



LEO'S FORTUNE™

1337+ SENGI

"Google Play Game Services is easy to integrate and provides essential game functions like cloud saved games, achievements and leaderboards without much work. The service is continuously updated without us having to update the game and has a very large adoption rate among our users."

- Senri



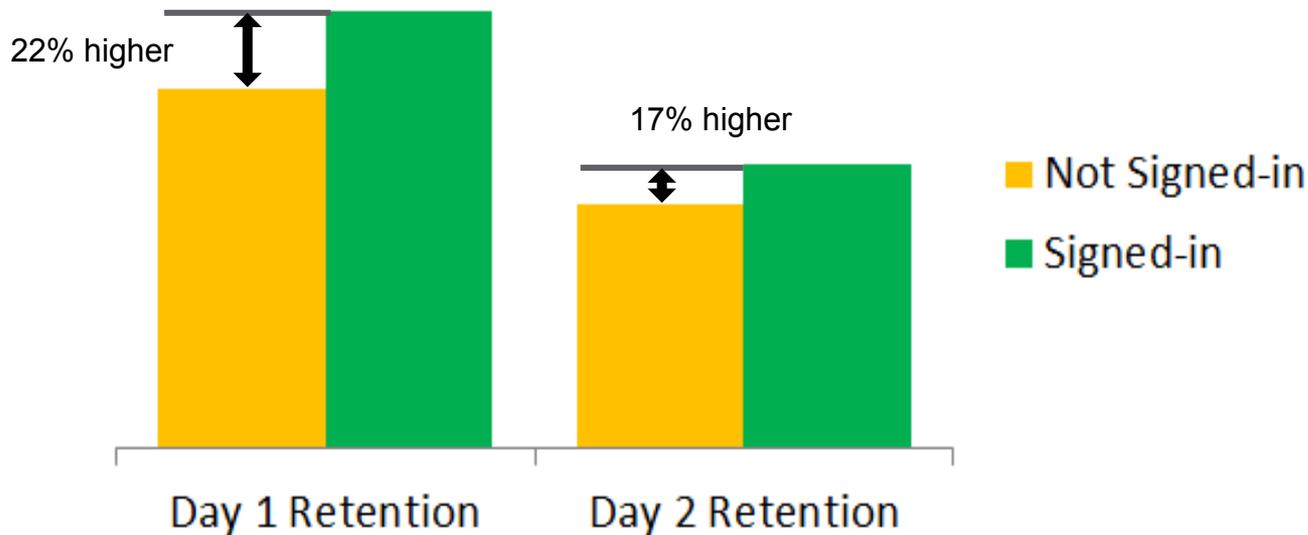
Key Takeaways

- Google Play Games can identify high-quality players, improve segmentation and user targeting.
- Retention is positively correlated with GPGS usage.
- The best Google Play Games integrations are highly visible, customized, achievable, and incentivized.

GPGS best practice lessons from 1337 & Senri

- App open screen prompts user to sign in with a clear value proposition
- No auto sign-in, but has prominent display of GPGS icons on home screen
- Saved Games screenshot shows date and time of last play session, as well as current chapter and total play time
- One Leaderboard per chapter fits well with the flow and objective of the game
- Room for improvement:
 - Use actual screenshot of the last play session to create a sense of progression for Saved Games
 - Easier early Achievement unlocks to delight users with quick wins

GPGS users are 22% more likely to come back after 1 day, and 17% more likely after 2 days.



Appendix

Walkthroughs of Best Practice GPGS Integrations

GPGS Sign-in Flow



- App open screen prompts user to sign in with a clear value proposition
- No auto sign-in, but has prominent display of GPGS icon on home screen
- Design of GPGS feature icons fit well with the artistic style of the game
- Smooth sign-in flow

GPGS Sign-in value proposition at app open

TM

Would you like to sign in
with Google to enable Cloud Save,
Achievements and Leaderboards?

YES

NO



Sign in



Sign in

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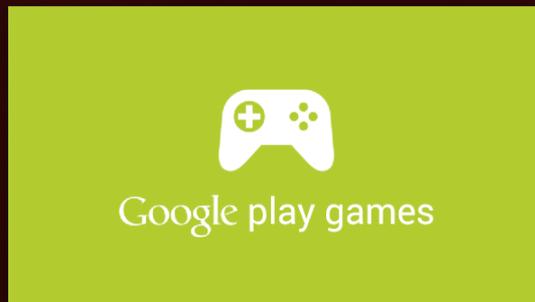
If user chooses "no," GPGS sign-in option prominently displayed on homescreen



Leo's Fortune

Connecting to...

