



Happy hour!

Animal Crossing: New Horizons

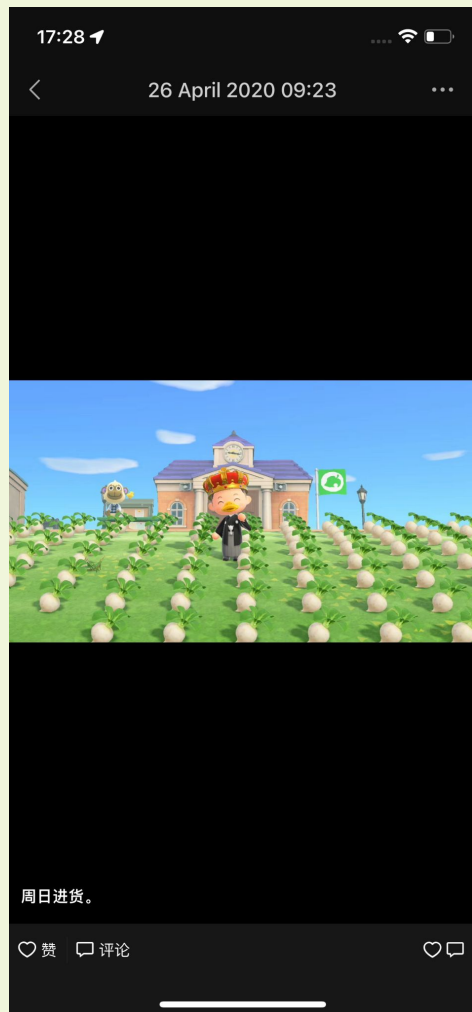


CHEGNKANG · スイカ島





CHEGNKANG · スイカ島





CHEGNKANG · スイカ島





CHEGNKANG · スイカ島

20:03

← Tweet

 **CHENGKANG**
@I_am_Cheng_Kang

#動物森友會 #AnimalCrossing
#ACNH #NintendoSwitch



01:06 · 25/03/2020 · [Nintendo Switch Share](#)

||| View Tweet activity

 Add another Tweet

20:03

← Tweet

 **CHENGKANG**
@I_am_Cheng_Kang

#動物森友會 #AnimalCrossing
#ACNH #NintendoSwitch



00:42 · 12/04/2020 · [Nintendo Switch Share](#)

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20:04

← Tweet

 **CHENGKANG**
@I_am_Cheng_Kang

#動物森友會 #AnimalCrossing
#ACNH #NintendoSwitch



13:10 · 28/04/2020 · [Nintendo Switch Share](#)

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20:04

← Tweet

 **CHENGKANG**
@I_am_Cheng_Kang

#動物森友會 #AnimalCrossing
#ACNH #NintendoSwitch



10:03 · 24/04/2020 · [Nintendo Switch Share](#)

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20:04

← Tweet

 **CHENGKANG**
@I_am_Cheng_Kang

#動物森友會 #AnimalCrossing
#ACNH #NintendoSwitch



20:57 · 04/05/2020 · [Nintendo Switch Share](#)

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CHEGNKANG · スイカ島



End.



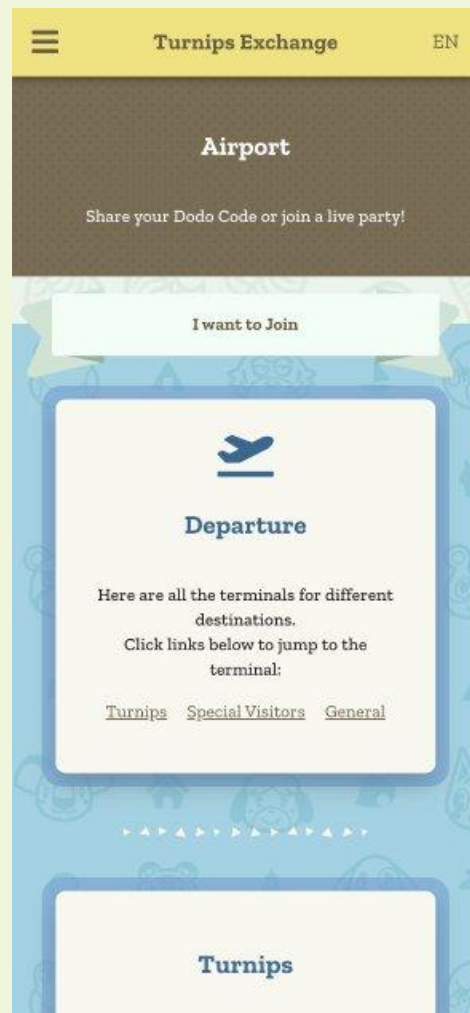
How I built a ACNH community, and what I've learned

