Ear to the Ground

MMO Community Feedback & Metrics for Decision Making

GDC Online

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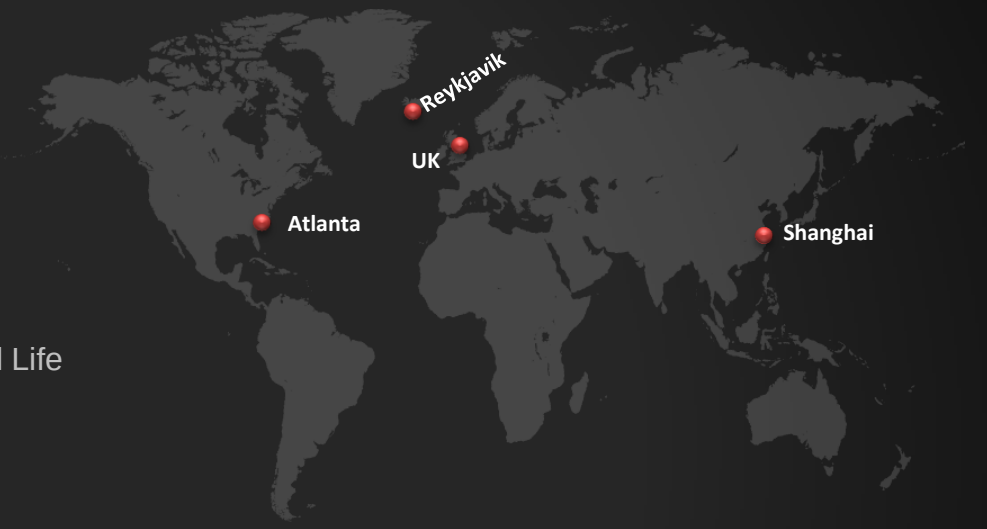
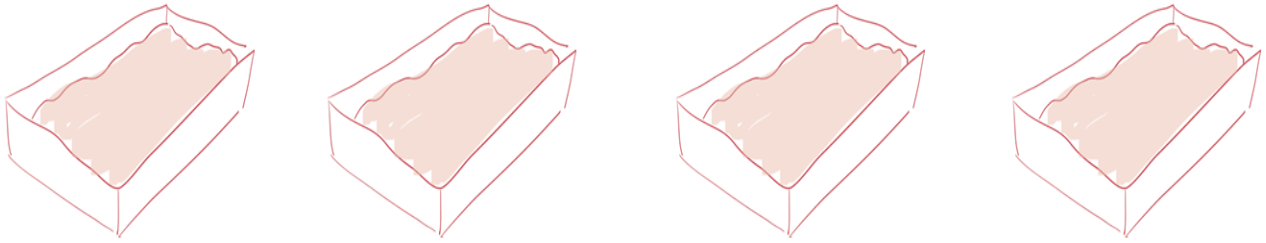
Senior Researcher
CCP Games

CCP Snapshot

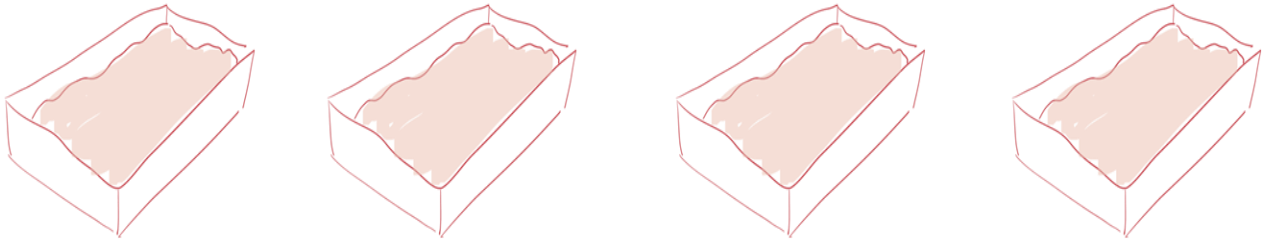
- CCP
  - Founded in 1997
  - Privately held
  - 520 employees worldwide
- Core Purpose
  - To create Virtual Worlds more meaningful than Real Life
- Values
  - Fearless, Transparent, Excellence, Unity
- Prosperity
  - Grown from relative obscurity to moderate success
  - 2011 revenues 65 million USD



