

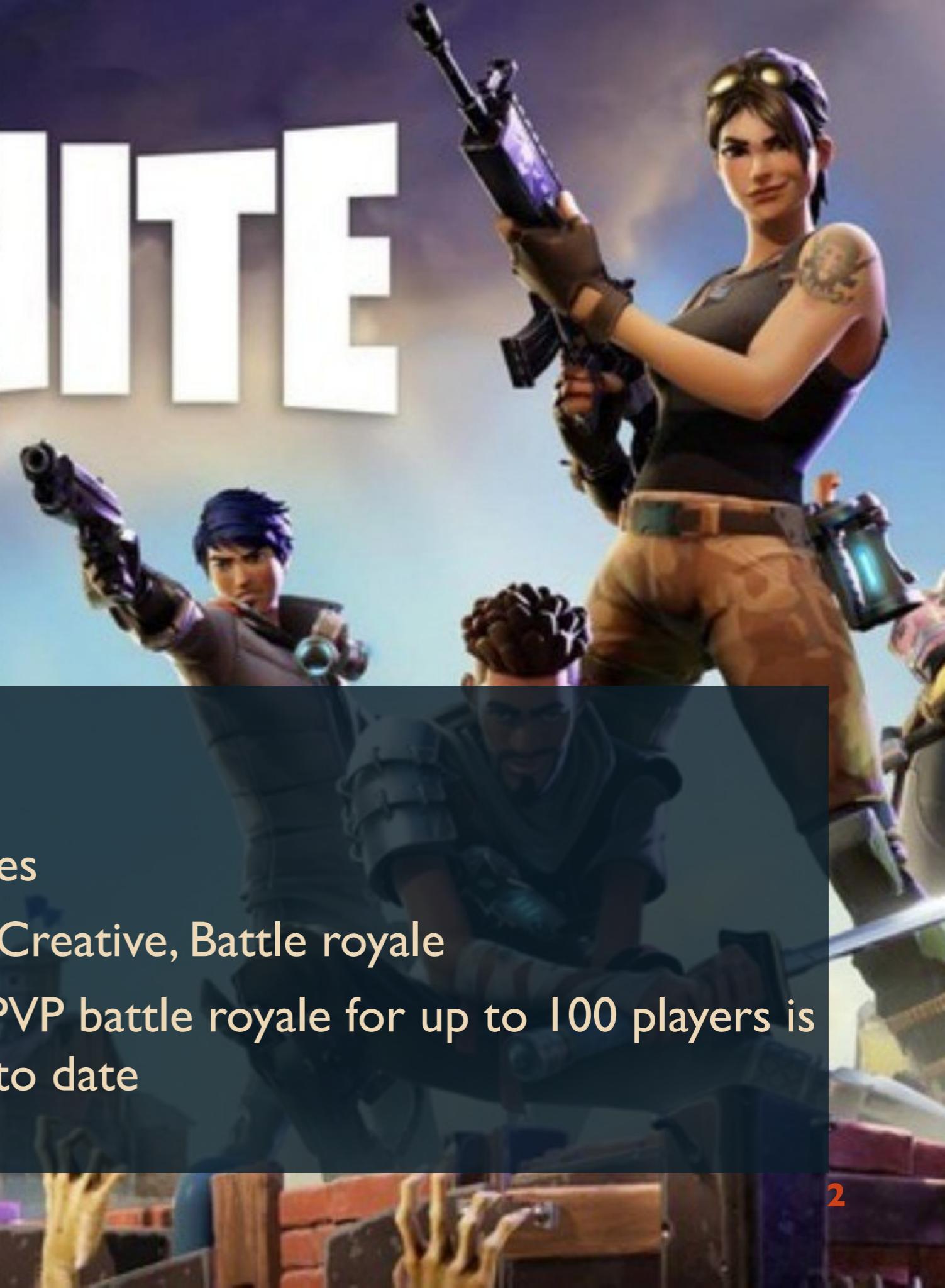
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Foundations of
Game Design
and Development

GAME ANALYSIS

"The battle of battle royale games"

FORTNITE



- Released in 2017
 - Developed by Epic Games
- 3 versions: Save the world, Creative, Battle royale
 - Fortnite Battle Royale - PVP battle royale for up to 100 players is the most successful one to date

FORTNITE BATTLE ROYALE

- You can play solo, duo, or squad (3-4)
- Weaponless player airdrop from a “Battle Bus”
- Scavenge for weapons, items, resources, vehicles
- Try to stay alive as well as attack other players



FORTNITE BATTLE ROYALE

- The safe area of the map shrinks over time due to an incoming storm
- Forces remaining players into tighter space, encourages player encounter
- The last player, duo, or squad remaining is the winner.
- You can **construct** buildings or objects while you fight



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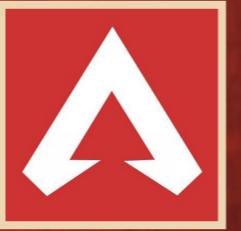
FORTNITE BATTLE ROYALE

- Gameplay Trailer





APEX — LEGENDS —



- Released in 2019
 - Developed by Respawn Entertainment, published by EA
- Free-to-play battle royale game
 - Fuses elements of many video games, mostly Titanfall — Respawn's own series

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- Borrowing concepts of the **hero shooter** — i.e: having abilities,
- Incorporates **Legends**, pre-defined heroes
- Has unique abilities that fall into roles such as Offense, Defense, Support and Recon.



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- Players are grouped into squads of three,
- Each player selecting a unique Legend in turn,
- Each match features up to 20 teams competing.

YOUR SQUAD

(ParticleMan)

8

KILLS
12

NO DATA

-

NO DATA

-

The card shows a character in a red and white suit with a large cylindrical weapon. The name 'ParticleMan' is at the top, followed by a diamond icon containing the number 8. Below are sections for kills, no data, and other metrics.

(apextest03)

10

KILLS
1

NO DATA

-

NO DATA

-

The card shows a character in green and brown armor holding a rifle. The name 'apextest03' is at the top, followed by a diamond icon containing the number 10. Below are sections for kills, no data, and other metrics.

(ApxGamespot0001)

7

KILLS
0

NO DATA

-

NO DATA

-

The card shows a character in orange and black armor holding a large hammer. The name 'ApxGamespot0001' is at the top, followed by a diamond icon containing the number 7. Below are sections for kills, no data, and other metrics.

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- All teams start with no equipment
- Flown through the map through dropships coming from **random** direction
- They can drop to any spot they can reach
- Teams scour the game map for weapons, ammunition, and other equipment while fighting to be the last team standing,
- Stay within an ever-shrinking safe zone on the map.



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- You can revive your teammates at spawn beacons scattered in the map
- Loot other players' dead bodies
- **Be the champion squad**

CHAMPION SQUAD



Top ranked in
last match

(xFrozenMANGO)

7

KILLS
0

NO DATA
-

NO DATA
-

(ODE_Devs)

13

KILLS
21

WINS WITH FULL SQUAD
1

NO DATA
-

(Top_Sirloin123)

22

ZIPLINE TIMES USED BY SQUAD
3

NO DATA
-

NO DATA
-

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APEX LEGENDS



- Gameplay trailer





EARNING SOURCES

How do these free-to-play games
earn so much.

BATTLE PASS

- A **battle pass** is a type of video game monetization that **provides additional content for a game** usually through a tiered system,
- **Rewarding** the player with in-game items by playing the game and completing specific challenges, both by giving **ranks** and **in-game \$**
- Inspired by the season-pass ticketing system and originating with DotA2 in 2013, the battle pass model gained more use as an *alternative* to subscription fees and loot boxes beginning in the late 2010s.



