COMMUNITY MANAGEMENT SUMMIT

How 'Killer Queen' Built an eSports Scene on an Indie Budget

Alan Dang
Producer
Funktronic Labs

GDC
GAME DEVELOPERS CONFERENCE
MARCH 18–22, 2019 | #GDC19

Before we begin...

Special Thanks

- Creators of Killer Queen Arcade
  - Nik Mikros and Josh Debonis

- Fellow KQ Players and Fans
  - Dylan Higgins - Killer Queen PDX
  - Charles Pratt - Killer Queen NYC
  - Josh Eklow - Killer Queen Chicago
  - Tiana Tan - Killer Queen NYC
  - Joe Pollard - Killer Queen Austin
  - Christopher Preisinger - Killer Queen Baltimore
  - Eric Clarkson - Killer Queen Baltimore
  - ...and the rest of the KQ Community!

Who am I

- Currently the producer at Funktronic Labs, an LA games studio

- Former Chief Operating Officer at Bumble Bear Games, makers of Killer Queen Arcade

What this talk will cover

- Things we did to build a community

What this talk won’t cover

- Post Mortem on Killer Queen Arcade

What is Killer Queen Arcade

What is Killer Queen

Taken from Killer Queen Austin's Youtube video on Killer Queen Arcade Game
Complete Tutorial: https://www.youtube.com/watch?v=nRzCpzZ_CXg

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https://www.youtube.com/watch?v=ii69y58Ks5g

Add-A-Ball
Ground Kontrol
Level Up Arcade
Pixeled Brewing Co
Up-Down Minneapolis
Up-Down
Quarters Arcade Bar
For The Win
Cidercade
Keg and Coin
United States
MONTANA
NORTH DAKOTA
SOUTH DAKOTA
IDAHO
WYOMING
NEBRASKA
NEVADA
UTAH
COLORADO
KANSAS
MISSOURI
CALIFORNIA
Las Vegas
San Diego
NEW MEXICO
OKLAHOMA
ARKANSAS
MISSISSIPPI
ALABAMA
LOUISIANA
Houston
WEST VIRGINIA
NORTH CAROLINA
SOUTH CAROLINA
NEW YORK
Philadelphia
Ottawa
Montreal
Toronto
MAINE
VT
NH
Gulf of California
Gulf of Mexico

Bumble Bash

BumbleBash I 2016
Austin, TX
150+ Players, 30+ Teams

BumbleBash III 2018
Portland, OR
300 Players, 60 Teams

Bumble Bash

So How Does KQ Build Communities?

Game Design Builds Community

- 5 v 5 Local Multiplayer Game
- Competition and Congregation
- Casual AND Hardcore Friendly Design

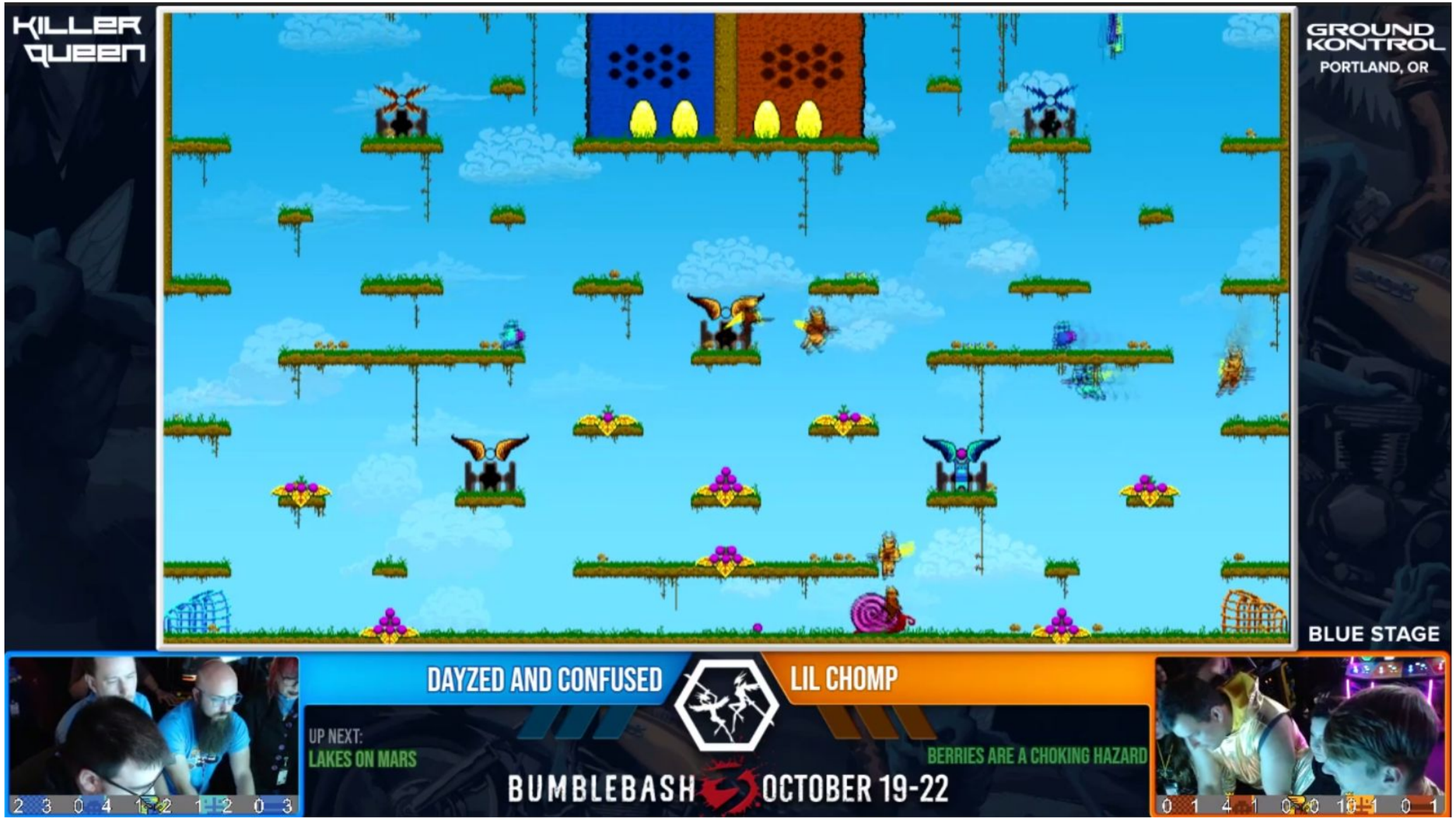
Game Design Builds a Community

Game Design Helps Build a Community

- Think about ways the game encourages a community
- In game messaging can help establish norms and inform players about the community
- Look at other hyper local games for organization inspiration too

