GDC
The last game I make before I die - the Crashlands postmortem
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GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17
UBM

Sam Coster

STOP

3
2
1
1
1

Leaves

What would I do if I were going to be dead in a year?

Life through a design lens

- Do I really want to do this?
- Does this make me fulfilled?
- Is this worth my scarce time?

	Urgent	Non-urgent
Important	My house is on fire The cat fell into a woodchipper My wife's water broke	Exercise & Self-care Relationships Planning for retirement That game you're making
Unimportant	Twitter, all social media 99% of emails, phone calls Interruptions Correcting that troll on youtube	Watching Netflix Reading for fun Browsing Reddit

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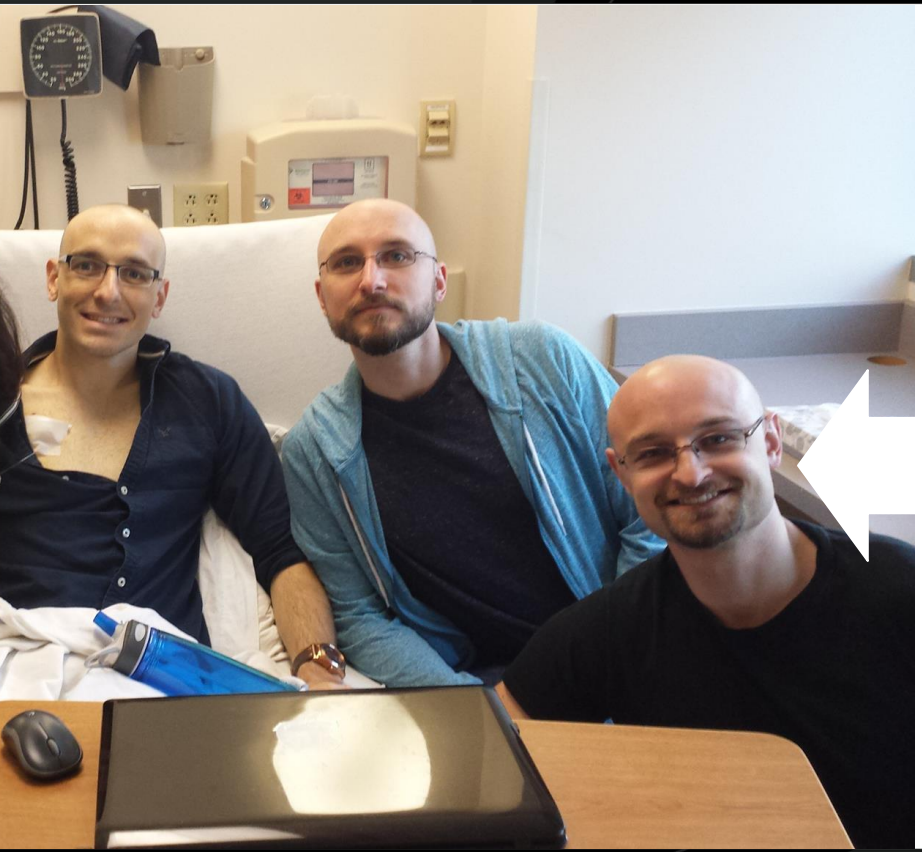
Mouse Benefits

Work from a bed!
Work from a chair!
Work while being poisoned!



Seth, game programmer

296/329

GameMaker: Studio
7 minutes to generate.
4 minutes to walk across.
back

CRASHLANDS

WOOHOO NOT DEAD!

Oh crap... not dead!

Adam, PhD

GameMaker: Studio
300
2
20
SALTY GRENOOTS
Level 23 Pants. The power of ancient Bamli horn allows you to leap small things in a single bound or more! HIYOOOO!
Max HP 379
Fire Resist 12%
Electric Resist 12%

What if…
we didn’t have an inventory?

We had 3 million players and could reach none of them.

- Email capture
- Cloud saves
- Save bridge from PC to Mobile

Differentiation within a genre is not nearly as good as standing out from your genre

What can we do to stand out?

