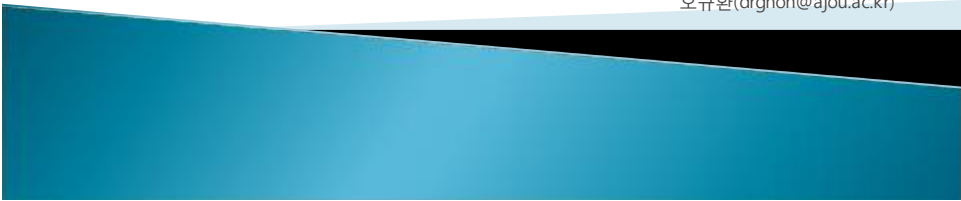


스마트폰 사용자를 위한 Casual 게임 디자인

2011년 11월 9일
 아주대학교 미디어학부
 IE Lab(<http://ielab.ajou.ac.kr>)
 오규환(drghoh@ajou.ac.kr)



Korea Games Conference 2011

with students..



「Emergency SOS」



「Easy to Play Piano」



「MicGem」



「Terror Bear」



「Hole In」



「알까기투게더」



「Tap Tap Balloon」



「Escape from the Zombie Island」

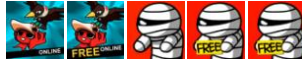


「Jewel Code」



「Risky Blocks」

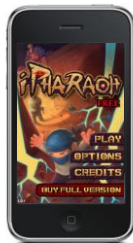
with company..



「HELLKID FREE」



「HELLKID: hook and jump」



「iPharaoh Free」

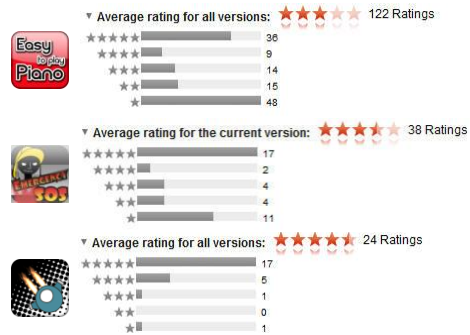
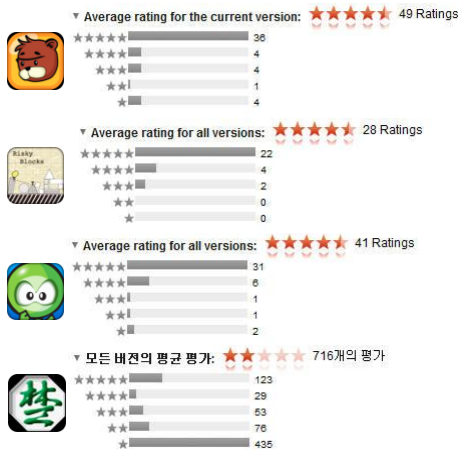


「iPharaoh - EP2. Desperate Pharaoh」



「iPharaoh - EP0. Freedom of Pharaoh」

Customer Reviews



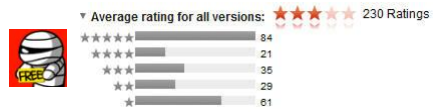
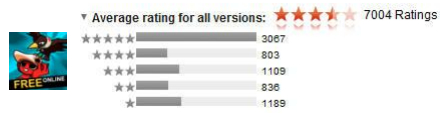
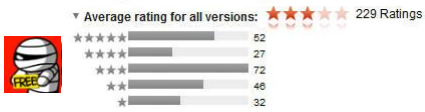
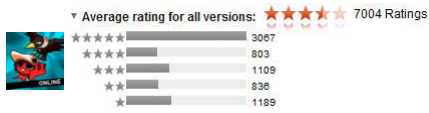
Customer Reviews

Korea Games Conference 2011



Customer Reviews

Korea Games Conference 2011



Ranking and media report Korea Games Conference 2011



한국 iTunes App Store Free App 전체 순위(2010년 6월 26일(토) 오전 9시 기준 데이터)

헬키드, 애플 앱스토어 100만 다운 '돌파'

정은희 기자 yum@zdnet.co.kr

2010.09.19 / PM 01:41

[지디넷코리아]저스트나인(대표 김진상)은 아이폰 앱 개발 전문 스튜디오인 스튜디오UFO의 대표작 '헬키드(HellKiD)가 애플 앱스토어에서 100만의 다운로드를 기록했다고 지난 16일 밝혔다.

지난 2월 출시된 '헬키드'는 2D 횡스크롤 게임으로 꼬마 악마 데비가 인간이 되기 위해 떠나는 모험을 담았다. 저스트나인은 '헬키드'의 인기비결로 박진감 넘치는 속도감과 전 세계 이용자와 함께 즐길 수 있는 멀티플레이 지원을 꼽았다.

이밖에도 개성 넘치는 5종의 캐릭터, 각기 다른 전략을 필요로 하는 유, 무한 스테이지 5종, 다양한 기능의 아이템 등이 특징이다. '헬키드'는 페이스북과 트위터 등 소셜네트워크서비스(SNS)를 지원한다.

Keep the Basics

Keeps the Basics Korea Games Conference 2011

- ▶ 기본에 충실
 - 적절한 게임명
 - 게임 규칙을 사용자에게 효과적으로 전달
 - 게임에 적절한 조작감 제공

▶ 장기관에서 장기알을 이용한 알까기



Description

★ 같은 모양의 바둑알로 하는 기존의 알까기는 너무 단조롭다!
 ★ 크기와 무게가 다른 장기알을 이용해 상대방의 알을 모두 밀어내고 승자가 되어보자!
 (컴퓨터와의 싱글 플레이, 블루투스 대전 지원)

◀ 게임성명 및 간단한 플레이 방법 ▶

원석장기는 클리닉의 훌륭한 현실성있는 액션보드게임입니다.
 자신의 장기알을 조목해 상대방의 알을 장기관 밖으로 밀어내는 간단한 규칙의 게임이기 때문에 남녀노소 누구나 쉽게 즐길 수 있습니다.



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Keeps the Basics Korea Games Conference 2011

재미있네요 ★★★★★
 별명: 푼데 - 버전 1.0.1 - 29-Jul-2010

완전강추!! ★★★★★
 별명: Dr.YN - 버전 1.0.2 - 16-Sep-2010
 끝없는걸로 알할때는 끝에게 한번 누르고 화면을 터치해서 힘조절 하면 되는군요
 2인용 하기도 좋고 재미도 있네요. 첨에 맨끝에 있는 알들 어떻게 치는지 몰랐는데 알고난 이후로 정말 재밌음 여천이랑 자주합니다 ㅋㅋㅋ

아 정말 기대도 안했는데 그럭저럭 참만하네요 ★★★★★
 별명: 이카로스 - 버전 1.0.1 - 29-Jul-2010

드래그의 손맛이 은근히 중독성이 있네요...

