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# F2P Game Design

Bristol Games Hub

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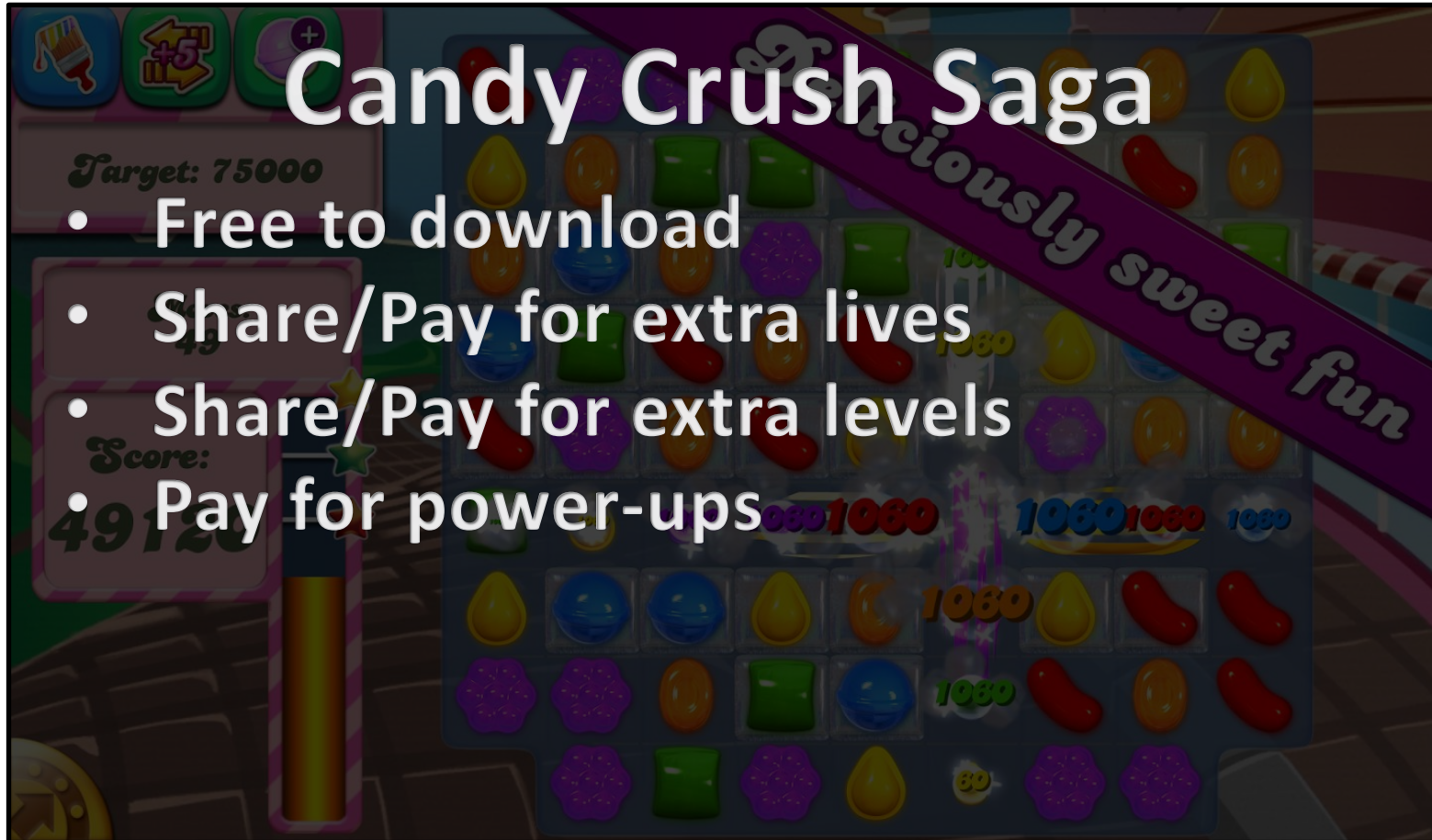
# Name that game!

- Find out how familiar you guys are with F2P games
- Demonstrate the breadth of F2P game design

# Name that game!

## Candy Crush Saga

- Free to download
- Share/Pay for extra lives
- Share/Pay for extra levels
- Pay for power-ups