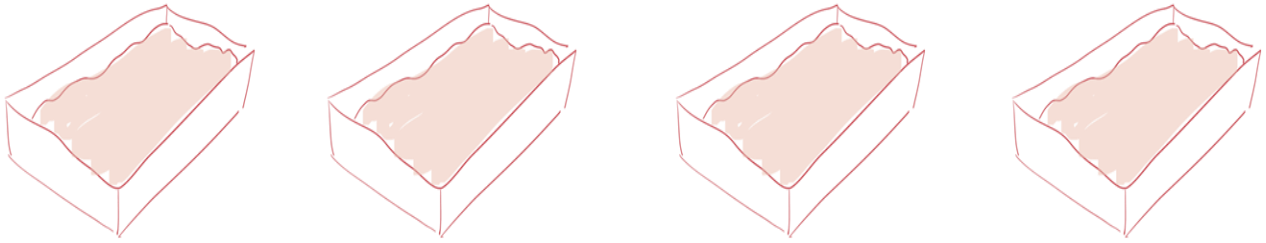
CCP‘s products



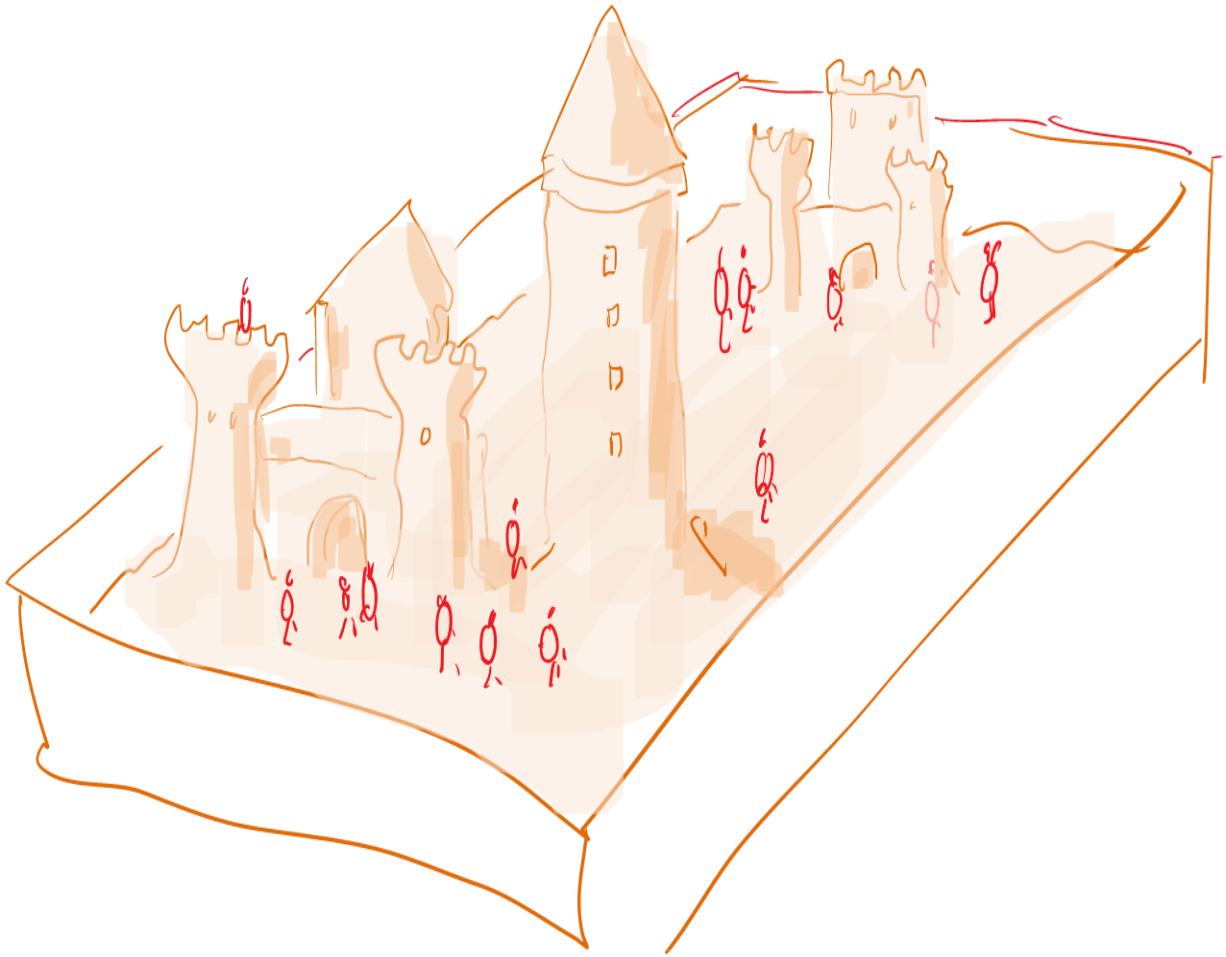
Many online games create multiple instances of their games, or shards



In such games, players can not interact across shards, seriously limiting the growth of social networks



This also limits the size of what these social networks can build collectively



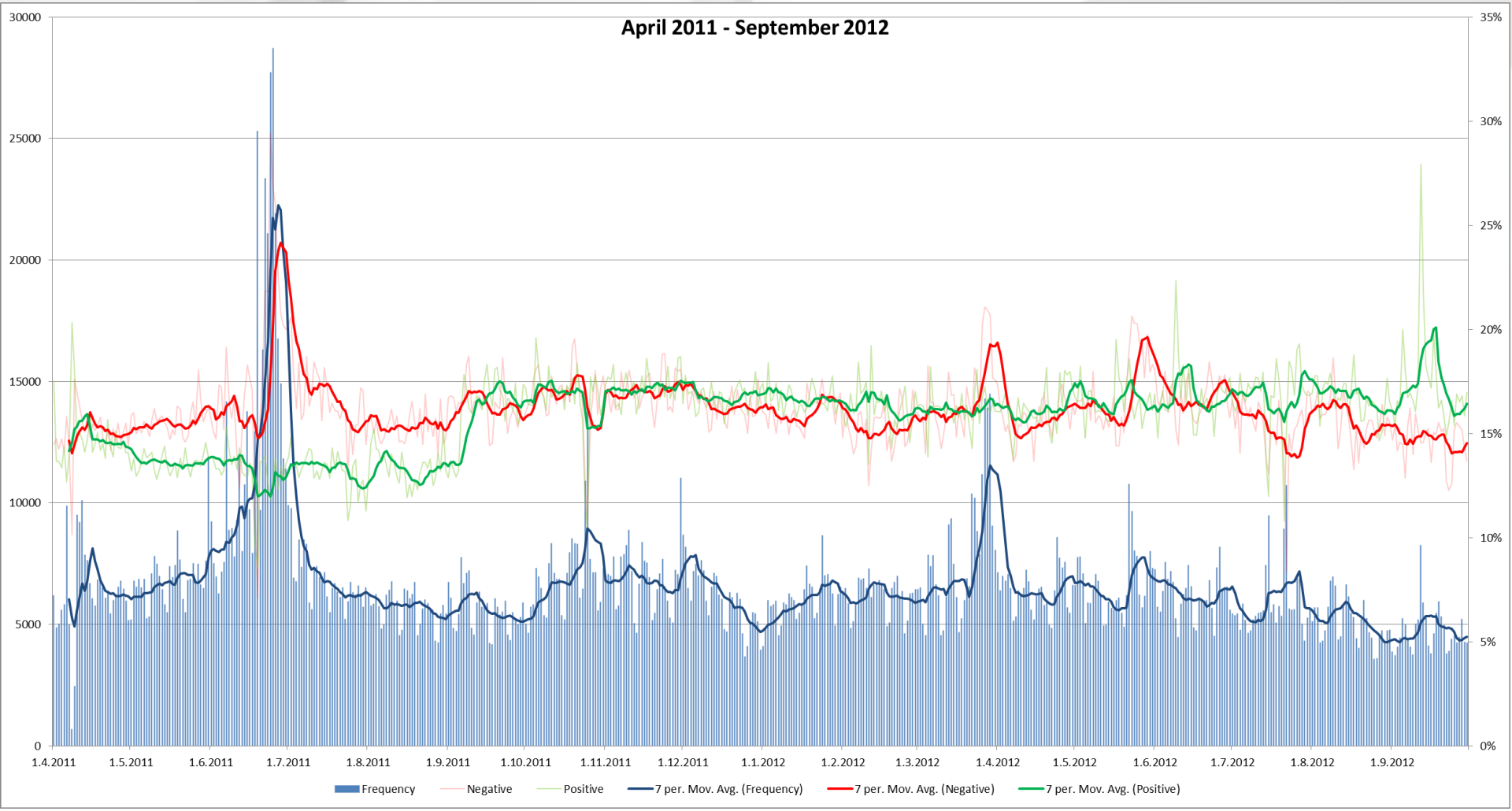
In a single sandbox there is no limit to the size of the social networks nor the size of what they can build

How to learn from a ~~community~~ society?

