

King of Thieves: Designing a F2P Game That's Different

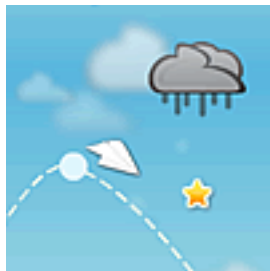
Eugene Yailenko

Senior Game Designer, ZeptoLab



KING OF THIEVES

10 YEARS IN THE INDUSTRY







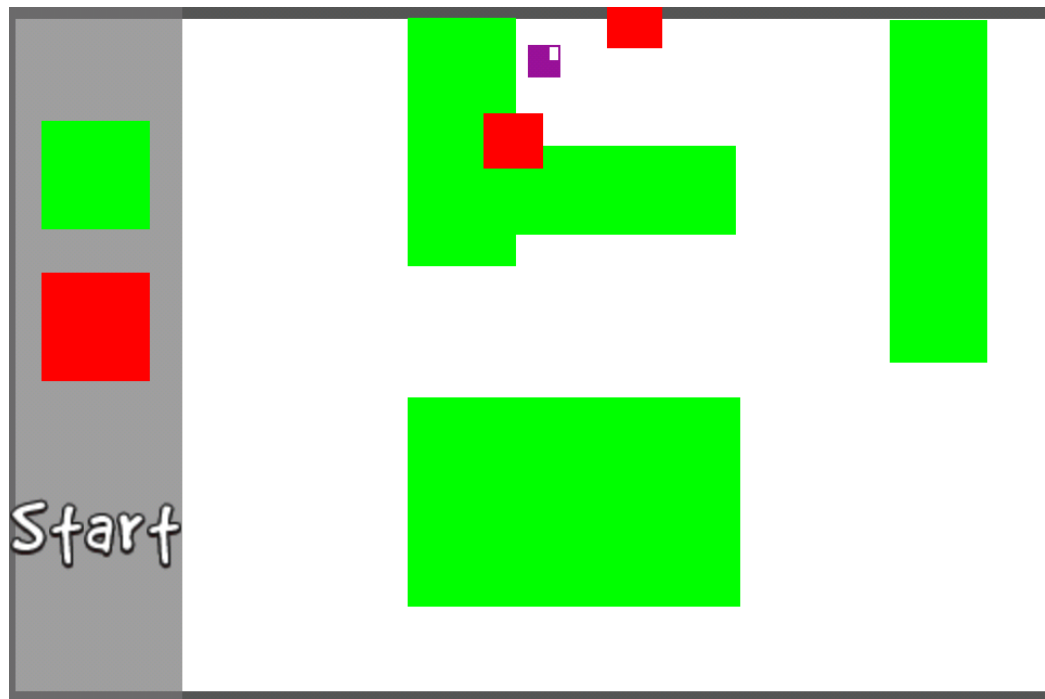
RELEASED IN FEBRUARY 2015
24 MILLION DOWNLOADS



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2 YEARS IN DEVELOPMENT





HOW CAN WE GROW THIS SMALL PROTOTYPE INTO A FULL-FLEDGED F2P GAME?

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- PLAYABLE FOR MONTHS AND POTENTIALLY YEARS

HOW CAN WE GROW THIS SMALL PROTOTYPE INTO A FULL-FLEDGED F2P GAME?

