Press play! Learn how to create an amazing mobile game

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If you're reading this guide, **it means you're thinking about creating your own game**. *Congratulations! Making a game is an exciting project, and you're about to embark on an exciting journey which involves far more than just developing a game.*

You may find it rather overwhelming at first. However, if you take it step-by-step, and follow the **stages and tips we offer you** *in this guide, you'll enjoy the whole experience of creating and publishing an attractive game which players will want to download in the app stores.*

In the following pages, we explain all the components you need to define to make your game successful. These range from the **concept, the dynamics, and the development languages** *to finding the right development team.*

Ready? Press start!

1. Pre-production: Defining your mobile game

The beginning of every project, whether it's for an app, game, or website, is **a good idea.** New games are published in the app stores every day, so you have to make sure your game stands out from the crowd of mobile games on offer.

The first stage when creating a mobile game is good planning. You have to define what kind of game you want, and to do this you have to make several important decisions, which we've outlined below.

Types of mobile games

As a keen gamer, (which we know you are), you'll know there are lots of different types of mobile games, so you need to be **clear from the outset about what kind of game you want to develop**. Arcade games, puzzles or word games, action, strategy, simulation, board games etc.! The decision is yours!

Different types of game dynamics

Mobile phones are becoming more powerful than ever, so players can use them to play increasingly complex games. However, **the most popular games are those which have simple dynamics**.

Angry Birds and Candy Crush were so phenomenally successful because vast numbers of people who had never played a videogame in their lives could start playing immediately, without having to waste any time learning rules or strategies.

If your game has **more complex dynamics,** you need to increase the difficulty of the levels gradually and give "tutorials" in the first levels so players can learn the basics and become familiar with the game. If you don't, they'll get frustrated and stop playing.

Creating a good story

To a large extent, the success of your mobile game will depend on your creating a story that players find addictive. You need to decide who the **heroes** and villains are, how the story unfolds, whether there will be any surprises for the players etc.

There is a story behind even the simplest game, so it's important to take all the time you need when creating one

Monetising your mobile game

Developing a mobile game requires **investment**, so you need to plan your monetisation strategy to recover your investment.

▸ **The most popular monetisation method is the pay-per-download model,** although this is usually used only for complex, high-quality games.

▸ The most common model for mobile games is the **Free-to-Play model (F2P)**. In this model players can download the game free of charge, but it includes advertising and **in-app purchases.** The in-app purchases usually give the player an advantage in the game, such as the ability to unlock levels, remove restrictions (getting an extra life with no waiting time), or objects to enhance gameplay.

Which is the best strategy? Each strategy has its pros and cons, so you need to decide which strategy best suits your game and the prospective players.

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Time to turn your idea into a reality!

After you've taken these decisions, it's time to put your idea down on paper.

The type of game, the dynamics, how the story develops, who the characters are etc. **Make sure you include absolutely all the information you have about the game,** as the rest of your team will need to know and be familiar with every single aspect.

Before starting the next stage you need to make a list with the following points.

- ▶ Game genre
- ▶ Players (single or multiplayer)
- ▶ Plot summary
- ▶ User interface
- ▶ Objectives
- ▶ Rules
- ▶ Characteristics
- ▶ Level design
- ▶ Minimum system requirements.
- ▶ Marketing study
- ▶ Game budget

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2. Production 1.0: Mobile game design

After you've chosen the idea for your mobile game, and decided how the story will unfold, the production stage starts with the mobile game design.

The objective at this point is to create a **game design document (GDD)**, which will act as a guide for the creative team when developing both the technical and artistic aspects of the game.

What do you need to include in this document? Read on.

Graphic design for games

The graphic design of a game is what sets it apart from other games. Videogames for video game consoles or powerful PCs are designed to look and feel as realistic as possible.

However, mobile games offer you the chance to be different. Minimalist aesthetics or comic and retro cartoons with pixel art are just a few examples of this, but in fact, **there are no limits.**

The quality of a mobile game depends, to a large extent, on the **user interface (UI),** and users are increasingly demanding high-quality design. This is why it's worth including **designers** in the development team to design the characters and the scenarios.

