

MASS EFFECT 3



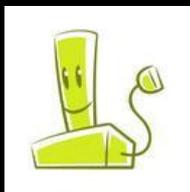
From Product to Service:
Mass Effect 3 Multiplayer
went live

Scylla Costa
March 28, 2013

Who am I?

**DIGITAL
CHOCOLATE**

BiOWARE™
A DIVISION OF EA



What did I do?



- Core Programming
- Tools
- Performance
- GUI
- Gameplay



- Core Programming
- Tools
- Performance
- GUI
- Gameplay
- Character Art
- Animation
- VFX
- Online

Agenda

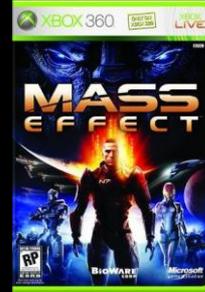
- Going from a Product to a Service
- Creating the backbone of your service
- Running a service
- Multiplayer

From Product



Mass Effect 3 - The Product

- Final chapter of Trilogy
- Complex
- Very difficult to improve
- On the plus side, we had a very experienced and talented team



To Service



Mass Effect 3 - The Service

- Galaxy at War
- Live Team
- Multiplayer



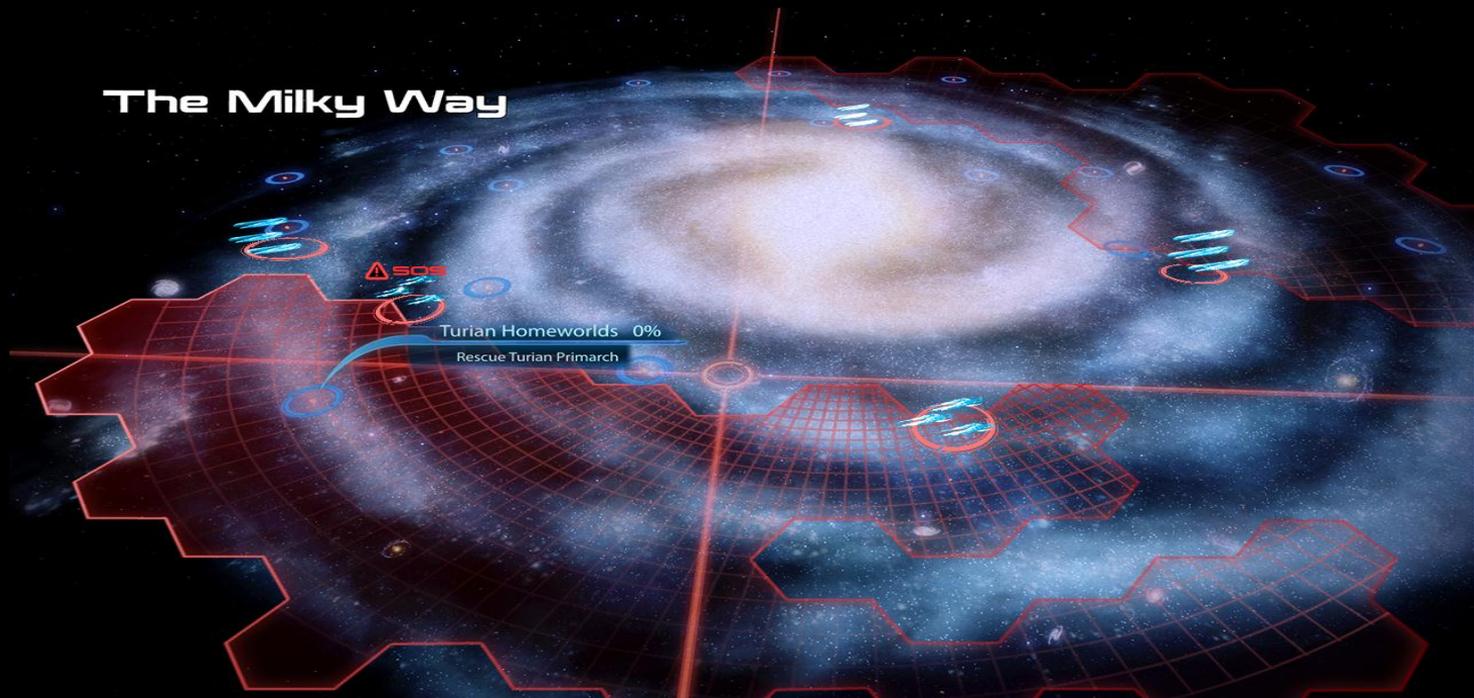
Galaxy at War

MASS 3
EFFECT

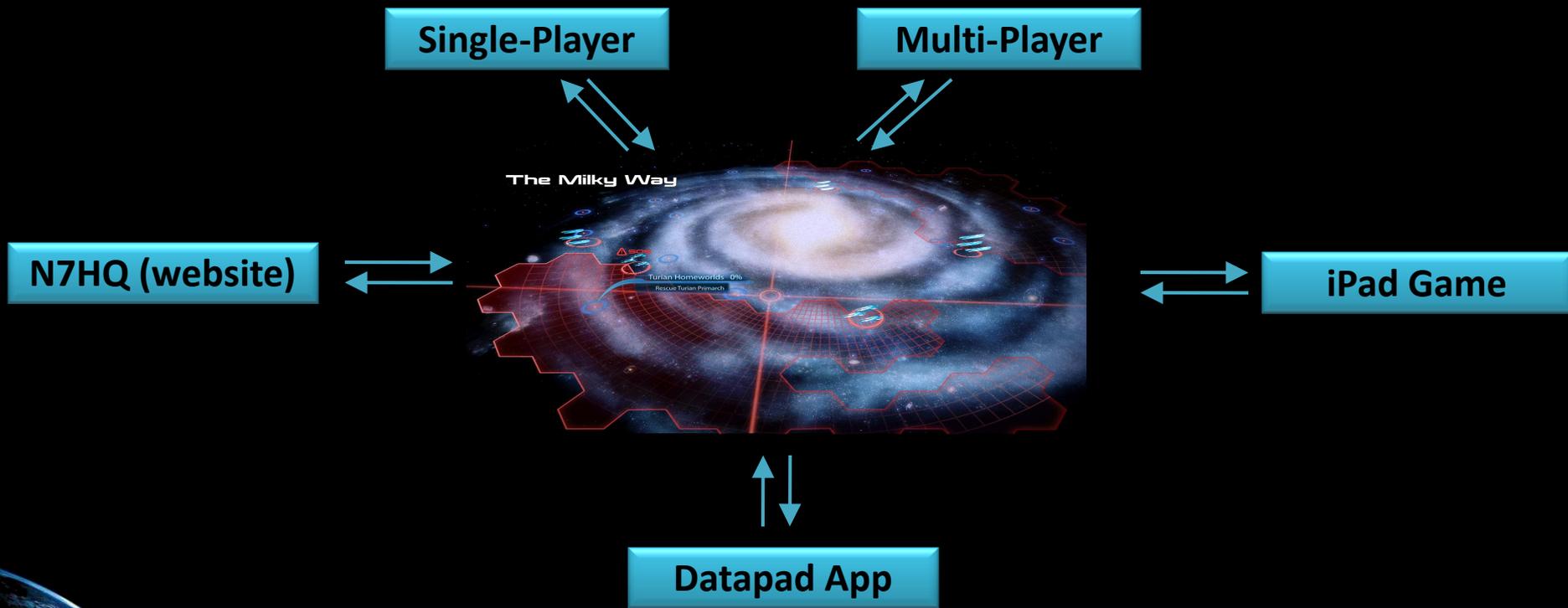
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Galaxy at War

