

Turning
SCIENCE

into

Magic



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Turning
SCIENCE

*HOW WE WORK IN
THE LAB*

into

Magic

*WHAT WE WANT TO
DELIVER TO OUR PLAYERS*

Problems encountered & Learnings

Data: what, how and when?

Our mindset

Results and Outcomes

SCIENCE

magic

A romantic embrace between an older couple in a warm, dimly lit room. The man, with grey hair and a beard, is wearing a white shirt. The woman, with blonde hair, is also wearing a white shirt. They are standing close together, looking into each other's eyes. The background is softly blurred, showing a kitchen area with a shelf and a television.

a love story

[Source: rtve](#)



DIAMOND DIARIES SAGA

First days



Source: [rtve](https://www.rtve.es)



We were **reactive**,
only using
quantitative data.

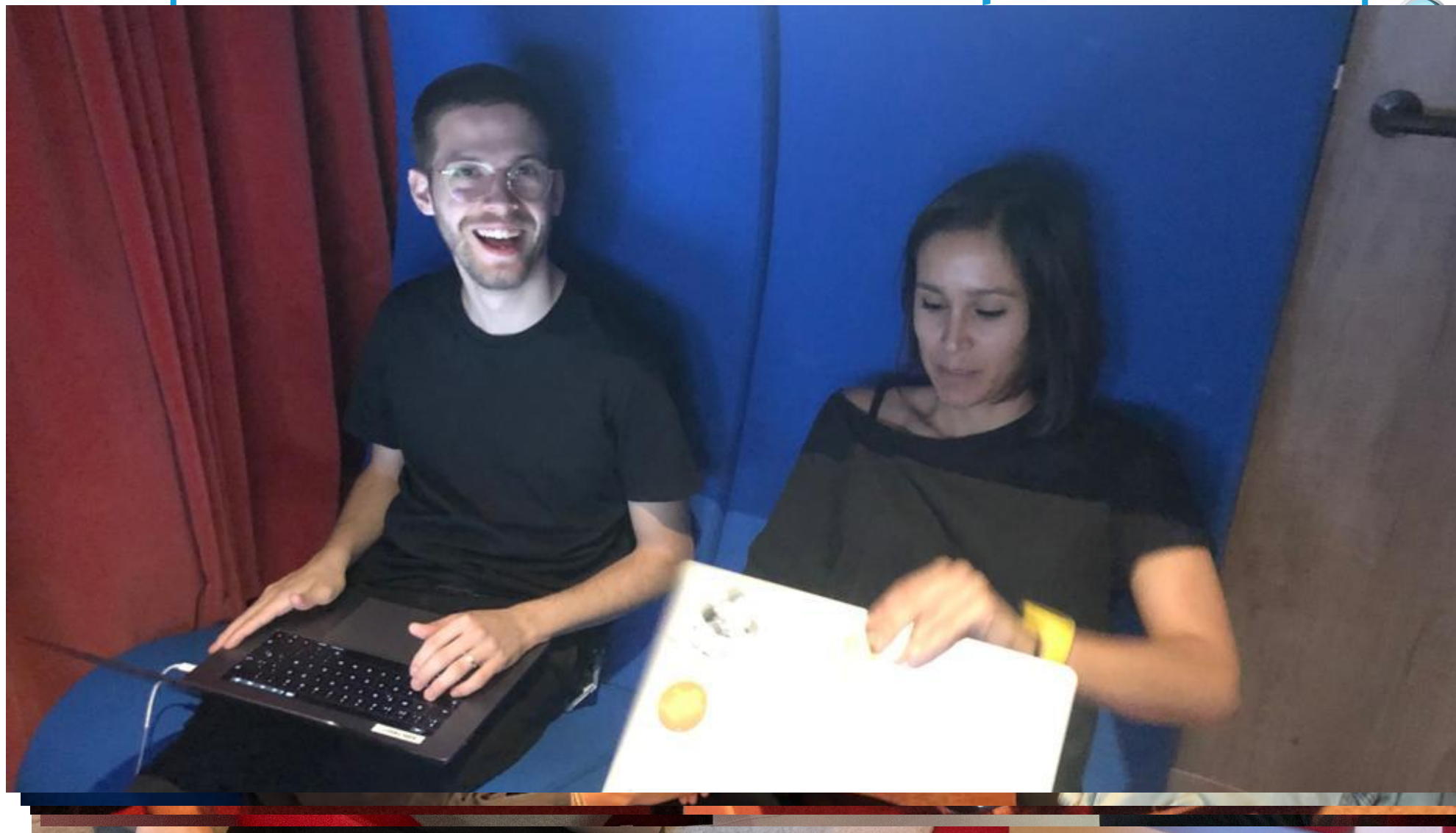


We started to **talk to**
our players.

We added another data point



We added another data point



We built empathy



We built empathy



We launched
the game, a
love story was
starting!





CANDY CRUSH SODA SAGA

5 years

Source: rtve



We talked to our
players to **validate**
our ideas.



We started **talking to**
our players sooner

We added new research methods



We added new research methods



We introduced User Centered design tools



STEP 1:
USER RESEARCH IS
CONDUCTED



STEP 2:
SOME MAGIC HAPPENS



STEP 3:
A PERFECTLY USABLE
DESIGN APPEARS



S.K.2016

We introduced User Centered design tools



We introduced User Centered design tools



TRIGGER

Are we calling players to use this feature?

- If not, players will just close the pop up because they just want to play. -

When are the **best moments** to show players this feature? Is it **salient** enough?



TRIGGER

REACTION

EVALUATION

ABILITY

TIMING



- When player start a new Chocolate Box they will know there's no limit in quests and they can complete the Box in one day.
- When the Chocolate Box is completed, they need to know they have to wait 24h to start a new box.

DISCOVERY

Convince and Teach

We started doing incremental innovations



We celebrated
Soda 5th
anniversary with
our players!





CANDY CRUSH SAGA

20 years

[Source: rve](#)



How do we keep
active players play for
the next 10 years?

