



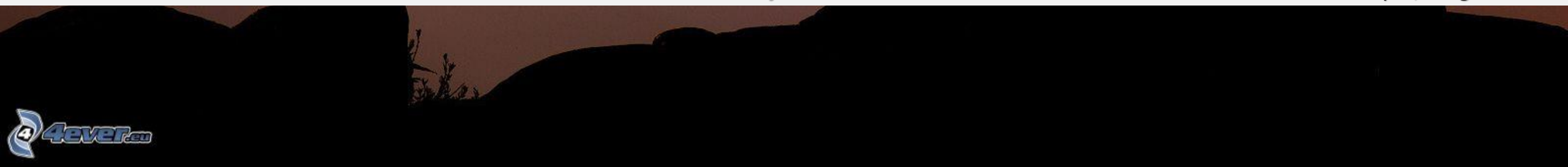
Duel

A quick multiplayer reaction based game

February 26th 2015

CS370 Industries

Toby Gosselin, Allen Herrera,
Brandon Valyan, Greg Adler



The Team



Toby Gosselin
Project Manager



Allen Herrera
Developer



Greg Adler
Developer



Brandon Valyan
Developer

Presentation Summery

Market
Research

Game
Description

UI Mockup

Proof of
Concept

Conclusion

Market Research

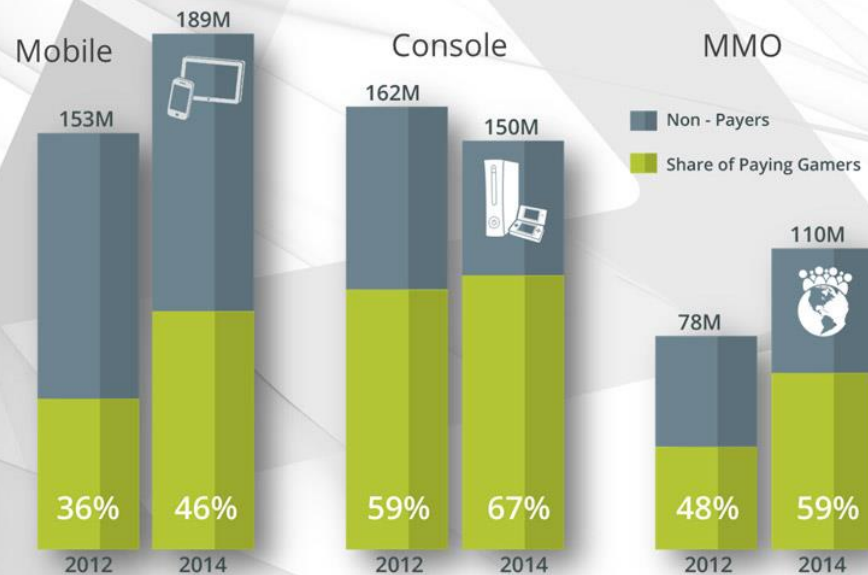
Introduction | Global Markets | Global Positioning | Current Markets | Top Grossing

Introduction

MOBILE SPENDERS ON THE RISE

SHARE OF SPENDERS PER MARKET SEGMENT FOR US, UK, GER, FR | 2012 VS 2014

© 2014 Newzoo | Source: Global Games Market Report Premium



Of all US & W-EU Smartphone and Tablet Gamers this Year



46%

Spends Money, Compared to 36% Two Years Ago. Console and MMO/MOBA Games are at 67% and 59% Respectively.

AGGREGATE OF US, UK, FR, GER



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SOURCE
Newzoo Trend Report *Spotting The Mobile Spenders*