EVE General Discussion

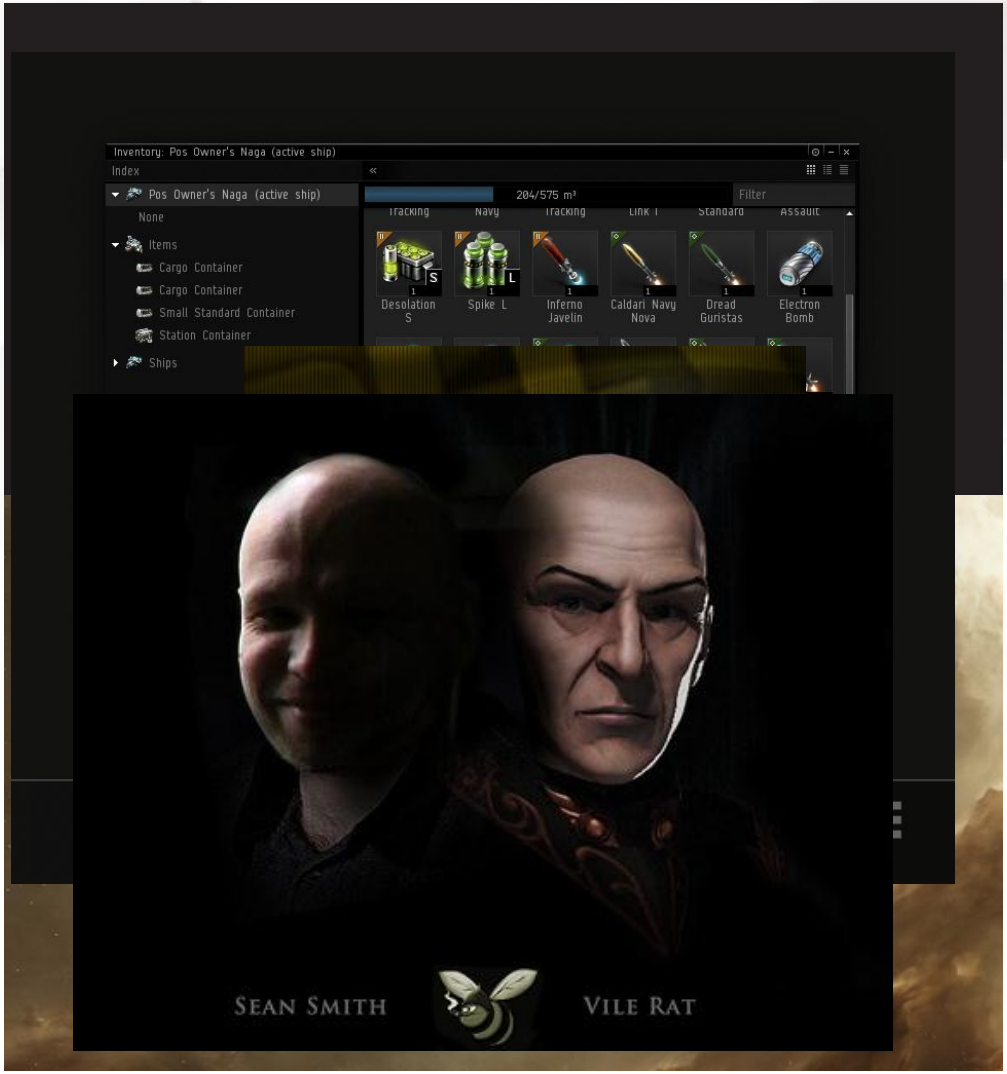
Topics	Author	Replies	Views	Likes	Last Post
DEV Sticky: The future of Community and CCL [Pages: 1 ... 30, 31, 32]	CCP Navigator	620	52,895	450	2012.09.27 19:40 ISD Suvetar
DEV Sticky: Community Communications Liasons (CCL) team needs you! [Pages: 1 ... 5, 6, 7]	ISD Eshtir	125	36,277	52	2012.09.15 19:39 ISD Eshtir
GM Sticky: Account security and Phishing emails [Pages: 1, 2]	GM Nova	25	45,673	23	2012.09.06 00:06 THROR Annages
DEV Sticky: Important information for Dust 514 beta invitees from Fanfest 2012 [Pages: 1, 2]	CCP Navigator	36	34,545	7	2012.08.11 20:47 Talus Veran
DEV Sticky: Protect Your Accounts! [Updated October 5, 2011] [Pages: 1, 2]	CCP Spitfire	37	42,548	0	2011.11.18 18:25 CCP Navigator
You know you play Eve too much when...	Casirio	6	26	3	2012.09.28 17:17 Casirio
Some FB stats	Zloco Crendraven	3	13	2	2012.09.28 17:15 TharOkha
Why are NPC stabbed: what message does this send [Pages: 1, 2]	Muad 'dib	23	383	19	2012.09.28 17:15 Lady Ayeipsia
DEV Lowsec incursions break the constellation they're in [Pages: 1 ... 5, 6, 7]	The Bazzalisk	126	1,434	143	2012.09.28 17:13 March rabbit
GM DEV Avatar Resculpting - Plex?	Bloodpetal	19	174	16	2012.09.28 17:12 Paul Oliver
DEV Please define 'colourful language' CCP Gargant & please tell me what... [Pages: 1, 2, 3, 4]	San Severina	71	1,261	70	2012.09.28 17:08 Krixtal Icefluxor
DEV Is there going to be a round of "Little things" in the upcoming expans...	Acac Sunflyier	6	258	0	2012.09.28 16:59 TheBreadMuncher
So CCP, any comment on Plex Prices? [Pages: 1 ... 3, 4, 5]	Dinsdale Pirannha	83	1,709	52	2012.09.28 16:56 baltec1
DEV What would you say if you woke up to the Avatar above you in your bed? [Pages: 1 ... 237, 238, 239]	Tes Schwarz	4,771	137,098	3,590	2012.09.28 16:51 Josef Djugashvilis

How to learn from a ~~community~~ society?

