

# Building a Community with Social Gameplay

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GAME DEVELOPERS CONFERENCE® NEXT

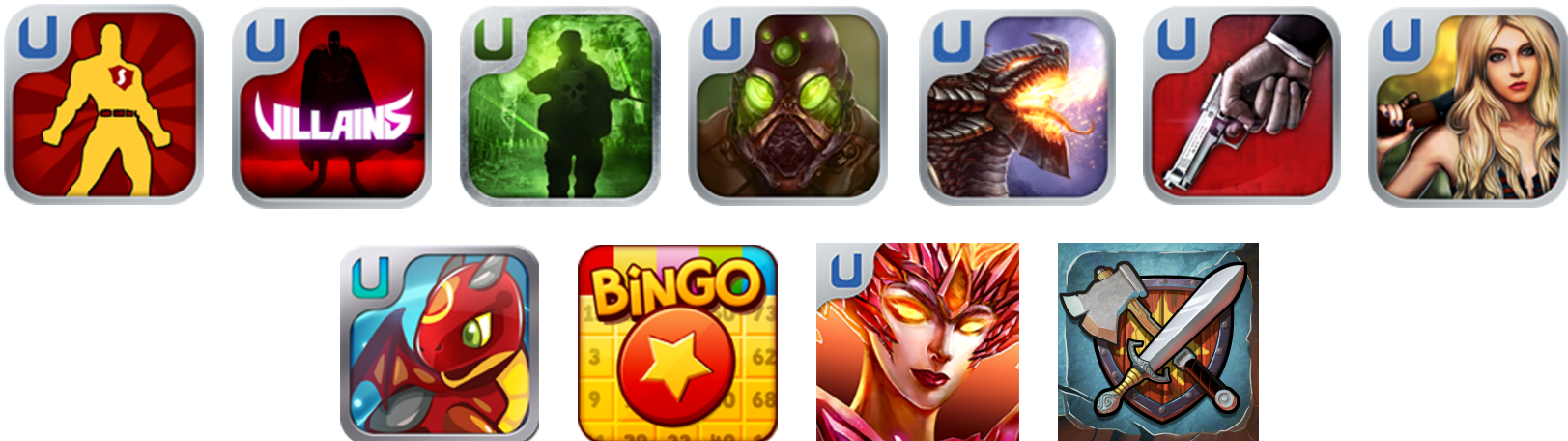
FEATURING APP DEVELOPERS CONFERENCE™

LOS ANGELES CONVENTION CENTER · LOS ANGELES, CA

NOVEMBER 3-4, 2014



# UKEN GAMES



\*Canada Only



# Social Gameplay

What I'm not talking about...

The Facebook logo, featuring the word "facebook" in a bold, blue, sans-serif font, followed by a registered trademark symbol (®).



# Social Gameplay

Social = Communication

Social Gameplay =  
Gameplay Facilitated Communication

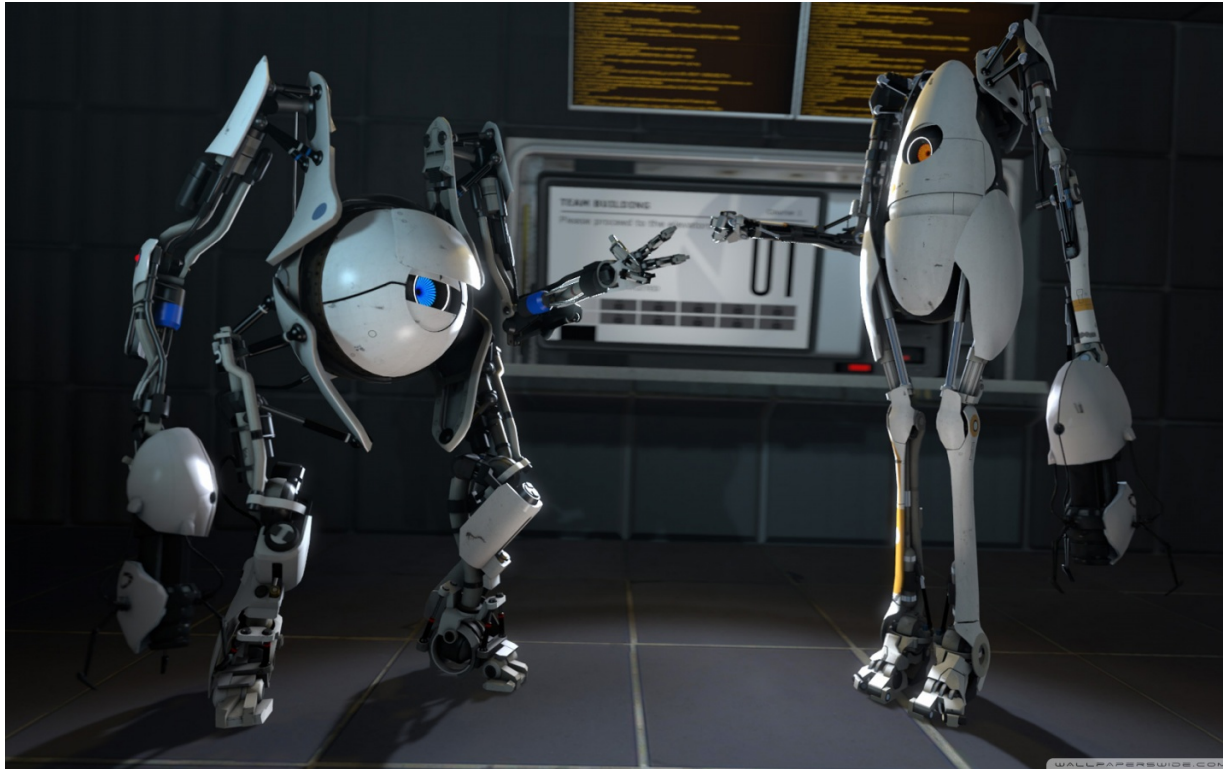


# Social Gameplay

- Communication is not just verbal
- As a result, harder to do online
- Social gameplay increases bandwidth