Streaming and Casting Help Build Community

- Streaming ports
- Restream.io/Twitch
- Tournament organizing
- API for Stats


KILLER QUEEN
GROUND KONTROL
PORTLAND, OR
BLUE STAGE
DAYZED AND CONFUSED
LIL CHOMP
UP NEXT:
LAKES ON MARS
BERRIES ARE A CHOKING HAZARD
BUMBLEBASH 5 OCTOBER 19-22

https://bmorekq.com/

cab status:unknown
Wed, Mar 13, 2019 11:10 PM

pi status:offline
Wed, Mar 13, 2019 11:10 PM

No Match In Progress

Match ID: 1044
Wed, Mar 13, 2019 8:05 PM
Dusk - Gold - Military
Duration: 82.813 Seconds

Match ID: 1043
Wed, Mar 13, 2019 8:04 PM
Dusk - Blue - Military
Duration: 45.592 Seconds

Match ID: 1042
Wed, Mar 13, 2019 8:03 PM
Night - Gold - Military
Duration: 46.13 Seconds

Match ID: 1041
Wed, Mar 13, 2019 8:01 PM
Day - Gold - Military
Duration: 95.536 Seconds

Match ID: 1040
Wed, Mar 13, 2019 7:59 PM
Bonus Snail - Gold - Snail
Duration: 95.762 Seconds

Match ID: 1039
Wed, Mar 13, 2019 7:57 PM
Night - Gold - Economic
Duration: 81.377 Seconds

Match ID: 1038
Wed, Mar 13, 2019 7:54 PM
Day - Blue - Military
Duration: 123.754 Seconds

Match ID: 1037
Wed, Mar 13, 2019 7:52 PM
Dusk - Blue - Military
Duration: 93.34 Seconds

Match ID: 1036
Wed, Mar 13, 2019 7:50 PM
Dusk - Gold - Military
Duration: 66.999 Seconds

Match ID: 1035
Wed, Mar 13, 2019 7:49 PM
Bonus Military - Gold - Military

Stats | Graphs | Map | Log | Awards

Match ID: 1044
Wed, Mar 13, 2019 8:05 PM
Dusk - Gold - Military
Duration: 82.813 Seconds

	Total	Queen	Warrior	Drone	Bot
Kills	0	0	0	0	0
Assists	0	0	0	0	0
Bumps	2	0	1	0	1
Deaths	6	0	0	6	0

Uptime					
(S) Warrior		Warrior		Speed	
0.0s	0.0%	0.0s	0.0%	0.0s	0.0%

Gate Stats			
W Used	W Tries	S Used	S Tries
0	0	0	0

Berry Stats			
Pick ups	Deposits	Kick ins	BPM
4	1	0	0.72

Snail Stats			
Distance		Uptime	
177	9.22%	11.0s	13.3%

	Total	Queen	Warrior	Drone	Bot
Kills	0	0	0	0	0
Assists	0	0	0	0	0
Bumps	0	0	0	0	0
Deaths	6	0	0	6	0

Uptime					
(S) Warrior		Warrior		Speed	
0.0s	0.0%	0.0s	0.0%	0.0s	0.0%

Gate Stats			
W Used	W Tries	S Used	S Tries
0	0	0	0

Berry Stats			
Pick ups	Deposits	Kick ins	BPM
2	2	0	1.45

Snail Stats			
Distance		Uptime	
118	6.15%	6.0s	7.2%

	Total	Queen	Warrior	Drone	Bot
Kills	2	0	0	2	0
Assists	0	0	0	0	0
Bumps	2	1	0	1	0
Deaths	3	3	0	0	0
	-	-	-	-	-

	Total	Queen	Warrior	Drone	Bot
Kills	0	0	0	0	0
Assists	1	0	0	1	0
Bumps	5	0	0	5	0
Deaths	3	0	2	1	0

Uptime					
(S) Warrior		Warrior		Speed	
4.0s	4.9%	4.0s	4.9%	35.2s	42.6%

Gate Stats			
W Used	W Tries	S Used	S Tries
2	1	3	1

Berry Stats			
Pick ups	Deposits	Kick ins	BPM
9	0	0	0.00

Snail Stats			
Distance		Uptime	
0	0.00%	0.0s	0.0%

	Total	Queen	Warrior	Drone	Bot
Kills	2	0	0	0	2
Assists	0	0	0	0	0
Bumps	5	0	0	0	5
Deaths	3	0	2	0	1

Uptime					
(S) Warrior		Warrior		Speed	
0.0s	0.0%	29.0s	35.0%	0.0s	0.0%

Gate Stats			
W Used	W Tries	S Used	S Tries
3	0	0	0

Berry Stats			
Pick ups	Deposits	Kick ins	BPM
3	0	0	0.00

Snail Stats			
Distance		Uptime	
0	0.00%	0.0s	0.0%

https://bmorekq.com/

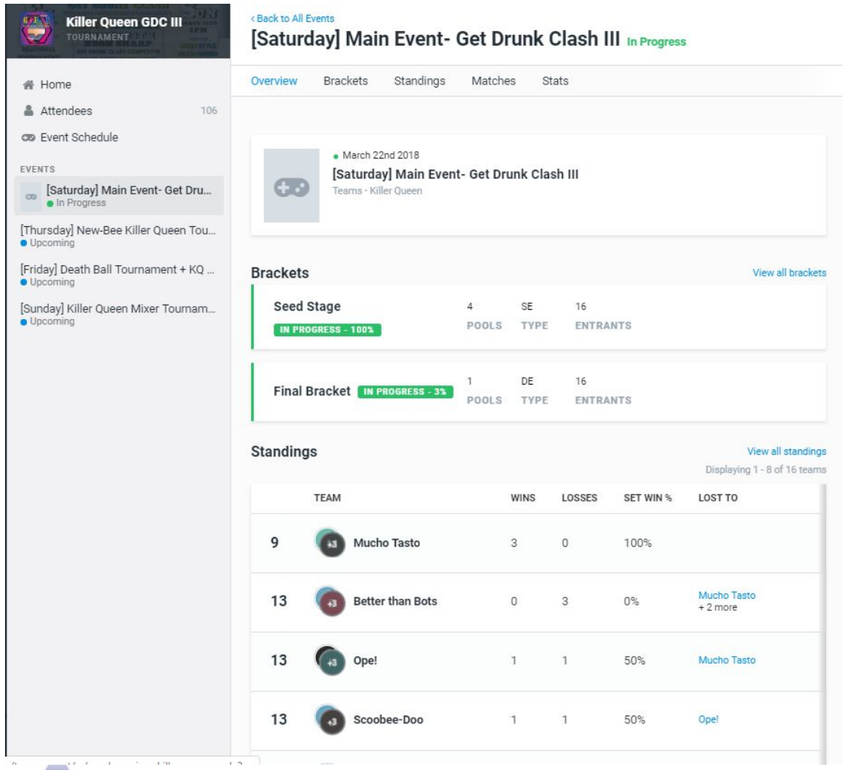
Streaming and Casting Help Build Community

