

Invincible

Guarding the Globe
(Mobile Game Deconstruction)



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Game Analysis



I have divided the game analysis in the following sections to make it more digestible

Autobattle



Heroes fight automatically against enemies

Campaign



This is the main progression of the game

GDA Ops



The player can send heroes to specific assignments

Heroes



Heroes are the main asset of the player

Alliances



Players can join a guild to get more resources

Shops



There are different shops to get items and heroes

Stores



There are products offered in different stores

Others



This section is for the rest of mechanics in the game

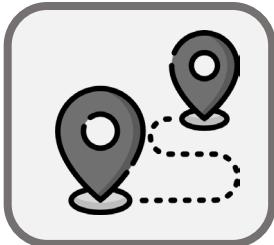
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Autobattle – Main Mechanic

The game uses an autobattle system where the characters fight automatically without the need for the player to take action

There's an indicator of the overall team HP.
Same of the enemy team

Melee characters engage in a close combat fight

Players can check the status of the heroes and trigger the abilities if needed

The heroes chosen by the player engage in an automatic battle

Ranged characters try to stay away from close combat and throw projectiles at enemies

There are different options like increasing the speed of the fight or autotrigger the abilities



Autobattle – Lineup

The most important action of the player is before the battle starts when they need to decide the heroes they are going to use for the stage

The player can compare the power of the team against the enemies

Usually ranged heroes are placed at the rear of the formation so they don't receive melee damage



The player has to place the heroes in a grid of 5 tiles (3-2)

The player can choose 5 heroes from all the heroes recruited so far

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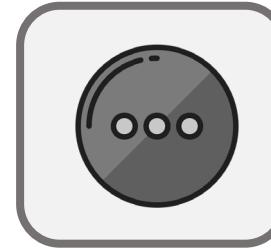
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Campaign Summary

Main Progression

The Campaign is the main progression of the game which is a linear progression.

1 Stage 1 Battle

The player needs to complete stages by battling the enemies with the autobattle.

Chapters

Each chapter is divided by multiple stages and the amount of stages varies depending on the chapter.

Difficulty & Rewards

The difficulty scales up by every stage, and players earn different rewards for each stage complete.

Non-Replayable Stages

Players cannot replay stages to earn more rewards, they can only play the current stage.

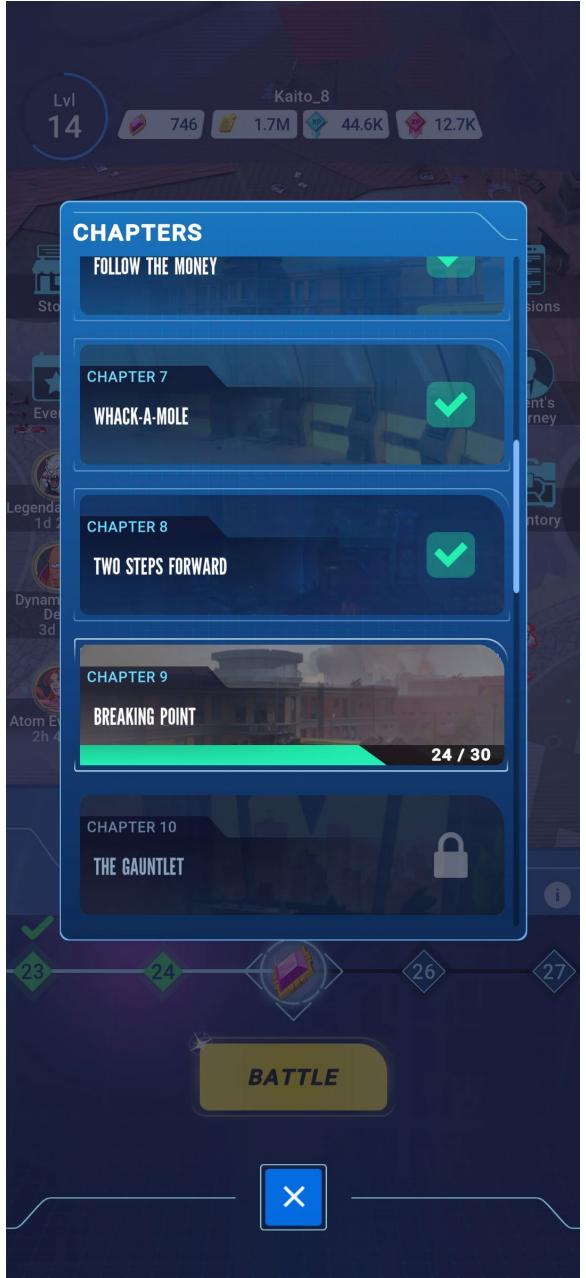
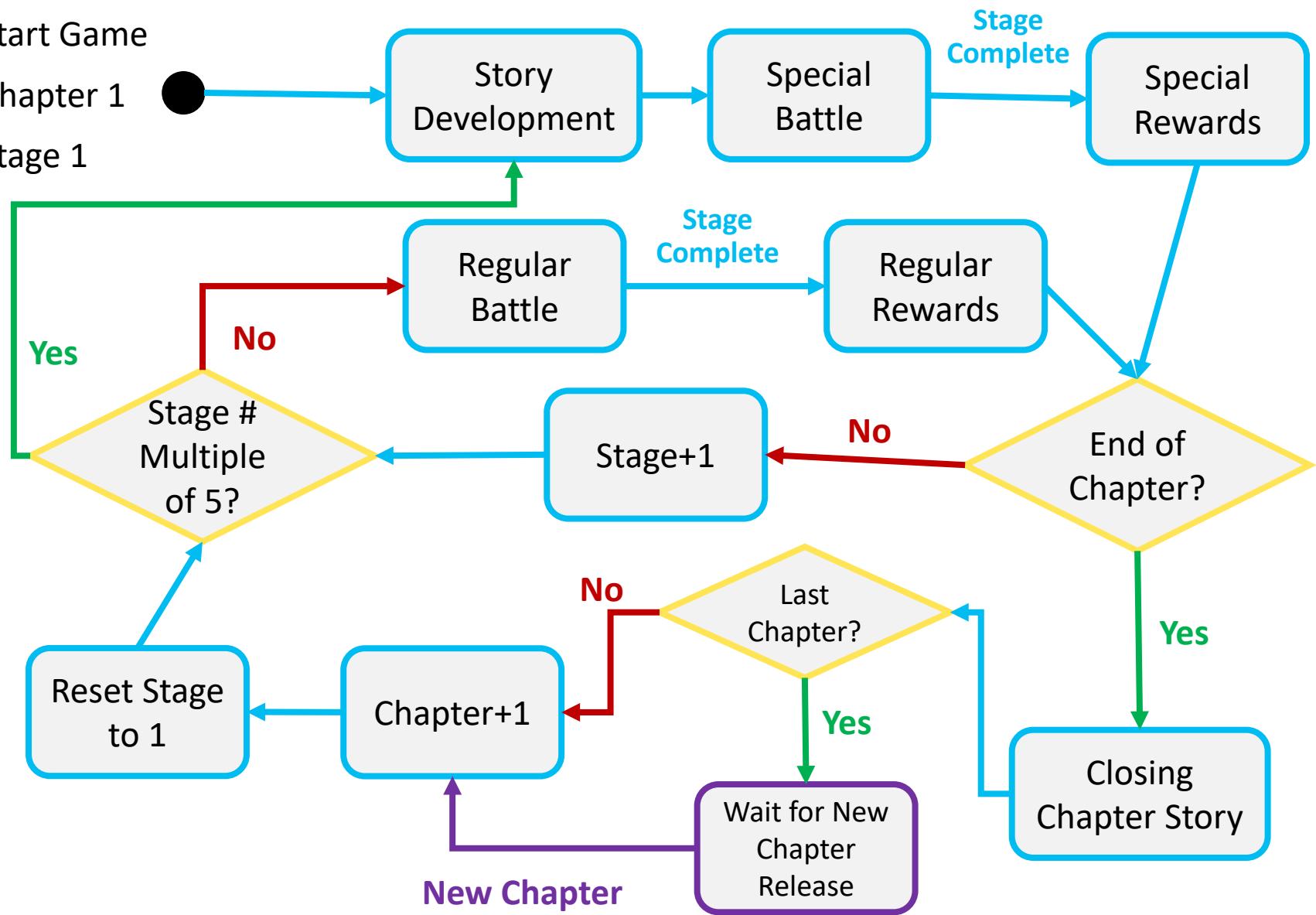


Campaign - Loop

Start Game

Chapter 1

Stage 1



Campaign - Rewards

This is an example to show how rewards are distributed within a chapter.

Chapter 9

Stage 1	Stage 5	Stage 10	Stage 15	Stage 20	Stage 25	Stage 30
GDA Chips						
Hero XP						
Agent XP						
Access Cards						
GDA Gems	Hero Dossier	GDA Gems	Hero Dossier	GDA Gems	GDA Gems	Hero Dossier

Rest of the Stages

GDA Chips

Hero XP

Agent XP

Access Cards



Players have extra rewards every 5 stages together with some story development and a hard battle

Campaign - Idle Reward

Appointment Mechanic

This mechanic helps to keep player coming to the game and thus increase the number of sessions per day.

12 Hours Timer

The pool of rewards keeps increasing every hour, reaching its peak at 12 hours, trying to make players come to the game twice per day.

Loss Aversion

After the 12 hours the pool of rewards don't increase anymore, playing with the "loss aversion" feeling of players that want to maximize their potential rewards.

Items Given

The rewards given in this mechanic are GDA Chips, Hero XP, and Special Hero XP. These rewards are mostly used to level up and rank up heroes.



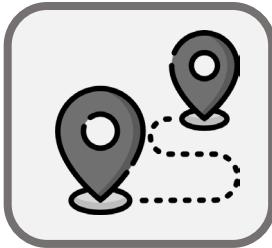
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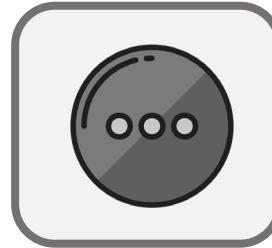
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GDA Ops - Summary

Offline Feature

The GDA Ops are missions that allow players to send their heroes to get some rewards. And play the Campaign in the meanwhile or leave the game.

Appointment Mechanic

The players need to wait Xh Ym to claim their rewards, or abort the mission and get part of the rewards.

Rewards

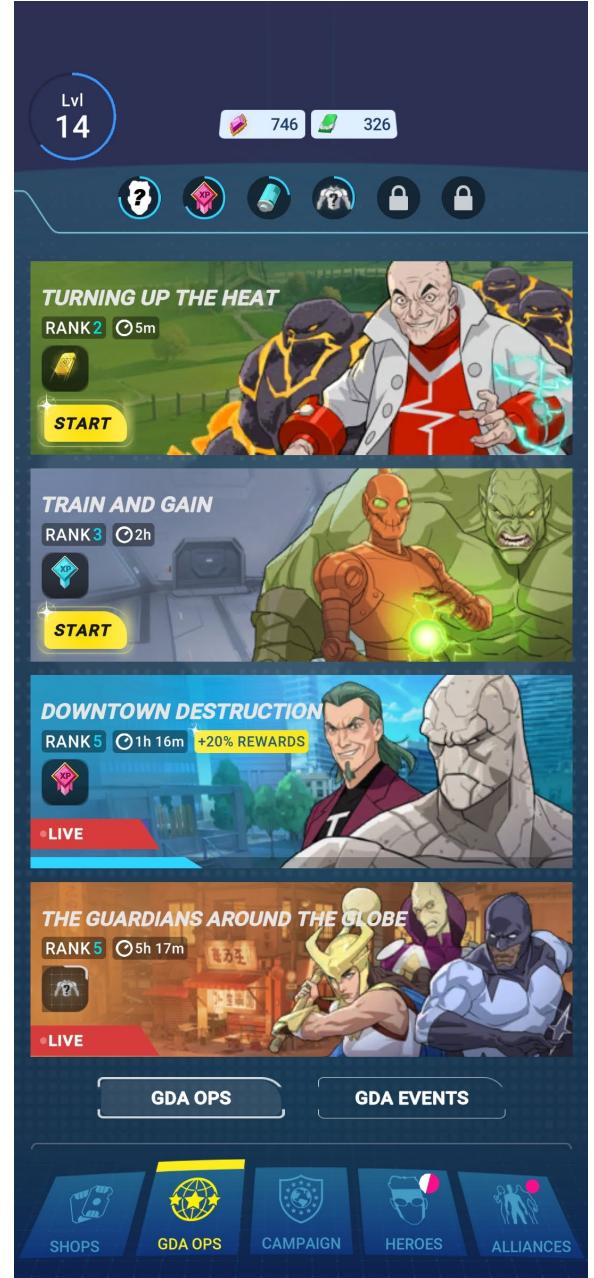
Players can get all sort of rewards in this missions including all kind of currencies, gear, artifacts, and even heroes (“The School’s End” & GDA Events).

