Pre-Development

Player Types & Market Research
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Hobby or Business?
A game consists of...

Content
- Levels, Characters, NPC, Power-Ups, Sounds & Music

User Interface
- Main Menu, Help Screen, High Scores, Options, Credits, Pause Screen, Exit Confirmation, Game Over
- Loading, Splash screens, Profile management screen
- Map Screen

Story
- Intro
- Briefing, Debriefing, Results
- Tutorial
- But where is the story in PacMan?

Visuals
- Gameworld
- Feedback

Gameplay
- Feedback
- Experience

Mechanics
- How the game works
- Rules

Controls
- What buttons to press

Theme
- Pirate,
- WWII, Mall

Monetization

Social

Objective
- What should one do in the game

There no single answer,
different people say different things
FLOODED MARKET
In 2017, 47% of all consumer spend on games will come from the APAC region.
In 2017, mobile games will generate $46.1Bn or 42% of the global market.
2016-2020 GLOBAL GAMES MARKET
FORECAST PER SEGMENT TOWARD 2020

TOTAL MARKET
+6.2%
CAGR 2016-2020

2016
$101.1Bn
25%
23%
10%
10%
29%

2017
$108.9Bn
5%
4%
10%
23%
32%

2018
$115.8Bn
32%
31%
10%
21%
32%

2019
$122.7Bn
30%
4%
10%
20%
38%

2020
$128.5Bn
31%
3%
10%
19%
40%

Boxed/Downloaded PC
Browser PC
Console
Tablet
Smartphone

Source: ©Newzoo | Q2 2017 Update | Global Games Market Report
newzoo.com/globalgamesreport

©2017 Newzoo
USA TOP GROSSING GAMES: THE REAL GAME TYPES

Source: Snowball Games
TIME AND MONEY SPENT ON MOBILE GAMES BY GENDER

2016 Female Mobile Gamers

- Average revenue per user:
  - 2015: 1.8
  - 2016: 2.1
- Average mobile gaming time:
  - 2015: 0.8
  - 2016: 1.1

51% 5% increase vs. 2015

2016 Male Mobile Gamers

- Average revenue per user:
  - 2015: 2.4
  - 2016: 2.3
- Average mobile gaming time:
  - 2015: 1.6
  - 2016: 1.4

53% 3% increase vs. 2015
Player motivations

* Show off
* Explore
* Compete
* Flirt
* Chat
* Help
* Win
* Disturb
* Compare
* Rate

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<table>
<thead>
<tr>
<th>Explore</th>
<th>Compete</th>
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</thead>
<tbody>
<tr>
<td>View</td>
<td>Win</td>
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<tr>
<td>Collect</td>
<td>Challenge</td>
</tr>
<tr>
<td>Rate</td>
<td>Taunt</td>
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<td>Compare</td>
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<td>Curate</td>
<td>Showoff</td>
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<td>Like</td>
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<tr>
<td>Build</td>
<td>Greet</td>
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<thead>
<tr>
<th>Create</th>
<th>Collaborate</th>
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<tbody>
<tr>
<td>Content</td>
<td>Players</td>
</tr>
<tr>
<td>Purchase</td>
<td>Help</td>
</tr>
<tr>
<td>Design</td>
<td>Share</td>
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<tr>
<td>Express</td>
<td>Contribute</td>
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<tr>
<td>Build</td>
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<tr>
<td>Choose</td>
<td></td>
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<tr>
<td>Customize</td>
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</tr>
<tr>
<td>Decorate</td>
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<table>
<thead>
<tr>
<th>Acting</th>
<th>Interacting</th>
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<tbody>
<tr>
<td>View</td>
<td>Win</td>
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* View
* Collect
* Rate
* Vote
* Curate
* Review
* Build
* Choose
* Customize
* Decorate
* Help
* Share
* Contribute
## Gamer Motivation Model

<table>
<thead>
<tr>
<th>Action</th>
<th>Social</th>
<th>Mastery</th>
<th>Achievement</th>
<th>Immersion</th>
<th>Creativity</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Boom!”</td>
<td>“Let’s Play Together”</td>
<td>“Let Me Think”</td>
<td>“I Want More”</td>
<td>“Once Upon a Time”</td>
<td>“What If?”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Destruction</th>
<th>Competition</th>
<th>Challenge</th>
<th>Completion</th>
<th>Fantasy</th>
<th>Design</th>
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</table>

<table>
<thead>
<tr>
<th>Excitement</th>
<th>Community</th>
<th>Strategy</th>
<th>Power</th>
<th>Story</th>
<th>Discovery</th>
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</table>
White Space Analysis | Finding Your Niche

Rather than making something that does what other games do, the better choice is to make a game that does what others don’t. Enter white space analysis.

A white space analysis is a simple 2D, Cartesian chart that compares various offerings across two axes of characteristics.

There are only 2 requirements:

- The first is that the axes are relevant to your target segment.
- The other requirement is that the axes need to allow for a spectrum of outcomes.
Pre-Development - Positioning

• ‘Back of box’ vision statement
  • Write the top 3 – 4 bullet points that you would put on the back of your game’s box to sell it to customers.

