

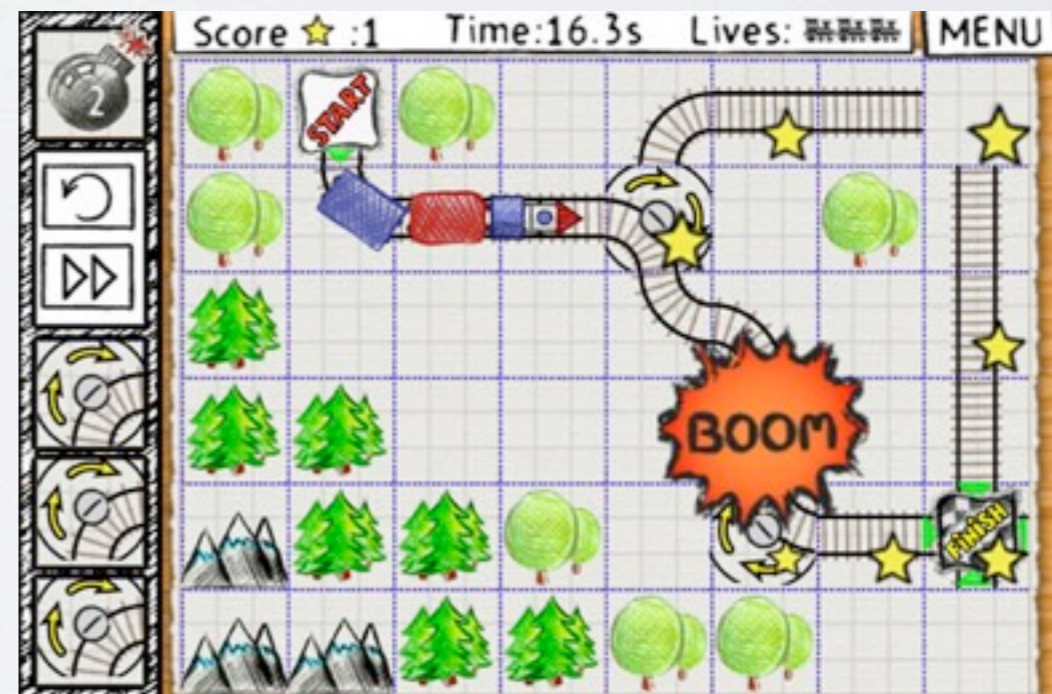
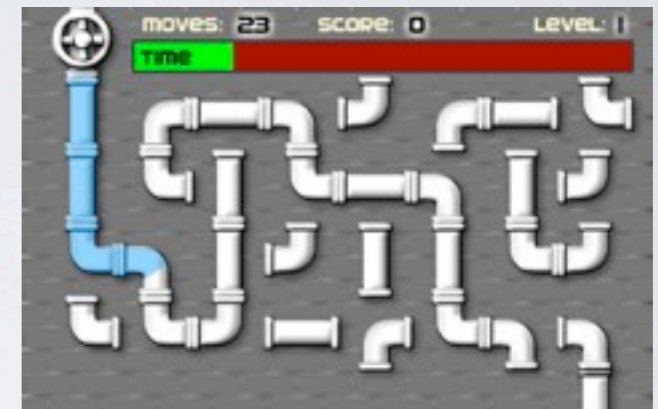
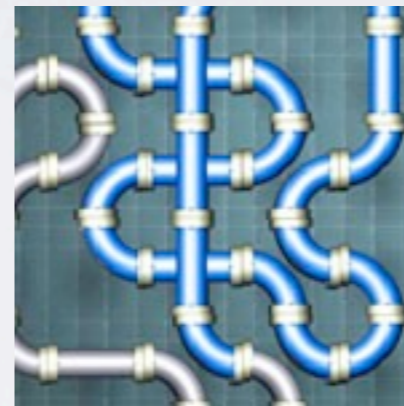
TURNING FAILURE OF
DOODLE TRAIN

INTO

**SUCCESS OF
RAIL MAZE**

MEET DOODLE TRAIN

- Tubes/plumber genre ?
- Many of new game concepts
- Every level is unique
- Has trains in it (everybody loves trains)



