CLASH OF CLANS
Designing Games That People Will Play For Years

GDC 2015 – Jonas Collaros
ABOUT ME

* Albuquerque?

* Finland?
ABOUT ME

* The Rise And Rise Of The Finnish Gaming Industry

* Helsinki
THEN AND NOW

* Pocket Gamer’s 10 best of 2007

* Google Developer’s Portal 2015
EVERYDAY ENTERTAINMENT

* ITU News 2013: 7 billion phone subscriptions
DESIGN DECONSTRUCTION

- Game Loop
- Gameplay
- User Interface
- Game Economy
- Audiovisuals
- Game Balance
- Social
- PvP
GAME EXPERIENCE
DYNAMIC DESIGN
DYNAMIC DESIGN

FOUNDATION

EXPANSION

MATURATION
FOUNDATION

Create – Play - Improve
CLASH: THE TEAM

PROGRAMMERS / ARTISTS  GAME LEAD + TESTER
CLASH: THE TEAM

PROGRAMMERS / ARTISTS

GAME LEAD + TESTER

PLAYER SUPPORT LEAD

ANALYST

COMMUNITY LEAD
CLASH: THE TEAM

PROGRAMMERS / ARTISTS

GAME LEAD + TESTER

PLAYER SUPPORT LEAD

ANALYST

COMMUNITY LEAD
CLASH: THE FIRST TEAM

PROGRAMMERS / ARTISTS  GAME LEAD + TESTER

PLAYER SUPPORT LEAD  ANALYST  COMMUNITY LEAD
FREEDOM TO DEVELOP

FREEDOM TO FOCUS
FOCUS: CORE
FOCUS: REPLAYS
FOCUS: TROOP DEATH

Your troops are stationed in Army Camps. Build more camps and upgrade them to muster a powerful army. If an Army Camp is destroyed, all troops inside will perish!
FOCUS ON ESSENTIALS

Make a great game - Prove the core - Fix key design issues
WHAT DO YOU NEED?
* “Never give up! Trust your instincts!”
  - Peppy Hare

* Battery Energy Drink

GOOD GUT FEELINGS & ENERGY DRINKS
EXPANSION

Grow - Enrich - Reinforce
FOCUS: NEW TROOPS
FOCUS: ANDROID

Google Play Store screenshot showing the Clash of Clans app with a rating of 4.5 stars, 11,518,695 downloads, and comments indicating it is compatible with all devices and offers in-app purchases.
FOCUS: JAPAN
FOCUS: IMPROVEMENTS

GDC 2015
FOCUS ON ESSENTIALS

Enable a long lifetime of play - Add variety - Improve what is already great
WHAT IF YOU REVERSED FOCUS?
WHAT IF YOU REVERSED FOCUS?

* Atari E.T. cartridge landfill
MATURATION

Innovate - Balance - Challenge
FOCUS: CLAN WARS
FOCUS: HEROES

CLASH OF CLANS

Heroes
The New Battle Specialists
FOCUS: OLD TROOPS
FOCUS: OLD TROOPS
FOCUS ON ESSENTIALS

Think beyond content – Be ambitious - Fine tune relentlessly
WHAT ABOUT...?

+ Monetization
1 out of 10
1 out of 10

2 Year Retention (by the day)
A LONG JOURNEY
A LONG JOURNEY TOGETHER
“THEY OWN IT”
THEY DESERVE IT
THANK YOU!
PHOTO REFERENCES


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