The Milky Way



Galaxy at War

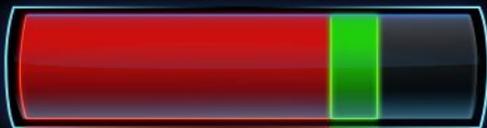


Galaxy at War

Single Player

WAR ASSETS

Crucible Device		Coalition Forces	
			
	Conrad Verner		1
NEW 	Samara		25
	Geth Defense Fleet		225
NEW 	Krogan 8th Infantry		100
	Alliance Delta Squad		75



Total Strength
875



Asari have a robust cellular regenerative system. While they do not heal faster than other species, asari are known to reach 1000 years of age. Although asari have one gender, they are not asexual. An asari provides two copies of her own genes to her offspring. the second set is altered in a unique way to prevent complex cellular regenerative system. While they do not heal faster than otherAn asari provides two copies of her own genes to her offspring. the second set is altered in a

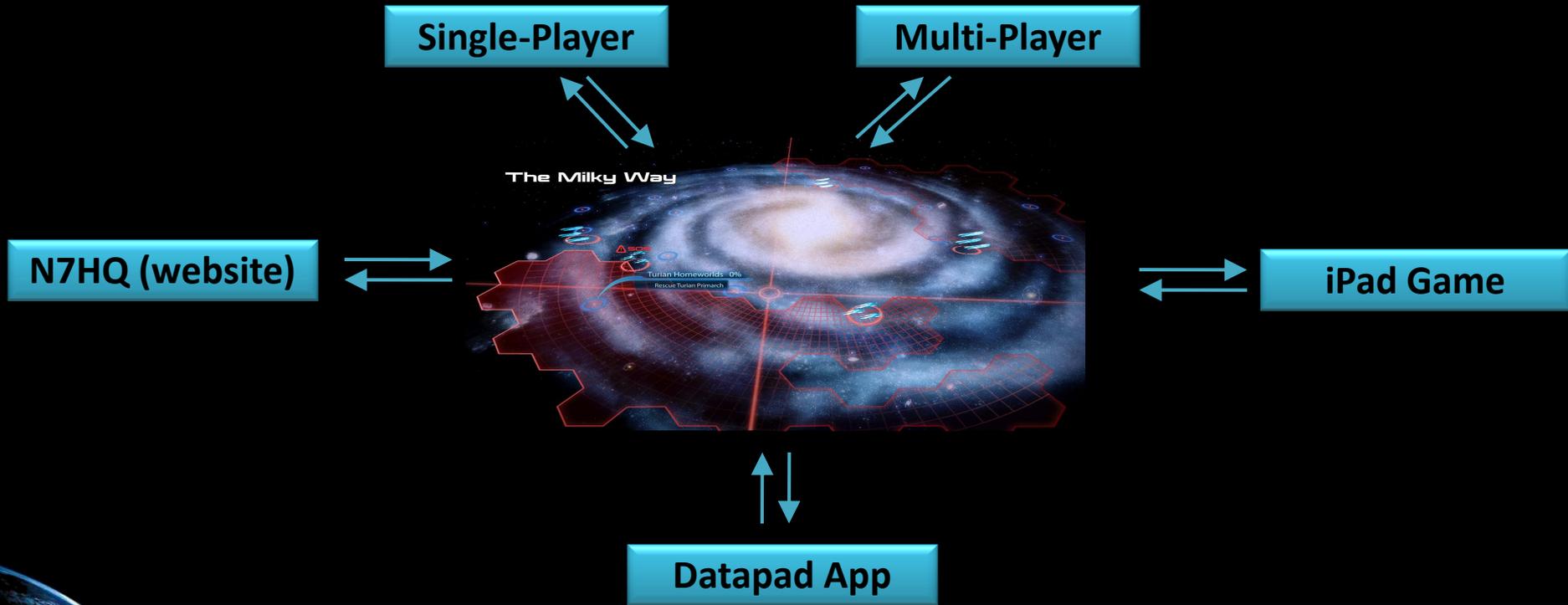


Mark All Viewed

Select

Back

Galaxy at War



Mass Effect 3 Datapad

- Free iOS App
- Released on March 12, 2012



Mass Effect 3 Datapad

- Codex with Voice Over



Mass Effect 3 Datapad

- In-game messages

Asari



The asari were the first species to discover the Citadel. When the salarians arrived, it was the asari who proposed the establishment of the Citadel Council to maintain peace throughout the galaxy. Since then, the asari have served as the mediators and centrists of the Council.

An all-female race, the asari reproduce through a form of parthenogenesis. Each asari can attune her nervous system to that of another individual of any gender, and of any species, to reproduce. This capability has led to unseemly and inaccurate rumors about asari promiscuity.

