



Balancing Community and Business: Walking the Tightrope of Needs

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GDC

GAME DEVELOPERS CONFERENCE

MARCH 18-22, 2019 | #GDC19



@Nicktrunks

UKEN GAMES



Walking the Tightrope of Needs

Business

- KPIs:
 - Revenue
 - Engagement
 - Retention



Community

- Feedback
- Requests
- Happiness

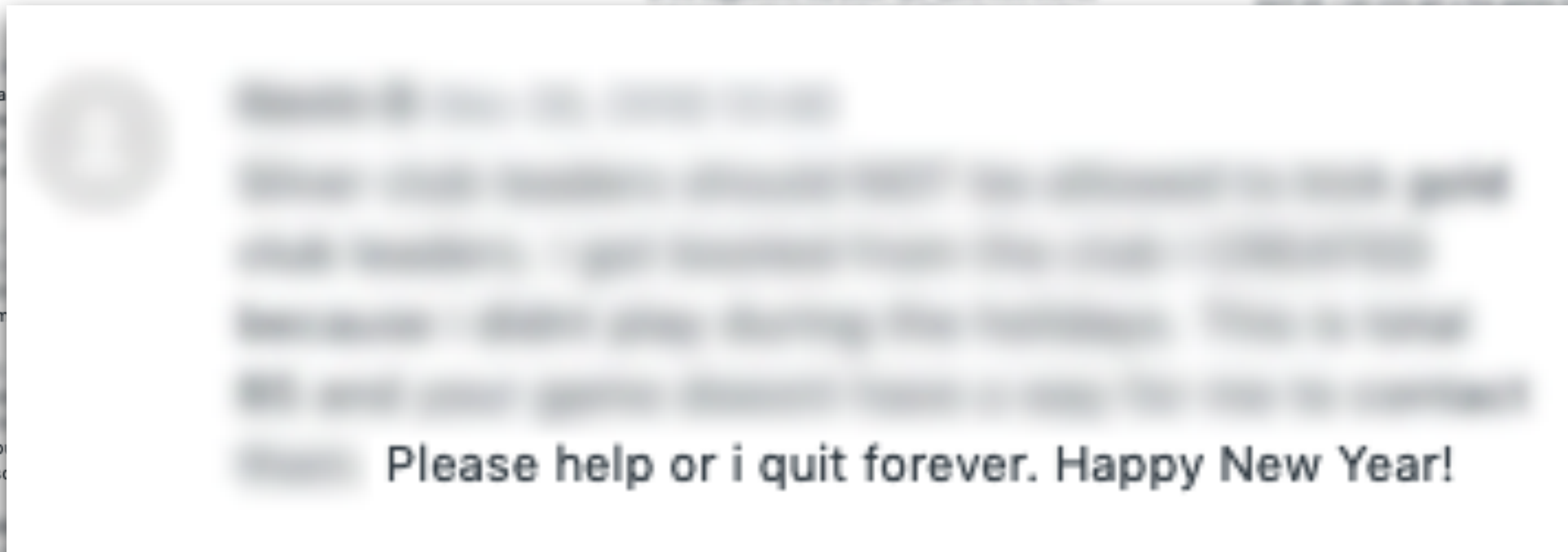
Walking the Tightrope of Needs



Walking the Tightrope of Needs

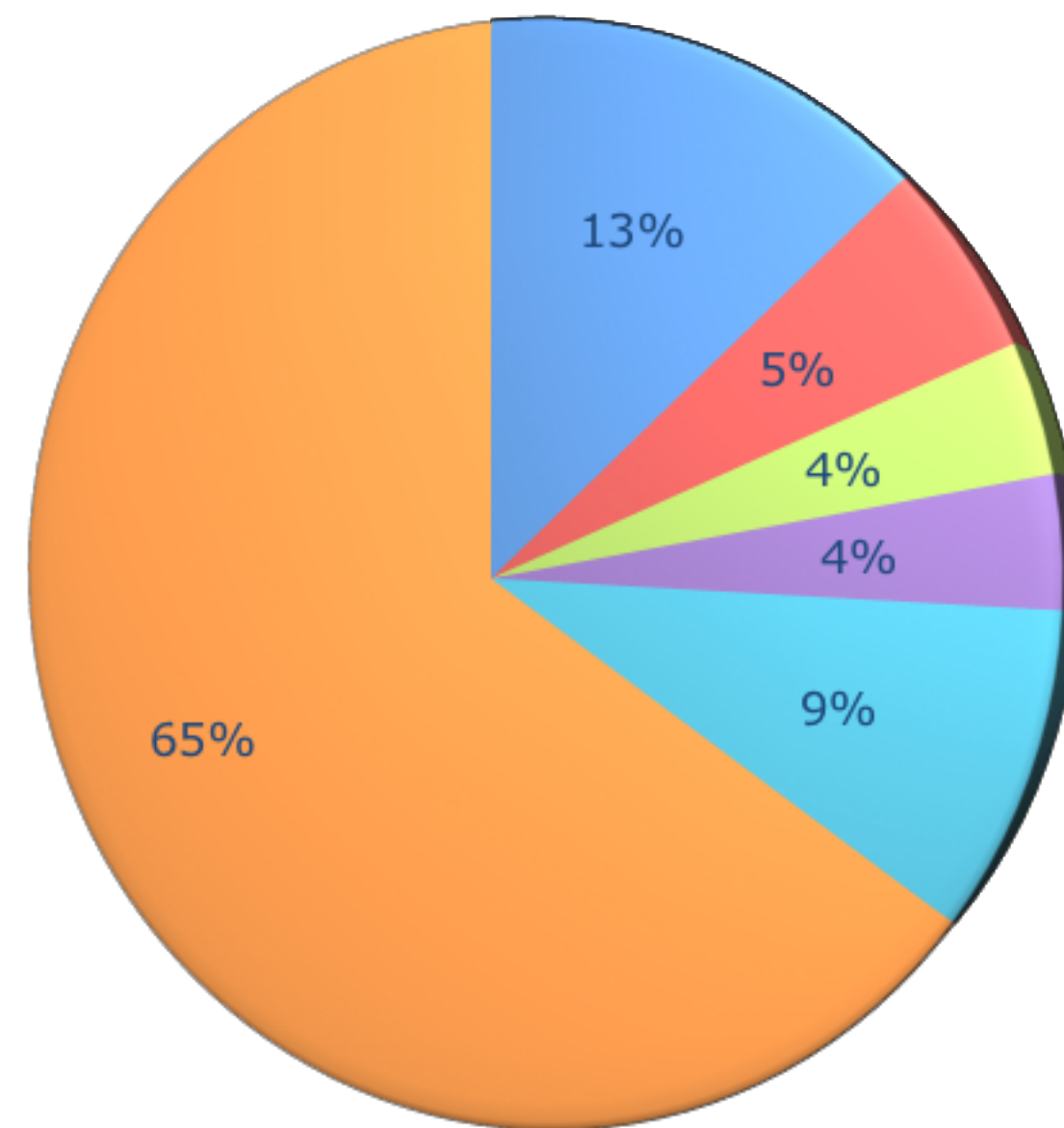
- Think like the Product Team
- Investigate Vocal Members
- Increase Community Visibility

Do Users Quit?