Animal Crossing: New Horizons



Link Inc.

Turnips Exchange



Island Price Queue Action

スイカ	\$12	0	Sell
-----	------	---	----------------------

Tips not required! Please leave by the Airport. Multiple trips is okay but please

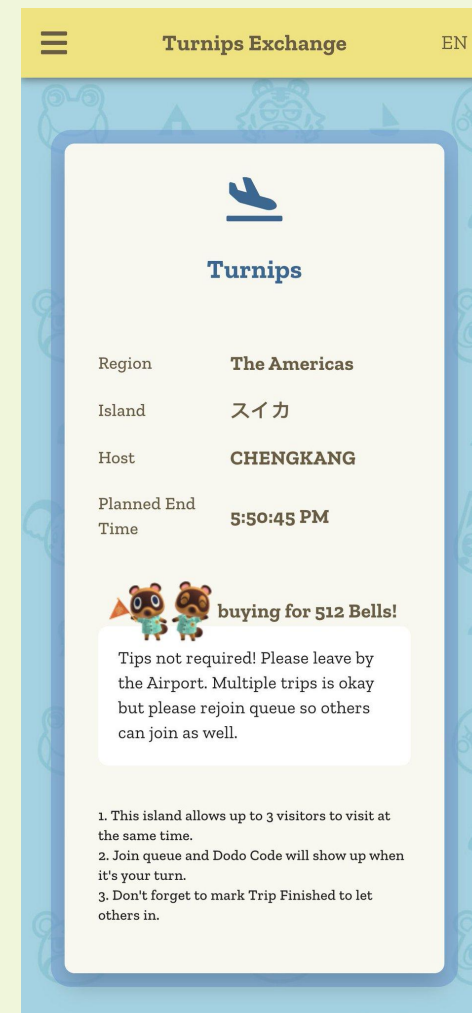
神秘岛	93	0	Buy
-----	----	---	---------------------

Special Visitors

Looking for something special?
Tip: click the arrow to preview message from Host.

Island	Visitor	Queue	Action
United States		0	View
United Kingdom		0	View

No message.



Turnips Exchange

20:33

Thread

Turnips Exchange @TurnipsExchange

[New Feature] Terminals!
An update has just been released!
Now you can create flights for different purposes: Turnips, Special Visitors, and General.
You will also be seeing some familiar faces on the website now 😊
Please try it out and feedback!



21:55 · 19/04/2020 · Twitter Web App

|| View Tweet activity

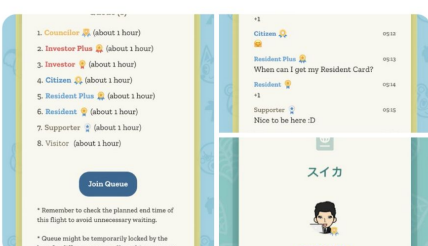
5 Retweets 1 Quote Tweet 22 Likes

20:34

Tweet

Turnips Exchange @TurnipsExchange

Here's how the badges and name highlights look like in Queue, Chat, and Passport. Get your badge now: patreon.com/turnips?utm_me...



