Lecture 25:
The Final 20%
The Hope

Source: Lucasfilm
Source: Saving Private Ryan
Tues

11/25
Postmortems

12/2
Kongregate?

Thurs

11/20
Today

12/4
Kongregate?

Sat

12/13
Final
Postmortems

The Final 20%
The Final 20%
The Final 20%
The Final 20%
Unique Players

- Zombify
- Nameless
- Sleep Fighter
- Box
- That's How We Roll
- Pyrokid
- Thermo
- Epic
Average Unique Levels Completed

- Zombify
- Nameless
- Sleep Fighter
- Box
- That's How We Roll
- Thermo
- Epic

The Final 20%
Average Active Play Time

- Zombify
- Nameless
- Sleep Fighter
- Box
- That's How We Roll
- Thermo
- Epic
- Pyrokid

The Final 20%
# Newgrounds Rating

<table>
<thead>
<tr>
<th>Game</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zombify</td>
<td>2.5</td>
</tr>
<tr>
<td>Nameless</td>
<td>2.7</td>
</tr>
<tr>
<td>Sleep Fighter</td>
<td>2.9</td>
</tr>
<tr>
<td>Box</td>
<td></td>
</tr>
<tr>
<td>That's How We Roll</td>
<td>3.1</td>
</tr>
<tr>
<td>Pyrokid</td>
<td>3.3</td>
</tr>
<tr>
<td>Thermo</td>
<td>3.5</td>
</tr>
<tr>
<td>Epic</td>
<td></td>
</tr>
</tbody>
</table>

The Final 20%
Epic’s A/B Test Was Particularly Epic

The Final 20%
Anatomy of a Release

- Under Judgment
  - 1 day
  - New Games List
  - 1-3 days
  - Hot New Games
  - 3-7 days
  - Featured Games

Gathering Dust

The Final 20%
Anatomy of a Release

1. Under Judgment: ~5 hours, 25 people / hour
2. New Games List: 1 day, 25 people / hour
3. Hot New Games: 1-3 days, 100 people / hour
4. Featured Games: 3-7 days, 300 people / hour

The Final 20%
## Kongregate Contests

<table>
<thead>
<tr>
<th>Weekly:</th>
<th>Monthly (during November 2014):</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st: $250</td>
<td>1st: $1500</td>
</tr>
<tr>
<td>2nd: $150</td>
<td>2nd: $1000</td>
</tr>
<tr>
<td>3rd: $150</td>
<td>3rd: $700</td>
</tr>
<tr>
<td></td>
<td>4th: $500</td>
</tr>
<tr>
<td></td>
<td>5th-9th: $250 each</td>
</tr>
</tbody>
</table>
The highest rated game uploaded each week wins! Vote for your faves by rating.

**Monthly**  **Weekly**

<table>
<thead>
<tr>
<th>game title</th>
<th>rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hut Defense 3: Reverse Control</td>
<td>★★★★★★☆</td>
</tr>
<tr>
<td>Onomastica 2</td>
<td>★★★★★★☆</td>
</tr>
<tr>
<td>Dakota Winchester’s Adventures - Part 2: Cactus City</td>
<td>★★★★★★☆</td>
</tr>
</tbody>
</table>
The Final 20%

**Top prize:** $1500  
**Ends:** Nov. 30, 2014

The highest rated games uploaded in November win, so vote with your ratings.

### Contest Leaders

<table>
<thead>
<tr>
<th>game title</th>
<th>rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mu Complex : Episode One</td>
<td>★★★★★★</td>
</tr>
<tr>
<td>The Last Door Ch.4 - Ancient Shadows</td>
<td>★★★★★★</td>
</tr>
<tr>
<td>Zombie Tactics</td>
<td>★★★★★★</td>
</tr>
<tr>
<td>Hut Defense 3: Reverse Control</td>
<td>★★★★★★</td>
</tr>
<tr>
<td>Flash's Bounty</td>
<td>★★★★★★</td>
</tr>
<tr>
<td>Rogue Legend: Tame the Wild</td>
<td>★★★★★★</td>
</tr>
<tr>
<td>Vortex Point 5 - Monster Movie</td>
<td>★★★★★★</td>
</tr>
<tr>
<td>Monster Clicker</td>
<td>★★★★★★</td>
</tr>
<tr>
<td>Bloody Harry</td>
<td>★★★★★★</td>
</tr>
</tbody>
</table>
Mu Complex

Rating: 3.6

Mu Complex: Episode One

Rating: 4.3
The Final 20%
Polish
Title Pages
WARNING! THIS PUZZLE GAME CAN BE QUITE DIFFICULT, AND YOU MAY FIND YOURSELF STUCK ON THINGS YOU HAVEN'T MASTERED YET. USE YOUR HEAD AND YOUR COMPUTER TO FIND THE ANSWERS.
Level Select Screens
The Final 20%
The Final 20%
The Final 20%
Main Game
The Final 20%
The Final 20%
Presentations
Engage the audience

- Use sufficient volume
Use sufficient volume
Engage the audience

• Use sufficient volume
• Organize and motivate
Motivate

The Final 20%
Engage the audience

- Use sufficient volume
- Organize and motivate
- Minimize cognitive load
Avoid Death by Powerpoint

- People often put every word they are going to say on their slides
- It’s terrible

Why?

- No one can read this fast
- It’s stressful to even have to look at this much text
- No one can read and listen at the same time
  - If your audience is reading, *they aren’t listening to you*
Remove unnecessary information
Use pictures
Fixing the Spikes

- Our data shows that spikes are bad.
- We will remove some.
Plan: Reduce Spikes
For bulleted lists

- Simplify each point
- Bring in one-by-one
- This minimizes cognitive load
Logging Goals & Summary

- We wanted to answer these questions:
  - How far did players get before giving up, and was this affected by the difficulty of specific levels?
  - In what ways did players circumvent the intended solution?

- Entries were logged for the following events:
  - Entering Water
  - Gaining power from a gate
  - Getting the key
  - Finishing the level

- Data examined:
  - How often people play each level
  - How often people beat each level
  - Events on a per-level basis
Logging Goals & Summary

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  - How often people beat each level
  - Events on a per-level basis
Design Questions

- How far did players get?
- Did they circumvent the intended solution?
Logging Goals & Summary

- We wanted to answer these questions:
  - How far did players get before giving up, and was this affected by the difficulty of specific levels?
  - In what ways did players circumvent the intended solution?

- Entries were logged for the following events:
  - Entering Water
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- Data examined:
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  - Events on a per-level basis
Events

- Grab Key
- Enter Gate
- Enter Water
Don’t forget to summarize

- Use sufficient volume
- Organize and motivate
- Minimize cognitive load
The Last 20%

- Newgrounds data!
- Techniques for polishing
- Techniques for presenting