



Perfecting the Recipe for Mobile Success: Restaurant Story 2 Postmortem

Tim LeTourneau

Chief Creative Officer, Storm8



Speaker at a Glance

- 25 Years in the Game Industry
- 17 Years in Life Simulation and Invest/Express
- 11 Years making The Sims
- Led Creation of FarmVille 2
- Chief Creative Officer at Zynga, Storm8



Agenda

- What Does an I/E Player Expect
- Designing a Sequel to a Live I/E Game
- Restaurant Story 2 Case Study
- Q&A



Who is Storm8?



Leading Mobile Game Network

- Founded in 2009
- Located in Redwood Shores, CA
- 250+ employees
- Completely bootstrapped:
no outside funding
- Profitable



Storm8 Today

45+
GAMES
ACROSS
GENRES

**ONE
BILLION**
UNIQUE DOWNLOADS

50+M
MONTHLY
ACTIVE
USERS

In the west, Storm8 is:

- #4** Top Grossing Publisher of Arcade/Puzzle Games
- #5** Top Grossing Publisher of Simulation Games
- #10** Top Grossing Publisher of Casino Games



Jennifer from Milwaukee



What is Jennifer Looking For?

- Predictable Accomplishments
- A Brief Escape During the Day
- Somewhere to Express Herself
- A Sense of Control



As long as everything is
exactly the way I want it,
I'm totally flexible.



The Sequel

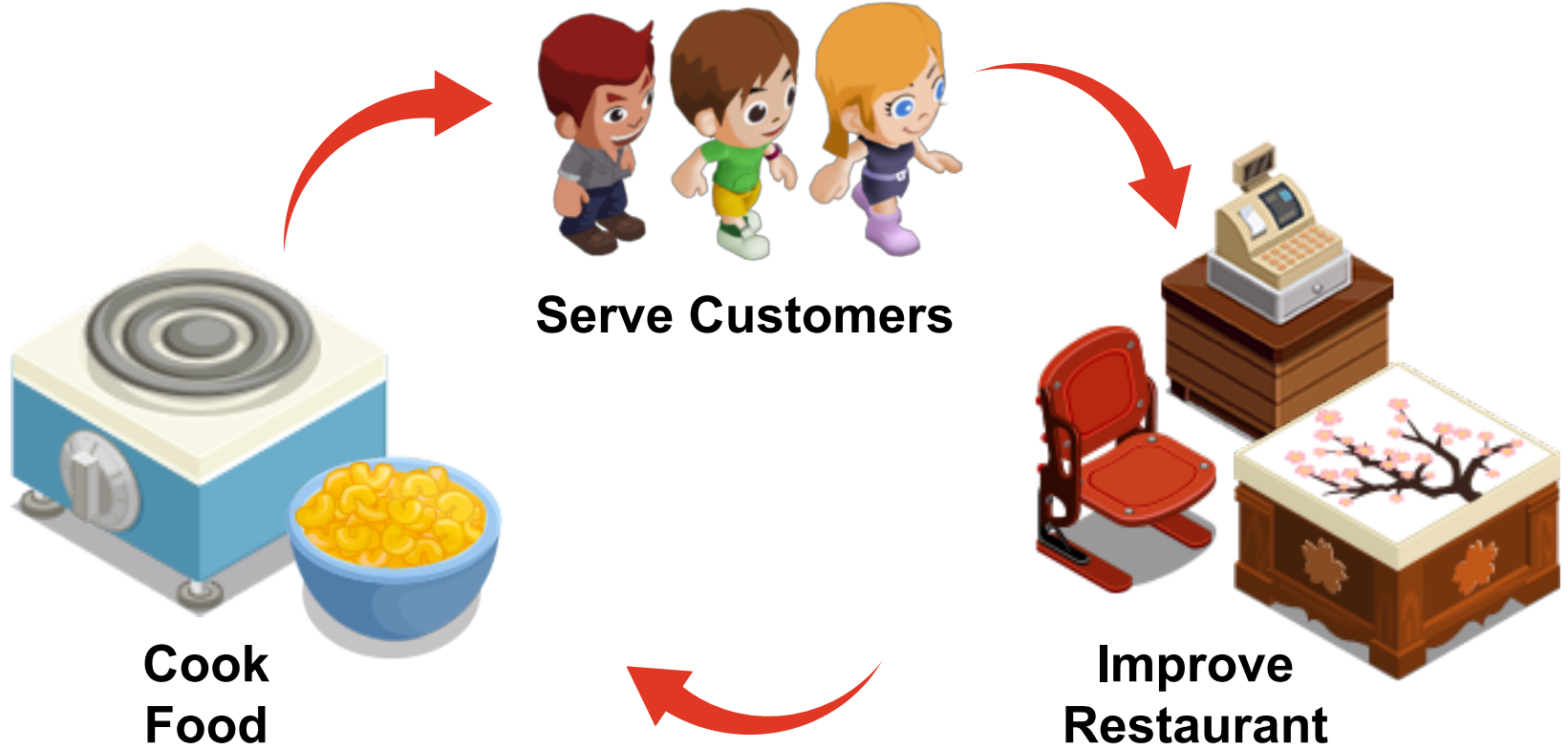
- Sequel the Original Game
- Change the Player's Context



