



# Langrisser Teardown

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2/26/19



- Executive Summary
- Gameplay
- Progression Systems
- Additional Features
- Takeaways

# Agenda

## Gameplay

- *Langrisser* is a mobile tactical role playing game (TRPG) that features unique *PvE* game modes, real-time *PvP* combat, and deep progression systems.

## Relevance

- *Langrisser* is a 1990s IP and a former rival to the popular Fire Emblem franchise. *Langrisser* looks to capitalize on a mobile audience unsatisfied with the simpler gameplay that the mobile game *Fire Emblem Heroes* (FEH) offers.

## History

- *Langrisser* released globally on January 22, 2019 and as of February 26, 2019 has reached Top 100 Grossing Games in over 20 countries.
- *Langrisser* recently reached \$10 million in revenue on the Chinese iOS store.

# Executive Summary



# Gameplay

## An Overview

- Players command a team of heroes and engage in turn-based combat to complete map objectives.
- Compared to other F2P mobile TRPGs, battles take place on larger grid maps with unique terrain effects and plenty of enemies.





# Gameplay

## Combat Mechanics

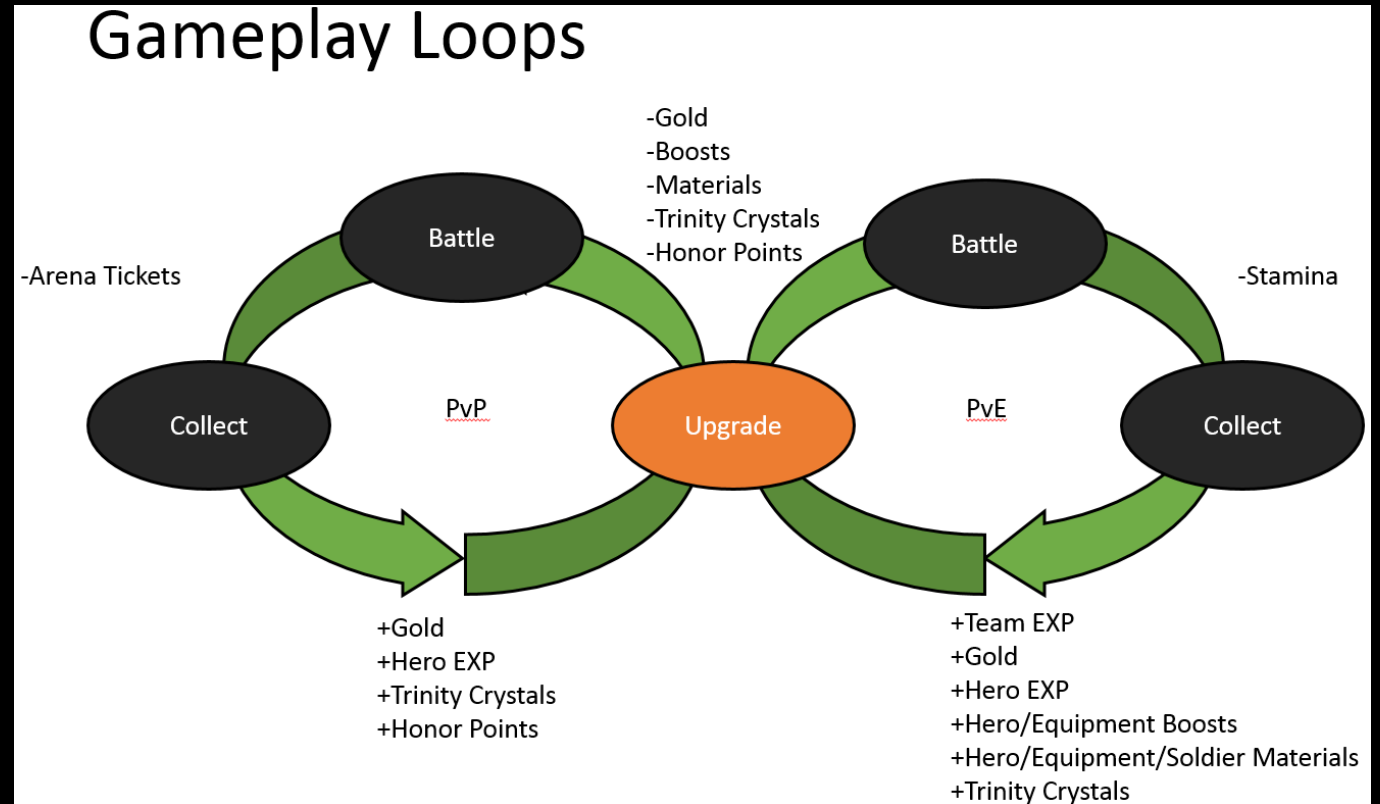
1. Before combat, players choose heroes for their team based on map conditions.
2. Combat effectiveness is based on a Rock-Paper-Scissors+ Hero Affinity system.
3. Selecting heroes reveals their health bar and their Soldier's health bar.
  - It also shows their movement and attack range (Blue and Red squares respectively).
4. Heroes can stand on specific map tiles to gain terrain bonuses during combat.
5. Players perform attacks and actions using a standard mobile UI of 3 Skill buttons and a Basic Action button.



