Mobile Space - Creativity Exercises

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This document explores various ideas and techniques for mobile development.

Contents

1. *Creativity*

- *Imagine a fantasy strategy game and think about 2 unique units, their look and feel and how their attacks work.*

Wood Worm

The wood worm is roughly the size of a small dog. Fairly unassuming to look at, the wood worm is deadly predator. Though seemingly harmless at first, they pack a deadly attack and have few weaknesses.

The wood worm will rise up on its tail like a cobra to deal damage with a ranged attack. Hurling venom at unsuspecting foes from the giant mouth beneath its body. The attack deals damage over time (DOT) once players are hit or come into contact with its venom. Missed attacks will remain about like small land mines on the ground to inflict corrosive pain.

The wood worm may also bite or do a leaping attack at players. Hurling itself towards the player characters head, it will usually attempt to bite the players head clean off If not removed in time. Players will have limited time to remove it before being decapitated! The wood worm needs to charge for all leap attacks; giving players the chance to get out of the way. When charging, it bites into the ground to absorb matter before leaping; giving a vital tell it is about to leap!

Ranged attack - Venom:

- 20 meters Range
- DOT - 5 health units lost per second for 4 seconds
- 2 health units lost for land mine Venom

Combat/Leap Attack:
- 10m Leap distance
- DOT - 3 unites lost per second over 4 seconds
- Bites - take 2 units of health
- If not removed after 4 seconds - Fatal decapitation/Destroys helmet.

Blood Lily

The Blood Lilly is hard to spot and a truly dreadful ambush predator. Laying in wait amongst a pond of other lilies the blood lily will extend its lily shaped prong to the surface and blend amongst other lilies. As unwary travelers seeks to steep on the lily to move across the pond they will be met with an unfortunate surprise!

The Blood Lilly extends out from the true predator beneath the muddy depths of the pond. There waits

a small maw that the Blood Lilly will drag prey into to be drowned and consumed over time much like a Venus fly trap. The Blood lily seals the maw and the digestive process will begin only rising to the surface again to ensnare fresh prey.

Players take damage over time as the lily ensnares them and also take damage from the digestive maw. If players do not dislodge themselves or kill the Blood Lilly paralysis and fatality will ensue.

Grapple
- DOT - Toxin damage - 5 units per second
- Paralysis - Movement Speed and stamina: decreasing 5- 25% modifier applied over 5 seconds

Maw
- DOT - 10 units per second
- Maw Closes in 7 seconds and causes death once closed.

- *Imagine 5 dragons that can fit on the previous game and describe them.*

Dragons

Brawlash - Formidable and strong; the brawler dragon packs a punch and would soon as look at you as it would tear you limb from limb!

Artica - A unique spin on what most dragons deliver. As well as being incredibly fast, Arctic delivers icy blasts and freezes his opponents to death.

Volcan - A fire breathing specialist, Volcan spews forth fire balls, torrents of fire, even explosive balls of magma!

Hyberia - Packing wings and 8 gigantic spider like legs is always a dangerous combination especially for a dragon. Hyberia can land and run around like a bull destroying everything in its path!

Ash - Now dormant and unable to breath fire, ash makes up for his lack of fire by blinding enemies with ash before he lands on them to tear them apart!

- *Imagine 2 new civilizations for a game of this kind.*
- *Explain their trick, their strong point and 5 of their units.*

The Nordors

From the northern climates of Asherung, Nordors are extremely strong and have a resistance to cold as well as a unique ability to charm animals with music and chants.

5 Unit Types
Ice Bears - Formidable units that get used in combat to pull apart front line defenses.

Ghost Wolves - Used by the Nordors to pull their sleds and supplies

Ice Gouls - Mythical ghost like beasts that are charmed by the Nordors music to control and use in battle.

Glacial Gators - Unique created with gator parts and the souls of the dead glacial gators are born from icy depths and make a formidable chomping machine in battle.