BACK

Messages

Name	Date	
 Samara	2012/2/16	The Reapers have been driven back from this colony, for now. They are many, Shepard, but their forces can falter. X
 Samara	2012/2/16	I have been dispatched to an asari colony under siege. There is so much suffering here. I will do what I can. X
 Jack	2012/2/16	Rodriguez just ripped a husk's head off. May be some hope for her yet. X
 Jack	2012/2/16	Just blew up an entire Reaper base. Reapers? No, what's this? X

BACK

Mass Effect 3 Datapad

- Galaxy at War minigame
- Could help players to keep Galactic Readiness Rating on 100%



Hourglass Nebula Corsairs

From Eclipse smuggling operations to Blue Suns prison ships, the Hourglass Nebula has many small but well-armed ships operating independently.

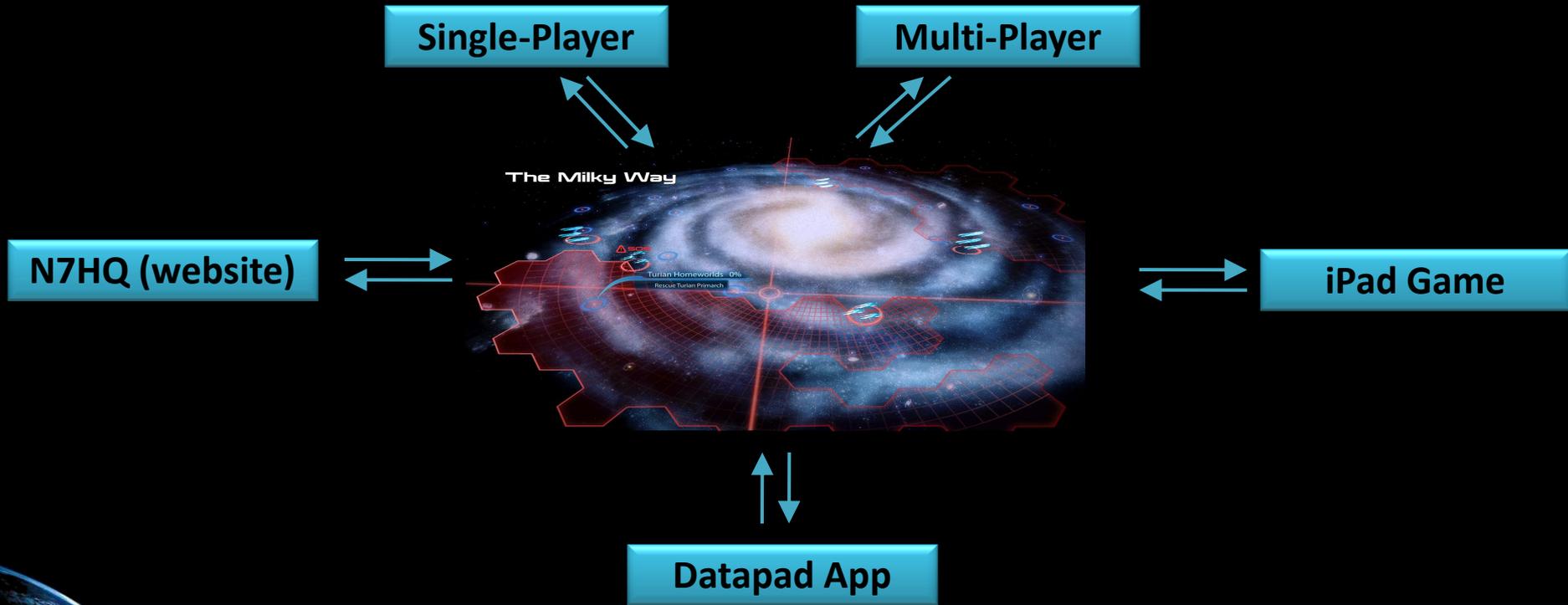
Mission Length
03:45:27

