



# Tekken™ FTUE analysis

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# DATA SHEET

Title	: TEKKEN™
Developers	: Bandai Namco Studios Vancouver & Bandai Namco Studios Inc.
Publishers	: Bandai Namco Entertainment Europe
Platform	: Android / iOS
Genre	: Fighting
Soft launch	: Canada
Global launch	: Mondial
Released on	: February 1 : <i>Latin America, Eastern Europe, Middle East, Africa, and South East Asia</i> February 15 : <i>Western Europe and Singapore</i> March 1 : <i>USA, Japan, Taiwan, South Korea and Hong Kong</i>
Price	: F2P, 100%IAP





# OVERVIEWS













**BASE GAME**

# BASE GAME

## FIGHT MODE

 STORY	 NEW	PROGRESS THROUGH STORY	NO FIGHTERS LOCKED
 DOJO		FIGHT OTHER USERS' DOJOS	NO FIGHTERS LOCKED
 LIVE EVENTS		TIME BASED LIVE EVENTS	NO FIGHTERS LOCKED
 LOCAL VS		COMING SOON	





# CORE GAME

Your character



Enemy

Waza cards



TUTORIAL



# FIRST PART OF THE TUTORIAL

## 1) Skippable Cinematic

- Hold the screen to skip the cinematic



## 2) Learning the core game

- Turn your device horizontally
- Swipe left / right
- Basic attacks & Guard
- Combos





# SECOND PART OF THE TUTORIAL

## 3) Skippable Cinematic

- Hold the screen to skip the cinematic



## 4) First loot box

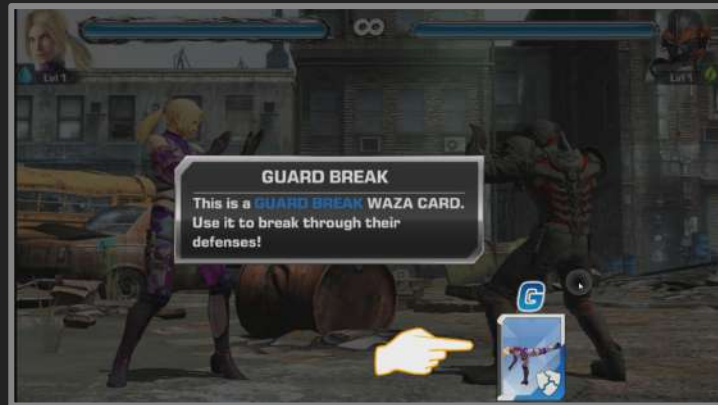
- Introduces rewards to the player



# THIRD PART OF THE TUTORIAL

## 5) Goes deeper into the gameplay

- Guard break
- Strike
- Swipe again



## 6) Shows costly items

- Shows the shop to the player



# FOURTH PART OF THE TUTORIAL

## 6) Fighter's collection

- Introduction of fighter fragments (currency)
- Unlocking fighters



## 7) How to level up

- Level up your fighter by fighting
- Level up your fighter by using currency according to your character's type





# FIFTH PART OF THE TUTORIAL

## 8) The Character's skill points

- Introducing Skill Points



## 9) About skill points

- 3 different categories (Strength, Agility, Utility)





# ANALYSIS

# FTUE ANALYSIS

## Good points

Profitable leveling up

Key steps in the tutorial (we can leave and come back to the app)

Quick downloading with 4G

After the tutorial, if the player explores the game, each new content is explained

## Bad points

No explanation during the FTUE on the fact that we can link the facebook account

A lot of text boxes

Different skill categories which are not explained

Too many windows in the deck builder

Highlighting combo cards should be a must

Visual effects of treasure

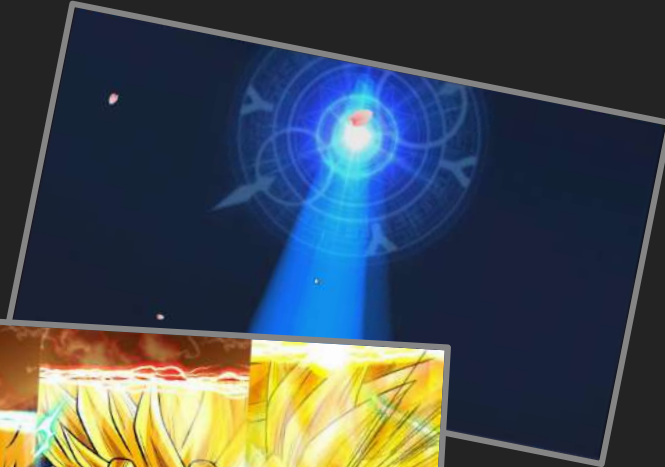




# ABOUT TREASURES

## 3 treasures in the tutorial

- Very simple invocations feedbacks
- With Tekken IP, we can find more explosive visual feedbacks
- It can affect the retention



## Retention Mechanics

- Daily Reward
- Daily Events
- Wait to heal
- Invocations
- Progress on the Leaderboard
- Progress in the story...



# Thanks for your attention