If your game is particularly complex, the design process will be divided into two stages.

- ▶ **Conceptualisation**. In this stage, the artists create mockups of the characters and other key elements of the project.

- ▶ **Art development.** After changes made in the previous stage have been approved, mockup 3D models are created in phases: from 3D modelling and texturing to animation and visual effects.

Everything depends on the complexity of a game's graphics and dynamics. However, there are a wide variety of **graphic assets** available, which means you do not have to start the design phase from scratch.

Looking for designers to create an amazing game?

Tell us about your project

We're listening!

Graphic assets you can use to avoid starting from scratch

Not everyone is lucky enough to work with a large team of professionals. Whether you're **making your own mobile game**, or you just want to speed up the development stage, there are a lot of websites offering graphic assets you can use.

These sites have image banks and logo templates you can buy, as well as other elements you need for your game. Some of the best **graphic asset portals** are:

- ▸ **OpenGameArt**: This is one of the best-known sites which offers **free graphics**. Many of them have a Creative Commons license so all you have to do is credit the author.

- ▸ **Unity Asset Store**: If your game is being developed with **Unity**, this is the site for you. This store offers you thousands of ready-to-use assets, both free or for a price, and includes textures, templates, audio, animations and VFX effects, among others.

- ▸ **Scirra**: this site specialises in all kinds of **2D game assets** and also has game **music,** so you're sure to find the assets you're looking for here.

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UX and UI

As we've already said, gamers and mobile app users increasingly demand high-quality design. For this reason, the user interface (UI) and user experience (UX) must focus on simplicity, combined with **intuitive browsing adapted** to your target market's **profile**.

UX design is best understood as a global process, where the goal is to find the perfect balance between aesthetics and functionality while eliminating barriers, so all users have to do is enjoy themselves.

With good user experience, players
will become immersed in the game
and play for hours at a stretch and will
recommend it to other players

The **UI design is the most creative part** of the process, where all the elements the user's going to interact with, such as icons, buttons, scenarios, screens, menus etc., are defined. After the design is complete, it's time to move onto the next stage – the development of your mobile game.

3. Production 2.0:
Mobile game development

We have now reached the most technical, and important, stage in the creation of a mobile game: **the development stage**. In this stage, you have to choose what type of development and programming language you want, which will depend on which platforms you want your game to be available on.

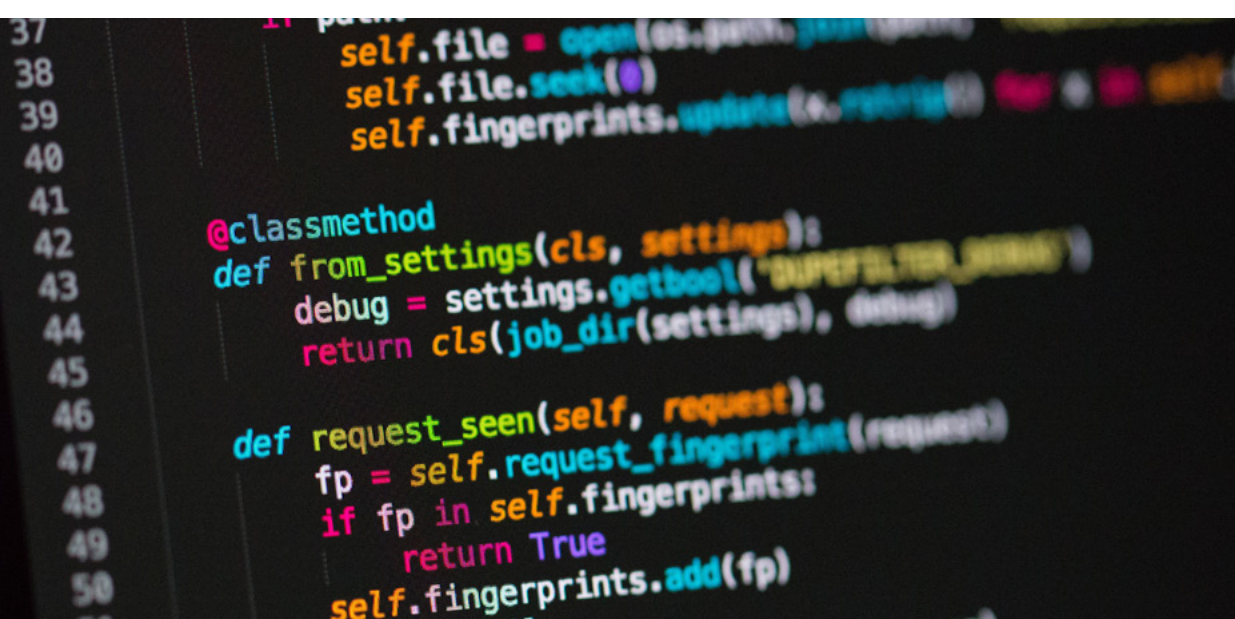Let's have a look at the different choices available to you.

