

Google Play:

Submitting your app

Mobile and Ubiquitous Games

ICS 163

Donald J. Patterson



Google Play vs Apple iOS

- There is a difference between OS installs and handset ownership
 - Android separates the two
 - Android can be on many manufacturers devices
 - Apple unifies them
 - iOS is only on one manufacturer
- Android is installed on many more devices
- But Apple holds the most market share by manufacturer

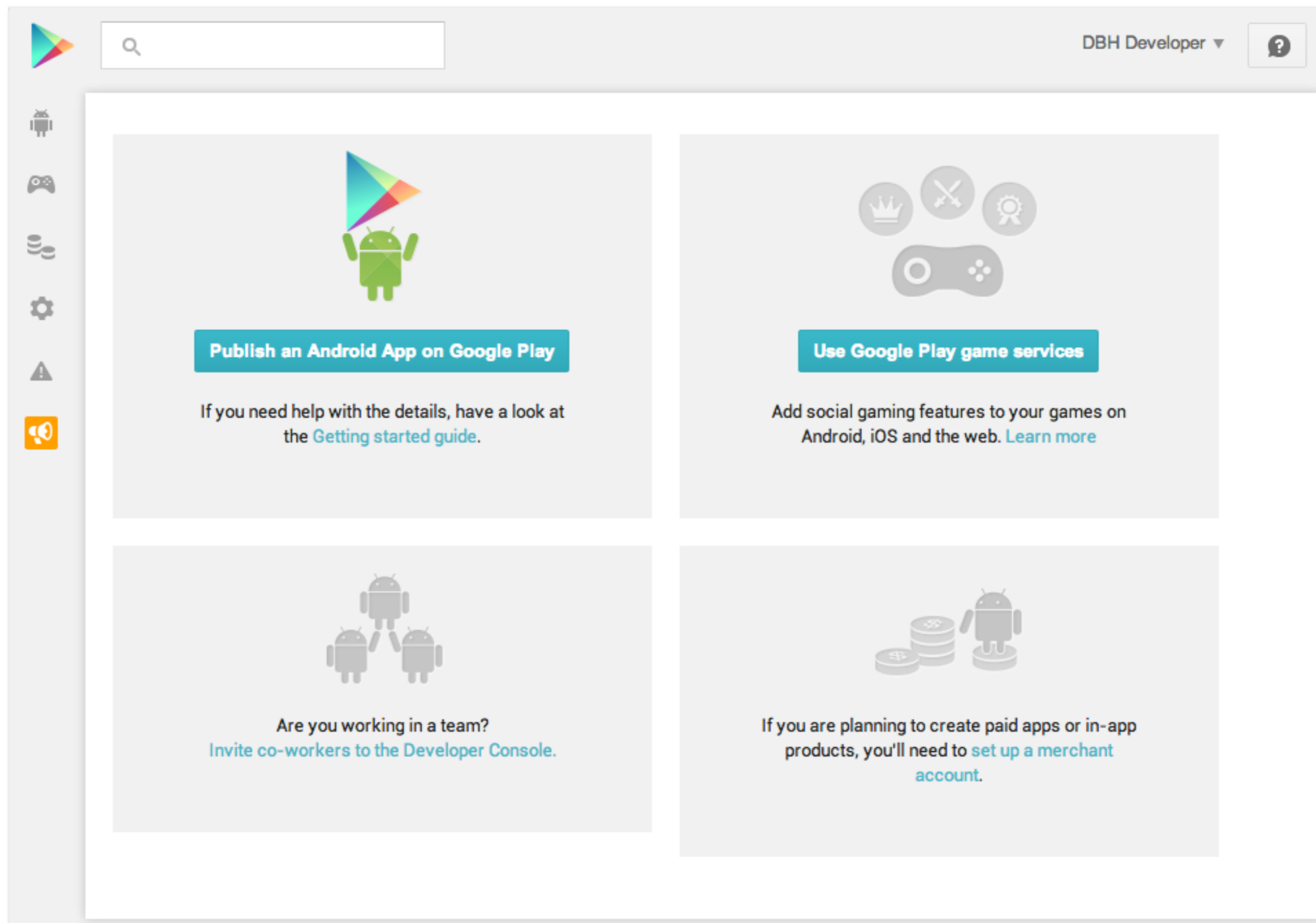


Google Play vs Apple iOS

- Cost to submit
 - Google Play: \$25.00 one time fee
 - Apple iTunes Store: \$99.00 per year



Google Play vs Apple iOS



The screenshot shows the Google Play Developer Console interface. At the top left is the Google Play logo and a search bar. At the top right, it says "DBH Developer" with a dropdown arrow and a help icon. On the left side, there is a vertical navigation menu with icons for Android, Games, Services, Settings, Alerts, and Help. The main content area is divided into four cards:

- Publish an Android App on Google Play**: Includes an Android robot holding a Google Play flag and a link to the "Getting started guide".
- Use Google Play game services**: Includes icons for a crown, crossed swords, a medal, and a game controller, with a link to "Learn more".
- Are you working in a team?**: Includes an icon of three Android robots and a link to "Invite co-workers to the Developer Console".
- If you are planning to create paid apps or in-app products**: Includes an icon of an Android robot with coins and a link to "set up a merchant account".

Google Play vs Apple iOS

ADD NEW APPLICATION

Default language *

English (United States) - en-US

Title *

Augmented Reality (AR) App #1

29 of 30 characters

What would you like to start with?

Upload APK

Prepare Store Listing

Cancel





AUGMENTED REALITY (AR) APP #1

Draft ▾

STORE LISTING

Save

PRODUCT DETAILS

Fields marked with * need to be filled before publishing.

English (United States) – en-US

Add translations

Title*

English (United States) – en-US

Augmented Reality (AR) App #1

29 of 30 characters

Description*

English (United States) – en-US

This is an augmented reality application that uses the camera to project virtual objects into the image of the real world. This app features a helicopter and a burning car that are tied to the front and back of one dollar bills.

229 of 4000 characters

Please check out these [tips on how to create policy compliant app descriptions](#) to avoid some common reasons for app suspension.

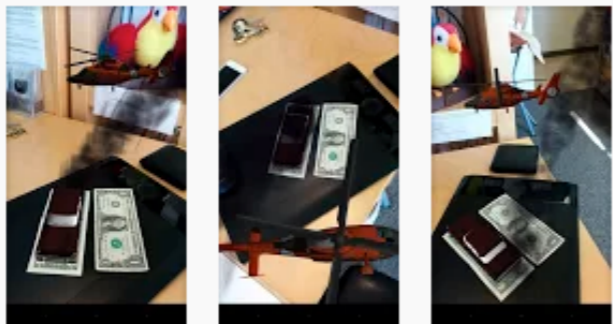
Promo text

English (United States) – en-US

Augmented reality on your desktop! Use 2 one dollar bills to see the magic.

75 of 80 characters

Phone



+

Add screenshot

Drop image here.

7-inch tablet

+

Add screenshot

Drop image here.

Add at least one 7-inch screenshot here to help tablet users see how your app will look on their device.

10-inch tablet

+

Add screenshot

Drop image here.

Add at least one 10-inch screenshot here to help tablet users see how your app will look on their device.

Hi-res icon *

Default – English (United States) – en-US
512 x 512
32-bit PNG (with alpha)



Feature Graphic

Default – English (United States) – en-US
1024 w x 500 h
JPG or 24-bit PNG (no alpha)

+

Add feature graphic

Drop image here.

Promo Graphic

Default – English (United States) – en-US
180 w x 120 h
JPG or 24-bit PNG (no alpha)

+

Add promo graphic


Drop image here.

Promo Video

Default – English (United States) – en-US
YouTube video

http://youtu.be/5_TJtBN37xw

Google Play vs Apple iOS



AUGMENTED REALITY (AR) APP #1


Draft ▾

- APK** ✓
- Store Listing ✓
- Pricing & Distribution ✓
- In-app Products
- Services & APIs

Optimization Tips

APK

PRODUCTION Publish your app on Google Play	BETA TESTING Set up Beta testing for your app	ALPHA TESTING Set up Alpha testing for your app
--	---	---



License keys are now managed for each application individually.
If your application uses licensing services (e.g. if your app is a paid app, or if it uses in-app billing or APK expansion files), get your new license key on the [Services & APIs](#) page.

