



Players Are People Too

Jacob Van Rooyen

Senior Producer: Big Viking Games

@thejacobvshow



Who Am I?

- Senior Producer at Big Viking Games
- Primary title at Big Viking is YoWorld
- A guy who LOVES games!

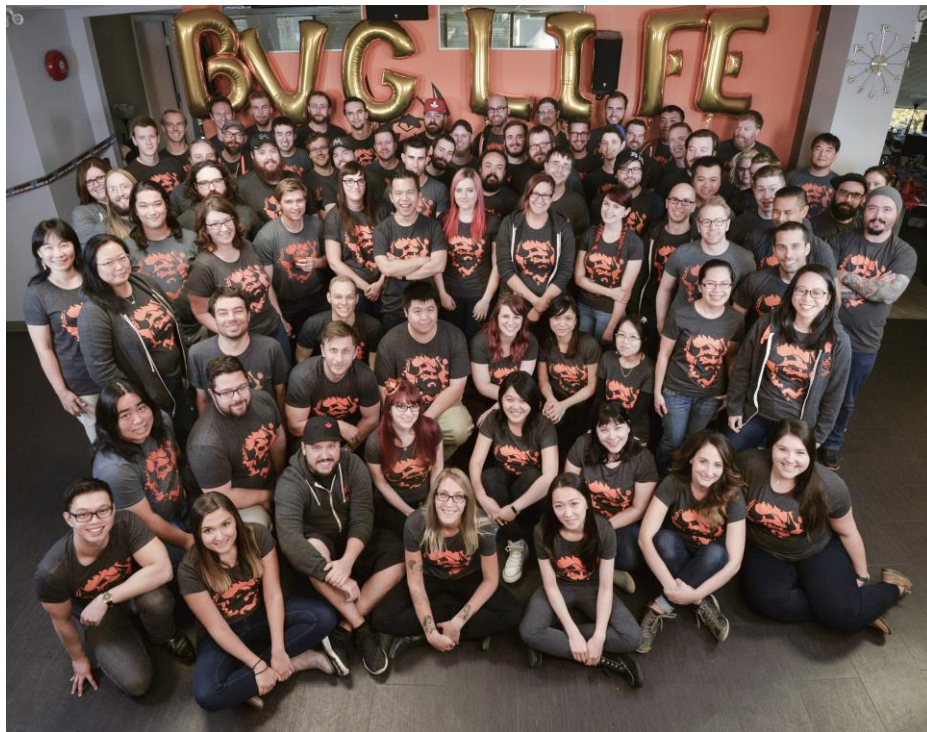




Where did I come from?

- Started in AAA back in the early 2000s
- Worked in QA and player facing roles, then moved into production
- Have been in mobile/Casual for the last 8 years





YowWorld





Falling On Deaf Ears

- Malicious Cash Injection Damaged Economy
- Item Quality Took A Dive
- Players Began To Leave In Frustration





NOT LISTENING TO YOUR PLAYERS CAN KILL YOUR GAME





Players Are People Too!

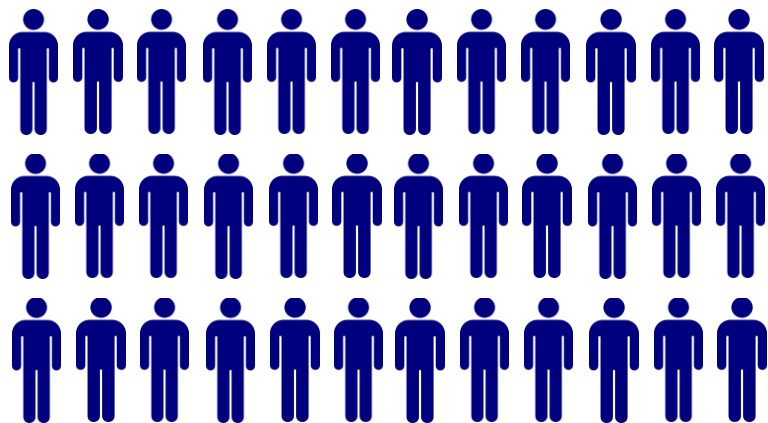
- Players are more than just dollar signs and data points
- They're unique and interesting people who are craving great experiences
- There are WAY more of them than there are of us!



