



Evaluating Games

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Role-Playing Game

Christian Winterhalter



Popular RPG Genre

- Classical RPGs
 - Final Fantasy, Star Wars: Knights of the Old Republic
- Action RPG's
 - The Legend of Zelda, Souls series
- Tactical RPGs
 - Disgaea, XCOM
- MMORPGs
 - WoW, LotRo, EverQuest
- Roguelikes
 - Binding of Isaac, Darkest Dungeon

West vs East

JRPG Stereotypes (Console RPG)

Linear Story

Heavier on Dialogue and Plot

Geared towards younger crowd

WRPG Stereotypes (Computer RPG)

Dark and Gritty

Customizable character

Realistic Look



You are the *Hero*

- Convincing motive and consistent personality



- Needs to be someone that the player can like and not get tired of.

Dialogue

The Good...



and the Bad



Silence in RPGs

- Can create a more immersive experience and world.
- The player connects on a deeper level with the avatar of the game.
- Works on players emotions

The World

Art and lighting
Sound Effects
Music
Lore



The background features a complex, abstract design of swirling lines and dots. The lines are primarily black and dark blue, creating a sense of movement and depth. The dots are small, scattered, and vary in color from black to light blue. The overall effect is a dynamic, almost organic pattern that frames the central text.

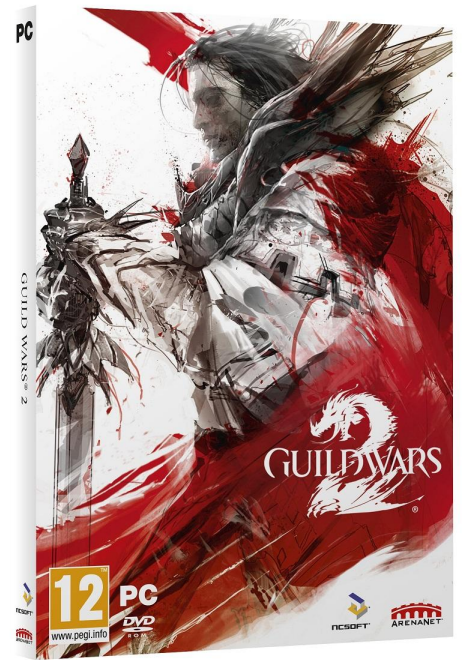
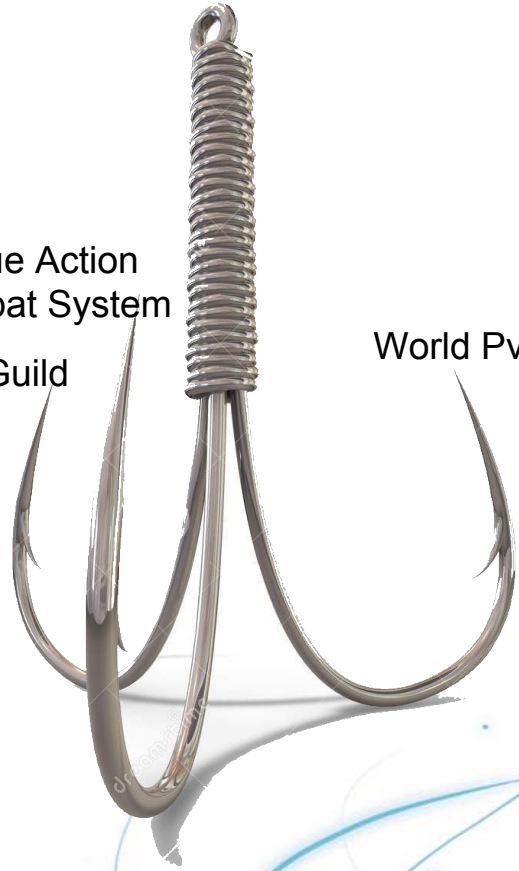
MMORPGs