아무 생각 없이 시간 때우시고 싶으신분에게 추천

저 윗분 말에 공감 ★★★★★
 별명: 후네 - 버전 1.0.1 - 03-Aug-2010

캐릭터 진짜 엔간이 병스럽네요. 발른시일내로 갈아치우면 좋은 아들이 될듯요

이번에 이벤트 때문에 받아서 해봤는데 ★★★★★
 별명: 호솔과공명 - 버전 1.0.0 - 25-Jun-2010

블루투스를 이용한 멀티플레이가 가능한 점이 살만하단...

게임 플레이가 좀 별로같네요..

일단 다른 장기알 알까기보다 부드럽지가 못 한 것 같습니다.

게임은 그럭저럭 괜찮습니다. 컨트롤 불편하시다 하시는분들은 아이폰 달 써보신분들이거나 게임센스가 없는 분들일겁니다.

제가 해본 다른 알까기 어플보다는 현실감있는 타격감이긴한데...

완전강추!! ★★★★★
 별명: Dr.YN - 버전 1.0.2 - 16-Sep-2010

2인용 하기도 좋고 재미도 있네요. 첨에 맨끝에 있는 알들 어떻게 치는지 몰랐는데 알고난 이후로 정말 재밌음 여천이랑 자주합니다 ㅋㅋㅋ

업셋요망 ★★★★★
 별명: 블루플레이어 - 버전 1.0.2 - 06-Oct-2010

블루플레이어만 부드럽게된다면 금상첨화

들어보면..... ★★★★★
 별명: 통짜머 책보기 - 버전 1.0.2 - 13-Feb-2011

혼자하기 하면 우리가 상대방 알 밀어뜨릴때 와우 소리가 나지만 상대편이 우리 알을 맞춰 떨어뜨릴때 무슨 비웃는 소리가 들릴거예요. 되게 기분 나빠요..... 크호호 그래도 재미 같이 하면 정말 재미 있어요. 별칭 오점! 일단 공짜라서 설치나 해봐요.

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Keep the Basics Korea Games Conference 2011



「액션장기」



Customer Review



미플명 바꾸세요

★★★★★

by 로블로 - Version 1.0.0 - 24-Jun-2010

이게 어떻게 잡힙니까? 알까지지...

알까지??

★★★★★

by 우짱베머스 - Version 1.0.0 - 24-Jun-2010

에혀. 캐허접 반성하세요

장기 아니고 알까지

★★★★★

by 덕수 - Version 1.0.0 - 25-Jun-2010

바로 지원슴

이게 장기냐 낚시하네 게슴 ★★★★★

별명: 지두유 - 버전 1.0.0 - 26-Jun-2010

장기라매 미권 알까지잖어 ---

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Keep the Basics Korea Games Conference 2011



「액션장기」



Customer Review



「알까지 투게더」

Description

- ★본 게임은 알까지만 가능합니다. 장기 게임은 지원하지 않습니다.
- ★같은 모양의 비록깔로 하는 기존의 알까지는 너무 단순합니다!
- ★크기와 투게더 다른 장기알을 이용해 상대방의 알을 모두 밀어내고 승자가 되어보지(컴퓨터와의 싱글플레이, 블루투스 대전 지원)

◀ 게임설명 및 간단한 플레이 방법 ▶
 알까지 투게더는 풀리판 액을 활용한 현실성있는 액션보드게임입니다.
 자신의 장기알을 조각해 상대방의 알을 증가한 특수로 밀어내는 간단한 규칙의 게임이기 때문에 남녀노소 누구나 쉽게 즐길 수 있습니다.

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Keep the Basics Korea Games Conference 2011



「알까기 투게더」



알까기구석 ★★★★★
 별명: 내민성은맛고 궤 - 버전 1.0.0 - 22-May-2010
 구석에서 컨트롤안되어....



Game Start Screen Zoom In, Out Selection



How to Shoot Simple Test Game Mode

이건 아니라고 봐요!! ★★★★★
 별명: eurekahong - 버전 1.0.0 - 24-May-2010
 혼자할 때 가장자리에서 움직일 수 없어요. 재미도 별로...

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Keep the Basics Korea Games Conference 2011



「알까기 투게더」

저스트나인입니다. 구석 컨트롤 설명드립니다. ★★★★★
 by 저스트나인 - Version 1.0.0 - 24-May-2010

안녕하세요~ 저스트나인입니다. ^^
 구석 컨트롤 문제를 말씀해주신 분이 계셔서 설명차 글 남깁니다.
 경기알을 선택 후 바로 드래그를 하지 않아도 조작성이 가능한데요,
 경기알을 선택 후 화면 아무 곳에서나 터치 후 드래그를 해도 조작성이 가능하니
 이런 방식으로 하면 구석에 있는 경기알도 손쉽게 조작성이 가능합니다.

더 나은 게임을 보어드릴 수 있도록 항상 노력하는 저스트나인이 되겠습니다.
 감사합니다~!

컨트롤문제있네요 ★★★★★
 별명: design m4 - 버전 1.0.0 - 26-Jun-2010

맨밑에 줄은 도대체 어떻게 움직이라는건지..최악임!!

여백 ★★★★★
 별명: 가영1 - 버전 1.0.2 - 01-Feb-2011

여백은 만들어야 살던기까지, 도무지 맨 마지막 것은 어떻게 해요???

이거워임 ★★★★★
 별명: Kimhj0022 - 버전 1.0.2 - 14-Nov-2010

맨 끝에 있으면 어떻게 쳐

맨뒤 앞은 움직이지도 못함 ★★★★★
 별명: nobodycool - 버전 1.0.2 - 20-Dec-2010

왕 뒤에 있는 말판은 그냥 자살하란 소리인지 도통 이해가 안가네.

진심 궁금해서 물어보는데요... ★★★★★
 by boyud - Version 1.0.0 - 26-Jun-2010

맨 밑에 줄 어떻게 싸요? 테스트 해보셨을까 아니에요... 설마 안해보신건가요?

끝에말 드럽중자들아 ★★★★★
 별명: 글말 - 버전 1.0.2 - 30-May-2011

끝에말 어떻게 치나는 새끼들은
 도움말은 읽고 지랄거리나??
 하여간 한국말산은 다시키네

맨끝에있어도칠수있어요! ★★★★★
 별명: 풀용합그자채 - 버전 1.0.2 - 27-Mar-2011

맨끝에있는말 고르고 다른데서 조종하면 되잖아요.

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Characteristics of Casual Game

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So what is a casual game?

