What makes a great game?

Intuiative
- Clear easy to use UI
- Customizable controls
- Simple controls

Fun
- Repeat gameplay
  - Game changes slightly with each game
  - Levels have enough interest to warrant further play
- Rewarding gameplay
  - Player feels they have achieved something
  - Player feels their efforts meant something
  - Achievements to mark players successes
  - Needs to be fair
  - Player needs to feel they have a chance
  - Your character, skills etc grow the longer you play
  - A way to win the game - become the champion
  - Surprises, avoid repetition
- Quick results
  - Short levels?
  - Short bursts of gameplay are fun
  - Can be picked up/put down very quickly
- Controls & skills to master

Marketing
- Twitter
- Facebook
- Blog posts
  - Sharing behind the scenes development
  - Secrets and tips of the game
- Building hype
- Promotional images
- Gameplay video
  - Available on YouTube for sharing
  - Well edited & compelling
  - High resolution available
  - Easily embedded on blogs
  - Several versions
    - Promotional
    - Gameplay examples
- Website support
- Free to play demo that upsells
- Contacts within the industry
  - Can feature your game
  - Know someone who knows insiders

Updates
- More levels
- Bug fixes
  - Good to introduce features when bugs are fixed, helps distract from the negative
- Extra features
  - Rewarding for the price

Interface/Experience
- Pausing and resuming handled intelligently
- Auto saving
- Persistant
  - Scores, progress and medals are all stored
  - Players feel sure their hard work will be safely saved
- Uses easy to recognize symbols
- Possible multiple saves (if gameplay justifies it)
- Easy login methods (if required)
  - Facebook
  - twitter
  - Gmail etc
  - mochi

Platform
- Choose the right platforms for the game type and target market
- Must be able to easily update with bug fixes, updates etc

Player Rewards
- Tie in with recognized systems
  - Game center
  - Mochi
  - Xbox
  - Raptr
- Achievement badges
- Downloads that are rewarded for achieving game goals
- Unlock extra gameplay modes
- Unlock extra levels
- Unlock difficulty settings

Social
- High scores with possible sharing
- Competitive against others scores/profess/achievements
- Easily shared
  - Twitter
  - Facebook
  - URL

Casual
- Quick and easy to play levels
- Gameplay is intuitive and easily picked up by the player
- Can be picked up and left easily
- Playable by a wide range of ages
- Appeals to a broad range of people

Great looking
- Very polished
- Attention to detail
- High quality graphics
- Strong and consistent theme
- Unique, fresh

Feedback
- Players need to be able to give feedback or praise
  - Comments
  - Rating systems
- Players need to feel their voice is being heard
- Bug reports
- Website stating bug fixes, update changes

Story
- Needs to be suitable for game type
- Interesting, not overly complex
- Can be skipped or ignored
- Compelling for those that want involvement
- Can be summarized in one line
- Immersive
  - Player loses track of time while playing

Audio
- Accessible settings for volume/mute
- Large variety of sound effects (helps with repetition)
- Music that compliments the atmosphere

Demo version
- Allows easy upgrading to full version
- Extensive enough to enjoy
- Gives a good taste of what gameplay and levels are like

Gameplay
- Upgrades
  - ONLY if they add to the gameplay, not just foe their own sake
- Multiple 'paths' and endings
  - Must be good enough to justify the effort of the player
- Quick restart of levels

Statistics
- how far players get
  - Is the game too easy or too hard?
- What are players seeing and not seeing?
  - Are there ui stumbling blocks?
- Are players replying?
- Are the range of scores what was expected?
  - Is there hacking of scores? Obviously out of the average?
- Where is the game proving most popular? Why?