Turnips Exchange @Turnips... · 16/04/2020
Warmest welcome to our Citizen #1 @FurryInLove !!! Your Citizen Badge has been activated, and your name will be highlighted in Queue and Chat! Also, many thanks to @FurryInLove, all ads are removed from the website from now on. Everyo...

18:50 · 16/04/2020 · Twitter Web App

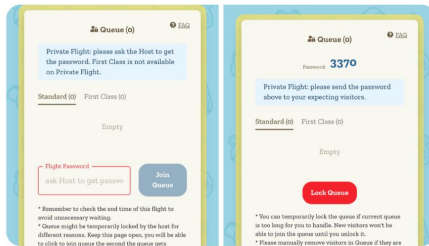
Add another Tweet

20:34

Thread

Turnips Exchange @TurnipsExchange

2. Private flight. If you want to open your flight to a closed group, now you can do that! A four-digit code will be generated for you when the option is selected.



19:23 · 28/05/2020 · Twitter Web App

|| View Tweet activity

6 Likes

Turnips Exchange @Tur... · 28/05/2020
Renlving to @TurnipsExchange

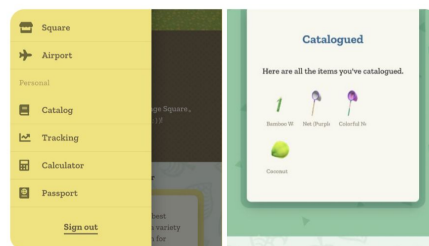
20:32

Thread

Turnips Exchange @TurnipsExchange

[New Feature]
I'll use this thread to announce a few new features.

1. Catalog
Now you can update your catalog and wish list on a new Catalog page. Your catalog list and wish list will be shown on your Flight and Passport page, so people know what you offer and what you want!



