

Dave The Diver Game Analysis

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Dave The Diver

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1. Introduction



1. Game Information



Dave The Diver	
Developer	Mintrocket
Publisher	Mintrocket
Platform	Windows / Mac / Nintendo Switch
Genre	Casual Action-Adventure, Management-Simulation
Release	Early Access October 27, 2022
	Official Release June 28, 2023
	Nintendo Switch October 26, 2023

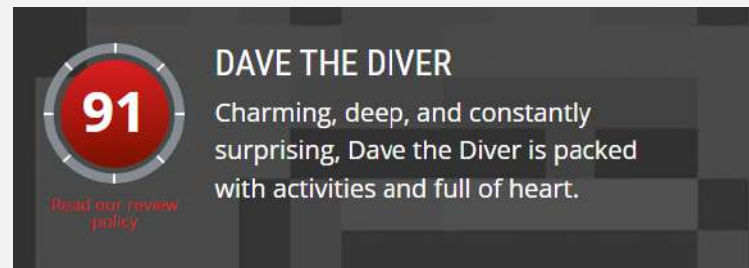
Welcome to the oceanic adventure game, [DAVE THE DIVER], set against the backdrop of the mysterious blue hole. During the day, hunt for fish in the beautiful underwater world, and at night, try your hand at running a sushi restaurant to earn money. Unravel the mysteries beneath the sea, accompanied by the unique stories of charismatic companions. A mystical and fresh experience awaits you!

2. Game Reviews



Steam Reviews

Over 55,000
Overwhelming
Positive



Pc gamer

91/100



Amazing

Dave The Diver is an aquatic adventure RPG that's wholesome, wonderfully complex, and delightfully hard to put down.



Travis Northup

IGN

9/10

DAVE THE DIVER

PC

[View All Platforms](#)

