"I'll be back"

How to create a sequel game

Niv Touboul - Upopa Games

The Terminator 1984

"I'll be back"

Terminator 2: Judgment Day 1991

"Stay here, I'll be back."

Terminator 3: Rise of the Machines 2003

"She'll be back"

Terminator Salvation 2009

"I'll be back."

Terminator Genisys 2015

"I'll be back."

Why create a sequel?

- It's an easy way to scale the product

- It requires a smaller investment:

  - it's a known challenge, and you've already worked on the art materials, story etc.

- There's an existing audience

Great Sequels

Warcraft: Orcs & Humans
1994

Warcraft II: Tides of Darkness
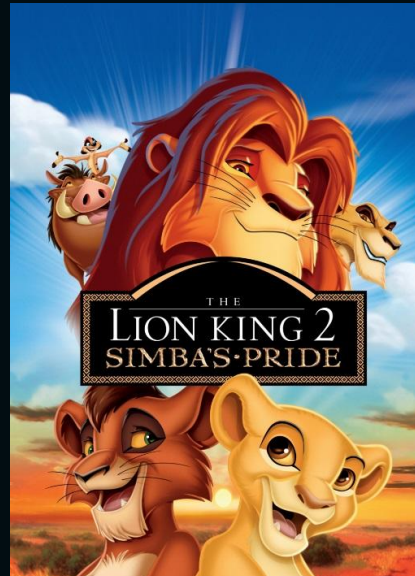1996

Warcraft III: Reign of Chaos
2002

World of Warcraft
2004

Less Great Sequels...

The Lion King 1994
IMDB 8.5

The Lion King 2 1998
IMDB 6.4

The Lion King 1½ 2004
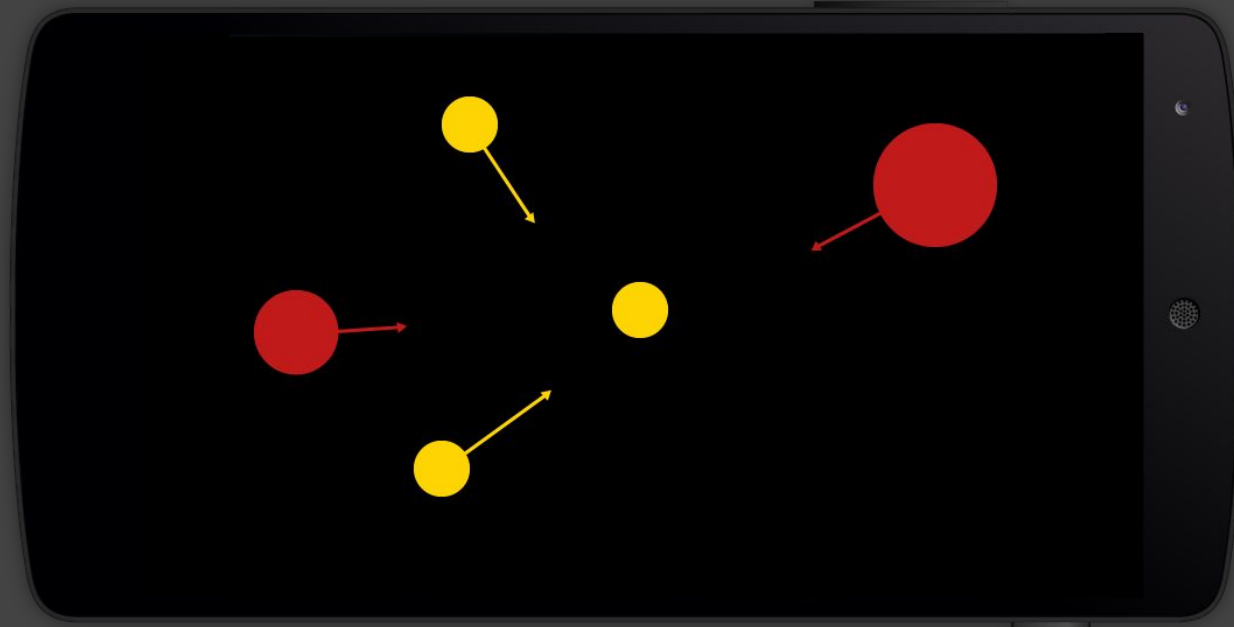**IMDB 6.6**

About Us

Upopa Games

- Started as a small indie studio

- Acquired by ironSource on 2014

- Our first game **Hopeless: The Dark Cave** was made in a hackathon, in only 24 hours of creation.