DOODLE TRAIN



LAUNCH AND FAILURE



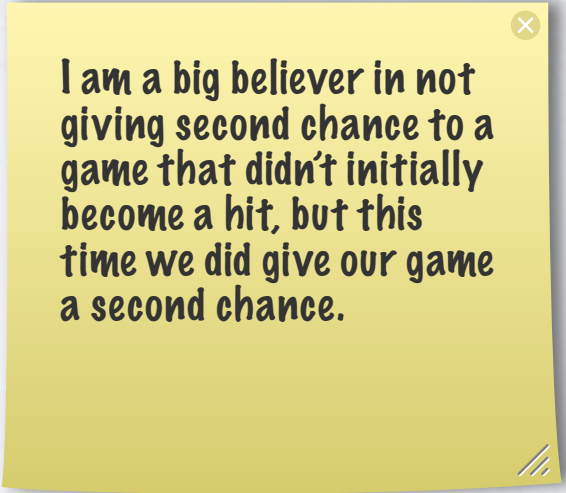
INVOLVEMENT IN EARLY APP STORE SUCCESSES

- ROSE COLORED GLASSES
- Bubble Explode - Spooky House's first success
- Earthscape (first spinny globe for iOS)
- Ragdoll Blaster 1 & 2
- Paper Toss
- **NOT PREPARED TO FAIL**



FAIL FAST

- And then:
 - Move on to something else
 - or change something fast about the failed product



I am a big believer in not giving second chance to a game that didn't initially become a hit, but this time we did give our game a second chance.

WHAT WENT WRONG

Couple of things

BRANDING MISTAKES



- What the game is about ? not clear from the name and icon
- Icon not self descriptive
- Name not self descriptive - DOODLETRAIN

GAMEPLAY MISTAKES

- Too many tutorials early in the game
- Small amount of initially unlocked levels
- No real time mechanisms to tweak amount of unlocked content
- Wrong default game mode !? Come on!

ADDITIONAL MISSES

- Doodle style getting old on people
- Uncoordinated promotion of the game with Flurry
- Incentivized download to unlock additional content - implemented wrong. No real time mechanism to fix it.

HOWEVER

- Some players absolutely loved Doodle Train.
- Reviews were glowing.

HOW WE SAVED THE DAY

Rail Maze is born

WE HAVE AN AMAZING GAME

- Some players are really into our game
- How to get others to discover and enjoy the game ?

STEP 1. REBRANDING

- We rebranded the game:
 - New icon
 - New name
 - New style



STEP 2.

GAMEPLAY / LEVELS FIXES

- Tweaked difficulty curve
- Increased amount of initially unlocked levels
- Reduced amount of compulsory tutorials
- Made the funnest game mode to be the default one ! Easy, huh ?