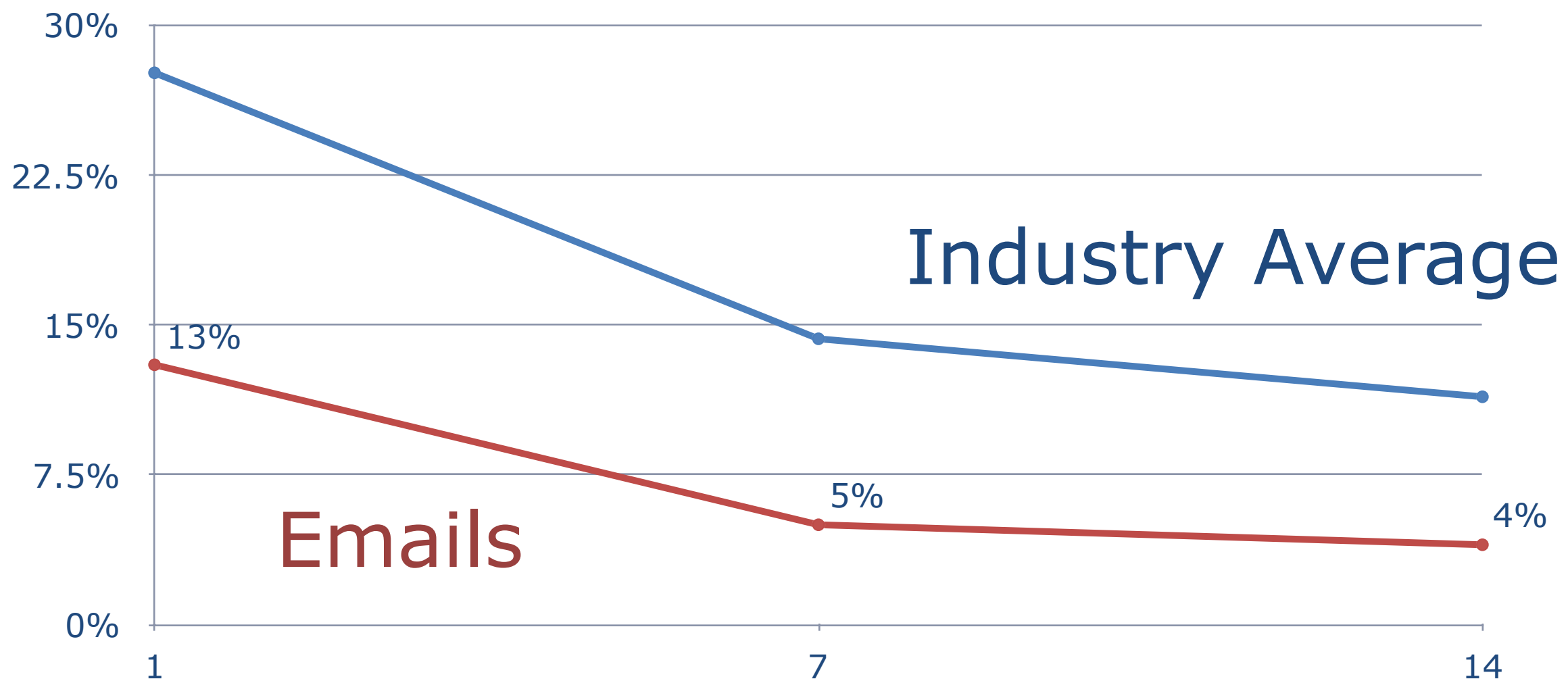


Do Users Quit?

- 1 day (13%)
- 7 days (5%)
- 14 days (4%)
- 30 days (4%)
- 60 days (9%)
- No lapse (65%)



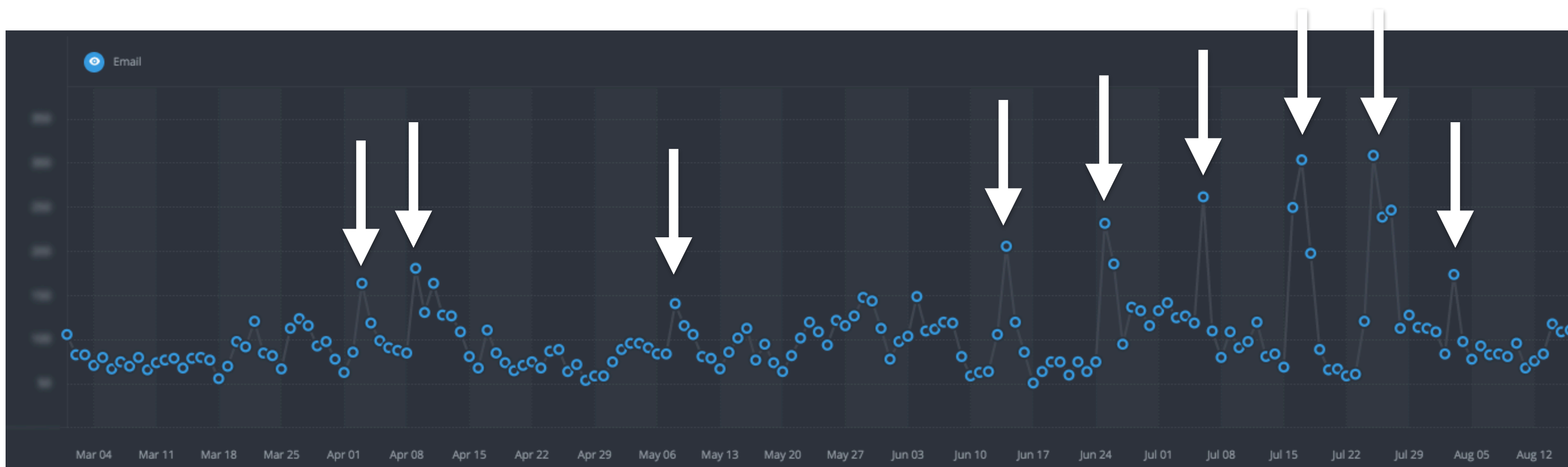
Do Users Quit?



