

LINE SLIDER

PAINT THE WORLD!

FALL 2019 POST MORTEM

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GOALS

MUST

- World 2 Levels
 - 4 polished Levels
 - 1 New level for end of September
- New Mechanic
- World 2 Art Assets
 - Platforms, background, tileset
- Change Icon
 - For Halloween
- Update analytics

LIKELY

- AB Test speed of Bip
- 5 Polished levels
- Increase session length of world 1
 - Polish world 1/fix fun/
- 1 more Icon
- Fix Bip rotation bug
- Pause menu animation
- In game indicator for end of level no draw zone
- Change placement of in game dev cheats
- Fix resolution for all the phones (i.e. iPhone X, iPhone 8, etc)

UNLIKELY

- Give villagers a purpose
- 12 levels for world 2
- World 3

REVISED GOAL

Increase D1/D7 Retention Numbers to eventually drive monetization.

Have more than 21% for D1 and 2.2 % for D7

- Art: Modify and add assets so that players will continue a play session
- Programming: Add mechanics for content to encourage people to keep playing

KPIs

GOAL

- D1 Retention: 22%
- D7 Retention: 3%

BEGINNING

- D1 Retention: 21%
- D7 Retention: 2.5%

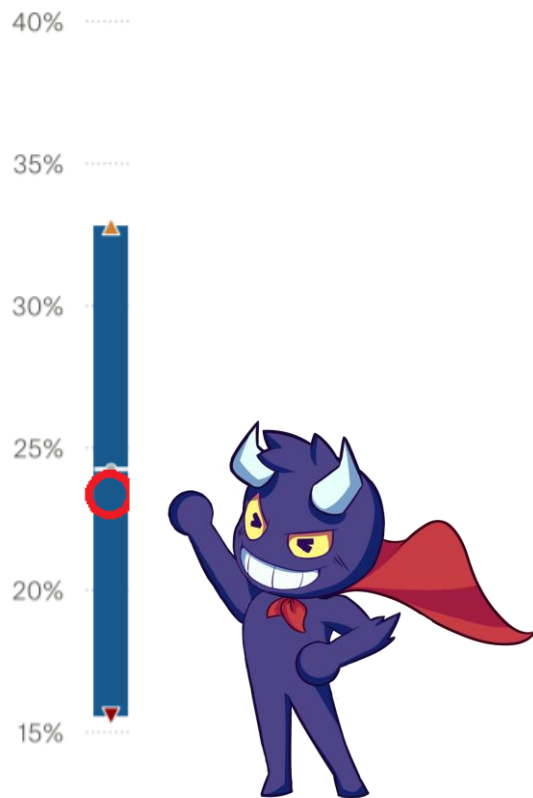
END

- D1 Retention: 24%
- D7 Retention: 2.3%

*Numbers derived from GA top performing
Action games*

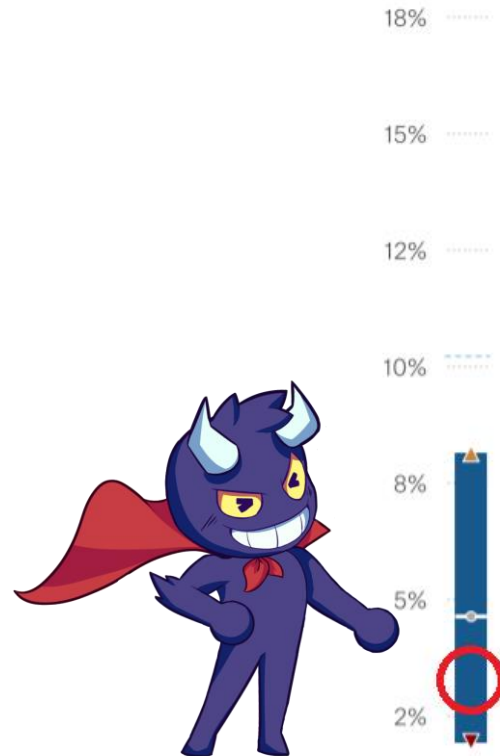
Day 1 Retention - Genre Benchmarks

▼ Bottom 25% of games ● Genre median ▲ Top 25% of games




Day 7 Retention - Genre Benchmarks

▼ Bottom 25% of games ● Genre median ▲ Top 25% of games



PLANS FOR THE FUTURE

- **Improve retention first, then figure out a way to make money**
 - **More content** 
- **Why should we continue to invest in this game?**
 - **Fall 2019: Team of 4 (Producer, Programmer, Level Designer, Artist) created 8 brand new levels with previously white boxed mechanic**
 - **For Future:**
 - **At least 1 designated Level Designer per semester**
 - **Each world requires minimum of 25 art assets (tile set, background layers, mechanic assets, platform tiles, level select background, obstacles/decoration assets, marketing assets)**
 - **A polished mechanic requires no more than 3 weeks of work. Any potential AB Tests will require edits to the code to track metrics properly**
 - **Make sure at least 2 people can build**

