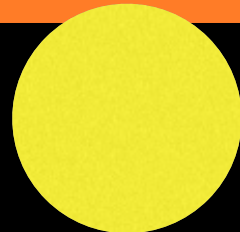


How to make an Ultra Casual Hit game



Small teams, big Hits



**Aymeric
Alexandre**



**Alexis
Pierre**



**Benoit
Severin**



**Paul
Clément**



**Always two
they are...**

The Hit recipe?

Snackable

Youtubable

Straight forward

Not punitive

Innovative

SNACKABLE

Play like you eat a snack

- **2 minutes max**
- **anytime & everywhere**
- **no effort**
- **instant reward**



YOUTUBABLE

**Your mom should understand the
gameplay simply by watching a video**

Balls **VS** Blocks

👑 281

4



Tap to start

People should understand

- goal(s)
- danger(s)
- scoring system

**Simply by watching a
video of the gameplay**

BE STRAIGHT FORWARD

No tutorial needed

Action = reward

Colors as indication not challenges

Guide the player

Cool



Not cool



NOT PUNITIVE

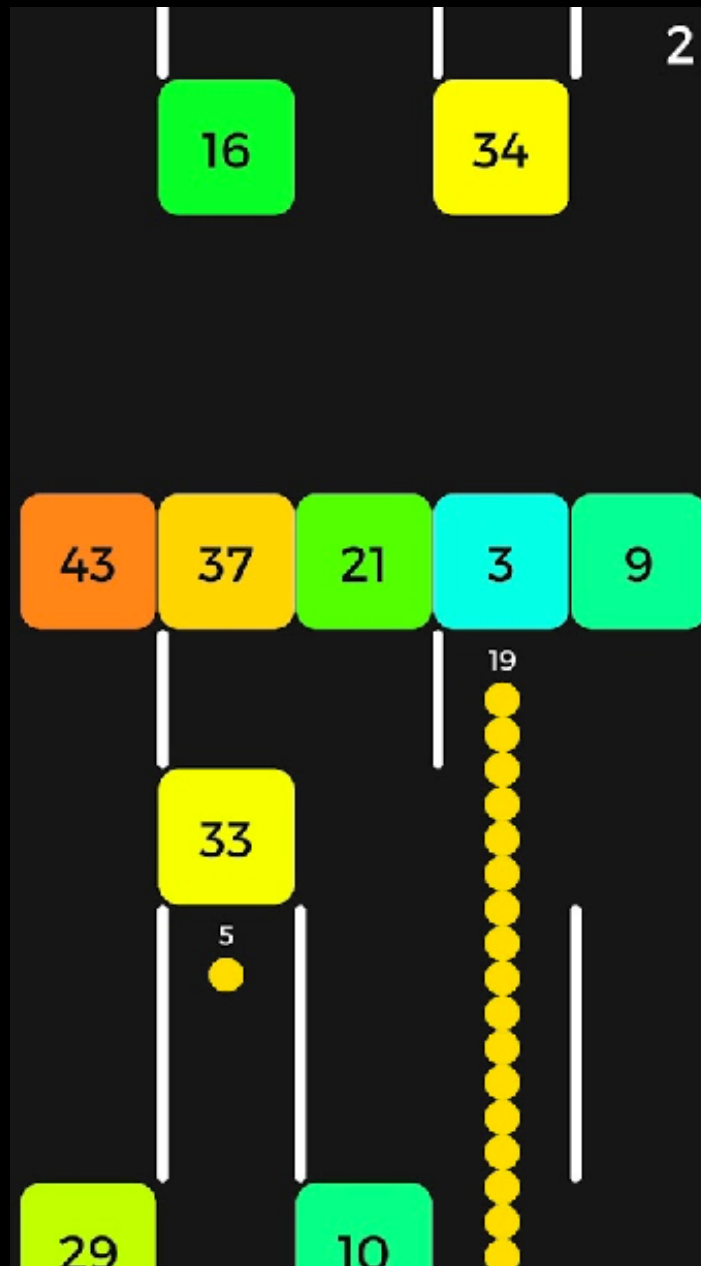
Be tolerant

Be emphatic

**Give player a sensation of freedom
and progression**

Make the player feel that he's good

NOT PUNITIVE



Always at least
one way out

INNOVATIVE

1

Copy and improve

2

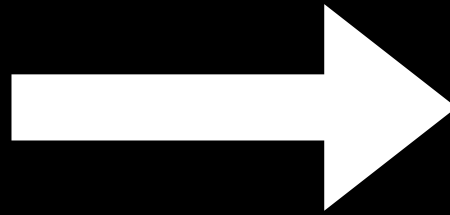
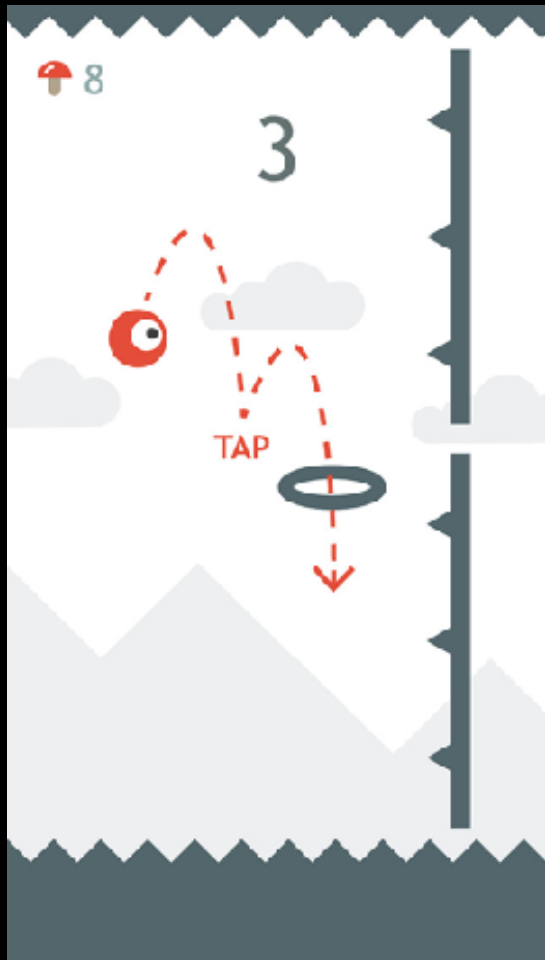
Twist = 1 Hit gameplay + 1 Hit gameplay



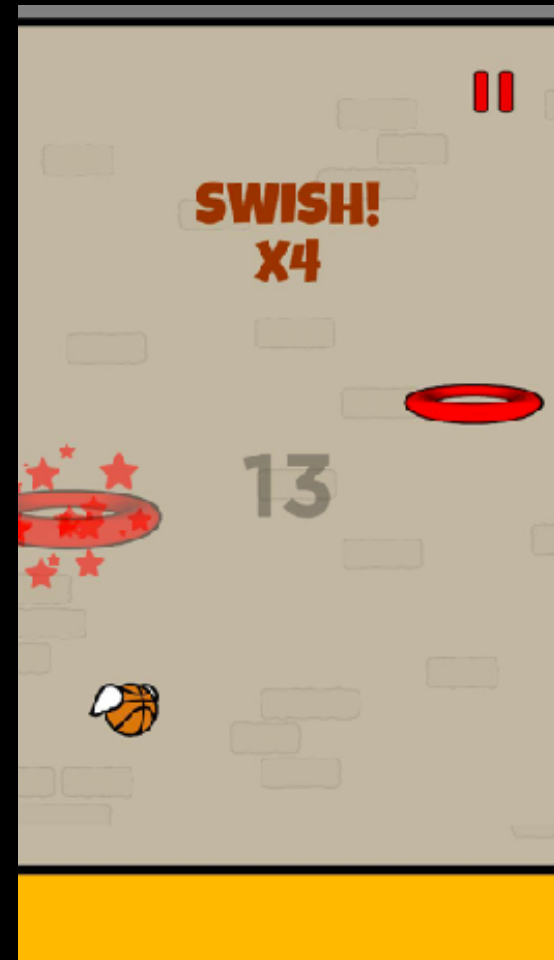
Benchmark.

