**Incremental Games**

**General Questions**

1. For a game that focuses on prestiging (AdVenture Capitalist might be the clearest example), what is the optimum strategy?  When should you reset?
2. How do you keep the game progression interesting for the player?  (Great post from the designer of AdCap about this: [http://www.reddit.com/r/incremental\_games/comments/2lqzl8/creator\_of\_adventure\_capitalist\_here\_feedback/cm17o1a](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.reddit.com_r_incremental-5Fgames_comments_2lqzl8_creator-5Fof-5Fadventure-5Fcapitalist-5Fhere-5Ffeedback_cm17o1a&d=AwMFaQ&c=82NFg6qkAwmLf-ElsTDuMzmUibVPgLssK8WcsyJgSiA&r=DNOrzK01srqcmsIAssS92tVGp4wFn8MgfTvyfuQPQjg&m=xl_0PiVvr9AEHKHGoHOkkKZUlfsSV8dVmdkGTPN24XY&s=xALZ9bI3aEpAfXctHKKrOi9kPg7Czq0pWa6FeXK2rBc&e=))
3. How do you keep the game interesting for both paying players (who may have a x1000 multiplier) and free players?  How can new content engage both groups?  What should new content look like?  These games need constant updates, which require the developer to be able to quickly generate new and interesting content.
4. What sort of things can you sell in these games, and what is the impact on gameplay?  Can you keep purchasing compelling for people who want to spend $100?  $500?  $1000+?  (answer: yes you can, but how?)
5. If you run a special event (seasonal, holiday), how should that work?  What metrics do you specifically want to effect?  What are the free and paid experiences?  How do new players and old players have different experiences?

**Core examples to be familiar with:**

* **Progress Quest** (PC download).  Historically interesting as one of the first "idle" games, but ultimately only worth a quick look since it's actually non-interactive.  Mostly interesting from a psychology perspective of why people play games like this.
* **Cookie Clicker** (browser).  Probably the game that really kicked off the current generation of incremental/idle games.  Big innovations included cute concept, achievement system, and the "prestige" (reset) system.  There are also multiple "optimizers" available for this game: [http://www.diamondpants.com/CookieClickerOptimizer/](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.diamondpants.com_CookieClickerOptimizer_&d=AwMFaQ&c=82NFg6qkAwmLf-ElsTDuMzmUibVPgLssK8WcsyJgSiA&r=DNOrzK01srqcmsIAssS92tVGp4wFn8MgfTvyfuQPQjg&m=xl_0PiVvr9AEHKHGoHOkkKZUlfsSV8dVmdkGTPN24XY&s=YlcQljiwk82Mf8PmJdX4K85p7YvZVPMc7sP0Rp6HMMI&e=), [http://cookie.riimu.net/](https://urldefense.proofpoint.com/v2/url?u=http-3A__cookie.riimu.net_&d=AwMFaQ&c=82NFg6qkAwmLf-ElsTDuMzmUibVPgLssK8WcsyJgSiA&r=DNOrzK01srqcmsIAssS92tVGp4wFn8MgfTvyfuQPQjg&m=xl_0PiVvr9AEHKHGoHOkkKZUlfsSV8dVmdkGTPN24XY&s=mnh3eOChD_I6V8N_3RhsxFYz_hYkUc6wwfDfvCQcRJs&e=).
* **AdVenture Capitalist** (browser).  Most popular game on Kongregate.  Might be the first to incorporate IAPs (in app purchases) and be financially successful.  Innovations included offline earning, humor/charm, intentionally uneven progression, and of course purchases.  Has exceedingly high purchase rates and retention metrics.
* **Clicker Heroes** (browser).  Second-most popular game on Kongregate. Targeted the core gamer RPG (role playing game) demographic, great animation (reused from an MMO (massively multiplayer online) the team worked on), interesting upgrade systems, "gacha" box system, permanent upgrades from prestige currency.  Also financially successful.
* **Make It Rain** (mobile).  One of the first popular incremental games on mobile.  Has a clever hook, was fairly brutal with some punishing mechanics, has caps on offline earning (might not be wise).
* **Bitcoin Billionaire** (mobile).  Great graphical style, got a big feature by Apple.  Has a different feel from most of these games, requires more active play.
* **Idling to Rule the Gods** (browser).  Created by a single person; this game lacks polish and quality but still proved popular and moderately financially successful.  The mechanics are very different from other incremental games but players still found it very compelling, so it's worth a look.
* **Idle Mine** ([http://www.kongregate.com/games/Crovie/idle-mine](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.kongregate.com_games_Crovie_idle-2Dmine&d=AwMFaQ&c=82NFg6qkAwmLf-ElsTDuMzmUibVPgLssK8WcsyJgSiA&r=DNOrzK01srqcmsIAssS92tVGp4wFn8MgfTvyfuQPQjg&m=xl_0PiVvr9AEHKHGoHOkkKZUlfsSV8dVmdkGTPN24XY&s=tPnKU3CeswKWW9ICnBLNqUQq5XRUjcrfdmTD00QtOVk&e=)). This is purely an example of how even a super low-budget, ugly, ridiculous game can be incredibly popular and addictive - it was played over 6 million times, was the top game on Kongregate for over a month.  And it starts with badly-drawn poo.
* There are a few other examples that will come up, like Candy Box, In a Dark Room, Kittens Game, etc.  They're cool, but not quite in the same sub-genre of rapid-escalation incremental games that we'll focus on.
* [http://www.reddit.com/r/incremental\_games](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.reddit.com_r_incremental-5Fgames&d=AwMFaQ&c=82NFg6qkAwmLf-ElsTDuMzmUibVPgLssK8WcsyJgSiA&r=DNOrzK01srqcmsIAssS92tVGp4wFn8MgfTvyfuQPQjg&m=xl_0PiVvr9AEHKHGoHOkkKZUlfsSV8dVmdkGTPN24XY&s=G3L_RcnkZXgj9YTjJQkCHhQnuf5rh_7KeZmfF2N_QEc&e=).  A good resource for keeping a pulse on the newest developments and interesting elements in the genre.  In particular, there's a huge list here: [http://www.reddit.com/r/incremental\_games/wiki/list\_of\_incremental\_games](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.reddit.com_r_incremental-5Fgames_wiki_list-5Fof-5Fincremental-5Fgames&d=AwMFaQ&c=82NFg6qkAwmLf-ElsTDuMzmUibVPgLssK8WcsyJgSiA&r=DNOrzK01srqcmsIAssS92tVGp4wFn8MgfTvyfuQPQjg&m=xl_0PiVvr9AEHKHGoHOkkKZUlfsSV8dVmdkGTPN24XY&s=e0TxQtVhBQVHrpEWmJgdxaoFFqq8r9hgkggMql9Z4uo&e=).