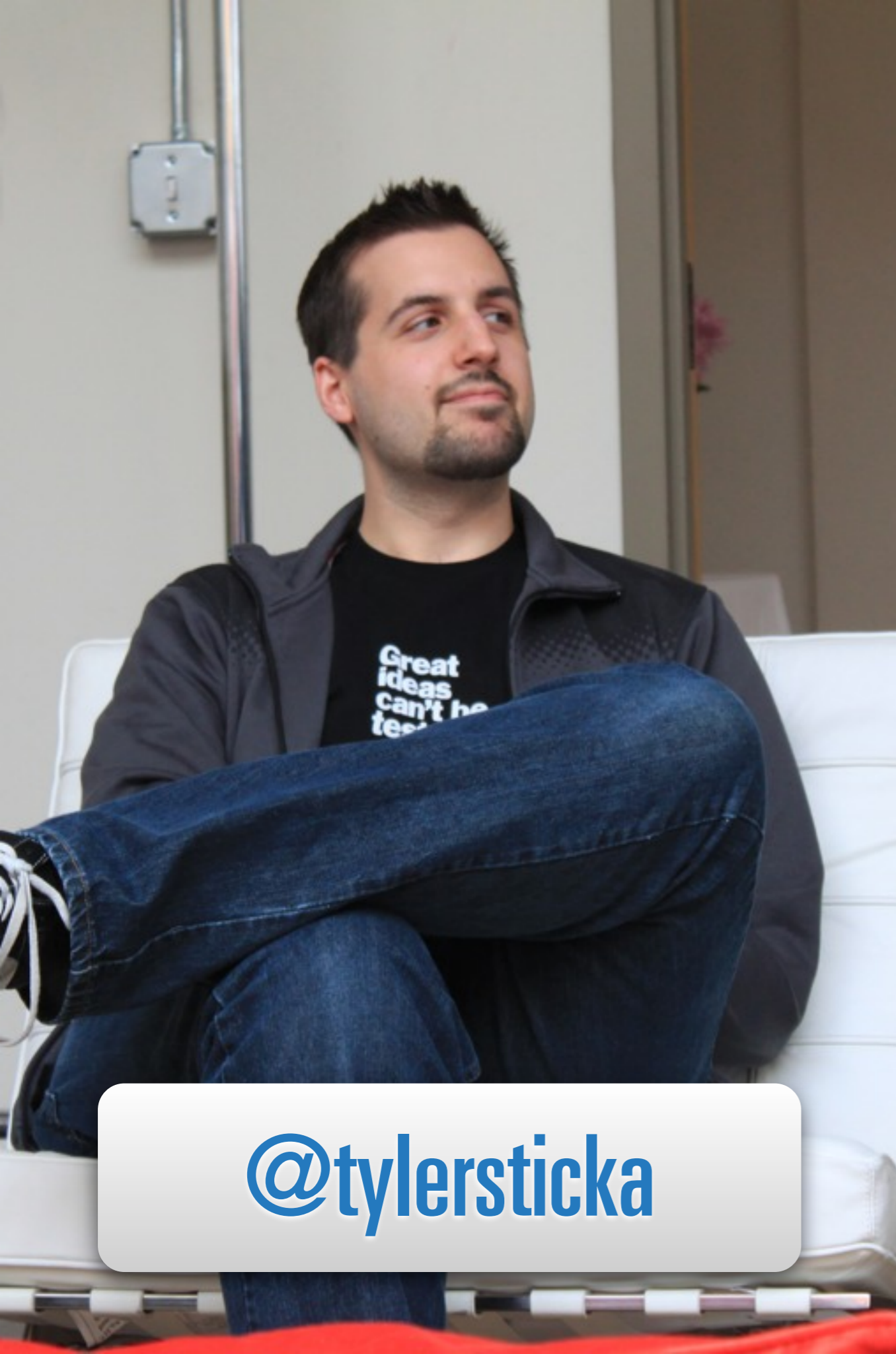




