

# MASS EFFECT 3

The background of the slide features a dramatic scene of the Normandy SR2, a large blue and white spaceship, flying through a chaotic, fiery environment. The ship is angled upwards and to the right, with its name 'NORMANDY' and 'SR2' clearly visible. The surrounding space is filled with orange and yellow flames and smoke, suggesting a battle or a catastrophic event. The overall tone is intense and action-packed.

**From Product to Service:  
Mass Effect 3 Multiplayer  
went live**

**Scylla Costa  
March 28, 2013**

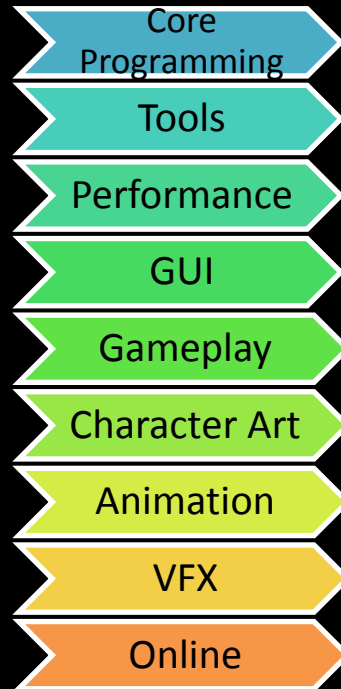
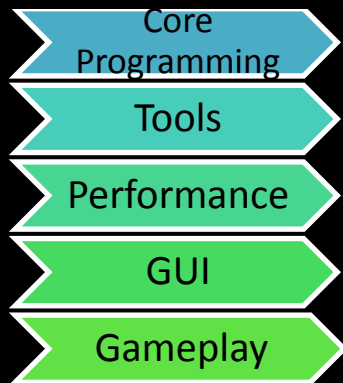
# Who am I?

## DIGITAL CHOCOLATE

**BiOWARE**  
A DIVISION OF EA



# What did I do?



# Agenda

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

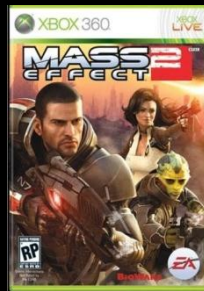
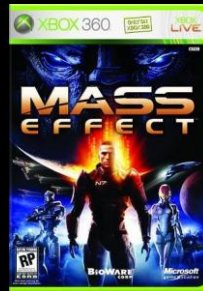


