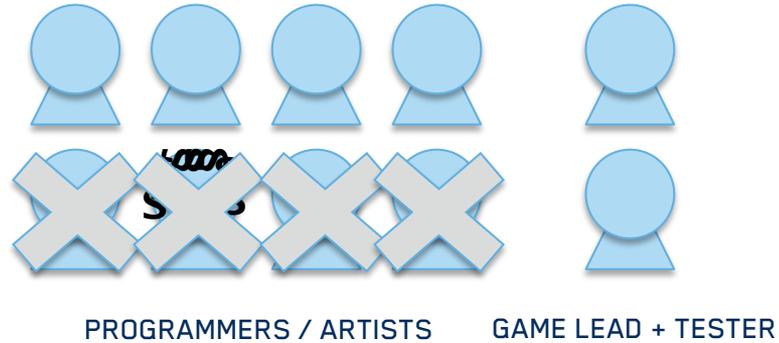


ANALYST



COMMUNITY LEAD

CLASH: THE FIRST TEAM



FREEDOM TO DEVELOP



FREEDOM TO FOCUS

FOCUS: CORE

37 GeneralDonut
Available Loot:
62 138 (Gold)
54 599 (Elixir)
19 (Trophies)
DeFeat: -27 (Trophies)

SURRENDER
Battle ends in:
2M 20S

Max: 1 501 000 (Gold)
446 719 (Gold)
Max: 1 001 000 (Elixir)
49 063 (Elixir)
491 (Gem)

Overall Damage
18%

Unit Counts:
x2 (Princess)
x5 (Goblin)
x0 (Giant)
x3 (Bombardier)
x12 (Wizard)
x1 (Shield)
x1 (Potion)

FOCUS: REPLAYS

Battle Log **INBOX**

Player attacking you: **Outcome:**

RHinder 2027

Vinegar Strokes

X58 X5 X1 X1 X7 X2 X2 X12 X3 X1

4 759 3 505 215 26m ago

Your Defense Lost

53%

Replay

-29 Revenge not available

SOLAR # 2166

S.S.

X10 X22 X10 X15 X4 X4 X1 X2 X1 X4

5 890 11 829 123 11h 28m ago

Your Defense Won

42%

Replay

18 **Revenge**

Carlo 2285

Gowar

X5 X6 X3 X1 X1 X25 X2 X2

8 455 8 268 32 21h 49m ago

Your Defense Lost

57%

Replay

-7 **Revenge**

FOCUS: TROOP DEATH

The screenshot shows the 'Army Camp (Level 4)' interface. At the top, the player's name 'Capscapo' is visible, along with their level '35' and gold amount '494'. Below this, a trophy icon shows '1085' trophies, and a portrait of the player is shown. On the left side, there are icons for messages, trophies, and an 'Attack!' button. On the right side, there are icons for gold, elixir, gems, a gear settings icon, a group icon, and a 'SHOP' button.

ARMY Camp (Level 4)

Total troop capacity: 130/130

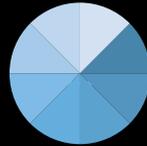
Hitpoints: 700/700

All troops:

 x5	 x17	 x8	 x16	 x13			
---	--	---	---	--	--	--	--

Your troops are stationed in Army Camps. Build more camps and upgrade them to muster a powerful army. IF an Army Camp is destroyed, all troops inside will perish!

FOCUS ON ESSENTIALS



Make a great game - Prove the core - Fix key design issues

WHAT DO YOU NEED?



* "Never give up! Trust your instincts!"
- Peppy Hare



* Battery Energy Drink

GOOD GUT FEELINGS & ENERGY DRINKS

EXPANSION



Grow - Enrich - Reinforce

FOCUS: NEW TROOPS



FOCUS: ANDROID

The screenshot displays the Google Play Store interface. At the top left is the Google Play logo. A search bar is located at the top right. Below the search bar, there are navigation options: 'Apps' (highlighted in green), 'Categories', 'Home', 'Top Charts', and 'New Releases'. On the left side, there is a sidebar menu with 'My apps', 'Shop' (highlighted in green), 'Games', and 'Editors' Choice'. The main content area features the app 'Clash of Clans' by Supercell. The app's icon is a cartoon character with a yellow helmet and a wide, toothy grin. The app title 'Clash of Clans' is prominently displayed, followed by the developer name 'Supercell' and the genre 'Strategy'. A 'Top Developer' badge is visible. The app has a rating of 4.5 stars and 11,518,695 reviews. A green 'Installed' button is located at the bottom right of the app card. Below the app title, there is a note: 'This app is compatible with all of your devices. Offers in-app purchases'. At the bottom left of the app card, there is a 'G+1' icon and a '2.9M' download count.

FOCUS: JAPAN



FOCUS: IMPROVEMENTS



Replay Sharing Power Up!

New Button

Share Replay

Share Replay

One village down. Clash on!