- PLAYABLE FOR MONTHS AND POTENTIALLY YEARS
- LESS hardcore

CREATIVITY THROUGH LIMITATIONS

LIMITATION 1

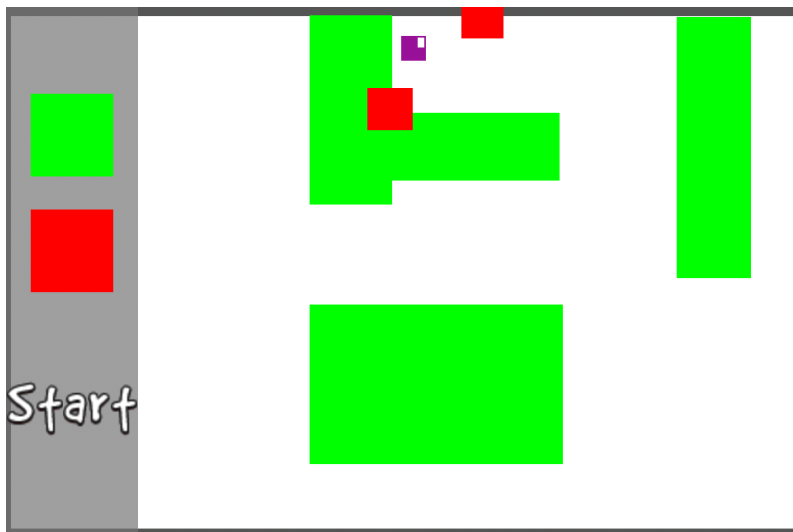
FITTING THE SCREEN

LIMITATION 2

TILES INSTEAD OF THE FREE RESIZING

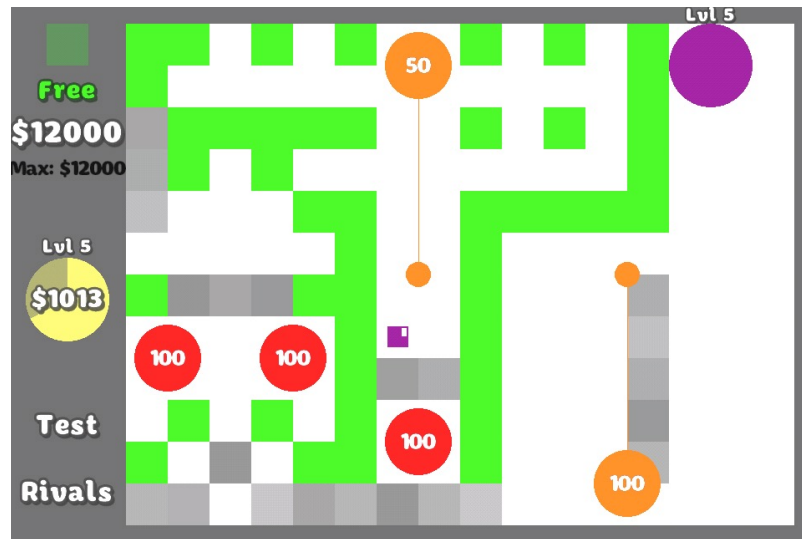
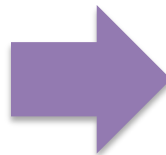
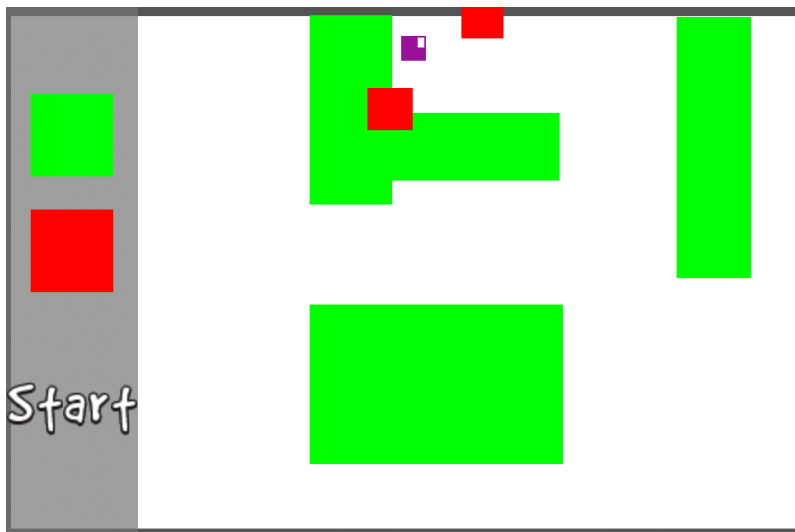
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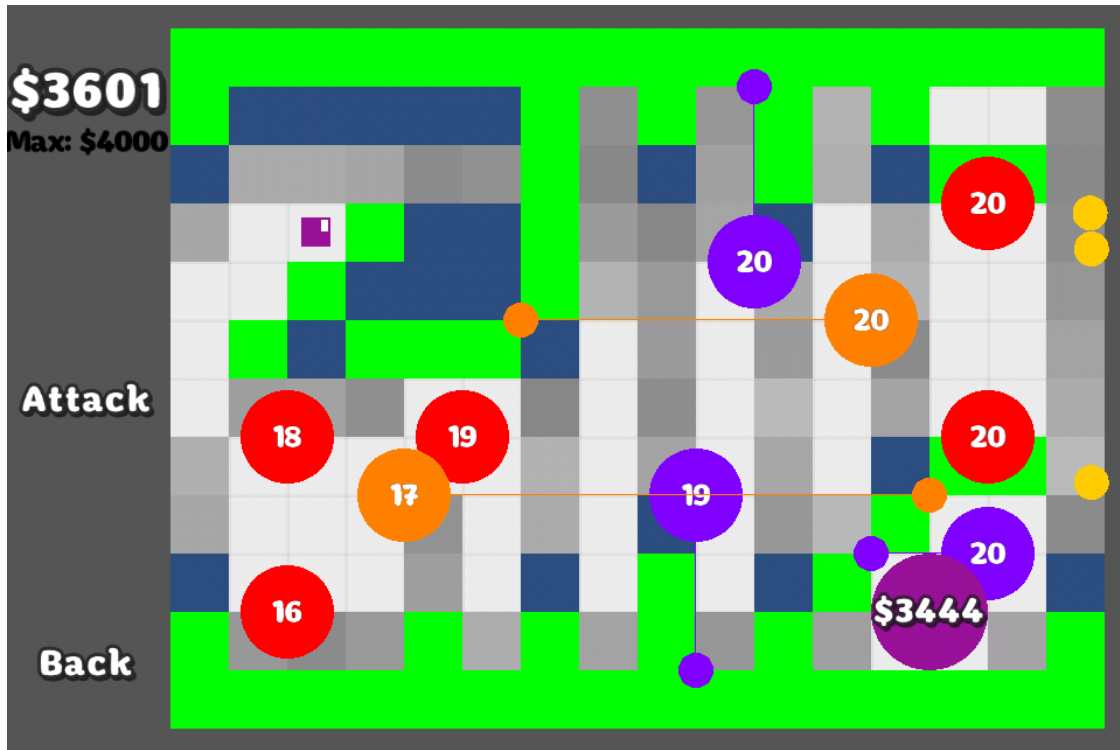
TILES INSTEAD OF THE FREE RESIZING



LIMITATION 2

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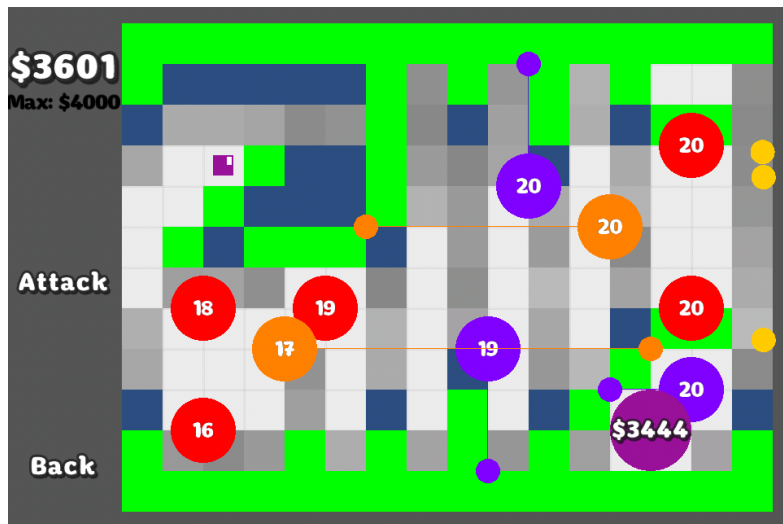


LIMITATION 3

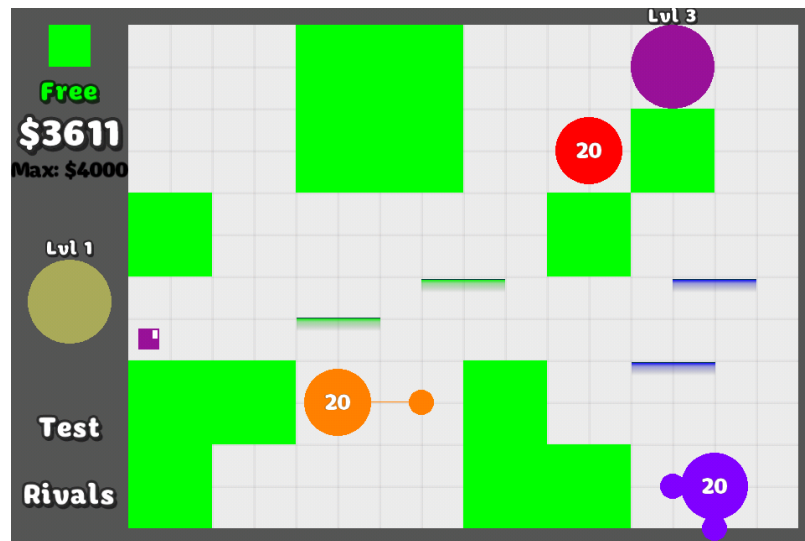
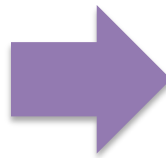
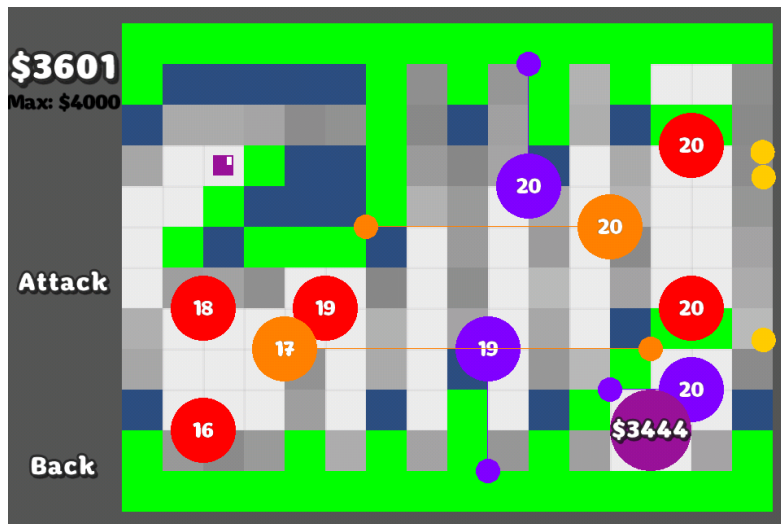
BIGGER TILES & LIMITED TRAPS