# From Product



# 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

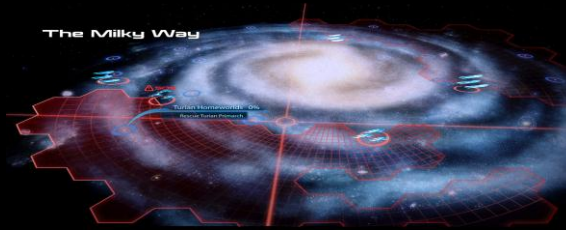


# To Service



# Mass Effect 3 - The Service

- Galaxy at War
- Live Team
- Multiplayer





# Galaxy at War

# Galaxy at War



# Galaxy at War

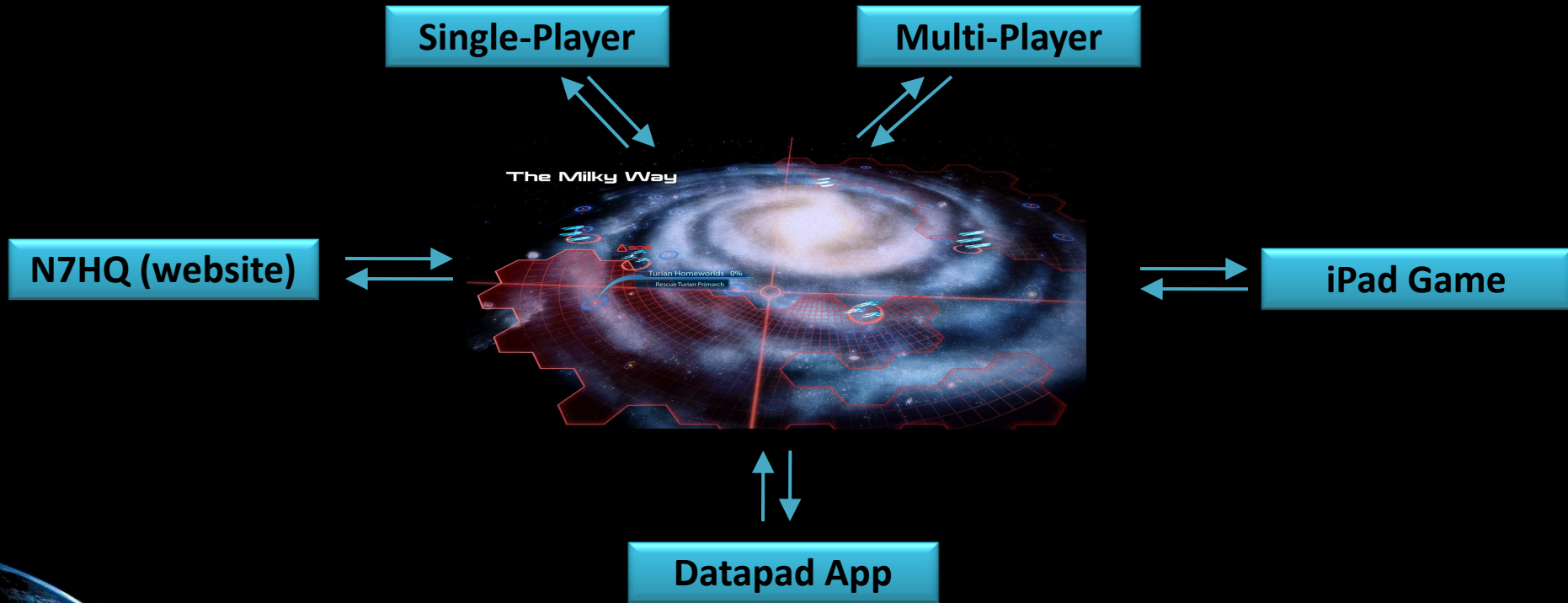
The Milky Way



**MASS** 3  
EFFECT

**BiOWARE**™ EA

# 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

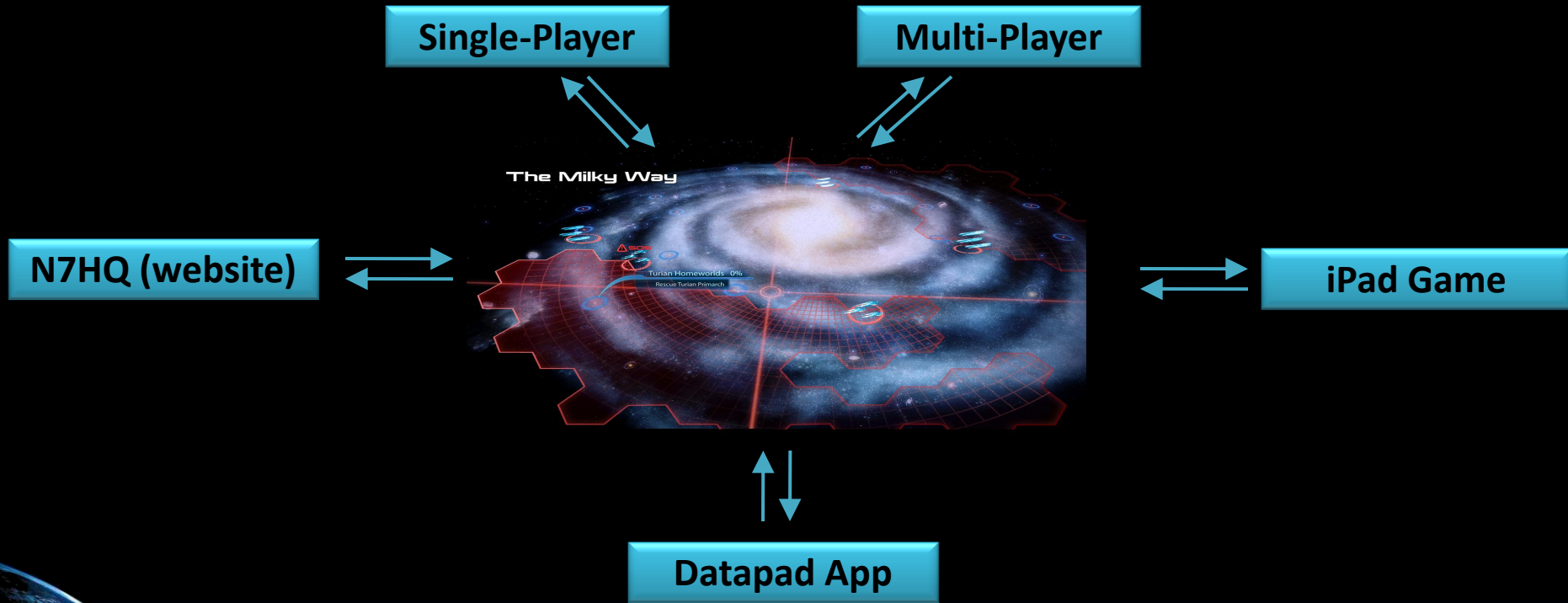


Mark All Viewed

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



# Mass Effect 3 Datapad

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



