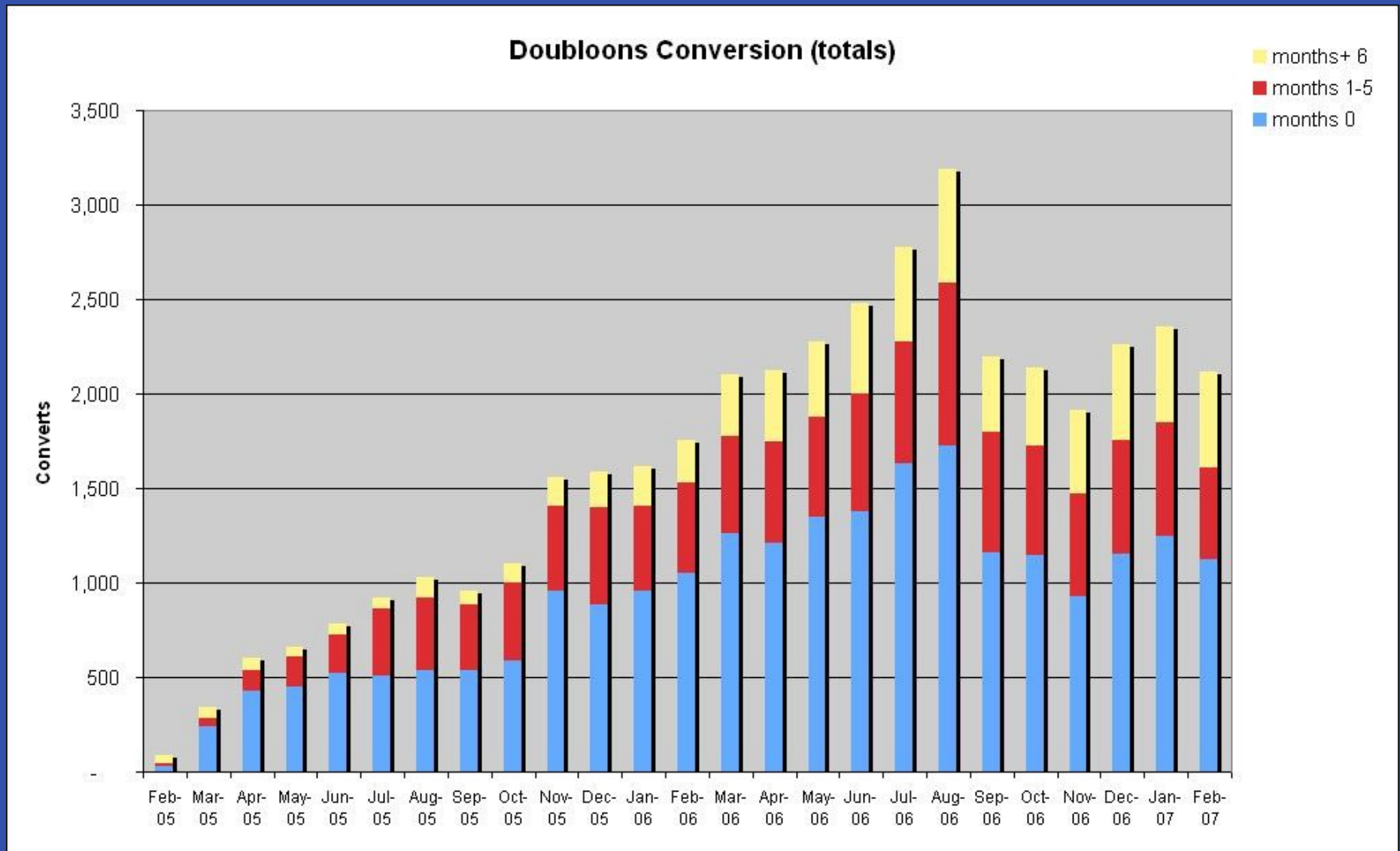




Three Rings

# Usage Before Paying



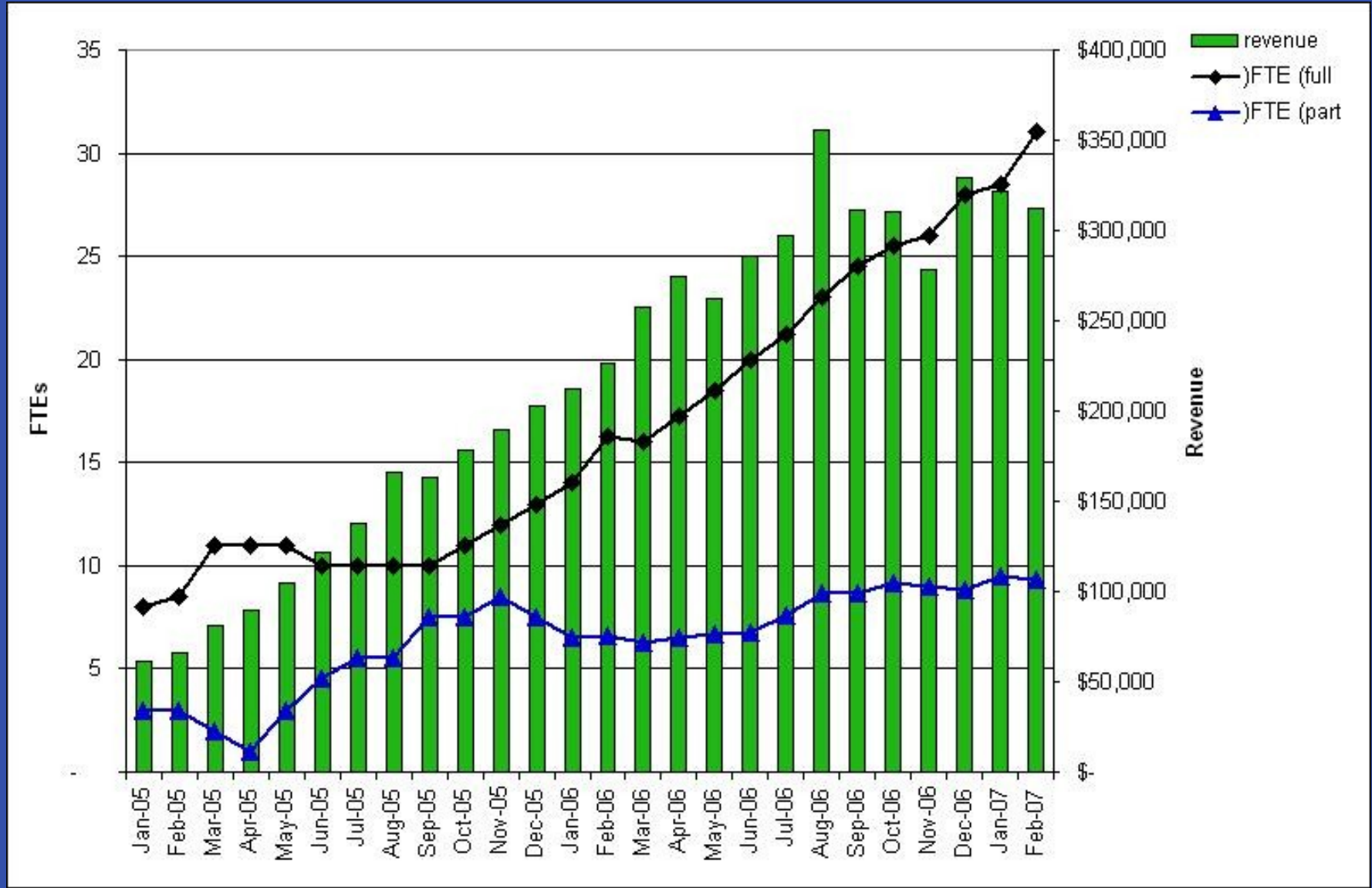
# New and Repeat Doubloon Spending



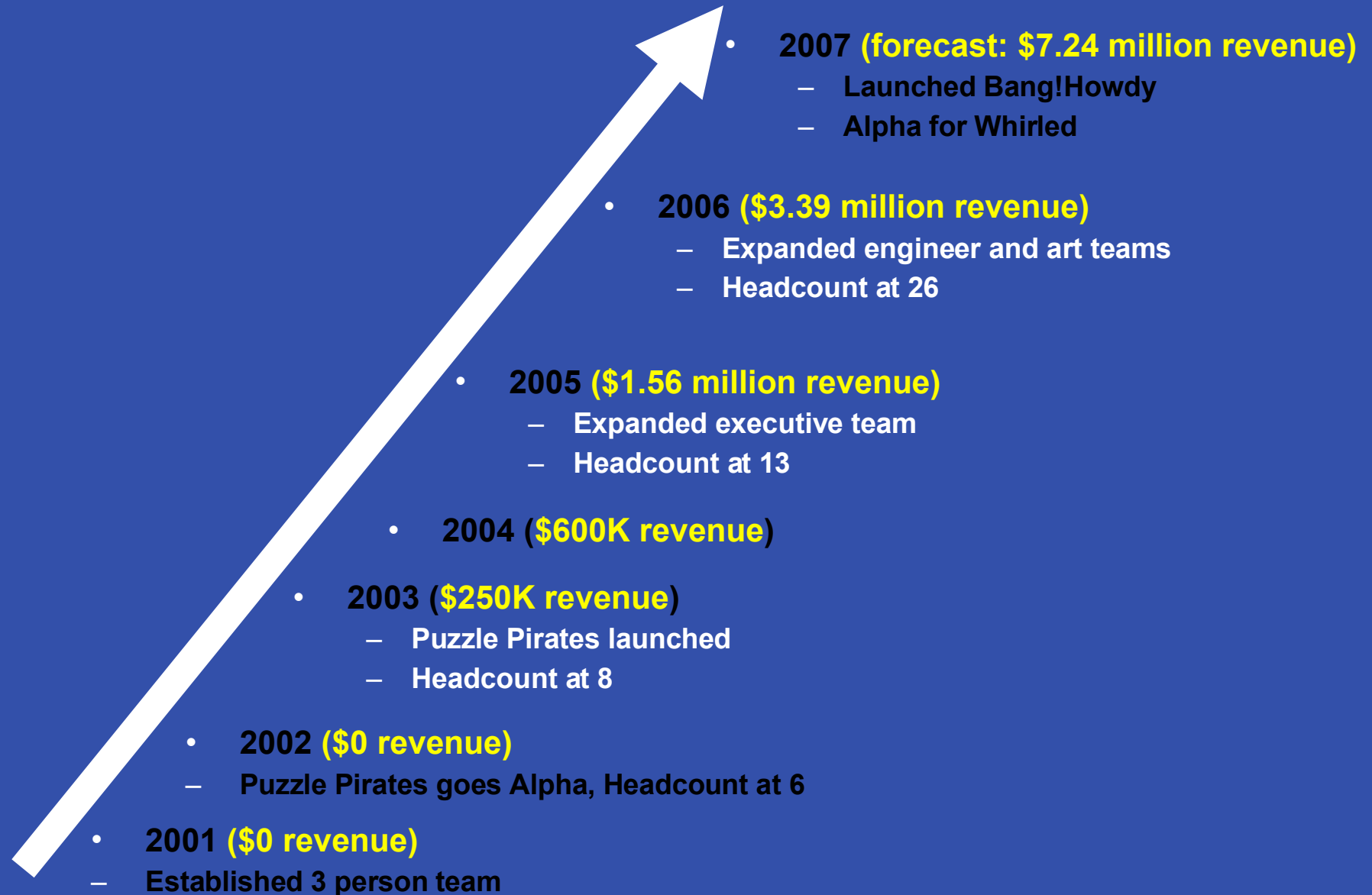
# Total Payments from Active Accounts



# Love and Money



# Timeline



# BANG!

*Woody* ★

The Good, The Bad and The Ugly

# FRONTIER TOWN



JAIL

SHERIFF

STATION

SALOON

BANK

BARRER

RANCH

Frontier  
Town  
227





0



100%



4th

51



Jefe Verde

2nd

81



Cat Balou

1st

94



Doc Blue

3rd

64



Jack Sable

# GENERAL STORE

Welcome! Click on the goods below to buy 'em and learn more about 'em!



Frontier Town



Hard Bargain Hal

Items

Hats

Clothes

Gear

Suit of Thirteen



Fifty Two Pickup



Dud



Engineer



Half Repair



Joker



Lucky Horseshoe



Misfire



Missile



Repair



Frontier Purse



Sniper Rifle



Cannon



Claim Jumping Theme



Cattle Rustling Theme



Frontier Town Theme



Gold Rush Theme



Copper Star



You have: \$ 160 G 0



## Suit of Thirteen

A random selection of 13 cards. May include rare cards that are not for sale directly.