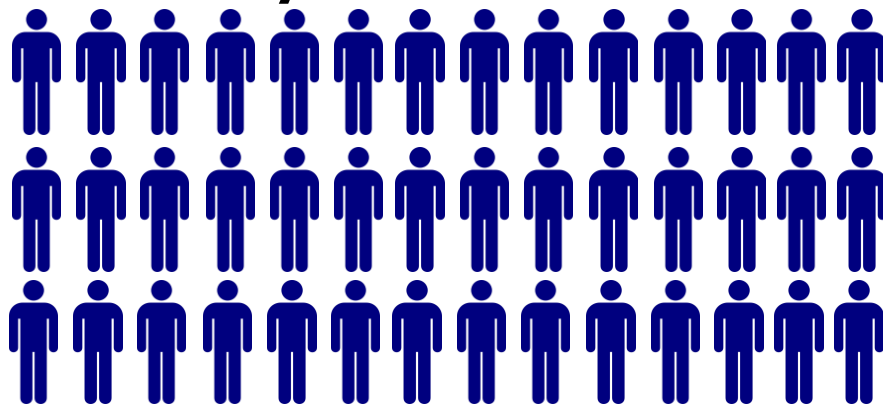


The Value Of Players

Dev Team



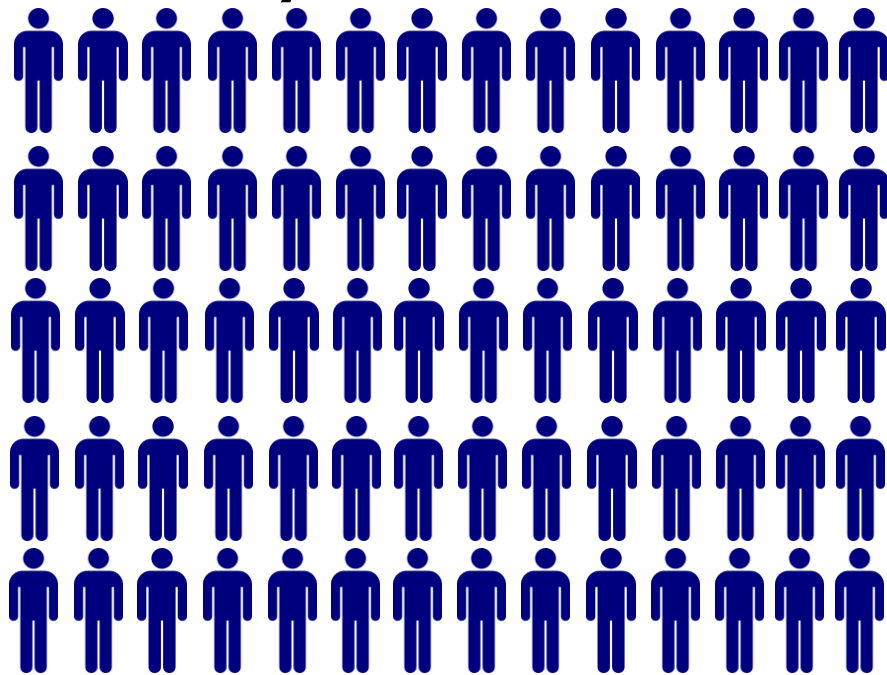
Player Team





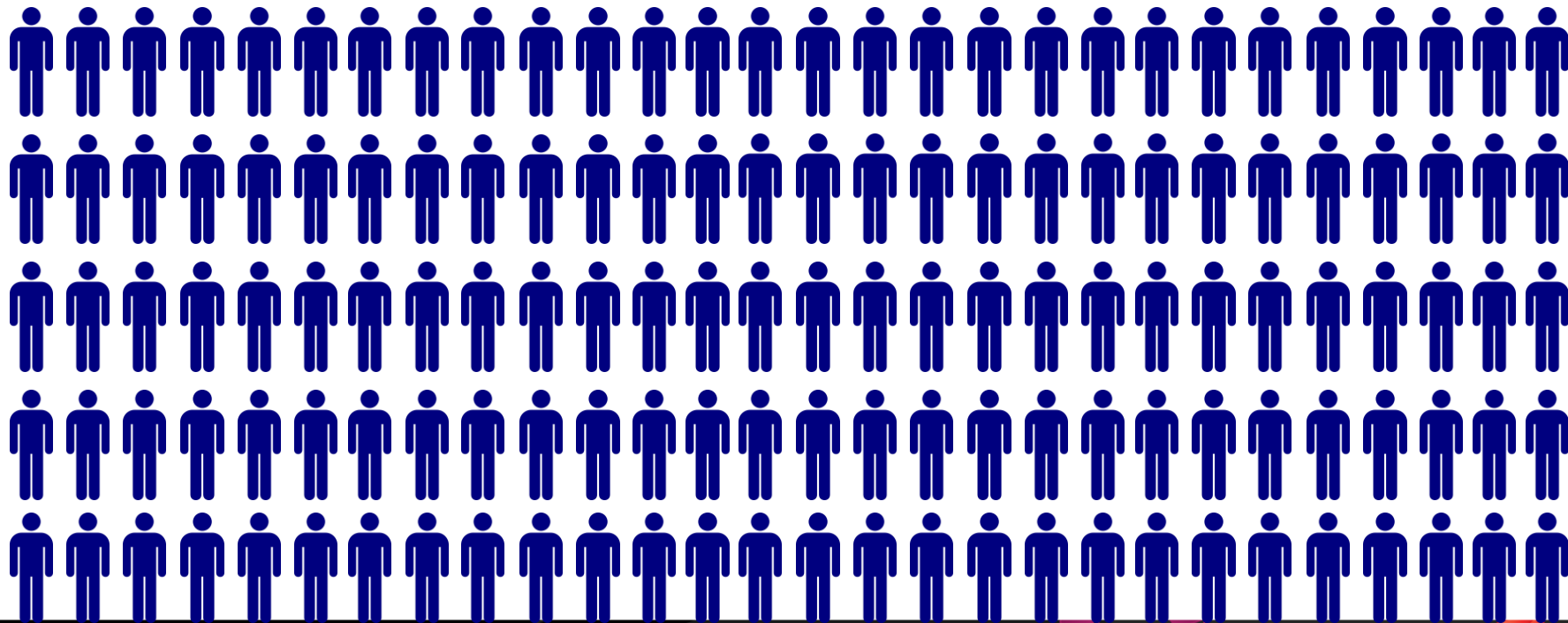
Dev Team

Player Team





Player Team





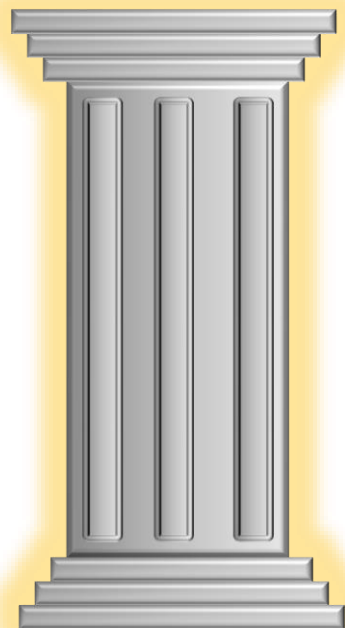
The Power Of PEOPLE

- One tester in one day of work = ~ 8 hours of exposure
- 50,000 players in 5 minutes = 4,166 hours of exposure
- That's 520 workdays of testing!!!

