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## MARKET DRIVEN MOBILE GAMING TAXONOMY

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## **MARKET DRIVEN MOBILE GAMING TAXONOMY**

### **ABSTRACT**

This discourse describes a mobile game taxonomy that classifies mobile games into various main genres (e.g., action games, arcade games, role-playing games, music games, etc.) and further classifies the mobile games into various subgenres. For example, mobile games that are categorized as adventure games may be further classified into text adventure games, graphic adventure games, visual novel games, interactive movie games, etc. The main genre and/or the subgenre of a mobile game may be identified based on one or more game elements (e.g., game themes, game art styles, etc.) contained in the mobile game. Based on the identified main genre and/or the subgenre of the mobile game, a market analysis for the mobile game may be generated. For example, a market analysis for a particular mobile game may include a subgenre rank for the mobile game, suggested game elements for the mobile game, and a potential player profile for the mobile game.

### **DESCRIPTION**

Understanding the tastes, expectations, and desires of game players has been a topic of interest in the mobile gaming industry. This knowledge is important because it facilitates the player-centric design and helps game developers build mobile games that are better tailored to what the players want. A game element that works in one particular game genre may not work in another genre, and understanding which game elements are suitable for a particular mobile game is only possible if the game developers have a good game taxonomy to classify their mobile games. However, game taxonomy has not been studied as thoroughly as one might expect. For instance, although the mobile gaming market is growing at an exponential rate, there

is no generally accepted mobile game taxonomy. As such, it would be desirable to develop a mobile game taxonomy that classifies mobile games. The mobile game taxonomy may classify mobile games into various main genres and further classify the mobile games into various subgenres. Classifying a mobile game into a particular subgenre help game developers to discover the need of the targeted audience of the particular subgenre, and also allow game developers to receive detailed game development suggestions for the particular subgenre.

A mobile game taxonomy is a hierarchical structure that classifies mobile games based on shared game elements. The mobile game taxonomy includes main game genres defining the characteristics of the mobile games and one or more subgenres further defining the game elements of the mobile games. For example, the mobile game taxonomy may include main game genres such as action games, arcade games, brain and card games, casino games, location-based games, lifestyle games, music games, racing games, role-playing games, sports games, shooters games, strategy games, simulation games, and other main genres. Each of the main game genres may include one or more subgenres that further categorize mobile games into various types based on game elements. For example, action games may further be classified into platform games, shooter games, fighting games, and other subgenres. Appendix I includes diagrams illustrating an example mobile game taxonomy. By classifying mobile games into main genres and subgenres, the game taxonomy improves search performance.

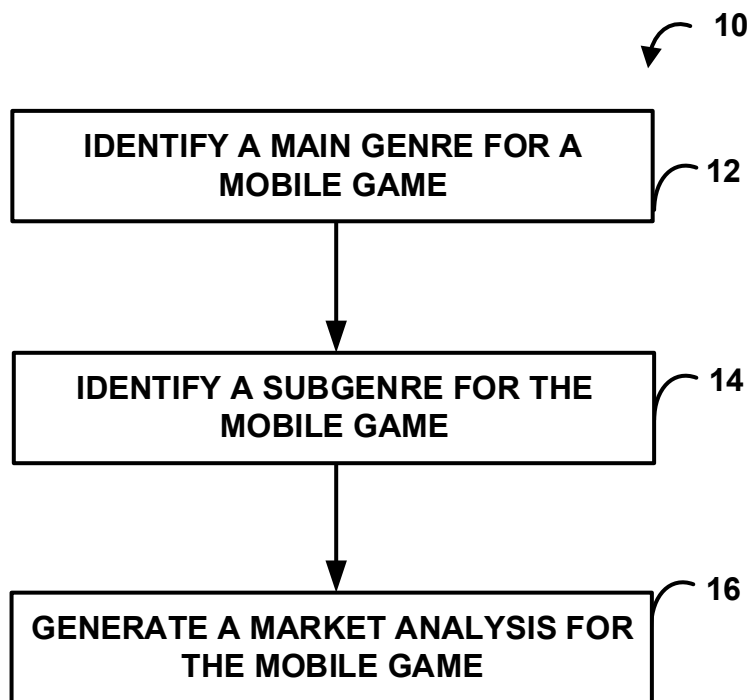
The mobile game taxonomy may be built using existing game classifications. For example, the main genres of the mobile game taxonomy may be determined based on a set of source data describing the mobile games and categories of the mobile games featured on an application store or a website. In some examples, the mobile game taxonomy may contain fifteen main game genres, including action games, arcade games, brain and card games, casino

