

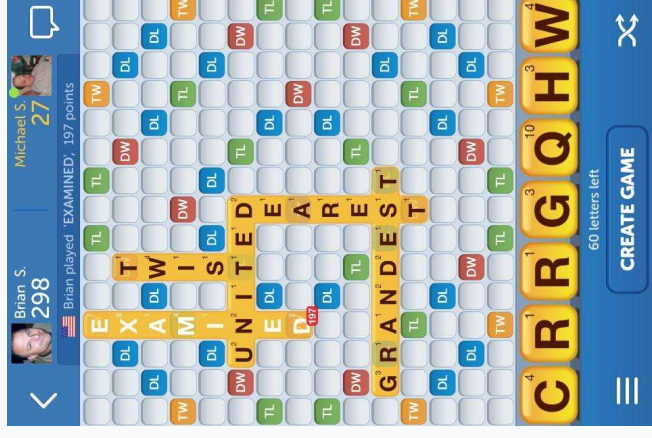
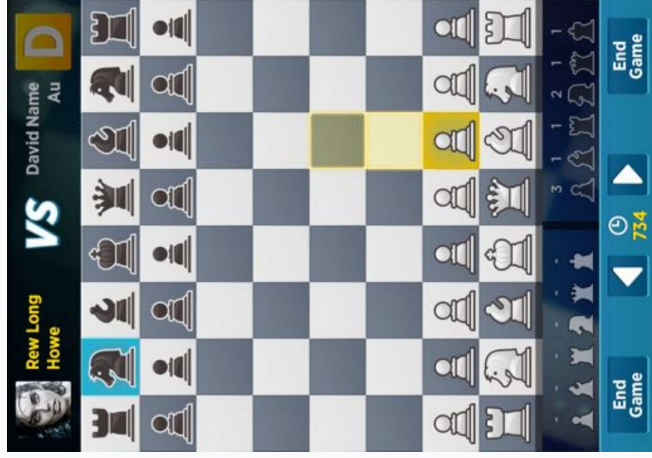
I made a game. Now what?!

Rebecca Friedman





I've made some games



Now what?

- > Plan for launch
- > Productionize your code
- > Productionize your system
- > Post launch