# Gameplay

## Core Loops

- There are 2 main gameplay loops:
  - PvE
  - PvP
- Both loops lead to a joint objective: Upgrading.
- Players will upgrade the following:
  - Heroes
  - Equipment
  - Soldiers



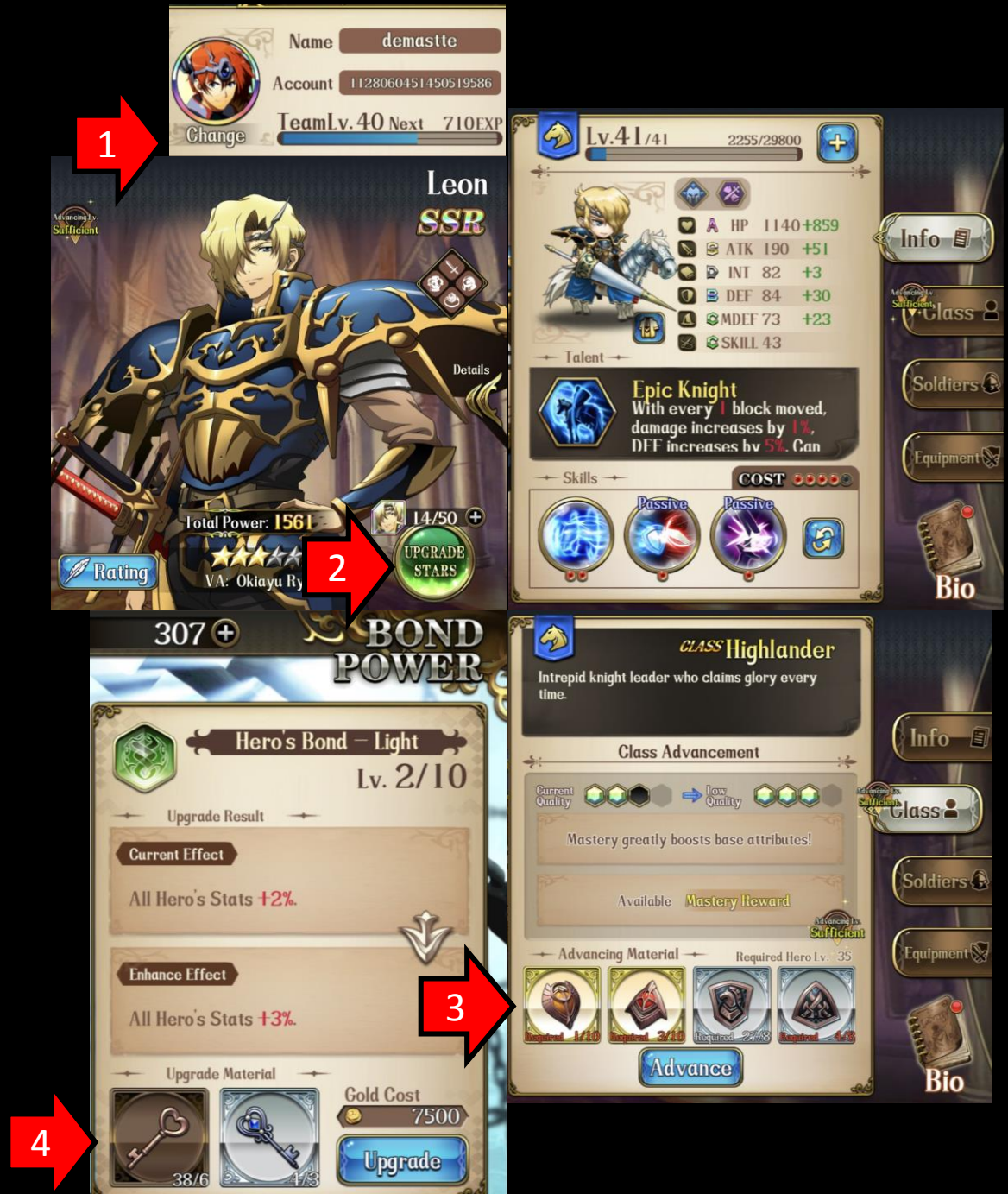


# Hero Progression

## Upgrading Heroes

- A Hero's stat values can be upgraded in multiple ways:
  - Level
  - Star Grade
  - Class
  - Bond Power
- Hero Class can also grant new skills.
  - Heroes gain EXP and levels mostly through combat.
    - Hero Level is capped by a player's Team Level +1.
  - Star Grade requires Hero Shards to upgrade.
  - Hero Class requires Advancing Material to upgrade.
    - Hero Class also requires a minimum Hero Level.
  - Bond Power requires Upgrade Material, Intimacy EXP and Gold to upgrade.

Each upgradable component has a dedicated features for players to earn the required resources.

