

## WP6 Serious Game

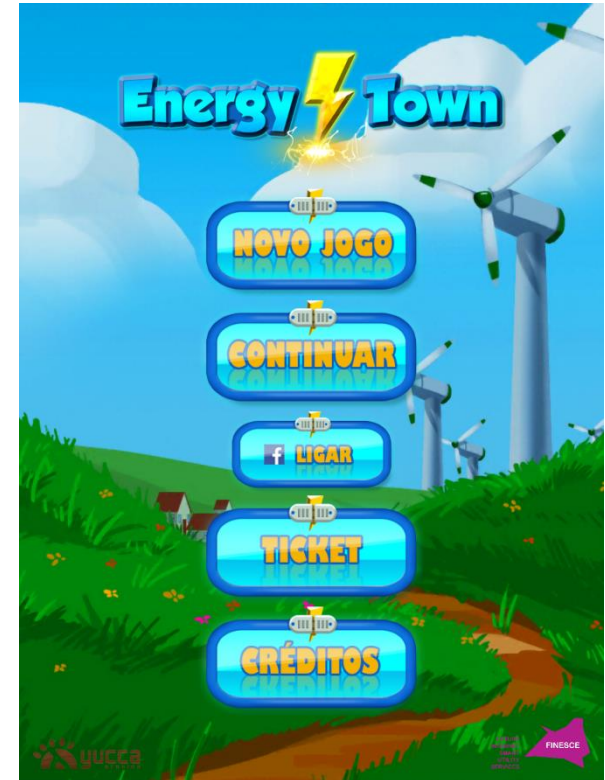
# Energy ⚡ Town



# Concept and goals

- **Concept:** Edutainment management game designed for a young target group (teenager and young adults)
- **Challenge:** The Player has to manage energy policies and technologies within a scenario where populations have needs and events will happen randomly.
- **Goal:** Easily learn about the transformation of the recent energy system to the future energy system and gives a positive outlook on future energy systems and their interconnection with future internet services

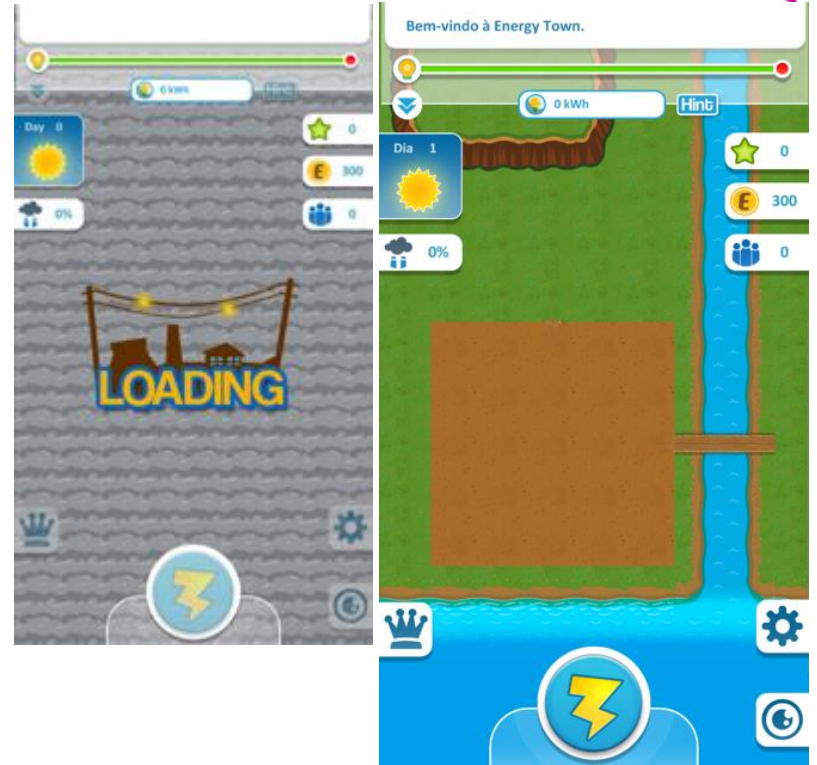
FINESCE





# Gameplay

- Start in an empty zone with the goal to achieve maximum population
- Level up by reaching some achievements unlocking new actions and technology
- Build and upgrade Energy and Commercial buildings
  - Energy buildings will produce energy
  - Commercial Buildings will generate jobs
  - Every Building will generate pollution
- Every day you get your income from population



