



# Tales From a Crowdsourced Game Design

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# Crowdsourcing Methods

1. Player feedback
2. Alphas, Betas or 'Early Access'
3. Player councils
- 4. Published design documents**
5. Straw polls
- 6. Commission-level polls**
7. Community ingame choices
8. Release Schedule Survey
9. 'Design-an-XXX' competition
10. Suggestions Forum
- 11. Runelabs**

Relinquishment of  
Design Control



# Exhaustive Polling



Question 1	Question 2
<p>A 'use all' option will be offered when using bones on a POH altar.</p> <p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>	<p>The Lunar spell 'Humidify' will be able to turn clay into soft clay.</p> <p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>
Question 3	Question 4
<p>A deposit box will be added near the Entrana boat at Port Sarim.</p> <p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>	<p>Players will be able to grow more than one spirit tree at a time. Level 91 Farming will be required for two trees, and level 99 for three.</p> <p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>
Question 5	Question 6
<p>A gardener in Tai Bwo Wannai Village will protect calquat trees from disease on payment of 8 poison ivy berries.</p> <p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>	<p>The chat-channel list will use green text for players on the same world as you.</p> <p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>

Vote      Reset



# Occasional Polling

# RUNESCAPE

## INVENTION SKILL VS THE ELF CITY

2 weeks, 2 days

Which of these two huge updates should we create first?

### INVENTION SKILL



A new skill, allowing you to invent and create new weapons, gear, and items that can aid your production skills. Level-up the Items you make and customise them to your taste.

ETA: July/Aug

VOTE

### THE ELF CITY



Open the gates to the elven city of Prifddinas. Gain access to a high-level hub city, crystal gear and additional storylines.

ETA: July/Aug

VOTE

Highest total wins.

POLL FORUM



# Poll Outlines

## Exhaustive polling

- Casting players as protectors

## Occasional polling

- Building investment in content

# Good Poll Practice

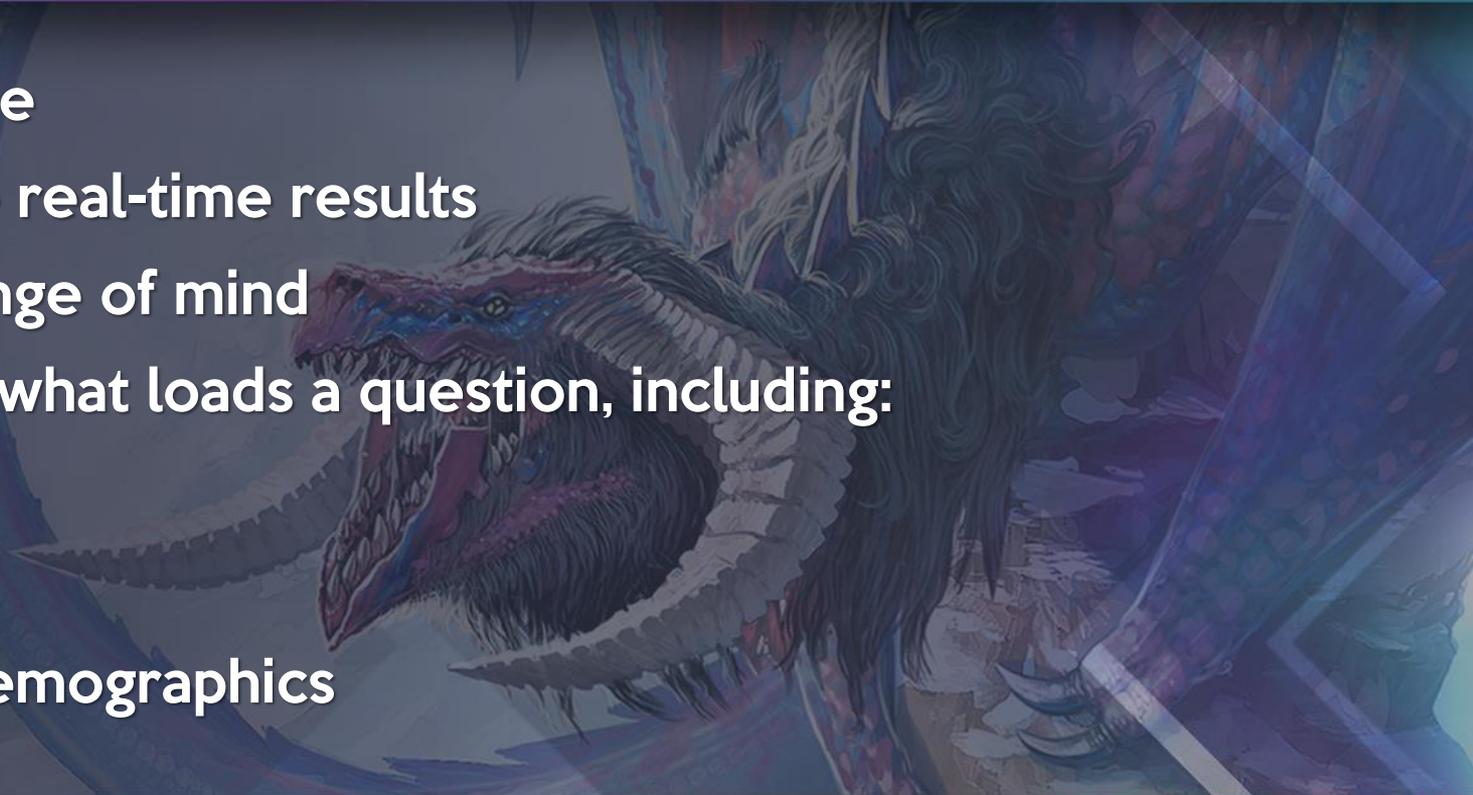
Put it in-game

Show visible real-time results

Allow a change of mind

Understand what loads a question, including:

