

# Web Games

## Week 1: Module Introduction



# Objectives



- Introduce the module aims and content
- Gain an insight into the web games market
- Understand game audiences
- Play some games!



# **1. Module Introduction**



# Web Games

This module aims to introduce the key design decisions and technical methods behind making games for the web.

You will explore creative ideas that differentiate themselves from large scale games typically deployed to desktop or console markets. Your focus should be on creating games that are easy to pick up, casual in nature, yet still have an addictive replay value and social shareability.



# Module Assessments



**S1: Contextualising Statement (20%)**

**S2: Playable Prototype (80%)**



# S1: Contextualising Statement



A 1,000 - 1,500 word written statement that contextualises your proposed web games prototype project against the wider web games market

**Deadline: 7th Novemeber**



# S1 - Content



## Introduction

An overview of the current web games market.

## Summary of Artefacts

A review of existing web games relevant to your prototype proposal that have been used as inspiration.

## Prototype Proposal

A discussion of your proposed prototype project. Including concept, key gameplay mechanics, unique selling point, target audience and why it is suitable as a web game.



# S1 - Marking Criteria



- Structure (20%)
- Market & Existing Artefact Analysis (40%)
- Playable Prototype Proposal (40%)





# S2 - Playable Prototype



A completed web game prototype, with supporting documentation (written & video) that summarises planning, development, testing and potential routes to market.

**Deadline: 14th January**



# S2 - Requirements



The genre and concept of your game is up to you but your focus should be on creating games that are easy to pick up, casual in nature, yet still have an addictive replay value and social shareability.

The features you implement are up to you. However, you may wish to consider features that enhance shareability and create avenues for monetisation. Additionally you should aim to publicly publish your game to gather wider feedback and testimonials for your game.

# S2 - Supporting Documentation



## Development Document

- Title
- Abstract
- Pre-production Materials
- Technical Description
- User Testing & Feedback
- Critical Reflection

## Walkthrough Video

A short video to serve as a professional showcase of your game. The video must demonstrate a full playthrough of the core gameplay loop, from the start screen to a clear end state (win or loss).

# S2 - Marking Criteria



- Concept (10%)
- Design & User Experience (25%)
- Technical Implementation (40%)
- Documentation (25%)

# S2 - Example Projects



You can find a selection of example playable prototype developed by students in previous iterations of the module within the Playable Prototype assessment folder on minerva.



# Questions?

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## **2. Web Games Market**



# HTML5 as a Game Platform

Web games are video games that can be played in the browser. Whilst previously these might need plug-ins to run, advances in the performance of Javascript and Web APIs means we can create highly creative, powerful and sophisticated games with standard web technologies that work across browsers and devices.

Function	Technology
Audio	Web Audio API
Graphics	WebGL (OpenGL ES 2.0)
Input	Touch events, Gamepad API, device sensors, WebRTC, Full Screen API, Pointer Lock API
Language	JavaScript (or C/C++ using Emscripten to compile to JavaScript)
Networking	WebRTC and/or WebSockets
Storage	IndexedDB or the "cloud"
Web	HTML, CSS, SVG, Social API (and much more!)

