



SMARTPHONE &
TABLET GAMES
SUMMIT

Mobile Game Designer Notebook

**Nick Fortugno, Juan Gril,
Kenny Shea Dinkin, Bryan Mashinter**



GAME DEVELOPERS CONFERENCE March 14-18, 2016 · Expo: March 16-18, 2016 #GDC16





SMARTPHONE &
TABLET GAMES
SUMMIT

Neko Atsume -or- Love as Waiting

Nick Fortugno

Chief Creative Officer, Playmatics

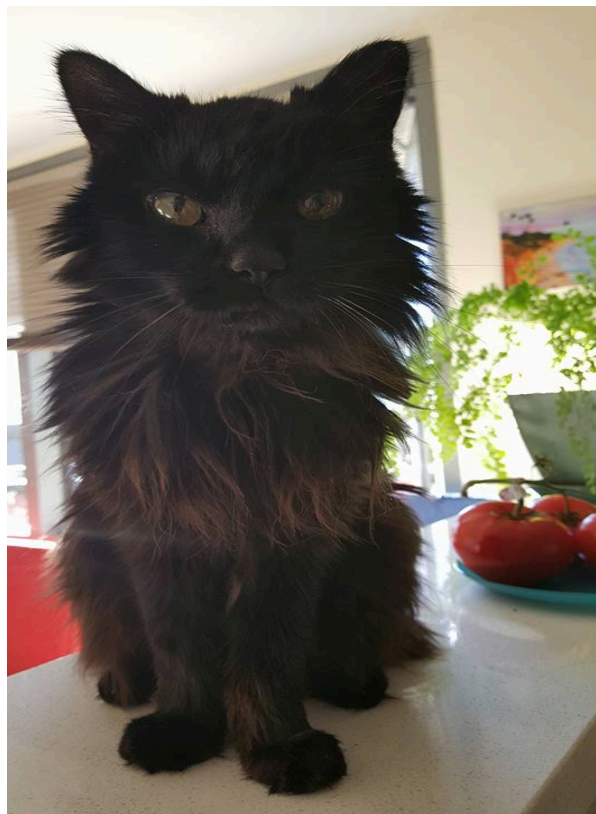


GAME DEVELOPERS CONFERENCE

March 14-18, 2016 · Expo: March 16-18, 2016 #GDC16





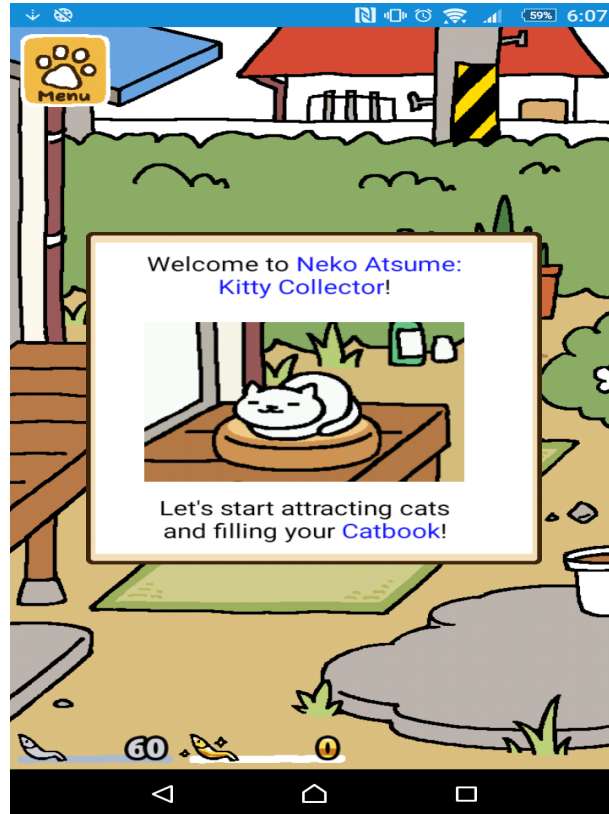


I REALLY WANT YOU TO PET ME

BUT I ALSO KINDA WANT TO BITE YOU

gettyimages.com









Catbook

Smokey



Solid Black

Personality

Hot and Cold

Power Lv.

140

Visits

13

Top 3 Goodies Used

Kotatsu

Tent (Blizzard)

Cardboard Cafe









317



156

おれにぼしアリ





Catbook

Snowball



Personality

Mellow

Power Lv.

80

Visits

2

Solid White

Top 3 Goodies Used

Basket Case

Rubber Ball (Red)



Shop

Shopping Box (Large)

S



100

Cardboard Truck

S



15

Cardboard House

L



40

Cardboard Cafe

L



50



74



14

Page 6/31





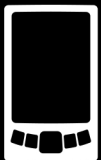




I DON'T ALWAYS LIKE TO CUDDLE..

A small, fluffy tabby kitten with blue eyes and a collar with a bell, perched on a textured, cylindrical object. The kitten is looking directly at the camera with a calm expression.

**BUT WHEN I DO, YOU
CAN'T RESIST ME.**



SMARTPHONE & TABLET GAMES

S U M M I T

Thank you
nick@playmatics.com
www.playmatics.com

Nick Fortugno
Chief Creative Officer, Playmatics



GAME DEVELOPERS CONFERENCE

March 14–18, 2016 · Expo: March 16–18, 2016 #GDC16





SMARTPHONE &
TABLET GAMES
SUMMIT

Control Design for Action and Arcade Games

Juan Gril

President and Founder, Joju Games



GAME DEVELOPERS CONFERENCE March 14-18, 2016 · Expo: March 16-18, 2016 #GDC16





8. Great game, iffy controls

★★★★☆ ItsChabruh - Oct 11, 2015

The game itself is phenomenal, the controls need improvement however. Piloting vehicles that have a main cannon such as a Wraith or Scorpion are especially challenging using the current system..please implement a dual stick option