- While Fortnite and Apex dominated the PC world, PUBG Mobile dominates the mobile world
- PUBG Mobile makes **\$146M in May 2019** to become **top-earning** global game
- Tencent Games' battle royale shooter PUBG Mobile for iOS and Android has topped 400M downloads and 50M daily active users.

4V4 TEAM MODE!
NOW IN PUBG MOBILE!



Download on the
App Store



APK Download

PUBG ROYALE PASS

- To **reward** players for playing during a pre-established length of time known as a Season — a **limited** time period
- There are **two** components to the Battle Pass, one that is freely available to all players and one that is available to purchase in the Item Shop.
- Season 7: May 17th 2019
- Comes with hefty patch update: new weapon, new battle royale pass season

ROYALE PASS

- Royale pass is for sale every season, although free version is available too
- At the completion of each round, players gain **in-game currency** based on their performance.
- The currency is used to purchase crates which contain **cosmetic** items for character or weapon customization.^[8]



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ROYALE PASS

- A rotating "event mode" was added to the game in March 2018.
- These events **change up the normal game rules**, such as establishing larger teams or squads, or altering the distribution of weapons and armor across the game map.



FORTNITE REVENUE

- **Within two weeks of release, over 10 million players had played the mode**, and by June 2018, just after the Nintendo Switch release, had reached 125 million players.¹⁹
- Revenue from *Fortnite Battle Royale* during the first half of 2018 had been estimated in the hundreds of millions of dollars per month.
- Total 2018 revenue estimated at **\$2.4 billion** by analysis firm SuperData Research

FORTNITE BATTLE PASS

- To **reward** players for playing during a pre-established length of time known as a Season — a **limited** time period
- There are **two** components to the Battle Pass, one that is freely available to all players and one that is available to purchase in the Item Shop.
- Season 9: May 9th 2019 - August 1st 2019

FORTNITE **SEASON 9**



- Each season has a “**theme**”. This seasons’ theme involves around *the future*
- Features many major changes to the map to fit the mood
- You can earn **cosmetics**: Outfits, Gliders, Wraps, Harvesting Tools, Pets, Back Bling, Emotes, Sprays, Toys, Contrails, Music, Loading Screens, etc
- All in-game items that can be unlocked **stay and do not expire**.

APEX LEGENDS REVENUE

- Apex Legends generated about **\$150 million in revenue** during EA's most recent quarter
- In the first month it made 92 million, and then 24 million in the second month
- They are **unable** to maintain this explosive start, but still has 2 million concurrent players and reaching a playerbase of 50 million people in just its first month.
- Many says that the game is updating too slowly, hence losing player base ever since.

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APEX LEGENDS

Battle Pass

APEX YEAR 1 ROADMAP



SEASON 1
INCLUDES



S1
MARCH

SEASON 2
INCLUDES



S2
JUNE

SEASON 3
INCLUDES



S3
SEPTEMBER

SEASON 4
INCLUDES



S4
DECEMBER

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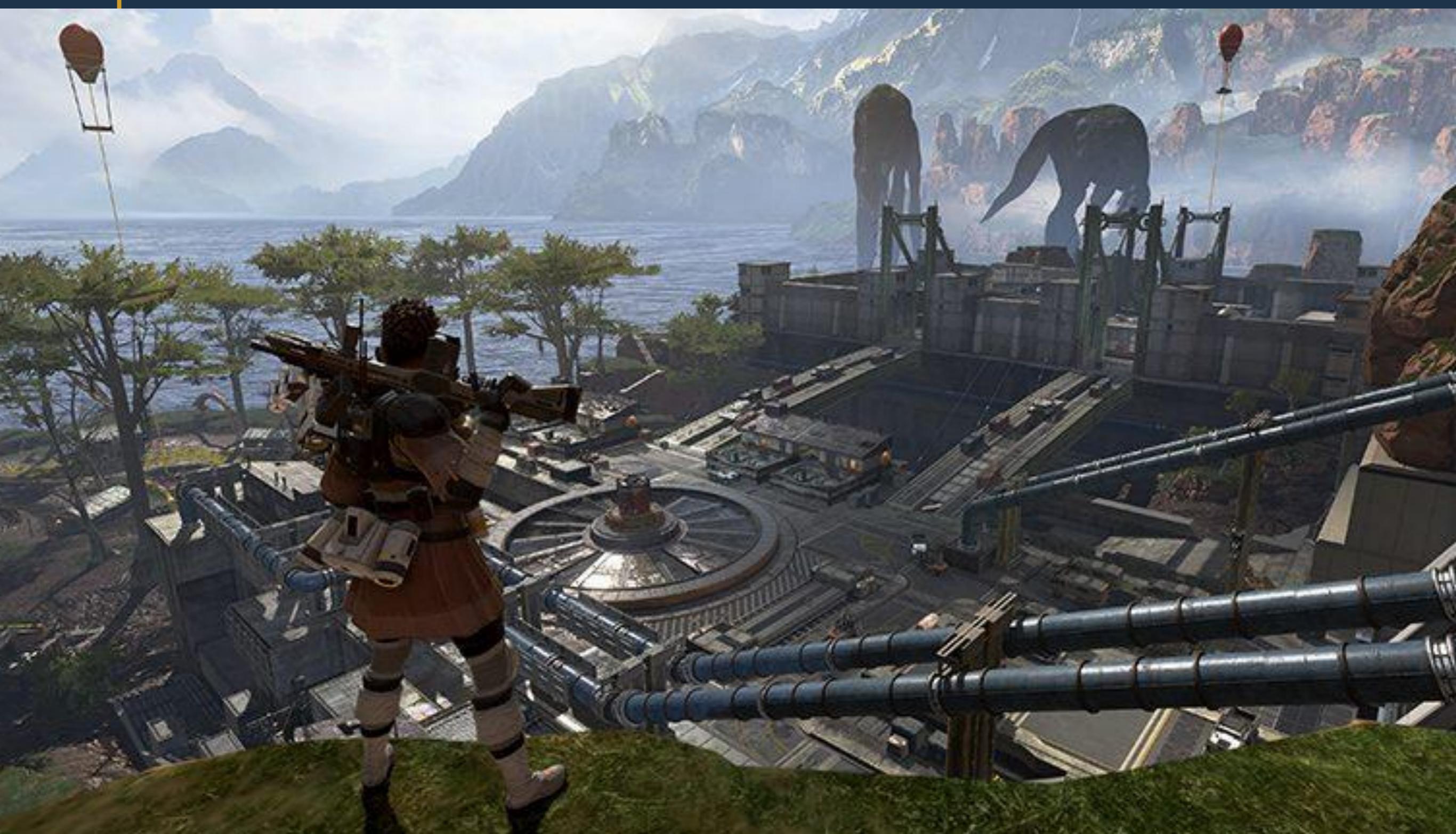
SEASON 2 - BATTLE CHARGE, DRAGONS?



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TEASER

Leviathans outside of the map roams closer (right now its just background)



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SEASON 3 - MELTDOWN

Volcanic and frozen landscapes, new weapon (Charge Rifle), Crypto



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SEASON 4 - ASSIMILATION

Lava faults, Revenant, Sentinel



APEX
LEGENDS

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SEASON 5 - FORTUNE'S FAVOR

Loba, Quest system: PvE missions, future: expanding to Middle East region

APEX
— LEGENDS —

SEASON 05

FORTUNE'S FAVOR

COMING MAY 12





THE GOOD THINGS

Whats good about them?