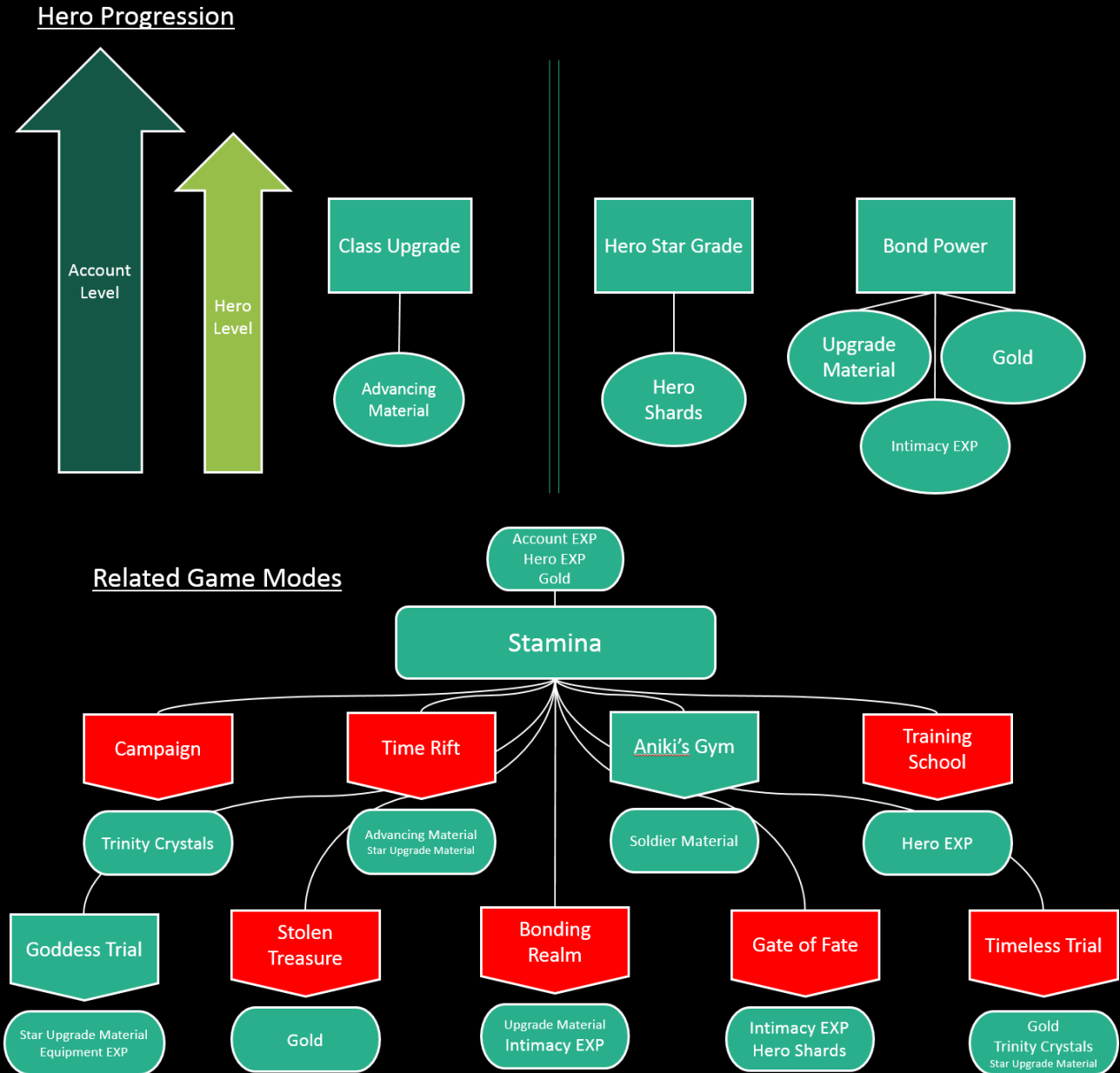


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# Equipment Progression

## Upgrading Equipment

- Equipment gives heroes extra stats and effects.
  - Equipment is upgraded in multiple ways:
    - Level
    - Star Grade
    - Enchantments
1. Levels require Crafter's Hammers and Gold to upgrade.
  2. Star Grade requires Star Upgrade Material and Gold to upgrade.
  3. Enchantments require Enchant Scrolls and Gold to upgrade.

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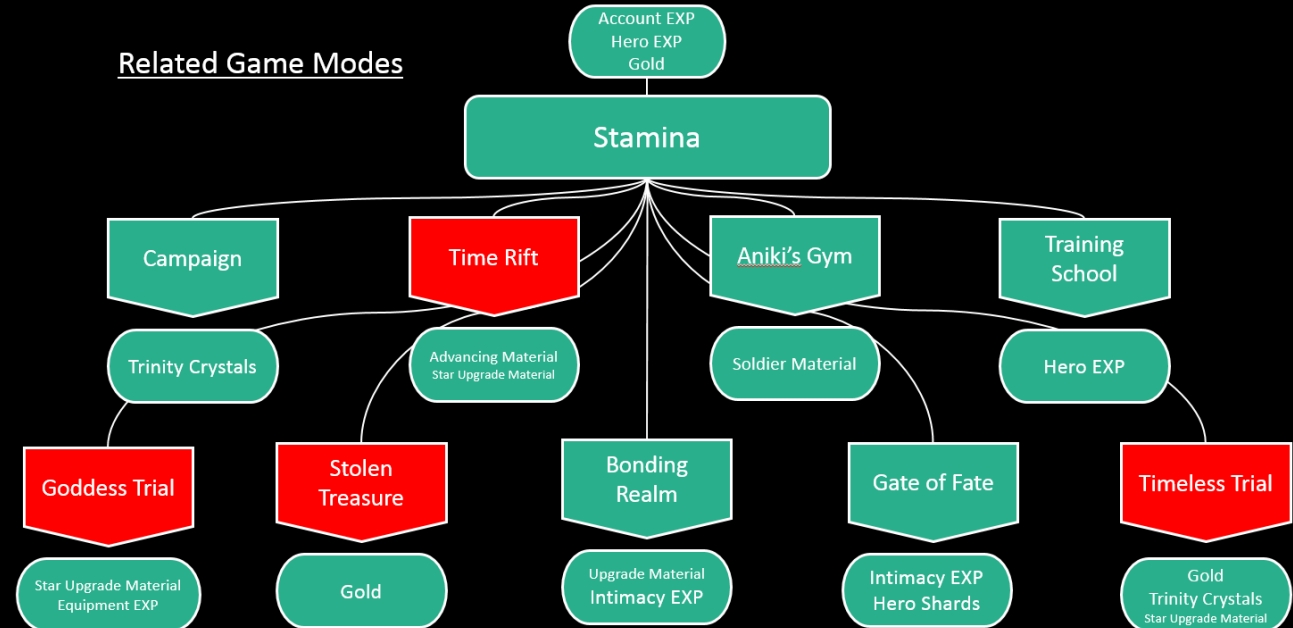
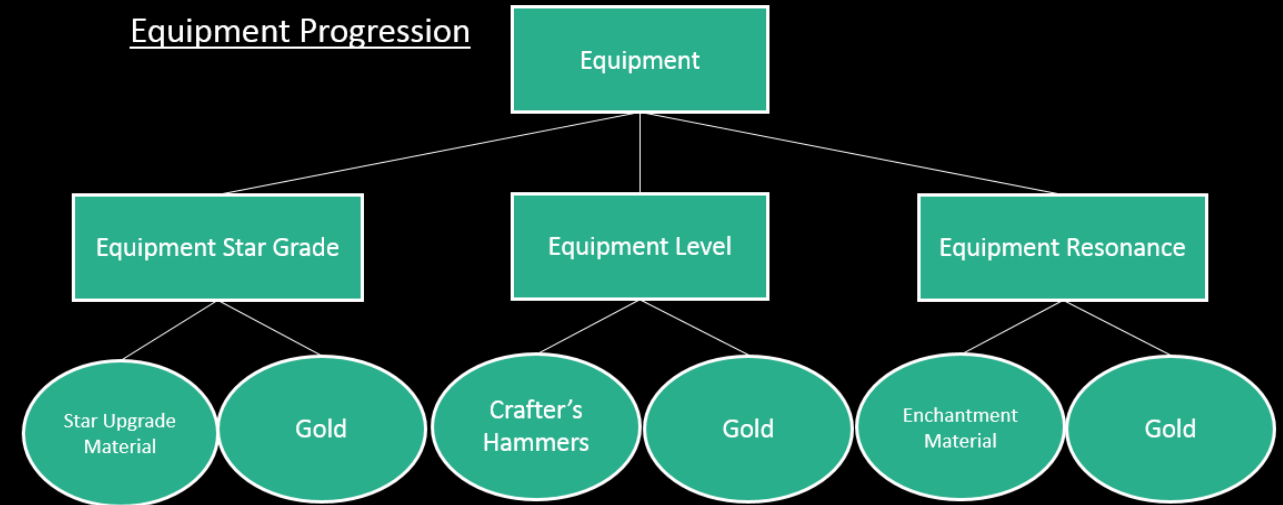