LIMITATION 3

BIGGER TILES & LIMITED TRAPS



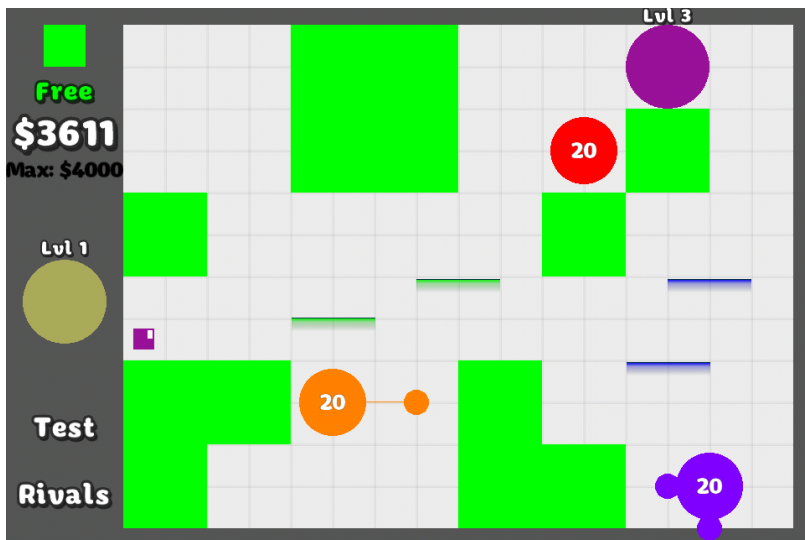
LIMITATION 3 BIGGER TILES & LIMITED TRAPS



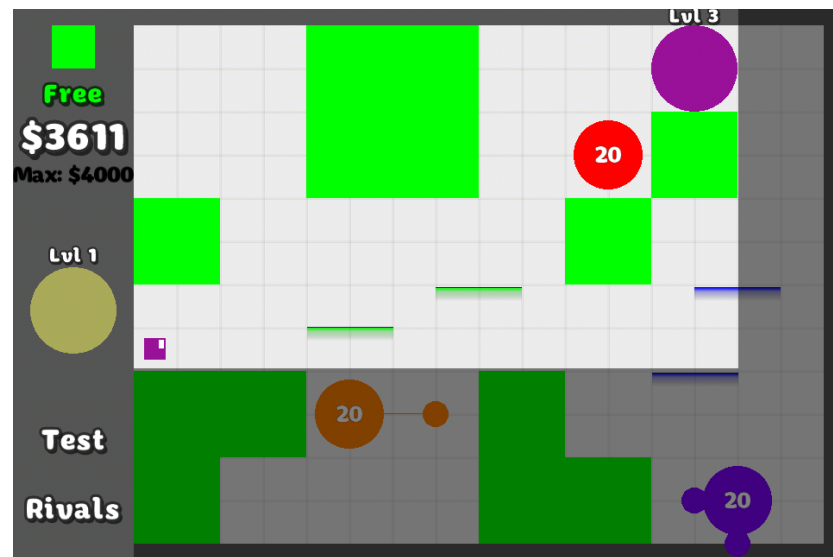
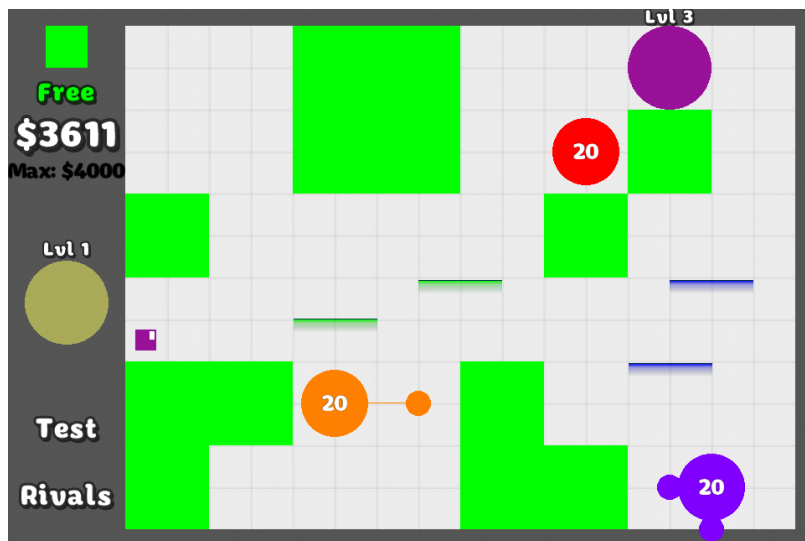
LIMITATION 4

EVEN SMALLER LEVELS

LIMITATION 4 EVEN SMALLER LEVELS



LIMITATION 4 EVEN SMALLER LEVELS



PEOPLE BEGAN COMPLAINING

PEOPLE BEGAN COMPLAINING

**THEY WERE TIRED OF CREATING A NEW LEVEL
EVERY TIME THEY START OVER**

LIMITATION 5

NO MORE GROUND EDITING

LIMITATION 6

PREDEFINED TRAPS

LIMITATIONS:

1. **FITTING THE SCREEN**
2. **TILES INSTEAD OF A FREE RESIZING**
3. **BIGGER TILES & LIMITED TRAPS**
4. **EVEN SMALLER LEVELS**
5. **NO MORE GROUND EDITING**
6. **PREDEFINED TRAPS**