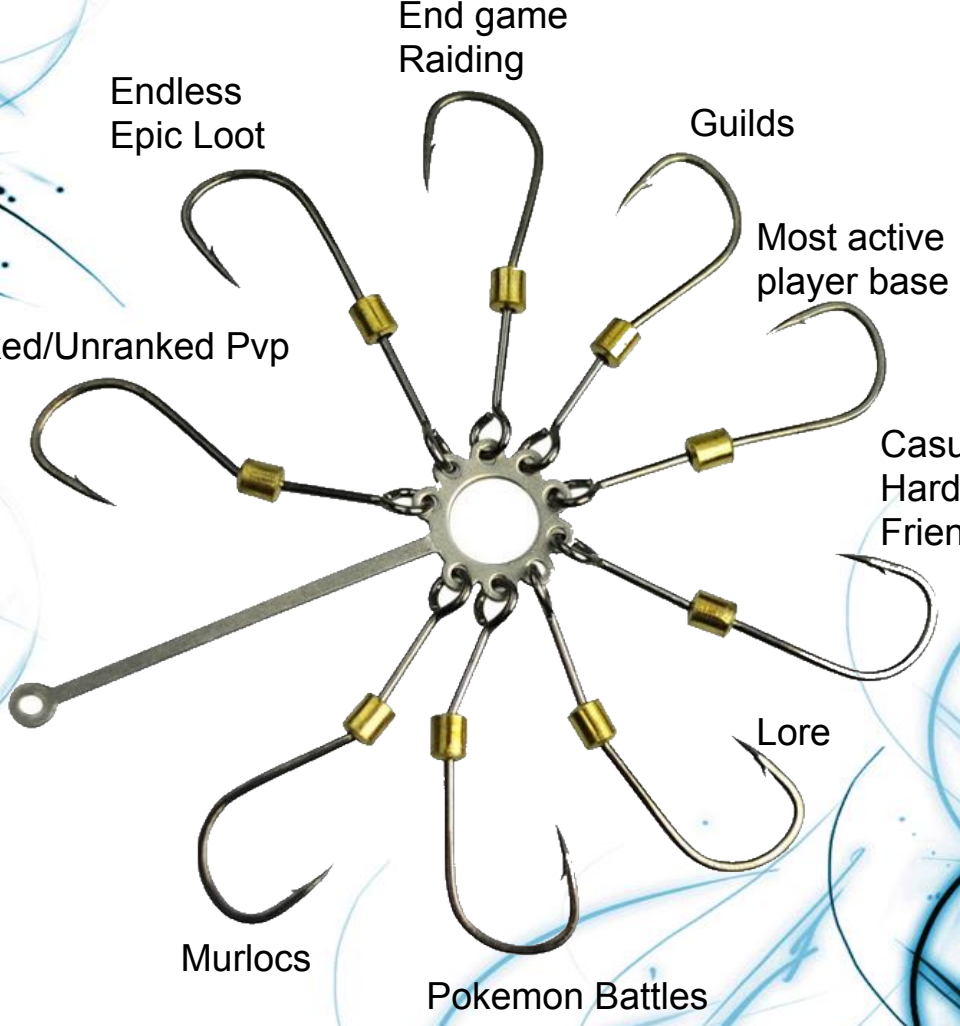
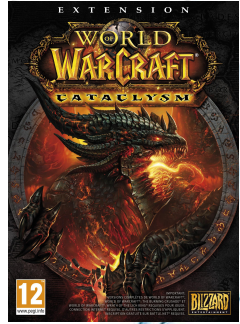
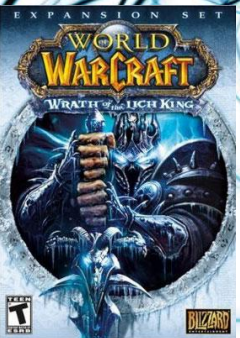
MMO's and their Hooks

Unique Action
Combat System

Guild vs Guild

World PvP

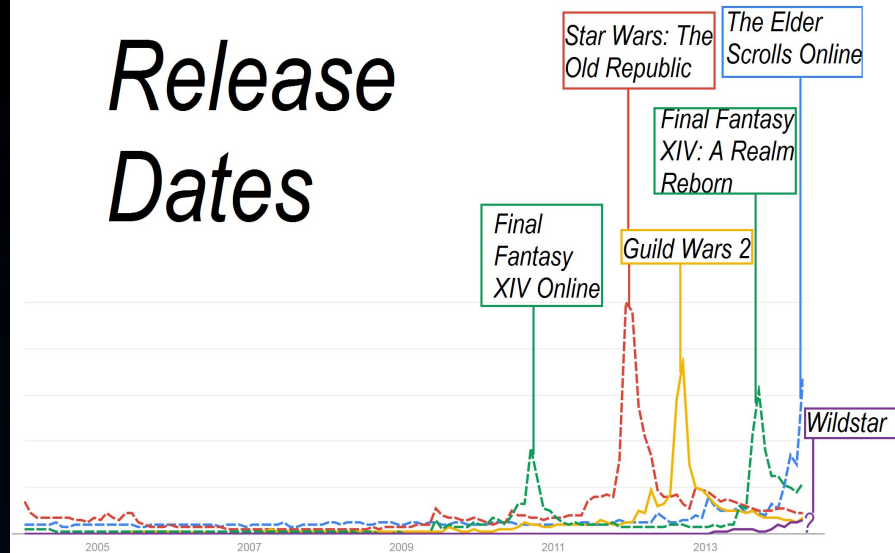




How to stay Relevant?