Released On: JUN 28, 2023

METAScore

Universal Acclaim

Based on 44 Critic Reviews



90

USER SCORE

Generally Favorable

Based on 207 User Ratings

8.2

Metacritic

Universal
Acclaim
90/100

Generally
Favorable
8.2/10



Euro Gamer

10/10

2. Success Factor



1. Genre

Pixel Graphics

Casual

Adventure

Management

RPG

Relaxing

Simulation

Fishing

Exploration

Underwater

Farming Sim

Singleplayer

Crafting

2D

Story Rich

Roguelite

Funny

Agriculture

Indie

Early Access

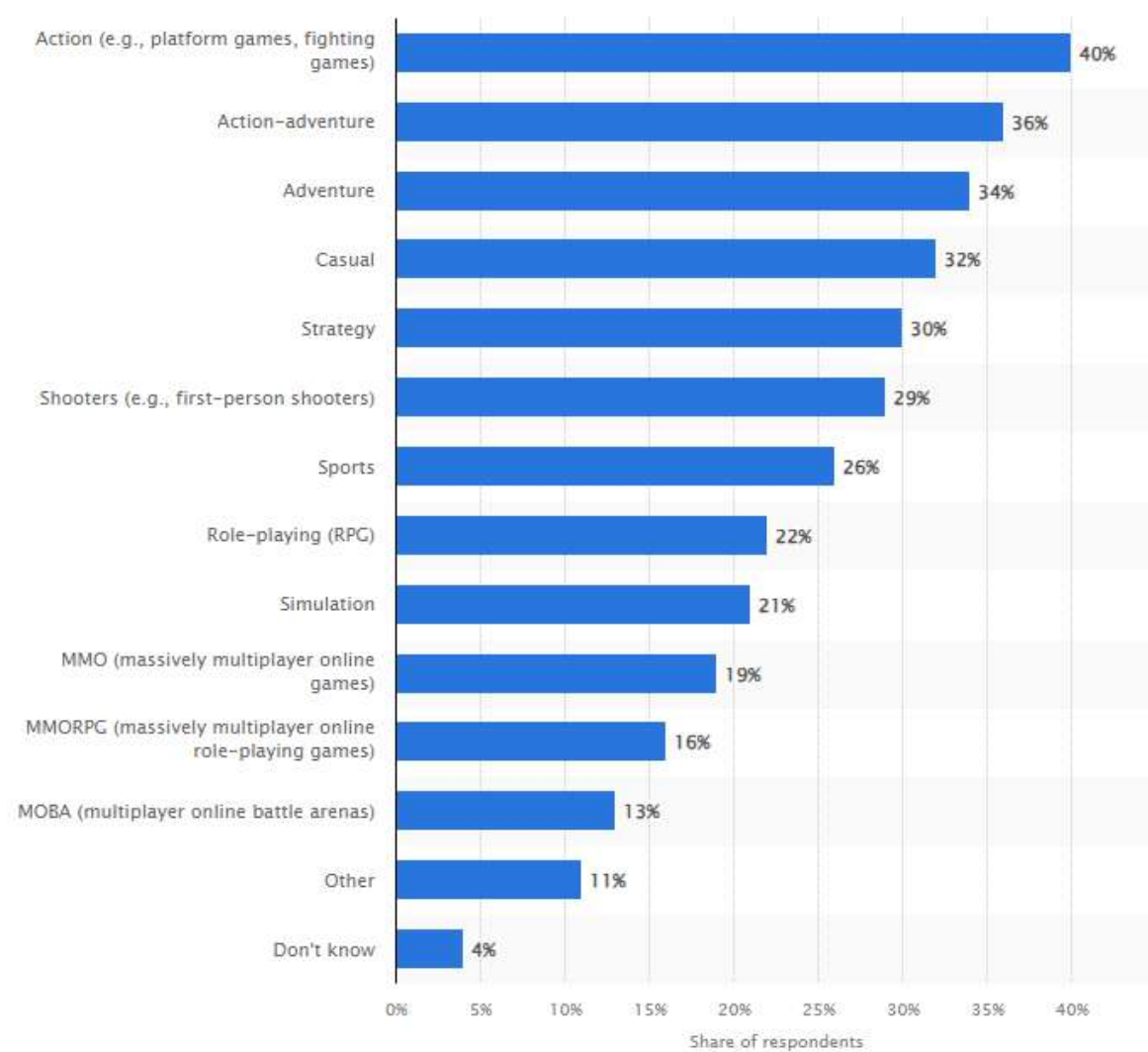
Success Factor One : Genre

'Dave the Diver' has garnered global attention as a game. With sales exceeding 2 million copies on Steam, **with 90% of these sales attributed to international markets.**

Among the success factors for 'Dave the Diver,' I've identified the game's '**genre**' as a key element.

'Dave the Diver' adds diversity to potentially monotonous gameplay by combining underwater exploration during the day with a business management simulation of running a sushi restaurant at night.

1. Genre



Sources : Statista

Hybrid Genre

According to a 2023 global consumer survey on gamers' preferred genres, action-adventure, casual, and simulation genres are ranked 2nd, 4th, and 9th, respectively. 'Dave the Diver,' with its **combination** of these genres, has captivated an even larger customer.

2. Graphics

Success Factor Two : Pixel Graphics



'Dave the Diver' presents a high-quality **pixel art-based graphic design**, creating an artistic and soothing atmosphere for players. Particularly within the gaming community, the combination of indie genre and pixel graphics is perceived as a trustworthy and enjoyable gaming experience. This reputation often leads to rapid word-of-mouth promotion without the need for additional advertising efforts.

2. Graphics

TOP SELLERS


Indie Pixel Graphics


enter search term or tag


Search


Sort by Relevance


231 results match your search. 10 titles have been excluded based on your preferences.