- Reward
- Brevity
- Player demographics



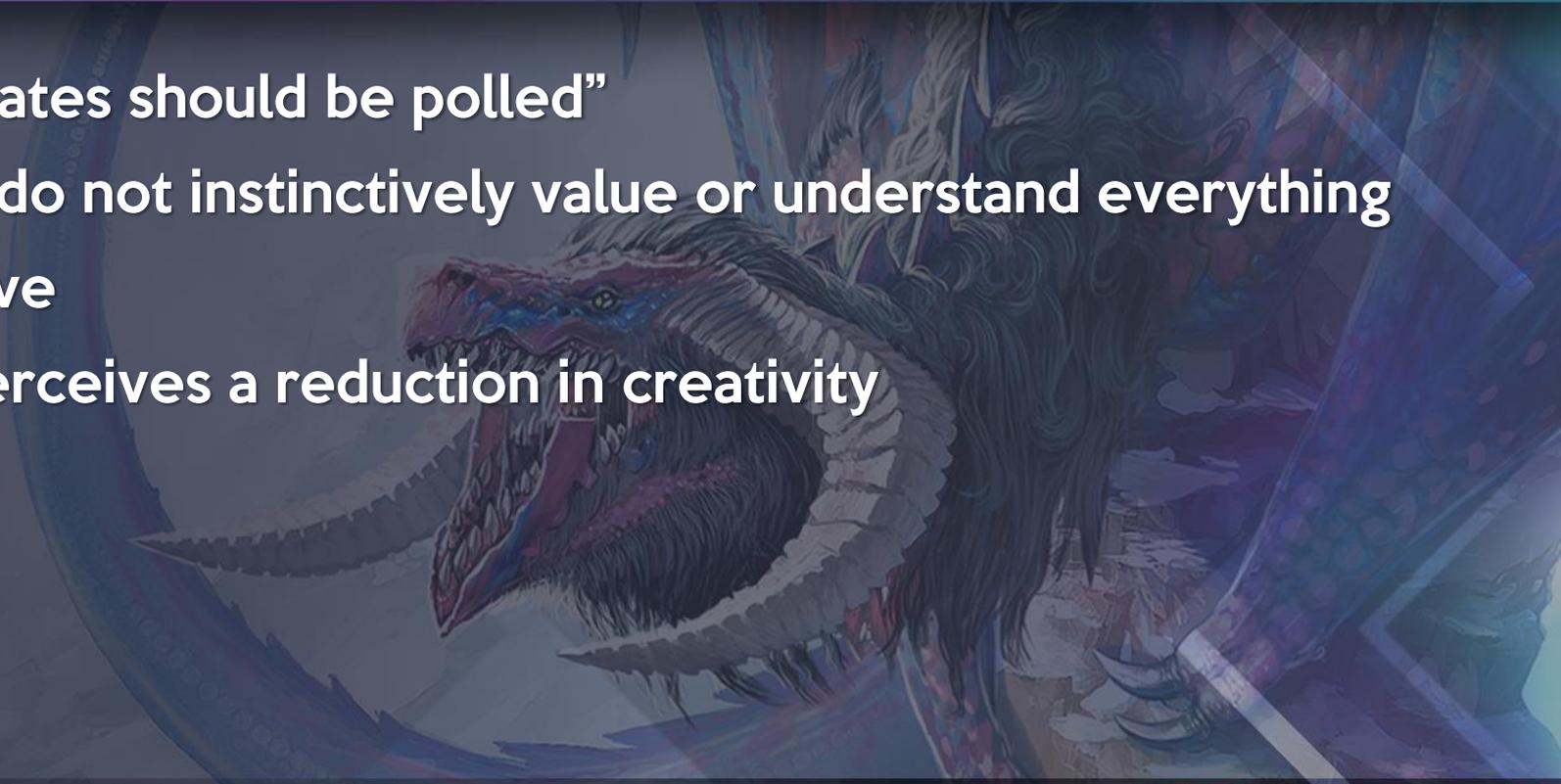
# Poll Flaws

“All updates should be polled”