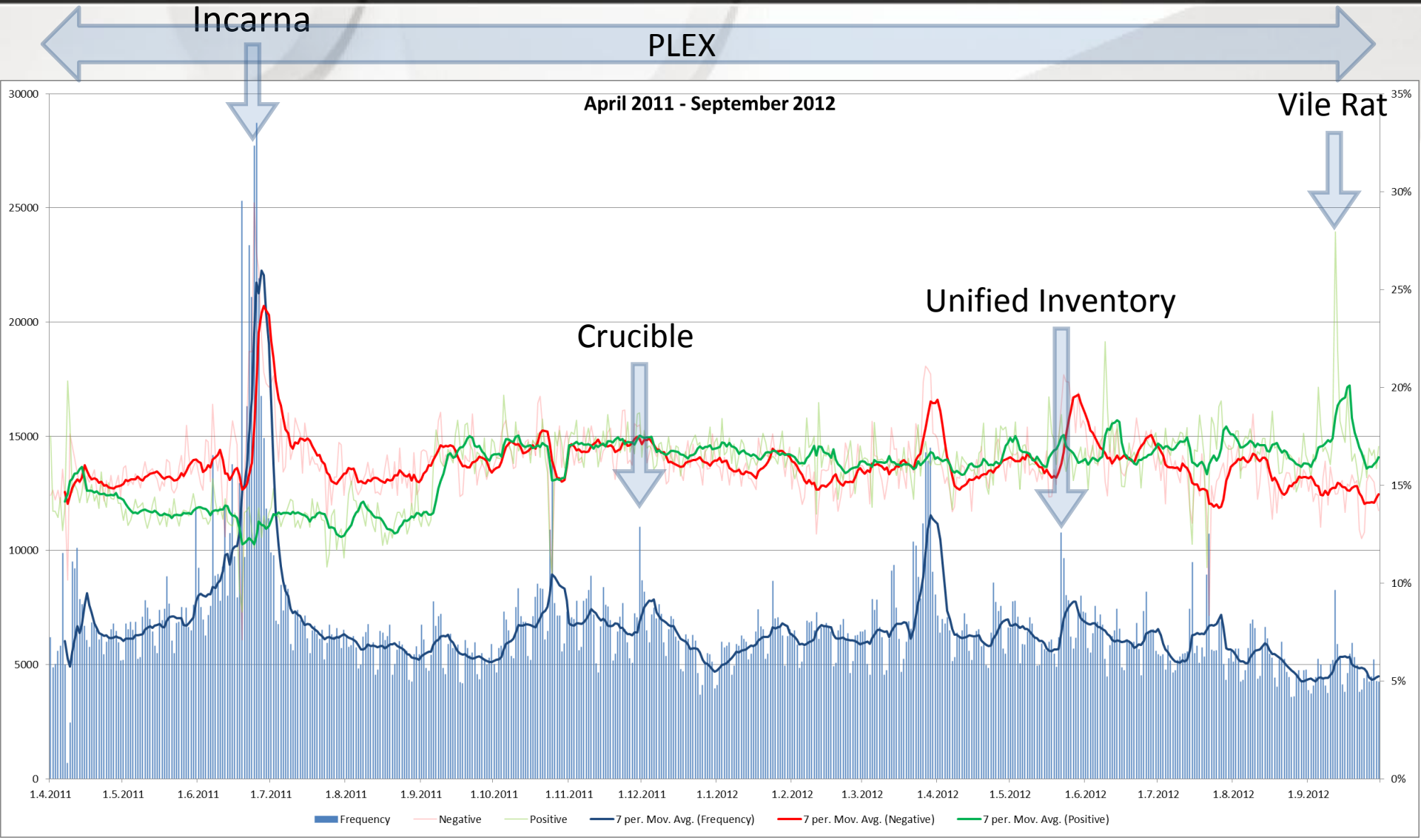


Five stories from EVE Online

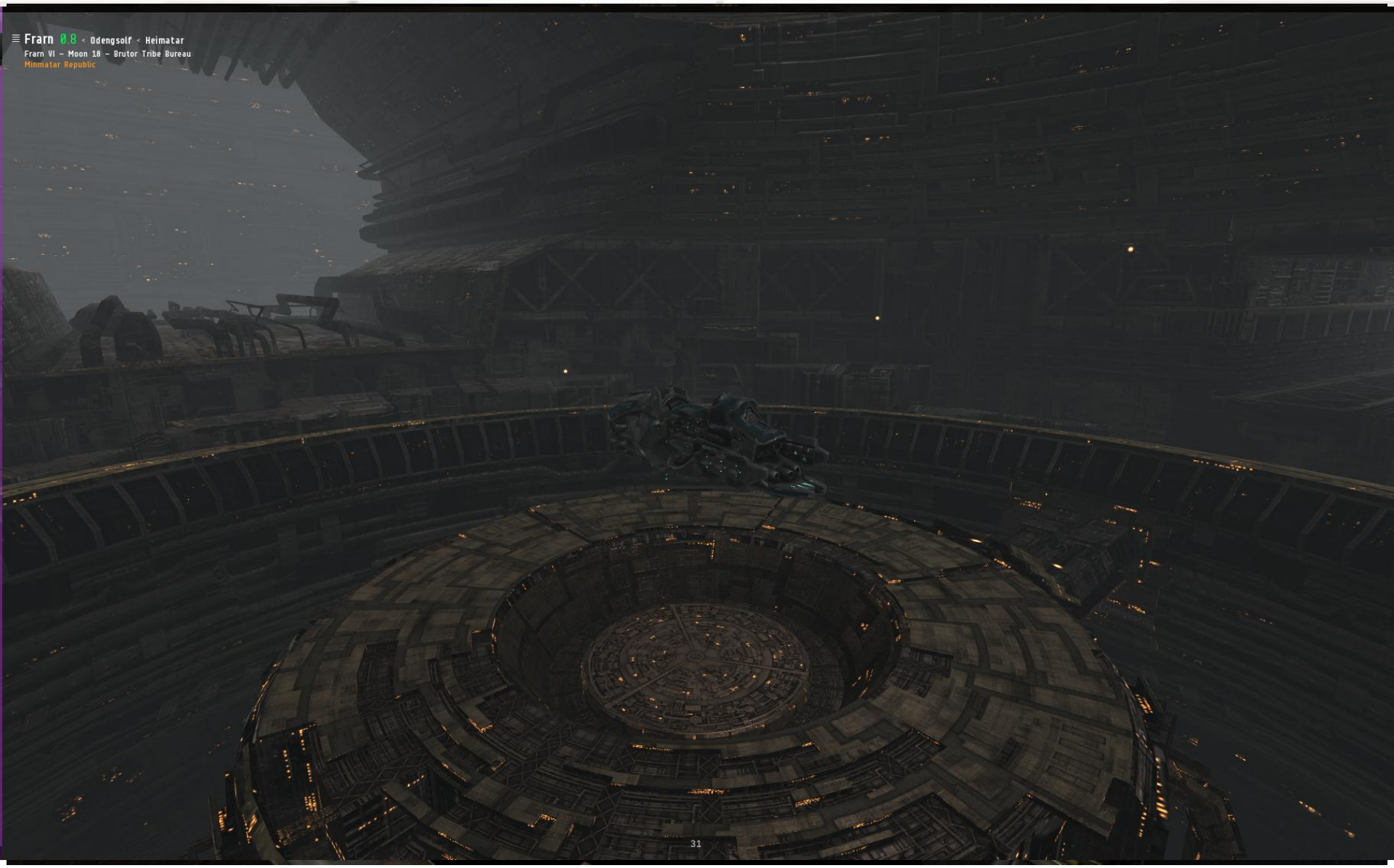
- Incarna
- Crucible
- Unified Inventory
- PLEX
- Vile Rat



Five stories from EVE Online



EVE Online: Incarna



EVE Online: Incarna

Posted - 2011.03.07 16:43:00 - [1]

At the December Summit in Iceland, CCP presented the Incarna expansion to the current CSM. At this meeting the CSM urged CCP in the strongest possible terms to step up with the messaging efforts for the expansion as we felt that expectation management would be critical to its success at launch. We are pleased to see that CCP has begun to release initial information about Incarna.