Price: \$ 260 G 1

Buy!

? back

To Town more



# GENERAL STORE

Welcome! Click on the goods below to buy 'em and learn more about 'em!



Frontier Town



Hard Bargain Hal

Items

Hats

Clothes

Gear

<p>Bodice</p> <p>Frontier Dress</p>	<p>Bodice with Fan</p> <p>Frontier Dress with Book</p>	<p>Sheriff Boots</p> <p>Gunslinger</p>	<p>Sheriff with Pistol</p> <p>Cowgirl Panning</p>	<p>Duster</p> <p>Cowgirl with Rifle</p>	<p>Duster with Cigarette</p> <p>Corset with Scrip</p>
<p>Corset</p>	<p>Peasant Dress</p>	<p>Peasant Dress with Pistol</p>	<p>Poncho (Shouldered)</p>	<p>Poncho</p>	<p>Striped Vest</p>

back more

You have:  
 160 0



**Bodice**

Your avatar can wear this. Use it to customize your look at the Barber Shop!

Price: 1000 2

Buy!

?

To Town

# BARBER SHOP

Howdy! Here you can customize yer look and get fitted out with fancy duds.




Clothes

Looks

Character

Make a new **Look** for your avatar by selecting different hairstyles and expressions.

Hair Color: 

- Head
-  Hair
- Eyebrows
- Eyes
- Nose
- Mouth
- Mustache
- Beard



Price: \$ 3750 G 6


**Buy!**

You have:  
\$ 472876 G 1338

Press **P** to see which of yer **Pardners** are online.

**?**

**To Town**

 back more 

# Game Over



Cat Balou



Black Hat



Doc Blue

## Rewards you earned for 1st place:

1st Place  
Reward

\$ 85 +



15% =

Total  
Winnings

\$ 98

You have:

\$ 27,660

## You earned a Badge!

Claim Jumper



Enables sale of **Stick Up!** cards at the General Store.

< View Stats >

< To the Saloon >

< To Town >



579

Cat Balou



386

Doc Blue



548

Black Hat



# BANG!

## Captain Nemo



Customize your look at the Barber Shop!

Check My Poster!

You have:

\$ 13306   G 0

### Items

Tenderfoot



Bandido



Big Winner



### Big Shots

Cowpoke



Vigilante



Champeen



### Badges



Badman



Brave



### Duds



### Pardners



Badges can be earned by playing games at the Saloon.

back

more

To Town

Dismiss

# WANTED:

# Evil Tree



One-Eyed Carlos



"Forest of Fear"

### LAST SEEN WITH:

Gold Digger



Orca Hunter



Quick on the Draw



Rodeo All-Star



### NOTORIOUS DEEDS

- Overall: RENEGADE
- Cattle Rustling: RENEGADE
- Totem Building: OUTLAW
- Gold Rush: RENEGADE
- Forest Guardians: BANDIT
- Wendigo Attack: BANDIT
- Land Grab: RENEGADE
- Claim Jumping: RENEGADE



Frontier Town

### Top Ranked

- TS
- eenSuit
- katu
- ee
- rmers Sangly
- Morton
- Raptor
- e Browne
- katu
- rmers Sangly
- ee
- ckBart
- raptor
- Delly
- r
- enSuit
- a Browne



### Go to a

- Lone G's P
- Buckaroo
- Mazz's Pa
- Cheezey p

### You have:

\$ 160 G 0

< Dismiss >

> < To Town >

# BANK

Welcome to the Bank! Here you can buy gold coins or trade them for scrip.



Frontier Town



Mr. Clemens

## Purchase Gold Coins:

Some of the great deals we offer...

**G** 12 for \$2.95

**G** 42 for \$9.95

**G** 90 for \$19.95

**PURCHASE**

## Immediate Trades:

Sell **G**  for **\$**

**Sell**

Buy **G**  for **\$**

**Buy**

## Market Offers:

### Top Offers to Sell Gold Coins

**G** 7 for **\$** 2139 each

**G** 4 for **\$** 2140 each

**G** 8 for **\$** 2150 each

### Top Offers to Buy Gold Coins

**G** 5 for **\$** 2113 each

**G** 3 for **\$** 2112 each

**G** 20 for **\$** 2110 each

### Post an offer to sell:

**G**  for **\$**  each

**Post**

### Post an offer to buy:

**G**  for **\$**  each

**Post**

### Your offers

Empty list area for your offers to sell, with a vertical scrollbar.

### Your offers

Empty list area for your offers to buy, with a vertical scrollbar.

You have:

**\$** 472876 **G** 1338

Press S to have a peek at yer Big Shots.

**< ? >**

**< To Town >**



# SHERIFF OFFICE

Defeat Outlaws and bring them in for a Bounty and Fame!

Frontier Town

Town Bounties

Most Wanted

Buy a **Copper Star** in the **General Store** to unlock these **Most Wanted** bounties!



Slomoe

-  **Black Anise** \*REWARD: \$ 450  
3 Games  
Copper Star
-  **Corn-fed Zeb** \*REWARD: \$ 450  
3 Games  
Copper Star
-  **Pierre LeRogue** \*REWARD: \$ 450  
3 Games  
Copper Star
-  **Balik the Blade** \*REWARD: \$ 600  
4 Games  
Copper Star
-  **Dynamite Daltry** \*REWARD: \$ 750+  
5 Games  
Copper Star

REWARD: \$ 750+



**Dynamite Daltry**

An outlaw with a penchant for explosions, Daltry's been blowing up mountainsides for kicks. We can't have the rockslides he's causing hurt any more innocent folks. Capture this fiery menace!

- ☆ No Trespassing
- ☆ Thievery Run
- ☆ Bombs Away
- ☆ Dead Zeppelin
- ☆ Barrage

Play!

Recent Completers

Herr Alan	Ty Lippincott	Shootemup Steve
Kharnor	Doc Spade	Pistol bert
SplatterKat	Price	HotshotHeidi

You have:

\$ 160 G 0

back

more

Press **B** to have a gander at all yer **Badges**.

?

To Town

# Frontier Town STATION

Buy tickets and take the train to new towns!



Frontier Town



Conductor Stan



## BUY a TICKET

Buy your Indian Trading Post ticket for unlimited access to the new town. All new: Units, Big Shots, Scenarios, Gear, Items & Clothes.



Cost: \$ 1000 G 20

**PURCHASE**

You have:  
\$ 1160 G 0

It's yours! Click on the button on the map above to head to Indian Trading Post!





# WILD WEST INDIAN TRADING POST

SALOON

STATION

RANCH

WELCOME TO THE TRADING POST

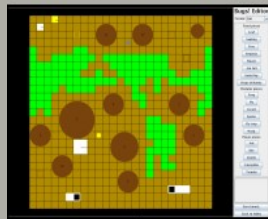


**The Magnificent Seven (or so)**



# Development Timeline

December 2004  
(Bugs! Prototype)



April 2005  
(Development Starts)



March 2006 (GDC)



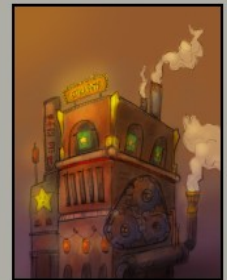
Question Mark?  
(Beta, June 2006)



Profit!  
(December 2006)



March 2007 (GDC)



2005

2006

2007

→ The Future!



March 2005  
(Bang! Prototype)



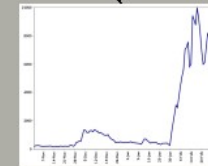
Late '05 Early '06  
(Team Grows!)



Underpants  
(Alpha, March 2006)



November 2006  
Indian Trading Post

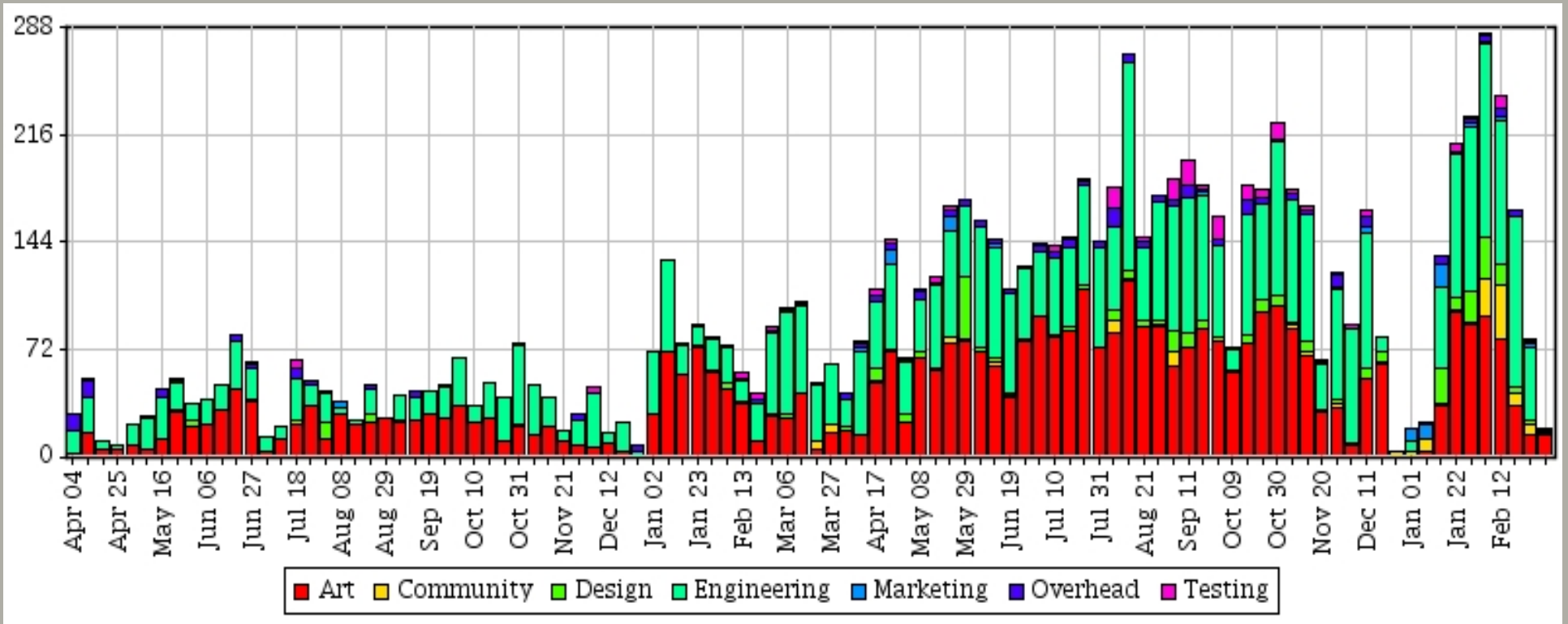


Miniclip Promotion  
(February 2007)



