SOME PROMPTS TO REFLECT…

GAME’S SOCIAL AND BUSINESS SCENARIOS

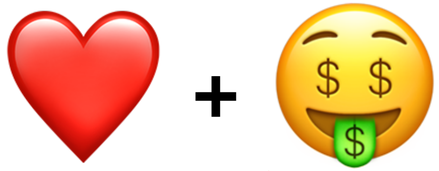
“Games can serve to make **better** or more **bearable** those experiences that normally do not sufficiently reward a person, giving a more epic meaning to the actions performed” (Jane Mcgonigal, 2011)

PACHINKO: ONE OF THE MOST OLDEST UNIQUE GAMEPLAY'S EXPERIENCE

https://www.youtube.com/watch?v=p_GlrlinPa4

Guiding Questions

WHY SOME INTERACTIONS - AMONG SOCIAL ASPECTS, USER'S EXPECTATIONS AND TECHNOLOGICAL PROGRESS - CAN BE CONVERTED INTO BUSINESS OPPORTUNITIES BY "LEVERAGING" THE GAMER'S EMOTIONS ?



Guiding Questions

- **WHICH** ARE THE MAIN DIFFERENCES/TRENDS AMONG GAME'S BUSINESS And SOCIAL **SCENARIOS** DURING THE YEARS ?

- **WHY** DIFFERENT **MONETISATION'S** STRATEGY ?

Guiding Questions

- **WHY** RETROGAMING CAN BECAME A GOOD **BUSINESS OPPORTUNITY ?**

- **WHY** THE "EMOTIONAL MARKETING", FOCUSED ON NOSTALGIA OF THE PAST, IS ALREADY A NEW **BUSINESS** AND **SOCIAL TREND**?

  (Ex Nintendo: Pokemon Goal and Super Mario Run)

EXAMPLES (RETROGAMING AS A MKT'S OPPORTUNITY)

Vizzed is one of the most popular sites in the industry, an excellent example of videogame marketing.

- Founded in 2009 by David Auchampach, this platform makes it possible to recover games like the 1972 Pong, up to the latest Metroid Fusion for Game Boy Advance.

in Japan: there is a **chain of specialised shops** "Super Potato", to find cartridges for Game Boy, Zapper guns, Link gadgets and Super Mario; everything you need to a retrogamer (https://en.japantravel.com/tokyo/super-potato-in-akihabara/24109)

in England, to deepen every aspect of vintage games since 2004 the "**magazine** Retro Gamer" is published on a monthly basis (http://readretro.com/contact-us/; https://www.facebook.com/ReadRetro/)

Over time, games are increasingly switching from the arcade gameplay, to a domestic/ portable (console) games and always more evolved online gameplay!

+ MOBILE DEVICE (Mobile/ Online Cloud/ Location-based gameplay)

+ CONSOLE (Home/ Portable gameplay!)

+ ARCADE (outside gameplay)

- M: Medium
- H: High
- L: Low
- VG : video game

Some examples

USER'S PERCEPTION IN THE EXPERIENCE EVOLUTION

HIGH USER'S FREQUENCY/ LOW MARGIN

- **1960**
Slot machine stye (gambling device; balls in change of money)
- Challenge: L/**M**
- Difficulty: **L**
- Engagement: H/ Addiction: H+
- Time: Unlimited /H frequency
- $: Low money /1yen (~ 1/10 a US cent) up to 100 of yen (100 yen ~ $1 USD)

ARCADE GAME SUCCESS!

Both (Console/ Arcade)

Pong Game .ORG

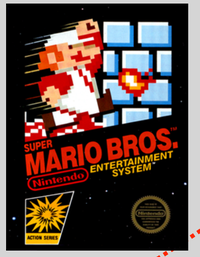
1972
- Challenge: M/**H** - "Exponential"
- Difficulty: **L**
- Engagement/Enjoyable: H
- $: M/H money (game boy)
- Time: Unlimited (> 1min)

EARLIEST ARCADE VG; the longest VG

HIGH SALES/ "PORTABLE" SUCCESS

1980 - '90s
Famous Arcade game
Highest-grossing VG

Famous platform VG



1985

1987
Famous **RPGs** - science fantasy

1994 Virtua Striker
Challenge: M/**L** _Difficulty: **H**
Time: 1 min (and little more)
ARCADE GAME SUCCESS (no Console success)!

