

Jelly Splash: Puzzling Your Way to the Top of the AppStore

Florian Steinhoff

Product Lead, Wooga

P A R E N T A L

A D V I S O R Y

E X P L I C I T C O N T E N T

I FINALLY FUCKING BEAT LEVEL 40

I FINALLY FUCKING BEAT LEVEL 40
HOLY SHIT IM CRYING.

I FINALLY FUCKING BEAT LEVEL 40
HOLY SHIT IM CRYING. FUCK YOU
JELLY SPLASH.

I FINALLY FUCKING BEAT LEVEL 40
HOLY SHIT IM CRYING. FUCK YOU
JELLY SPLASH. FUCK.

I FINALLY FUCKING BEAT LEVEL 40
HOLY SHIT IM CRYING. FUCK YOU
JELLY SPLASH. FUCK. YOU.



Maddie Lee

@__maddielee



Follow

I FINALLY FUCKING BEAT LEVEL 40
HOLY SHIT IM CRYING. FUCK YOU
JELLY SPLASH. FUCK. YOU.



Reply



Retweet



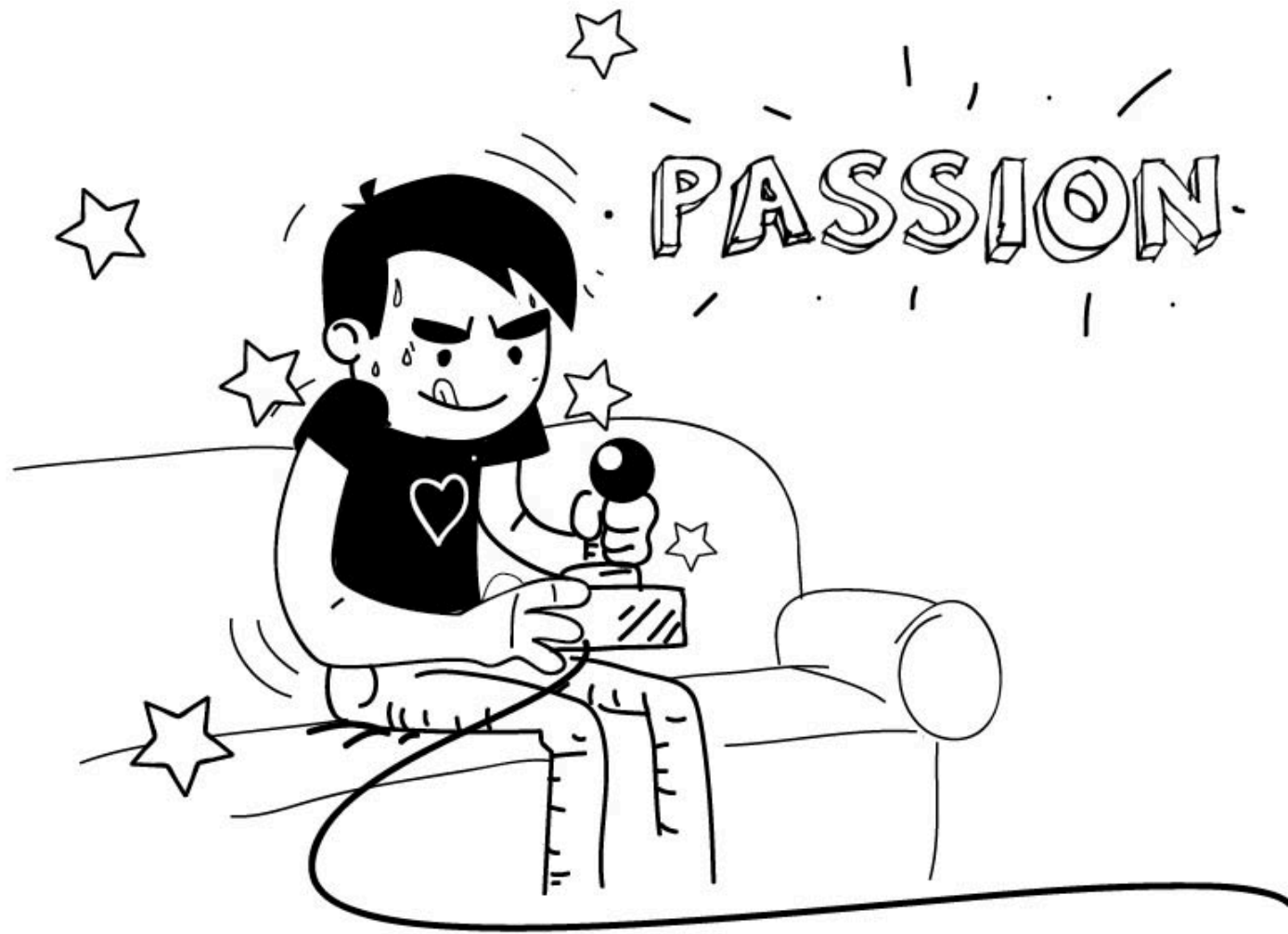
Favorite



More









3

WAYS
TO MAKE PLAYERS
LOVE/HATE
YOU

Florian Steinhoff







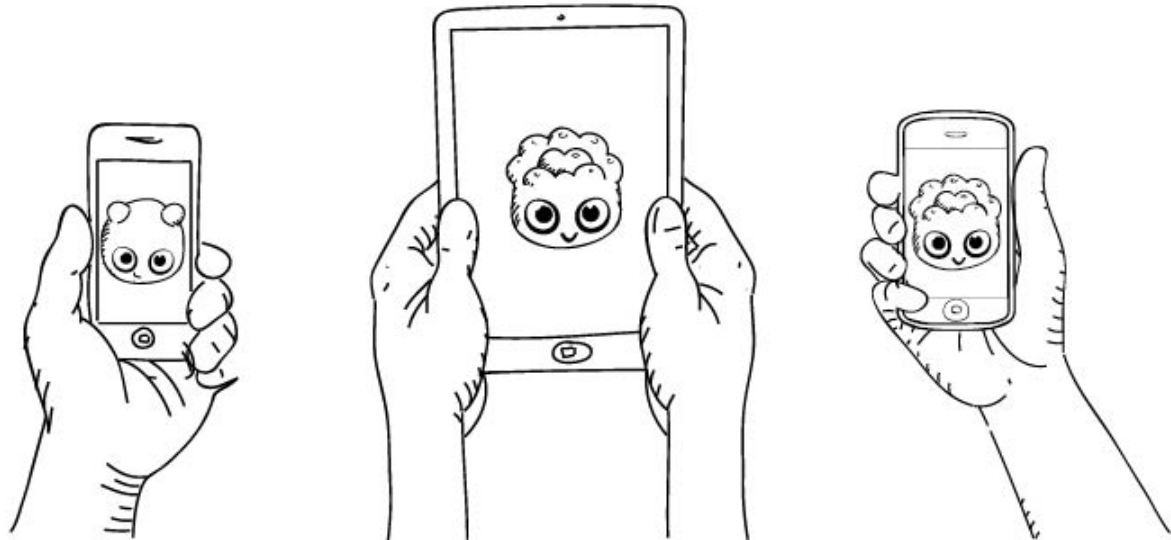




Jelly Splash



25 million user on mobile

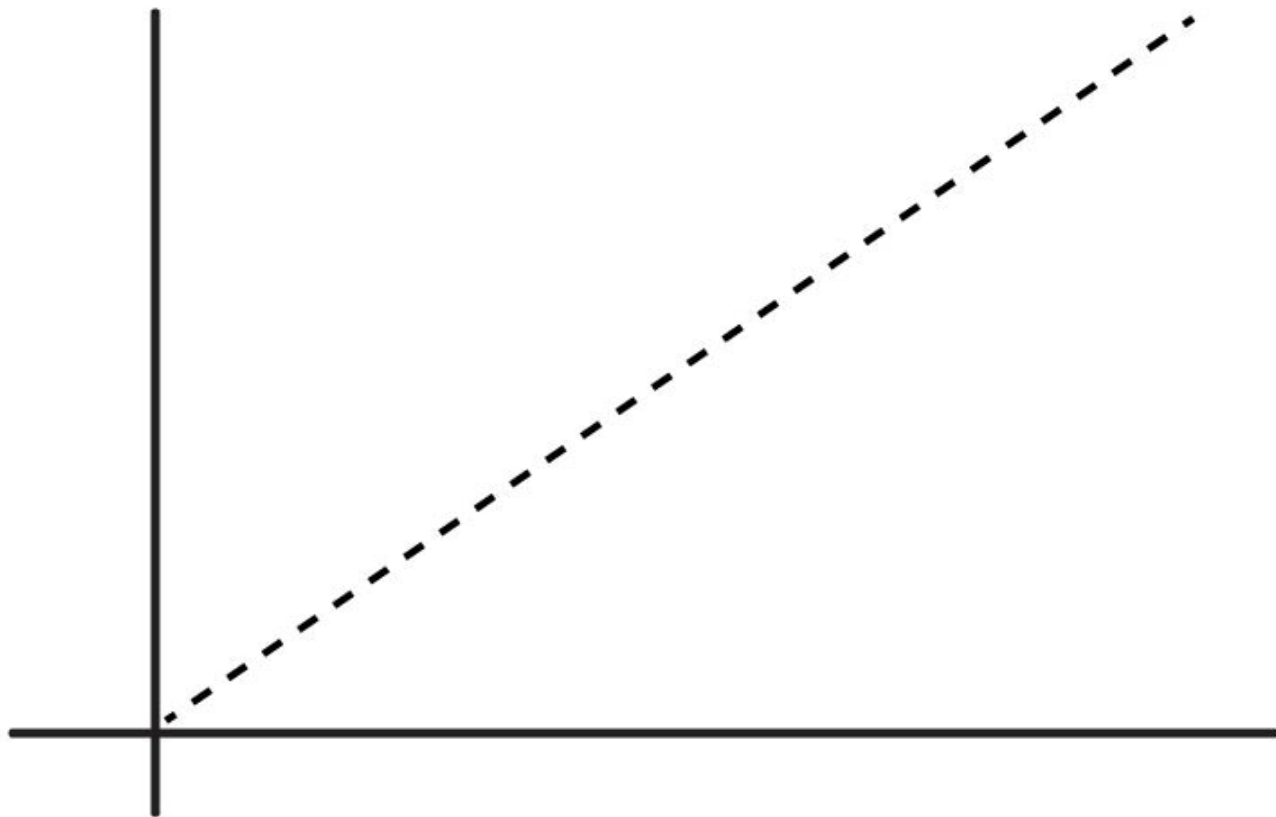


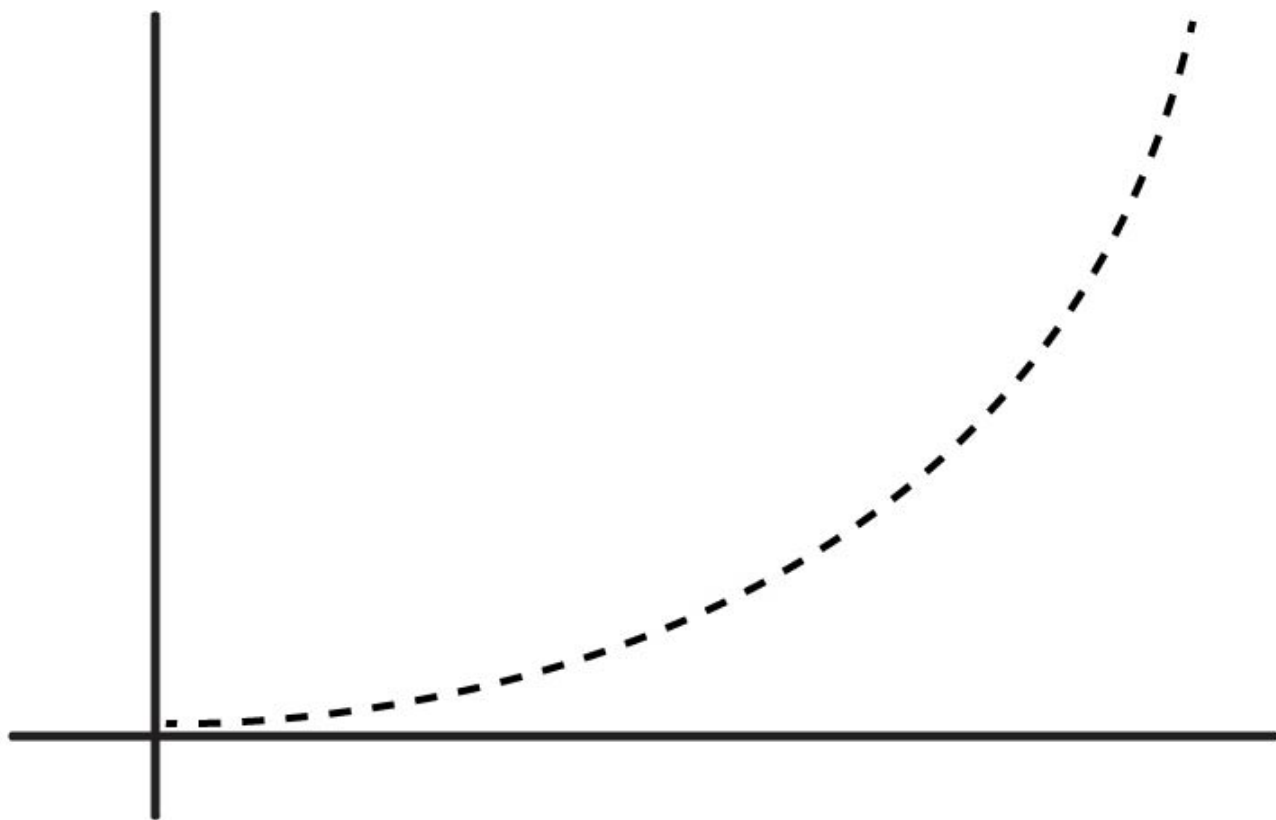


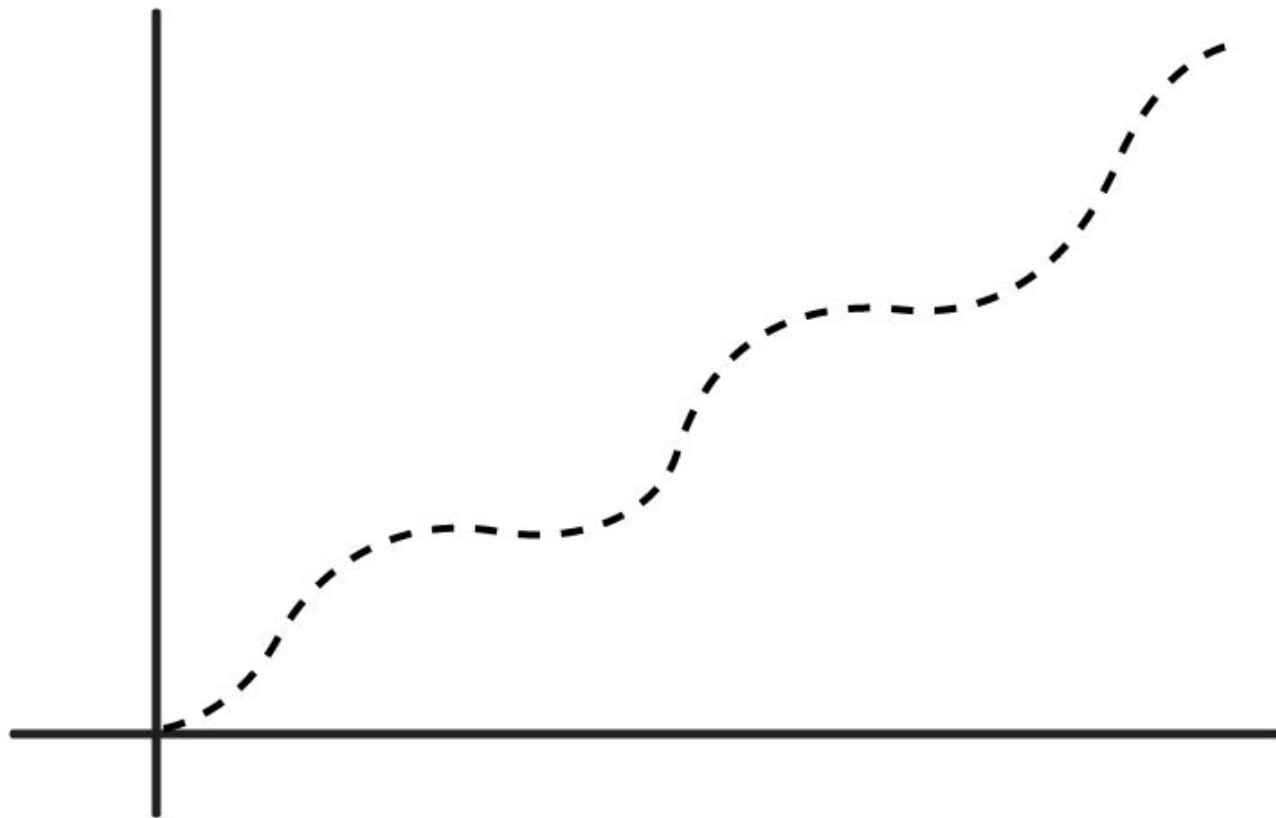
1)

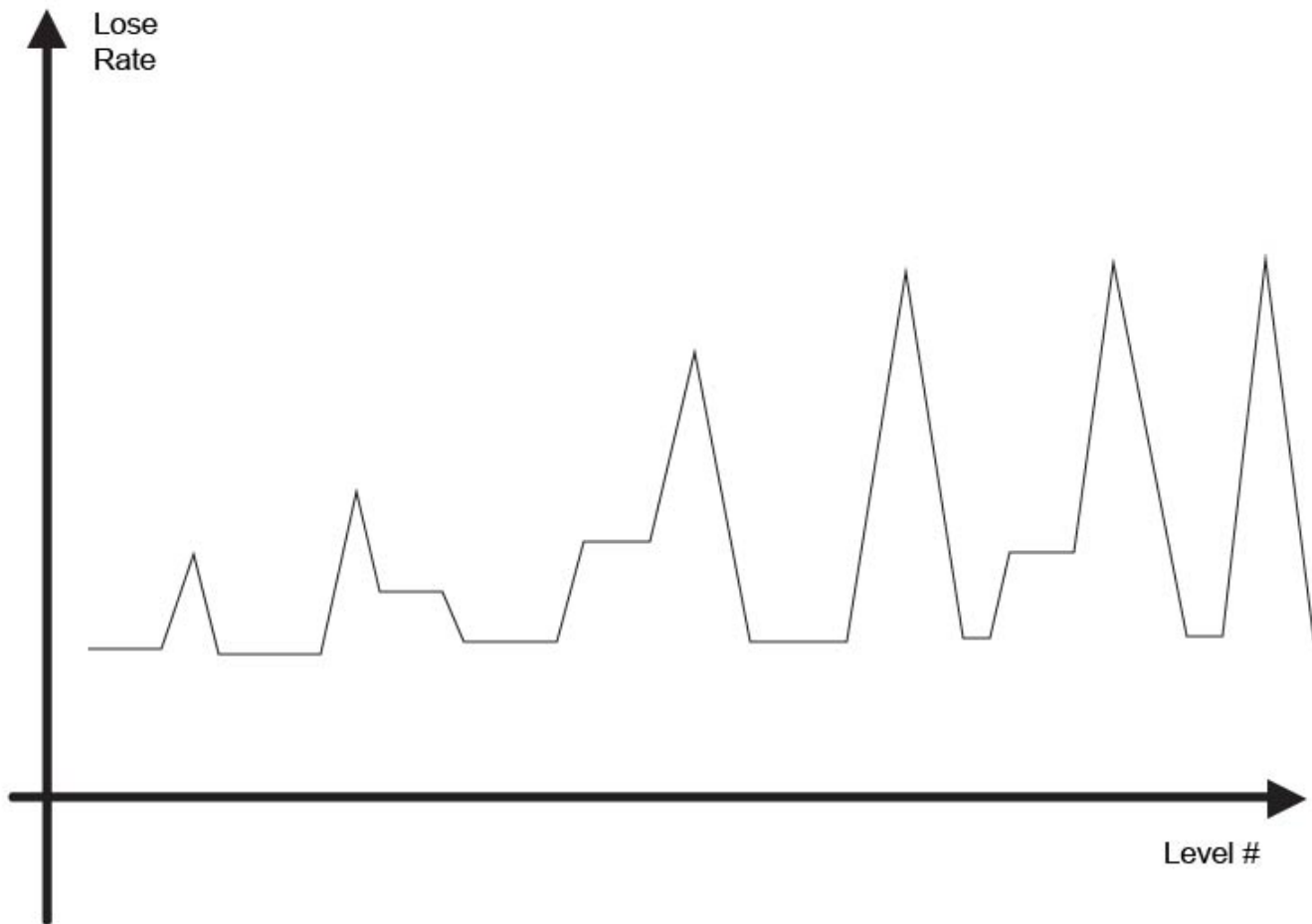
MAKE IT
MORE
DIFFICULT

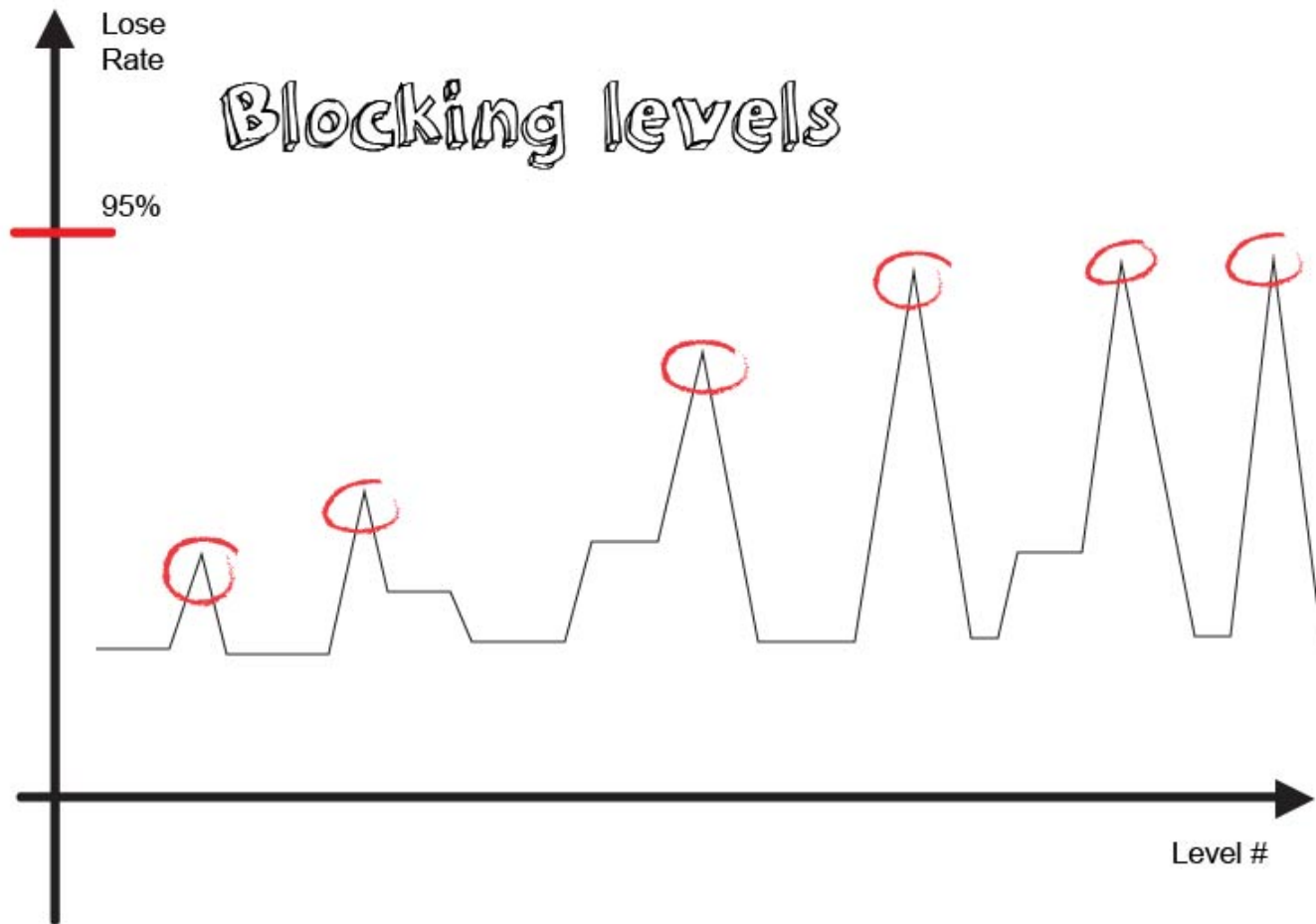
HOW MUCH & WHEN
TO ADD DIFFICULTY?