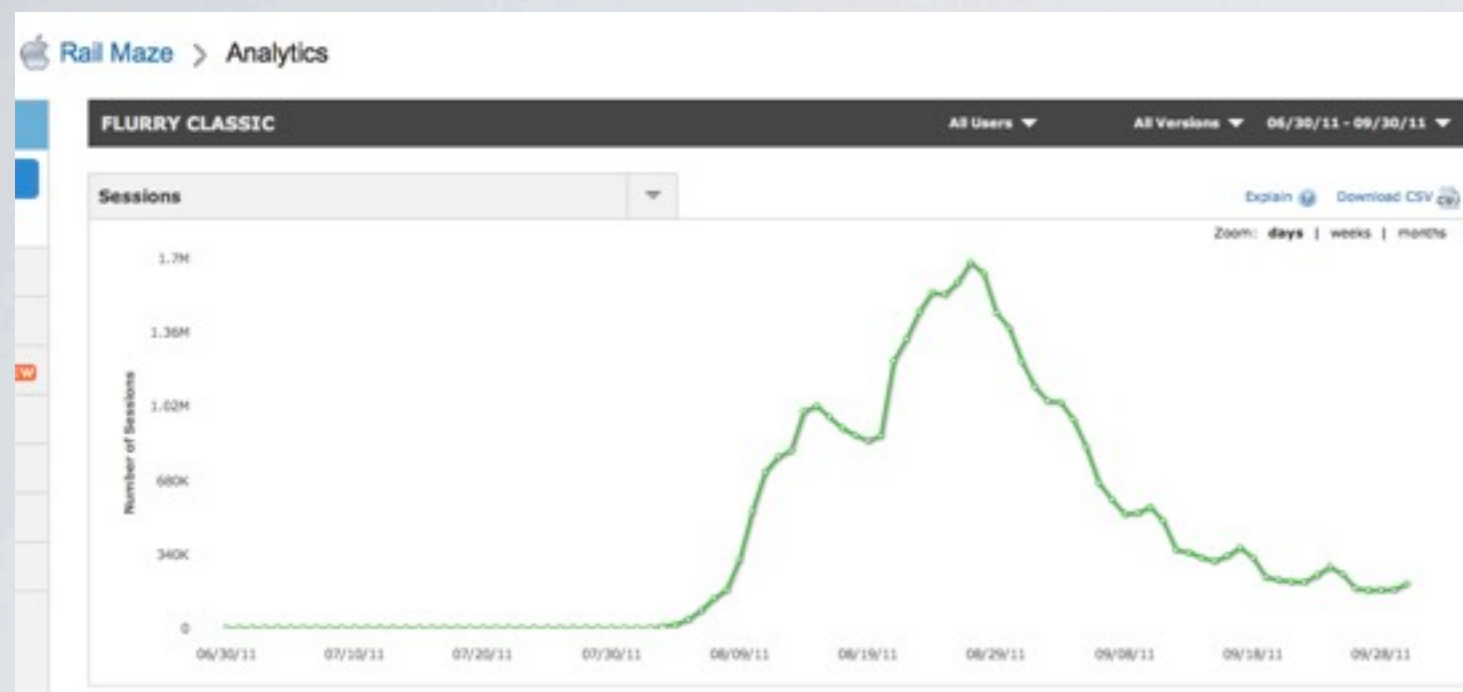
STEP 3. SMALL MARKET TEST LAUNCH



Top 1 free app in mac app store (stayed there for 1 year)