- Make it easy to stream, organize, commentate, track and present your game online
- Open up your data
- Make a how-to-guide for others to use
- https://github.com/killer-queen-stats/kqstats/

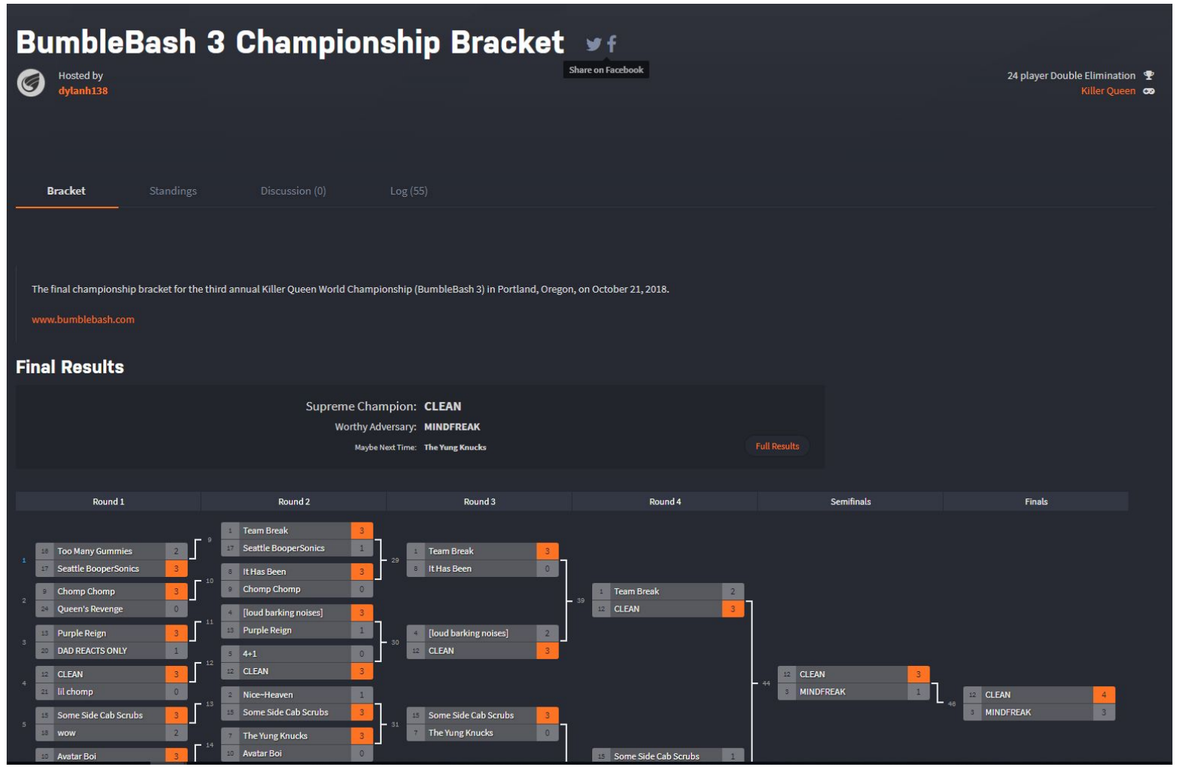
Events Help Build Communities

Events Help Build Communities

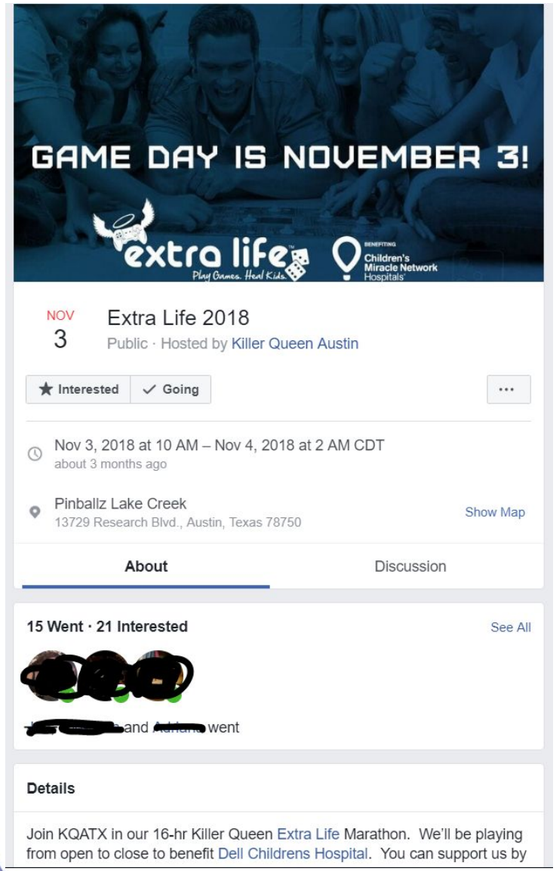
Smash.gg

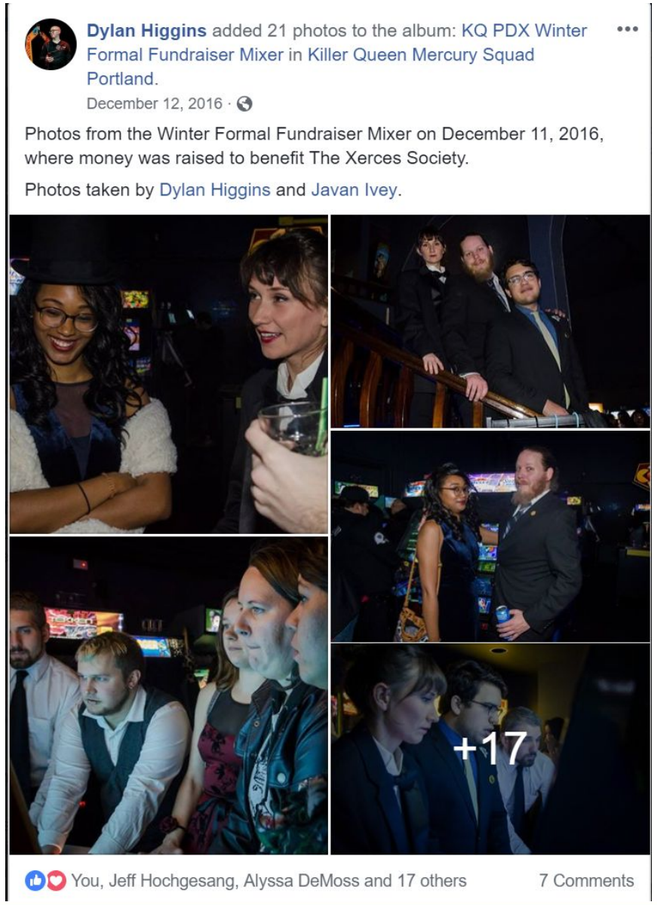


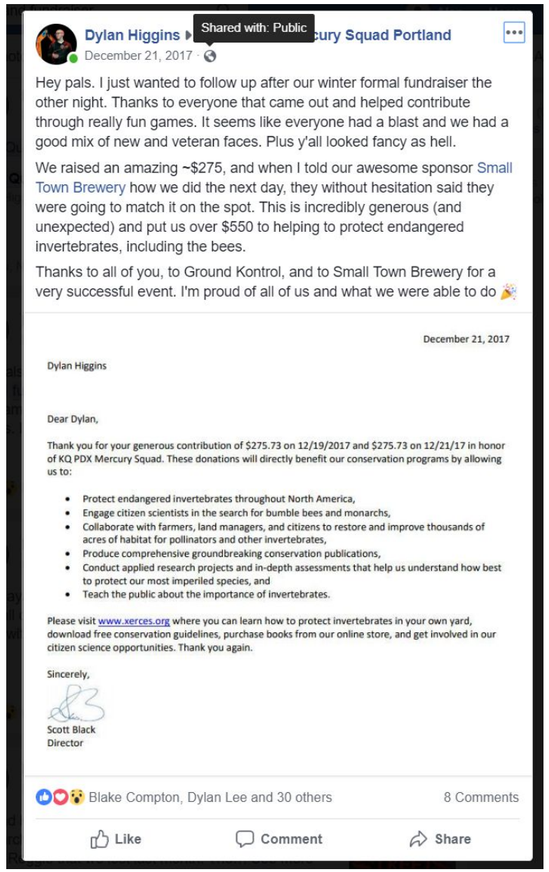
Challonge.com



Events Help Build Communities







Events Help Build Communities

- Events build community.
- It doesn't have to be a competitive event.
- Events don't have to be perfect.
- Can't do it in person? Do it online.
- Be consistent.

Events Help Build Communities

BUMBLEBASH

Rank	Scene	Score
1	New York	951.0
2	Chicago	902.5
3	Charlotte	803.5
4	Portland	782.5
5	Minneapolis	735.5
6	San Francisco	654.5
7	Seattle	478.5
8	Columbus	288.0
9	Austin	279.0
10	Kansas City	249.0

Engaging With the Community Builds Communities

Really Engage With the Community

Engage With the Community

- Meet your players, talk to your players, play with your players
- Your community can also be your beta testers
- If you can’t do it in real life, do it online
- Stream and share it!

Engage the Community

KQL
KILLER QUEEN LEAGUE

PRELIMINARY DRAFT

KQL BYLAWS

Purpose
Killer Queen League is the official governing body of the competitive sport of Killer Queen. Its goal is to promote healthy competition, good sportsmanship, and a welcoming community. It will do this by maintaining official tournament rules, community guidelines, and record-keeping. It will provide a venue for guidance and official communication between local communities. It also helps local venues and teams find sponsorship and fundraising for events and travel.

This initial draft of bylaws is intended as preliminary guidelines to bootstrap KQL, but is expected to change to best suit the needs of the community.

Commissioner
BumbleBear Games will appoint a non-voting Commissioner to organize and facilitate KQL, act