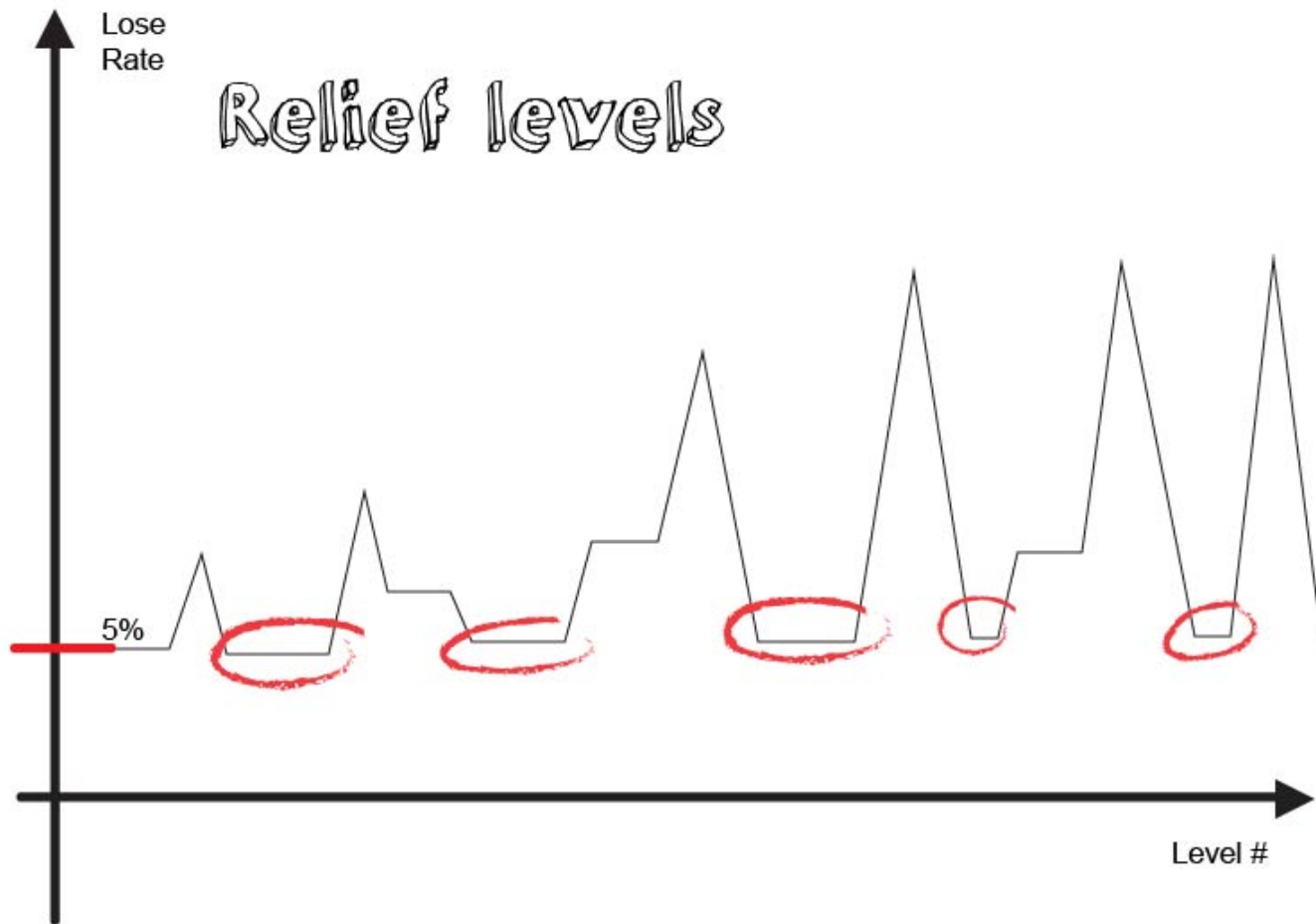


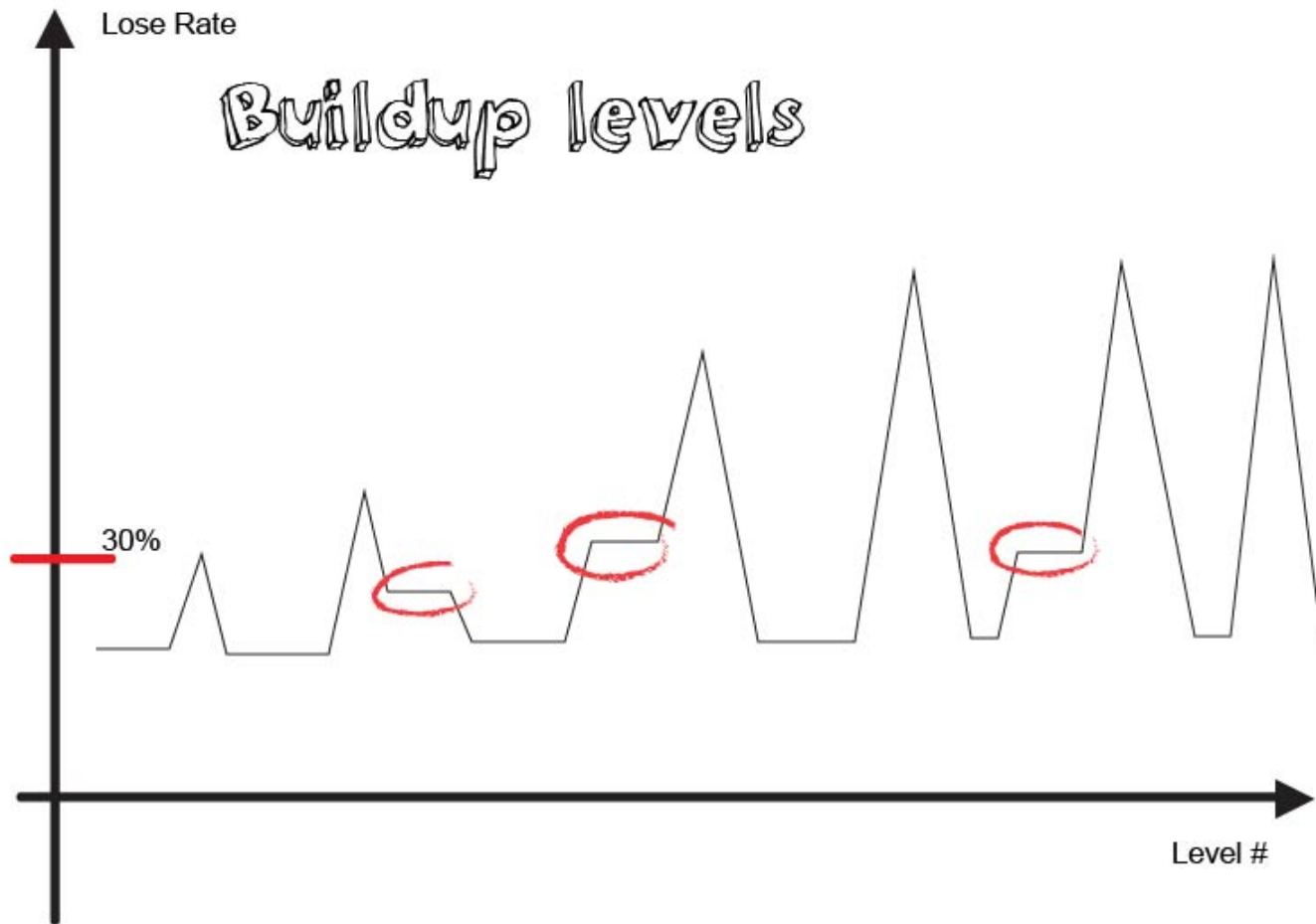


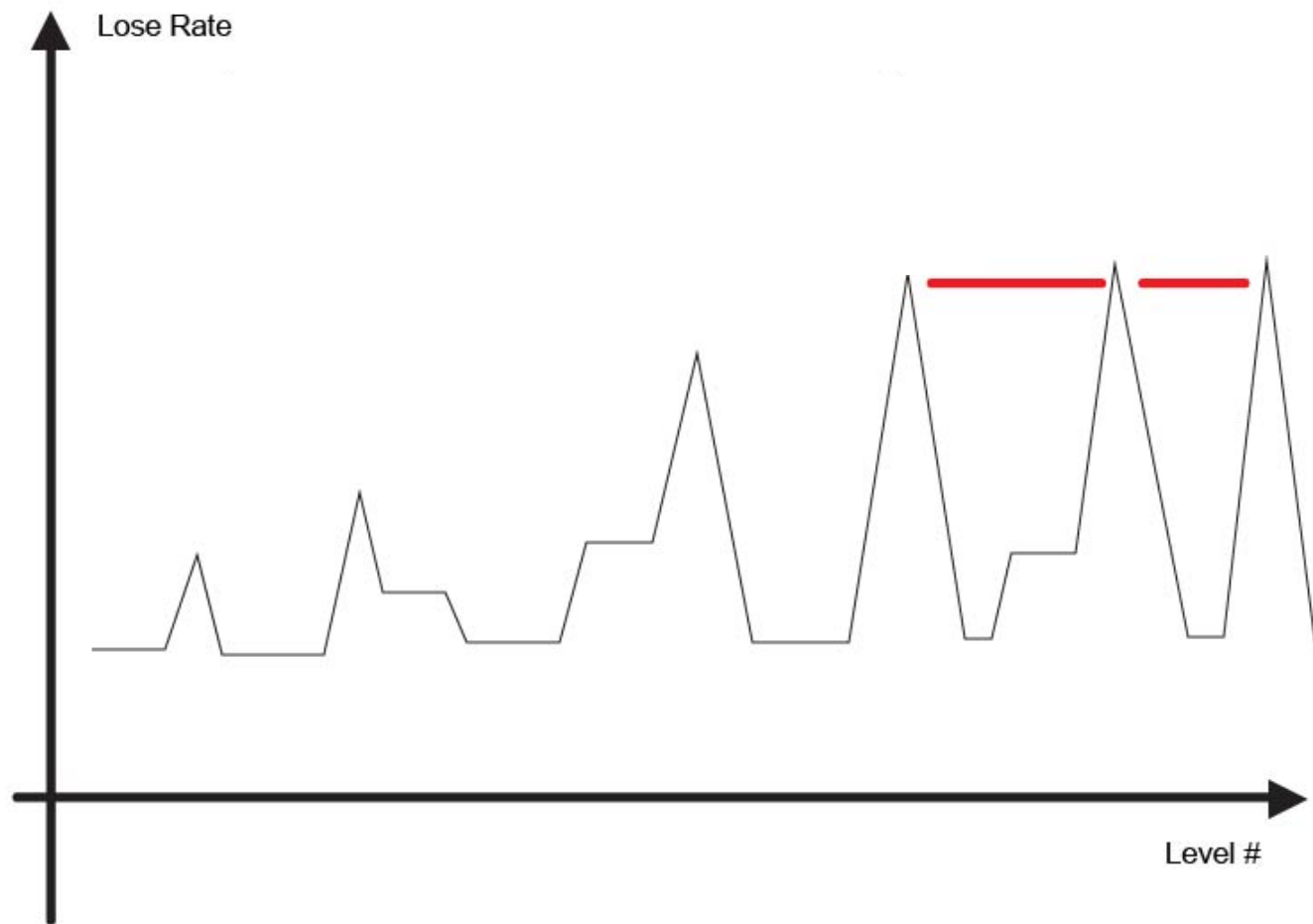


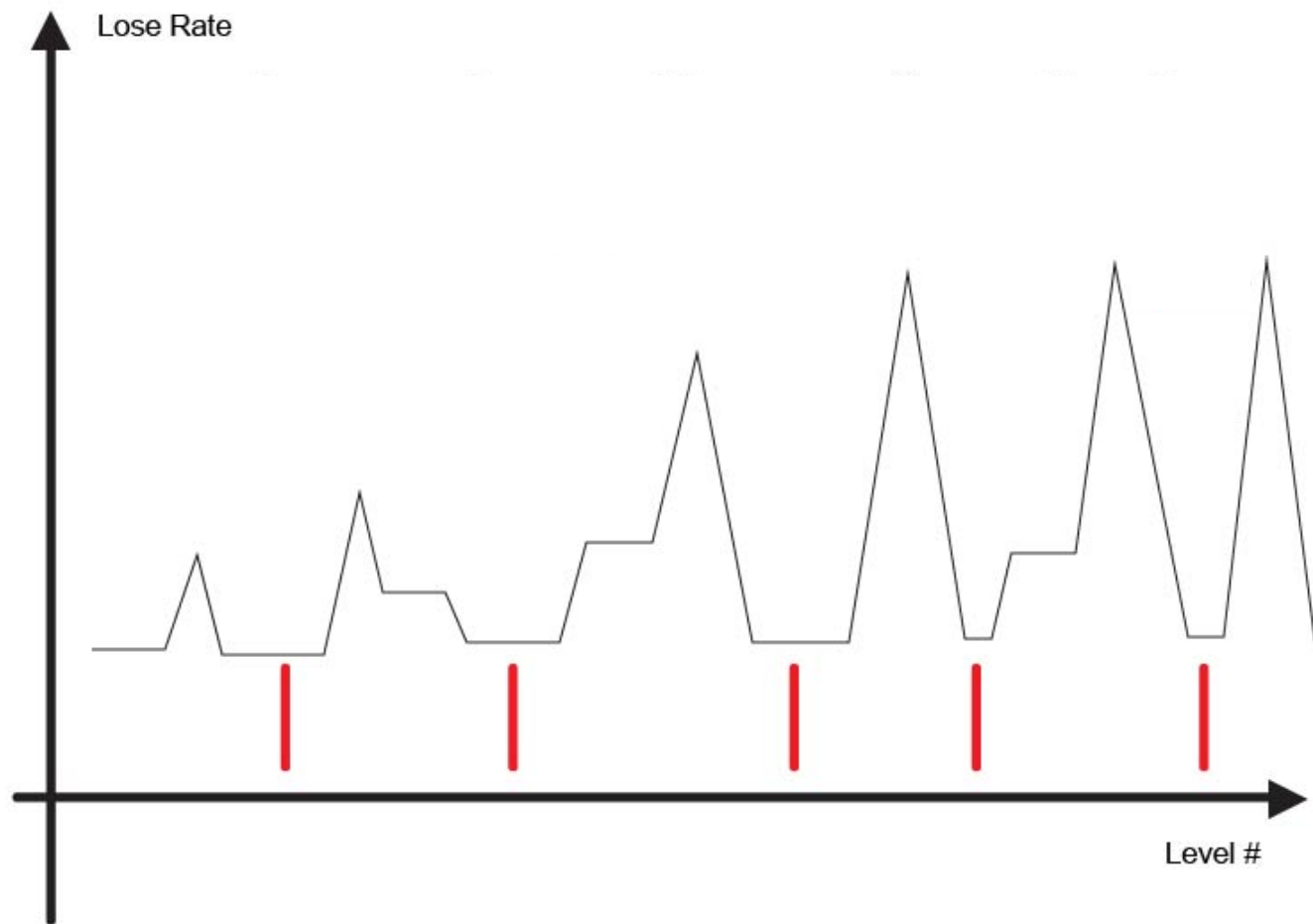


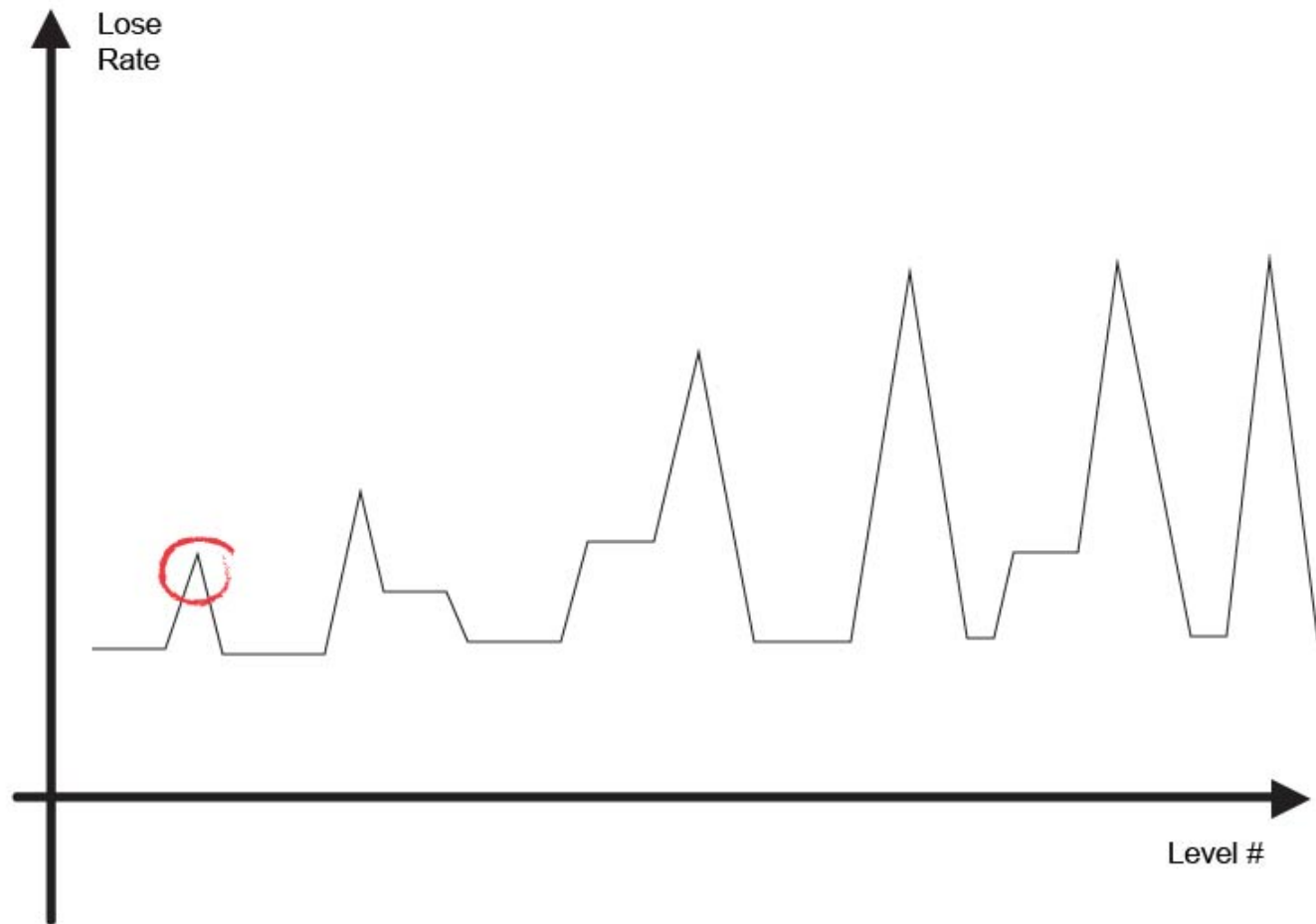












I) Blocking Levels

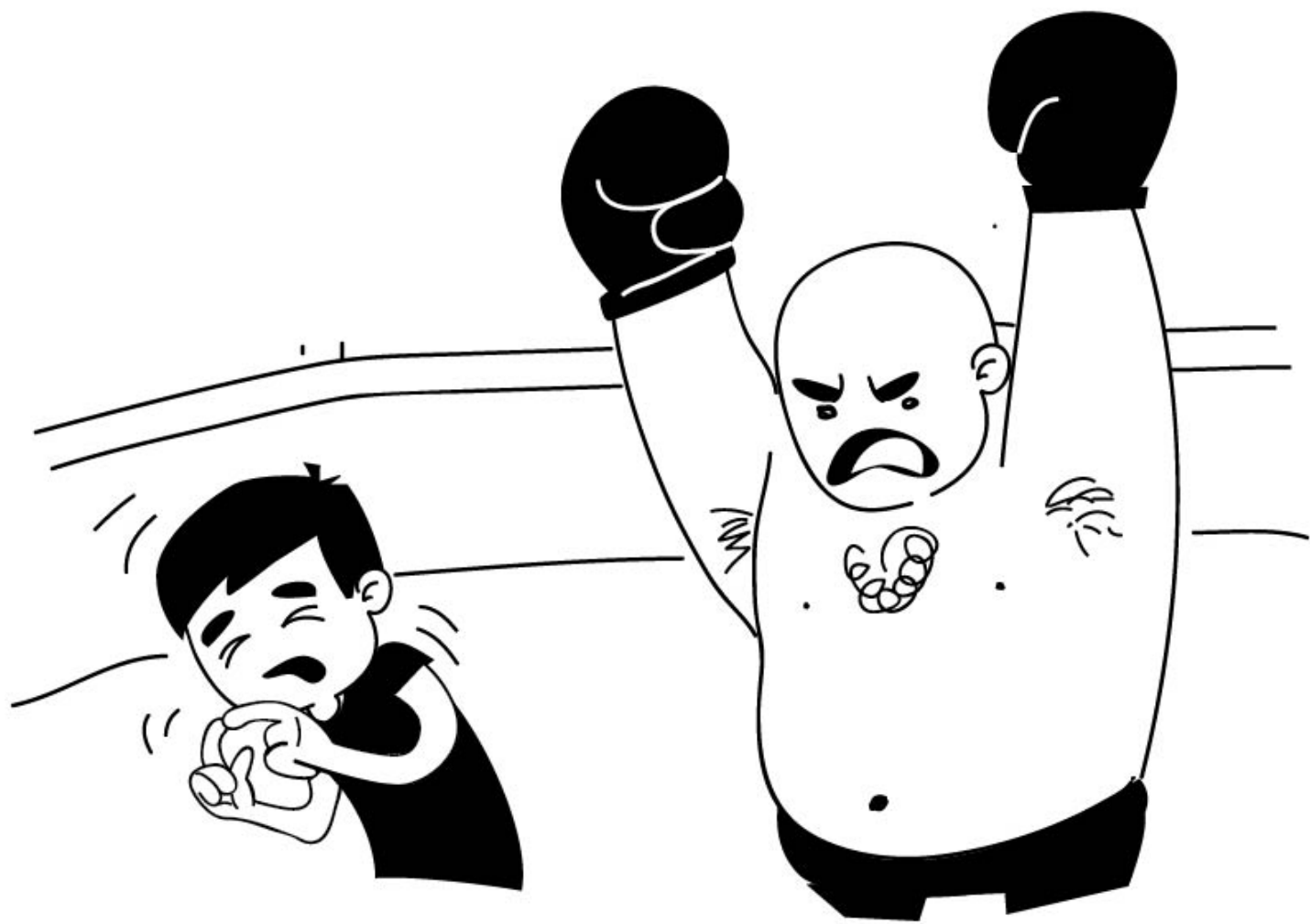
II) Relief Levels

III) Buildup Levels

IV) Force first session loss

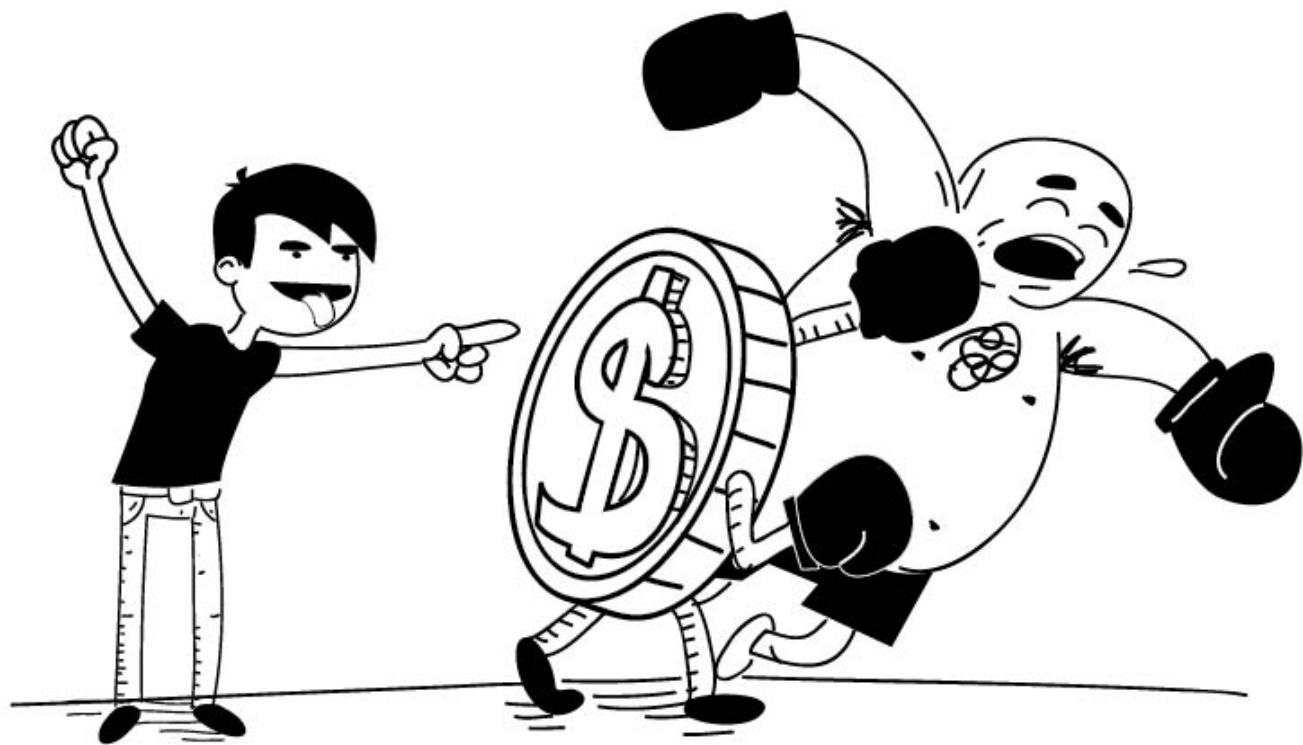
CHALLENGE!

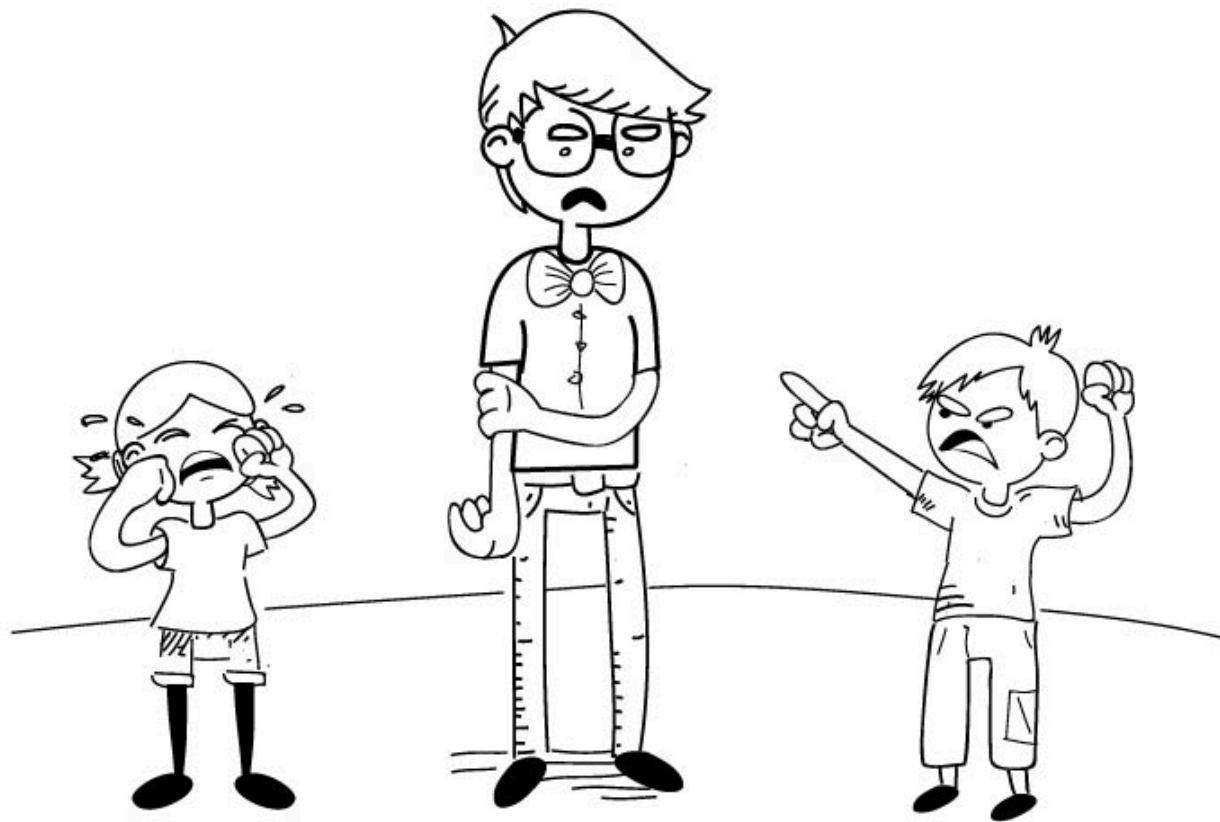


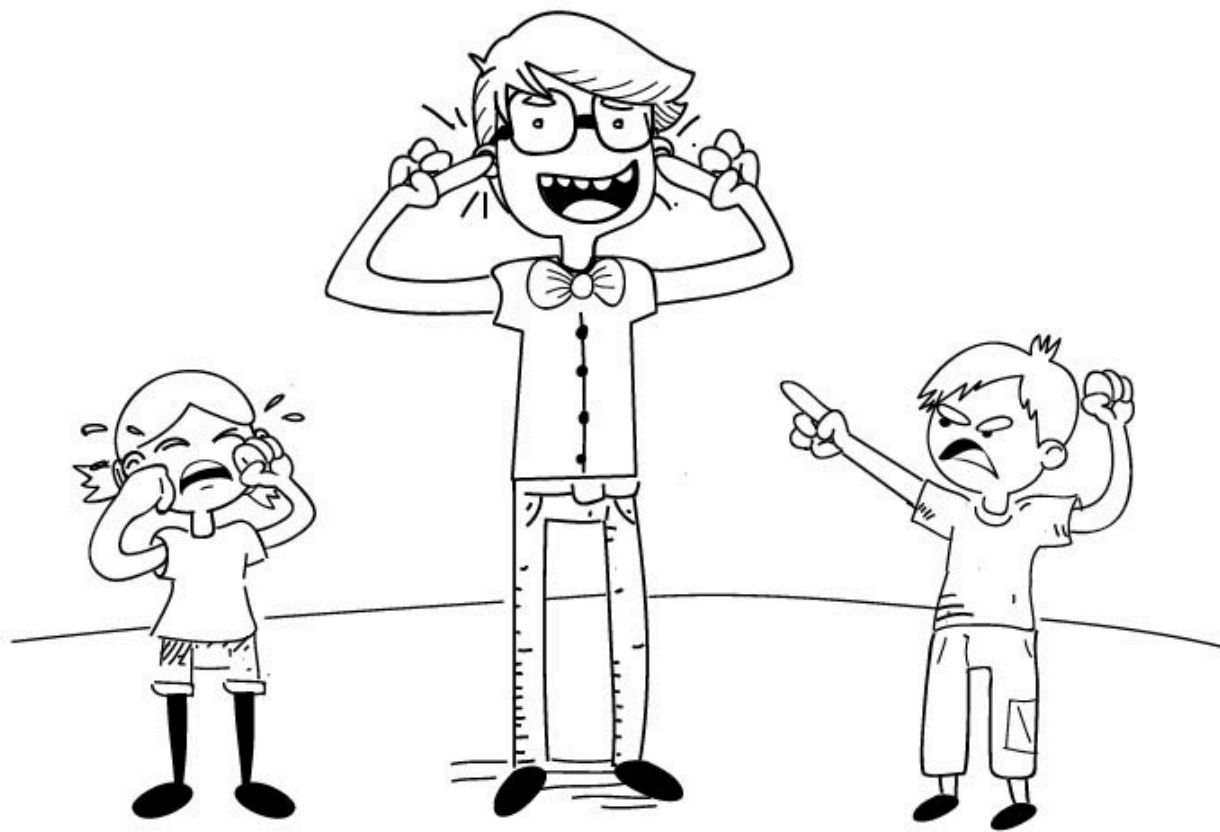


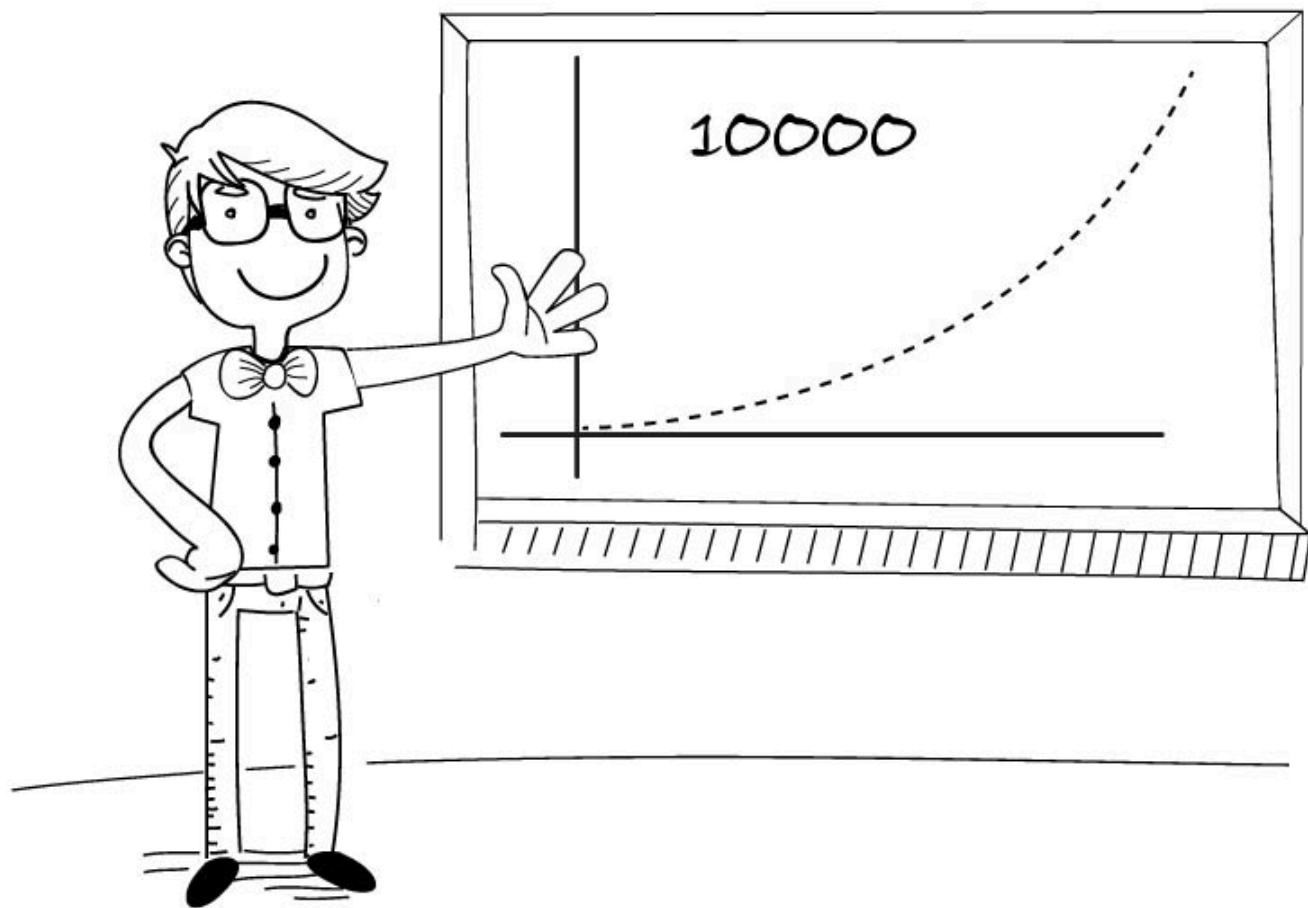
Don't be scared of
Frustration











USE THE

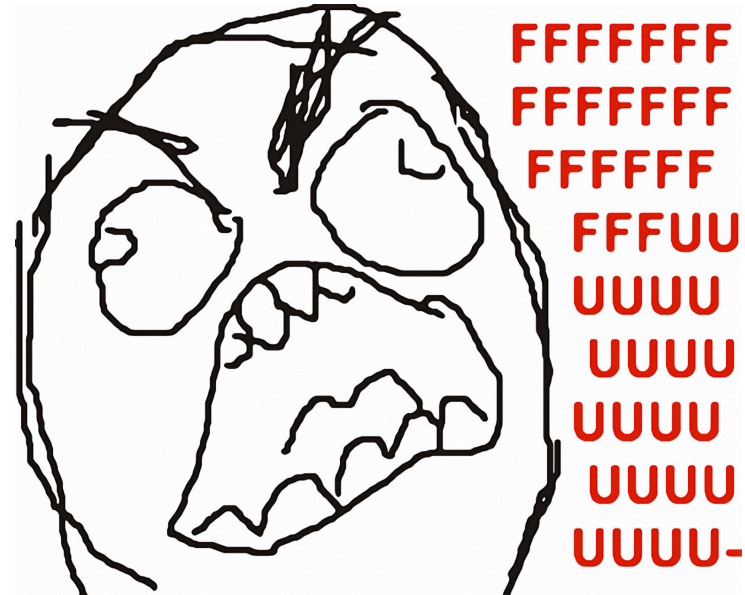
FUUU FACTOR

TO FIND BAD LEVELS

USE THE

FUUU FACTOR

TO FIND BAD LEVELS



Differentiates

GOOD difficult levels

from

BAD difficult levels!

FUUU FACTOR =

of tries until won

of times nearly won

FUUU FACTOR =

**The player is close to winning
every n^{th} time**

Example:

Level A: 100 tries until won

Level B: 100 tries until won

Level A

100 tries until won

5 times nearly won

FUUU = 20!

Level B

100 tries until won

25 times nearly won

FUUU = 4!

REMOVE LEVELS
WITH
FUUU > 10!