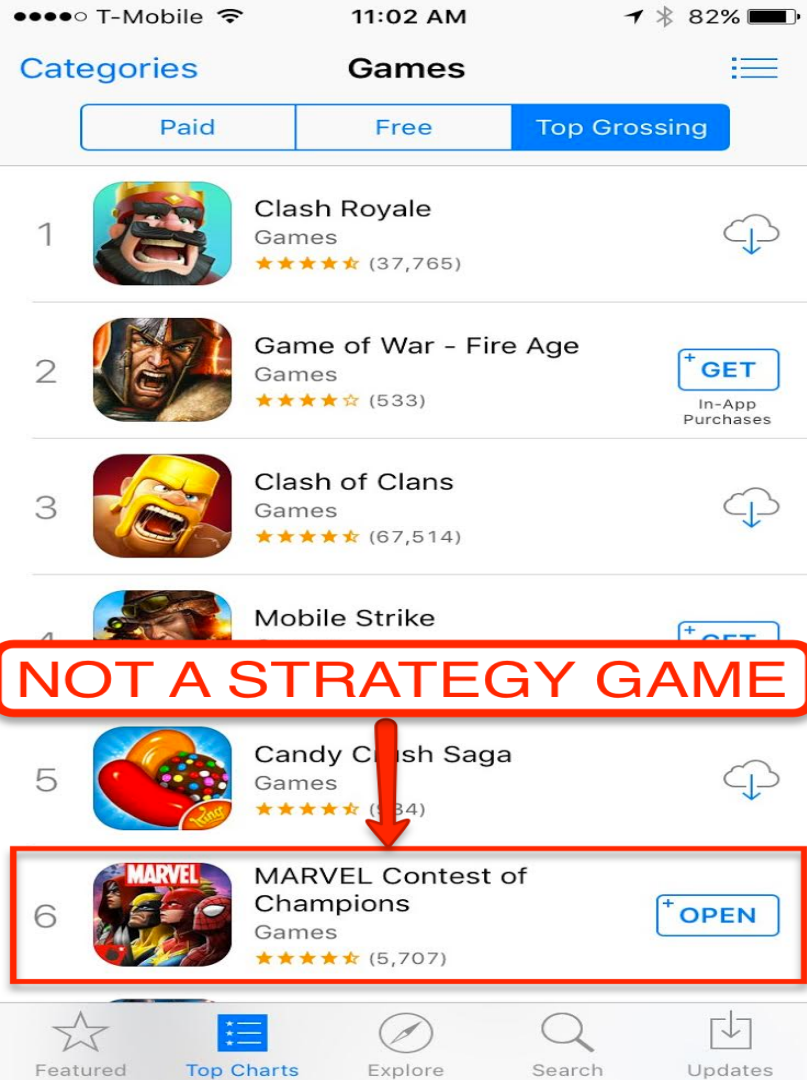
2. Fix controls please.

★★★★☆ 🦴 🍺🍺 - Oct 28, 2015

Feels like halo even though from a different view. Same bad guys and sound effects. I am only past the first couple of levels, but so far this game has all the cool halo weapons, turrets and you even get to drive and shoot from the warthog. However I am definitely not a fan of the drifti... [More](#)

