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

Publish an Android App on Google Play

If you need help with the details, have a look at the Getting started guide.

Use Google Play game services

Add social gaming features to your games on Android, iOS and the web. Learn more

Are you working in a team?

Invite co-workers to the Developer Console.

If you are planning to create paid apps or in-app products, you'll need 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

What would you like to start with?

Upload APK  Prepare Store Listing  Cancel
Title
Augmented Reality (AR) App #1
29 of 30 characters

Description
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
Augmented reality on your desktop! Use 2 one dollar bills to see the magic.
75 of 80 characters
Google Play vs Apple iOS

**Phone**

Add at least one screenshot to help phone users see how your app will look on their device.

**7-inch tablet**

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

**10-inch tablet**

Add at least one 10-inch screenshot 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)

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

**Promo Video**
Default – English (United States) – en-US
[http://youtu.be/5_TJ1BN37kw](http://youtu.be/5_TJ1BN37kw)
Google Play vs Apple iOS

AUGMENTED REALITY (AR) APP #1

APK

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
Google Play vs Apple iOS

PRODUCTION
Version
1

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

<table>
<thead>
<tr>
<th>VERSION</th>
<th>UPLOADED ON</th>
<th>STATUS</th>
<th>ACTIONS</th>
</tr>
</thead>
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<td>1 (1.0)</td>
<td>Jun 5, 2014</td>
<td>Draft in Prod</td>
<td></td>
</tr>
</tbody>
</table>

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

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
- Austria
- 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. Please check out these tips on how to create policy compliant app descriptions to avoid some common reasons for app suspension.

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.
Marketing Pervasive Games

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

- The Power of Categorization
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- How and Where to Market?
• 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?
It’s possible, why not?

Some things are just not going to be mainstream hits...

... but some could be

Thinking about marketing as categories helps to frame this question
Social: Marketing: The Power of Categorization

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

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Social: Marketing: The Power of Categorization

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Social: Marketing: The Power of Categorization

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

• Think about them as

Comet
Reign ES Sports
Wikipedia: iPod
Business Insider
• What is the genre setting example of pervasive gaming?
• What is the genre setting example of pervasive gaming?

*Hard-core* → *Casual* → *Geocaching*

*More normative* → *More social* → *Disruptive*

Target:
*College students* → *Family friendly*
*Organized* → *Lifestyle/outdoor*
*History speaks to RPG*
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?
Imagine trying to market the first digital camera
Social: Marketing: The Power of Categorization

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

What is it?

a new kind of scanner?
Imagine trying to market the first digital camera

What is it?

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

• What is it?
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  • a new kind of slide projector?
  • a new use for cassette tapes?
  • a specialized computer?
Social: Marketing: The Power of Categorization

- Imagine trying to market the first digital camera
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  - a new kind of slide projector?
  - a new use for cassette tapes?
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  - a replacement for a film camera?
Imagine trying to market the first digital camera

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- a scientific instrument?
Social: Marketing: The Power of Categorization

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    • a new kind of slide projector?
    • a new use for cassette tapes?
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    • a replacement for a film camera?
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  • To market it you have to decide what it’s story is
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To market it you have to decide what it’s story is
So what is a pervasive game?
So what is a pervasive game?
So what is a pervasive game?

- Hidden Seek
- Themes
- Adult
- Tag
- Extreme
- Lots of people at once
- Treasure Hunt
- GPS
- Real-world exploration
- Chat
- Butt
- A game
- Points
- Ambush
- Hostile
- Double Life
- Cult
- Method acting
- Play-theater
- Stage or theater
- No stage
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
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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

Herman Miller
Hermes
Top Speed
• 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
• People categorize in order to reduce mental effort

• Subway is a...
Social: Marketing: Cognitive Economy

- People categorize in order to reduce mental effort

- A Frappucino is a ...
• People categorize in order to reduce mental effort

• League of Legends is a ...
Casino
- Drink
- Coffee
- Ice Coffee
- High Class Coffee
- Caffeine-Milkshake
- Snack

League of Legends
- Competitive Game
- Cooperative Game
- Online Multi-Player Game
- Soul Sucker-Life Killer
- Not Free-To-Play Game
- Professional
- Video Game
- Online Capture the Flag
• 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

- Pac-Manhattan
  -目的タグ
- リアルライフビデオゲーム
- アートパフォーマンス
- エクササイズ
- "アクティブ"
- ビデオゲームインスパイア
- メディアアーツ
- ゲーム
- プレイヤーゲーム
- サバイバルゲーム
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
Categories come with expectations
• Categories come with expectations

• What kind of container does perfume come in?
Social: Marketing: Perceived World Structure

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

• Where do you find milk in a grocery store?
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?

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

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

What kind of container does perfume come in?

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
Social: Marketing: Perceived World Structure

- Categories come with expectations
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  - Where do you find milk in a grocery store?
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  - Which of the following are in food courts?
    - Panda Express
    - Cheesecake Factory
    - Domino’s Pizza
Categories have some quality that defines them.
Social: Marketing: Category Essence

- Categories have some quality that defines them
- What are qualities of a soda?
- Categories have some quality that defines them
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• Categories have some quality that defines them
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Social: Marketing: Category Essence

- Categories have some quality that defines them
- What are qualities of a soda?
- Could Halo 4 be made into a pervasive game?
• Categories typically have an archetype

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

• What is the wanna-be:
  • fast food restaurant?
  • 4-wheel drive vehicle?
  • landmark?
  • card game?
  • role-playing game?
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

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Marketing Pervasive Games

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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"
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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Marketing Majestic

Electronic Arts ARG

Large marketing budget

$20 million budget

$10 month to play

After signing up the game “was cancelled”

Dear Majestic Player,

Due to a fire at our Anim-X studios, we at Electronic Arts are forced to suspend the online game MAJESTIC until further notice. We are currently doing everything in our power to restore service as soon as possible.

We will keep you informed of our progress; in the meantime please follow developments on this event at The Portland Chronicle’s website: http://www.portlandchronicle.com.
Marketing Majestic

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

• The Power of Categorization
• Pervasive Game: An Ugly Duckling
• Case Study: Majestic

• How and Where to Market?
### Social: Marketing: How and where to market

- **Merging the categories of**
  - video game
  - designed lifestyle product

- **Leveraging the categories of**
  - obstacle course
  - geocaching

- For pervasive games to break out they need a clear and compelling story and category

- It’s like blank meets blank
  - points of parity
  - points of difference
Social: Marketing: The Alternative to “Entertainment”

- Rewards
  - Entertainment
    - Video games
    - Concerts
  - Leisure
    - Sports
    - Having coffee with friends
    - Pervasive games
Social: Marketing

- Familiar Pervasive-Like Games Marketed