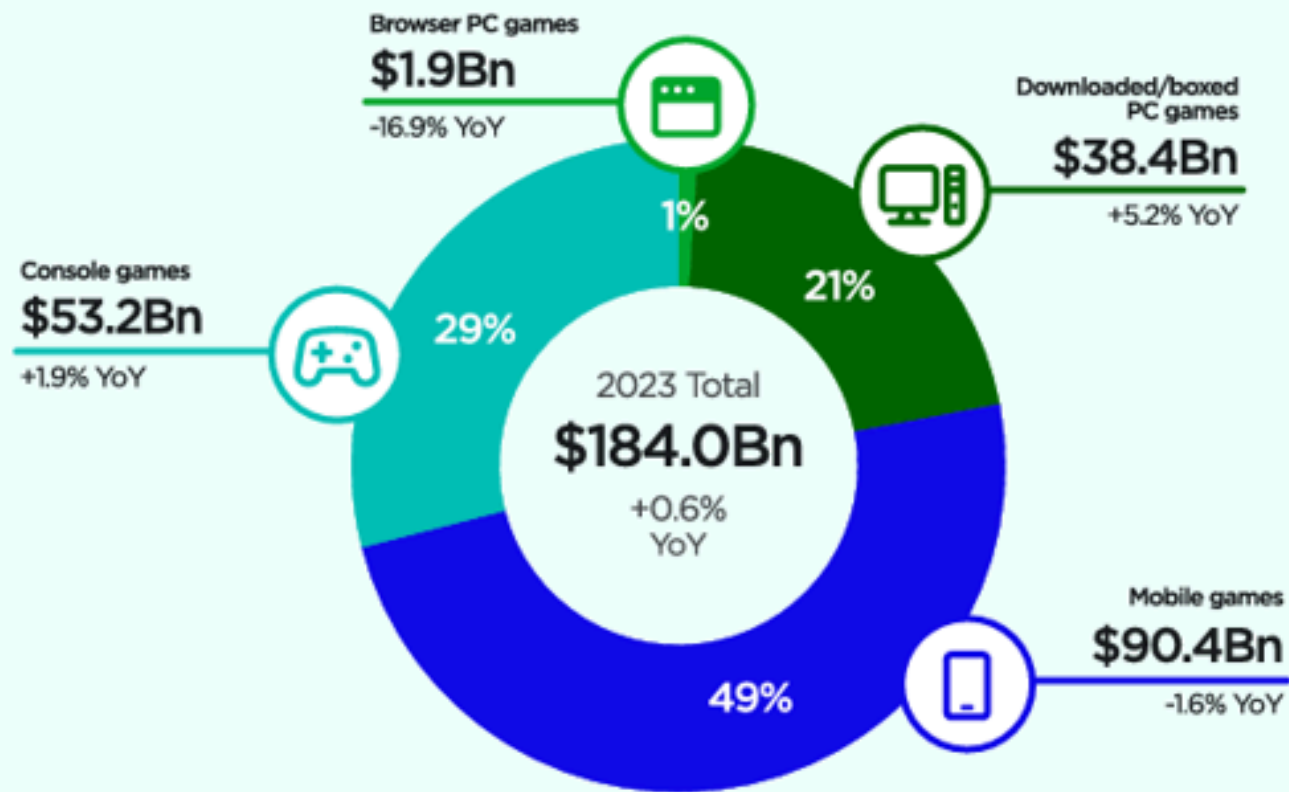




# Why use web tools?

- Audience Reach
- Marketing & Discoverability
- Control over revenue
- Improved Analytics
- Direct customer relationships
- Accessibility







# Growth of emerging markets

- Games playable on social sites are increasing in popularity
- Facebook, SnapChat, TikTok and WeChat all have games
- Facebook Instant Games accrues over 700 million monthly plays
- Youtube are experiementing with 'playables'
- The lack of device and network constraints provide access to emerging markets with high growth potential

# Why are sites like Youtube and LinkedIn introducing games?

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# Web & Mobile Games



**\$92bn+**

Estimated revenue for mobile games in 2023

**1 in 2**

Mobile app users have opened a game app in the last seven days

**3rd most popular**

Games are the third most popular app category on mobile. Only beaten by social media and shopping, and equal with music.



# Web Games History

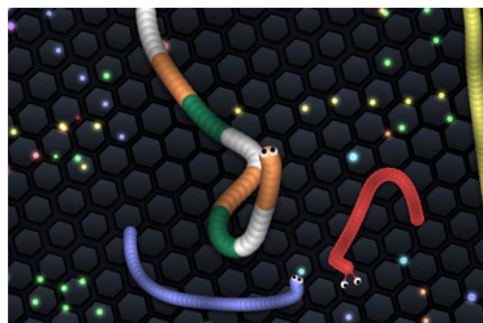
- Web games are not new
- Early web games were first launched in 1996
- Through 2000s Flash powered a web games boom
- Flash gaming site miniclip was once valued at £900 million





# Web as a test bed

The web can be an excellent testing ground for prototyping game ideas and generating an initial audience before porting to other platforms after proving its popularity.



W O R D L E

A DAILY WORD GAME

Q U O R D L E

Put your skills to the test!

Heardle





# Break

# **3. Game Audiences**

# Who Plays Games?

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## Newzoo's Gamer Segmentation and Personas



### The Ultimate Gamer

"Gaming is in my DNA! There are few things I love more. I spend my free time and money on games."



### The Bargain Buyer

"I enjoy playing high-quality games, preferably free-to-play or discounted titles. I will only spend on hardware when necessary."



### The Time Filler

"I only game when I have time to spare or at social events. Mobile games are my go-to."



### The All-Round Enthusiast

"I am interested in all forms of gaming, from playing to watching and everything in between."



### The Hardware Enthusiast

"I am always following the latest hardware news and trends. Whether it's for work or play, I want an optimized experience."



### The Backseat Viewer

"I used to game a lot. Whenever I watch a big esports event and watch others playing games, that passion is reignited."



### The Community Gamer

"If it's game-related, I'm there! News, videos, podcasts, forums, games—I love it all. And I'll never shy away from a community discussion!"



### The Popcorn Gamer

"Playing video games may not be my favorite hobby, but I definitely enjoy watching others play."



### The Lapsed Gamer

"Back in the day I used to game a lot, but my time became more limited when I started working and I gave priority to other interests over gaming."

Base: Game enthusiasts in the (developed, residential or urban) online population aged 10-65 (or 50) in 33 markets [n= n= 72,068]

Source: © Newzoo 2021 | Consumer Insights

[newzoo.com/consumer-insights](https://newzoo.com/consumer-insights)



# How does angry birds appeal to different personas?

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# 4. Play Session



# Critical Review

Play the games linked in the week 1 materials on Ultra and consider the following factors

- Engagement
- Design & Usability
- Creativity
- Areas for improvement

Use the worksheet on Ultra to keep a record of your evaluations

# Which game was your favourite?

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# Task for next week

Over the next week play some existing to gain inspiration and further develop ideas for what you may wish to develop during the module.

From this review pick one game you particularly enjoyed to write a review using the framework introduced in the last task and worksheet on Ultra.

You should add your review and a link to the game to the discussions thread on Ultra before next week's session.

# Up Next...

## Web Game Design Principles