• High Level Design Doc vision statement.
  • Define in a few sentences your game’s goal. Write up a 20 second example gameplay, that reflects the player’s experience in the game.
Pre-Development - Positioning

Positioning consists of four components:

• frame of reference (what is this?),
• points of parity (why is it as good as the competition?),
• points of differentiation (how is it better?), and
• reasons to believe (prove it!)
Pre-Development - Positioning

Frame of Reference (what is this?)

- It defines your potential target audience and your competition. Your frame of reference IS NOT your product’s inherent category.

- Your frame of reference is the context in which you want gamers to consider your game.

- Your frame of reference is a *strategic choice*. 
Pre-Development - Positioning

POINTS OF PARITY

• Your points of parity are how your justify your frame of reference.

• Must be credible
Pre-Development - Positioning

POINTS OF DIFFERENTIATION

• These are your reasons why gamers should pick your game over the competition. They’re what make your game unique within your chosen frame of reference.

• The points of differentiation also provide a loop-hole for your choice of frame of reference.
Pre-Development - Positioning

REASONS TO BELIEVE

• Your pieces of evidence to support your positions.

• These are your back-of-box bullet points.
FOR **TARGET AUDIENCE**, **YOUR GAME** IS THE BRAND OF **FRAME OF REFERENCE** THAT **POINT OF DIFFERENTIATION** BECAUSE **REASON TO BELIEVE**.

For racing gamers, Nitro Nation Online is the ultimate drag racing experience that offers players skill based, multiplayer competition. Because players are able to do in-depth car tuning, upgrading, customization and modifications.

For casual and mid-core gamers, The X-Files: Deep State is the hidden object adventure mobile game that offers the experience of being a FBI Special Agent investigating paranormal cases. Their unique character must uncover clues, collect and process evidence, solve puzzles and help interrogate witnesses and suspects in a story-driven X-Files setting.
1. DISCOVERING  
- store (steam...)  
- website (review...)  
- youtube (let's play...)  
- social media (twitter...)  
- event (gamescom...)  
- mail (newsletter...)  
- other...

2. EVALUATING  
- trailer  
- screenshots  
- gameplay videos  
- reviews  
- demo if available

3. BUYING  
- interesting enough  
- reasonable price  
- no barriers  
  (not available on preferred store?  
  required to install additional software?  
  payment method of choice not offered...?)

4. PLAYING  
- liked / not liked

5. TALKING  
- and recommend game  
- or not recommend game  
  possibly via these channels  
  - twitter, facebook, tumblr  
  - forums, reddit  
  - website, youtube  
  - steam, gog  
  - comment section of websites  
  - other...

6. FOLLOWING  
- twitter, facebook, blog, newsletter...  
- and considers to buy next game from developer

"How indie games get discovered, evaluated and bought" (v. 0.9)  
pixelprospector.com/the-marketing-guide-for-game-developers/
When to start marketing / community

• Begin your marketing campaign the moment you have something that illustrates the fundamental mechanics and look of your game.

• Whether it's one finished level, a mocked up (quality) screenshot using Photoshop, or a small demo that displays a nuance of your game, it is imperative that you start generating hype as soon as there is something—anything—worth showing to the public. From that point forward you should be promoting the progress of your game on a semi-regular basis.

• Tip: Although it's imperative to start marketing your game early, the last thing you want to do is to start posting early, unpolished screenshots of your game all over the web, especially if you're still in the programmer art phase of development. Google isn't too keen on removing such images, and trust me when I say that they will haunt you for the life-cycle of your development.
<table>
<thead>
<tr>
<th>Platform / Genre</th>
<th>Pitch</th>
<th>Mechanics</th>
<th>Meta Game</th>
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</table>
| - Why this platform and genre? | - Describe your game in max one or two sentence.  
- Nail the core!  | - How does the game actually work?  
- What provides variation?  | - What is there in addition to basic gameplay and levels?  
- How can the player progress in the game?  
- Something to build, advance.  |
| Target Group          | Unique                            | Goal / Objective                   | Storyline Synopsis / Settings / Theme  |
| - Male / Female, Age  | - What is unique in your game?  
- What makes this game unique and tempting to publish?  
- Why would anybody buy this game?  
- Good visuals or story are not unique selling points.  
- Provide something totally new or new to something already made.  | - What do you do in the game?  
- How do you achieve it?  
- Provide variation.  | - Short summary of the story if any.  
- What is the setting, where does this take place?  
- Utilize the theme or try other ones!  |
| - Provide 10 year radius like 20-30 male  
- No such thing as everybody |                                |                                    |                                    |
| Market Research       | Feature list                       | Monetization                        | 1st level Mockup                    |
| - Name similar reference games.  
- Make sure you are unique.  
- Do not skip this! | - Give idea of the size of your game.  
- Provide content list with amounts like  
  - 5 npcs (police, burglar, ...)  
  - 3 visual themes (ice, sand... )  
  - 5 power-ups (bomb, missile, collectable...)  
  - Game modes, if any (like classic, campaign, multiplayer) | - F2P / Freemium / Single Purchase / Subscription  
- How will your game monetize?  
- What will provide value for the player?  
- Make the game worth playing | - What will the game look like?  
- Easily understandable game .  
- Draw on the other side ->  |
|                         |                                   | Challenge                           |                                    |
|                         |                                   | - What is the challenge for the player?  
- How do you avoid being repetitive?  |                                    |

**Game Design Canvas** Copyright 2016 © Juha Huhtakallio, Wave 7 Games

www.gamedesigncanvas.net