

iPhone Game Development

the distribution process, game testing

milestones

First playable
containing representative gameplay and assets

Alpha
key gameplay functionality implemented, assets are partially finished, feature complete

Code freeze
code is no longer added, only bugs are being corrected

Beta
feature and asset complete version, contains no bugs that prevent the game from being shippable.
No changes are made to the game features, assets, or code

Code release
all bugs are fixed and game is ready to be shipped or submitted

Gold master
final game's build

Maintenance
add ons, feature addition, bug fixes, content addition

my reality

- prototype
- prototype expanded
- prototype so messed up -> rewrite
- nice version - no obvious bugs
- better design, graphic and sound added, UI complete
- release
- patch, patch, patch

iTunes

- get a licence \$99
- verify your bank account (up to 6 month, much better now)
- get Developer Certificate (private key -> keychain)
- get Distribution Certificate (private key -> keychain)
- register Device UIUD
- get App ID, get Bundle identifier right
- get provisioning profile, set provisioning profile, install on device, build
- get distribution provisioning profile
- make distribution build
- make bundle (good luck, may Steve have mercy on your souls)
- create iTunesConnect new app -> ready for upload
- upload -> ready for review -> review -> corrections or release

things to have ready BEFORE launch

- banners, also paid “coming soon” ones
- youtube video previews
- website
- twitter account
- facebook page
- press release
- blog posts

at launch day

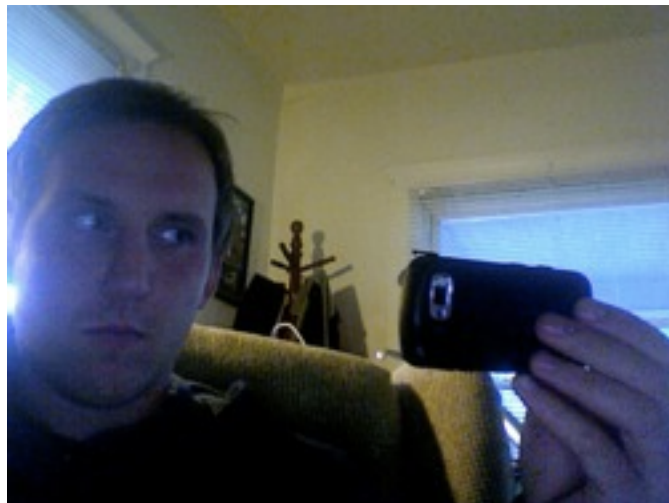
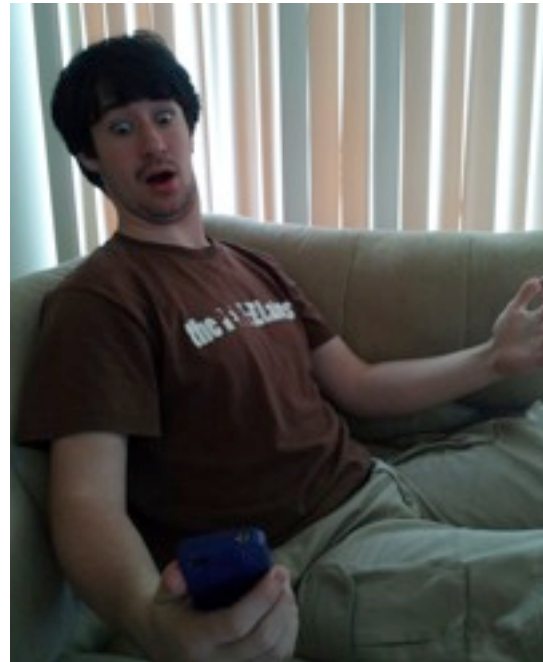
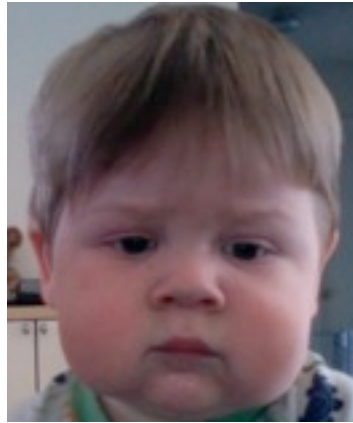
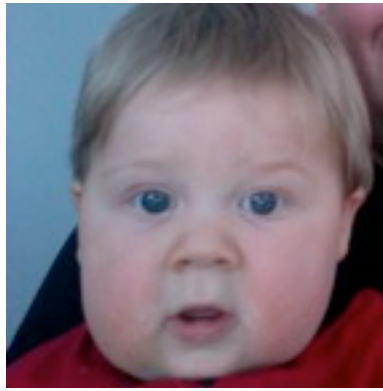
- press release
- community outreach
- party
- stickers, merchandize...
- release everything from the prior page
- youtube video of the party
- distribute 50 promo codes to 50 sites and friends

after launch

- force 5 (better 500) friends to rate your app and write reviews, in fact write them yourself
- link to the iTunes page on every blog you can get your hands on (be viral)
- make other people talk, blog, tweet about your game
- tweet, blog, news release your game
- advertise!

networking is everything?

- pros:
- more attention, better positive propagation, “word to mouth” has a different quality
- cons:
- ?



game testing vs. game review vs. comments

- game testing is done during development
- game/play testers are choosen
- give feedback to the designer and coder
- you can make a first impression only once!
- this is about making a game
- “Are you your own best game tester?”
- friends are bad game testers, use them to cheer you up after the game tanked

game testing vs. game review vs. comments

- someone else writes a review about your game, maybe you asked for it
- This is about the reviewer!
- If people agree with the reviewer the reviewer will write more reviews...
- “if you are like me you will like/hate the game too”
- there is no correct opinion (except mine of course /sarcasm off)
- final

game testing vs. game review vs. **comments**

- players leave comments after playing your game, maybe rate it
- This is about the player and other players
- This is a very narrow perspective and gives insight about the commentator

brainstorm

- what do you want to know from a test player?
- comments
- review

<http://www.kongregate.com/games/ahnt/blockix>

<http://www.tonypa.pri.ee/start.html>

game test

- Where are the bugs?
- What is bad and has to be fixed?
- What is missing and has to be added?
- What is good and how can you built on it?
- What has to be done to make the game more sellable?
- Achievements? Did the game met the expectations?

game test feedback

- summarize the game
- start feedback with something positive
- be constructive, don't construct
- evaluate and set comments into perspective
- be honest (harder than you think)
- be subjective, be objective, point out when you are what

game review

- write a summary
- write a conclusion
- give a recommendation

game review

- write a summary

Fun factor

Control and gameplay

Graphics

Sound

Replayability

pacing

controls

gameplay

intuitive

emergence

game depth

story

experience

balance

- write a conclusion

- give a recommendation