

The Next Five Years

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A lot of People will be making

MMOs for Gamers

Many will fail.



A lot of People will be making

Casual MMOs

Many will fail.



A lot of People will be making

MMOS for KIDS

Many will fail.



A lot of People will be making

Youtube MMOs

Many will fail.



This is not

Doom And Gloom

This is simply the *Long Tail*.



The next five years will be

Very Good

For the genre.



Massively Multiplayer is now more

Mainstream

Than ever.



Wow Players

Are finally going to get bored



Habbo & Penguin

Players are going to graduate.



Niches

*Real opportunity in aiming for smaller markets at
lower budgets*



What will the

successes

Look like?



A

Designer

Perspective



Innovative

But not weird



Comfortable

Familiar, accessible spaces with resonance.



Directed

*They will not depend on serendipity to entertain
the players.*



Repeatable Fun

The core gameplay loop is fun not for hours or days,
but for weeks or months.



Respectful Pricing

Players will feel good about the money they spend.



Casual Friendly

They will be accessible and polished at low level.



Hardcore

They will keep their most devoted players engaged.



Solo Friendly

They will let you move forward even if your friends are offline.



DUO FRIENDLY

They will coopt the Girlfriend



Low Min Reqs

It will run on the house's second machine.



Massive

The promise of large-group Gameplay Captures
the Imagination



Unapologetic MMOs

They will reflect the maker's love of the genre.



I know this seems

Obvious

So stop making me play crappy betas where it seems like
we've learned nothing.



In Summary

You may be doomed

Enjoy the show.



End Stream of Consciousness