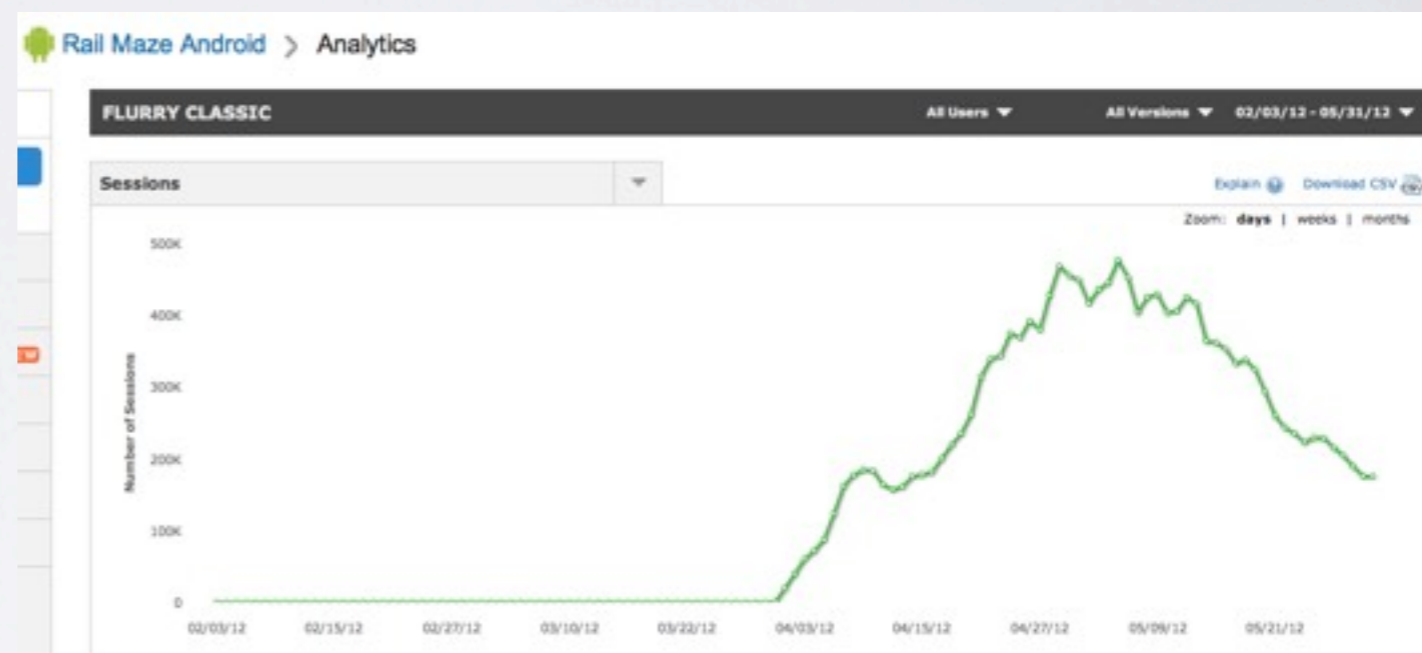
RESULT:TOP | FREE APP





5 million downloads in
1st month only

IOS & ANDROID CHARTS



HOW WE DID THIS

Doodle Train's metamorphosis into Rail Maze

FLURRY STATS

- Analysis of stats:

- Sessions
- Events
- Dropout rates

What user is doing ?

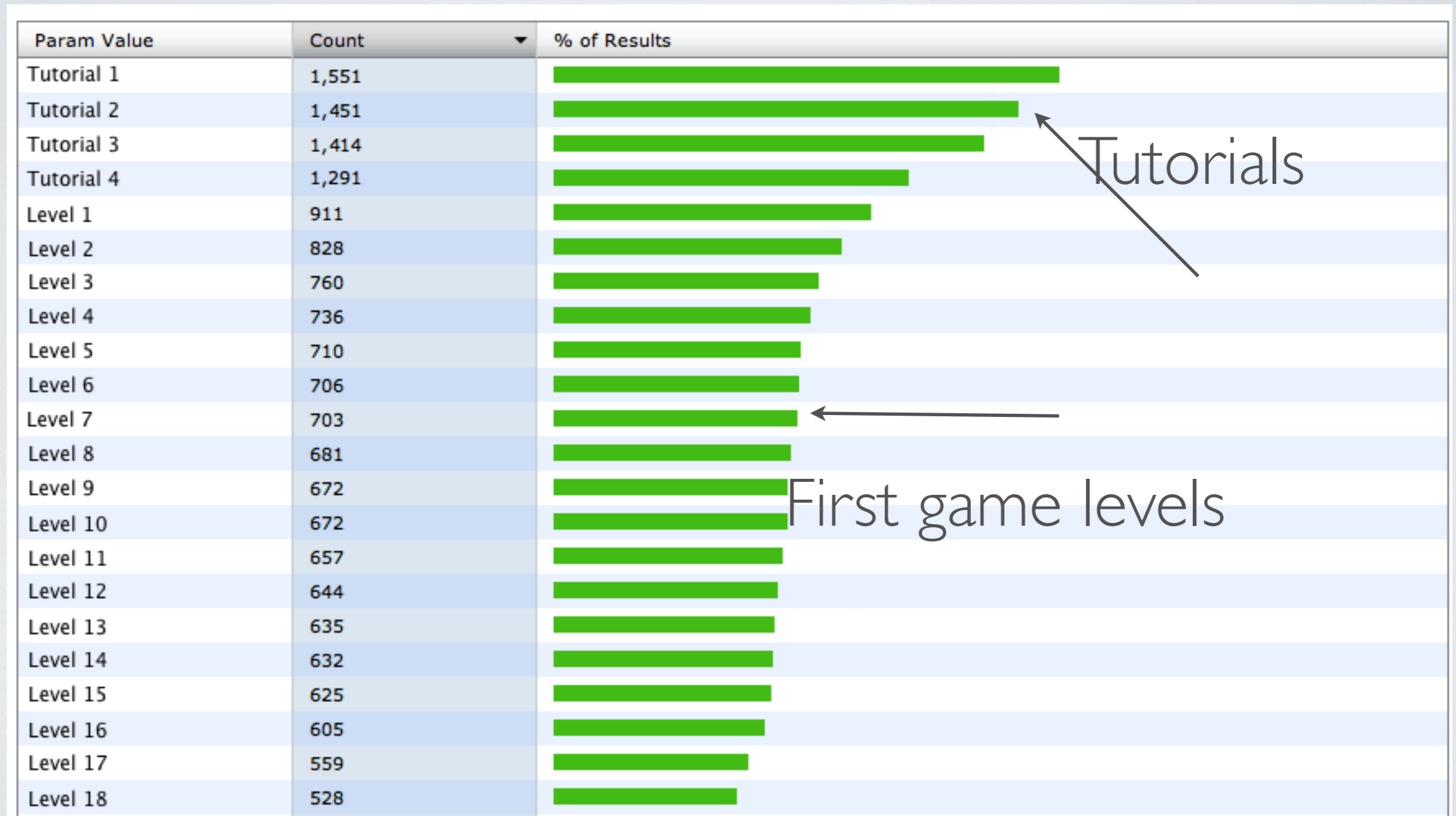
Do they get past tutorials?