Types of development: hybrid, native, or HTML5

In the first place, you have to decide what type of development process want. Each of them has its own **advantages and drawbacks**, and it's worth understanding the differences between them.

◆ Native

Native mobile games are **built for use with a specific OS**. This means that if you want your game to be available for both Android and iOS devices, you'll have to develop several versions of the game.

However, native game development maximises the phone's capacities, which can be an advantage when playing more complex games.

◆ Hybrid

Hybrid development uses a **combination of web technologies such as HTML, CSS and JavaScript**, which are packaged in a native wrapper for distribution in the app stores. This means they can be used on any mobile device.

◆ HTML5

This is a markup language used to **display web content,** with support for multimedia such as audio and video. This means that games programmed in this language can be downloaded through the browser of any device.

A lot of mobile games are developed in HTML5 because it's **cheaper, makes development easier**, adapts well to the different screens, and facilitates the use of multimedia contents.

Still not sure which type of development is best for you? We'll help you decide in this article

Programming languages: which one should you choose?

[Your choice of the programming language](#) will depend on the complexity and characteristics of your mobile game. There are programming tools for beginners with few programming skills which enable them to create simple games.

However, **if you want to develop a more complex game, it's essential to have customised programming.** One of the programming languages most frequently used for videogames is **Java,** thanks to frameworks such as JMonkeyEngine and Ardor 3D.

JavaScript is often used when developing videogames, thanks to **HTML5's** features and the 2D and 3D graphic libraries. This is particularly true if it's executed from the browser.

C# is another very popular language which is also used for mobile game development. This is because the **Unity** platform, which is one of the best platforms for developing mobile games, provides native C# support.

Need help developing your game?

It's only natural to have some doubts about the more technical aspects. Let us help you!

Tell us about your game

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Tools to develop your game

Nowadays there is a wide range of tools available to help people publish their own mobile game. Some of these are designed to help **people with only basic programming skills** create simple games, using predefined templates and actions.

GameSalad and **Stencyl** are two tools which will help you create this type of game.

Alternatively, if you have some programming skills, and you want to **develop a more complex mobile game**, **GDevelop** or **GameMaker Studio** are both good options.

GameMaker Studio is one of the most useful tools. Its system is based on events **and game elements, which you can customise by simply dragging and dropping**. This will be extremely useful if you're learning how to programme, as you'll be able to preview the code while editing, which means you'll pick it up without even trying.

However, when it comes to professional mobile game development, two tools lead the pack: **Unity** and **Unreal Engine**.
Unity is a **real-time 3D development** platform which offers everything you need to create and monetise your games online. It's a powerful and complete tool, although naturally, the development process is more complex. So if your development team uses Unity, you can be sure you are in good hands, as it's a guarantee of professionalism.

However, there is another platform which is even more powerful when it comes to videogame development: **Unreal Engine**. Its tools are used not only to create games but also for cinema, virtual reality, and augmented reality. If your goal is to develop a truly outstanding game, this is the professionals' tool of choice.

You'll find more information about these tools in our blog!