ADDICTION TO THE IMPROVEMENT /MOBILE DEVICES

1996
- Challenge: M/**H** - "Exponential"
- Difficulty: **M**
- Engagement: H
- $: M/H money
- Addiction: H
- Time: Unlimited

(continuous improvement)

2012
- Challenge: M/H "Increasing"
- Difficulty: M
- Engagement: H
- $: L money
- Time: Unlimited
- Addiction: H

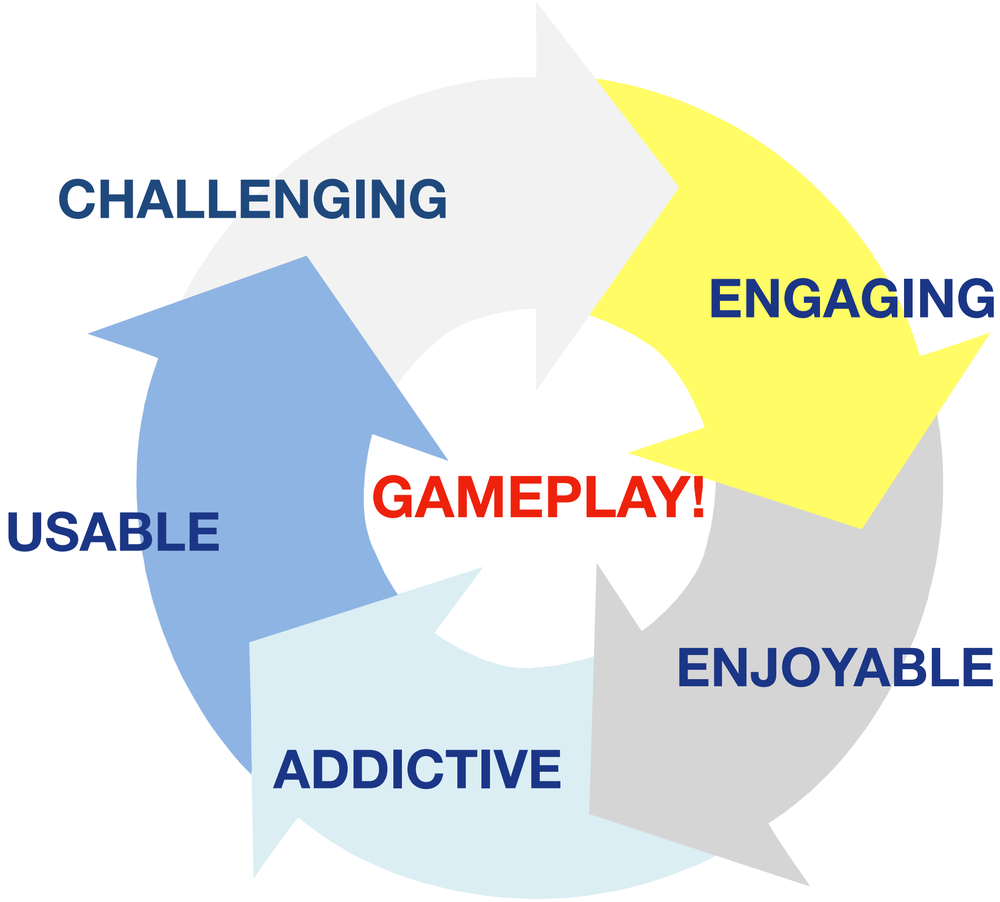
(improvement/ multiplayer)
- **CONSOLE SUCCESS**!