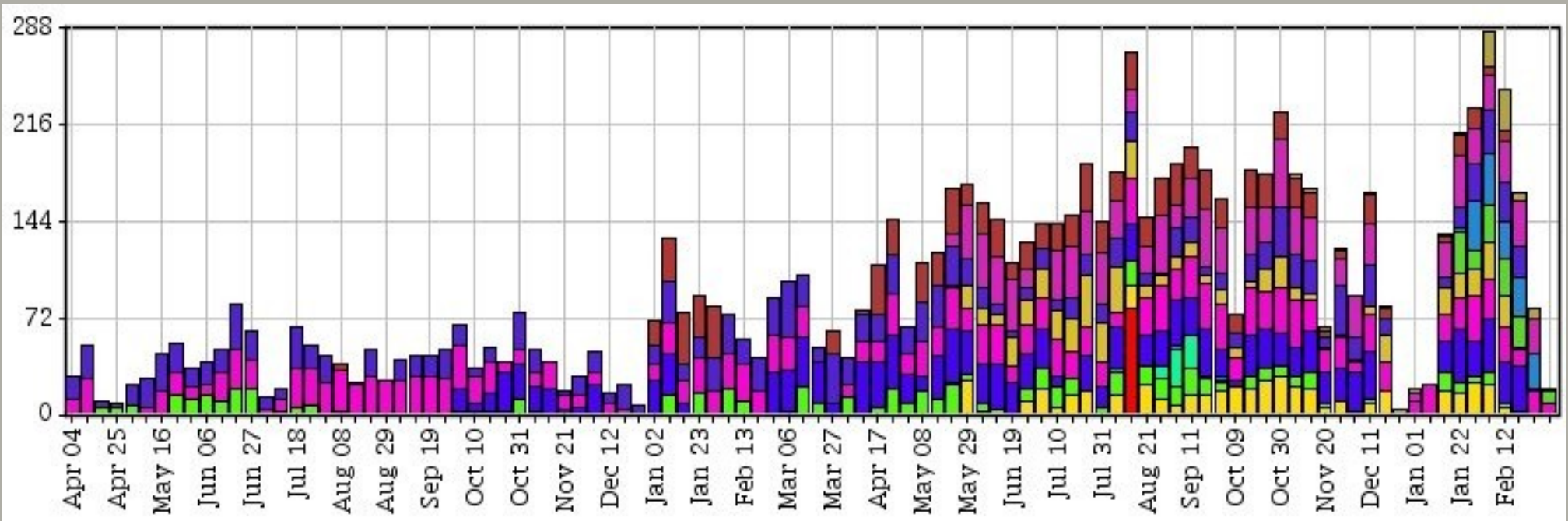


# Hours By Discipline





# Hours By Developer

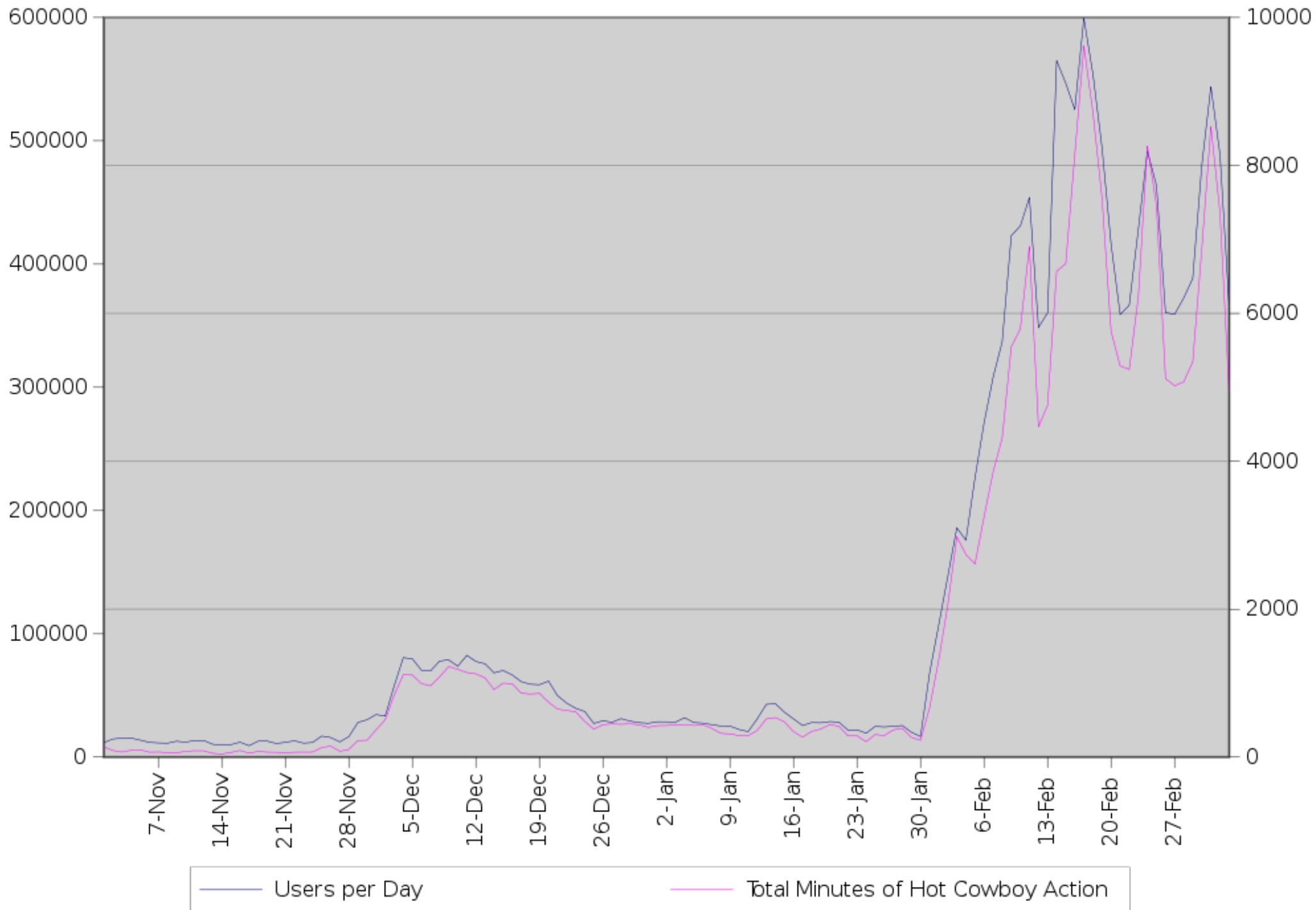




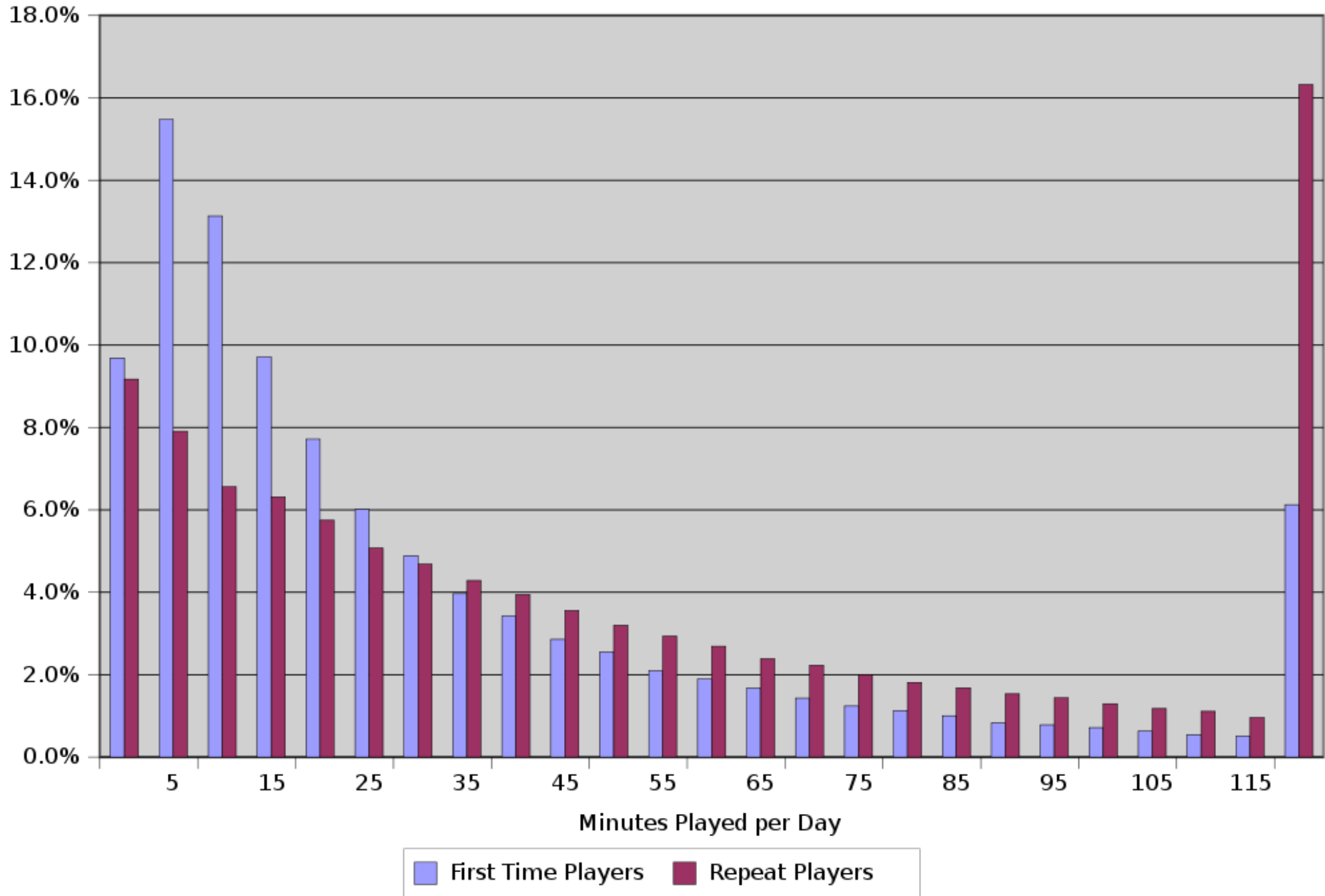
**A Fistful of Graphs**



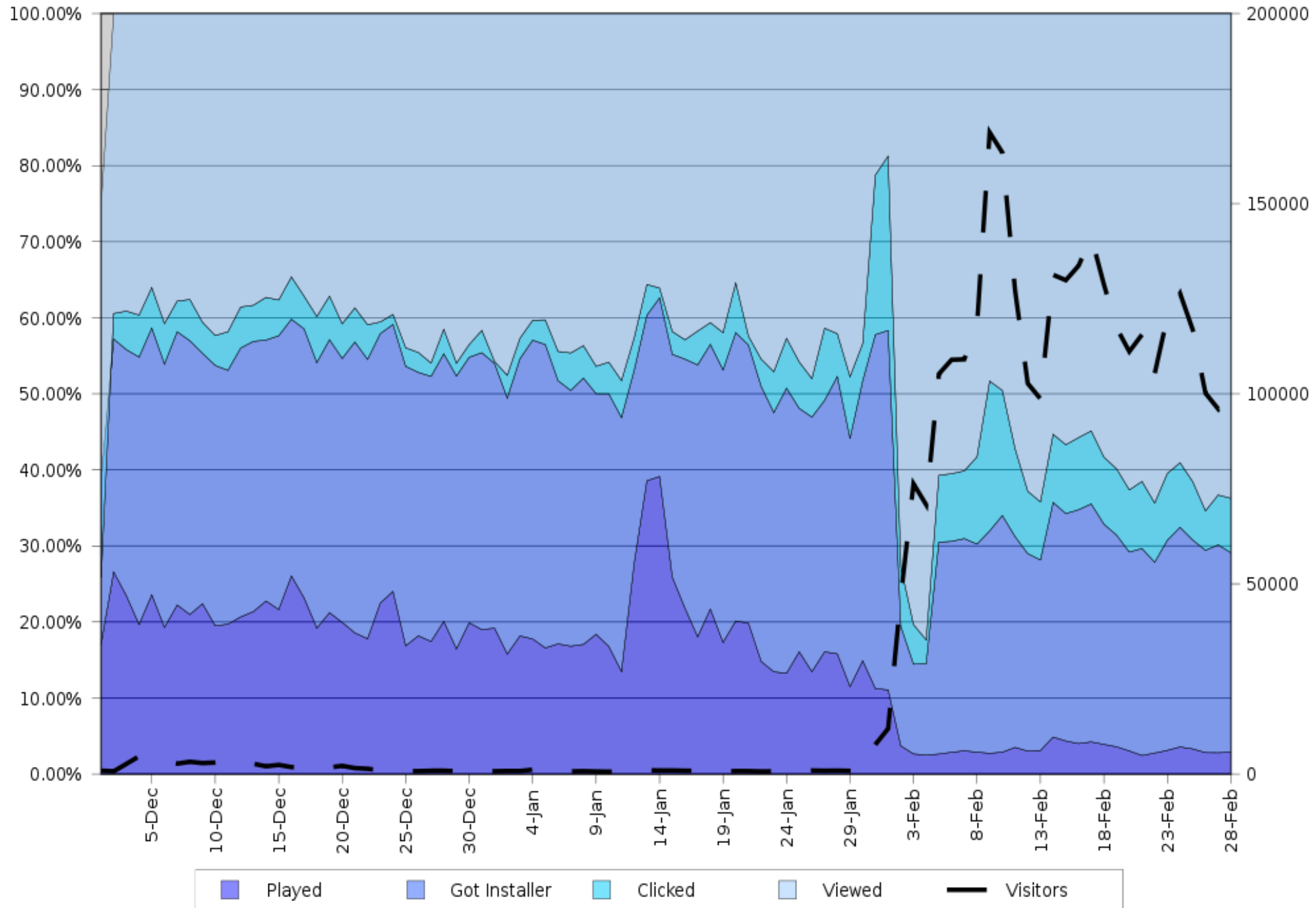