ironSource

Hopeless

[Hopeless Gameplay](#)

Hopeless: main mechanics

Hopeless: The Dark Cave

Over 4M organic downloads

"Violence against rampaging monsters has never been so adorable"
Android Police

"If Tim Burton was ever to make an Android game it would be like Hopeless: The Dark Cave"
Droid Horizon

One of the top 10 games of Christmas 2013
The Guardian

But…

We had a deep problem with two main parameters:

Monetization

Retention

We tried everything

We've changed the game 46 times over the past 2 years

- New mechanics
- New guns
- New levels
- Players XP
- Boosters

We recognized that the core game was very limited. We needed a fresh start.

So we had a crazy idea.
Let's make a sequel!

**Hopeless:
Space shooting**
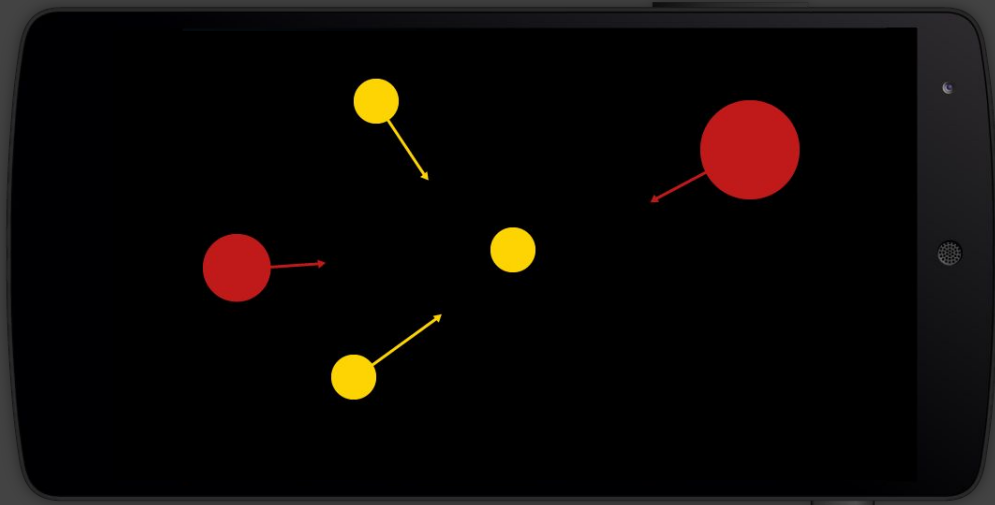
**Hopeless:
Football Cup**

Hopeless 2

How to start your sequel?
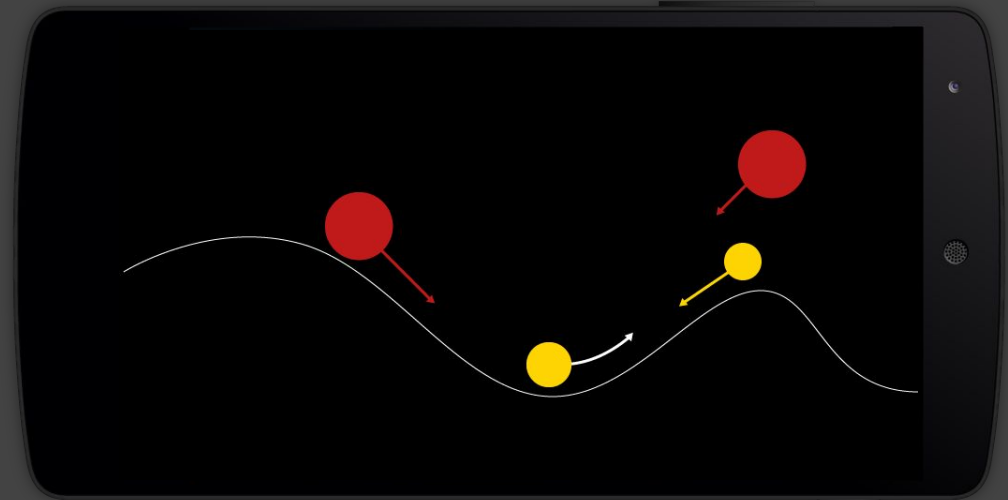
First step
understanding the challenges

1. Break your boundaries

2. Improve Play - How to solve low retention and create a base
    for monetization

3. Evolution of the game - Adding a feel of progress

4. The Endless Discussion

5. Preserving the original style

Break your boundaries

Hopeless

Hopeless 2

Player's improvement

- Reflex-based games are limited to the physical abilities of the player

- Most of the experience is outside the game itself

- The learning curve is not in the control of the game designers

Player's improvement

Our solution - Adding in new parameters to the game:

- Hit points - powerful guns kill powerful monsters

- Building a world with physical rules, where the game designer controls the forces

- Avatar location – the avatar is moving on the Y scale

Game's progression

Moving background adds a feeling of progression, and a sense of exploration.
It can be used in almost every digital game.