Pokémon GO™ **2016**)
- **AR**
- **Location based game**

TIME

< 1980 | **'80s YEARS** | **'90 YEARS** | **2000 +**

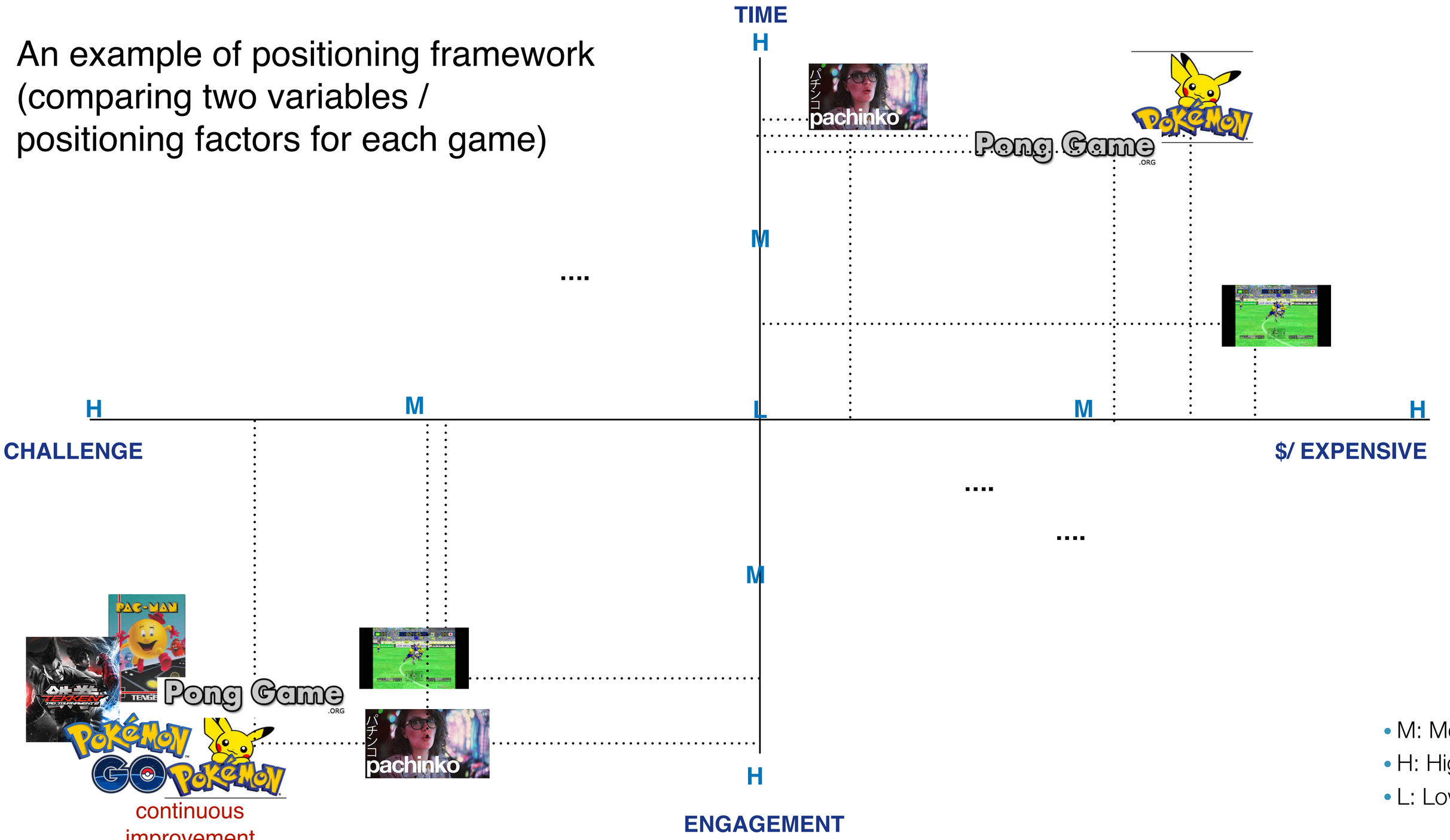
GAMER'S EXPERIENCE: SOME "KILLER's FEATURES …



…

Users who have a personalised, **unique and involving experience** are more willing to complete and enrich it, by purchasing other contents, matches..to better celebrate their favorite GAME!