DOWNLOAD
www.newzoo.com/mobilespenders

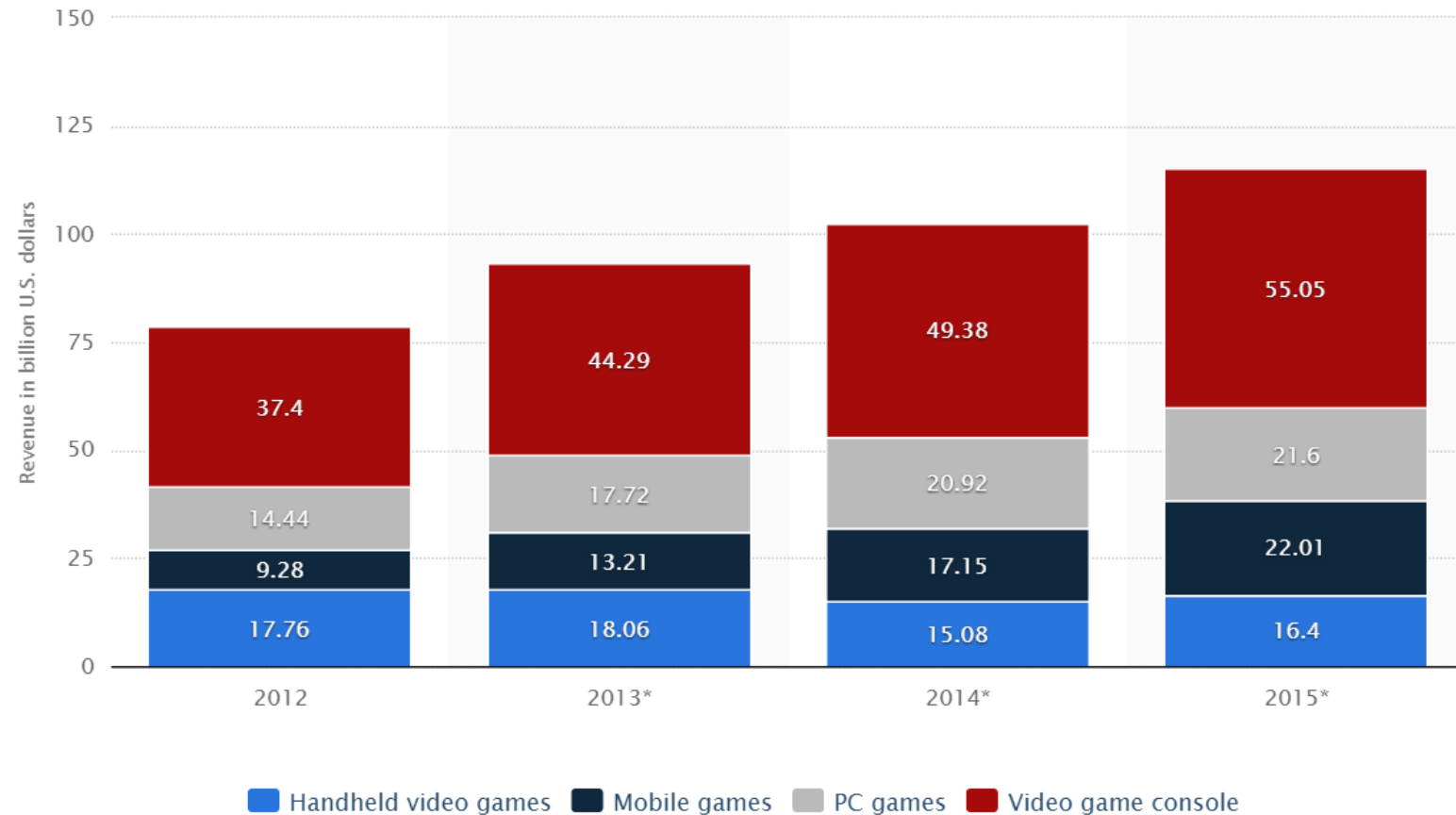


Source: Newzoo

Global Markets

11% -> 19%

Video games revenue worldwide from 2012 to 2015, by source (in billion U.S. dollars)



Source: Statista

Global Markets

Mobile Games Market Growth Above Expectations

Mature Markets Continue to Grow | Newzoo Releases New Estimates

Note: As part of the premium subscription to its Global Games Market Report, Newzoo updates clients on segments and regions every quarter based on continuous industry and market analysis. Results for the first nine months of 2014 have led Newzoo to adjust its 2014 full-year forecasts, as well as the projections towards 2017. The figures below provide a summary of the revisions relating to mobile games.

