Successful games reach huge audiences.

- These games together account for over 4 billion downloads
- Candy Crush made $1.5b in revenue last year
- Top games from now and few years ago
Topics of Discussion

• First User Experience Conceptual Fluency
• First User Experience Procedural Fluency & Control/Display Compatibility
• Error Correction & Timing
• Importance of Design style
• Reset time
• Social media and leaderboards
• In-game purchases

Note: Correlation does not equal causation!
First User Experience Conceptual Fluency
First User Experience Procedural Fluency & Control/Display Compatibility
All four games are ridiculously simple.

• Immediate understanding of “what” to do
• <1 minute to learn “how” to play
• Touch movements lead to a predictable in-game action
Error Correction & Timing
Error tolerance starts out high.

- Provide little pressure to perform
- Time ends a level but is not a losing condition
- Temple Run doesn’t have a win condition
  - Thus, increasing difficulty, along with decreasing error tolerance, is accepted by players
Design style
Cartoon and pseudo-realism work well for the widest range of audiences.

• Often called “tacky” and “cartoon-y”
• Graphics are not stellar by any means
  – Content is king for virality
Reset time
Reseting levels are either quick or unnecessary

- Reset-ing a level takes less than three seconds
- Candy Crush Saga is very unpredictable so that one never knows if you can finish a level
  – Never feel the urge to start over
Social media and leaderboards
Not all viral games have leaderboards.

- Social media at non-intrusive moments
- Most effective if it fits into the gameplay
In-game purchases
Successful games accept payment for a variety of services.

- Pay to play more levels
- Pay for upgrades to get higher scores
- Pay for another attempt
- Pay for the game to look better
Observations

- The game must be simple and easy to play
- Game starts out with a high error tolerance
- Make replaying levels a quick affair
- Leaderboards and in-game purchases vary from game to game
- *Note*: Correlation does not equal causation.
Thanks for listening!