[Upload your first APK to Production](#)

Do you need a license key for your application?

[Get license key](#)



APK

Switch to advanced mode

PRODUCTION

Version

1

BETA TESTING

Set up Beta testing for your app

ALPHA TESTING

Set up Alpha testing for your app

PRODUCTION CONFIGURATION

Upload new APK to Production



CURRENT APK uploaded on Jun 5, 2014 9:06:06 AM

Supported devices

5185

[See list](#)

Excluded devices

0

[Manage excluded devices](#)

▼ VERSION

UPLOADED ON

STATUS

ACTIONS

1 (1.0)

Jun 5, 2014

Draft in Prod

APK TRANSLATION SERVICE



Translate your application to target users in other languages?

Purchase professional quality translation from qualified vendors in 3 easy steps.

(1) Upload your xml resource files (2) Select target languages (3) Pay [Learn more](#)

Start or check progress

PRICING & DISTRIBUTION

Save

This application is

Paid

Free

To publish paid applications, you need to set up a merchant account. [Set up a merchant account now](#) or [Learn more](#)

DISTRIBUTE IN THESE COUNTRIES

You have selected **139 countries + Rest of the world**

SELECT ALL COUNTRIES

Albania

Algeria

Angola

Antigua and Barbuda

Argentina

Armenia

Aruba

Australia

[Show options](#)

Austria

[Show options](#)

Azerbaijan

Bahamas

Bahrain

GOOGLE PLAY FOR EDUCATION

Opt-in

Include this application in [Google Play for Education](#).

Additional information

[Edit information for your application.](#)

Approval Status

This application will be reviewed for approval when you publish it.

CONSENT

Marketing opt-out

Do not promote my application except in Google Play and in any Google-owned online or mobile properties. I understand that any changes to this preference may take sixty days to take effect.

Content guidelines *

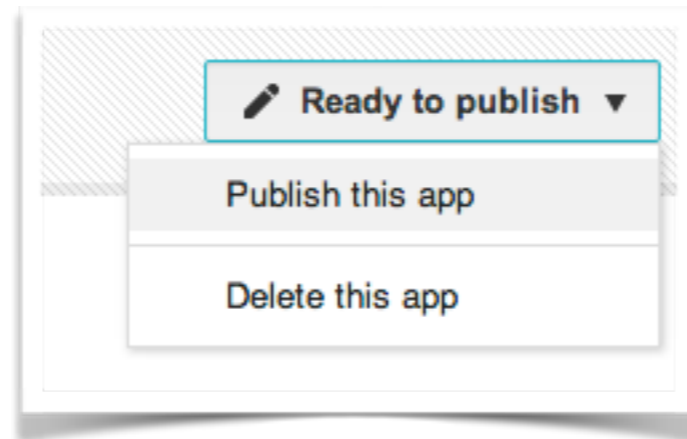
This application meets [Android Content Guidelines](#).

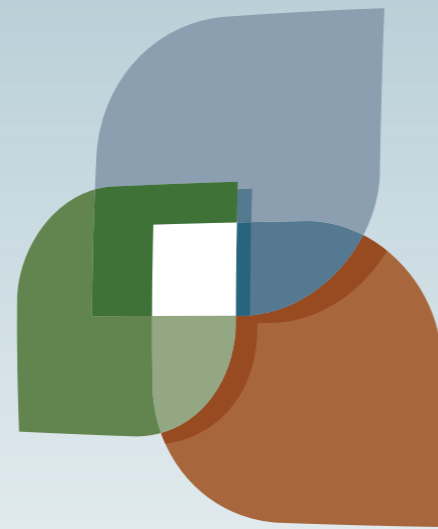
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US export laws *

I acknowledge that my software application may be subject to United States export laws, regardless of my location or nationality. I agree that I have complied with all such laws, including any requirements for software with encryption functions. I hereby certify that my application is authorized for export from the United States under these laws. [Learn more](#)

Google Play vs Apple iOS





L U C I



Marketing Pervasive Games

- The Power of Categorization
- Pervasive Game: An Ugly Duckling
- Case Study: Majestic
- How and Where to Market?



- The Power of Categorization
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Social: Marketing: The Power of Categorization

- Why don't you get offered a pervasive game when you purchase a movie ticket?
- Why isn't a treasure hunt a kind of vacation package?
- Why doesn't Starbucks have a mobile scavenger hunt tied to their app?



Social: Marketing: The Power of Categorization

- It's possible, why not?
 - Somethings are just not going to be mainstream hits...
 - ... but some could be
- Thinking about marketing as categorie helps to frame this question



Social: Marketing: The Power of Categorization

- Rather than thinking about pervasive games as
- Think about them as



Social: Marketing: The Power of Categorization

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Social: Marketing: The Power of Categorization

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Comet

Reign ES Sports

Wikipedia: iPod

Business Insider

Social: Marketing: The Power of Categorization

- What is the genre setting example of pervasive gaming?



- What is

QUANTUM

HARD-CORE → MORE HARD-CORE	CASUAL ↔ HARD-CORE
<u>KILLER</u>	<u>GEOCACHING</u>
MORE NORMS BROKEN	MORE POPULAR
MORE SOCIAL	MORE SOLD
DISRUPTIVE	BLENDS IN EASIER
TARGET: COLLEGE STUDENTS ORGANIZED HISTORY SPEAKS TO RPG,	TARGET: FAMILY FRIENDLY LIFESTYLE/OUTDOORSY

- e gaming?



Social: Marketing: The Power of Categorization

- Selling a product by using design principles suggests:
 - Make it desirable
 - MAYA
 - Most Advanced Yet Acceptable : a tension
 - Leveraging known metaphors
- Utilizing known categories, but transforming them

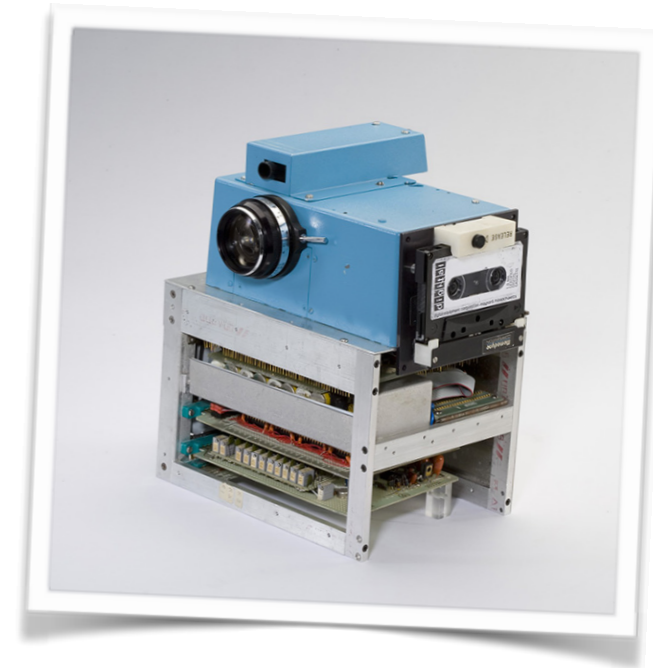


Social: Marketing: The Power of Categorization

- Imagine trying to market the first digital camera
 - What is it?