However, ***given how crucial Incarna is to the future of EVE and CCP, the CSM feels compelled to make public some significant concerns we have raised that have not yet been addressed by CCP.*** We wish to stress, in the strongest possible way, that we do not do this in order to be inflammatory. Rather, the success or failure of Incarna is such an important issue that, in good conscience, we cannot remain silent.

EVE Online: Incarna

Our first and most crucial concern is that there is little evidence so far of a roadmap for this feature. We are extremely concerned that development of Incarna, the most significant addition to EVE since Beta, is being done in an ad-hoc, on-the-fly manner.

Second, we wish to re-iterate our unanimous objection to the forced integration of Incarna into the general Eve experience, and that we strongly urge CCP to ensure that any new systems will not adversely affect the performance of the EVE client.

Third, regarding metrics, we feel that forced integration will not provide a true picture of the usefulness of the features, while at the same time, these metrics will be used to justify Incarna. As in any area of business, using flawed metrics to justify resource allocations can only lead to poor decisions.

Fourth, while we agree that CCP's decision to stage the release of Incarna in small chunks is a wise one, ***we feel that it is very important for CCP to expand their messaging and provide a clear and detailed vision of the future iteration and potential of Incarna***, so that players who are highly invested in the current core gameplay of EVE will be able to better judge the value they will be receiving for the large amount of time and effort being invested in Incarna by CCP.

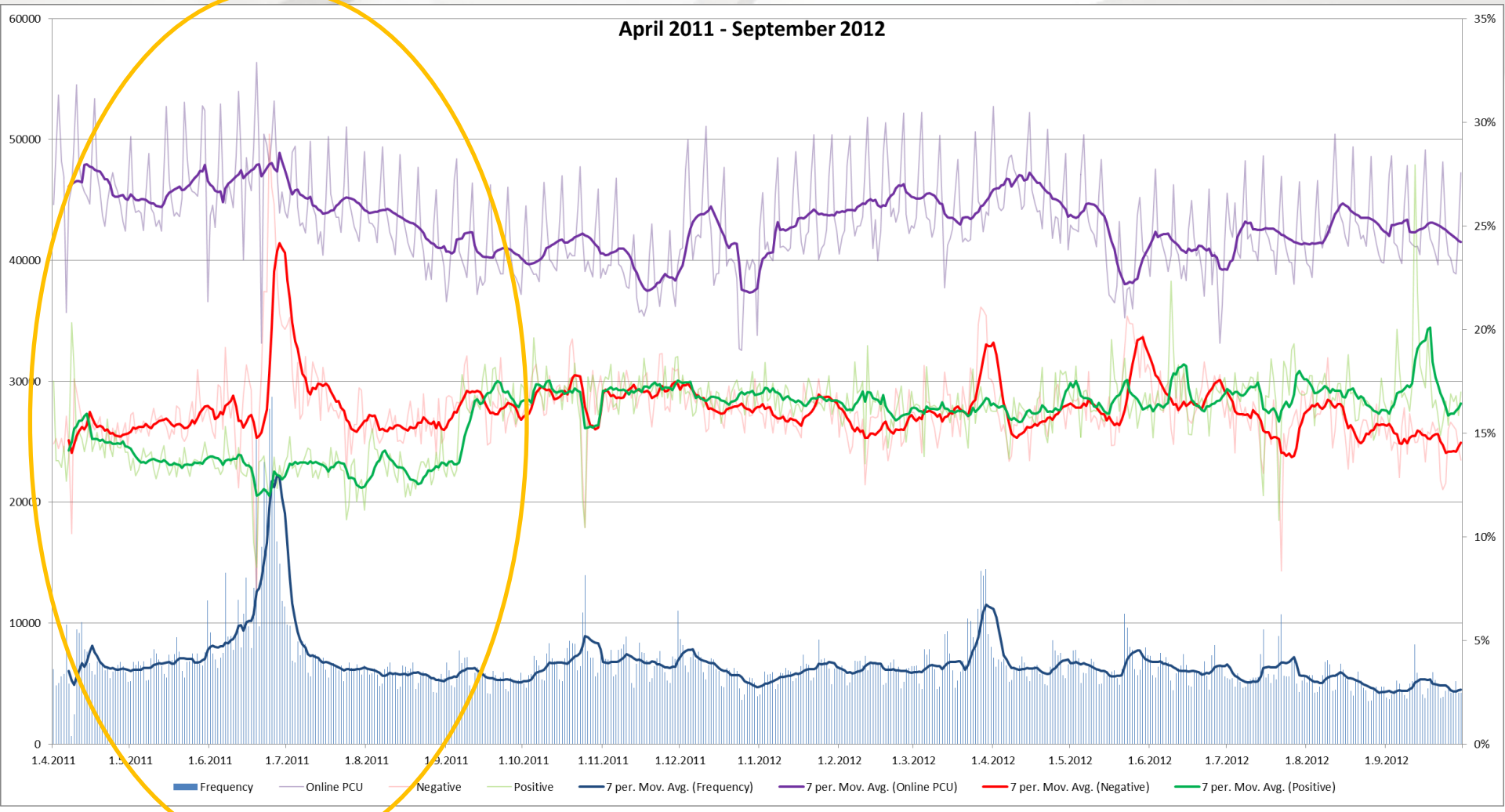
EVE Online: Incarna

The CSM would like to reiterate that we are not opposed to the development of Incarna; ***rather we are primarily concerned about the apparent lack of significant planning for a feature CCP properly regards as crucial to the future of the company, and the game we love so much.***

We want to see Incarna fully fleshed-out. How that is done and how the evolution of Incarna is messaged will be key challenges for CCP over the next several expansions. We hope that CCP will view these expressions of concern as useful feedback that will be helpful in properly justifying and measuring the resources being devoted to Incarna.