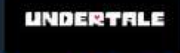
Stardew Valley27 Feb, 2016👍¥ 16,000


DAVE THE DIVER28 Jun, 2023👍¥ 24,000


Symphony of War: The Nephilim Saga11 Jun, 2022👍-40%¥ 21,500¥ 12,900


WorldBox - God Simulator3 Dec, 2021👍¥ 21,500


The Binding of Isaac: Rebirth5 Nov, 2014👍¥ 15,500


Undertale16 Sep, 2015👍¥ 10,500


Summer Memories15 Jun, 2020👍-50%¥ 20,500¥ 10,250

Terraria17 May, 2011👍¥ 11,000

Gladiator Guild Manager14 Oct, 2021👍-20%¥ 13,500¥ 10,800

Vampire Survivors21 Oct, 2022👍¥ 5,000

The Binding of Isaac: Repentance31 Mar, 2021👍¥ 53,000

Enter the Gungeon5 Apr, 2016👍¥ 16,500

Advantages of Pixel Graphics

As mentioned earlier, the combination of the indie genre and pixel graphics quickly gains popularity among gamers. Examples of this include 'Stardew Valley' and 'Vampire Survival.'

Both 'Stardew Valley' and 'Vampire Survival' are single-developer games that, despite the absence of extensive advertising, gained immense popularity among gamers, with sales exceeding 20 million copies each.

A common notable feature of these games is their **consistent sales over time**. This can be attributed to a distinctive **advantage of pixel graphics** – the ability to be consistently loved over time, independent of advancements in gaming technology. Pixel graphics have the unique **ability to endure and maintain popularity**, making them a timeless choice for game development.

2. Graphics

SYSTEM REQUIREMENTS	
Windows	macOS
MINIMUM:	RECOMMENDED:
OS: Windows 7 64 bit	OS: Windows 10 64 bit
Processor: Intel Core i3 Dual Core	Processor: Intel Core i5 - i7 Quad Core
Memory: 8 GB RAM	Memory: 16 GB RAM
Graphics: NVIDIA Geforce GTS 450 / AMD Radeon HD 5570	Graphics: NVIDIA Geforce GTX 750Ti / AMD Radeon R9 270x
DirectX: Version 11	DirectX: Version 11
Storage: 10 GB available space	Storage: 10 GB available space
Sound Card: Windows Compatible Audio Device	Sound Card: Windows Compatible Audio Device

Dave The Diver

SYSTEM REQUIREMENTS	
Windows	macOS SteamOS + Linux
MINIMUM:	
OS: Windows Vista or greater	
Processor: 2 Ghz	
Memory: 2 GB RAM	
Graphics: 256 mb video memory, shader model 3.0+	
DirectX: Version 10	
Storage: 500 MB available space	

Stardew Vally

SYSTEM REQUIREMENTS	
Windows	macOS
MINIMUM:	
Requires a 64-bit processor and operating system	
OS: Windows 10 64bit	
Processor: x64 architecture with SSE2 instruction set support	
Memory: 1 GB RAM	
Graphics: DX11, DX12 capable	
Storage: 600 MB available space	

Vampire Survivors

Pixel Graphics and Low System Requirements

Another **advantage** of pixel graphics is their significantly lower system requirements compared to 3D graphic games. Not everyone worldwide has a high-spec computer, and pixel graphics offer the advantage of being less demanding on the user's system, making them more **accessible to a broader customer**.

3. Cut Scene

Success Factor Three : Cut Scene



The most enjoyable aspect of playing 'Dave the Diver' was the **cut scene direction**. The various cut scene presentations throughout the game are funny, enhancing the storytelling immersion with a touch of humor.

3. Cut Scene



Cut Scene

While a simple underwater exploration might easily become monotonous, the cut scenes in 'Dave the Diver' add a touch of **healing** and occasionally build **tension**. They elevate the overall experience, offering moments of relaxation and suspense throughout the game.

3. Cut Scene



Parody

The game incorporates various **parody elements** that any gamer would recognize, adding humor points to the experience.