INTRODUCTION

- These three games are **similar** : battle-royale style with shooters component
- All have some sort of **season pass** to **reward** players in terms of cosmetics and ranks
- None allows a **pay-to-win** scheme





- Smart, **iterative** design process that built upon a **solid foundation**
- Free and easy
- Depth and sophistication with **building mechanics**
- Social and **collaborative** environment
- **Culturally relevant**
- Adrenaline-filled **reward** system
- Having the **FOMO** effect

SMART DESIGN

- **Wide** range of cleverly designed weapons and gadgets offer invite **experimentation** and **specialization**
- **Hunt** these stuffs around the map, **luck** comes into play
- Tactical choice using **cover** and **geography**
- Cartoonishly pretty world, free of gore and corpses play well for children and parents



BUILDING MECHANICS

- Offers **depth** and **sophistication**
- This **building mechanic is easy to understand**, but takes a great deal of practice to master.





BUILDING MECHANICS

- It **separates** the great players, from the mediocre, without making the game pointless for those who don't bother building
- Mastering the **shooting** also takes some time.
- Even though you're good, or even great, you're **not guaranteed** a **win**, and chances are you're not getting one this time either — a healthy **balance** between skill and strategy

SOLID FOUNDATION



- The **building** mechanics:
 - Its minecraft-like construction style
- The **shooting** mechanics:
 - Shooting element that's been popularised by COD, Battlefield
- Battle-Royale style is also not original
- More often than not, ‘the best’ product or service isn’t the *first* to market, but the one that *properly* incorporates **time-tested learnings and principles**

CULTURALLY RELEVANT

- A healthy dose of **humour**
- Implementing *meme culture*



CULTURALLY RELEVANT

- Marshmello took the stage inside Fortnite in Feb 2019
- >= 10 million people watched the virtual performance



LAWSUIT

In January 2018, Bluehole's PUBG Corp., the South Korean company behind Player Unknown's Battleground (PUBG), filed a lawsuit against Epic Games, claiming that Fortnite Battle Royale was a **copyright infringement** of Battlegrounds; they accused Epic Games of copying PUBG's **user interface and game items**. According to Korea Times, market observers predicted that there would be little likelihood of Bluehole winning the case, as it would be **difficult** to establish the **originality** of PUBG in court due to the **battle royale game genre**, which includes both PUBG and Fortnite Battle Royale, being derived from the 2000 Japanese film *Battle Royale*. The case has since closed, with PUBG Corp. dropping the lawsuit in June 2018 under undisclosed reasons.

APEX — LEGENDS —

- Excellently designed **UX**: color-coded items and the **ping** system that makes playing with strangers **fun**
- It makes playing with friends even more **delightful**
- Tremendously **detailed** game, despite being **straightforward** and **accessible** for everybody
- **Legends** allow creativity in mixing abilities

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UX DESIGN — COLOUR

- **Colour coded** items allow for quick looting — before other players found you



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UX DESIGN — COLOUR

- **Colour coded** items allow for quick looting — before other players found you



UX DESIGN — COLOUR

- **Rounds** are also colour coded so that you don't waste your inventory picking up useless ammo



- Teammates can revive you when your character dies
- **Dilemma:** They have to retrieve your banner, and Respawn you at the beacons, which are placed at open, vulnerable areas



RESPAWN — A FORGIVING (AND TACTICAL) FEATURE

THE PING UX

- Apex features both **voice**-chat communication with squadmates and a **contextual** single-button communication approach that allows a player to ping map features like **weapons, opponents, or rally points**.



THE ISSUE

- Consider: you're trying to get **strangers** to **work together**.
 - Voice chat — its not convenient (noisy background noise, bad microphone, lags, accent, etc)
- No microphone solution:
 1. **Pre-recorded voice chat** and key binds: requires memory, and strangers might **spam** at you
 2. In Battlefield 2 **spotting system**: one-hit button when enemy is spotted. Friends will also see this enemy in their map — **clutters**
 3. Team Fortress 2: players will automatically spout off **contextual voice lines** — but this quickly became background **noise** as its the game and not the person talking to you. Same effect on Left 4 Dead.

THE PING DESIGN

- Ping something — this sends a flag to your teammates in 1 click
- Pinging is **context-sensitive**, and it works on almost everything.



THE PING DESIGN

- When **landing**: someone can suggest a landing spot, others can ping that spot to **confirm** it



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THE PING DESIGN

- Ping a **weapon, ammo, or item** and your character will call it out to the other players, and place a marker on their **HUD** (head-up display).



50.033

THE PING DESIGN

- Ping a **weapon, ammo, or item** and your character will call it out to the other players, and place a marker on their **HUD** (head-up display).



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THE PING DESIGN

- Pinging enemies will flag your teammates to a special icon



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THE PING DESIGN

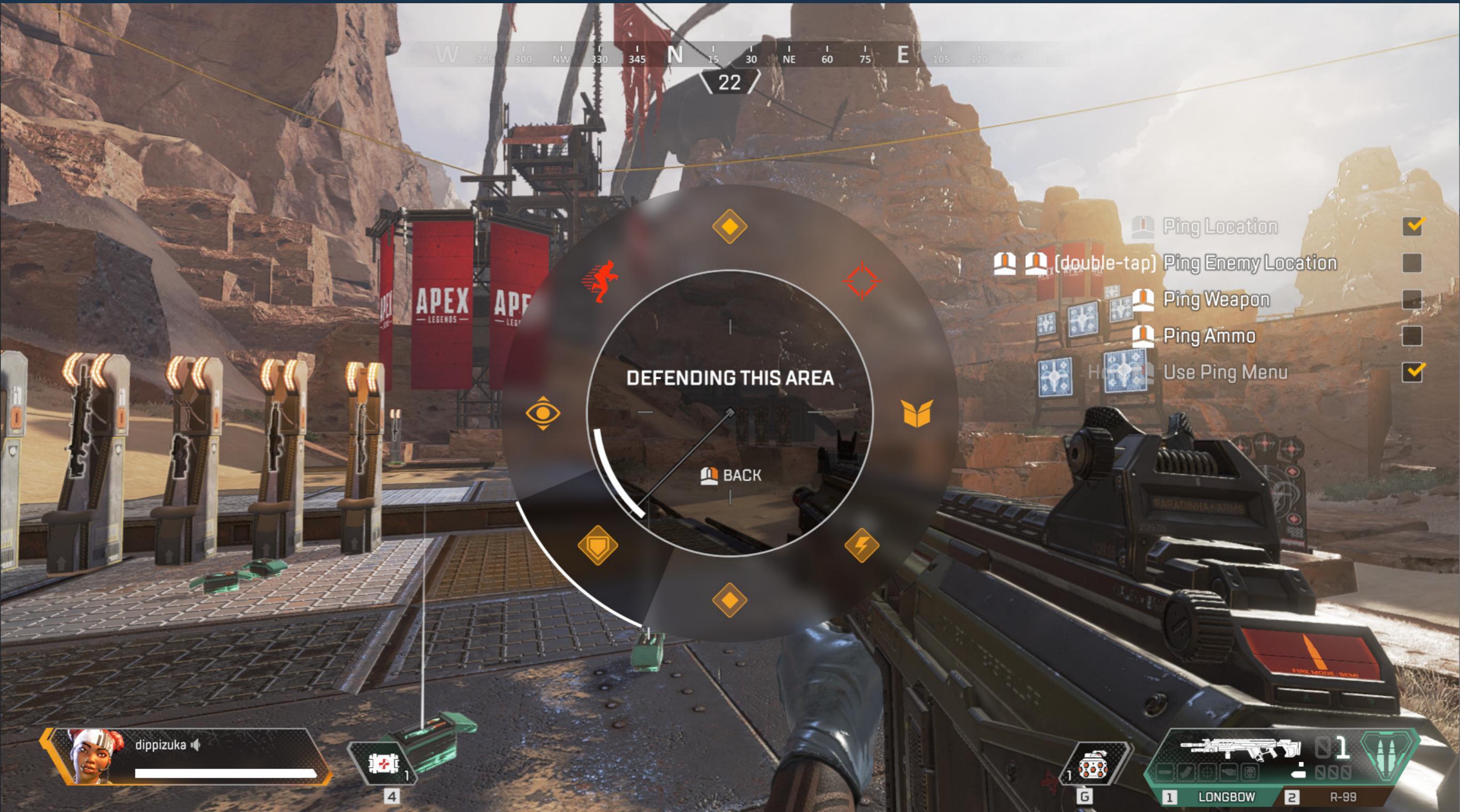
- Let your teammates know past looted areas