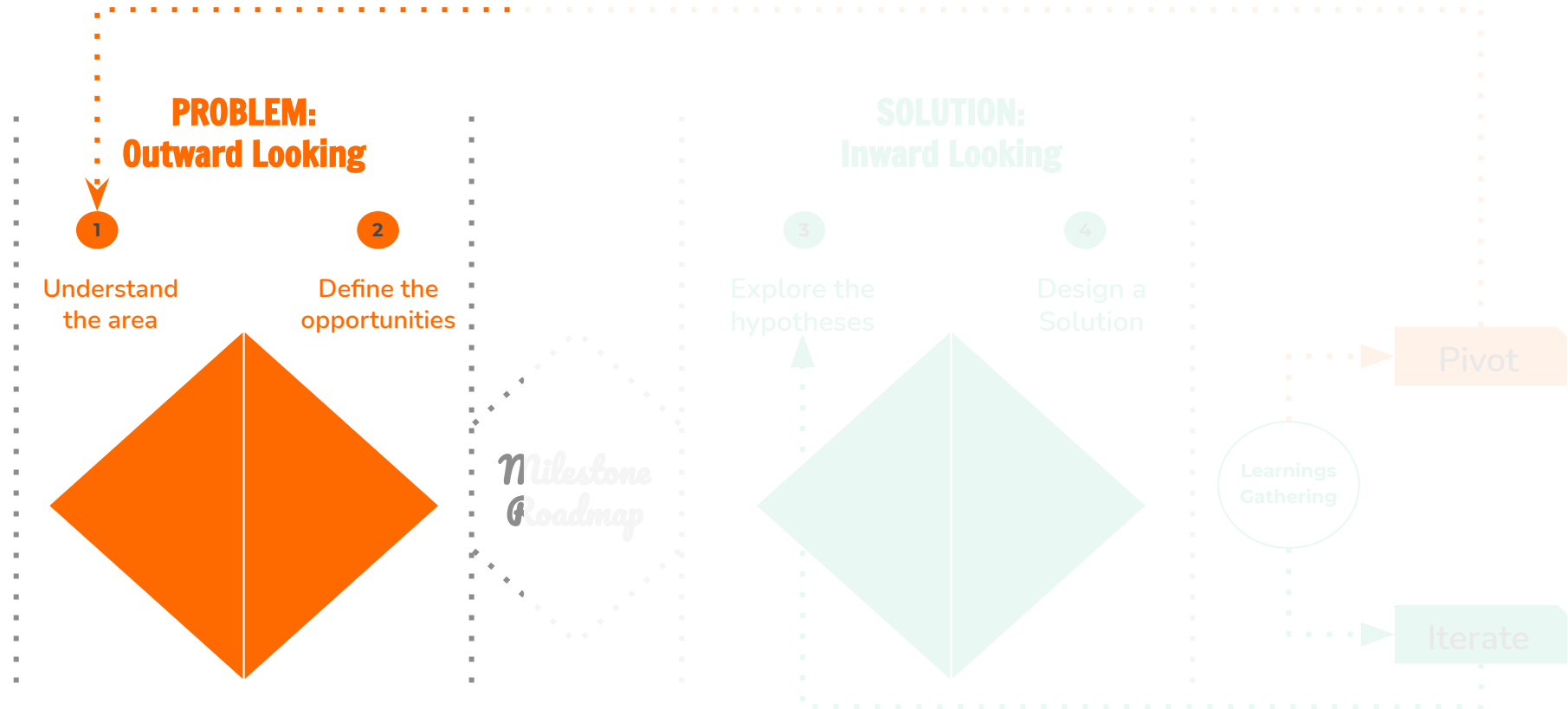



Fall in love with the
problem, before
jumping into the
solution.

