

Creating **Casual game** for **iOS**

Orca Inc.

Peter Youngjoong Huh

Agenda

- ✦ Cases of developing casual game
- ✦ Best-selling game vs. Less-selling game
- ✦ Small & Speed : our strategy
- ✦ How to sell our games
- ✦ Future of casual game

Cases of developing casual game



Sniper vs. Sniper:Online

2009

Com2uS

Sniper vs. Sniper:Online



- ✦ Online sniping game
- ✦ Feb 2009 ~ Sep 2009
- ✦ \$4.99
- ✦ IMGA Excellence in connectivity award

Sniper vs. Sniper:Online



Result

- ✦ Sniper : for **Man** only
- ✦ Accelerometer : hard to **control**
- ✦ Online + competition : **hardcore** gamer
- ✦ Man + hard to control + hardcore gamer + high price
= **Small user pool**



Slice It!

2010
Com2uS

Slice It!

- ✦ The winner of Idea Contest 2009(Com2uS)



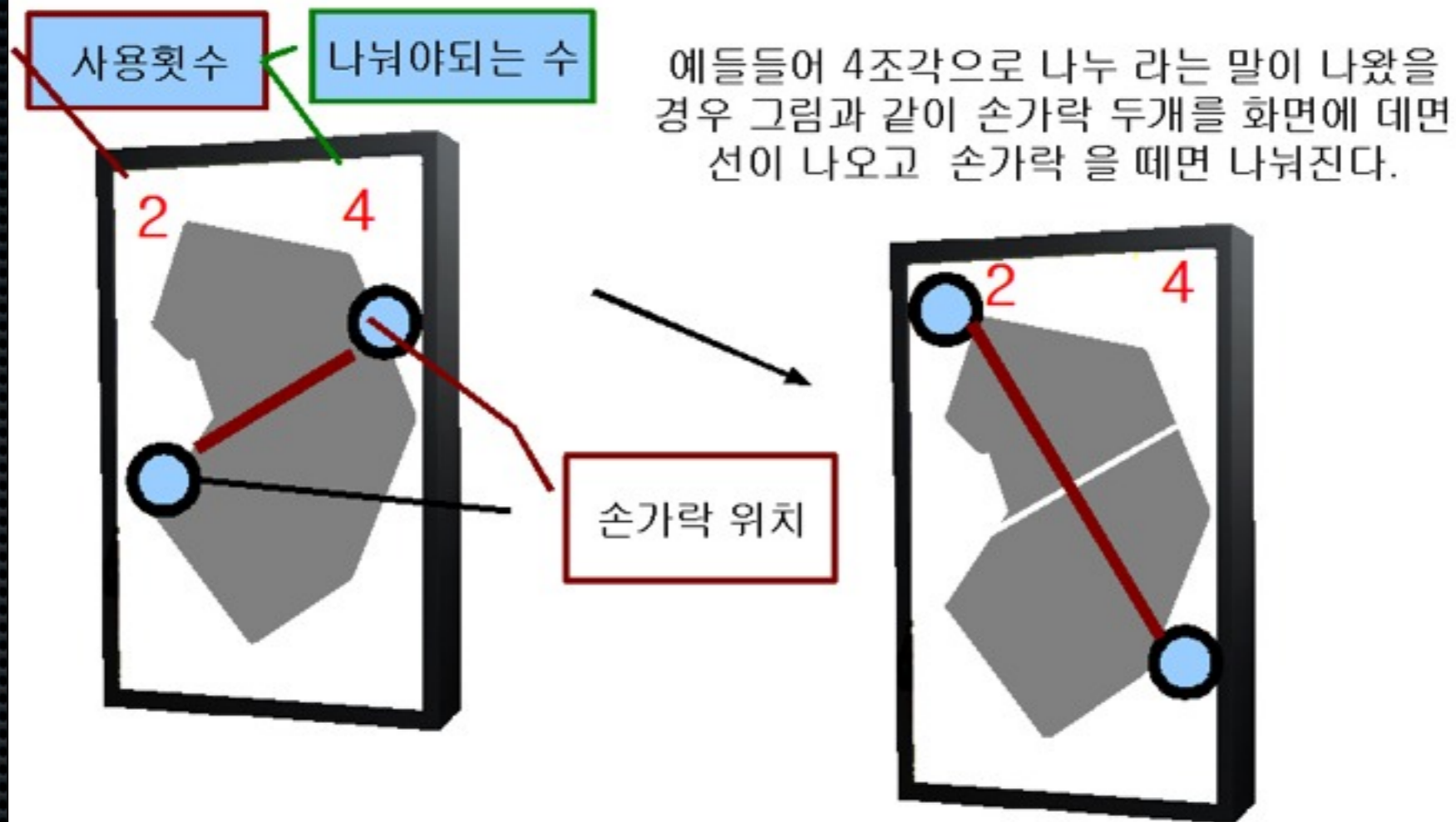
슈퍼 아이디어 HERO

- 대상 : 컴투스 전 직원
참 참가 가능 (최대 : 3인)
- 주제 : 자유 주제로 기존 게임의 후속작에 대한 아이디어나 모바일 디바이스에서 범용적으로 구현 가능한 아이디어
게임이 아닌 플랫폼 시스템에 대한 아이디어나 어플리케이션에 대한 아이디어 권장
문서 3페이지~5페이지 내외 분수
- 접수 및 문의
- 담당자에게 메일로 접수
(QA팀 이찬근 : happy@com2us.com)
- 복수의 아이디어 제안 가능 (1인 최대 2개에 한함)
- 평가기준 : 흥미도 (재미) 40%,
혁신성 (신선) 30%,
시장성 (대박) 30%
- 일정 : 2009 10월 26일 ~ 12월 4일
- 시상내역
- 최우수상 (1인) : 50여만원의 상금 또는 상품
- 우수상 (2인) : 35여만원의 상금 또는 상품
- 장려상 (3인) : 20여만원의 상금 또는 상품
- 특별상 (3인) : 10여만원의 상금 또는 상품

항상가도
가능합니다!

