

Super Stickman Golf 2 from Noodlecake Studios

"Google Play Game Services has been integral for our games on Google Play. Allowing easy access to leaderboards and real time match making for Super Stickman Golf 2® has helped it become the success it is today. Plus the cloud saving has greatly reduced our support time spent dealing with data loss on devices, giving us more time to keep making great games!"

- Noodlecake Studios



Key Takeaways

- Google Play Games can identify high-quality players, improve segmentation and user targeting.
- User acquisition, retention, and engagement positively correlated with Google Play Games usage. This is consistent across different games and genres.
- The best Google Play Games integrations are highly visible, customized, achievable, and incentivized.
- GPGS multiplayer, besides increasing user engagement, is also an effective user acquisition channel.

GPGS best practice lessons from Noodlecake

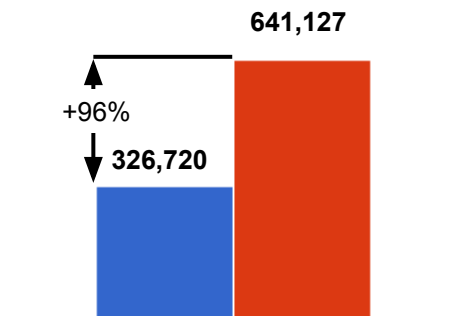
- App open screen prompts user to sign in with a clear value proposition
- Auto sign-in flow increases GPGS conversion and as a result, multiplayer network
- Prominently displayed homescreen sign-in option available should user choose to not auto sign-in
- Achievements design drives discovery and engagement
- Two multiplayer options to engage different types of players

GPGS Integration drove improvements to user acquisition, retention, and engagement

■ Before
■ After

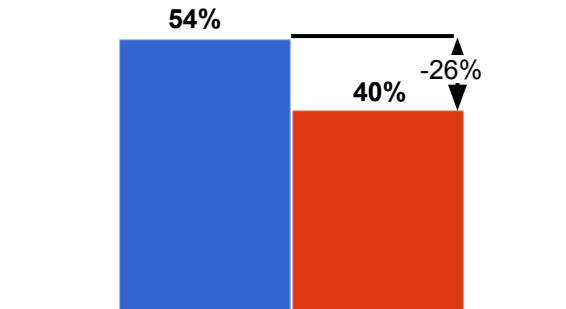
~96% increase in number of users after GPGS integration

New users



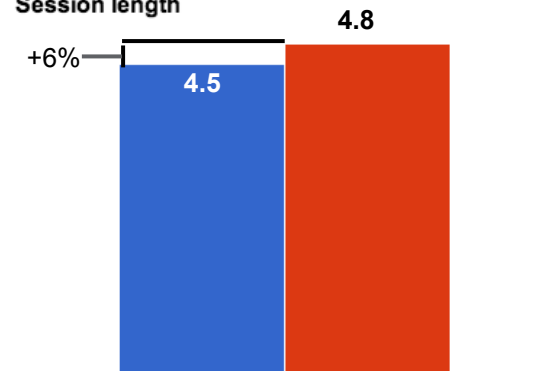
~26% decrease in user attrition rate

Attrition rate



~6% increase in session length

Session length



Appendix

Walkthroughs of Best Practice GPGS Integrations

GPGS Sign-in Flow



- App open screen prompts user to sign in with a clear value proposition
- Auto sign-in flow increases GPGS conversion and as a result, multiplayer network
- Prominently displayed homescreen sign-in option available should user choose to not auto sign-in



noodlecake
games

Loading...

GPGS sign-in value prompt at app open



g+ Sign in

Sign in with Google to earn achievements, enable cloud sync, and play online multiplayer!

g+ Sign in Cancel

TAP to Navigate!

MORE GAMES!

PLAY!

PRO SHOP

PGGS sign-in value prompt at app open



 **Sign in**

Prominently displayed sign-in option in home screen if user chooses to not auto sign-in



PLAY!

MORE GAMES!

PRO SHOP 



Smooth GPGS sign-in flow

Sign in with Google to earn



Super Stickman Golf 2

Connecting to...



Sign in

Cancel

PLAY!


MORE GAMES!

PRO SHOP



Smooth GPGS sign-in flow

Sign in with Google to earn



Google play games

Sign in Cancel

PLAY!

MORE GAMES!







PRO SHOP



Google+



Super Stickman Golf 2 would like to:

-  Know your basic profile info and list of people in your circles. 
-  Make your game activity available via Google, visible to:
[Google.com](https://www.google.com) 
-  Share your Google+ profile information and view and manage your game activity
-  View and manage your data for this application

Cancel

Sign in

MORE GAMES!

PRO SHOP 



Icon disappears after sign-in



PLAY!

MORE GAMES!