- Polishing vs Change
- Capitalizing on Strengths

Release Dates

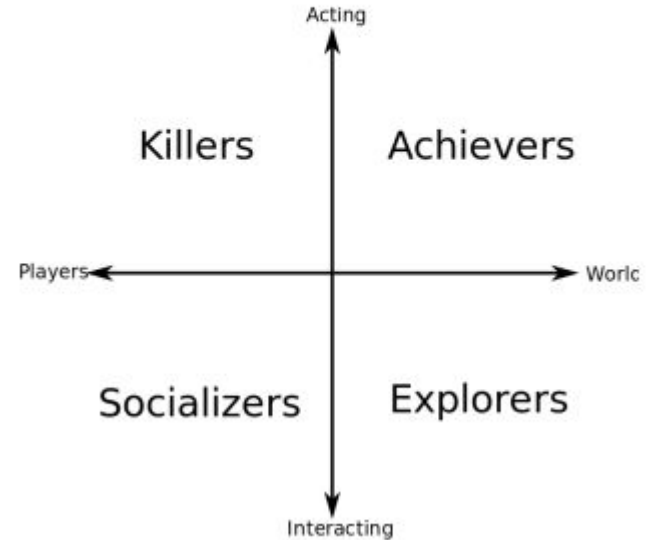


- Break the Mold
- What worked back then...

Psychology behind MMO's

- Affecting other player's experience.
- With a system of reward and punishment, completely unfun task can turn fun.
- Addiction
- Becoming a second job

The Bartle Test of Gamer Psychology





Casual Games

Logan McCamish

Definition:

Wikipedia:

- A **casual game** is a **video game** targeted at or used by a mass audience of **casual gamers**.
- Casual games can have any type of gameplay, and fit in any genre.
- They are typically distinguished by their simple rules and lack of commitment required.

Three “Pillars”

(Or Why Tetris is the Greatest Casual Game of All Time)

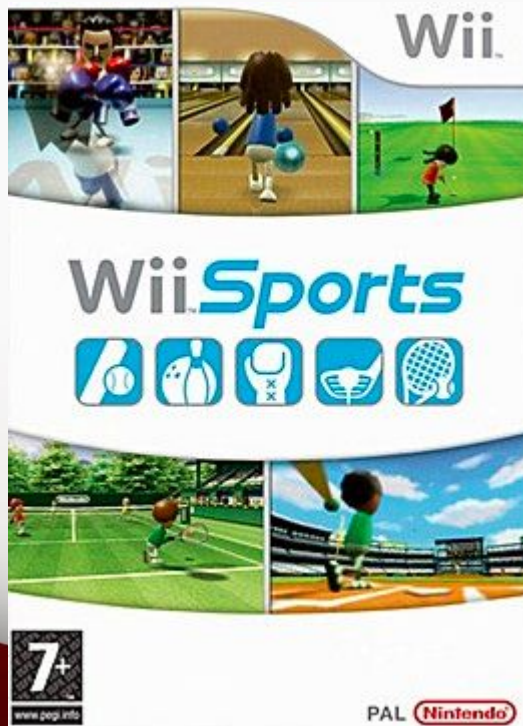
- 1) Pick up and Play
- 2) Far Reaching Player Base
- 3) Small Short Term Problems, Large Long Term Problems



Pillar 1: Pick Up and Play

- Intuitive
- Short Individual Play Sessions
- Fun not Frustrating

Intuitive Games:





Short Sessions

- So you can play in your offtime
- Shorter Levels
- High Score Chasing

Fun not Frustrating

- Who wants to play a frustrating game?



Meet Lori Baker:

- Nutrition Educator from Cambridge, Massachusetts.
- Current World Record Holder for Tetris (841 lines)



“I wouldn’t call myself a Gamer... I’m interested in cooking, reading, that sort of thing. Gaming, such as playing Tetris, is a very minor hobby.”