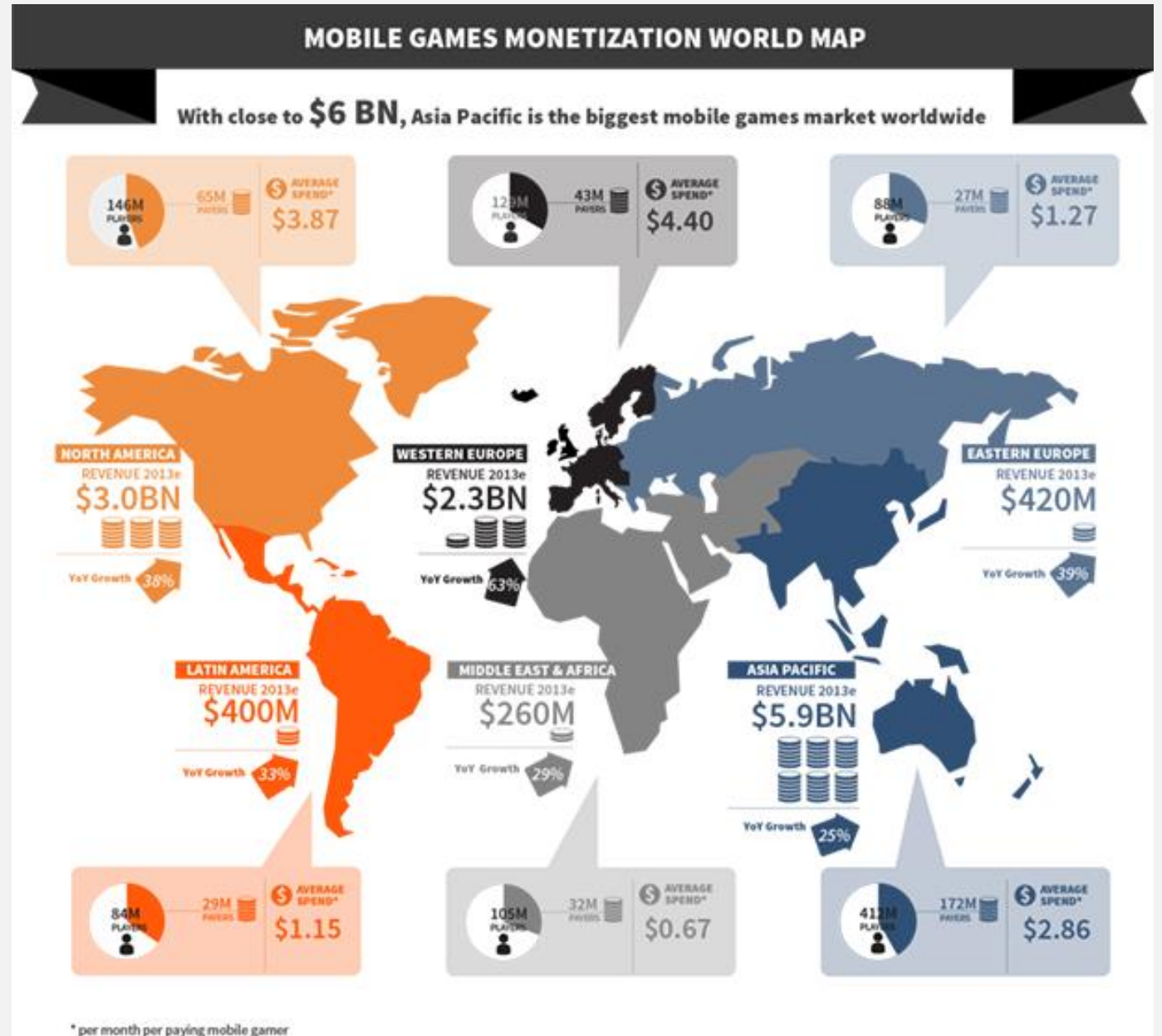


© 2014 Newzoo | October 2014 | Global Games Market Report Premium | www.newzoo.com/globalreportpremium

www.newzoo.co

Source: Newzoo

Global Positioning



Source: Newzoo

Global Positioning

SuperData | Digital games market intelligence

Worldwide mobile games reach \$21.6B in 2014E

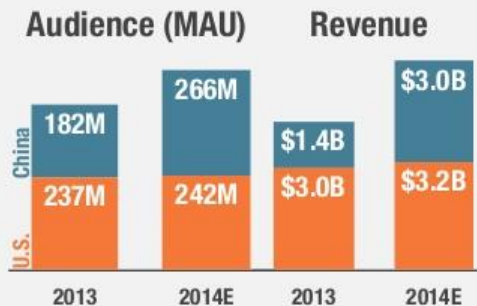
Market growth due to rising smartphone penetration and maturing freemium market.