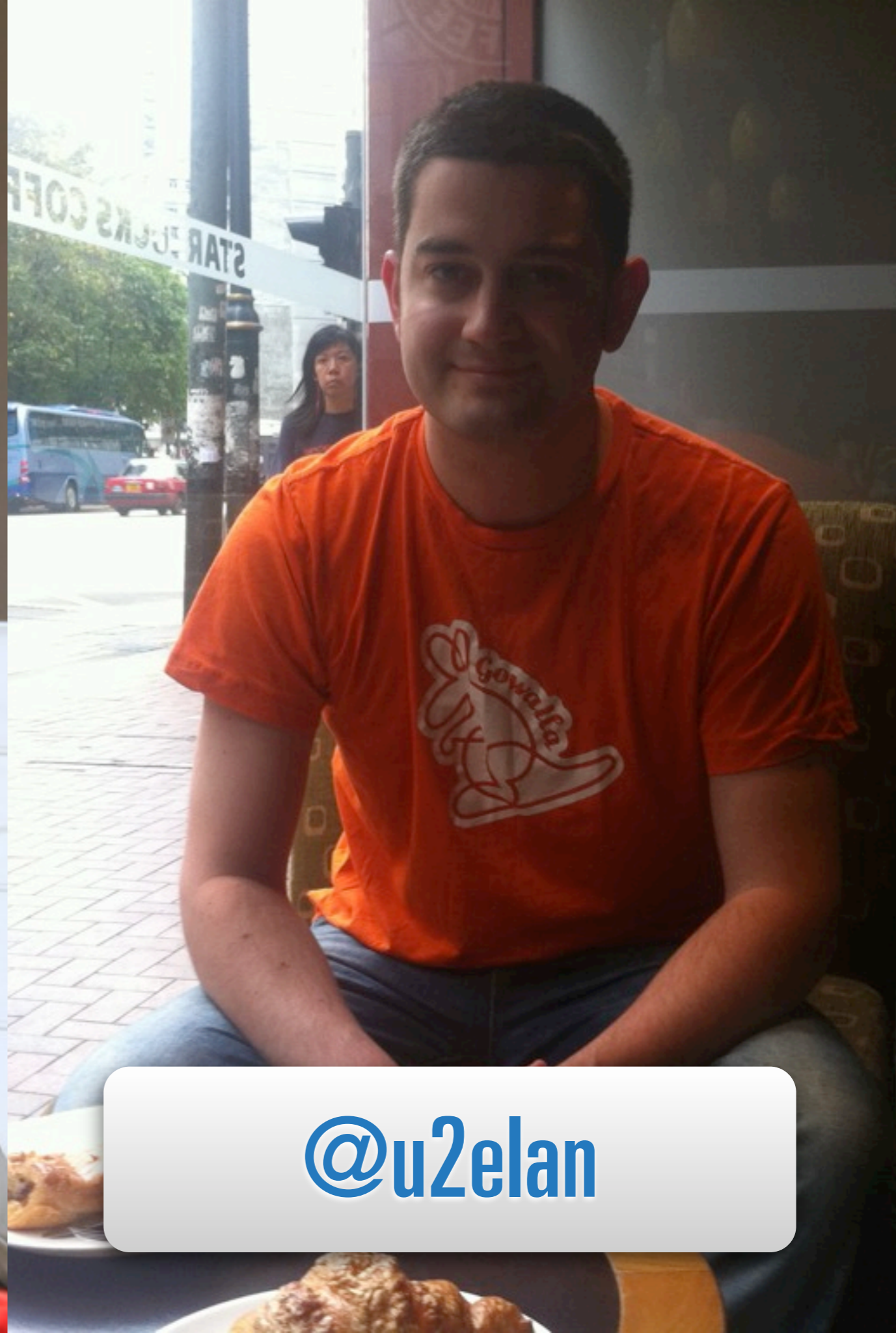
GO!