**Hourglass Nebula**  
Corsairs

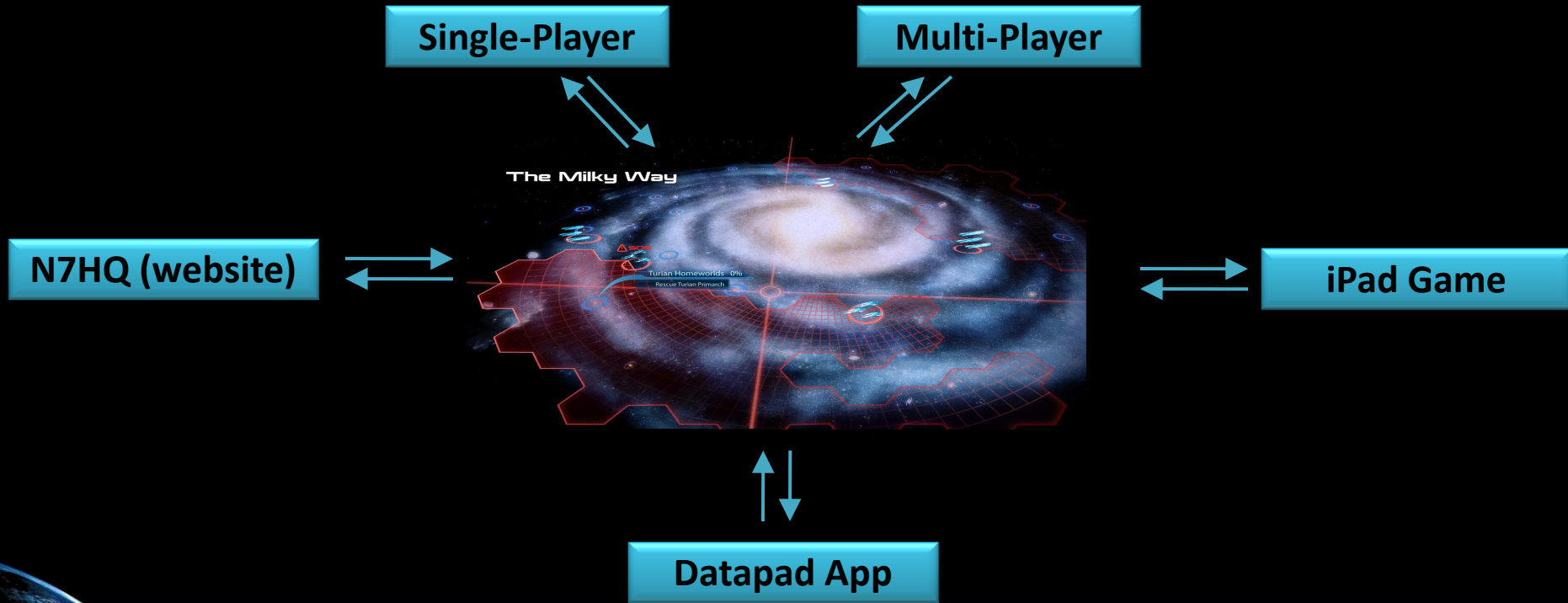
From Eclipse smuggling operations to Blue Suns prison ships, the Hourglass Nebula has many small but well-armed ships operating independently.

**Mission Length**  
03:45:27

**Rewards**  
Readiness Rating 0.73%  
600

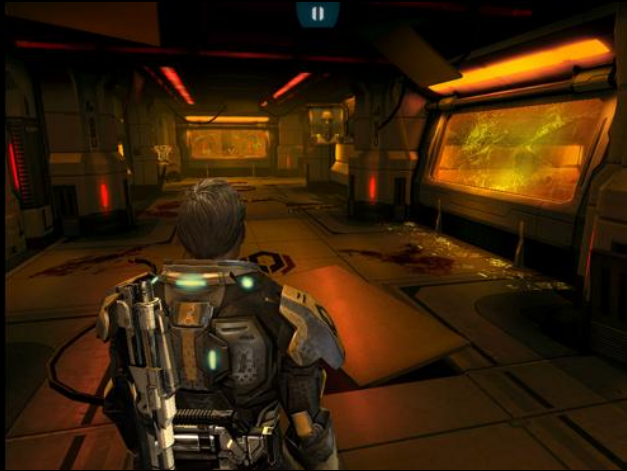
**Cancel** **Deploy**

# Galaxy at War



# Mass Effect: Infiltrator

- iOS & Android



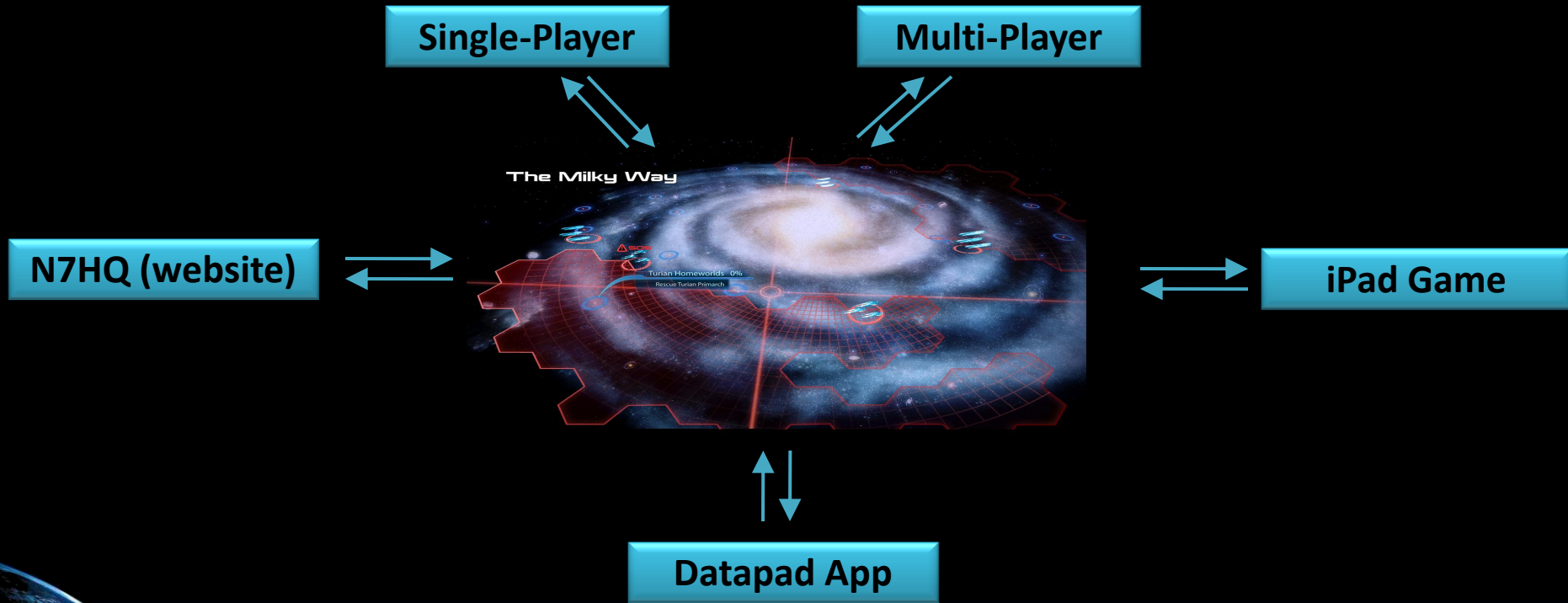


# Mass Effect: Infiltrator

- 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 1<sup>st</sup> Party early
- Use the strength of your IP to enhance your service proposal