Nordor Undead - Raised threw chanting and black magic the Nordor undead are a good front line unit to throw in mass numbers at the enemy.

Farclandors

From the equatorial region the Farclandors live under ground to escape the heat but have exceptional vision and hunting prowess.

5 Unit Types
Giant Bat - These bats fire sonic waves at their advisories stunning them and disorientating them to prime them for attack.

Dark Wolves - Born in darkness, the dark wolves are lightning quick and deadly - their bite turns the recipient into a dark wolf too.

Flying Spiders - Nightmarish winged spiders born in the depths of the Farclandor caves, they mass in number and swarm their prey.

Cave Witches - Able to heal or summon their own dead back from the grave in skeletal form, the cave witches are a vital component of the Farclandors army.

Floating Eye - Able to hover above the battlefield and provide vital intelligence; the floating eye sees all.

2. Engagement Mechanics

- *Imagine a game like Diablo 3 working on mobile under a free to play model and suggest which will be the main retention mechanic to be sure that users who play the first day come back the day after to continue playing.*

Diablo - Death Dealers

Create the big bad - Show an evil force in the land. The death dealers summoned by Diablo are attacking your base!

Small 1st play session! I would ensure that the game was confined to small,fun and rewarding play session. Limit the play session by allowing users to achieve a defense of their small village against death dealers. Show them they can quickly build base elements like tower defensives with a gem to assist defending against raiders.

Show a small amount of depth!. Allow users to help defend their village with their main character - get involved with basic combat click mechanics and feel involved. After the main characters stamina depletes in battle, show them they can use gems to get right back into the action by spending a gem to replenish stamina. Waypoint them to a more vast and expansive land outside their town to raid in.

Stop them! Around the time they were completing a core goal in their raid outside looting/killing monsters, have the stamina deplete again to bring them back in to spend the resource they accumulated on new armour and better town defenses.

Be the good guy. Allow users to harvest some free gems from the environment with their commander to show them that there is a way within the game to fast track their progress. .

Go away! But come back for rewards!!! At this point they would have to wait to have their town defenses and storage buildup in addition to their characters stamina replenishing.

Give them an insight into defending their town from **online** raiders in addition to a second core loop raiding the lands in a single player campaign. Set a precedence that they can quickly and frequently establish resource through building resource accumulators in their town or raiding. Build a habit of coming back after longer periods to progress into the deeper metagame.

Be the good guy again. Give them some lists of core achievements to achieve in order to gain gems so they again see there are a multitude of ways to fast track progress and compete with their friends for bragging rights of creating the biggest badest Diablo city.

3.Game analysis

- ***Choose two of the next mobile f2p games and play them (Clash of Clans, Game of War, Jelly Splash, Dragon City). Indicate what are the 5 key success points of these games (max 3 line per bullet point).***

Jelly Splash

Short

The play sessions are extremely short and ease the players into the mechanics whilst rewarding how efficiently they are able to tackle each level.

Accessible

The early gameplay stages are explained in the simplest way before adding the additional layers as players developed the necessary skills. These are absorbed with relative ease to empower the player in early stages.

Rewarding

Jelly splash has fun sounds, good touch control and a vibrant colour palette which all combine to make the act of swiping and destroying the jellies rich and rewarding to the player. The sounds and colour psychology aid in this greatly.

Social Interaction/Bragging rights

Jelly Splash gives users a quick way to compare their progress with other players in order to brag and indeed give users more incentive to monetize to beat their friends!

Stop point

Players are not able to keep on repeating a game if they fail. Value in the play session and retention is created when users value the effort they have put in and the amount of time/money it may take before they can try again.

Clash Of Clans

Monetize for First Purchase

It does well to form the psychology about gems by flooding the player with them to begin with. It's then optimized to show users the value of gems so that it produces more first purchase players and whales. It cleverly only shows you the real world value right at the end of the flow of clicks to obtain more gems.