**HOW TWO GUYS MADE
AN iPhone GAME (AND
LIVED TO TELL THE TALE)**

WEBVISIONS 2011



[@tylersticka](#)



[@u2Zelan](#)



1 HISTORY LESSON



2006-2007



Ramps
www.newgrounds.com/portal/view/395817

About Newgrounds | Blogs | Chat | Downloads
FLASH PORTAL | AUDIO PORTAL | ART | GAM

Ramps by tylersticka

RAMPS

©2007 Tyler Sticka Version 1.0

Portfolio » Ramps | Tyler Stic x
tylersticka.com/2007/08/03/ramps/

TYLER STICKA INTERACTIVE DESIGN & ILLUSTRATION

Home | Interactive | Identity | Ill
Featured | Web Design | Games

RAMPS

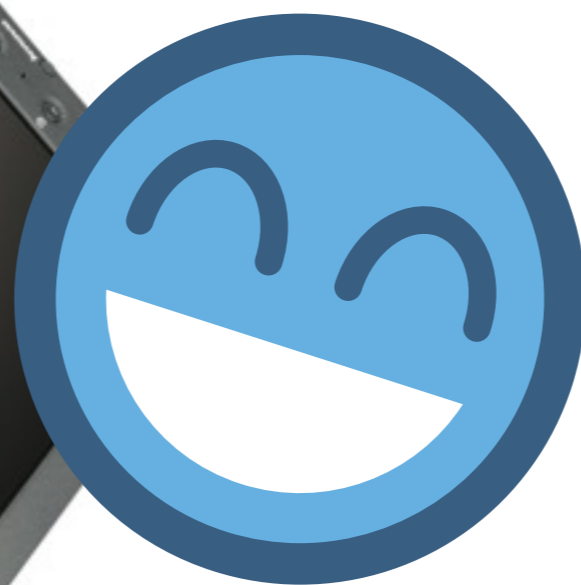
RAMPS Game v1.0 by -tylers x
tylersticka.deviantart.com/art/RAMPS-Game