# Energy

- Two ways to produce energy:
  - Click the Power Button
  - Build Energy Buildings
- Power button produces energy for 1 day
- Energy shortage will make your population to leave
- Keep energy prices as low as possible
- Buy and Sell energy to the grid





# Population

- Energy Surplus attracts population to Residential Areas (or Cities)
- Energy shortage or lack of jobs during 1 day or more will make population leave
- Population will pay for energy each day
- Population will have needs:
  - Energy
  - Clean Environment
  - Jobs





# Currency

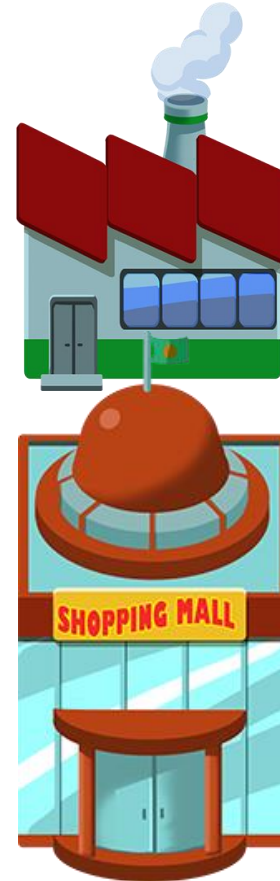
- Currency is called **Energon**
- Earn Energons:
  - By selling Energy to population
  - By trading Energy with the grid
  - By sharing a request on Facebook
- Use Energons:
  - Buy energy buildings
  - Upgrade buildings and policies
  - Do actions and implement policies (smart energy buildings or marketing campaigns to change population behavior)





# Jobs

- You can't have population without Jobs
- 30% or more of unemployment during 1 day will make population leave
- Commercial buildings and Factories will create Jobs
- Commercial buildings and factories can be upgraded



FINESCE



# Actions

- Types of Actions:
  - Change policies
  - Marketing Campaigns
  - Upgrade Grid
  - Buy/Sell Energy
- Each level up reveals a new action
- When you use an action the price rises







# Platforms

- 💡 Facebook Web / Facebook Game Center
- 💡 iOS / Apple Store / Game Center
- 💡 Android / Google Play Store / Game Center





# Future Work



- More Commercial:
  - Improved tutorials about gameplay
  - More missions/challenges
  - More variables: Happiness, Security, Resources...
  - More art and animations
  - Isometric or 3D
- More Serious:
  - Improved tutorials about FINESCE products and correct behaviors towards smart energy usage
  - Increase FINESCE products interaction complexity
  - Add real products and/or services to the game



# Test campaign

FINESCE

- 📍 Facebook Campaign for Desktop and Google Play
  - 📍 Germany
  - 📍 Denmark
  - 📍 Ireland
  - 📍 Brazil
- 📍 FB – From 2 to 12 September
- 📍 Google Play – From 8 to 13 September





# Test Campaign

- For each country was created 1 campaign with 4 adds with different images
- Audience: 13 – 60 years, all genders
- Goal: App installation and app engagement
- Facebook daily budget: 40€ in Germany, Denmark and Ireland and 15€ in Brazil
- Google Play Daily Budget: 30€ in Germany, Denmark and Ireland and 10€ in Brazil





# Campaign Numbers

- 💡 Total Reach : 328672
- 💡 Installations measured on Facebook: 534
- 💡 Organic (people who play the game invited by friends or suggested by them or coming from research engines) : 838
- 💡 Total players: 1372
- 💡 Acquisition cost: 0,70€
- 💡 Total Spent: 959,82€