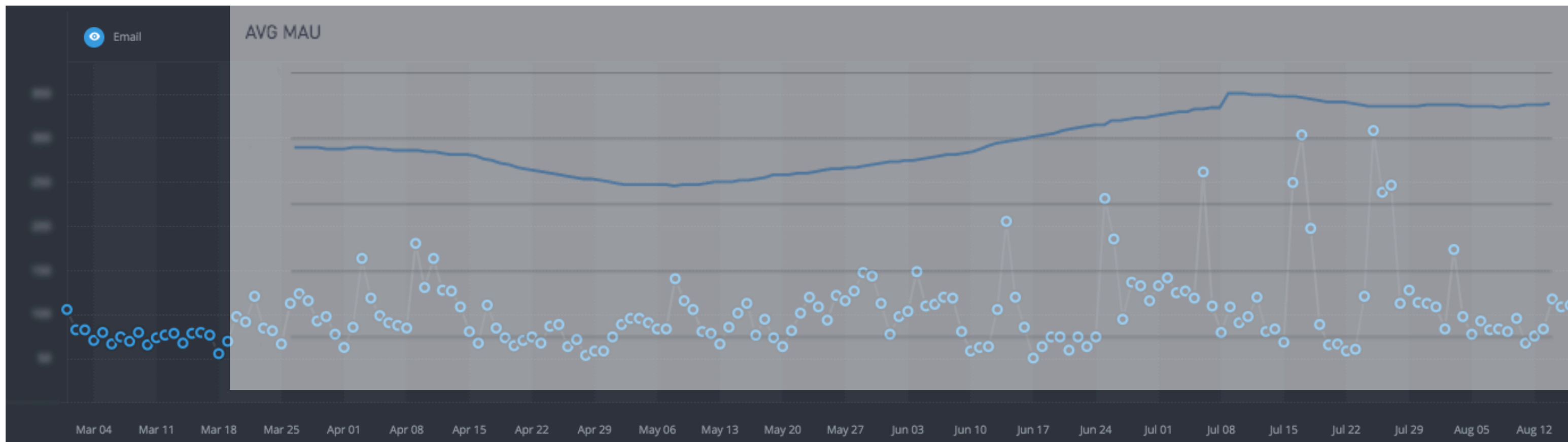
Localytics

Source: Localytics, 2018

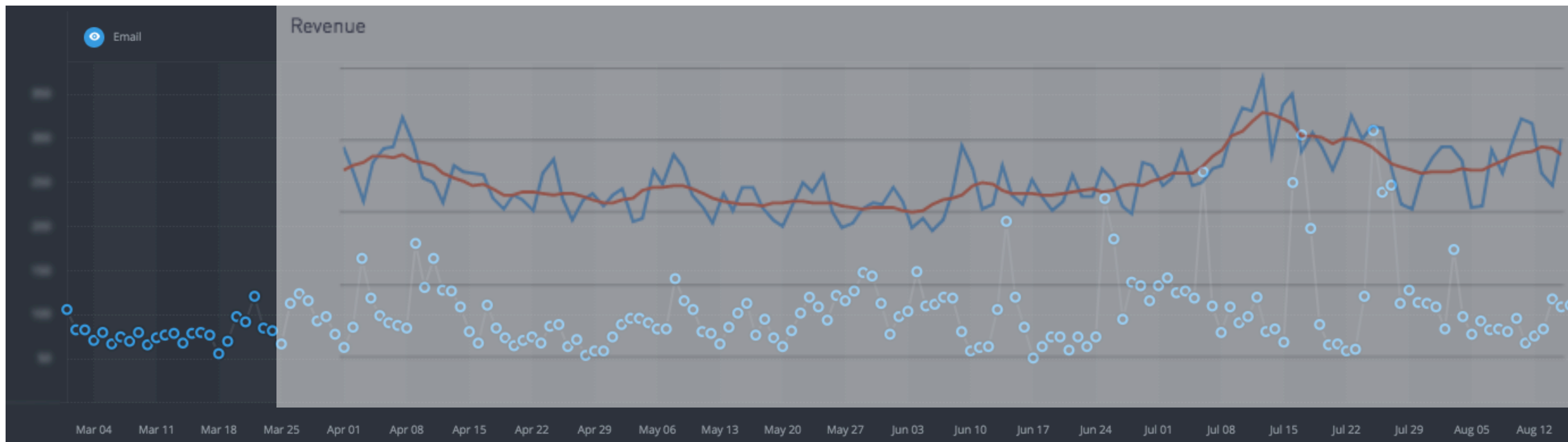
Do Users Quit?