Players do not instinctively value or understand everything

Expensive

Team perceives a reduction in creativity



# Poll Benefits

More chatter

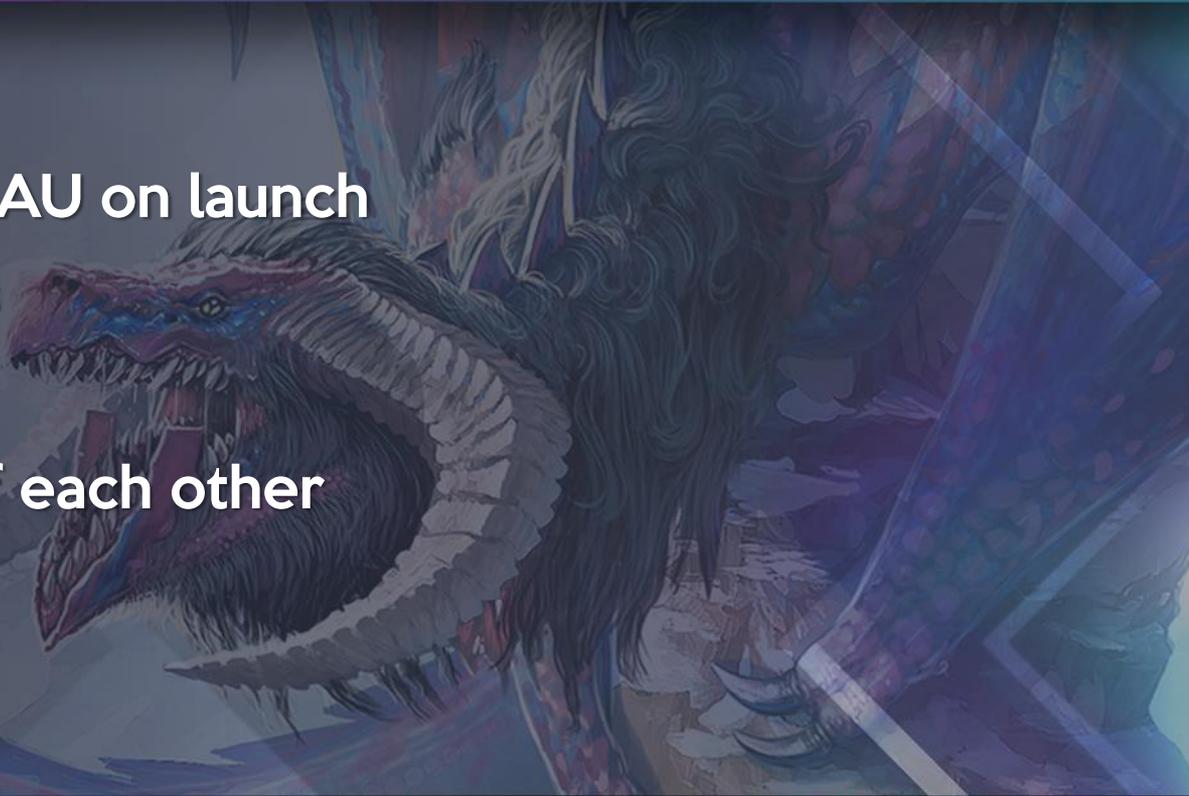
Increased retention, DAU on launch

Players are protectors

Players feel safer

Players more aware of each other

'Indie' feel



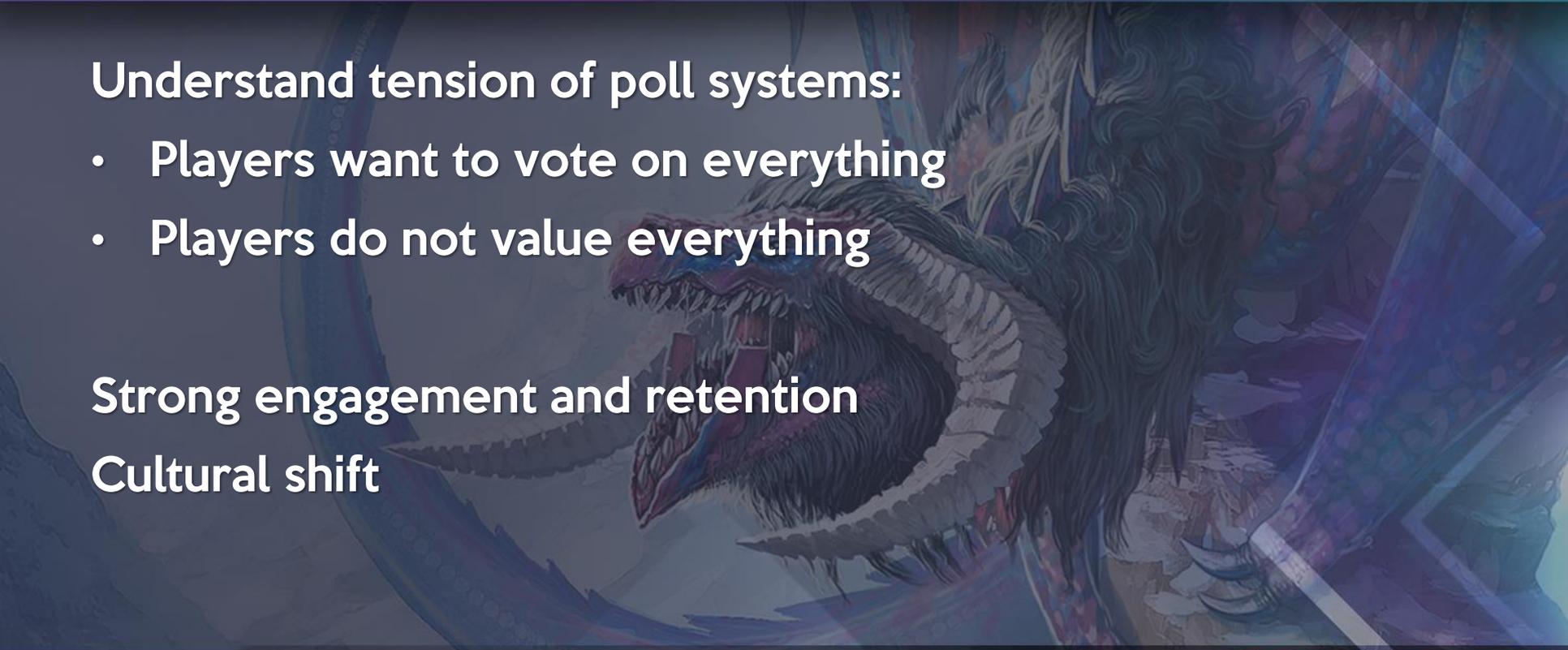
# Poll Takeaways

Understand tension of poll systems:

- Players want to vote on everything
- Players do not value everything

Strong engagement and retention

Cultural shift



# Published Design Docs

**SINGING BOWL**  
The singing bowl acts as a source of seeds and vice versa.

**CRYSTAL-FLECKED SANDSTONE**  
Level 89 CRAFTING  
Each crystal flecked sandstone can be made from a maximum of 15 crystal-flecked seeds made in one day. The amount of sandstone made is dependent on the amount of sandstone seeds used.

**CRYSTAL GLASS**  
Crystal glass is untradeable, but crystal flasks require level 89 Crafting, yielding Crafting experience.

**CRYSTAL FLASKS**  
Crystal flasks can be used to make potions. Potions are used together with a crystal flask. The amount of crystal flask used in a recipe before they can make the next recipe depends on the amount of crystal flask used in the previous recipe (more information on the 20 combat styles).

**SOFT CLAY MINING SPOT**  
These mining spots are identical to existing mining spots, but they are much easier to mine and far more mining XP than a conventional mining spot.