Unstuck the player

This system allows the player to get some resources and improve the hero team to then get unstuck in the main progression.

1 Hero 1 Mission

Heroes can go to only 1 misión at the time, but you can use all your heroes.



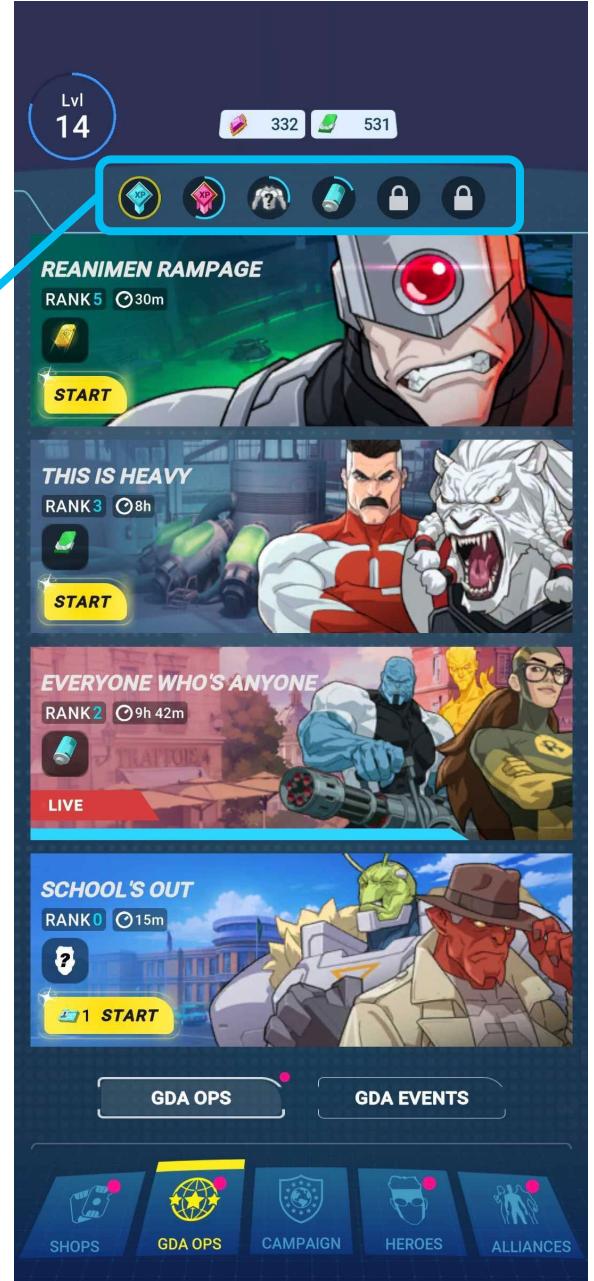
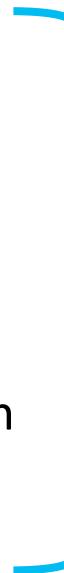
GDA Ops - Limit

Limit of GDA Ops

The players have a limit of teams that they can send into missions.

Agent Level

The number of GDA Ops you can send heroes on depends on the Agent Level, which increases by moving forward in the Campaign.



GDA Ops - Waves

Waves

Once the team is sent to a GDA Op, the heroes start fighting against waves of enemies. The more waves they clear the bigger the reward the player gets.

Resurrecting Heroes

If all the heroes in the squad die, they'll resurrect to keep clearing waves.

Time is Up

The heroes will continue fighting waves of enemies until the time is up. Then the player needs to come back to the game and claim the rewards to send the party to a new GDA Op.



GDA Ops - Rewards

Each GDA Ops delivers different rewards, having a unique purpose for the player



GDA Chips (High)

Access Cards



GDA Chips

Access Cards



GDA Chips

Access Cards

Hero Special XP (Special)



GDA Chips

Access Cards

Hero Gear (Special)



GDA Chips (High)

Access Cards

Hero XP (Special)

Hero Special XP



GDA Chips

Access Cards (High)



GDA Chips

Access Cards

Items Capsule (High)



GDA Chips

Access Cards

Hero XP

Characters (Special)

GDA Ops – Rank Up

Rank Up

Players can rank up their GDA Ops increasing the benefits of the mission

Time

Ranking up increases the time of the mission. The more time the heroes are in the mission the more waves they can clear and thus get more rewards.

Team Size

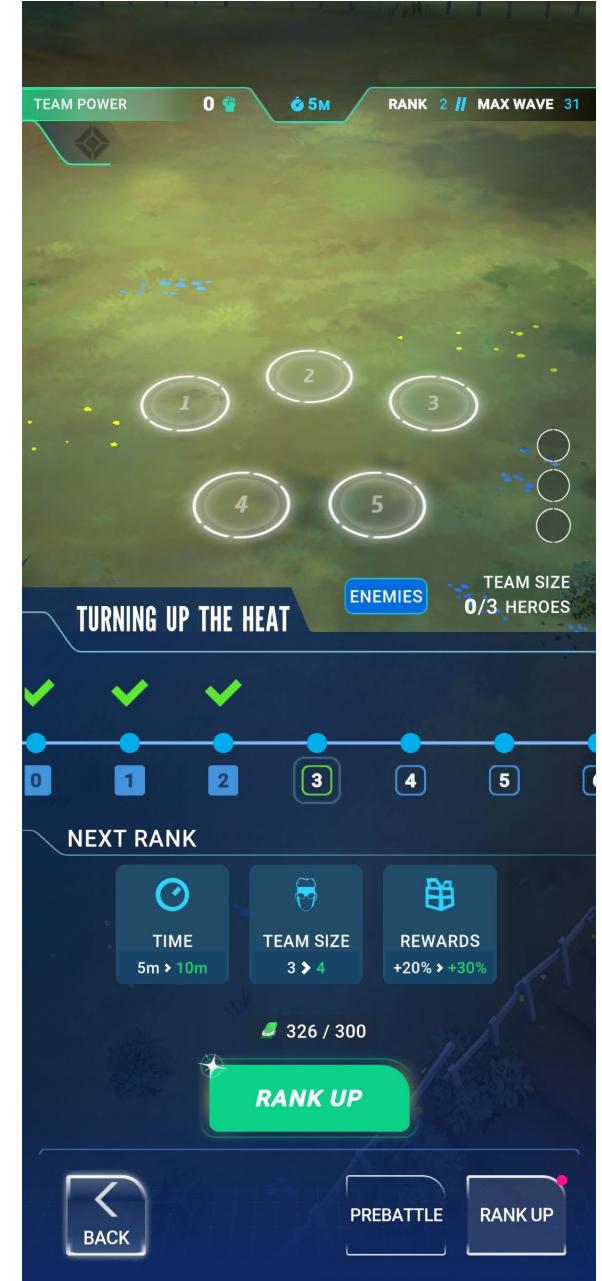
Ranking up increases the number of heroes you can send (up to 5). The more heroes are in the mission the faster they can clear waves and thus get more rewards.

Rewards

Ranking up automatically increases the rewards you get per wave. So if the team clears the same amount of waves they'll still get more rewards.

Unlocking GDA Ops

Ranking up a GDA Op unlocks the other GDA Ops that were locked before.



GDA Ops - Extra Loot

Boosting Rewards

There're some events that increase the amount of rewards you can get in a GDA Op, allowing the player to farm more resources in the same time.

Time Limited

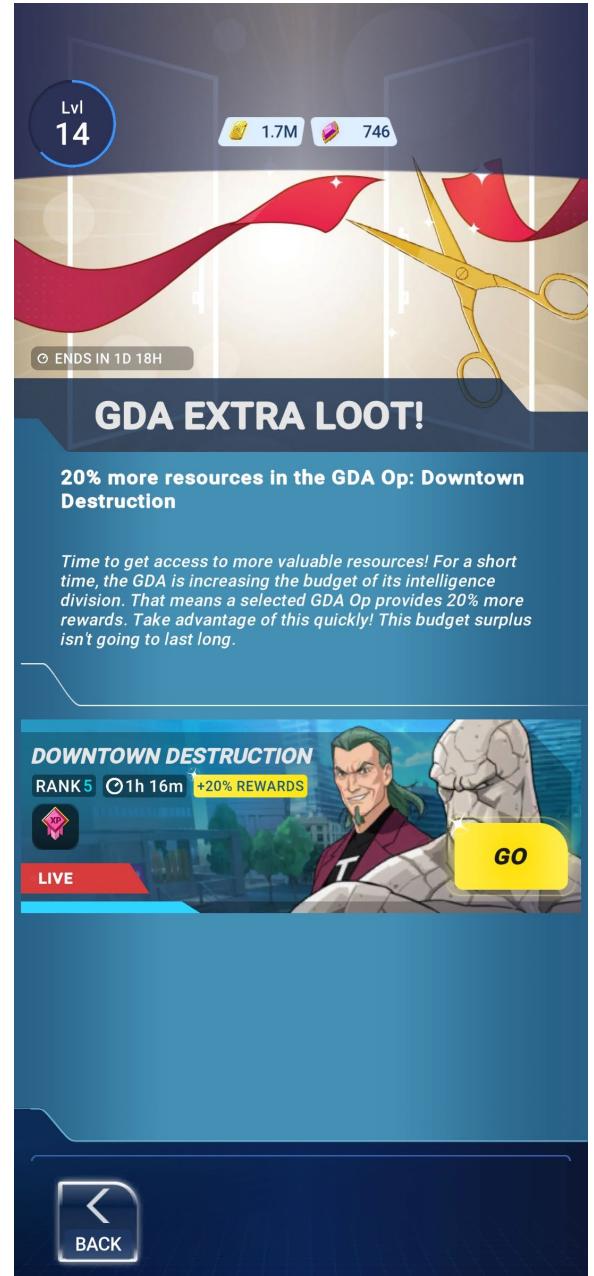
The events are not always available and disappear after some time.

Tool to Balance

These events can be used as a tool to balance a particular resource, so players can gain a resource that they may lack.

Loss Aversion

Also these kind of events increase the feeling of “loss aversion” from the players since they can miss it, and not maximize their gains.



GDA Events

Special GDA

There're some events that unlock temporary GDA Ops, called GDA Events.

Special Rewards

Players can farm some resources that they cannot get from regular GDA Ops, for example unique characters.

