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In the wake of the mass success of Animal Crossing New Horizon, I decided to take a look at the mobile game of the franchise called Animal Crossing Pocket Camp. Animal Crossing Pocket Camp genre does not sway the franchise in a different direction as its genre is still very much a community simulator. The game was made for all modern phones and tablets and is available on google play store, android store, and apple store for free. It was released worldwide on November 21, 2017 by studio NDCube, a subsidiary of Nintendo. The story for the game is that you are now the new owner of an empty campsite and your goal is to build up the campsite and attract new visitors. The games work as you collect and gain resources throughout the areas of the camp and also find new animals to invite to your camp. Animals in Animal Crossing are fully sentient and have traits like any humans possessing their own attitude, likes and dislikes. By using the resources, you find you are able to craft new clothing for yourself or new things for your campsite. In order to invite animals to your site, you needed to have built the correct items at your campsites and done enough quests to have a good relationship with them. The big components of the game would be the different hub areas you can go to find animals and resources. At each area, either your actual campsite, forest, lake, beach, or farm, you can find resources like fruit, fish, wood, and cotton. In the game, these items are required to complete quests for campers and to build items. The other major component is the customization features which allow you to arrange and customize your camp in any order. The customization allows you to change the color, location, and orientation of any object in your camp, as well as any object you are previewing to build. Another valuable component of the game is the relationship level you have with each townsperson. As you do quests, interact, or change the campers clothes you increase your relationship level with them. Every time you level the relationship up, you get essential materials you need for building and clothing. At certain relationship levels you unlock new items the campers would like you to build. As I said before, the game was made for mobile devices and tablets. I played the game on my phone, a Google Pixel 3.

What I really enjoyed about the game is how it brought over the look and feel of Animal Crossing to mobile. This is not something anyone who had not played any of the other games before would notice, but having played past titles it felt similar in a good way. I say this to other nintendo mobile adaptations really not feeling like their counterparts. The big example of this for me was Mario Kart which felt like you had no control of the cars and none of the actual driving experience like you do when you play Mario Kart. Pocket Camp, by using touch controls still allows you to perform all the actions and accessibility of previous games, just now with touch controls. While what you do in the game is similar to other Animal Crossing games, the method of how you do it is much different. This is because it was the goal of the developers. Pocket Camp revolves around how many actions the game will let you do before it decides you need to be stopped. Every villager will only talk or give you quests a certain number of times a day and then no more. Every object you craft, even ones you need to progress, have a crafting time. The number of fruit and fish that spawn are also set. Your progression is halted because the game wants you to spend money to speed up production, get more items, or even get more quests. This is my main problem with the game because in previous and the new Animal

Crossing game you are not held back. In real life, or a simulation of living in a community, you would not be told to wait 2 hours before getting supplies you need. If a character likes you, they go out of their way to talk to you, give you items, quests and invite you over to their house more often. If they are in a bad mood, they avoid you or tell you they are not feeling themselves. If you can't find fish you go to a new fishing spot, if you can't find fruit you go trade or buy it at a store. You are made to feel that the simulator takes relationships and gathering in the real world and puts them in the game in a realistic manner that is rewarding, not punishing you for being a good person in your community.

The game could really improve by having the only form of microtransactions be in the form of customization. It is a free game and the game needs to make money in some form, but by limiting and changing relationships to be time gated, it makes you feel less invested in the campers and the sense of comradery. People would be more willing to spend a few bucks to look cooler in game, then be told to stop playing the game or pay money. With the change from activities and ability to talk with campers not being time gated, I think the campers could also be changed to be a little more unique and have more dialogue options. That way you don't feel so much as if the game is trying to get you to spend money or do another activity, because in other games you talk to villagers like your friends about your interests, how their day was, etc. but in this game they feel like basic quest givers not your neighbors.

One thing I definitely have learned that I could employ in a game is knowing the line between what your fans like about your game and what is popular in games. Many mobile games are time gated like Pocket Camp and it is a popular method since it is an effective way to get money out of users. Though by the choices they made with Pocket Camp it made a lot of players who had been longing for a new Animal Crossing game, especially one they could play on their phone, instantly not want to try or get annoyed with an install because of this one choice. It is not a bad idea to incorporate a popular feature in other forms of media or games in your game,

but if it is one that takes away people's expected experience or is seen as greedy it will have a negative effect.

