INFINITY BLADE

HOW WE MADE A HIT, WHAT WE LEARNED, AND WHY YOU CAN DO IT TOO!

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CHAIR
**Games in Your Pocket**

- 100 Game Designs in 2 weeks
  - “Less than a year” scope
  - Top Games have one sheets
  - Design ideas become part of our company's common cultural vernacular
  - After shipping every title we discuss, refine, and add to the master list
THE POCKET IDEAL

- People don’t want a cheap version of their favorite retail title; they want a unique game experience
- Find what a “small” game can do that a big budget retail game won’t do
- Identify or create a hole in the market and then fill it
**UNIQUE CONSIDERATIONS**

- **Where do people play?**
  - On line at the store, commuting, sitting on the couch while “doing” something else, going to the bathroom
    - Attention of player divided, can’t rely on sound, numb legs
- **How do people play?**
  - Your screen is your controller, no physical inputs
    - Fingers can obscure screen, no physical feedback
- **What are developers making?**
  - Physics Puzzlers, Tower Defense, Card & Board, Console Ports
    - Lots and lots and lots of Clones
POCKET PILLARS

• Can play whole game with One Finger
  – Find ways to get input, then get that finger out of the way
• Super short session core gameplay
  – Meaningful, fun, and progressive every 2 minutes
• Original, Unique, Device Specific design
  – If your game would be great with a controller, you are making the wrong game
• Easy to grasp, difficult to master
  – Truly skill based
SPENDING TIME

- “Real” Sword Fighting (Unique)
- Platform Defining Graphics (Hook)
- Fun Core + Clear Goals + Meaningful Chase (Lasting Appeal)
FULLY INTEGRATED EXPERIENCE

- Gestural Prototyping
- Find the Fun
  - How does every feature loop into the core fun?
  - How does every feature interact with or enhance every other feature?