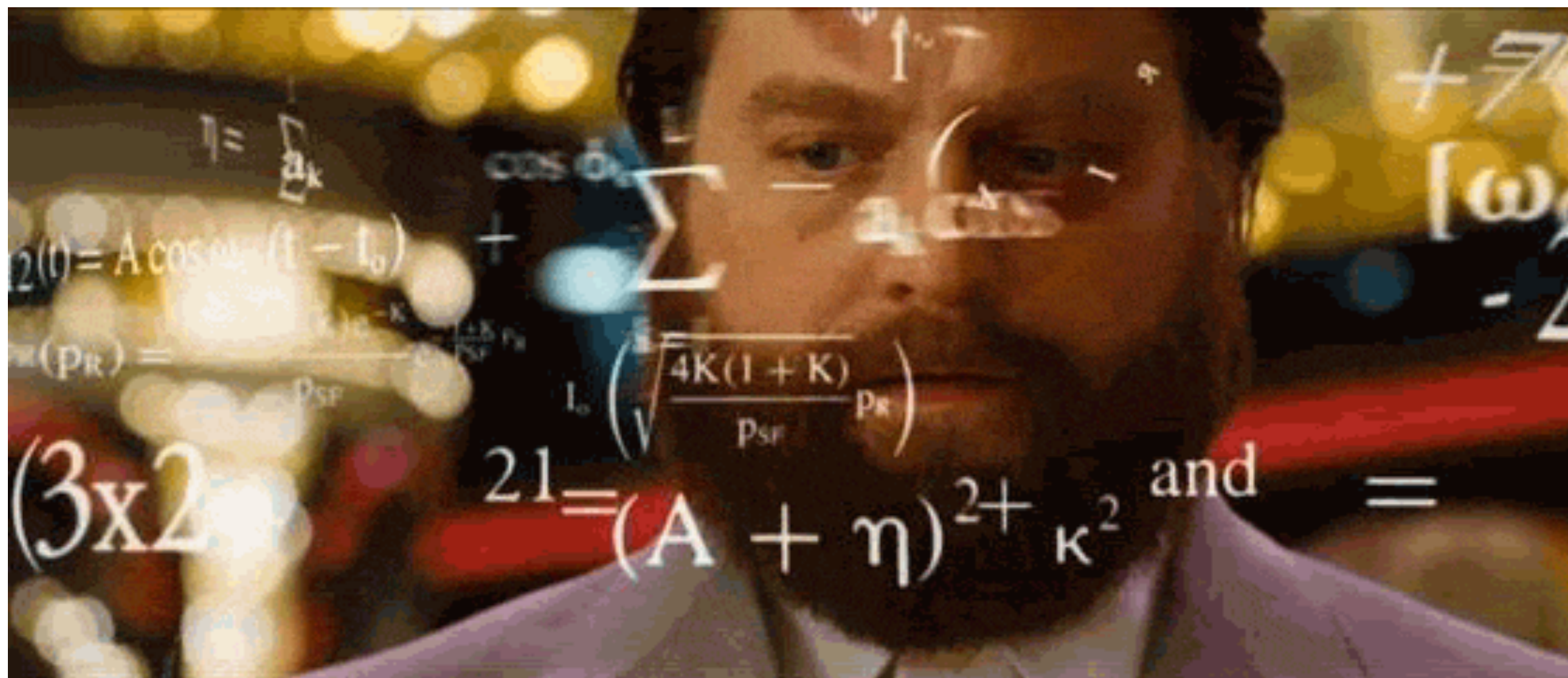
Do Users Quit?



Do Users Quit?