Launch Considerations

Game Targets

Personal Computer

Mac OSX

Linux

Linux 64

Windows

Windows 64

Mobile

Android

iOS

Amazon Fire

Consoles

PS4

XboxOne

Apple tvOS

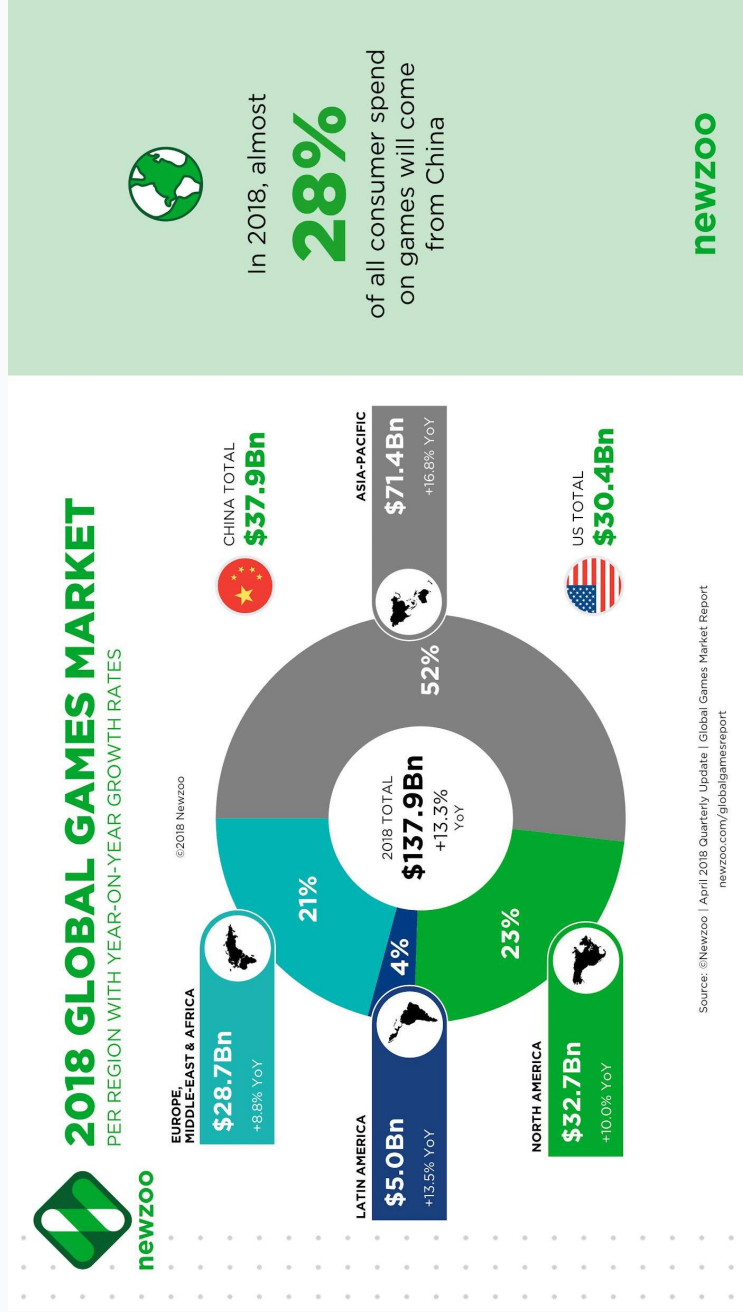
Nintendo Switch

Oculus Go

Browser

Start with **one** build target.
Expand to other targets **later**.

Gaming is Global



In 2018, almost

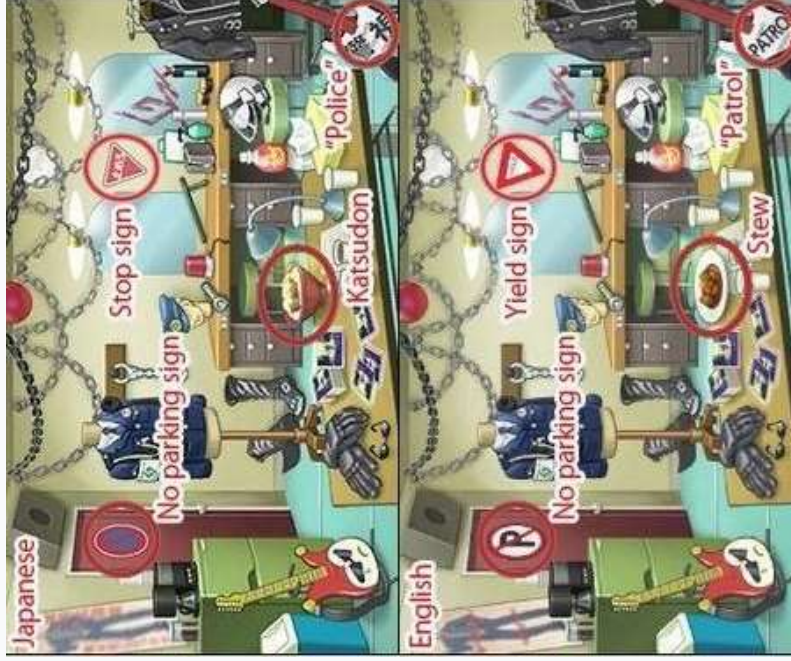
28%

of all consumer spend on games will come from China

newzoo

Global Game Market Revenue by Region

Localization is the process of
adapting a product or content to a
specific locale or market.