Rewards
Readiness Rating 0.73%
600

Cancel Deploy

RELOAD BACK

Galaxy at War



Mass Effect: Infiltrator

- iOS & Android

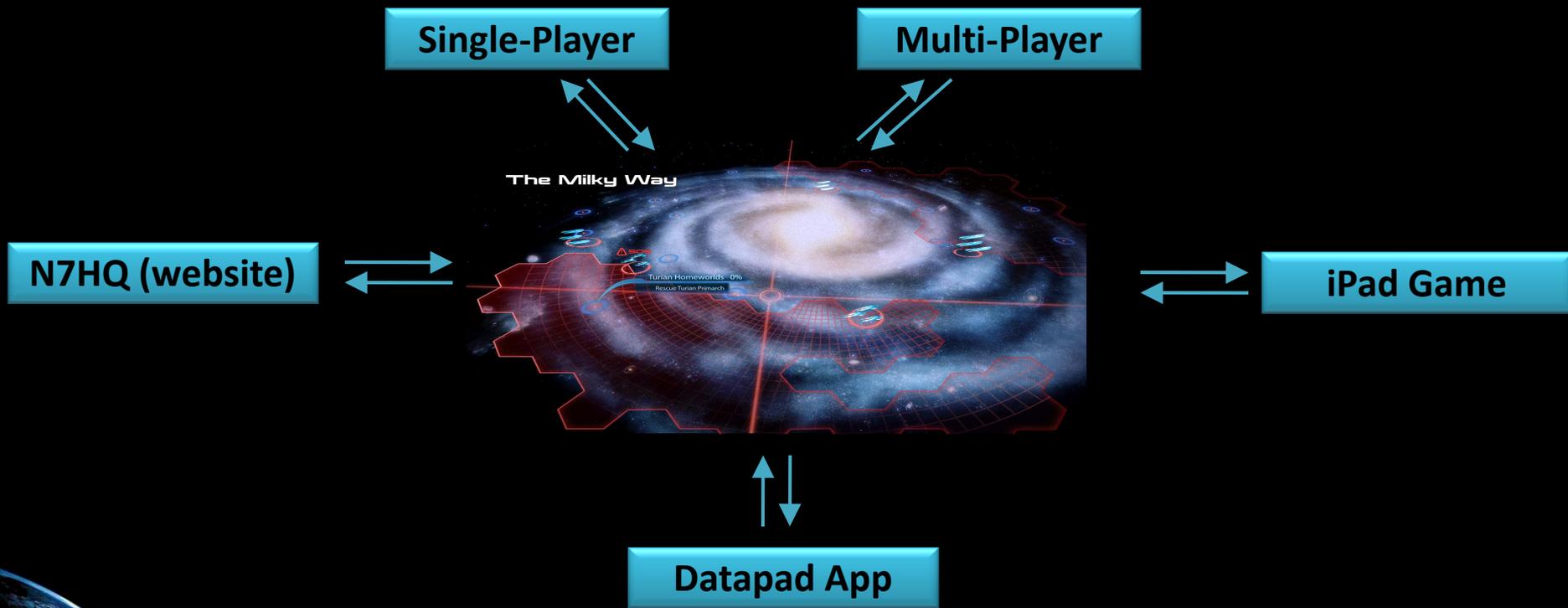


Mass Effect: Infiltrator

- Increase the Galactic Readiness
- Get War Assets:
 - Finishing the game (once)
 - Getting gold on all Main Story checkpoints
 - Getting gold on all Turian Story checkpoints



Galaxy at War





**Work on
expectations**

Key Takeaways - Galaxy at War

- Engage 1st Party early
- Use the strength of your IP to enhance your service proposal

Live Team

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Mass Effect 3 Live Plan

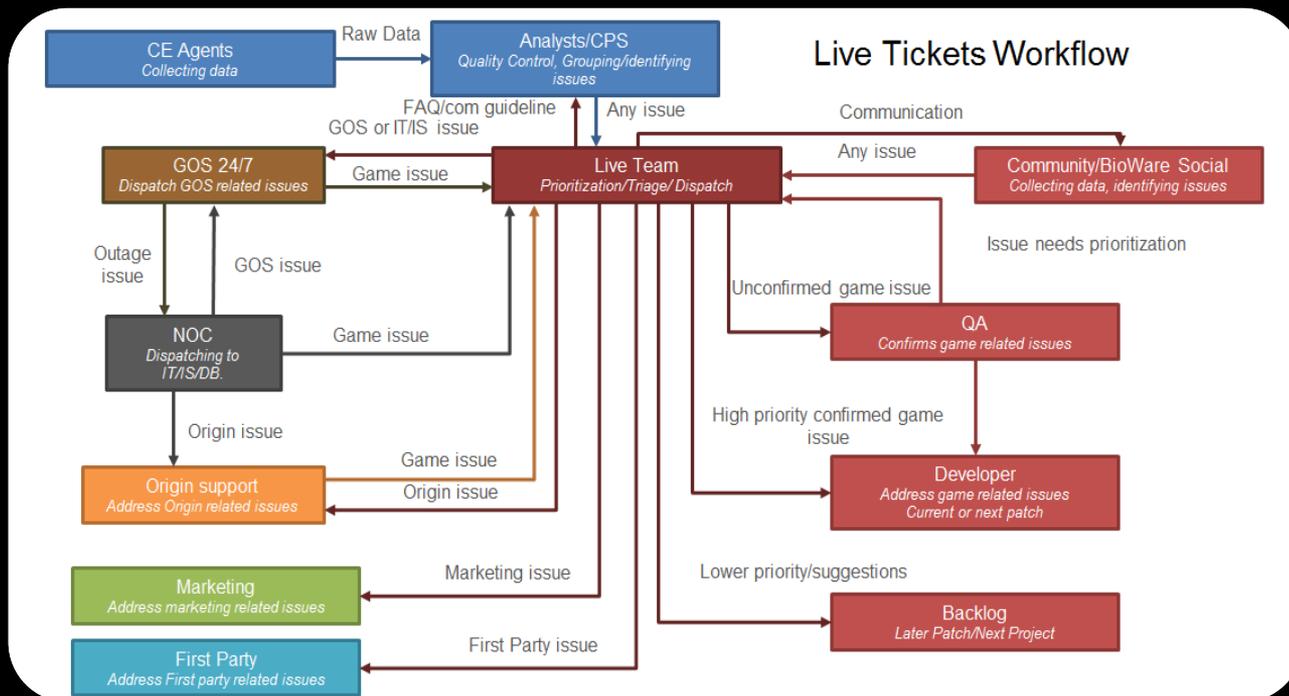
Inspired by...

Live Processes and Procedures

BioWare Live Production



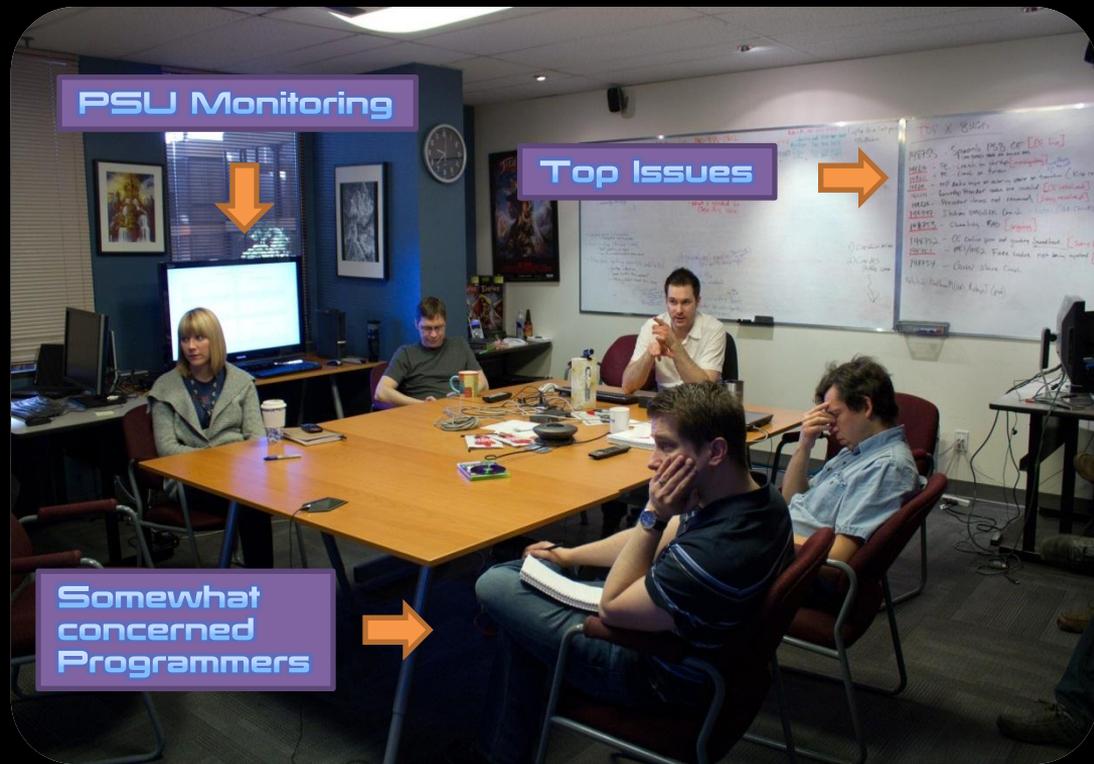
Why do we need a Live Team?