Think like a Product Manager

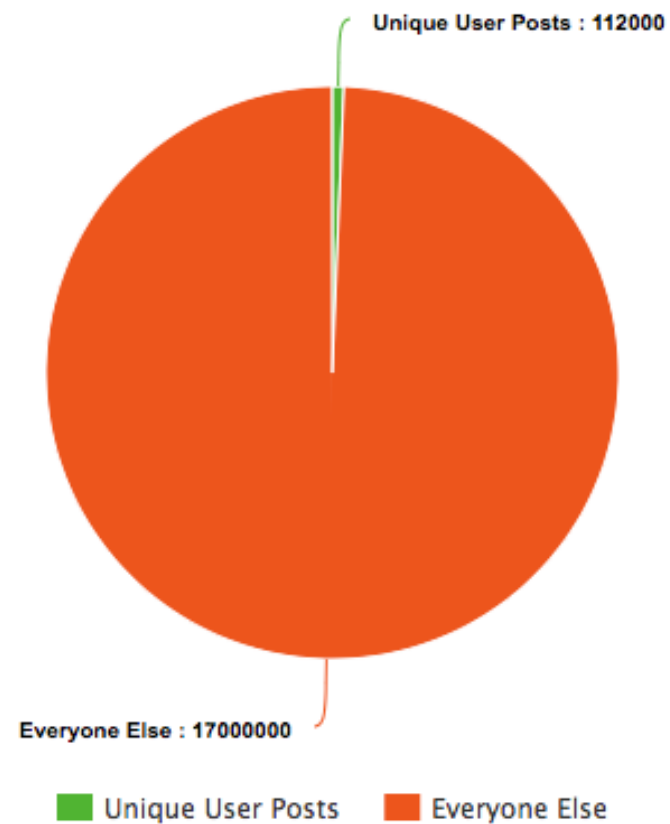


Working with your Product Team

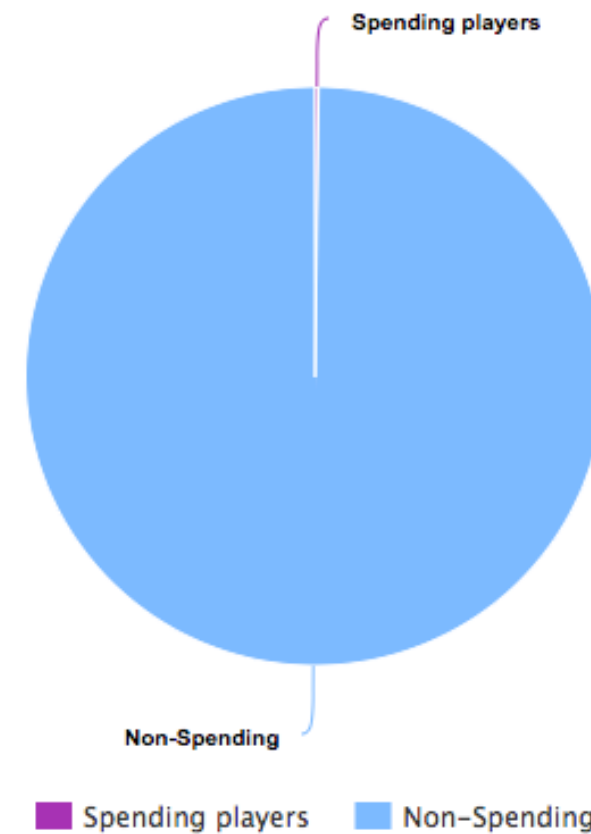
- Think like a Product Manager
 - KPIs:
 - Revenue
 - Engagement
 - Retention

