

Advanced Game Design

F2P Economy

Lecture 4. Progression
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Overview

- ▶ Short review of previous sessions
- ▶ On boarding
- ▶ Progression elements

Refreshing(I)

- ▶ **Core loop**
 - Elements?
- ▶ **Meta game**
 - What do we need it for?
- ▶ **SaaS**
 - Why do we follow it?
- ▶ **Habit creation oriented design**
 - Why do we want to make player to have habit
 - What is the key element to make it happen?

Refreshing(II)

- ▶ **Timer related features**
 - Why should it be related to real time
- ▶ **Intro to the session and end of the session**
 - What is key things here
- ▶ **Energy**
 - 3 types of mechanics
- ▶ **Timers**
 - Strong and weak sides of it

In-game economy

▶ Elements

- Resources
- Production
- Sinks

▶ Comparison with real economy

- Looping
- Inflation
- Increment

▶ Objectives to have

- Why do we need it?

Games with progression

- ▶ **Level based progression**
 - Classical build of progression
 - Usually new mechanics can be added
- ▶ **Game progression**
 - Many PC games with long story-driven progression such as RPG game
- ▶ **Meta game progression**
 - LoL
 - Hearthstone

On boarding process

▶ Impress new player

- Aesthetic
- Wow effect
- Novelty originality
- Coherence and relevance
- Marketing expectations

▶ Teach and progress

- Key mechanic understanding
- Goals understanding
- Appreciation of rewards

On boarding goals – Hook

- ▶ **Player need to understand the game**
 - Can you give short coherent explanation?
- ▶ **Be curious about following**
 - Idea of hook is to make player want to know what is next in your game
- ▶ **Try something from higher level**
 - Basic wow effect what show up potentials of the game. (similar used in monetization)
- ▶ **Have clear action–feedback loop**

On boarding goals – Tutorial

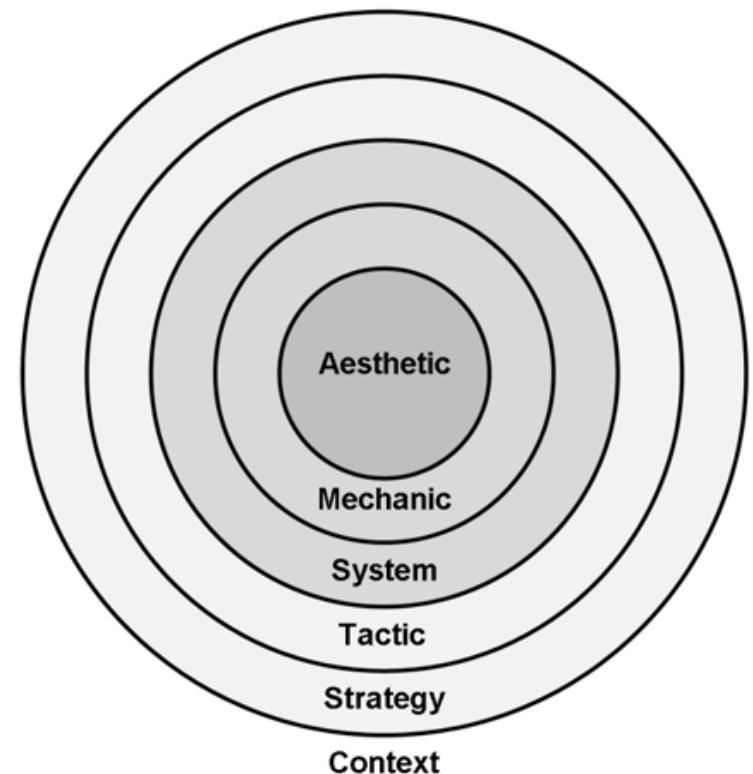
- ▶ **Two kind of tutorial**
 - Forced
 - Not–forced
 - *Additional*
 - *Guidance when its needed*
- ▶ **Start from most used mechanics**
- ▶ **Lesson –> Practice**
 - Don't follow long guidance
- ▶ **Level design**
 - Should make direct action of player

On boarding goals – Progress

- ▶ **Progression milestone**
 - Start from key
 - Adding minor mile stone in between
- ▶ **Every milestone on top – should be logical**
- ▶ **Establish goals**
 - Small goals first
 - Then increase
- ▶ **Establish objective of the game**