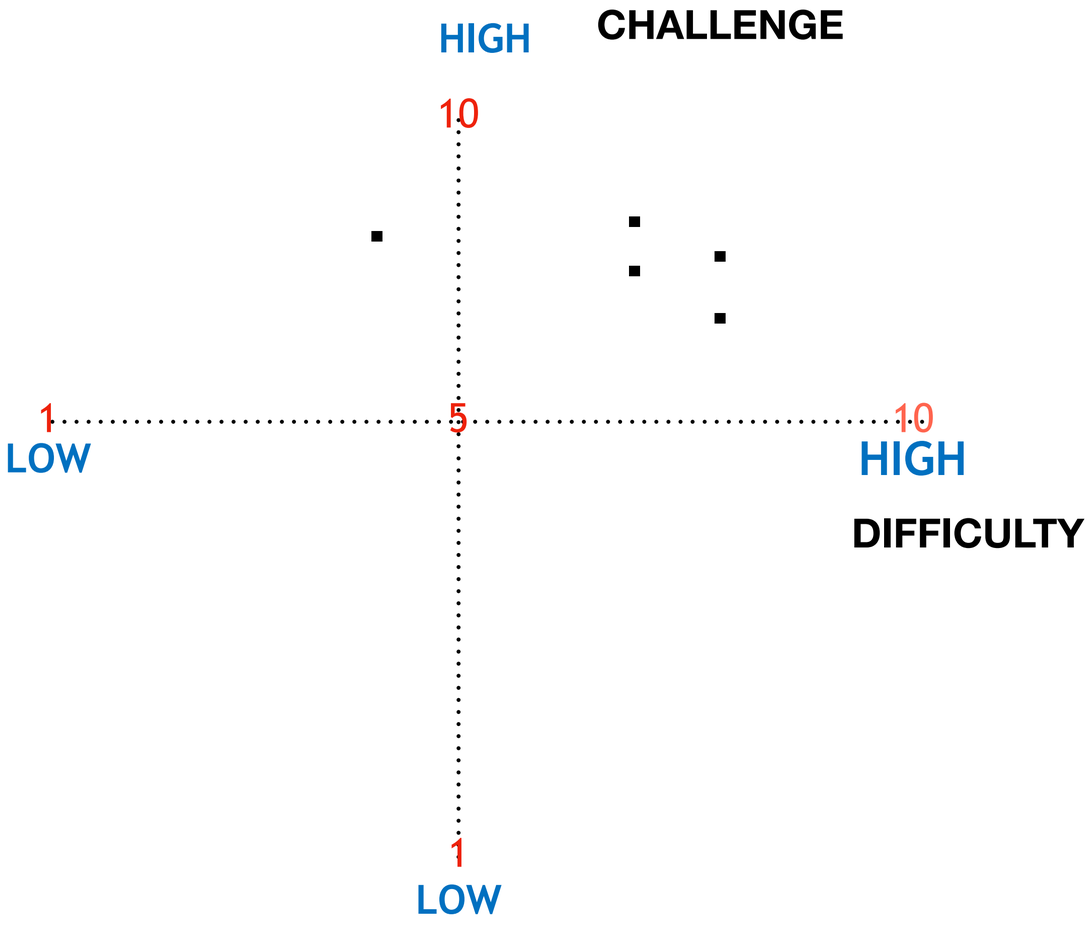
An example of positioning framework (comparing two variables / positioning factors for each game)