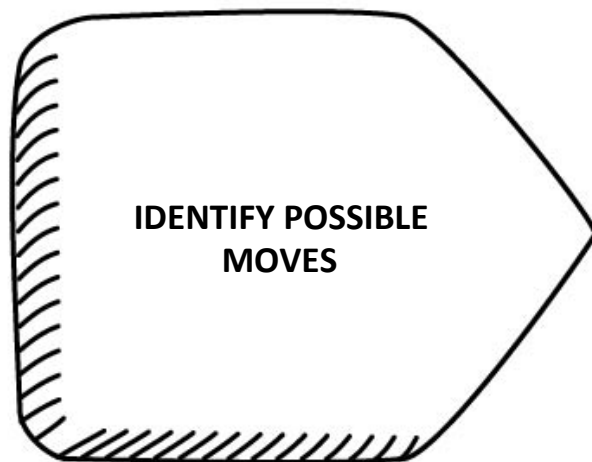
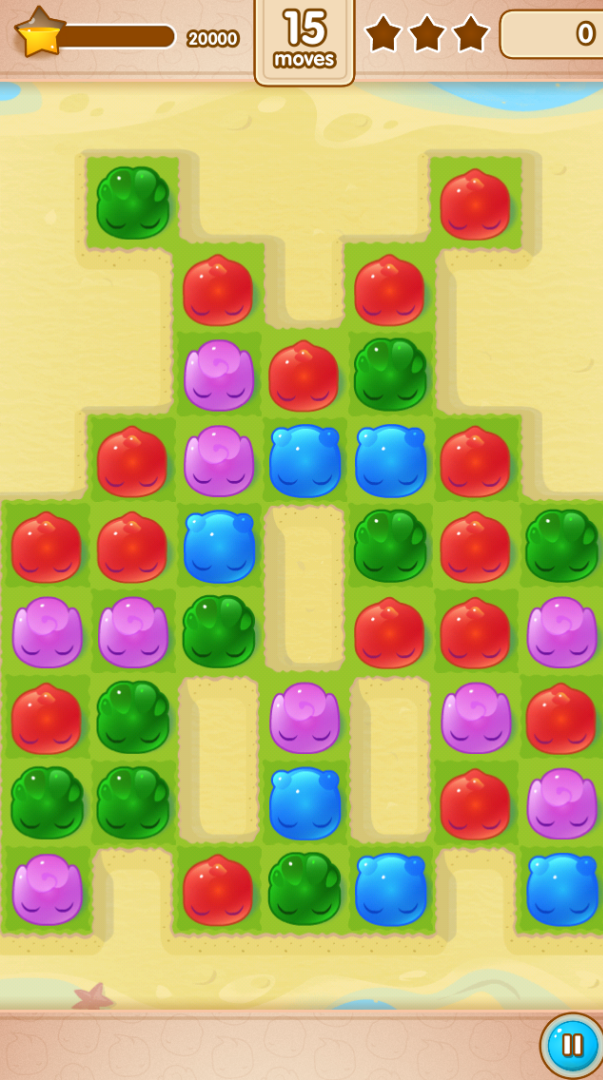
- I) Don't be afraid to frustrate
- II) Don't listen to players
- III) Listen to data
- IV) Use the FUUUU

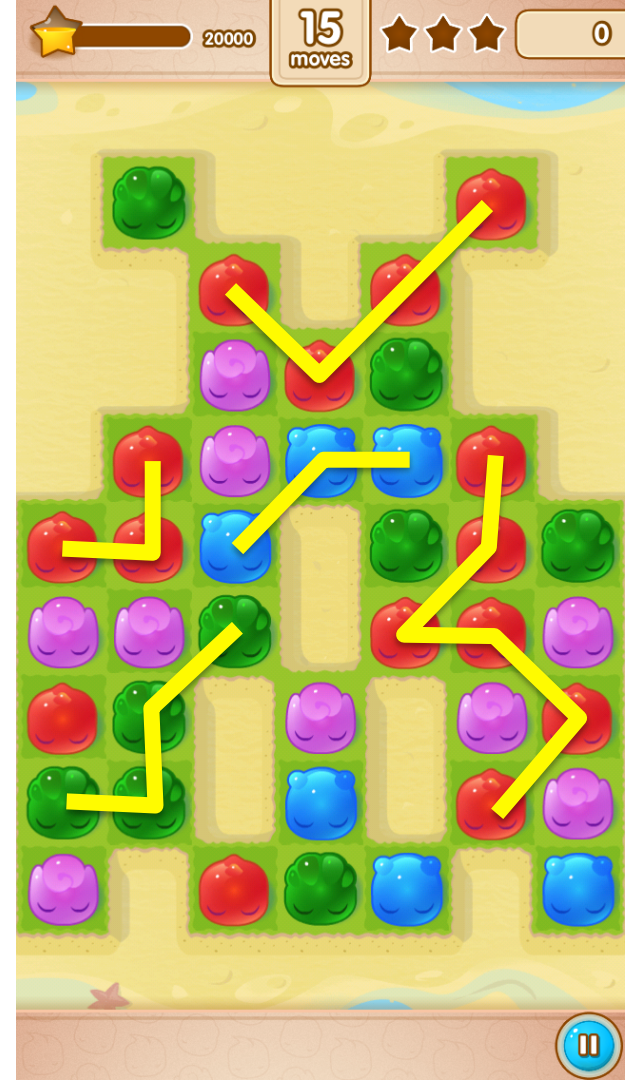
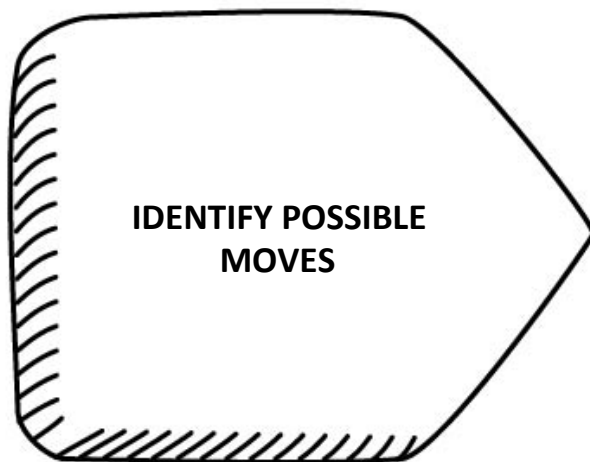
2)

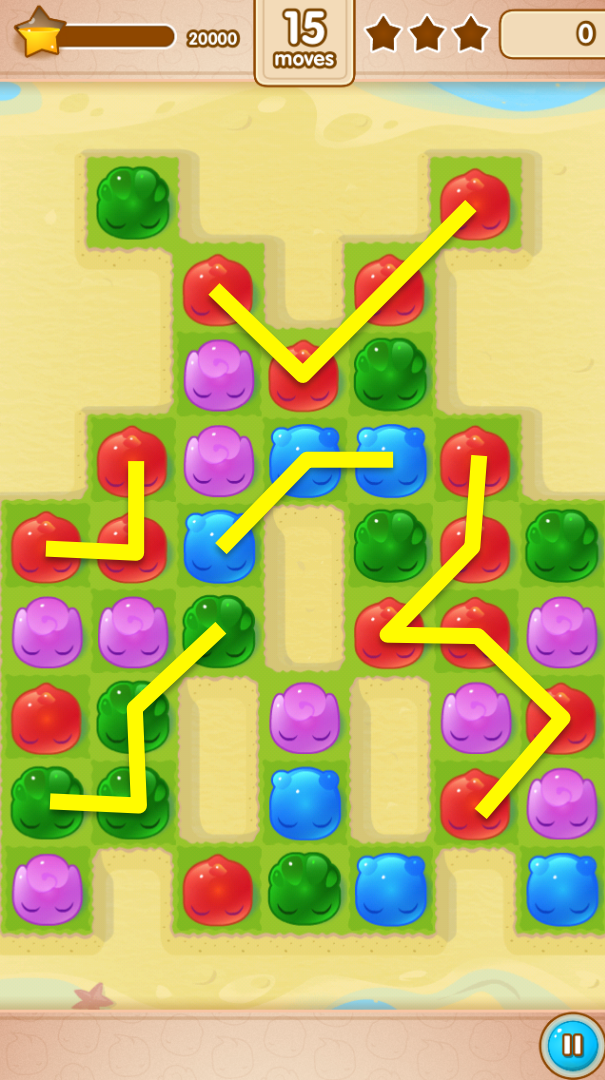
Keep it
Casual

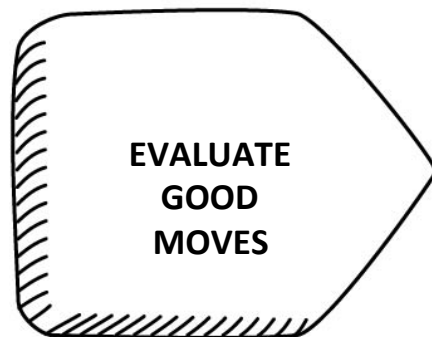
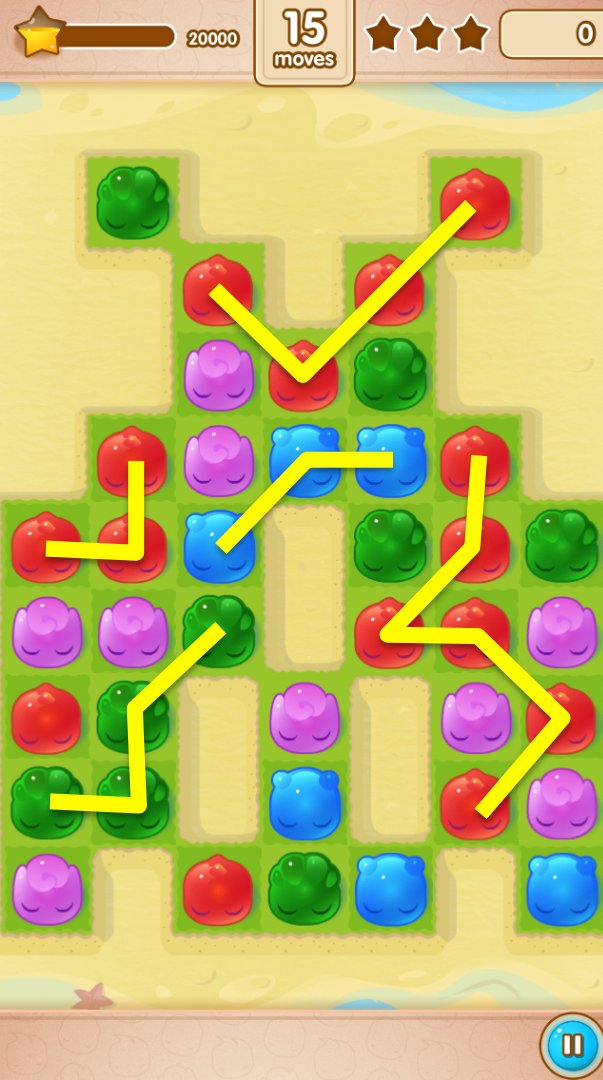
Pace choices!

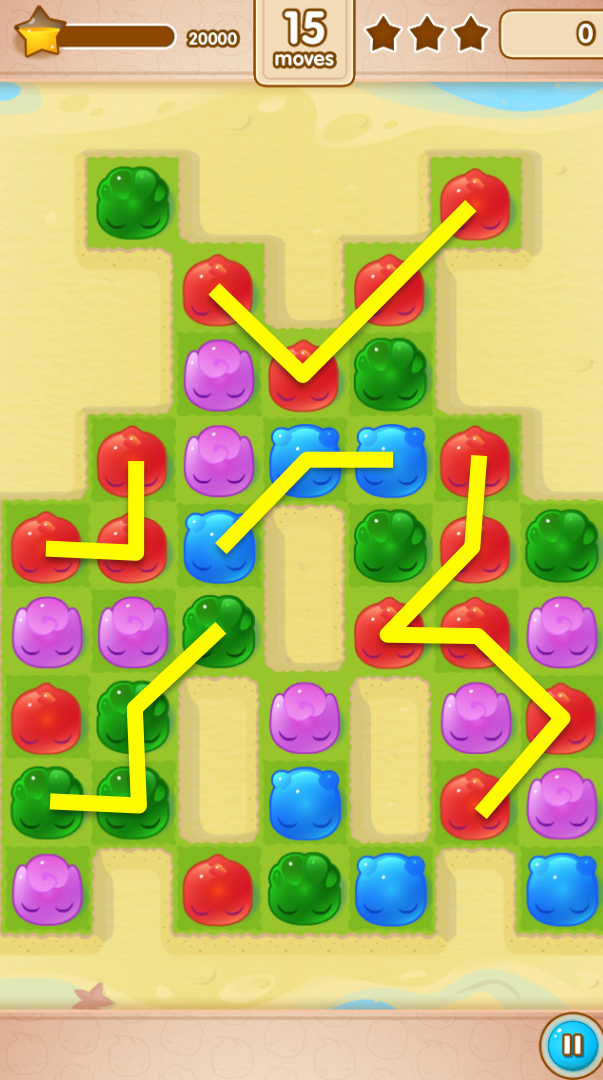




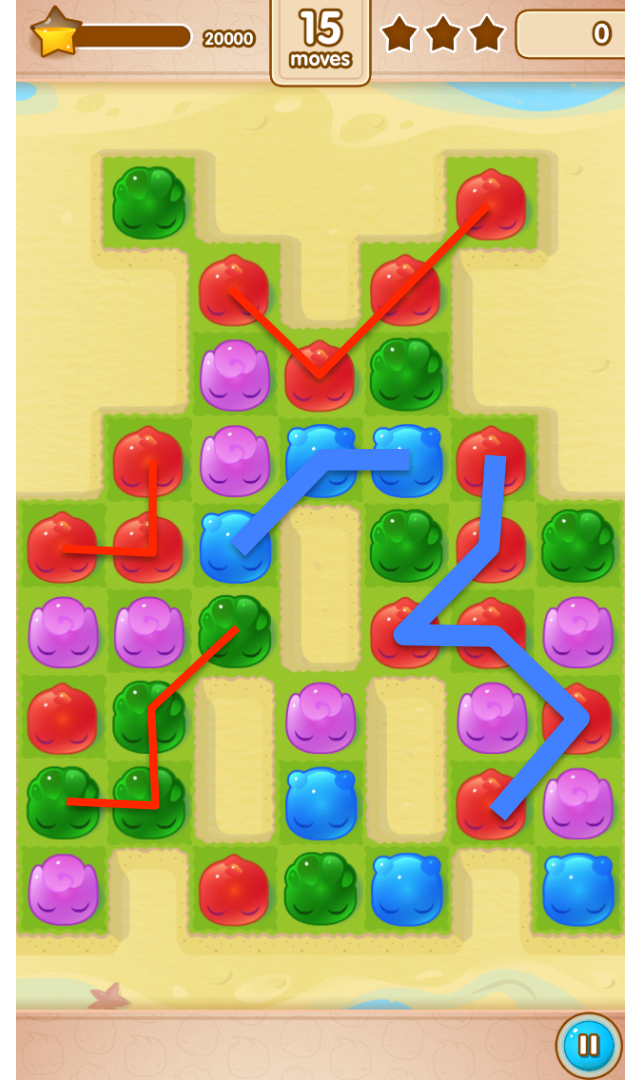


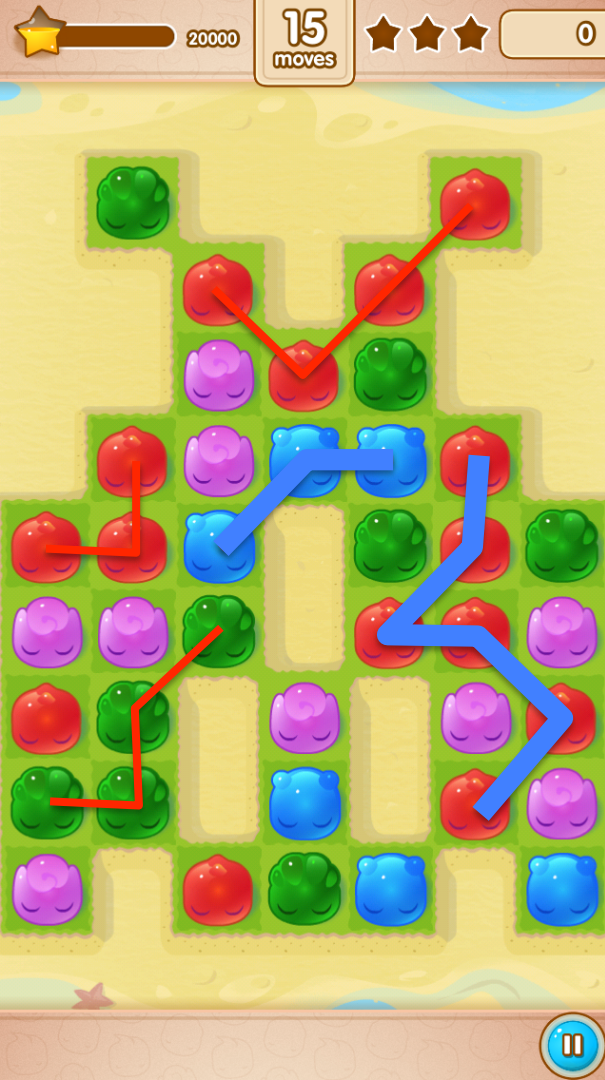


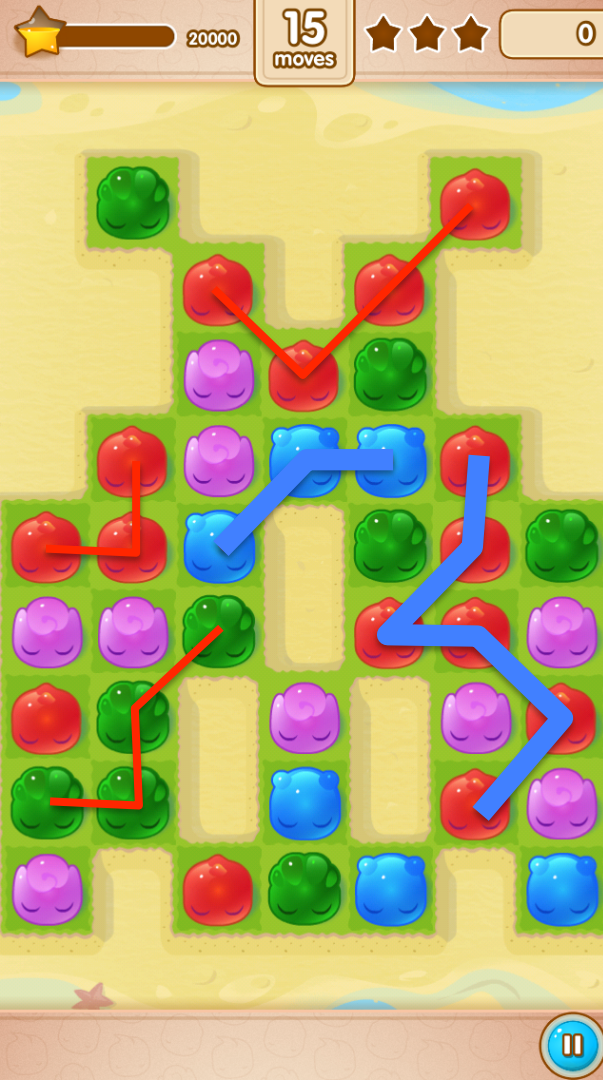




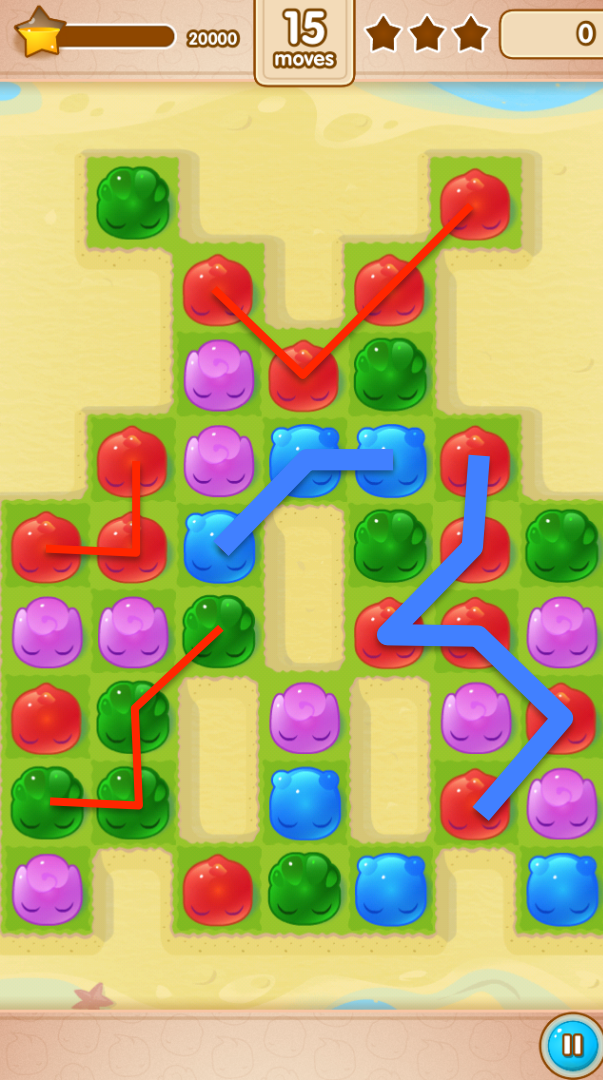
EVALUATE
GOOD
MOVES





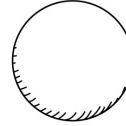
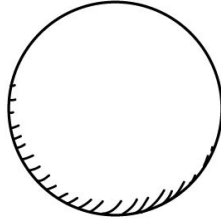
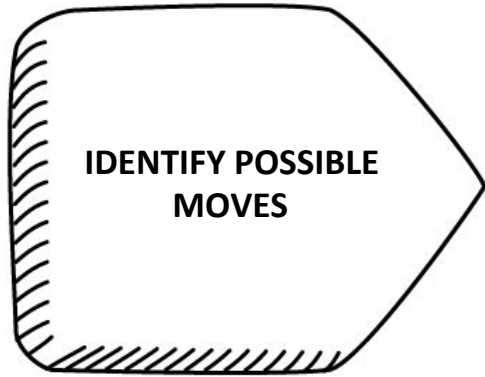


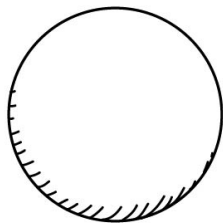
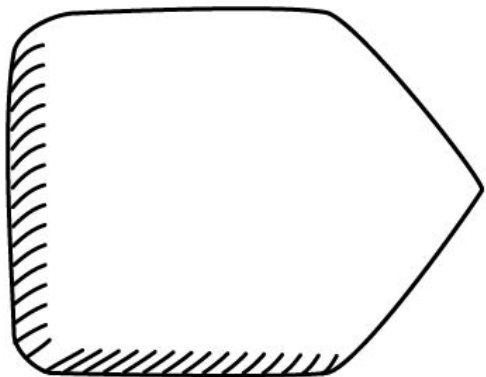
MAKE THE
BEST MOVE



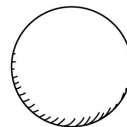
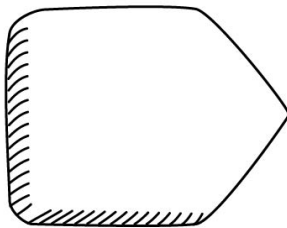
MAKE THE BEST MOVE