games, location-based games, lifestyle games, music games, racing games, role-playing games, sports games, shooters games, strategy games, simulation games. Subgenres of the mobile game taxonomy may be manually identified based on game elements, such as game themes and game art styles. In some examples, the example mobile game taxonomy may further contain forty-one subgenres. For example, an action game may further be classified into the run and gun platformer game subgenre based on identifying shooting themes in the action game. As another example, a brain and puzzle game may further be classified into the coloring game subgenre based on identifying the game art style as picture-based. Although the mobile game taxonomy shown in Appendix I includes fifteen examples of main genres and forty-one examples of subgenres, it should be understood that these main genres and subgenres are merely exemplary, and the mobile game taxonomy described herein may be built to include more than these fifteen examples of main genres and forty-one examples of subgenres.

In some examples, a subgenre may be split into multiple subgenres based on the number of mobile games within the subgenre meeting a threshold. For example, a subgenre containing more than 100 mobile games may be ripe for splitting into multiple new subgenres. Splitting a subgenre into multiple subgenres helps to put the right keywords in front of the audience, thereby improving search performance.

In some examples, two or more subgenres may be merged based on the mobile gaming industry trend (e.g., due to reduced popularity). For example, a small subgenre may be merged with another subgenre to create a hybrid subgenre. As an example, the idol game subgenre and the RPG (role-playing game) subgenre may be merged as Idol/RPG hybrid subgenre. Merging two or more subgenres based on the mobile gaming industry trend helps to improve game product visibility.

Figure 1 is a flow chart illustrating a process for generating a market analysis for a mobile game using the mobile game taxonomy. Process 10 may be performed manually or by a computing system. A mobile game may be classified into a main genre of the mobile game taxonomy (12) based on the category of the mobile game featured on an application store or a website. Based on one or more game elements of the mobile game, the mobile game may further be classified into a particular subgenre of the mobile game taxonomy (14). After classifying the mobile game into the particular subgenre, a market analysis may be generated for the mobile game (16). The market analysis for the mobile game may be generated based on request or periodically, such as weekly, monthly, or quarterly.



**FIG. 1**

In some examples, the market analysis for the mobile game may include marketing strategies and market insights for the particular subgenre of the mobile game. For example, the

market analysis may include a potential player profile of the particular subgenre, the need of the potential players of the particular subgenre, popular game elements for the particular subgenre, competitive landscape analysis that compares the strengths and weaknesses of the mobile game with other mobile games in the same subgenre, etc.

In some examples, the market analysis for the mobile game may include a benchmark that facilitates performance measurement of the mobile game. For example, the market analysis may include a last-mile dashboard that helps developers to compare the performance of the mobile game with an overall benchmark of the particular subgenre.

In some examples, the market analysis for the mobile game may include game design suggestions for the particular subgenre. For example, the market analysis may include step-by-step instructions on guiding developers to design and optimize their game.

Generating market analyses for the mobile games based on the mobile game taxonomy provides various advantages. As an example, market analysis for the mobile games may allow application stores or websites featuring the mobile games to have a better content organization. As another example, market analyses for the mobile games may allow developers to improve search performance and user growth performance. Furthermore, market analyses for the mobile games may simulate innovation in the mobile gaming industry by providing clearer benchmarks to the developers.

It is noted that the techniques of this disclosure may be combined with any other suitable technique or combination of techniques.

Appendix I:

