



Games are fun, have short development times, and make oodles of money. The best part of games is that every time you launch one, a hamster gets its wings.

## Common Mistakes

Following are common mistakes in game development, and how to avoid them. Developers will:

- Begin with a complicated project; instead, make your first game a simple one.
- Create the concept and code from scratch; instead, model after an existing game.
- Begin before a monetization strategy is in place.
- Lack a grasp of game design fundamentals.

## Simple Process

- To create an awesome game, remember the 80/20 Principle: 80% of your results will come from 20% of your efforts.
- Market research about games is serious, so check the top charts.
- As you watch the trends, note the patterns of types, styles, and mechanics.
- Download 3 to 10 top games and do some serious play.
- Save your purchase records for tax write-offs.
- Take notes.
- Identify their core loops, mechanics, and monetization models.
- Notice the best and worst parts of each game.
- Consider how to improve each game.
- Consider how you might combine certain games.
- Brainstorm theme ideas.



## Build Retention and Engagement

- Build a good first-time user experience (FTUE); let them succeed.
- Onboard in a clear, simple way.
- Build a solid core loop with clear progression.
- Include progressive visual feedback.

## Monetize

There are three basic models for monetization: Paid, Free with Ads, and Free to Play. There are also hybrids of these. Free to Play has proven to be the most profitable model.

- Select a model.
- Map your game ideas on paper. Your first 30 will probably be throw-aways.
- Prioritize your ideas weekly.
- After a few weeks, notice those that have repeatedly made the list.

## Re-Skinning Best Practices

- Improve on the game play.
- Offer a dramatically different game-play experience, focusing on the theme.
- Improve on retention, monetization, and virality.
- Ensure a clear sense of progression and good visual feedback.
- Streamline the monetization process.

## Design Your Game

Following are the steps to start taking as you prepare to get your game in the app store:



- Get a notebook.
- Take notes on the games that you download.
- Create at least one game idea per day, and let them be bad.
- Review and rank of your game ideas weekly, then choose the idea that has remained in each ranking.