Slice It!

화면 구성과 조작



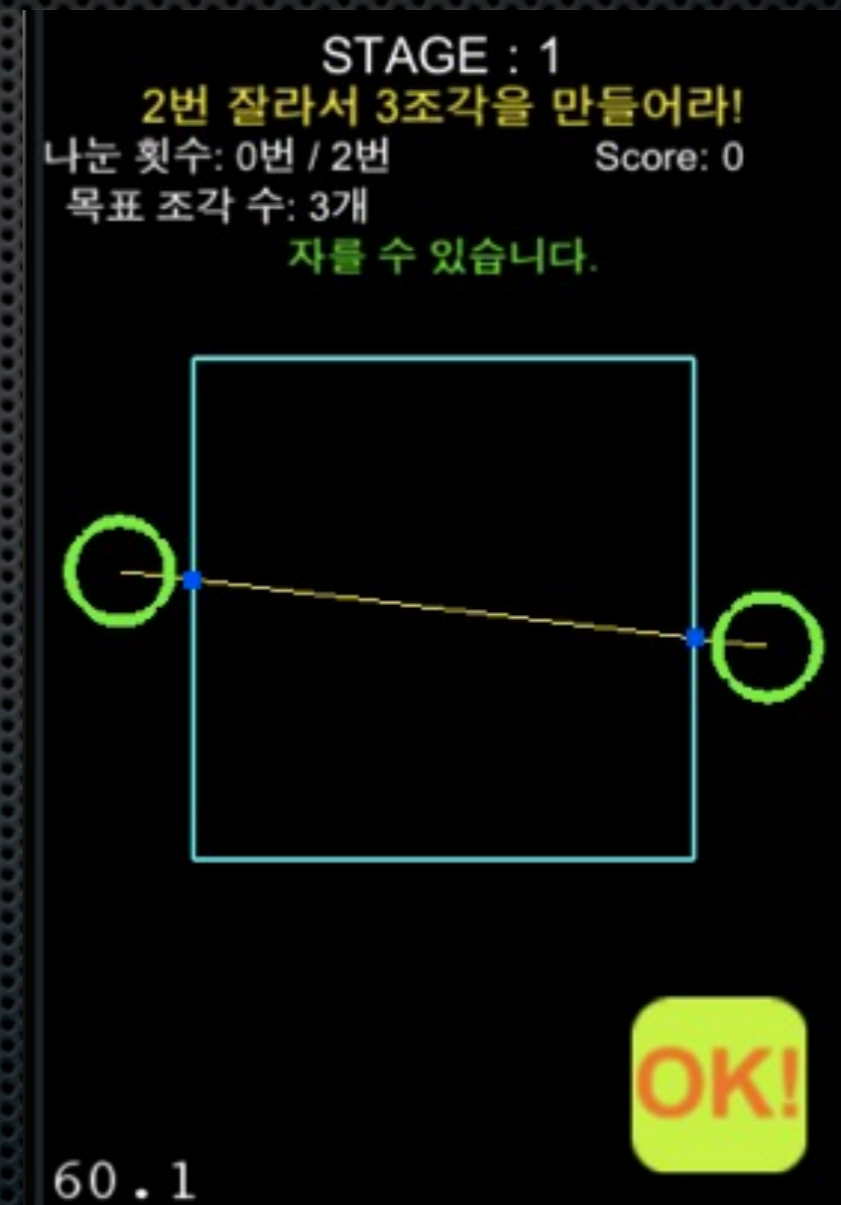
이제 손을 떼면 4조각으로 나뉘진다!

2 projects

- ✦ Programmer, Art designer : other project
- ✦ **One man project** at first.
- ✦ Enough time to design
- ✦ Low risk

Slice It! - Prototype

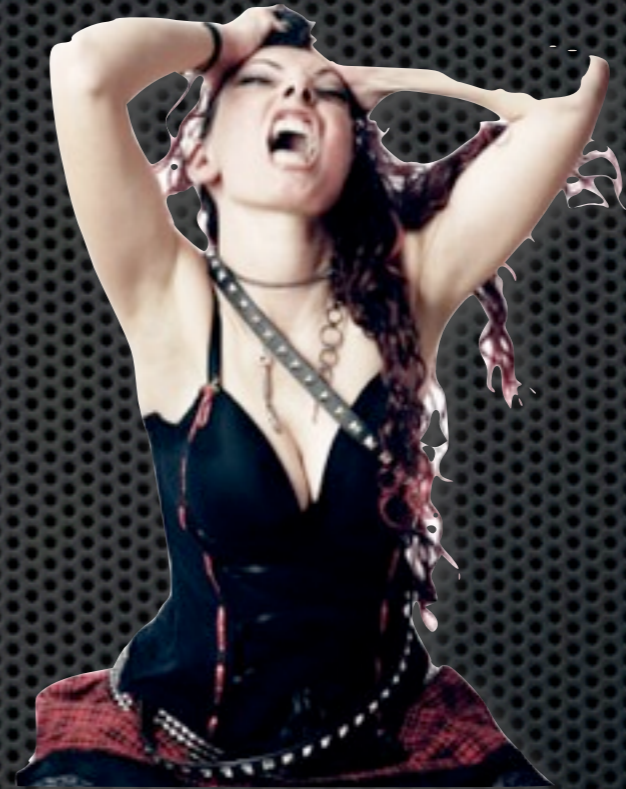
- ✦ 1 week
- ✦ Cocos2D
- ✦ 10 stages
- ✦ Comments : **Not good**



Slice It! - Doodle graphic



Crisis of drop



- ✦ Not fun enough.
- ✦ Is it a game?(looks like math test.)