Do they get past introductory levels?

Demographics Devices,
Countries, etc..., etc...

HIGH EARLY DROPOUT

- Doodle Train game tutorials



BRAND TESTING

- **Test group A:**

- Don't tell what the game is about
- **Show the icon**
- **Don't tell the game name**
- Ask what the game is about

- **Test group B:**

- Don't tell what the game is about
- **Tell the game name**
- **Don't show the game icon**
- Ask what the game is about

CTR TEST - GAME NAME

- Name (without icon)
 - train maze
 - doodle train
 - rail labyrinth
 - rail maze
 - rail way
 - etc ..

CTR TEST - GAME NAME

- Name (without icon)
 - train maze - 1.05%
 - doodle train - 0.87%
 - rail labyrinth - 0.93% indicates brand perception
 - **rail maze - 1.31%**
 - rail way - 0.80%
 - etc

CTR TEST - ICON



Rail Maze - play for FREE



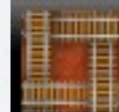
Rail Maze - play for FREE



Rail Maze - play for FREE



Rail Maze - play for FREE



Rail Maze - play for FREE



Rail Maze - play for FREE



Rail Maze - play for FREE



Rail Maze - play for FREE

CTR TEST - ICON

Highest CTR →



Rail Maze - play for FREE



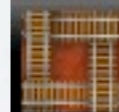
Rail Maze - play for FREE



Rail Maze - play for FREE



Rail Maze - play for FREE



Rail Maze - play for FREE



Rail Maze - play for FREE



Rail Maze - play for FREE



Rail Maze - play for FREE

CTR TEST - ACTUAL ADMOB STATS

(HISTORICAL DATA NOT PRESERVED)