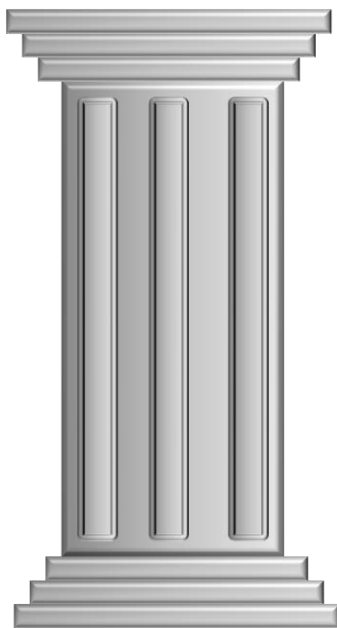




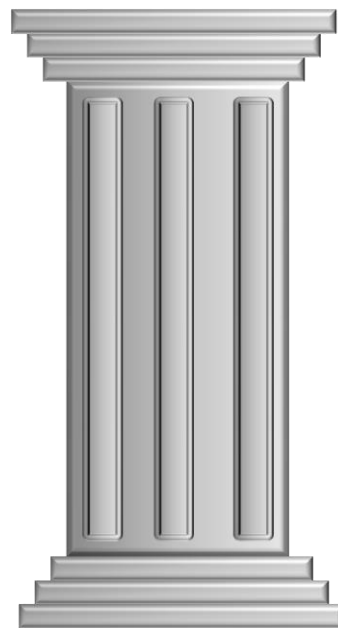
Safe And Secure



Community Engagement

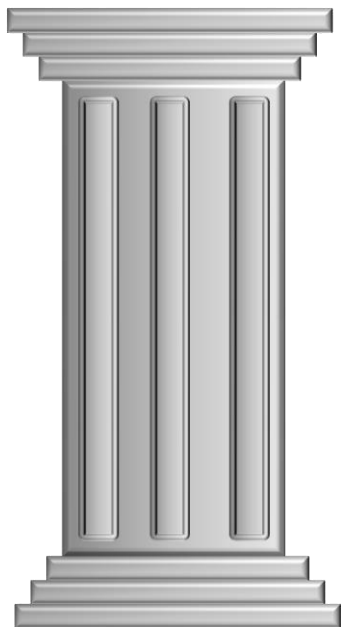


Player Made Experiences

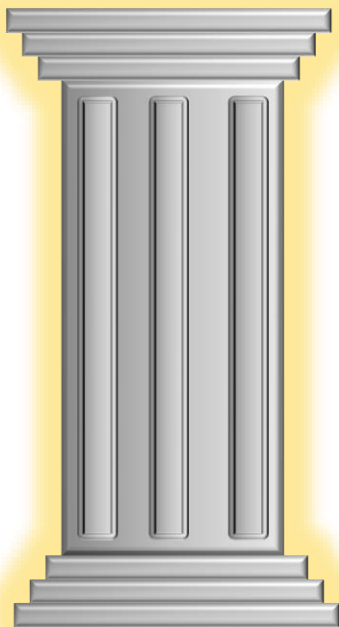




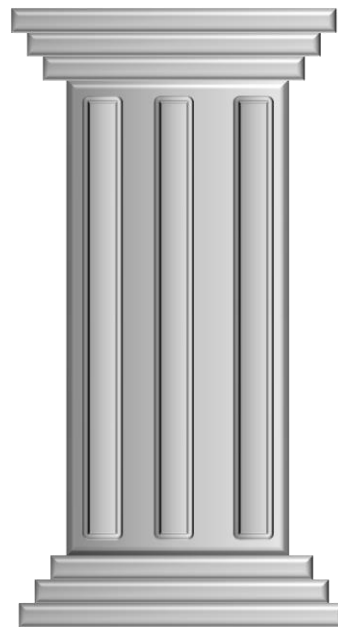
Safe And Secure



Community Engagement

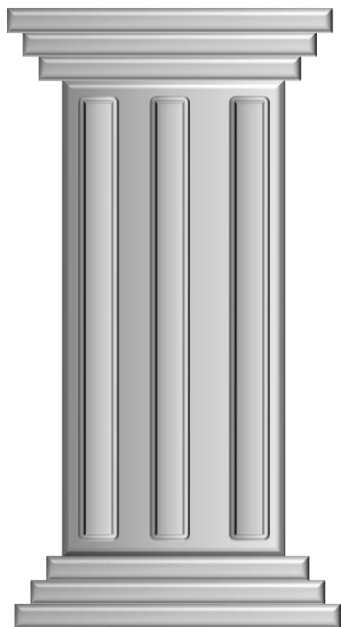


Player Made Experiences

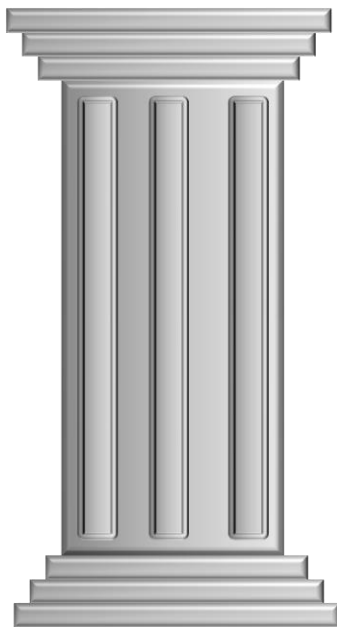




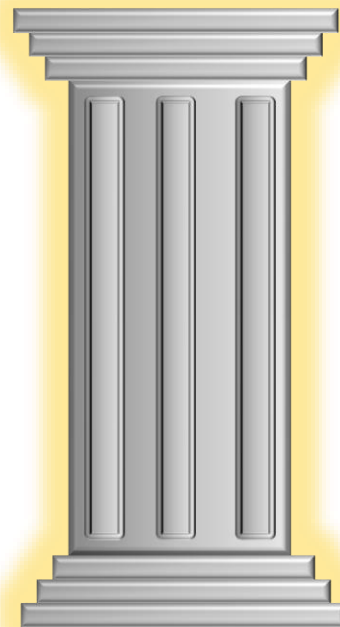
Safe And Secure



Community Engagement



Player Made Experiences





Regaining Our Players Trust

- Use Pillars As Constant Touchstone
- As a highly social game, safety is top priority
- Showed hackers we mean BUSINESS.





Players Are People Too

- Our Industry Is Evolving, And Player Expectations Are Much Higher.
- The Marketplace is VERY Noisy.
- Need To Find Ways To Cut Through!





Demographic Surveys

- Great for things like Age, Gender, Geography, ETC.
- In YoWorld, ~70% of players are Female.
- 70% of our spenders are Female as well.





YoWorld

Demographic Distribution



62%

Players in YoWorld that are located in North America

12%

Players in YoWorld that are located in the United Kingdom and Australia

26%

Players that are in "other"

Gender Distribution



72%

Of YoWorld Players Are Female