21:34 · 03/05/2020 · Twitter Web App

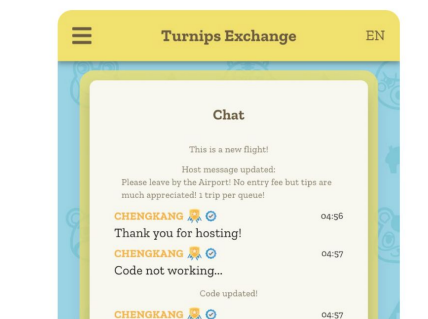
|| View Tweet activity

20:31

Tweet

Turnips Exchange @TurnipsExchange

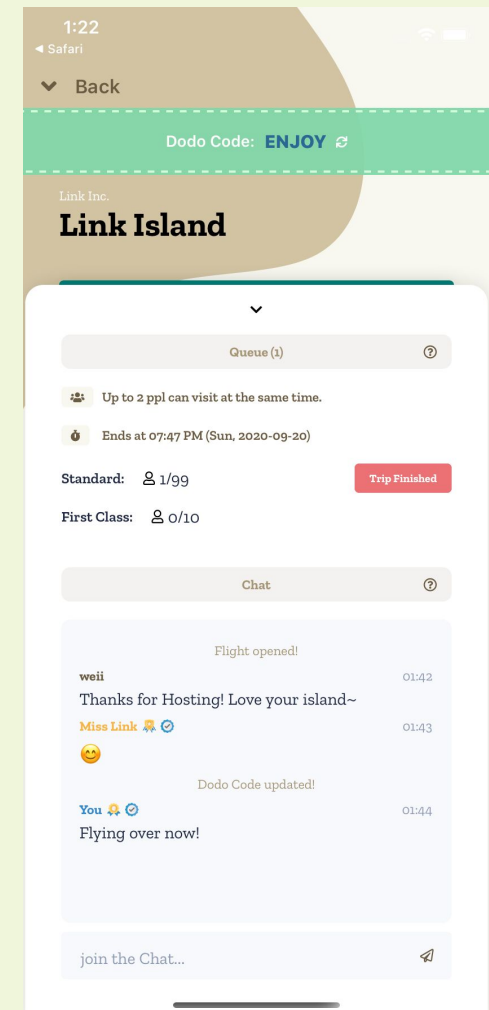
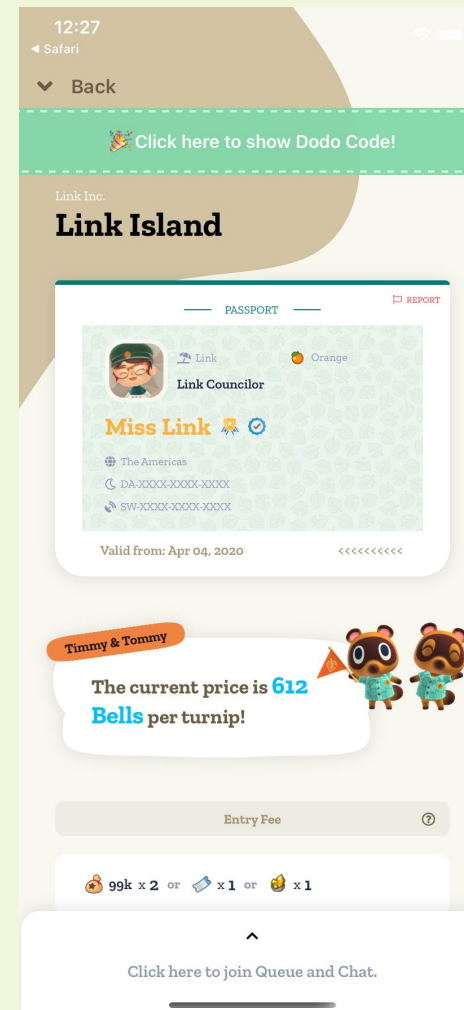
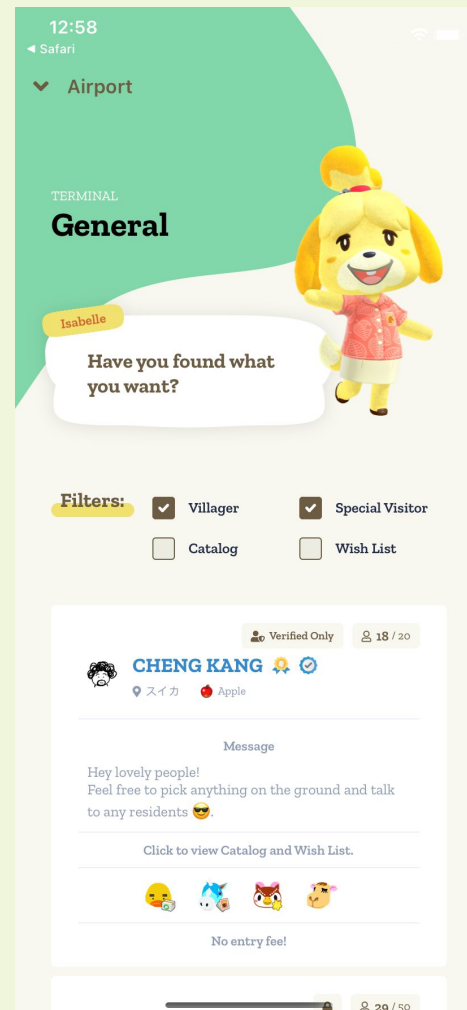