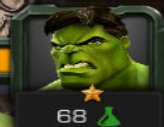








SPIDER-MAN



HULK





JUGGERNAUT



IRON MAN



168



7. Perfect Game

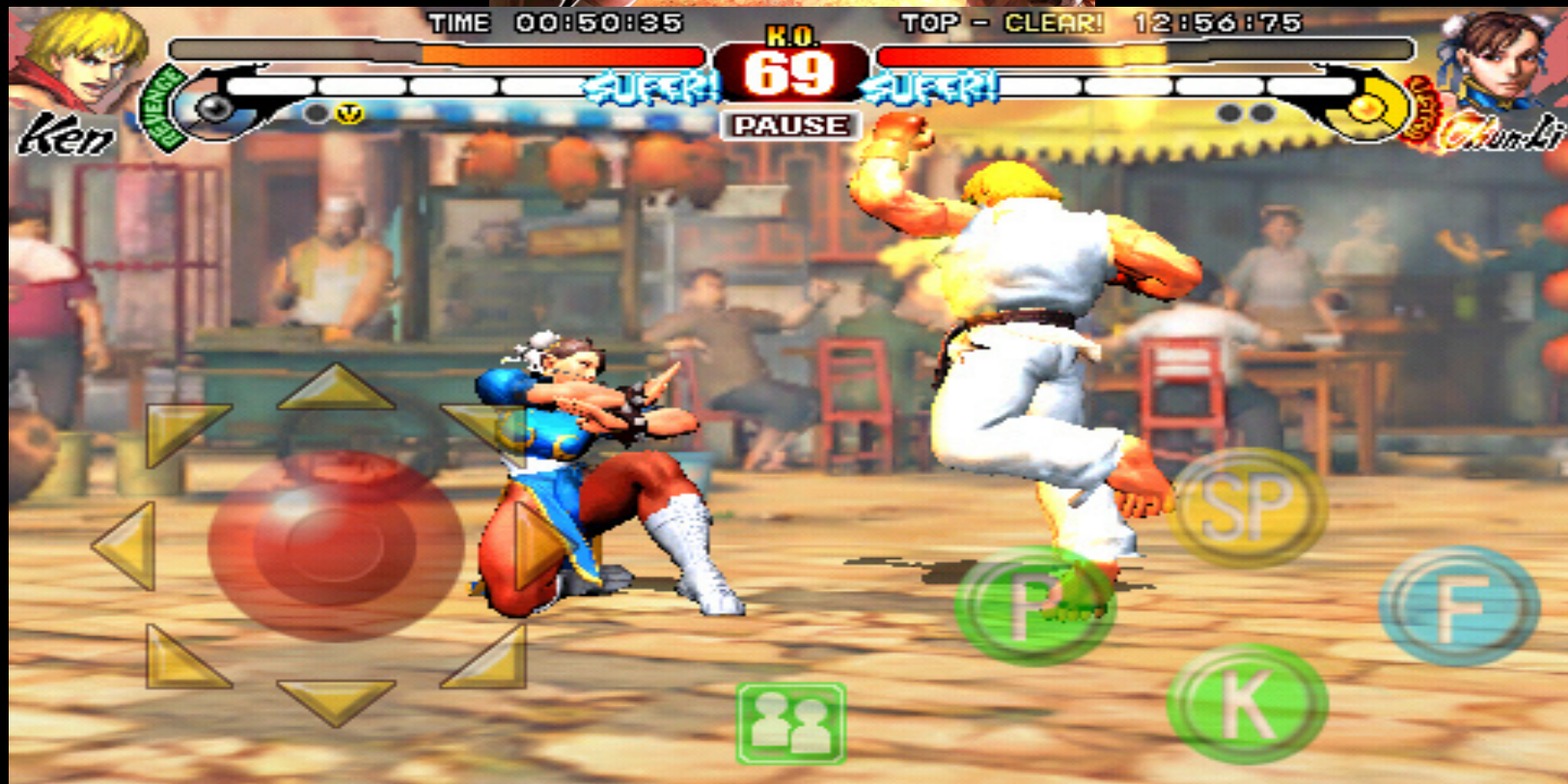
★★★★★ Swayze Baby - Feb 24, 2016

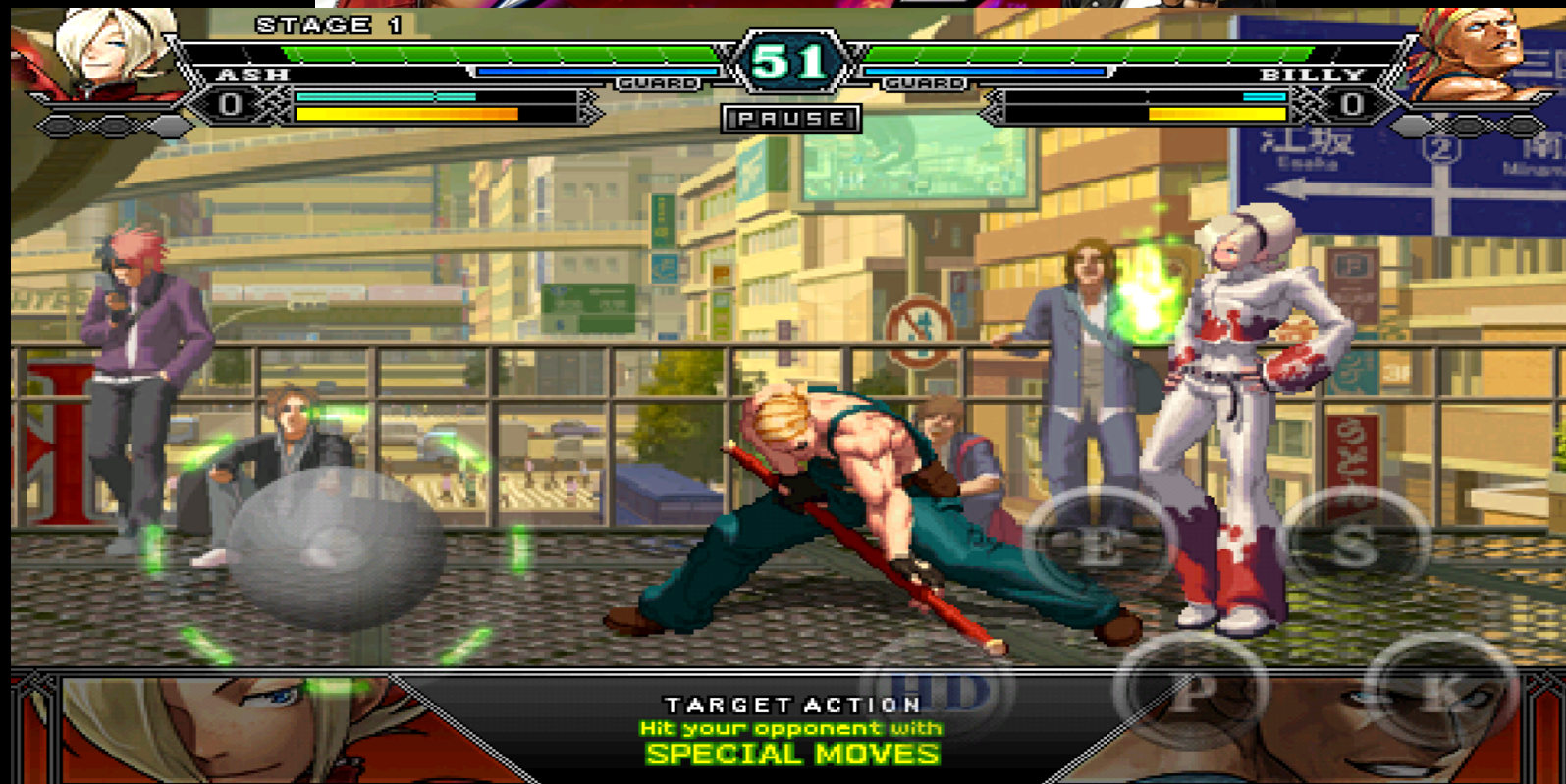
This game is awesome. I play it every day. I just have one suggestion, that maybe somewhere down the line in the future, we can fight our friends directly. I know we can do that now, but we fight the computer. I would love to challenge my brother to this game as if we were both... [More](#)

8. Great game! Recommend it

★★★★★ Omgitsrobb - Feb 25, 2016

It's an awesome game to play to just kill time. It's super easy to figure out and they have every Marvel character you can think of. I really do wish in a future update they can allow friends to play against other friends.





3. Not what I expected...

★★★★☆ Unit 001 - Apr 29, 2014

I expected this game to have controls that I could use, and a difficulty level that wouldn't increase to a master at the iPad version after one match. The sp button is unusable, which is something to be relied on when the control stick is just

13. Terrible controls make the game very d...

★★★★☆ SubAtomix - Jun 22, 2015

Terrible, terrible controls! Simply horrible!!! You want the character to do one thing and he/she does something completely different. Extremely frustrating!!!! Can be beneficial at times, but mostly very annoying and irritating. The joystick is sluggish at best, which makes maneuverability so difficult! This alone makes it almost not worth the \$4.00 cost.