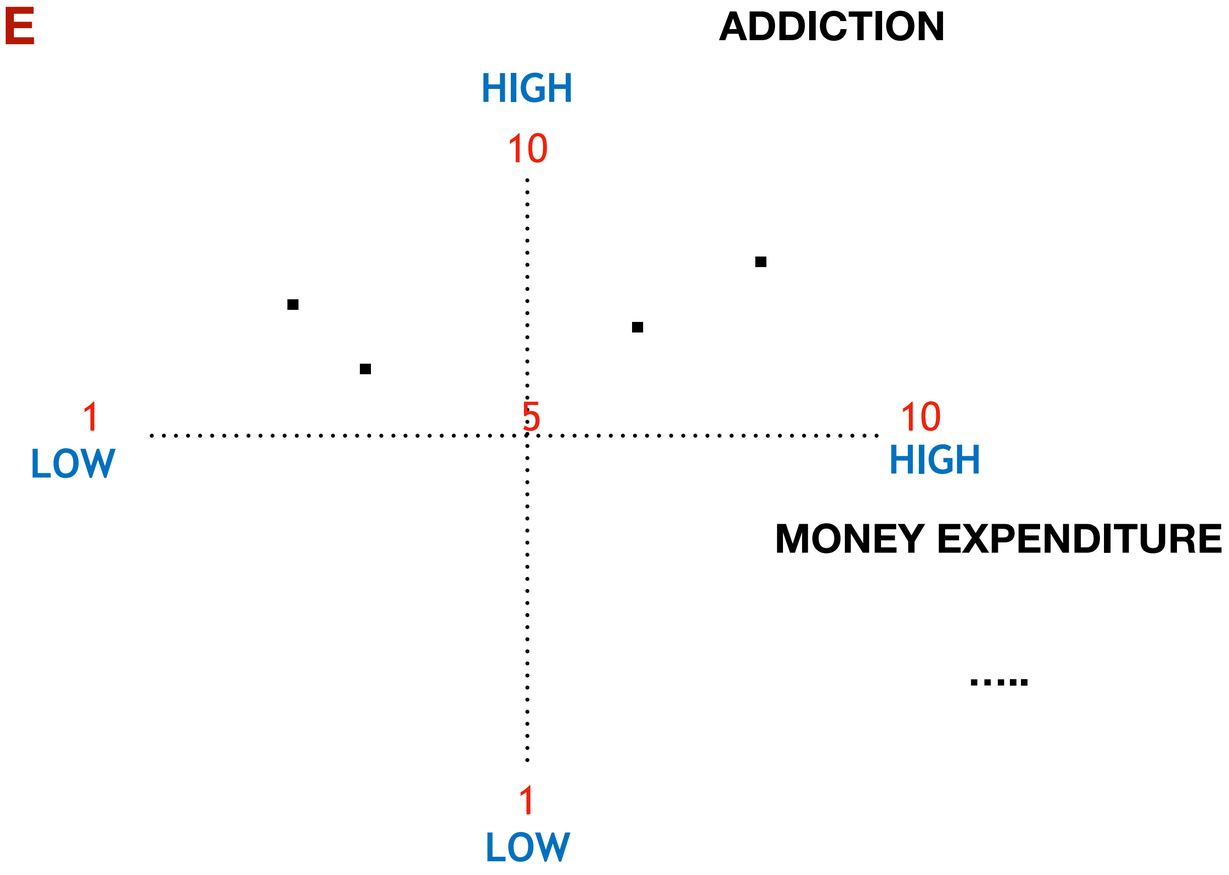


- M: Medium
- H: High
- L: Low

Positioning map: different options depending on different variables (examples)

HANDS ON: POSITIONING YOUR FAVORITE GAME





- M: Medium
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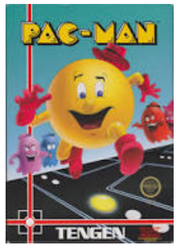
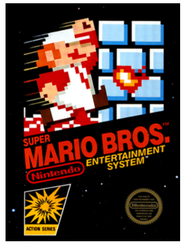
HANDS ON: POSITION YOUR FAVORITE GAME (……)