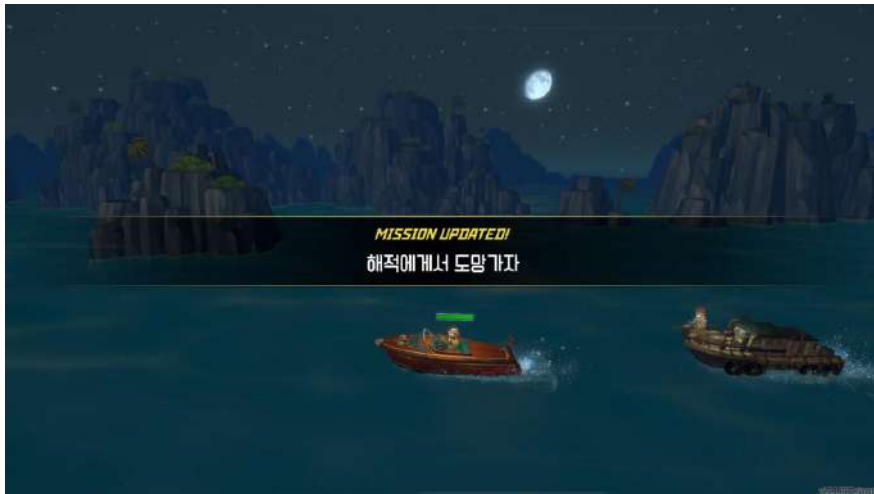
4. Contentes

Success Factor Two : Contents



Taking advantage of the benefits of a **hybrid genre**, 'Dave the Diver' delivers a diverse range of content, ensuring that gamers never experience dull moments

4. Contents



Quick Time Events

Quick Time Events are game mechanics where, during specific moments in the game, players must press specific buttons or perform certain actions as indicated on the screen. Quick Time Events add tension and excitement, enhancing the overall **action and intensity** of the game.

4. Contents



Quick Time Events

'Dave the Diver' is a game where players use a harpoon gun to capture sea creatures. Despite the presence of diverse environments and various marine life, repetitive gameplay experiences can accumulate feelings of boredom and fatigue. However, 'Dave the Diver' **introduces diverse Quick Time Events** throughout the game by various experiences, such as changing harpoon tips or lifting heavy objects

4. Contents



Management-Simulation

'Dave the Diver' also have the content of the **simulation genre**. Players engage in serving at a sushi restaurant, deciding the daily menu, and managing staff. They can also source additional cooking ingredients from farms and aquaculture facilities. The combination of simulation and action adventure genres can attract a broader customer and encourage the influx of potential buyers.

3. Development Direction



1. SWOT Analysis

Strength

1. Hybrid Genre: Securing a Diverse User Base
2. Low System Requirements: Minimal Barriers to Entry
3. Positive Reviews

Weakness

1. Post-Main Story Content
2. Simulation Elements
3. Replayability

Opportunity

1. Domestic Market: Improving the Existing Company Image
2. International Market: Building Recognition in the Single Package Game Market
3. Mobile Platform: Tapping into New Markets and Revenue Streams

Threat

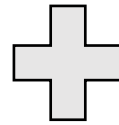
1. Low Awareness in the Single Package Game Market
2. One-Time Revenue Model
3. Evolving Trends

2. SO Strategies

SO Strategies: Pursue opportunities that are a good fit to the company's strengths.

Strength

1. Hybrid Genre: Securing a Diverse User Base
2. Low System Requirements: Minimal Barriers to Entry
3. Positive Reviews



Opportunity

1. Domestic Market: Improving the Existing Company Image
2. International Market: Building Recognition in the Single Package Game Market
3. Mobile Platform: Tapping into New Markets and Revenue Streams

2. SO Strategies

Strength



Opportunity

- **User Base Growth:** The strengths of a **hybrid genre** and **low system requirements** can attract a larger gamer customer. This can lead to an increase in the user base and potentially higher revenue through in-game purchases or other revenue generation strategies.
- **Reputation Enhancement:** Positive reviews contribute to the **reputation** of both the game and the publisher. This can instill greater **trust from gamers and potential investors**.
- **Longevity :** Positive reviews help maintain gamer engagement over an extended period, prolonging the lifespan of the game and generating **continuous revenue over time**.
- **Developer Attraction:** A successful game draws in talented developers and designers to participate in future projects, strengthening the development team.
- **Brand Loyalty:** High-quality games and positive reviews help build **brand loyalty** among gamers, increasing the likelihood of them exploring and playing future releases.