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THE PING DESIGN

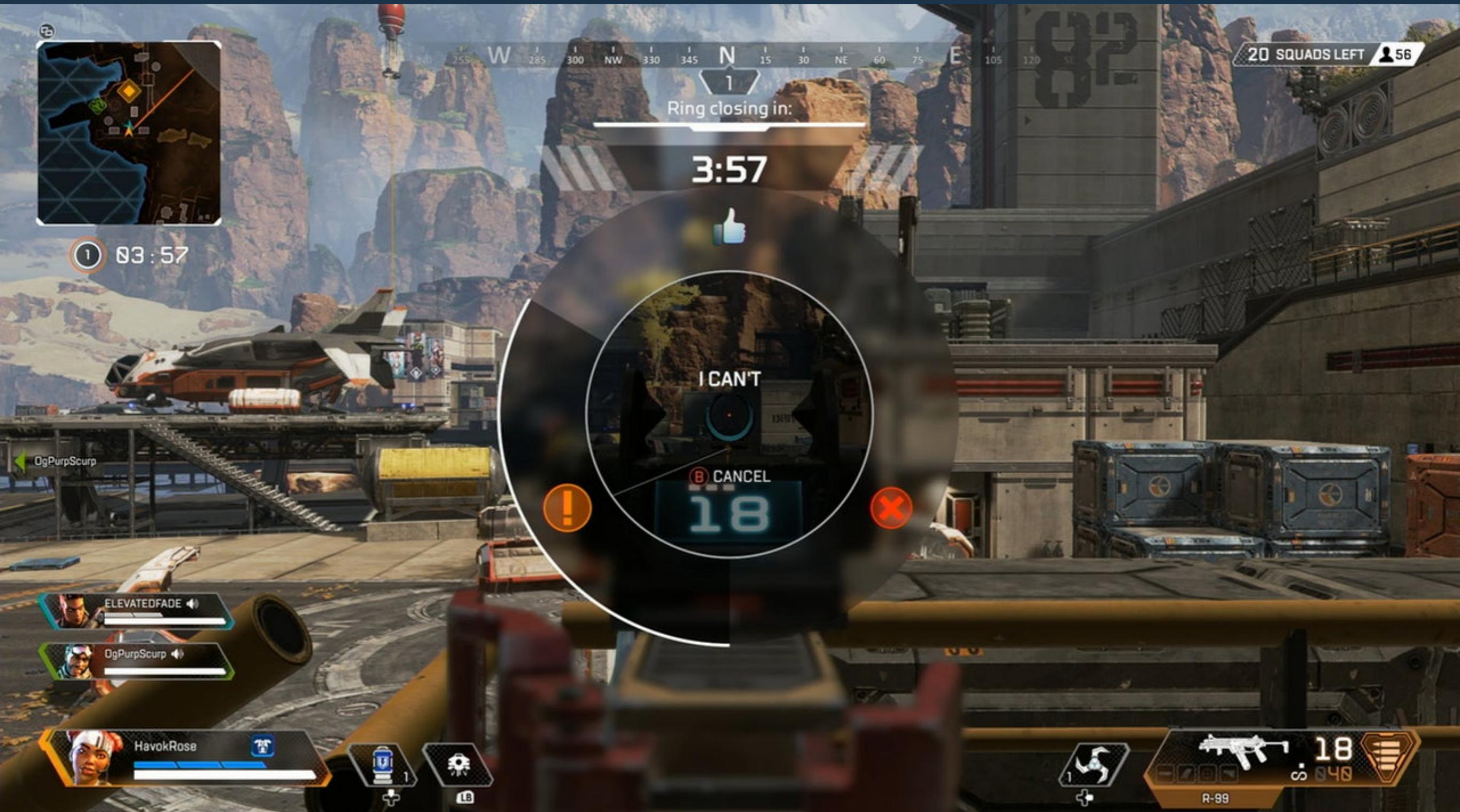
- Just ping your intentions
- You can easily **coordinate** with other humans **without draining** your emotional energy



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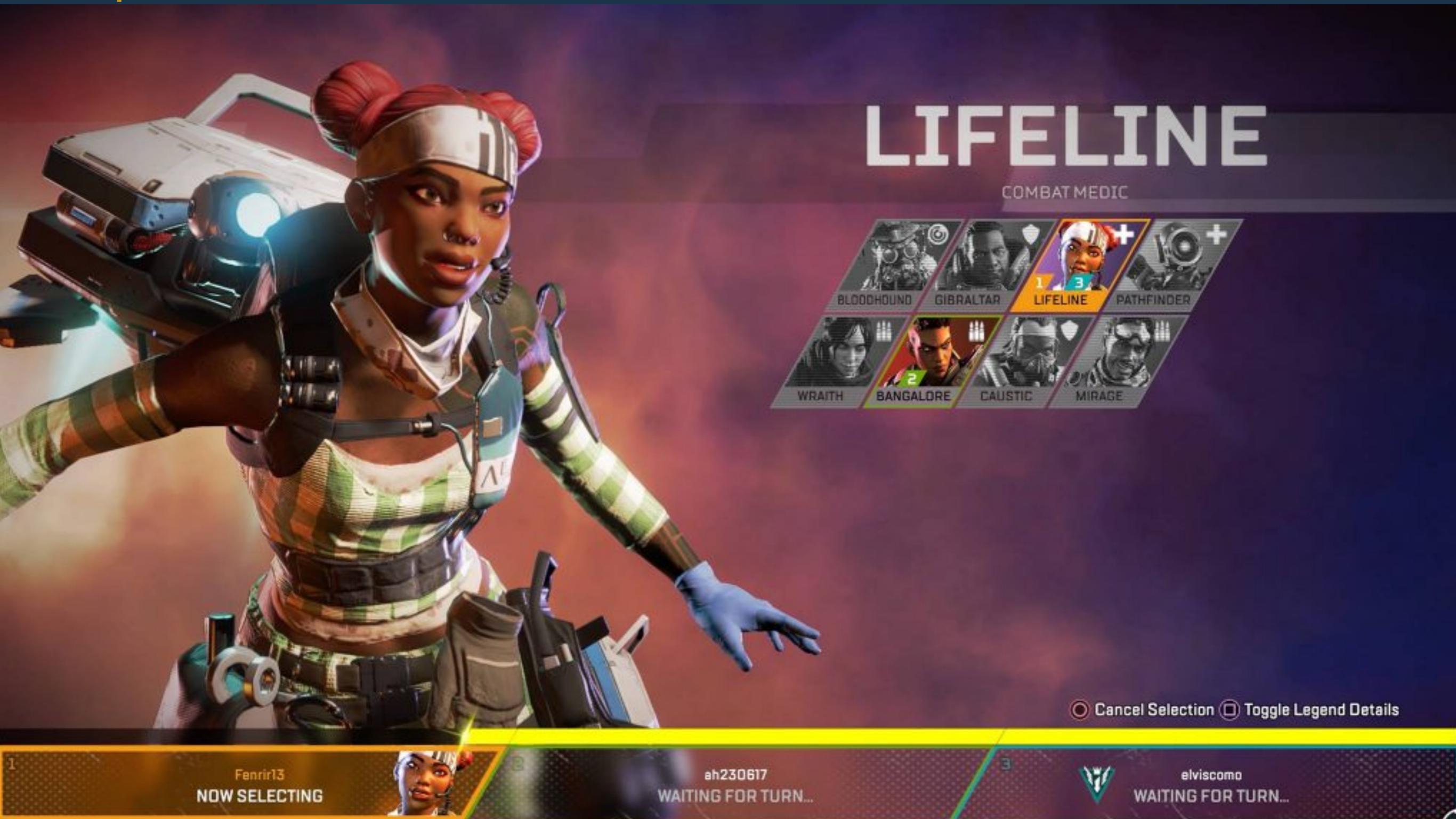
THE PING DESIGN

