CS/INFO 4154: Analytics-driven Game Design

Class 30:

Pokémon GO
Mon

11/5
Pokémon GO

Wed

11/7
?

Fri

11/9
Newgrounds Release 1

by 10:10am: Upload Game to CMS

11/12
Newgrounds Release 2

by 2pm: Newgrounds Release Report

11/14
Newgrounds Release 3

11/16
Newgrounds Release 4
Review

- How can analytics help us understand major shifts in video games?
Review: Freemium

Kongregate depends on the 2%

2.1% of players buy virtual goods on Kongregate.com

75% of our revenue comes from virtual goods

Emily Greer, “Don’t Call them Whales: F2P Spenders and Virtual Value”, GDC 2015
Today

- How can analytics help us understand major shifts in video games?
Pokémon GO
Biggest Mobile Game Ever

Peak daily active users (millions)

- Slither.io (2016)
- Clash Royale (2016)
- Draw Something (2012)
- Candy Crush Saga (2013)
- Pokémon GO (2016)

Source: TechCrunch
Pokémon Red and Blue
Review: MissingNo.
What is Pokémon GO?
What is Pokémon GO?
5-minute pair discussion

- Have you played *Pokémon GO*?
  - What did you like?
  - What didn’t you like?
- Why do you think this game did so well?
- What makes a location-based game work well?
- What makes a *Pokémon*-based game work well?
Questions:

- Who plays Pokémon GO?
- What do players think of the game?
- Did Pokémon GO cause a mass migration?
- How did it affect the economy?
Questions:

- Who plays Pokémon GO?
- What do players think of the game?
- Did Pokémon GO cause a mass migration?
- How did it affect the *economy*?
Discussion: who plays?
Survey of *Pokémon GO* players #1

- 1,000 Finnish players
- Recruited through Facebook groups

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**The Pokémon GO Experience: A Location-Based Augmented Reality Mobile Game Goes Mainstream**

Janne Paavilainen, Jaakko Stenros, Hannu Korhonen, Elina Koskinen, Kati Alha, Frans Mäyrä

CHI 2017
Survey of Pokémon GO players #2

- 375 players
- USA, Germany, Portugal, Finland, Belgium

The Geography of Pokémon GO: Beneficial and Problematic Effects on Places and Movement

Ashley Colley, Jacob Thebault-Spieker, Allen Yilun Lin, Donald Degraen, Benjamin Fischman, Jonna Häkkilä, Kate Kuehl, Valentina Nisi, Nuno Jardim Nunes, Nina Wenig, Dirk Wenig, Brent Hecht, Johannes Schöning

CHI 2017
% who rarely play mobile games

48%
% played a location-based game

27%
% Pokémon fans

79%
% who play with friends

72%
% who sometimes play alone

30%
Median length of play (days)

20.8
Median time per day

2 hours
Questions:

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Questions:

- Who plays Pokémon GO?
- What do players think of the game?
- Did Pokémon GO cause a mass migration?
- How did it affect the economy?
Discussion: what do players think?
The Good

“What things make Pokémon GO fun to play?”
- globally well-known brand
- moving in the real world
- sociability
The Good

“What things make Pokémon GO fun to play?”

• moving in the real world (413 users)
• sociability (348 users)
• globally well-known brand (131 users)
The Bad

“What things about playing Pokémon GO do you dislike?”

- bad behavior from other players
- technical problems
- unequal gaming opportunities
- unpolished game design
The Bad

“What things about playing Pokémon GO do you dislike?”

- technical problems (285 users)
- unpolished game design (194 users)
- unequal gaming opportunities (148 users)
- bad behavior from other players (109 users)
Questions:

- Who plays Pokémon GO?
- What do players think of the game?
- Did Pokémon GO cause a mass migration?
- How did it affect the economy?
Questions:

- Who plays Pokémon GO?
- What do players think of the game?
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- How did it affect the economy?
Discussion: how did people move?
% who went to a new place

60%

65 million monthly users in April 2017 (Source: Niantic):

- 60% of this would be 39 million people
% who went to a new city

9%

65 million monthly users in April 2017 (Source: Niantic):
• 9% of this would be 6 million people
Dangers of increased movement

Remember to be alert at all times. Stay aware of your surroundings.
Men fall from cliff playing Pokémon Go

By Janissa Delzo, Special to CNN

Updated 9:43 AM ET, Sat July 16, 2016
% who hit or almost hit something

33%

Most common culprits:
- signs
- poles
- other people

Colley et al. CHI 2017
% who put personal safety at risk

11%
Use of Augmented Reality

Paavilainen et al. CHI 2017
Use of Augmented Reality

Paavilainen et al. CHI 2017
Questions:

- Who plays Pokémon GO?
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Questions:

- Who plays Pokémon GO?
- What do players think of the game?
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Discussion: economic impact?
Review: Kongregate paying users

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Paying Users: *Pokémon GO*

Range: 1 to 300 EUR

ARPU: 35.67 EUR
% who made purchase in new place

46%
Final discussion

- What can we learn?
- What will the next *Pokémon GO* be like?