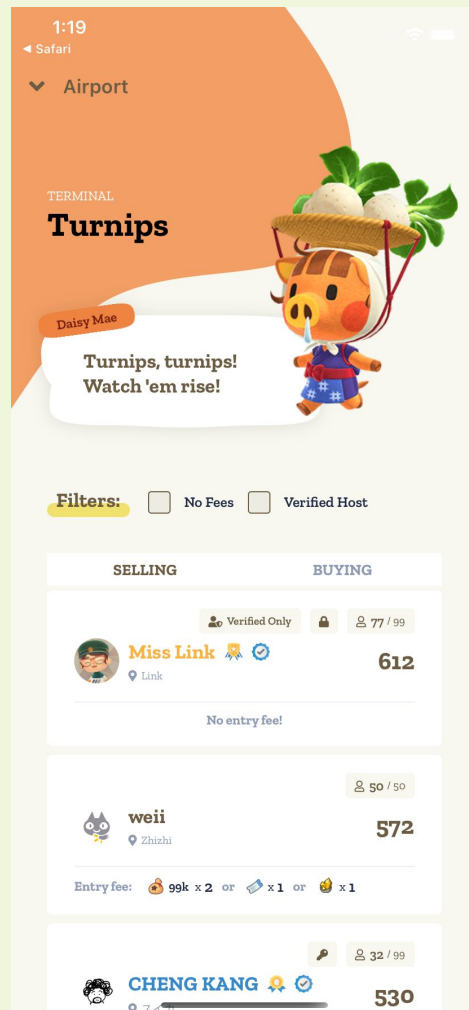
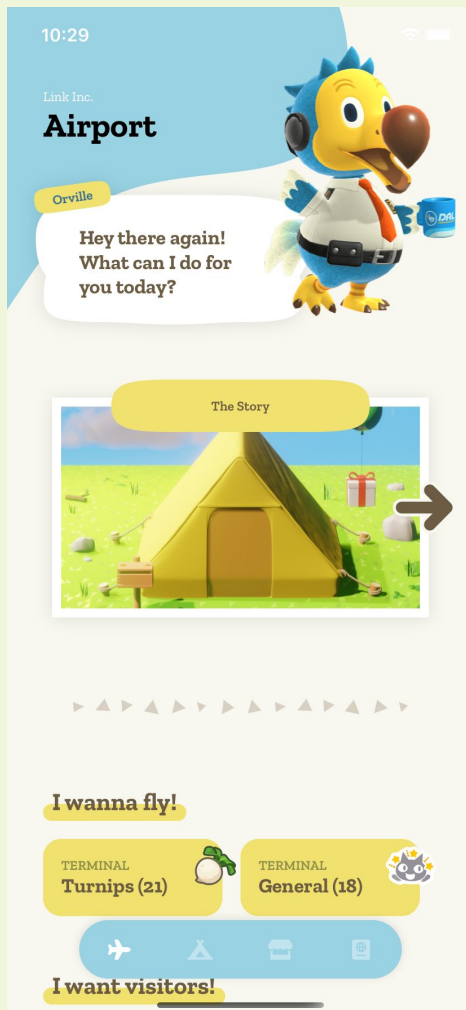
[New Feature]
Added some system messages for the Chat!
Now you will be notified in Chat if anything changes.
(If you are seeing some weird messages and not these system messages in Chat now, refresh the page 😊)