# Daily Usage



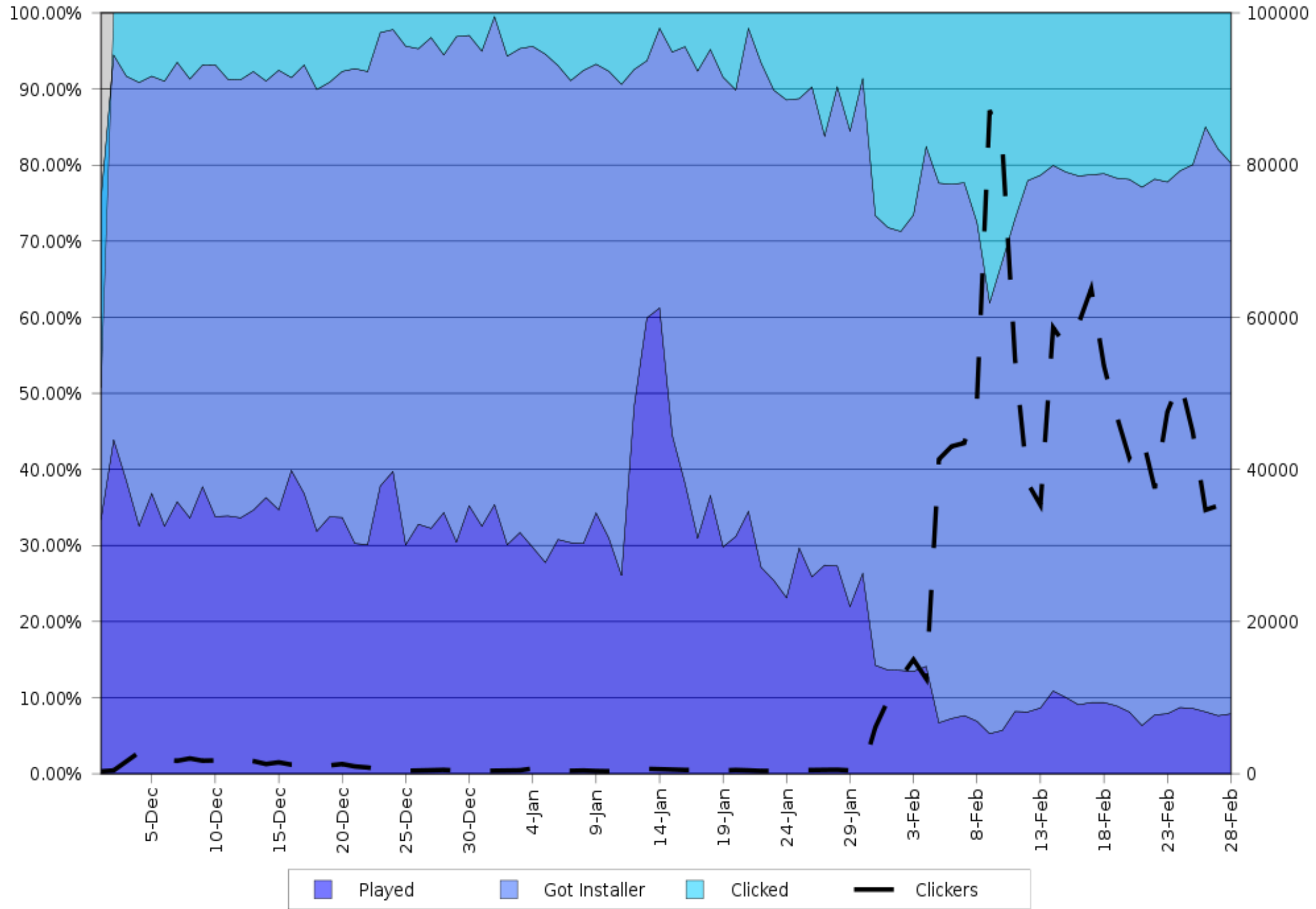
# Daily Play Time (February)



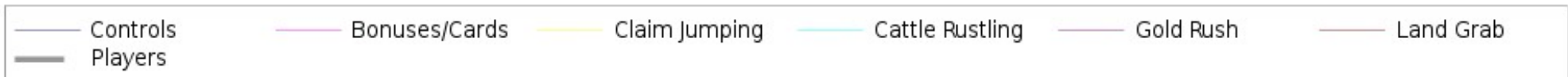
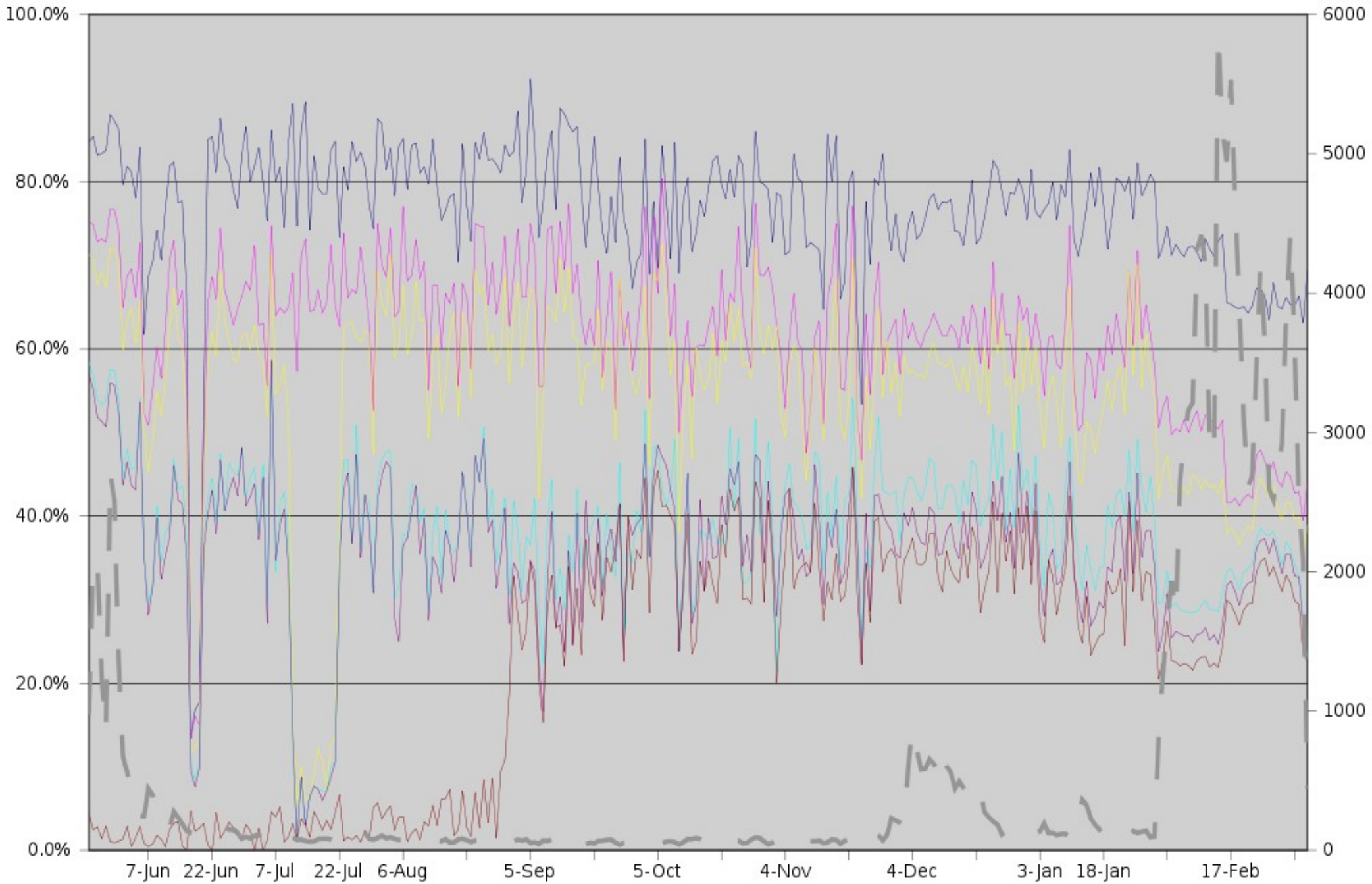
# Landings to Plays



