

MARVEL

MARVEL CONTEST CHAMPIONS: SOFTWARE © 2015 KABAM, INC. DEVELOPED BY KABAM

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DATA SHEET



Title	: MARVEL : Contest of Champions
Developers	: Kabam
Publishers	: Kabam
Platform	: Mobile iOS
Genre	: Fighting
Soft launch	: Canada / Sweden / Denmark
Global launch	: Mondial
Released on	: December 10, 2014
Price	: F2P, 100%IAP

OVERVIEWS



BASE GAME



BASE GAME



STORY QUESTS

Explore the Marvel universe and defeat the toughest villains!

[VIEW QUESTS](#)


OR



EVENT QUESTS

Play special event or daily quests to collect upgrade items!



LVL 6 



VERSUS

Play against other opponents for milestone and rank rewards!

LVL 3 



ALLIANCE MODE

You must be in an Alliance to access this mode.

LVL 4 

CORE GAMEPLAY





RETENTION GAME

RETENTION GAME



Rewards on time

Current quest



Market IAP

Events (solo / alliance)

Alliance

The background of the slide features a dynamic illustration of T'Challa as the Black Panther. He is shown from the waist up, in a powerful, forward-leaning pose. His right hand is extended towards the viewer, with the claws on his gauntlet partially open. The suit is a dark, metallic blue with intricate patterns and glowing white lines. The background is a dark, starry space with some debris floating around. The overall tone is heroic and action-oriented.

GAME OBJECTIVES



SHORT TERM OBJECTIVES

Story micro – Quest
Fill energy by
achieving PvP quests

Champion upgrade



MEDIUM TERM OBJECTIVES

Story micro (Chapters)

ACT 1
THE CONTEST
1 / TILE
36%
VIEW REWARDS

Chapter 5
Adapted Ambush
1. Threats 100%
2. Hostilities 100%
3. Extinction 77%
4. Rage 100%
5. Confrontation 77%
6. Secrets 44%
1 / TILE
78%

Daily connexion on 1 week

DAILY LOGIN ⓘ
MARCH 7-DAY
Log in consecutively to progress through the Calendar and claim your prizes! Missing a day or completing the Calendar will return you to Day 1.
6 DAYS REMAINING | NEXT ITEM: 4:42:36
DAY 1: x50
DAY 2: x100
DAY 3: x125
DAY 4: x275
DAY 5: x175
DAY 6: x1000
SOLO EVENTS ALLIANCE EVENTS
4 ONGOING 0 COMING SOON 5 FINISHED
1-DAY EVENT: NODE REMOVAL
1 0/50 PTS
23:14:37
TOP MILESTONE REWARDS

Solo events
Alliance events

LONG TERM OBJECTIVES

Story macro (Acts)



Collect all Champions
Upgrade them to the max
level



Fight in PvP with
friends

SUMMONER LEADERBOARD

CATEGORY: TOTAL BASE HERO RATING FILTER: GLOBAL

Increase your rating by upgrading Champions and earning new ones!

Rank	Summoner	Rating
1	[MMXIV] GencerM Superior Intellect	1,226,106
2	[MMXIV] Trademan.	1,169,862
3	[MMXIV] HQ SEAN WARBOUND	1,164,386



MARVEL
CONTEST OF
CHAMPIONS

GAME SESSION

ON-RAMP

Good points

Fast
progression

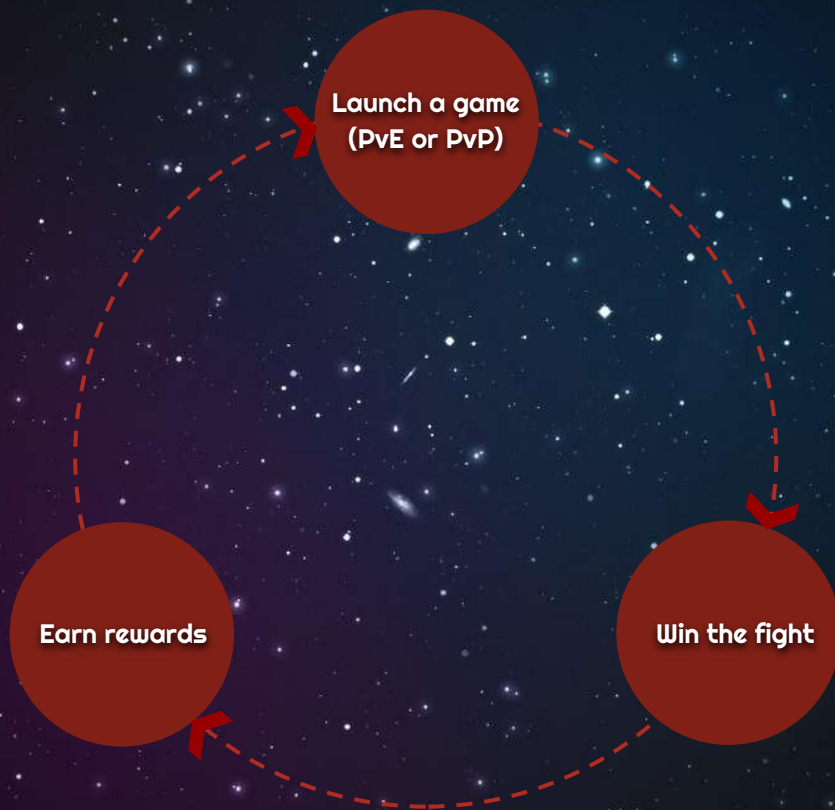
Lots of
rewards

Bad points

Too much
information

Frustrated
tutorial

PLAYTIME



TIME TO GO



01

For PvE players

- When he spent all his stamina
- If his champions are injured

02

For PvP players

- When the player has not enough money to fight
- When all his characters need to recover stamina