Cancel Send

Custom Messages

You
Watch this
Attack against:
Village_raider1
Collideon
★ ★ ★ 100% **Replay**

Iwan_the_Gruel
you can now boost resource collectors for 7 days with only 1 gem.
2h 7m ago

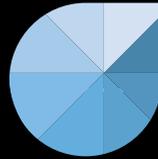
Troopersuupper
joined the clan
1d 6h 29m ago

all_for_one

Defender: Village_raider1 Collideon
Available Loot: 0 Gold, 0 Gems
Total damage: 90%
Abbacker: testtestesla tarle's clan
Loot gained: 63 631 Gold, 124 817 Gems
Troops expended: x49, x41, x11, x12, x1, x1, x1, x16, x7, x23, x1

Results Screen!!!

FOCUS ON ESSENTIALS



Enable a long lifetime of play - Add variety - Improve what is already great

WHAT IF YOU REVERSED FOCUS?



** Atari E.T. cartridge landfill*

WHAT IF YOU REVERSED FOCUS?

MATURATION



Innovate - Balance - Challenge

FOCUS: CLAN WARS



FOCUS: HEROES



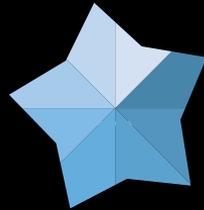
FOCUS: OLD TROOPS



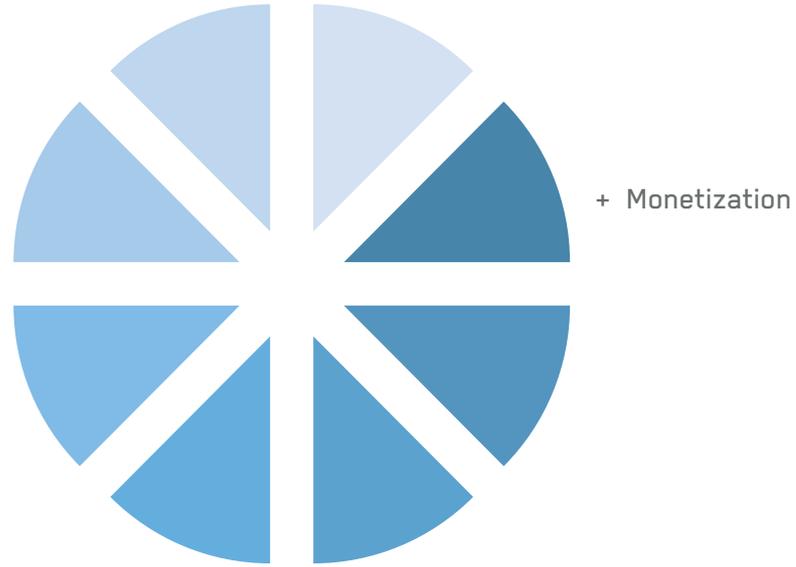
FOCUS: OLD TROOPS



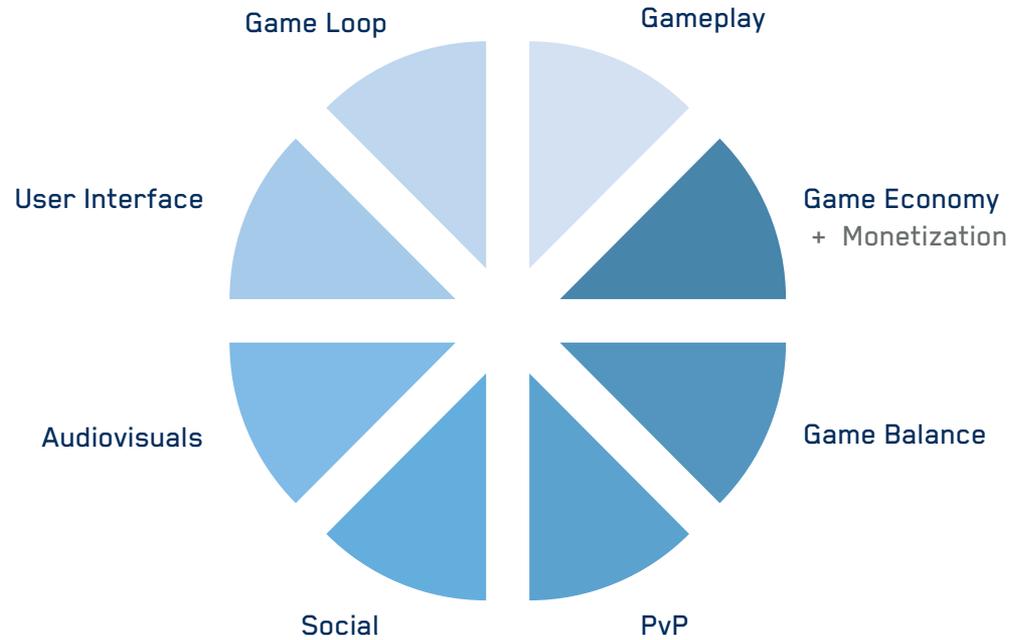
FOCUS ON ESSENTIALS



Think beyond content - Be ambitious - Fine tune relentlessly



WHAT ABOUT...?



WHAT ABOUT...?