First user experience

- ▶ See from player point of view
- ▶ There are many layer
 - First session player has to pass at least 3 layers



First UX – Aesthetic

- ▶ Audiovisual information
- ▶ Feedback information
- ▶ Art-style
- ▶ Support information

First UX – Mechanics

- ▶ A mechanic is a single instance of an input that causes an output feedback
- ▶ Particular input → Particular output
- ▶ Rule of mechanics must be straightforward and logical according to the game setting
- ▶ Use experience of other games
 - Not original mechanics make game great, but its coherent well crafter system

First UX – Systems

- ▶ A System represents all possible inputs and outputs within a given construct as well as all the internal feedbacks between various rules within the game.
- ▶ System of mechanics created the game

Introducing features

- ▶ Core features must be there
- ▶ For supporting features (social, PvP and etc) need be pacing
- ▶ Should be mini tutorial
- ▶ The best (but not always possible), there should be situation when player need feature

Progression goals

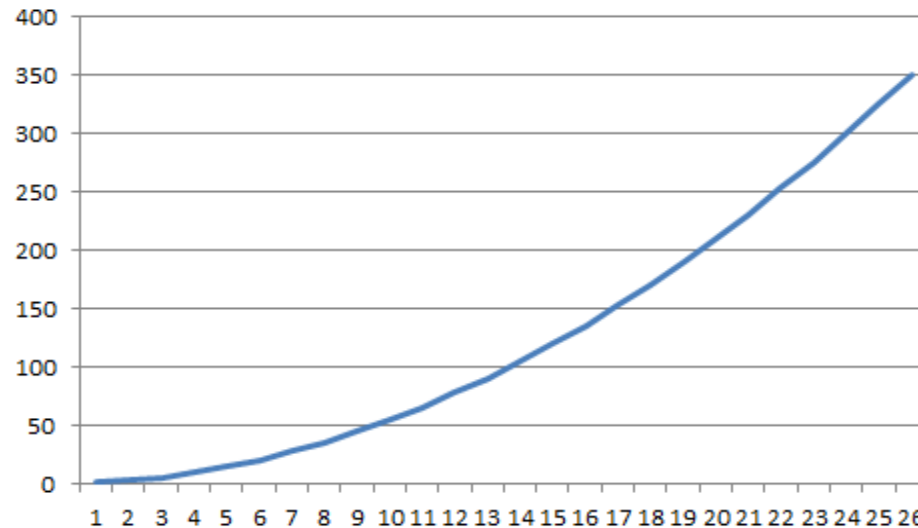
- ▶ **Goals getting bigger**
 - Inflation of goals
 - Progression of narrative, exaggeration
- ▶ **Mini-goals**
 - Feel gaps between main goals
 - Possibility to increase time between main goals faster
- ▶ **Grow of reward and grow of spends**
 - Both should grow
 - If game has repetitive element, spends grow faster

Establishing progression

- ▶ Goals
- ▶ Understanding of rules how to get to the goals
- ▶ Measurement of progression
 - Feedback of player actions
 - Other visual UI elements
- ▶ Even with multiple progressions, must at least one lead progression what show current status

Pacing(I)

- ▶ Adding new things
 - Increase time between them following Power law or other similar distribution



- ▶ Improvement/variations of existent
 - Same pacing but start faster

Pacing(II)

time Spent	Level	Major Point	Minor Point
0	1	X	
1	2		X
3	3	X	
6	4		X
10	5		
15	6		X
21	7	X	
28	8		
36	9		X
45	10		
55	11		
66	12		X
78	13		
91	14	X	
105	15		X
120	16		
136	17		
153	18		X
171	19		
190	20		
210	21	X	
231	22		X
253	23		

Types of progression

- ▶ Achievements
- ▶ Skill based
- ▶ Game Content
 - Upgrade content
 - New content
- ▶ Narrative driven progression
 - Key line of game
 - Supporting mechanics
- ▶ Mixed

Progression groups

- ▶ SaaS philosophy
- ▶ Adding new groups
- ▶ Control group
- ▶ Meta–progression
- ▶ Difficulty

Coming next...

- ▶ Friction and content estimation
- ▶ Study case of the game

