

# Global Game Industry: Level 2

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# Agenda for today

Housekeeping

How to create game ideas: radical and incremental innovations

Mapping innovations

Wrap up and preparations for tomorrow

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# Today's learning outcomes

Familiarize yourself with some of the means game designers utilize to create game ideas

Understand the connection between game ideas and innovations, and how they are evaluated

Practice ideation methods to create game ideas

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Game idea = innovation proposition validated by gatekeepers and the markets



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## Incremental innovations







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## Radical innovations





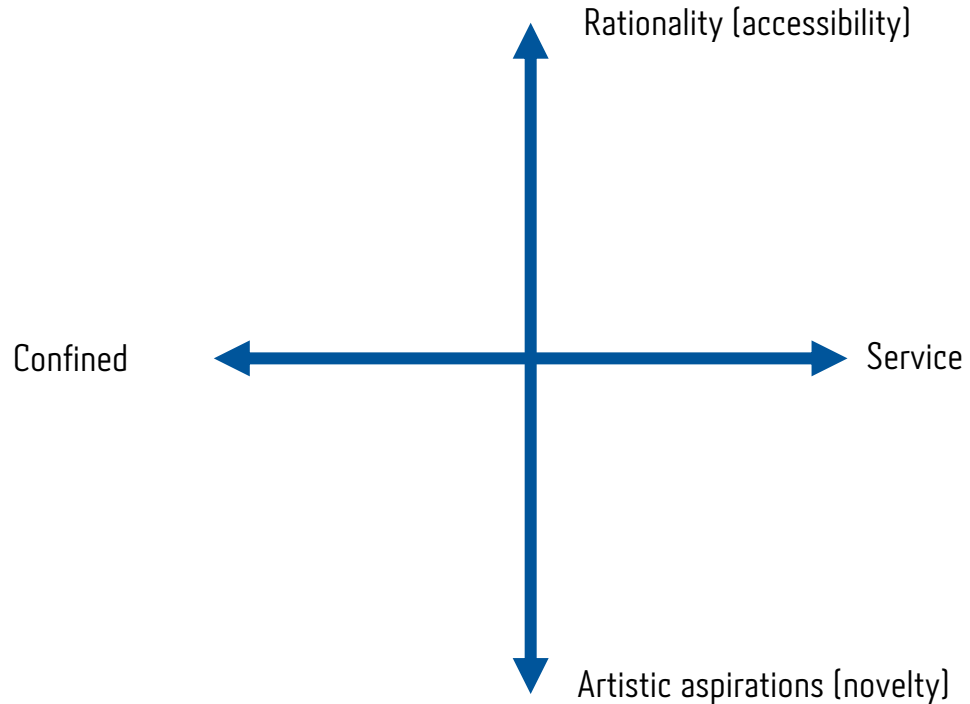


Idea is only  
an idea,  
though...



