

“OKAY, ONE MORE ROUND...”

DESIGNING FOR REPLAYABILITY & RETENTION

RETENTION

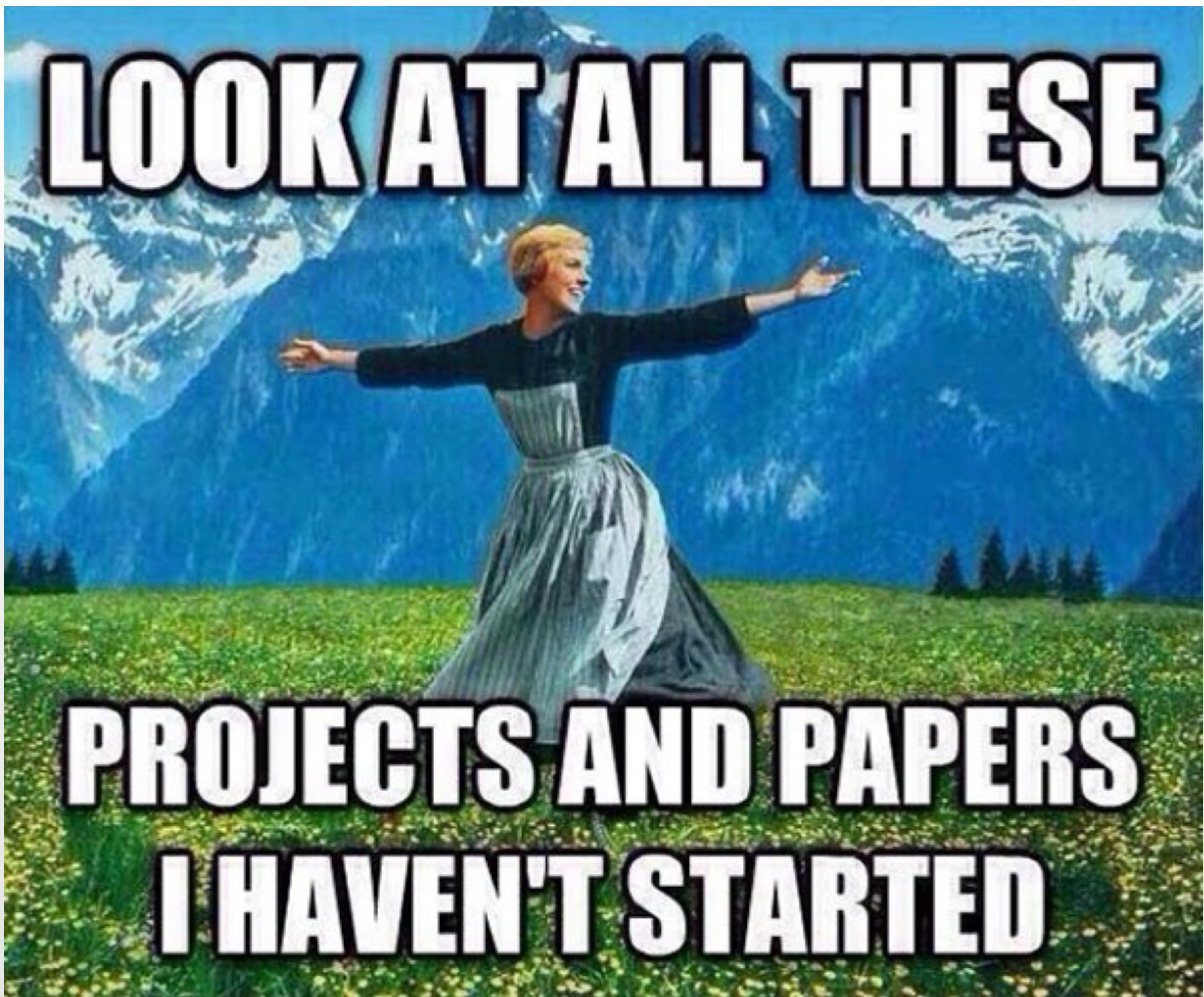
REPLAYABILITY

Addictive Patterns
Retention Metrics
Game Design

~~Addictive Patterns~~

~~Retention Metrics~~

Game Design



**Negative emotions
associated with a task**

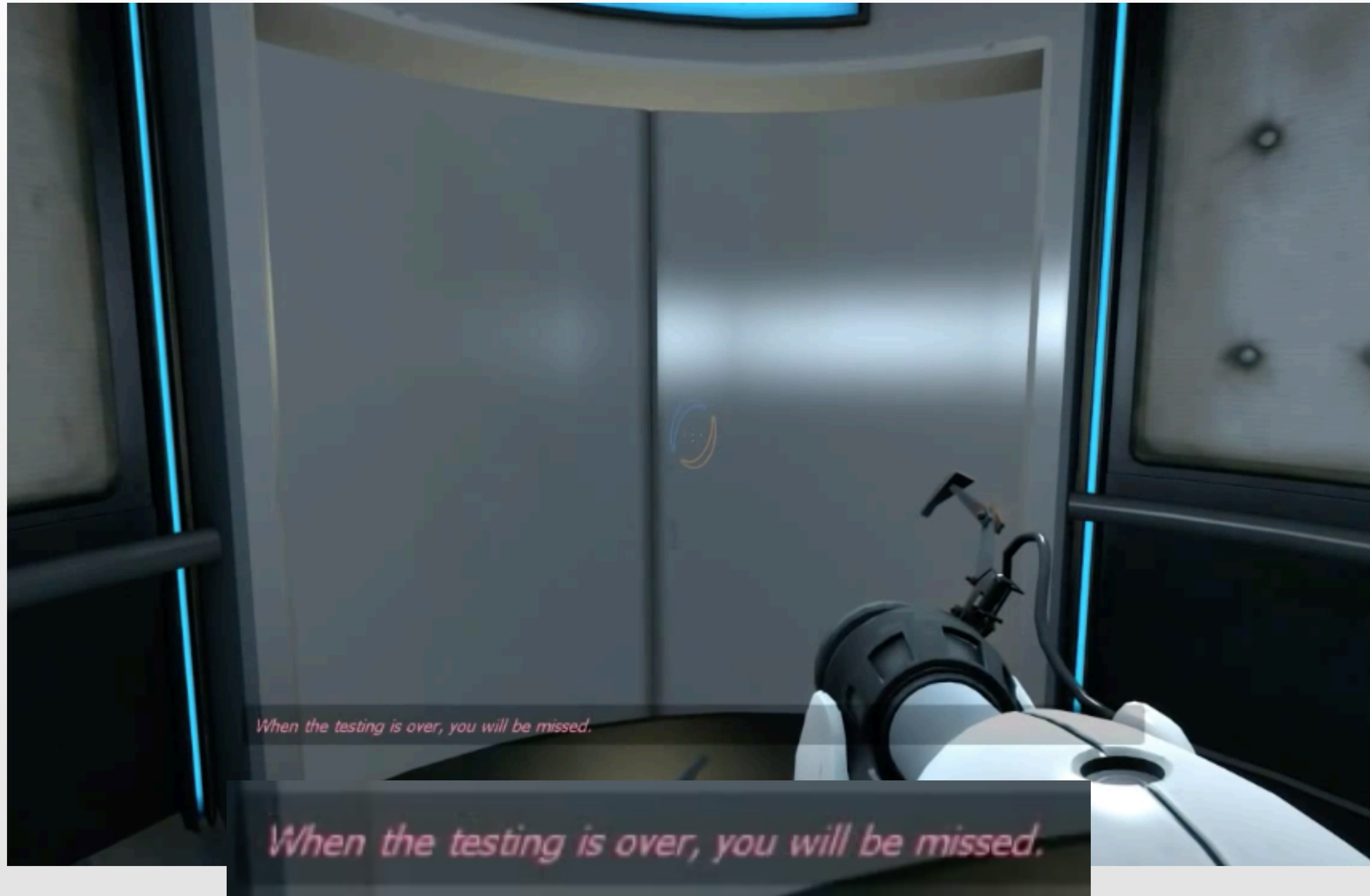
**Positive emotions
associated with a task**

DESIGN METHODS

- *Foreshadowing*
- *Progression & Mastery*
- *Near Misses & Close Calls*
- *Variation*
- *Natural Exit Points*

FORESHADOWING

NARRATIVE



WEENIES



UNLOCKABLES



HINTING AT MECHANICS



PROGRESSION & MASTERY

LONG-TERM GOAL



VISIBLE PROGRESS



SENSE OF MASTERY



VARIATION

INITIAL CONDITIONS



PLAYER CHOICES



ADJECTIVES



NEAR MISSES & CLOSE CALLS

NEAR MISSES



NEAR MISSES



CLOSE CALLS



NEGATIVE FEEDBACK LOOPS



NATURAL EXIT POINTS

SAVE POINTS



GAMEPLAY BEATS



GAME OVER SCREEN



TOPICS WORTH LOOKING UP

- Player Feedback
- Broadcasting player actions
- Trophies
- Variable Ratio Reinforcement



THANKS!

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