Special Rank Up

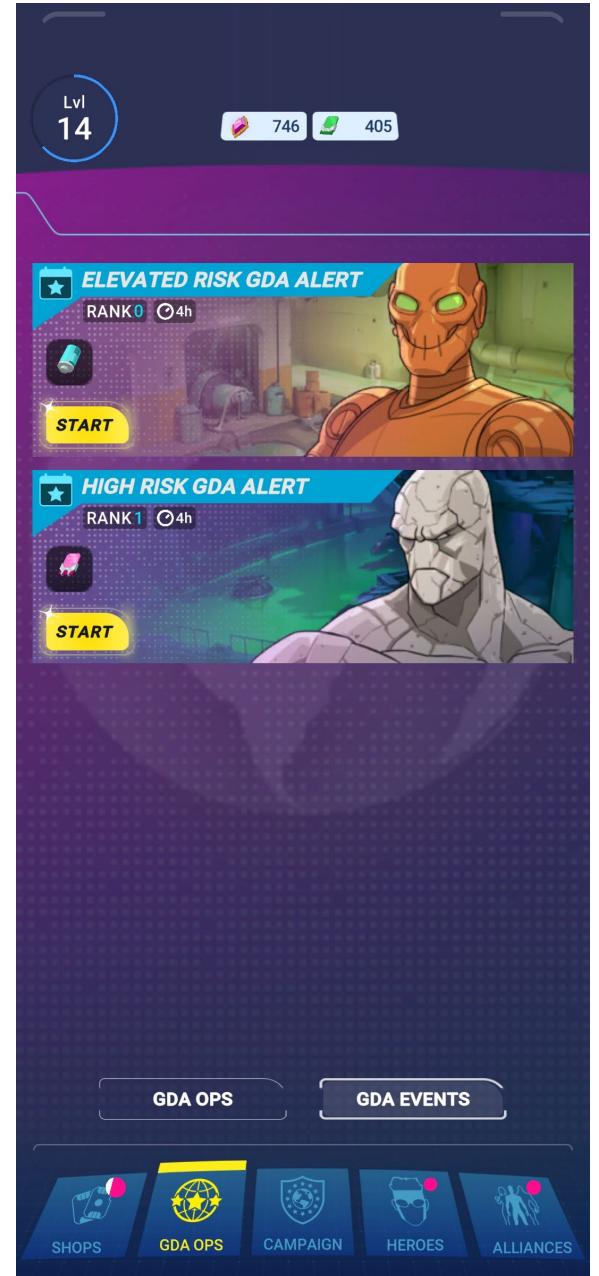
These events need a special currency to rank them up. This currency can be acquired from the GDA Events themselves.

Rank Up - Rewards

Ranking up the GDA Events increases only the amount of rewards you get per wave.

No Limit of Teams

Contrary to the GDA Ops there's no limit of teams you can send to GDA Events.



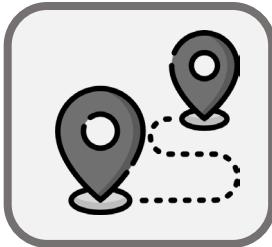
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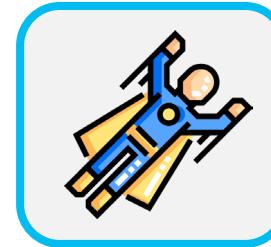
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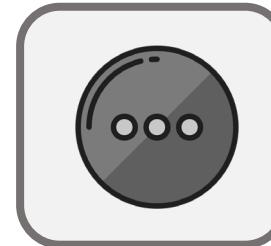
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Heroes - Summary

Main Asset

Heroes are the main asset that the players have. They are the ones battling the Campaign and in the GDA Ops. If the players are stuck in a stage they need to enhance their heroes to try it again in the stage.

Level Up

Players can level up their heroes with resources to improve their stats (more info in the following slides).

Rank Up

Players can rank up their heroes by merging them with other heroes to improve their stats (more info in the following slides).

Gear Up

Players can add items, including artifacts to their heroes to improve their stats (more info in the following slides).

Unique Heroes

Each hero is unique in terms of stats, abilities and visual effects.



Hero - Specs

Type

There're 3 kinds of heroes: attackers, defenders and support. Their stats and abilities vary depending on the type. For instance, attackers have more attack than defenders and supports. Also defenders have more HP and defense than the other heroes.

Stats

All Heroes have the following stats: HP, attack, defense, critical chance, critical damage, energy attack, physical attack, energy defense, physical defense, recovery, life steal. The stats are the ones used in the game to resolve the autobattle.

Speed

The speed is the velocity of the player to move around the battle stage. It can be slow, medium or fast.

Tags

Each character have different tags attach to it, these could be helpful in the future for new features were heroes need to be group or searched by tags. Some examples of tags are: "Viltrumites", "Last Line of Defense" or "Flying".

Combat Style

Heroes can be either melee or ranged. If the hero is melee then it's going to engage in close combat in the autobattle. If it's ranged then it will keep its distance from the enemy.



Hero - Faction

There are other characteristics that differentiate each one of the heroes, like the faction. Every faction have a advantage over one of the factions, and a disadvantage against another one. This is important when the player has to choose the team for a particular stage or GDA Ops.



[Earth's Defenders](#)

Advantage against

From Worlds Beyond

Disadvantage against

Criminal Organization



[The Global Defense Agency](#)

Advantage against

Criminal Organization

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From Worlds Beyond



[Criminal Organization](#)

Advantage against

Earth's Defenders

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[From Worlds Beyond](#)

Advantage against

The Global Defense Agency

Disadvantage against

Earth's Defenders

Hero - Skills

Main Ability

This ability is available by default when recruiting a hero. This ability is charged during the battle and triggered (automatically or manually) when charged. After being used the progress bar is reseted and hence it fills again over time.

Synergy

This ability is obtained at rarity Elite+. It's an ability that make the enemies weaker or the teammates stronger.

Passive 1

This ability is obtained at rarity Exceptional+. This ability triggers automatically and has a cooldown. It usually enhances the power of the hero somehow.

Passive 2

This ability is obtained at rarity Epic+. This ability triggers automatically and has a cooldown. It usually enhances the power of the hero somehow.



Hero - Level Up

Increase Stats

Players can improve the states of their heroes by levelling them up.

Maximum Level per Rarity

There's a level cap that changes depending on the rarity of the character. So if the players want to level up pass the cap they need to rank up the hero first.

Required Resources

The players need to spend resources in order to level up the hero. Those usually are GDA Chips and Hero XP.

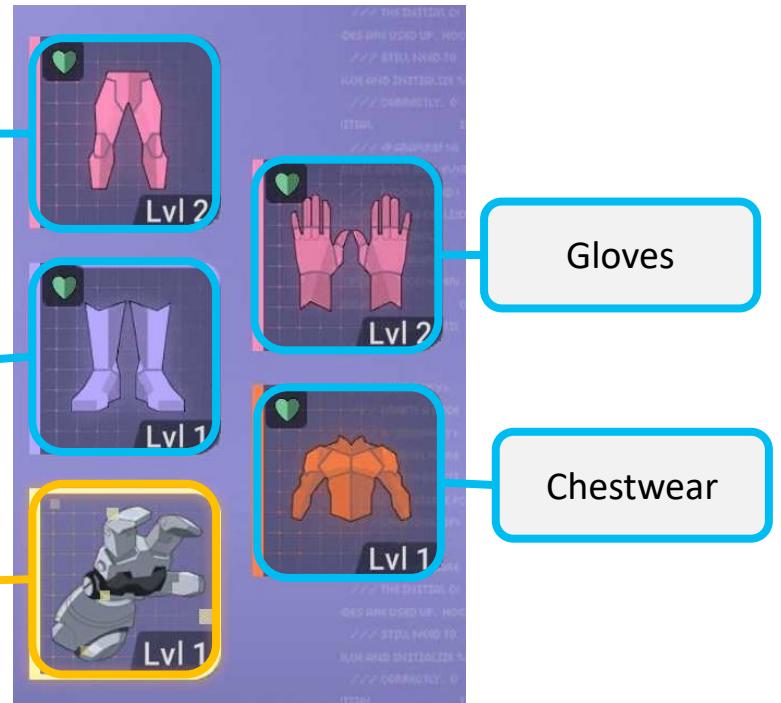
Hero Special XP

Every 20 levels there's a milestone where the players need to use Hero Special Xp to level up the character. This is a damage control system to not allow players to quickly level up all their characters to the max if they hoarded GDA Chips and Hero XP.



Hero - Gear

Players can improve the stats of the heroes adding items to them



Players can upgrade the items by merging them with other items



Only used by 1 type of character (ie Attacker)



There're rarities just like in heroes (ie Common)

Hero - Rank Up

Merge System

Players can merge heroes to rank up one hero.

Improve Stats

Ranking up a hero increases its stats.

Maximum Level

Ranking up a hero increases the maximum level cap.

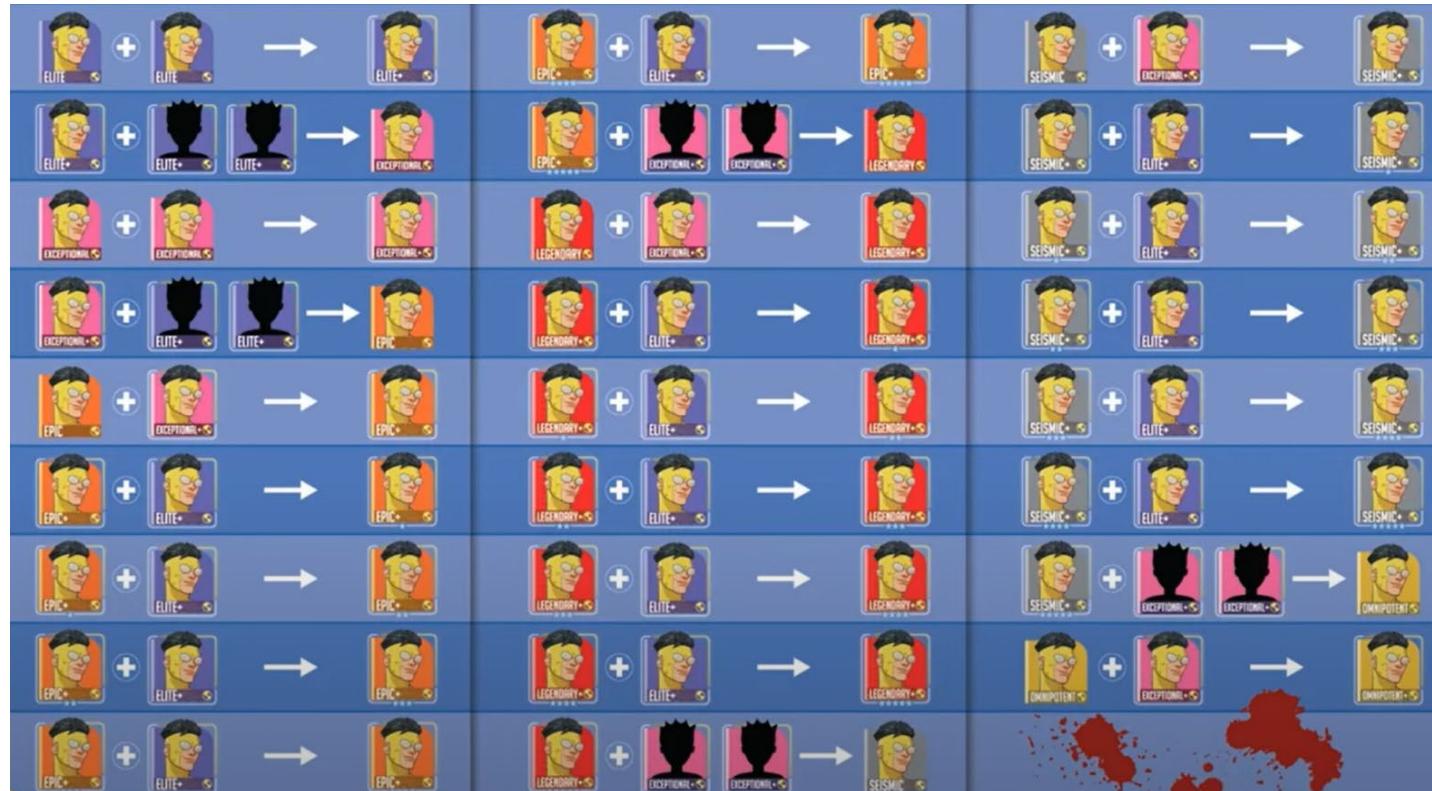
Special Combination

The combination of needed heroes to merge to rank up a hero depends on the rank and also on the faction of the hero. For example, to rank up a Criminal Organization character you need other heroes of the same faction.



Hero - Rank Guide

These is a guide that showcases the requirements of ranking up a hero depending on its rarity



As it can be observed the rank up system increases its requirement the rarer the hero is. So the higher you want a character to rank up, the more heroes you'll need to recruit to merge them together and finally rank up the hero you want.

*Guide made by [Avatar Shuvd](#)

Collect 'Em All

Players are incentivized to collect all the characters.

There are 32 heroes in total divided in 3 groups, depending on their initial rarity: Common, Singular, Epic.