# Name that game!

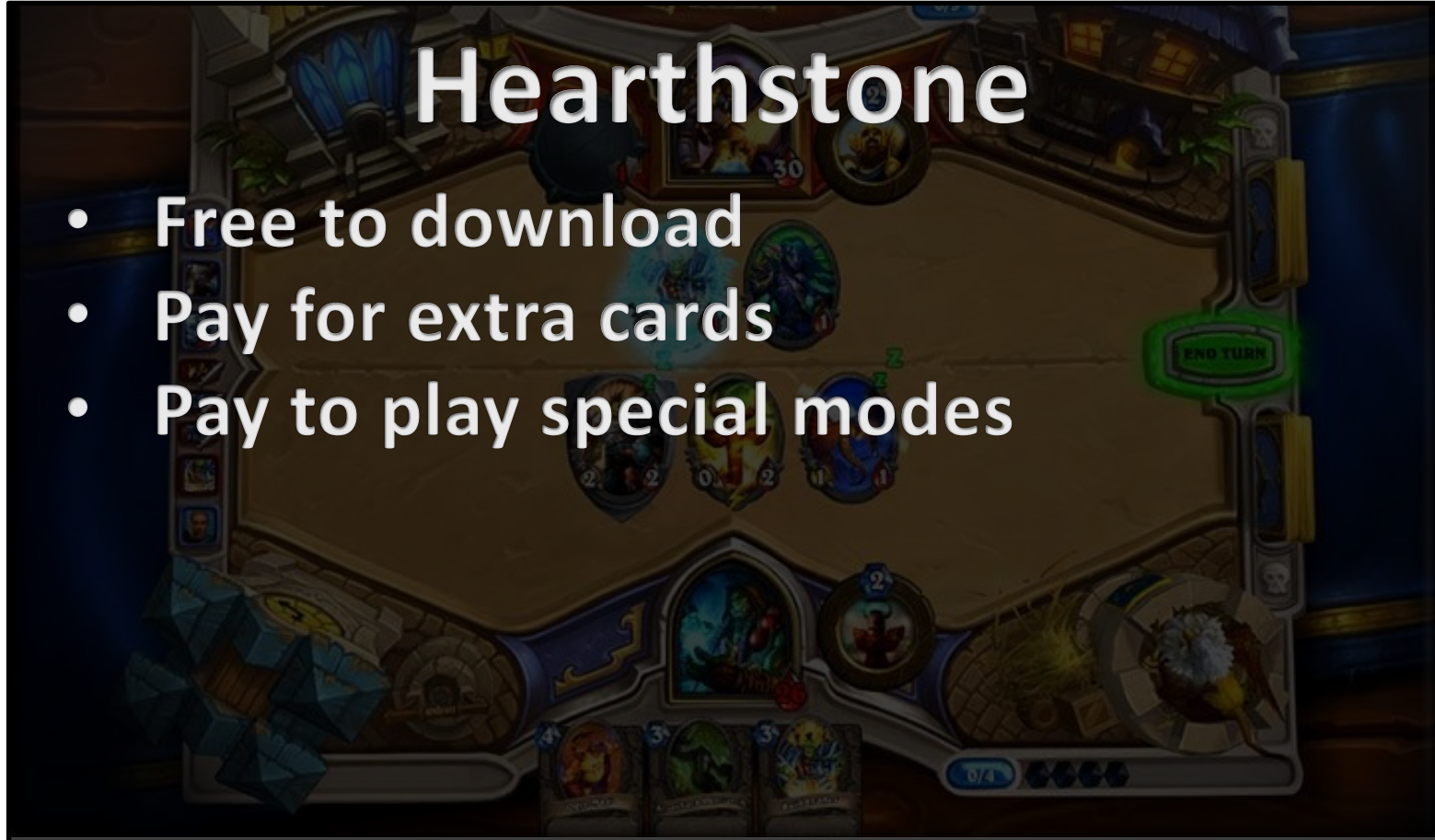
## Tiny Tower

- Free to download
- Real-time game
- Pay to avoid waiting

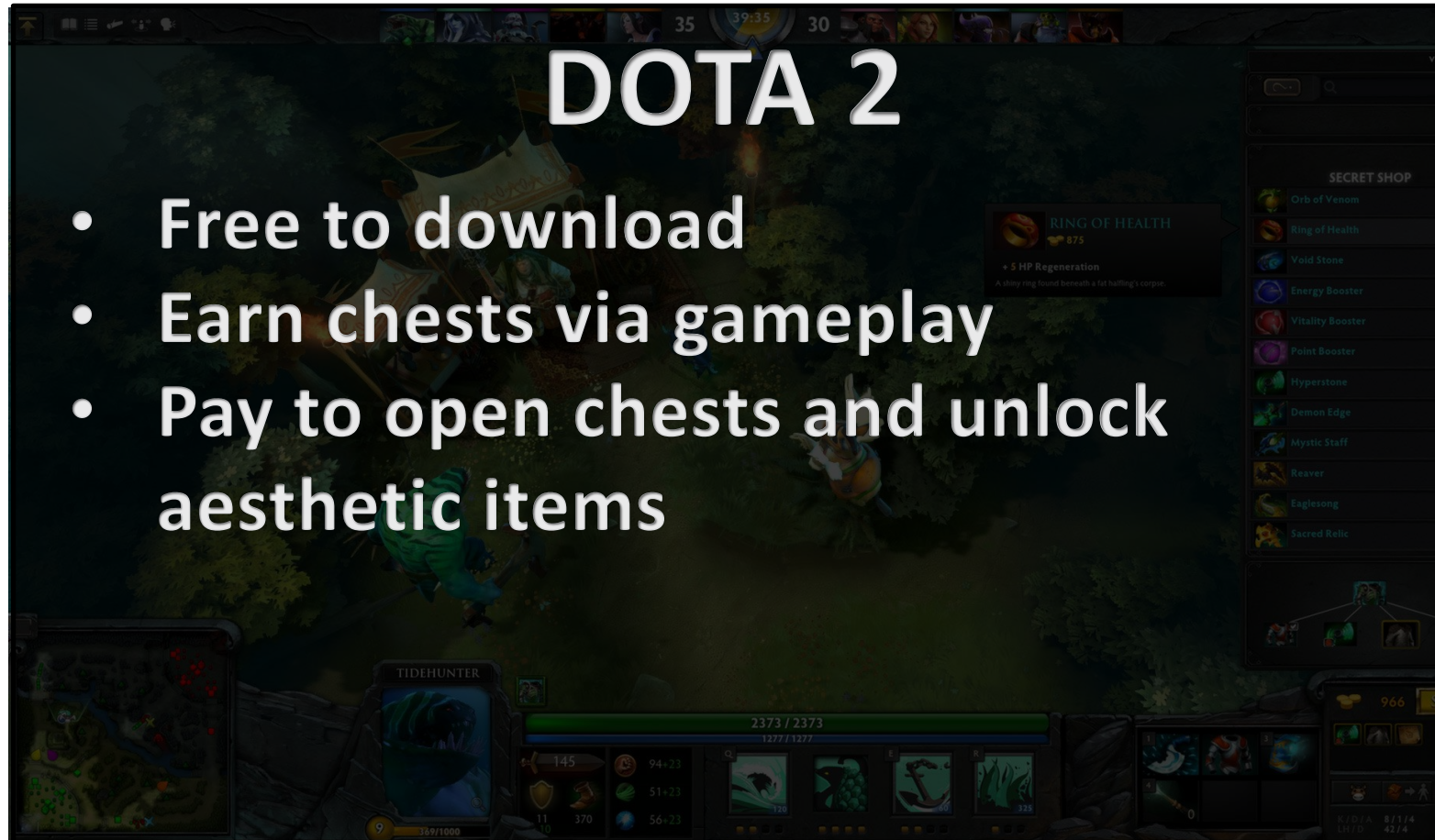
# Name that game!

## Hearthstone

- Free to download
- Pay for extra cards
- Pay to play special modes



# Name that game!



- Free to download
- Earn chests via gameplay
- Pay to open chests and unlock aesthetic items

# Recap

- Definition: anything *other* than pay up front
- Lots of variations on the theme
- What do all these games have common?
- Their monetisation model is a core part of their gameplay
- If you only take one thing from this lecture, let it be the following...
- F2P is not something you can 'tack-on' to any game!

# Interlude

- Who here plays F2P games?
- Who here doesn't like F2P games?

# How do you make a F2P game?

1. Acquisition
2. Retention
3. Monetisation
4. Avoid pay walls
5. Social network integration
6. Scoreboards
7. Analytics – DAU, ARPU, Engagement

**FAIL**

# How do you make a <sup>(good)</sup> F2P game?

Need to answer the following questions:

- Why am I making a F2P game?
- What things will players value in my game?
- How can I charge for them without annoying players?
- Can I offer an alternative to paying?

Corollary: F2P myths and legends

# Why am I making a F2P game?

## PROS

- Easy to get players to try your game
- Easier to share with friends
- No cap on player spend

## CONS

- Difficult to avoid pay-to-win
- Time consuming/expensive
- Compromise gameplay/fun (?)

# What things will players value in my game?

- Save time
- Allow creativity
- New experiences
- Status/ego
- Competitive advantage

# How can I charge for them without annoying players?

- Avoid competitive advantage in multiplayer games
- Make competitive advantage temporary and available for free on occasion
- Shouldn't feel like cheating
- New levels/game modes is normally OK as long as you have given a good base experience
- Don't put real-time mechanics in unless you're targeting an audience that accepts them
- Good practice to offer alternatives to paying but not compulsory

# Can I offer an alternative to paying?

- Share with friends:
  - Quick and easy
  - There needs to be a reason to share
  - Multiplayer, scoreboards or ability to help each other out
- Advertising:
  - Only acceptable on mobile/web
  - Don't piss off your players
  - Lots of options: adwalls, interstitials, sponsorship
- Email addresses

# F2P Myths

- F2P is all about retention
- Players don't pay for content
- Pay walls are the devil
- All F2P games need to be social
- F2P design is about player experience not mechanics

# Slides available at [twicecircled.com](http://twicecircled.com)



# IONAGE



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