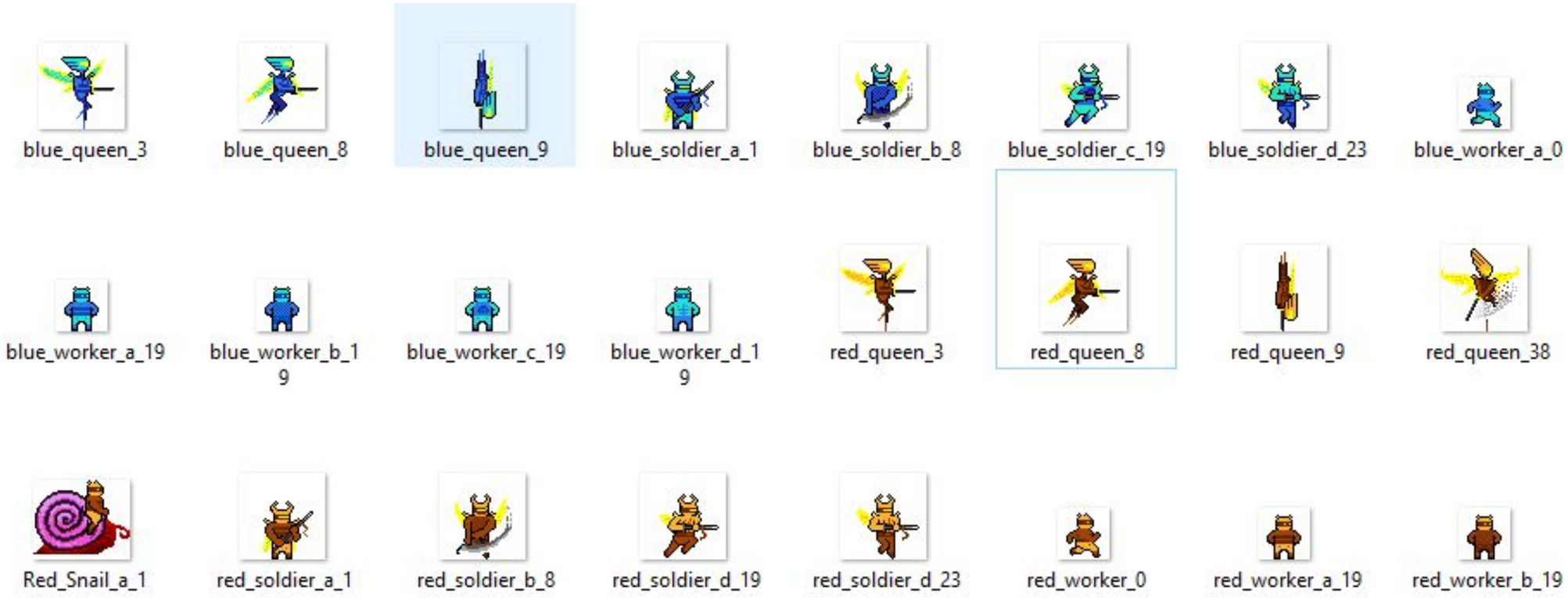
Enrage the Community

Merch and Fanart Build Communities

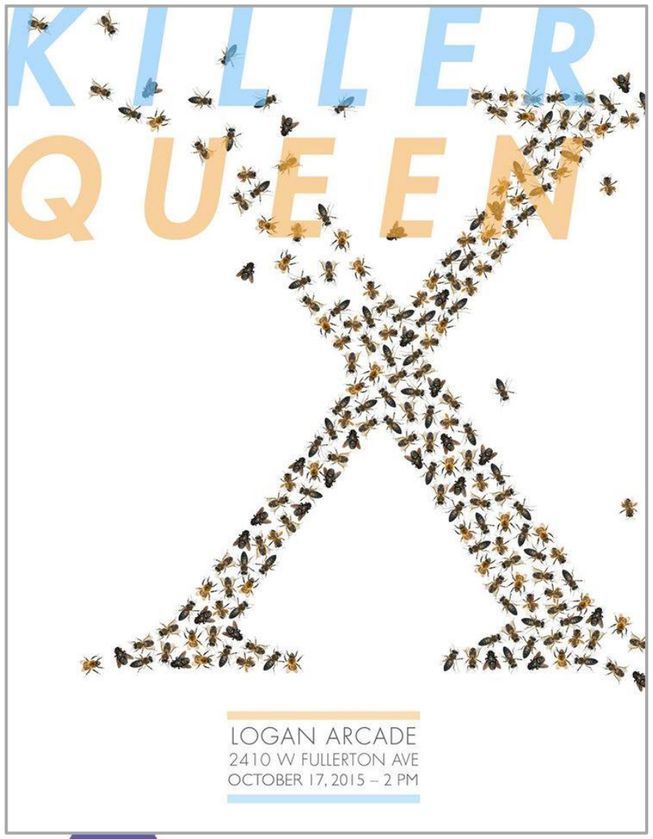
- http://shop.bumblebeargames.com
- Other options include Fan Gamer and Sanshee

Merch and Fanart Build Communities

Merch and Fanart Build Communities

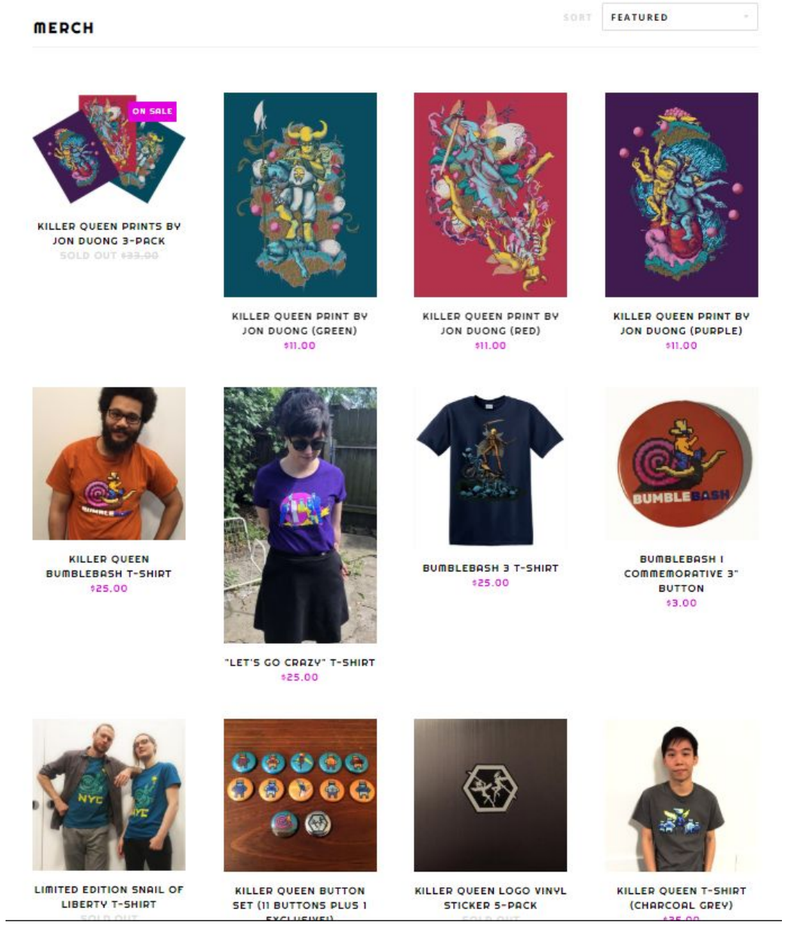


Merch and Fanart Build Communities



Merch Builds Communities

- Profit share with fans for fanart and merchandise!



Merch Builds Communities

KILLER QUEEN PRINTS BY JON DUONG 3-PACK

$25.00 ~~$33.00~~

SOLD OUT

Designed by Chicago Killer Queen community member Jon Duong (http://youngjon.com/), these intricate, beautiful pieces of art were first available at BumbleBash I in Austin, TX but are now available in our store for you to take home. We have a limited run, and once they are gone, they are gone!