Front Right Leg
Red Lyrium Dragon
Doom Upon All the World
Take down the Archdemon.
116
1937
1717
72
WEAKENED
L2
R1
N

BUTTERSCOTCH
SHENANIGANS
CRASHLANDS
TOWELFIGHT 2
THE MONOCLE OF DESTINY

BUTTERSCOTCH
SHENANIGA

BUREAU OF SHIPPING
SHIPMENT SHIPPING SHIP B.S. S.S. ASSESS

Watch this.

I will now talk about how games get featured on my channel for just over 45 minutes
TotalBiscuit, The Cynical Brit
Subscribe
2M
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Crashlands launches January 21st at 7am CST

Your Steam Key: **KLVYV-Q80Z4-X2ZQB**

Request access for iOS/Android

Price: $15 on Steam, $5 on Mobile

Review Embargo ends at launch (7am CST January 21st)

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+ Mailmerge
for google sheets

679/679
CLARENCE
122
5/4
19/15
23/5
Stunned! (2 sec)
RIP
12 PM
MENU

QUESTS

Crafty Contact
Out of Retirement

Huff and Puff
Explosives 101

Waterworks
Cleaning the Water

From the Depths
I Spy

Three Wishes
Defeat the Baconweed Fa...

Get Rekt
Triangulating the Labyrinth

Mother Duck

this to finish my deliveries, Grandmammy.

GRANDMAMMY

Tell you what – help us steal Hewgo's supply caches and I'll find you a Dish maker. We'll make Hewgo pay for my little Burl.

JUICEBOX

But we bore Burl's roots!

GRANDMAMMY

That you did, and for that I'm truly grateful. But this is war, and I need your help. Jak'll update your map with the rough coordinates of that cache. When you get those supplies, come back and talk to me.

ADVENTURE STATS

TOTALS

Time Stranded	5h 3m
Resources Deconstructed	1611
Creatures Deconstructed	265
Consumables Eaten	174
Deaths	28
Recipes Learned	107/512

FISHING

Deviltailed Slapper	43.20 lbs.
Fatheaded Slurper	54.90 lbs.
Ball Snail	13.10 lbs.

SAVANNA

Resources Deconstructed	1611
Creatures Deconstructed	265
Consumables Eaten	174
Deaths	28

BAWG

Resources Deconstructed	0
Creatures Deconstructed	0

BACK | QUESTS | DATA

“No matter what happens, it won’t change anything.”

CRASHLANDS

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“I’m on vacation until…”

Crashlands - Ep. 1 - The Emergency Crashland! - Let's Play Crashlands Gameplay

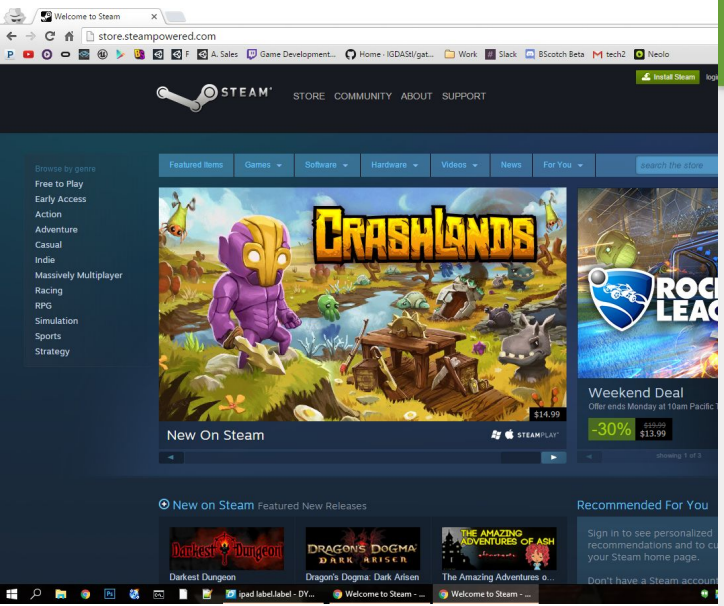
Blitzkriegsler
1 year ago • 194,310 views
Welcome to **Crashlands**! **Crashlands** is an outlandish story-driven adventure game set on a foriegn planet after our ship ...

WORLD'S BEST ADVENTURE GAME! (Crashlands #1)

Kwebbelkop
1 year ago • 246,597 views
WORLD'S BEST ADVENTURE GAME! Today we are back with **Crashlands**! An amazing adventure game about a very cool purple ...