Social

Visibility and social gameplay that matters. Clash of Clans has meaningful social interaction. Players are able to effect change in each other's clan wars as well as chat about general run of the mill life. Crucially the ability to form clans and band together to compete against friends is great for creating rivalry and driving bragging rights or monetizing players to get a competitive edge.

Midcore

Short accessible and rewarding play sessions are what COC do extremely well. They give users something to do in addition to mindless clicking. The second gameplay loop works wonders for players to have a quick splash of troops in the single player campaign to acquire resources before coming back to their clans.

The Game is my friend

Clash of clans is masterful at being your friend and showing you that they don't force you to spend money. It's playable without investing reall world money, but the key to what they do is showing you how valuable gems are in the early stages of the game and making you want to spend them later to fast track your progress and beat your friends or other clans.

PHISH

Performance impacts spending habits. Clash of clans(COC) is a clear example of something which is built to run on a variety of platforms, and do so very well. It gets the user into game so quickly and after this point it is a liquid smooth experience on tablet, phablet or pint size phone. Tablet first strategy in action.
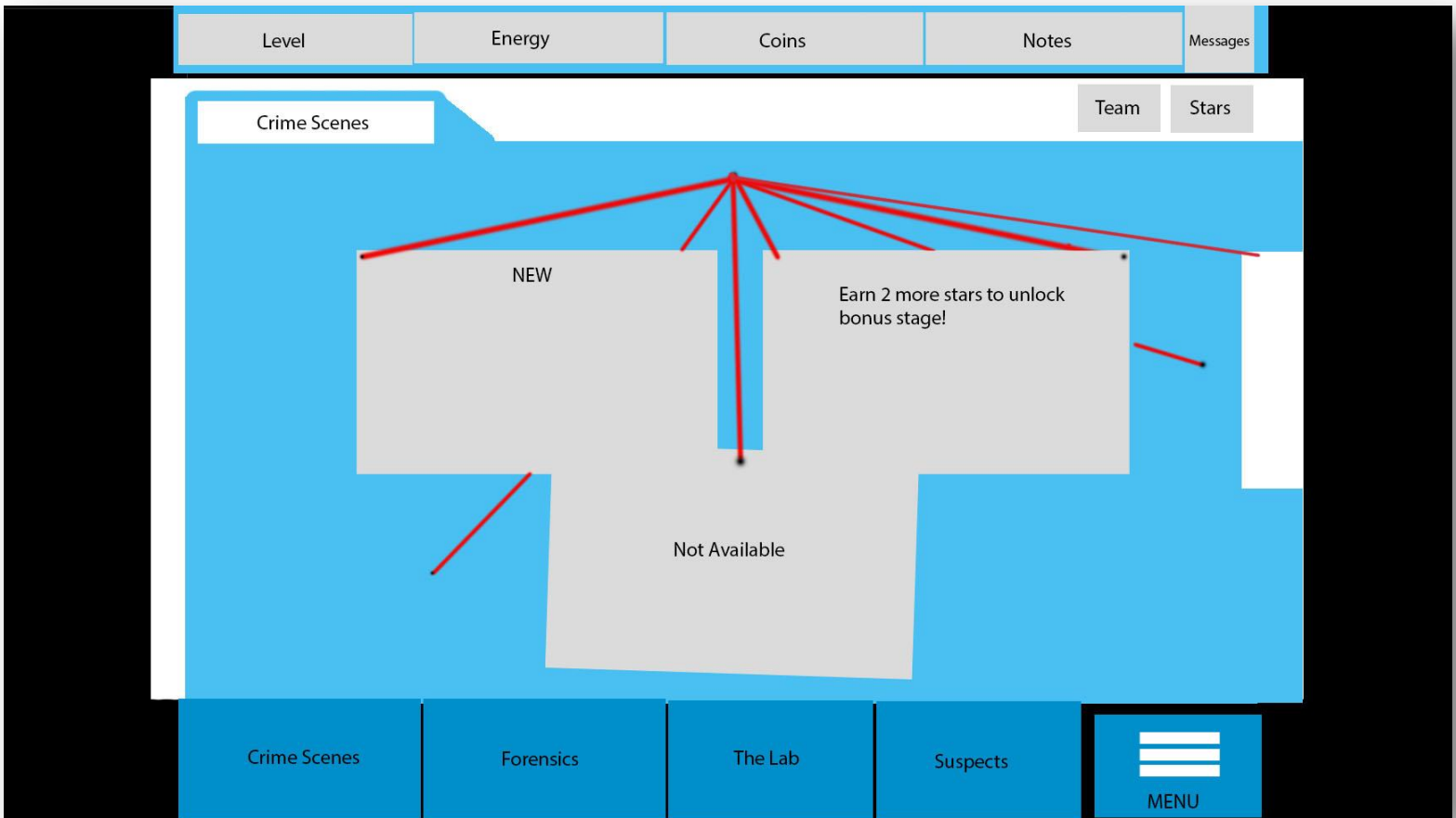
4. Interface Design