- Your teammates can **respond** to any of your pings with a ping to **confirm** them.
- **Promotes** situational awareness



LEGENDS SELECTION

- Similar to Overwatch, each character has a “class” and a set of **unique** abilities
- Need to experiment what’s the best **combination** as a team



CHAMPION SQUAD

- Accomplishment is **rewarded**



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STATS SCREEN

- Still rewarded *although* eliminated
- You can Respawn in-game so death isn't certain
- Quick rounds (less stake than other games with lengthy rounds) — forgiving for new players for now

SQUAD ELIMINATED

PLACED #3 OF 20

7 SQUAD KILLS

Sunatic



RoSzomak



FatalSign1908

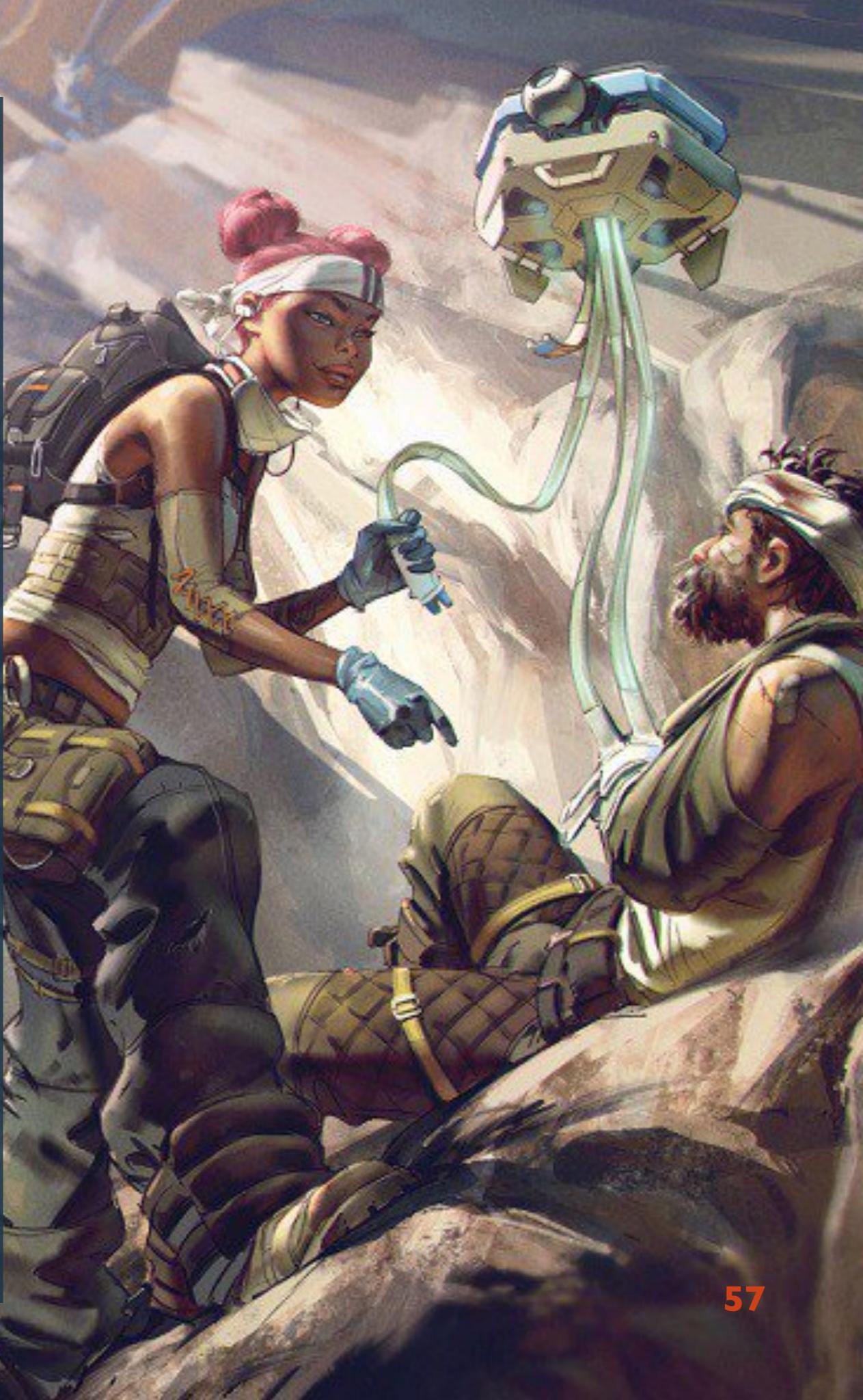


Lightshot

Screenshot is saved to Screenshot_10.png.

ELEGANT DETAILS (AND A SOLID ENGINE)

- Bullet range is **appropriate**, gun-control mechanics are fantastic
- Headshots are **impactful** and substantial
- Submachineguns felt adequately powerful, and movements are **fluid**
- The game paid attention to sound:
 - The shooting feels, looks, and sounds great — mainly backed up by their fantastic engines that made up CoD and Titanfall
 - Gunshot sounds are **directional**
 - Footsteps are also directional and sounding realistic, where it sounds like a proper human mass running over a ground or floor





COMPARISONS

Is one better than the other?
Are they the same, or not?

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VIEWPOINT

- **3rd Person:** more situational awareness
- **1st Person:** more accuracy when aiming



MECHANICS

- Basics of Battle-Royale strategy is similar, but....
 - **Building (and destroying) mechanics** in Fortnite calls for more resource management and real-time strategy, as well as chaos during fights in modified environment. Adds **verticality**
 - **Character based shooters and unalterable environment** in Apex calls for Team balance and shooting skills



PLAYERS



- Fortnite allows for **solo**, duo, and team players
- **Apex** Legends will put you in teams of **3** regardless

PLAYER BASE

“Apex Legends players finally getting good enough to make game impossible for average people to enjoy.”

- Apex Legends is, at its core, a **traditional** shooting game
- It is extremely **fast-paced** — you need to run, use ziplines, crawl, cast skills, and sometimes also shoot at the same time
- Fortnite, on the other hand is very accessible. With special events and frequent new twists, it will keep new players hooked and not as intimidated

SUMMARY



It boils down on what kind of player you are.