# Live Team

A futuristic, high-tech environment with a large, glowing blue and red holographic display in the center. The display shows a complex, abstract structure with various lines and shapes. The background is dark and filled with mechanical components and screens. The overall atmosphere is sci-fi and high-tech.

# Mass Effect 3 Live Plan

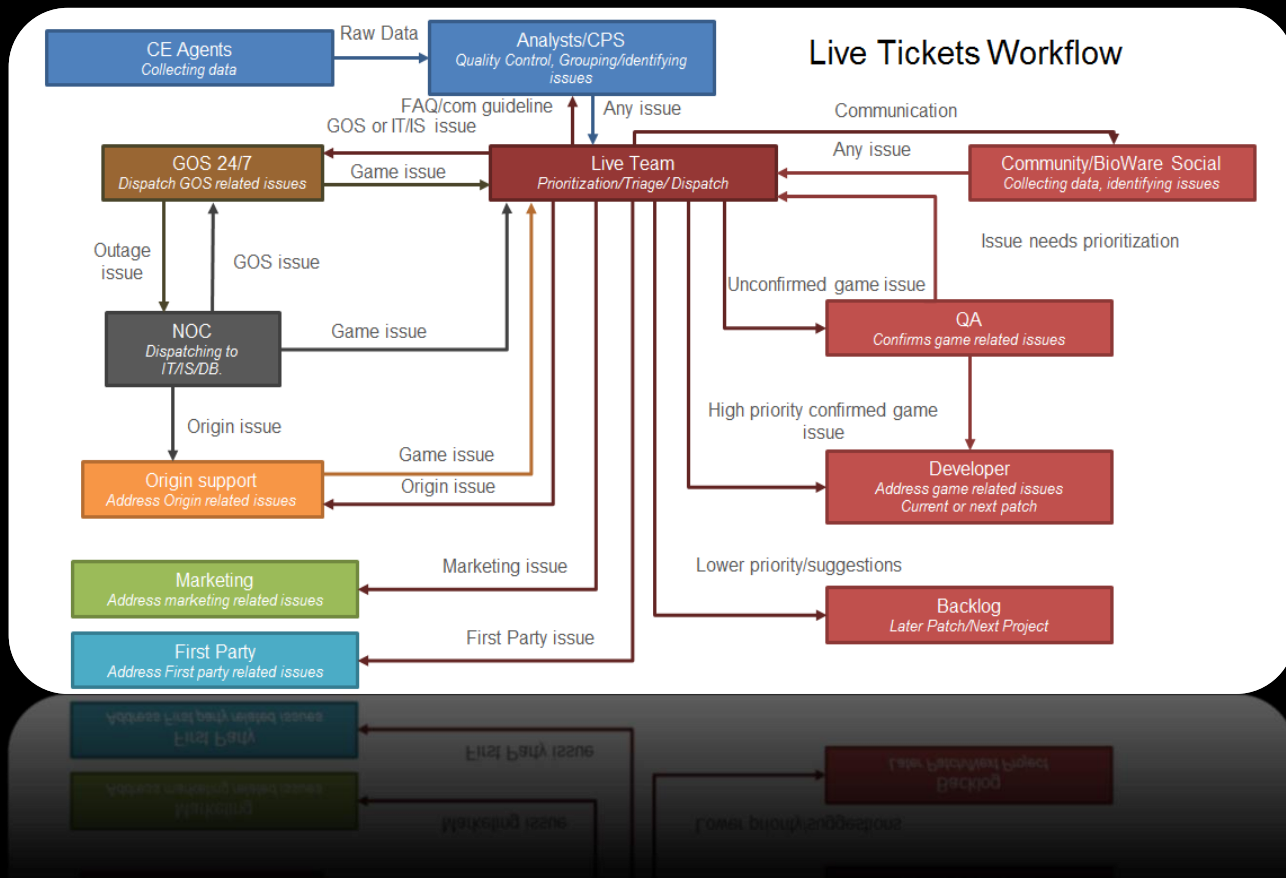
# Inspired by...