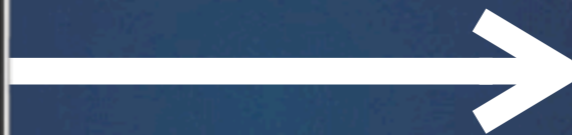
deviantART Search Deviant

OVER 1,000,000 PLAYS

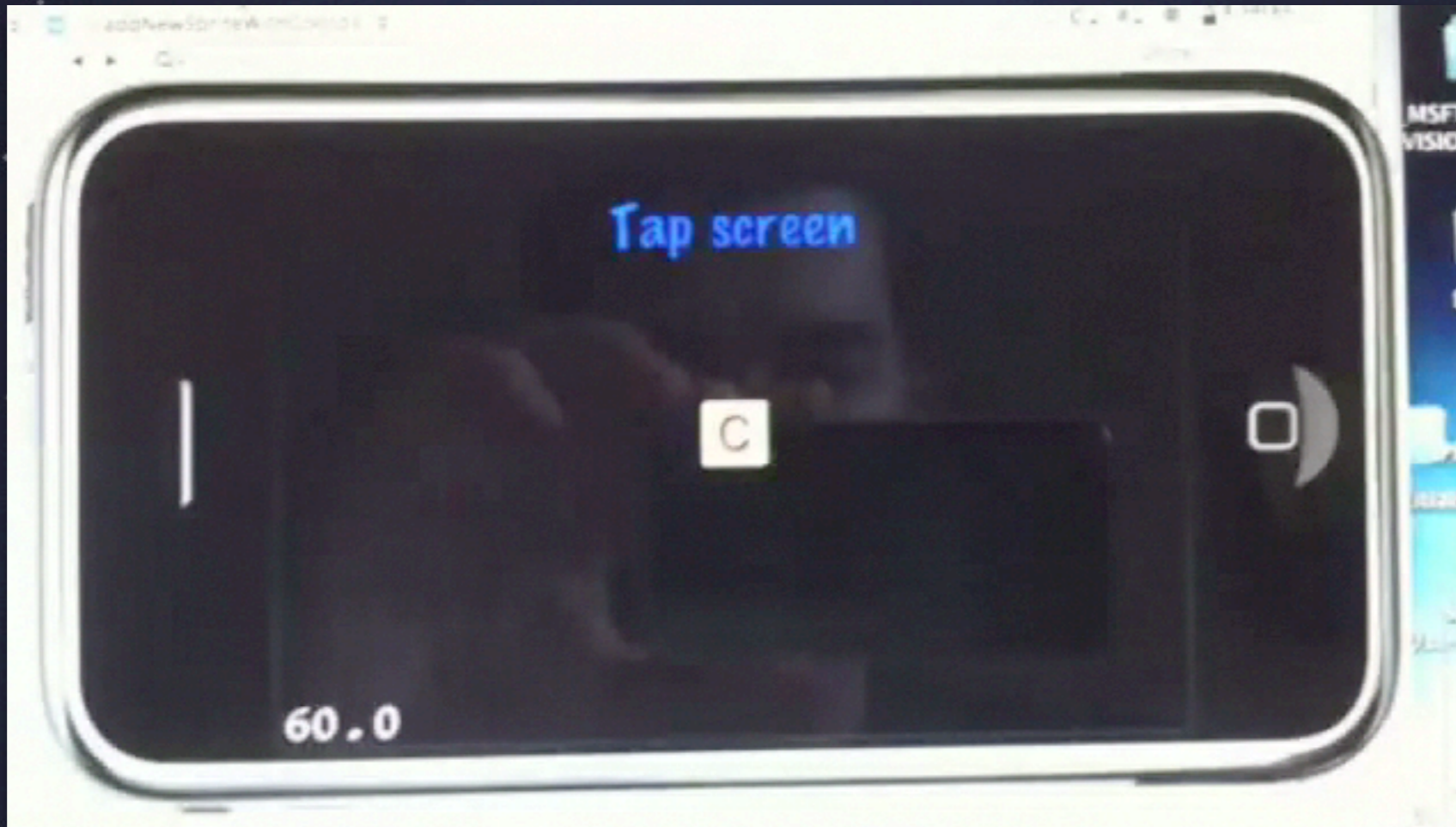


**THIS IS WAY
BETTER!**





(SOB STORY)