Players can read about the character and its story to get more into the lore of the franchise



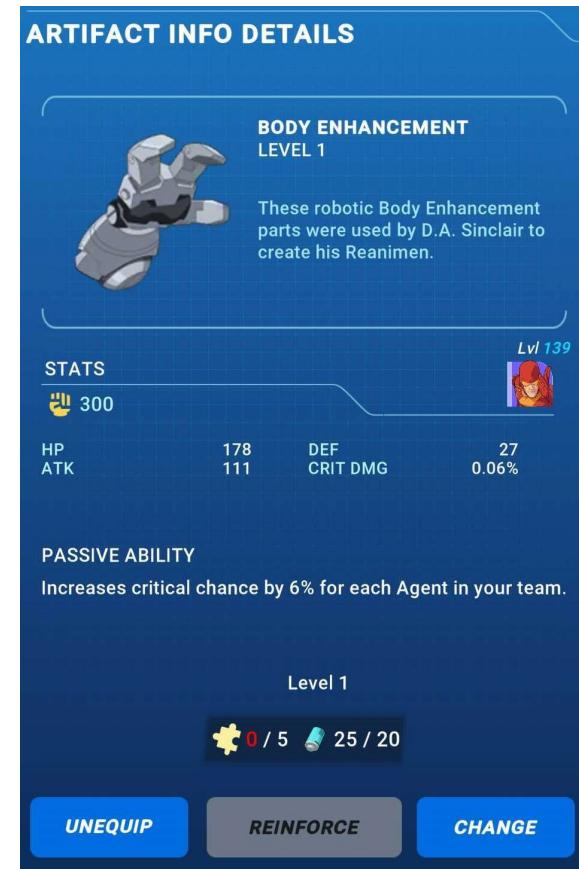
Artifacts

Artifacts are special items that can be added to any hero and improve their stats

There are 14 artifacts, and they can be acquired through the shops or the store



Artifacts enable passive abilities. They can also be level-up using Body enhancements and Common Artifact XP



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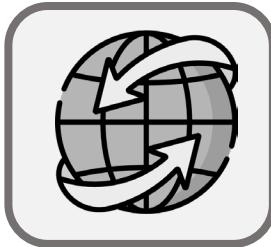
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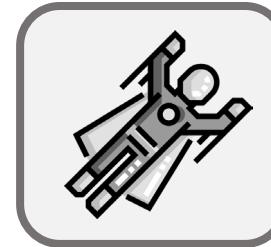
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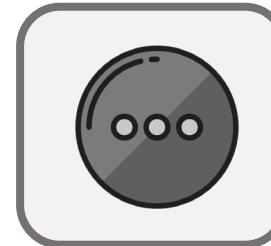
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Alliances - Summary

Team Up

Players can join an Alliance with other players to get extra rewards.

Lineup

Alliances have a team defined which is going to fight against waves of enemies.

Autobattle offline

The Alliance will automatically fight waves of enemies, until a checkpoint is reached.

Checkpoints

After clearing a specific number of waves the Alliance will reach a checkpoint which requires the player to do an action in order to continue.

Regions

The progression is divided by regions and its region has waves to be cleared before moving to the next region.



Alliances - Lineup

Team Chosen

The lineup is the team chosen to fight the waves of enemies and advance through the regions.

1 Hero per Player

It is required to have at least one hero of each member of the Alliance. This means that if there're 4 members (max 5) in the Alliance, one of the members can have more than 1 hero in the lineup.



Alliances - Idle Reward

Extra Reward

On top of the rewards that players get to complete a region, each member of the Alliance has an idle reward to claim.

Appointment Mechanic

Just like the Campaign Idle Rewards, it helps to keep player coming to the game and thus increase the number of sessions per week.

1 Week Timer

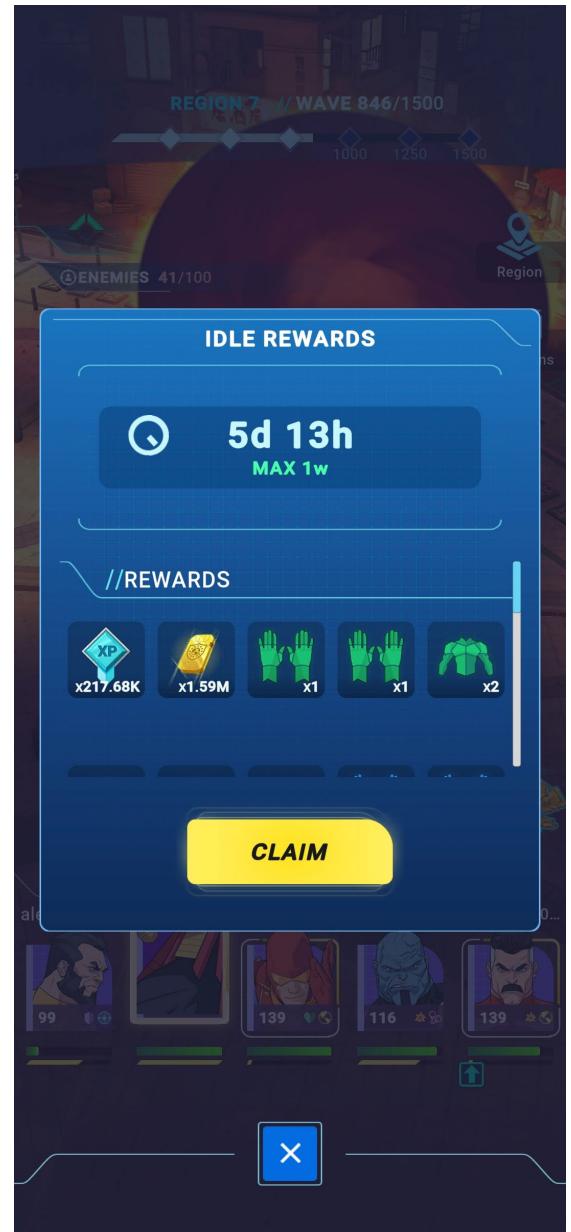
The pool of rewards keeps increasing, reaching its peak at 1 week, trying to make players come to the game every week.

Loss Aversion

After the 1 week the pool of rewards don't increase anymore, playing with the "loss aversion" feeling of players that want to maximize their potential rewards.

Items Given

The rewards given in this mechanic are GDA Chips, Hero XP, Gear, and Agent XP (those last 2 are different from the Campaign Idle Reward). These rewards are mostly used to improve the heroes and unlock new features



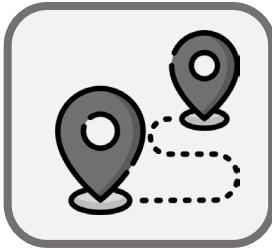
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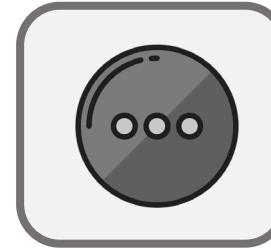
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Shops

There're 3 different shops where the player can get resources from

Recruitment



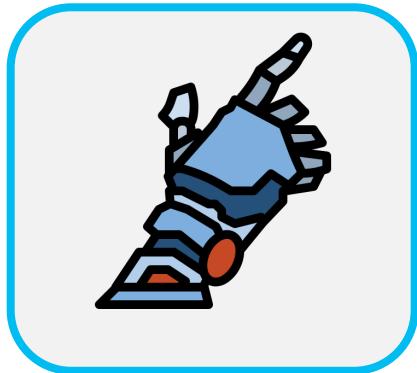
Used to recruit heroes

Equipment



Used to get gear, artifacts and currencies

The Lab



Used to get artifacts, Common Artifact XP, and heroes

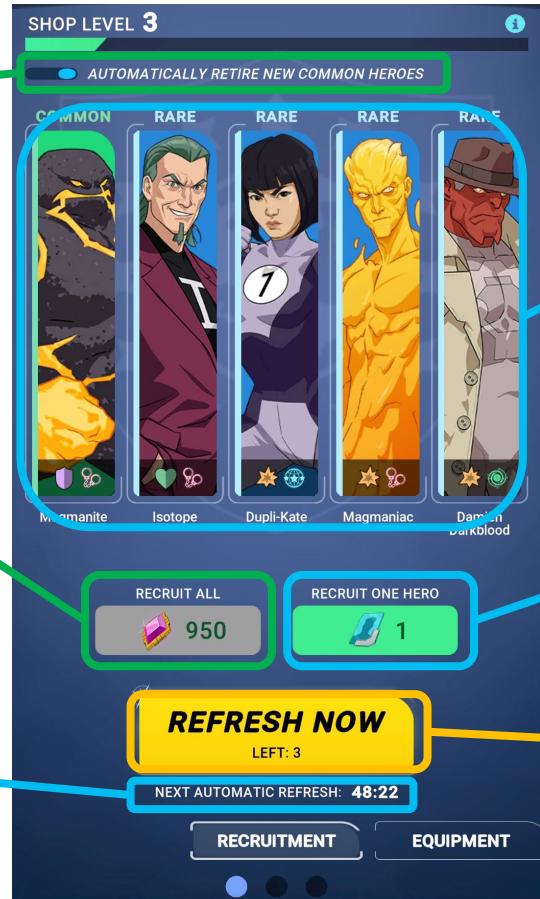
Recruitment

This is the gacha system available to recruit heroes

Common heroes can be automatically redeemed

You can pay for all of them with a Hero Dossier or GDA Gems

There's an automatic refresh every 60 minutes



This is the main source of heroes

You can pay for one with a Hero Dossier or GDA Gems

Players can refresh the available heroes 3 times daily for free (then with GDA Gems)

Heroes are randomly generated following the probabilities defined



The shop levels up by using it to get rarer heroes more often



*Battle Beast is the only hero not available through the recruitment shop (probably to keep it as an exclusive character)

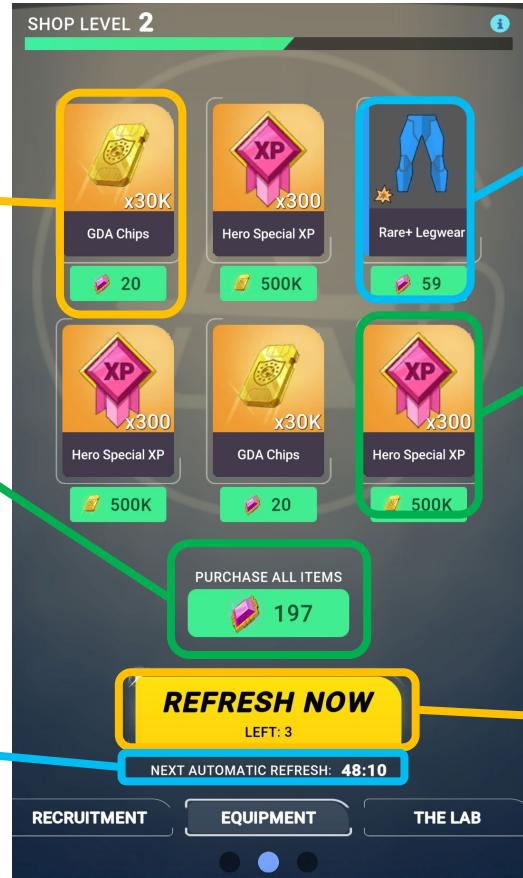
Equipment

This is the gacha system available to get items, and currencies

You can get GDA Chips with GDA Gems

You can get all the products with GDA Gems

There's an automatic refresh every 60 minutes



You can get items or artifacts with GDA Gems

You can get hero XP with GDA Chips

Players can refresh the available heroes 3 times daily for free (then with GDA Gems)