28%

Of YoWorld Players Are Male



Happy Australia Day!

AUSSIE AUSSIE AUSSIE! OI! OI! OI! Get great deals from down under for **24 HOURS ONLY!**

\$15
Value

55



50,000



Bronze Pack

\$9.90

BUY NOW!

\$34
Value

115



150,000



+ Bronze Items



Silver Pack

\$19.90

BUY NOW!

\$88
Value

300



500,000



+ Silver Items



Gold Pack

\$49.90

BUY NOW!

Platinum Pack

700



1,500,000



+ Gold Items

+ EXCLUSIVE ITEMS!



ONLY \$99.90

BUY NOW!

\$195
Value!





Engagement Surveys

- Used to evaluate effectiveness of engagement efforts
- We utilize quarterly “report cards” to monitor improvement
- Have driven our engagement significantly





Player Generated Content





Survey Results

[Share](#) [Print](#) [Export](#) [Apply Filter](#)

COMPLETION RATE

93%

INCOMPLETE RESPONSES

TOTAL RESPONSES

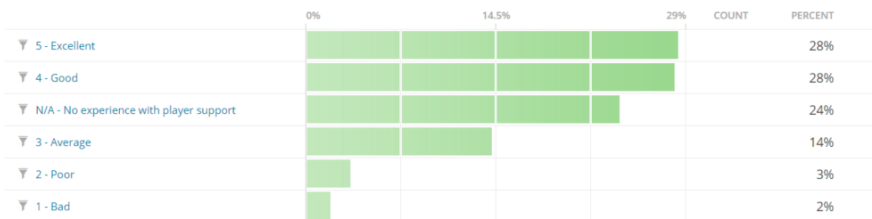
DELETE ALL RESPONSES

[Delete Responses](#)Question
01

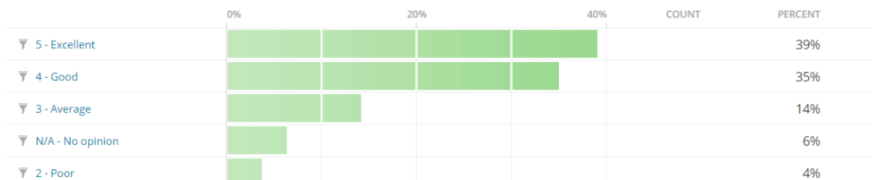
How would you rate our player support? (Mandatory)

Answers

100%

[Detailed Report](#)Question
02

How would you rate our communication with players? (Mandatory)





Engagement Surveys

- Coming up with new ideas isn't always easy, but...
- We know LOTS of potential content generators!
- Find out what they want, and DELIVER!