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# Mapping innovations

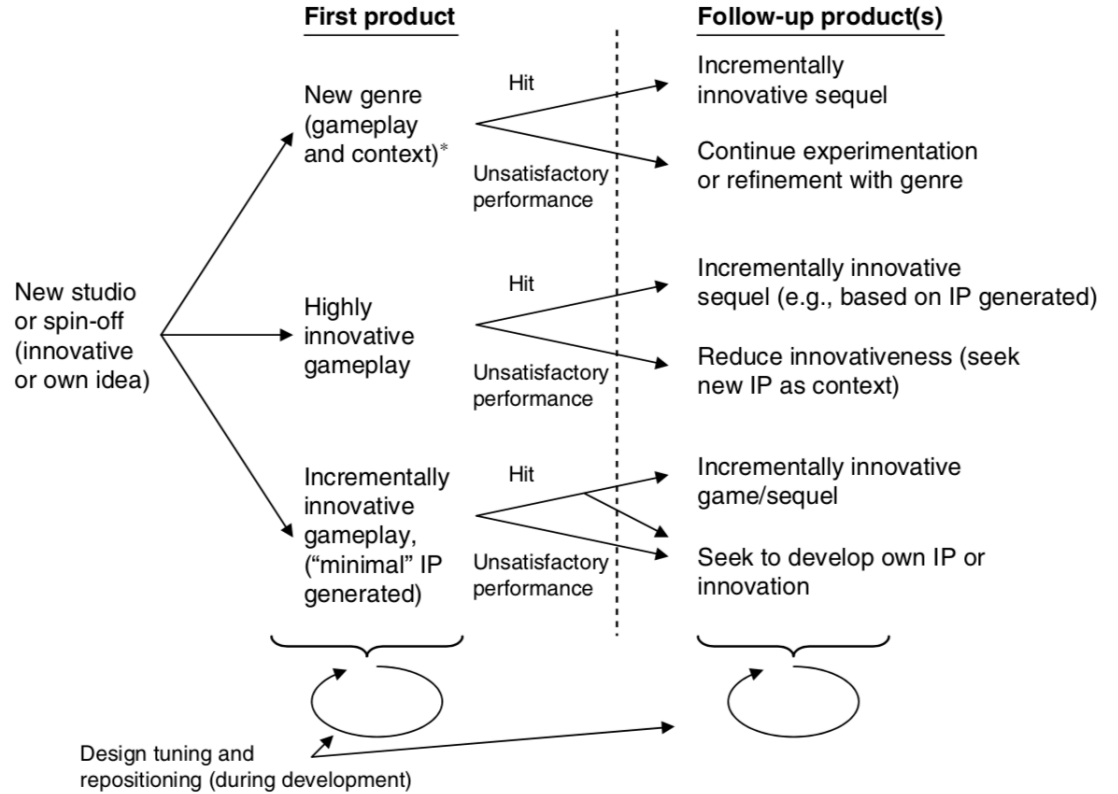


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(Lampel et al. 2000; Tschang 2007)



**Figure 2 Balancing Product Innovations Within Game Development Studios**



\*Based on interview data.





## ARCHER (Level 2)



Damage per second: 9



Hitpoints: 23



Training Cost: 80 Elixir

Favorite target: **ANY**

Damage type: **Single Target**

Targets: **GROUND & AIR**

Housing Space: **1**

Training Time: **25s**

Movement speed: **24**

These sharpshooters like to keep their distance on the battlefield and in life. Nothing makes them happier than single-mindedly taking down their target.



**OP!**

**Good game!**





# WARCRAFT

## REIGN OF CHAOS

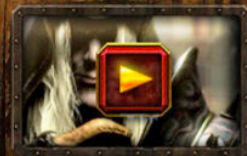
Buy it now

Download Now

**A** generation before the events of World of Warcraft begin... Cunning, sinister, and seemingly unstoppable, the demonic Burning Legion prepare to launch their long-awaited assault on the mortal world. Survival is a matter of strategy, as the Reign of Chaos begins...

### Footage

Watch cinematic trailers, teasers, gameplay demos, and more.



### Screenshots



# HEARTHSTONE

The image is a promotional artwork for the game Hearthstone. The title "HEARTHSTONE" is prominently displayed in the center in a stylized, 3D font. The letters are yellow with a blue glow, and the 'O' is a glowing blue orb. The background is a vibrant, cartoonish illustration. In the foreground, a young man with red hair and a headlamp looks towards the viewer. Behind him, a large green orc with tusks and a necklace is shown. The scene is filled with floating gold coins and cards, suggesting a game of cards. In the background, there are various structures, including a castle and a purple-roofed building, all illuminated with a warm, golden light. The overall atmosphere is one of excitement and fantasy.



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## What the practitioners say? 1

*When speaking about free-to-play games, how the economic models differ across games. Often f2p games are bundled together, but there are also many subcategories.*

Respondent B, major Finnish game development company

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## What the practitioners say? 2

*Ah, that's a very long story. It was just like a prototype that Benjamin did to test his technology, and when we met for the first time. And then we started talking, and first we focused on the physics, on the level design. I really like level design so I did that part. It was very, very big. And then we started to create the whole story.*

Respondent C, Finnish game industry start-up

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## Validating ideas:

- Game Jams
  - Competitions
  - Game reviews
  - Conferences
  
  - Crowdfunding and crowdsourcing
  - Revenue
  - Franchising opportunities
  - New collaboration partners
  - Anything else?
-



Game design and idea generation as partially open processes:

## Pre-Production

Game Idea  
↓  
Idea Refinement

Subject Matter Expert  
Game Procedure

## Production

Game Design

Design  
↓  
Development  
↓  
Test

Artists  
Programmers  
Technical Directors

## Post-Production

Testing  
↓  
Deployment  
↓  
Marketing

Tester  
Beta Tester  
Sales Marketing





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## Free ideation? Or the world is your oyster?

- Path dependency -> What have we created?
- Dominant design -> What is out there in the market?
- Own competencies -> What can we create?
- Own aspirations / vision -> What we want to create?

Internal, external, and technological restrictions on how game companies can innovate through their ideas.

Q: how to break these restrictions?

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## What did I learn today?

- What are your key takeaways from today's session (and exercises)?





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## Preparations for the next session

- Learning diary (11:59pm) submission on Friday, team presentation tomorrow (11:59pm)!
- Each team presents on Friday what they have accomplished so far
  - 5 minute presentation followed by a 5 minute Q&A
  - Design critique: not bashing down ideas, but helping other teams improve their project





A WINNER IS YOU

# See you on Friday!

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