Products are randomly generated following the probabilities defined



The shop levels up by using it to get rarer products more often

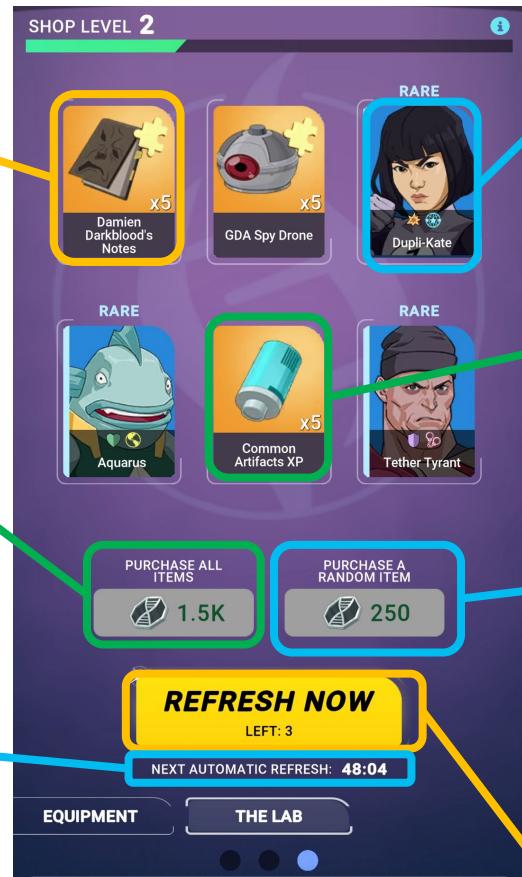
The Lab

This is an extra gacha system that uses the currency given by retiring heroes (DNA Sequencer)

You can get Artifacts

You can pay for all items with 1.5K DNA Sequencer

There's an automatic refresh every 60 minutes



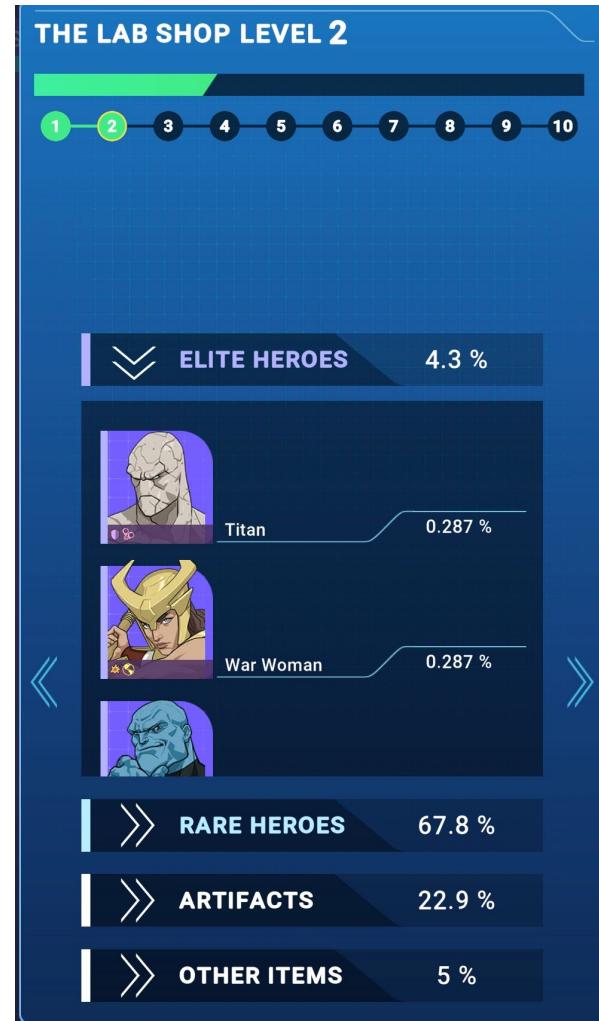
You can get heroes

You can get Common Artifact XP

You can pay for one random item with 250 DNA Sequencer

Players can refresh the available heroes 3 times daily for free (then with GDA Gems)

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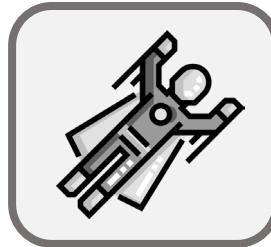
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Store

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Time-Limited Deals



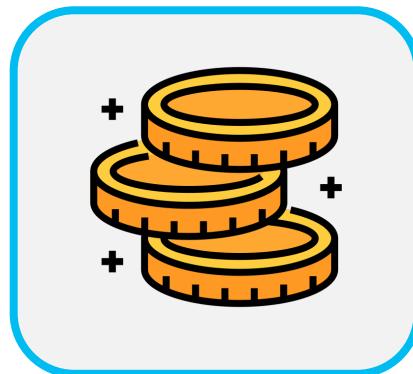
There are available all kinds of items that can be purchased with real money

GDA Deals



It offers unique exclusive heroes and others that can be purchased with real money

Resources



It offers GDA Chips and GDA Gems

Time-limited

In this store all deals are time-limited, contain bundles of GDA Gems, GDA Chips, Hero XP or Hero Special XP; and there's an scarcity effect (limit 1)

All these products reset
after 1 day



All these products reset
after 1 week



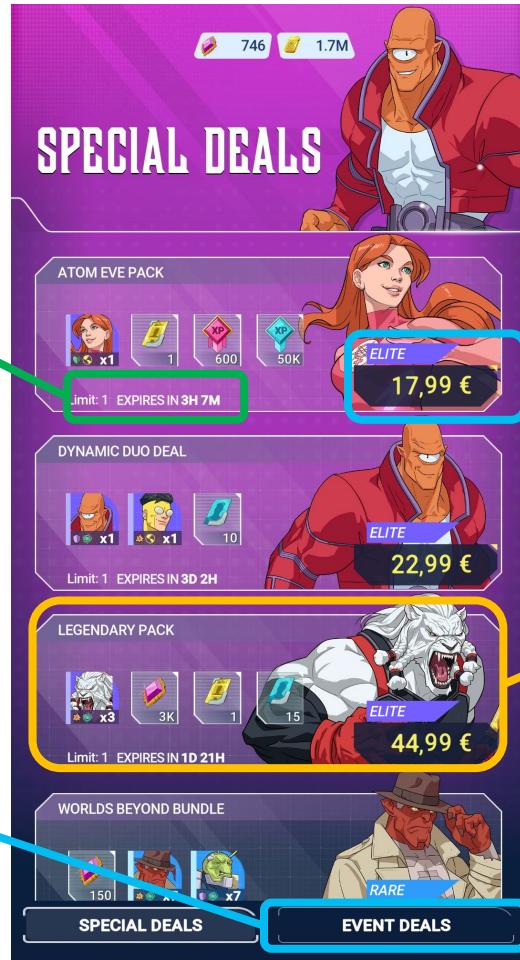
All these products reset
after 1 month



1 Free
Claim

GDA Deals

In this store players can get elite characters and greats amounts of rare characters together with other items



Event Deals offer items for specific events like the GDA Events

In general these are expensive deals due to their content

Resources

In this store players can purchase single-item products to get GDA Gems and GDA Chips



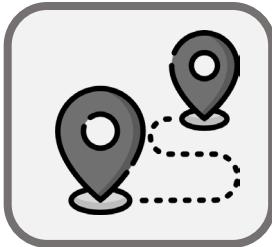
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Heroes fight automatically against enemies

Campaign



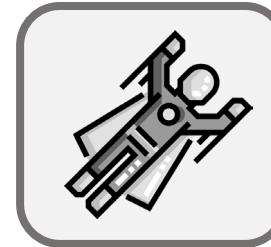
This is the main progression of the game

GDA Ops



The player can send heroes to specific assignments

Heroes



Heroes are the main asset of the player

Alliances



Players can join a guild to get more resources

Shops



There are different shops to get items and heroes

Stores



There are products offered in different stores

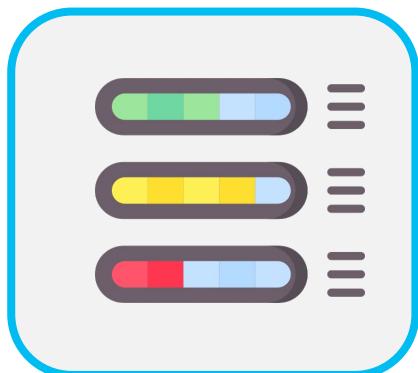
Others



This section is for the rest of mechanics in the game

There are other mechanics that complement the game to make it deeper

Engagement Mechanics



Players can complete missions to earn rewards

Agent Level



The player has its own level which is attached to different benefits

Currencies



There are a good amount of currencies with their own purpose

Engagement Mechanics

Players can complete missions to earn rewards

Players need to collect tokens to achieve the milestones and get rewards



The missions reset daily and weekly correspondently

Each mission gives a certain number of tokens

There are daily missions, weekly missions, and all-time missions

There are some special events that reward the player for engaging with the game and other events

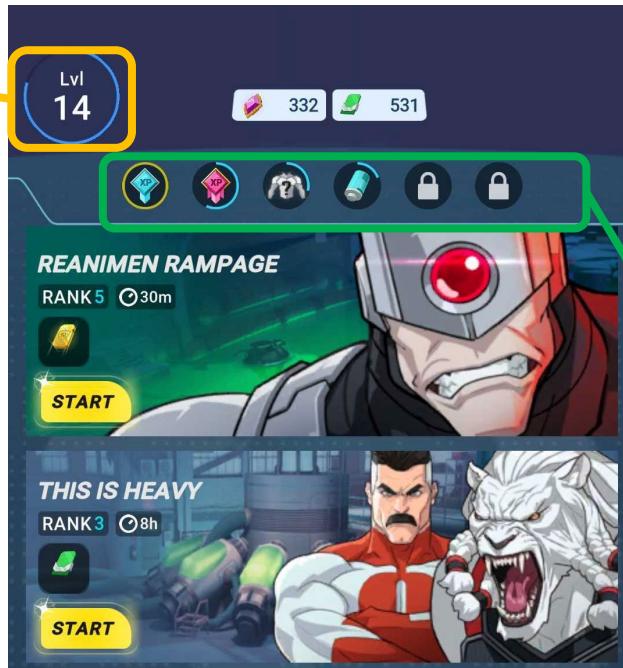
These missions are for new joiners to get familiar with the game



Agent Level

Each player have a profile and an Agent Level

These is the Agent Level



Levelling up the Agent allows the player to unlock new benefits like sending more teams to GDA Ops

This is the token used to level up the Agent which it's obtained through the Campaign



Currencies



GDA Chips

Obtained

Campaign

Missions

Equipment shop

Idle Rewards

GDA Ops

Usage

Level up heroes

Enhance gear

Buy in the equipment shop



GDA Gems

Obtained

Campaign (specific stages)

Missions

Usage

Recruit new heroes

Get new equipment



Hero XP

Obtained

Campaign

Missions

Idle Rewards

GDA Ops

Usage

Recruit new heroes

Get new equipment



Hero Special XP

Obtained

Campaign (specific levels)

Missions

Idle Rewards

GDA Ops

Usage

Level up heroes to the next tier (every 20 levels)

Currencies



**Common
Artifact XP**

Obtained

Equipment shop

GDA Ops

Usage

Upgrade artifacts



Access Card

Obtained

Campaign

GDA Ops

Usage

Rank up GDA Ops



**DNA
Squencer**

Obtained

Retiring heroes

Usage

Get heroes and items
from The Lab



Hero Dossier(s)

Obtained

Campaign (specific levels)

Missions

Usage

Recruit heroes in
Recruitment shop

Currencies



Security Clearance

Obtained

Events

Missions

Usage

Enter GDA Ops “School’s Out”



Equipment Ticket

Obtained

Campaign (specific stages)

Missions

Usage

Buy all the items in Equipment



Low-Level Access Card

Obtained

Events

Missions

Usage

Rank up GDA Events

Target Audience



I first want to start looking at the genre of Midcore and its definition to start defining the segment