Add another Tweet



Link - The ACNH Community





Link - The ACNH Community

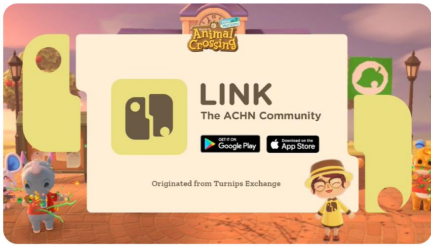
20:35

Thread

Pinned Tweet

Miss Link
@acnhdotlink

Good morning, everyone! I'm Miss Link!
I'm happy to announce that Link Airport is now open 🥳 Starting from today, I'll be broadcasting Airport updates and events here.
Download the app and connect with islanders from all over the world now!
acnhlink.page.link/app



09:00 · 05/10/2020 · Twitter Web App

View Tweet activity

Home Search Notifications 20 Messages 5

20:35

Tweet

Miss Link
@acnhdotlink

Wanna sell your Turnips on a high price island? Trying to expand your catalog? Looking for a new resident? Interested in a shooting star party? Visit the Terminals now!
[#AnimalCrossingNewHorizons](#)
[#LinkApp](#) [#TurnipsExchange](#)



09:00 · 05/10/2020 · Twitter Web App

View Tweet activity

Add another Tweet

Home Search Notifications 20 Messages 5

20:35

Tweet

Miss Link
@acnhdotlink

Open your island to visitors from all over the world! You can share the resources on your island - turnips prices, DIY, leaving residents - or invite visitors to watch shooting stars or water your flowers. Host a party and have fun!
[#AnimalCrossingNewHorizons](#)
[#TurnipsExchange](#)



09:00 · 05/10/2020 · Twitter Web App

Add another Tweet

Home Search Notifications 20 Messages 5

20:35

Tweet

Miss Link
@acnhdotlink

Join a queue and visit your most interested island in the Airport! Communicate with the Host and other visitors with Live Chat on the Queue. And don't worry about missing a flight, you will get a notification on your phone when it's your turn 😊
[#AnimalCrossingNewHorizons](#)
[#LinkApp](#)



09:00 · 05/10/2020 · Twitter Web App

Add another Tweet

Home Search Notifications 20 Messages 5

20:36

Tweet

Miss Link
@acnhdotlink

Filling your in-game information and get verified to help us build the most carefree ACNH community! When you see the verification badge, you know you can trust each other like family 😊.
[#AnimalCrossingNewHorizons](#)
[#TurnipsExchange](#) [#LinkApp](#)



09:00 · 05/10/2020 · Twitter Web App

View Tweet activity

Add another Tweet

Home Search Notifications 20 Messages 5

The journey 1/2

Patreon



Upgrade



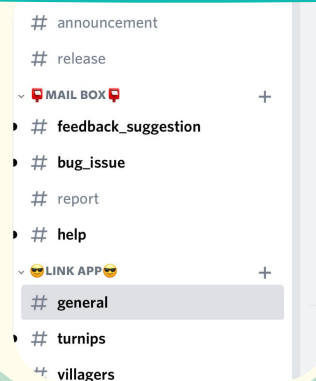
Launch



Twitter



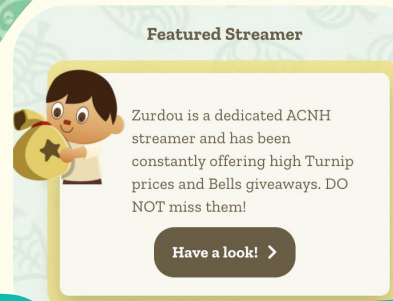
Discord



<https://turnips.exchange>
<https://patreon.com/turnips>
<https://twitter.com/TurnipsExchange>
<https://discord.com/invite/hy29EBb>

The journey 2/2

Streamer



Link Inc.

The Story

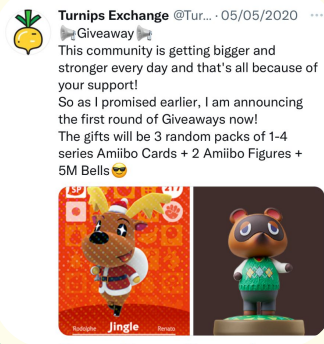
Miss Link · Feb 16, 2022

The Deserted unfamiliar to our story beg

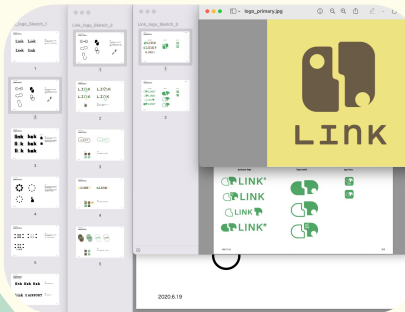
It was not too package. People excited since have had enou



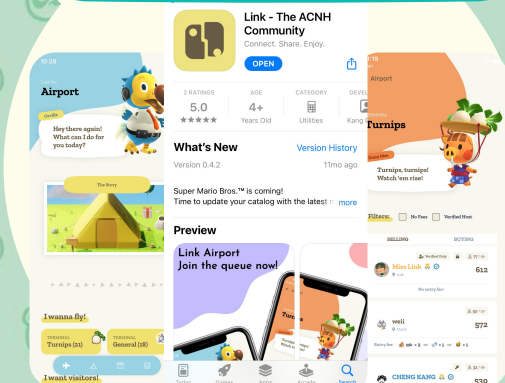
Giveaway!