Focus on the Most Important Problem



War Room



- Always with at least a Producer/PM and QA available.
- Every morning we had a 30 minute call with all stakeholders (Marketing, CE, Community, Dev Team, QA, BWE/BWM GM).
- PSU charts are monitored 24/7 on a big TV.
- Top 5 issues were revisited, new issues raised. All issues went to bug tracking tool. Top 10 were always displayed at the whiteboard.

War Room



- Physical copies of all SKUs available, at least 4 retail kits from each platform. We also had to use some European retail kits.
- Vid Con with other groups

Key Takeaways - Live Team

- Create a Live Plan
- Have a War Room
- Focus on the most important problem
- Communication is key!

Multiplayer

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A dramatic landscape at sunset or sunrise. The sky is filled with a massive, glowing bank of orange and yellow clouds, creating a sense of scale and intensity. Below the clouds, a dark silhouette of trees and a house is visible against the horizon. In the foreground, a green field and a road with white lines stretch across the frame.

**Changes
can be
scary!**

Multiplayer Reception



OXM Home / Features

Mass Effect 3 multiplayer: six reasons to drop it

Is EA's new direction good for the series?

Share this Like 73 Tweet 12 +1 1 Comments 15

While we enjoyed our hands-on with **Mass Effect 3's multiplayer**, we're not completely convinced.



Mass Effect 3

News (135)
Reviews (4)
Features (28)
Screenshots (459)

It's an obvious tactic for a major franchise - and one that could well and truly shift the goalposts if BioWare's serious about integrating its campaign narrative with multiplayer - but "obvious" doesn't necessarily mean "right". Here are six reasons Galaxy at War belongs on the cutting room floor.

1. It'll damage the context

One of the wonderful things about Mass Effect is the entirely contained nature of the universe. Everything that occurs happens for a reason, and it's up to you alone to solve the problems you face. Adding a sectioned-off multiplayer mode that directly affects the single player game damages the universe's sense of canon. It all makes sense on paper, certainly - the fights taking place in Mass Effect's co-op are a distant part of the greater war effort against the Reapers. When you boil down to the execution though, you're effectively looking at Shepherd's world being frozen in stasis while you pop off to create an extra fighter for the war effort. One of the coolest aspects of **Mass Effect 2** was the sense of urgency in the main storyline. Letting you effect the outcome of ME3 by temporarily popping into an alternate reality isn't exactly a great leap for narrative.



2. Multiplayer doesn't equal success

The claim that multiplayer is necessary to tackle the second hand sales market doesn't always hold water. Speedy trade-ins are certainly a problem, but longevity through multiplayer isn't the only good answer. Rare as they are, games like Skyrim are proof that single player still sells. If you're worried about

getting players keeping the disc in the tray, there are more inventive tactics: solid DLC offerings can go a long way, especially if the price and frequency are right. Give us a **weekly dose of** herical **skin drama**, and we'll be happy for the rest of our days.

Should we go forward?



Goals for Mass Effect 3 Demo

- SP – Acquisition, try the gameplay, get hooked with the story
- MP – Feedback, balance, discover and fix critical bugs

The screenshot shows the landing page for the Mass Effect 3 demo. At the top, there are navigation links: "MASS EFFECT 3", "DECODE & WIN", "BETTER WITH KINECT", "PRE-ORDER", and "SHARE" with social media icons. The main banner features the "MASS EFFECT 3" logo and the text "DEMO ON XBOX LIVE 14.02.12" over a background of a character in N7 armor. Below the banner, there is a "DECODE & WIN!" section with the Alliance Network logo and a list of prizes: "Mass Effect 3 Early Access Demo Code" and "Mass Effect 3 'Normandy' Avatar Item". A large orange "LAUNCH" button is positioned below this list. To the right, there is a "WIN EARLY ACCESS CODES TO THE MASS EFFECT 3 DEMO" section with the dates "10TH FEB - 14TH FEB" and an image of a character in a grey t-shirt and sunglasses standing next to a Normandy ship.

Both Player Breakdown

Franchise Status	Game Type	Avg. Gameplay Hours/Player
Franchise Vets	Single Player	9.8 Hours
	Multiplayer	27.0 Hours
New to Franchise	Single Player	8.1 Hours
	Multiplayer	24.0 Hours
Total	Single Player	9.2 Hours
	Multiplayer	26 Hours

Source: Nucleus Database

Goal Achieved!

- MP
 - Feedback, balance, discover and fix critical bugs

Smartest Moves

Mass Effect 3's Multiplayer

The many fans of *Mass Effect* are very quick to point out to the uninitiated that the game is not a standard shooter, but rather an RPG with shooting elements. Not the type of game that would have, say, a wave based multiplayer suite. Except for when *Mass Effect 3* totally did. Not only that, but it was integral to (or at least intertwined with) the single player campaign. But, surprisingly, it didn't ruin the game. In fact **it was really fun**, and satisfyingly tested the skills you've built up throughout three games worth of playing with one character. The fact that what easily could have been a greedy and half-baked add on still has lots of players is a testament to the success of *ME3's* co-op.

<http://kotaku.com/5969101/the-smartest--dumbest-things-ea-did-in-2012?post=55346900>

From Product to Service

- Galaxy at War
- N7 Operations
- MTX Packs
- N7 HQ
- SP & MP DLC
- Challenge System



N7 Operations (30+ so far)



PRIORITY UPDATE: OPERATION EXORCIST

POSTED ON APRIL 27, 2012 BY [BIOWARE COMMUNITY TEAM](#)



Soldiers of the Milky Way –

By now it is no secret that the Reaper War has had its share of logistical SNAFUs. It is true when we put out the call for volunteers, we were answered by individuals of every species and even Terminus space. Unfortunately, the diversity of equipment sources meant our software incompatibilities.