Working with your Product Team

0.6%



<1%

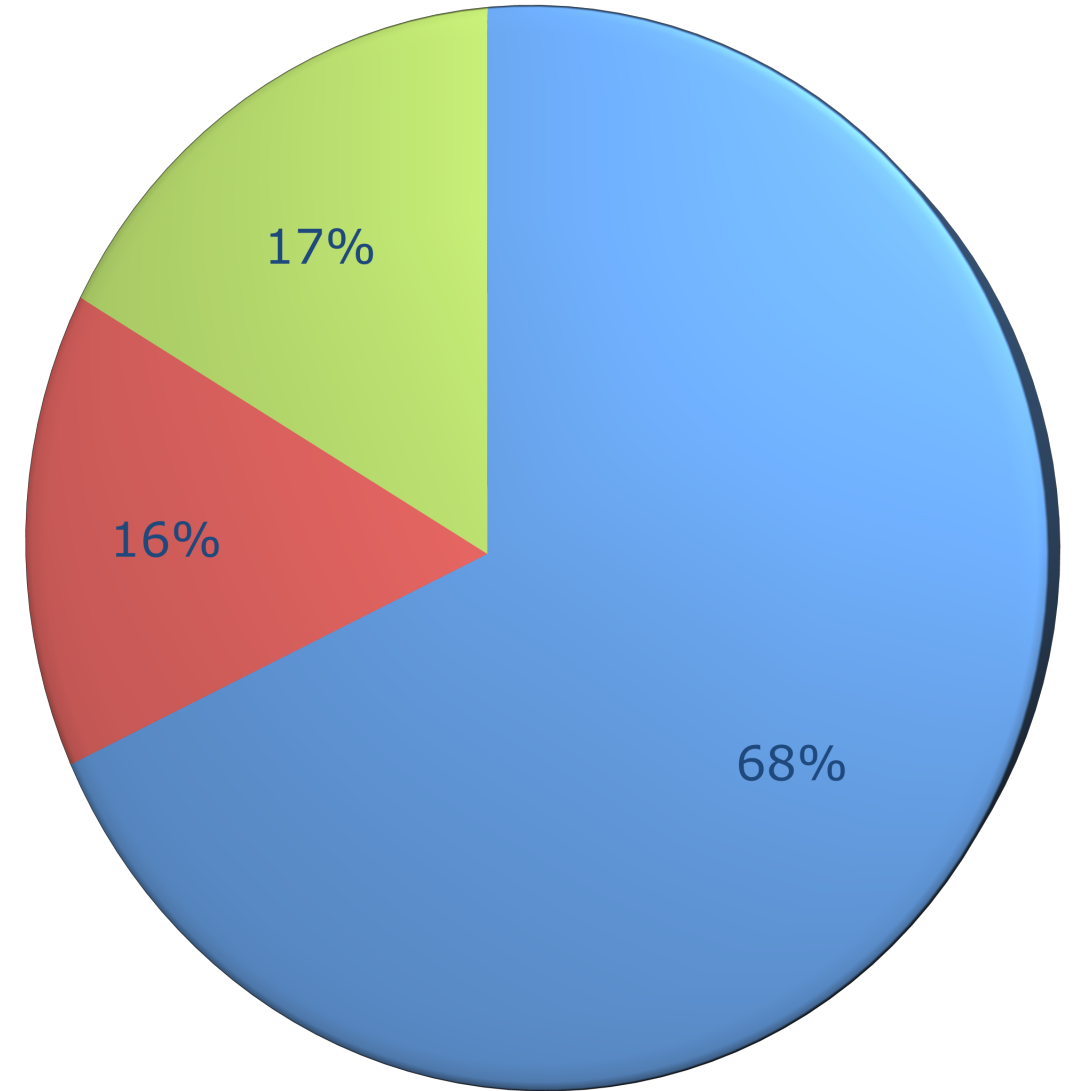


Working with your Product Team

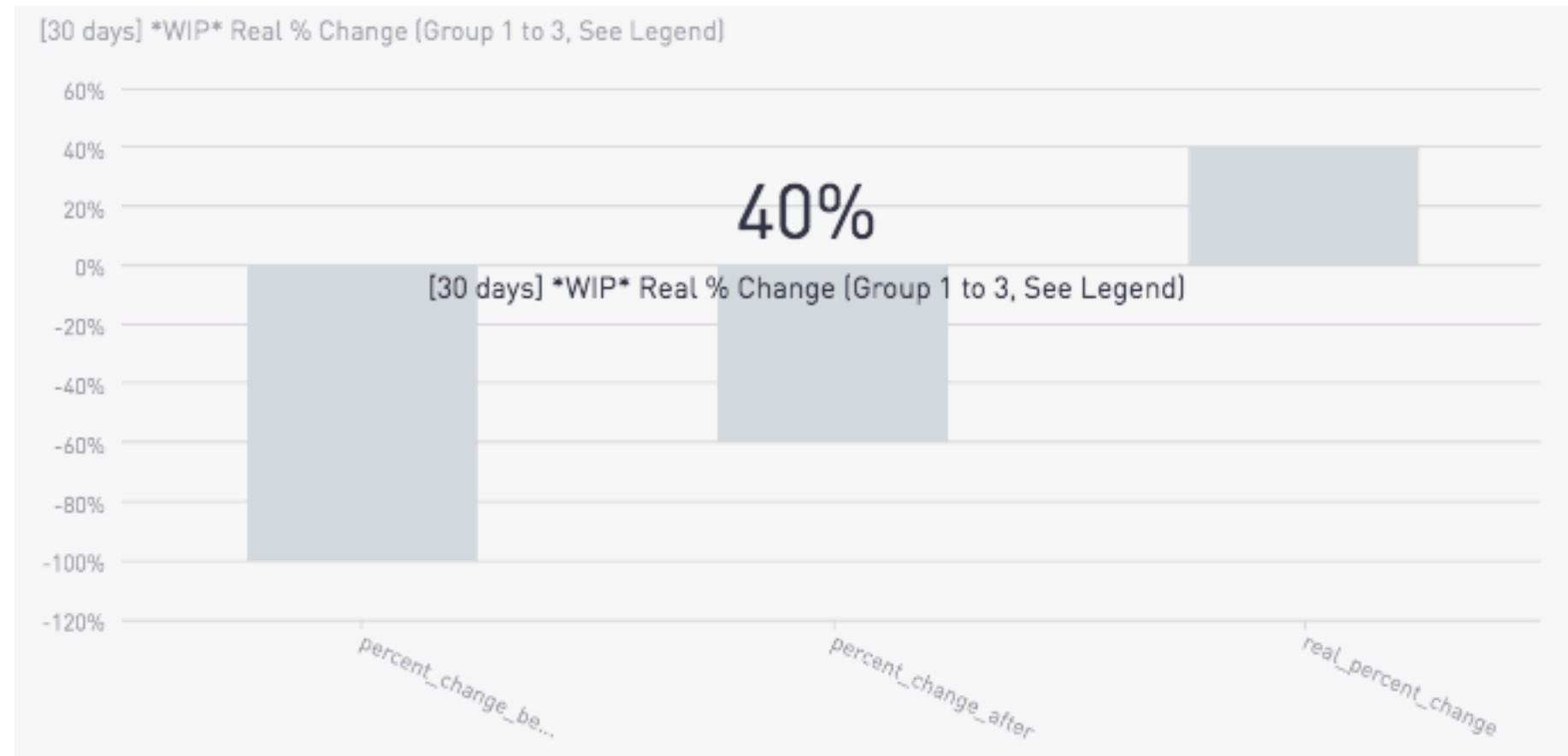


Case Study