**PICKPOCKETING NPCs - THIEVING**  
The middle ring will be the most difficult to pickpocket. Rare items will be hidden in the middle ring.

**THE PLAYER WILL ALSO UNLOCK A REWARD**  
The player will also unlock a reward when they reach level 89. This will be a requirement of the tier.

**OUTER CIRCLE**  
FAIRY RING  
PICKPOCKETING NPCs - THIEVING LEVEL 96  
IMPLING COLLECTOR



A concept of the impling collector's home.

An elf character wants the player to catch one of each impling (not be counted), including the rarest. The player has collected each of the implings. The player will unlock double XP count towards the code.

The player will also unlock a reward when they reach level 89. This will be a requirement of the tier.

equipment, and to add new charges to existing crystal equipment. Both of these can be done using harmonic dust. The cost of recharging reduces for players with higher Smithing. Recharging cannot be recharged, and is destroyed when fully depleted.

Crystal items will degrade with use. When they run out of charges, they revert to the original form they were created from. The seed can be used to create a new item. Attuned crystal items will be destroyed and is instead destroyed.

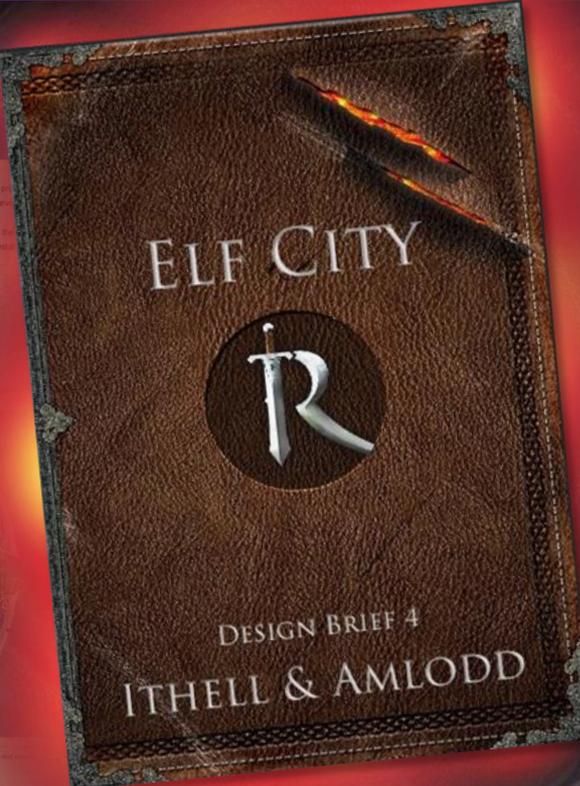
**FOUR TYPES OF EQUIPMENT CAN BE MADE:**

- Normal combat weaponry (Smithing level 75)
- Tools (Smithing level 80)
- Teleport items (Smithing level 85)
- Attuned combat weaponry (Smithing level 90)

Each combat style has one- and two-handed weapons that can be made from crystal.