INJUSTICE

GODS AMONG US









Rank History

Device

iPhone

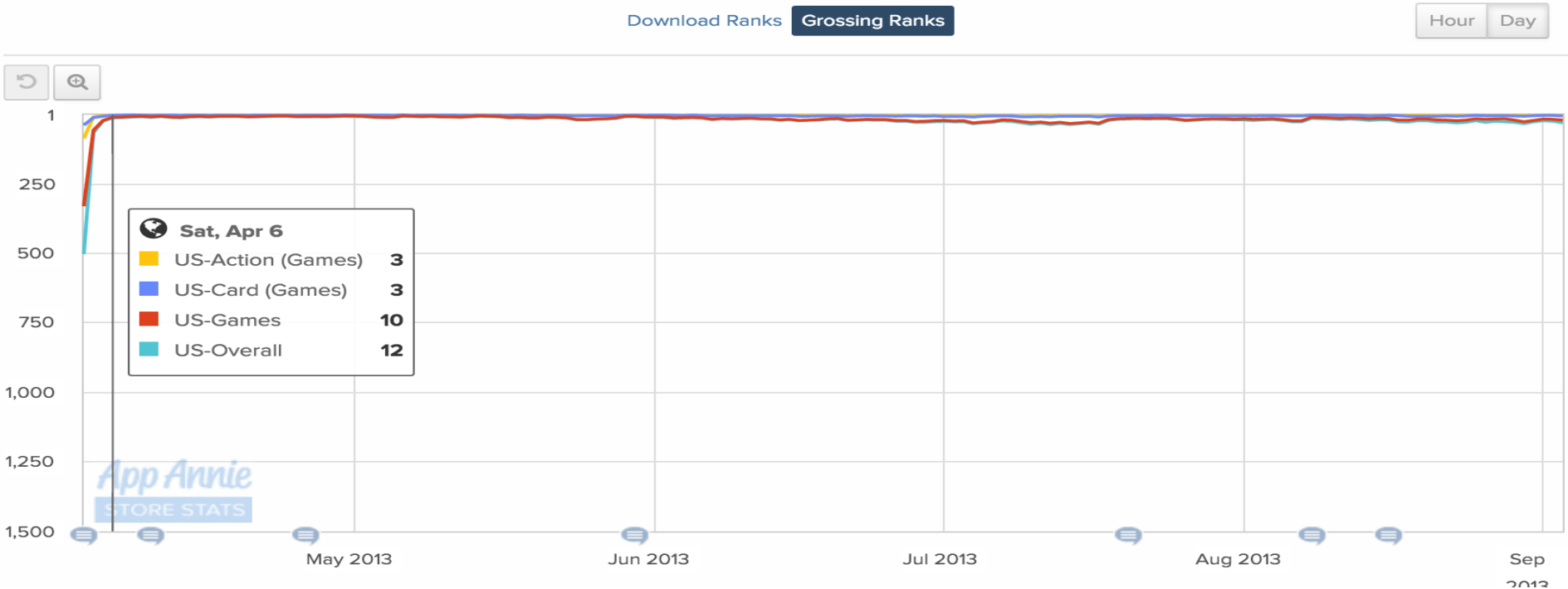
Countries

United States

iPhone - United States - Apr 3, 2013 - Sep 3, 2013

Date Range

Apr 3, 2013 - Sep 3, 2013



16. My favorite iPhone game!

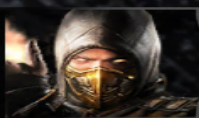
★★★★★ Sean424 - Apr 24, 2014

This is my favorite iPhone game of all time. I've had it since it first released and still play it today. Before I say anything else I will say that I am a huge DC fan! So if you're not into the DC characters then you might not get as much enjoyment out of this. Still, this is an addicting and very fun game! It's s... [More](#)

35. Best game ever

★★★★☆ Pop Pop Pope - Feb 5, 2015

My favorite game on the iPhone. I have even played through practically the whole game and I've had it for a year or so, it's just the challenges and Gold Packs just keep reeling me back in. It is quite different from the console version, yet I like it more. It really is an addicting game. - Now as I... [More](#)



Inferno SCORPION



Cryomancer SUB-ZERO





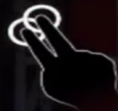
221 150

ALEXANDER GUSTAFSSON

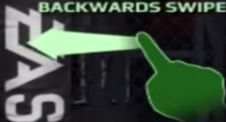
UFC
II

DAN HENDERSON

BLOCK
2 FINGER PRESS + HOLD



DODGE
BACKWARDS SWIPE



EA SPORTS

UFC

EA

UFC

UFC

EA SPORTS

EA SPORTS











Device

Countries

Date Range

iPhone

United States

Oct 3, 2014 - Feb 22, 2016

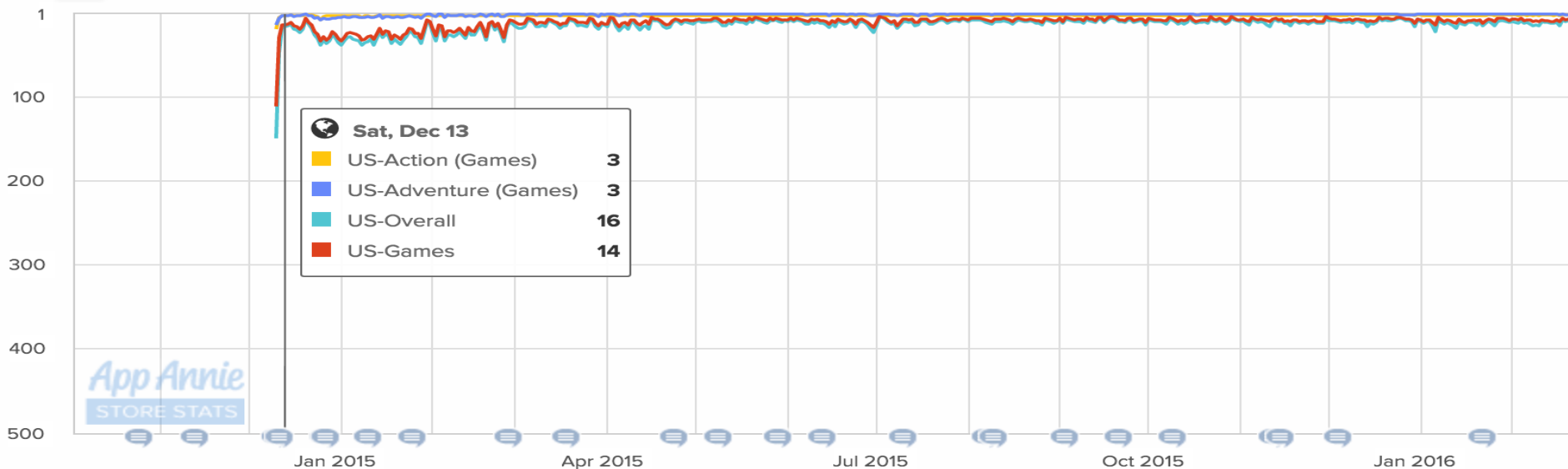
iPhone - United States - Oct 3, 2014 - Feb 22, 2016

Download Ranks

Grossing Ranks

Hour

Day



7. Perfect Game

★★★★★ Swayze Baby - Feb 24, 2016

This game is awesome. I play it every day. I just have one suggestion, that maybe somewhere down the line in the future, we can fight our friends directly. I know we can do that now, but we fight the computer. I would love to challenge my brother to this game as if we were both... [More](#)

8. Great game! Recommend it

★★★★★ Omgitsrobb - Feb 25, 2016

It's an awesome game to play to just kill time. It's super easy to figure out and they have every Marvel character you can think of. I really do wish in a future update they can allow friends to play against other friends.