SEMESTER BY SEMESTER

- **Spring 2020**

- World 2 complete (12 levels), New Icon, World 3 Pre-production
- World 3 Level 1 mostly finished - Mechanic in with analytics, working level
- A/B Test new mechanic, make adjustments based on data
- 1 App Icon change within the semester

Target Retention:
D1: 25% minimum
D7: 4%

- **Fall 2020**

- 75% of World 3 (number of levels depends on mechanic), 2 Launches
- A/B Test new mechanic, make adjustments based on data
- 1 App Icon change within the semester
- Evaluate/Revise monetization plan

Target Retention:
D1: 27%
D7: 5%

- **Spring 2021**

- World 3 Done, World 4 Pre-production, New Mechanic
- World 4 Level 1 mostly finished - Mechanic in with analytics, working level
- A/B Test new mechanic, make adjustments based on data
- 1 App Icon change within the semester
- Make Money

Target Retention:
D1: 30%
D7: 6%

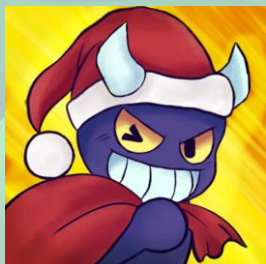
APP ICONS

Launch 2: 2nd half of october

- AB tested Original, 2 Halloween Version
- Orange Halloween most popular

Launch 3: mid November

- AB tested Original vs Turkey Bip
- Original "won"



SWOT ANALYSIS

STRENGTHS

- Small Team (easier communication)
- Able to have fun and work
- Level Designer
- Stable builds all semester
- Existing Mechanics

OPPORTUNITIES

- 4 launches (A/B testing)
- Kids Playtesting
- JOHN

WEAKNESSES

- Completely new team
- Could not make data driven design decisions due to lack of data (ie level balancing)
- Did not have certain devices to test on

THREATS

- 2nd Launch: BOTS
- Missing Data from last semester

LAUNCHES

SEPT. 29TH

- Fixed bugs that occurred with new version of Unity
- World 2 level 1

OCT. 24TH

- A/B tested Halloween Icon
- A/B tested difficulty, no significant winner
- World 2 Levels 2, 3
- New mechanic (slow time down)
- Challenge Mode added

NOV. 16TH

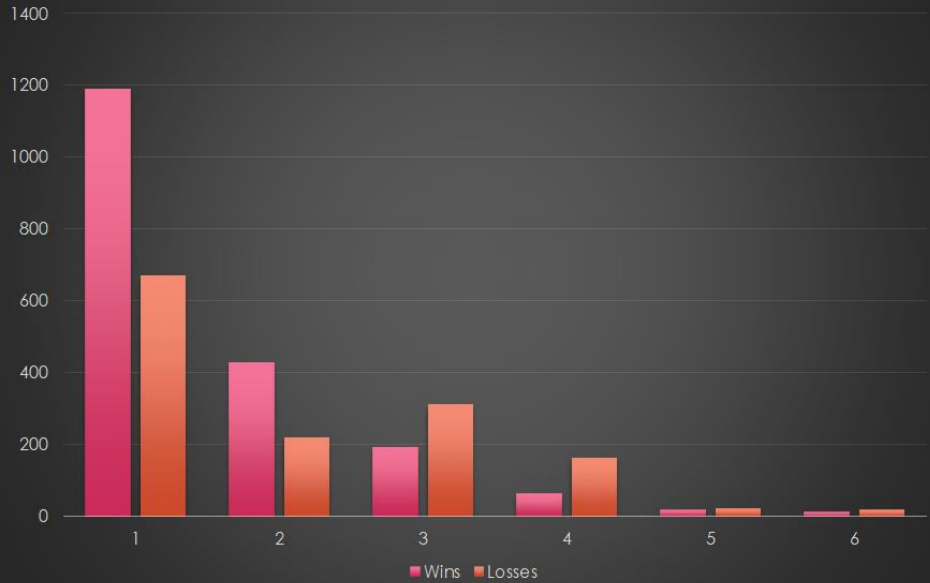
- A/B tested Turkey icon
- 9-12-15 star unlock A/B test
- World 2 Levels 4, 5
- Added mechanic at level 5
- Adjusted World 1 Levels due to player collider change