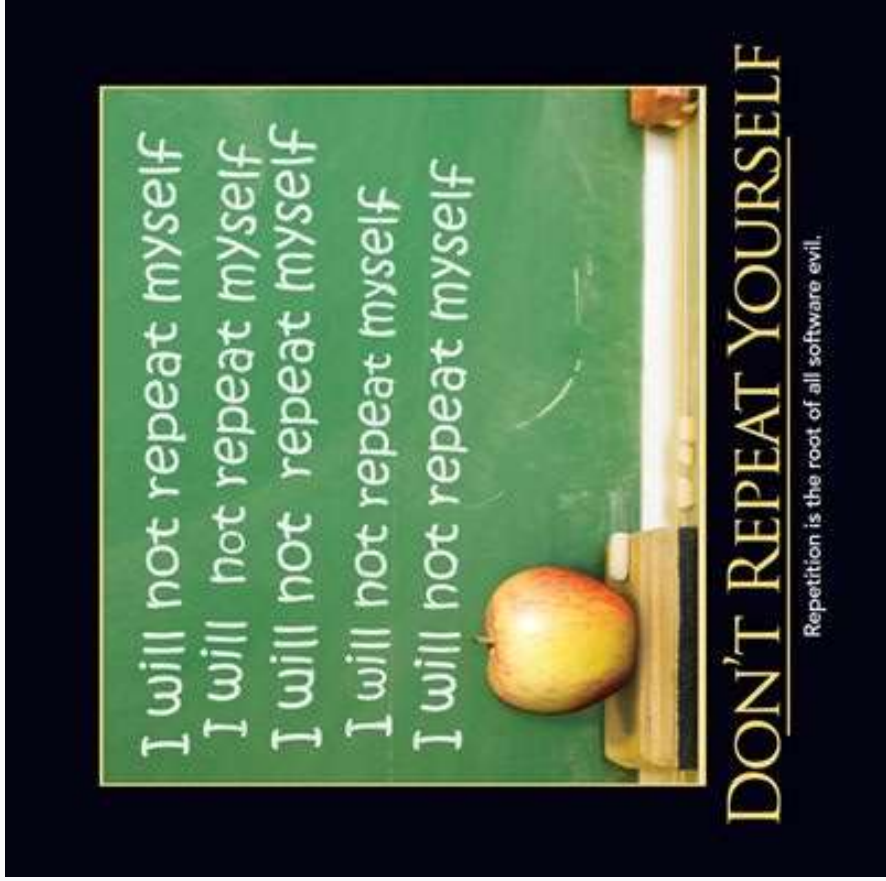


Localization

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

Apollo Justice: Ace Attorney

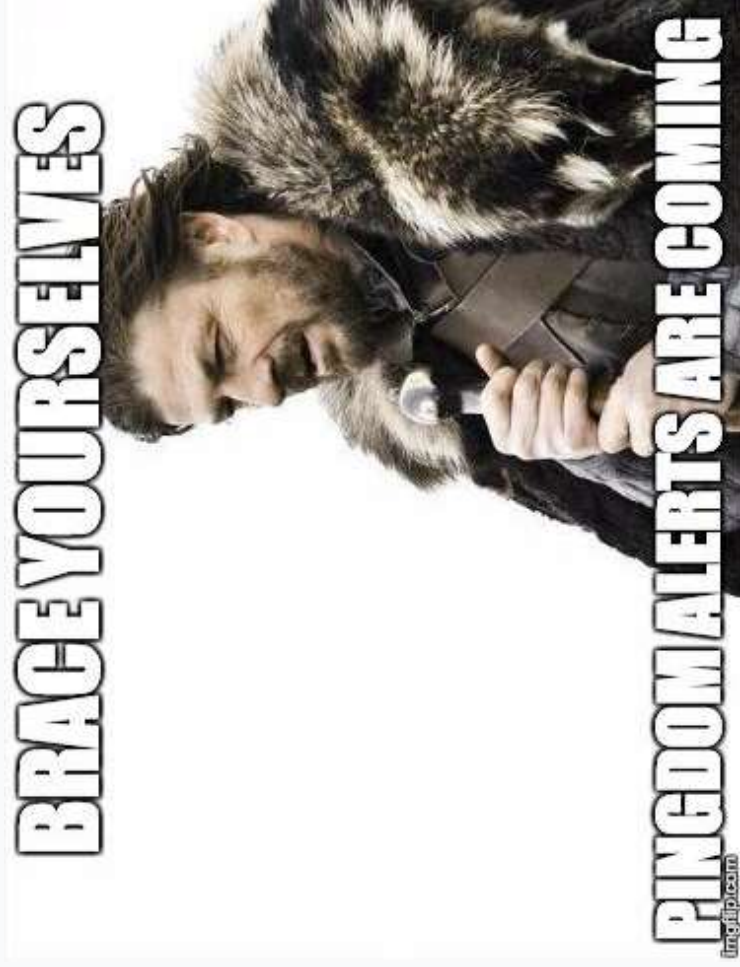
Productionizing Code



Optimize your codebase!