These brave men and women have been fighting beside you and, in doing so, have gone on duty. Because their units were not properly tracked, they fought without pay and sometimes without equipment, even rations. It is a mark of their character that these warriors took the grueling work stuck out through sheer determination.

It is time to honor their service. A volunteer task force has fabricated the necessary hard compatibility software. When these installations are complete, these soldiers will be better equipped and combat-ineffective troops will get off the bench. We'll all have more comradery and we're now watching theirs.

–Admiral Hackett

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What's Hot

CALL OF DUTY
BLACK OPS II

"5 OUT

[Home](#) > [News](#) > Mass Effect 3: Operation Exorcist challenges players to kill a million Phantoms

Mass Effect 3: Operation Exorcist challenges players to kill a million Phantoms

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Tom Senior at 10:54am April 26 2012



Mass Effect 3's multiplayer mode has proven difficult to let go of, partly thanks to these weekend challenges offering free rewards for difficult challenges. *Operation Exorcist* is the toughest one yet. Over the course of this weekend, Mass Effect 3 players must collectively murder a million Cerberus Phantoms (lithe, cloaking ninjas with katanas. They are a massive pain). This will give everyone a bonus Victory point for weapons, power-ups and new classes.

The individual mission should you choose to accept it, is to survive until extraction on the super-hard mode. I haven't touched Gold mode yet, so I'm carrying an irrational fear of the horrors it may contain. Luckily, it doesn't matter what map you fight on, or the enemy type you choose to face. If you win you get a box, which will hopefully be full of treats and nice things, and bear no resemblance whatsoever to David Fincher's famous box-horror flick, *Seven*. Not even victory will stop Brad Pitt's anguish of "WHAT'S IN THE BOX?" from running through my head every single time I buy a new crate, though.

Tags: [BioWare](#), [Electronic Arts](#), [Mass Effect 3](#), [Seven](#), [The solution is to watch less films and play ME3 multiplayer](#), [WHAT'S IN THE BOX?](#)

MASS EFFECT 3 MULTIPLAYER HALLOWEEN CHALLENGE

POSTED ON OCTOBER 31, 2012 BY [BIOWARE](#)



October 31st – November 5th (9:00 a.m. PDT)

Unnerving reports from the front indicate that the Collector reinforcements are more numerous than we feared. At this point, we do not know if our numbers are accurate or if psychological warfare is at work. We need to engage the enemy to assess their true strength.

Halloween Challenge – Complete the three Halloween challenges to earn the Halloween Challenge Banner.

Ghostbuster: Requires 5 extractions on Firebase Ghost or Firebase Ghost Hazard

Zombie Hunter: Requires 7500 points against husks/abominations.

Monster Killer: Requires 10000 points against brutes/scions/prætorians/banshees.

All challenges can be completed on any difficulty.

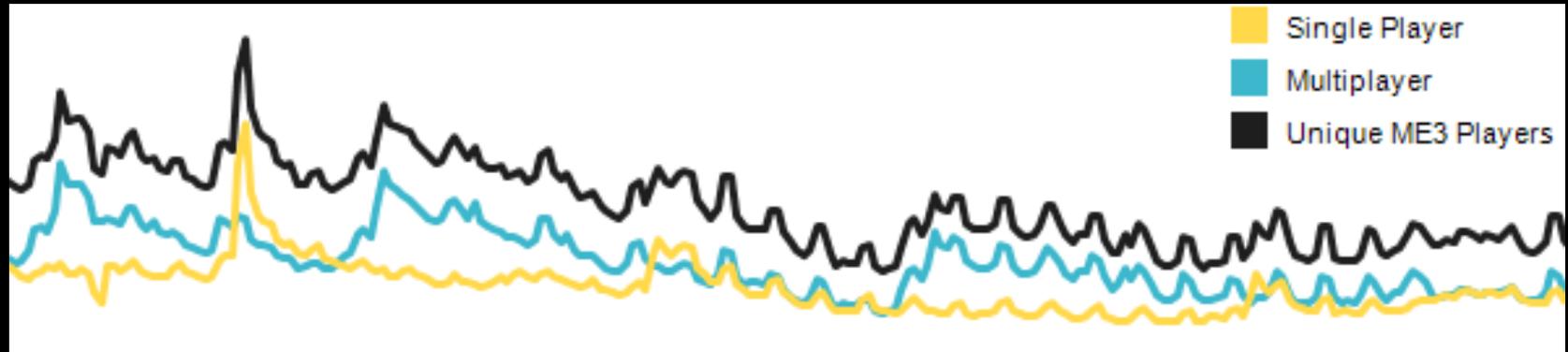
From all of us here at BioWare, have a happy and safe Halloween! Be sure to join us on [Facebook](#), [Twitter](#), and [Pinterest](#) for more Halloween fun.

POSTED IN [BIOWARE](#), [MASS EFFECT 3](#) | TAGGED [MASS EFFECT 3](#), [ME3OPERATION](#), [MULTIPLAYER](#)