**Live Processes and Procedures**

BioWare Live Production



# Why do we need a Live Team?



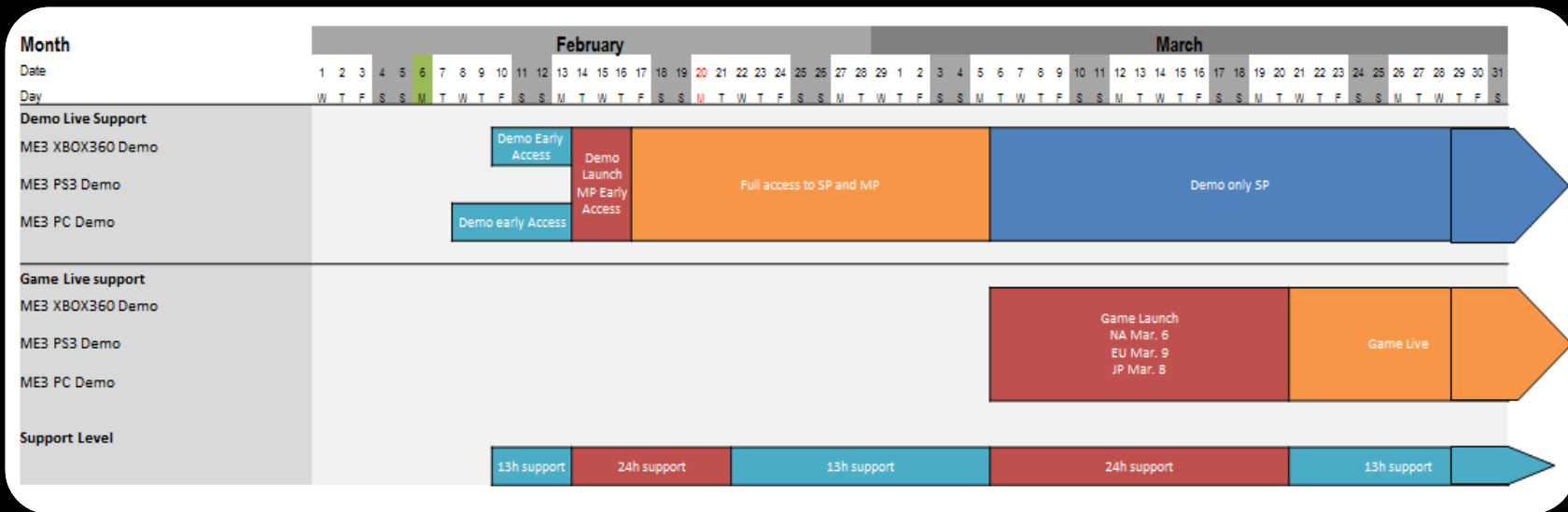


# Focus on the Most Important Problem

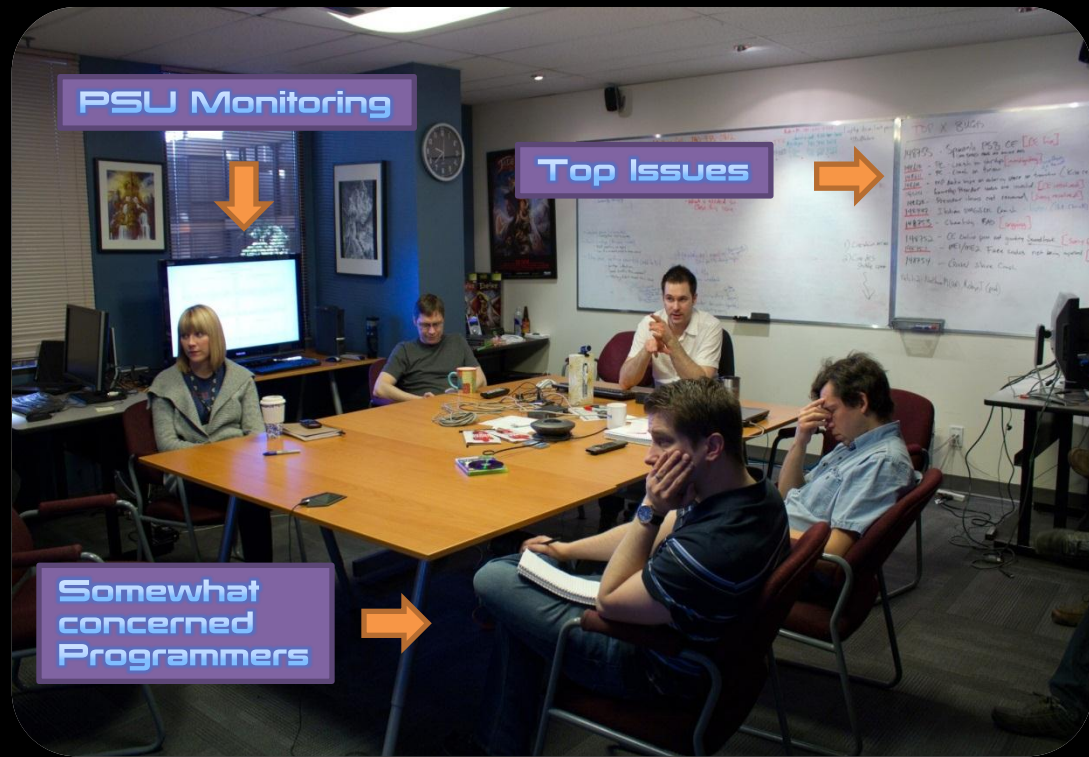


# Live Team coverage

- 46 days (Feb 8 to Mar 24)
- 13h and 24h shifts



# 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



**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 [f 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)  
Previews (4)  
Features (25)  
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



# 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 it 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 combat and we're now watching theirs.

—Admiral Hackett

[Continue reading →](#)

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

# PC GAMER

Login |

Search PC Gamer

Search

[Home](#) [News](#) [Reviews](#) [Previews](#) [Free Games](#) [MMO](#) [Tech](#) [Magazine](#) [Podcasts](#)

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

[Tweet](#) 11

[Like](#) 14

[+1](#) 1

[Comments](#)

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 events 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/praeetorians/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.