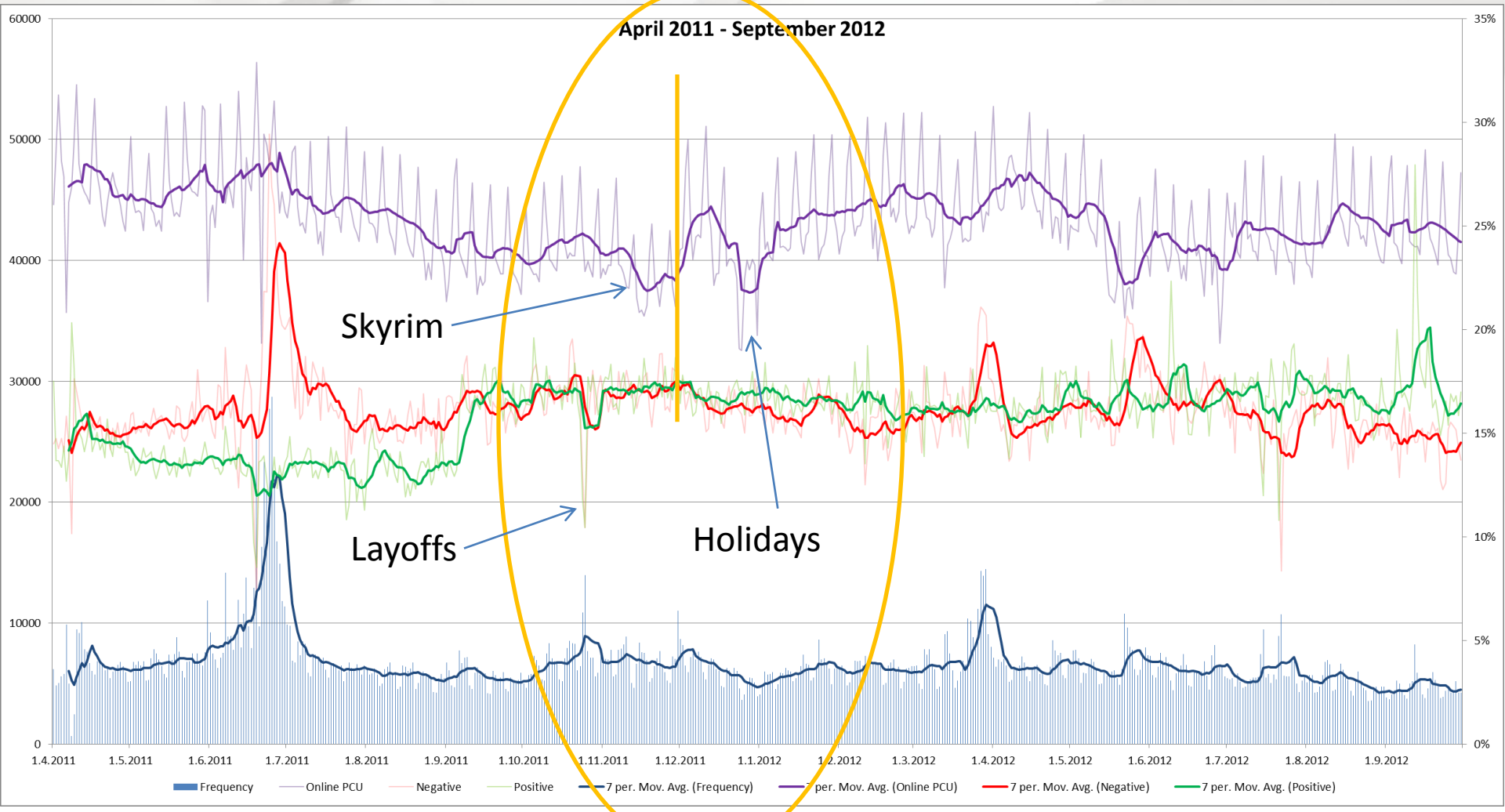
Most Sincerely,
Members of the Fifth Council of Stellar Management
(Except for Mazzillu who objected to public posting of this letter and requested that her name be excluded)

EVE Online: Incarna



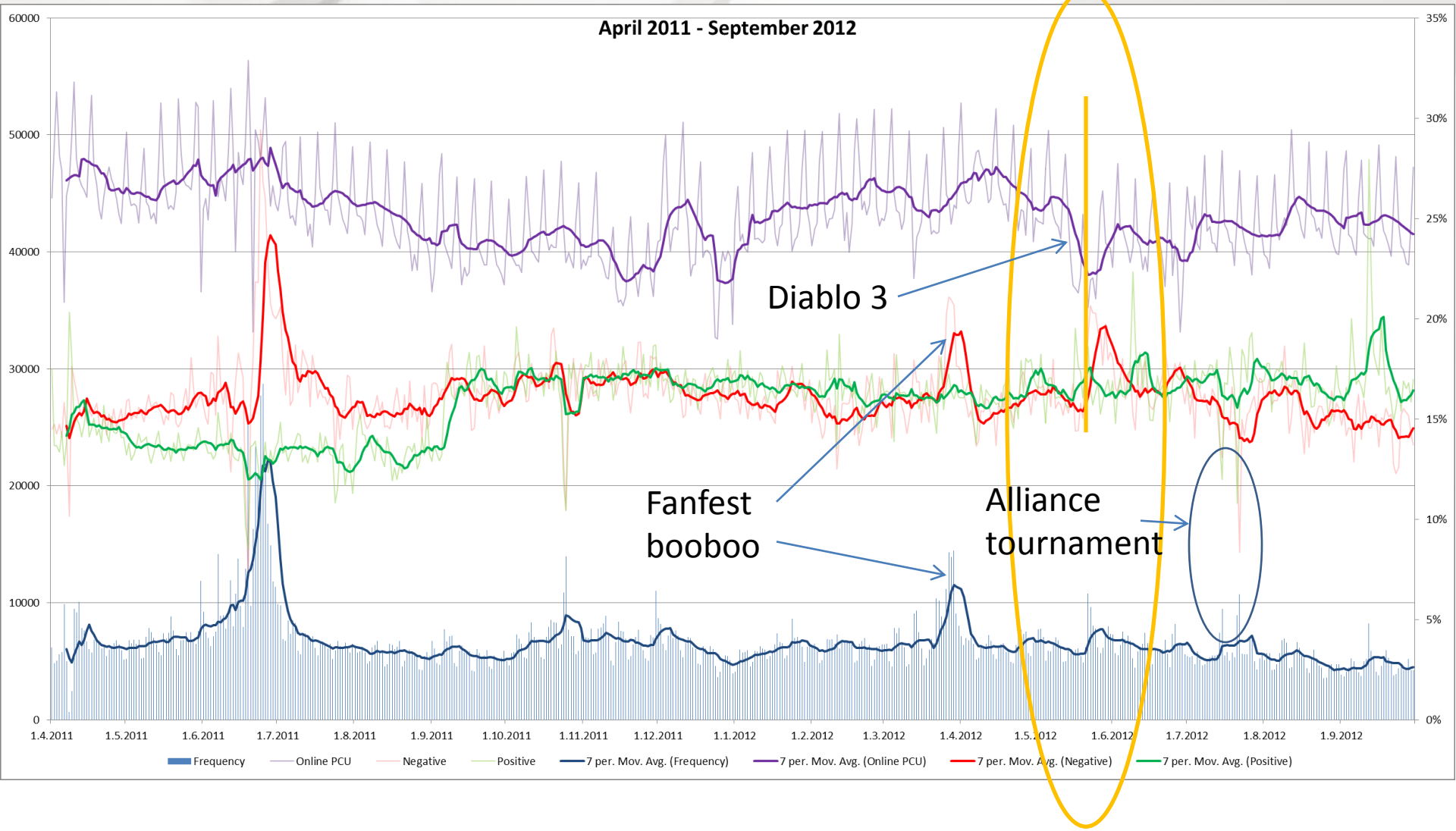
EVE Online: Crucible

EVE Online: Crucible



Inventory: Pos Owner's Naga (active ship)
Index
Pos Owner's Naga (active ship)
None
Items
Cargo Container
Cargo Container
Small Standard Container
Station Container
Ships
My filters
Ammunition
Ore and Materials
Ship modules
Skillbooks
Valuable Items
204/575 m³
Filter
Desolation S
Spike L
Inferno Javelin
Caldari Navy Nova
Dread Guristas
Electron Bomb
Cap Booster 75
Cap Booster 75
Navy Cap Booster 400
Haunter Cruise
Republic Fleet Nova
Blood Stalker F.
Republic Fleet
Blood Gamma L
Imperial Navy
4 x Infrared S
Estimated price:
1.990,00 ISK
7.970,00 ISK (entire stack)
Imperial Navy
Imperial Navy Xray
Infrared S
28 Items
10.100.000 ISK Est. price
GAME OF DRONES
COPYRIGHT © CCP GAMES 1997 - 2012
WORK IN PROGRESS
UNIFIED INVENTORY
EVE ONLINE