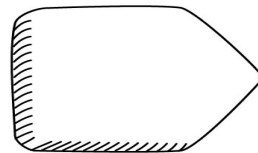


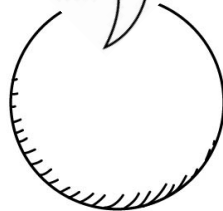
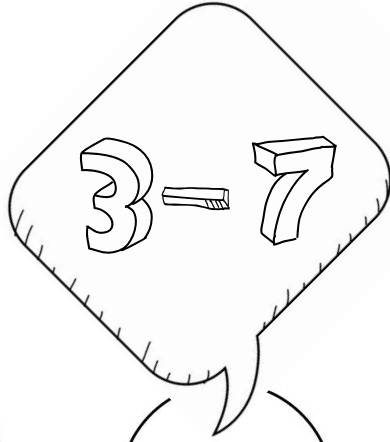
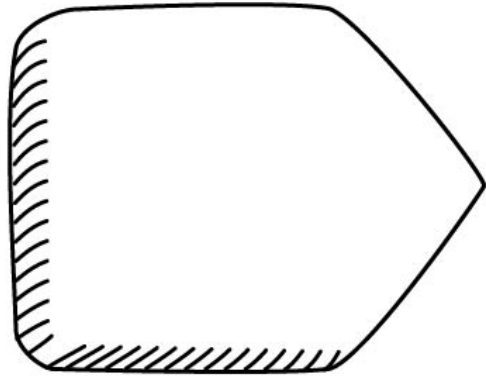


**POSSIBLE
MOVES**

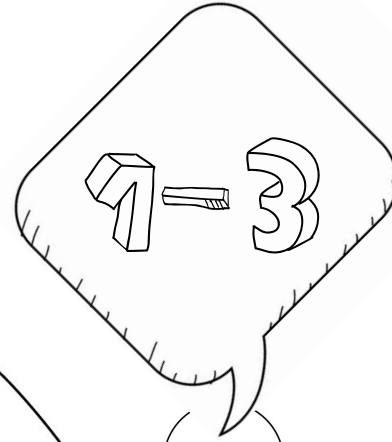
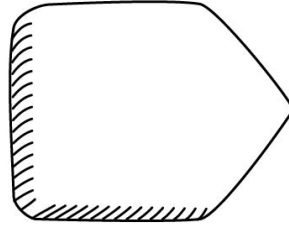