FIRST EXPERIMENTS



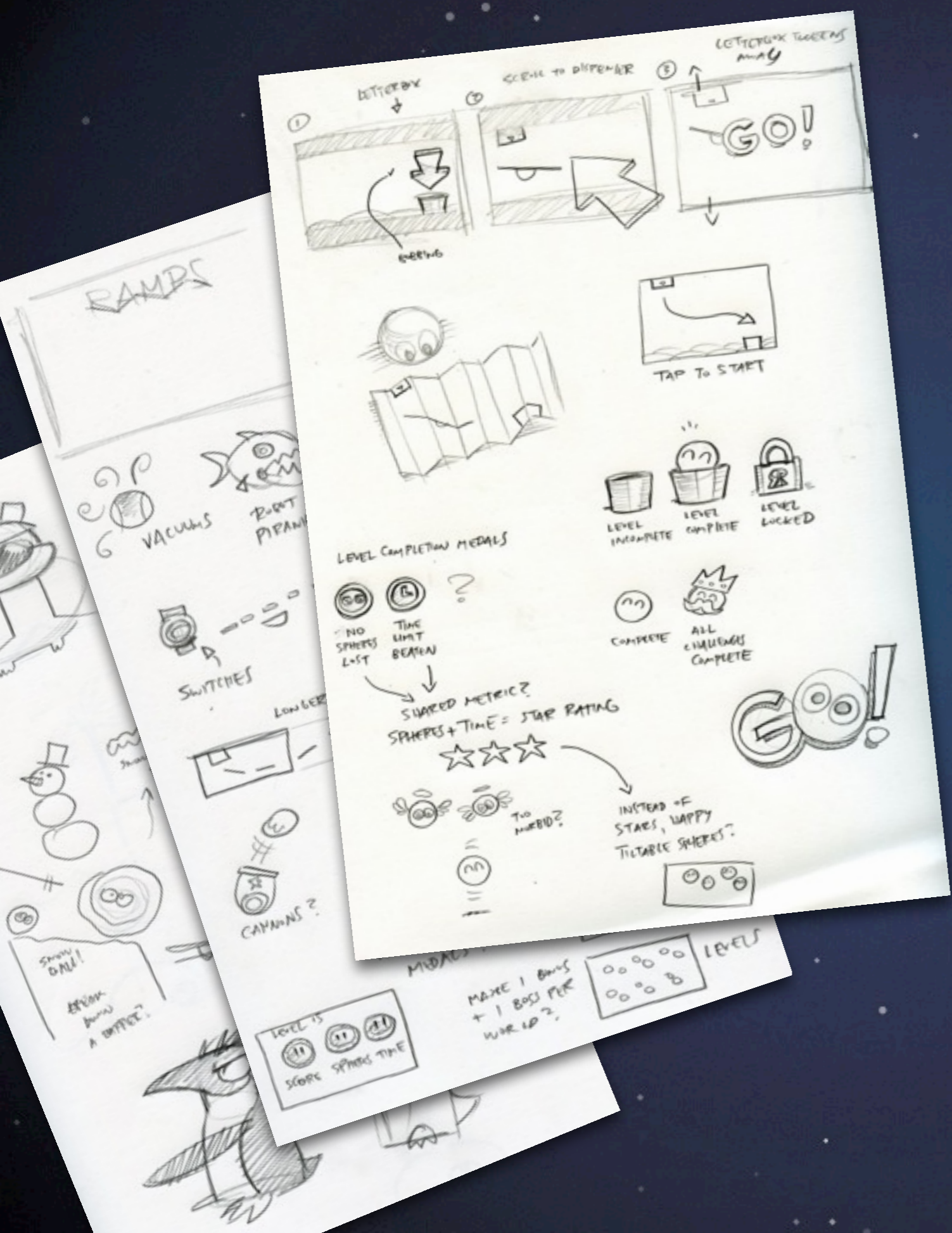
2 PROCESS

PRODUCT CREATIVE PURSUIT

A collage of images related to product design and creative work. The central focus is a wooden table with various items: a laptop on the right showing a software interface with a sidebar and a main workspace; a Starbucks coffee cup with a red and white design; a stack of smartphones in the foreground, some displaying hand-drawn sketches of product designs; a black pen and a notebook on the left. The background is slightly blurred, showing a dark chair and a person's legs in the distance. The overall lighting is warm and focused on the workspace.

**WE CHOSE TOOLS THAT HELPED US
COLLABORATE QUICKLY, LOOSELY, CHEAPLY:**

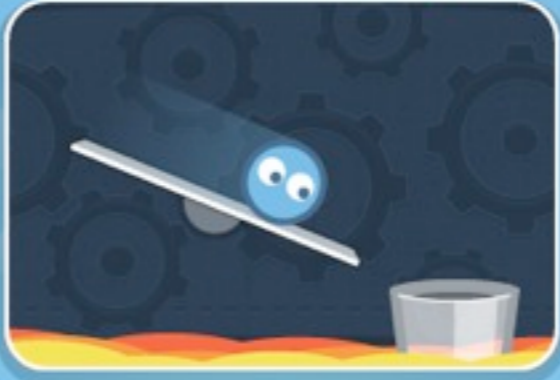




**WE AVOIDED
OVER-PLANNING**



WORLD 1 



WHY THE HECK NOT?

WE  SMALL DETAILS



SOLICIT FEEDBACK FROM YOUR PEERS



**(WAY FASTER THAN GRAPPLING)
WITH YOUR OWN SELF-DOUBT)**



2,489,600

2,489,600

2,489,600
HIGH SCORE 4,396,600

✓ 13-12
1/3 CHALLENGES COMPLETED

1/3

CHALLENGES

2,489,600
HIGH SCORE 4,396,600

2,489,600

High Score Tip
Complete levels faster to increase your score!
YOUR SCORE 100 HIGH SCORE 4,396,600

 **ITERATE!**

High Score Tip
Complete levels faster to increase your score!
YOUR SCORE 100 HIGH SCORE 4,396,600

WORLD COMPLETE!