Popular among young players

- Actively involved in culturally relevant events
- Weekly updates, maximum effort to keep the game exp fresh
- More chaotic, jumpier, and goofier
- Calls for more creativity in *creating*

- More for the tradition FPS players
- Focused on shooting and fast movement — reflex and RTS mechanics
- More emphasis on team strategy
- More tactical, bigger focus on strategy and gunplay

A cinematic shot from the video game Anthem. In the foreground, a player character wearing a yellow and blue suit of armor stands on a rocky ledge, looking out over a vast, rugged landscape. To the left, a massive red and orange mech with glowing purple energy ports is perched on a cliff edge. In the center, another mech in a blue and white suit is captured mid-fall or jump. On the right, a character in a dark suit is shown from behind, holding a weapon. The background features towering mountains under a bright sky with a distant sun or moon.

ANTHEM™

Anthem is an online multiplayer action role-playing video game developed by BioWare and published by Electronic Arts.

*“Set on an unnamed planet, players assume the role of **Freelancers**, heroic **adventurers** who wear powerful **exosuits** to defend humanity from the threats beyond their **cities' walls**.*

*The game's title refers to the Anthem of Creation, a powerful and **mysterious force** responsible for most of the extraordinary technology, phenomena, and threats in the world. In the main narrative, the player's Freelancer is tasked with **stopping the villainous Monitor** from seizing control of the Anthem.”*



ANTHEM GAMEPLAY

- Combines third-person **shooter** and **action role-playing game** elements in a "contiguous **open world**"
- Shared with up to **three** other players.
- Each player takes the role of a Freelancer donning fully customizable exosuits called Javelins
- Players can build (non romantic) **relationships** with various non-playable characters
- Teams can **fight** savage beasts and ruthless marauders while **exploring** lost ruins and experiencing massive, **world-altering terrain** occurrences, such as "Shaper Storms"

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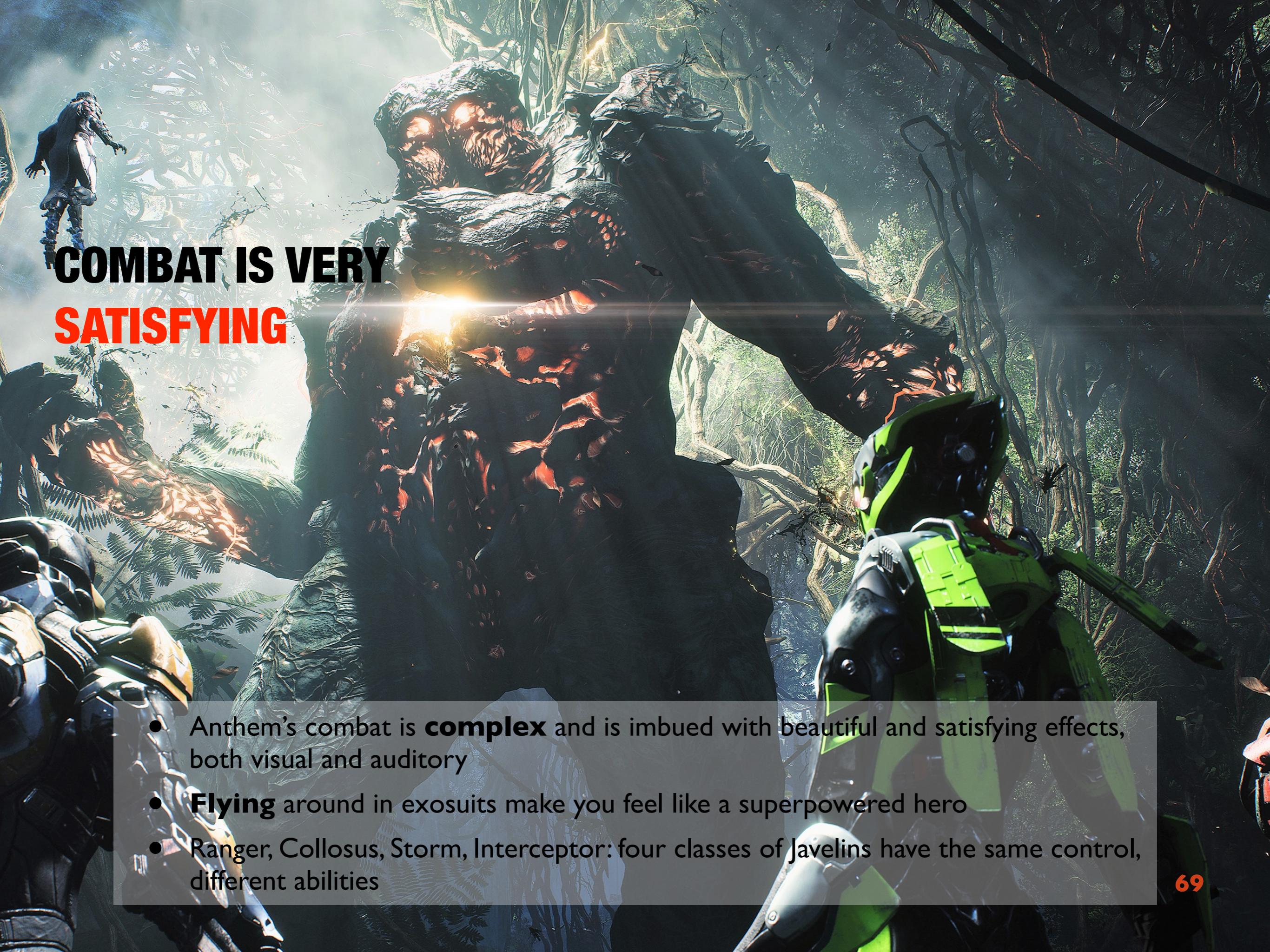
TRAILER

Anthem Launch Trailer



BEAUTIFUL, BUT EMPTY

- Each plant, rock, and running river seems to breathe with genuine life, and it's something that really drew a lot of people to this game.
- However, many players have **complained** that the beautiful open world is **empty**
- The **massive** open world becomes **meaningless** to explore. There's nothing to do or find, and its not filled with interesting things
- Well, but they **reuse** the spectacular graphics department **too much**: this world is a super large **jungle** with little variety in plant lives and biomes



COMBAT IS VERY SATISFYING

- Anthem's combat is **complex** and is imbued with beautiful and satisfying effects, both visual and auditory
- **Flying** around in exosuits make you feel like a superpowered hero
- Ranger, Collosus, Storm, Interceptor: four classes of Javelins have the same control, different abilities

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NO TEXT CHAT

- Need to communicate with the rest of your team members **directly**
- Might end up playing the entire game in **silence** if they're not interested