Definition

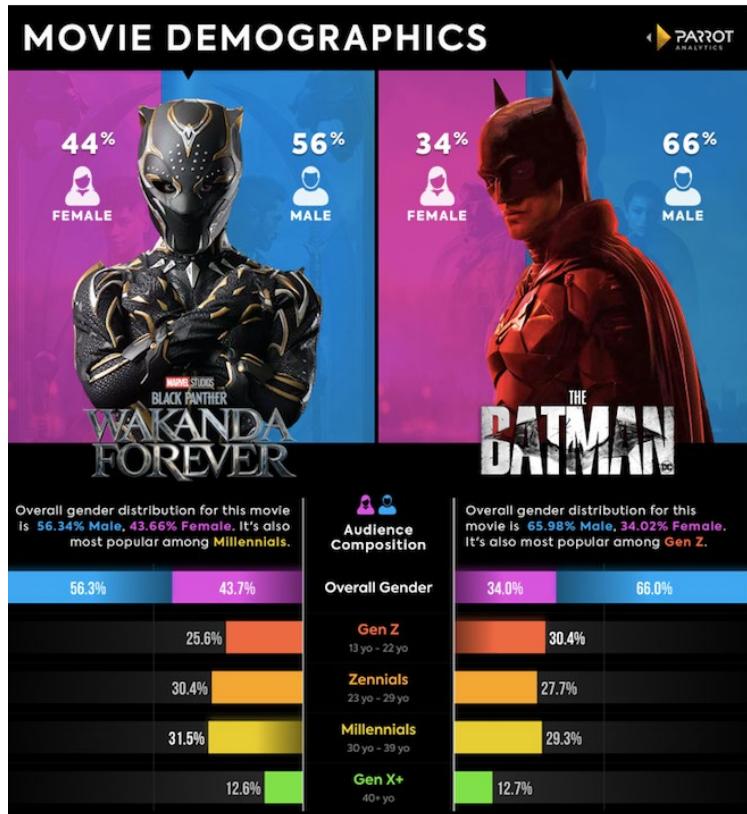
“As its name suggests, mid-core games refer to games that are in between what we traditionally call “casual” and “core” games. (...) Mid-core games sit in right between the crossline of an immersive experience and casual gameplay, hitting the sweet spot of many.” – *Hotplay Games*

Target Audience

“To further elaborate, mid-core games are games that appeal to young adults who enjoyed playing games during their childhood or teenage years. Gamers in this group might predominantly be in their 20s through 40s, with perhaps less limited time to dedicate to gaming. (...) These games are more accessible for users to play as compared to hard-core games. Or to put it simply, they are easy to learn and play, but they are still very hard to master.” – *Hotplay Games*

Superhero Audience

One of the most important factors about Invincible: Guarding the Globe mobile game is that is a game about superheroes, so we have to definitely take a look at what's the kind of audience that like the superhero theme



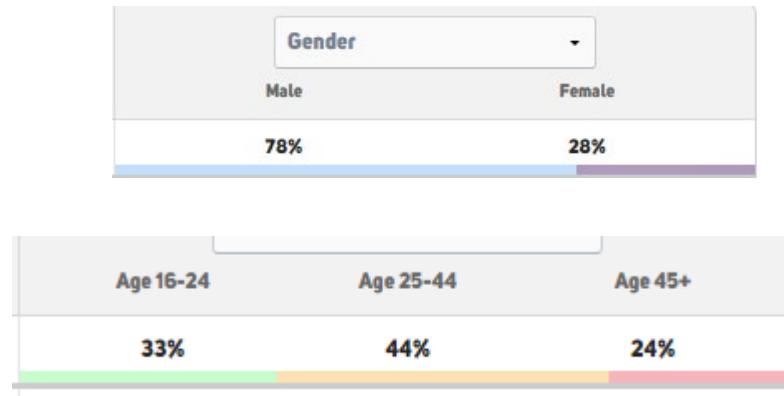
Gender

Marvel fans (Wakanda Forever) are more evenly distributed than DC fans (The Batman). One of the reasons could be that the protagonist of Wakanda Forever is Shuri the princess of Wakanda. Instead the protagonist of The Batman is Bruce Wayne, a man. Still there're overall more male fans than female fans.

Age

DC fans are evenly distributed between generations: GenZ, Zennials, and Millennials. Instead in Marvel, there are more Zennials, and Millennials than GenZ.

Now if we go straight to the Idle RPG genre, we can take a look at Game Refinery's data about the demographics of this subgenre of the RPG

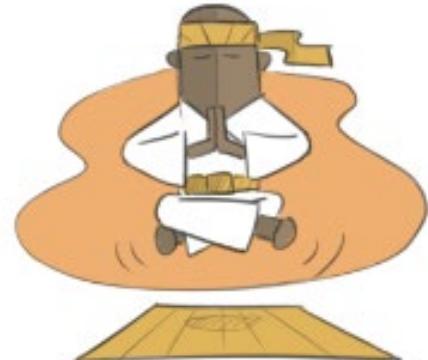


If we take a look at the gender the male gender is predominant in the Idle RPG genre. About the age most of players are between 25 to 44 years old



Also exploration, mastery and escapism are key motivations for the players that play this subgenre

I want to also take a look at the different player profiles that play the Idle RPG subgenre to get an idea of the kinds of features they like





Treasure Hunter

Treasure Hunters prefer games that constantly offer new areas and worlds to explore and have a wide range of items, characters or other things to find and collect. Treasure Hunters feel a high degree of satisfaction when they bump into new findings and get to grow their collection of valuables.

19%



Features they prefer

- Several upgrading types for characters/units
- Shop with gacha mechanics / refreshing wares
- Combine/craft items
- Lots of different equipment items
- Lots of different material/ingredient items
- Lots of different characters
- Exclusive rewards from live events



King of the Hill

Kings of the Hill prefer games with a high degree of competition with other players. For this player type PvP-action is the best (and often the only) way to get the most satisfaction out of gaming. Kings of the Hill enjoy the sense of power resulting from competing against friends, acquaintances or random people and then outwitting, outmaneuvering and outlasting them.

15%



Features they prefer

- Achievement system
- PvP-only protection/boost can be purchased
- Possibility to see other players' progression
- Highscore lists/leaderboards
- Synchronous PvP
- Exclusive rewards from communal activities or PvP
- Dynamic competitive league/ladder
- Recurring tournaments/competitive events
- Exclusive rewards from live events



Thrill Seeker

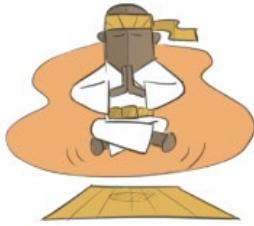
Excitement and suspense are attributes Thrill Seekers associate with an optimal gaming experience. They want to experience adrenaline rush rather than spend their time on slow-paced game-play requiring lots of strategic planning and thinking.

15%



Features they prefer

- Game requires speed/reaction
- Game requires steering/directing
- 3D-Graphics
- Achievement system
- Task/quest system
- Monetized continue/retry
- Highscore lists/leaderboards
- Dynamic competitive league/ladder



Skill Master

Skill Masters are always on the look for ways to become better and better in any game they pick up. They see hard difficulty and steep learning curves as appealing rather than repelling qualities. Skill Masters are passionate about improving and honing all aspects of their gameplay and gain satisfaction when others acknowledge their high level of skill.

15%



Features they prefer

- New game mechanics introduced as game progresses
- Randomness factor: Low
- Player level system
- Achievement system
- Task/quest system
- Monetized timers
- Daily quests / login rewards
- Exclusive rewards from live events



Networker

Networkers see gaming as social activity best enjoyed by working together with other players. Community building and co-op playing will definitely catch this player type's attention. Networkers want to feel a sense of togetherness through working together with friends or even random people while achieving goals as a team, but they're not afraid of jumping into competitive situations either.

11%



Features they prefer

- Send/ask help
- Donate/Borrow characters/items/units
- Chat/messaging
- Guild mechanics
- Co-op - Tasks
- Co-op - Development Efforts
- Co-op - Guild wars/competitions
- Social/PvP currency
- Exclusive rewards from communal activities or PvP



Strategist

Strategists are drawn to games that reward (but also require) a strategic mind-set, careful planning and rigorous optimizing around various gameplay areas. They enjoy complex strategic planning and executing tactical maneuvers, as well as optimizing the use of resources available to them.

10%

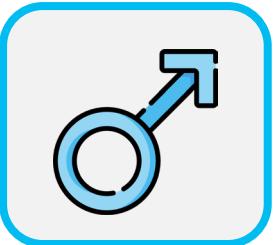


Features they prefer

- Player level system
- Upgrading items/characters/units
- Upgrading permanent buildings
- Lots of different currencies and resources to collect
- Lots of different material/ingredient items
- Lots of different permanent buildings to construct
- Guild mechanics
- Stealing from other players

Conclusions

Gender



Most of the players of this kind of games are male

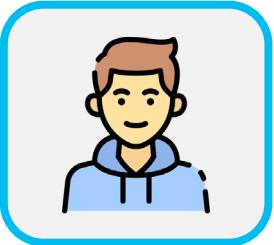
Strong Motivators



Collect new characters
Collect new items

High degree of competition (PvP)
Complete tasks
Hard challenges
Explore new areas

Age



Most of the players are young adults around 25-44 years

Medium & Low Motivators



Social activity (co-op)
Team goals
Complex strategic planning

Game Experience



These players have been playing other games for a while

Time Available to Play



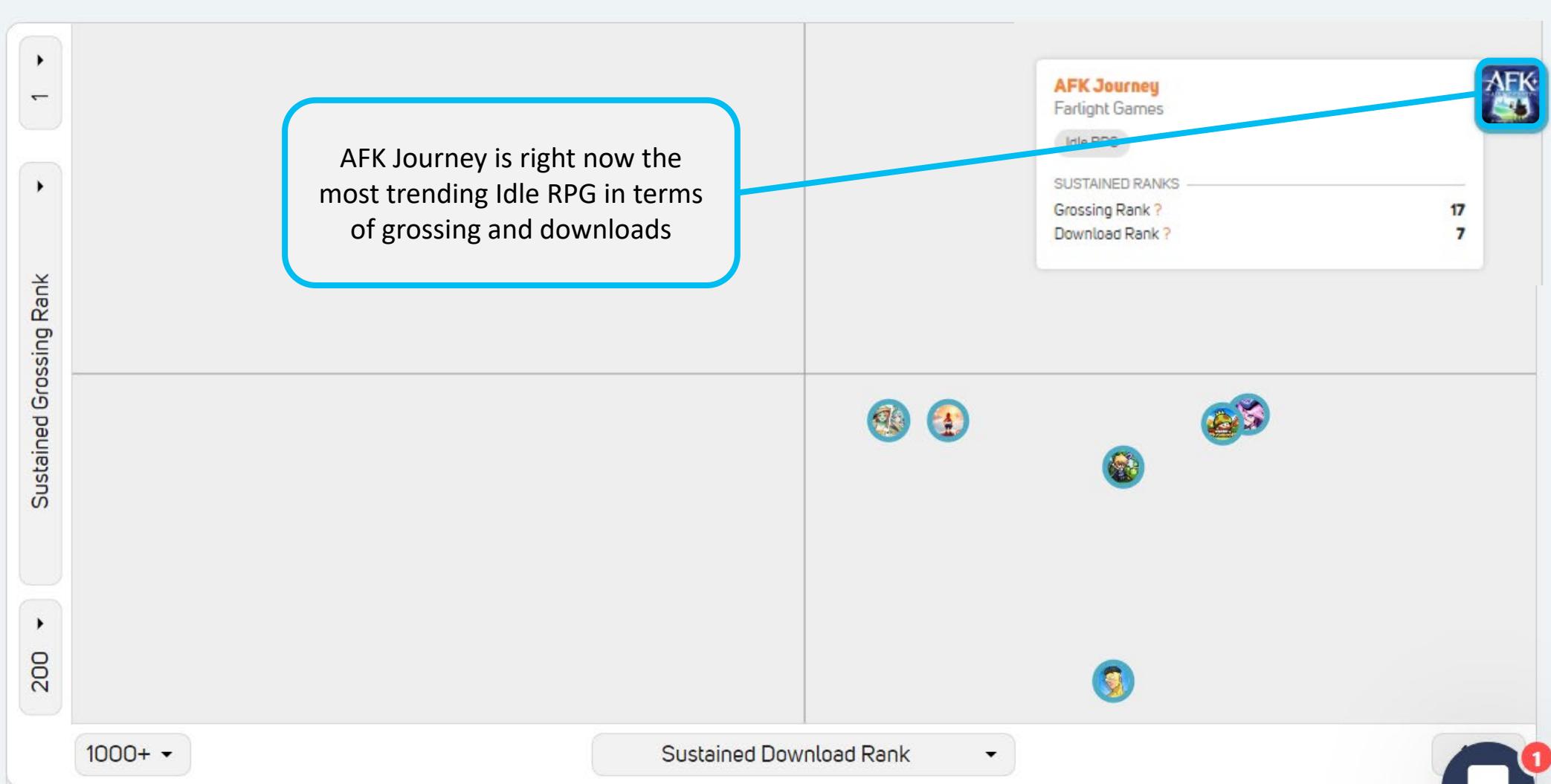
They don't have time to play over hours but they seek challenging and exciting gameplay