4. Launch:
Time to release your game!

It's almost time to publish your game and watch the downloads take off. However, before releasing your game, there are a **few things you need to do to make sure everything is working perfectly.** So read this carefully and don't leave anything out.

First ... test your game!

When your game's been fully developed, it's time to test it.
- The aim is to **find as many glitches** **and bugs** as possible, to make sure players will enjoy a stable, problem-free game.
- If you don't do this you may be creating a **bad user experience,** which will end up with users abandoning the game.

How can I prevent this?
By launching a beta version of your mobile game, for internal or external testing, you can make sure everything is working as it should. If you only have a small team, you can get an external group of testers you trust to test your game, although **professional teams usually have their own QA testers**.

Beta testing allows you to get feedback about whether the game works properly on different devices, delivering intuitive and smooth user experience. **If you find any bugs, you can fix them before releasing the game** to the public.

Unit testing can also help you detect bugs. We'll explain how you can run a unit test in this article

After you've finished testing your game, the moment of truth has arrived: the time has come to publish your game on the app stores. However, it's important to remember that if you want to publish your game, you have to comply with the stores' requirements. Let's have a look at them.

Legal considerations

When developing a mobile game there are some **legal considerations** you need to bear in mind.

First, whenever you submit an app to Google Play or the App Store, you have to **fill in a questionnaire to get an age rating,** which will depend on the game's contents.

You also have to comply with the specific guidelines of each app store, as if you do not your **mobile game may not be published, or may be removed.**

After all your hard work in developing your game, this is obviously the last thing you want, so it's essential you comply with the terms of the **privacy and data protection policy**. This is particularly important for games for under-14s, as they enjoy strong legal protection.

You must also remember to tell users what **access permissions the game needs**. If your game is going to access their address book contacts or install cookies, you have to inform them as clearly as possible before the app is installed.

Remember that you also have to comply with the **specific rules of each app store**. Both Google and Apple have very stringent rules on intellectual property, forbidden content, technical requirements etc.

Promote your game and watch your downloads soar

You've finally reached the last step. It's important to remember that when you release your game on the app stores, you **have to do everything you can to make it stand out** from all the other games that are released every day.

Do you know how to do this? If you don't have a marketing specialist, here are some tips.

◆ ASO (App Store Optimisation)

ASO is the **process of optimising games or apps to rank higher** in an app store's search results.

► Check the character limit of each field in the store listing to **optimise each field**. Although not all the fields are obligatory, the more information you provide, the better.

► **Select the screenshots and descriptive texts carefully**, including the keywords that will make your game easily found.

► If possible, **add a video to showcase the main features and benefits** of your game, so that prospective users can see what they are missing out on.

ASO is essential for raising your game's visibility and boosting game downloads

◆ Landing page or website

Although games are usually downloaded from an app store, **gamers often search for new games from their browser**. If a user makes a search, what results will they see for you?

If your game doesn't appear, it might as well not exist. This is why **creating a simple website, like a landing page**, with some screenshots, a promo video and a link to the app store, can improve your internet presence and ranking.

◆ Media Kit

One of the classic, yet most effective, ways to raise your profile is to create a **media kit with information about your mobile game**. You should include information about what the game is about, where users can find it, add some screenshots etc.

Now all you have to do is make sure it reaches the right people.

▶ Look for **specialist media**, bloggers, and YouTubers who match your target market.

▶ Tell them about your game and ask them to review it. What you need to focus on is publicising your game, to increase downloads and build up a community.

◆ PPC campaigns

Another way to **attract gamers who play other mobile games** is to launch a campaign on a pay-per-click platform. These platforms include Google Ads and Facebook Ads.

You can easily segment your market to target these players.

◆ Freebies

Don't forget your users. After they've been playing your game for a while**, ask them to review it in the app store**. This doesn't always work, but you can offer them freebies to "make it worth their while" to rate the game.

Need some more ideas? Take a look at our Guide to Mobile App Marketing

5. Finding the team which will bring your game to life

When you have reached this stage of the project, you need to find the **programming wizards** who will bring your idea to life. If you don't have a technical profile or any prior experience in hiring development teams, this can be a daunting task.