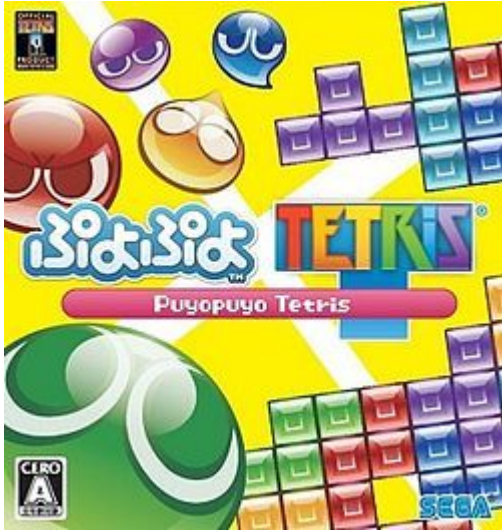
Quote from: <http://www.twingalaxies.com/content.php/2614-Lori-Baker-Gameboy-Tetris-DX-Champion>

Pillar 2: Far Reaching Playerbase

- Who plays it? Why is it interesting for everybody?
- Culture Spanning
- Demographic Spanning

Culture Spanning

- Gameplay that works in all Cultures
- Easy to Localize
- Avoids Serious Topics



Demographic Spanning

- Kids, Soccer Mom's, College Kids, Middle Aged Men

- Most Microtransaction Spending Done by ages 35 - 44.

Facts:

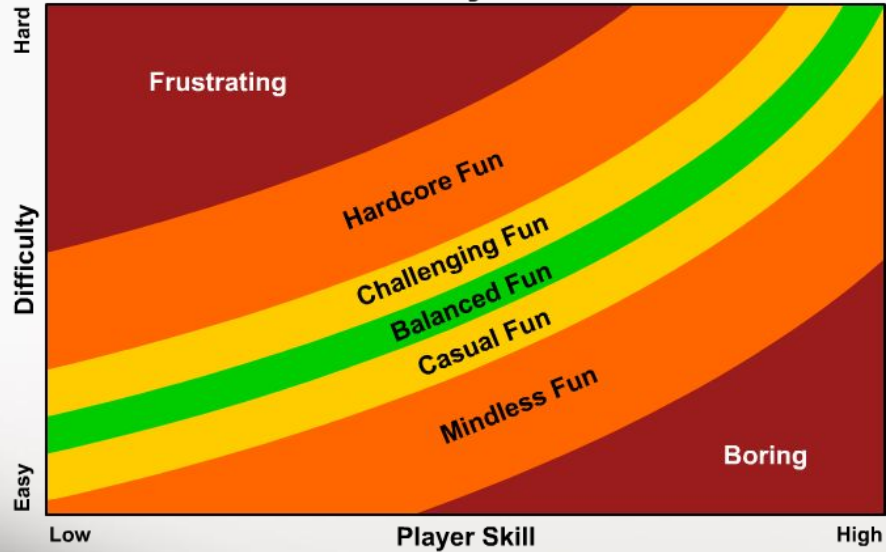
- Tetris has been played in over 185 countries
- It's been translated into over 50 different languages
- It's on over 50 different consoles



Pillar 3: Small Short Term Challenges, Large Long Term Challenges

- Low Learning Curve, High Skill Cap
- Progress Between Sessions
- It may take a while, but you'll get there

Difficulty Curve



Learning Curve

- Accessibility is key
- Good rewards for success
- Little to no punishment for failure.

Progress Between Sessions

- Short Term Play-time
- Long term goals
- Anything can be accomplished with enough time



Microtransactions

(They're in your head, man.)

Psychology

- Based around Hedonic Adaptation
- Best described as diminishing returns for happiness in People.
- That first slice of pie was delicious. That second one wasn't nearly as good.

How do they take advantage of it?

(Screenshots from Summoner's War)

Premium Currencies

- I can spend 500 gold, but \$5.00 is outrageous!



Skill Games Transitioning to Money Games

- I was pretty good starting out, but I need a little extra to keep up.

- Done subtly enough, you won't even realize it.

