Nintendo Wi-Fi Connection Concept

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Nintendo Wi-Fi Connection Concept

- ## What is it?
  - – WFC vs. online games
- ## Where did it come from?
- ## What is the benefit?
  - – To consumers?
  - – To developers?
- ## What are the basic principles?
  - – Free, Comfortable, Simple

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Project House Party

- Aim of this project
  - Remove barriers so beginners will no longer feel intimidated by network games
  - Expand networks by meeting friends of friends
- When attending a party at a friend's house, the people you meet are more likely to become your friends due to the comfortable environment
  - This idea is the foundation of the Wi-Fi Connection principle of "Comfortable"

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User Expansion Strategy

- Nintendo is targeting users aged 5 to 95, both male and female

Non-Gamer

Casual Gamer

Core Gamer
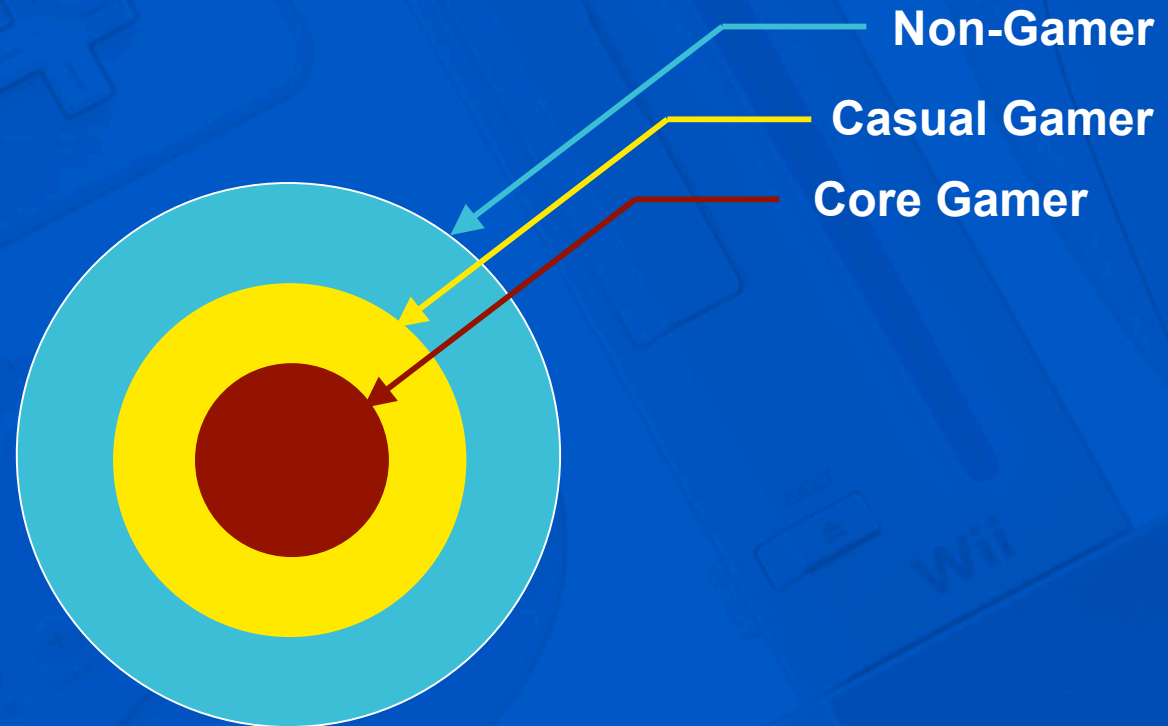
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User Expansion Strategy and Wi-Fi Connection

– To attract new players, Nintendo has sold many games such as Brain Age, Big Brain Academy and Nintendogs

– Particularly in Japan, sales of DS are equally divided between males and females, spanning all ages

– Bringing in new users

  • Both DS Touch Generations titles and the Wii/DS unique UI attracted many new users

– To attract new online users, a new direction and networking concept is needed

Previous Network Games

- Non-core players were hesitant to participate (psychological barriers)
- However, people love playing multi-player games.
  - For example, battling in "Pokemon Fire Red/Leaf Green" using the wireless communication adapter, etc. was very popular
  - Nintendo's vision is to create a comfortable online environment that feels as though you've invited friends over to play in your home

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The Four Obstacles

- Networks are hard to set up
- It's hard for new users like me to participate
- Bad people will ruin my online experience
- It costs too much to connect to a network

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WFC Concept in a Nutshell

- To overcome these barriers, Nintendo coined the three basic principles of Wi-Fi Connection:
    - Free : Overcoming financial barriers
    - Comfortable : Overcoming psychological barriers
    - Simple : Overcoming physical barriers

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Free

- Nintendo's approach to overcoming economic obstacles
  - This was Nintendo's response to the large number of online games with monthly fees or connection-based fees
  - Wi-Fi Connection titles can be played for free without limitations on play time
  - If it's free, beginners can participate without worry, and after they have fun playing their first game, such users will try other Wi-Fi Connection-compatible titles.
  - Nintendo Wi-Fi Connection branding becomes an attraction when shopping for a new game

Comfortable (Peace of Mind)

- The "Comfortable (peace of mind)" principle was adopted to overcome the two psychological barriers of "hard for new users to participate" and "worried about online people with bad intentions."
  - In order to play without worry, the user always has the option of playing only with friends
  - For example, by limiting communication to users who have traded friend codes, "Animal Crossing" allows exchange of items and messages

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The Friend Code

- To realize this "Friend" function, 12-digit "Friend Codes" are used

  – At first there were opinions that instead of 12-digit numbers, a freely chosen screen name would be better

  – Problems with using screen names include:

    • There is a high probability of duplicate screen names. When this happens, multiple reentries are required. (Conflicts with the "Simple" principle.)

    • It's possible to guess someone's screen name by trying different variations of their actual name. (Conflicts with the "Comfortable" principle.)

Simple

- The "Simple" principle arose from the vision of overcoming the "it's hard to set up" psychological barrier

- I want to try network games, but there are many router settings, account registration, and "things I have to do" in order to even start playing. Unless I have a computer savvy friend to help, I may just give up

Success of DS WFC

- Over 5M unique DS clients connected
  - Tetris DS
  - Mario vs. DK 2: March of the Minis
  - Mario Kart DS
  - Clubhouse games
- Due to ease of connection
  - No username and password
  - no barriers

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Benefit to Consumers

- Nintendo WFC Logo identifies each title as:
  - Free, Comfortable and Simple
  - All barriers removed
  - Reluctant consumers need not hesitate to try such a branded title

Great benefits to y'all

- Increased sales to core, casual and non-gamers
- Create Wii-specific games – give new gamers a reason to purchase your titles
- This new demographic is coming to us because of the Wii's unique UI... Please take advantage of it

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WFC Game Development

- Just say no to porting…but seriously folks, don't you want to be the designer creating the next great game genre?

- Keeping the Nintendo Wi-Fi Connection concept in mind during development planning will make your approval process go much smoother

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WFC Game Development: where to start

- **Go to warioworld.com, Nintendo Wi-Fi Connection page**
  - Read "Nintendo Wi-Fi Connection Overview"
  - Read "Nintendo Wi-Fi Connection Concept Guideline"
  - Submit "Wi-Fi Connection Development Tools User Agreement"

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