Korea Games Conference 2011

- ▶ Broad appeal
 - Easy to learn and control
 - Short time commitment
 - Often played to relax
 - Often single-player
 - Less emphasis on techniques
 - Addictive game-play



「Bejeweled 2」

Source : POPCAP Asia 회사 소개자료



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Casual Games

Korea Games Conference 2011

- ▶ The term "casual games" is used to describe games that
 - are **easy to learn, utilize simple controls and aspire to forgiving gameplay**. Without a doubt, the term "casual games" is sometimes an awkward and ill-fitting term – perhaps best described as **games for everyone**. Additionally, the term "casual" doesn't accurately depict that these games can be quite addictive, often delivering hours of entertainment similar to that provided by more traditional console games.
 - Favorite Genres
 - Puzzle Games
 - Card or Solitaire
 - Light System Management
 - Casual Action

Source : 2006 Casual Games White Paper, IGDA

- ▶ Several Characteristics that most casual games share :
 - Low barrier to entry : easy to learn game play.
 - Addictive game play, but can be consumed in short increments.
 - Forgiving, non-punishing game play.
 - Carefully-crafted ramp in game play complexity.
 - They tend to be inclusive, rather than exclusive.
 - They tend to speak to a player's desire for fun and relaxation.
 - Lower production budget than traditional hardcore games.

Source : 2006-2009 Casual Games White Paper, IGDA

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Easy to learn and control

Be Simple Korea Games Conference 2011

▶ 「Pharaoh」 : 중력센서를 이용한 바위굴리기와 터치를 이용한 지형조작을 이용한 액션 퍼즐게임



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Be Simple Korea Games Conference 2011

▶ ‘중력센서를 이용한 바위굴리기’.. 과연 흥미로운 선택인가 ?



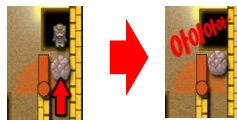
From "Raiders of the Lost Ark (1981)"
Source : <http://www.imdb.com/media/rm2224131328/r0082971>



바위 폭파로 제거



From "Biohazard 4(Capcom)"
Source : <http://blog.naver.com/114613?Redirect=Log&logNo=140063942916>



함정에 떨어뜨려서 제거

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Be Simple Korea Games Conference 2011

중력센서를 이용한 바위굴리기 + (멀티)터치를 이용한 지형 및 바위 조작

- ▶ 복잡하고 불편한 조작
 - 기기가 기울어진 상태에서 터치를 통한 화면 조작이 매우 불편
- ▶ 흥미롭지 않은 Game Play
 - 바위들이 기울어 지는 방향으로 이동 : 획일화된 게임 플레이
 - 다양한 레벨 디자인의 방해 요소

다양한 게임 플레이를 위해
중력센서를 통한 조작을 버리고, 터치를 활용한 조작으로 변경



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Be Simple Korea Games Conference 2011

- ▶ 터치로 인해 가려지는 조작의 제거
 - 이동 방향을 미리 지정이 가능하도록 게임 플레이 디자인
- ▶ 기기가 기울어진 상태에서 터치를 통한 화면 조작 문제
 - 기울이는 게임 플레이 요소 포기
- ▶ 빠른 판단을 통한 몰입감 제공
 - 캐릭터, 미로 지형의 조작을 통해 긴장 유도



「Pharaoh - EP2. Desperate Pharaoh」

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Easy control Korea Games Conference 2011

▶ Customer Reviews



Description

Getting sick of same old defense & puzzle game? Now here is iPharaoh with some new twist! You have to try iPharaoh, ULTIMATE PUZZLE ACTION GAME!

You have to protect your precious treasures in a dusty pyramid from treasure hunters. There are Mummies, Giant Cube Stones, Rotating & Sliding Walls, and Booby Traps at your command to help you.

*What others say about this game :

" It's quite easy to let time escape while muttering, "Just one more level...just one more level..." - www.examiner.com (★★★★★)

"On the whole, a nice puzzle game with a great theme. The pharaohs were never this fun before." - iPhoneFootPrint.com (★★★★★)

"This game is amazingly addictive!" - Zivyzips (★★★★★)

"very cute puzzle type game with a twist" - Lacedolphin (★★★★★)

"Very great game and I highly recommend it! So much fun, very hard to put down" - Jcman7 (★★★★★)

"Havn't stopped playing it since i bought it!" - gnas7 (★★★★★)

[View In iTunes](#)

\$2.99
 Category: [Games](#)
 Updated: Jan 15, 2010
 Current Version: 1.3.1
 1.3.1 (iPhone OS 3.0 Tested)
 8.4 MB
 Languages: English, French, German, Japanese, Korean
 Seller: JustNine Co. Ltd
 © Justnine Co. Ltd
[Rated 9+ for the following:](#)
 Infrequent/Mild Cartoon or Fantasy Violence

Customer Ratings



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Be Simple – considering accelerometer Korea Games Conference 2011

▶ Controlling with Accelerometer



「Emergency S.O.S. : Rescue the victims」



「Hole In」

- ▶ 가속 센서와 입력 방식과 혼용시 조작 난이도에 대한 신중한 고려
 - 「Emergency S.O.S. : Rescue the victims」 : 2방향 이동(가속 센서) + 개체 조작(터치) = 1DOF+
 - 「Hole In」 : 4방향 이동(다이내믹 패드) + 기체 기울어짐(가속 센서) = 4DOF(2DOF + 1DOF)

has potential but just isn't quite fun yet. ★★★★★

by Legowiz - Version 1.0.0 - Feb 5, 2010

This could be a fun little game, but in its current condition, it's just not there yet. The control method isn't that great, I would prefer direct movement of the ship, relative movement, or accelerometer. The pace is pretty slow and monotonous, there isn't much variance. \$1 just isn't quite worth it at this point.

11/2/2011 24

Language Support Korea Games Conference 2011

- ▶ Language Support
 - 다양한 언어 버전 제공 - 한국어, 일본어, 영어는 minimal



「P Pharaoh」



「Tap Rap Balloons」



「Risky Blocks」



「Emergency S.O.S. : Rescue the Victims」



「HellKid Free」

한국어, 영어, 일본어, 불어, 독일어, 스페인어, 러시아어

11/2/2011 25

Player Oriented Helps Korea Games Conference 2011

- ▶ How to include the INSTRUCTIONS for the game
 - 「알까기 투게더」: 장기관에서 장기알을 이용한 알까기



「알까기 투게더」



Game Start

Screen Zoom In, Out

Selection



How to Shoot

Simple Test

Game Mode

저스트나인입니다. 구석 컨트롤 설명드립니다. ★★★★★
by 저스트나인 - Version 1.0.0 - 24-May-2010

안녕하세요~ 저스트나인입니다. ^^
구석 컨트롤 문제를 말씀해주신 분이 계셔서 설명처 글 남깁니다.
장기알을 선택 후 바로 드래그를 하지 않아도 조작이 가능한데요,
장기알을 선택 후 화면 아무 곳에서도 터치 후 드래그를 해도 조작이 가능하니
이런 방식으로 하면 구석에 있는 장기알도 손쉽게 조작이 가능합니다.

다 나은 게임을 보며드릴 수 있도록 항상 노력하는 저스트나인이 되겠습니다.
감사합니다~!