2. SO Strategies

Strength



Opportunity

Mobile Platform Release for Dave the Diver

Pixel graphics have the **advantage** of being relatively simple to create, making them accessible to indie developers or small teams with limited resources. They don't require the same level of hardware or graphic capabilities as 3D graphics. Additionally, pixel graphics commonly have smaller file sizes, making them **suitable for mobile games** where minimizing game size is crucial. The simplicity of pixel graphics facilitates easier **compatibility** across various platforms, including consoles, PCs, and mobile devices.

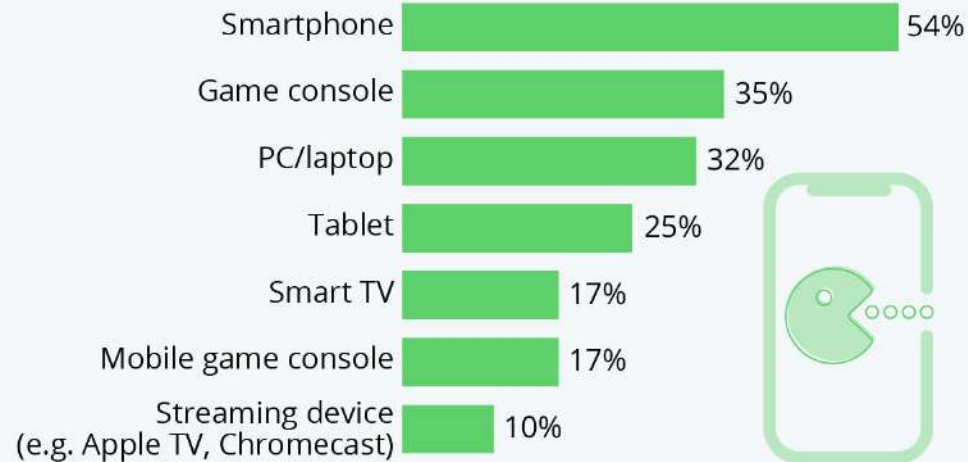
As a result, Dave the Diver, with its pixel graphics and gameplay based on quick-time events, can effectively take advantage of **strengths of mobile devices and the benefits of touch screens**. The game is well-suited for mobile platforms, ensuring compatibility and an enjoyable gaming experience for users on the go.

2. SO Strategies

Mobile Platform Release for Dave the Diver

Smartphones Rule Gaming

U.S. adult responses to: "Which of these devices do you regularly use to play video games?"




Sources : Statista

- **Large User Base:** Mobile platforms possess vast and diverse user bases, allowing for **access to a wide range of potential gamers**.
- **Accessibility:** Mobile platforms are highly **accessible**. Gamers can easily download and play games on smartphones and tablets, making it convenient to enjoy games even while on the move.
- **Low Entry Barriers:** Mobile games often have low entry barriers for developers in terms of development costs and technical requirements, making them suitable for small studios.
- **Business Models:** Mobile games offer **various revenue generation options**, including in-app purchases, advertising, and premium versions.
- **Social Networking:** Mobile platforms come with **social features**, making it easy to share games, invite friends, and participate in social communities related to the games.

2. SO Strategies

Mobile Platform Release for Dave the Diver



스타듀 벨리 Stardew Valley
ConcernedApe

4.2★
리뷰 15.2만개

100만+
다운로드

15세 이상 ⓘ

구매 ₩5,900



Terraria
505 Games Srl

3.6★
리뷰 37.8만개

100만+
다운로드

15세 이상 ⓘ

구매 ₩6,500



Slay the Spire
Humble Games

4.4★
리뷰 1.78만개

10만+
다운로드

15세 이상 ⓘ

구매 ₩12,000



Vampire Survivors (뱀파이어 서바이버즈)

Poncle
광고 포함 · 인앱 구매

3.8★
리뷰 5.37만개

100만+
다운로드

12세 이상 ⓘ



XCOM®: Enemy Within

2K, Inc.
광고 포함

4.1★
리뷰 2.39만개

10만+
다운로드

17세 이상 ⓘ

구매 ₩6,500

Many Steam platform games are currently achieving success through **mobile ports**. While mobile porting presents challenges, such as adjusting game controls and UI/UX for the mobile environment.