**GOOD
MOVES**

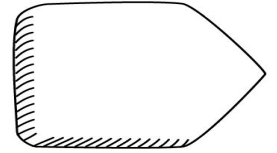


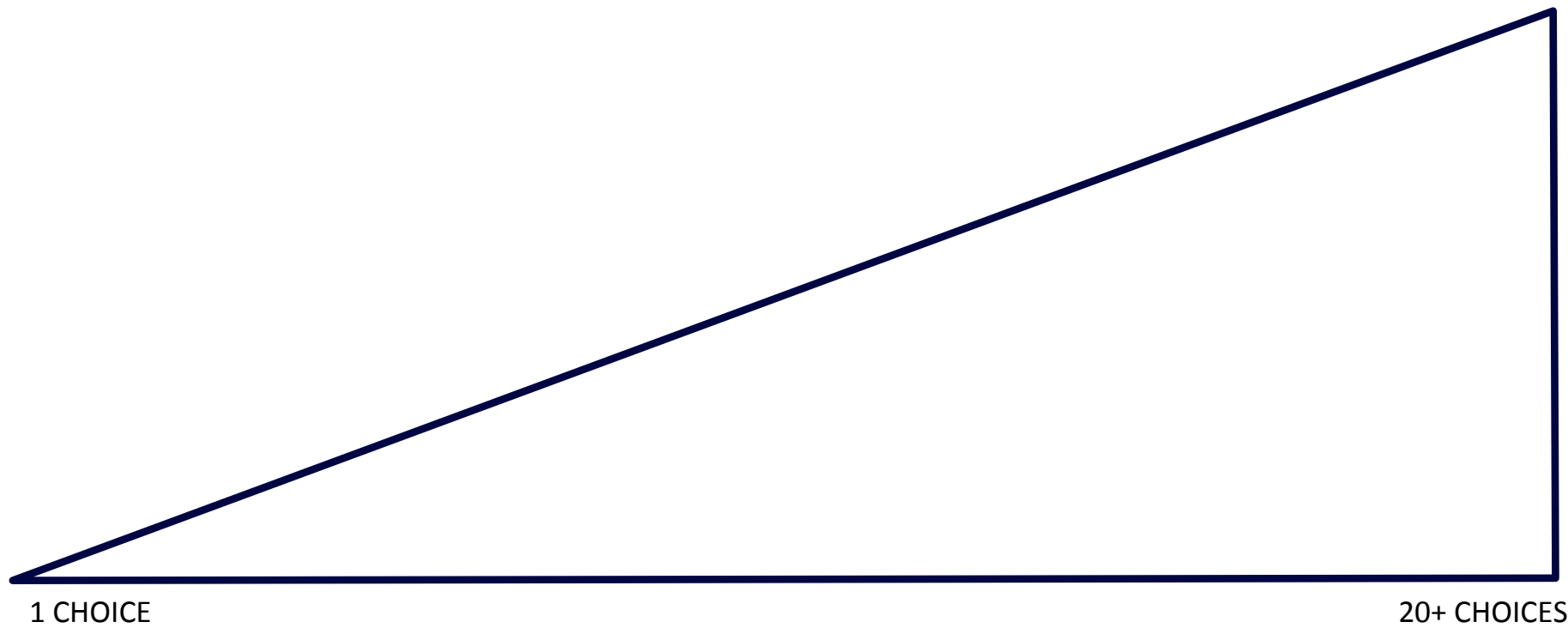


POSSIBLE
MOVES



GOOD
MOVES

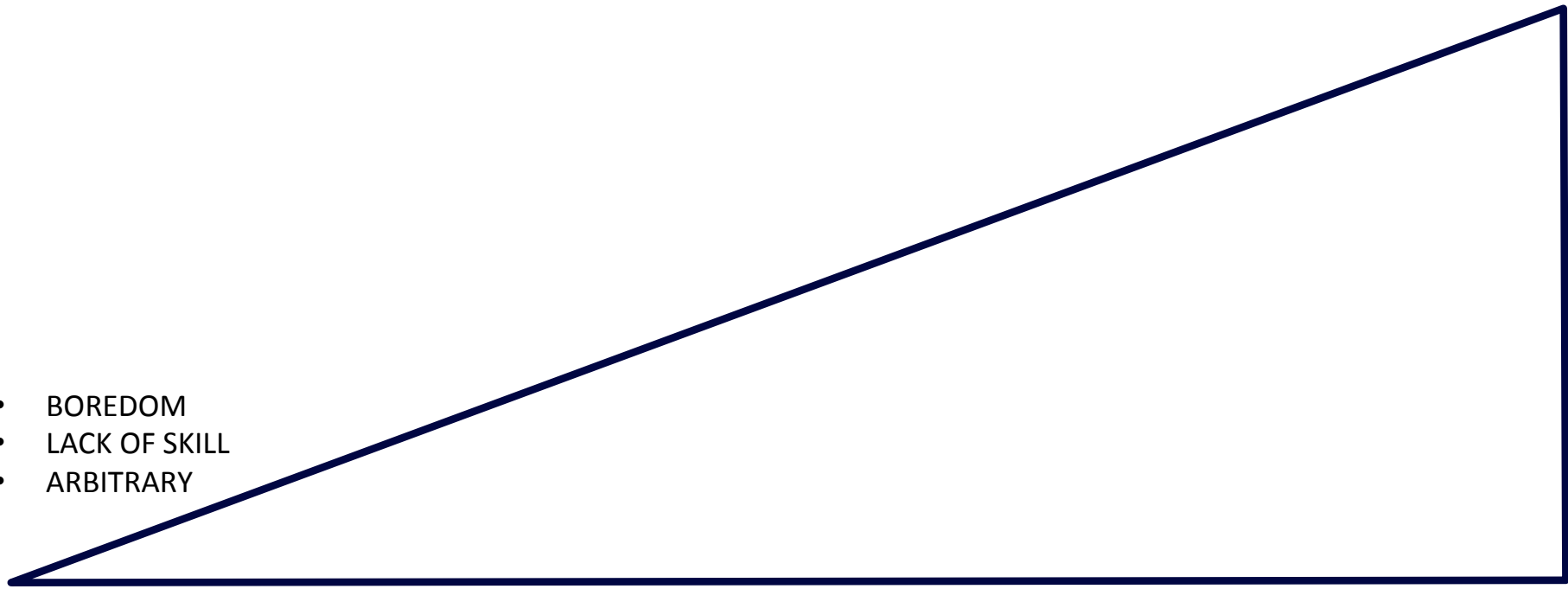


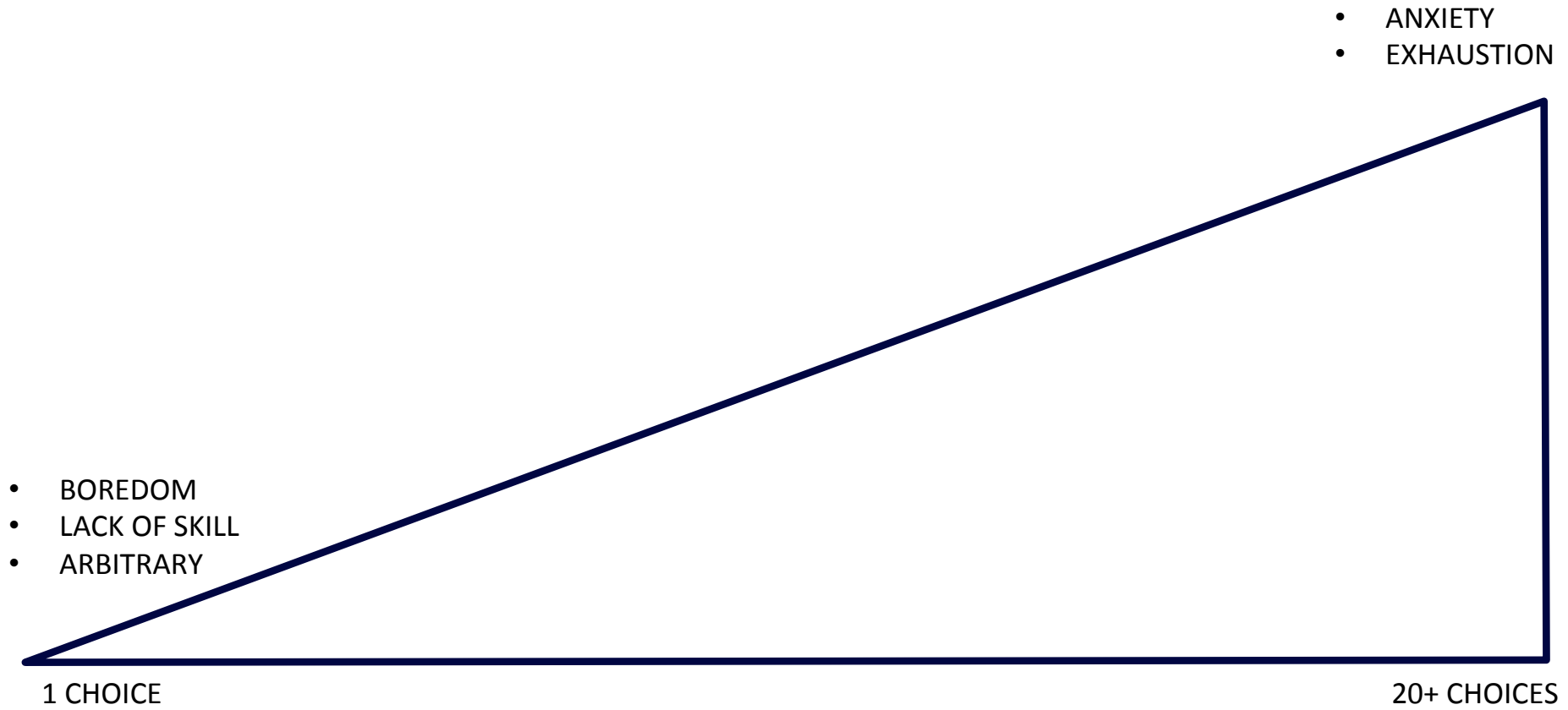


- BOREDOM
- LACK OF SKILL
- ARBITRARY

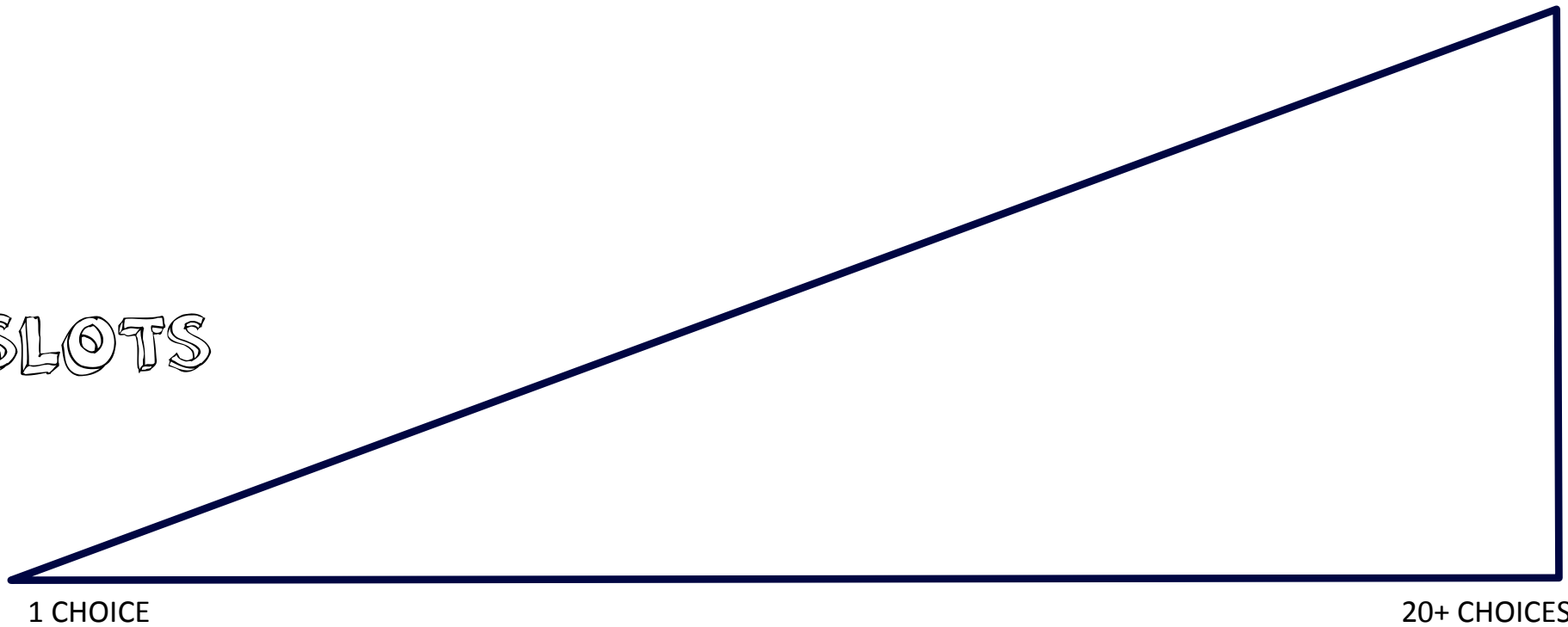
1 CHOICE

20+ CHOICES



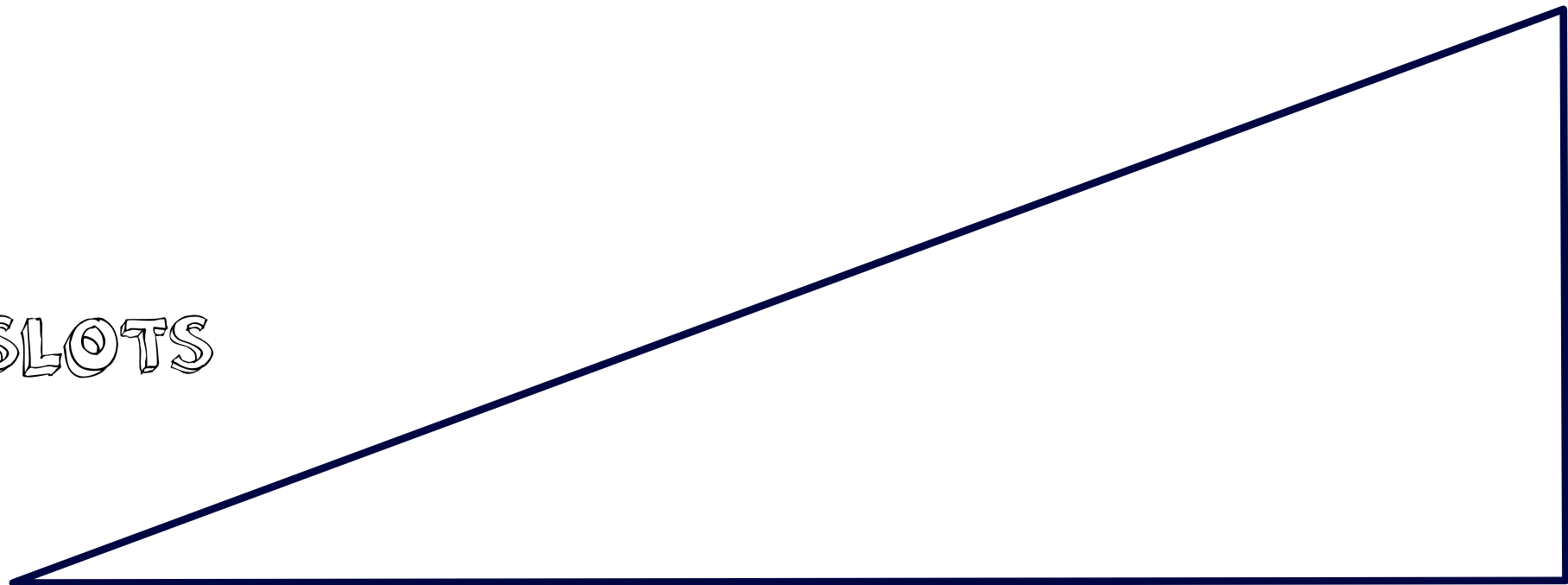


SLOTS



CHES

SLOTS



1 CHOICE

20+ CHOICES

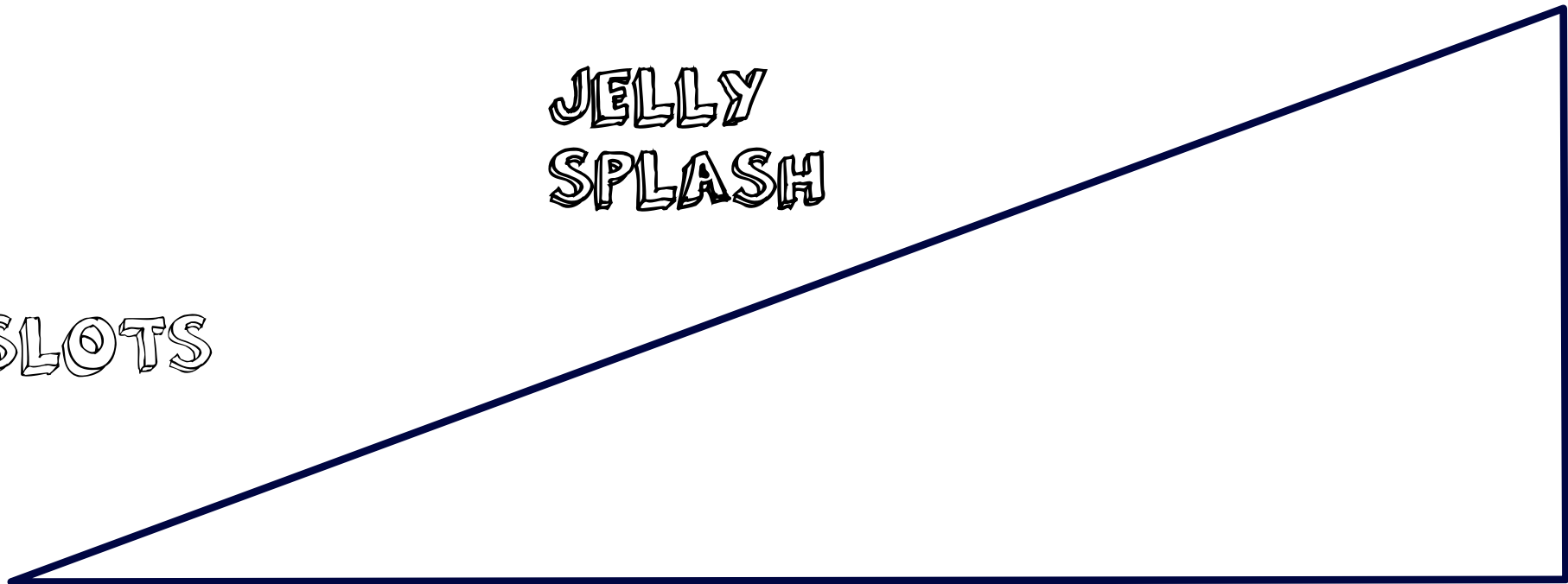
CHESS

JELLY
SPLASH