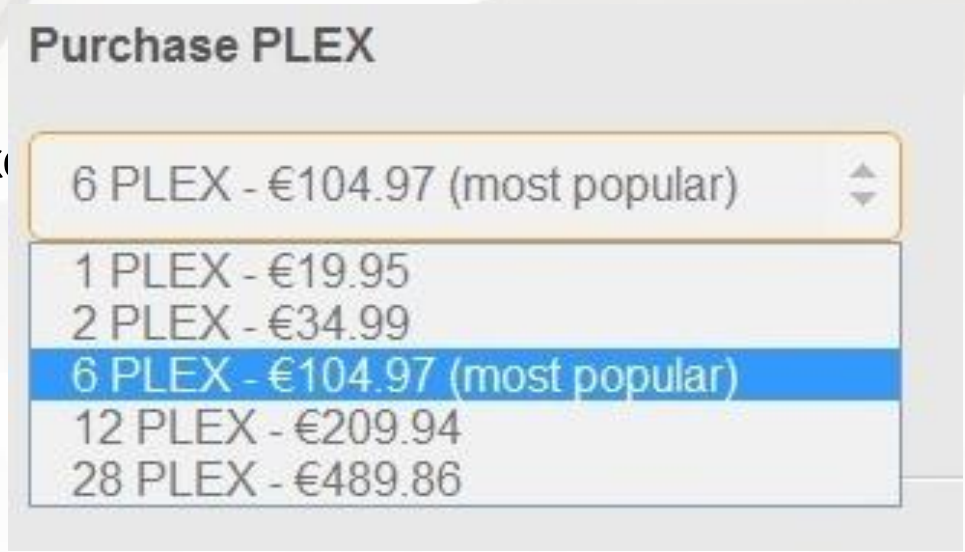
Unified Inventory



PLEX

PLEX

- What is PLEX?
  - An ingame item (behaves lik
- How do you get PLEX?
  - With EVE currency
  - With Real world currency
- What can you do with PLEX?
  - Buy services (character transfer, resculpting characters, etc.)
  - ***Add 30 days of game time to your account*** (but what does it cost? ☺)



PLEX

Details
Groups
My Orders
Settings
Trade Goods / Pilot's License Extensions (PLEX) /
30 Day Pilot's License Extension (PLEX)
Market Data
Price History
1 Nov
1 Jan
1 Mar
1 May
1 Jul
1 Sep
Moving Avg. (5d)
Moving Avg. (20d)
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620.00M
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440.00M
420.00M
400.00M
380.00M
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Time
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Show Table
Right click graph to configure filters

KOTAKU

TOP STORIES

EVE ONLINE

US Official Killed in Libya Was a Senior *EVE Online* Player [UPDATE]

SEP 12, 2012 2:57 AM

0

Share

The C
...and in with the
Alexander Gianturco
"The Mittani"
5,365 Votes
ement
Tim Pugles
"Killer Z"
2,925 Votes
Draco Liasa"
1,986 Votes

Community reaction

Station in S-KSWL (Tenal) controlled by **RAZOR Alliance** has been renamed from ***S-KSWL IX - S-Kill Yourself For Titans*** *to* ***S-KSWL IX - RIP Vile Rat***

Station in SVM-3K (Delve) controlled by **Test Alliance Please Ignore** has been renamed from ***SVM-3K I - SVMankrik's Wife Died Here*** *to* ***SVM-3K I - SVMany Will Miss Vile Rat***

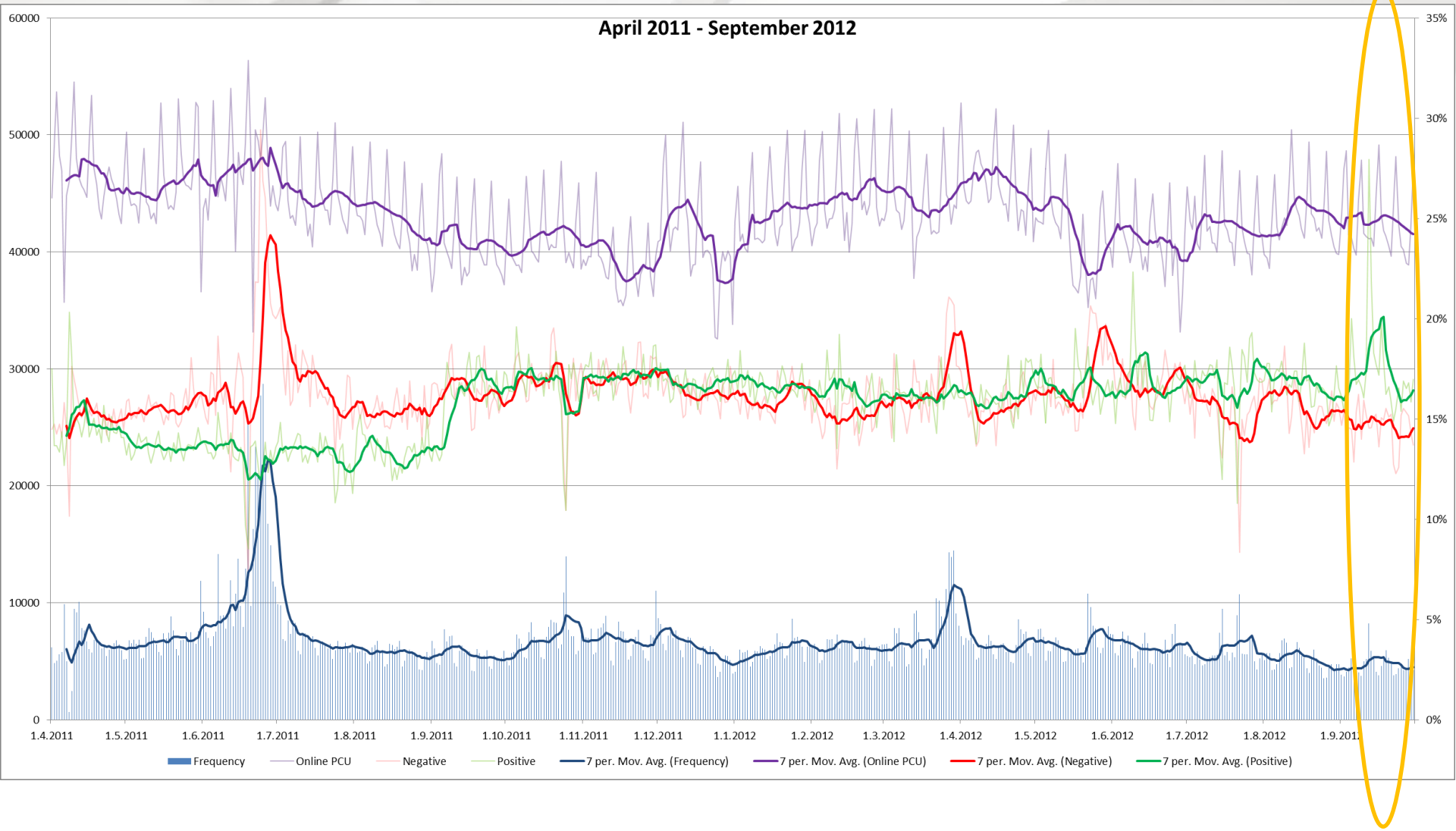
Station in SY0W-2 (Tenal) controlled by **RAZOR Alliance** has been renamed from ***SY0W-2 III - Fortress Decadence*** *to* ***SY0W-2 III - RIP Vile Rat***