The level 88 'attuned' crystal weapons that can be made by the player when they reach level 88.



**ELF CITY**

**R**

**DESIGN BRIEF 4**

**ITHELL & AMLODD**

*A picture of what the Amlodd crater may look like.*

**LIGHT CREATURE FAMILIAR - LEVEL 88 SUMMONING**

The player will gather Light Creatures and through other activities in the Elf City, the player will gather Light Creatures. These are secondary ingredients in the construction of Light Creature Familiars. These familiars are similar to the familiars in the Tears of Guthix cave. Light Creatures are Divination familiars that can be used to harvest energy and enriched energy into Divination XP when harvesting from wisps. The XP gained from harvesting energy and enriched energy into Divination XP at the crater. The intention is that a player who solely wants XP from colonies would use the Light Creature familiar.

The light creature will act as a light source, will teleport to the Tears of Guthix cave, will remove the negative effects of drinking the green tears, and will extend time in the Tears of Guthix. Its scroll ability will increase the chance of receiving good items from the Hellin agility course.

**SUMMONING OBELISK**

**BOGROG-STYLE NPC**

This character will give the player 70% of the shards required to create a pouch. He will also sell Divination components at the same price as Bogrog and with the same stock.

This NPC will offer a free Familiarisation teleport in the same manner as Pikarennix.

Light creatures from the bottom of the crater in the Tears of Guthix cave. Divination XP will be gained from the nearby crater in the Tears of Guthix cave. Divination XP will be gained from the nearby crater in the Tears of Guthix cave.

AS WELL AS

round the crater in the Tears of Guthix cave. Divination XP will be gained from the nearby crater in the Tears of Guthix cave.