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# Soldier Progression

## Upgrading Soldiers

- Soldiers are used to bolster a hero's attacks/defenses.
- Soldiers are upgraded in the following ways:
  - Attributes
  - Class
- Both Attributes and Class require the following to upgrade:
  - A minimum Soldier Training Level
  - General and Class-specific Soldier Material
  - Gold.
- Players can send heroes on time-based Expeditions or play specific game modes to earn Soldier Materials.



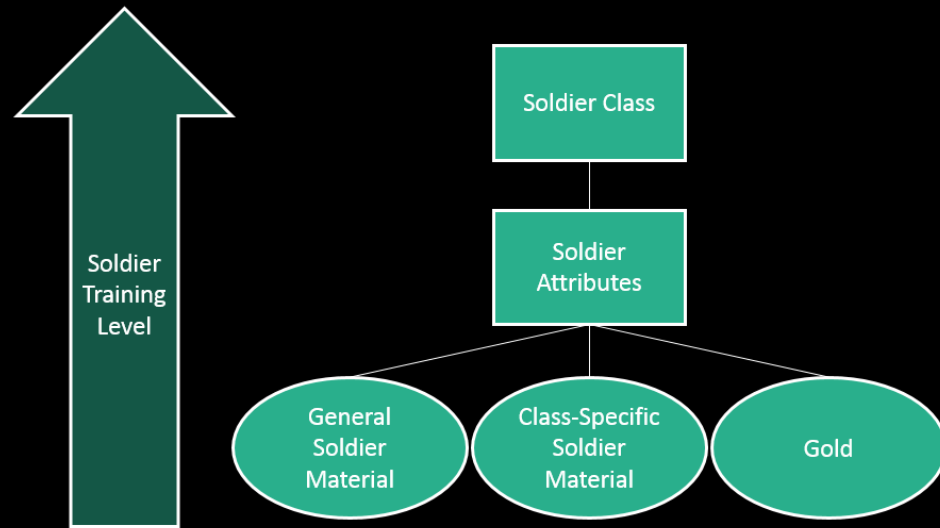


# Soldier Progression

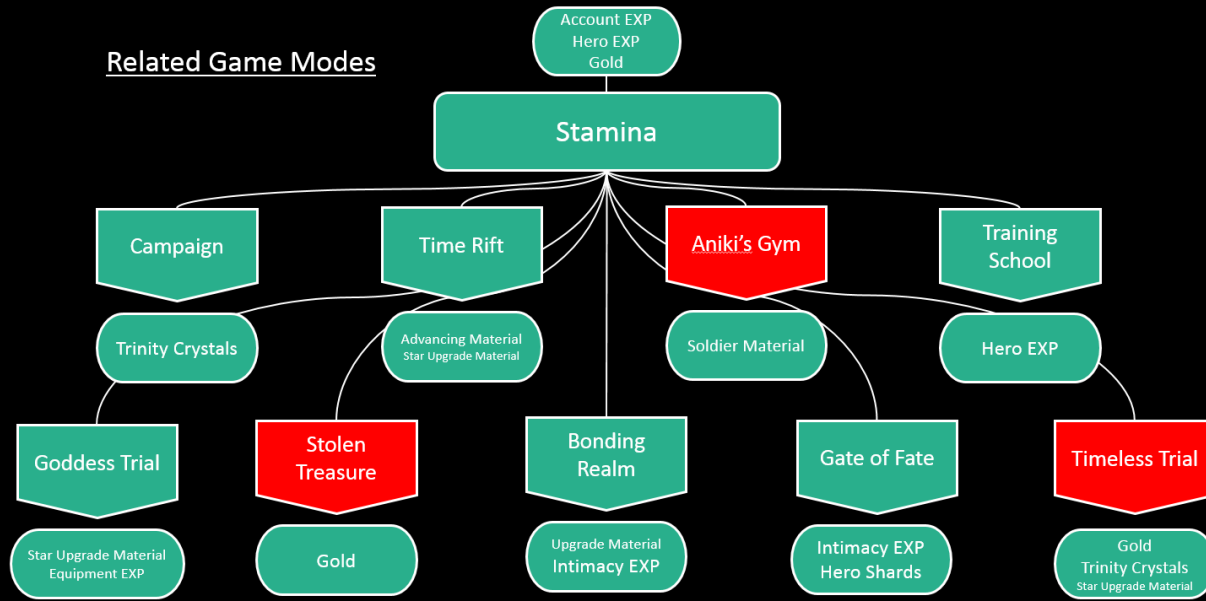
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### Soldier Progression



### Related Game Modes



# Progression Summary

## Strong Monetization Potential

- Progression systems are deep and utilize scaling resource costs, providing strong resource sinks for players to spend on throughout the game.
- Appealing reward milestones within progression systems provide strong motivation for players to spend and attain those rewards.