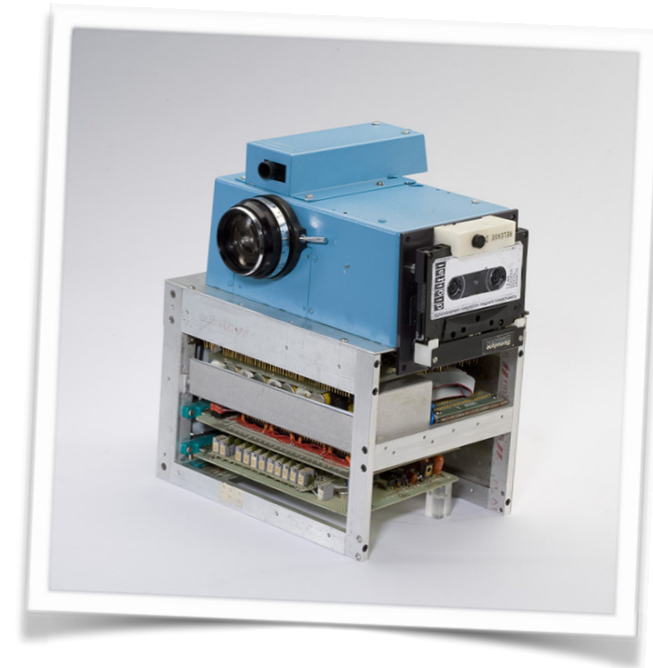


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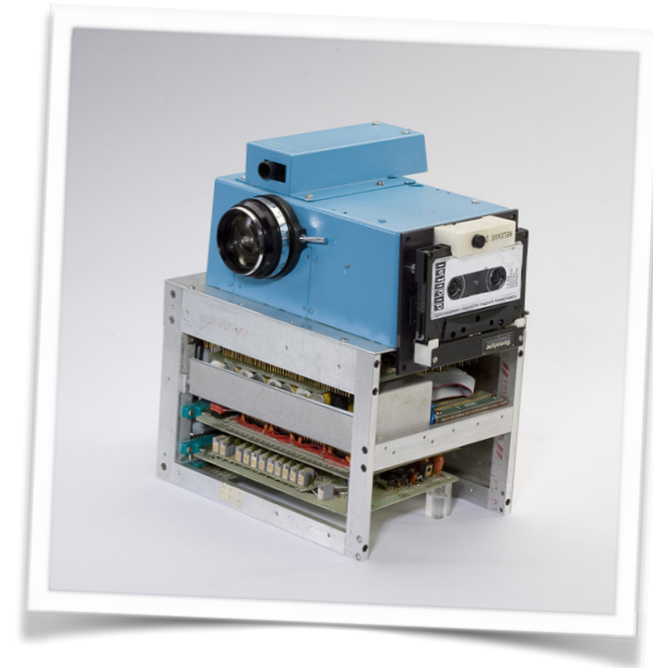
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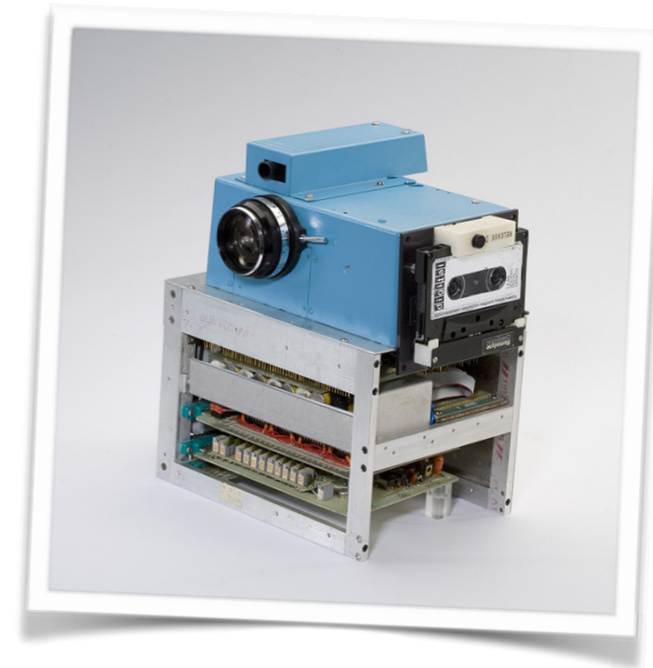
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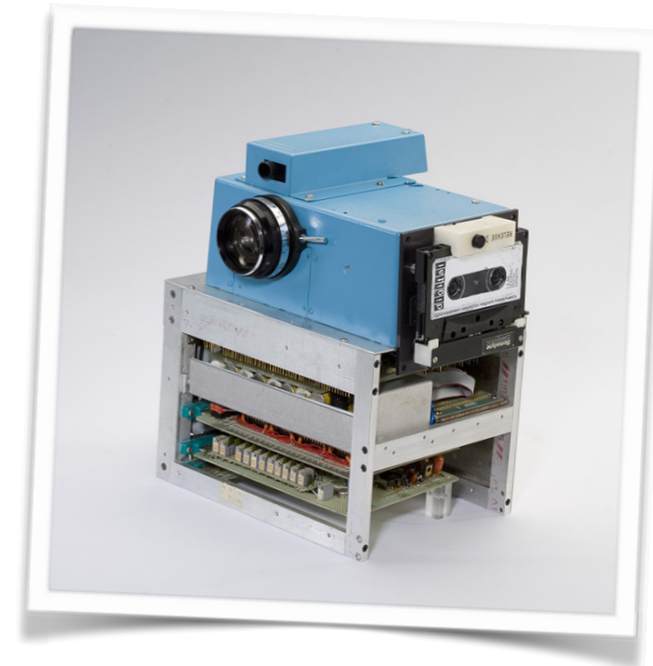
Social: Marketing: The Power of Categorization

- Imagine trying to market the first digital camera
 - What is it?
 - a new kind of scanner?



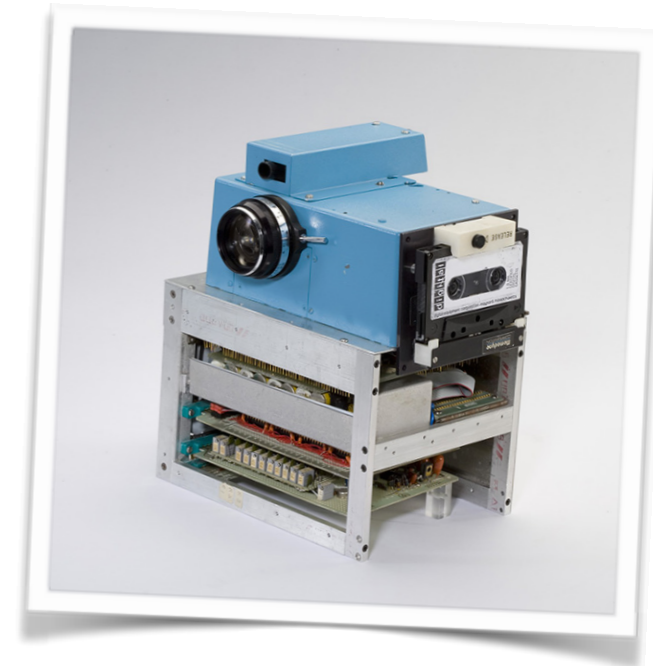
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- Imagine trying to market the first digital camera
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 - a new kind of slide projector?



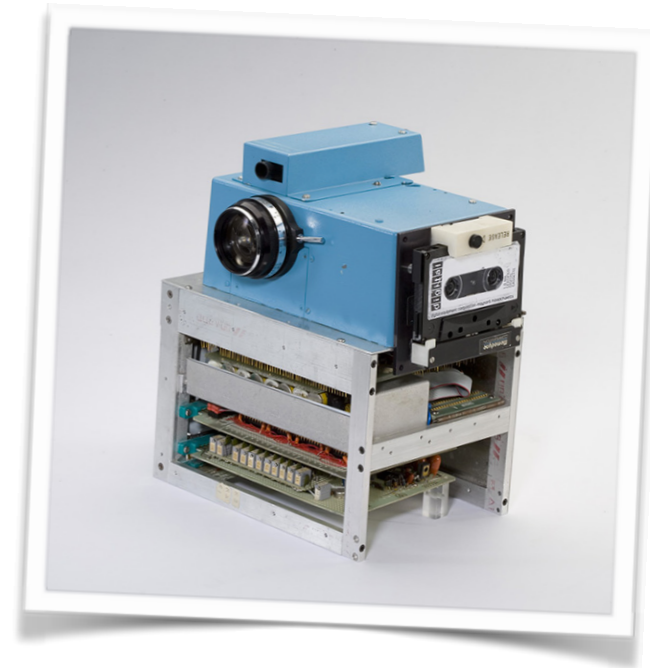
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- Imagine trying to market the first digital camera
 - What is it?
 - a new kind of scanner?
 - a new kind of slide projector?
 - a new use for cassette tapes?