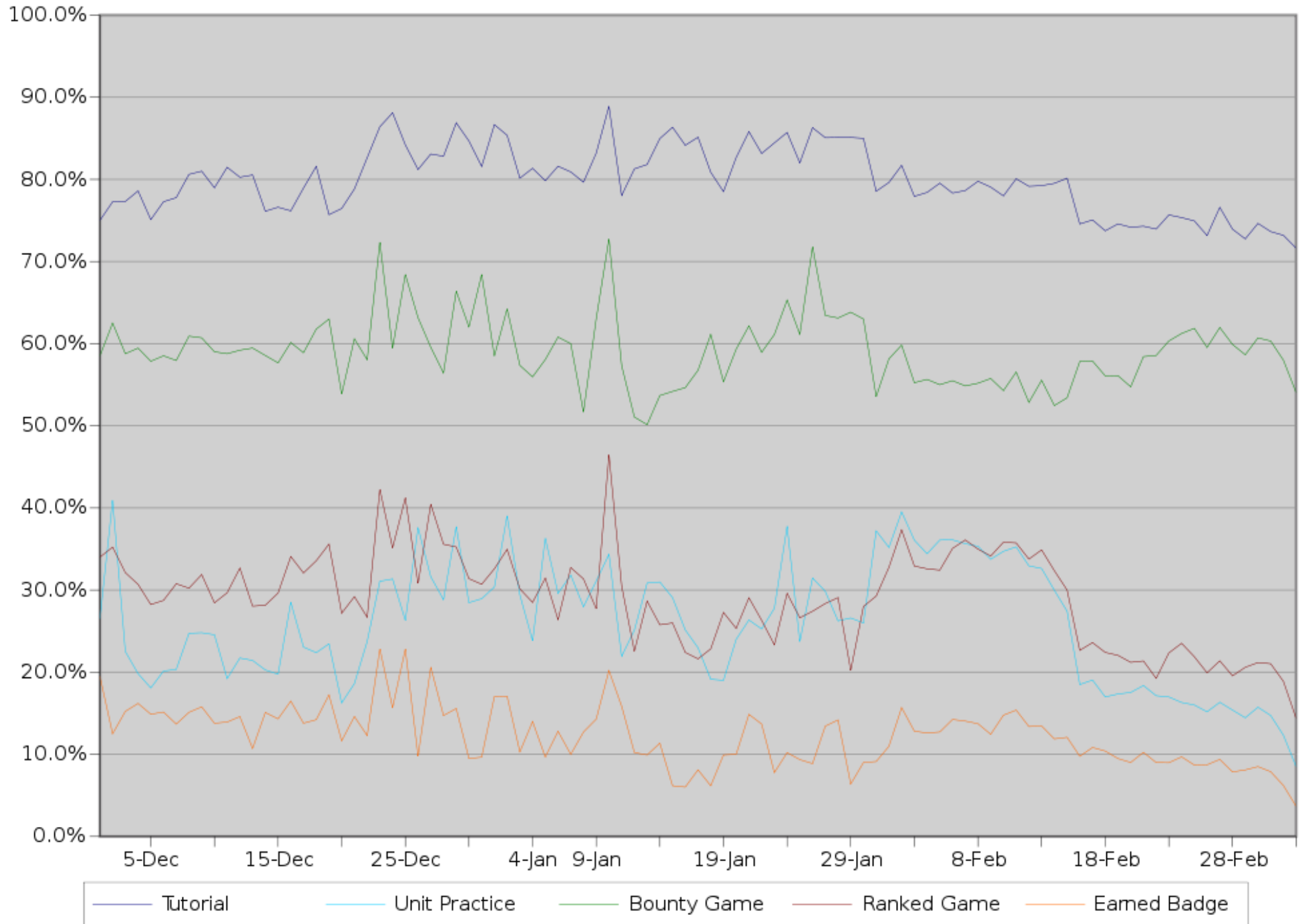
# Clicks to Plays



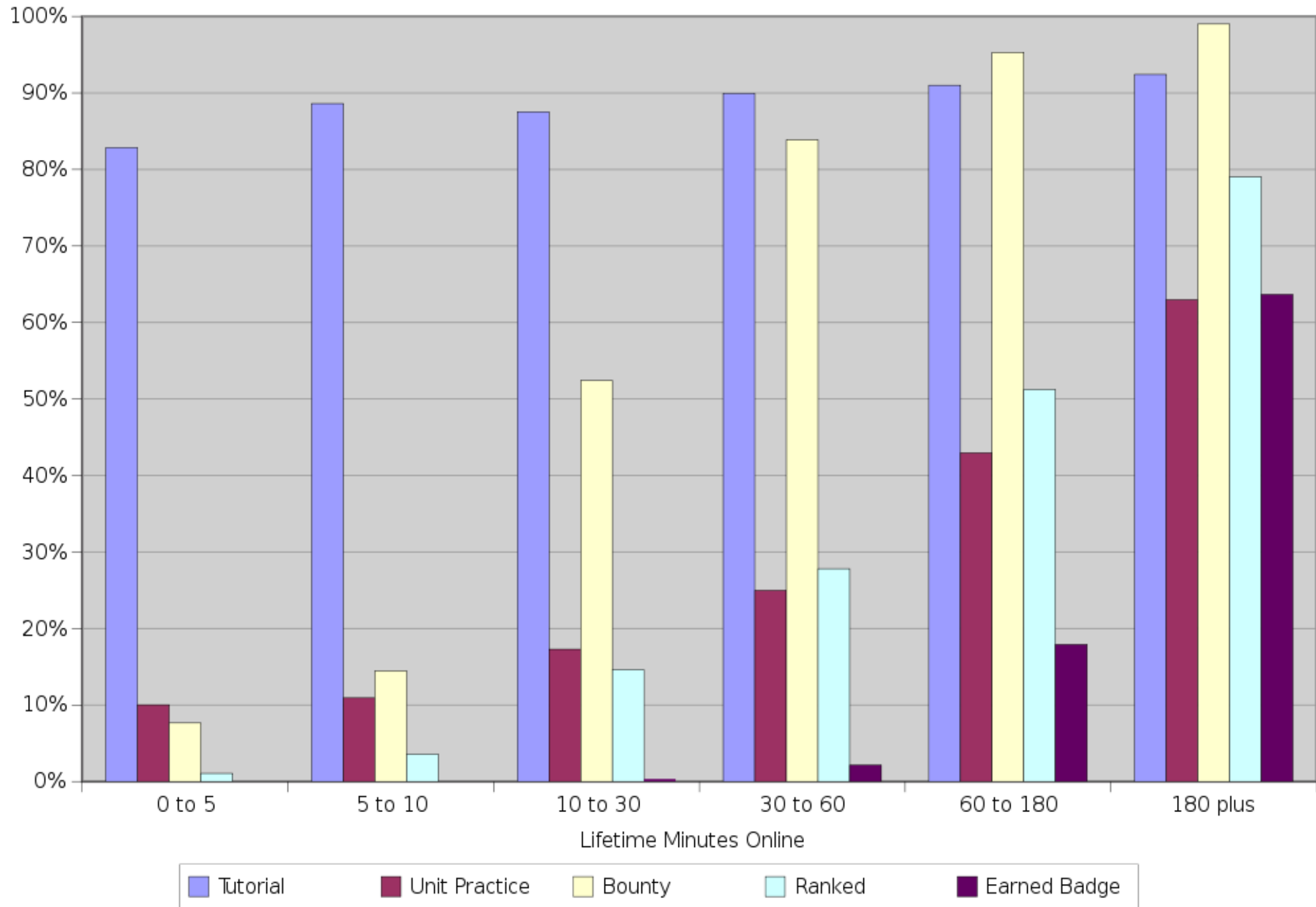
# Tutorial Completion



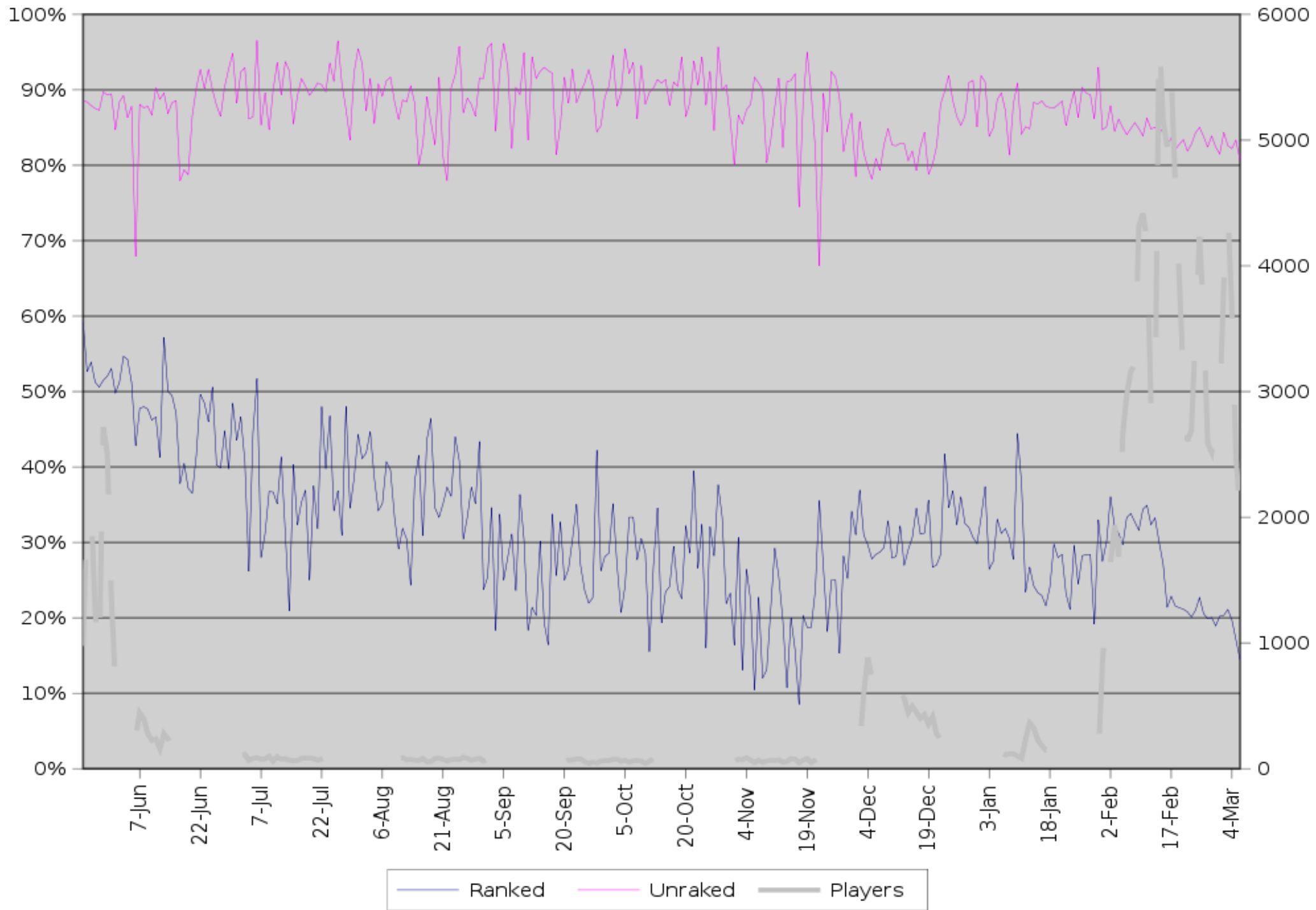
# Game Types Played



# Games Played

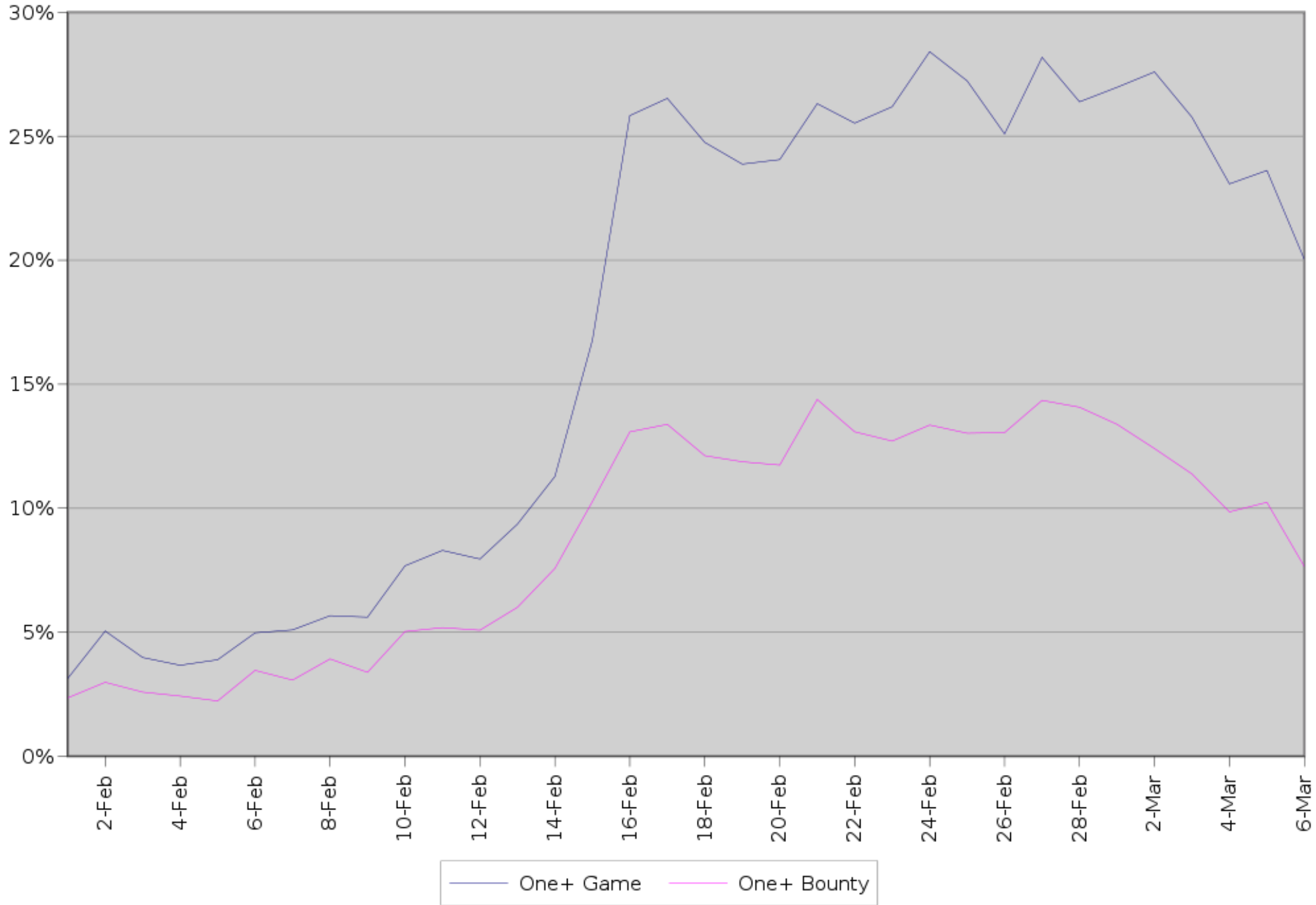