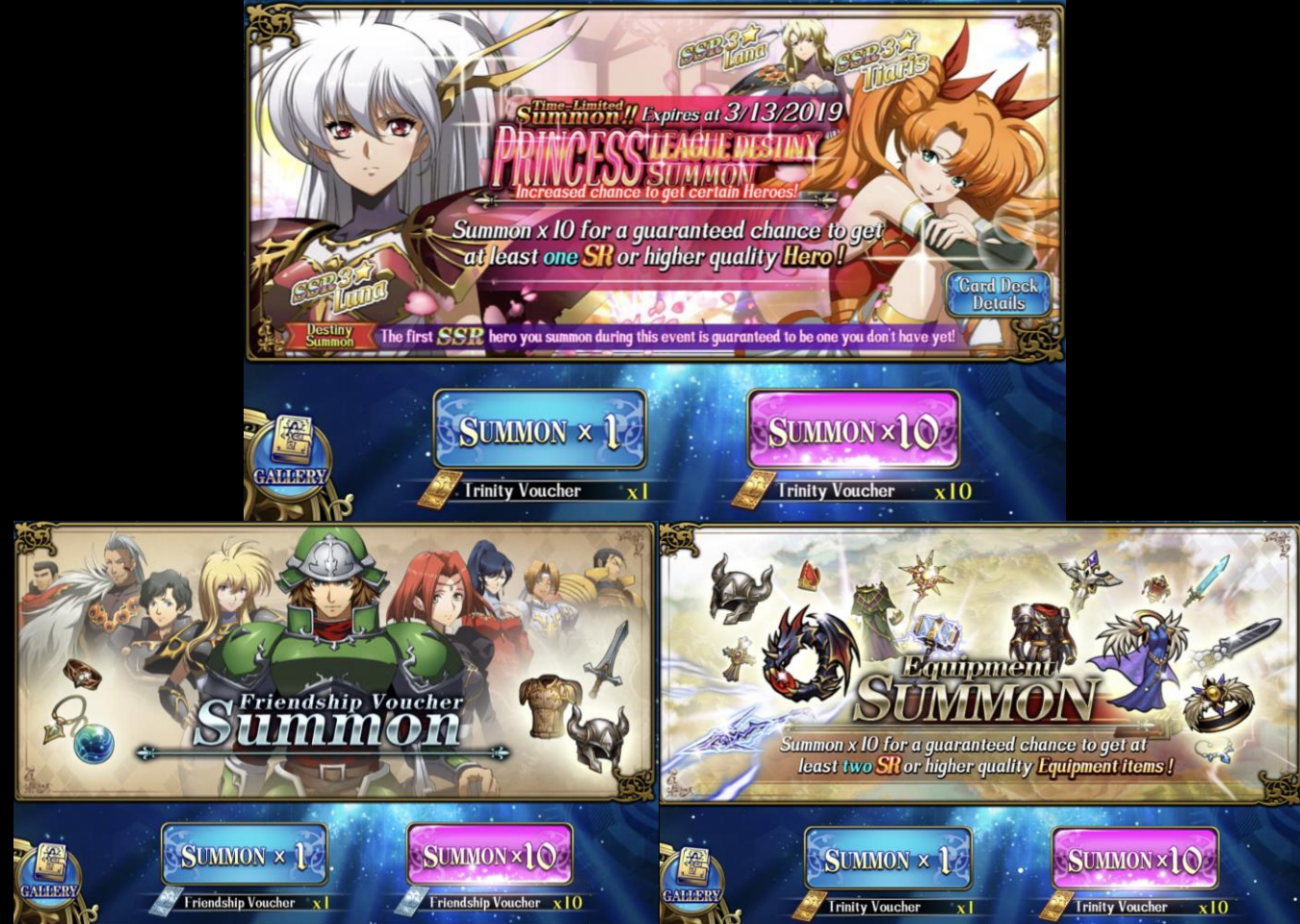
## High Learning Curve

- Upgrade requirements gradually change in resource quantity and type as players level up.
  - Spenders will have difficulty understanding where and what to spend on in the store, discouraging spending.
  - Players must also repeatedly play certain levels to collect the specific upgrade resources.
  - Simplifying upgrade resource requirements could provide clarity to players on how best to spend their money.

# Summoning

## Expanding the hero roster

- Trinity Crystals, the premium currency, are used to purchase Trinity Vouchers, the summoning currency.
- Hero and Equipment Summons require Trinity Vouchers.
- *Langrisser* uses a fairly standard gacha mechanic for Trinity Vouchers where 10x summons will guarantee at least 1 high-rarity summon.
- Friendship Vouchers (FVs) are used for low rarity Hero and Equipment Summons.
- Players receive Hero Shards when they summon a duplicate hero.