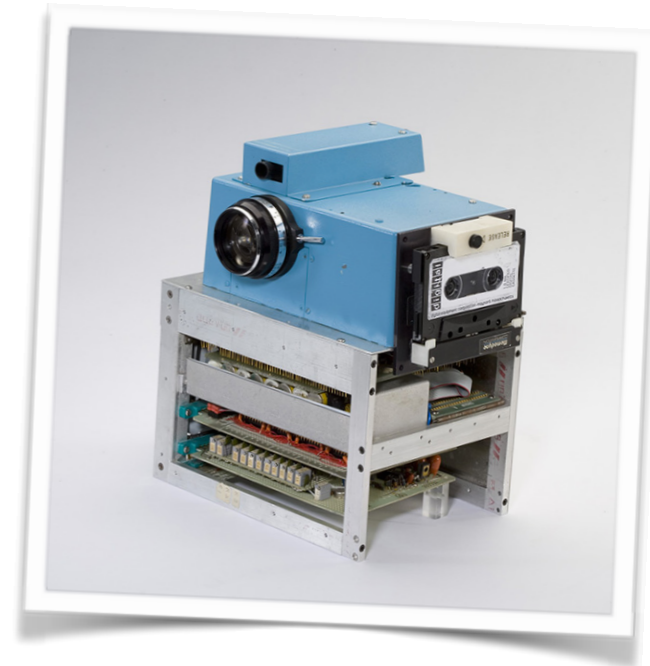
Social: Marketing: The Power of Categorization

- Imagine trying to market the first digital camera
 - What is it?
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 - a new use for cassette tapes?
 - a specialized computer?



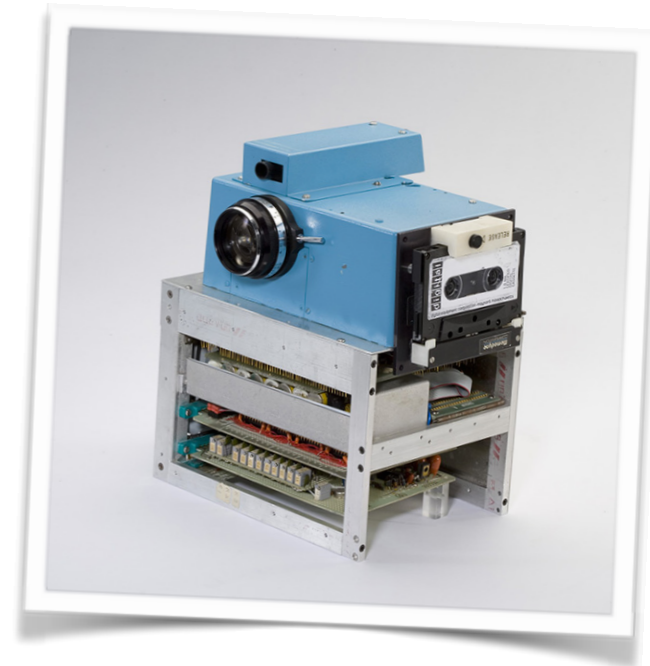
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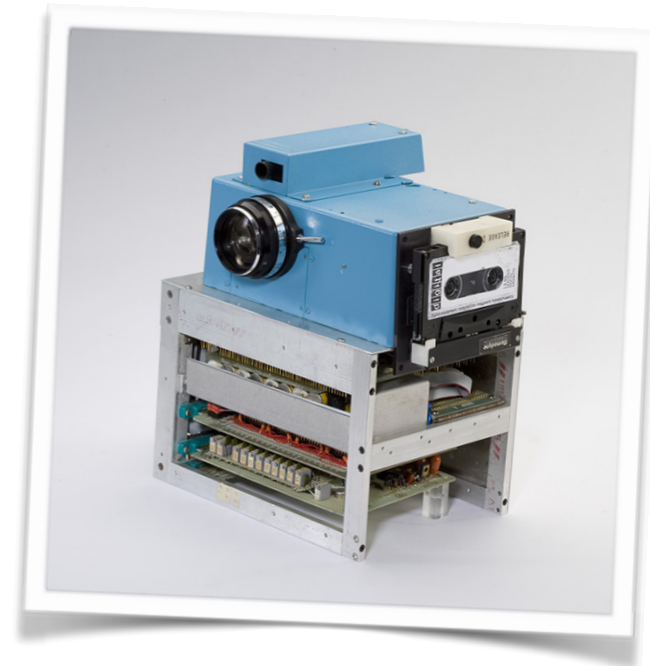
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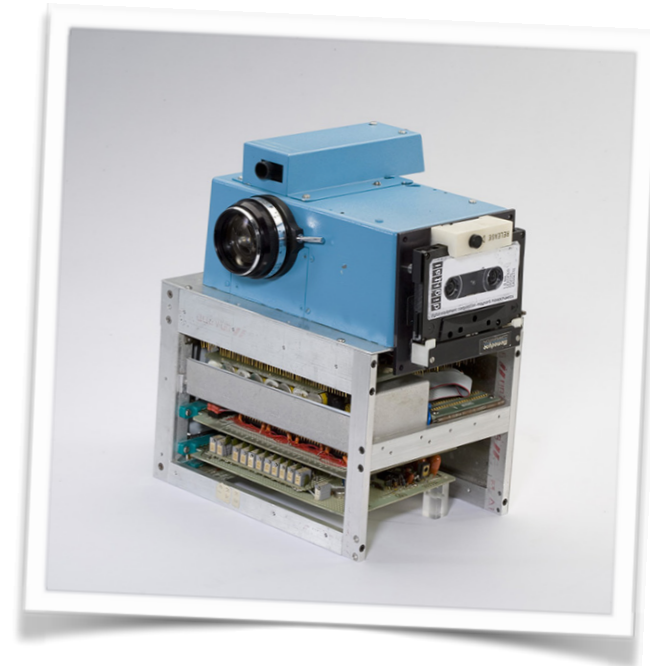
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 - a scientific instrument?
 - To market it you have to decide what its story is



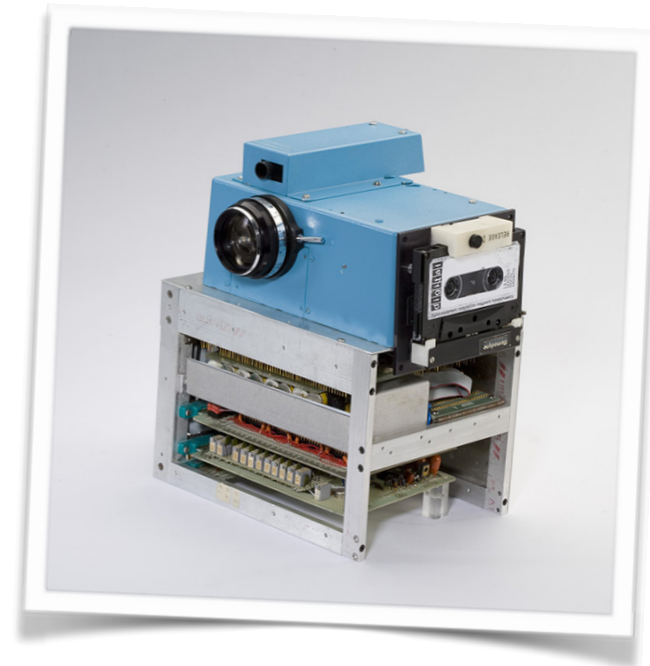
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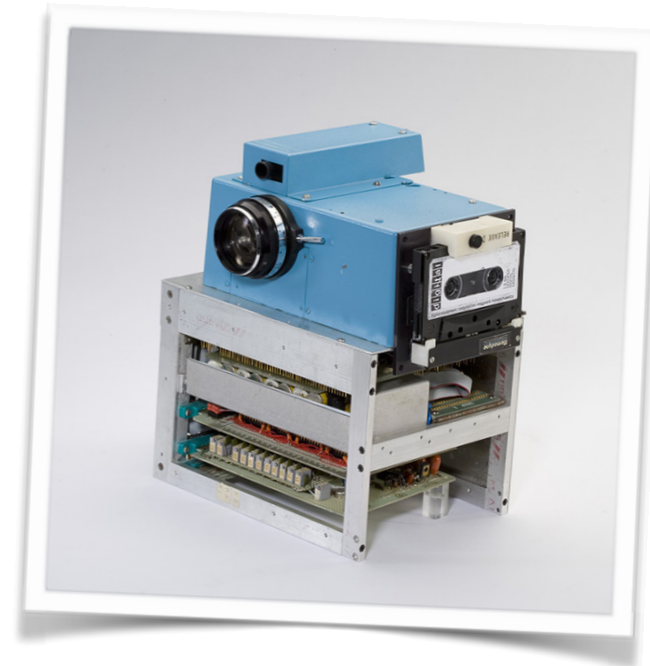
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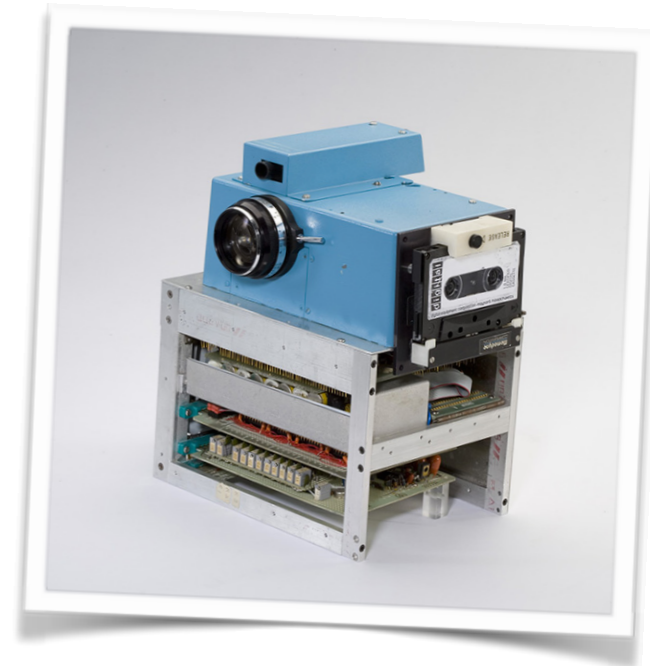
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Social: Marketing: The Power of Categorization