Redesign



- ✦ Make it easier, easier, easier.
- ✦ Stage 10 → Stage 35
- ✦ More stuff : obstacle, mirror
- ✦ Just 60 stages at first

Slice It! - Launch



- ✦ Featured : 2nd place at New & Noteworthy
- ✦ Sales : 300/day → **10000/day**

Slice It! - Featured

46,859

Result

- ✦ **10 millions** downloads
- ✦ **2nd prize** of Korean Game Award 2010
- ✦ **Confidence** of developing casual game.



Independence!

2011.08.01.
Orca Inc.



Little Lambs -a brain puzzler-

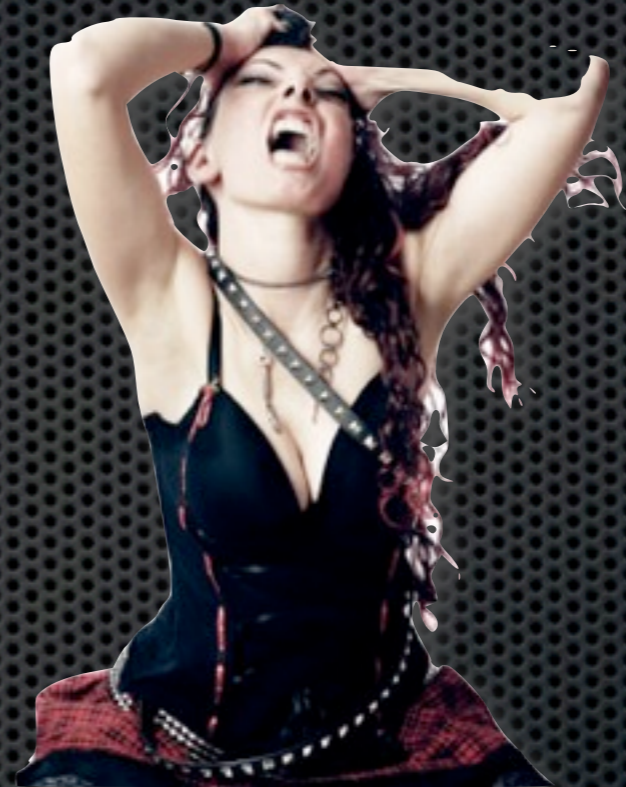
2011.11.
Orca Inc.

Little Lambs -a brain puzzler-

- ✦ Two man project
- ✦ Game design/Programmer
- ✦ Art designer
- ✦ Puzzle + **Animal character**
- ✦ Paid + In-App



Crisis again



- ✦ Not fun enough
- ✦ Too Hard
- ✦ No wonder something

Redesign



- ✦ New stuffs : bubble, box, bunch, switch...
- ✦ Remove 'Failed'
- ✦ Change **all** stages
- ✦ Repeat Fun QA

Little Lambs -a brain puzzler-





Teddybear Maker

2011.11.
Orca Inc.

Maker games



Teddybear Maker

- ✦ Two man project
- ✦ Game design/Art designer
- ✦ Programmer
- ✦ Game? Entertainment!
- ✦ Free + In-App + Ad