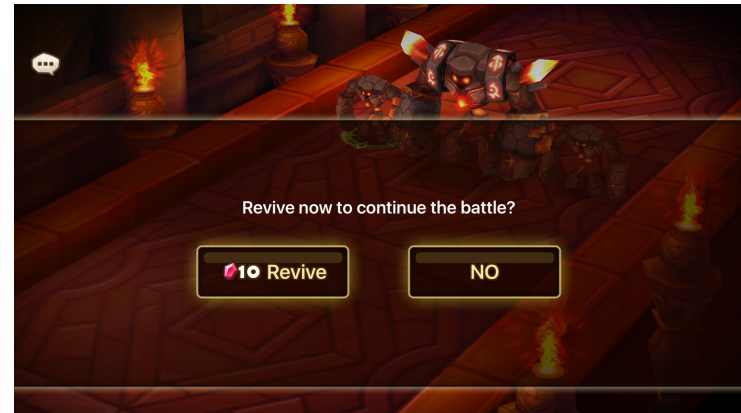
Reward Removal

- “Here’s a free box of cookies! I see you’ve now eaten a few cookies. Give us \$5.00 or we take the box back
- Congrats on making it to level 15! Look at this great deal we’re offering as a reward! It only costs \$5.00, but it’s actual value is \$100. Only 6 hours left to decide!”



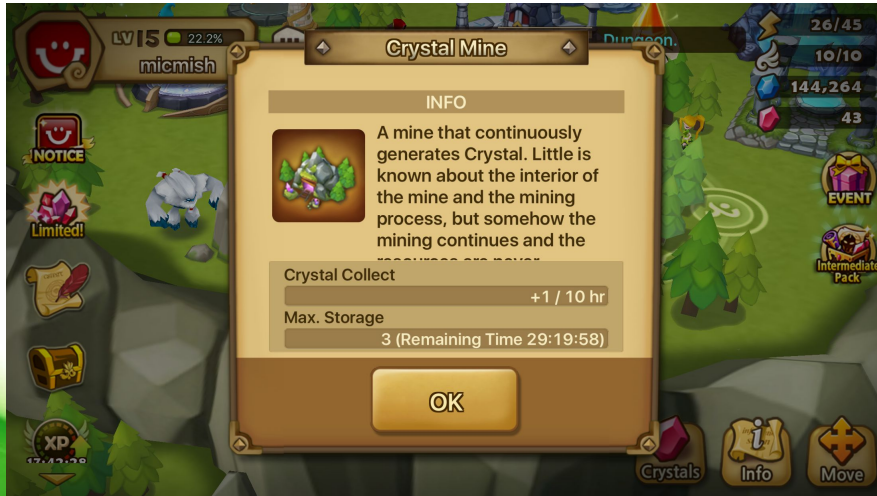
Soft and Hard Boosts

- Soft: “Here’s an experience booster, lasts a day!”
- Hard: “Revive your party, 10 coins!”



Time Gate

- “I could wait.... or I could spend 10 coins!”



Who does microtransactions (mostly)
right?



Counter-Strike: Global Offensive

Payment Model

- One-time purchase
- Microtransactions - trialed on TF2 with cosmetics

Primary Markets

- Community Market - Keys and Rakes
- Valve Store -Beanies, Hoodies, Shirts, and MORE!!!
- ESL Shop - Team Hoodies, Jerseys, and Shirts

Secondary Markets : Clothes, Skinsuits, Body Mods

- OPSkins
- CS:GO Exchange
- r/csgomarketforum
- Twitch.tv
- Boosting
- Hacks

Communities and Chairiscopes

- GOSU Gamers
- HLTV
- Twitch.tv

Community : Upcoming Tournaments

MLG Columbus 2016	1,000,000 USD
ESL Pro League S3 Finals	512,000 USD
ELEAGUE Season 1	1,200,000 USD
DreamHack Masters Malmo	250,000 USD
CEVO GFinity Pro S9 Finals	125,000 USD
ESL One Cologne 2016	250,000 USD
DreamHack ZOWIE Open Bucharest	100,000 USD

Data from HLTV [1]

Teams and Players : World Rankings

106 Teams

811 Players

48 Competitions in the past 12 months

Data from ESL [1]



Juxtaposition Junction (No Alliteration)

The Ultimate Show Down

Hearthstone

- Free to Play
- Low Tournament Payout
- High Mean Twitch Viewership
- Large Online Community

Magic the Gathering

- Expensive to Play
- Higher Tournament Payout
- High Var Twitch Viewership
- Large Online Community