Victory and Commendation Packs



N7 Operations and DLC raised engagement



N7 Operations and DLC raised engagement

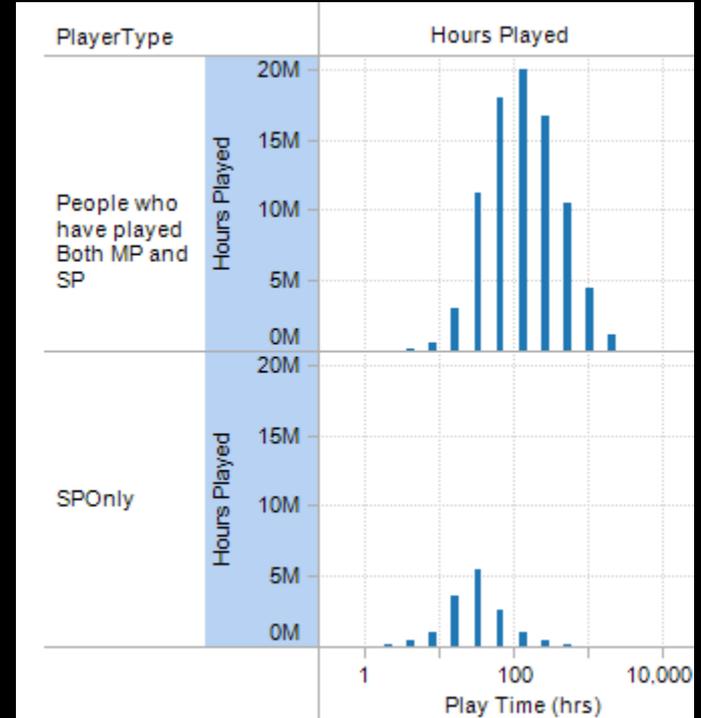
DLC

Launch

- 18 Characters
- 33 Weapons
- 24 Weapon Mods
- 14 Consumables
- 6 Maps
- 3 Enemy Factions
- 3 Difficulties

Free DLC Expansion Packs

- 41 Characters
- 19 Weapons
- 7 Weapon Mods
- 7 Consumables
- 7 Maps
- 6 Hazard Map Variants
- 1 New Difficulty: Platinum
- 1 Full Enemy Faction
- 2 Additional Enemy Units
- 2 Game Objectives
- 38 Gear Items
- Challenge system + banners
- N7HQ Website



Multiplayer Engagement

- N7 HQ and Challenge System

The screenshot shows the N7 HQ website interface. At the top right, there are links for 'Login' and 'Signup', a search bar with 'Find profile', and a platform selector set to 'Xbox 360'. A navigation menu includes 'PROFILE', 'NEWS', 'FORUM', 'MY ACCOUNT', and 'SUPPORT'. The main content area features a large image of a Spectre in armor. To the right of the image, the 'MASS EFFECT 3' logo is displayed above three bullet points: 'Track your Challenges and set your In-Game Awards', 'View Characters, Inventory and Leaderboards', and 'Explore Profiles and learn how the top players operate'. A prominent red 'Get Started' button is located below the text. At the bottom of the page, a banner shows a group of Spectres with the text 'DISCOVER MORE ABOUT MASS EFFECT 3 MULTIPLAYER'.

Operation Gearhead is complete.

N7 HQ Scylla Costa IsoKarpis Logout

PROFILE CHALLENGE AWARDS GALAXY AT WAR NEWS FORUM MY ACCOUNT SUPPORT

IsoKarpis
N7 318 0

Overview Challenges Characters Inventory Leaderboards Achievements

SUMMARY
Last updated at 2012-11-21 21:56:47 GMT
Progress in-game may take up to 15 minutes to appear here.

Time played: 59H 25M 44S
Games played: 166
Current Credits: 44,012

N7 Leaderboard: #133,382 (Top 11%)
Leaderboard: #246,635 (Top 99%)

WEEKEND CHALLENGE

OPERATION GEARHEAD
Earn 75,000 points as any engineer class. Extract 3 times as any engineer class.
Start Date: Nov 16, 10:00am PST
End Date: Nov 19, 9:00am PST

Operation Gearhead
Current progress: 0 of 2 (0%)

N7 HQ Scylla Costa IsoKarpis Logout

PROFILE CHALLENGE AWARDS GALAXY AT WAR NEWS FORUM MY ACCOUNT SUPPORT

BioBlitz
Death Guard
N7 1,928 5,795

Overview Challenges Characters Inventory Leaderboards Achievements

CHARACTER BUILD
Last updated at 2012-11-21 21:58:05 GMT
Progress in-game may take up to 15 minutes to appear here.

Adept Level 16	Soldier Level 1	Engineer Level 18	Sentinel Level 1	Infiltrator Level 14	Vanguard Level 18
					
Asari	Drell	Volus	Human Male		

Challenge System

PAST WEEKEND CHALLENGES Last updated at 2012-11-21 21:56:41 GMT
Progress in game may take up to 15 minutes to appear here.

 Operation Gearhead Nov 16, 2012	 Operation Black Furnace Nov 9, 2012	 Operation Jackhammer Nov 2, 2012	 Operation Valkyrie Oct 26, 2012	 Operation Bloodlust Oct 19, 2012
 Operation Overdrive Oct 5, 2012	 Operation Patriot Sep 21, 2012	 Operation Vigilance Sep 7, 2012	 Operation Ally Aug 24, 2012	 Operation Olympus Aug 10, 2012
 Operation Overwatch Jul 27, 2012	 Operation Broadside Jul 13, 2012	 Operation Savage Jun 22, 2012	 Operation Mastiff Jun 6, 2012	 Operation Shieldwall May 25, 2012
 Operation Silencer May 11, 2012	 Operation Exorcist Apr 27, 2012	 Operation Resurgence Apr 15, 2012	 Operation Raptor Mar 30, 2012	 Operation Goliath Mar 16, 2012

N7 Mastery

Complete 6 of the N7 Mastery Challenges
Current progress: 2/6
Challenge points: 300

Map Mastery

Complete 40 of the Map Mastery Challenges
Current progress: 14/40
Challenge points: 420

Biotic Mastery x1

Complete 14 of the Biotic Mastery Challenges
Current progress: 3/14
Challenge points: 140

Tech Mastery x2

Complete 13 of the Tech Mastery Challenges
Current progress: 4/13
Challenge points: 140