COPY AND IMPROVE

Hop hop hop

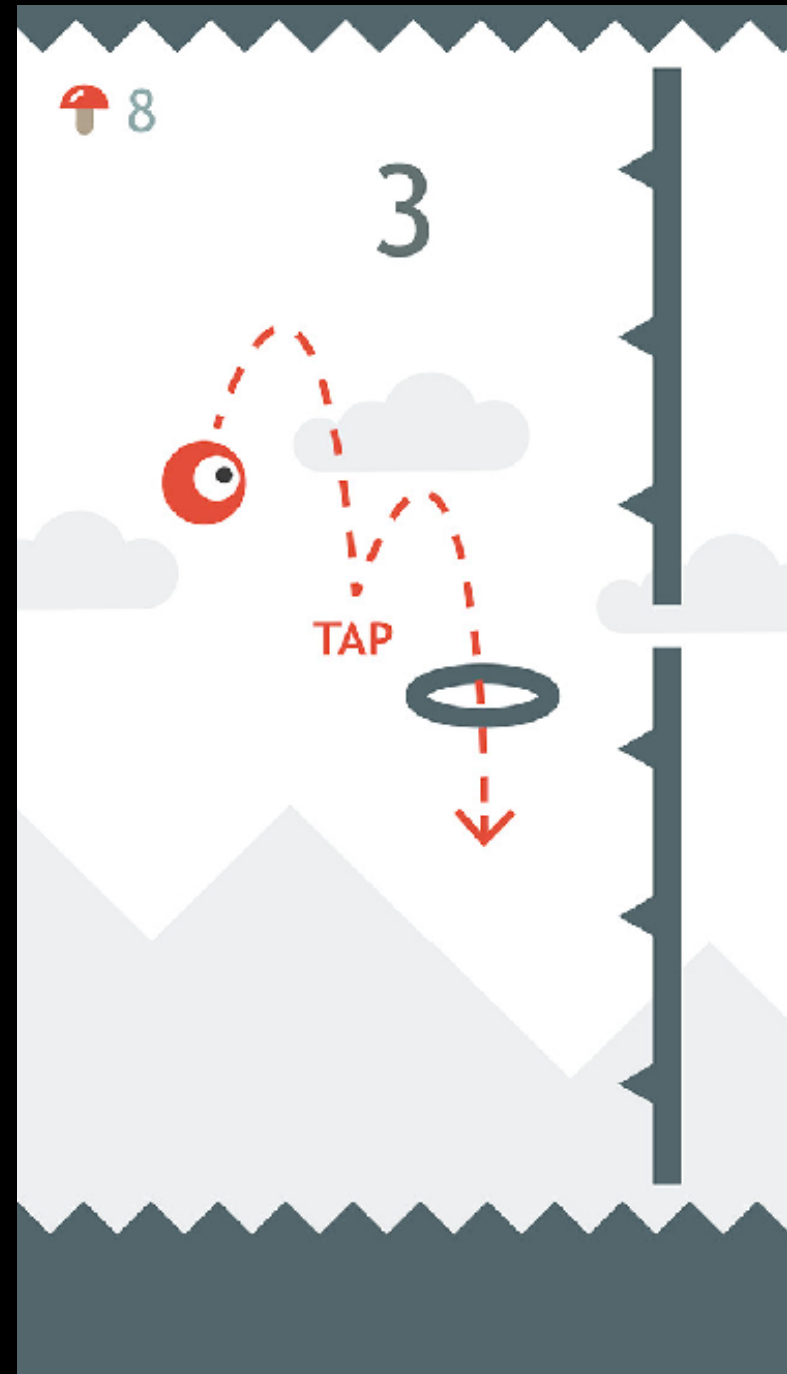


Flappy Dunk



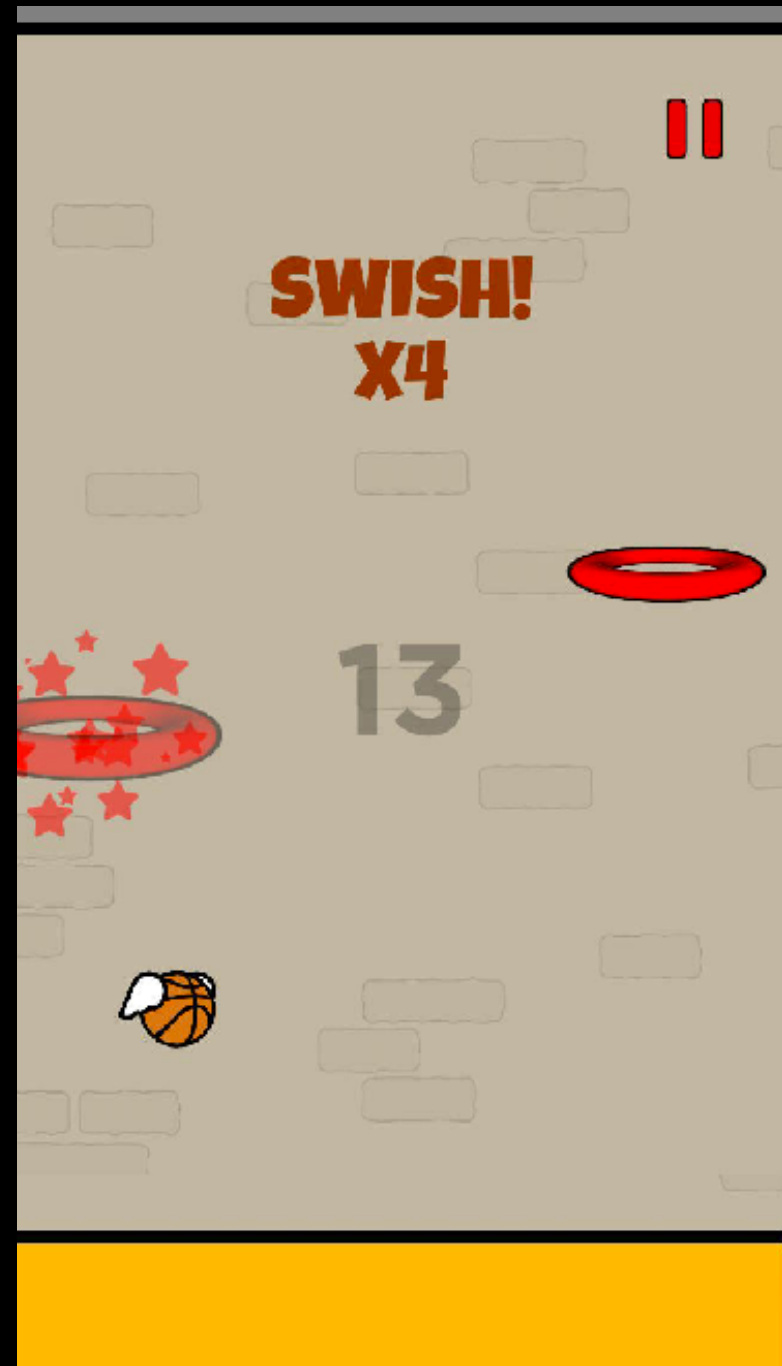
Punitive balancing
Aggressive design
No reward for good action

Hard to play



Tolerant balancing
Cute, not impressive design
Reward for good action

Easy to play, hard to master



WHAT IS A **TWIST**?