ADDICTING

HIGH





LOW

MEDIUM

HIGH

PRICE

……

……

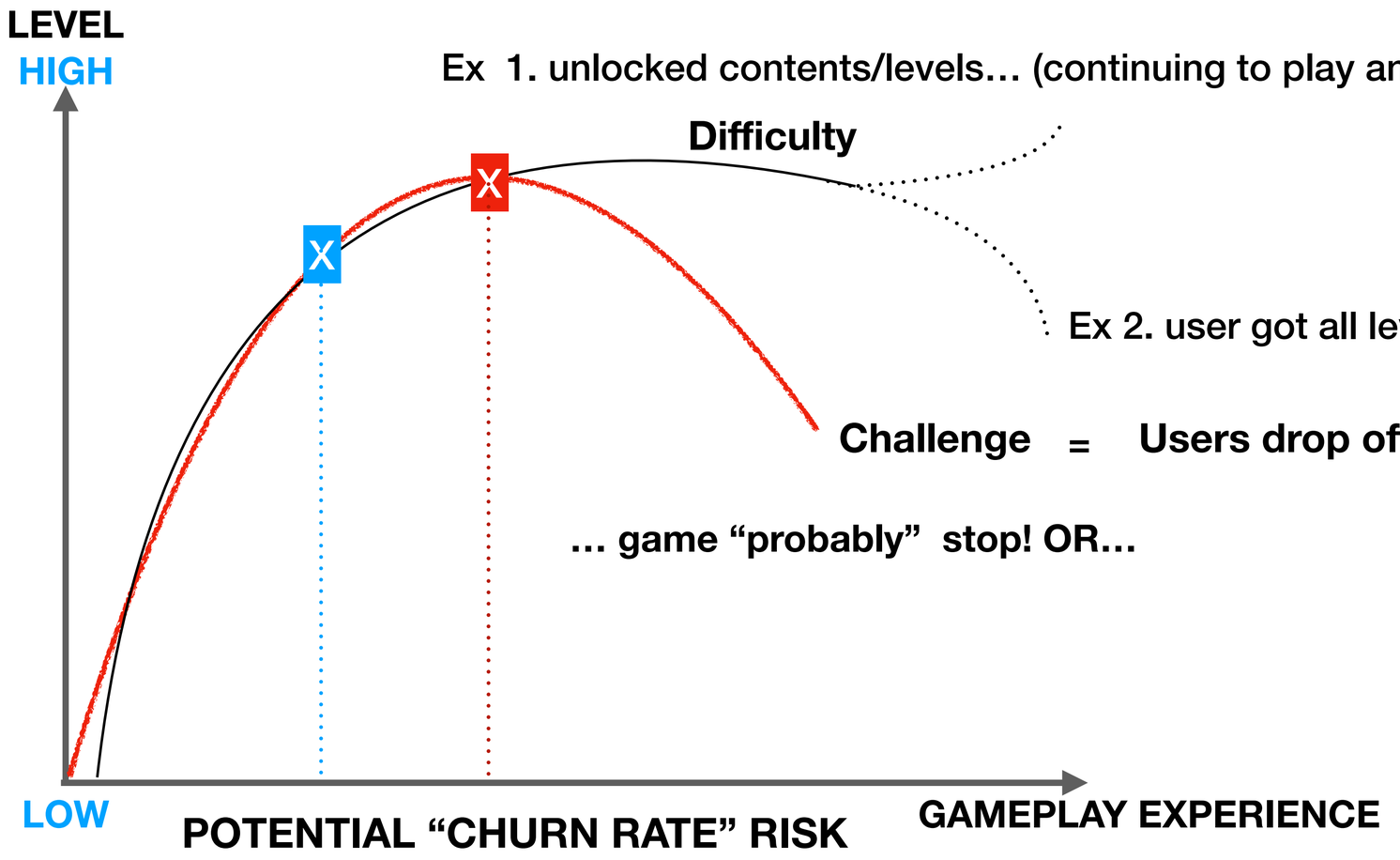
LOW

Example: potential gameplay's killer features (variables)

- CHALLENGING
- ENGAGING
- ENJOYABLE
- PRICE
- ADDICTING
- USABLE
- …..

Example.

Example of potential correlation among some gameplay factors in a user's experience



Ex 1. unlocked contents/levels… (continuing to play and difficulties increasing)…

Ex 2. user got all levels/powers (he became expert gamer)…

Challenge = Users drop off

… game "probably" stop! OR…

Ex.

SOME INTERVENTION'S ACTIONS:

- NEW SCENARIOS
- NEW DEVICE (SMARTPHONE)

…

BUSINESS REVITALISED

WHAT WE COULD DO TO AVOID IT?

(BUSINESS POINT OF VIEW): DIFFERENT **ACTIONS** (STRATEGIC AND OPERATIVE) TO INCREASE THE **GAME LOYALTY** (and RETENTION ACTIONS)

Some tips…

"The more games you have in the store, the better your sales are" (…)

"You should not give up if your first game isn't an instant success and just keep making as many games as you can!"

Some reasons

- "when you **make more than one game**, they are all featured on your game's download page under a section that **highlights other games** made by the same author" (…)
- "each additional game you make basically gives y**ou free advertising** for your other games" (…)
- "when a person likes your game, they naturally **want to play more games you have made** (…); so, each successive game you release will naturally help drive downloads and sales of your past games as well"