RETURN HOOK



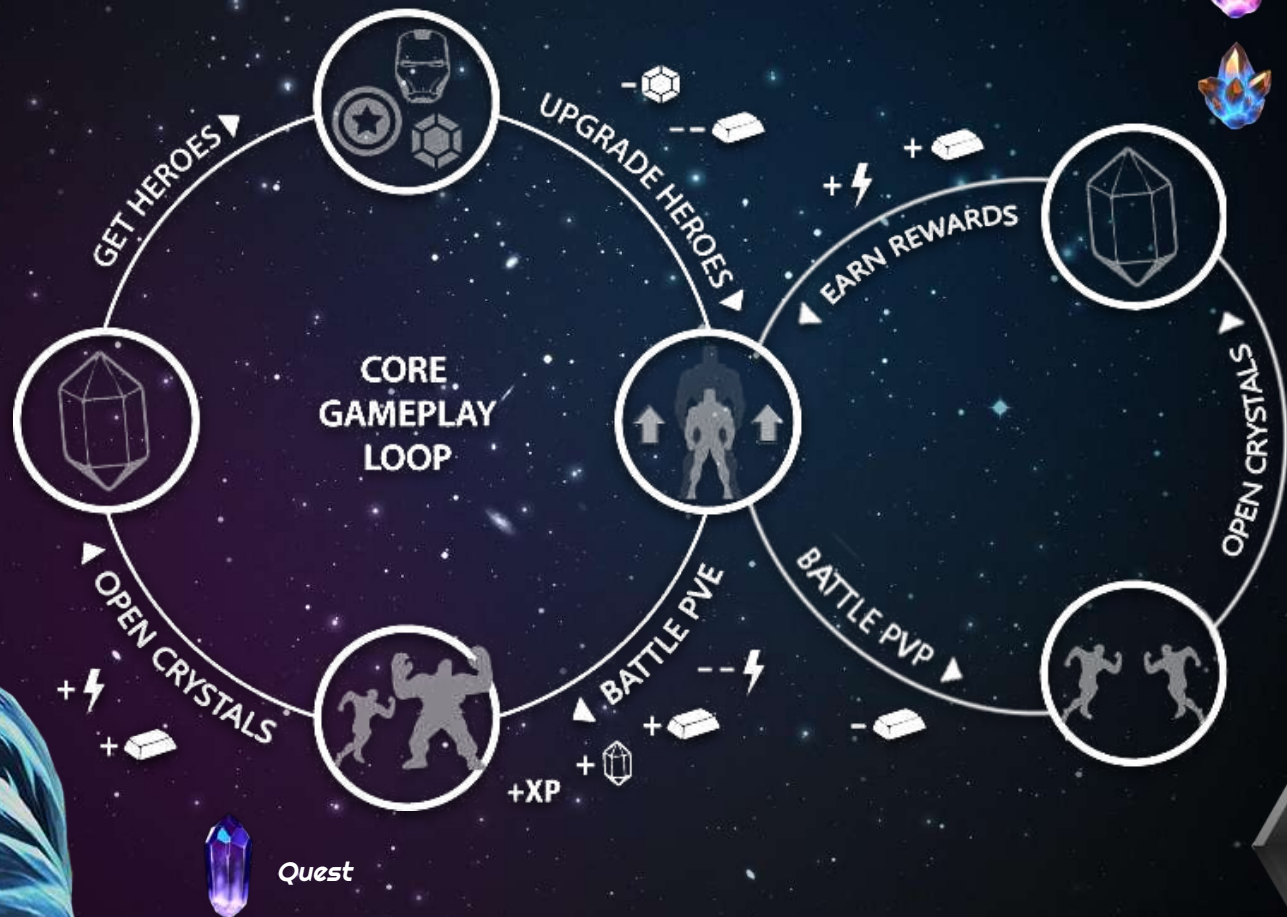
- 1 Free crystal every four hours

- 2 Notifications about stamina

- 3 Daily login rewards

- 4 Events

CORE LOOP



A dynamic illustration of the character Venom in a fighting arena. Venom is shown in a powerful, lunging pose, with his long, red tongue extended and sharp teeth bared. He has a dark blue, muscular body with red veins. The background is a dark, industrial-looking arena with red lighting and a starry sky. The text "MARVEL CONTEST OF CHAMPIONS" is in the top right corner, and "SUPERFAN GAME" is in the center.

MARVEL
CONTEST OF
CHAMPIONS

SUPERFAN GAME

SUPERFAN GAME

IP and Collections



Titles



A full-page background image featuring Iron Man in a dynamic, crouching pose. He is holding a glowing red laser beam in his right hand, which extends across the frame. The background is a dark, starry space. The word "WEAKNESSES" is overlaid in large, white, bold, sans-serif capital letters in the center of the image.

WEAKNESSES



Weaknesses



Weaknesses which impact negatively KPIs	D1	D7	D30
<i>Loading time are too long and too recurring</i>	✓	X	X
<i>Strange balancing in story mode</i>	✓	X	X
<i>Lot of different moneys</i>	✓	X	X
<i>Alliance system</i>	X	✓	X
<i>IA pattern</i>	X	✓	X
<i>Loot rate of 4-stars catalysts</i>	X	X	✓

Merci pour votre attention

ARNAUDIN Allan
BARRIERE Morgan
ROUX Ewann
TATÉOSSIAN Kristofer