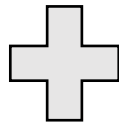
However, I think there will be many advantages considering the overwhelmingly high accessibility compared to the Steam platform and the number of **potential customers**.

3. WT Strategies

WT Strategies: Establish a defensive plan to prevent the firm's weaknesses from making it highly susceptible to external threats

Weakness

1. Post-Main Story Content
2. Simulation Elements
3. Replayability



Threat

1. Low Awareness in the Single Package Game Market
2. One-Time Revenue Model
3. Evolving Trends

3. WT Strategies

Weakness



Threat

Lifetime player count history

Share

Data is limited. You can sign in to view data per day for free.

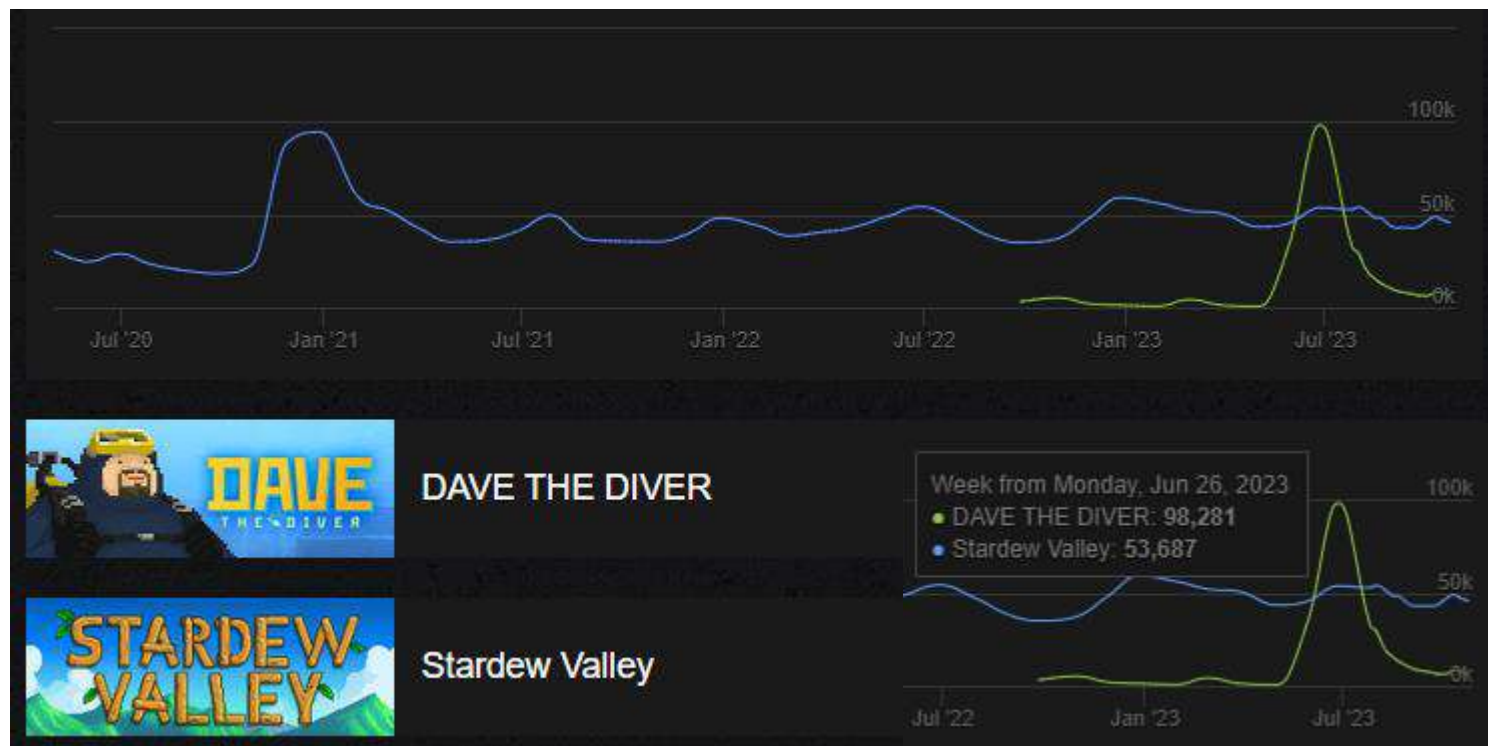
Zoom 1w 1m 3m 6m 1y 3y all



Sources: steamdb

Nexon has opened up possibilities in the single package game market with the success of Dave the Diver. However, they still face challenges such as the lack of a solid reputation, the **one-time revenue model** inherent in single package games, and the ever-changing trends in the industry.

3. WT Strategies



Sources : steamdb

Weaknesses of Dave The Diver

The graph above compares the real-time player counts of Dave the Diver and Stardew Valley.

Despite being released in February 2016, Stardew Valley consistently maintains solid sales and user numbers.

In contrast, Dave the Diver experiences a rapid decline in user numbers after its official release.

The primary reason for this phenomenon is believed to be the absence of post-main story content.

3. WT Strategies

Serialization ‘Dave the Diver’

In single-package games, both user base and the **longevity** of the game are important to ensuring profitability over an extended period. While addressing this issue by incorporating sustainable content is important, another solution could be to opt for **'serialization'** or turning the game into a series.

The table on the left represents the ranking of the top-grossing single-package games in 2023. As observed from the list, all titles from 1st to 10th place are either **sequels to existing games or utilize established IP.**

Ranking	Title	Date released (2023)	Developer	Publisher