- ▶ Suggestions
 - 사용자 중심의 매뉴얼 디자인

진심 궁금해서 물어보는데요... ★★★★★
by [Avatar] Version 1.0.0 - 26-Jun-2010

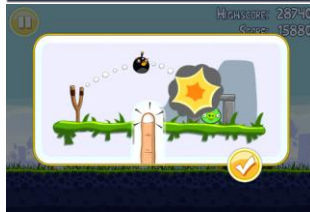
맨 밑에 줄 어떻게 봐요? 테스트 해보셨을까 아니에요... 설마 안해보셨건가요?

11/2/2011 26

Player Oriented Helps

Korea Games Conference 2011

▶ 「Angry Birds」



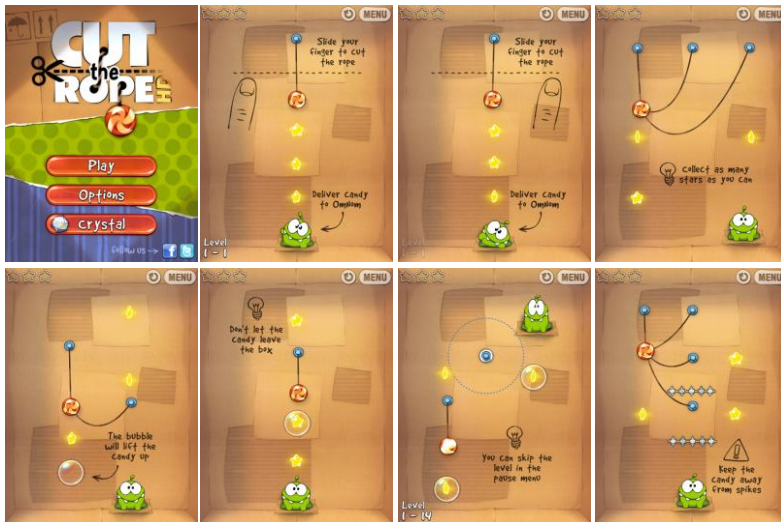
게임 Help 장면

11/2/2011 27

Player Oriented Helps

Korea Games Conference 2011

▶ 「Cut the Rope」



11/2/2011 28

Creating Player Experiences

11/2/2011 29

Penalty or Rewards

Korea Games Conference 2011

- ▶ Make a game that everyone can play, not against

The collage shows four screenshots from different games:

- CUT the TYPE**: A word game interface with buttons for 'Play', 'Album', and 'Options'.
- WHAT'S MY WATER?**: A puzzle game interface with buttons for '시작!', '힌트', and '시작/종료'.
- TAP TAP BALLOON**: A mobile game interface showing a character selection screen and a '플레이 방법' (How to Play) screen.
- Stage Selection Screens**: Four screenshots showing stage selection menus for 'Tap Tap Balloon'. Each screen has a title '스태이지 선택' (Stage Selection) and a list of stages with star ratings and 'PLAY' buttons. Some stages are marked 'LOCKED!'.

「Tap Tap Balloon」: 오른손과 왼손으로 번호가 적힌 풍선 캐릭터들을 번호 순서대로 동시에 터치하는 게임

11/2/2011 30

Rewards – Rating

Korea Games Conference 2011



「Cut the Rope」, ZeptoLab.

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Interesting Levels

Korea Games Conference 2011

- ▶ Various levels



「Angry Birds」, Rivio Mobile



「The Creeps」, Super Squawk Software



「Cut the Rope」 by ZeptoLab



「Paladog」, FazeCat

11/2/2011 32

Interesting Levels

Korea Games Conference 2011

- ▶ Affordable playing time

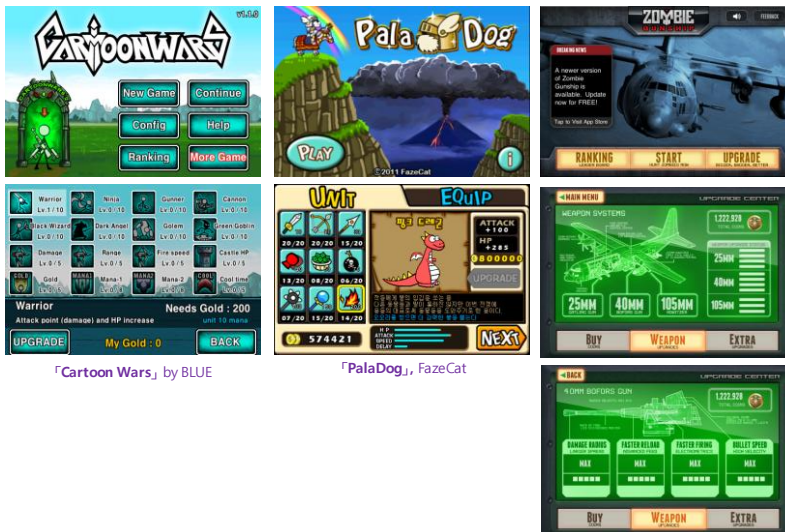


「Paladog」, FazeCat

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Upgrades

Korea Games Conference 2011



「Cartoon Wars」 by BLUE

「PalaDog」, FazeCat

「Zombie Gunship」, Limbic Software

11/2/2011 34

Economy(Shop) Korea Games Conference 2011



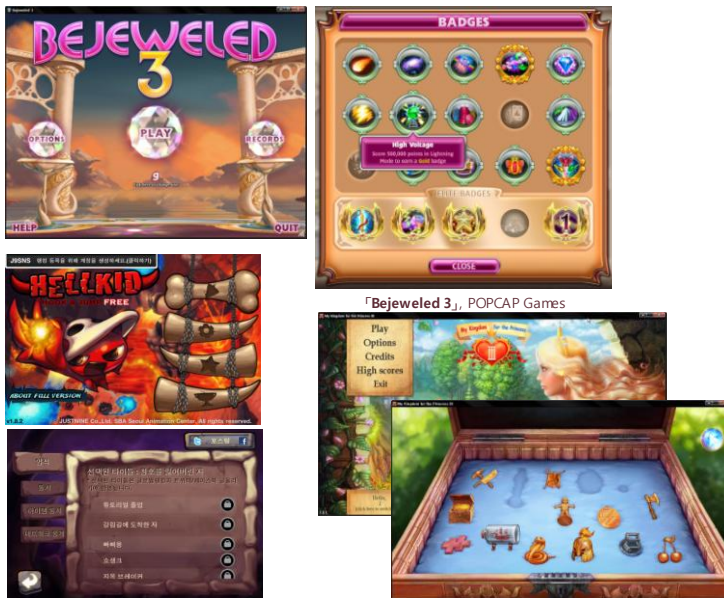
「ZombieVille」, mika mobile

「PalaDog」, FazeCat

「HellKid」, Justnine

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Achievements Korea Games Conference 2011