Post Release Surveys

- Every release is an opportunity to improve
- Make sure you measure both objective and subjective feedback
- Plan future releases based on feedback and data





Gold Supporter

Viking Trevor
YoWorld Level: 267

Forum Posts: 600
Forum Title: YoWorld Team
Location: Check out them Twitters!
https://twitter.com/viking_trevor



Official

Official Feedback Thread, Nov 7: Autumn Harvest Outfits!

D by **Viking Trevor** » Mon Nov 07, 2016 2:49 pm

Hey YoFans!

As things continue to get colder and colder, we want to make sure you're properly bundled up for the season!

Check out the Clothing Store for some brand-new Fall-inspired clothing and accessories, including the **Patterned Fall Scarf** and **Side Bag**. On the go? Make sure to keep your drink warm (or cold) in the **Handheld Cup**, and throw on some **Over Ear Headphones**. With these, you'll be ready to tackle anything!

Also, make sure to stop by the Salon for a brand new do! Check out the **Classic Curl Hair** and the **Ringlet Hair**; both available in a discounted Mystery Box for a limited time!

Head into YoWorld to have a look at these new threads and curls, then jump back here to provide us with your feedback!

We hope you're having an *awe-tumn* day YoFans!

[Forum Rules](#) | [Posting Guidelines](#) | [Account Security Resources](#) | [Update News](#)
[Click here to see all recent Viking posts!](#)



Supporter

Toink Toink (117686344)
YoWorld Level: 295
YoWorld Start Date: Aug 27, 2009

Forum Posts: 4601
Forum Title: YoGroupie
Location: Near the kitchen cause kitchen got food...
nom nom like pig



Re: Official Feedback Thread, Nov 7: Autumn Harvest Outfits!

D by **Toink Toink (117686344)** » Mon Nov 07, 2016 2:51 pm

I love this raccoon.



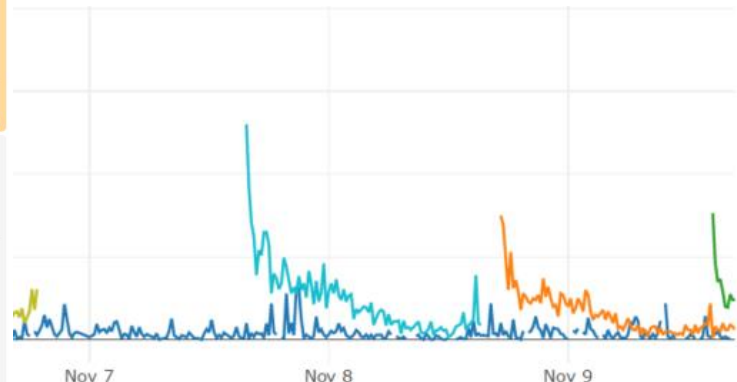
We are out of rice krispies har har



Re: Official Feedback Thread, Nov 7: Autumn Harvest Outfits!

D by **Smitten Kitten (136864592)** » Mon Nov 07, 2016 2:58 pm

The Shorter Hair Styles are ADORABLE!!! Nicely done!





Measuring Feedback

- Always Validate Your Feedback With Data!
- Sales figures, participation numbers and other analytics are critical
- Create feedback and improvement loops for your team





Deciding What To Listen To

- Not all feedback is created equally
- Balance player feedback with long term objectives
- Pay close attention to your sample size





Re: Official Feedback Thread. Nov 8: Living Room Decor

I was going to post last night that I sincerely hoped we would get some lovely indoor furniture in the stores to decorate with today. I had already been through every theme looking for living room and kitchen and bedroom items to try to find what I was looking for to create a cozy, warm, inviting, but still classy and elegant home for Fall with.

