# “Mobile Game Experience” by Chen Zhang

Transcript

Me: How to improve game retention is my topic. I am a game developer who made several games on mobiles. I wouldn't say that I am a successful developer, but I've made tens of thousands of dollars by doing this. My team used to develop mobile games in China, and I know pretty well about what Chinese players want; So, what brings me to this topic is that I am curious about what's US player's reaction while they play a video game. Besides the game itself, there are plenty of aspects can affect player's behavior, especially after the player's first try; For instance, it could be the achievement system, login reward, new version update, or notification when players are offline, so on so forth. These are the good effects, but others may affect game retention in a bad way, such as the advertisement or in-app purchases, etc. I interviewed my friend Chris to see how he feels about mobile games. Let's find out what is his opinion about the games he played.

Me: So, do you play mobile games?

Chris: Of course, yeah.

Me: Which type would you play?

Chris: I am not sure there is a specific genre to it, but there is like, game like, emulate the old arcade games like pinball machine or dance revolution, I am not sure you’re familiar with that.

Me: So, it’s like casual game, or strategy?

Chris: Not really. It’s more arcade.

Me: Ok, em… what feature would bring you back to the game after your first try?

Chris: (thinking…)

Me: it’s like something reward or achievement?

Chris: yeah, achievement would help, ‘cause other games like… well, the arcade game I played don’t really have that system, I mean, there is achievement system like google play, or xxx doen’t the game I used to play.

Me: ok, so, if the game have something like reward or achievement, it’s better than nothing, right?

Chris: yeah.

Me: ok, so, next question is, which one you think is more likely to increase the game retention, the game itself or those systems.

Chris: I would say the game itself, ‘cause if you have a not so good but like crazy features, then… the game is like the main meet rather than the features, the main meet is like spoiled, well… (claps) there is no points those other cool features.

Me: yeah, I agree. And the last one is that what’s your suggestion to improve game retention?

Chris: (thinking…) probably change the require of the.. make the rewards tiny bit easier to …. ‘cause along the game, the specific game I do play, like the loot box after you get certain amount of challenge you will get a little loot box. You got check it out you get a little bit reward.

Me: that’s good, what about the update?

Chris: definitely!

Me: ok, thank you. that’s it, very appreciate it! Thanks men!

Me: After the first interview, I asked a couple of question with Yi. She comes from Korean and plays a lot of games.

Me: do you play mobile games?

Yi: Yes, but not often.

Me: When do you play?

Yi: short time in daily life such as after dinner, on the bus, or time between classes.

Me: What type of game do you like?

Yi: I like casual games such as candy crush

Me: What feature would bring you back to the game after your first try?

Yi: The new version update would bring me back to the game, but I have to like this game first.

Me: Which one is better to improve the game retention, game itself or features the game have such as login rewards or friend's invitation?

Yi: I think the game itself is more likely to bring me back, and the features would bring me more frequent if I like the game.

Me: What's your opinion about advertisement exhibition in the game such as banner, Interstitial or video. is that annoying to you?

Yi: The in-game advertisement is a little bit annoying, but I can bear it if the developer will reduce the frequency of advertisement exhibition.

Me: What’s your suggestion about improve game retention?

Yi: it's hard to say, but I think the game itself is crucial to remain the interest of players.

Me: These are the two survey I made, and the result is quite interesting because they have a different answer compare to what I presumed. This is an individual opinion that cannot represent US players, but to me, this is still very helpful, because it shows that players in another country are similar to Chinese players. Finally, my conclusion is that the answer can be varied dramatically due to interviewee's income, education or sex.