Competitors

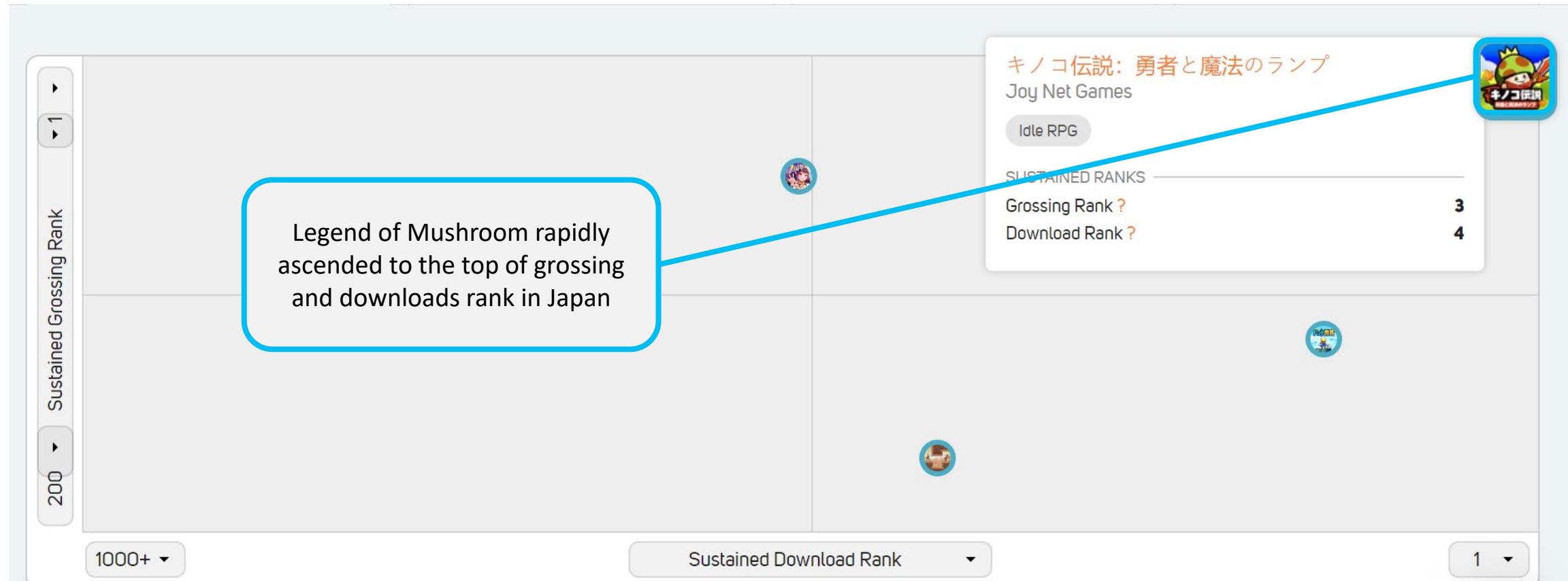




I first took a look at what are the best performing games in the Idle RPG genre in terms of sustained grossing rank and sustained download rank (US)



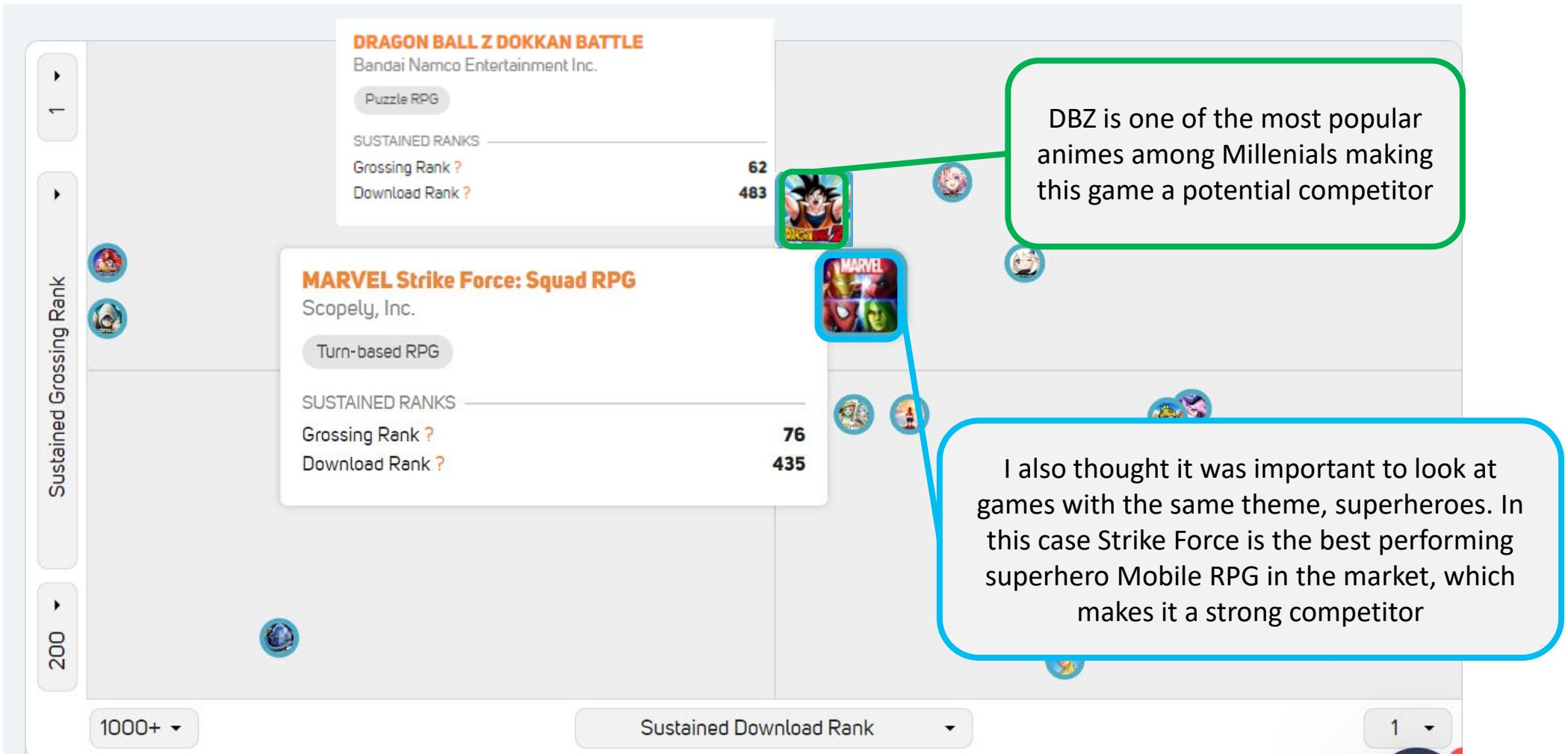
In the asian market, specifically in Japan, there's a Idle RPG clearly taking over





US

Then I took a look at the whole Mobile RPG genre since many mechanics are shared between Idle RPG and other RPG games to see what games have similarities in terms of theme



Competitors Chosen

We are going to take a look at the most relevant feature of each game that could be valuable for Invincible: Guardians of the Globe



Trending Idle RPG

Popular RPG with
similar theme

AFK Journey



- Genre: Idle RPG
- Developer: Farlight Games, Lilith Games
- Grossing Rank: 17 (US)
- Download Rank: 7 (US)

AFK Journey is an Idle RPG with Auto-battle RPG core and ever expanding world to explore. The battles take place in one screen hexagrid stages with mechanics and obstacles varying from battle to battle. On top of the battle the exploration also comes with lore bits and items to find, puzzles to solve, and NPC's to chat with.

PvP Mode + Leagues

Players can challenge other players consuming tokens



The can choose the opponent they want to face



They can choose the map and the team they're going to use



Then the autobattle begins resolving the fight



PvP Mode + Leagues

By winning players get score in the leagues and other rewards



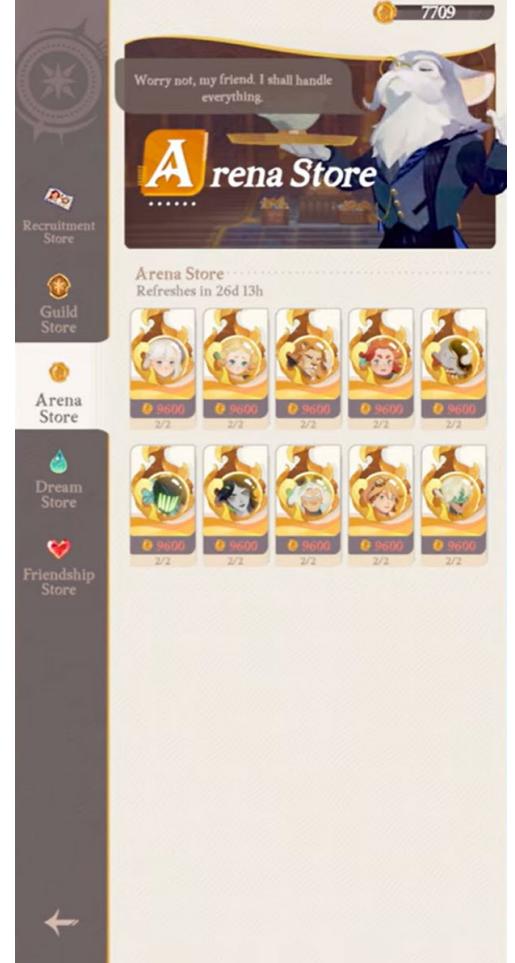
Players claim in a leaderboard of their league



There are 19 ranks with increasingly better rewards



An arena currency can be spent in the Arena Store



Legend of Mushroom



- Genre: Idle RPG
- Developer: Joy Net Games
- Grossing Rank: 3 (Japan)
- Download Rank: 4 (Japan)

AFK Journey is an Idle RPG with Auto-battle RPG core and ever expanding world to explore. The battles take place in one screen hexagrid stages with mechanics and obstacles varying from battle to battle. On top of the battle the exploration also comes with lore bits and items to find, puzzles to solve, and NPC's to chat with.

Mini-Game + Permanent Boosts

Players can play a Mini-Game to get currency



There's a Mine (mini-game) and a Research Center (permanent boosts)



Players can spend the currency earned in the mini-game in permanent boosts



MARVEL Strike Force: Squad RPG



- Genre: Turn-based RPG
- Developer: Scopely, Inc.
- Grossing Rank: 76 (US)
- Download Rank: 435 (US)

Marvel Strike Force is a turn-based RPG game where you collect and battle out Marvel Universe characters from both the heroes and villains and generic characters from large organizations such as S.H.I.E.L.D., The Hand and Hydra, and use them to fight in turn-based battles. Similar to the fighting game Marvel: Contest of Champions, characters fall into one of several classes.

Battle Pass

There's a progression vector where players can get rewards from. If players want extra rewards they need to pay the Premium Pass



To progress in the Battle Pass players need to collect tokens which are acquired by completing daily objectives



Battle Pass

Players have the option to not pay and get regular rewards, pay the premium pass for extra rewards, or pay to unlock the premium pass and also unlock 20 milestones



Some of the rewards in the Battle Pass are pretty exclusive like shards of heroes that will allow the player to rank up the characters



Dragon Ball Z Dokkan Battle



- Genre: Puzzle RPG
- Developer: Bandai Namco
- Grossing Rank: 62 (US) / 71 (Japan)
- Download Rank: 483 (US) / 137 (Japan)

Dragon Ball Z Dokkan Battle is a turn-based RPG-game with a puzzle-twist, based on the well-known Dragon Ball Z anime/manga series. Players collect and develop a wide range of Dragon Ball Z characters and take them to battles in various playing modes. The game includes elements of board game, collectible card game, and puzzle genres. The main game is made up of levels that work similarly to board games, with spots dedicated to items, power-ups, traps, and fights.