INITIAL REFERENCES



INITIAL REFERENCES



**CREATIVE USER
GENERATED LEVELS**

INITIAL REFERENCES



**CREATIVE USER
GENERATED LEVELS**



PLATFORMING



INITIAL REFERENCES



**CREATIVE USER
GENERATED LEVELS**



PLATFORMING



**ATTACKING AND
DEFENDING**

INITIAL REFERENCES



**CREATIVE USER
GENERATED LEVELS**



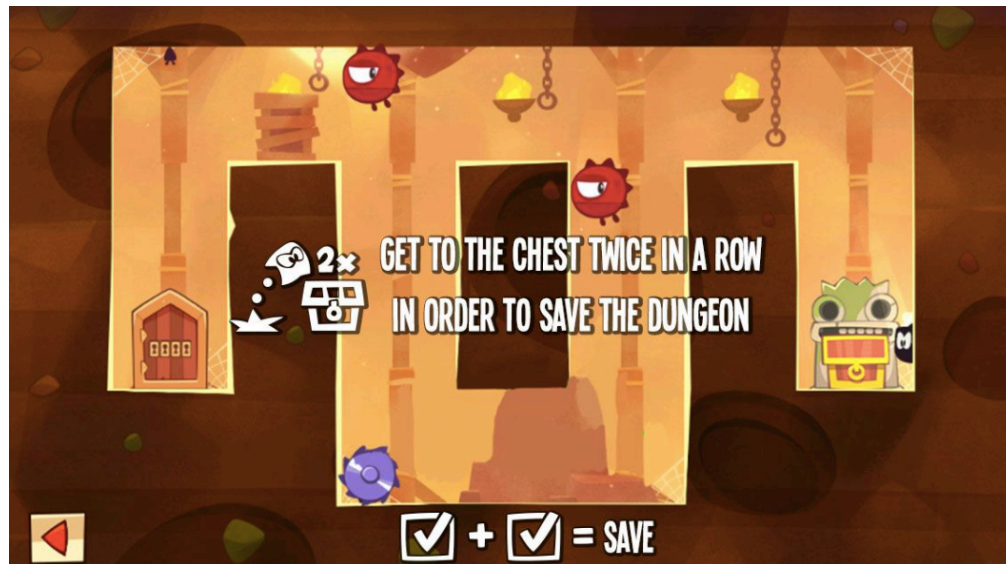
PLATFORMING



**ATTACKING AND
DEFENDING**

OTHER DESIGN CHALLENGES

PASSING LEVEL TWICE IN A ROW TO SAVE IT



LOCK PICKS AS AN ENERGY SYSTEM



GEMS AS A RATING SYSTEM



TOTEMS AS A TIMING SYSTEM



16 MONTHS TO FIND ALL THE RIGHT INGREDIENTS

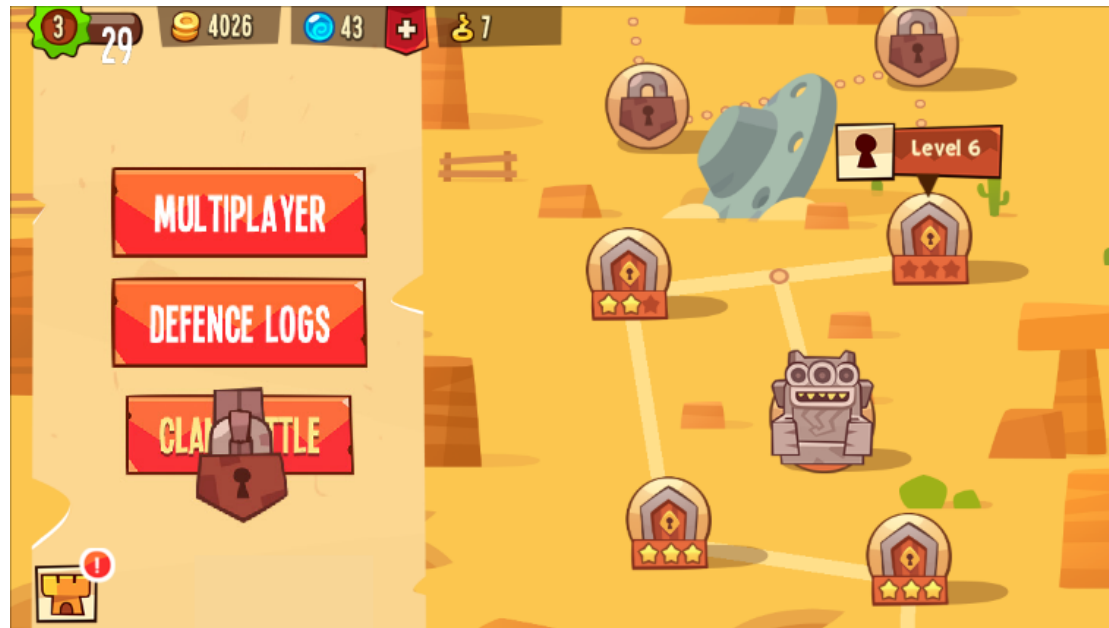
SOFT LAUNCH



VERSION 1 RESULTS

	VER 1	VER 2	VER 2.1	VER 3	VER 4	VER 5	GLOBAL
DAY 1	26%						
DAY 7	9%						
LTV	-						





60% OF PLAYERS DIDN'T TRY THE MULTIPLAYER

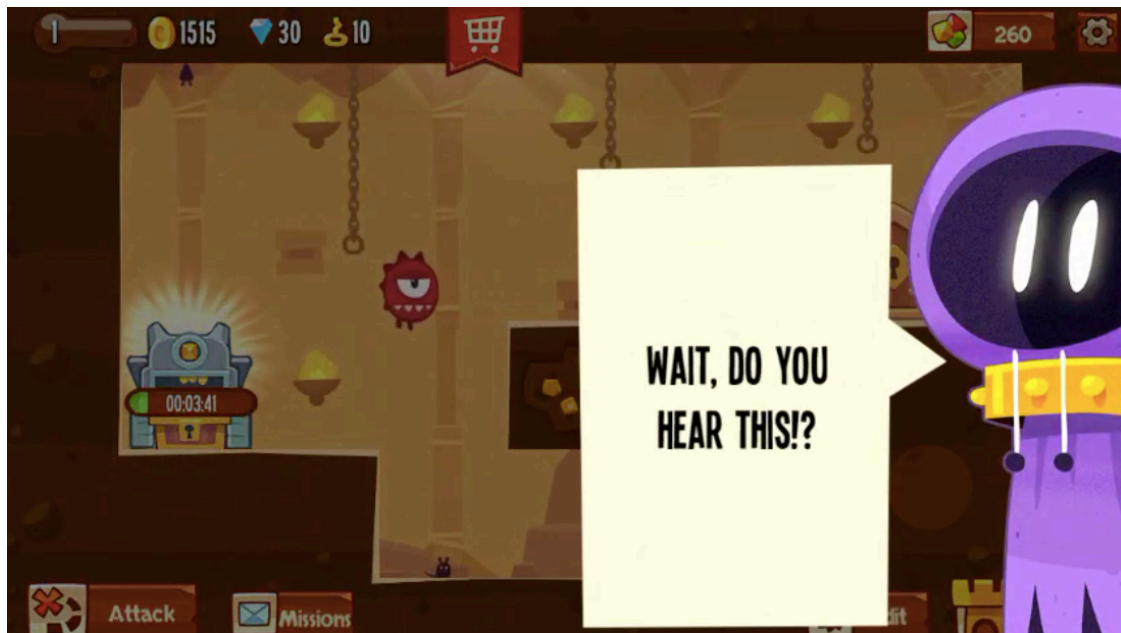
VERSION 2. WHAT ARE WE GOING TO DO?