- So what is a pervasive game?



Social: Marketing: The Power of Categorization

- So what is a pervasive game?



Come out and Play Festival

textually

Sodahead

Social: Marke

- So wha

HIDE N SEEK
THEMES
ADULT

TAG

EXTREME

LOTS OF PEOPLE IT AT ONCE

TREASURE HUNT

- GPS
- REAL-WORLD EXPLORATION

- CHAT,
BUS
- A GAME
- POINTS
- A MISUSE
- HOSTILE

- DOUBLE-LIFE
- CULT
- METHOD ACTING
- PLAY-THEATER
- STAGE ENVIRONMENT
- NO STAGE

FR

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→

Social: Marketing: The Power of Categorization

- Picking the category makes other things fall into line:
 - What advertising style is appropriate
 - What media should be targeted
 - How to package the game
 - Where to sell it
 - Who to sell it to
 - How much money can be made from it
- You don't buy a MacBook Air at a gas station
- World of Warcraft isn't advertised on Cheerios



Social: Marketing: The Power of Categorization

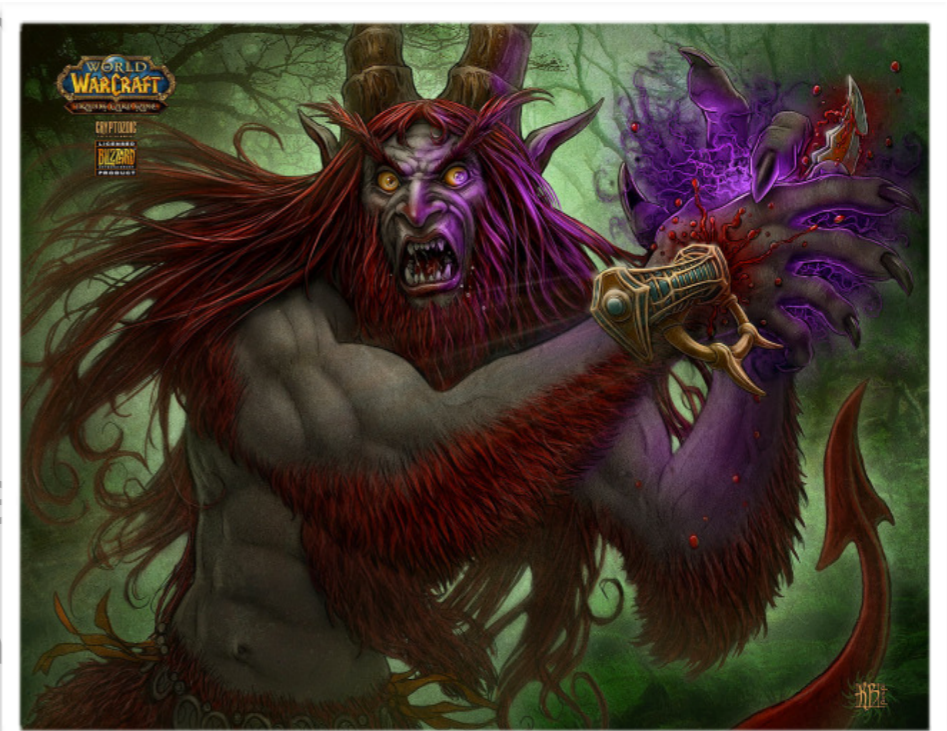
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- World of Warcraft isn't advertised on Cheerios

Social: Marketing: The Power of Categorization

- Designed Lifestyle Products
 - charge a premium
 - If you are luxury you can move down market but not vice versa
- versa



Herman Miller

Hermès

Top Speed

Social: Marketing: Cognitive Economy

- People categorize in order to reduce mental effort
- Category exercise...
 - Find a partner near you, move if necessary
 - I'm going to show you a thing
 - You write down 4 categories for it in order on your own... imagine you are explaining to your mom or dad
 - Match with your partner for the first one that is in common
 - Report to class



Social: Marketing: Cognitive Economy

- People categorize in order to reduce mental effort



- Subway is a...



Social: Marketing: Cognitive Economy

- People categorize in order to reduce mental effort



- A Frappuccino is a ...



Social: Marketing: Cognitive Economy

- People categorize in order to reduce mental effort



- League of Legends is a ...



MACINO

- DRINK
- COFFEE
- ICED COFFEE
- HIGH CLASS COFFEE
- CAFFEINE-MILKSHAKE
- SWEET

LEAGUE OF LEGENDS

- COMPETITIVE GAME
- COOPERATIVE GAME
- ONLINE MULTI-PLAYER GAME
- SOUL SUCKER / LIFE KILLER
- NOT FREE-TO-PLAY GAME
- VIDEO ^{PROFESSIONAL} ELECTRONIC SPORT
- ONLINE CAPTURE THE FLAG

