

The Metrics Design Pattern

Stephanie Kaiser & Horia Dragomir
wooga



The Metrics Design Pattern





wooga
world of gaming

A story about a game

Monster World

Greenhood

Sound
Help etc.

Orders

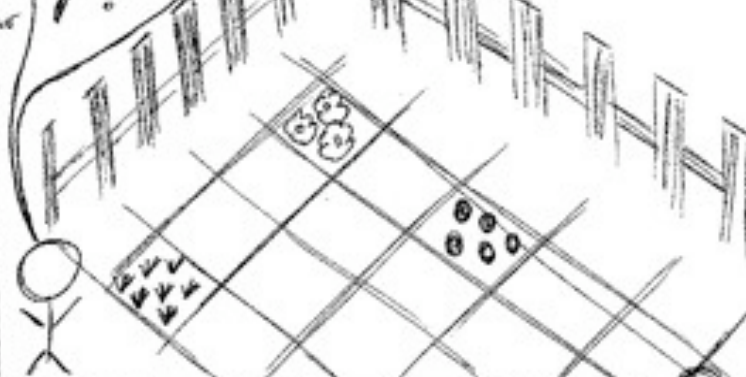
Mail, Notification
Guests

Kooga

① 3072,00

Points 25.381

Level Easy Gardens



#7 #6 #5 #4 #3 #2 #1

FLORENKA

① 3072,00

25.381



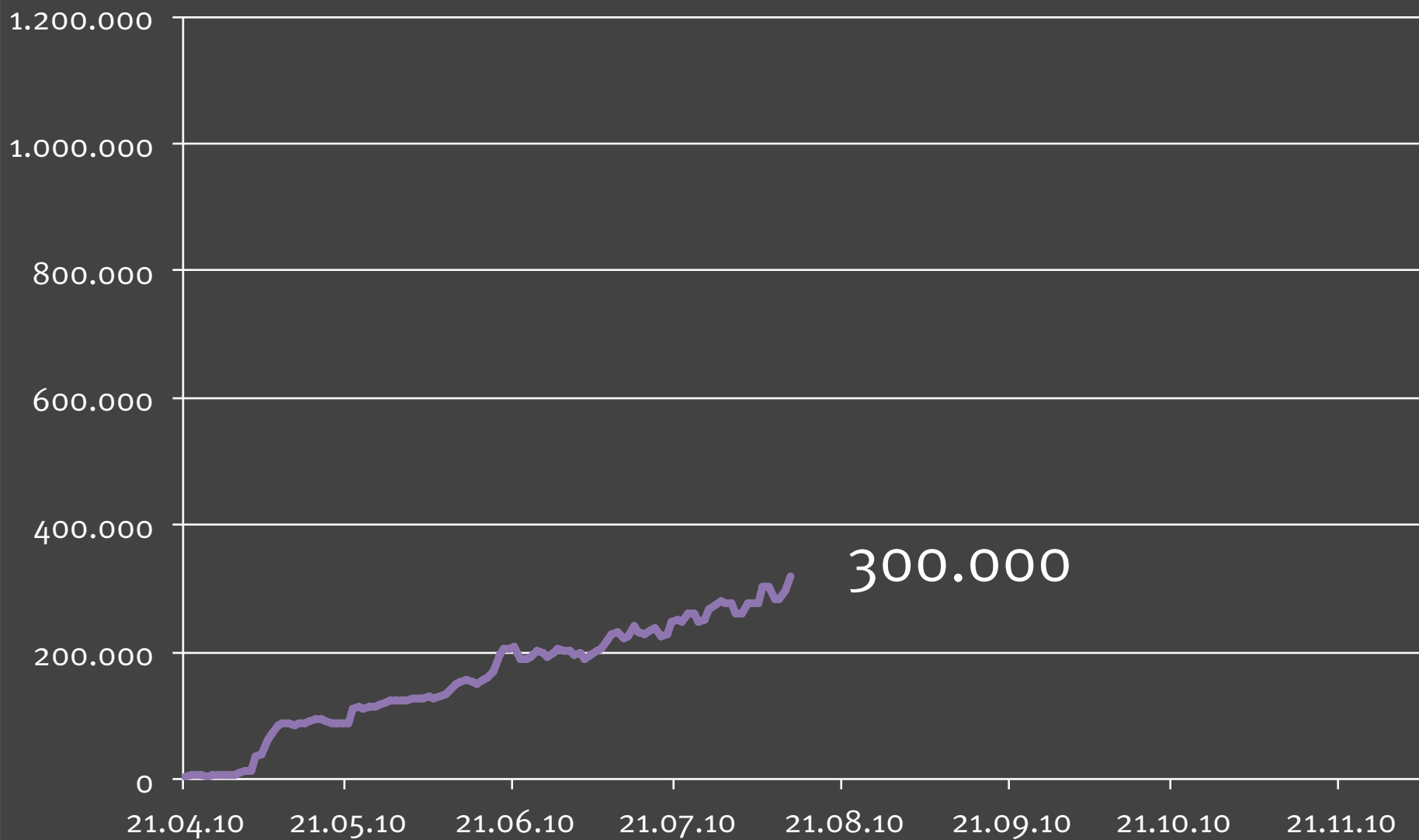
Easy Gardens

Points Average on Top





DAU