GREAT JOB! YOU BEAT WORLD

IT LOOKS LIKE YOU MADE SOME
NEW FRIENDS ALONG THE WAY

NOW TRY BEATING THE REMAINING
17 CHALLENGES!

“WE MADE IT, SO IT’S OURS TO DESTROY. AND THAT’S LIBERATING AND EXCITING IN A REALLY CREATIVE WAY.” - JEFF TWEEDY



<http://www.flickr.com/photos/pietermorlion/5014362542/>

ATARI₂₆₀₀

E.T.* THE EXTRA-TERRESTRIAL



**IF A GAME DOESN'T FEEL
RIGHT, NO AMOUNT OF
MARKETING CAN MAKE
UP FOR IT**

**WIKIPEDIA SAYS THIS GAME LOST
ATARI \$100 MILLION**



3 RECEPTION



<http://www.flickr.com/photos/mukumbura/4180968389/>

CRAPCOOLMAN

FEELS





TRADITIONAL



EXTRA HIP

Silicon Florist 🌹

COVERED US FIRST, FOLLOWED BY...

THE APP INFORMER

IGN

SLIDE TO PLAY

148APPS

iFANZINE.com

APPOLICIOUS

APPMODO

DOWNLOAD SQUAD

APPSPY

TOUCHREVIEWS.net

...AND MORE (THANKS, EVERYONE!)

**“A NEAR-PERFECT MIX OF
SIMPLICITY AND ORIGINALITY
THAT MAKES IT A PRIME
EXAMPLE OF WHAT AN
iPHONE GAME SHOULD BE.”
- SLIDE TO PLAY**

<http://www.slidetoplay.com/story/ramps-review>



LIBRARY

- Music
- Movies
- Podcasts
- Apps

STORE

- iTunes Store**
- Ping

PLAYLISTS

- iTunes DJ
- My Top Rated
- Recently Added
- Recently Played
- Top 25 Most Played

iPhone iPad



RAMPS

Rotate the ramps and guide the ball to the hole in this week's selection, a simple and stylish physics puzzler that you won't want to put down.

iPhone GAME OF THE WEEK



MAD SKILLS MOTOCROSS

App Store Essentials
Hall of Fame

Get In Shape
App Store Essentials

iPhone

APP STORE QUICK LINKS

- Previous Picks: App of the Week
- Previous Picks: Game of the Week
- Great Free Apps
- Game Center
- Snow Sports
- Radio
- Special Education
- Football
- Apps from iPhone TV Ads
- App Store On Facebook