- *Imagine we are adapting the free to play facebook game "Criminal Case" to iPhone 5s. Here you will have to fully redesign the interface from a big screen to a small screen with it's space limitation. We want the basic Mockups that show the final result.*

- *Use the method you wish (paper, computer, etc), mockups artistic quality won't be taken into consideration, what is valued is the distribution, the layouts the usability and the understanding.*

Landscape IOS

Level	Energy	Coins	Notes	Messages

Team Stars

Crime Scenes

NEW

Earn 2 more stars to unlock bonus stage!

Not Available

Crime Scenes	Forensics	The Lab	Suspects	MENU

5. Feature Design

- *Play the game "Deer Hunter" either on iOS or Android.*
- *Think and describe the change you would make on the game, or a new feature, that could be introduced with the clear goal of increase the early retention on the game (max 10 lines) .*

Deer Hunter IOS

Early Retention

I believe you could increase early retention by shortening the available play sessions and then reminding the user to come back to complete a 2nd core gameplay loop for a reward. It feels like it needs a second loop on top of minor adjustments to the existing core loop. I'd send my hunter to a training range so that the user could be reminded that their hunter has "finished training" and this would give users a second loop and reason to come back to the game. It feels supremely limited right now.

Show the users their hunter and the benefits of the training -real **in game** benefits and visuals differences. Players will grow attached to something they can see and customize in turn allowing them to identify with the character. Let this training cycle take x amount of time then slowly increase the time to unlock greater benefits for their hunter. (Allow users to speed training up for" glu coins"/cash or buy vanity items for their hunter)

- *Think and describe another change or feature to increase the long term retention or the engagement of the game (max 10 lines).*

Finally, propose some improvements or changes to increase the monetization (max 10 lines).

Monetization

The game doesn't do a very good job of limiting the play session length. I found the power meter was barely noticeable and not a factor that limited or stopped my play sessions. How about making users take on more animals within a single session then return later to play?

The power meter doesn't read well. I'd make it stamina based(better real world link) and drain further stamina based on the amount of shots I took in a round; penalizing misses. I'd look to reduce the players stamina based on shots and movement in game so they had other aspects to 'game as they played. Careful concise movements would spend less stamina. Energy use is modular currently and takes 10 single games to deplete. Currently the user is reminded to come back when they are" fully recharged" and they would be lucky to have even depleted their store of energy in the first place; limiting its value.

Bombarding the user with get Glu credits seems desperate and unnecessary to do within the same play session. Indeed players don't seem to need to understand the concept of Glu credits and are not forced to use them or shown how to use them in early gameplay. I was struggling to use them or find places to use them outside of the weapon store. Users should have many ways to spend these. E.g.Free rebuff of

a wolf after it hits you. Unlock new hunts/environments early! Free training of hunter(my pre-posed revision)