

# INFINITY BLADE

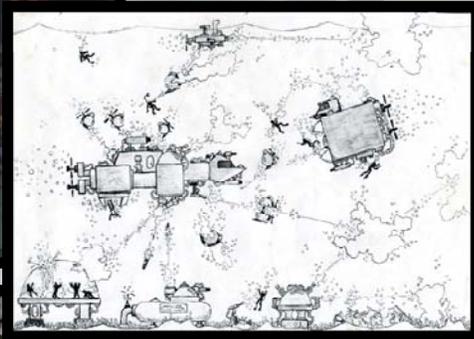
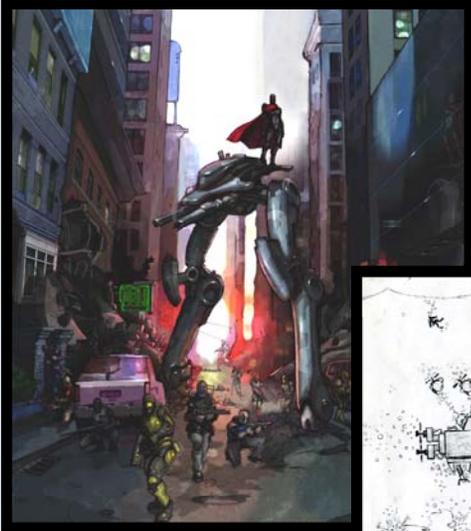
HOW WE MADE A HIT, WHAT WE LEARNED, AND WHY YOU CAN DO IT TOO!

DONALD MUSTARD | CREATIVE DIRECTOR



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

CHAIR

# 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)

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# 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?



INFINITY

BLADE

CHAIR