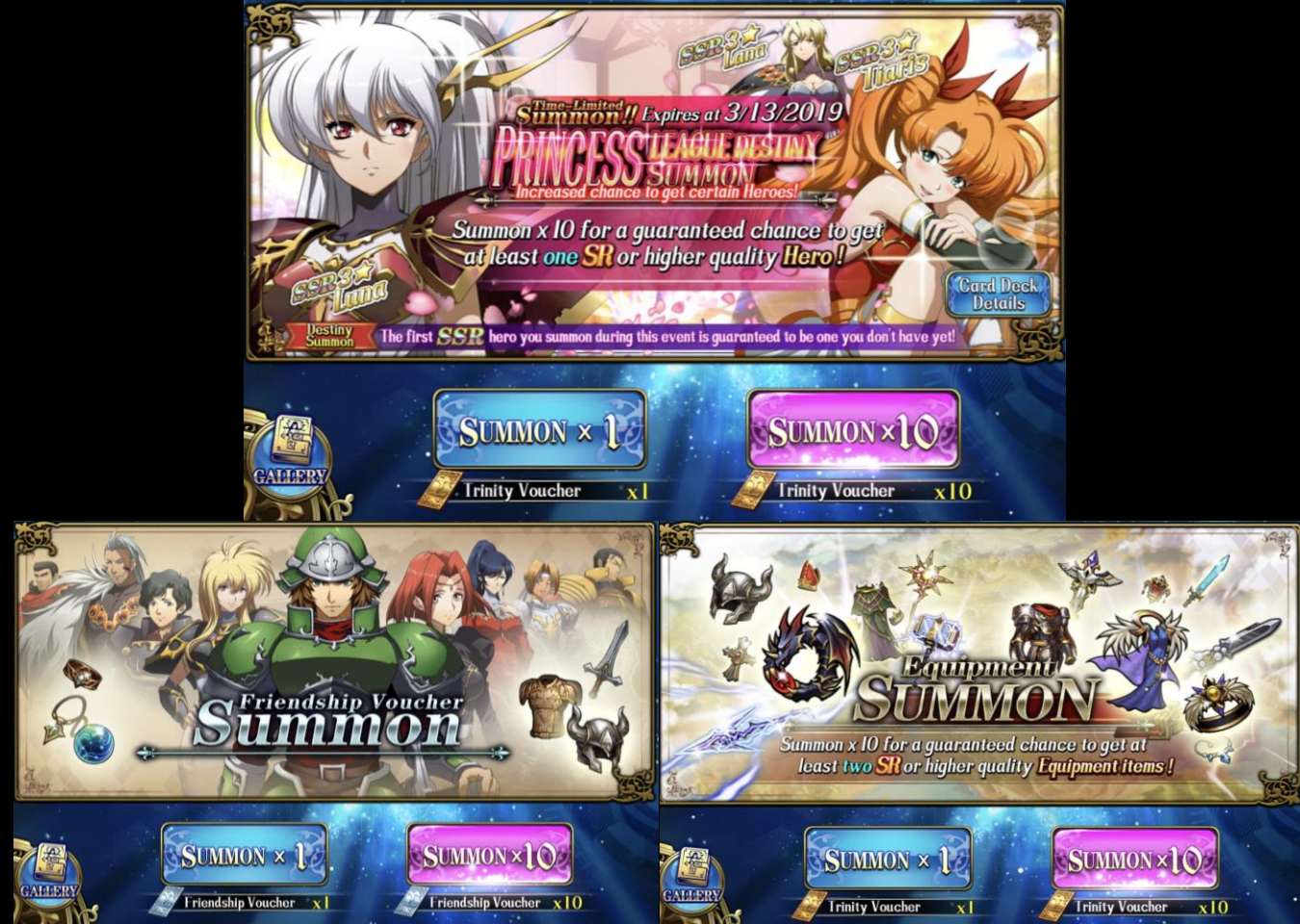




# Summoning

## Devil in the details

- Hero Distribution and Summoning Rates:
  - 2% - 14 SSR Heroes
  - 13% - 15 SR Heroes
  - 85% - 12 R Heroes
- Low variety within a low rarity and high frequency Hero Pool make early summons unsatisfying.
  - Newcomers are quickly exposed to the need to pull multiple copies of the same hero to upgrade them.
  - Additionally, FVs devalue low rarity heroes for newcomers since the short-term observation is that they can get the same hero for a cheaper currency.
  - Instead of hero diversity, newcomers receive shards for low rarity heroes that they'd rather not invest in.
- Increasing the R rarity hero pool and including more late-game viable heroes in it could improve early retention.
  - **Warning:** This may decrease long-term monetization potential at the cost of stronger early KPIs.



# Store

## Big Game, Big Store

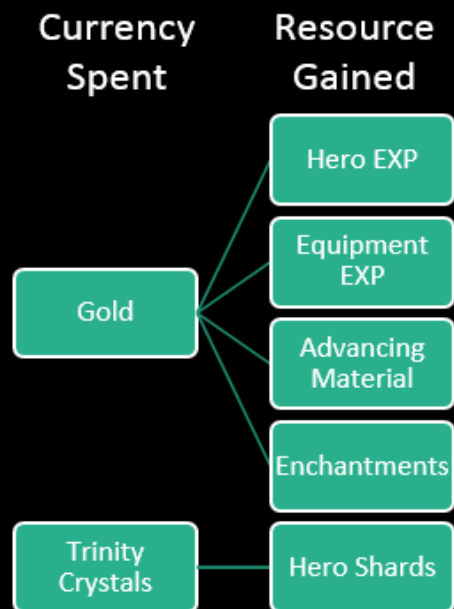
- Almost every item in the game is purchasable from the store.
- The store front has a time-based rotation of items.
  - This incentivizes players to come back and check the store for item updates.
- Other parts of the store feature purchase limits that refresh based on time.
  - Purchase limits are on soft-currency items
  - This is a limiter on dedicated users and incentivizes less-frequent users to play more to not miss an opportunity to purchase.