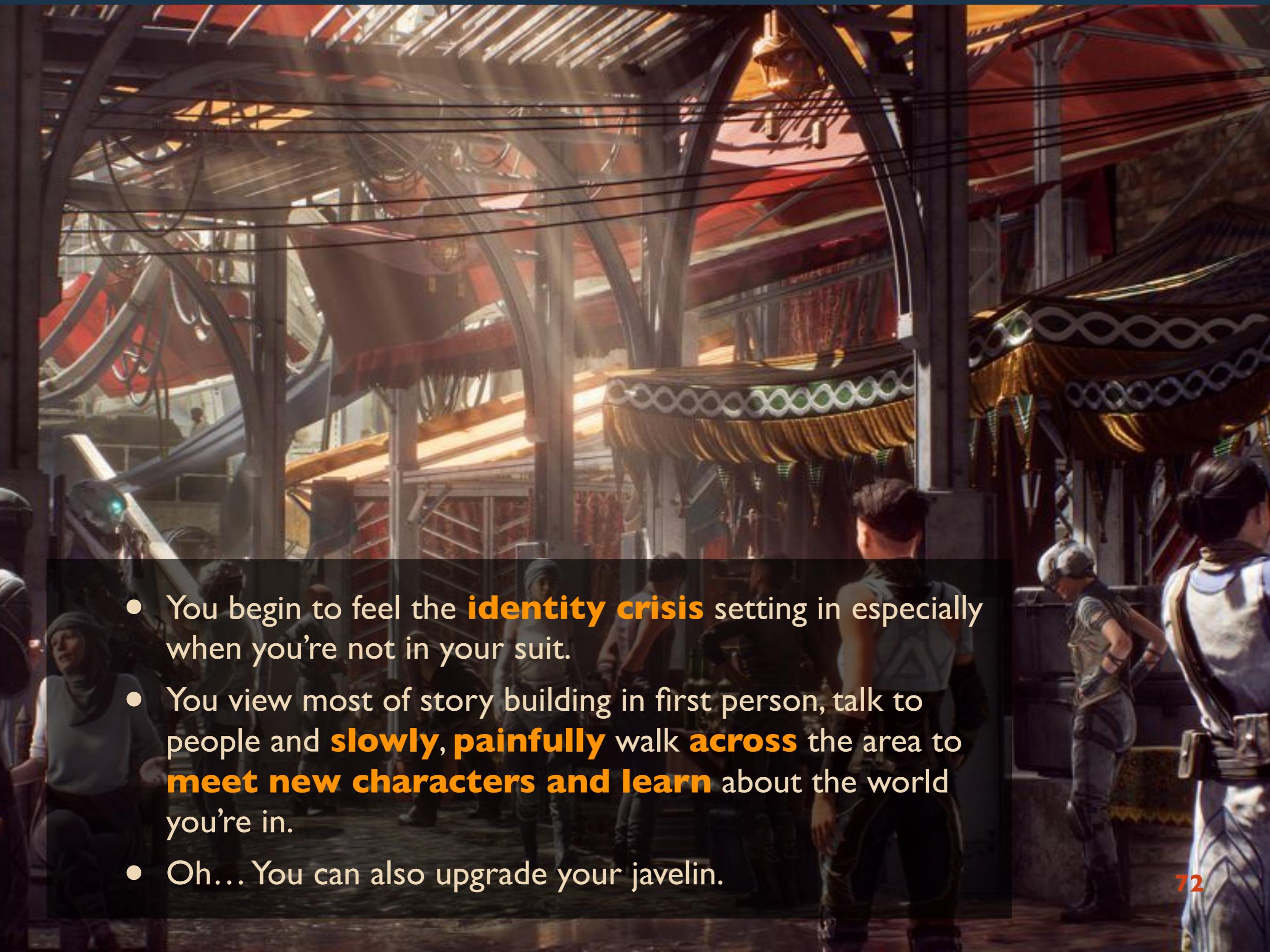




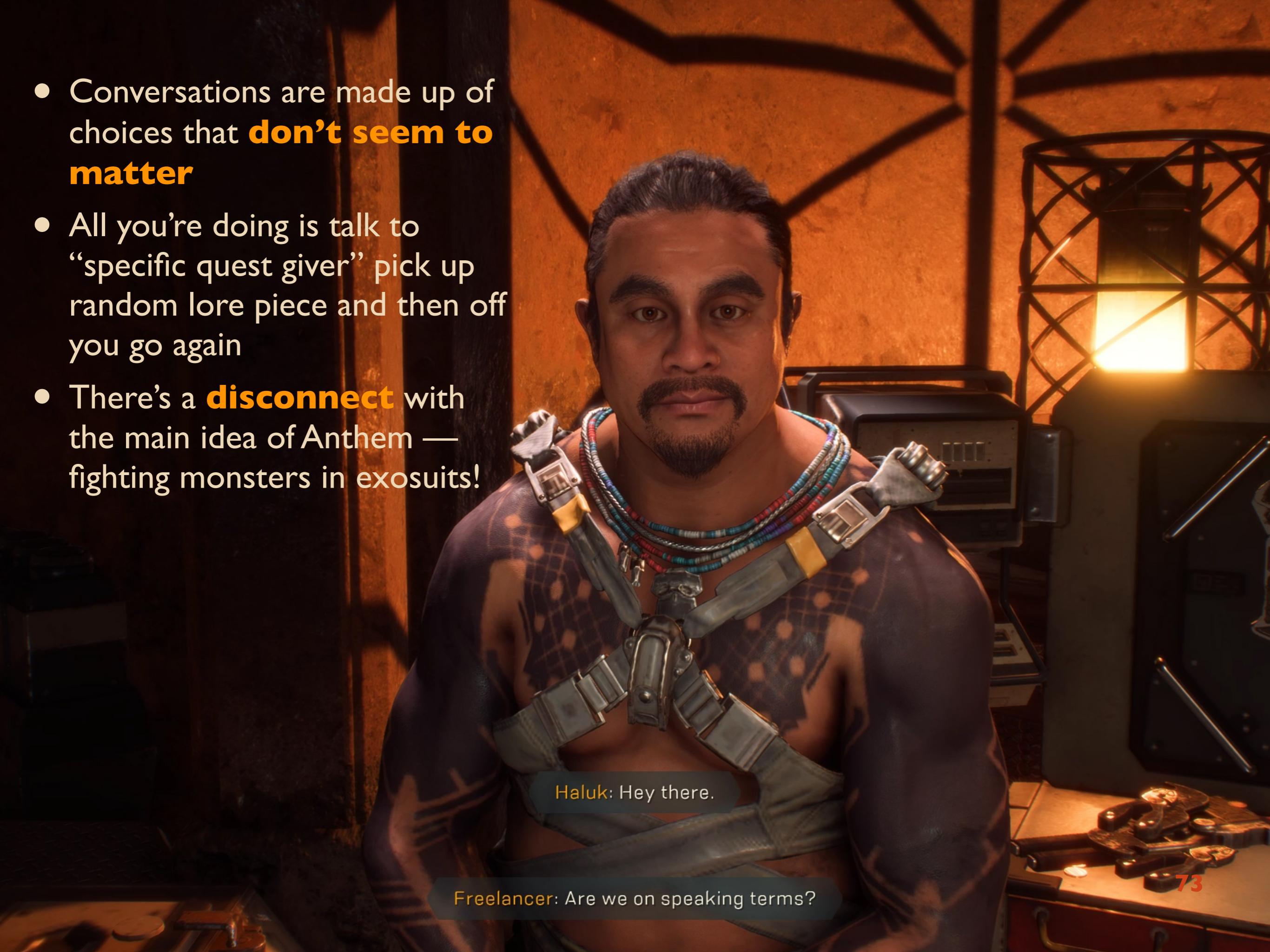
FORT TARSISS

WRITING IS UNDERCOOKED

- The game story begins here and continues outside of combat
- This is the hub area
- However, nothing much to do here

- 
- You begin to feel the **identity crisis** setting in especially when you're not in your suit.
 - You view most of story building in first person, talk to people and **slowly, painfully** walk **across** the area to **meet new characters and learn** about the world you're in.
 - Oh... You can also upgrade your javelin.

- Conversations are made up of choices that **don't seem to matter**
- All you're doing is talk to “specific quest giver” pick up random lore piece and then off you go again
- There's a **disconnect** with the main idea of Anthem — fighting monsters in exosuits!





