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Case Study - Zapak

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Overview

Zapak Digital Entertainment Ltd. is India's largest gaming company that addresses the complete value chain of Digital Gaming. With currently 8 million registered gamers, Zapak.com is not only the largest casual gaming sites in the country but amongst the top casual gaming sites in the world. Zapak has a division, Jump Games, which is the leading Global publisher and developer of Online and Mobile Entertainment with global distribution across North America, South America, EMEA and APAC on 80 networks across 40 countries.

Problem Statement


Zapak already has thousands of games published on their website however they wanted to make their games more engaging by building in the following features in their games:

- User should be able to login through Facebook.
- User should be able to save his score on cloud after completion of particular game level.
- User should be able to see his rank globally as well as his rank among Facebook friends.
- User should be able to share his score on his wall.
- User should be able to invite his friends.
- Reward Management mechanism using which user can earn the rewards (Zapper Points) on completion of particular level or configurable logic on server side.
- User should be able to redeem his earned rewards.
- It should support game build for Android/J2ME/Unity.
- Zapak should be able to analyze and monitor data online and should be able to make reports on the data.
- Zapak does not want to invest in infrastructure for the same and solution should be in *Pay as You Grow* model.

Solution

To provide the solution of above stated problem, different App42 services were used and are explained below.

- **User should be able to login through Facebook**
The Facebook SDK was used to set up login on Android. However on J2ME App42 Social Service was used for the same function. Read [here](#) for implementation details on J2ME. On successful login by the Facebook user an OAuth token was received. App42 Social Service was used to fetch Facebook user profile (Facebook id, email, profile pic etc.) from the access token received after login. See [here](#) for details.
- **User should be able to save his score on cloud after completion of a particular game level**



[saveUserScore](#) method of App42 Scoreboard Service was used to save user score. This method accepts GameName/LevelName, Username and Score as input. Here the username was kept as Facebook id received from the Facebook profile. GameName/LevelName can be created from AppHQ console under Technical Service -> Game Service -> Game option. This will facilitate you to maintain different Leaderboards for each level inside your App.

- **User should be able to see his rank globally as well as his rank among Facebook friends.**
[getTopNRankers](#) and [getTopNRankersFromFacebook](#) were used to meet this requirement. The latter method also returns the profile info of users available in the leaderboard and was used to display user images and profile info against each entry in the leaderboard.
- **User should be able to share his score on his wall.**
[updateFacebookStatus](#) method of Social Service was used to update the status of user score on Facebook.
- **User should be able to invite his friends.**
Android Facebook SDK was used to implement it on Android. However on J2ME it was done through Email/SMS since the invite widget is not supported on these devices.
- **Reward Management mechanism using which users can earn rewards (Zapper Points) on completion of a particular level. This mechanism should not be on the client side as this logic will keep on changing from time to time and should be done on server side. Zapak should be able to change this logic if and when required.**
[App42 Custom Code Service](#) was used to implement this functionality. Custom code methods were written and deployed on App42 cloud which holds the logic of reward management and calls [earnReward](#) on meeting the criteria. This method was being called from the App after successful submission of user score. Zapak can modify the logic of this method any time by re-deploying this on the App42 Cloud.
- **User should be able to redeem his earned rewards.**
[redeemReward](#) method was used for the same.
- **It should support game build for Android/J2ME/Unity.**
Since App42 supports all these SDK there was no implementation required for this support.
- **Zapak should be able to analyze and monitor data online and should be able to make reports on the data.**
Zapak uses AppHQ console for the same and Pivot Analytics can be used for reporting purpose on App data.

Benefit

- Time to Market for the Social and Gamification features was reduced by 60%
- No infrastructure administration and management required from Zapak which allowed them to focus on their game.
- Cost reduction through Pay as You Grow model
- Higher Monetization through Social engagement feature.

Outcome

Two games from Zapak (Choota Bheema and Ben 10) were chosen to be enhanced by implementing the above requirements. These two Apps are now available on the App Store for download. There would be more games on the same lines in coming days from Zapak which use App42 features for social engagement.

Choota Bheem Android Game & Ben 10 Android Game