# Ranked vs Unranked Games

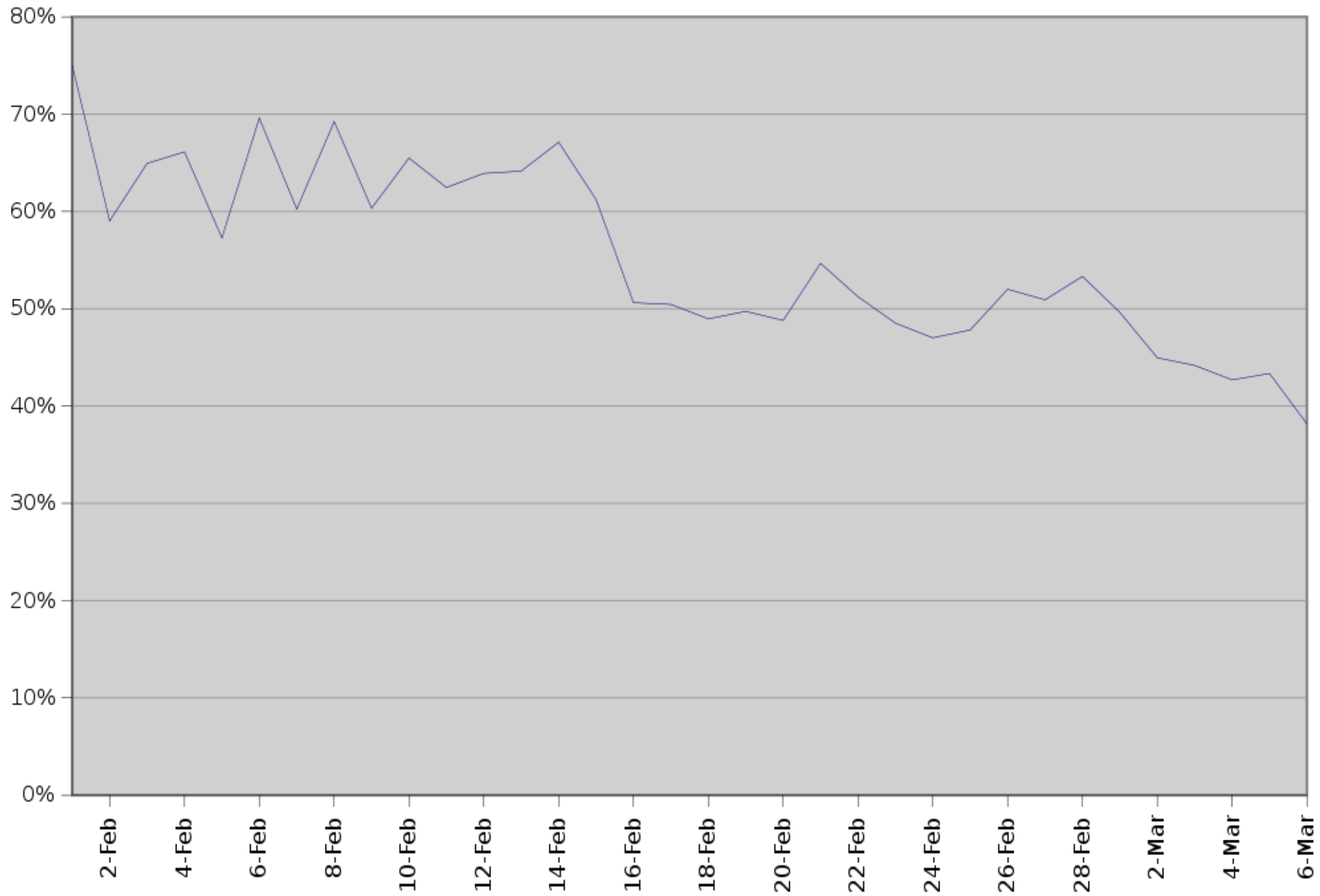




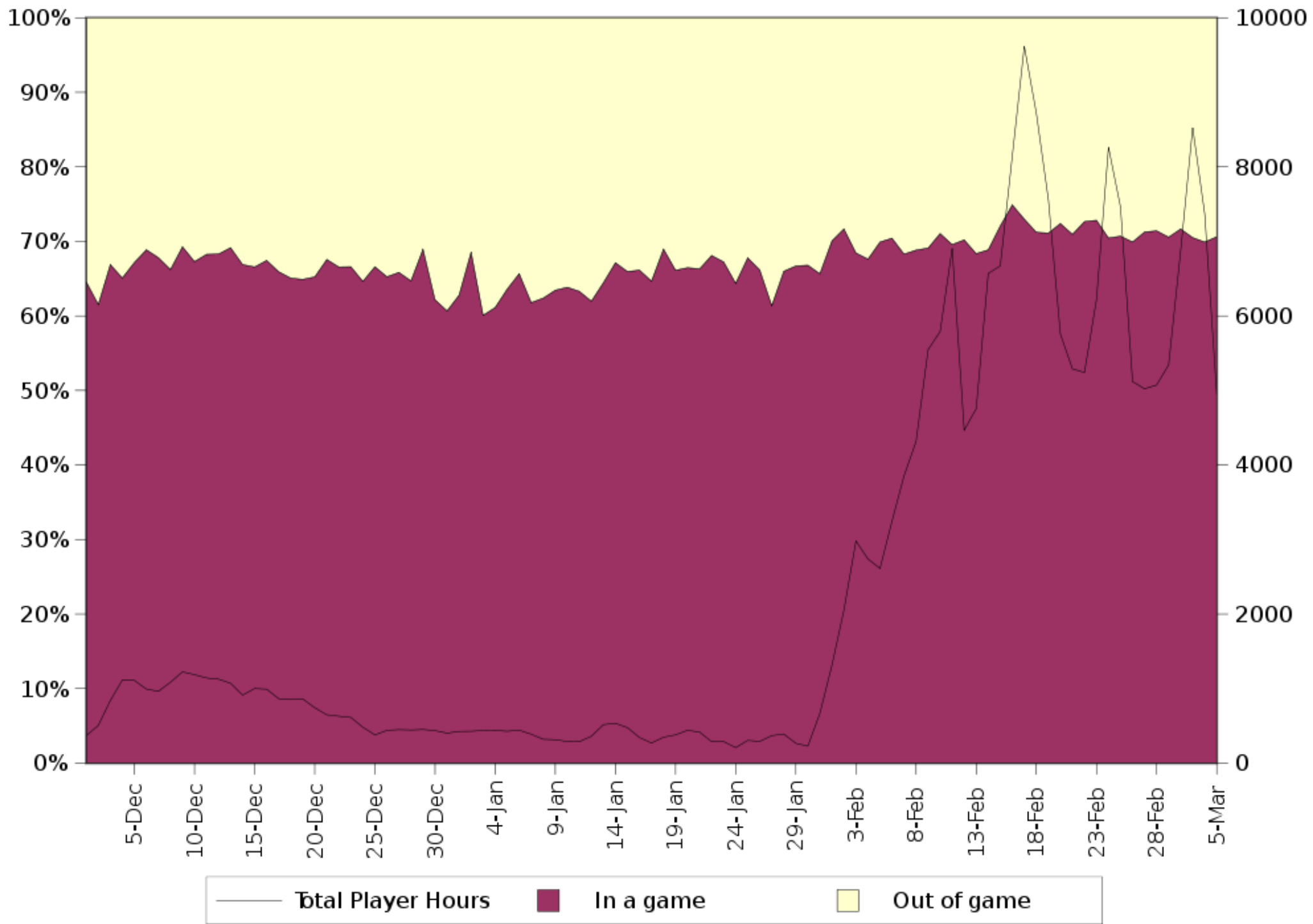
# Bounty Games and Completions



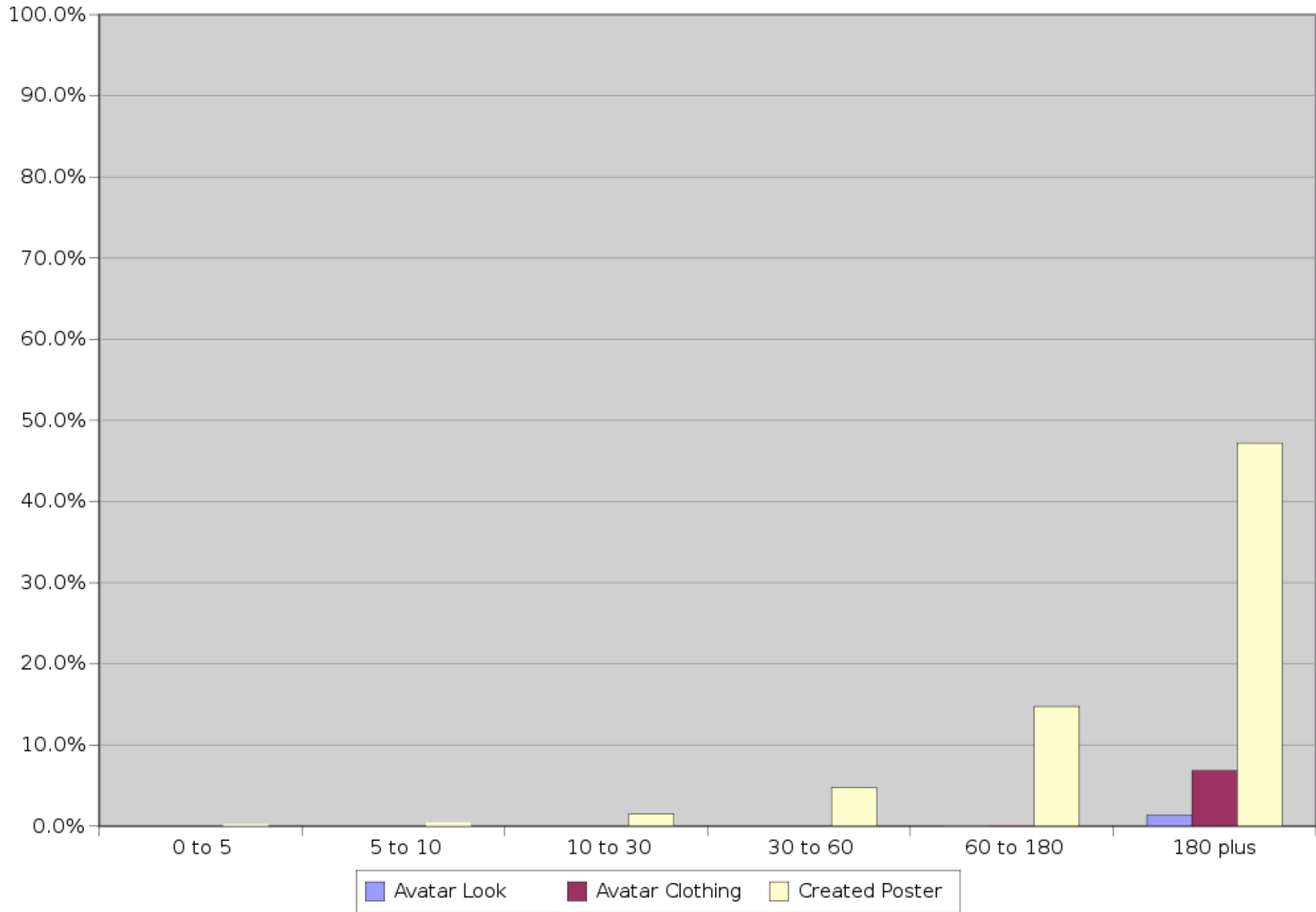
# Bounty Starters to Completers



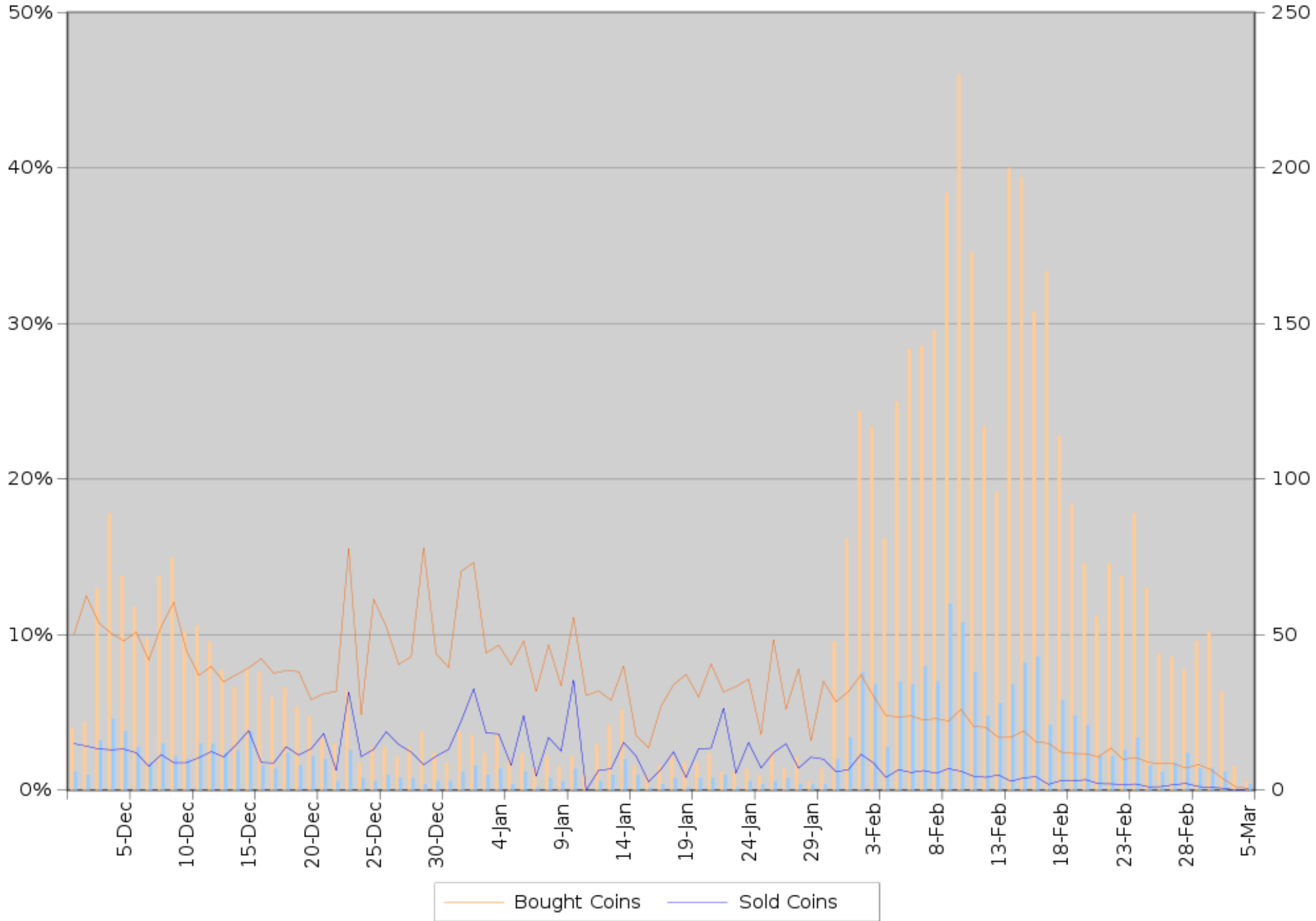
# Time In a Game vs. In "World"