Aim
game

Clicker

Snake

Idle

Frogger

Match
3

Runner

Flip
game

Stack
game

Linker

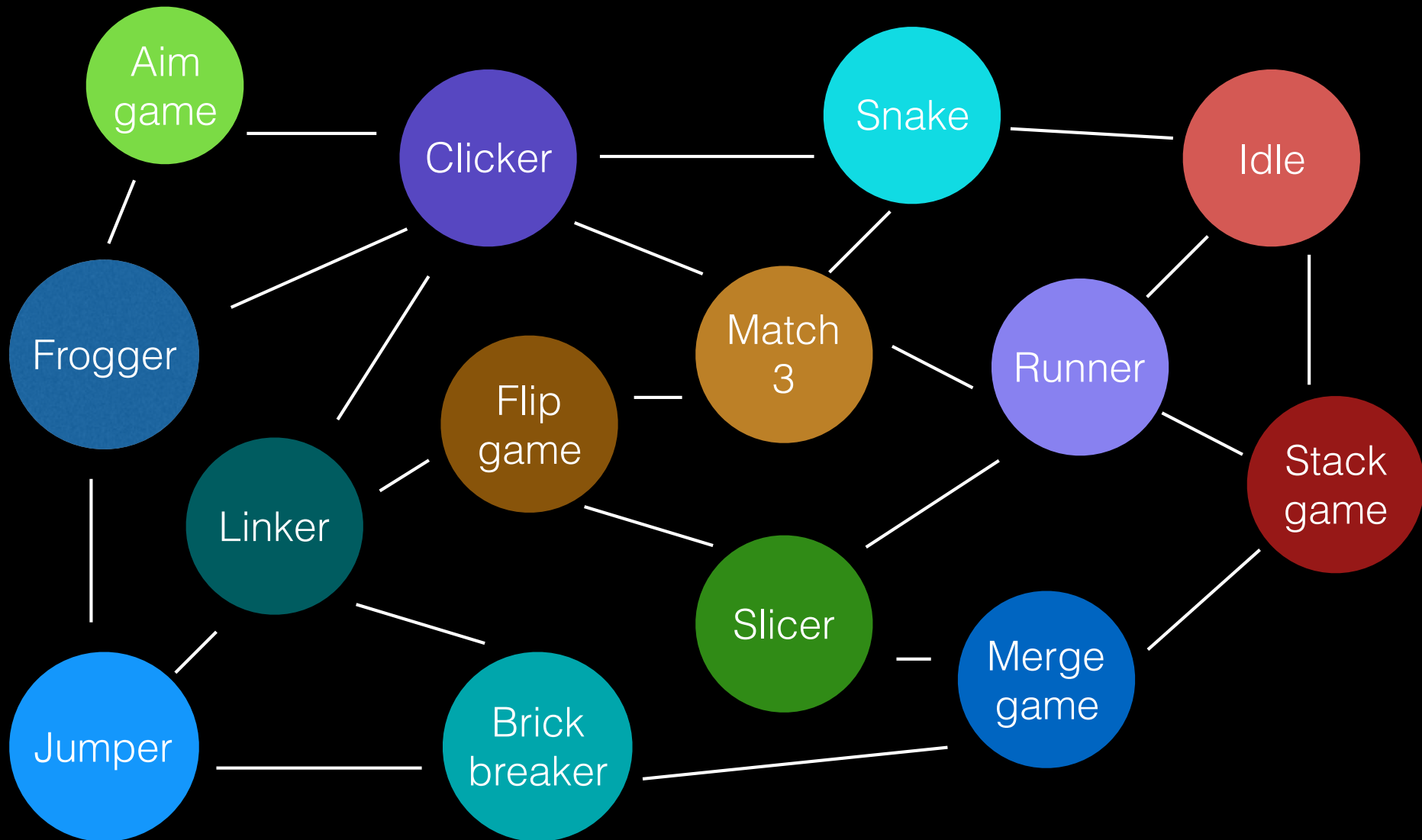
Slicer

Merge
game