PRO SHOP 



GPGS Multiplayer



- Two multiplayer options to engage different types of players
 - Search for opponent:
 - For players who prefer with play against friends in their existing circles
 - Random opponent:
 - For players who wants to start a game now and do not mind playing against strangers
 - Also for players with a few friends and do not mind playing against strangers
- Asynchronous gameplay with immediate game start after invite to minimize drop-off

BACK



Single Player

ONLINE MULTIPLAYER:



Turn Based

Take turns with a friend!



Race Mode

Race to the cup battle!

Two multi-player options



BACK

Enter Username

Choose a user name between 5 and 32 letters/numbers long.

Cancel

Submit

1. Turn Based
Room for improvement:
- Give users the option to use
gmail as an identifier after
GPGS sign-in

?123

,

-



English

/

.



BACK



**Change
Golfer**



NEW GAME!

Tap NEW GAME to get started!

VS
YOU HOLE THEM

**Select a match to
view its details**



BACK

Two options for a new game:
a. play with existing friends
b. match with a stranger

**RANDOM
OPPONENT**

**SEARCH FOR
OPPONENT**

Tell your friends your user name so they can challenge you!



BACK

Search for Friend

Enter your friend's user name to play a round against them!

Cancel

Search

Room for improvement:
- Allow users to find friends
using gmail addresses to fully
leverage GPGS sign-in

BACK

Choose Course

Immediate game start after invite to
minimize drop-off



Grassy Land

Unlock courses in single player for more options!



BACK



Change Golfer



CHAT



LEVEL 1
YOU

VS
HOLE

LEVEL 1
THEM

1

1

1

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2

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4

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1

1



NEW GAME!



VS

RESIGN

PLAY

Cairnsy



Just now



VS

ALL
SQUARE

WAITING
FOR
OPPONENT

cliff

1 minute ago

Multiplayer game screen shows progress & pending matches

BACK

Second option:

- a. play with existing friends
- b. match with a stranger

**RANDOM
OPPONENT**

**SEARCH FOR
OPPONENT**

Tell your friends your user name so they can challenge you!



BACK

Choose Course

If user chooses random opponent, immediate jumps to game start. This also minimizes drop-off from matchmaking delay



Grassy Land

Unlock courses in single player for more options!



BACK



Single Player

ONLINE MULTIPLAYER:



Turn Based

Take turns with a friend!



Race Mode

Race to the cup battle!

Two multi-player options



BACK

Network Type



**ONLINE OR
LOCAL WIFI**
(requires g+ sign-in)

Race Mode
1. Clearly state value of
GPGS sign-in





New match
2 to 4 players



Enter a name or pick a player

Active players



Add auto-
pick



Benjamin
Frenkel



Duncan
Curtis

Race Mode
2. Displaying active
players to maximize
response rate

From your circles



Waiting for players



ME



Benjamin Frenkel
Invited



Duncan Curtis
Invited

Race Mode
3. Wait screen before
match starts

GPGS Achievements Implementation



- Prominent and relevant display of GPGS Achievements to match in-game missions
- Utilizing GPGS notifications for achievement unlocks to grant instant gratification
- Beautifully designed and customized badges to encourage unlock
- Room for improvement
 - GPGS Achievements is accessed after two steps.



6

Click left arrow twice from home screen



Pro Shop



Stats



How To



More Games



Credits





Settings



Achievements

1 of 64 Complete

 **Sticky Ball** WIN
Par Sticky Land to unlock 2 

 **Ice Ball** WIN
Par Icy Land to unlock 2 

 **Hazard Swap**
Par 7 courses to unlock

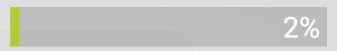
 **Air Brakes** WIN
Get 6 Gold Stars to unlock 4 

GPGS icon clearly & relevantly displayed



2 of 64 Complete

2/71 unlocked



Sticky Ball

WIN



Eagle
Get an Eagle
500 XP
Jul 21



That's a Bingo
Get a hole in one
500 XP
Jul 21



Sticky Ball
Unlock the Sticky Ball
500 XP



Ice Ball
Unlock the Ice Ball
500 XP



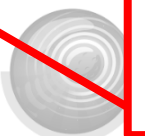
Hazard Swap
Unlock the Hazard Swap
500 XP



Air Brakes
Unlock the Air Brakes
500 XP



Laser Ball
Unlock the Laser Ball
500 XP



Nitro Ball



Nothin But Net



500 Strokes

**Easy early unlocks & beautiful badges.
GPGS Achievements match in-game
missions.**

Achievements

1 of 64 Complete

-  **Sticky Ball** WIN
Par Sticky Land to unlock 2 
-  **Ice Ball** WIN
Par Icy Land to unlock 2 
-  **Hazard Swap** WIN
Par 7 courses to unlock 3 
-  **Air Brakes** WIN
Get 6 Gold Stars to unlock 4 



GPGS Achievements match in-game missions.