「HELLKID」, Justnine

「My Kingdom for the Princess 3」

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Impelling Storytelling

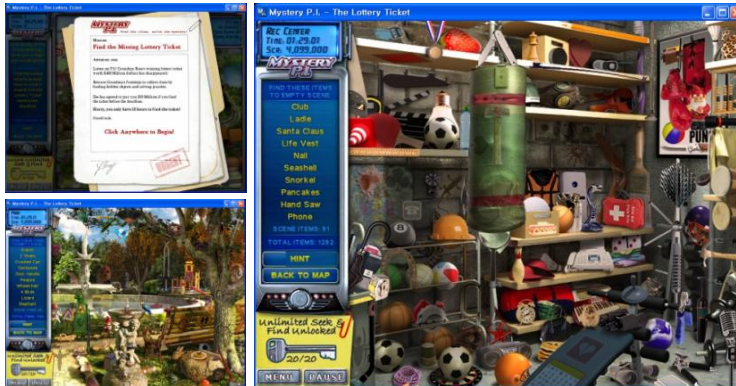
11/2/2011 37



Creating an Impelling Storytelling

Korea Games Conference 2011

▶ Mystery P.I. (The Lottery Ticket)



Rose 할머니는 복권 당첨의 행운을 얻게 되었는데 곧이어 그 복권을 잃어버리게 됐다. 488만 달러가 넘는 당첨금을 얻기 위해서는 만료시한을 넘기기 전에 복권을 찾아내야 하고, 찾게 되면 탐정(플레이어)은 20만 달러의 사례비를 받게된다. 이 복권의 만료 시한은 12시간이 남았다. 플레이어는 탐정이 되어 이 도시를 돌아다니면서 틀린 그림 찾기와 퍼즐을 풀며 복권이 있는 단서를 찾아내야 한다.

11/2/2011 39

Creating an Impelling Storytelling

Korea Games Conference 2011

▶ Mystery P.I. series

Play Mystery P.I.™ - The London Cap

Download FREE Game

Win Hidden Object Game!
The brilliant Crown Jewels have been stolen and the thieves have given the Royal Family only 17 hours to get a valuable nation or they simply will be destroyed. You are the world famous Mystery P.I. and have been hired by the Royal Family to find these reprehensible artifacts before the ransom is paid!

Seek & Find over 2000 hidden objects in 25 intriguing London, England locations. Hurry, you only have 17 hours to recover the Crown Jewels! If you succeed you will be awarded 10 Million Pounds. Find the clues, solve the mystery!

Editor's Review:
Capture stunning locations to return the Crown Jewels before it's too late! by Spiny

Play Mystery P.I.™ - The New York Fortune

Download FREE Game

Win Hidden Object Game!
A fun story & exciting New York tale where you hold the key to a vast fortune, connections in New York City and the family who has 17 hours to locate the safe. The fortune's entire value will be given to the safe & key!

You are the world famous Mystery P.I.™ and the family has hired you to track down the clues hidden all over the city. Seek & Find over 2100 hidden objects in 25 amazing NY locations like Times Square, Central Park, Lower East, the Brooklyn Bridge and many more. Three addictive ways to play!

Editor's Review:
An epic hidden object game filled with amazing scenes and 15 cool new games and unique puzzles to tickle the NY Fortune! by Spiny

Play Mystery P.I.™ - The Vegas Heist

Download FREE Game

The heist of the century has just happened! You've been hired by the casino to find & return the stolen money before its grand opening in 16 short hours. Search for over 2100 gleaming hidden objects in 25 intriguing Vegas locations.

Three addictive ways to play: Single Heist mode & Unlimited Seek & Find mode. Collect all the hidden keys & Power Chips for bonus points and to unlock the bonus mode. Find the clues, solve the heist!

Editor's Review:
16H Heist is full of realistic scenes, 4 fun mini-games and an amazing ending. It's for any aspiring crime investigator! by Spiny

Play Mystery P.I.™ - The Lottery Ticket

Download FREE Game

You are the world famous Mystery P.I. and you've been hired by Grandma Rose to find her winning \$888 Million Lottery ticket! Restore Grandma's business to collect clues by finding over 2000 gleaming hidden objects and solving puzzles!

As your investigation skills improve your P.I. rank increases - climb to a Perfect Investigation to get top bonus points. For additional ways to play, Find the Ticket and Unlimited Seek & Find game mode. Find the clues, solve the Mystery!

Editor's Review:
An amazing hidden object game, great graphics, tons of items to find, and your money game to solve. I couldn't stop playing this game! by Spiny

Play Mystery P.I.™ - Special Edition Bundle 2

Download FREE Game

You Win Hidden Object Games in One!
Mystery P.I.™ - The New York Fortune
A fun story & exciting New York tale where you hold the key to a vast fortune, connections in New York City and the family who has 17 hours to locate the safe!

Mystery P.I.™ - Lost in Los Angeles
The only copy of this year's biggest blockbuster movie has gone missing the day before the Hollywood premiere. Seek & Find over 2100 hidden objects in 25 amazing Los Angeles locations to track down the stolen gold!

Editor's Review:
This best selling mystery hidden object games in one great bundle. Seek & Find over 4000 hidden objects today! by Spiny

Play Mystery P.I.™ - Stolen In San Francisco

Download FREE Game

Win Hidden Object Game!
\$100 Million in gold and gem has been stolen from an armored car. The thief's owner has hired you to find & return the gold before the hot news cold and it is too late. Seek & Find over 2100 hidden objects in 25 amazing San Francisco locations to track down the stolen gold!

You are the world famous Mystery P.I. and you must find the stolen hidden all over the Golden Gate City. Seek & Find over 2100 hidden objects in 25 amazing locations like the Golden Gate Bridge, Alcatraz, Haight Ashbury, Fisherman's Wharf and many more.

Editor's Review:
The your Favorite City has an art and gem ready to explore the stunning city of San Francisco. So find the missing hidden! by Spiny

Play Mystery P.I.™ - Lost in Los Angeles

Download FREE Game

Win Hidden Object Game!
The only copy of this year's biggest blockbuster movie has gone missing the day before its Hollywood premiere event. You only have 17 hours to find and return the movie or the Hollywood Studio will be ruined!

Seek & Find over 2100 hidden objects in 25 amazing L.A. locations like Hollywood Beach, Golden Gate, Stone Studios, Hollywood Mall Sports and many more. If you succeed you will be awarded \$10 Million dollars. Hurry, because Hollywood is counting on you!

Editor's Review:
The Mystery P.I. games just get better and better - this game transports you into the exciting world of LA! by Spiny

Play Mystery P.I.™ - Special Edition Bundle

Download FREE Game

You Win Hidden Object Games in One!
Mystery P.I.™ - The Lottery Ticket
You are the world famous Mystery P.I. and you've been hired by Grandma Rose to find her winning \$888 Million Lottery ticket!