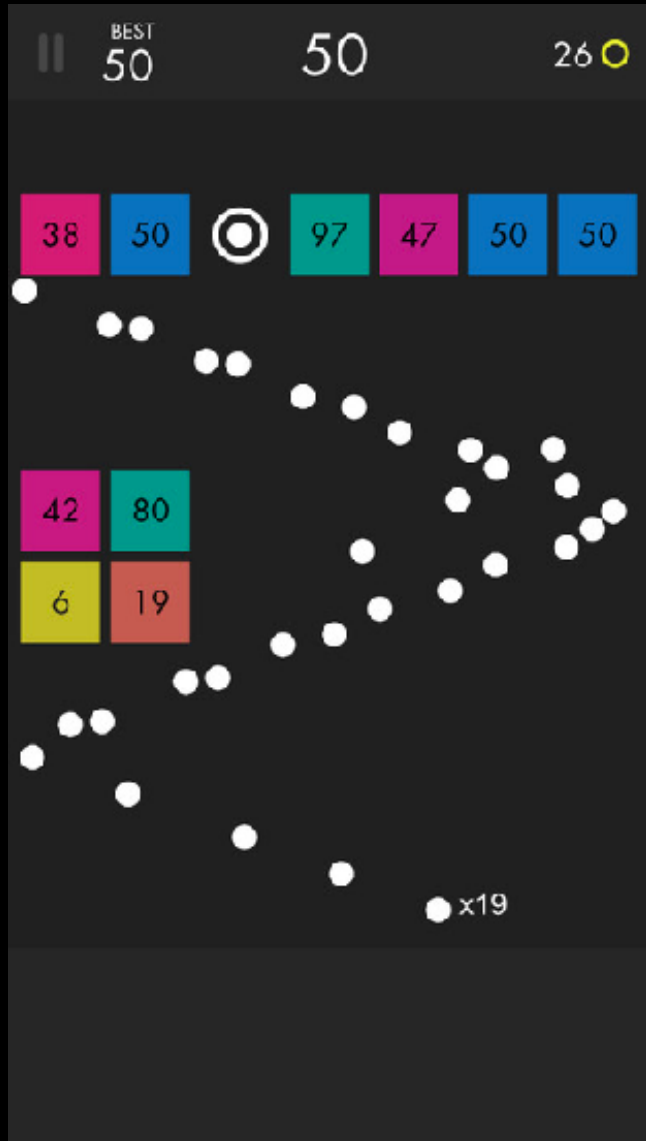
Jumper

Brick
breaker

WHAT IS A **TWIST**?

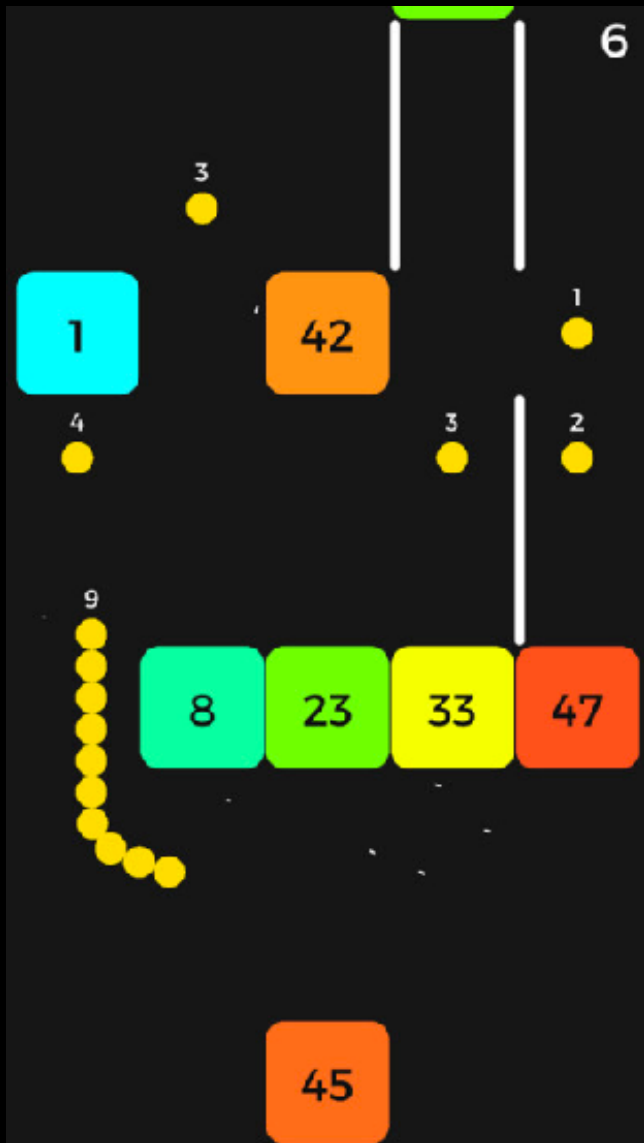


WHAT IS A **TWIST**?