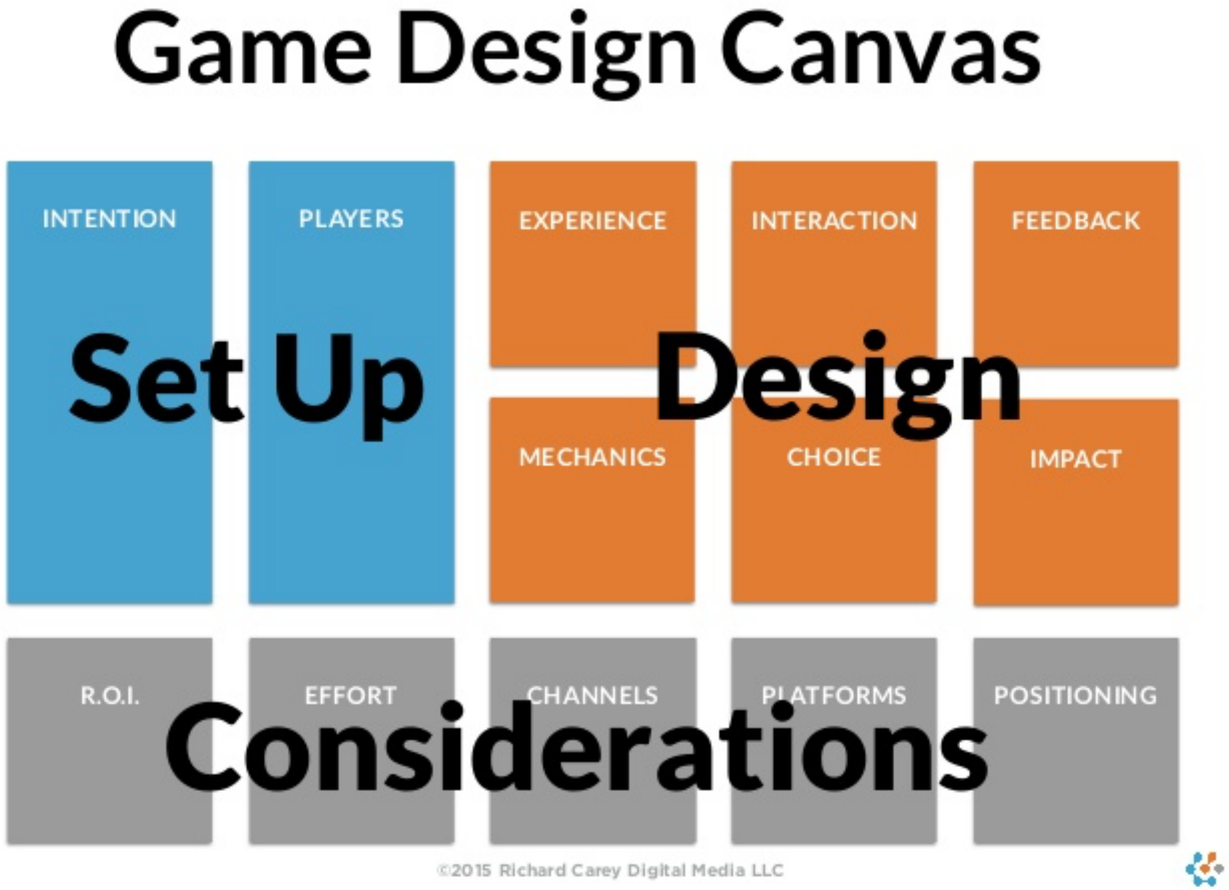
AS DEVELOPERS, "BRING USERS INSIDE YOUR COMPLETE GAME'S PORTFOLIO!

Reference: Getting-Started-Making-Games-Final-v1 2.pdf

“ROVIO TEAM”: 57 ATTEMPTES BEFORE THE SUCCESS AFTER TWO YEARS OF WORK!!

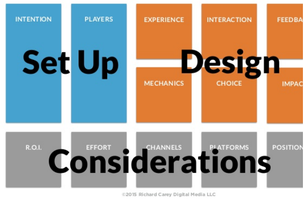
http://www.rovio.com

Game Design Canvas is a “**lean, agile, iterative, user centered approach** to game design” (Richard A. Carey - Game Design Canvas)



https://www.slideshare.net/SeriousGamesAssoc/richard-a-carey-game-design-canvas

Game Design Canvas



GAME DESIGN CANVAS

INTENTION
- Concept
- Story
- Flow
- Learning Objectives
- Business Objectives

PLAYERS
- Age - Gender
- Type
- Early Adopters
- Buyers (if different)
- Communities

EXPERIENCE
- Genre
- Aesthetic
- Goals

INTERACTION
- Input Device
- Controls
- Settings

FEEDBACK
- Levels
- Scoring
- Rewards

MECHANICS
- Loop
- Rules, Turns, Time
- Randomness
- AI

CHOICE
- Options
- Decisions
- Single or Multi Player

IMPACT
- Fun and Playfulness
- Emotional Engagement
- Learning Outcomes
- Behavioral Changes

ROI
- Player
- Buyer
- Publisher
- Developer

LEVEL OF EFFORT
- Learn to Play
- Learn to Master
- Dev Time and Budget
- Known Constraints

CHANNELS
- Sales Channels
- Social Media
- Community of Interest

PLATFORMS
- Devices
- Operating Systems
- Transmedia Ecosystem

POSITIONING
- Comparable Product
- Competitive Activity

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Richard A. Carey - Game Design Canvas

v1.1 • 8-1-15

NOW… READY TO GET MONEY!!

… and “GAME MONETISATION”

HOW !?

Thanks!