Social: Marketing: Cognitive Economy

- People categorize in order to reduce mental effort



- Killer is a



Social: Marketing: Cognitive Economy

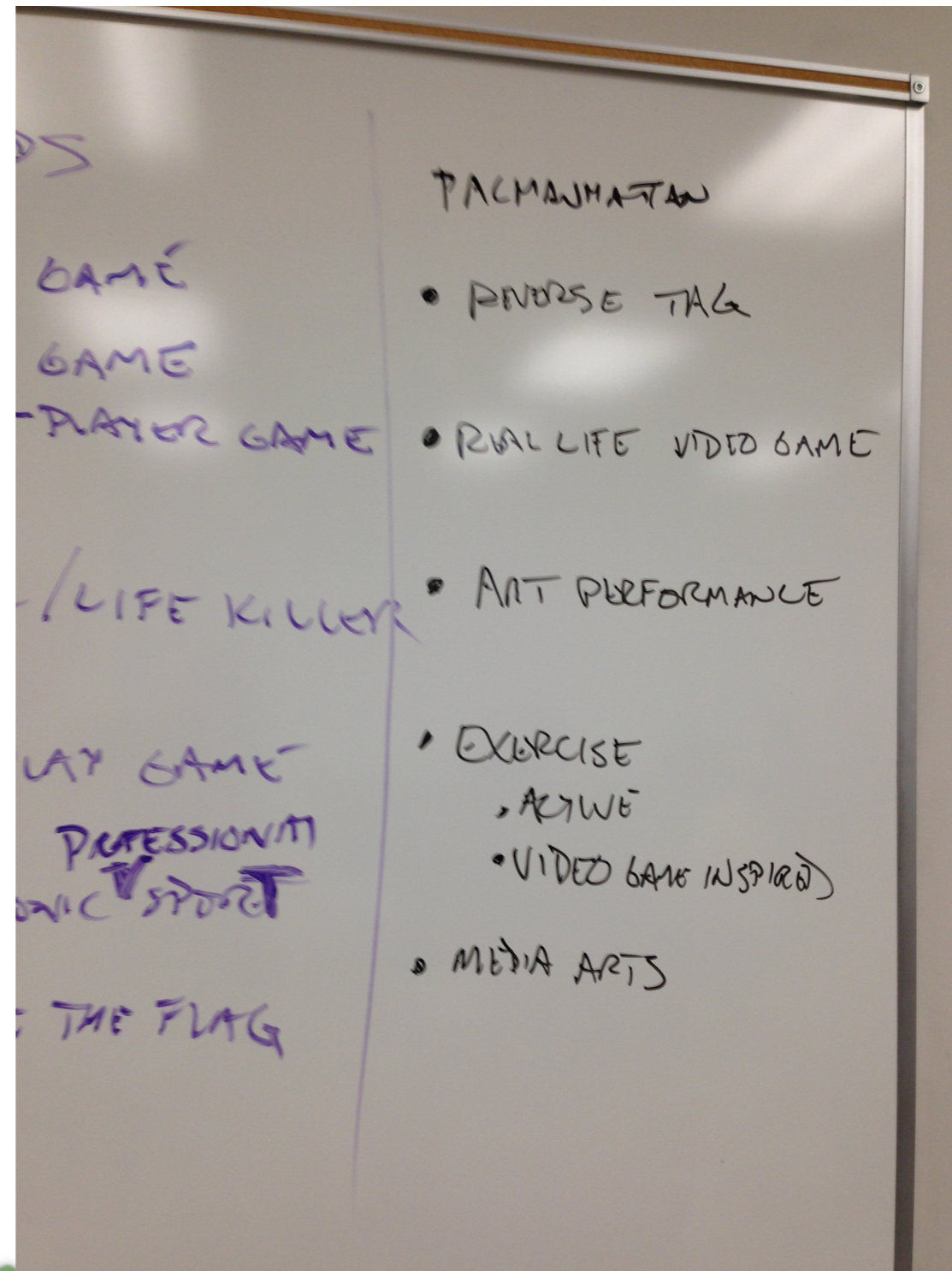
- People categorize in order to reduce mental effort



- PacManhattan is a



Social: Marketing: Cognitive Economy



Social: Marketing: Cognitive Economy

- Cognitive Economy is a 2-edged sword
 - People quickly understand known categories
 - Things that break categories are very hard to explain
 - Things that aren't important enough won't get their own category



Social: Marketing: Perceived World Structure



Social: Marketing: Perceived World Structure

- Categories come with expectations



Social: Marketing: Perceived World Structure

- Categories come with expectations
 - What kind of container does perfume come in?



Social: Marketing: Perceived World Structure

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Social: Marketing: Perceived World Structure

- Categories come with expectations
 - What kind of container does perfume come in?
- Where do you find milk in a grocery store?



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 - Where do you find milk in a grocery store?
 - What kind of container do marshmallows come in?



Social: Marketing: Perceived World Structure

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Social: Marketing: Perceived World Structure

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Social: Marketing: Perceived World Structure

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 - Where do you find milk in a grocery store?
 - What kind of container do marshmallows come in?
 - Which of the following are in food courts?
 - Panda Express
 - Cheesecake Factory
 - Domino's Pizza



Social: Marketing: Category Essence



Social: Marketing: Category Essence

- Categories have some quality that defines them



Social: Marketing: Category Essence

- Categories have some quality that defines them
 - What are qualities of a soda?



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- Could Halo 4 be made into a pervasive game?



Social: Marketing: Category Prototype

- Categories typically have an archetype
- What is the quintessential:
 - fast food restaurant?
 - 4-wheel drive vehicle?
 - landmark?
 - card game?
 - role-playing game?



Social: Marketing: Category Prototype

- Categories typically have an archetype
- What is the wanna-be:
 - fast food restaurant?
 - 4-wheel drive vehicle?
 - landmark?
 - card game?
 - role-playing game?

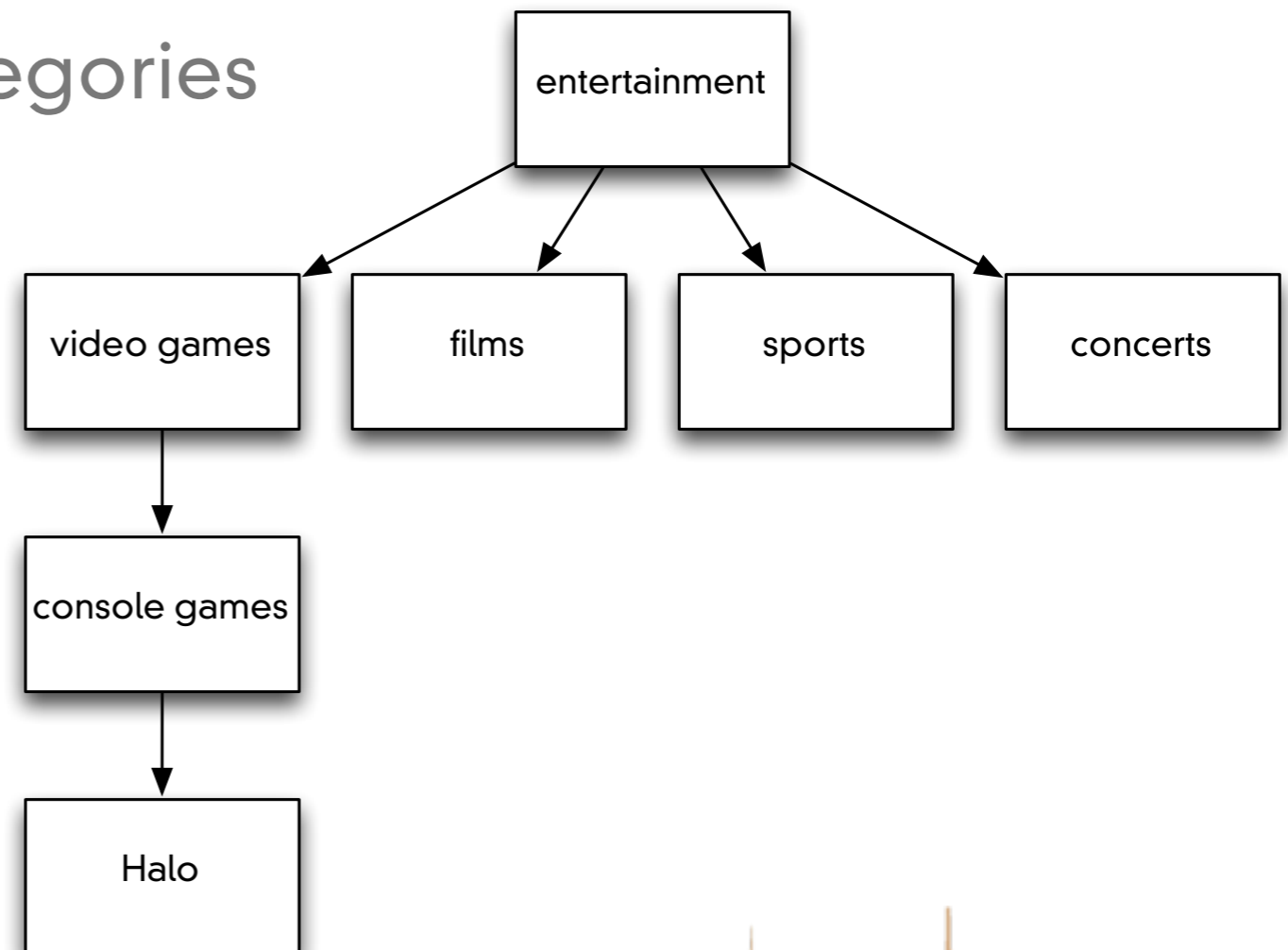


Social: Marketing: Vertical Categorization

- Categories have relationships
 - not set in stone
 - sometimes competitive, sometimes complimentary
 - some brands cross categories

- Interesting examples:

- reviews of new games
- Wii



Marketing Pervasive Games

- The Power of Categorization
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- How and Where to Market?