Mystery P.I.™ - The Vegas Heist
The heist of the century has just happened in Vegas! You've been hired by the casino to find & return the stolen money before its grand opening.

Editor's Review:
This best selling mystery hidden object games in one great bundle. Seek & Find over 4000 hidden objects today! by Spiny

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Creating an Impelling Storytelling

Korea Games Conference 2011

▶ Big City Adventure : San Francisco(Jolly Bear Games, 2007)



Big City Adventure – San Francisco Watch VideoJoin the Big City Adventure treasure hunt and search for thousands of cleverly hidden items. Travel to all the most famous (and not so famous) locations around the cosmopolitan city of San Francisco. Discover 60 fascinating and obscure facts about San Francisco and its history, plus, earn 60 cool mementos from the 20 amazing locations you'll visit. Big City Adventure is a great beginning to a new series of hidden object games.

Thousands of objects to find.
Exciting mini-games to master.
Beautiful sound and graphics.
Take a journey down under n

11/2/2011 41

Big City Adventure series

Korea Games Conference 2011

▶ Big City Adventure series



Any game for \$5.99!
Unlimited version
Collector's Edition \$19.99

Tell a friend
Get tips in the forum
Get this game

The Big Fish Games Guarantee:
• Quality tested and virus free.
• No ads, no spyware, no spyware.

Big City Adventure - San Francisco

Buy it Try it

Full unlimited version \$4.99 USD
\$ 6.99 USD or 1 CREDIT

Play FREE for one hour (22:00-01:00)

Join the Big City Adventure treasure hunt and search for thousands of cleverly hidden items. Travel to all the most famous (and not so famous) locations around the cosmopolitan city of San Francisco. Discover 60 fascinating and obscure facts about San Francisco and its history, plus, earn 60 cool mementos from the 20 amazing locations you'll visit. Big City Adventure is a great beginning to a new series of hidden object games.

- Thousands of objects to find.
- Exciting mini-games to master.
- Beautiful sound and graphics.
- Take a journey down under n



System Requirements:
OS: Windows XP/Vista/7
CPU: 400 MHz
RAM: 128 MB
DirectX: 9.0
Hard Drive: 20 MB



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Unlimited version
Collector's Edition \$19.99

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The Big Fish Games Guarantee:
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• No ads, no spyware, no spyware.

Big City Adventure: New York City

Buy it Try it

Full unlimited version \$4.99 USD
\$ 6.99 USD or 1 CREDIT

Play FREE for one hour (22:00-01:00)

Explore insightful New York City on your next Big City Adventure! The Big Apple has become home to thousands of hidden items and mini-games. Discover fascinating and obscure facts about NYC and its history. Earn magnificent mementos and beautiful postcards as you travel around the huge city. Finding Hidden Objects and playing mini-games. Challenge all of your friends and family to beat your high score!

- Beautiful scenes
- Hidden mini-games
- Take a lot under the Big Apple!
- Check out our Blog Walkthrough
- Play Big City Adventure - San Francisco



System Requirements:
OS: Windows XP/Vista/7
CPU: 400 MHz
RAM: 128 MB
DirectX: 9.0
Hard Drive: 20 MB



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Unlimited version
Collector's Edition \$19.99

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• No ads, no spyware, no spyware.

Big City Adventure: Vancouver Collector's Edition

Buy it Try it

Full unlimited version \$4.99 USD
\$ 13.99 USD or 2 credits

Play FREE for one hour (19:00-20:00)

Gain early access to Big City Adventure Vancouver in the Collector's Edition special release. As a bonus, Collector's Edition purchasers receive three unique items in their exclusive game. Click. Patch. Card.

Use your Hidden Object talent in Big City Adventure's reveal distribution. Vancouver Experience all the exclusive Collector's Edition extras including additional hidden objects.

The Collector's Edition includes:

- Bonus mini-games adventure
- Includes concept art, wallpapers, screensavers and music
- Integrated Strategy Guide
- New achievement system
- Check out our Blog Walkthrough



System Requirements:
OS: Windows XP/Vista/7
CPU: 400 MHz
RAM: 256 MB
DirectX: 9.0
Hard Drive: 128 MB



Any game for \$5.99!
Unlimited version
Collector's Edition \$19.99

Tell a friend
Get tips in the forum
Get this game

The Big Fish Games Guarantee:
• Quality tested and virus free.
• No ads, no spyware, no spyware.

Big City Adventure: Sydney, Australia

Buy it Try it

Full unlimited version \$4.99 USD
\$ 6.99 USD or 1 credit

Play FREE for one hour (22:00-01:00)

Head down under to join the next Big City Adventure! Search for thousands of cleverly hidden items around the amazing city of Sydney. Discover 75 fascinating and obscure facts about Sydney and its history, plus, earn 75 cool mementos from the 25 amazing locations you'll visit. 74 rounds of exciting mini-games and 75 rounds of treasure hunting. Big City Adventure: Sydney, Australia is sure to be one of your favorite games of all time!

- Beautiful art and sound
- Challenging and fun gameplay!
- Addicting mini-games!
- Play back to the States in Big City Adventure: San Francisco



System Requirements:
OS: Windows XP/Vista/7
CPU: 400 MHz
RAM: 128 MB
DirectX: 9.0
Hard Drive: 20 MB

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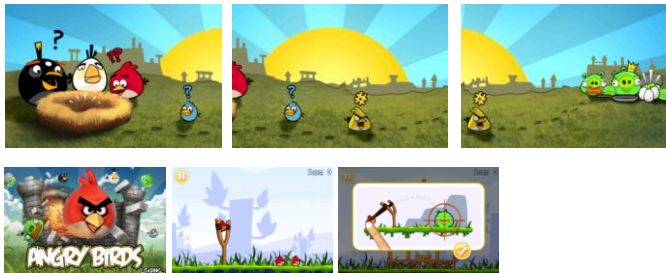
Creating an Impelling Storytelling

Korea Games Conference 2011

- ▶ That's what ambience is about : telling a story
 - 훌륭하게 연출된 게임은 스토리가 담겨 있다.



- ▶ Angry Birds by Rovio Mobile



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Creating an Impelling Storytelling

Korea Games Conference 2011

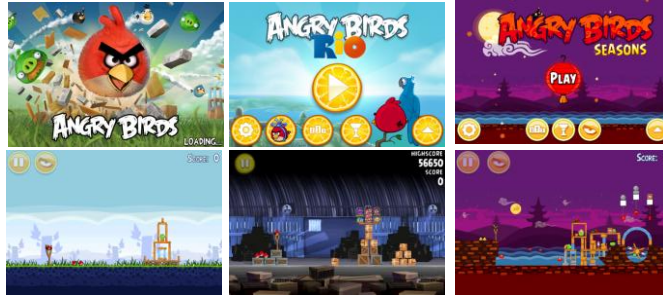
- ▶ Where's My Water ? by Walt Disney



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Creating an Impelling Storytelling Korea Games Conference 2011

- ▶ 3 Angry Birds with Different Stories



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Creating an Impelling Storytelling Korea Games Conference 2011

- ▶ Story = Product !!