Fall in love with the problem, not the solution



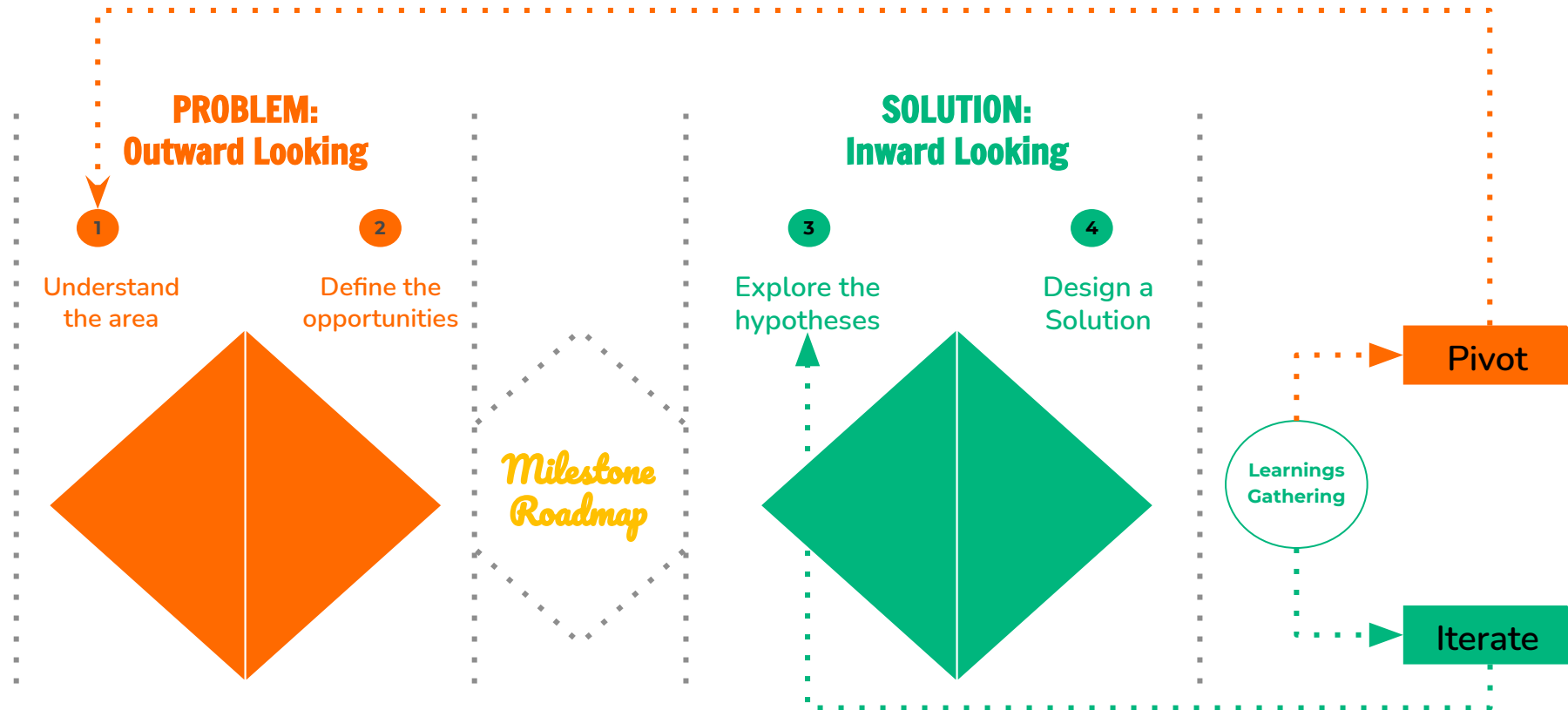
*The
Mystery*



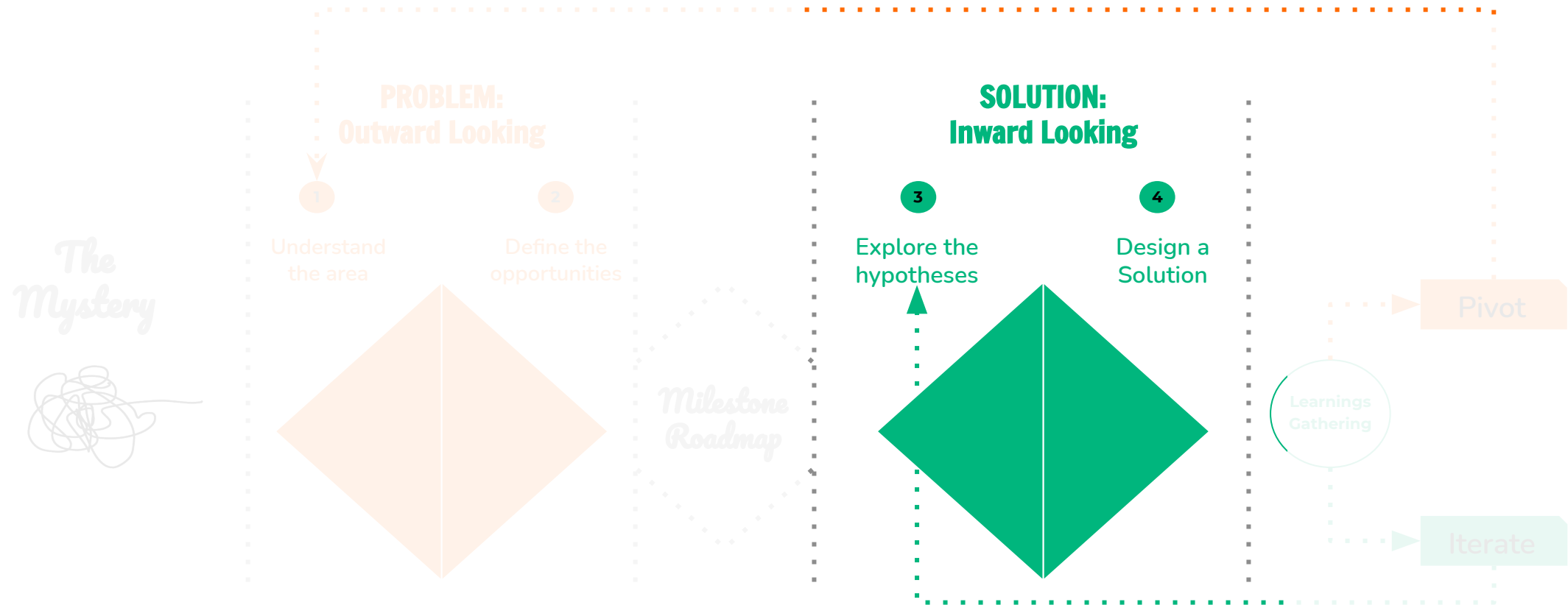
We think big but start small



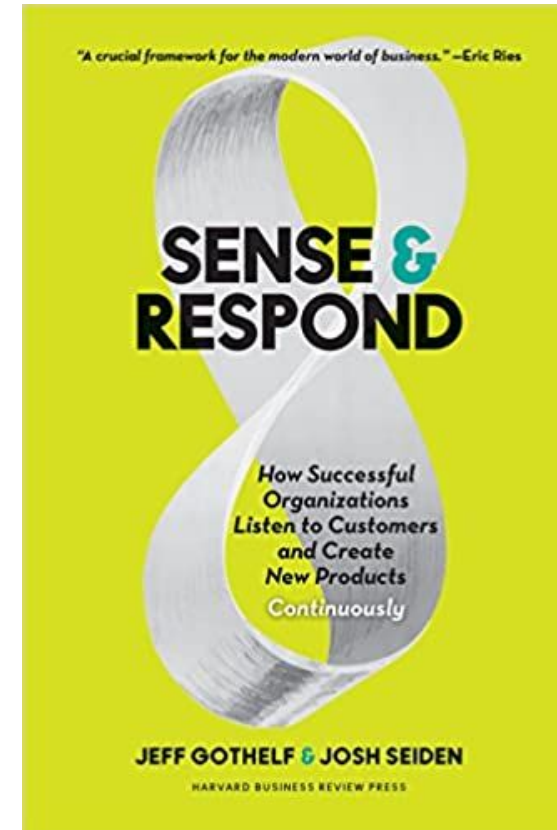