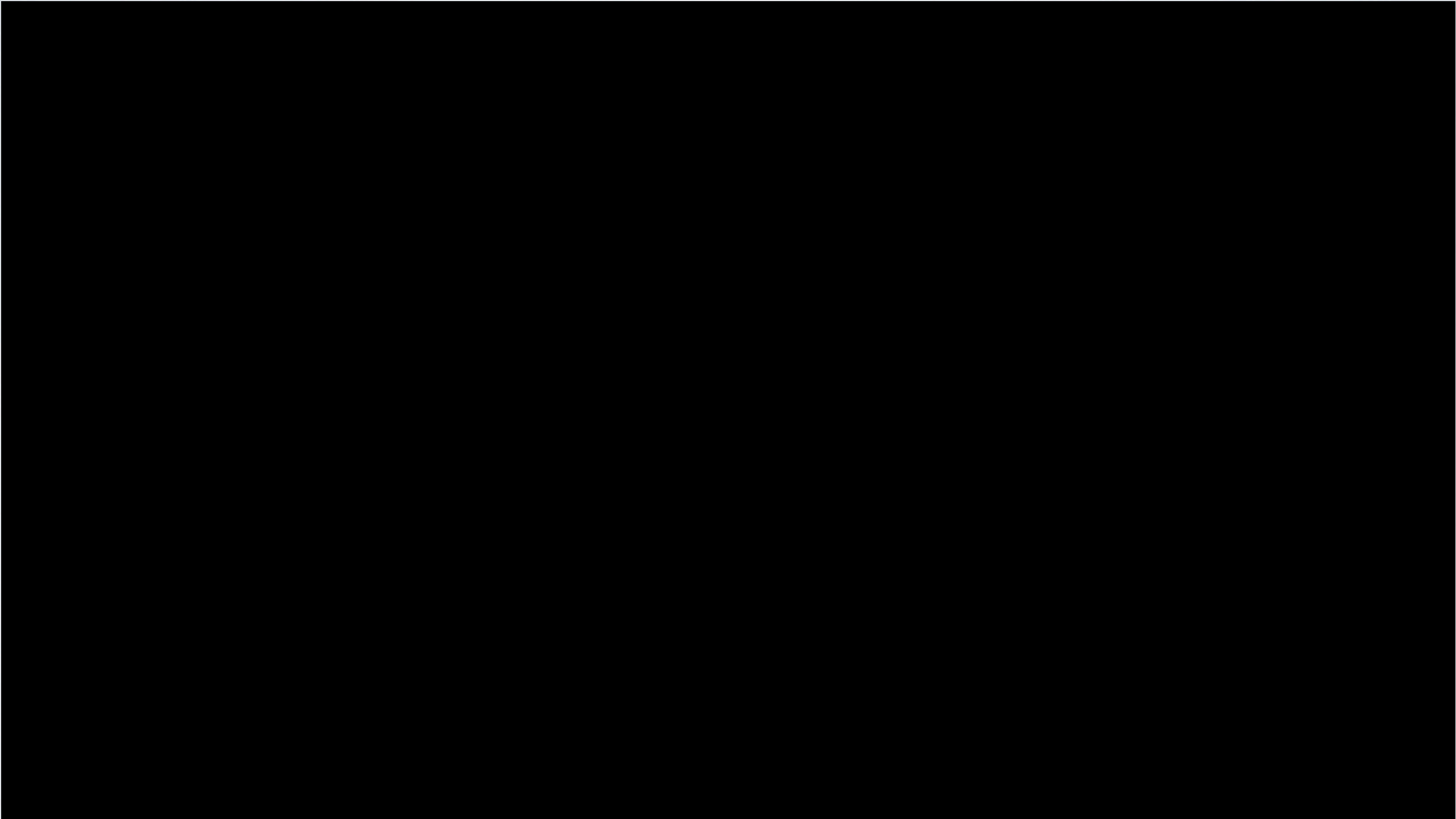
<input type="checkbox"/> 	Puzzle Train http://itunes.apple.com/Web...	2011/04/26		\$0.05	0	0	0%	\$0
<input type="checkbox"/> 	Rail Maze http://itunes.apple.com/Web...	2011/04/26		\$0.05	0	0	0%	\$0
<input type="checkbox"/> 	Rail Way http://itunes.apple.com/Web...	2011/04/26		\$0.05	0	0	0%	\$0
<input type="checkbox"/> 	Railroad Maze http://itunes.apple.com/Web...	2011/04/26		\$0.05	0	0	0%	\$0
<input type="checkbox"/> 	Train Labyrinth http://itunes.apple.com/Web...	2011/04/26		\$0.05	0	0	0%	\$0
<input type="checkbox"/> 	Train Maze http://itunes.apple.com/Web...	2011/04/26		\$0.05	0	0	0%	\$0
<input type="checkbox"/> 	Train Puzzler http://itunes.apple.com/Web...	2011/04/26		\$0.05	0	0	0%	\$0
<input type="checkbox"/> 	Wild West Train http://itunes.apple.com/Web...	2011/04/26		\$0.05	0	0	0%	\$0
<input type="checkbox"/> 	Doodle Train http://itunes.apple.com/Web...	2011/04/27		\$0.05	0	0	0%	\$0

SMALL SCALE LAUNCH

- Do a test run in a small market (we did it in the Mac App Store)
- Rail Maze - top 1 app in Mac App Store. Stayed top 1 for 6 months.



GLOBAL LAUNCH & SUCCESS



QUESTIONS?

Andrei Gradinari
Lead game designer, founder,
Spooky House Studios