Don't worry. Our guide will make things easy for you, as it describes all the **options for finding your ideal development team**.

How do I find the right team?

Before deciding which option suits you best, you must remember that your decision should be based on the size of your **budget** and the **complexity of the game**.

Let's have a look at the options available to you.

◆ Websites for freelancers

If you're developing a simple mobile game, **you may only need one programmer** to turn your idea into a reality. There are thousands of professionals just a click away at **freelance portals**.

Most portals work in the same way: first, you need to register, after which you can publish your project and available programmers will contact you with their bids.

This is a relatively cheap way of developing your game, although you need to bear in mind that the professional may not have the knowledge or experience that you need. What's more, as projects are usually awarded to the lowest bidder, **a lot of programmers bid low to get a job, which can negatively impact on quality**.

Choose the highest-rated professionals who can show you mobile games they have already developed

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◆ Game development companies

If you choose a game development company or agency, you will feel **more confident** that your game will have the quality you want. Even though hiring a company or agency is probably **more expensive** than hiring a freelance, it does have many more advantages.

However, sometimes a project may take longer to complete than you expected, since these companies have limited resources and, if they're working on another project, **they may not be able to start developing your game for several weeks**.

What's more, you must remember that if you decide to hire a specialist company or agency, you will have to **devote a lot of time and energy to deciding which one is** the best developer for your game.

◆ Developers marketplace

If you choose a platform like Yeeply, your **search for a developer will take much less time than you expected**. What can be a long, drawn-out process at other companies is extremely straightforward and quick at Yeeply.

▶ Send us the details of your project, and **we will find you the best programming team** to bring your game to life.

▶ **We will send the details of two or more certified professionals,** with excellent experience and ready to start as soon as you make a decision, to your home or office.

Did you know Yeeply helped develop La Liga's official mobile game?

Get the inside story on this amazing project

Download this story of success!

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Advantages of working with a remote team

When working with a remote team you discover there are some unexpected **advantages**.

- ▶ If you need to hire a mobile game developer **in your city, you may find that either none are available,** or they do not have the skills or experience you need.

- ▶ Professionals tend to be fully booked for months in advance, or work exclusively for a game development studio or agency. This means that you are more likely to **find the professional you need**, ready to start immediately if you broaden your search.

- ▶ In addition, your company will **save on the costs of having to hire another employee**.

- ▶ Working with a developer remotely also increases productivity, as they won't have to commute, attend meetings in person etc.

Hiring a remote professional means you can often get a more competitive price since there are no location restrictions. As you can see, **there are plenty of advantages!**

You may like: Where to find the best mobile game developers

6. Why choose Yeeply

At **Yeeply** we can transform your project into an attractive game in the app stores. Whether you just want to **develop a simple game**, or you have a **more ambitious project**, you can rely on us.

If what you're looking for is a digital partner, you've come to the right place! **Yeeply has everything you need** to make your project a success. Here are some reasons why you can trust us.

1. Teams which specialise in games

Thanks to our large database of professionals, we have **teams which specialise in mobile game development**. This means you can be sure you've chosen the right professionals because our primary objective is your complete satisfaction with your game.

2. Our experience with mobile games

Our extensive experience has taught us how to **overcome and resolve the most frequently-recurring problems**, as well as anticipate potential ones, so we can guarantee there will be no unexpected delays or surprises.

By choosing Yeeply to develop your mobile game you are **choosing quality** since all our professionals are highly experienced and have undergone a stringent certification process, which guarantees you will always get the best results.

3. Guarantee of success

With us, you can be sure of success. You will be kept up to date at each stage of the project, and be in **close and direct contact with the team**. You will also receive ongoing expert advice and support from a Yeeply consultant. This means that your mobile game will be exactly as you imagined it would be.
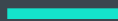
Are you ready to develop your mobile game?

Please do not hesitate to contact us if you have any queries. Press play and let the game begin!

Tell us about your game

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