I made a game. Now what?!

Rebecca Friedman
I’ve made some games
Now what?

- Plan for launch
- Productionize your code
- Productionize your system
- Post launch
Launch Considerations
Game Targets

Consoles
- PS4
- XboxOne
- Apple tvOS
- Nintendo Switch
- Oculus Go
- Browser

Mobile
- Android
- iOS
- Amazon Fire

Personal Computer
- Mac OS X
- Linux
- Linux 64
- Windows
- Windows 64
Start with one build target. Expand to other targets later.
Gaming is Global

2018 GLOBAL GAMES MARKET
PER REGION WITH YEAR-ON-YEAR GROWTH RATES

- CHINA TOTAL: $37.9Bn
- ASIA-PACIFIC: $71.4Bn, 52%
- NORTH AMERICA: $32.7Bn, 23%
- LATIN AMERICA: $5.0Bn, 4%
- EUROPE, MIDDLE EAST & AFRICA: $28.7Bn, 21%

- 2018 TOTAL: $137.9Bn, +13.3% YOY

Source: newzoo | April 2018 Quarterly Update | Global Games Market Report
newzoo.com/globalgamesreport

In 2018, almost 28% of all consumer spend on games will come from China

Global Game Market Revenue by Region
Localization is the process of adapting a product or content to a specific locale or market.
Localization

> Translating text into different languages
> Modifying graphics, designs and layouts to suit the tastes and consumption habits of other markets
> Converting to local requirements (e.g. currencies and units of measure)
> Addressing local regulations and legal requirements

Apollo Justice: Ace Attorney
Productionizing Code
Optimize your codebase!

> DRY out your code
> Write unit tests and integration tests
> Extract all your constants into a separate file
Production ready code is maintainable, readable, reusable, extendable, well-tested and performant.
Logging and Monitoring

> Log meaningful events
> Rescue exceptions and add logging when you do
> Monitor basic system health:
  - Is my server up?
  - What is my response time?
  - What’s my error rate?
Productionizing Your System
Establish processes

> Create a staging environment for manual testing

> Be diligent with your version control

> Keep track of any work you’re planning on doing, and any issues that come up.
Set up a deploy process
Performance Testing

Test your servers at higher capacity.
Be better than EA.

Me: But what about fixing the EA servers so Ultimate Team doesn't crash? FIFA 17: NEW FREE KICK MECHANICS.

Servers are getting SLAMMED for the #AnthemGame VIP demo right now. The team is working on it as we speak.

ONE DOES NOT SIMPLY
STAY CONNECTED TO EA SERVERS
Make it harder for cheaters

> Move authoritative logic to the server

> Sync data from the server databases to the local client-side databases

> Move user data (and maybe game progress) to the server so that it can be recovered if the client is corrupt / deleted.
Congratulations!
You launched a game!

Now what?!
Using Data to Make Your Game Better
FIRST TIME USER EXPERIENCE in games

- Title/Home screen
- Install
- Collect tutorial reward
- Start tutorial
- Complete tutorial
- Step 1, 2, 3...
- Complete mission
- Level up
- Complete mission 1, 2, 3...
- Start mission 1, 2, 3...

FTUE in F2P Mobile Games
A/B Testing

- Used to establish optimum levels for variants.
- A conversion goal may be tied to player progression or monetization.
- If you A/B test too much, players will talk.
Segment your players

Bartle Taxonomy
Heatmaps FTW

> Valve first used heatmaps to explore player deaths in specific levels

> Integrated into user-testing process

> Individual heatmaps will map a user’s experience

Team Fortress 2
Questions?

I LOVE QUESTIONS

QUESTIONS ARE MY FAVORITE