Is this thought process repeatable?



13870

HIGH SCORE
80000



Conclusion

- The success of MC shows that arcade games can be mass market.
- If we work on coming up with a control system that fits the device appropriately. Gesture based control is a must.
- AND PLEASE PLEASE PLEASE KILL THE FUCKING VIRTUAL JOYSTICK!!



SMARTPHONE &
TABLET GAMES
SUMMIT

Control Design for Action and Arcade Games

Juan Gril

President and Founder, Joju Games



GAME DEVELOPERS CONFERENCE March 14–18, 2016 · Expo: March 16–18, 2016 #GDC16





SMARTPHONE &
TABLET GAMES
SUMMIT

MOBILE GAME DESIGNER'S NOTEBOOK:

LEST YE BE JUDGED

FROM JUDGE TO JUDGED IN NARRATIVE DESIGN

KENNY SHEA DINKIN

VP DESIGN, GSN



GAME DEVELOPERS CONFERENCE March 14-18, 2016 · Expo: March 16-18, 2016 #GDC16



THE JONAH COMPLEX

Abraham Maslow

SHAME & FEAR

Can prevent people
from “self actualizing”



WHY JONAH?



"In my own notes I had at first labeled this the "fear of one's own greatness", or the "evasion of one's destiny" or the "running away from one's own best talents"...It is certainly true that many of us evade our constitutionally suggested vocations (call, destiny, task in life, mission). So often we run away from the responsibilities dictated (or rather suggested) by nature, by fate, even sometimes by accident, just as Jonah tried – in vain – to run away from his fate." (Abraham Maslow)

THE JONAH COMPLEX

SHAME – FEAR OF JUDGEMENT leads to...

A disconnection from the group

“I’m not _____ enough.

“excruciating vulnerability”

– Brene Brown

...leads to:

a feeling of lack-of-worthiness /
prevents “self actualizing”









ALL HAIL THE KING

Breaking
Bad

PREMIERES JULY 15
SUNDAYS 10/9C

AMC





? Clementine will remember that.

Ⓢ Gren won't remember this.

Who would you save?

Duck or Shawn?
Loyalty
Side with Kenny?

Mercy
Gave Irene the Gun?

Who would you save?
Doug or Carley?

You and 48% of players defended Kenny.

You and 45% of players gave her the gun.

You and 76% of players chose Carley.

Find another spot.

Fuck off.

[Step to the side.]

[Ignore him.]

? Lord Forrester will remember that.

You have more honor than those who were born to it.



SOUTH EAST

Readme.txt
REALLY
Readme!!!.txt

CornerStone - [DB344-A]

You are logged in, **AUTH_GUEST**.
Enter query to access archived footage.



Search Term(s): **MURDER**

CornerStone - [ClipD142-A.MPEG]



0 min 32 sec

User Tags:

Nervous?

Add to Session

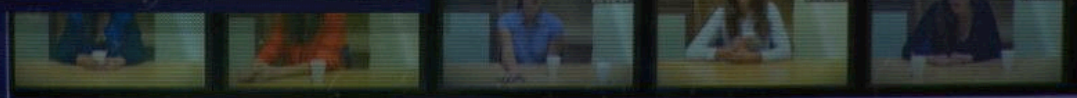
Play



[DB344-A]
(1) Volume missing



Rubbish Bin



Log Off

Readme.txt

Database Checker



[DB344-A]
(1) Volume missing

CornerStone - [DB344-A (partial)]

You are logged in, AUTH.GUEST.

Enter query to access archived footage.

Search Term(s): fingerprints Search

Five video thumbnails showing a woman in a blue shirt sitting at a desk.

ries found.
stored in user session:

CornerStone - [ClipD151-A.MPEG]

0 min 9 sec

User Tags:
BLANK

Add to Session Play

Video player showing a woman in a blue shirt sitting at a desk. Metadata: MT-ROOM 3, 01 00824P, 15:44:05, 30/06/94.

Settings

- Video subtitles
- Anti-Glare Filter

Delete Session Data

Instant File Access





CornerStone - [DB344-A (partial)]

You are logged in, **AUTH_GUEST**.

Enter query to access archived footage.



L.O.G.I.C.
Database

Search Ten

CornerStone - [ClipD182-A.MPEG]



4 entries fi
Clips storer



0 min 2 sec

User Tags:

BLANK

Add to Session

▶ Play



252mb Local Storage Used

Instant

Chit™
Chat!