Restaurant Story 1



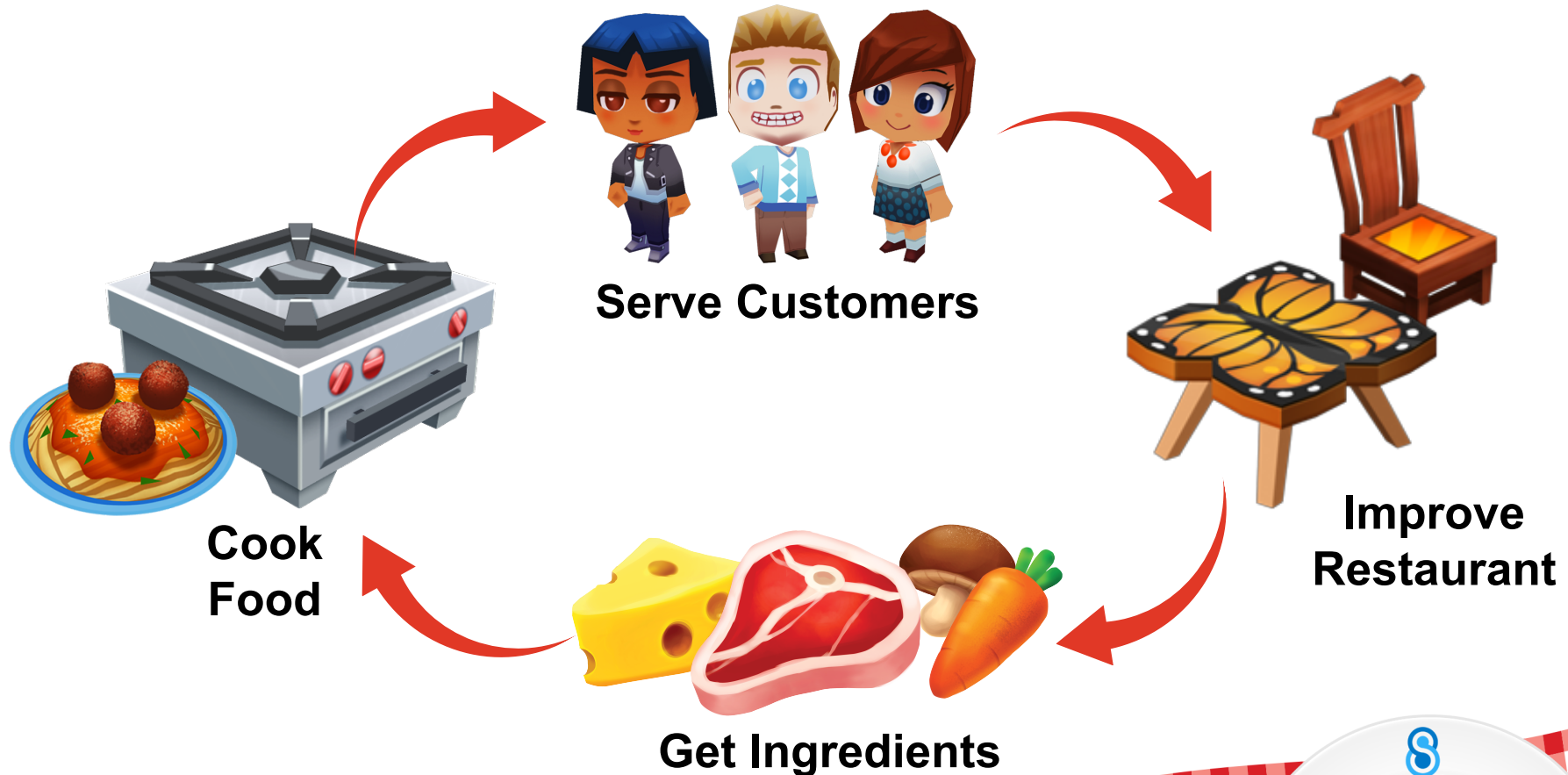
Restaurant Story 1 Core



Restaurant Story 2



Restaurant Story 2 Core



Ingredients

Ingredients were our Context Shift,
but we made a few missteps...



Ingredients — Shoppers

Players hire shoppers who drop random ingredients



Surprise can be fun



Hinders cooking