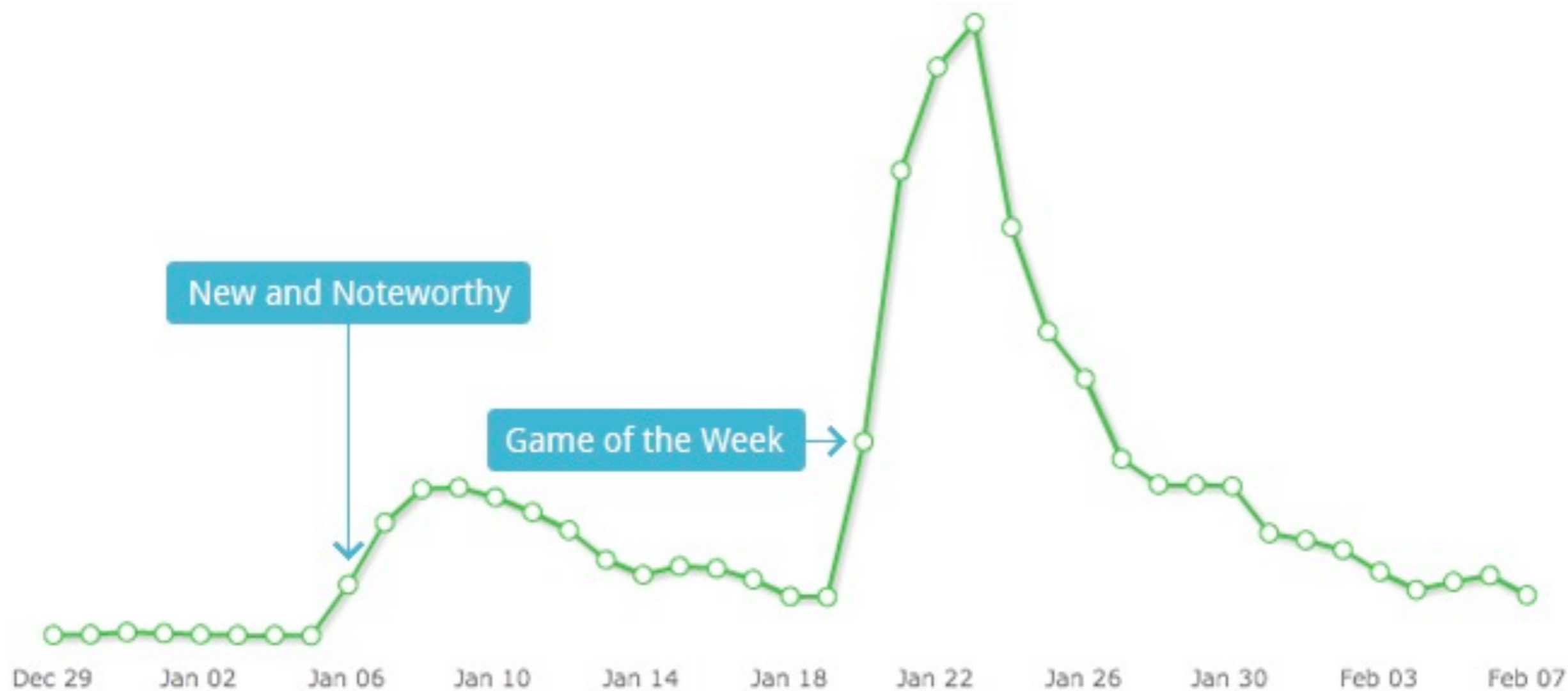
New and Noteworthy [See All >](#)

 PBS Entertainment	 Tiki Towers 2 Games	 Time Shutter - S... Travel	 GeoSpin Games	 Trickle for Twitter Social Networking	 Road Blaster Games
 Nike+ GPS Healthcare & Fitness	 Banzai Blowfish! Games	 Pose Lifestyle	 Wolfram Algebra... Education	 Rainbow Pony Games	 Wolfram Calculu... Education

TOP CHARTS

Paid Apps [See All](#)

-  **Angry Birds Games**
- Fruit Ninja Games**
- Burn the Rope Games**
- Cut the Rope Games**
- 8mm Vintage Camera**



New and Noteworthy

Game of the Week



Lima Sky

6. Doodle Jump - BE... \$0.99 >

★★★★★ 7276 Ratings



Robert Szeleney

7. Stick Stunt Biker \$0.99 >

★★★★★ 47 Ratings



Backabit

8. Ramps \$0.99 >

★★★★★ 91 Ratings



Featured



Categories



Top 25



Search



Updates



4 IF YOU REMEMBER NOTHING ELSE...



RESIST OVER-PLANNING



ITERATE OFTEN



LISTEN TO YOUR PEERS AND USERS



**ABOVE ALL ELSE, MAKE THE BEST
THING YOU CAN**



THANK YOU!



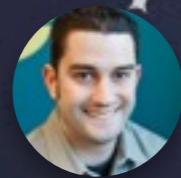
backabit



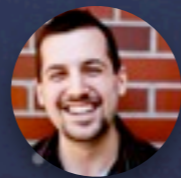
backabit.com



@playramps



@u2elan



@tylersticka