The Endless discussion

Levels vs Endless - We chose levels!

- Maximum excitement for the player (and much more work for us)

- Multiple goals equals longer retention

- Small success over time

- 3 stars mechanism - adds completion value

- Monetization works better with Levels
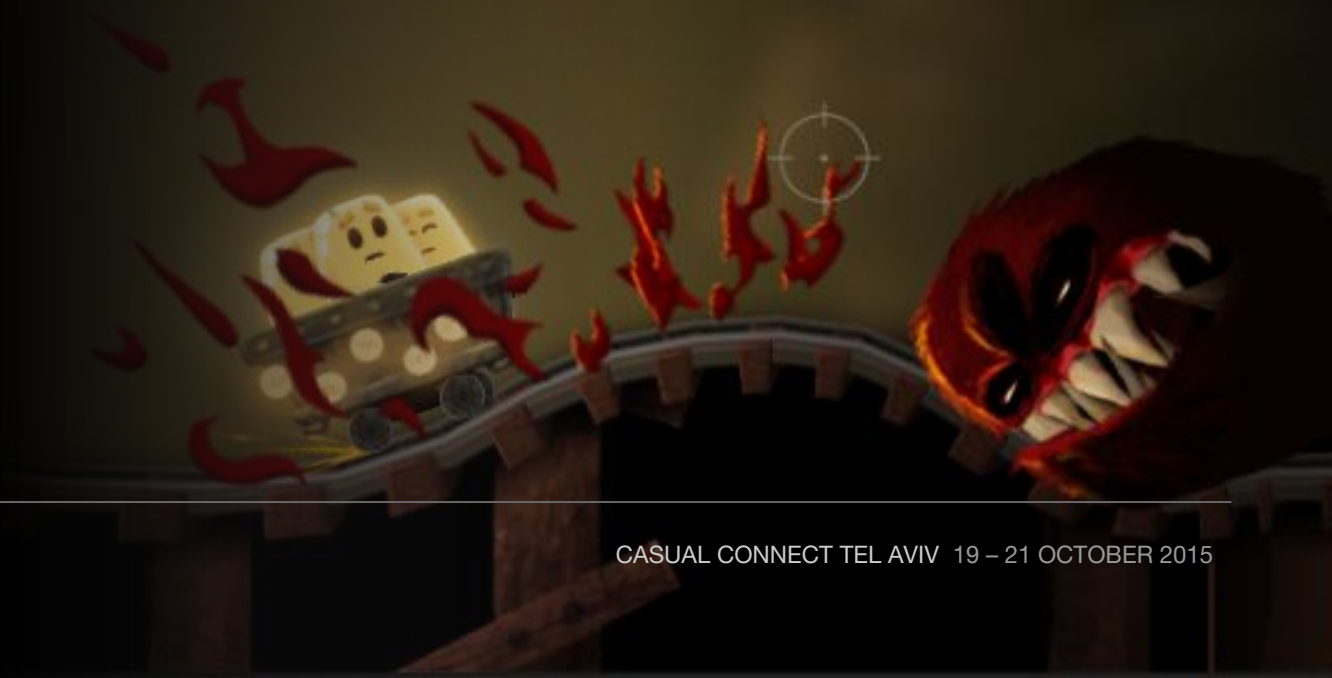
Preserving the Original Style

The original game contained all the answers. We need to understand the world of the game.

- Game design question – "what will the blobs do in this situation"?

- The answer to keeping it Hopeless - blobs are doomed, they will never have great power

understanding the challenges

1. Break your boundaries – By adding new core game mechanics

2. Improve Play - How to solve low retention and create a base for monetization

3. Evolution of the game - Adding a feel of progress

4. The Endless Discussion

5. Preserving the original style – Meeting audience expectations of the game series, and cracking the original DNA

Thank you

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