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Social: Marketing: Ugly Duckling

- Entertainment has a clear-cut place in our lives
 - Well-defined categories
 - Different than “work” for example
- Pervasive games by their nature blur categories
 - Marketing challenge
 - don’t fit neatly into
 - “entertainment” vs “work”
 - “online” vs “offline”
 - “awake” vs “asleep”
 - They don’t function as a “reward after work”



Social: Marketing: Ugly Duckling

- What are categories that pervasive games do fit into?
- If that can be made into a **designed lifestyle product** then it could be marketed
 - these have a cognitive economy
 - they fit into a world structure
 - that have exemplars



Social: Marketing: Is this reality?

- Do they need a category different than “entertainment”?
- Where do you sell something that interrupts “work”?
- Sometimes you can’t pick when you use this product



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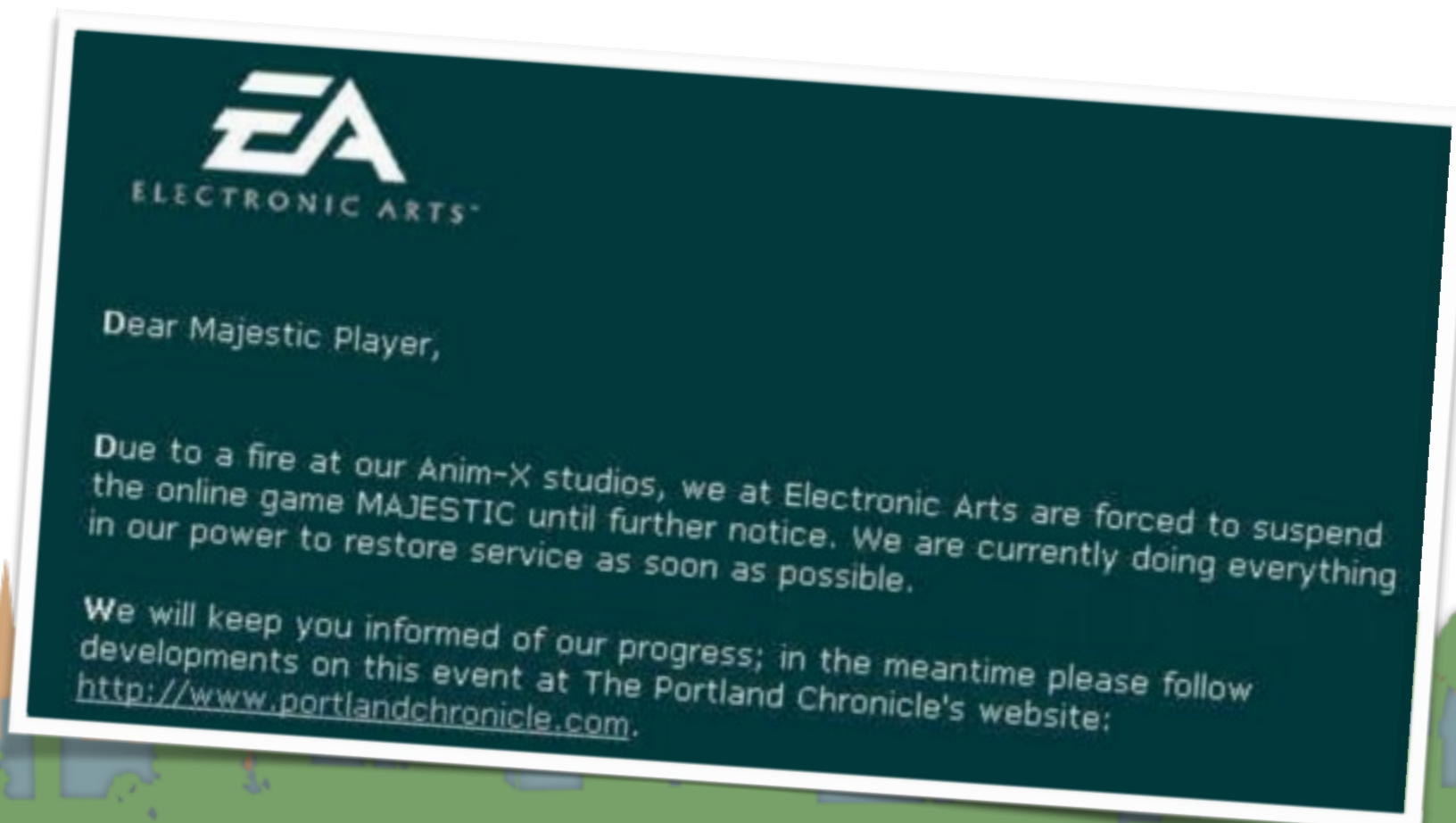
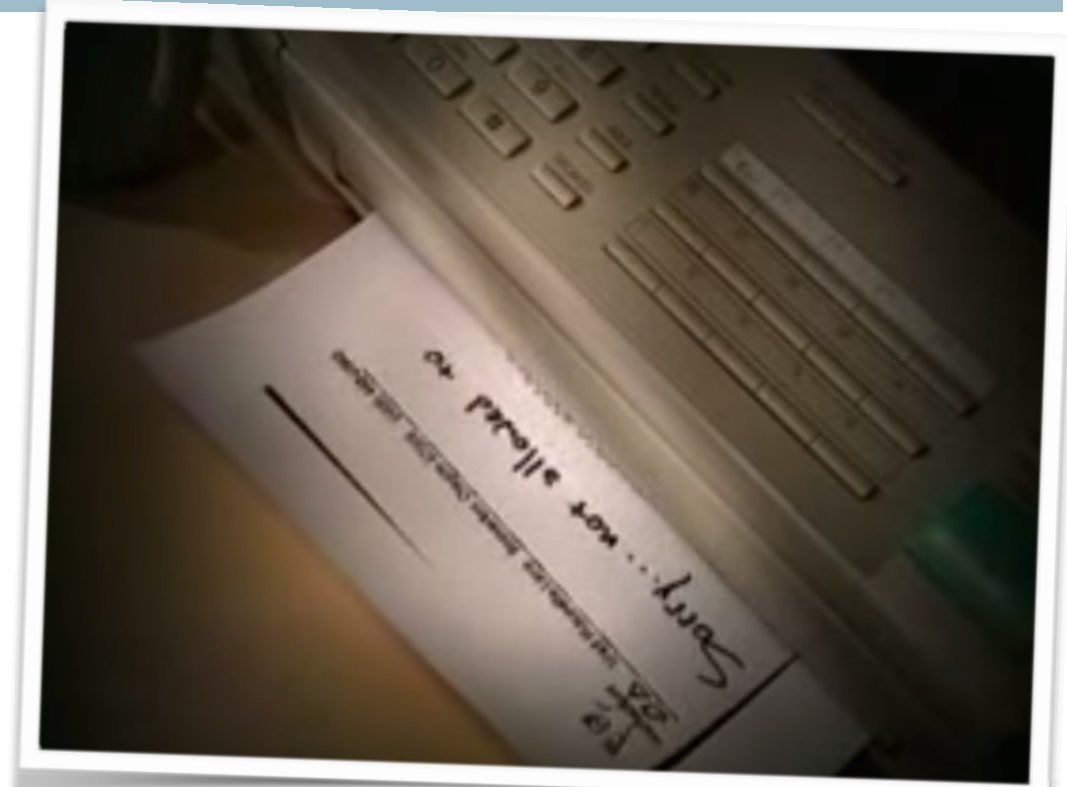
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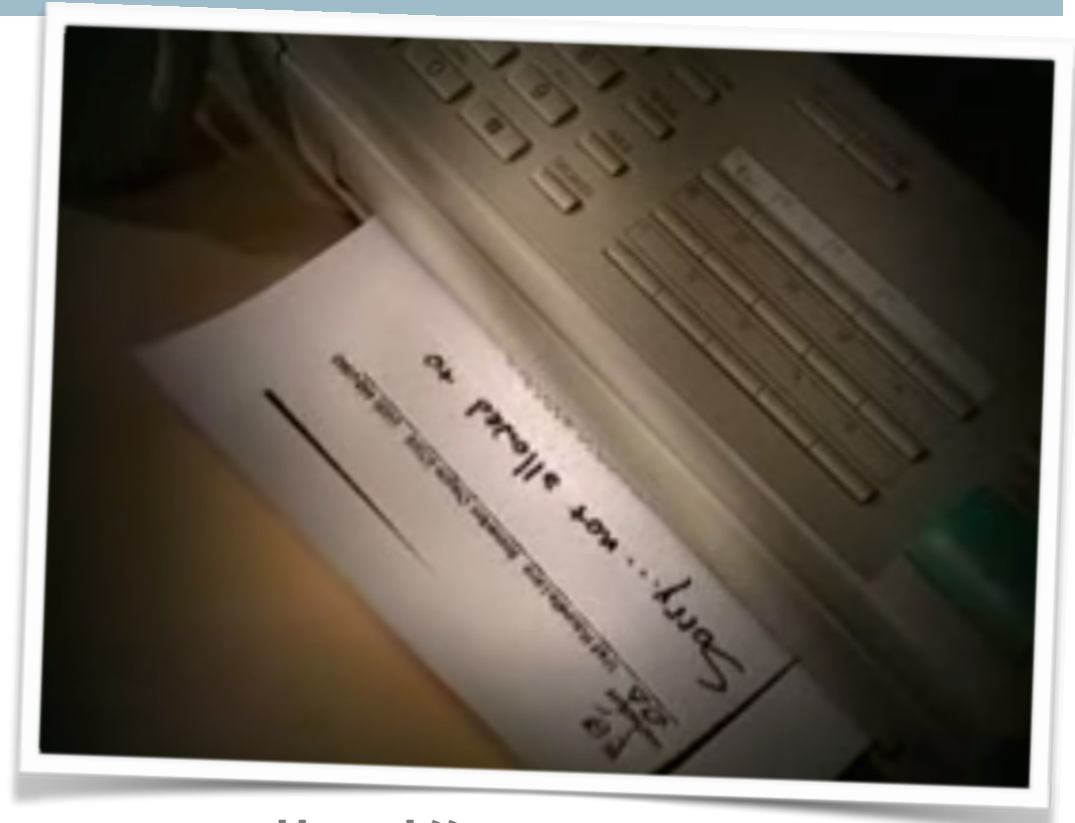
Social: Marketing: The Power of Categorization