Limited Time Gacha

There are time limited events that unlock unique gachas



In these gachas players can get unique characters



These characters are very exclusive and usually crafted for the event itself





Strong Points
vs
Weak Points

Strong Points

In this part, I'm highlighting what I think makes the game stand out compared to others on the list. But keep in mind, there are still plenty of other great things about this game.

Full-fledged hero system



The heroes and the systems attached to them make the game deep enough to spend multiple hours collecting them, leveling them up, and ranking them up. This makes the game a great RPG for mobile. Something I miss in Legend of Mushroom is having multiple characters to collect and upgrade, you have your main character and some companions but that's it.

GDA Ops



The GDA Ops allows the player to use a wider range of heroes from the roster since the player sends multiple squads at the same time. It's also a great way of collecting specific resources since each GDA Op has a specific purpose. Probably this is one of the strongest points of Invincible: Guarding the Globe if we compare it to any of the other of the previous games shown. It also incentivizes the player to have multiple sessions per day and week.

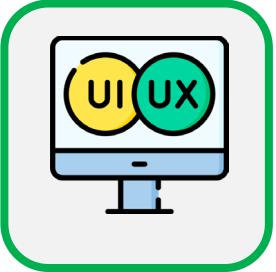
Strong Points

Idle Rewards



There are different ways of collecting resources if the player gets stuck. For instance, there are idle rewards in the Campaign and in the Alliance that help the player to get unstuck after some time of patient wait. In the other games on the list either there are no idle rewards or they are not so prominent and useful.

Very simple and usable UI



Even though it's a mid-core game the UI is intuitive to navigate and to use. Having such a complex game with so many systems attached to it usually means having a very complex menu and UI, like in Dragon Ball Z Dokkan Battle it requires some time to read through all the screens of the game and get used to them.

Multiple sources of heroes and items



In the game, there are 3 different shops each one with a different purpose. It allows the player to try to get the resources they need to continue the game. In other games in the list, you only have 1 source of new items for the character limiting the options of the player, for instance in Legend of Mushroom you only have the main Gacha on the main screen.

Strong Points

Recognizable IP



Invincible has a comic and an animated series that makes the game easier to market compared to other Mobile RPGs. Fans of the IP will be more susceptible to try the game and give it a go. It also allows specific events that are attached to the animated series and feeds the IP fans with content they might find relevant. This is not the case for AFK Journey and Legend of Mushroom.

Lively Live Event Offers



The Special Deals are constantly updated with new offers and products making the player feel like there's always something new in the store that might be of interest. In the other games, most of the offers in the store are static, and then some other offers are added on top of the regular store.

Weak Points

Limited roster of characters



There are currently 32 heroes in the game which is a low amount if we compare for instance against Dokkan Battle which has over 2000 characters. Having more heroes in the game will give a deeper long-term goal for players who focus on collection. It will also allow the game to create a bigger sense of exclusivity for some characters. Right now the only character that cannot be collected using the regular Gacha/Recruitment is Battle Beast.

Missing special Gachas with exclusive characters



Connected to the previous point, having a limited roster of characters doesn't allow the game to create unique super exclusive events that can deliver special characters. Having this kind of mechanic in the game will affect the FOMO feeling from the player to miss any event running in the game since some characters will be attached to these unique events that have their own Gacha, like the example in Dokkan Battle.

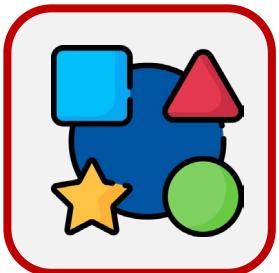
Weak Points

PvP mode missing



As we have seen in the previous section the PvP Mode in AFK Journey is one of the most important features of the game. It motivates players to compete which might increase the engagement and revenue of the game, but also has a league system attached to it which creates a new long-term vector progression that most likely impacts retention as well.

Type of events is limited

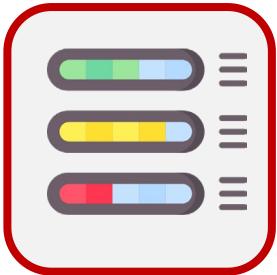


Most of the events in the game are about having a special GDA Ops (GDA Event) or having offers. Adding a wider variety of types of events with unique mechanics attached to them would be very beneficial to increase the retention and engagement of the player. If we focus on the PvE aspect of the game we only have the Campaign and the checkpoint battle in the Alliance. The game might benefit from having other PvE events with special modes like multiple squad fights. So the player needs to prepare 5 squads (for instance), against 5 enemy squads and then the auto-battle resolves the fights sequentially. This kind of event can be useful in case the player is stuck in the Campaign and needs to wait for the GDA Ops, so they can actively collect their resources and thus extend their session length.

Weak Points

Battle Pass

Missing



The Battle Pass has proven to be one of the most prominent and successful products on the mobile platform. As we have seen with Strike Force it's a feature that makes each season unique and a product that can be very appealing to younger adults who may only have the economic possibility to make 1 purchase per month in their favorite mobile game.

Alliance feels empty



The Alliance section of the game is like another way of collecting resources, but it's something that happens more in the background similar to GDA Ops rather than an active part of the game. You just go to that tab of the menu and claim your rewards. I think this is a missed opportunity since there could be events attached to the Alliance like non-competitive PvE events. For instance, there could be Boss Fights where each player in the Alliance needs to choose their squad to try to deplete the HP of the monster collaboratively.

Design Proposal



PvP Mode + Leagues

The feature I've chosen after comparing Invincible with its competitors is the PvP mode, along with a league system. The reason why I'm choosing this feature over others is that it's present in most games of this genre, including AFK Journey and Marvel: Strike Force.

Also, I believe this feature could have a bigger impact compared to others in terms of engagement, revenue, and retention. Additionally, it targets competitive players, who make up a significant portion of the Mobile RPG genre.

Hypothesis

Enabling players to compete against each other and implementing a league system will address their competitive drive while also establishing a long-term progression path. This approach is likely to increase engagement, revenue, and player retention.

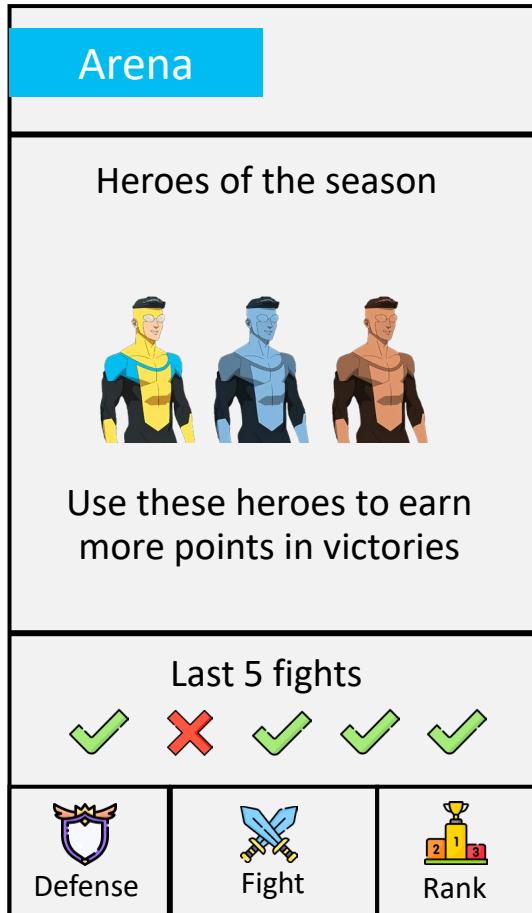
PvP Mode + Leagues

Start of the season



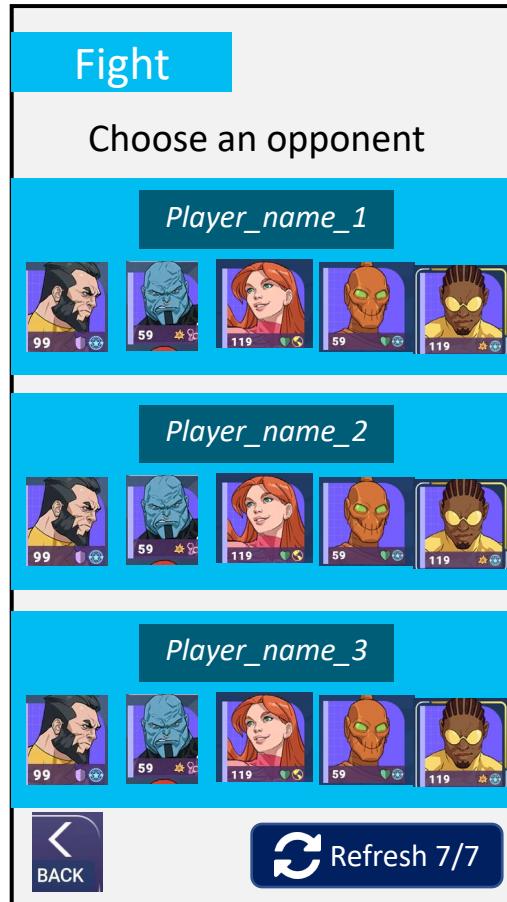
The leagues will be season-based and each season is going to have its own sponsored characters. By using these characters players will get extra score when winning.

Arena Menu



There will be a menu for the Arena where players can see the heroes of the season, the last summary of the last fights, and go to the other sections of the Arena.

Choose your opponent



In every battle players can choose their opponent, this is to keep the strategic factor active since it will be important to select the heroes that will confront these enemies to get advantage

PvP Mode + Leagues

Choose your team



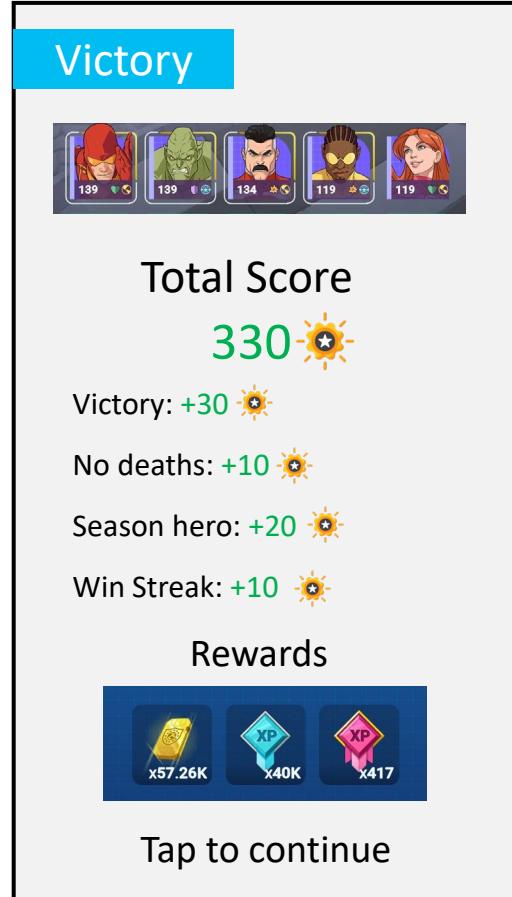
After choosing an opponent the player can setup the team that is going to face the enemy team

The Fight is resolved with autobattle



We use the main mechanic of the game to resolve the fight (autobattle)

Win/Lose and score counting



After the fight is resolved we will show the victory or defeat screen and update the total score. Some rewards will be given (more by winning).

PvP Mode + Leagues

Update leaderboard

Silver II Rankings		
Season ends in: 3d 12h 5m		
1.	Player_name_1	420
2.	Player_name_2	403
3.	Player_name_3	381
4.	Your_name	377
5.	Player_name_5	349
6.	Player_name_6	348
 BACK		

After a fight the leaderboard in the player's current rank is updated. Players can check the leaderboard at any time.

Choose your defense team



Players will receive attacks from other players, so they have to choose a formation to receive these attacks. Winning a defense gives score, losing takes away score

Multiple Ranks



There will be many ranks to give a long-term goal to players

Promotion & Demotion

1.	Player_name_1	420
2.	Player_name_2	403
3.	Player_name_3	381
4.	Your_name	377
29.	Player_name_29	120
30.	Player_name_30	111

At the end of the season top players will be promoted and bottom players will be demoted

That's all
Thank you!