- > DRY out your code
- > Write unit tests and integration tests
- > Extract all your constants into a separate file

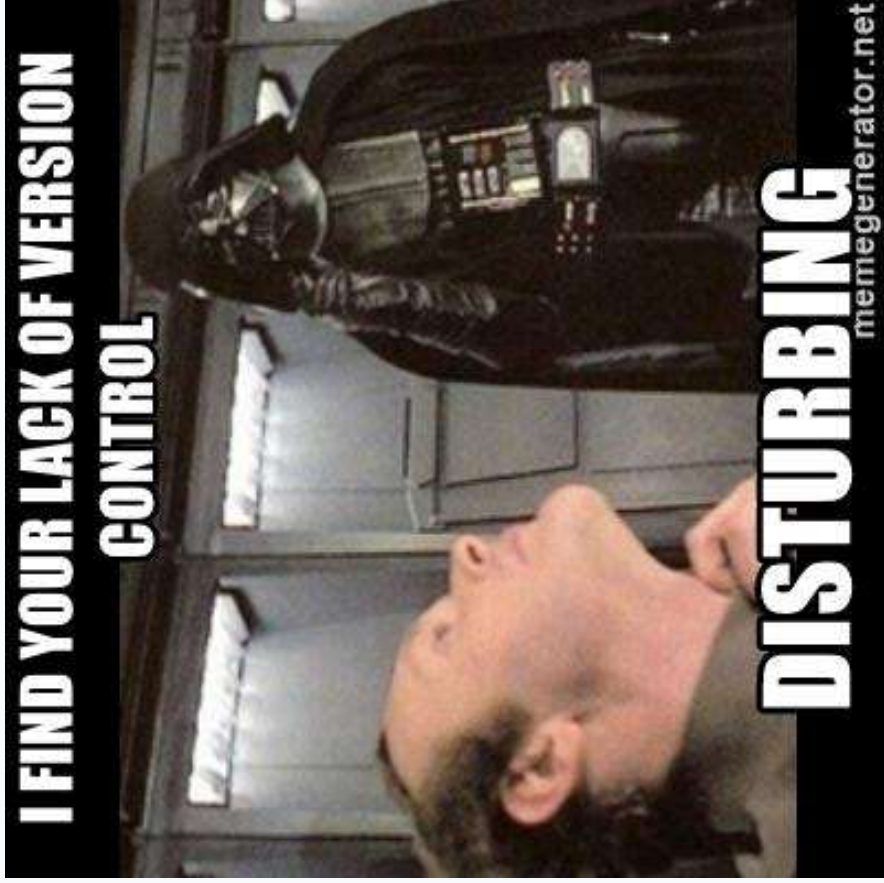
Production ready code is
maintainable, readable, reusable,
extendable, well-tested and
performant.



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.

Jesse Anderson
@Darokaz

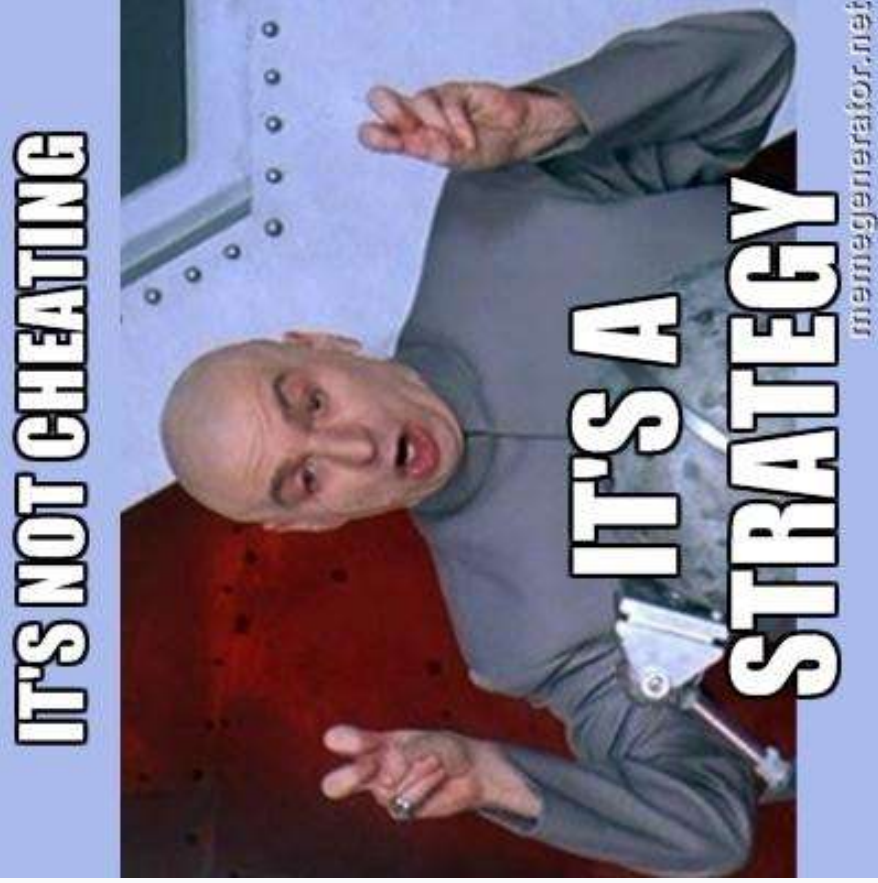
Servers are getting SLAMMED for the **#AnthemGame** VIP demo right now. The team is working on it as we speak.