Mobile games revenue and audience (MAU), 2014E

United States
\$3.2B
242M

Worldwide
\$21.6B
1,482M






















China
\$3.0B
266M



- As worldwide smartphone penetration continues to grow the mobile gaming audience, smartphones have become affordable gaming devices with a lower barrier to entry than PCs and consoles.
- The Chinese market in particular has seen quick and steady penetration growth with the availability of increasingly affordable Android devices.
- Players in both the United States and China have become more comfortable with the freemium model and, thus, more willing to spend money on in-app purchases.

Source: Superdata

Global Positioning

GEOGRAPHIC APPEAL MATRIX															
															
	NORTH AMERICA		WESTERN EUROPE		EASTERN EUROPE		ASIA PACIFIC		MIDDLE EAST & AFRICA		LATIN AMERICA				
<div>MOBILE GAMES MARKET SIZE</div> <div></div> <div>Based on estimated mobile games revenue in 2013</div>	★★★★		★★★★		★★		★★★★★		★		★★				
<div>GROWTH POTENTIAL</div> <div></div> <div>Based on mobile games revenue CAGR 2012-2016</div>	★★★★		★★★★		★★★★		★★★★		★★		★★★★				
<div>MONETIZATION POTENTIAL</div> <div></div> <div>Based on share of payers and average spend per payer</div>	★★★★		★★★★		★★★★		★★★★		★★		★★★★				
<div>CPI LEVELS PER LOYAL GAMER</div> <div></div> <div>CPIs are averaged across country groups/continents</div>															
	IOS	ANDROID	IOS	ANDROID		IOS	ANDROID		IOS	ANDROID	IOS	ANDROID			
	\$2.55	\$1.46	\$2.33	\$1.32	POLAND RUSSIA	\$1.62	\$1.12	AUSTRALIA S. KOREA JAPAN	\$3.70	\$1.71	\$1.20	\$0.83	ARGENTINA BRAZIL MEXICO	\$1.89	\$0.94
					OTHER COUNTRIES	\$1.19	\$0.76	OTHER COUNTRIES	\$1.39	\$0.87			OTHER COUNTRIES	\$1.11	\$0.74
<div>GLOBAL APPEAL SCORE FOR MOBILE GAME PUBLISHERS</div> <div></div>	★★★★		★★★★		★★★		★★★★		★★		★★★★				

Source: Superdata

Current Market Conditions

- Over **90%** of app store revenue in North America comes from in-app purchases

Average Revenue Per User

North America | Asia
\$3.87 | \$2.86

Conversion

	United States	China		
Q1 2013	5.2%	2.4%	ARPPU (Average revenue per paying user)	
Q1 2014	5.0%	2.9%	\$19.52	\$26.72
	↓4%	↑21%	\$21.60	\$32.46
			↑11%	↑21%

- Both Chinese and American mobile gamers have become more trusting of mobile payment methods.

Source: Superdata

U.S. CPI ARPU



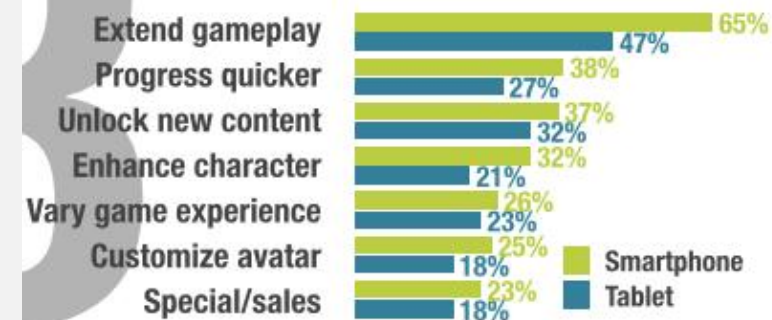
China CPI ARPU



Source: Superdata

CONSUMER INSIGHT AND MARKET DRIVERS

Reasons why mobile gamers purchase.