I was happy to see a release but not at all happy with anything in it, except for the two clocks, which are of course way overpriced, but nice. (I assume they are from Mini Planet?) But they do not go with anything else in the theme?!

The stereo is severely overpriced and the last thing I want in a peaceful, cozy Fall home, where I would want to sit in front of a fire and read a book, is someone blasting a stereo so loud that the speakers are jumping and the knick knacks are flying off of it!

The couches are the most horrendously ugly couches I have ever seen! The back cushions do not match or even complement the rest of the couch's colour; the side cushion does not match the back cushions and in some cases the couch colour either so is a 3rd colour thrown in the mix; and then why add yet another colour and have the throw not match or compliment anything on this couch, either! Good Lord, what were the artists thinking??! If these couches were placed on the street for free pick up, no self respecting poor person would take them!

I am really sad about the above, the most, as I really wanted a new couch rather than dive into an old theme for one, yet again. And I see the price has also risen for these couches! Are you kidding me?

And then we have 7 (yes, count them, 7!) bookcases, ALL of which are priced in YC! I mean, come on! We have far nicer bookcases in the game already that are in coins! Who is going to buy these? Especially the ugly, washed out wooden ones. The white ones are nicer but what is that big pot in the middle of the largest one? A catering company coffee urn? Grandpa's ashes?

The rugs on their own aren't too bad, and lately we have only been getting postage stamp size rugs, so at least these are larger. But how are these rugs supposed to go with the couches? I imagine multicoloured rugs in front of the multicoloured couches and a multicoloured lamp on the side and our houses will look like a bad LSD trip.

And yes the obligatory lamps - 8!! lamps, 5 of one in varying shades and 3 small ones that are so over decorated that they look like they should be in the Halloween theme.

And then there is 6 tables, all washed out and dull looking.

And more flower pots, more paintings...what would our in store items be without those? In every theme that has come out in the past few months, our coin item furniture is ALWAYS the same - coffee and end tables, flower pots, paintings and rugs. EVERYTHING else is YC or in bundle deals for cash!

Every time a new theme of furniture comes out, I feel a sense of déjà vu and hear a classic Christmas carol in my head, with different words...8 lighted lamps, 6 coffee tables, 4 boring paintings, more flower pots and all else is cash or YC.





Getting Them To Talk

- Not everyone wants to share their opinion
- Sometimes, we need to incentivize players to talk
- Sometimes, we need to start the conversation





Getting Them To Talk

- Normal survey response rates are under 40%
- In YoWorld, our average response rate is 63%.
- With rewards, response rate is OVER 90%!



Get YoWorld News!

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Be the first to get news on



- New Features & Updates!
- Themes & Events!
- Exclusive Items!
- Huge Sales!

PLUS get an exclusive gift
with each newsletter!



Sign up today and get this
FREE Peacock Hat!

SIGN UP NOW





Rewarding Player Behavior

- Small tokens and character adornments are highly effective.
- Always show your gratitude and appreciation!
- Most of the time, reward after, not before.



You asked, we listened!

Get 5 **NEW!** colors of the two most popular Design Contest hairs for a **LIMITED TIME ONLY!**

Korab Hair



BUY NOW!

Aurora

Lavender

Teal

Blaze

**24
HOURS
ONLY**

Kraze Hair



BUY NOW!

Aurora

Lavender

Coral

Blaze





How Do We Know It's Working?

- Our DAU growth is 30% won back players.
- On average, the items that are created based on player feedback perform 20% better.
- Our ARPDau is up almost 40%!!!





Added Benefits

- Caring helps engage your players with your team
- Caring engages your team with PLAYERS!
- Live ops can be a grind. Relationships can help keep the flame burning.







Takeaways

- Remember the human side of gaming
- Find out who your players are and what engages them
- Create pillars and standards that you and your players understand





Takeaways

- Reward the player behaviors you want to see
- Follow up quickly and decisively on player feedback
- Make players part of the team!





Caveats

- Agency breeds passion. Passion can be misinterpreted as anger
- Beware your vocal minorities!
- Maintain control of the conversation





Caveats

- Find ways to keep players busy and engaged
- Don't take feedback personally
- Have clear cut rules of engagement, and be consistent in your follow through





Questions?



@thejacobvshow