Crashlands E01 - Getting Started! (Gameplay / Playthrough / 1080p)

paulsoaresjr
1 year ago • 192,943 views
Let's play **Crashlands**! Play the role of a galactic space trucker stranded on a planet of wild magic and technology! Build a base ...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store.steampowered.com
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Software
Hardware
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For You
Free to Play
Early Access
Action
Adventure
Casual
Indie
Massively Multiplayer
Racing
RPG
Simulation
Sports
Strategy
CRASHLANDS
$14.99
New On Steam
Weekend Deal
-30%
$13.99
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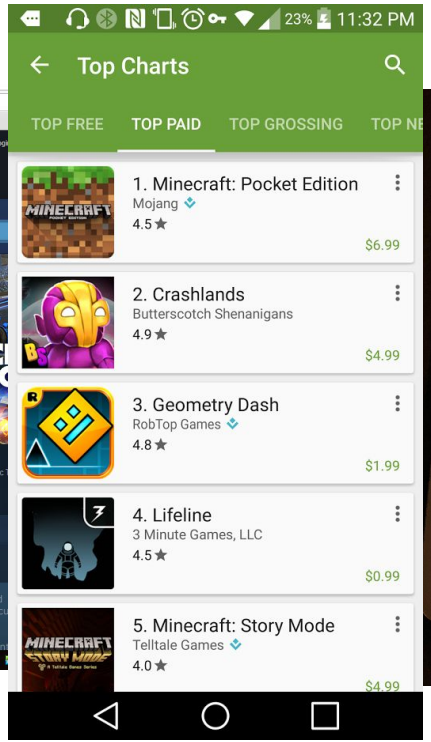
Dragon's Dogma: Dark Arisen
The Amazing Adventures o...
Recommended For You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TOP FREE
TOP PAID
TOP GROSSING
1. Minecraft: Pocket Edition
Mojang
4.5
$6.99
2. Crashlands
Butterscotch Shenanigans
4.9
$4.99
3. Geometry Dash
RobTop Games
4.8
$1.99
4. Lifeline
3 Minute Games, LLC
4.5
$0.99
5. Minecraft: Story Mode
Telltale Games
4.0
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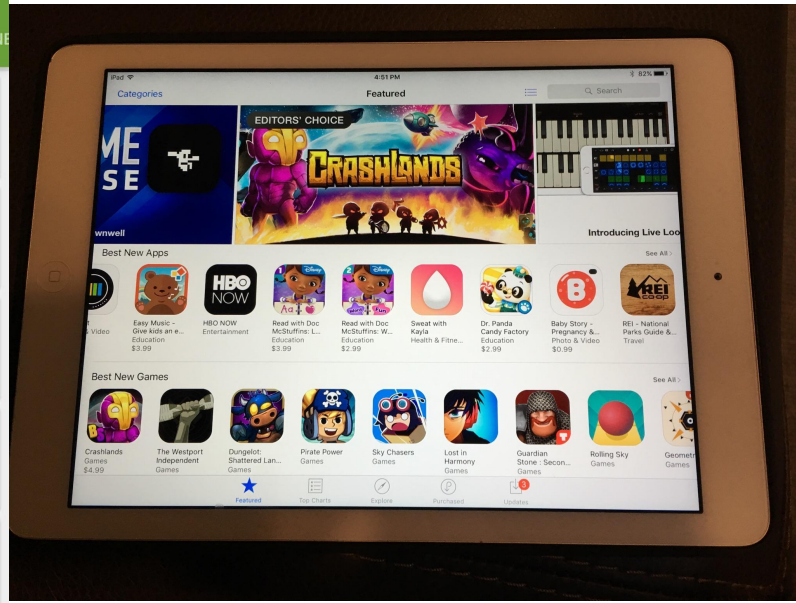
Categories
Featured
EDITORS' CHOICE
CRASHLANDS
Best New Apps
Best New Games

131,000 units in 10 days

374,157 units since Launch

350,000 BscotchID accounts

DICE Mobile GoTY nomination

TIME mag Top 10 Games of 2016

TouchArcade GoTY 2016

CRASHLANDS

If you're not dead, you're not done.

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