1 OUT OF 10

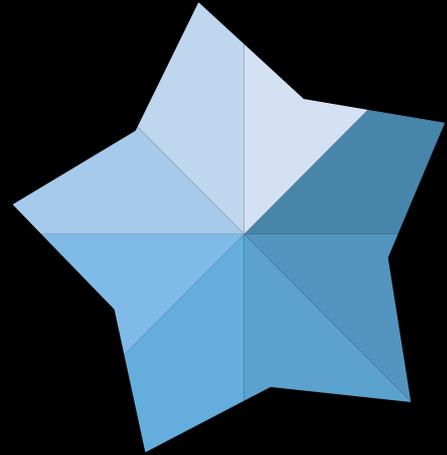
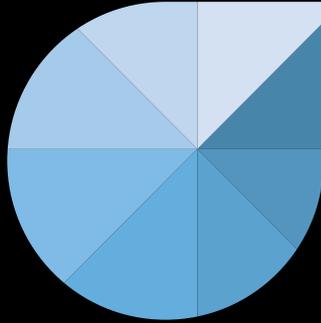
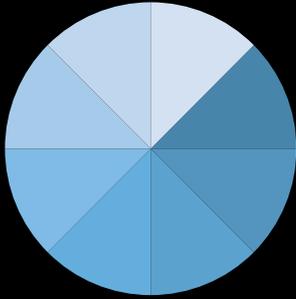


1 OUT OF 10

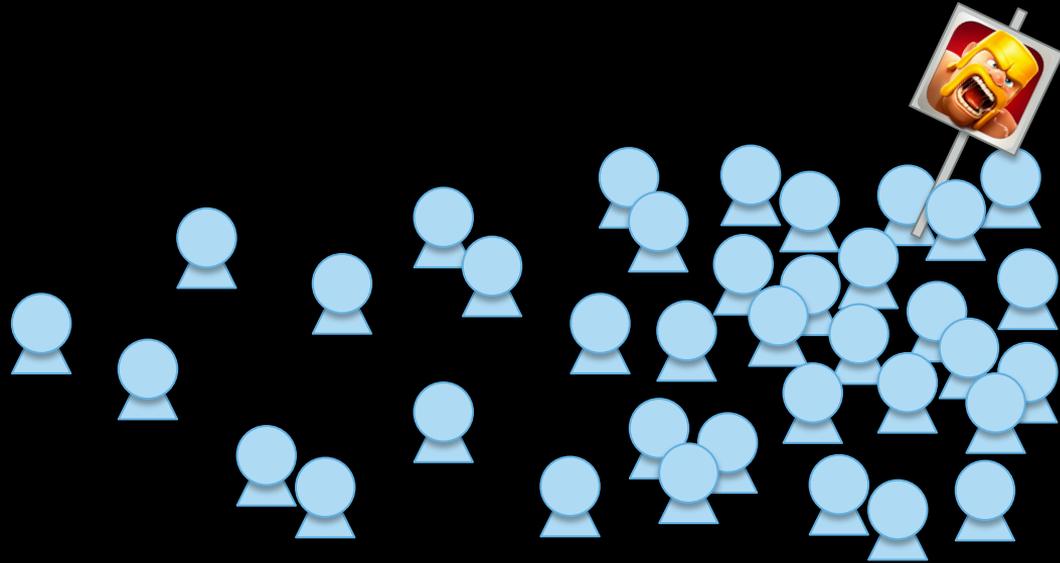


2 Year Retention (by the day)

A LONG JOURNEY



A LONG JOURNEY TOGETHER



“THEY OWN IT”



THEY DESERVE IT



THANK YOU!

WWW.SUPERCELL.COM

PHOTO REFERENCES

Laughing Squid (2013). A Breaking Bad Snow Globe That Shakes Blue Crystals Onto A Winnebago in the Albuquerque Desert
<http://laughingsquid.com/a-breaking-bad-snow-globe-that-shakes-blue-crystals-onto-a-winnebago-in-the-albuquerque-desert/>

Nordic Travel (2015). Nordic Travel
<http://nordictravel.com.au/en/maps/finland/>

CashPlay (2013). The Rise And Rise Of The Finnish Gaming Industry
<http://cashplay.co/rise-rise-finnish-gaming-industry/>

Best Tourism (2015). Finland - Images: Beautiful city view in Finland
<http://www.besttourism.com/medias/dfp/6635>

Pocket Gamer (2007). The ten best mobile games of 2007 (so far)
<http://www.pocketgamer.co.uk/r/Mobile/feature.asp?c=3786>

Google (2015). Google Developers: Games
<http://developers.google.com/games/>

ITU News (2013). Mobile subscriptions near the 7-billion mark: Does almost everyone have a phone?
<https://itunews.itu.int/en/3741-Mobile-subscriptions-near-the-78209billion-markbrDoes-almost-everyone-have-a-phone.note.aspx>

AllGamesBeta (2014). E.T. cartridges found in infamous Atari landfill
<http://www.allgamesbeta.com/2014/04/et-cartridges-found-in-infamous-atari.html>