# Social Gameplay



Source: [http://wallpaperswide.com/portal\\_2\\_coop-wallpapers.html](http://wallpaperswide.com/portal_2_coop-wallpapers.html)



# Social Gameplay

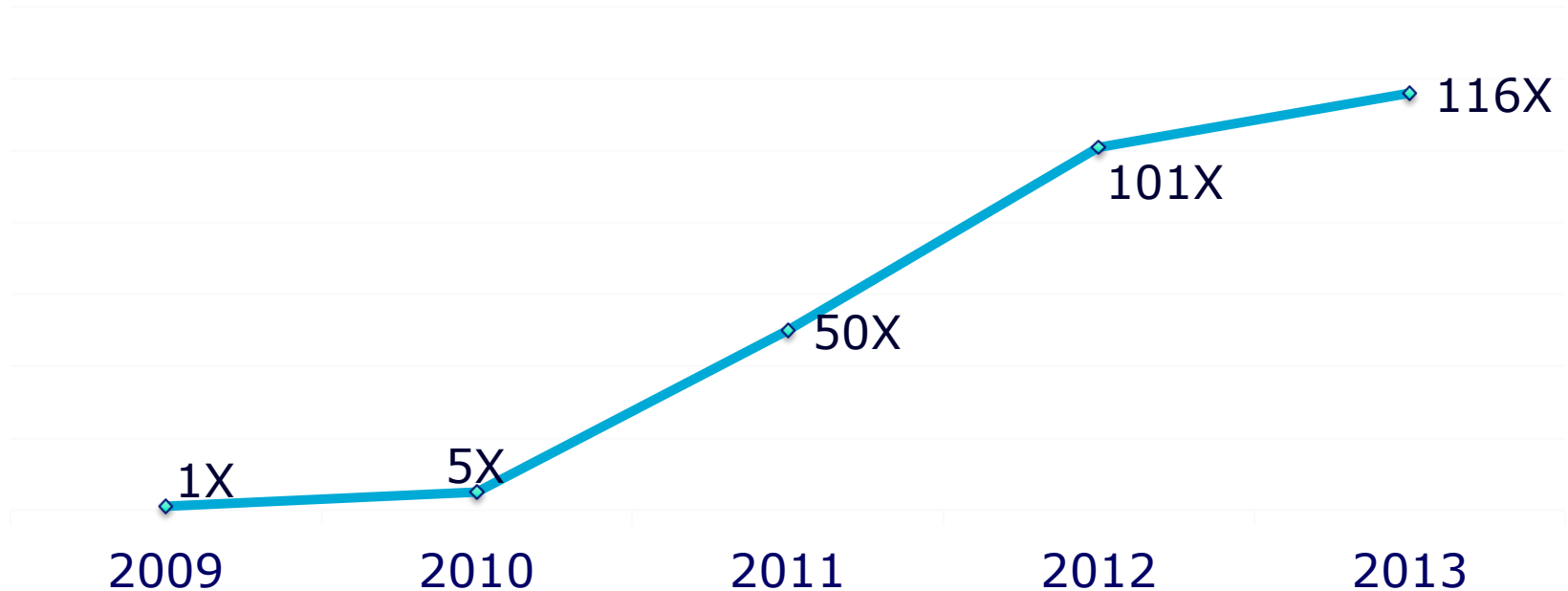


Source: <http://www.screwattack.com/news/22-reasons-we-love-halo/images/3586821>



# Growth

## Revenue Growth



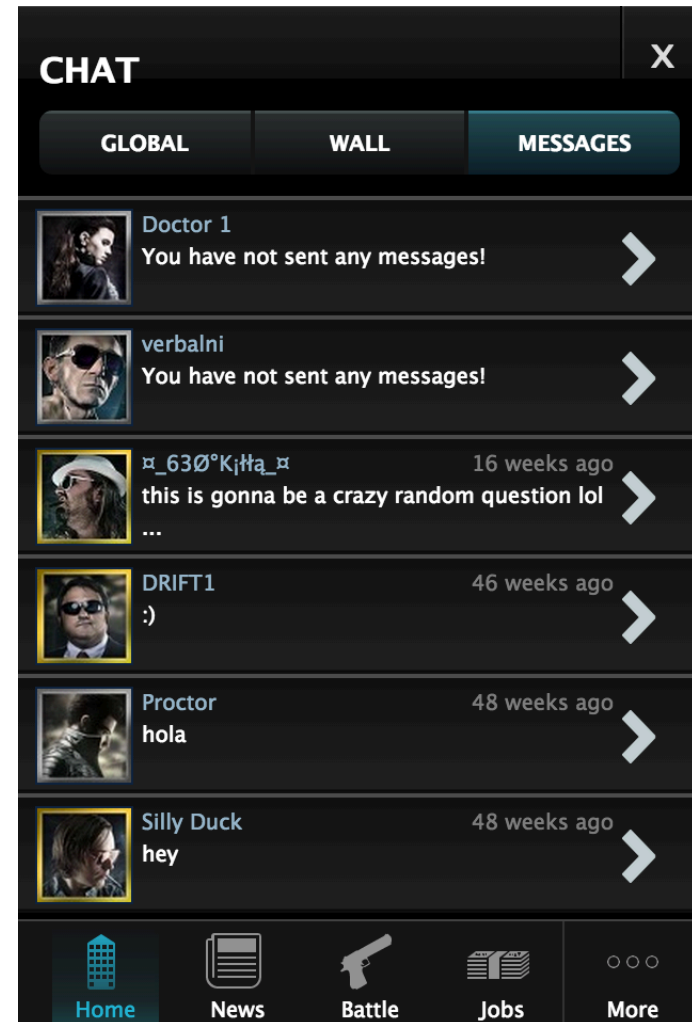
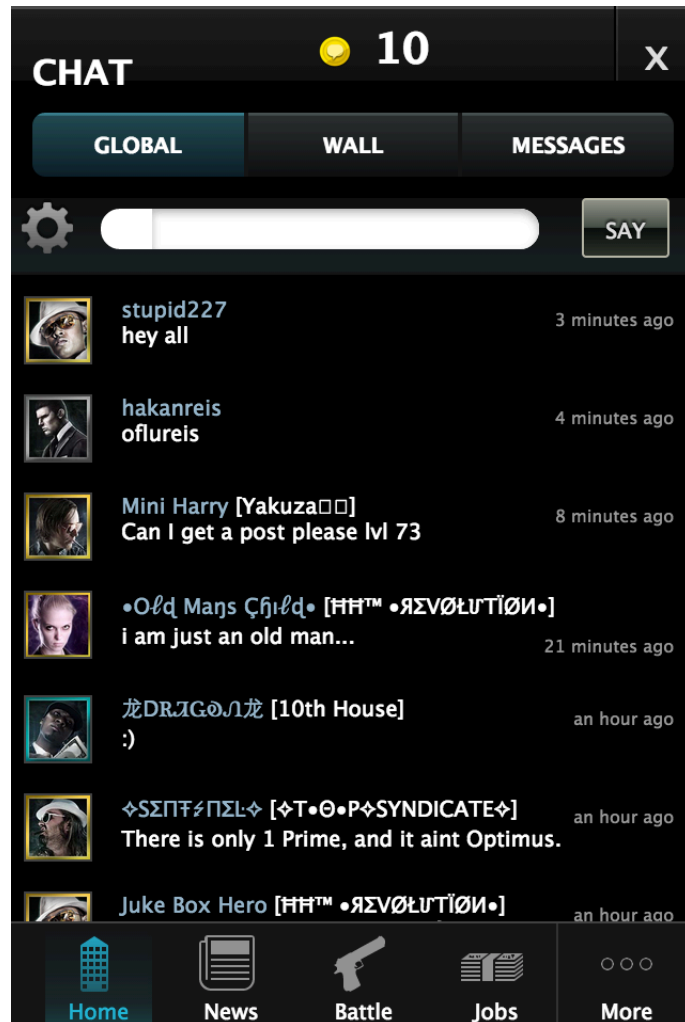


# Growth

- “uWars” games still going after 5 years
- Strong player loyalty, average tenure:
  - Players who return after 30 days: 197 days
  - Spending players: 403 days
- LTV curve is linear



# Social Gameplay in uWars



# Social Gameplay in uWars

The image displays three screenshots of the uWars mobile game interface, illustrating social gameplay features.

**Left Screenshot: Player Profile (Sid)**

- Player Name: Sid
- Level: 53
- Cash: \$82.8m
- Respect: 4017
- Buttons: UPGRADE, BACK
- Search bar with a green 'Search' button.
- GENERAL: Scheme with other Criminals. 5787 Topics. Last Post 33 Minutes Ago.
- QUESTIONS: Ask questions about the game here. 7131 Topics. Last Post 25 Minutes Ago.
- FAMILIES: General messages about your Crime Family. 1140 Topics. Last Post 8 Hours Ago.
- FAMILY RECRUITMENT: Looking for a family? Looking to recruit people for your family? Post here. 28325 Topics. Last Post 4 Hours Ago.