Database Checker

[DB344-A]
(1) Volume missing

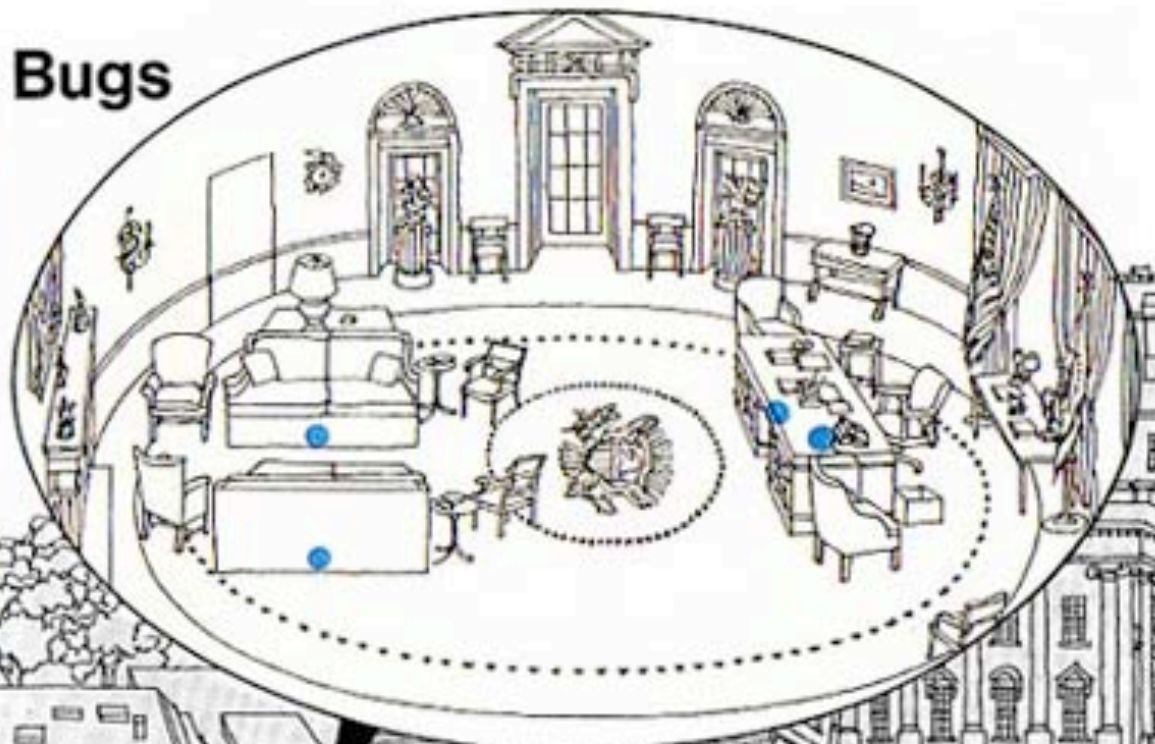
Refresh

REALLY
Readme!1.txt

The President's Office Bugs



THE EXECUTIVE
OFFICE BUILDING



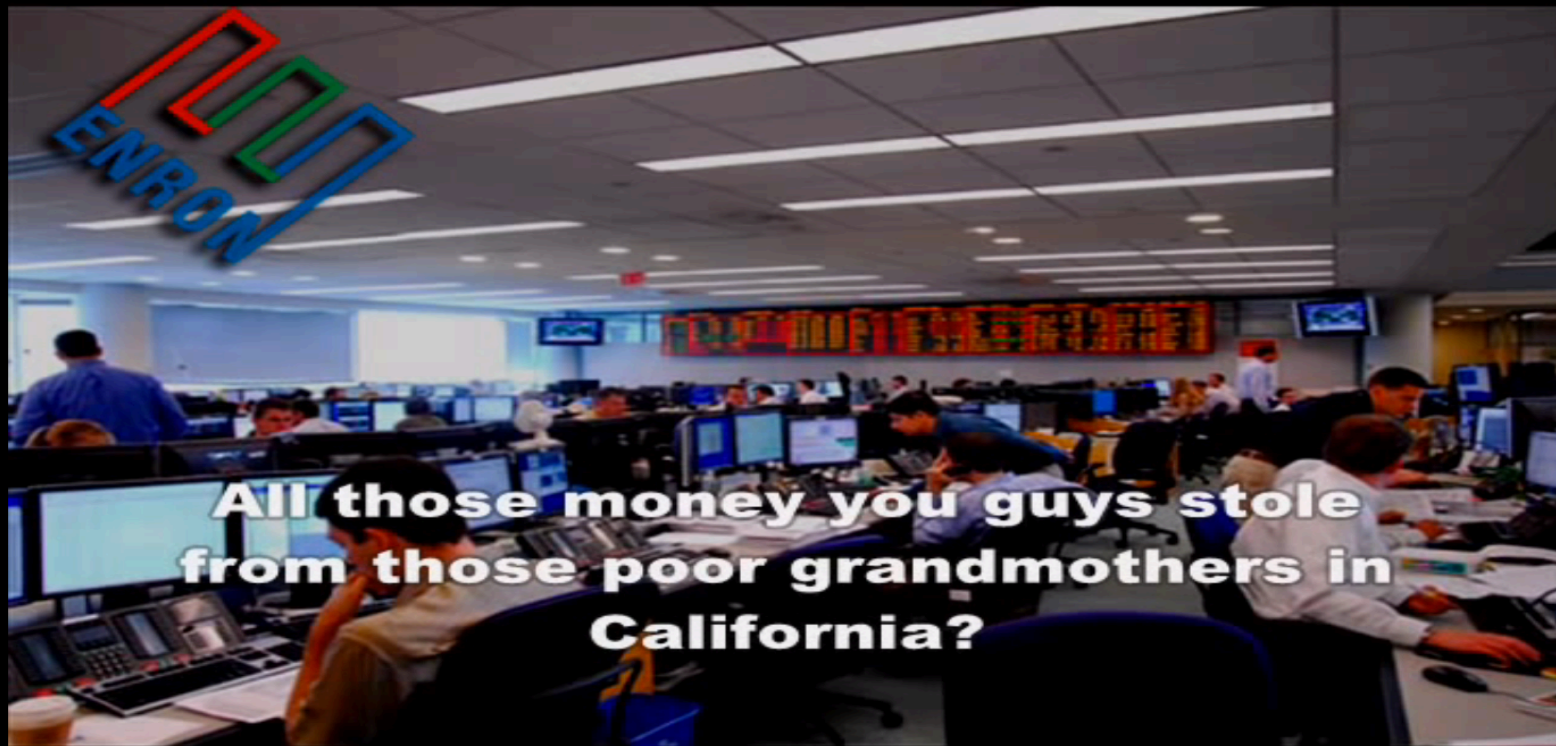
THE WHITE HOUSE

THE WEST WING THE OVAL OFFICE

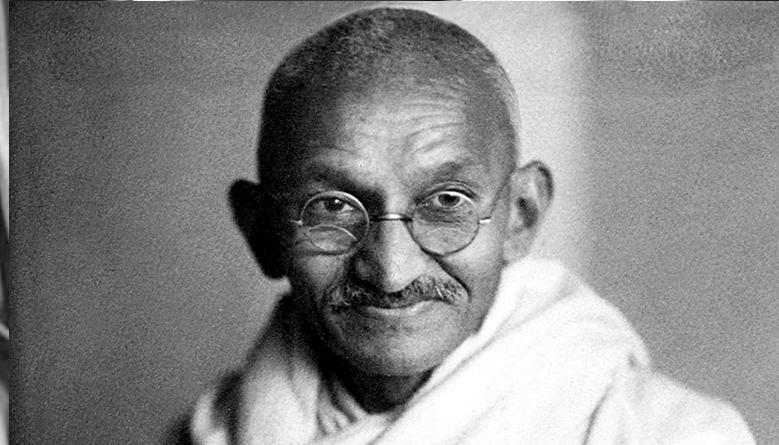
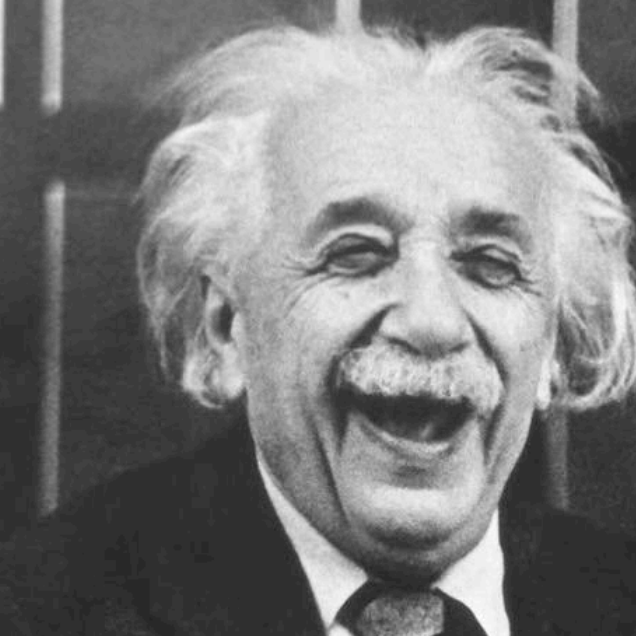
● One expert's hunch about where recording devices were placed.