We aimed for a total cost near 2000€ in total, but there weren't enough clicks to spend all the budget. Normally, it takes a few weeks to reach maximum efficiency



# Campaign Numbers

- After publishing on Google Play, the usability of the game led to external search engines publish the game beyond our control which meant that in 6 days of the 11-day campaign, we've got 70% of players in the Android platform.
- appszoom is a mobile Apps repository and created a page for Energy Town. This search engine is visited by 4 millions players monthly

The screenshot shows the app page for 'Energy Town' on the 'appszoom' website. The page layout includes a header with navigation links (Apps, Games, Magazine, My apps feed) and a search bar. The main content area features the app's title, a 5.8 star rating, a 'FREE DOWNLOAD' button, and a 'DOWNLOAD STARTEN' button. Below this, there are three simple steps for downloading the app. The 'Description' section provides details about the game, including its genre (Management Clicker Serious Game), the player's role in managing energy and population, and the goal of achieving maximum population. A 'Users review' section shows a 'Good' rating and a 5.8 star average from 13 reviews. The page also includes a 'Screenshots' section with three preview images of the game interface.

appszoom Apps Games Magazine My apps feed Search

5.8 USER RATING

**Energy Town**  
by Yucca Studios | 1.3

FREE DOWNLOAD

**DOWNLOAD STARTEN**

3 einfache Schritte:  
1. Auf „Download“ klicken  
2. Von unserer Website herunterladen  
3. Steigern Sie Ihre Produktivität

ProductivityBoss

**Description**

Energy town game type it's a Management Clicker Serious Game. The Player will have to manage energy policies and technologies within a scenario where populations have needs. The player will have to choose how to evolve and will have to keep the populations happy with energy production without pollution and having to make 'smart' choices to keep the population growing and energy efficiency high. The player produces energy and can help that production by clicking the 'Energy Button'.

Start in an empty zone with the goal to achieve maximum population

Level up by reaching some achievements unlocking new actions and technology

Build and upgrade Energy and Commercial buildings  
Energy buildings will produce energy  
Commercial Buildings will generate jobs  
Every Building will generate pollution

Every day you get your income from population

**Users review**  
from 13 reviews

"Good"

5.8

Screenshots



# Last Notes

- 💡 Energy Town is a social game from the player point of view
- 💡 Clicker games are a trend at the moment
- 💡 Energy Town attends to the increasing need that people have to know about energy efficiency and policies to decrease pollution
- 💡 Energy Town is a multiplatform so it will be easy to play anywhere
- 💡 Energy Town is challenging and promotes competition amongst friends



# Campaign Numbers

- Energy Town is on US at 428 position in the 'Game Educational' category. W 500 best apps in each category. The top describes, in US, the best 500 apps in each category.

## ANDROID APPLICATIONS POSITION TRACKER

COM.YUCCA.ENERGYTOWN

**Energy Town is at # 428 in [GAME EDUCATIONAL Free] in United States**  
 Mon, 14 Sep 15 20:13:06 +0000

Good day to you Yucca Studios ,

Congratulations on getting to the Top in GAME EDUCATIONAL Free category in United States store. United States belongs to the top 30 countries where most apps are being downloaded.

Do you like your current position **428**? Your Energy Town got there with rating of **2.9**. In total **13** people have voted for your app. BTW, this is the main driver for moving up or down in the Top.

We prepared your app ranking history for you. You can always be aware about your progress. Check it out now:

Date	Position	Category	Country
2015-09-14	428	GAME EDUCATIONAL Free	United States

This is basic service. Updates once per month. This is personal notification email. It is sent only to [pedro.fernandes@yuccastudios.com](mailto:pedro.fernandes@yuccastudios.com).

[Improve \[ Energy Town \] rating now »](#)





Nova receita disponível.

146737.5 kw

Hint

Dia 34

343%

17

418K

33K

Área Residencial 1  
Pop: 10325

Área Residencial 2  
pop: 29100