Teddybear Maker

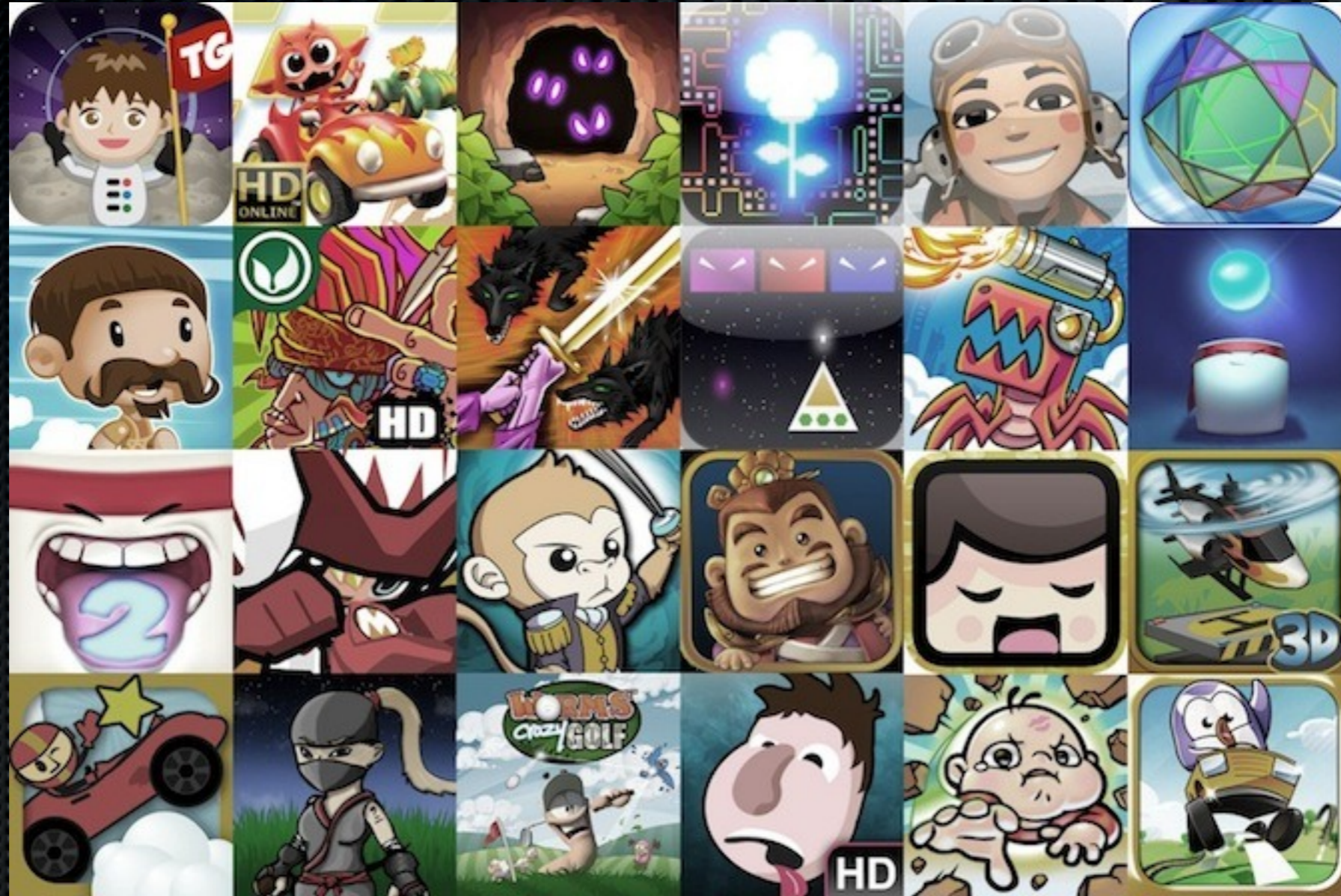


Best selling game vs.
Less selling game



Best selling games

How many games had you seen?



Less selling games

How many games had you seen?

Popular appeal



OTAKU



Easy to know 'how to play'



Concept



★★★★★ 23548 Ratings



★★★★★ 600583 Ratings



Small & Speed : our strategy



One man project

Game Design, Art, Programming, Sound, QA



Where is the godlike man?

Hard to find the ultimate person.

Two man Project



- ✦ Game Design & Programming / Art
- ✦ Game Design & Art / Programming
- ✦ Pros : Cost down, Speedy communication
- ✦ Cons : Heavy work