Inability to plan is frustrating



Ingredients – Pick and Wait

Players select ingredients
and wait for them to arrive



Choice is good



Waiting is not fun

Easy to forget your plan

No continuity to cooking



Ingredients – Get Now, Wait to Restock

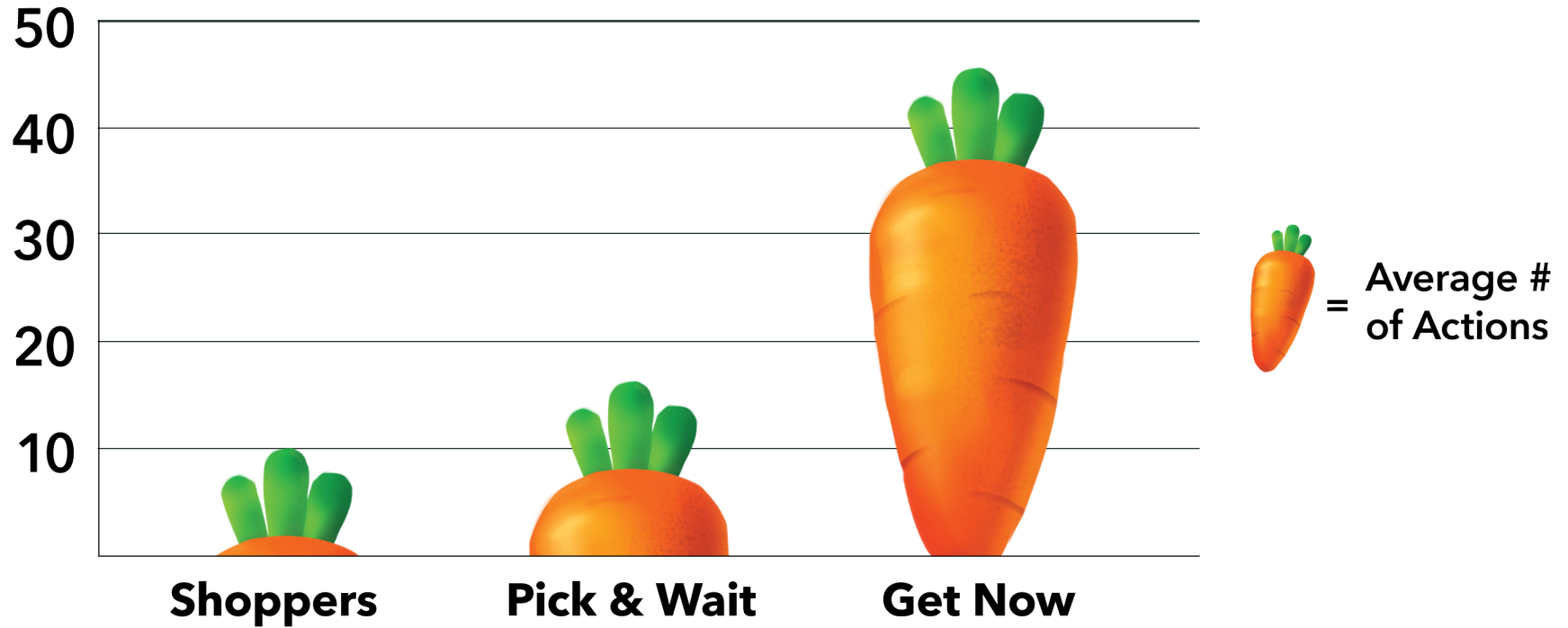
Players select ingredients and get them immediately