Halloween Challenge x1

Complete 3 Halloween Challenges
Current progress: 3/3
Challenge points: 10

N7 Day Alliance Challenge x1

Complete 1 of the N7 Day Challenges
Current progress: 1/1
Challenge points: 10

N7

Nomad

Biotic God

Mathemagician

Hallowed Hero

N7 Loyalist

N7 HQ N7: 1.75

Biotic Death Guard

N7: 1.75

Challenge Points: 1000

MULTIPLAYER BATTLE

Map: Nomad | Mode: Death Guard

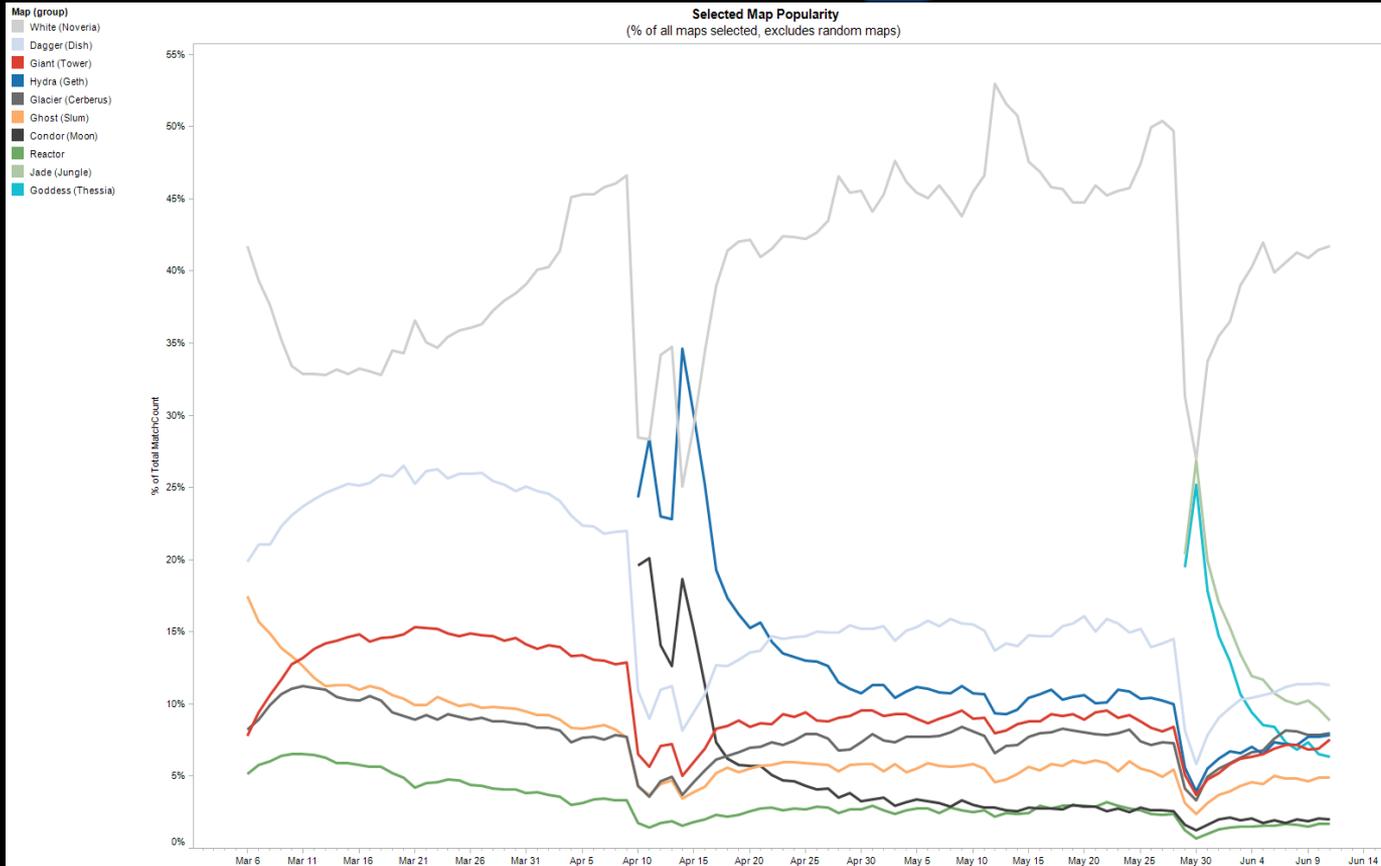
Current: 1000 | Objective: 1000

Telemetry and Analytics

Using Telemetry daily to drive changes



Using Telemetry daily to drive changes



MP Balance Changes

Logout

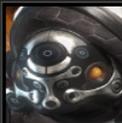


Multiplayer Balance Changes



Eric Fagnan

Bioware



Joined: 2010-01-27

Created 2 months ago, Modified about 6 days ago Report this topic Quote Edit topic Delete topic Link

This sticky thread will list the balance changes we make to the multiplayer game.

* Scroll to the bottom of the thread to see the latest changes, or click the links below.

April 24, 2012
April 17, 2012
April 10, 2012
April 3, 2012
March 27, 2012
March 20, 2012
March 13, 2012
March 6, 2012

Eric Fagnan

Bioware



Joined: 2010-01-27

Created about 1 month ago, Modified about 20 days ago Report this post Quote Edit Delete Link

March 6, 2012

Tech Armor Power

- Base detonation damage increased from 200 to 400
- Base cooldown decreased from 12 to 8 seconds

Stasis

- Base cooldown increased from 8 to 12 seconds

Adrenaline Rush Power

- Base weapon damage bonus increased from 35% to 45%
- Rank 4 weapon damage bonus increased from 15% to 20%

Cluster Grenade Power

- Base damage increased from 450 to 500

Proximity Mine Power

- Evolve 3 "increase damage by X% to impacted targets" value changed from 25% to 20%

Energy Drain Power

- Evolve 6 now gives you a 40% damage reduction effect instead of 15%

Drell Adept

- Starting encumbrance capacity increased from 30% to 45%

Drell Vanguard

- Starting encumbrance capacity increased from 30% to 45%

Drell Fitness Power

- Base health/shield bonus increased from 10% to 20%
- Rank 2 health/shield bonus increased from 10% to 15%
- Rank 4 health/shield bonus increased from 15% to 20%
- Rank 6 health/shield bonus increased from 20% to 25%
- Rank 6 movement speed bonus increased from 5% to 10%
- Base regular melee damage increased from 150 to 225
- Base heavy melee damage increased from 500 to 600

Mattock Assault Rifle

Summary

Key Takeaways - Galaxy at War

- Engage 1st Party early
- Use the strength of your IP to enhance your service proposal



Key Takeaways - Live Team

- Create a Live Plan
- Have a War Room
- Focus on the most important problem!
- Communication is key!



Key Takeaways - From Product to Service

- Deliver quality!
- Think “consumers first”
- MTX can work well with MP Co-op
- Increase engagement and monetization with:
 - Operations and Challenges
 - Telemetry & Analytics



Questions?

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@scyllacosta

"A gente tem que sonhar, senão as coisas não acontecem" – Oscar Niemeyer