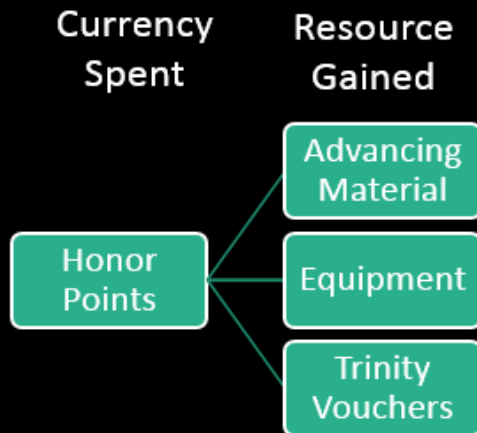


# Store Layout

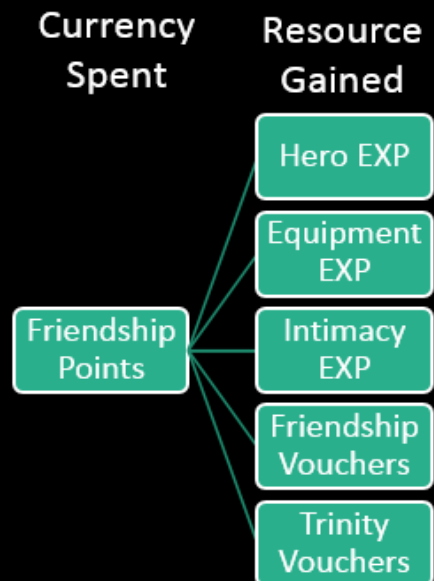
## Black Market



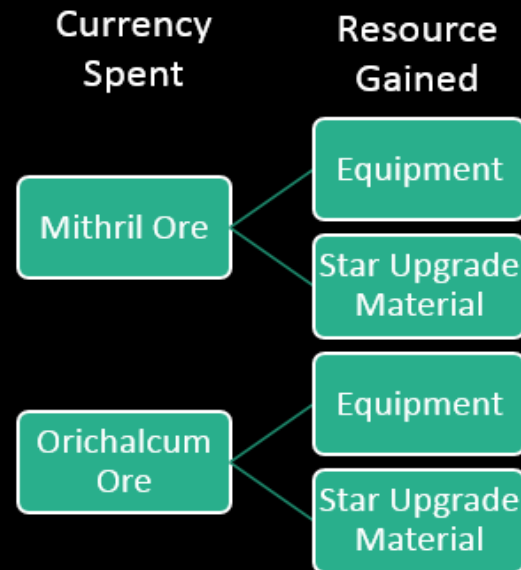
## Honor Store



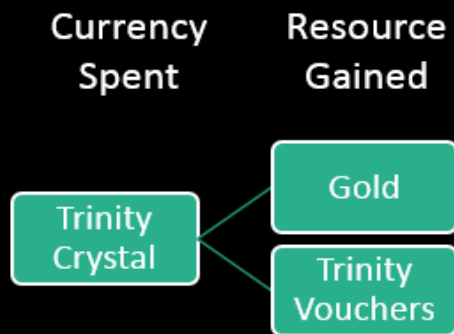
## Friendship Store



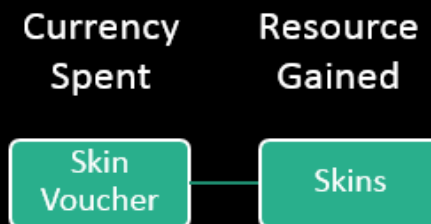
## Equipment Store



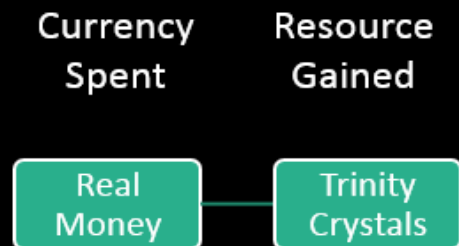
## Trinity Crystal Store



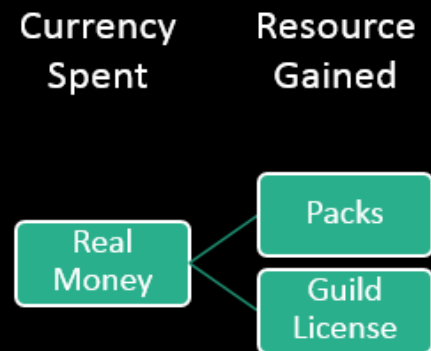
## Skin Store



## Recharge Store



## Gift Store





# Store

## A monetization opportunity

- First time purchase deals for Trinity Crystals provides a strong incentive for first time spenders.
- Including minimal but meaningful discounts on premium currency bundles could make larger purchases more desirable.
  - This strategy is used in the sale of Gold for Trinity Crystals.
  - However, the likely concern is that discounts could reduce players' need for future spending.



# Home Screen

## Packed, but fun

- The amount of UI is indicative of the many systems involved in the game and can be slightly overwhelming.
- Having text included with navigation UI makes functionality clear and understandable.
- Using the Campaign as the background makes it simple and easy for players to enter the game mode with the deepest ties to progression.
  - Random battle events can appear on the map, which creates anticipation for each login.