Can cook right away
Creates design space
Gives control



Get ingredients



Cooking

**Cooking is our Core,
but we made a couple more missteps...**



Cooking - Orders

Player cooks specific orders placed by customers



Straight-forward



Choices limited
Wrong ingredients



Cooking - Recipe Book

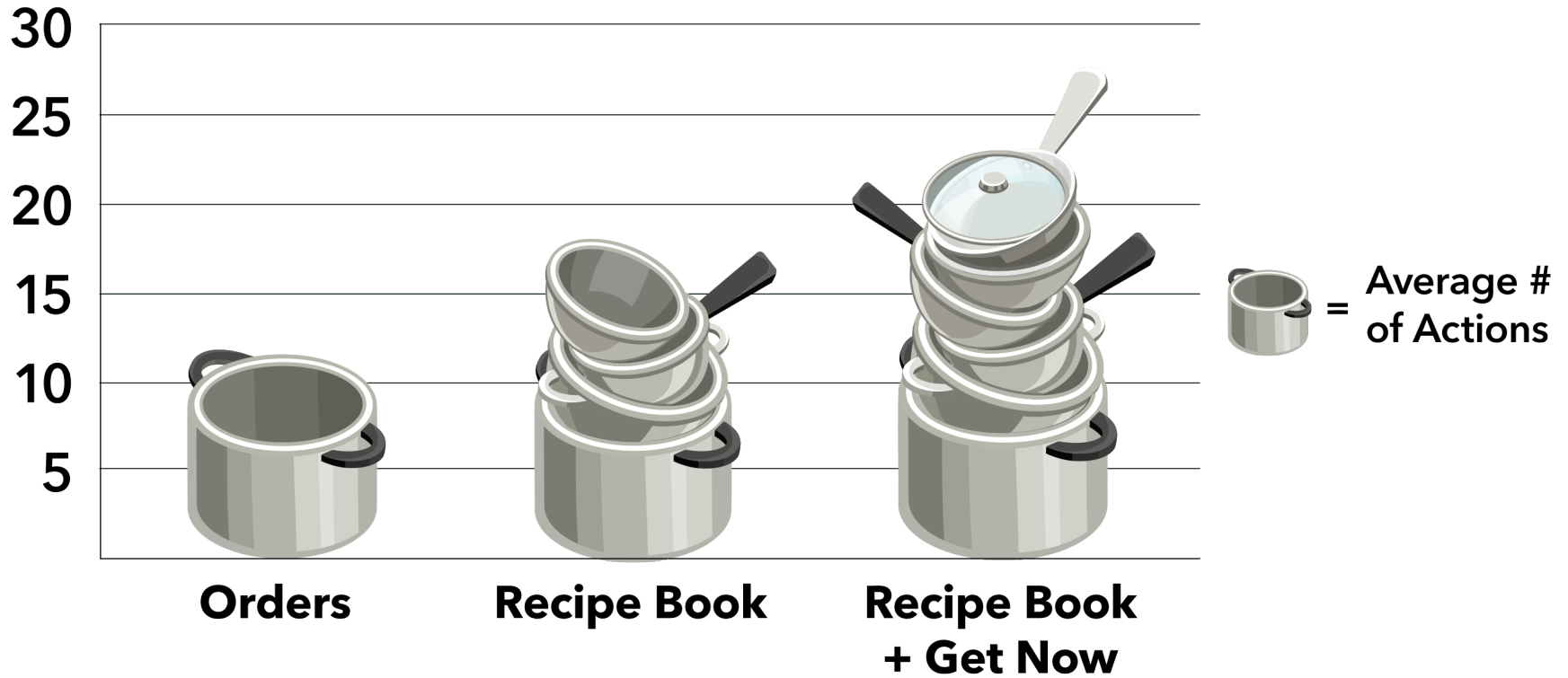
Player controlled cooking



Choice
Feel productive
Recipe Aspiration



Cooking



Soft Launch Process



LAUNCH



LEARN



ITERATE