Source: Superdata

Top Grossing Games

Top Grossing iPhone Games

UNITED STATES

DEVICE

COUNTRY

DATE

iPhone ▼

United States ▼

Feb 25, 2015 ▼

#	FREE	PAID	GAME	PRICE	REVENUE	NEW INSTALLS
1	9	-	Clash of Clans	Free	\$1,655,367	127,639
2	27	-	Game of War - Fire Age	Free	\$1,157,287	50,287
3	11	-	Candy Crush Saga	Free	\$987,699	105,019
4	5	-	Candy Crush Soda Saga	Free	\$401,653	200,625
5	25	-	Boom Beach	Free	\$316,975	54,655

Source: Thinkgaming

Top Grossing Android Apps



1. Clash of Clans
Supercell



FREE



2. Game of War - Fire Age
Machine Zone, Inc.



FREE



3. Candy Crush Soda Saga
King



FREE



4. Candy Crush Saga
King



5. Boom Beach
Supercell



FREE

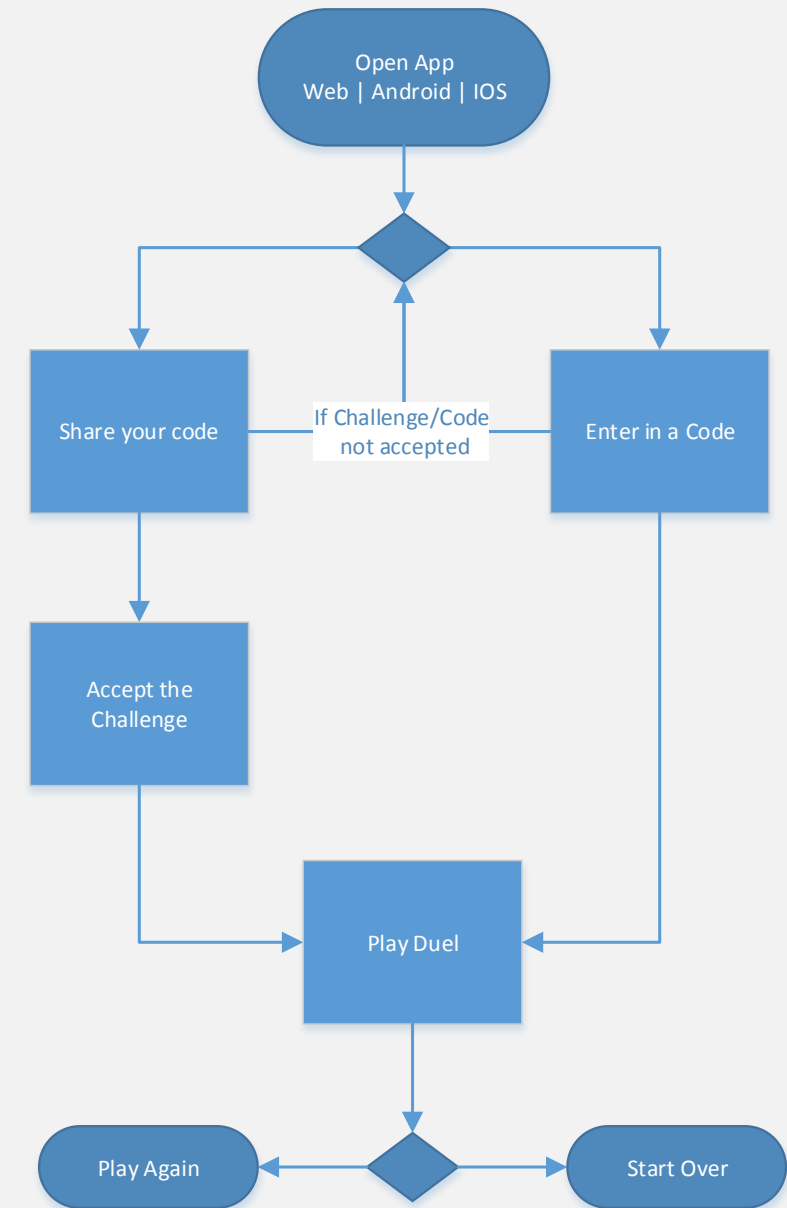
Source: Google

Game Description

Background | User Stories | Feasibility

Background

Duel! is a mobile game where players challenge their friends to a western-themed battle. Each player is given a game code through which they can challenge or be challenged by friends. Once players agree to a duel, players wait for a draw command and the player that clicks first once the command is issued wins. A series of environmental events occur at random meant to distract and intimidate the player.