Station in TEG-SD (Fountain) controlled by **Test Alliance Please Ignore** has been renamed from ***TEG-SD VII - TEG-Sugarcube Corner*** *to* ***TEG-SD VII - TEG Vile Rat Memorial Station***

Station in T-GCGL (Vale of the Silent) controlled by **Ev0ke** has been renamed from ***T-GCGL VIII - Evoke Pommesbude*** *to* ***T-GCGL VIII - RIP Vile Rat***

Friends and foes alike renamed their stations in his honor

Sean “Vile Rat“ Smith

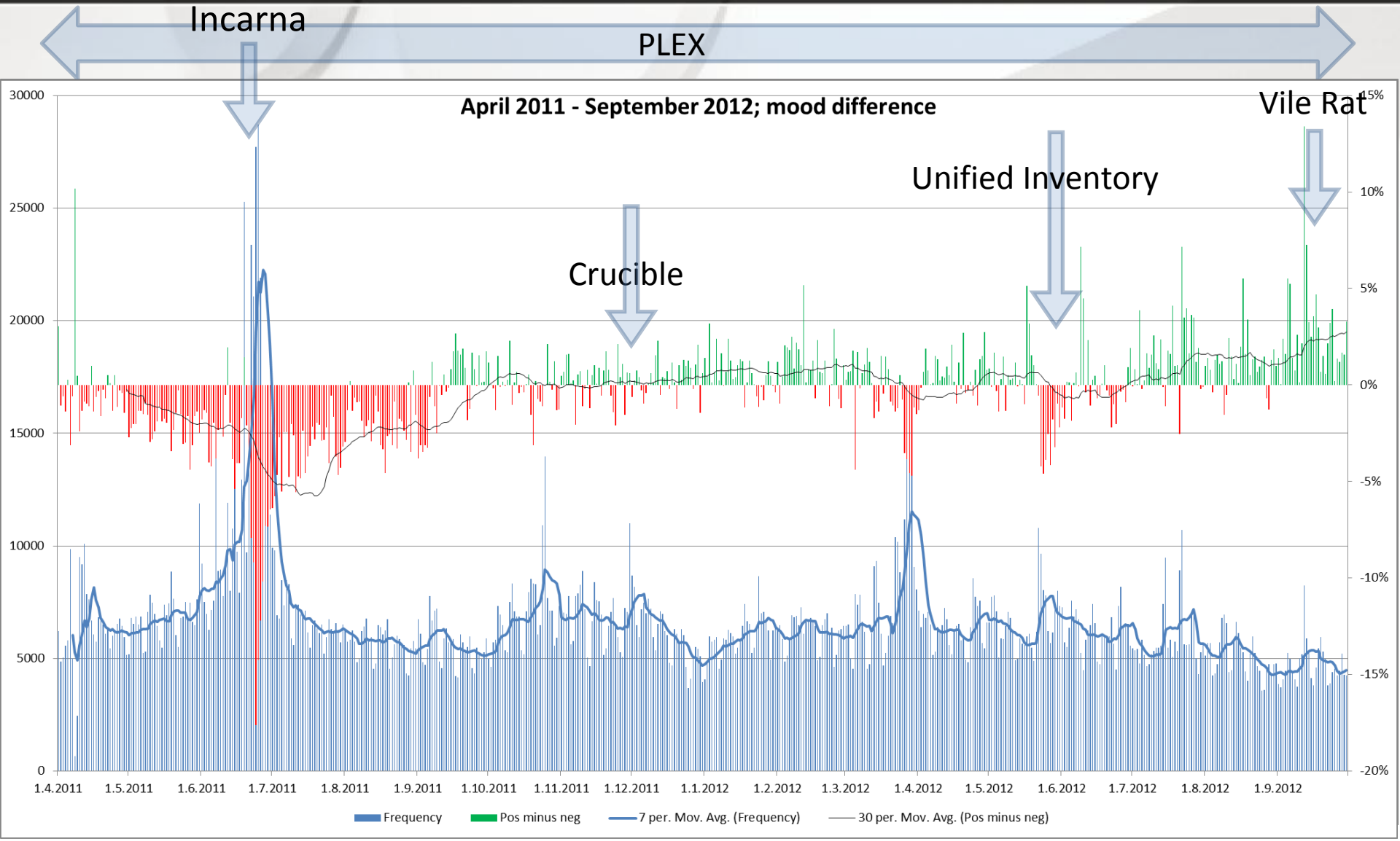


RIP vile Rat

My advice?

- It is not enough to watch what your customers do (through data)
- You have to listen to them as well (through data)
- And you have to talk to them
- If you make a booboo;
  - Be honest about it
  - Fix it
  - Don‘t let it happen again

My advice?


Incarna
PLEX
April 2011 - September 2012; mood difference
Vile Rat
Unified Inventory
Crucible
30000
25000
20000
15000
10000
5000
0
15%
10%
5%
0%
-5%
-10%
-15%
-20%
1.4.2011
1.5.2011
1.6.2011
1.7.2011
1.8.2011
1.9.2011
1.10.2011
1.11.2011
1.12.2011
1.1.2012
1.2.2012
1.3.2012
1.4.2012
1.5.2012
1.6.2012
1.7.2012
1.8.2012
1.9.2012
Frequency
Pos minus neg
7 per. Mov. Avg. (Frequency)
30 per. Mov. Avg. (Pos minus neg)

Contact Info

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