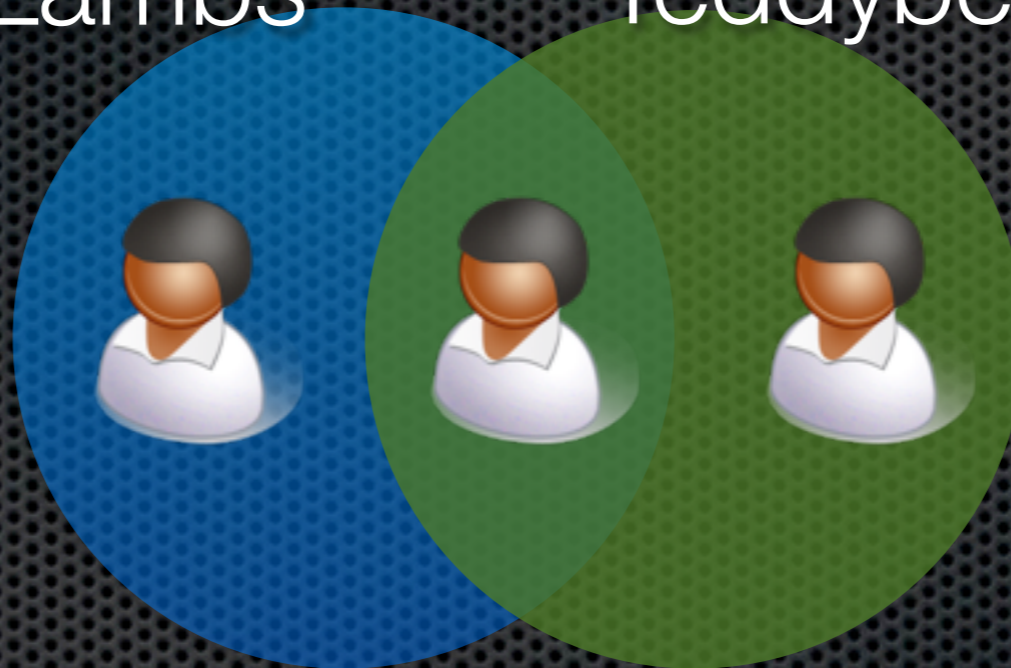
Out sourcing



Parallel projects

Little Lambs

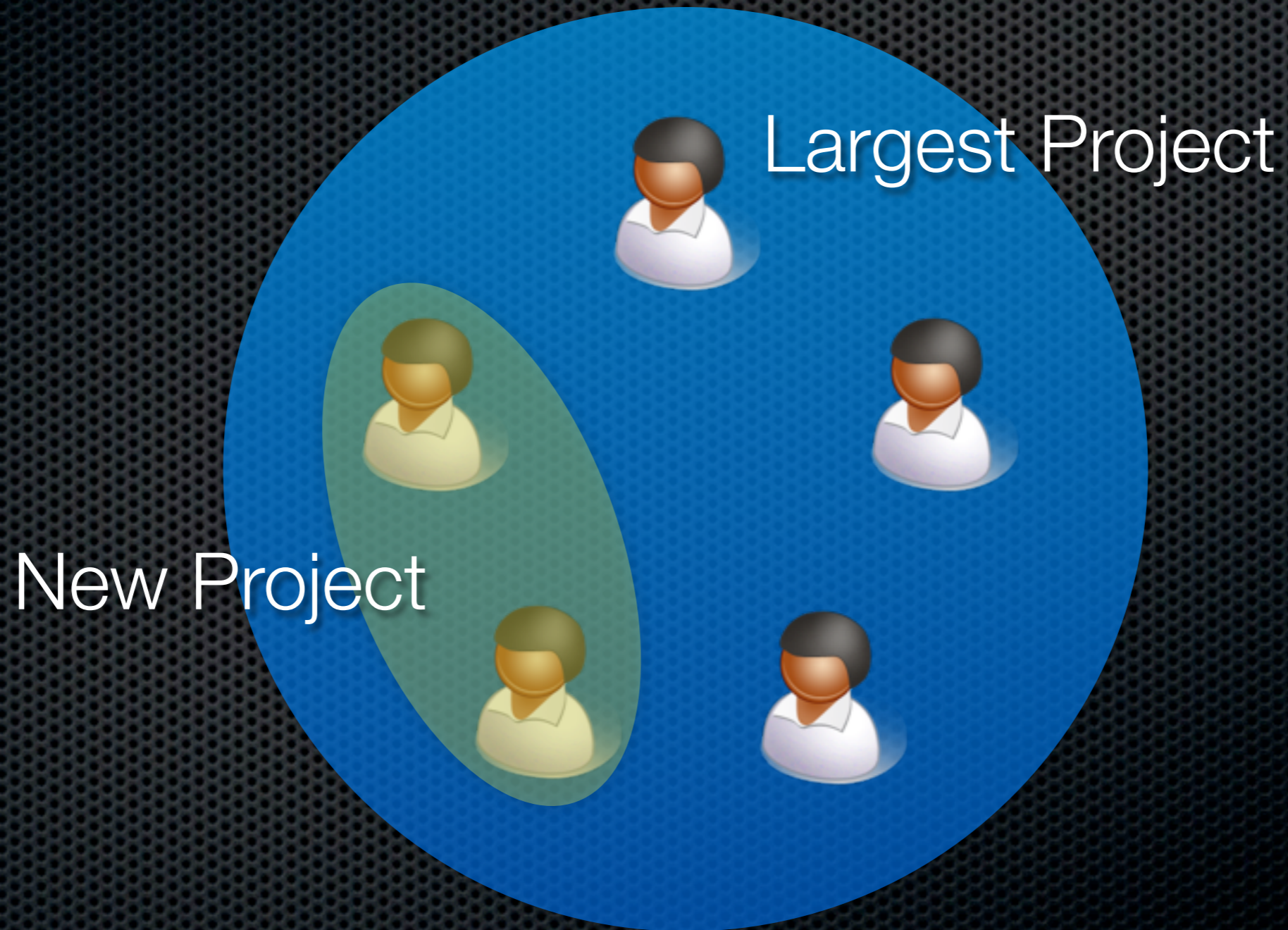
Teddybear Maker



Project D



Parallel projects



Reward





Speed

Let's develop a game as fast as we can!