SLOTS

1 CHOICE

20+ CHOICES

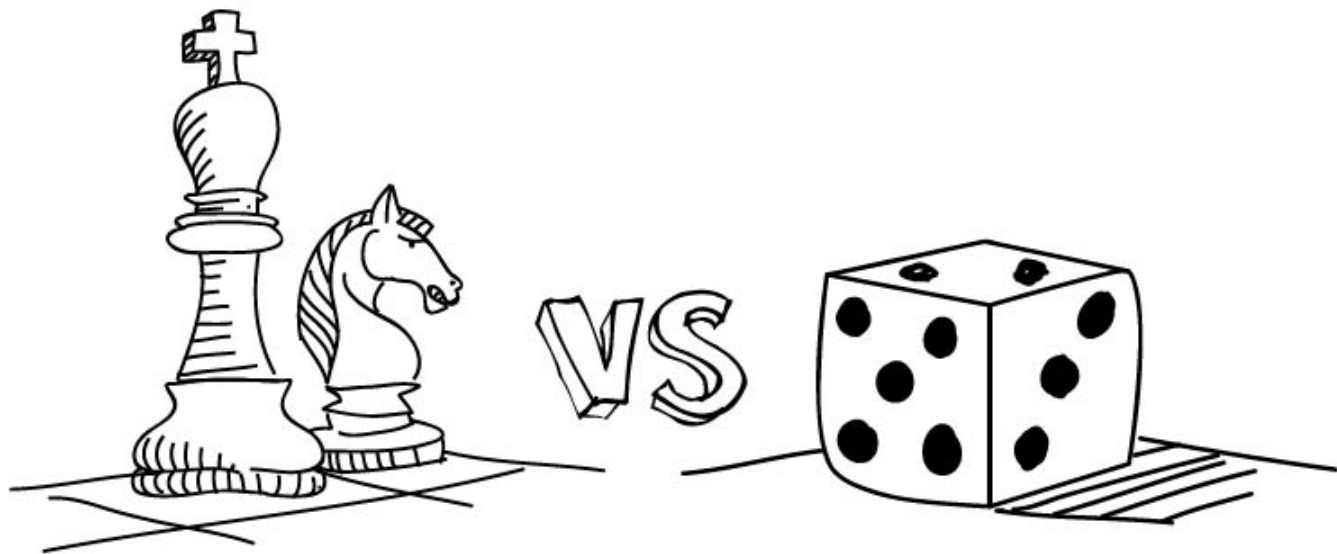


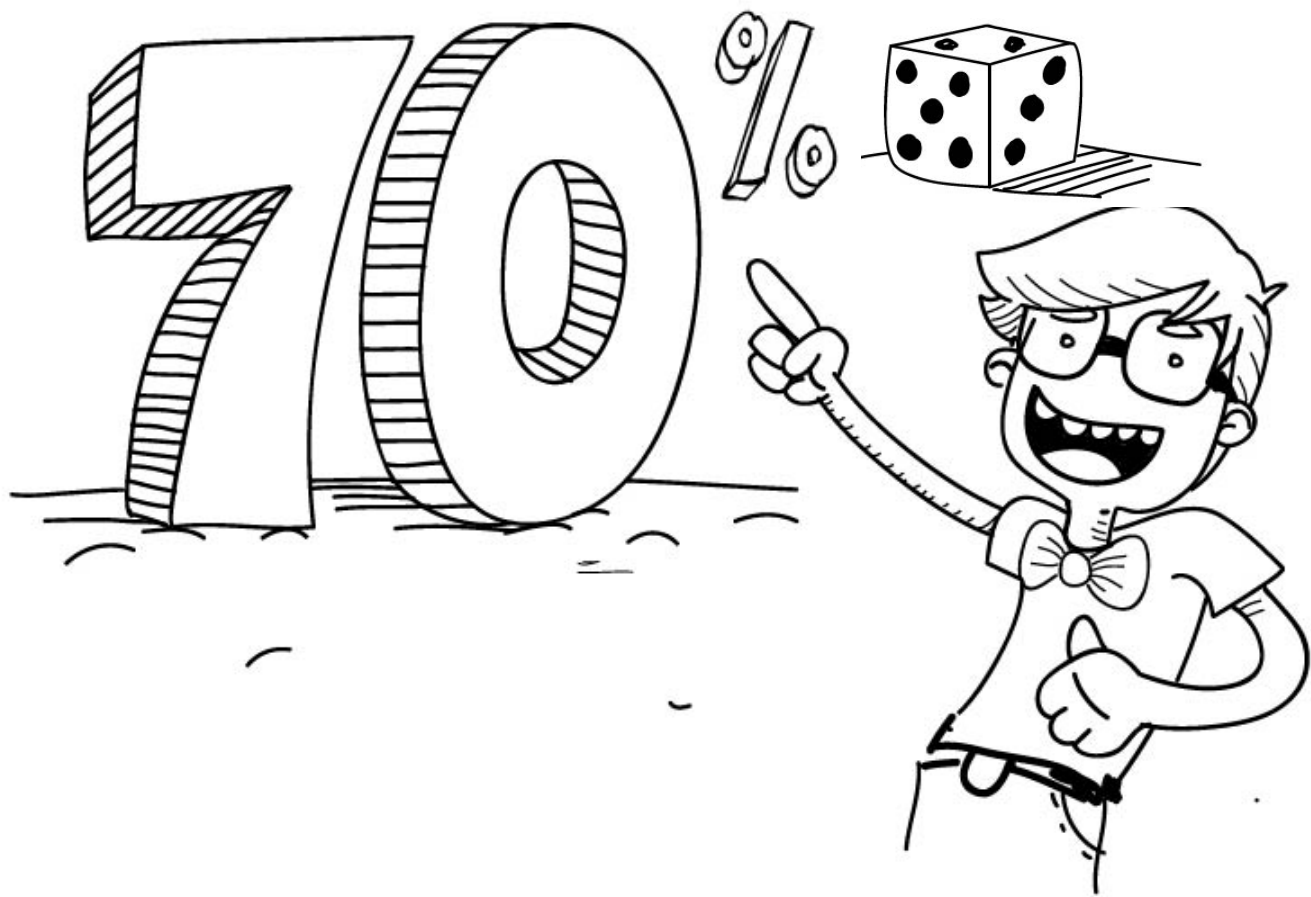
Keep it casual:

- 3-7 Possible Moves every Turn
- 1 'Best Move' most Turns
- 3 'Best Moves' some Turns

3)

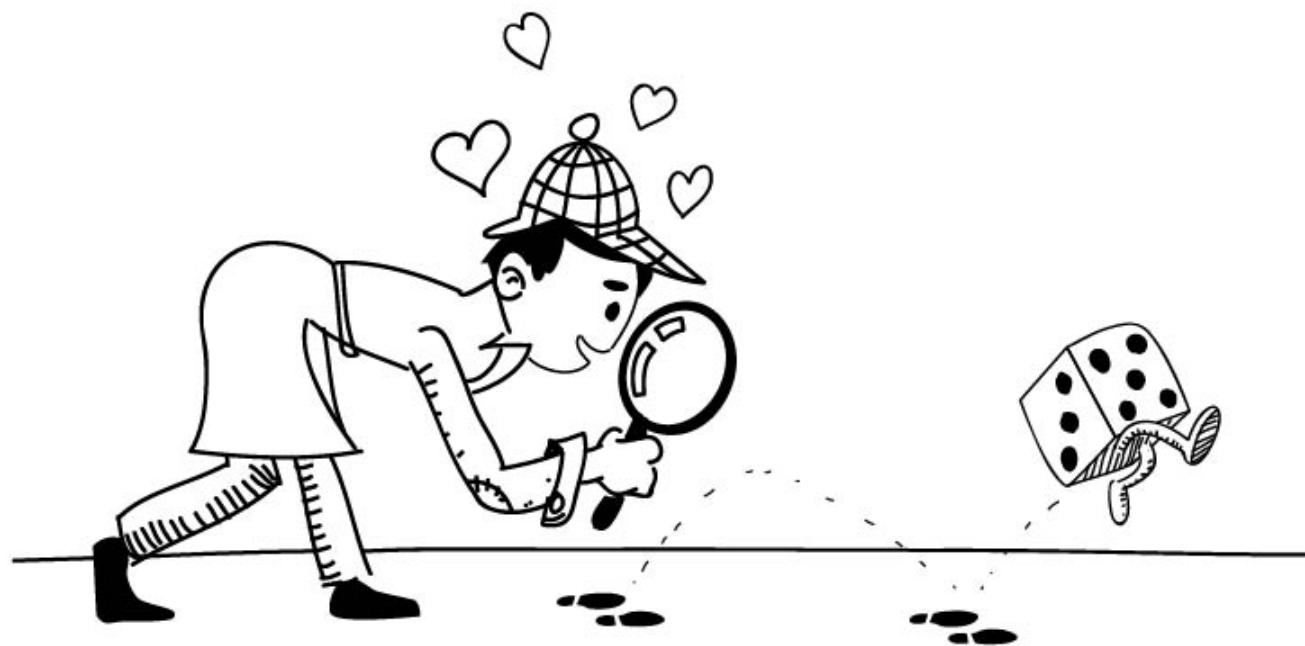
ADD MORE
LUCK!

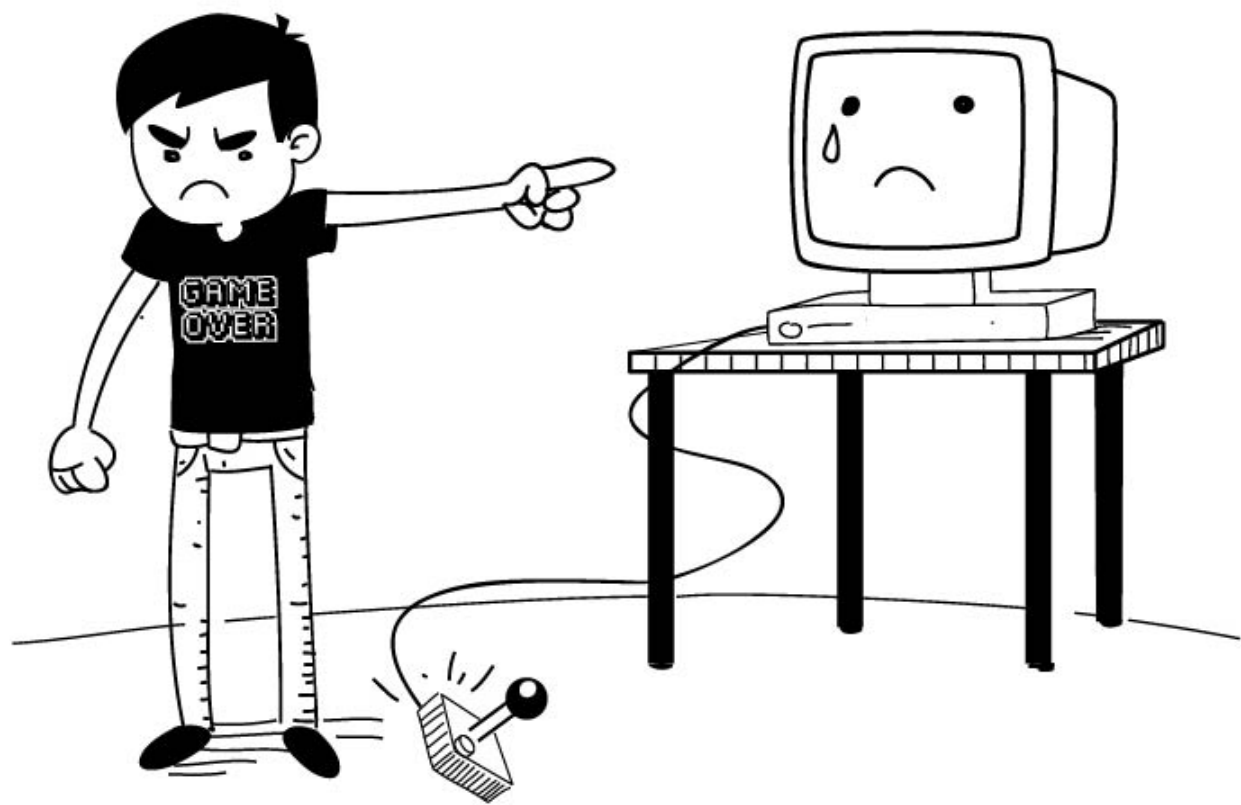


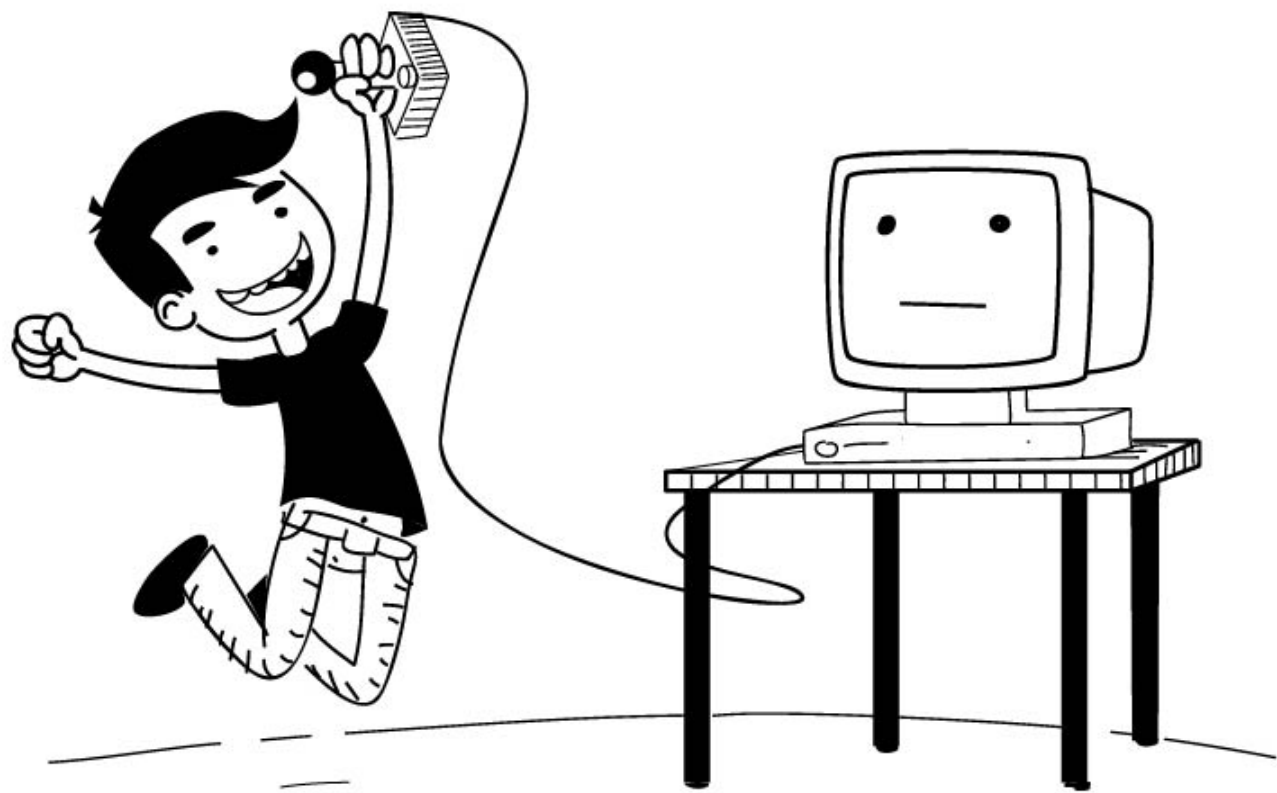


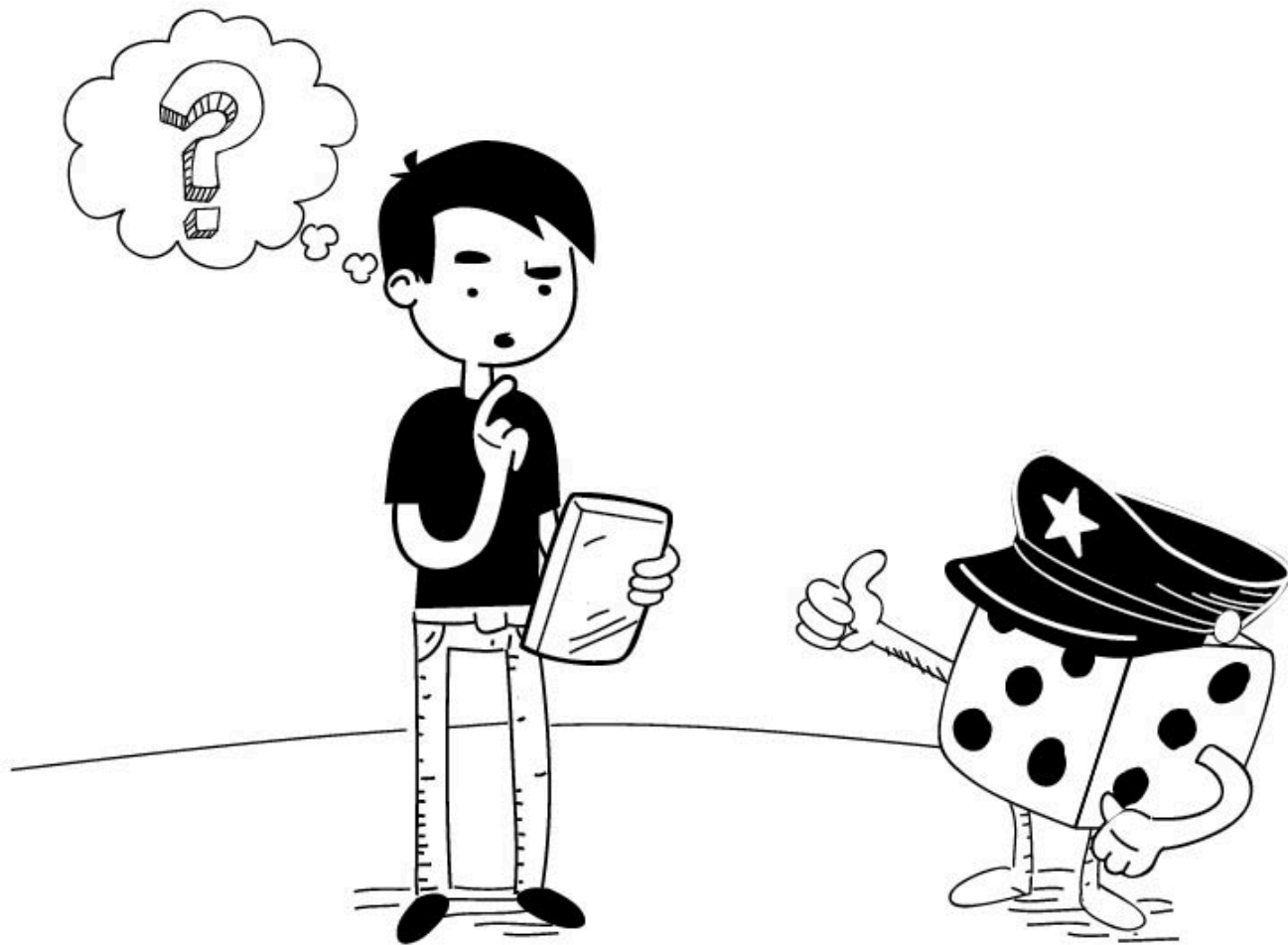
5

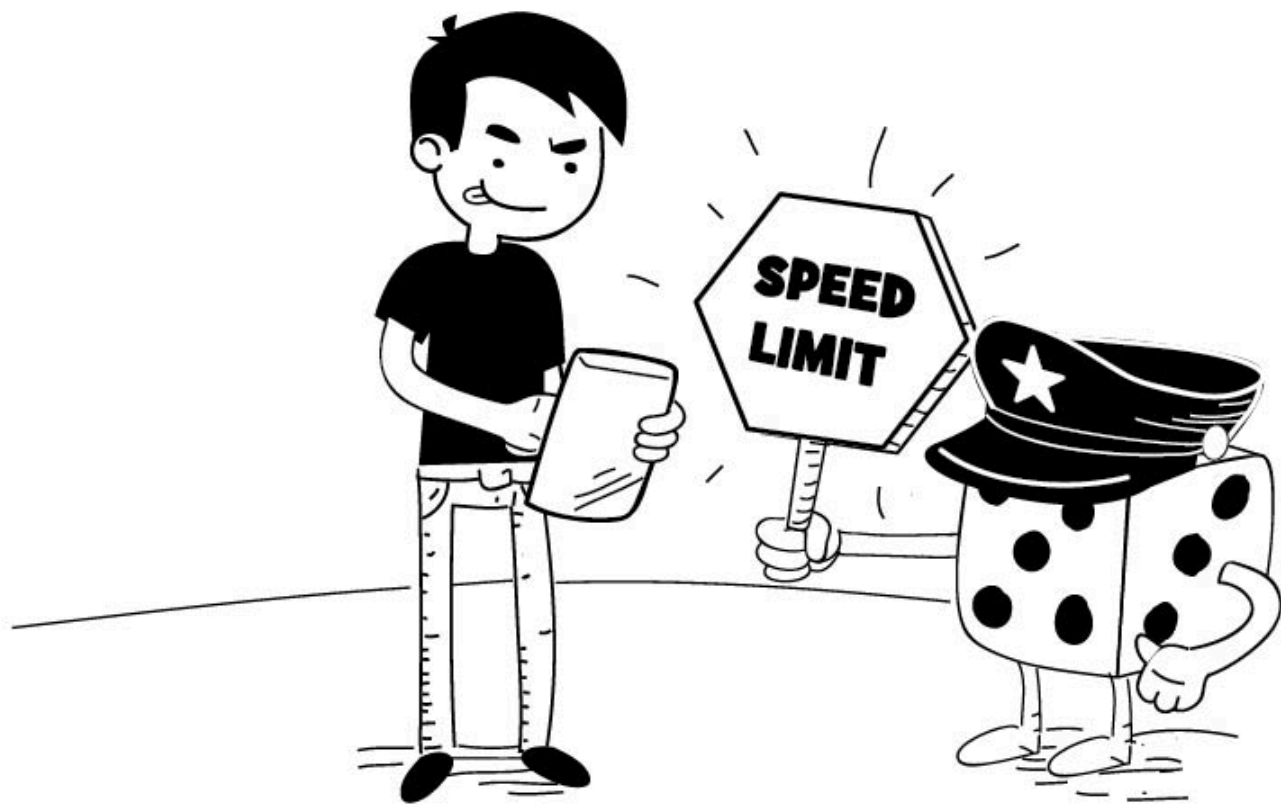
REASONS WHY
LUCK
ROCKS!