- COFFEE CORNER: GLOBAL of the non game related stuff in here.
- Bottom Navigation: Home, News, Battle, Jobs.

**Middle Screenshot: Comments**

- Player Name: Sid
- Level: 53
- Cash: \$82.8m
- Respect: 4017
- Buttons: UPGRADE
- Comments section with a text input field "Write something..."
- Comments:
  - !Akogun!** Random, respect
  - Mephizto** Now recruiting active members! If your looking for a fun active family to do tourny's an other fun way to join. Im very knowledgable of the game and can help with any questions u may have.
  - GRIM REAPER 286** Money/Battle list nd
  - @aff@ to the w@ff** \$\$\$ hits .even up if ya want
- Bottom Navigation: Home, News, Battle, Jobs.

**Right Screenshot: Storm Soldiers™ GHOST**

- Player Name: Sid
- Level: 53
- Cash: \$82.8m
- Respect: 4017
- Buttons: UPGRADE
- Online: 5 hours ago, Joined: 9 weeks ago
- Storm Soldiers™
- ★GHOST★
- Bounty Cost: \$447.6 M
- Buttons: ATTACK, POST BOUNTY, MESSAGE
- Tournaments:
 

Tournament Tier	Count
Tournament Tier 1:	4
Tournament Tier 2:	4
Tournament Tier 3:	4
- Battle Stats:
 

Stat	Value
Battles Won:	81
Battles Lost:	289
Kills:	0
Deaths:	6
- Job Rank Masteries: GLOBAL
- Bottom Navigation: Home, News, Battle, Jobs, More.