Normal Project

Prototype

Fun?
without
graphic

1 Week

Alpha

Money?
with
graphic

1 Month

Beta

Done?
Product

2 Months

Launch

QA
Modify
Submit

3 Months

✦ **3 months** develop cycle

Tiny Project

Prototype

Go/Stop
without
graphic

1 Hours

Alpha

Possible?
with
graphic

2 Days

Beta

Done?
Product

4 Days

Launch

QA
Submit

6 Days

✦ **1 week** develop cycle

Risk



Risk



Risk



Market Research



Fun QA



How to sell our games

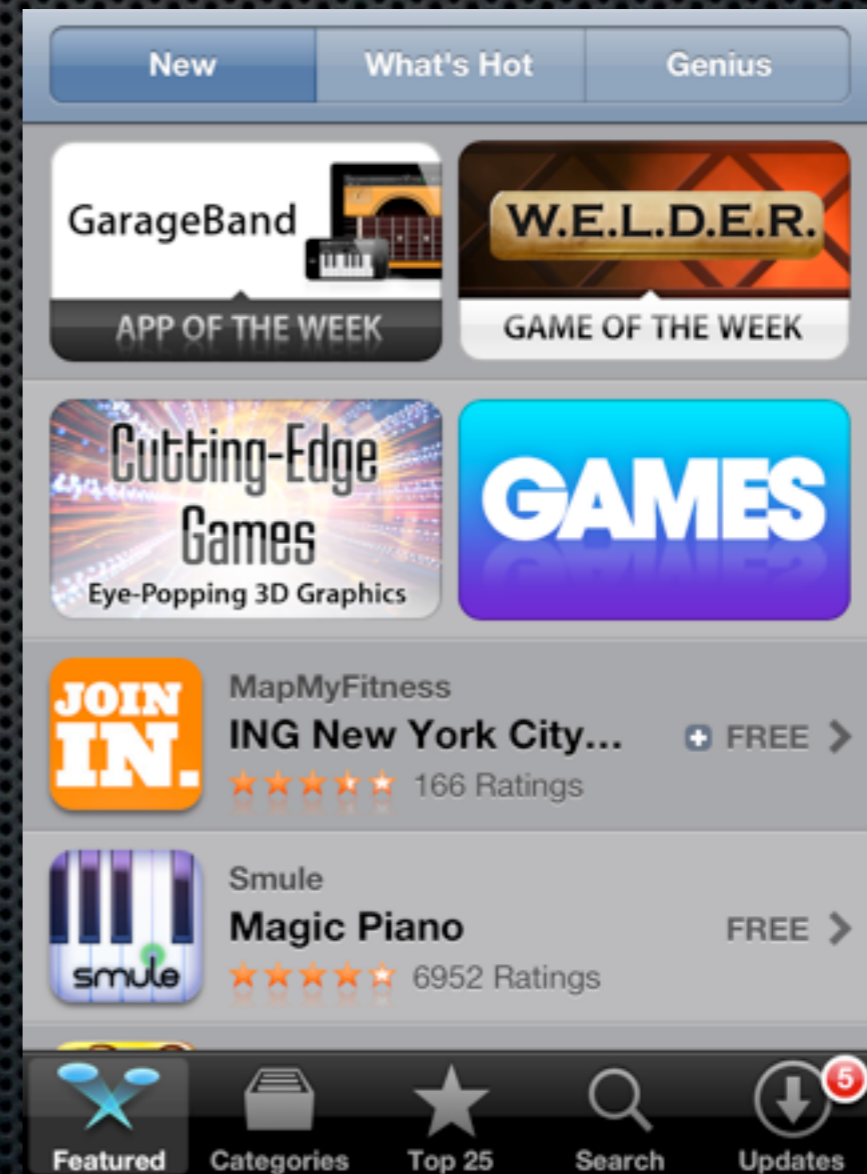


Featured

Game of the week, New & Noteworthy

How to get 'Featured'

- ✦ Contact Apple
- ✦ Just 'lucky'
- ✦ Best selling
- ✦ Make game apple likes
- ✦ Include iOS new features






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BIKE BARON

Bike Baron Review

Is Bike Baron a worthy iOS imitation of Trials HD, or a shameless clone?

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Review of websites

IGN, Pocket Gamer, Touch Arcade

Case of 'Crafted'



- ✦ Reach No.3 of US App Store in 3 days
- ✦ “After I uploaded the app, I sold 4k copies over the night.”
- ✦ Review of IGN and 20 other web sites



Promotion

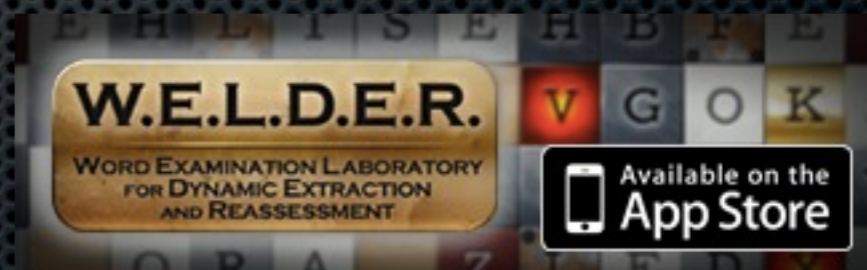
Banner, CPI, Free Promotion

Banner

Rescue caged birds in this award-winning puzzle game !