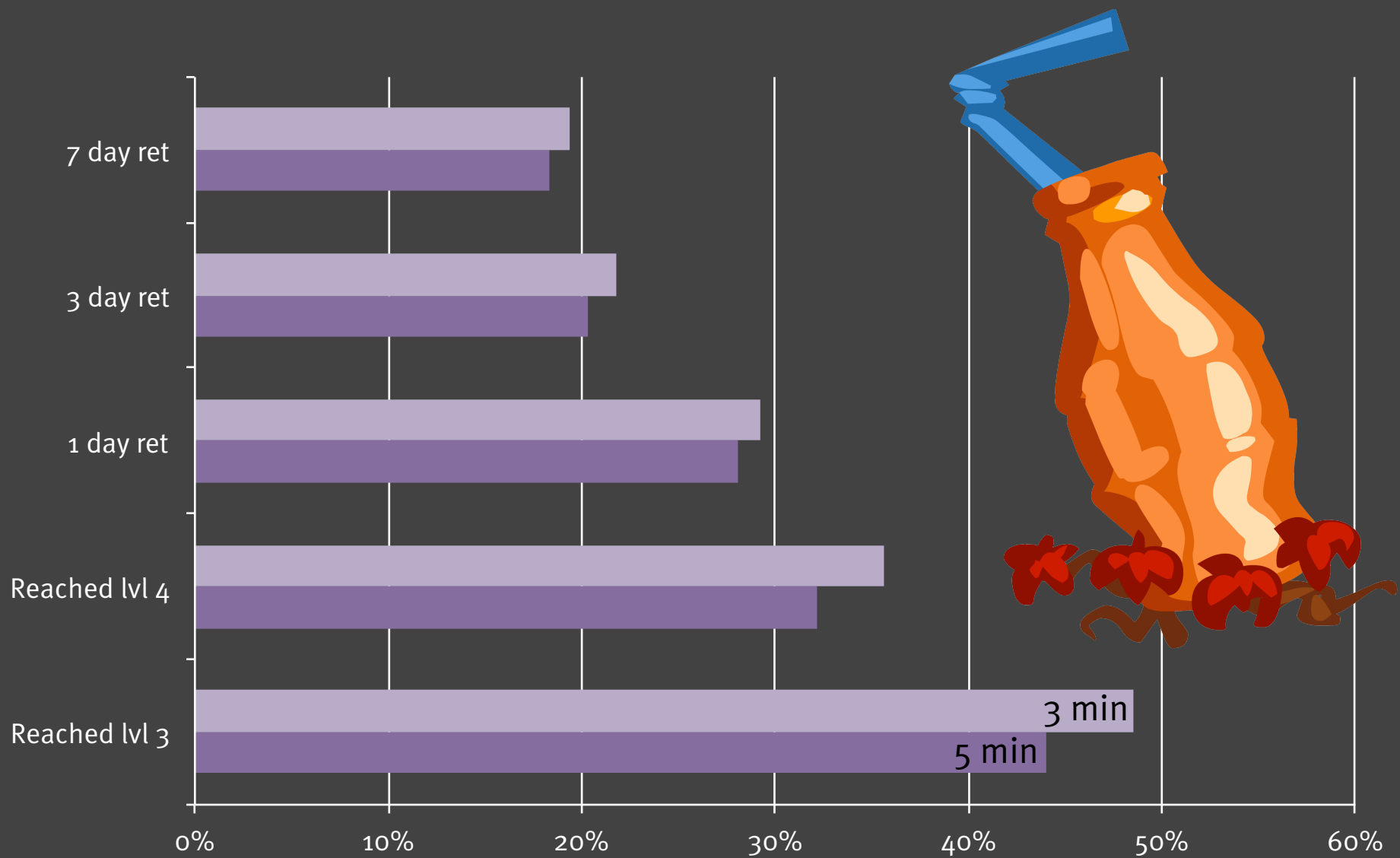
Step	
New users (last 24h)	67.005
01 - Flash begin (0%)	94,4%
02 - Flash complete (100%)	79,7%
03 - Tutorial - first harvest completed	72,1%
04 - Tutorial - first planting completed	68,3%
05 - Tutorial - Mr. T's magic applied	67,5%
06 - Tutorial - second harvest completed	66,0%
07 - Level 2 reached	64,5%
08 - Tutorial completed (plowing completed)	60,1%
09 - Level 3 reached	39,0%
10 - Level 4 reached	23,0%
11 - Level 5 (or higher) reached	12,9%