# Social Gameplay in uWars

Sid  
150 / 150 (+6)  
LEVEL 53 CASH \$82.8m  
UPGRADE

Engage!

adrian oberem  
Level 61 206W - 854L  
Family: Crew members High

Mr blue 007  
Level 50 442W - 560L  
Crew members High

` Karma `  
Level 65 1822W - 1741L  
Family: Crew members High

El Mike 83  
Level 69 232W - 1101L  
Crew members High Battle

DMONS\_rise  
Level 46 33W - 90L  
Family: Crew members High

GLOBAL

Home News Battle Jobs More

Sid  
114 / 150 (+6)  
LEVEL 53 CASH \$82.8m  
UPGRADE

ALERTS (1)

**DEFEATED**  
YOU LOST THE BATTLE

You vs THUGGYQ

-36 crew members 19 rivals

REMATCH

▼ DETAILS ▼

Sid  
150 / 150 (+6) CREW FULL  
LEVEL 53 CASH \$82.8 million RESPECT 4017  
UPGRADE

ALERTS (1)

BACK News

News Forum

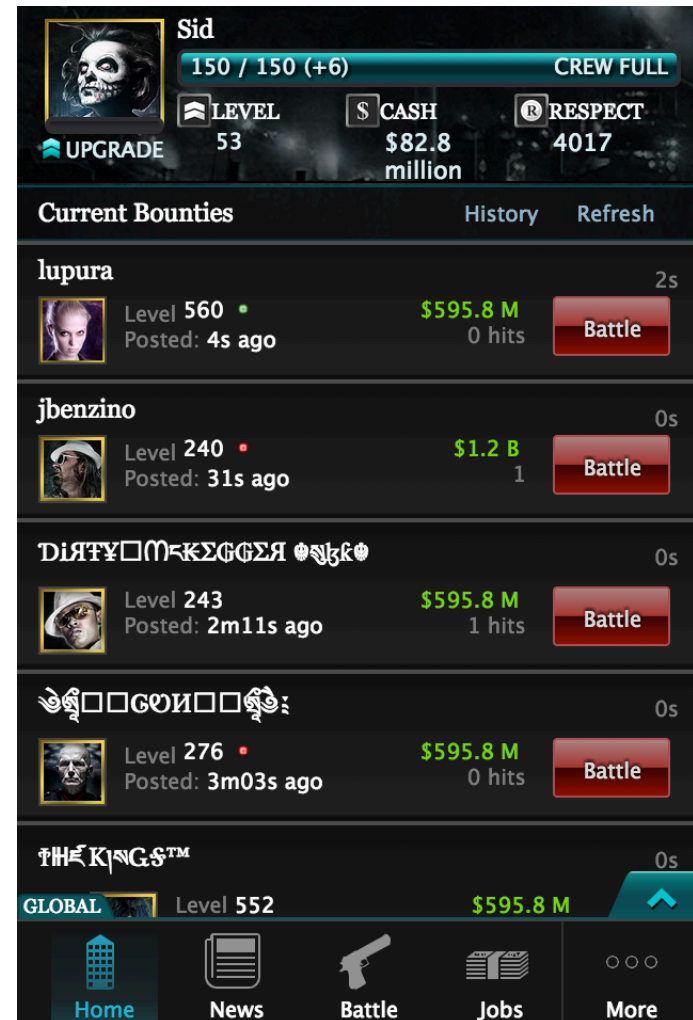
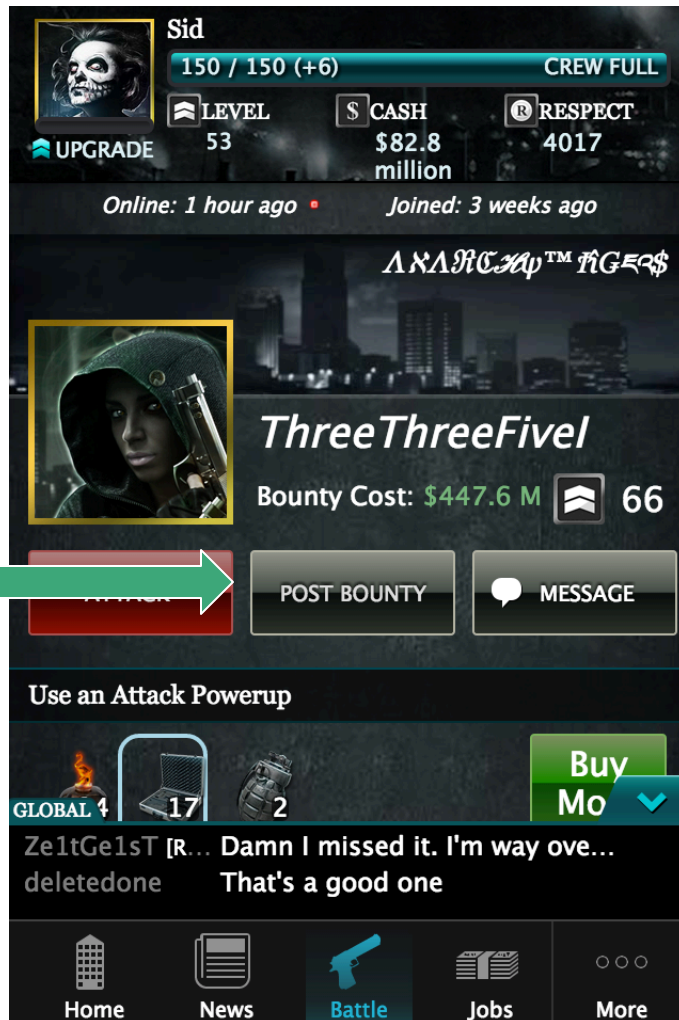
1 2 3 ... 62 63 Last