User Stories

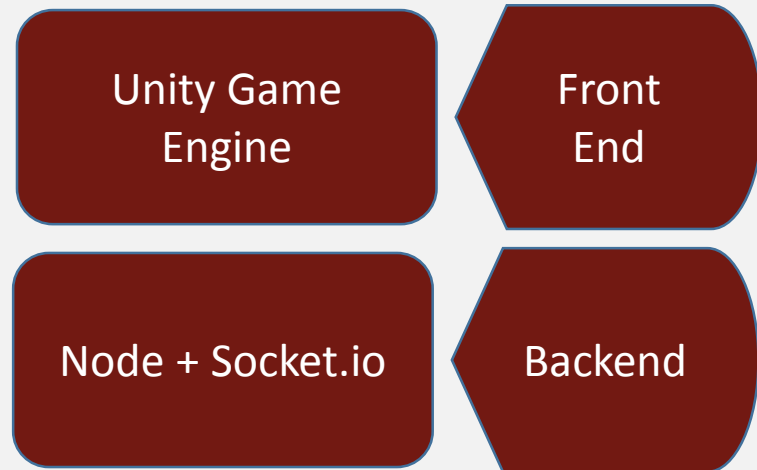
As a casual mobile gamer I want to play a fun but simple game with friends so that I can connect with and challenge friends no matter the time window, mobile platform or location.

As an Inviter, I can choose to give out my code to a challenger to duel

As a challenger, I can choose who I battle by entering an Inviter's code to duel

Feasibility

Technology Stack



Responsibilities

Game Design | UI Design | Backend to Front End Communication

All

Brandon

Toby

Front End UI | Front End Graphics | Front End Input Handling

Brandon

Toby

Allen
Greg

Team Skills

Art & Design | Backend | Game Development

Brandon

Toby

Brandon
Toby

Programing Skills

Allen

Greg

Brandon

Toby

Background | User Stories | **Feasibility**

UI Mockup

Mockups

UI Mockup



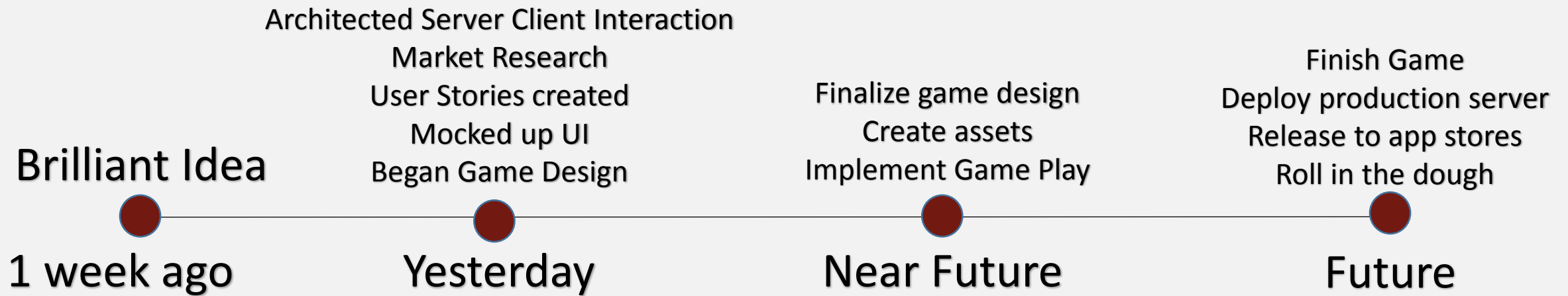
UI Mockup



Proof of Concept

Live Demo | Time Line & Velocity

Time Line & Velocity



Conclusion

Summary

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Q & A