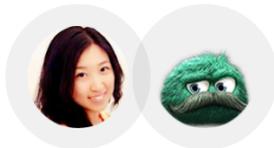
Smooth sign-in flow



Smooth sign-in flow



Google+



Leo's Fortune 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 its own configuration data in your Google Drive

Cancel

Sign in

Smooth sign-in flow

WELCOME
Moonlit Wang 



LEO'S FORTUNE™



Smooth sign-in flow

GPGS Saved Games Implementation



- Saved Games shows date and time of last play session, as well as current chapter and total play time
- Progress information is displayed clearly in Play Games destination app's home screen
- Room for improvement
 - Use actual screenshot of the last play session to create a sense of progression

My games

MORE



ASPHALT AIRBORNE 8



Asphalt 8: Airborne

5 / 71



Today, 1:33 PM

34 minutes



Leo's Fortune

4 - VICTOR'S TRANSPORT

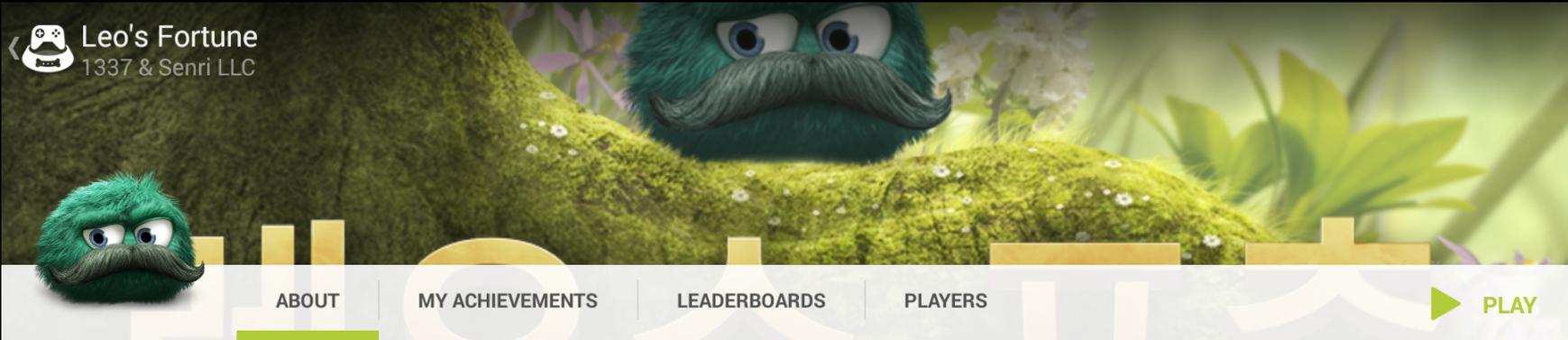


Friends

MORE

In Play Games destination app, Saved Games feature shows date & time of last session, and total length played, and current level

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1337 & Senri LLC



ABOUT MY ACHIEVEMENTS LEADERBOARDS PLAYERS PLAY

Game Features

Achievements Leaderboards

Game-specific view in Play Games destination app



GPGS Achievements & Leaderboards Implementation



- Prominent display of GPGS Achievement & Leaderboards icons that match game's artistic style well
- One Leaderboard per chapter fits well with the flow and objective of the game
- Room for improvement:
 - Easier early Achievement unlocks to delight users with quick wins



LEO'S FORTUNE™

Prominent display of Achievements and Leaderboards icons, designed to match the style of the game





1/37 unlocked

56/56

2%



Perfect Run
Get three gold stars on any level
2,000 XP Jul 22



Star Quality
Get a gold star on any level
1,000 XP



Leo the Tracker
Get all the gold stars for coin collection in the...
5,000 XP



Leo the Cautious
Get all the gold stars for zero fatalities in the...
5,000 XP



Leo the Quick
Get all the gold stars for completion time in the...
5,000 XP



Master of the For...
Get all the gold stars in Act 1
5,000 XP



Master of the Mo...
Get all the gold stars in Act 2
5,000 XP



Master of the Mo...
Get all the gold stars in Act 3
5,000 XP



Master of the Mo...
Get all the gold stars in Act 4
5,000 XP



Master of Snow a...



Master of the Wor...



Cleared the forest

Room for improvement:
- Easier initial Achievements unlocks
delight users with quick wins



Leaderboards designed for each chapter, fits well with the flow and objectives of the game



1 - TRICKERY TRAIL



2 - TRAPS AND THORNS



3 - MINELESS MACHINES



4 - VICTOR'S TRANSPORT



BONUS - CARNIVAL



5 - COUSIN'S



6 - CLEVER SOME



7 - VICTOR'S DEN



8 - MECHANICAL



BONUS -



	91/93	
	26 fatalities	
	06:05.974 06:05.974 (Best)	 03:00

 Try again

 Main menu



After each chapter completion, user can also view Achievements and Leaderboards.



CONTINUE