Lightbox



Free





Grey



Beautiful



Grey



Beautiful





2M people

MonsterWorld

30385

Add Coins

44

43287

77

Add

Build a Sandbox



Hint: Find tools by harvesting plants

0/10



Ask for more

Buy more

0/10



Ask for more

Buy more

0/10



Ask for more

Buy more

0/10



Ask for more

Buy more

0/10



Ask for more

Buy more

Finish



Buy all for 90

#54 Christopher



46,315

#55 Frieder



46,099

Invite

43,287

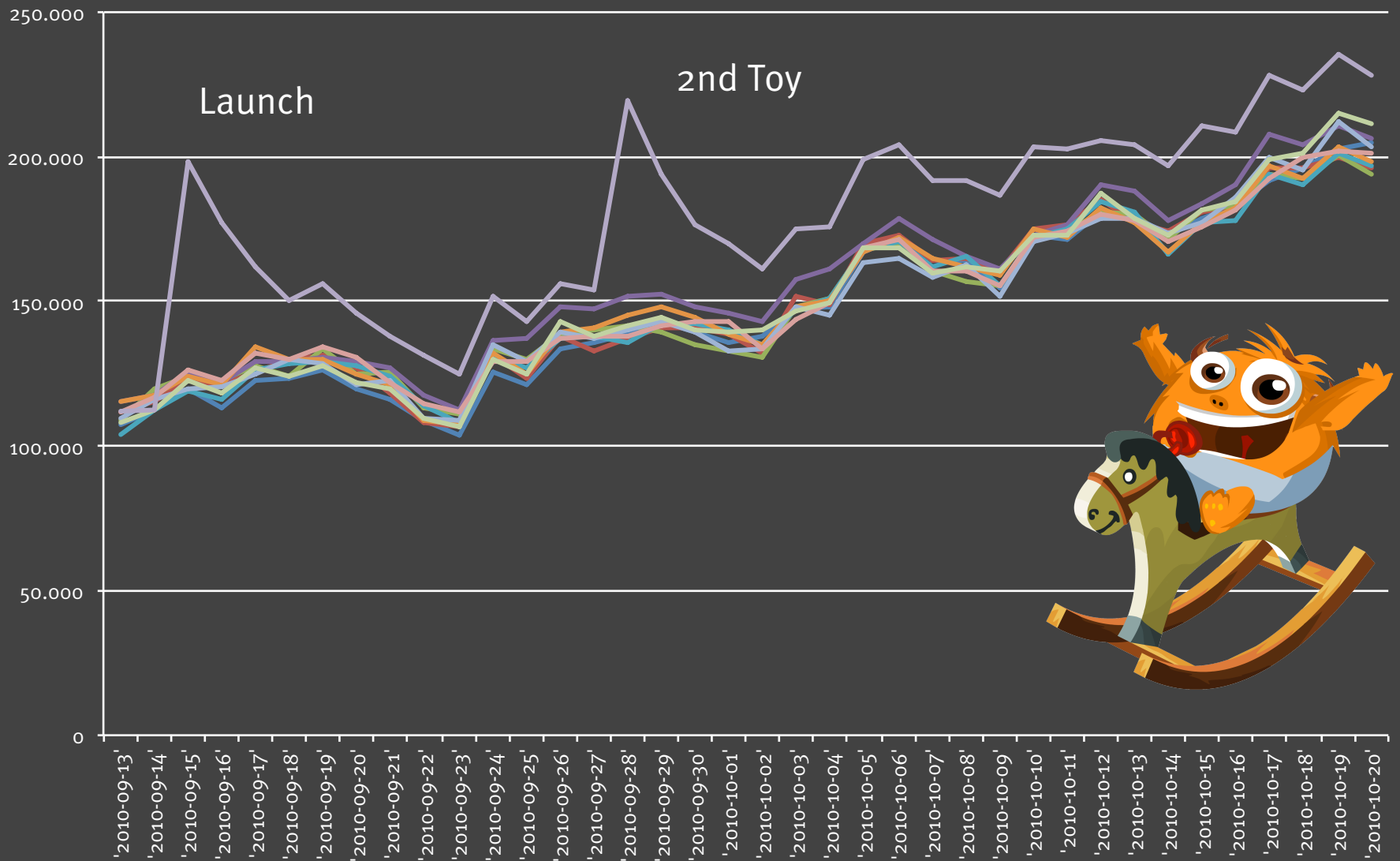
42,296

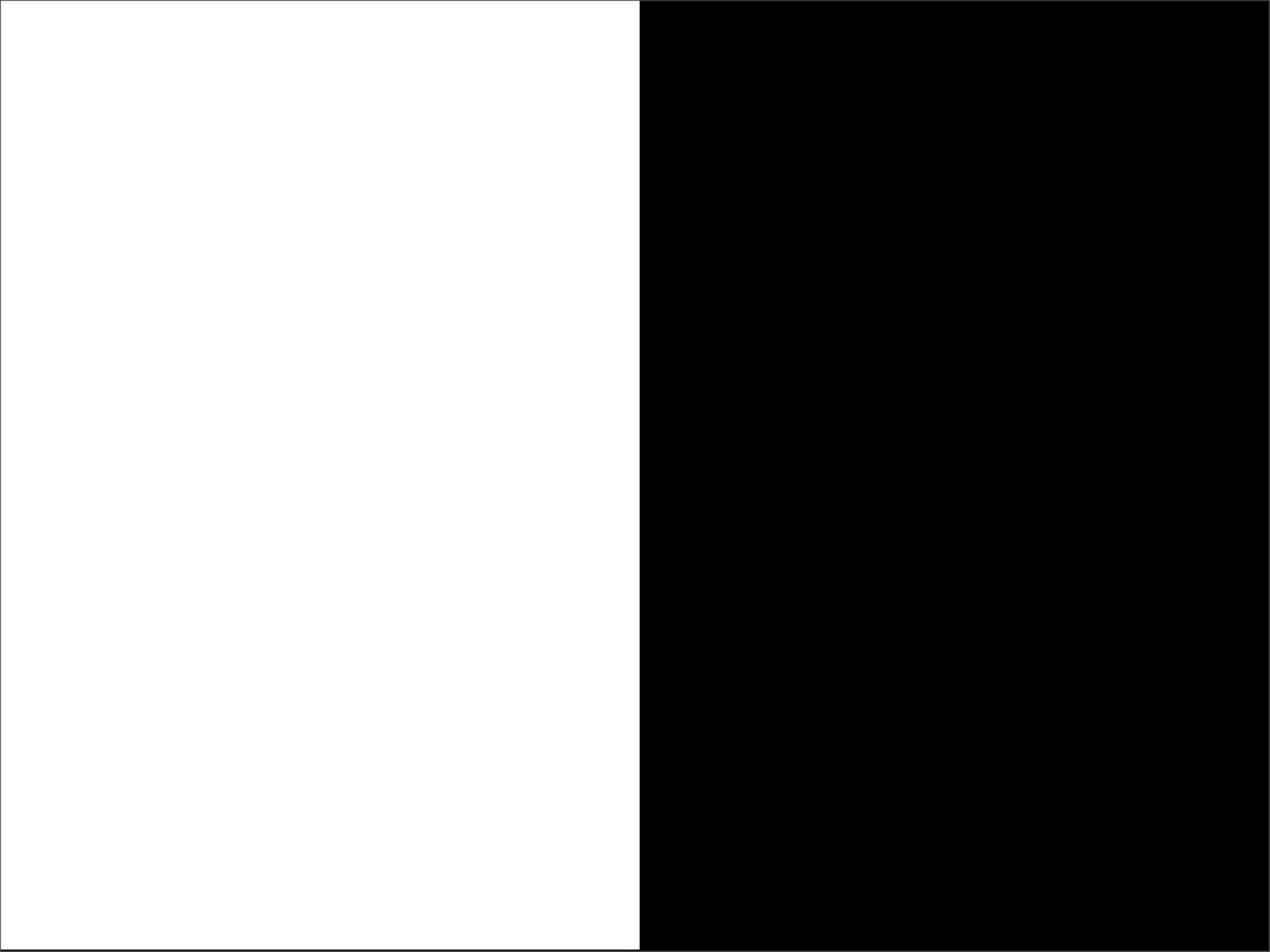
41,566











Metrics are Numbers

Vanity Metrics are Evil







Common Sense





~ 2 %









It's Magic! Instant-grow plants and heal eaten plants



5 Magic Wands
10 



10 Magic Wands
20  +3 



25 Magic Wands
50  +10 



50 Magic Wands
100  +20 

It's Magic! Instant-grow plants and heal eaten plants



5 Magic Wands
10 



10 Magic Wands
20  +3 



25 Magic Wands
50  +10 



50 Magic Wands
100  +20 

It's Magic! Instant-grow plants and heal eaten plants



5 Magic Wands
10 



30 Magic Wands
50  +5 



65 Magic Wands
10  +5 



135 Magic Wands
200  +10 

It's Magic! Instant-grow plants and heal eaten plants



5 Magic Wands
10 



10 Magic Wands
20  +3 



25 Magic Wands
50  +10 



50 Magic Wands
100  +20 

It's Magic! Instant-grow plants and heal eaten plants



5 Magic Wands
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30 Magic Wands
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65 Magic Wands
10  +5 