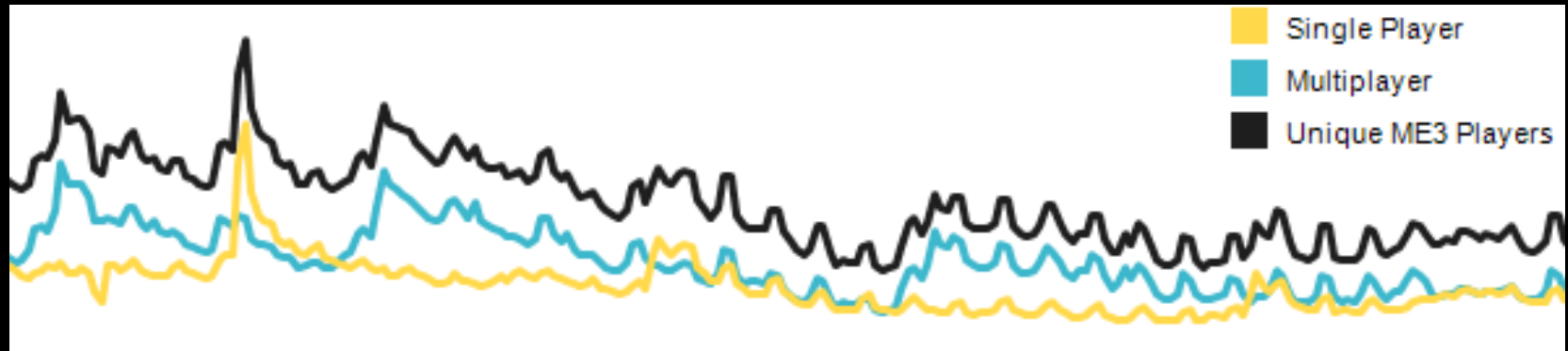
POSTED IN [BIOWARE](#), [MASS EFFECT 3](#) | TAGGED [MASS EFFECT 3](#), [ME3OPERATION](#), [MULTIPLAYER](#)



# Victory and Commendation Packs



# N7 Operations and DLC raised engagement



# N7 Operations and DLC raised engagement

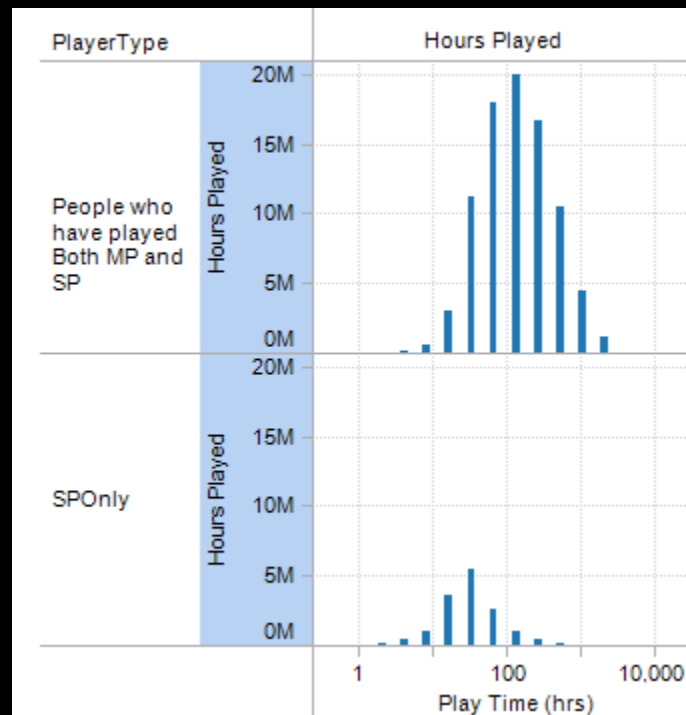
## DLC

### Launch

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

### Free DLC Expansion Packs

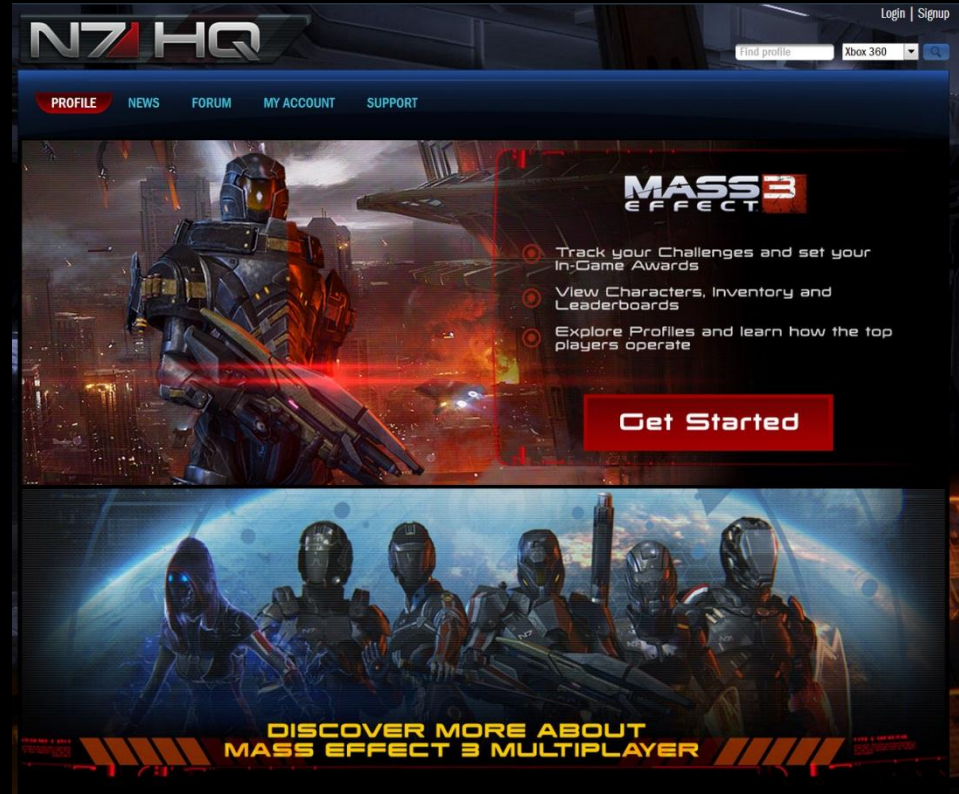
- 41 Characters
- 19 Weapons
- 7 Weapon Mods
- 7 Consumables
- 7 Maps
- 6 Hazard Map Variants
- 1 New Difficulty: Platinum
- 1 Full Enemy Faction
- 2 Additional Enemy Units
- 2 Game Objectives
- 38 Gear Items
- Challenge system + banners
- N7HQ Website