- IMPROVE THE INTERFACE (MULTIPLAYER!)
- IMPROVE THE TUTORIAL (MULTIPLAYER!)
- RESPINS

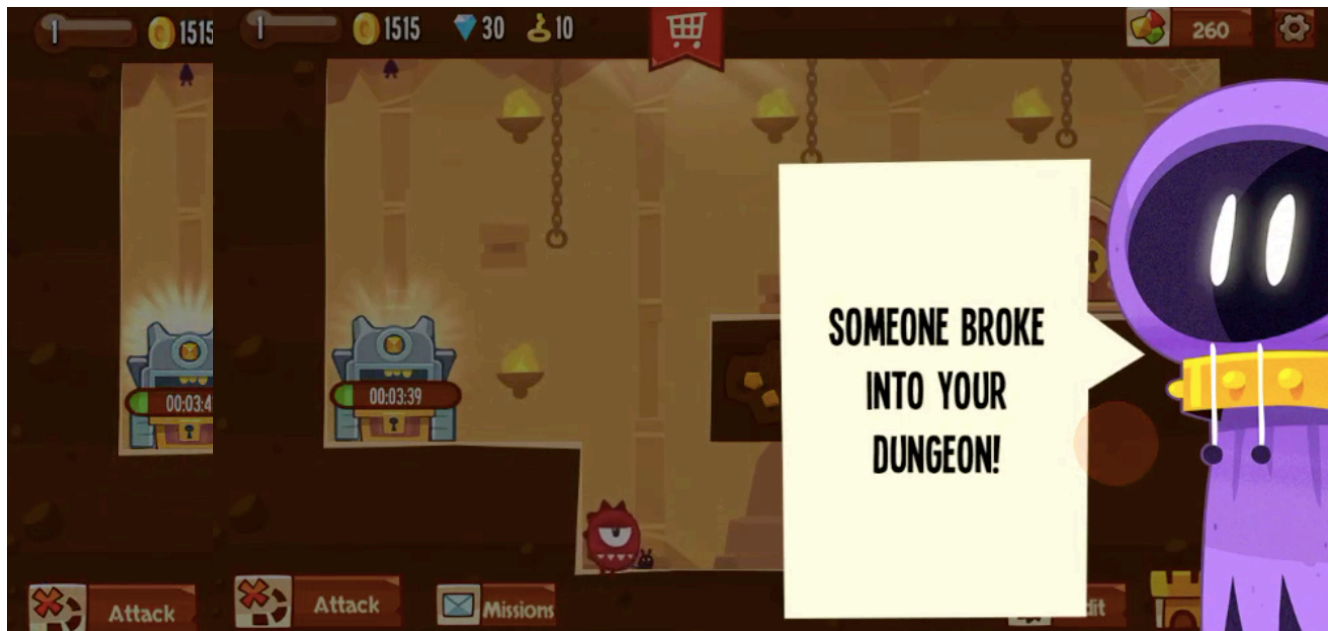
IMPROVING THE INTERFACE



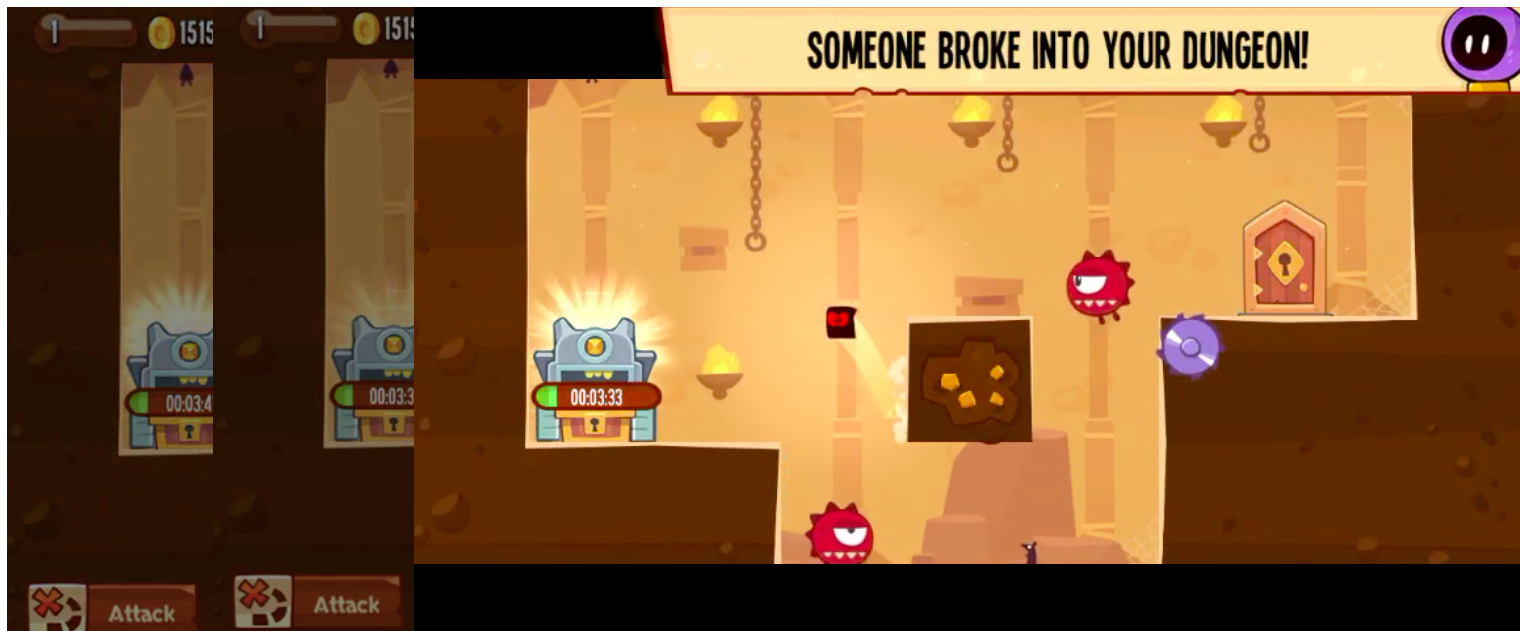
IMPROVING THE TUTORIAL



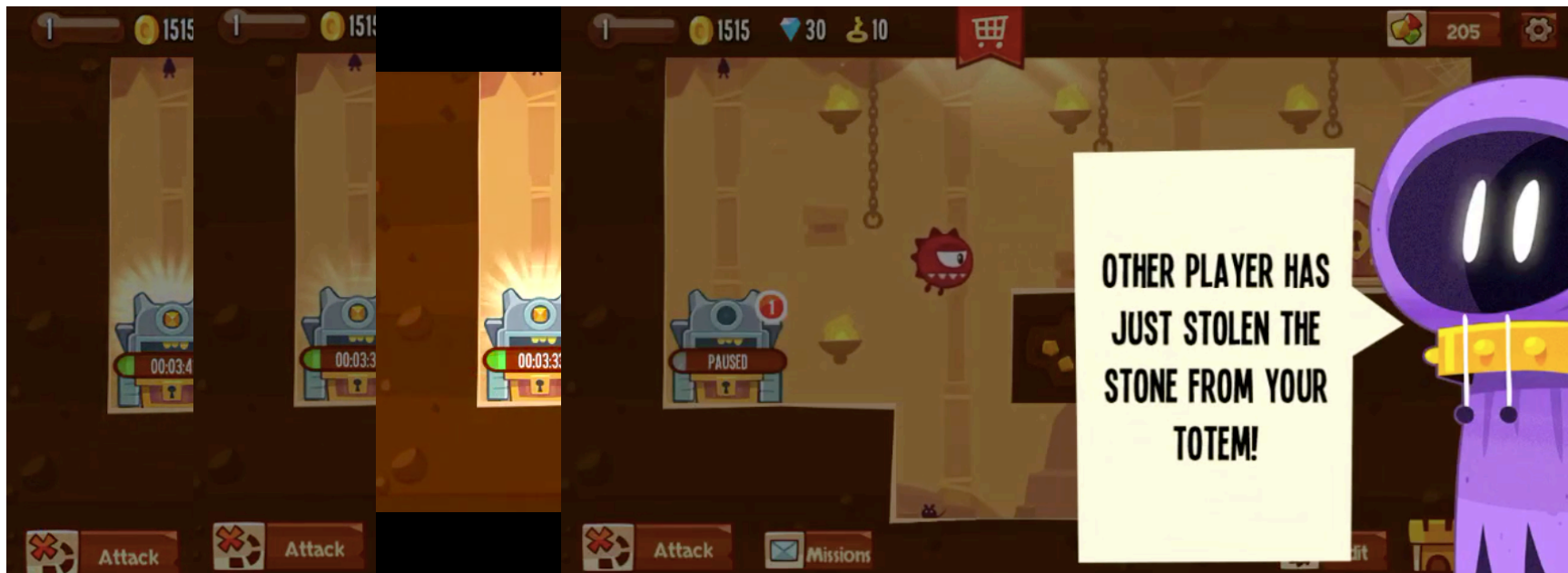
IMPROVING THE TUTORIAL



IMPROVING THE TUTORIAL



IMPROVING THE TUTORIAL



SETTING THINGS UP TO EXPLAIN THE GAME

VERSION 2 RESULTS

	VER 1	VER 2	VER 2.1	VER 3	VER 4	VER 5	GLOBAL
DAY 1	26%	41%					
DAY 7	9%	20%					
LTV	-	-					

VERSION 2.1. LET'S MAKE AN EXPERIMENT. A NEW ECONOMY

- 10X UPGRADE COSTS INCREASE
- 5X TIMERS DURATION INCREASE
- COINS COST 10X DECREASE

VERSION 2.1 RESULTS

	VER 1	VER 2	VER 2.1	VER 3	VER 4	VER 5	GLOBAL
DAY 1	26%	41%	41%				
DAY 7	9%	20%	21%				
LTV	-	-	2.5x				

TRANSITION FROM INTERNAL PLAYTESTS TO THE BIG AMOUNT OF PLAYERS

- OK, WHAT'S NEXT?

- OK, WHAT'S NEXT?