1	Hogwarts Legacy	7 February	Avalanche Software	Warner Bros. Games
2	The Legend of Zelda: Tears of the Kingdom	12 May	Nintendo	Nintendo
3	Star Wars Jedi: Survivor	28 April	Respawn Entertainment	EA
4	Resident Evil 4 (2023)	23 March	Capcom	Capcom
5	Dead Island 2	21 April	Dambuster Studios	Deep Silver
6	MLB The Show 23	24 March	San Diego Studio	Sony Interactive
7	WWE 2K23	14 March	Visual Concepts	2K
8	Sons of the Forest	23 February	Endnight Games	Newnight
9	Dead Space (2023)	27 January	Motive Studio	EA
10	Metroid Prime (Remastered)	8 February	Retro Studios	Nintendo

출처: Game Performance Monitor

3. WT Strategies

Serialization 'Dave the Diver'

The sequel series of Dave the Diver, the 'Dave' series, can utilize the characteristic of being a **hybrid genre** to attract an even more diverse user base.

The advantages of serialization include the following

- **Storytelling and Characterization:** Through the series, you can implement more in-depth and continuous storytelling. This can lead to better character development and a more immersive storyline, **capturing the gamer's interest over an extended period**.
- **Attachment to the Series:** A serialized IP can maintain gamer engagement for a long time, fostering a strong **attachment** to the game and its characters. This often results in **higher retention rates**.



Series Example 1)

Background image: Stardew Vally

<Dave the Farmer>

Genre: Farm Management Simulation + Detective Adventure

3. WT Strategies

Serialization 'Dave the Diver'

The sequel series of Dave the Diver, the 'Dave' series, can utilize the characteristic of being a **hybrid genre** to attract an even more diverse user base.

The advantages of serialization include the following

- **Community Building:** Serialized IP can foster a sense of **community** among gamers eagerly anticipating upcoming releases or updates. This encourages gamers to discuss the game, share theories, and **build a fan base**.
- **Revenue Opportunities:** Serialized IP ensures revenue from both previous and future releases. This provides a **steady stream of income**, supporting ongoing development initiatives.