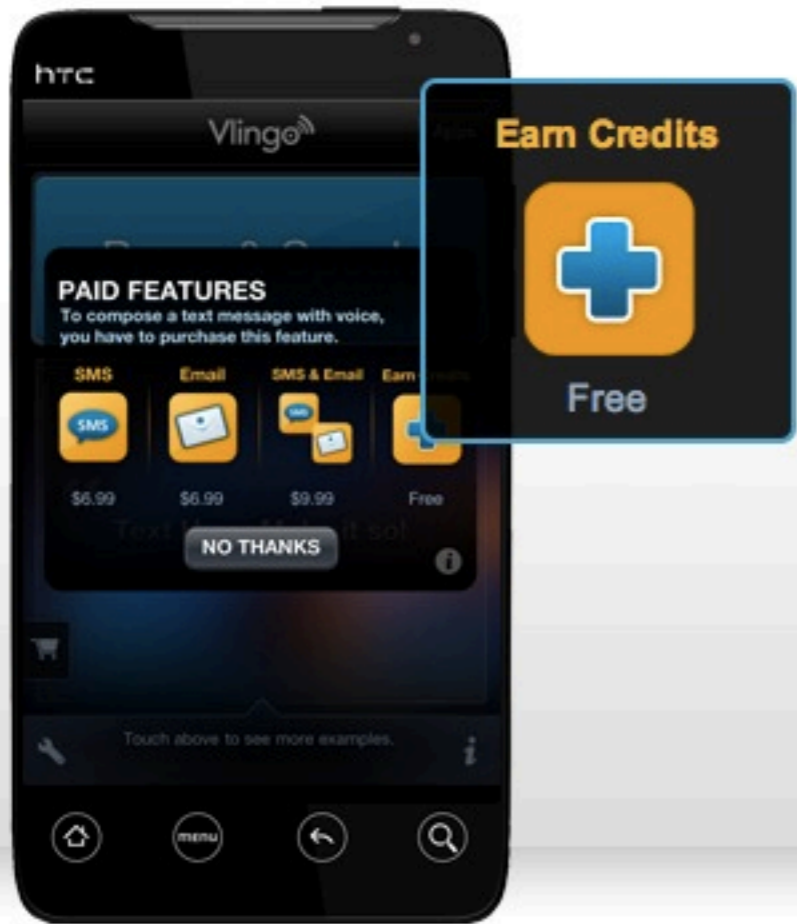
Available on the
App Store

- ✦ Touch Arcade
- ✦ Pocket Gamer
- ✦ IGN

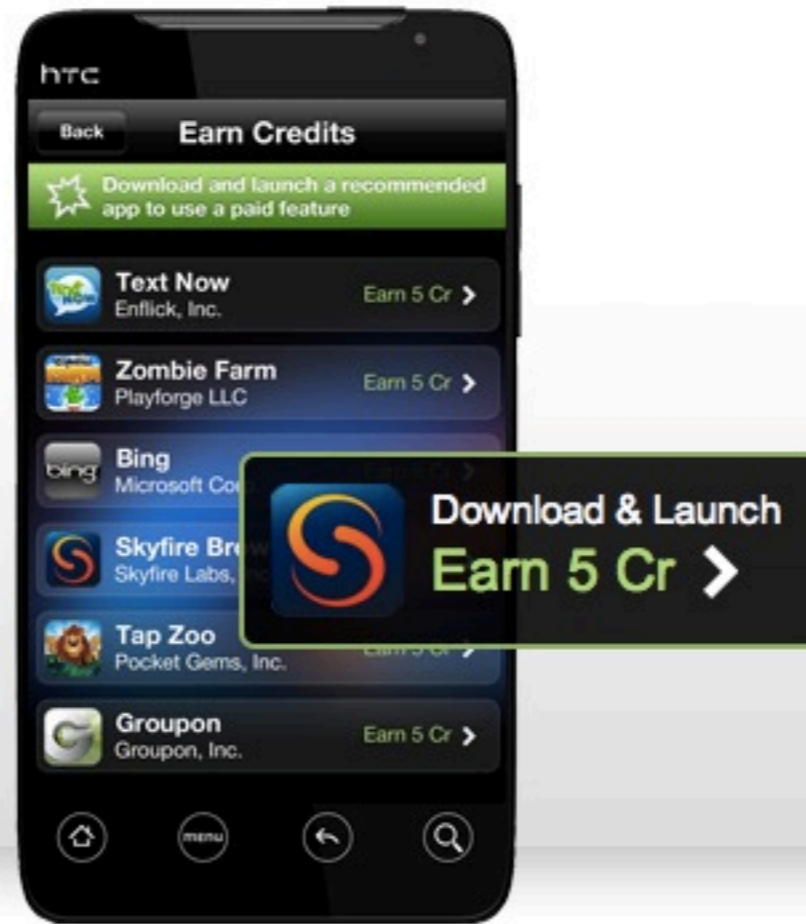


Cost Per Install

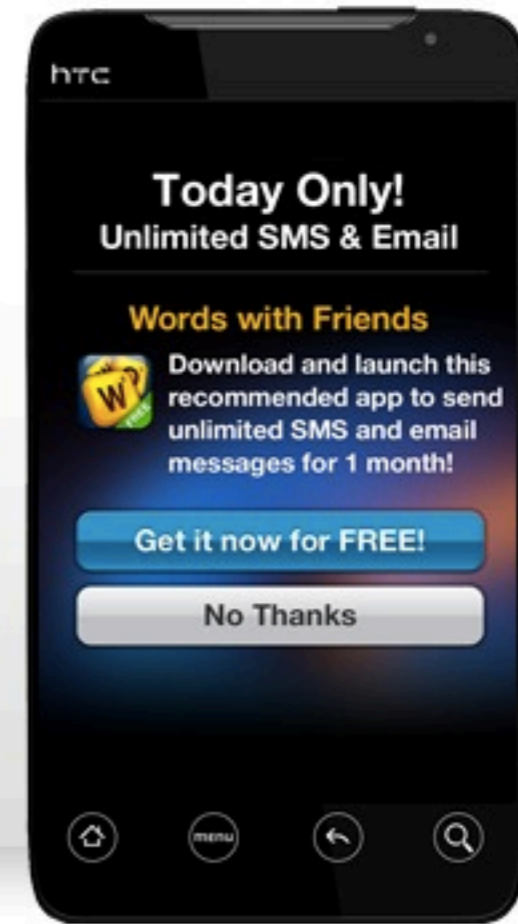
Seamless integration into the look and feel of your app



Recommended apps served during live session



Non-intrusive recommendations to your users



Free Promotion

The screenshot displays the FAAD (Free App a Day) website interface. At the top left is the FAAD logo with the tagline "Free App a Day". Navigation tabs for "iPhone", "iPad", "android", and "Partners" are visible. A row of five app icons is shown, with the third icon (a man's face) highlighted with a sparkling effect. Below this is a navigation bar with "facebook", "MAIN", "DAILY DOUBLE", "FAAD OF FAME", and "CONTACT". The main content area features a large banner for "FANTASY SAFARI" with "NEWER" and "OLDER" buttons. On the left, a "FEATURED PAID APP" is shown with a "Paid" tag. On the right, a "FEATURED IPAD APP" is shown with a "Free" tag. A horizontal scroll bar at the bottom displays a list of app icons with numbers: 04 (golfer), 03 (man in hat), 02 (trophy), 02 (blue character), 01 (blue character with red hat), 31 (fish), and a "Free" app icon (runner).