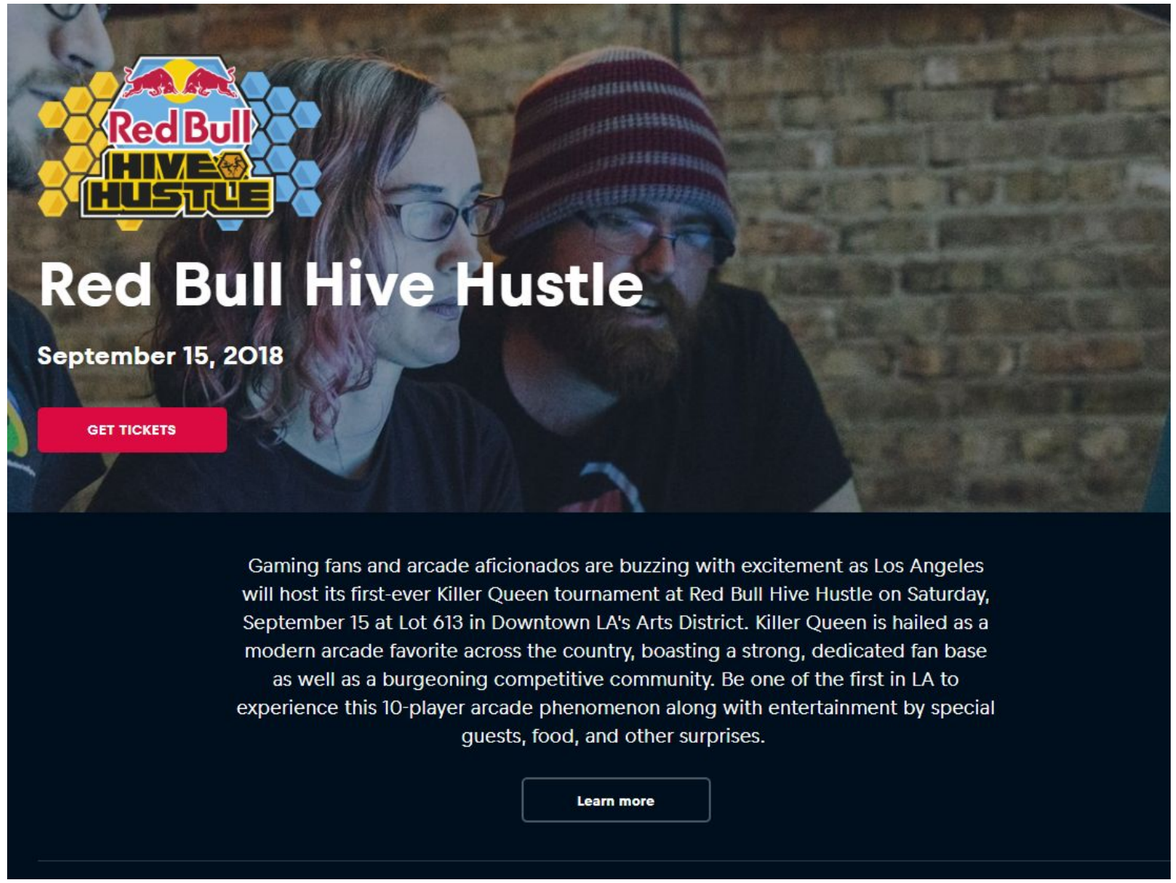
Dimensions: 7.5x10 inches

Share:

Merch and Fanart Builds Communities

- Create your own merch
- Encourage fan art!
- Encourage others to create merch for your game (and help them sell it!)

Sponsors (can) Help Build Communities



Sponsors (can) Help Build Communities

Sponsors (can) Help Build Communities

- How much control do you want in the games image?
- Do you care what your community thinks?
- Is there exclusivity? Is there official licensing for tournaments?
- What does an agreement look like between you and a sponsor?

Sponsors (can) Help Build Communities

- Sponsor Sources
  - Food and Beverage (alcohol distributors, local restaurants)
  - Venues (Bars, restaurants, concert venues)
  - “People Companies” (Hiring websites, marketing companies, IT companies)
  - Electronic Companies (Controller, hardware, peripheral makers)
  - Lifestyle Brands and Apparel

Sponsors (can) Help Build Communities

- Sponsor Opportunities
  - Money
  - Gifts/Swag
  - Signage/Badges/Printed Materials
  - Title/Headline Sponsorship
  - Food and Drink
  - Venue space
  - Equipment
  - Prizes!
  - Special Events!

Sponsors (can) Help Build Communities

- Pitching your opportunity
  - Audience/Attendee demographic and size
  - Where will it be broadcasted streamed and what is the size/demo of that?
  - What else will people do while they are at the event?
  - What's your social media reach?
  - How will you be promoting your sponsors at the event?
  - Any solid data you may have (previous events, similar events, surveys)
  - What do they get out of sponsoring your event?

Sponsors (can) Help Build Communities

Social Media Builds Communities

Killer Queen Cincinnati
301 members
Killer Queen now at Arcade Legacy: Bar

Killer Queen Denver/Boulder
Member since August 2017
Denver, Colorado

Killer Queen SLC
80 members
Downtown Salt Lake City · Discuss Kille
players, and plan meetups.

Killer Queen Milwaukee
213 members · 4 posts a day
Milwaukee, Wisconsin · What is Killer Q

Killer Queen Chattanooga
334 members
Chattanooga, Tennessee · Located at o
https://www.facebook.com/coinopcha/...

Killer Queen DC

Killer Queen Austin - KQATX
Member since August 2016
Austin, Texas · A place for the Killer Queen community of A
chat, and organize. Click on the Announcements for training

Killer Queen South Florida
9 unread posts · Member since June 2018
Fort Lauderdale, Florida · The South Florida Community pa
Queen Arcade. The highly addictive Killer Queen Arcade ga

Killer Queen Dallas - KQDFW
1 unread post · Member since June 2017
Dallas, Texas · Killer Queen Arcade is a 10-player team-bas
strategy platformer inspired by classic arcade games like Jo

Killer Queen MPLS
Member since October 2016
Minneapolis, Minnesota · This group is the central hub for M
Killer Queen players to connect, share content, promote eve

Killer Queen Mercury Squad Portland
Member since May 2015
Portland, Oregon · News of tournaments and community ev
posted here. "RED BULL HAPPY HOUR" - Every Monday!