- DUNNO, INTERNAL PLAYTESTS WERE MORE FUN

- OK, WHAT'S NEXT?
- DUNNO, INTERNAL PLAYTESTS WERE MORE FUN
- HOW CAN WE RECREATE THAT ENVIRONMENT?

- OK, WHAT'S NEXT?
- DUNNO, INTERNAL PLAYTESTS WERE MORE FUN
- HOW CAN WE RECREATE THAT ENVIRONMENT?
- LEAGUES!

VERSION 3. WHAT ARE WE GOING TO DO?

- **LEAGUES** INSTEAD OF A SINGLE LEADERBOARD
- **EXPANDING THE TUTORIAL** WITH LEAGUES
- **RANDOM REWARDS** DURING LOCK PICKING
- **GEM MINE SPEEDUPS**

MAKING LEAGUES ESSENTIAL TUTORIAL, STORY, PROGRESSION



MAKING LEAGUES ESSENTIAL LEAGUE BUTTON. EVERYWHERE



MAP

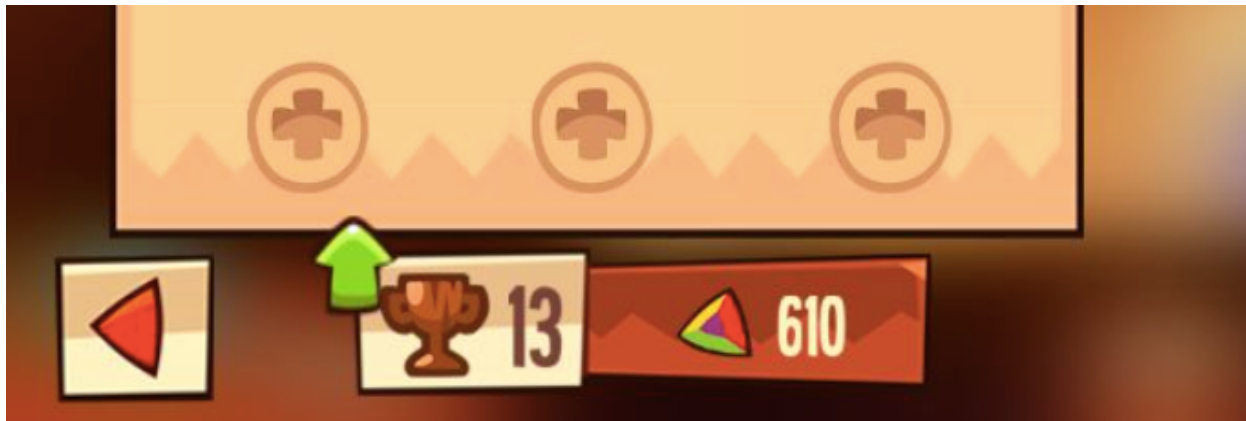


INVENTORY



MAIN SCREEN

MAKING LEAGUES ESSENTIAL LEAGUE BUTTON AS A WIDGET



VERSION 3 RESULTS

	VER 1	VER 2	VER 2.1	VER 3	VER 4	VER 5	GLOBAL
DAY 1	26%	41%	41%	45%			
DAY 7	9%	20%	21%	23%			
LTV	-	-	2.5x	10x			

VERSION 4. WHAT ARE WE GOING TO DO?