<http://shop.angrybirds.com/>
http://www.amazon.com/Angry-Birds-Knock-Wood-Game/dp/B004U52VPS/ref=sr_1_1?ie=UTF8&qid=1319066231&sr=8-1

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BigFishGames.com Korea Games Conference 2011

Today's Top 100 PC Games

Show: All PC Games

SHIFT	RANK	GAME NAME	DOWNLOAD	PEAK	WKS ON	RELEASED
	1	 Echoes of the Past: The Citadels of Time Collector's Edition Hidden Object, Puzzle, Adventure		1	2	Sep. 30, 2011
	2	 Dark Tales: Edgar Allan Poe's The Premature Burial Collector's Edition Hidden Object, Puzzle, Adventure		2	1	Oct. 7, 2011
	3	 Love Story: The Beach Cottage Hidden Object, Puzzle		3	1	Oct. 2, 2011
	4	 Fairway™ Collector's Edition Card & Board		4	1	Oct. 3, 2011
	5	 Haunted Halls: Fears from Childhood Collector's Edition Hidden Object, Puzzle, Adventure		5	N/A	Oct. 14, 2011
1	6	 Urban Legends: The Maze Hidden Object, Puzzle, Adventure		3	3	Sep. 18, 2011
2	7	 Lost Souls: Enchanted Paintings Hidden Object, Puzzle, Adventure		7	2	Sep. 29, 2011
	8	 Reincarnations: Back to Reality Collector's Edition Hidden Object, Puzzle, Adventure		8	N/A	Oct. 10, 2011
2	9	 Mystery Legends: Beauty and the Beast Collector's Edition Hidden Object, Puzzle, Adventure		1	3	Sep. 19, 2011
	10	 Roads of Rome III Time Management, Strategy		5	2	Sep. 28, 2011

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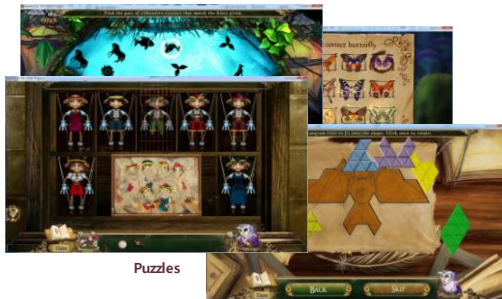
Awakening : The Goblin Kingdom CE Korea Games Conference 2011



Hidden Picture



Impelling Story



Puzzles



Adventures

11/2/2011 50

Creating an Impelling Storytelling

Korea Games Conference 2011

- ▶ The power of storytelling
 - 훌륭하게 연출된 게임은 스토리가 담겨 있다.
 - 허구로부터 자발적인 믿음(willing suspension of disbelief).
 - 같은 게임 플레이를 가지면서 다른 경험을 주는 다양한 게임 제작.
 - 스토리텔링은 개발 비용 효율화에 매우 중요한 요소로 작용
 - 상품화와 직결되는 이슈
- ▶ Storytelling
 - In background story
 - In game elements, eg., game characters
 - In narrative
- ▶ 기획 단계에서 스토리텔링을 고려한 게임 디자인
 - 몰입 유도
 - 다양한 에피소드 버전의 제작 유도
 - 오프라인 상품화

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Considering Production Cost

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Considering Game Production Cost Korea Games Conference 2011

- ▶ Strategy
 - 플랫폼 및 서비스의 특성상 개발 비용의 최소화는 매우 중요
 - 게임 디자인 단계에서 Polishing, Game QA, 밸런싱 등을 고려하여 비용을 줄일 수 있는 게임 고려
- ▶ 「Terror Bear」
 - 곰이 벌을 피하고 꿀을 훔쳐서 탈출할 수 있도록 벌집을 돌려 길을 만드는 퍼즐 풀기 게임
 - Easy(17), Normal(15), Hard(15) 구분에 따른 총 47개의 스테이지

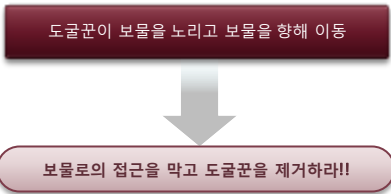


「Terror Bear」

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Considering Game Production Cost Korea Games Conference 2011

- ▶ 「iPharaoh」
 - 피라미드안의 지형, 미이라 등의 개체를 터치 조작을 통해 보물을 훔치러 다가오는 도굴꾼의 을 제거하는 액션 퍼즐 게임.
 - 총 60개의 기본 스테이지



「iPharaoh - EP2. Desperate Pharaoh」

11/2/2011 54

Considering Game Production Cost Korea Games Conference 2011

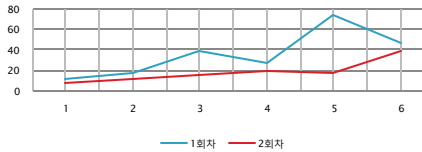
▶ 「Pharaoh」 QA

- 총 60개의 개별 스테이지에 대해 반복적인 QA 수행
- 게임 플레이 시간, 난이도, 조작감, 레벨디자인의 적절성, 버그 확인 등
- 많은 시간이 소요됨(60개의 독립적인 레벨)
- 개발자 관점에서 비 효율적인 레벨 디자인 및 검증 경험

스테이지	시도 횟수 (회)		클리어 시간 (분:초:백분초)		구간별 클리어 시간	
	1회차	2회차	1회차	2회차	1회차	2회차
1-1	1	1	00:10:34	00:09:65	약 12분	약 8분
1-2	1	1	00:32:12	00:22:07		
1-3	1	1	01:02:46	01:04:93		
1-4	2	1	00:20:56	00:21:53		
1-5	2	1	00:18:09	00:19:03		
1-6	1	1	00:05:63	00:05:62		
1-7	1	1	00:17:07	00:16:56		
1-8	1	1	00:15:90	00:11:33		
1-9	1	1	00:50:39	00:40:61		
1-10	1	1	00:18:55	00:15:45		
소계	12	10		x		
2-1	1	1	00:23:62	00:23:57	약 17분	약 11분
2-2	1	1	00:31:36	00:20:04		
2-3	1	1	00:23:70	00:22:98		
2-4	1	1	00:25:73	00:14:44		
2-5	3	3	00:19:92	00:26:37		
2-6	3	1	00:26:40	00:43:41		
2-7	2	1	00:53:92	00:33:14		
2-8	1	1	00:40:99	00:54:19		
2-9	1	1	01:41:05	00:53:61		
2-10	1	1	00:30:41	00:33:42		
소계	15	12		x		



스테이지 구간별 클리어 시간



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Considering Game Production Cost Korea Games Conference 2011

