ROBLOX DEVELOPERS CONFERENCE
Creating Great Cross-Platform Roblox Games

Claus Moberg
Who Am I?
Why Build For Multiple Platforms?
Revenue per Monthly Active User

Desktop ARPMAU | Mobile ARPMAU | Xbox ARPMAU

~2x!
What Makes a Great Roblox Game – For PC?
What Makes a Great Roblox Game – For Tablet?
What Makes a Great Roblox Game – For Phone?
What Makes a Great Roblox Game – For Xbox?
What Makes a Great Roblox Game – For VR?
Making great cross-platform games on Roblox is significantly different from building multi-form-factor games on other platforms.
Q: When are we going to get an API to tell us our player’s form factor?

A: Never (probably).
What Form Factor Is This Thing?
You build your game once, and it works on every platform we support today,

…and tomorrow.
Let’s Talk About HOW
Two Main Focus Areas

Controls

UI
New Tools

Two New Tools To Help You Build Great Cross-Platform UI:

• UI Layouts
• UI Constraints
UI Layouts

A really cool asset you should totally buy

Why should you buy this asset? Simply put,
UI constraints set particular rules for the size of your elements on a screen, so that they stay between a minimum and maximum size.
Good, responsive UI won’t help if your game is constantly crashing
Optimizing Performance
#1: Emulate all platforms in studio
#2: Test on as many different devices as you can
#3: Use the memory analyzer to address resource-intensive portions of your game
Take Advantage of New Features
Portrait Mode
Controls
One Single Overarching Principle...
FUN!
Thank you!