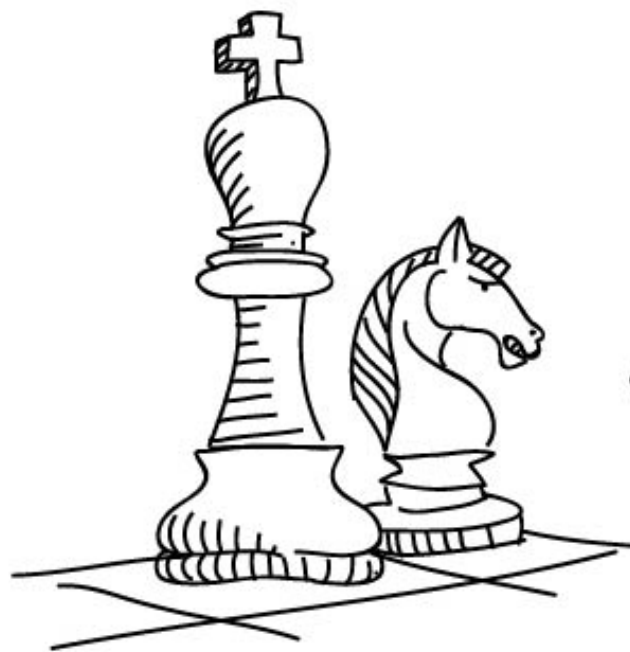




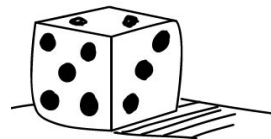




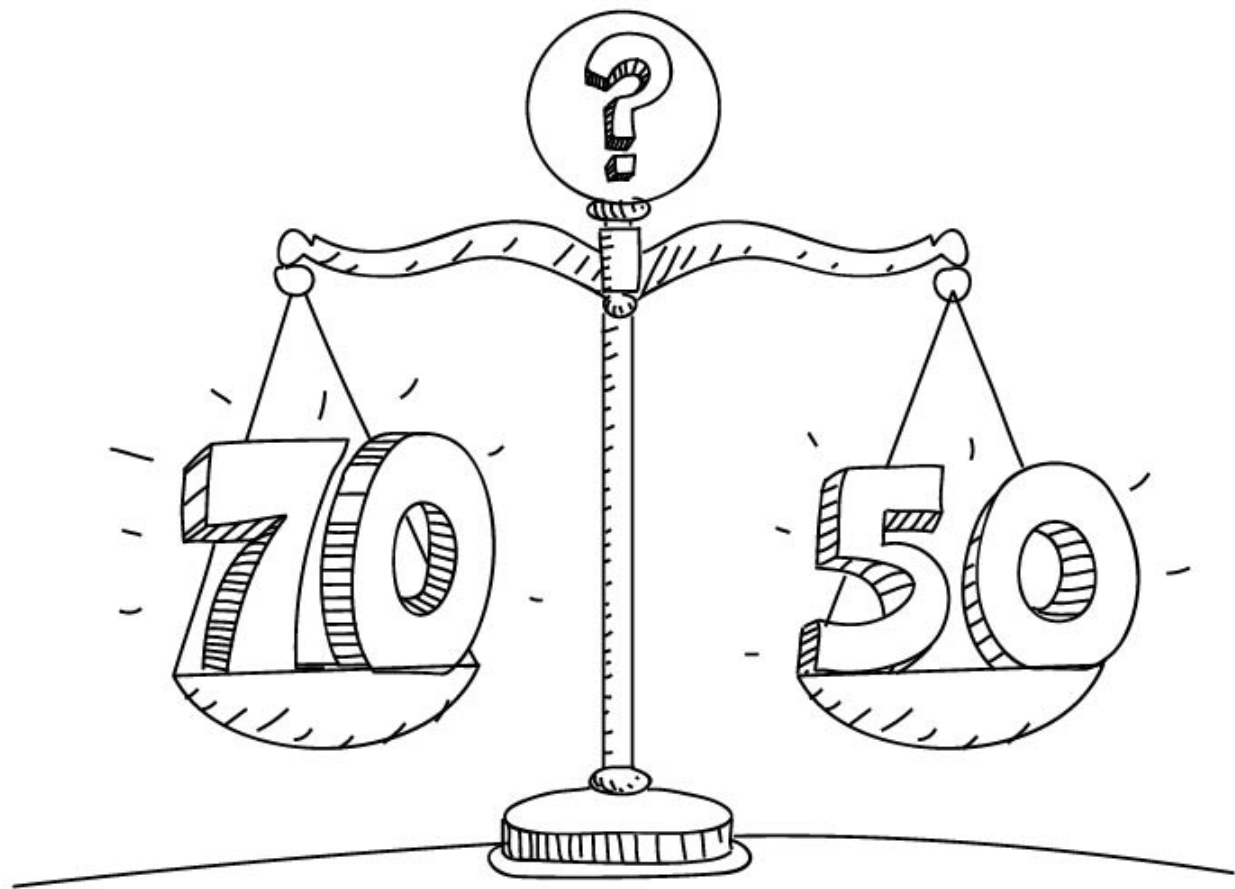




50%







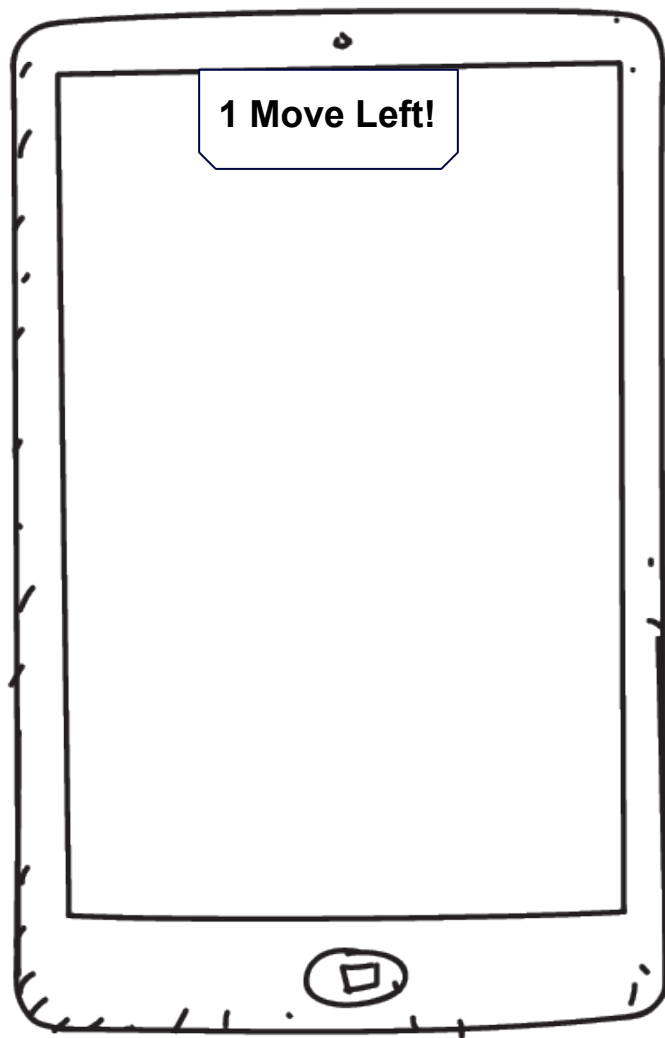


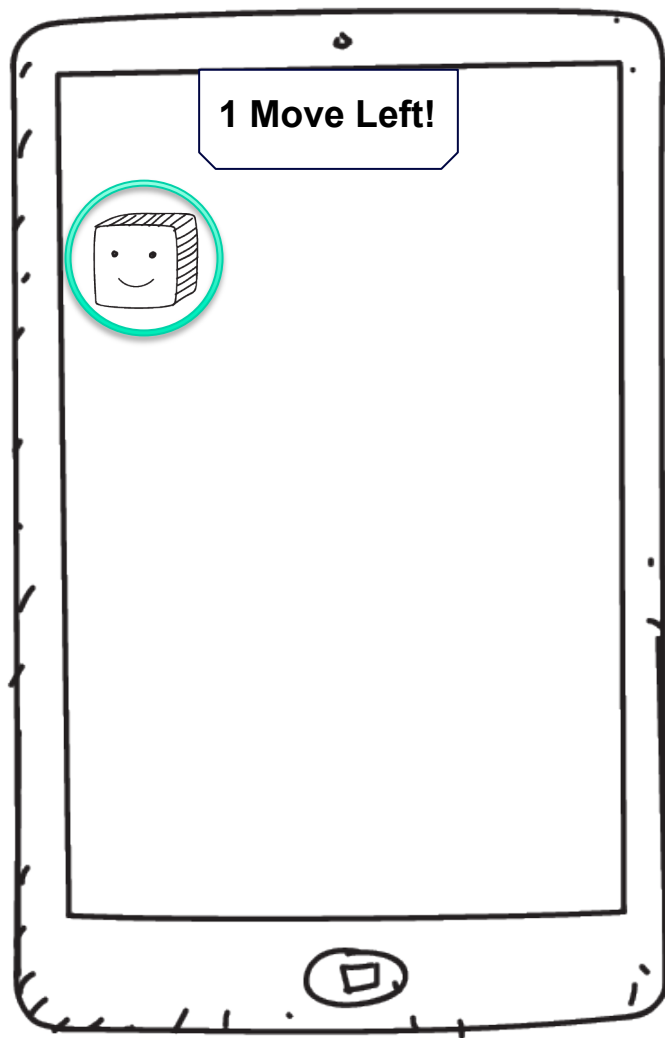
I) Core mechanic has 70% Luck

II) Make player perceive 50%
Luck

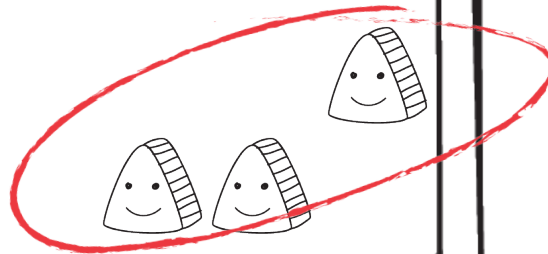
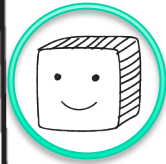
F*Yeah
Moments







1 Move Left!



0 Move Left!



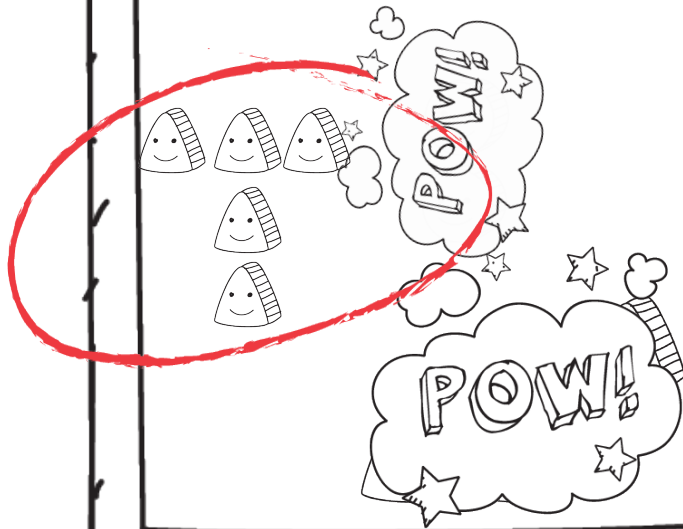
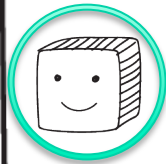
0 Move Left!



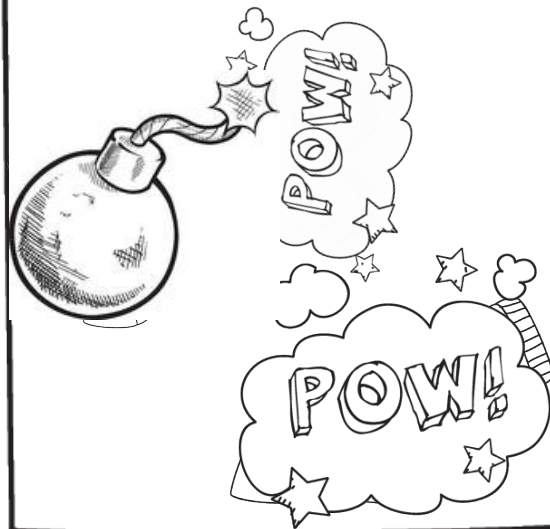
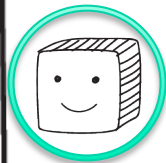
0 Move Left!



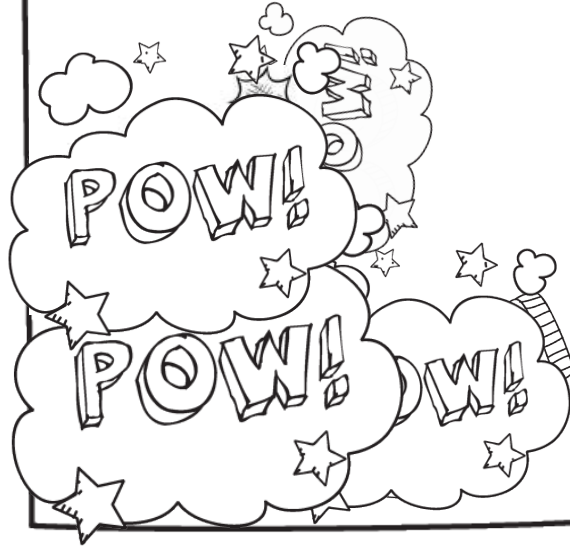
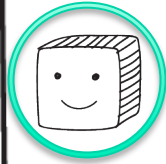
0 Move Left!



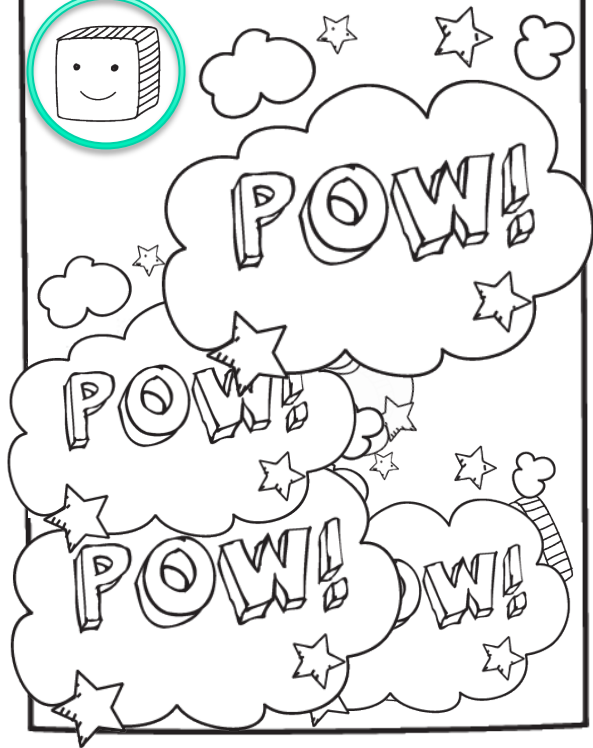
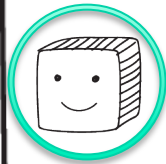
0 Move Left!

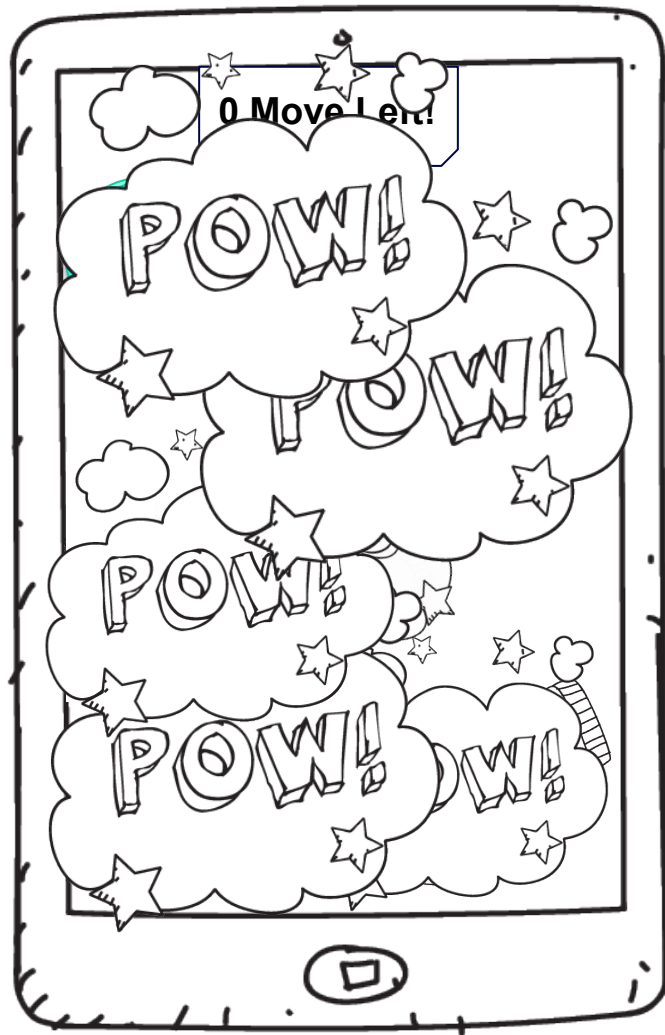


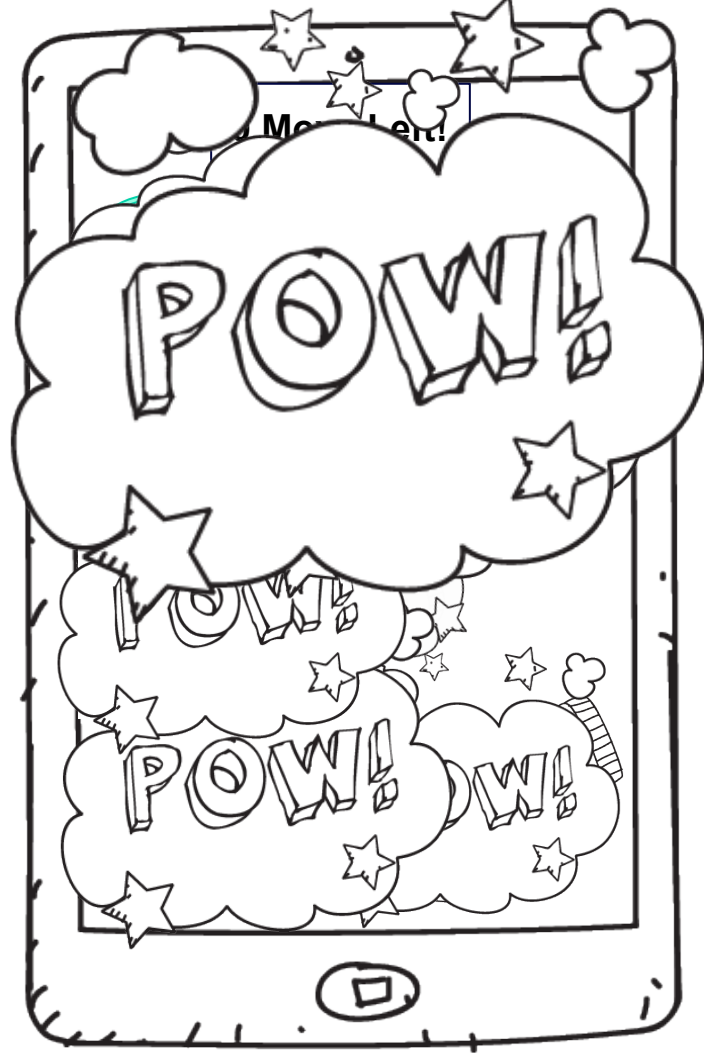
0 Move Left!