Killer Queen Los Angeles
3 unread posts · Member since July 2018
Los Angeles, California · Killer Queen has arrived

KC Killer Queen
2 unread posts · Member since October 2016
Kansas City, Missouri · This group will be a place
players in the Kansas City area can discuss the ga

Killer Queen Jacksonville
359 members · 8 posts a day
Jacksonville, Florida · Killer Queen group for all m
Jacksonville North Florida Area. Keg and Coin 126

Killer Queen City (Charlotte)
2 unread posts · Member since August 2016
Charlotte, North Carolina · Charlotte's home of cle
purple fills. KQC Code of conduct: https://goo.gl/kF

Killer Queen STL
3 unread posts · Member since October 2016
St. Louis · The Facebook Group of all things Killer
area. Est. Sept 23rd, 2016 Twitch - www.twitch.tv/

Killer Queen Mercury Squad Chicago
1 unread post · Member since May 2015
Logan Square, Chicago · -Add Maintenance Issu

Killer Queen Columbus
2 unread posts · Member since October 2016
Columbus, Ohio · Community page for all things
Killer Queen is a new, 10 player arcade game tha

Killer Queen NYC
5 unread posts · Member since April 2015
New York, New York · A place for the Killer Quee
meet, chat, and organize. Cabinet Locations: NY
3 members said they work at BumbleBear Ga

Killer Queen Seattle
3 unread posts · Member since January 2017
Belltown, Seattle · Fremont, Seattle · Greenwood
a local multiplayer 5v5 arcade game featuring mu

KILLER QUEEN SF Bay Area
7 unread posts · Member since August 2016
San Francisco, California · We're an open comm
making SF a great place for both social and com
3 members said they work at BumbleBear Ga

Social Media Builds Communities

- Setup a Discord, Slack, create or follow community Facebook pages.

Game Communities - How to Use Discord to Connect with Players (Presented by Discord)

Rami Ismail (Founder, Vlambeer)
Mike Rose (Founder, No More Robots)
Jónas Antonsson (CEO, Raw Fury)
Andy Nguyen (Project Manager, Brace Yourself Games)
Eros Resmini (CMO, Discord)
Location: Room 2000, West Hall
Date: Monday, March 18
Time: 11:20am - 12:20pm
Pass Type: All Access, GDC Conference + Summits, GDC Conference, GDC Summits, Expo Plus, Audio Conference + Tutorial, Indie Games Summit - **Get your pass now!**
Topic: Independent Games Summit
Format: Sponsored Session
Vault Recording: TBD
Audience Level: All

ADD

Tweet Like Share

Discord, a free communication program for gamers, has become one of the most important places for developers to connect with their superfans. Recently, Discord has evolved to include game commerce, alpha/beta testing, and promotional tools. Join developers Mike Rose (No More Robots), Rami Ismail (Vlambeer), Jónas Antonsson (Raw Fury), and Andrew Nguyen (Brace Yourself Games) along with Discord CMO Eros Remini and learn how they've used Discord's tools at every stage of development to harness the power of community and improve their games, sell more units, and extend their long tail.

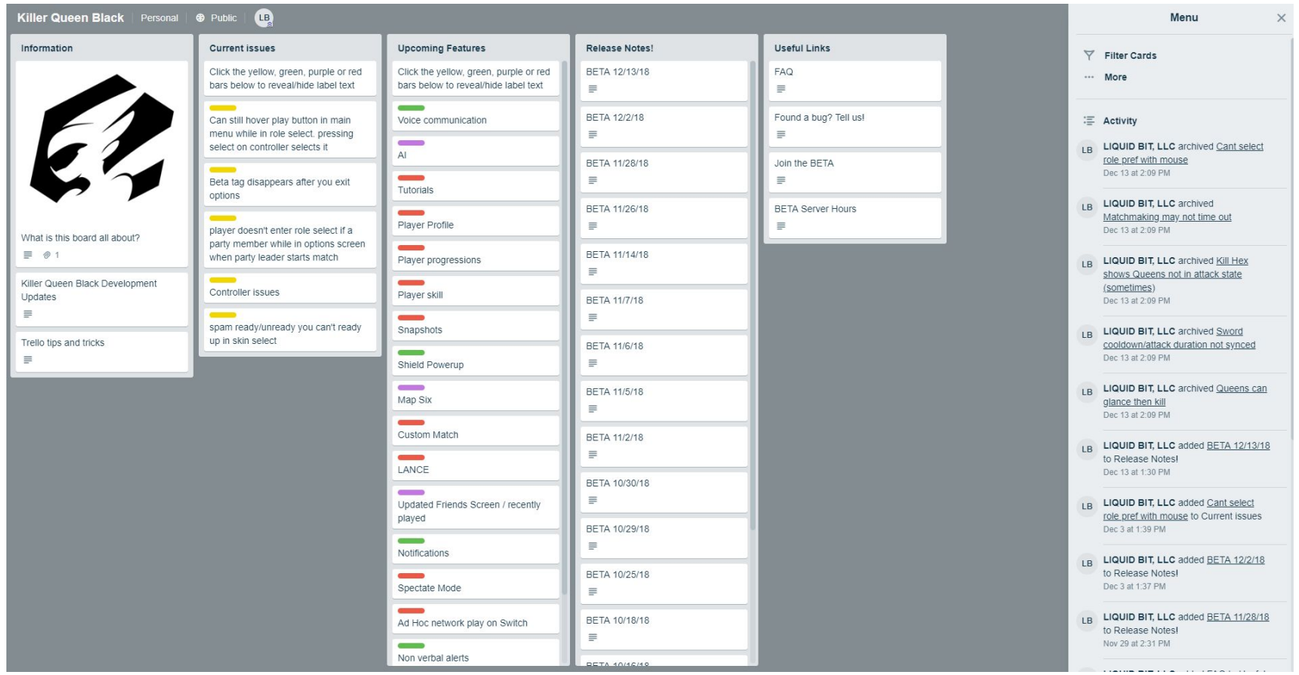
Champions Help Build Communities

- Find your champions in scenes
  - And enable them!
- Engage with them
- Build a player committee
- Partner up with streamers/youtubers

Other Communities Help Build Your Community

- KQ Players include people from the fighting game community, speedrunners, esports, even rec league players all coming together to play
- As Bumblebear will collaborate and show off other fellow indie arcade games at their events

Formalized Communication Builds Communities



Fortnite | Community Issues | Public | EPIC JS EB ST AT 21 | Show Menu

Information

What can you expect from this board? 5

Tips for using Trello

Battle Royale Top Issues

Click the orange, yellow, green or red bars below to reveal/hide label text

- Can be eliminated when exiting The Baller while moving downhill
- Issues with increased ping
- Degraded console performance
- Auto shooting when using a gamepad
- Some PC clients are freezing at loading screens
- Can't Hear Squad Members in Voicechat
- Trash / garbage on the ground can prevent trap placement.