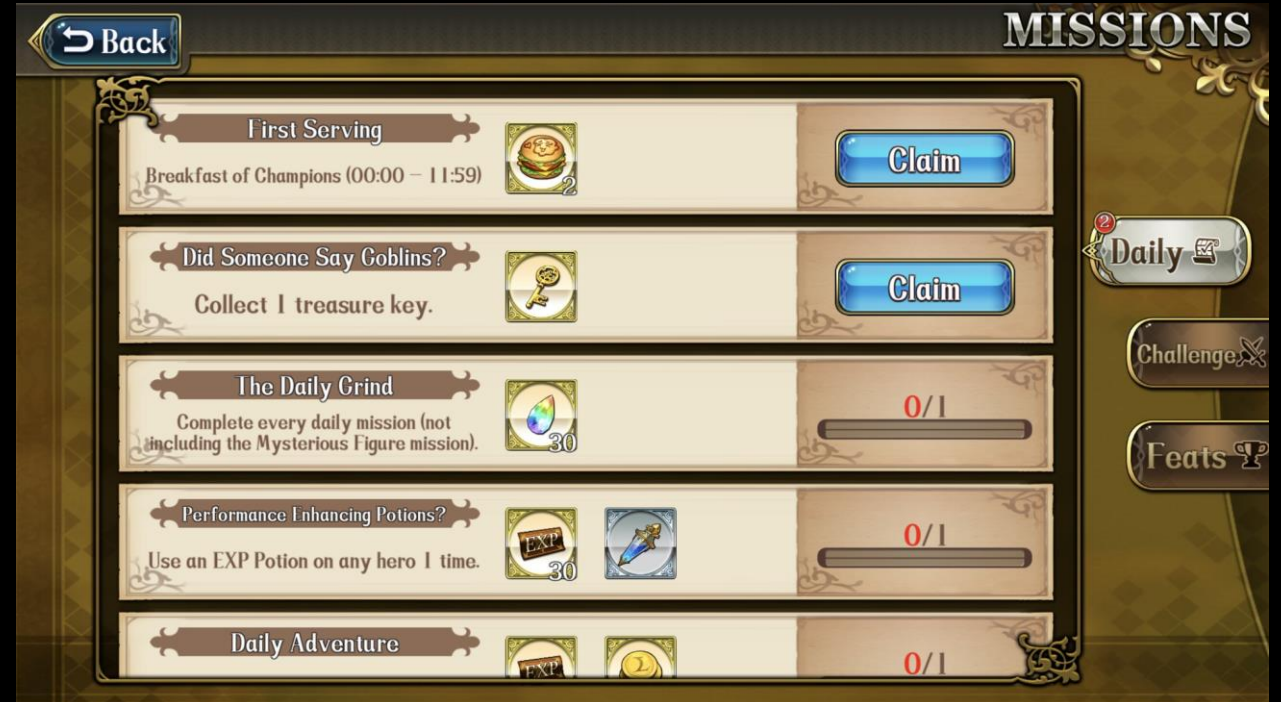




# Mission Driven Loop

## The PvE cycle

- Daily missions serve as a reminder for all the game modes players should play to progress.
- With 13 daily missions to complete, daily session length tends to drag on.
  - However, if Campaign progression stalls, they're necessary for players to complete to continue expanding their rosters.
- There are also Challenges and Feats, which players can complete to get useful rewards.





# PvP Modes

## Arena

- Players can fight against AI teams created by other players to rank up and earn rewards.
- Players can choose 3 difficulties of opponents to challenge.
- Challenging tougher opponents earn players more rewards (Honor Points and Trinity Crystals).
- Players can also set up defense teams for other players to fight.



# PvP Modes

## World Arena

A unique feature to TRPGs, players compete in ranked draft gameplay with real-time PvP combat.

- Players take turns selecting heroes from their roster to fight against other players.
- A competitive mode for players to prove their strategic prowess.
- Available daily for a limited time.
- It offers more of the same rewards as Arena Mode but harder to get.



# Social Features

## Guilds and Join Battles

- At this time, the guild system serves as a place to meet other players for completing Joint Battles.
- Joint Battles give essential upgrade resources at a discounted stamina cost.
- They are available daily for a limited time.





# Takeaways

## Strengths

### Tactics to the Core: A targeted core audience

- *Langrisser* truthfully translates a traditional TRPG experience to mobile. TRPG veterans will find that *Langrisser's* team dynamics, battle systems, and map mechanics provide engaging strategic complexity, and its near endless levels, challenges, and narrative will keep players hooked.

### Social Game Modes: Co-op and PvP

- *Langrisser* provides players both social and competitive game modes. Joint Battles appeal to collaborative players that want to work together to achieve a goal. Arena is a low-pressure competitive mode that players can challenge others on their own time. World Arena provides a highly competitive mode for hardcore tactics fans to show off their prowess. Competition and collaboration spark community growth as players will drive discussion to discover optimal strategies to overcome their challenges.

# Takeaways

## Weaknesses

### Summoning: A lackluster lottery

- With a Gacha system of only 41 heroes and poor rarity distribution, it is likely casual-oriented players may leave the game early on due to getting low-value heroes during early summons. Introducing a larger pool of low-rarity heroes that have strong endgame merits could help bolster early retention.

### Content Overload: Oversight of a larger audience

- *Langrisser* clearly distinguishes itself from its TRPG predecessors with its larger maps, numerous PvE levels, and revolutionary social game modes. Additional features built on top of basic RPG mechanics may further appeal to TRPG veterans; however, it creates a higher barrier to entry for a larger casual audience. The added complexity manifests itself in the packed home screen UI, numerous store tabs, and long daily mission cycle, potentially hurting early retention.

# Summary

## Overall

- *Langrisser* is a solid mobile TRPG title that targets a dedicated but niche mobile audience. Players that enjoy the game will have plenty to spend on and numerous, fun levels and challenges to overcome.
- Like many other hero collection games, future hero releases will be critical in *Langrisser's* longevity. Releases should aim to improve retention and avoid devaluing the roles of previous heroes.

## Lessons

- Competition and cooperation are solid approaches to drive community growth.
- It's important to establish a game's unique selling points (USPs) for its core audience, but it's also necessary to consider the preferences of a platform's general audience in the F2P space. This will help guide the direction of additional systems during early testing periods and reduce game complexity at launch.
- A generous Gacha with early long-term utility can be effective for improving early retention but runs the risk of reducing the need for future spending.



# References

1. <https://www.appannie.com/apps/google-play/app/com.zlongame.un.mhmnz/app-ranking/?type=best-grossing-ranks&date=2019-02-24>