Link App



Re-launch





Statistics

Worldwide:

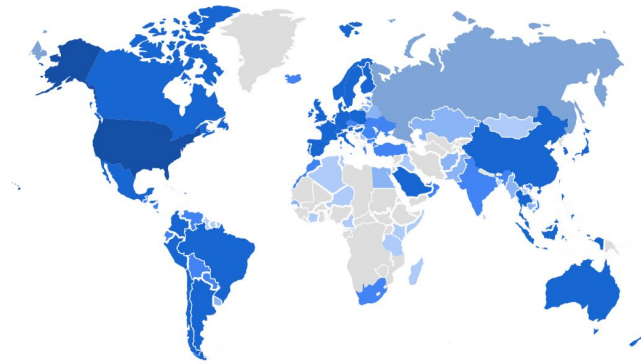
100k+ users

143/195 countries

5,837,260 visits

Top 7 countries with the most users

Users ▼ by Country



COUNTRY	USERS
United States	44K
United Kingdom	6.5K
Canada	5.3K
Philippines	2.6K
Australia	2.5K
Germany	2.3K
France	2.3K



Statistics

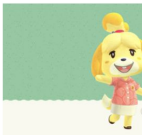
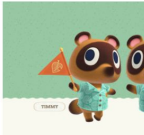
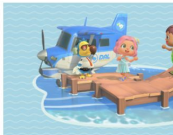
Community:

Twitter: 7k+

Discord: 1.5k+

Patreon: 200+

Patreon membership tiers

Supporter	Resident	Citizen	Partnered Streamer	Councilor
				
\$3 PER MONTH	\$5 PER MONTH	\$25 PER MONTH	\$50 PER MONTH	\$100 PER MONTH
Join	Join	Join	Join	Join
Includes: • Supporter Badge: supporter badge a name to show all v Turnips.Exchange. to your island and Show more	Includes: • Resident Badge: s residency in Turnip visitors ;D! • Highlighted in Queue your name will be h Show more	Includes: • Citizen Badge: this is , vote! • Highlighted in Queue your name will be high even special colour, er Show more	Includes: • Partnered Streamer & LIVE badge will make y • Live Stream: your live shown on your Flight p • Partnered Streamer & Show more	Limited (10 of 10 remaining) Includes: • Councilor Badge: be part of the council and help Turnips Exchange getting better like your own island! • Direct Involvement In Development: read and write Show more
 Includes Discord be	 Includes Discord be	 Includes Discord benef	 Includes Discord benef	 Includes Discord benefits

✍️ What have I learned from this project?



One common pitfall for indie developers is overlooking the importance of technical part and ignore the other aspects of building a product.

In fact, technical implementation is only a fraction of the whole project considering the whole process of: **Product Design, UI/UX Design, Technical Design & Implementation, Marketing, Customer Service.**