- TRAP UPGRADES & THIEF HEALTH
- EXPANDING THE TUTORIAL EVEN MORE WITH TRAP UPGRADES
- SELLING ADDITIONAL INVENTORY SLOTS
- DIRECT ATTACKS IN LEAGUES

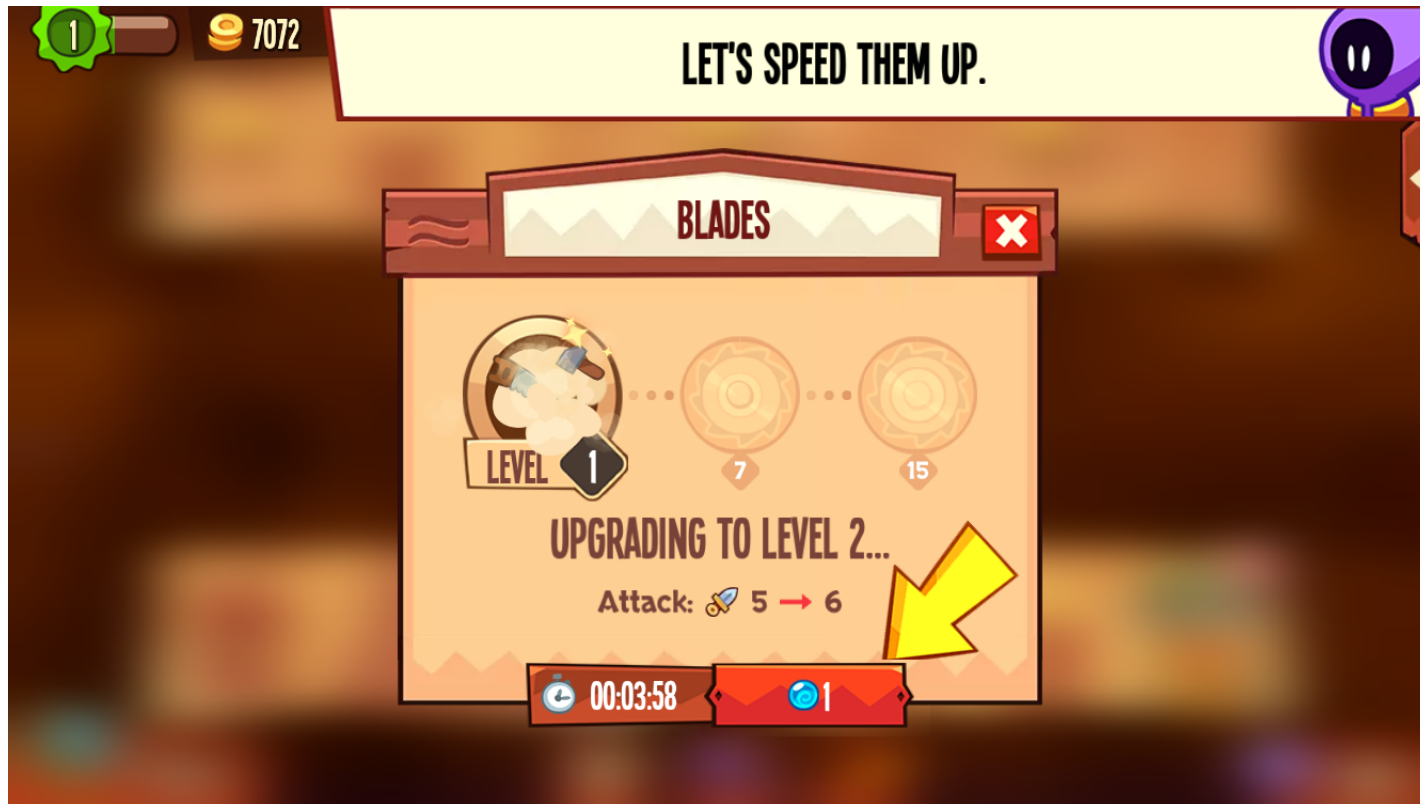
VERSION 4 RESULTS

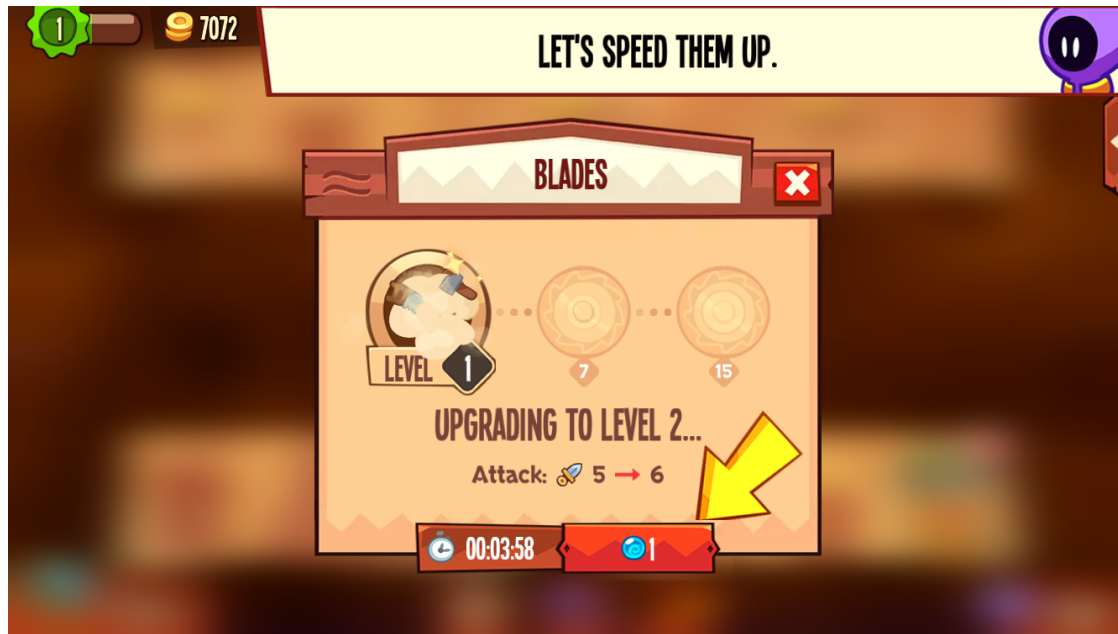
	VER 1	VER 2	VER 2.1	VER 3	VER 4	VER 5	GLOBAL
DAY 1	26%	41%	41%	45%	44%		
DAY 7	9%	20%	21%	23%	22%		
LTV	-	-	2.5x	10x	18x		