= Brick breaker + Aim game

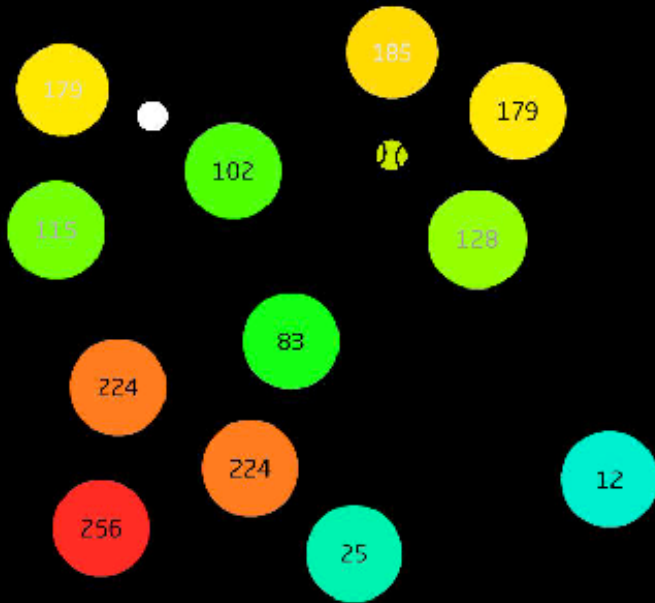
WHAT IS A **TWIST**?



= Brick breaker + Runner
+ Snake

WHAT IS A TWIST?

Lvl 10 **4.38k** Collect 3.96k

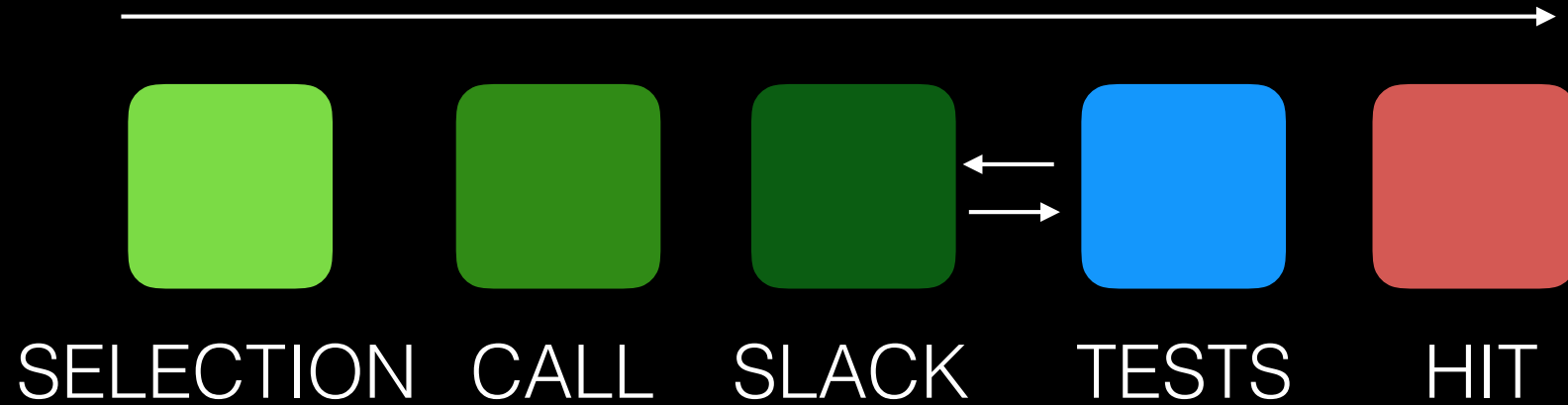


= Brick breaker + Idle game

Balls Boosters

Ball	Tennis	Basketball	Fo
Lvl 13	Lvl 2		
13	32	90	
35	363	1.80k	

VOODOO ONBOARDING PROCESS



HIT MACHINE

Working with **100+** studios

3 internal production teams

50 people

5 Hits launched in 2017

5 more coming in 2017