# Good Design Doc Practice

Choose update wisely

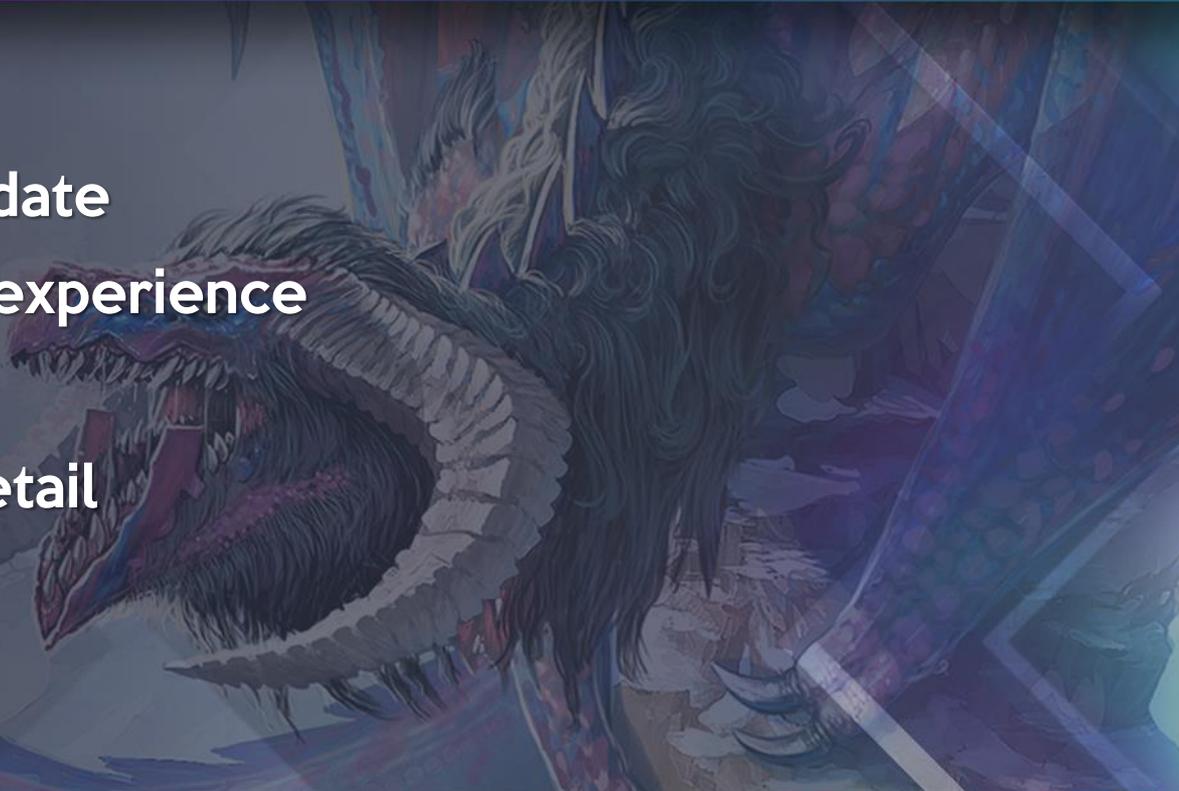
Be confident in the update

Focus on flow of user experience

Add reasoning

Understand level of detail

Video and text



# Design Doc Flaws

Huge intensity of work

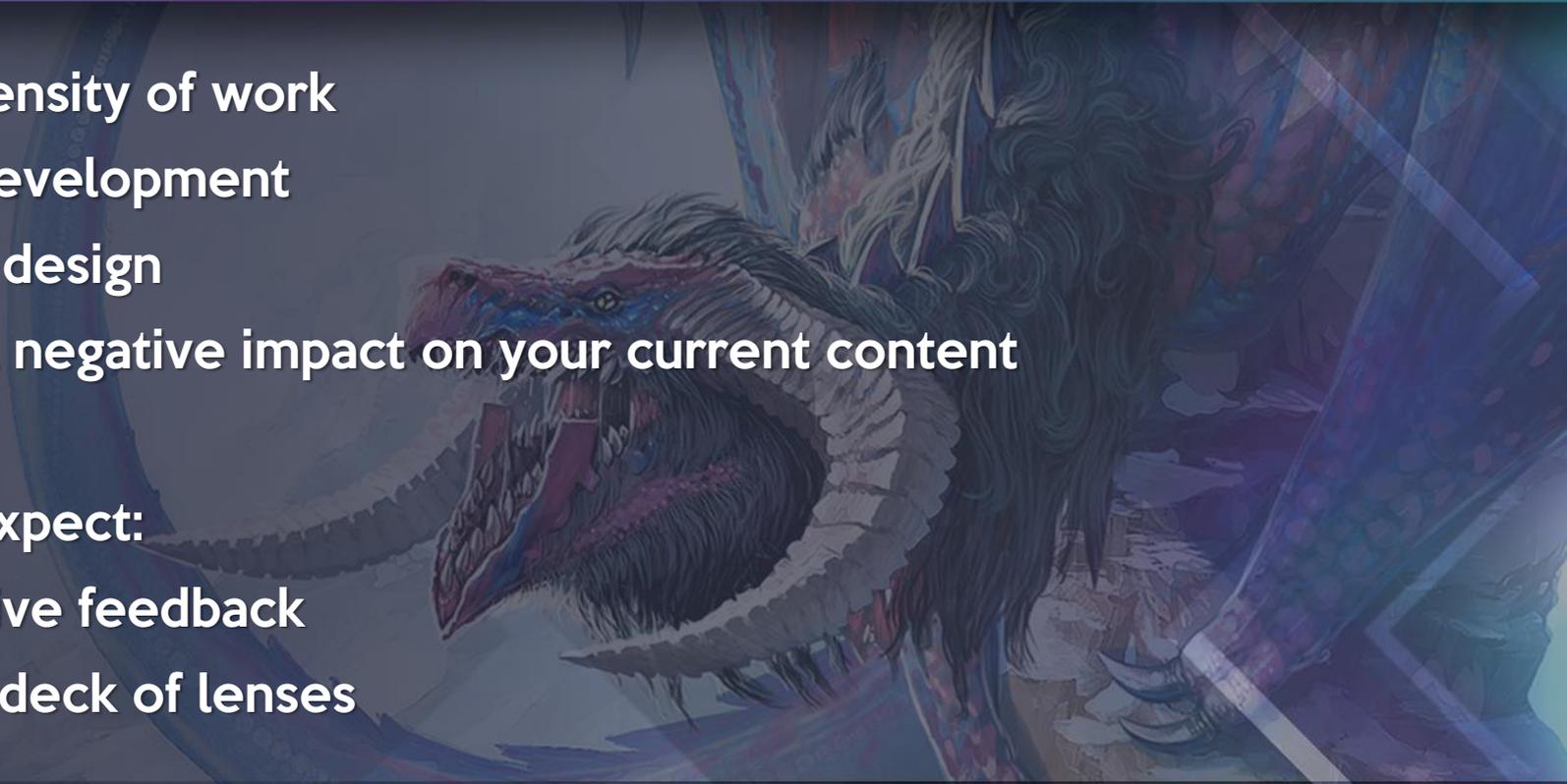
Delays development

Up-front design

Potential negative impact on your current content

Do not expect:

- Creative feedback
- A full deck of lenses



# Design Doc Benefits

More participation than you'd think

Valuable feedback

More realistic player understanding of content creation

Release day is awesome:

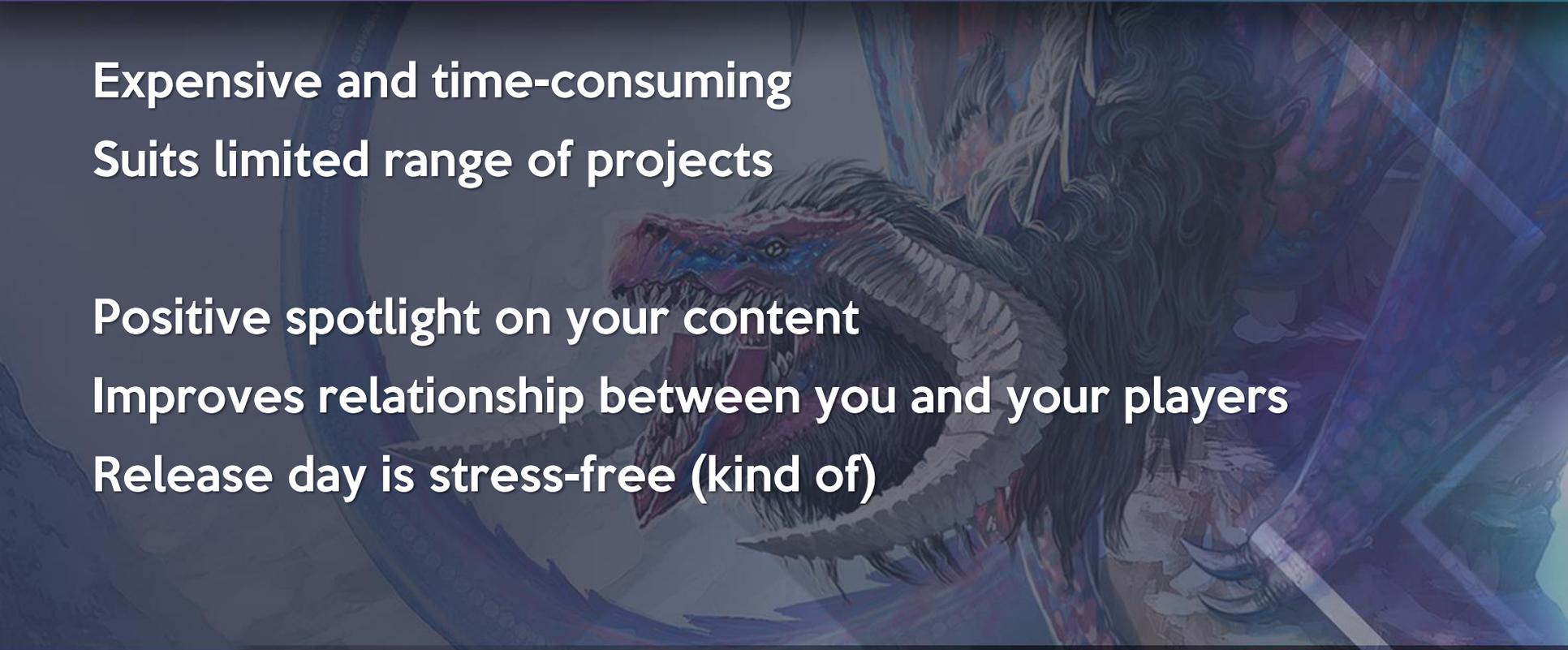
- Smaller expectation gap
- Reduced orientation
- Reduced chance of post-launch issues
- Directs conversation where you want it



# Design Doc Takeaways

Expensive and time-consuming  
Suits limited range of projects

Positive spotlight on your content  
Improves relationship between you and your players  
Release day is stress-free (kind of)



# Fully Crowdsourced Game Design



## RUNELABS

STEP 1

STEP 2

STEP 3

STEP 4

STEP 5



# Runelabs

## SUBMITTED IDEAS

Category		Date Added	Supporters ▼
 <b>EASTERN LANDS SKILL PROGRESSION</b> Helring		23-Feb-2016 at 13:43	266
 <b>KHAN OF THE HILL MINI-GAME</b> Farmer		23-Feb-2016 at 14:02	166
 <b>SKILLING &amp; KILLING SIREN</b> Farmer		23-Feb-2016 at 14:12	152
 <b>PORTS COMPANIONS IN THE ARC</b> Helring		23-Feb-2016 at 11:38	81
 <b>101 THINGS TO DO WITH A STICK OF BAMBOO</b> Jon Stryder		23-Jan-2016 at 13:19	81
 <b>FIRST CONTACT / GUTHIXIAN QUEST</b> Avernic		23-Feb-2016 at 12:57	69



# Good Runelabs Practice

Bring it ingame

Ensure fair and dynamic trending algorithms

Set acceptance criteria



# Runelabs Flaws

## Limited engagement:

- Submitting
- Upvoting

## Appeals to specific subset

## Generates specific ideas

- Fixes or improvements
- Sequels
- Fan fiction



# Runelabs Benefits

Improves your understanding of your players

- What they value/don't value
- What ideas they generate/don't generate

No more “we could have done that better”

# Runelabs Takeaways

Core players not interested in designing their game

Creates tension:

- Small minority creating content
- For a majority that doesn't want it

Valuable ideas generated

Look to harness those ideas, maybe by other means

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# Release Schedule Survey



\* 16. Please choose the five updates that you would most like to play:

- |   |   |
|---|---|
| <input type="checkbox"/> Slayer - Level 120 or Elite Skill  | <input type="checkbox"/> Worldwide Bosses             |
| <input type="checkbox"/> Build-Your-Own PvP Automators      | <input type="checkbox"/> Fossil Island                |
| <input type="checkbox"/> Raids – Two More Bosses            | <input type="checkbox"/> Menaphos                     |
| <input type="checkbox"/> High-risk Game Mode                | <input type="checkbox"/> Agility Rework               |
| <input type="checkbox"/> Shapeshifting Skill or Elite Skill | <input type="checkbox"/> Team vs. Team Raids          |
| <input type="checkbox"/> Church/Guild of You                | <input type="checkbox"/> God Wars Dungeon 2           |
| <input type="checkbox"/> Necromancy Skill or Elite Skill    | <input type="checkbox"/> Mining and Smithing Rework   |
| <input type="checkbox"/> Slayer Master Quest                | <input type="checkbox"/> Sailing Skill or Elite Skill |
| <input type="checkbox"/> Graphical Improvement of Players   | <input type="checkbox"/> Mystery Continent            |
| <input type="checkbox"/> God Sagas                          | <input type="checkbox"/> Vampire Quest Finale         |
| <input type="checkbox"/> Underwater City                    | <input type="checkbox"/> Solo Boss                    |
| <input type="checkbox"/> New Game Client                    | <input type="checkbox"/> Rite of Passage Quest        |
| <input type="checkbox"/> Fate of the Gods 2                 | <input type="checkbox"/> Surface Construction         |
| <input type="checkbox"/> Floor 61 of Daemoneheim            | <input type="checkbox"/> Skilling Boss                |

# Release Schedule Survey

Runelabs: **Harnesses creative players**

Runelabs: **Ensures a broad range of ideas**

Docs: **Understand expectations**

Docs: **Lowers cost as opposed to design doc**

Polls: **Increases engagement and player impact**

Polls: **More malleable contract with the players**

# Takeaways

Crowdsourcing of game design:

- Limited number interested
- Limited shape of ideas

Could it be done?...

Perhaps, with a game built around the concept

But we would be trying to solve a problem that isn't there

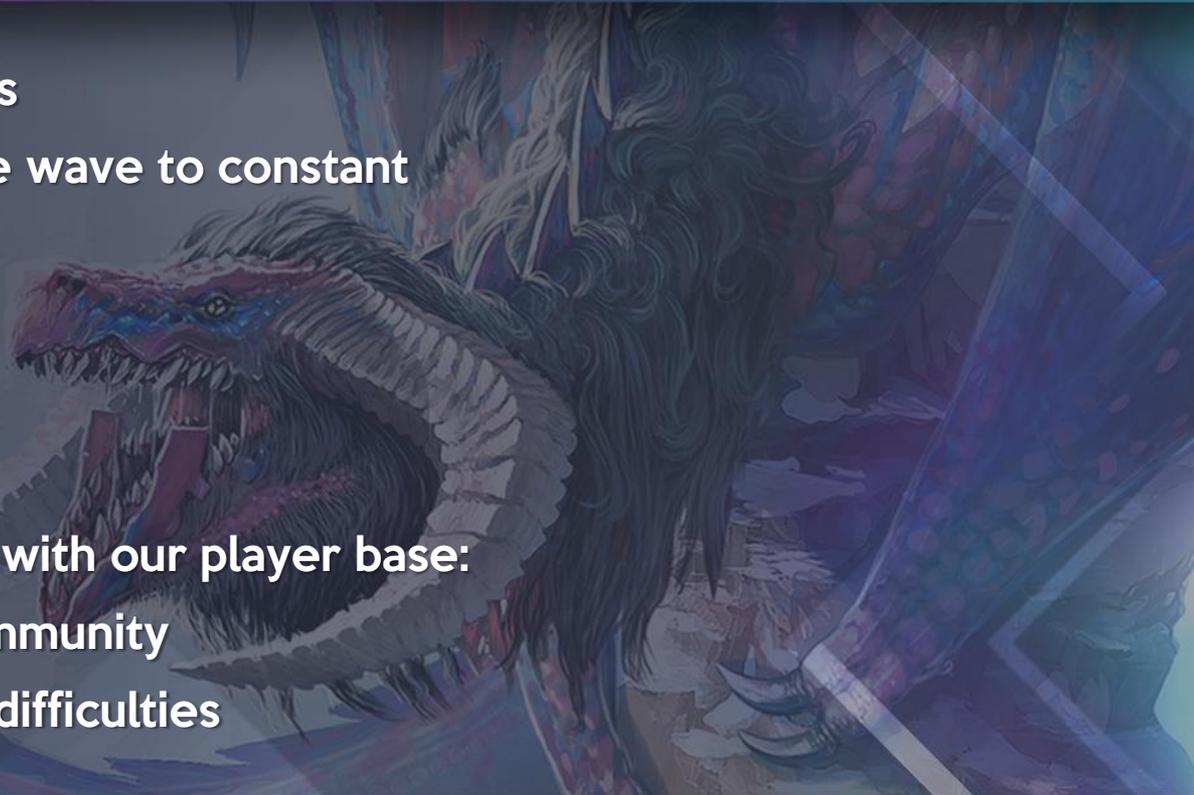
# Takeaways

## Bringing players into process

- More conversation – sine wave to constant
- Greater engagement
- Greater retention
- Focused release day

## Cultural shift in relationship with our player base:

- They understand the community
- They understand design difficulties





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