Money, Cars, Clothes, ... you

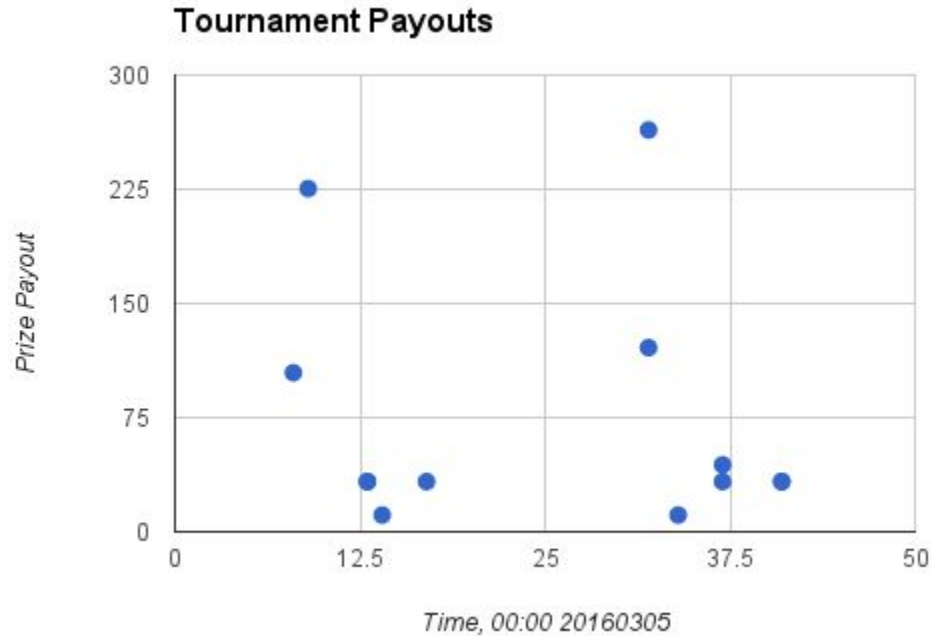
Hearthstone

- Free to Play
- Can purchase packs
- Costs nothing to play for rank

Magic the Gathering

- Must purchase cards
- Tournaments have entrance fees
- Competitive, high entry barrier

[M]issing Contests : Upcoming Tournaments



[M]issing Contests : Upcoming Tournaments

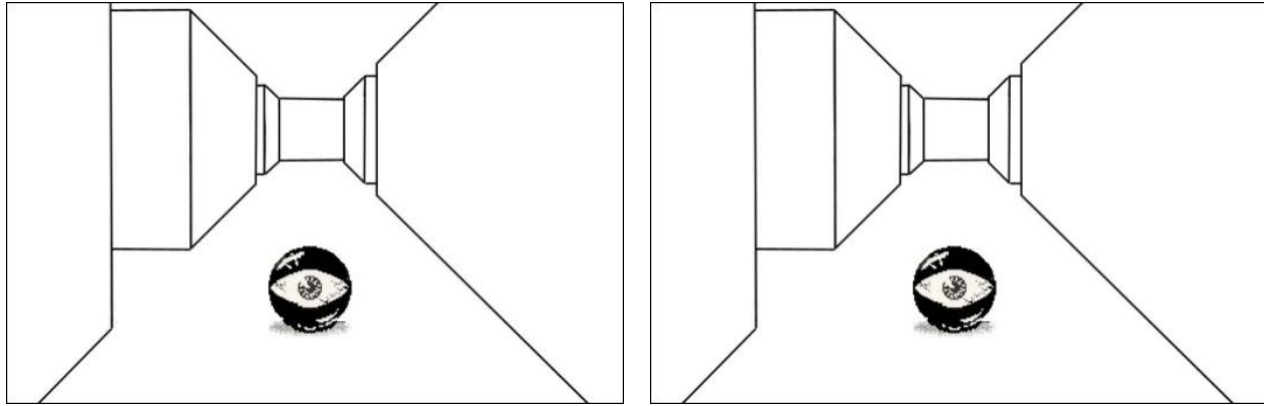
- FNM Sponsored by Wizards
- SCG Weekly tournaments (~22k USD total payout), 50USD Fee

Secondary Markets

Hearthstone has no secondary market.

Magic: The Gathering has an immense secondary market

Behold



Beholders

A (Brief) History

1999, Counter-Strike 1.6 as a modification of Half-Life

2000, Valve buys CS

2004, CS:Condition Zero, CS:Source

2012, CS:Global Offensive is what we will focus on