MEASURING THE QUALITY OF THE TUTORIAL BY DAY 1 RETENTION

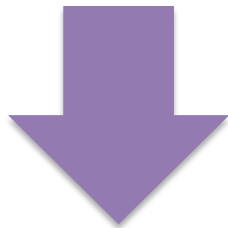
VERSION 4 RESULTS

	VER 1	VER 2	VER 2.1	VER 3	VER 4	VER 5	GLOBAL
DAY 1	26%	41%	41%	45%	44%		
DAY 7	9%	20%	21%	23%	22%		
LTV	-	-	2.5x	10x	18x		





WE WERE LOSING 5% OF PLAYERS ON THIS SCREEN



VERSION 5. WHAT ARE WE GOING TO DO?

- OUTFITS
- MAGIC ITEMS & CRAFTING
- TRAP SETS
- SHIELDS



VERSION 5 RESULTS

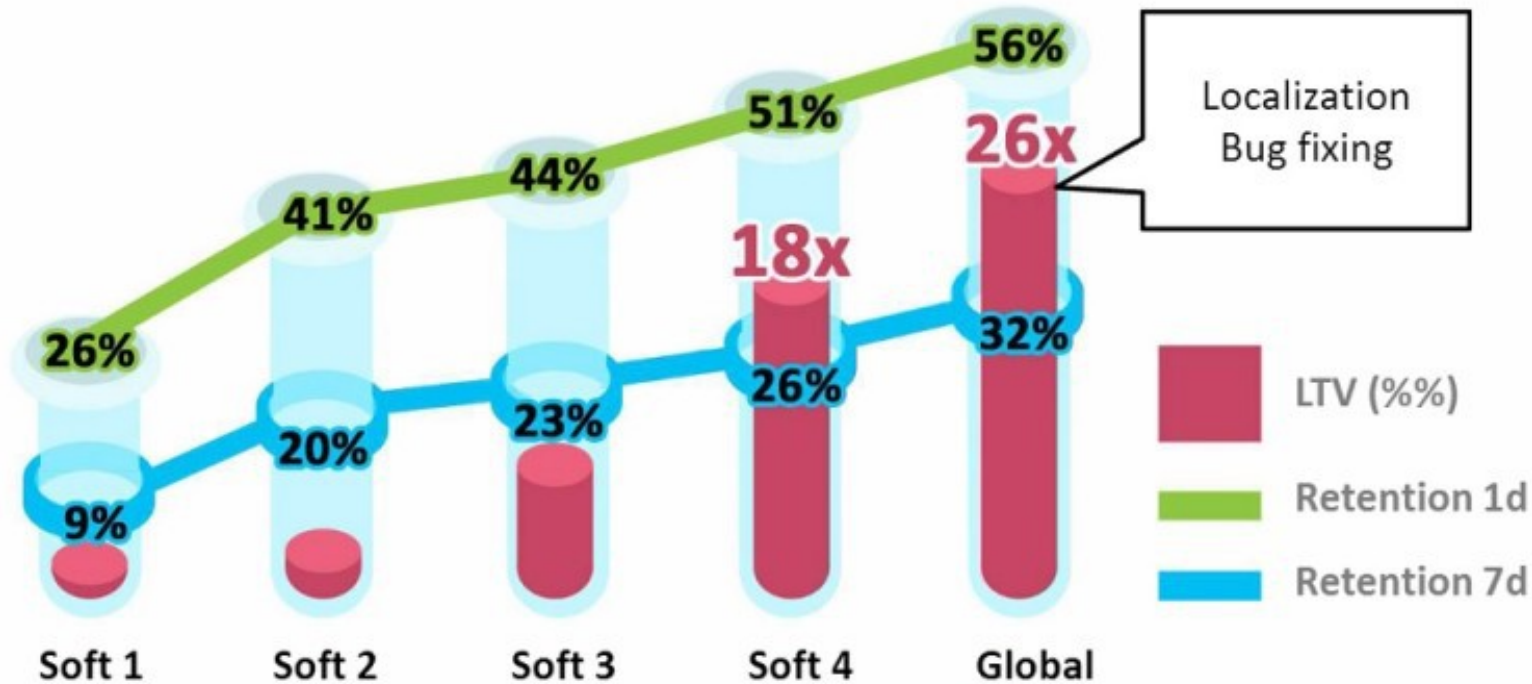
	VER 1	VER 2	VER 2.1	VER 3	VER 4	VER 5	GLOBAL
DAY 1	26%	41%	41%	45%	44%	51%	
DAY 7	9%	20%	21%	23%	22%	26%	
LTV	-	-	2.5x	10x	18x	18x	

GLOBAL RELEASE. WHAT ARE WE GOING TO DO?

- **GUILDS** (MINIMAL FUNCTIONALITY)
- **KING'S LEAGUE**
- **RETRIEVING GEMS** (FACEBOOK FRIENDS)
- **LOCALIZATION, BUG FIXING, ETC**

GLOBAL LAUNCH RESULTS

	VER 1	VER 2	VER 2.1	VER 3	VER 4	VER 5	GLOBAL
DAY 1	26%	41%	41%	45%	44%	51%	57%
DAY 7	9%	20%	21%	23%	22%	26%	32%
LTV	-	-	2.5x	10x	18x	18x	26x



SOME SOFT LAUNCH DETAILS

- DURATION: 8 MONTHS
- PLATFORM: IOS
- COUNTRY: CANADA
- USER ACQUISITION: 20K USERS (3K USERS PER UPDATE)
- TARGETING: AGE 21-25, LATEST DEVICES, MID-CORE

SOME OTHER THINGS LEARNED

1. DO SOFT LAUNCH AS EARLY AS POSSIBLE

SOME OTHER THINGS LEARNED

1. DO SOFT LAUNCH AS EARLY AS POSSIBLE
2. WHAT WAS IMPORTANT BEFORE, BECOMES UNIMPORTANT AFTER

SOME OTHER THINGS LEARNED

1. DO SOFT LAUNCH AS EARLY AS POSSIBLE
2. WHAT WAS IMPORTANT BEFORE, BECOMES UNIMPORTANT AFTER
3. MULTIPLAYER GAME DESIGN AS COIN WITH BOTH SIDES

DESIGN FOR EMOTIONS



THANKS!

EUGENE YAILENKO
SENIOR GAME DESIGNER, ZEPTOLAB