- Marketing Majestic
 - Electronic Arts ARG
 - Large marketing budget
 - \$20 million budget
 - \$10 month to play
 - After signing up the game “was cancelled”



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Social: Marketing: The Power of Categorization

- Marketing Majestic
 - game was critically appreciated, genuinely innovative
 - considered exceedingly easy to play
 - 800,000 registered for pilot information
 - 71,200 followed through: 15,000 left after first season
 - even fewer signed up for subscription
 - reworked as a box game
 - second episode came out a month before 9/11
 - suspended as a result
 - had to be 18+ to play

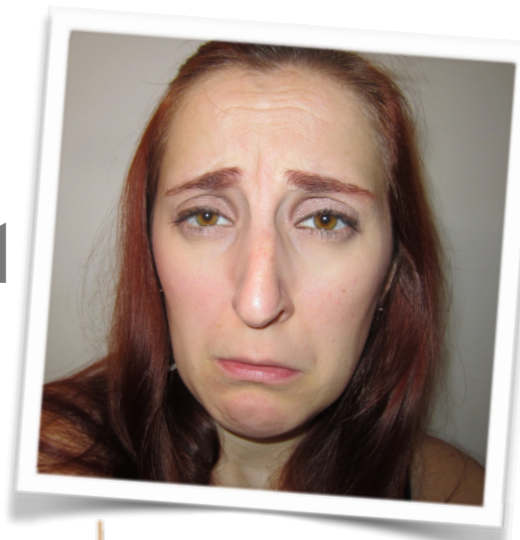


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Social: Marketing: The Power of Categorization

- Marketing Majestic
 - game was critically appreciated, genuinely innovative
 - considered exceedingly easy to play
 - 800,000 registered for pilot information
 - 71,200 followed through: 15,000 left after first season
 - even fewer signed up for subscription
 - reworked as a box game
 - second episode came out a month before 9/11
 - suspended as a result
 - had to be 18+ to play



Marketing Pervasive Games

- The Power of Categorization
- Pervasive Game: An Ugly Duckling
- Case Study: Majestic
- How and Where to Market?



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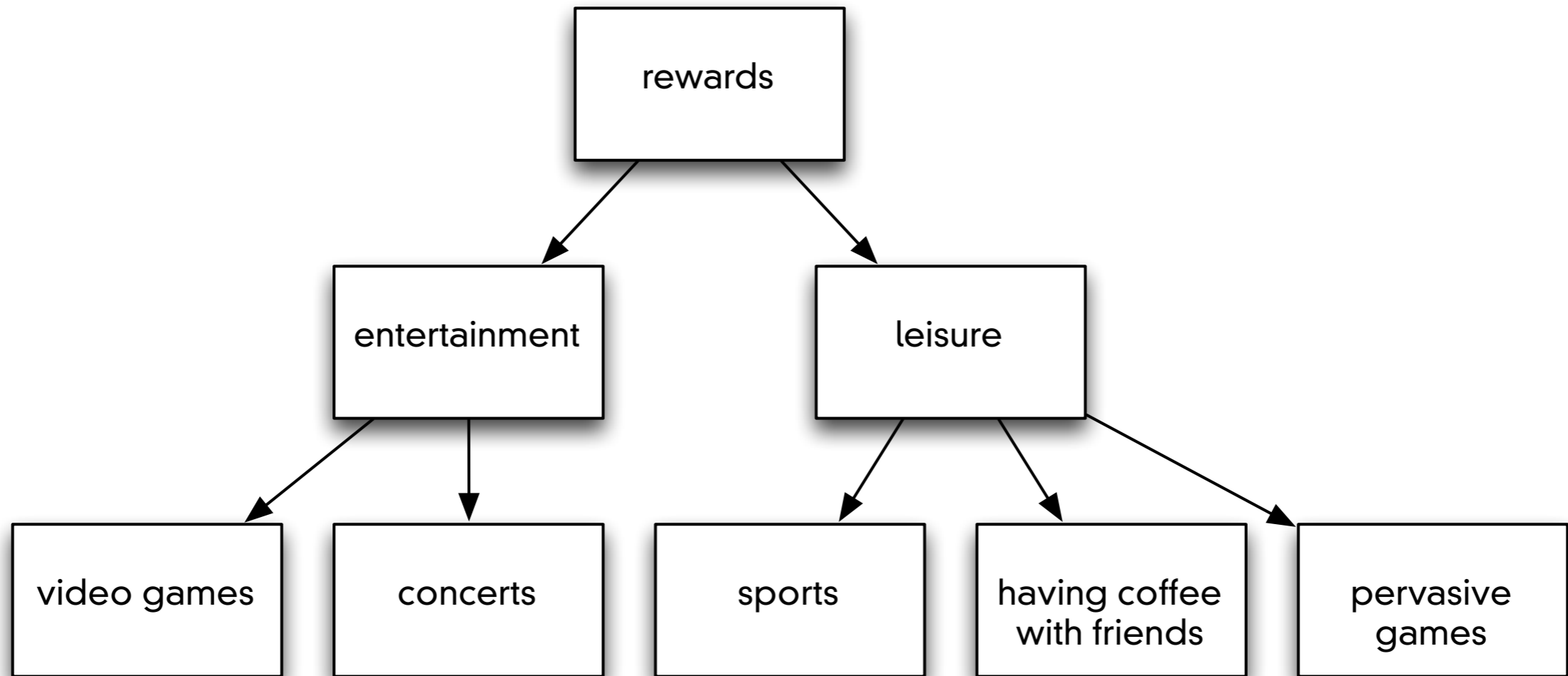


Social: Marketing: How and where to market

- Merging the categories of
 - video game
 - designed lifestyle product
- It's like blank meets blank
 - points of parity
 - points of difference
- Leveraging the categories of
 - obstacle course
 - geocaching
- For pervasive games to break out they need a clear and compelling story and category



Social: Marketing: The Alternative to "Entertainment"



Social: Marketing

- Familiar Pervasive-Like Games Marketed