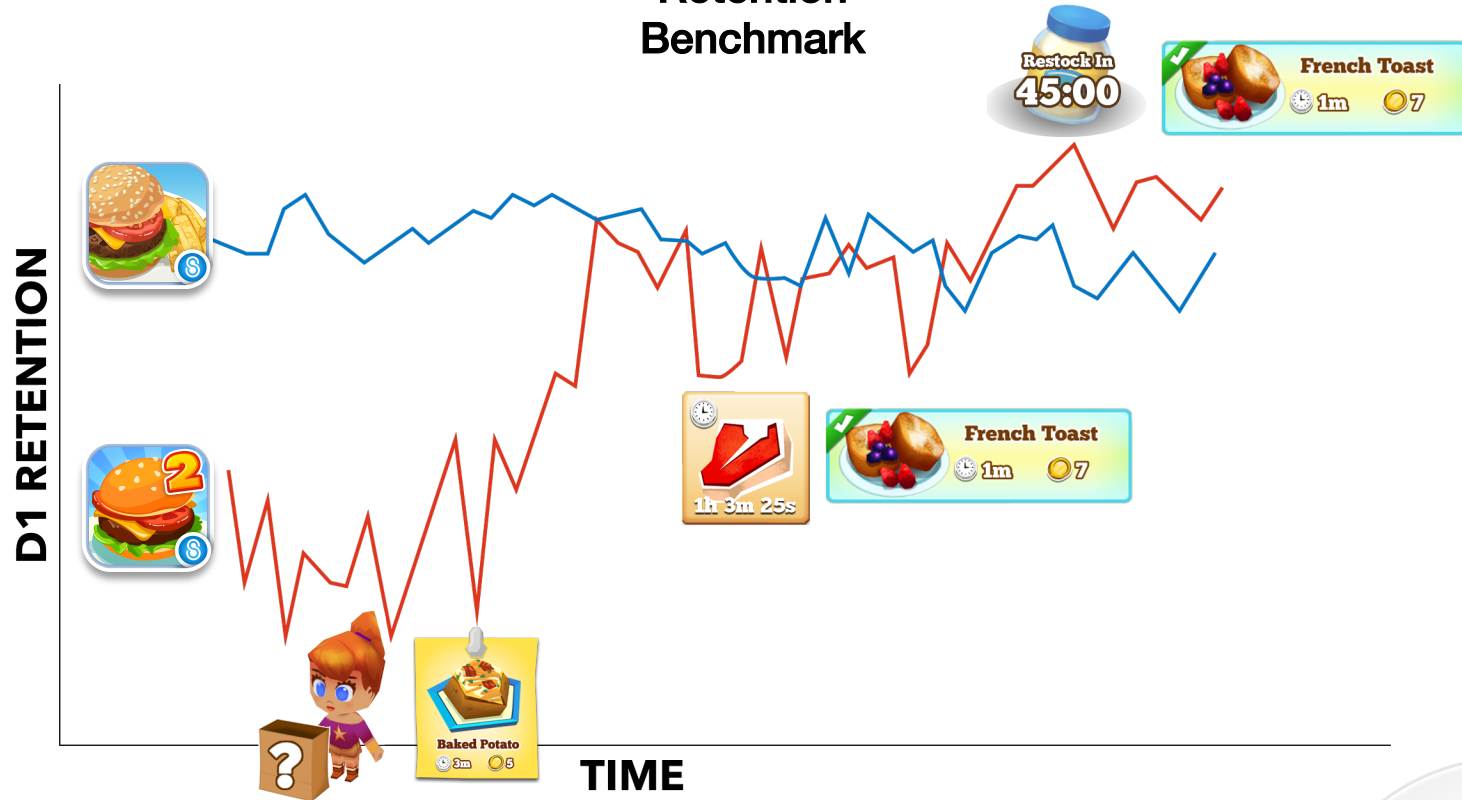


RELEASE

- Release in 1-2 countries
- Analyze player game actions and product metrics
- Modify systems and tuning

Summary

Retention Benchmark



Summary

- **Leverage Player Knowledge**
 - Intuitive flows that lean into innate sensibilities
- **Iterate to Greatness**
 - You have to wade through a lot of “meh”
- **Give the Player Control**
 - Enable the player to tell their own story



Questions?

**Come by the Storm8 Booth – North Hall
Ipad Raffle at 3:45**