THE GAME IS REPETITIVE — POOR MISSION DESIGN

- Go to point A and defeat enemies
- Go to point B and defeat enemies
- Finally, go to point C and defeat the boss
- Rinse and repeat, difficult to keep up interest

ENEMY AI IS TERRIBLE

- They're either charging at you **mindlessly** or do nothing
- **No tactics**, they're most of the time "bullet sponges"
- Good enemy AIs (that comes as hordes) would've added so much into this action-RPG type game



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BALANCE IS OFF

- **Loots aren't anything special**
- The endgame is normal, doesn't feel significantly more challenging in an interesting way
- When you find a new piece of loot, it never feels exciting. It never feels like a big deal.
- Weapons generally behave the same way and have the same general statistics.

EQUIP **CRAFT** **RB**

PRIMARY WEAPON

Rare Storm
Vader

344

Thunderbolt of Yvenia
Masterwork Marksman Rifle

Power **42**

Damage	442 ▲
RPM	240
Ammo	16
Optimal Range	45

Upgraded Scout: Basic semi-automatic rifle. Has a 33% chance to deal large electric damage.

► **Armor +6% Max** ► **Ultimate +10% Dmg**
 ► **+25% Harvest Bonus** ► **Weap +150% Dmg**

Thunderbolt of Yvenia
Masterwork Marksman Rifle

Power **41**

Damage	412
RPM	240
Ammo	16
Optimal Range	45

Upgraded Scout: Basic semi-automatic rifle. Has a 33% chance to deal large electric damage.

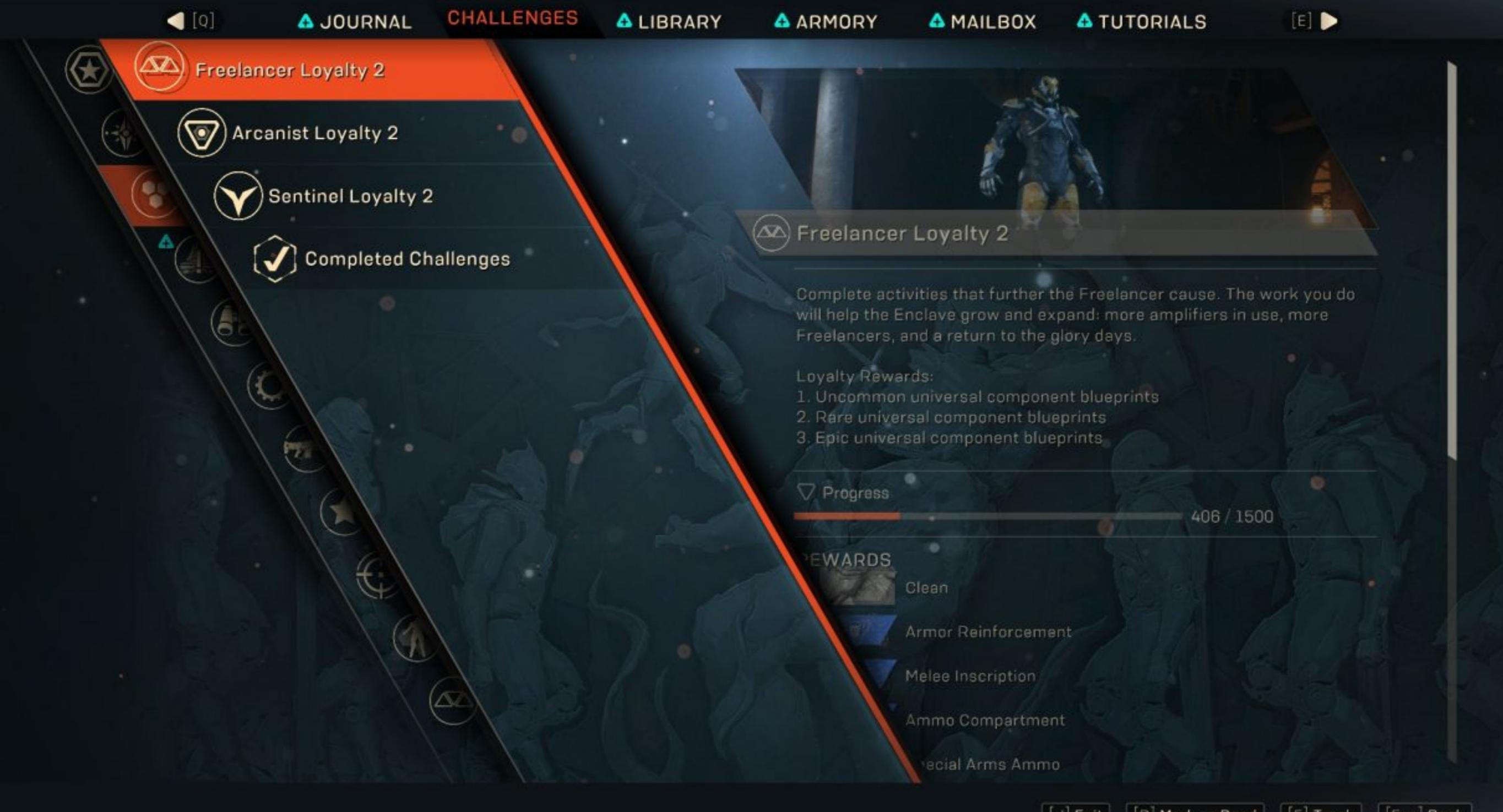
► **LB +8% Speed** ► **Weap +10% Mag Size**
 ► **Mch Pistol +16% Ammo** ► **Shotgun +13% Dmg**

SLOTS USED
78/250

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MENU UI

- **Super busy and hard to navigate quickly**
- Not a wise choice for action-RPG game with other people waiting around for you to find stuffs in your menu



OTHER GENERAL STUFF

- Game is buggy, and UI is not intuitive
- Loading screens are too long
- It didn't live up to the hype
- Storm's ability clouds the others — its an absolute best class
- However it certainly scores well in the graphics department, as well as jetpack flight in an action game
- **The game wasn't ready when released, half-baked, and felt like it wasn't play tested**

*“Anthem is a game **based on a fantastic idea**. Flying around in futuristic mech-suits with friends should have been a slam dunk after **six years** of development, and Anthem might yet become that game someday.*

Unfortunately, that’s not what it is right now. Despite nailing the feeling of flying around in its Javelin suits and crafting a beautiful world, there’s nothing in Anthem to hold a player’s interest.

*It all gets **old quickly** thanks to **bland** encounters, **dumb** enemies, a borderline **empty** world and a **dull** story. Add to that a general sense of **technical instability**, **loading** issues, non-existent end-game and utterly **boring** loot, and the result is a game that feels **unfinished**, underdeveloped and wholly unsatisfying. Maybe check it out a year from now, but don’t even bother otherwise. There are many other games that offer a similar experience and they all do it better”*

HIGHLIGHT OF UX DESIGN

- Designing around our **natural** emotional responses — the aspect of a good user experience.
- Be very careful not to get *lost in translation* when going through the motions of engaging with a particular product or experience.
- It is never the flair and elegance of how something looks and feels, but the key is in allowing the user to **believe** that their experience from various triggering elements in the game is **unique**, and **not** due to the (actual) outcome of a designer's meticulous attention to detail and conscious curation of the game

“Good design is invisible”

Good Design is Invisible

“For many people, the word ‘design’ implies making something visual.

*The truth is, design isn’t merely an aesthetic craft, it’s the **inner workings of infrastructures to make the whole bigger than the sum of its parts**. As Steve Jobs said it, its really just how it works. When a design is particularly good, it actually becomes less noticeable—its so ‘**simple**’ we take it for granted...*

*Everything we interact with has an **innate logic** that determines how it should look and function, yet the better something fulfills the needs and desires of whomever is using it, the less we notice its creative properties and the more we view it as a utility.*

*The real beauty of a design isn’t in how it looks, rather its in how its **used**.“*