Iterate often & refactor later



Catch the window

- Take the market share
- Maintain and expand
- Improve over time



Use the right tech

- Web / Mobile / PC?
- Cloud services
- Avoid premature complexity



Keep the flow

- Feedback, feedback, feedback
- Take the drive
- Build a team



Connect with user & let them help



Interact

- React quick
- Be public
- Engage users



Respect

- Be mindful & inclusive
- Be patient
- Be flexible



Connect

- Communicate frequently
- Ask for help
- Encourage contribution



People are willing to pay



Ads

- Find the most suitable ad format



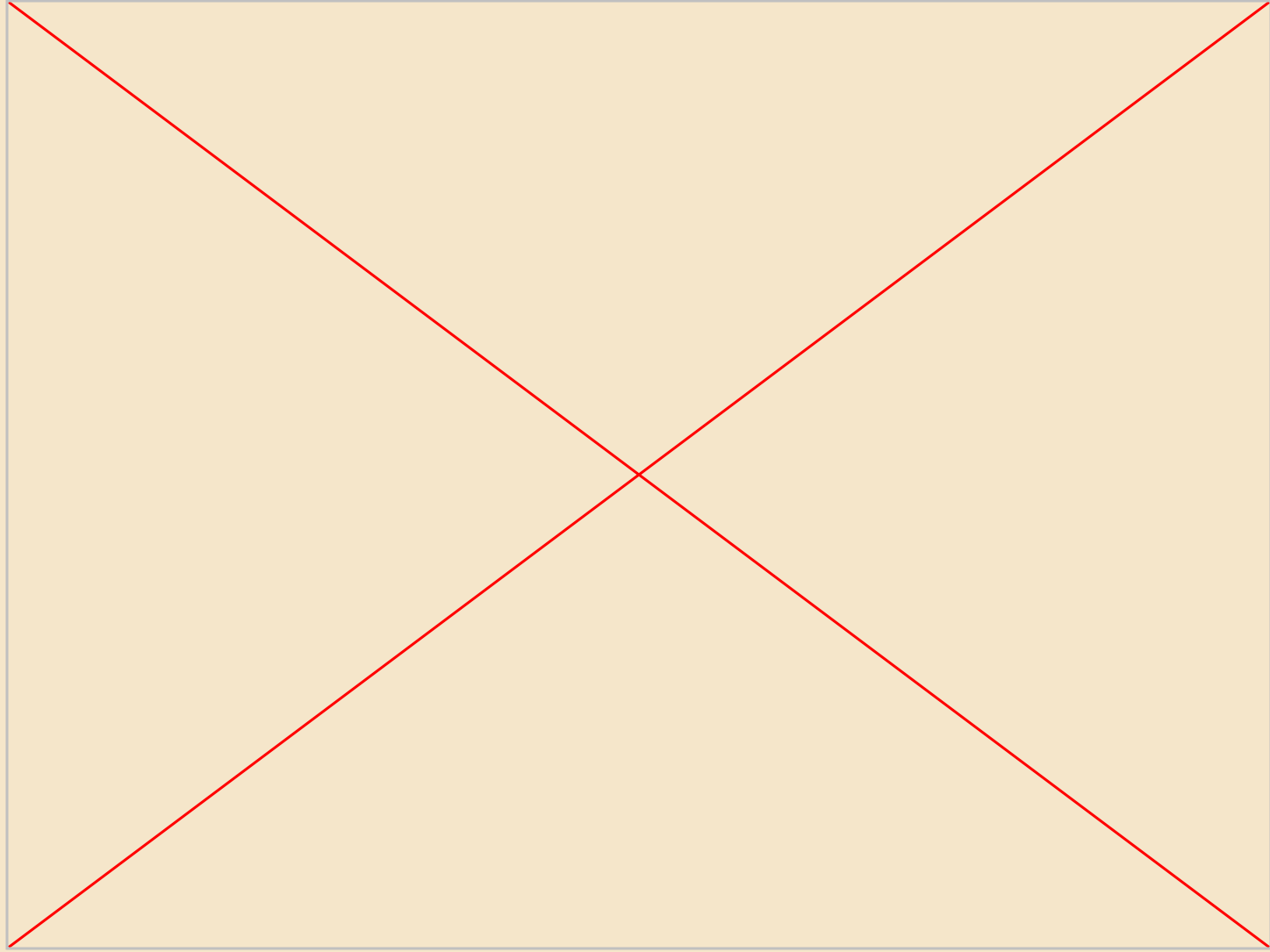
Patreon

- People are happy to support
- People love recognition
- Exclusive features would be awesome



Paid services

- Users understand
- Non-disruptive to unpaid users



Thanks.