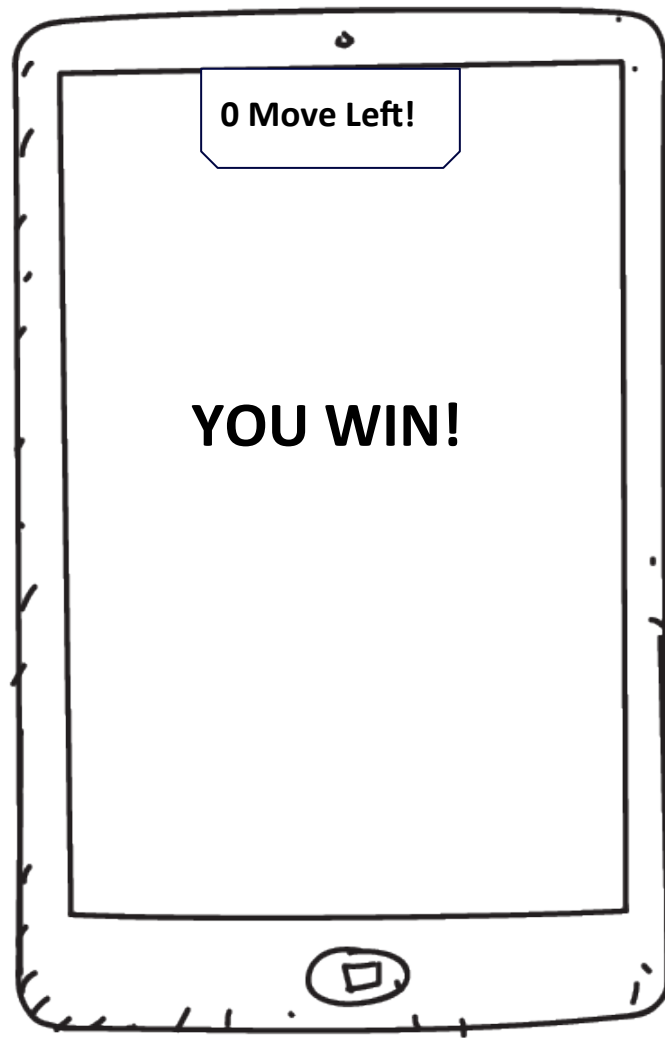
0 Move Left!













0 Move Left!

YOU WIN!

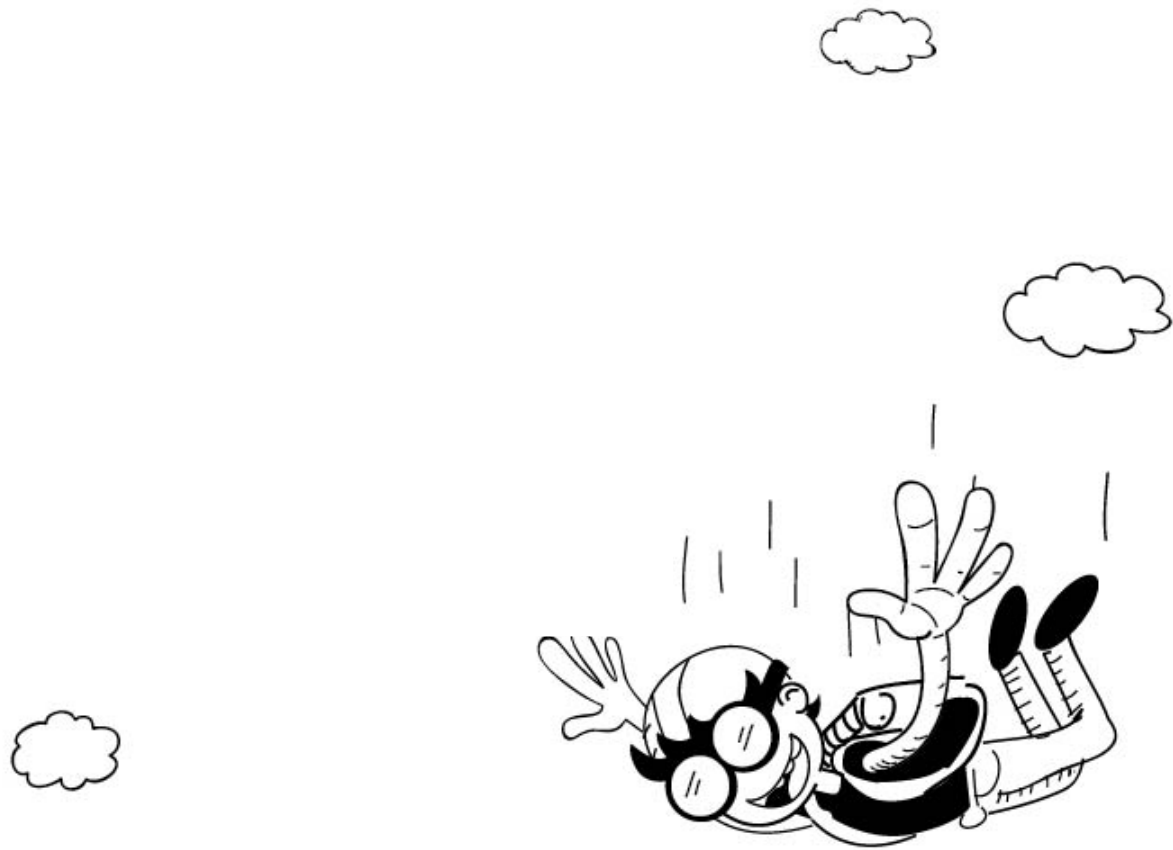
FUCK YEA.



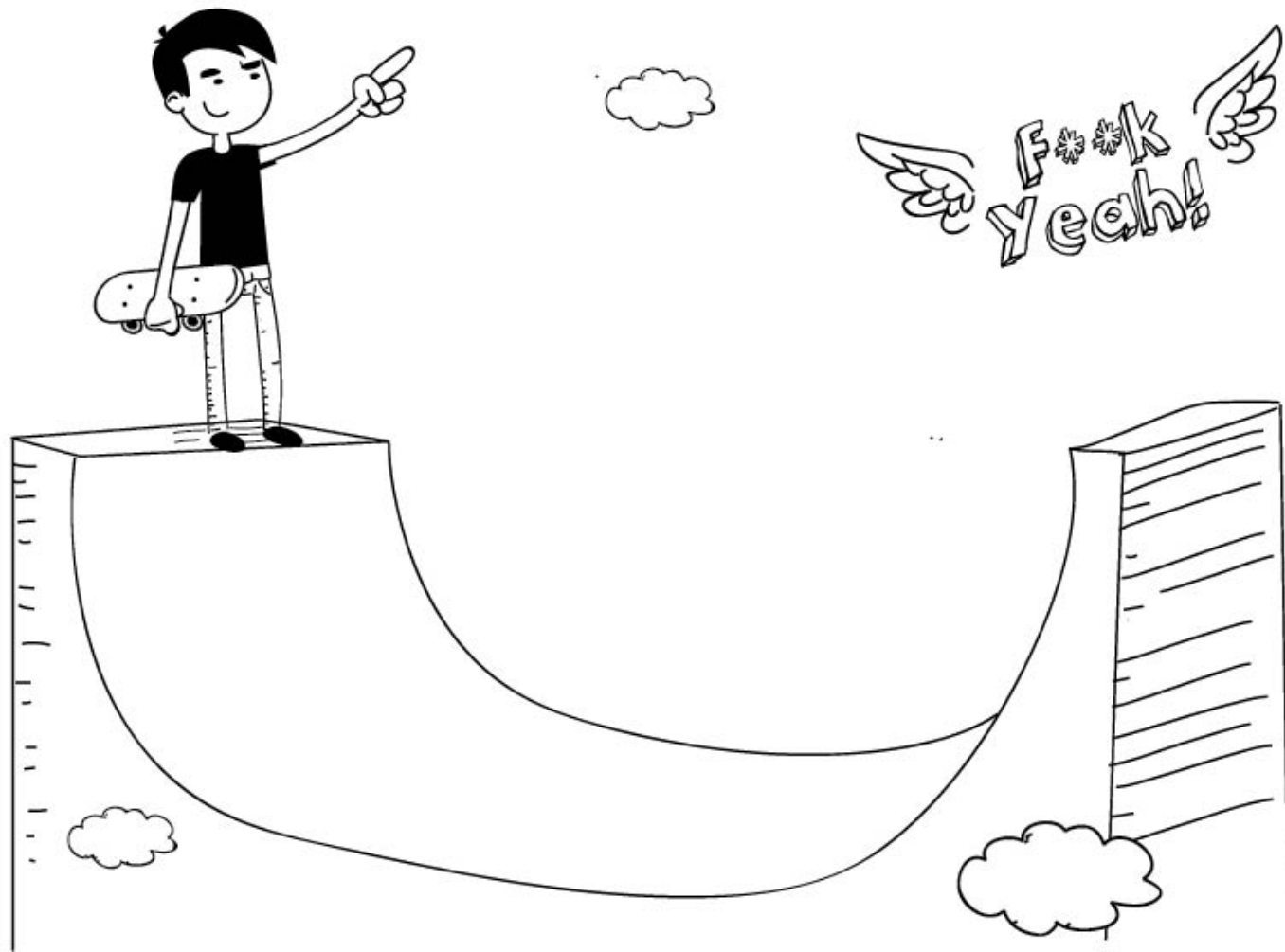


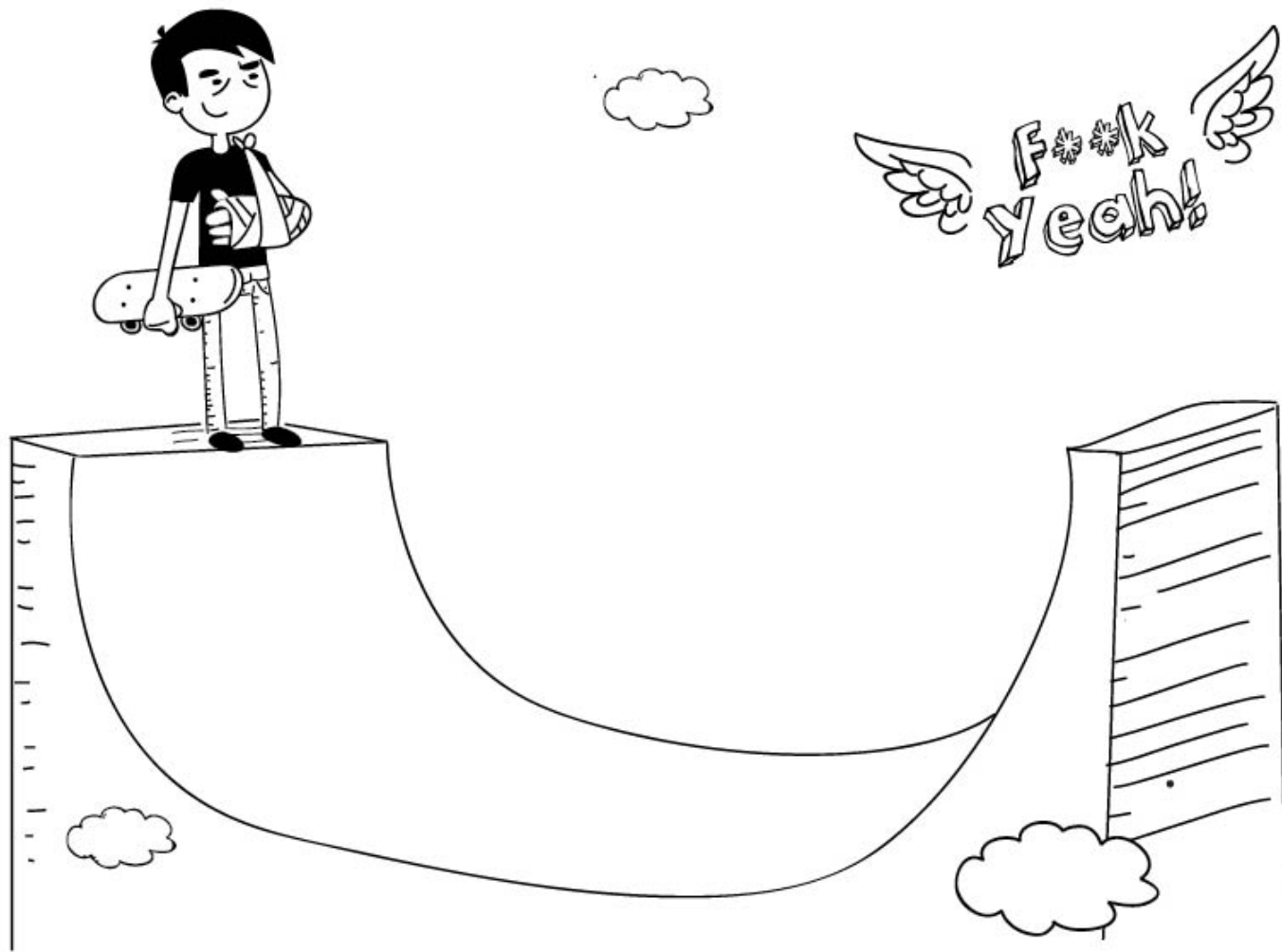
The 3
huge benefits of
f*yeah

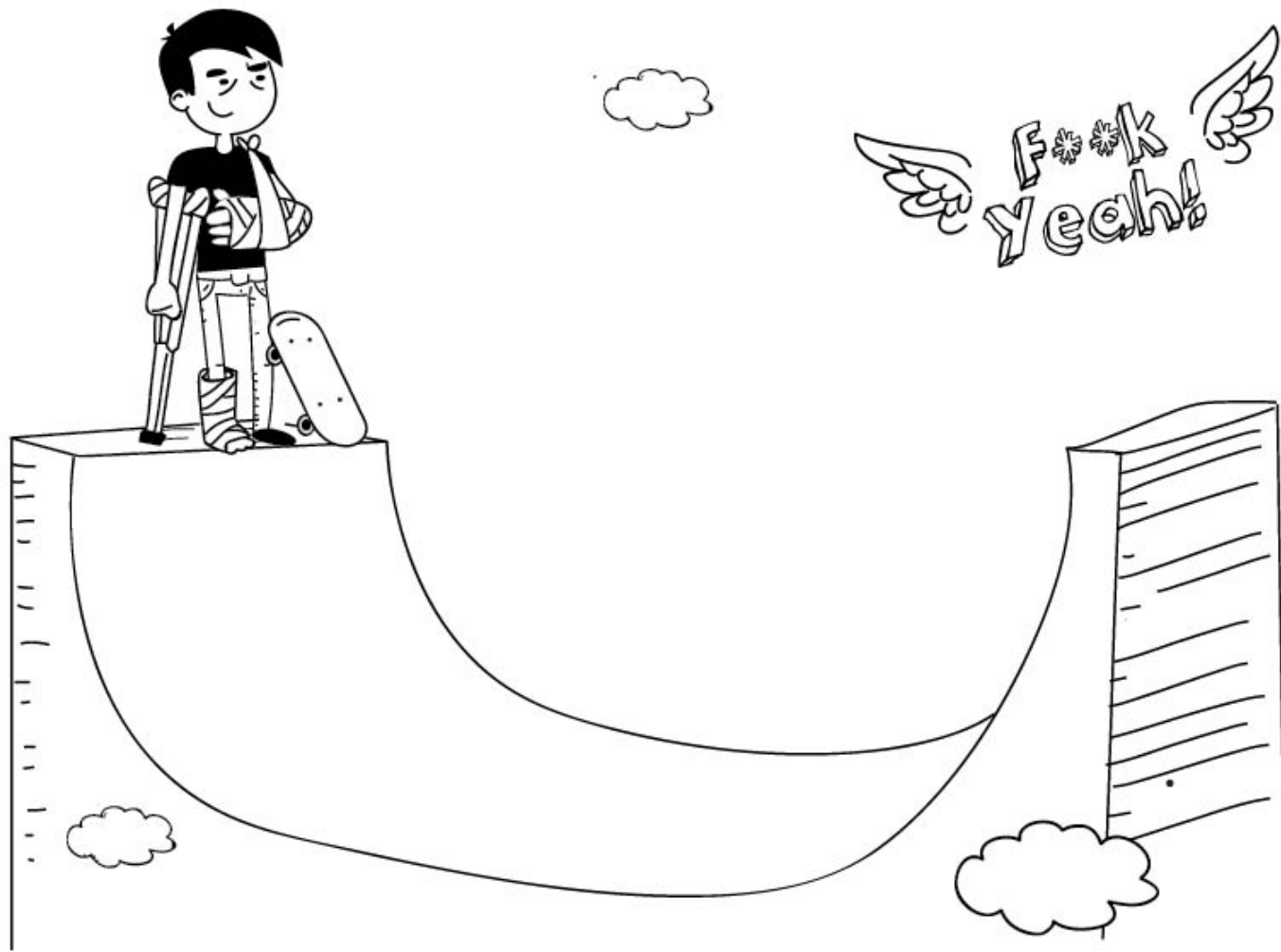


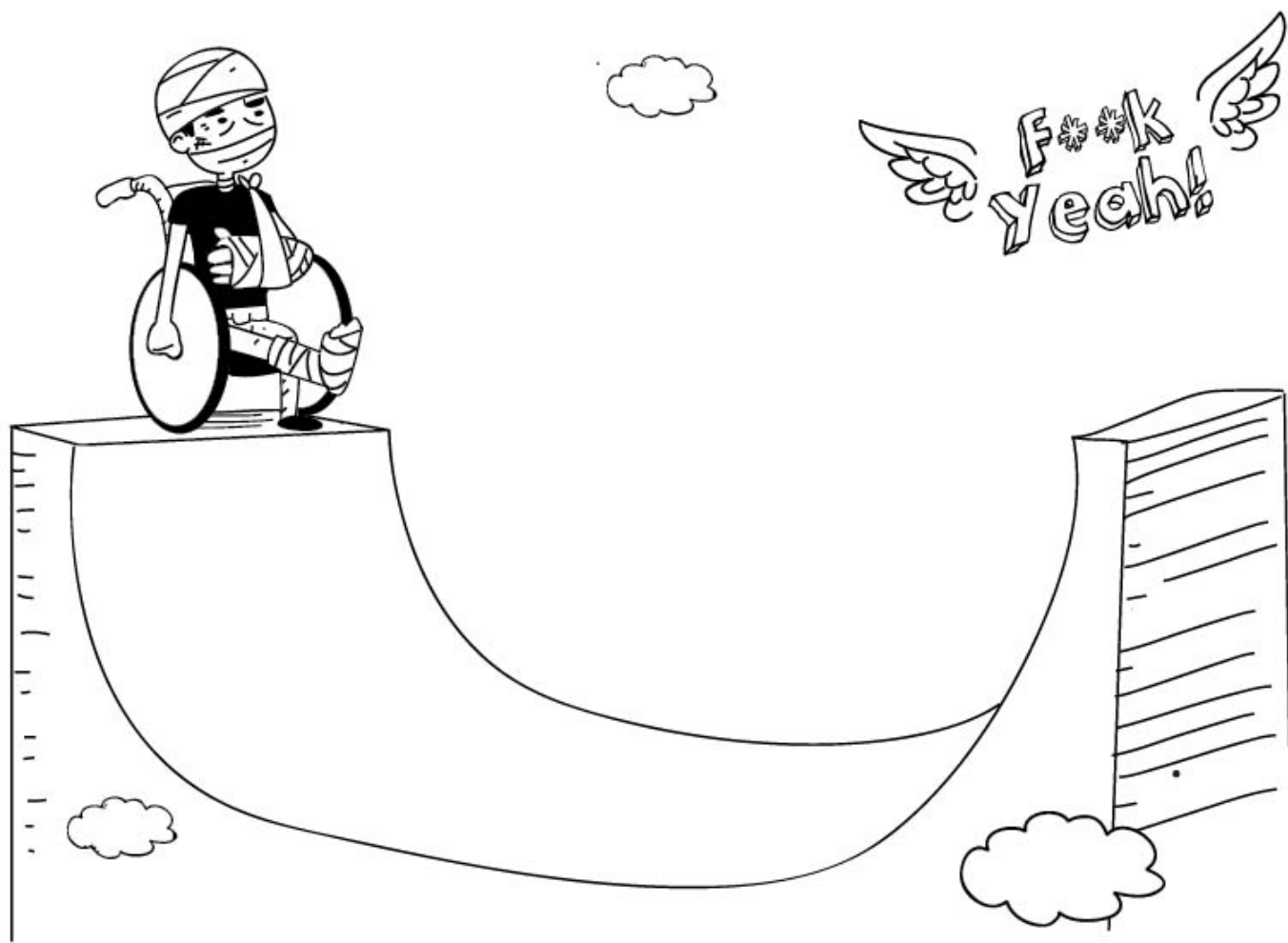






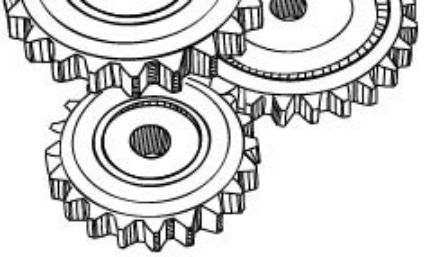




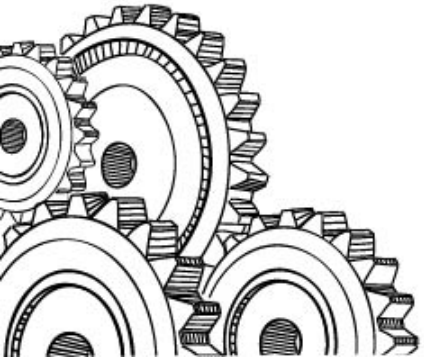


3

WAYS
TO MAKE PLAYERS
LOVE/HATE
YOU



- I) Make it difficult!
- II) Keep it casual!
- III) Add more Luck!



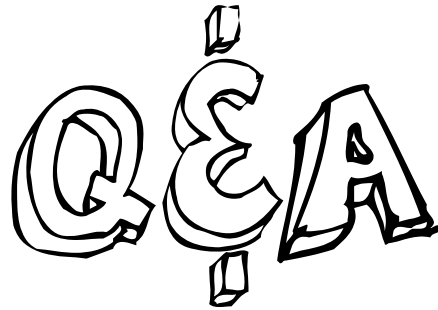


@brightskieslou · Dec 22

i hate jelly splash but i love jelly splash

Expand

← Reply



1. FIND ME IN THE WRAP UP ROOM 3000!
2. EVALUATE ME IN THE MAIL GDC SENT YOU :)