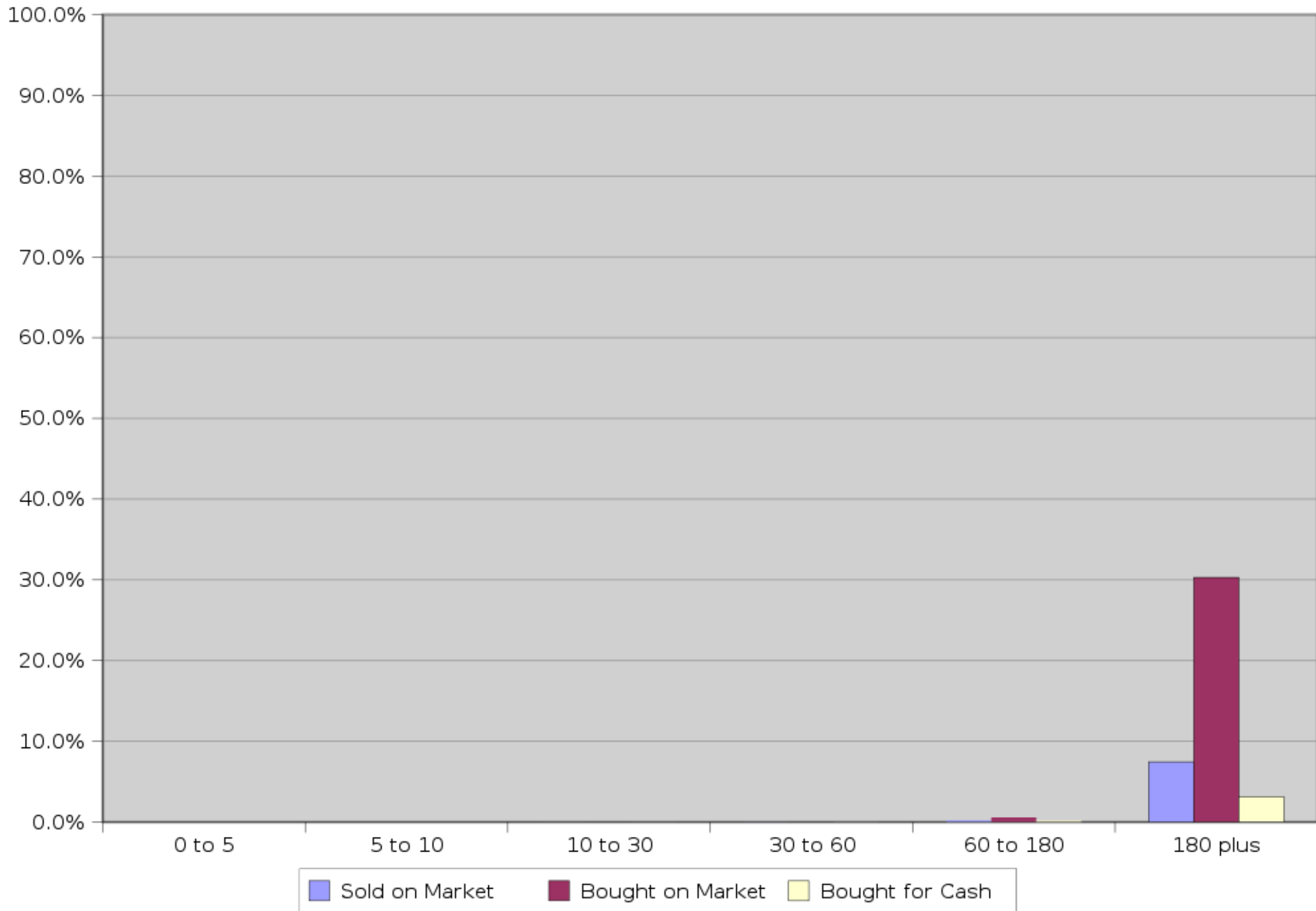
# Avatar Customization



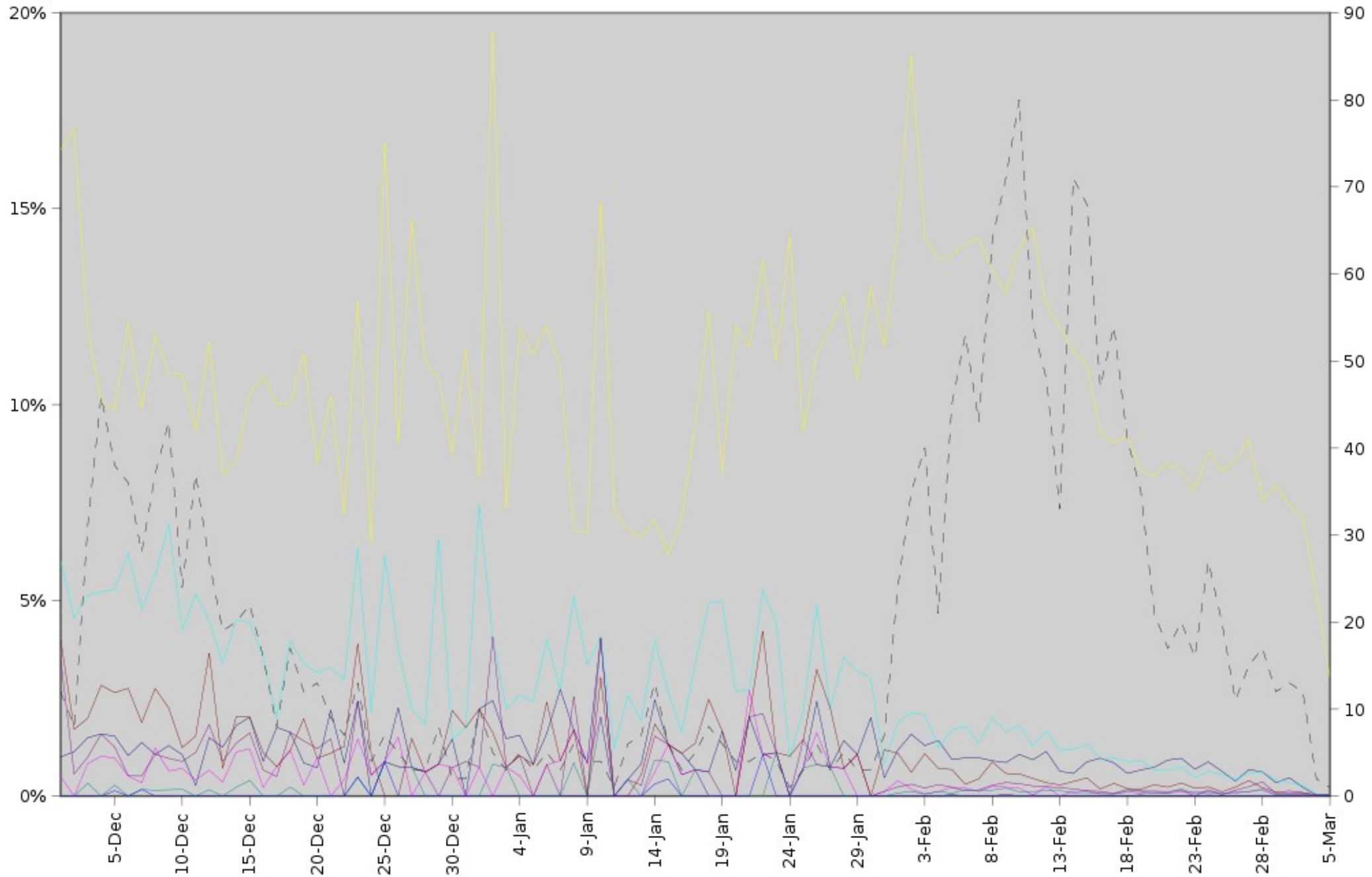
# Exchange Participation



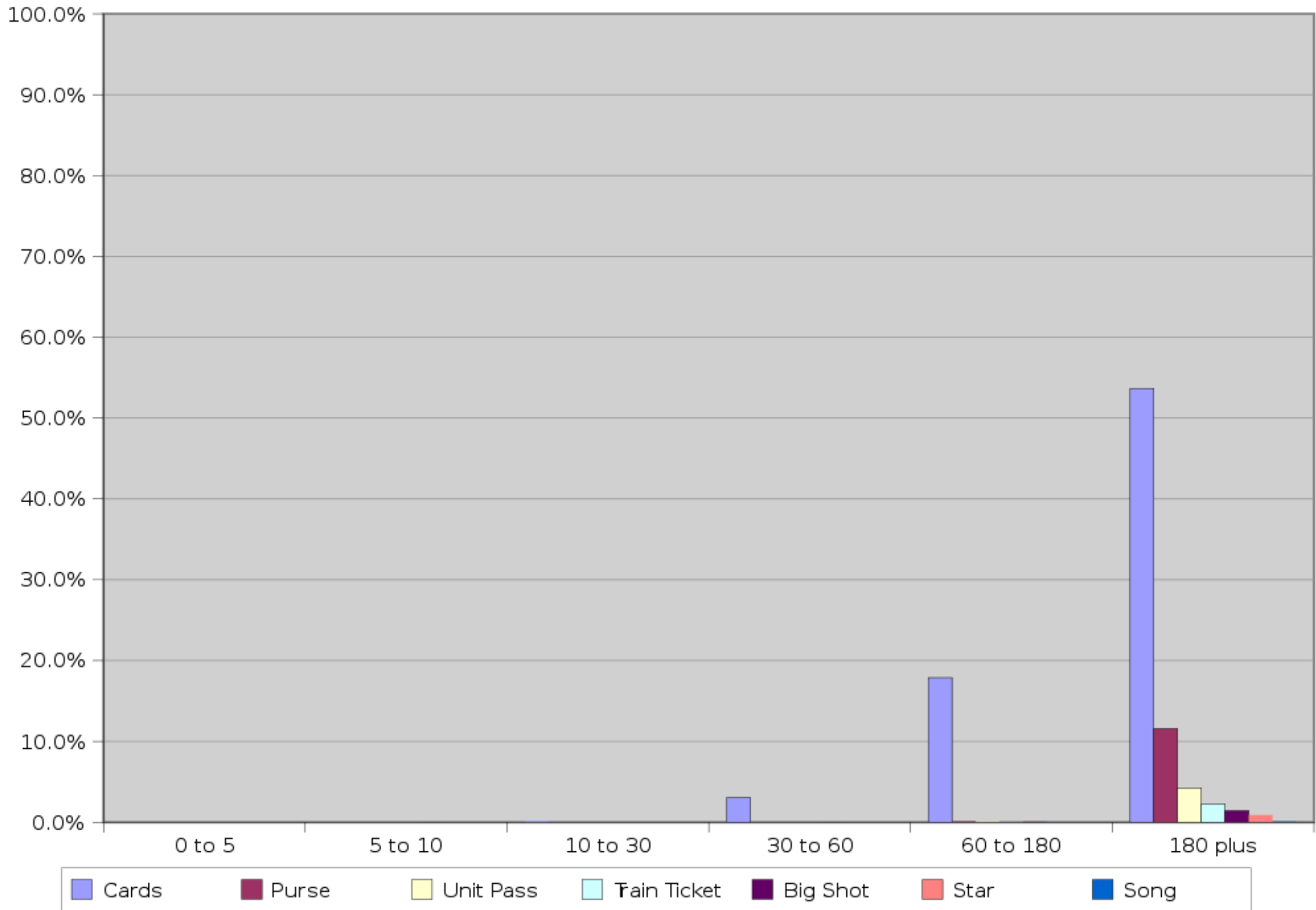
# Scrip/Gold Exchange



# Item Purchases

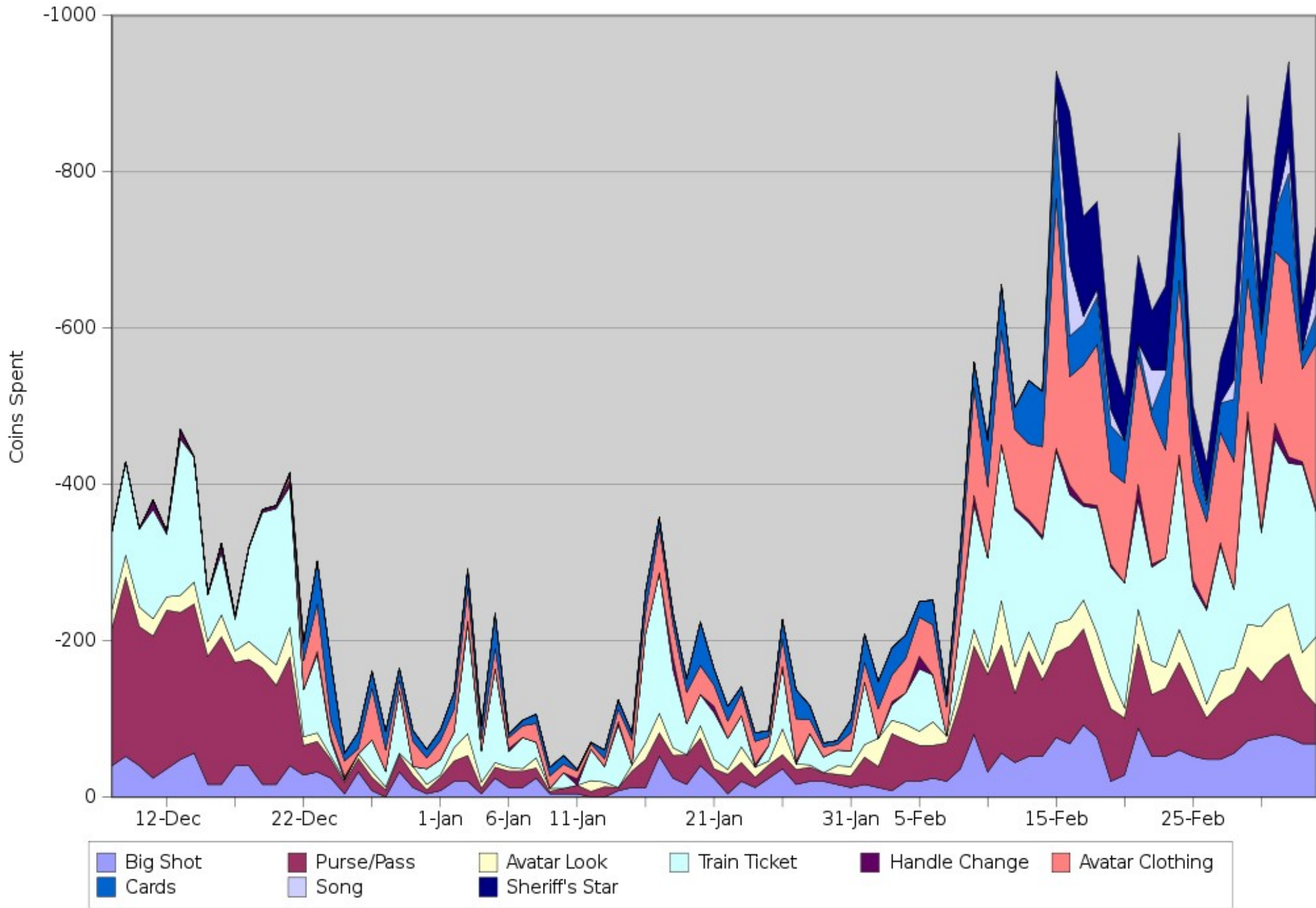


# Item Purchases





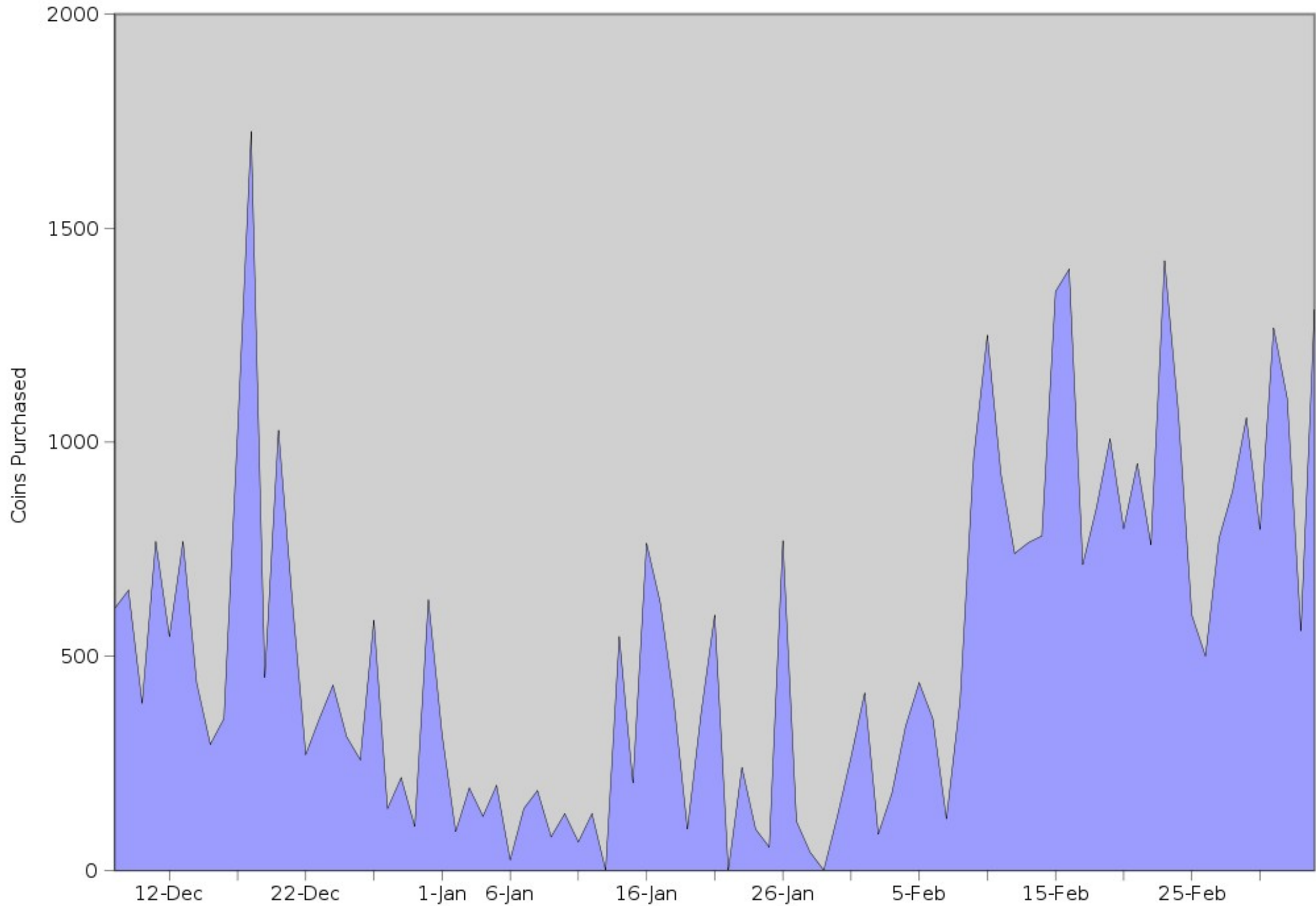
# Item Purchases by Coins Spent



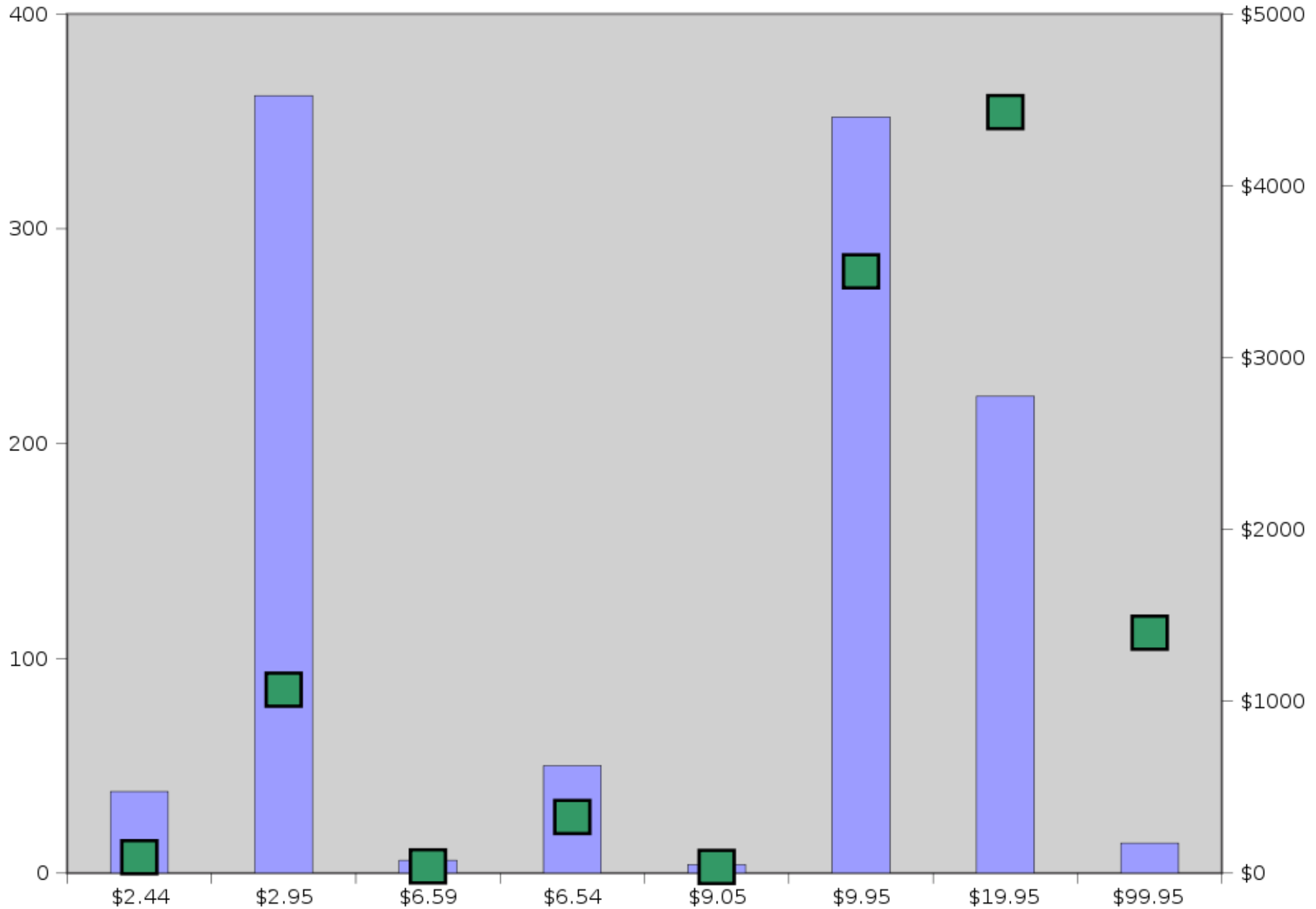
**BANG!**  
*Woody* ★

**A Few Graphs More**

# Coin Purchase by Volume



# Coin Buys by Package





**That's It Fer Bang! Howdy Pardners**



# Why Meta the SOY?



The Funnel of Doom

Sub-1.0 Viral Coefficient

Success of Pure Web-based Platforms

Ultimate Coolness of Player Creativity

Pretty Game Gardens but no Players



Three Rings

# Design and Tools



Ghost Game, Haunted Houses

Abandoning Genre, Generalising

Web 2doh Influence

Wiki, Email, Liquor, Hand-Waving

Flash 9, Google Web Toolkit (GWT)

ooo code: Narya, Nenya, Vilya, client port



Three Rings



# Buzzword Enableness



Web-based

Social Network

Player-Created Content

Virtual Currency

... Profits!



Three Rings

# Underpant Chronology



Feb-Aug: Ray's Lonely Months of Flash Fun

Sep: Par Winzell joins team from Wisconsin

Nov: Bang! Howdy ships

Dec: Nathan Curtis saddles up

Jan: Robert Zubek comes aboard

Art team: Jon Demos, Brittney Lee



Three Rings

# More Underpants



Fun

Smooth Player Adoption Experience

Friend Assimilation

Authoring Tools

What (they) Really Really Want?

Who are they, anyway?



Three Rings

???



Beta and Launch Strategy

Partnerships?

Advertising?

Creator Payments?

Naysaying Disaster Scenarios du Jour

Scaling

Whirled Domination



Three Rings



Enough Jabber, Let's See It!