Enron traders talking about Grandma Millie







SMARTPHONE &
TABLET GAMES
SUMMIT

MOBILE GAME DESIGNER'S NOTEBOOK:

LEST YE BE JUDGED

FROM JUDGE TO JUDGED IN NARRATIVE DESIGN

KENNY SHEA DINKIN

VP DESIGN, GSN



GAME DEVELOPERS CONFERENCE March 14-18, 2016 · Expo: March 16-18, 2016 #GDC16





SMARTPHONE &
TABLET GAMES
SUMMIT

Mobile Game Designer Notebook

Bryan Mashinter

Game Director – Backflip Studios



GAME DEVELOPERS CONFERENCE March 14–18, 2016 · Expo: March 16–18, 2016 #GDC16





SMARTPHONE & TABLET GAMES

SUMMIT



GAME DEVELOPERS CONFERENCE March 14–18, 2016 · Expo: March 16–18, 2016 #GDC16







Disclaimers

- I do not work at either Capital Games or Kabam!, and to my knowledge don't know anyone on either team.
- Any data shown has been taken from public sources
- The opinions contained herein are my own*

*and hopefully don't piss anyone off.

much.





Star Wars™: Uprising

Star Wars™: Uprising [App]

Store

[iOS Store](#)

Price

Free

Compatibility

Universal

Publisher

[Kabam](#)

[Unified App](#)

[Star Wars: Uprising \(2 apps\)](#)

[App Franchise](#)

[Star Wars \(30 apps\)](#)

Rank History

☐ Device

iPhone

Countries

United States

Date Range

Dec 15, 2015 - Mar 13, 2016

iPhone - United States - Dec 15, 2015 - Mar 13, 2016

[Download Ranks](#)

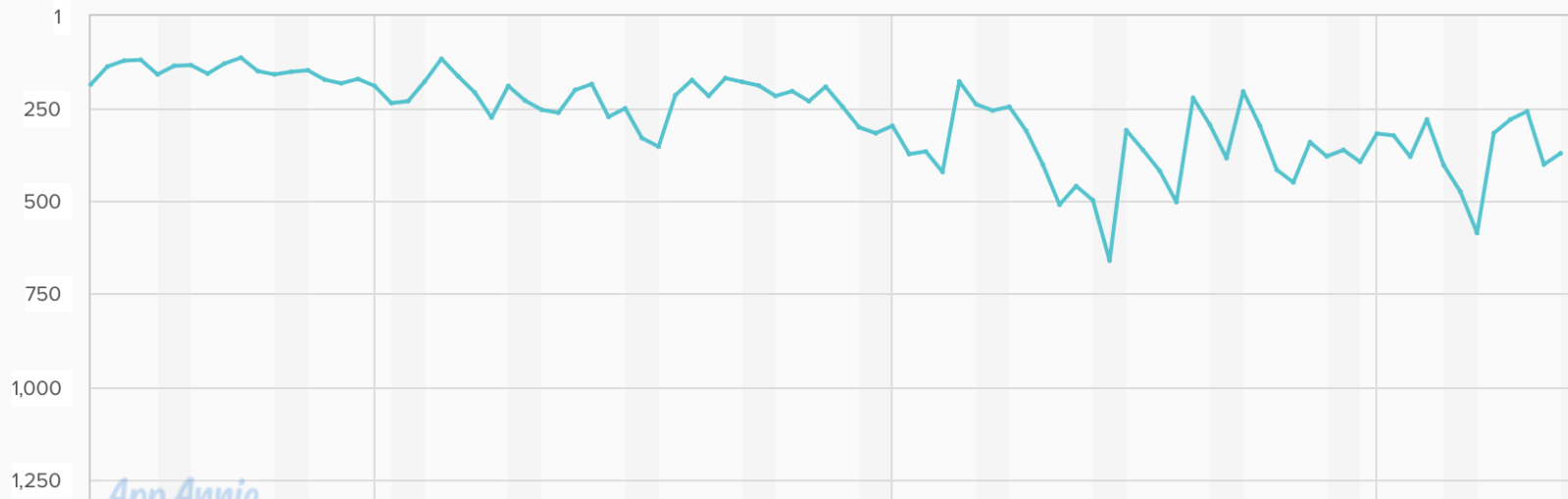
Grossing Ranks

Hour

Day



1





Star Wars™: Galaxy of Heroes [App]

Store

[iOS Store](#)

Price

Free

Compatibility

Universal

Publisher

[Electronic Arts](#)

Unified App

[Star Wars: Galaxy of Heroes \(2 apps\)](#)

App Franchise

[Star Wars \(30 apps\)](#)

Star Wars™: Galaxy of H...