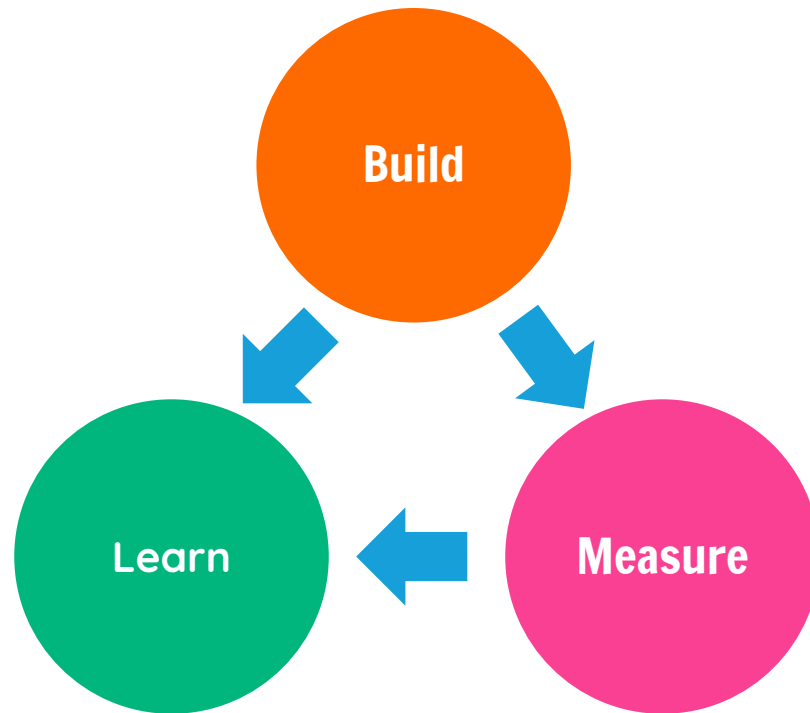
*The
Mystery*



We prioritize outcome over output



We iterate quickly and learn in every step



We are user-centric.

We are scientific.

We build empathy.

We always ask why.

We build on top.



Incremental innovation matters!

We fall in love with the problem, not the solution.

We prioritize outcome over output.

We think big but start small.

Players
re-discovered
features they
fell in love with
in the first place.