**You were attacked and DIED!** 1 week ago  
\$\$\$\$Eden\$\$\$\$ Lv. 63 You took out , and lost crew. RETALIATE  
0W - 5L - XP

**You were attacked and LOST!** 1 week ago  
GLOBAL \$\$\$\$Eden\$\$\$\$ You took out 21, RETALIATE

Home News Battle Jobs More

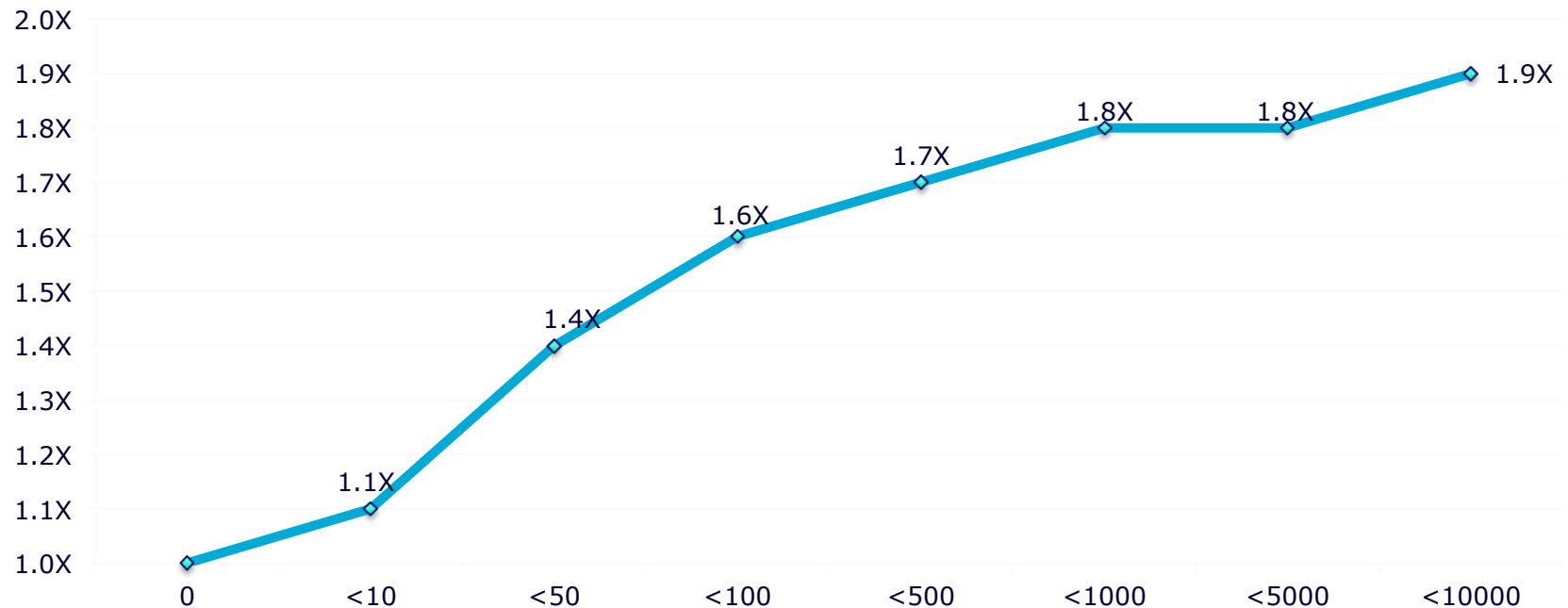
# Social Gameplay in uWars





# Metrics – Wall Posts

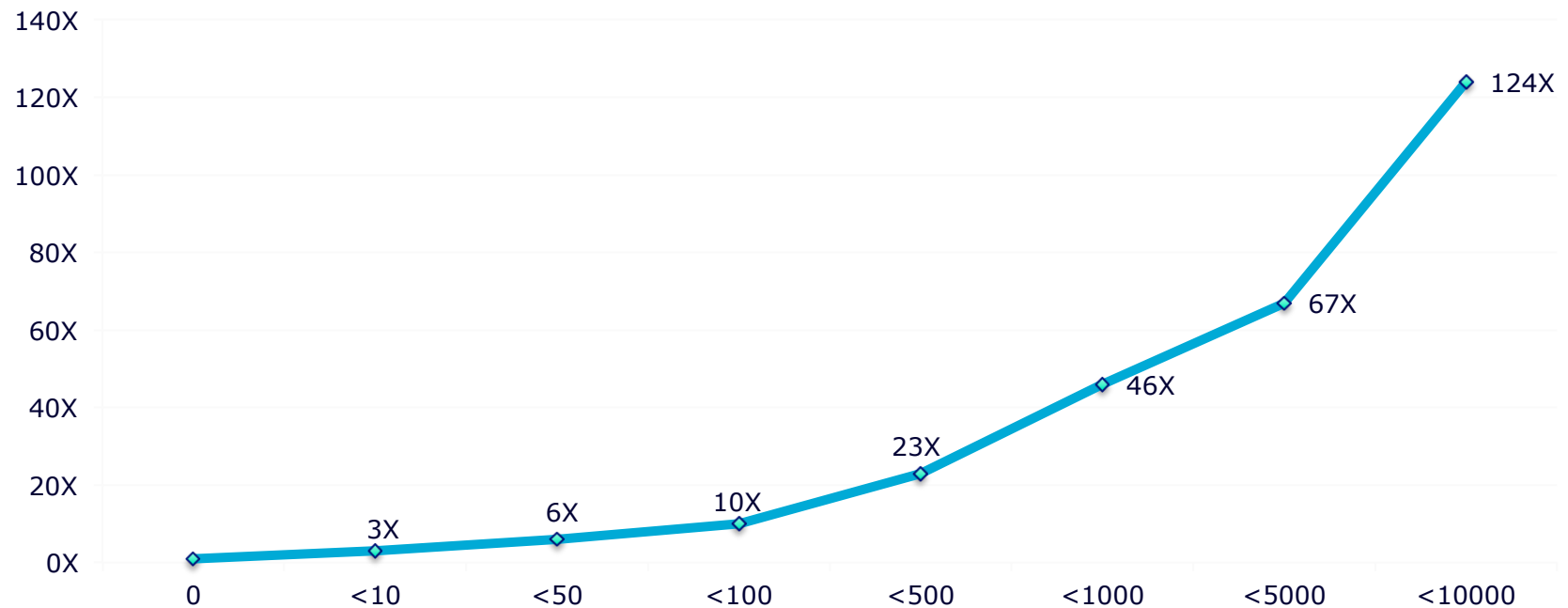
## 30 Day Retention





# Metrics – Wall Posts

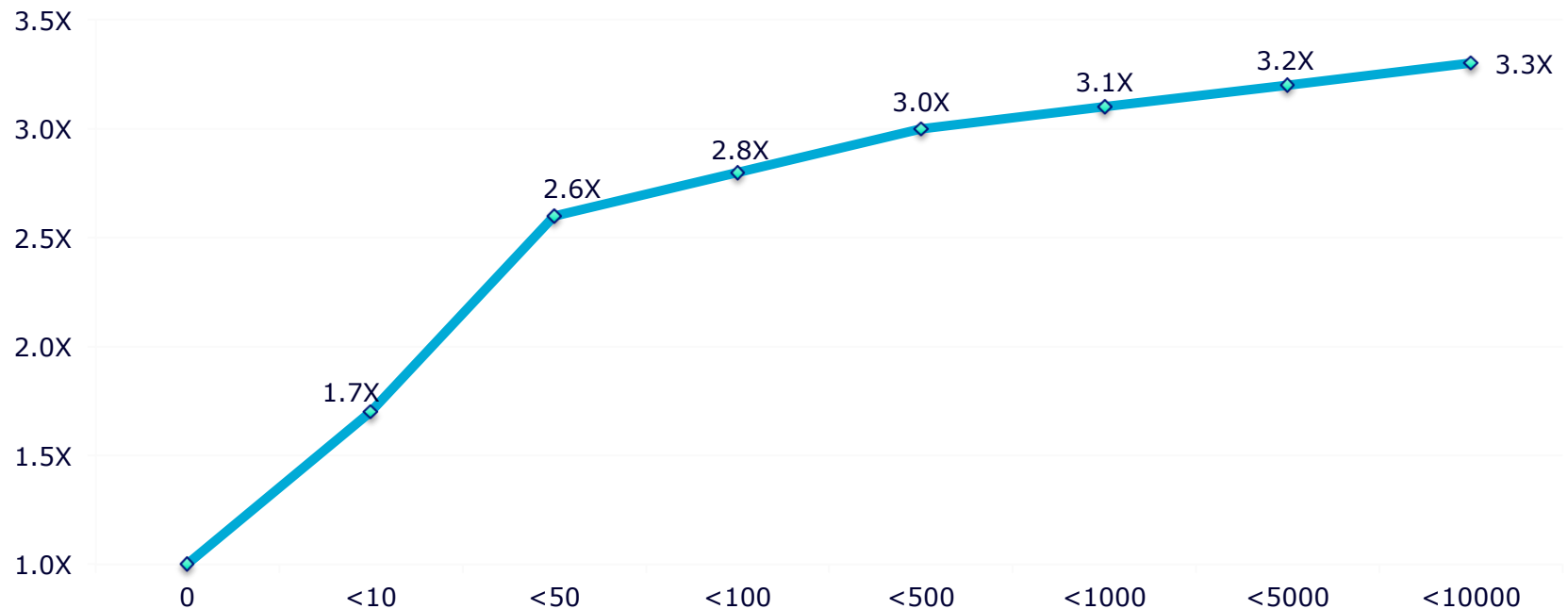
## 30 Day LTV





# Metrics – Wall Comments

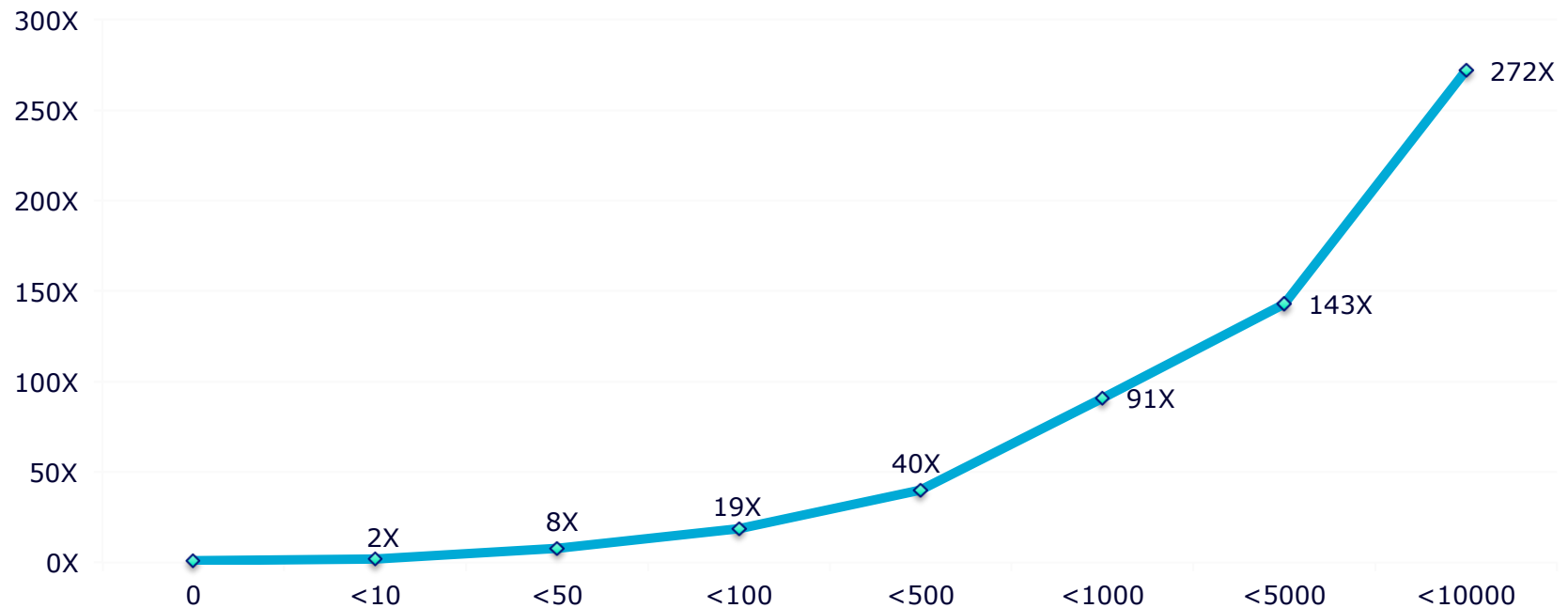