- ▶ 개발 비용을 줄일 수 있는 게임 선정을 디자인 단계에서 고려
 - 수치적으로 레벨디자인, 테스트가 가능한 게임 디자인



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Considering Game Production Cost

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- ▶ 개발 비용을 줄일 수 있는 게임 선정을 디자인 단계에서 고려
 - 해답으로부터 문제 생성이 가능한 레벨 디자인



「Rush Hour」
(thinkfun)



「Tilt」
(thinkfun)

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Puzzle Game Design

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Recommended Puzzler

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▶ 능숙한 조작을 요구하는 게임 플레이



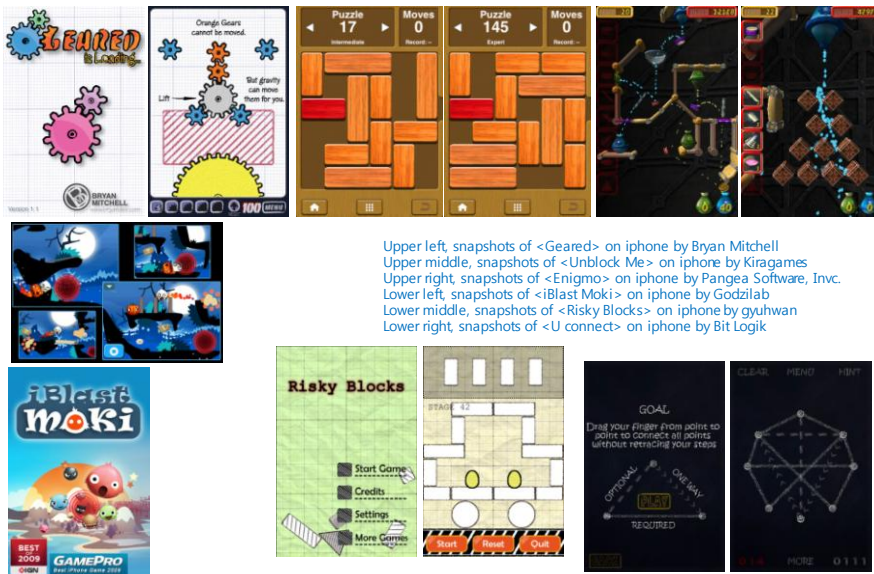
Upper Left, Snapshots of <iPharaoh> on iPhone by Justine Inc.
 Upper Middle, Snapshots of <Bejeweled 2 + Blitz> on iPhone POPCAP Games
 Lower Left Snapshots of <Train Conductor> on iPhone by Voxel Agents
 Lower Right Snapshots of <Zoo Lasso> on iPhone by Launching Pad Games

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Puzzler

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▶ 사고를 요구하는 게임 플레이

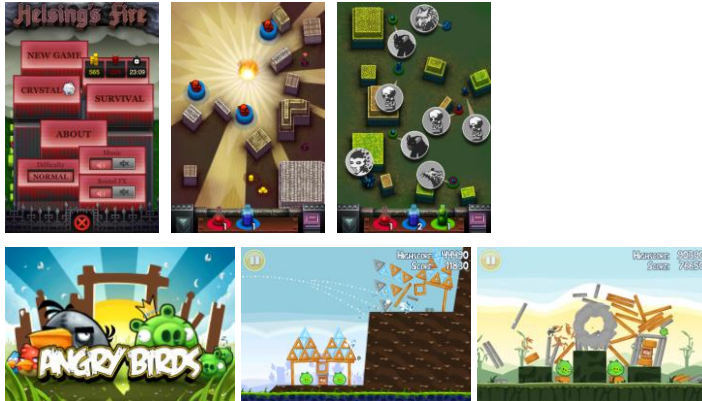


Upper left, snapshots of <Geared> on iPhone by Bryan Mitchell
 Upper middle, snapshots of <Unblock Me> on iPhone by Kiragames
 Upper right, snapshots of <Enigma> on iPhone by Pangea Software, Inc.
 Lower left, snapshots of <Blast Moki> on iPhone by Godzilab
 Lower middle, snapshots of <Risky Blocks> on iPhone by gyuhwan
 Lower right, snapshots of <U connect> on iPhone by Bit Logic

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Puzzler Korea Games Conference 2011

▶ Puzzles without unique solutions



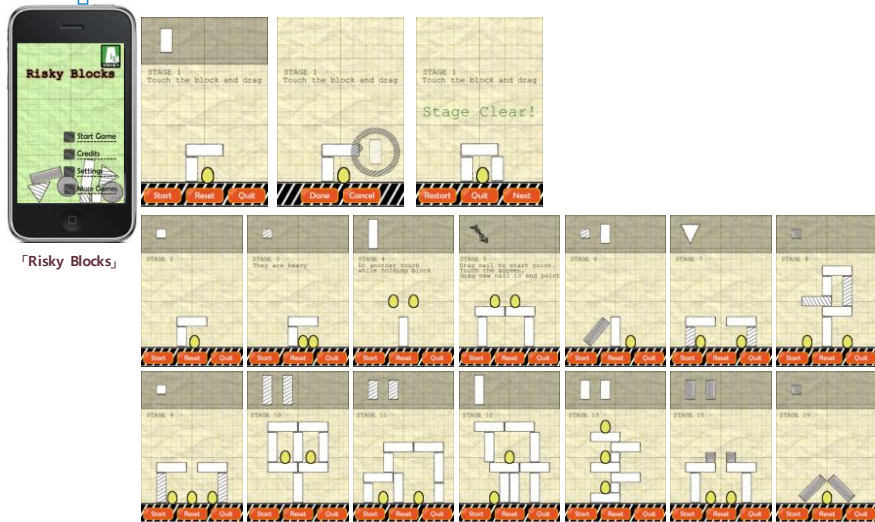
Upper Left, Snapshots of <Helsing's Fire> on iPhone by Clickgamer.com
Lower Snapshots of <Angry Birds> on iPhone by Clickgamer.com

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Puzzler Korea Games Conference 2011

▶ How to make a interesting puzzle solving game for mass ?

- 「Risky Blocks」 : 알들을 보호하기 위해 무너질 것 같은 블록 더미의 적당한 지점에 다른 블록을 설치하거나, 블록 사이를 바줄로 연결해서 알을 깨지지 않도록 구조물을 배치하는 퍼즐 게임



「Risky Blocks」

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Conclusion

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- ▶ 다수에게 어필 가능한 게임 디자인
 - '나도 할 수 있겠다'는 생각이 들 수 있는 게임 디자인
- ▶ 개발 비용을 고려한 게임 디자인
 - 개발 비용을 최소화할 수 있는 디자인인가 ?
- ▶ 스토리텔링을 고려한 게임 디자인
 - 다양한 연출을 통한 몰입 제공
 - 멀티 플랫폼, 에피소드 버전 등을 고려한 스토리텔링 디자인

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감사합니다.

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