DEC. 6TH

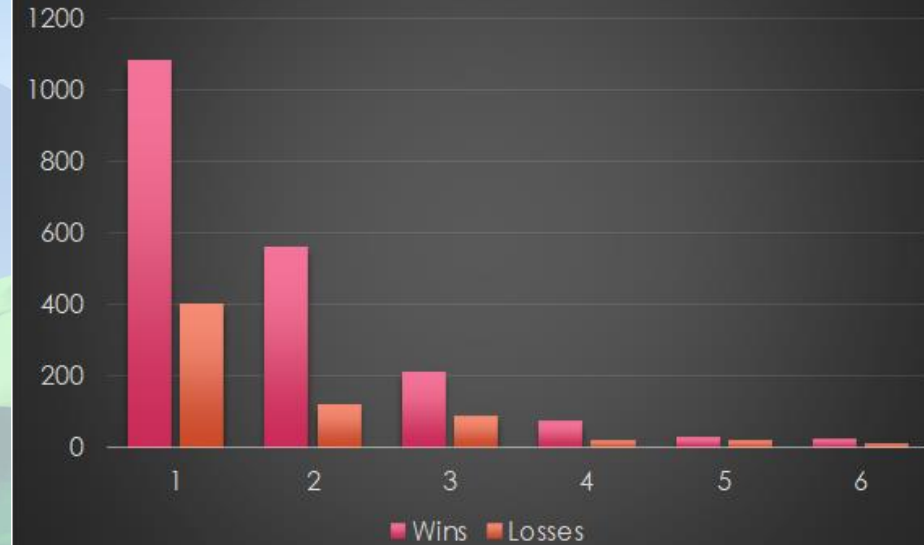
- Went back to Original Icon
- Drop Size A/B test
- Levels 6, 7, 8
- Challenge mode pop up

ANALYTICS (PROGRESSION)

Level Wins vs. Losses (Oct. 29)



Level Wins vs. Losses (Nov. 21)



LEVEL RETENTION PLAN

(EXAMPLE FROM LATEST LAUNCH)

FACTS

- Big drop off in retention after level 2 (Most players don't attempt Level 3)
- Users aren't three-starring level 1
- Users that unlock more content sooner play longer

TESTS

- Make drops bigger
- Adjust tutorial so that it is unable to be easily missed
- Adding in pop up for challenge mode to make players feel more rewarded

HYPOTHESES

- Users don't understand the game mechanics well from playing level 1
- Collecting Paint Drops is the main reason players don't 3 star level 1
 - Either because they're too small or because players don't realize they're important)

RESULTS

- Waiting for data

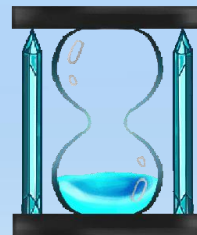
ANALYTICS (MORE CONTENT)



- 9* = 50% of users, 12* = 25%, 15* = 25%
- **Combined, the users who unlocked new content sooner play approximately 50% more on later levels.**

WHAT WENT WELL - ART

- Concept and created new icons
 - Halloween
 - Thanksgiving
- Edited platforms (rounded the edges)
- Concept and created UI
 - In game
 - Hourglass (slow-down mechanic)
 - Crystal
 - Stopwatch
 - Level Select
 - Level lock
 - Challenge Mode
- Revamp Level Select
 - World 1 and World 2

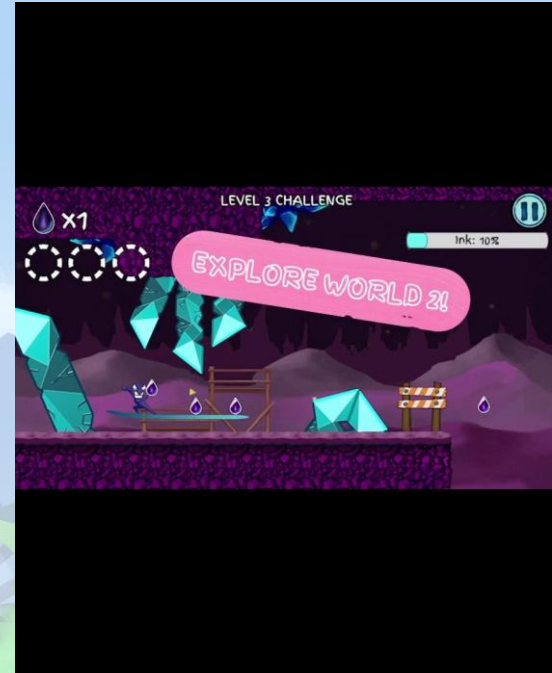


WHAT WENT WELL - PROGRAMMING

- Lots of stuff already existed
 - Mechanics already made over the summer!
 - AB Testing easy to set up
- Developed tools to speed up development
 - Balancing challenge mode is EZ
- Bip no longer flips upside-down ever!

WHAT WENT WELL - DESIGN

- Levels fairly simple to make, easy to focus on design
 - Data readily available for player attempts, modified levels based on data
 - New mechanics and level decor make for more interesting levels
- Created Trailer for Facebook ads





QUESTIONS?