## 30 Day Retention





# Metrics – Wall Comments

## 30 Day LTV

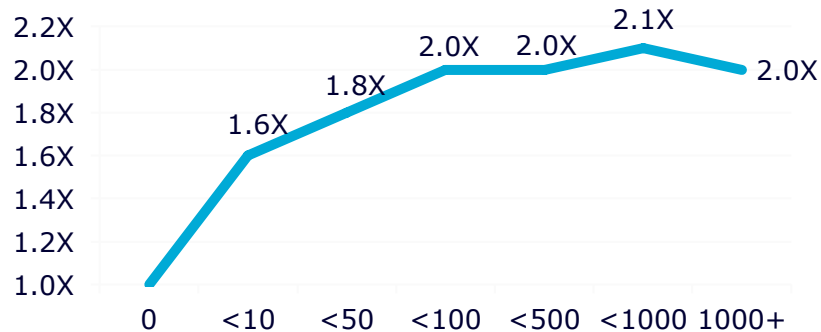




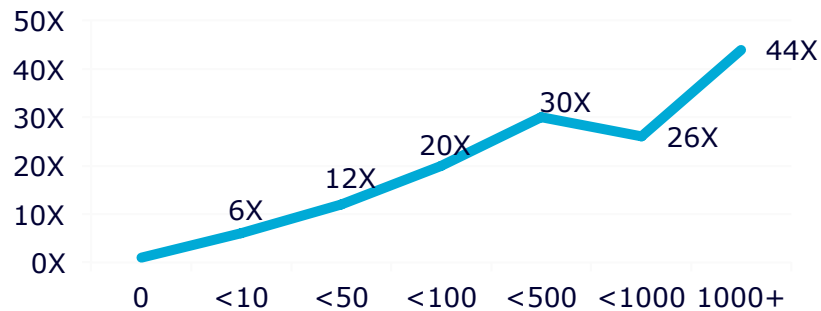
# Metrics - Remaining

## Forum Usage

### 30 Day Retention

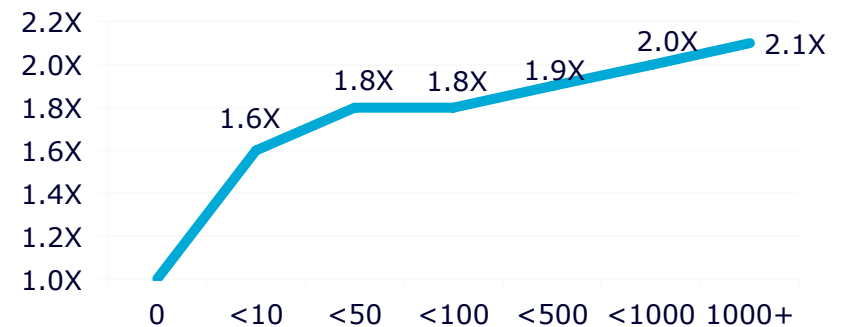


### 30 Day LTV

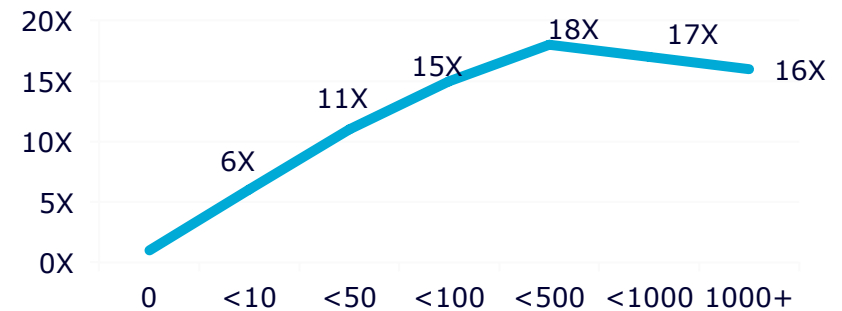


## Chat Usage

### 30 Day Retention



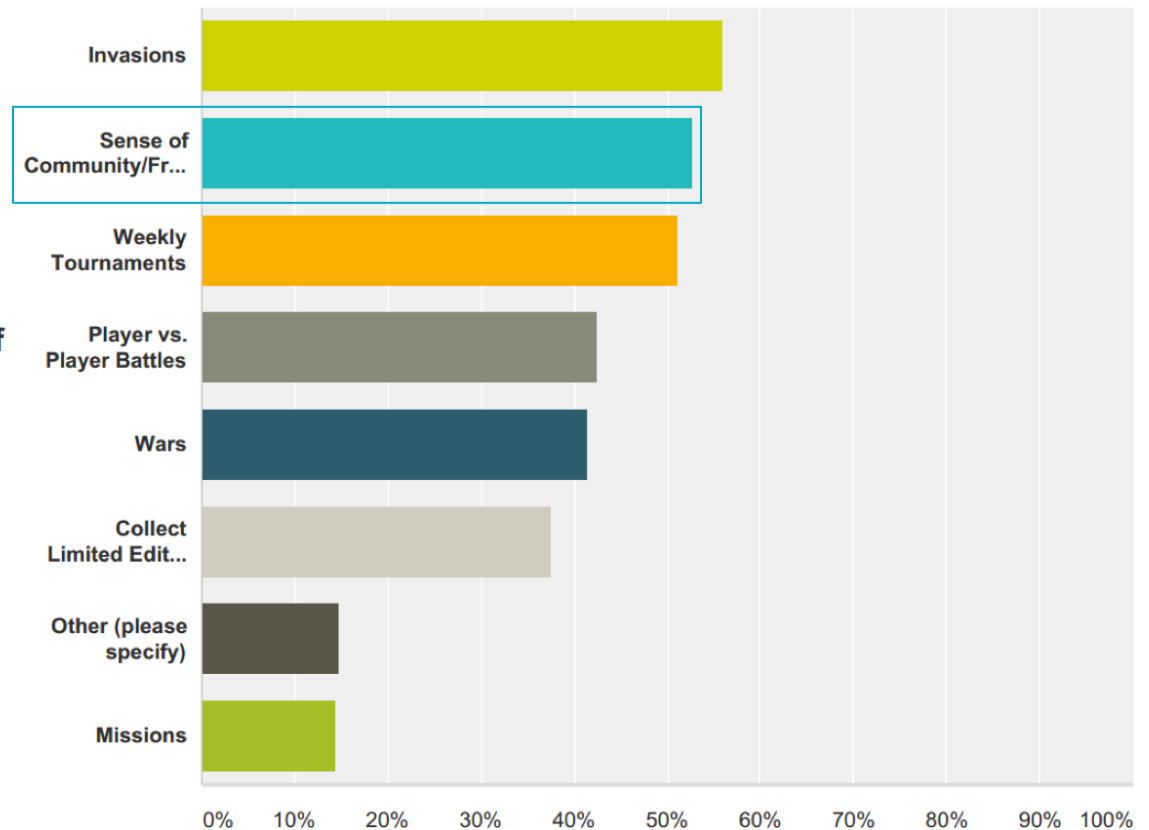
### 30 Day LTV





# Strong Community

Q2 Why do you currently play Forces of War?





# Strong Community

- Elaborate rules for self governance
- Tributes to deceased players
- Campaigns to ban suspected cheaters
- Campaigns to reinstate banned players
- Massive charity drives



# Downsides

- Lack of Control
  - Existing players are very resistant to change
  - Players talk, and so will notice discrepancies (A/B Tests)
  - Exploits can spread quickly in-game



# Downsides

- Organised Player Base
  - Communication allows players to express unhappiness in an organised Fashion
- Increased Perception of Cheating
  - Players can share stories of suspect behaviour
  - Become convinced some players are cheating



# Adding Social Gameplay

- Meaningful
- Timely
- Understandable
- Fit within the game



# Adding Social Gameplay

- Meaningful
  - Need to care about what's be communicated
  - Need to know who is communicating
    - Player name
    - Profile
    - Avatar



# Adding Social Gameplay

- Timely
  - Need information when it matters
  - Need time for exchanging information



# Adding Social Gameplay

- Understandable
  - Need sufficient bandwidth
  - Ideally language agnostic



# Adding Social Gameplay

- Fit within the game
  - Don't just tack on a feature because it's social
  - Find ways for existing features to be social

# Thanks, Questions?

**Owen Lawson**

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