9:06 AM - 25 Jan 2019

175 Retweets 704 Likes

Follow





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.

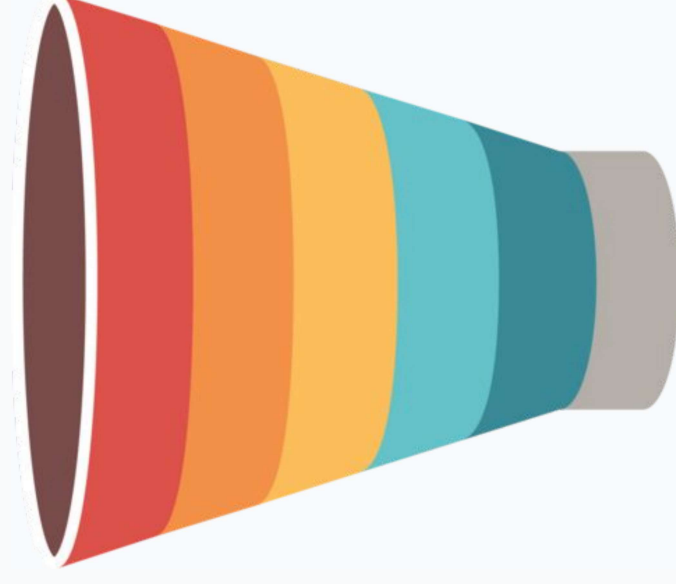
Congratulations!
You launched a game!



Now what?!