Series Example 2)

Background image : Spelunky 2

<Dave the Explorer>

Genre: Archaeological Exploration Adventure + Auction
House Management Simulation

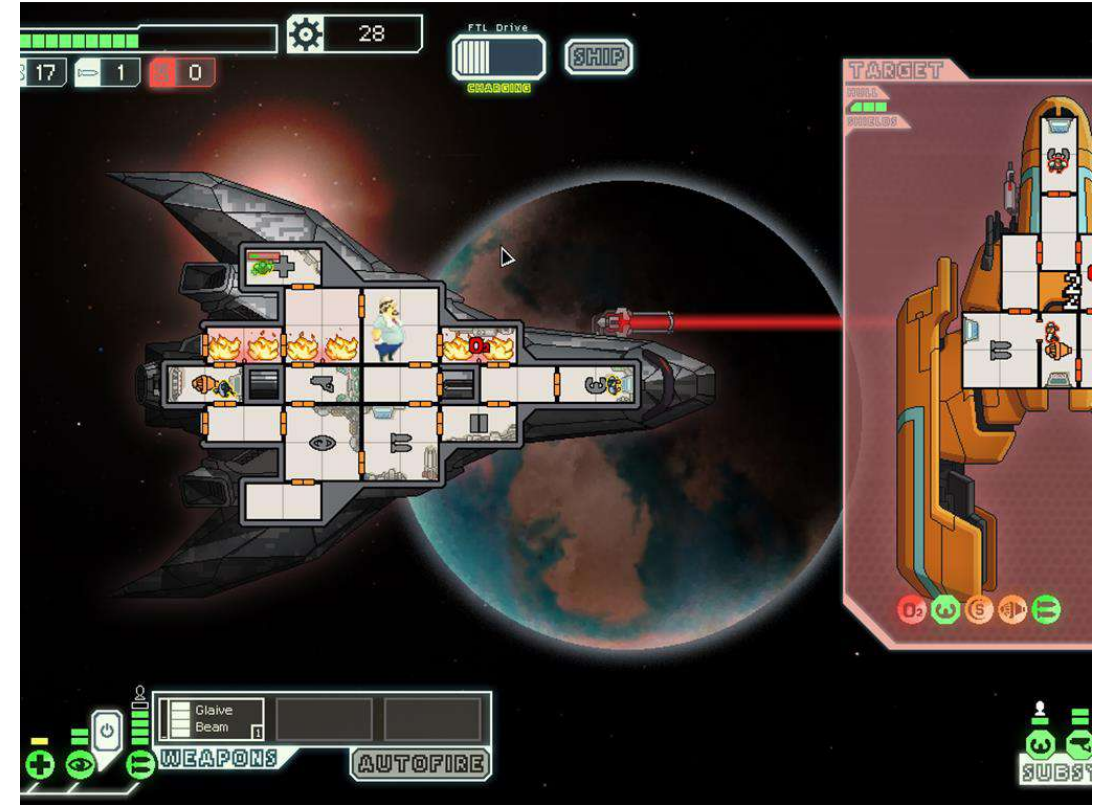
3. WT Strategies

Serialization 'Dave the Diver'

The sequel series of Dave the Diver, the 'Dave' series, can utilize the characteristic of being a **hybrid genre** to attract an even more diverse user base.

The advantages of serialization include the following

- **Extended Lifespan:** Series ensure an extended lifespan for the game, **maintaining profitability** over a longer period. This **reduces the necessity and risks** associated with launching entirely new IPs.
- **Marketing and Promotion:** Each new series serves as a **word-of-mouth marketing tool** in itself. Utilizing this, you can **attract new gamers** and **encourage repurchases from existing ones**.



Series Example 3)

Background image : Faster Than Light

<Dave the Astronaut>

Genre: Space Exploration Adventure + Base Construction
Simulation