Future of casual game



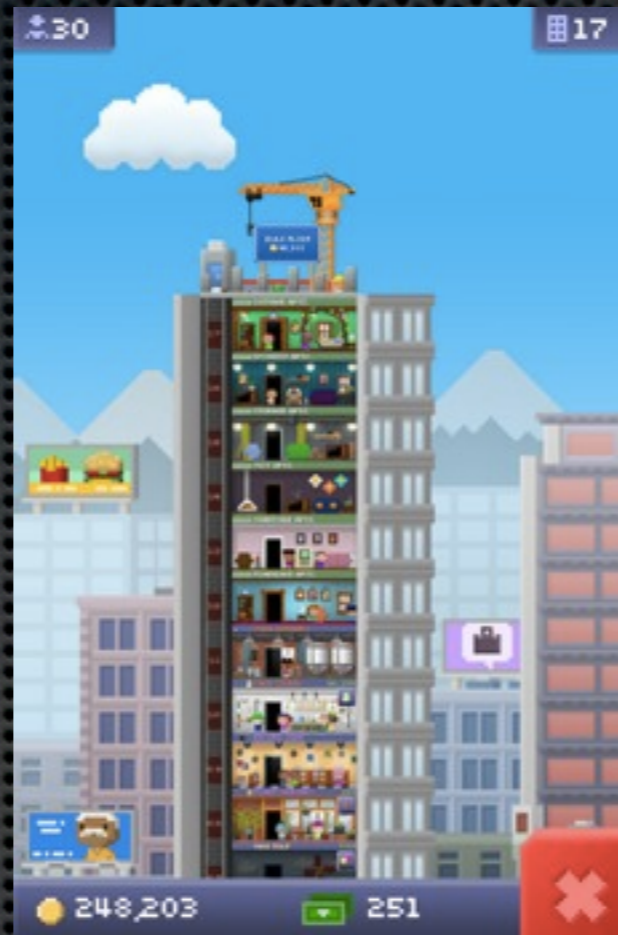
Traditional casual games

Angry Birds, Fruit Ninja, Cut the Rope



Social games

We Rule, Zombie Farm, Smurfs' Village



Simulation games

Top Girl, Tiny Tower, My Horse



Casual game

Game for everyone

And...



Contact us!

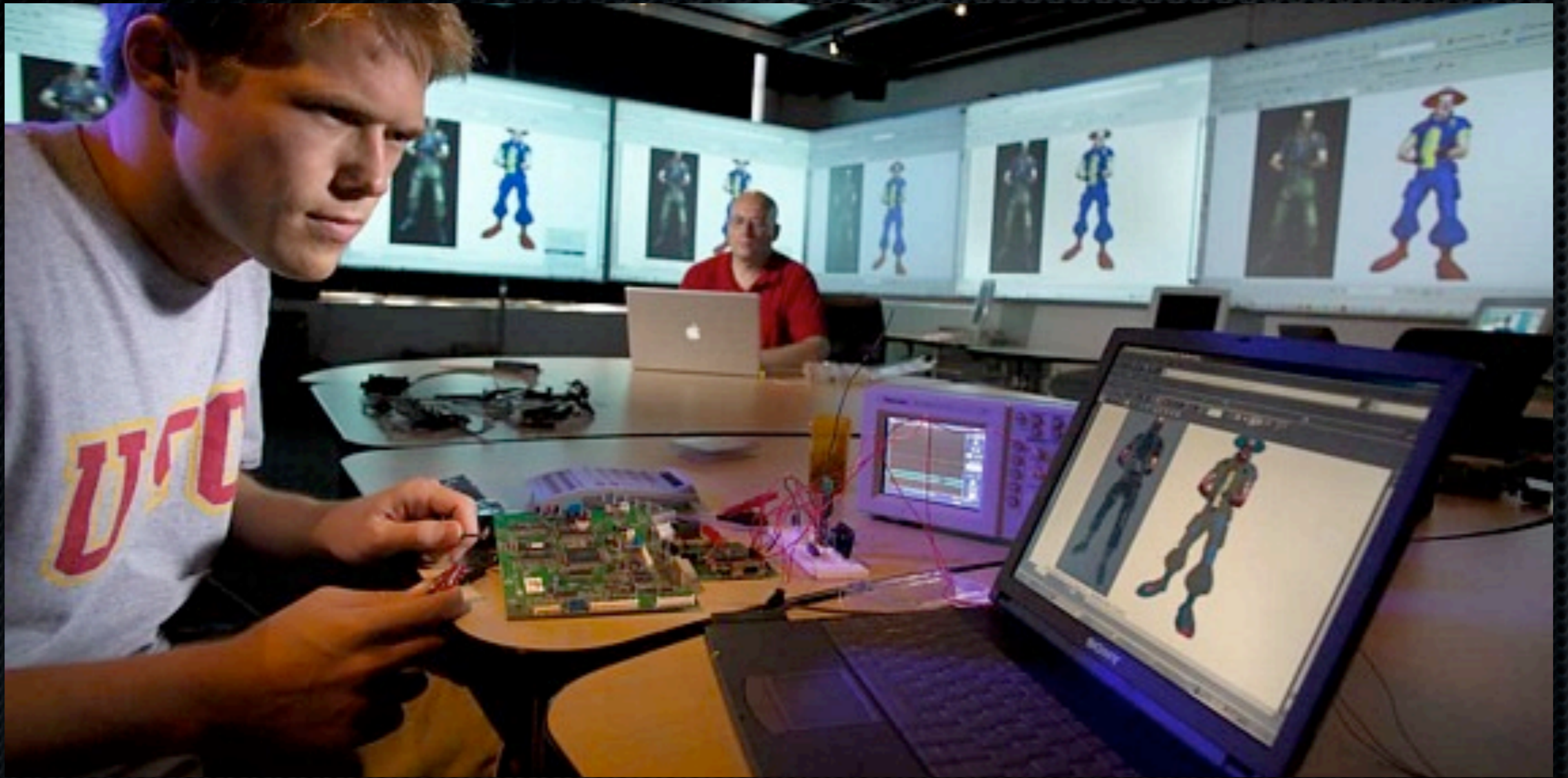
Companies

INDEPENDENT



Contact us!

Indie game developers



Contact us!

Students

Thank you.

Peter Youngjoong Huh

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