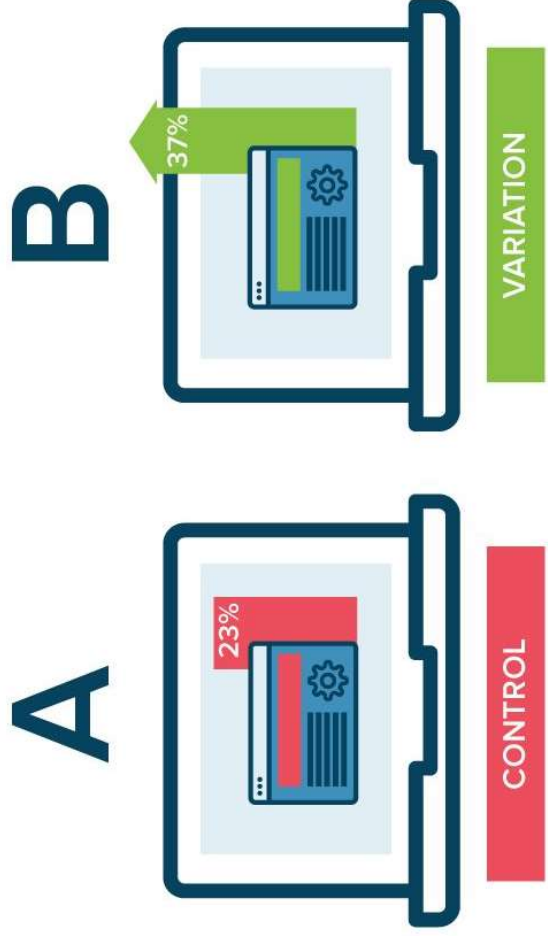
Using Data to Make Your Game Better

FTUE in F2P Mobile Games

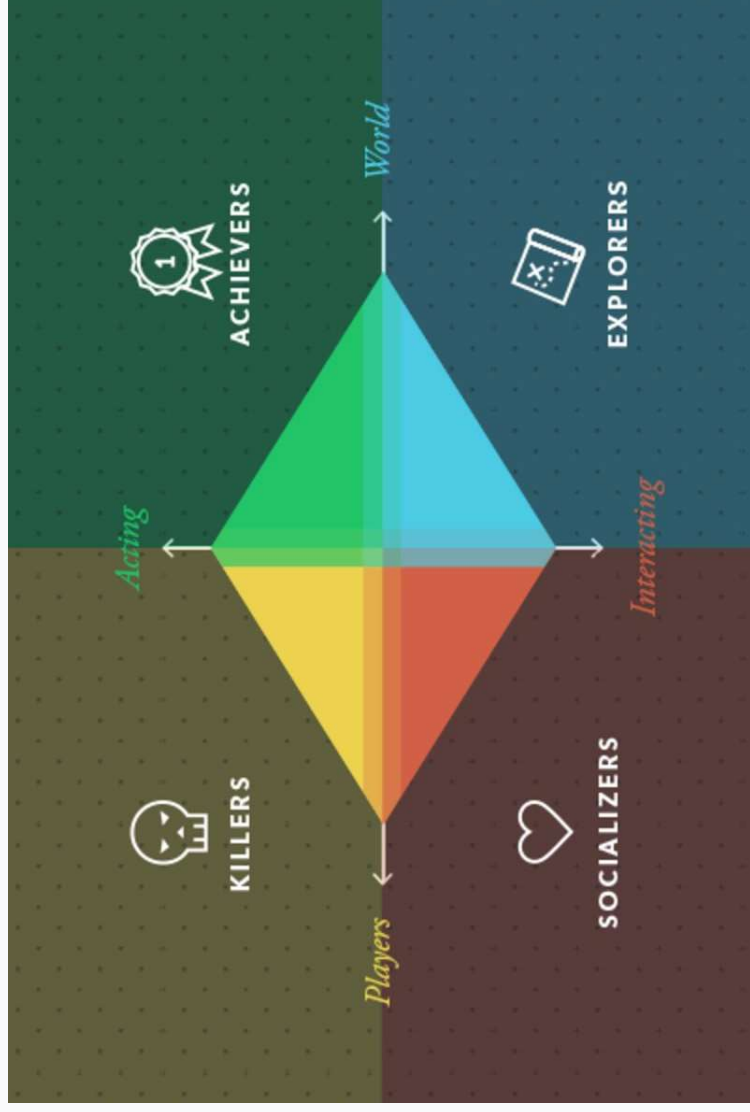


A/B Testing

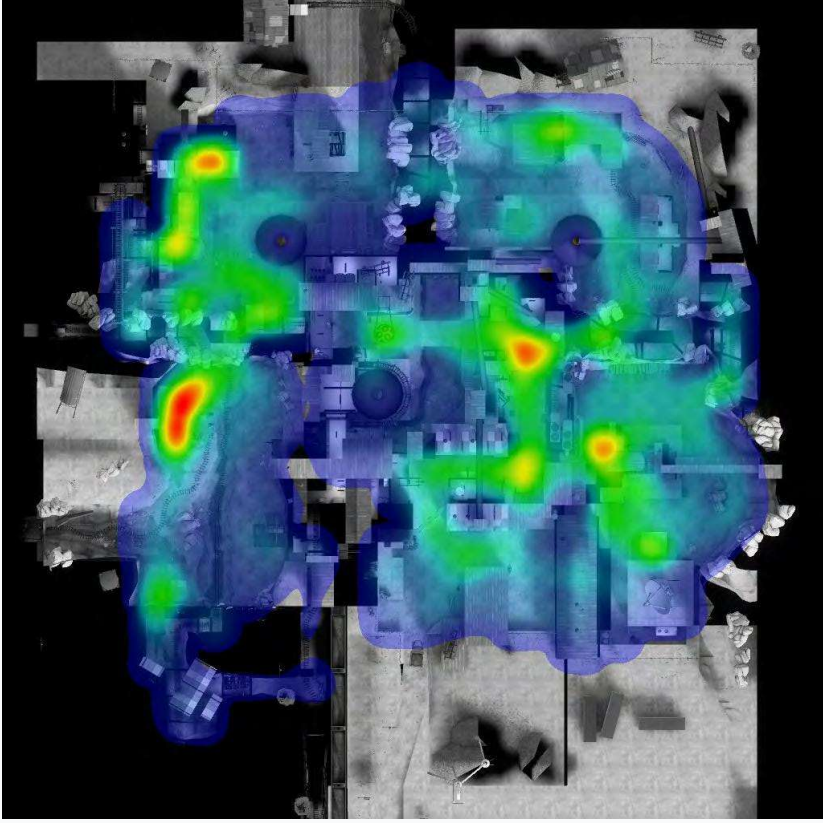
- > Used to establish optimum levels for variants.
- > A conversion goal may be tied to player progression or monetization.
- > If you A/B test too much, players will talk.



Segment your players



Bartle Taxonomy



Team Fortress 2

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

Questions?