# Multiplayer Engagement

- N7 HQ and Challenge System



# N7 HQ

Operation Gearhead is complete.

N7 HQ Scylla Costa IsoKarpis Logout

Find profile Xbox 360

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

Games played: 166 Leaderboard: #246,635 (Top 99%)

Current Credits: 44,012

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

Find profile Xbox 360

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 21:56:47 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 Valleyrie Oct 26, 2012	 Operation Bloodlust Oct 19, 2012
 Operation Overdrive Oct 13, 2012	 Operation Patriot Sep 26, 2012	 Operation Vigilance Sep 7, 2012	 Operation Alloy Aug 24, 2012	 Operation Olympus Aug 18, 2012
 Operation Overwatch Jul 27, 2012	 Operation Broadside Jul 13, 2012	 Operation Savage Jun 22, 2012	 Operation Maskiff Jun 6, 2012	 Operation Shieldwall May 26, 2012
 Operation Silencer May 11, 2012	 Operation Exorcist Apr 27, 2012	 Operation Recurrence 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: 400

 **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 HQ

Barb's  
Dark Guard  
N7: Lvl 5 1.70

Multiplayer Overview

Weapons

Carbine

Discovery

Sniper

Shotgun

Submachine Gun

Special

Heavy

Light

Medic

Engineer

Support

Assault

Recon

Specialist

Heavy

Light

Medic

Engineer

Support

Assault

Recon

Specialist

# Telemetry and Analytics

# Using Telemetry daily to drive changes





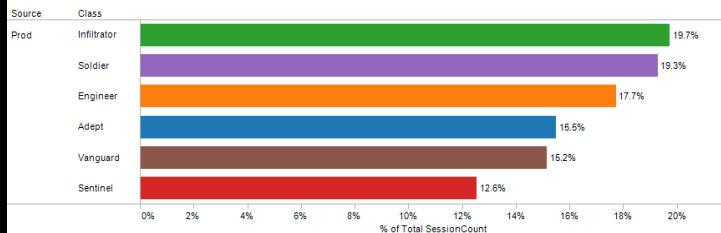
# Using Telemetry daily to drive changes

## Class / Kit Distribution over Missions

Select a Class or Source from the "Missions Started by Class" to filter the Dashboard reports.  
Kit = class:race:gender | all reports from launch to current date