135 Magic Wands
200  +10 

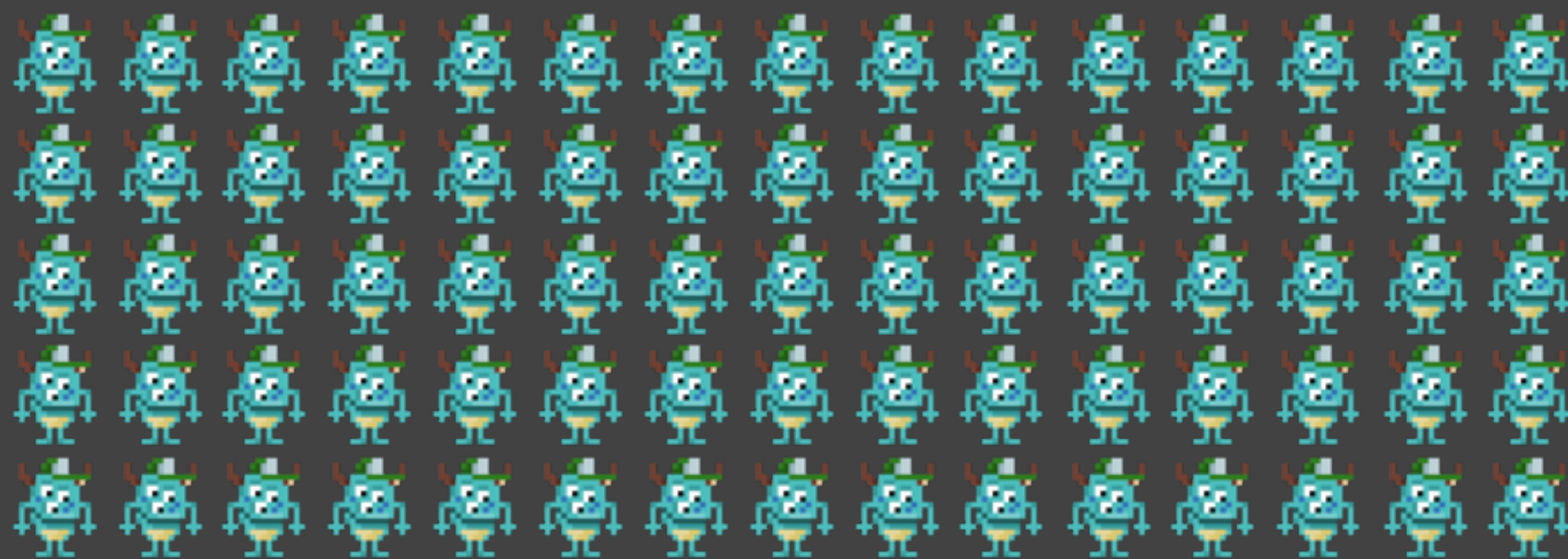
+ 24 %



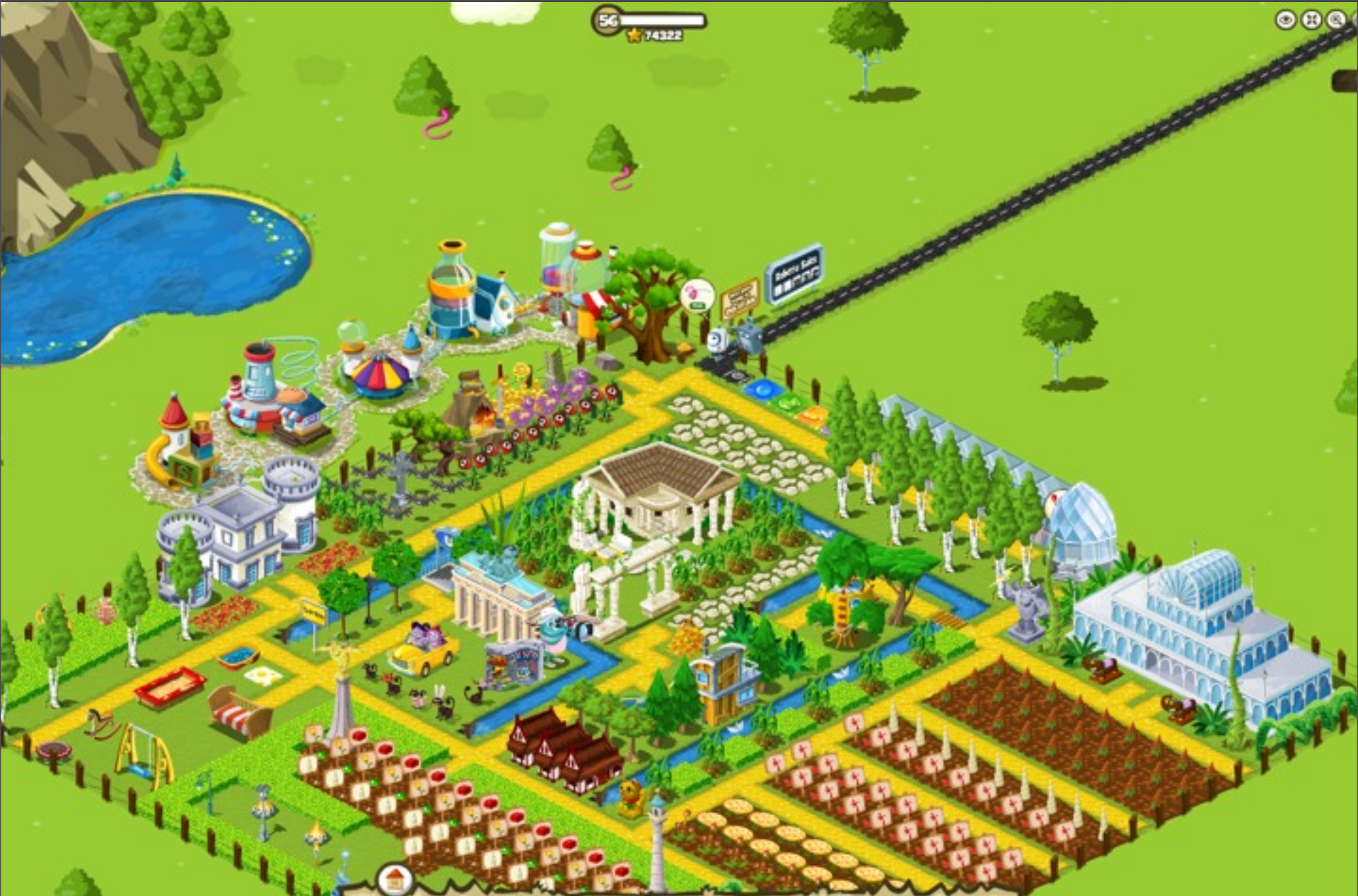




+ 23 %







 Jasper 1,618,025	 Invis 1,550,219	 Rainmond 1,371,434	 Steffan 1,320,461	 Sineke 1,161,441
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Like the garden of Steffan

Post to Steffan's wall



✓ Like 3M

24433

+ Add Coins

56

★ 69034

1723

+ Add WooGoo

Roberta wants to buy:



10x



You need 7 more



Make

She pays you:

1700

★ 70

Roberta leaves in:

10h:31m:11s

Sell



08:02:13



#57
Christian
52
73.827★

#58
Martin
51
73.756★

Invite

#59
Stephanie
56
69.034★

#60
Florian
50
64.400★

#61
Emily
49
63.973★

Plants

Products

Items



38



1



31



1



3



14



8



6

✓ Like 3M

28433

1723

Build a Party Maker



Drill



6/6



Gearwheels



6/6



Computer Chip



6/6



Pipes



6/6



Cement Mixer



6/6



Finish

#56

Ingo



76,108

#57

Christia



73,827

1

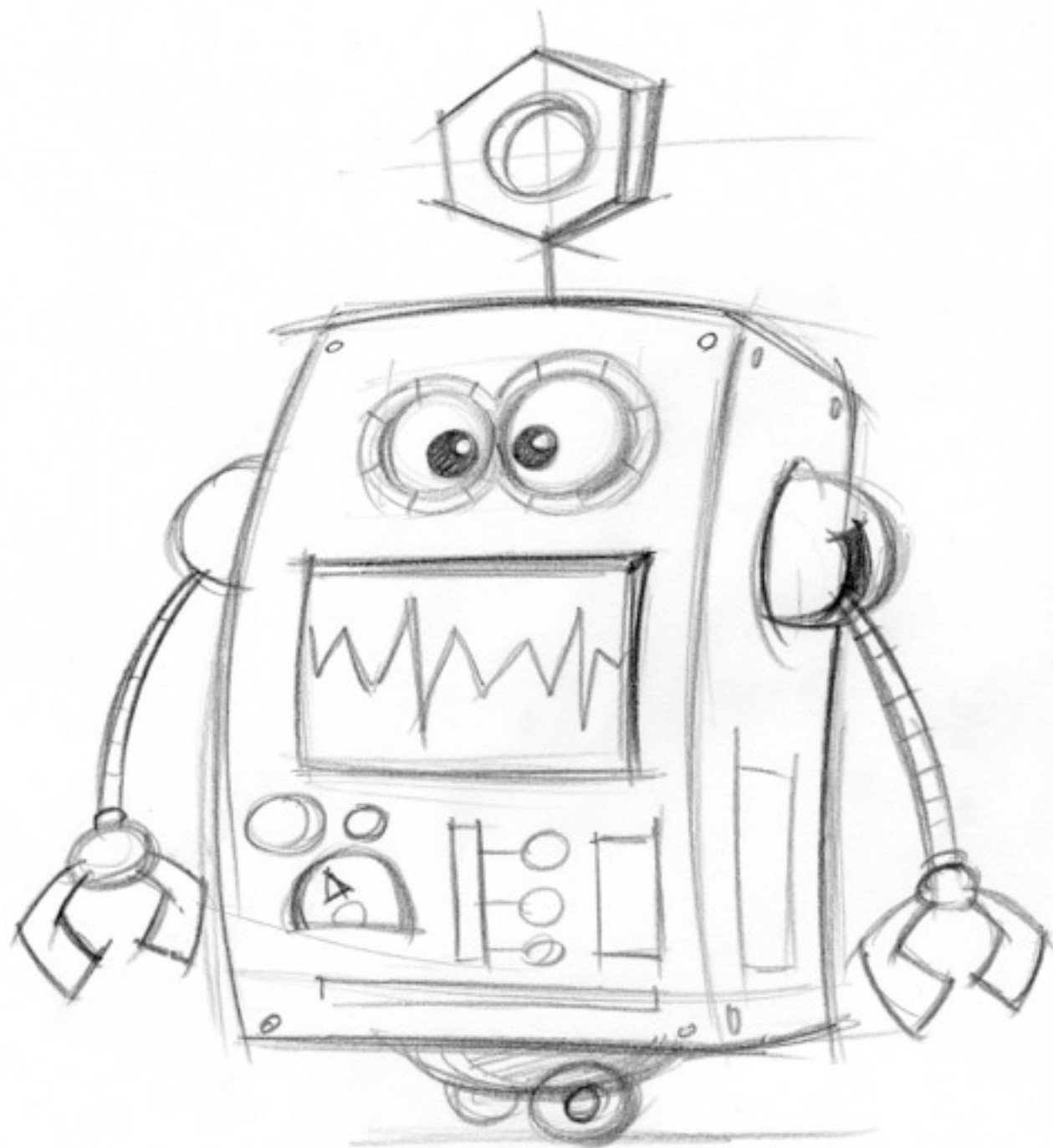
6

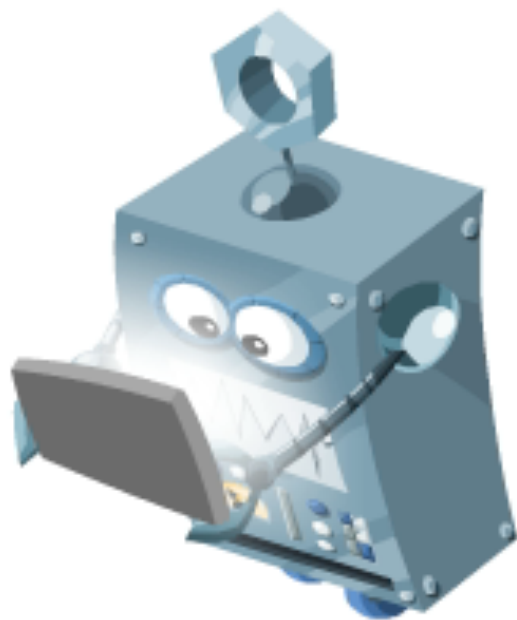


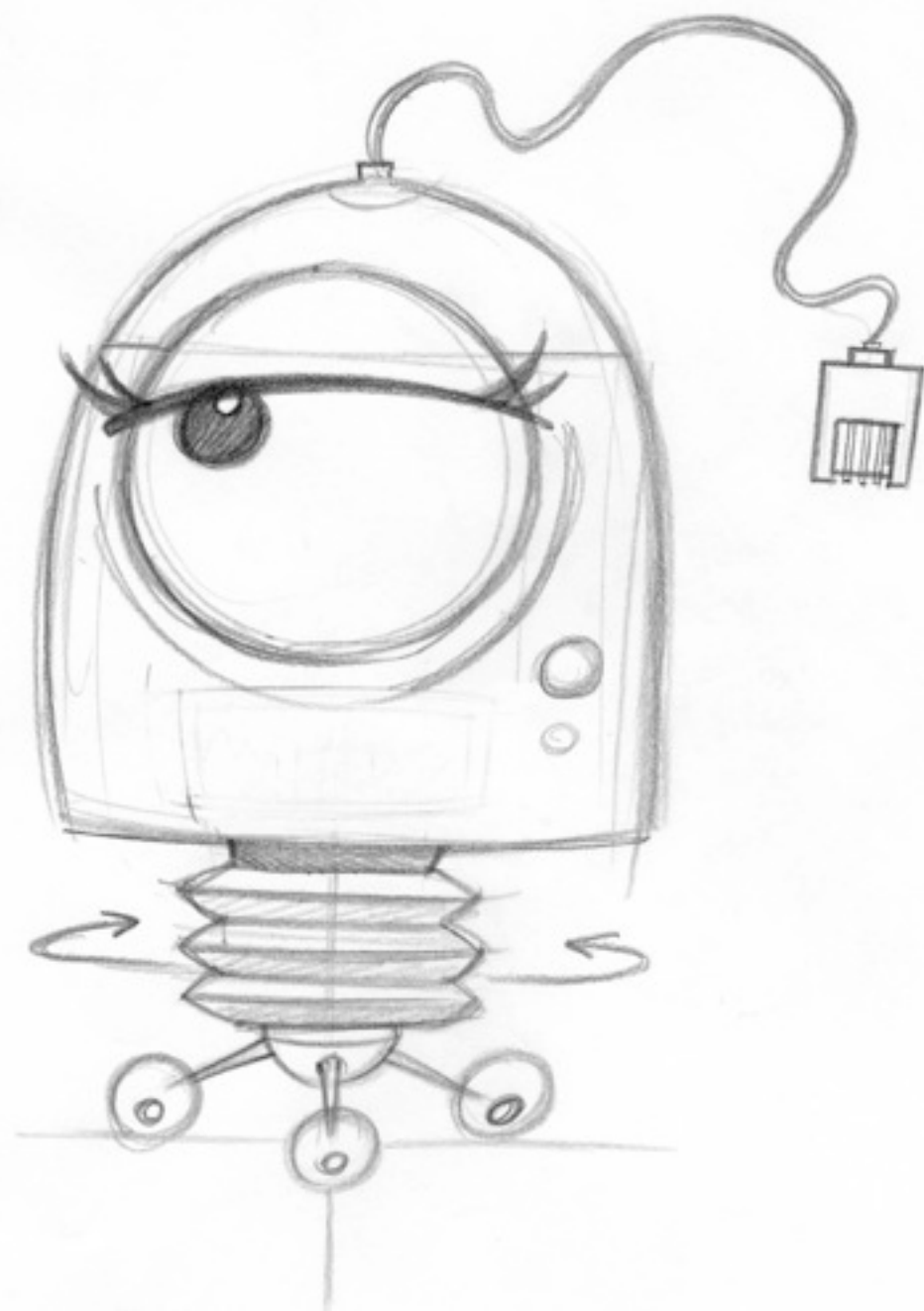




+ 50 %









It's not me, it's you!



 **wooga**



MONSTERWORLD

Hallo ich heiße Tom und bin 8
jahre alt und am liebsten spiele
ich Monster World





Fame









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