App Details

Store Intelligence

Usage Intelligence

Audience Intelligence

Daily Ranks

Rank History

Keywords / ASO

Featured

Ratings

Reviews

Rank History

☐ Device

iPhone

Countries

United States

Date Range

Dec 15, 2015 - Mar 13, 2016

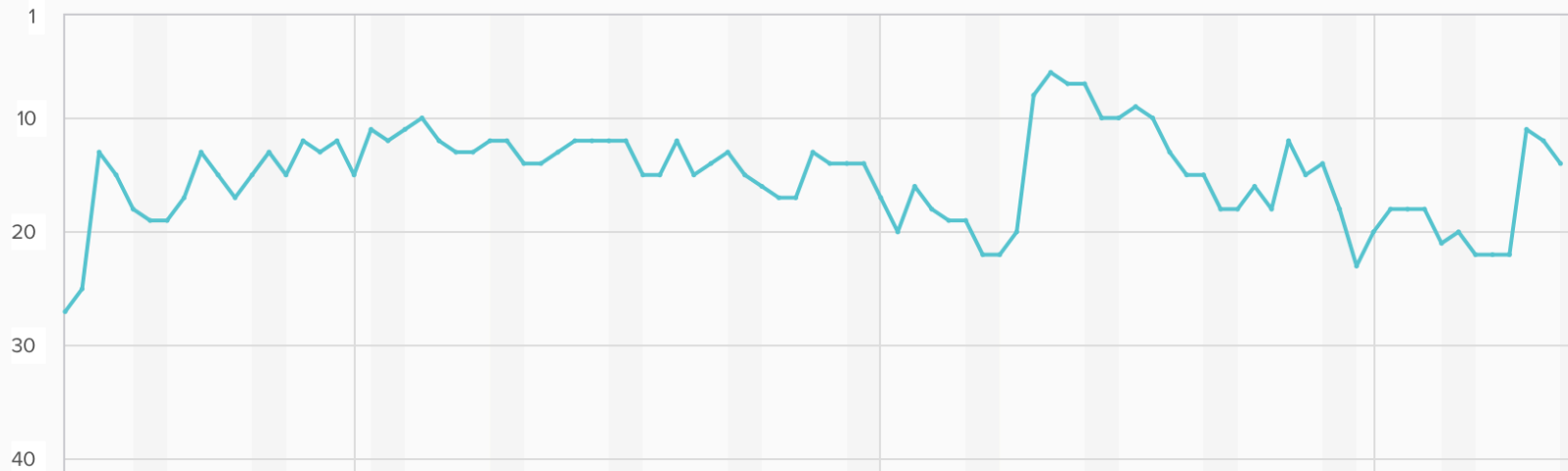
iPhone - United States - Dec 15, 2015 - Mar 13, 2016

[Download Ranks](#)

Grossing Ranks

[Hour](#)

[Day](#)





There is nothing new under the sun

- GoH isn't even the only SW based card collection battle game.





Staying still is losing a step.

For a game to establish itself in a known genre it needs:

- Improved mechanics
- Innovative ideas (execution need not be 100%)
- Compelling content (IP, additional polish, etc.)



Where do these games differ?

- Use of IP
- Aspirational goals/pacing of content
- Delivery on the promise of IAP





Locked items with clear language about what level I need to be.

A promise of new content, outside of just feeling powerful/progression.



Locked items with clear language about what level I need to be.

A promise of new content, outside of just feeling powerful/progression.



GoH has very clear communication about what the premium currency will get me.

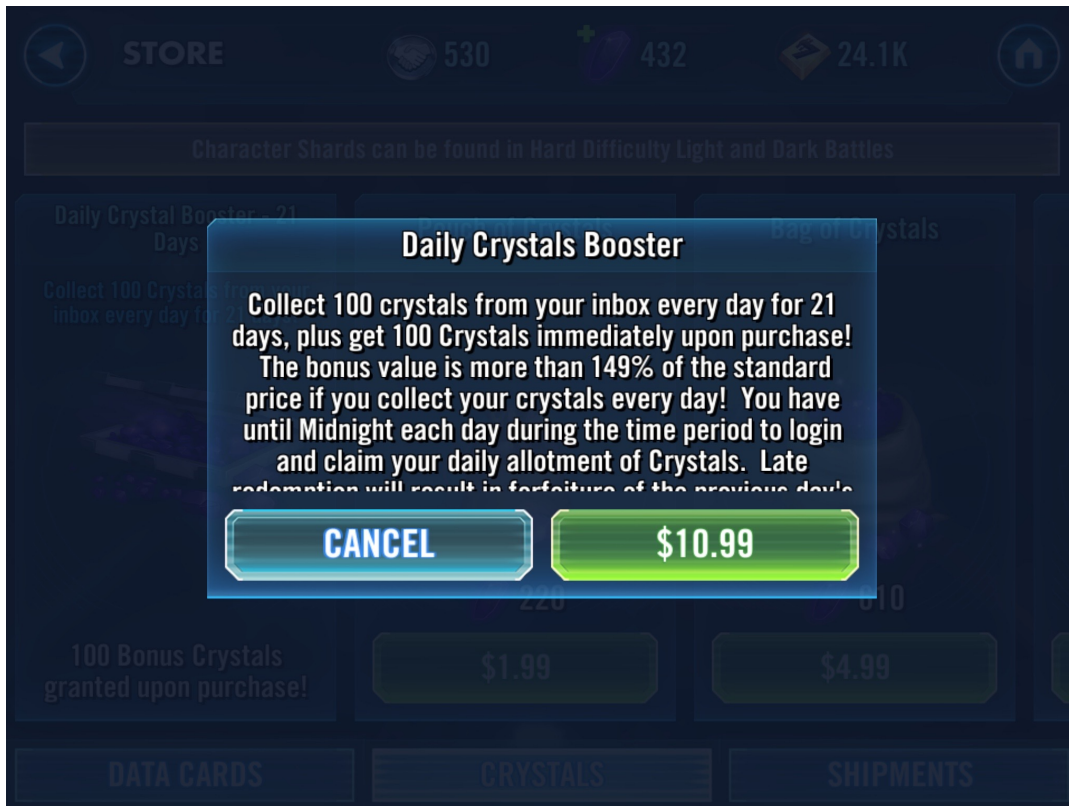
I can buy Chromium in Uprising, but I don't know what that does for me early.



Improving retention KPI's
through IAP.

Worked on me.

Twice.



Both games have a mechanic like this, but GoH is MUCH more clear about what happens and when.



1/3 Familiarity

Already some degree of existing knowledge and mastery

1/3 Improvements

How can you improve the flow, the UX, where are the gaps?

1/3 Innovation

Surprise and delight





SMARTPHONE &
TABLET GAMES
SUMMIT

Mobile Game Designer Notebook

Bryan Mashinter

Game Director – Backflip Studios



GAME DEVELOPERS CONFERENCE March 14–18, 2016 · Expo: March 16–18, 2016 #GDC16





SMARTPHONE &
TABLET GAMES
SUMMIT

Mobile Game Designer Notebook

**Nick Fortugno, Juan Gril,
Kenny Shea Dinkin, Bryan
Mashinter**



GAME DEVELOPERS CONFERENCE

March 14-18, 2016 · Expo: March 16-18, 2016 #GDC16