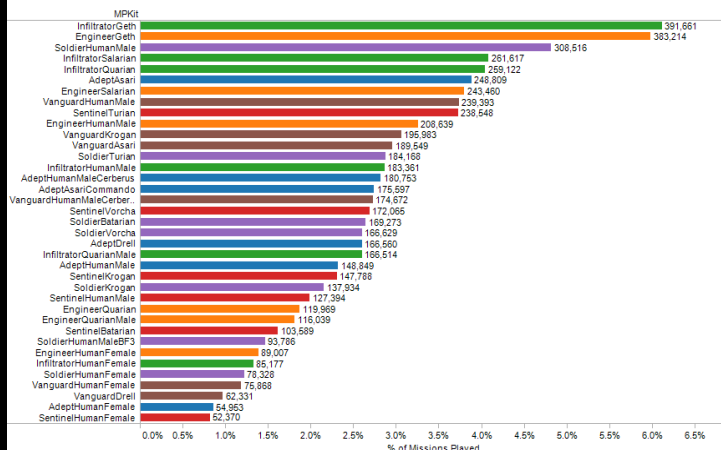
### Missions Started by Class

selections on this view filter this dashboard



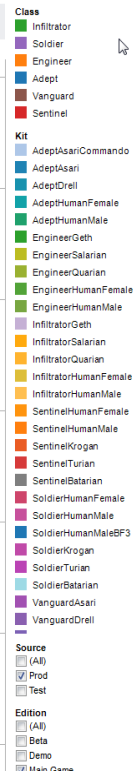
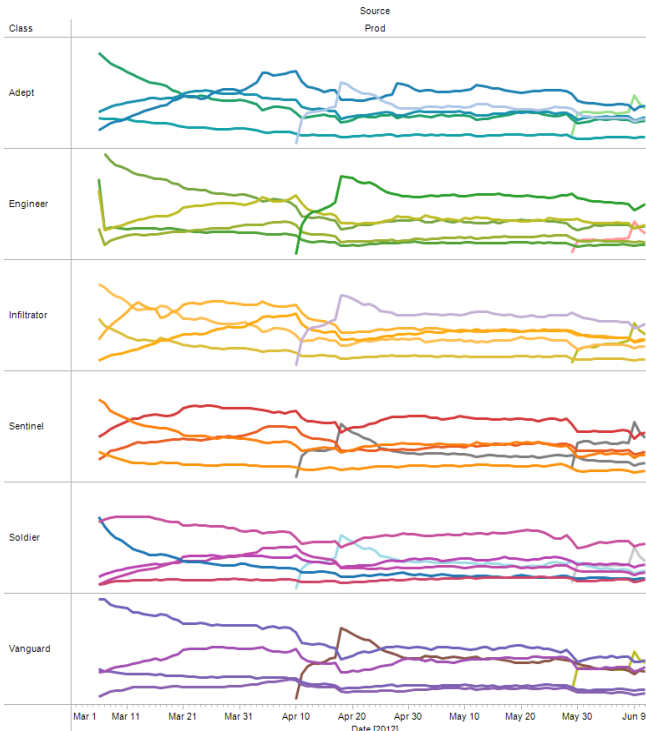
### Missions Started by Kit

% of missions played

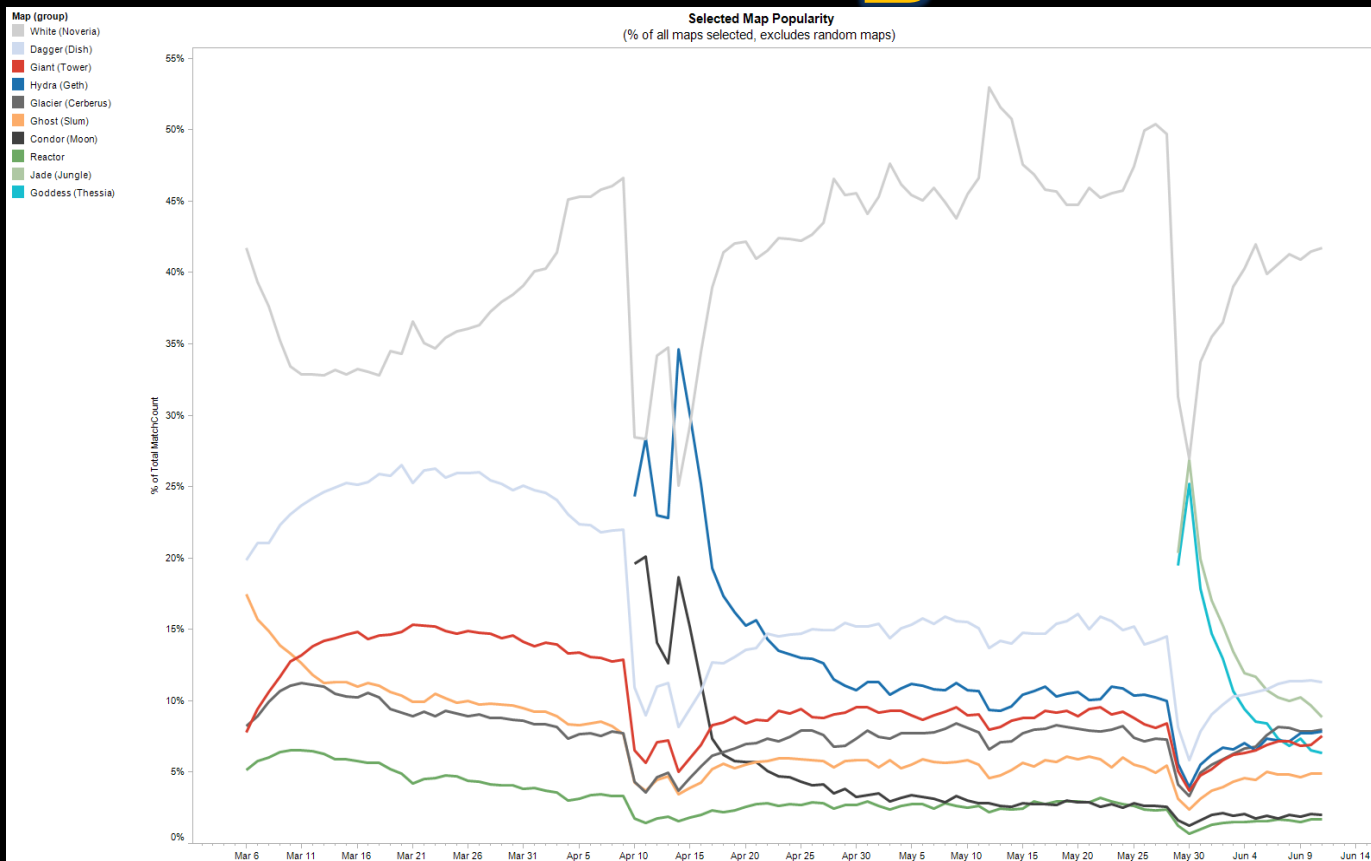


### Missions Started by Kit

cumulative trend



# Using Telemetry daily to drive changes



# MP Balance Changes

Logout

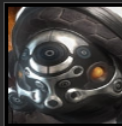


## Multiplayer Balance Changes



Eric Fagnan

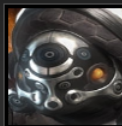
BIOWARE



Joined: 2010-01-27

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

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

### Mattok Assault Rifle

# Summary

# Key Takeaways - Galaxy at War

- Engage 1<sup>st</sup> 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?

**scylla@bioware.com**

**@scyllacosta**

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