Creative Mode Top Issues

Click the orange, yellow, green or red bars below to reveal/hide label text

- Change in jump momentum causing issues with some player islands
- Traps not resetting to Team 1
- Xbox Performance
- Players unable to switch teams
- Secondary clients do not get kicked to Creative Hub when the host leaves game.
- Traps can sometime disappear
- Players can eliminate each other in the Creative Hub

Save The World Top Issues

Click the orange, yellow, green or red bars below to reveal/hide label text

- Degraded console performance
- Slider bar for depositing multiple items scales very slow.
- Players spawn underground and Knocked Down
- Impossibility Matrix Not functioning properly
- Players may zone in with a level 1 pickaxe.
- Load into match with Incorrect Hero Abilities - Phase Shift
- Players appear as Power Level 1 in the Lobby.

Mobile Top Issues

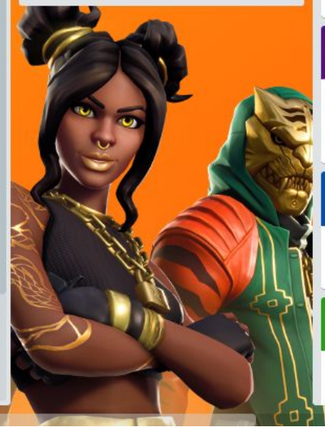
Click the orange, yellow, green or red bars below to reveal/hide label text

- Edit button not targeting correct structure
- Crashes on v8.10
- HONOR Guard Promotion
- Warning to use Celllular Data to download 3.3GB pop up
- Controller L3 and R3 functionality
- Mayhem Hair on Mobile
- Letterboxing occurs on iPad
- Marshmello outfit not reactive

Switch Top Issues

Click the orange, yellow, green or red bars below to reveal/hide label text

- Voice chat
- Players load in lobby as the same cosmetic
- Headset microphone is not always recognized on Switch



Patch Notes!

- v8.10 update - released 03/12/201 (1)
- V.8.01 Update - released 03/06/20 (1)
- v8.00 Update - released 02/28/201 (1)
- v7.40 Content Update - released 02/19/2019 (1)
- v7.40 update - released 02/14/201 (1)
- v7.30 Content Update - released 02/05/2019

Final Thoughts

Hey [redacted],

Just a heads up. The Killer Queen trial is not panning out. The game just doesn't make enough money (ROI) to justify the price tag ($1[redacted]!). We're probably going to be sending it back to [redacted] as they have a buyer on the west coast. I think it's a cool game and all, but it just doesn't get enough casual play from our guests, other than a few devoted groups of fans.

Just wanted to give you the heads-up. Play it soon and often as one day it will not be here.

BR,

[redacted]

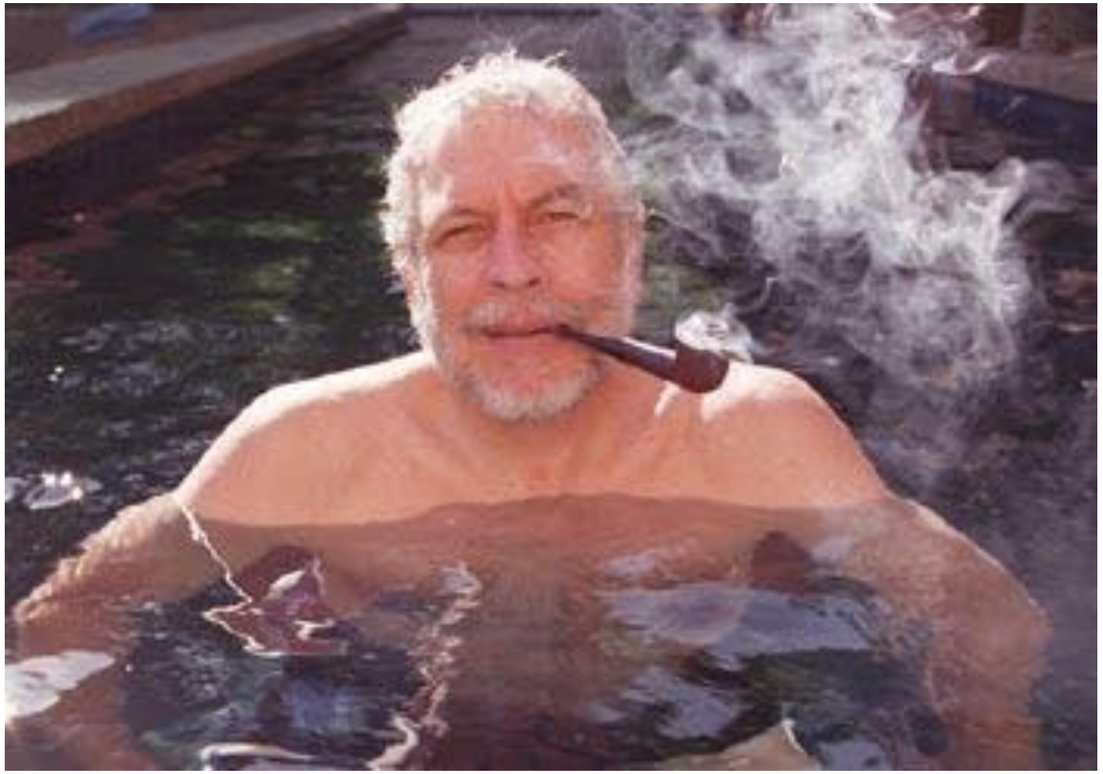
Final Thoughts

More Information

- Killer Queen:
  - Twitter: https://twitter.com/KillerQueenGame
  - Facebook: https://www.facebook.com/KillerQueenGame/
  - Website: http://killerqueenarcade.com/

- Personal Twitter: https://twitter.com/alanwdang

Questions?



Thank you!