- Automatic vs. Manual Features
 - 68% Positive to Change
 - 16% Negative to Change
 - 17% Neutral to Change



Case Study



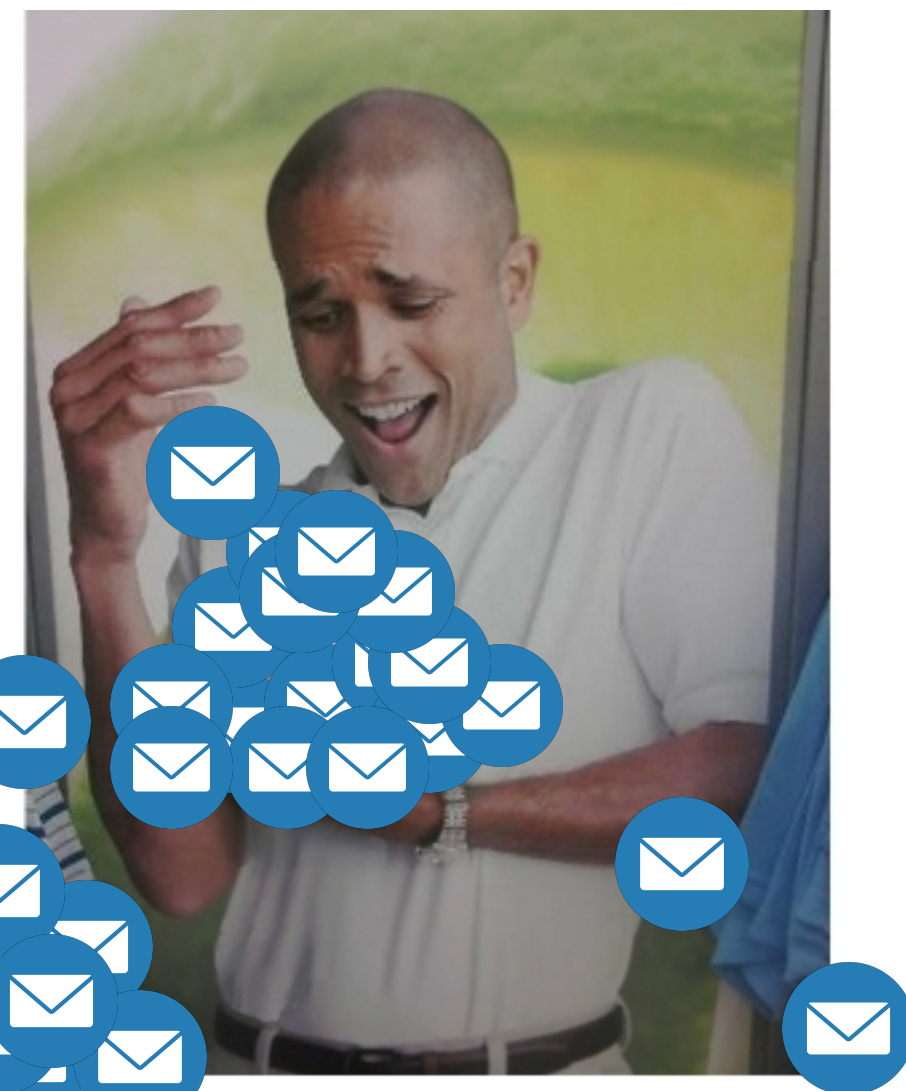
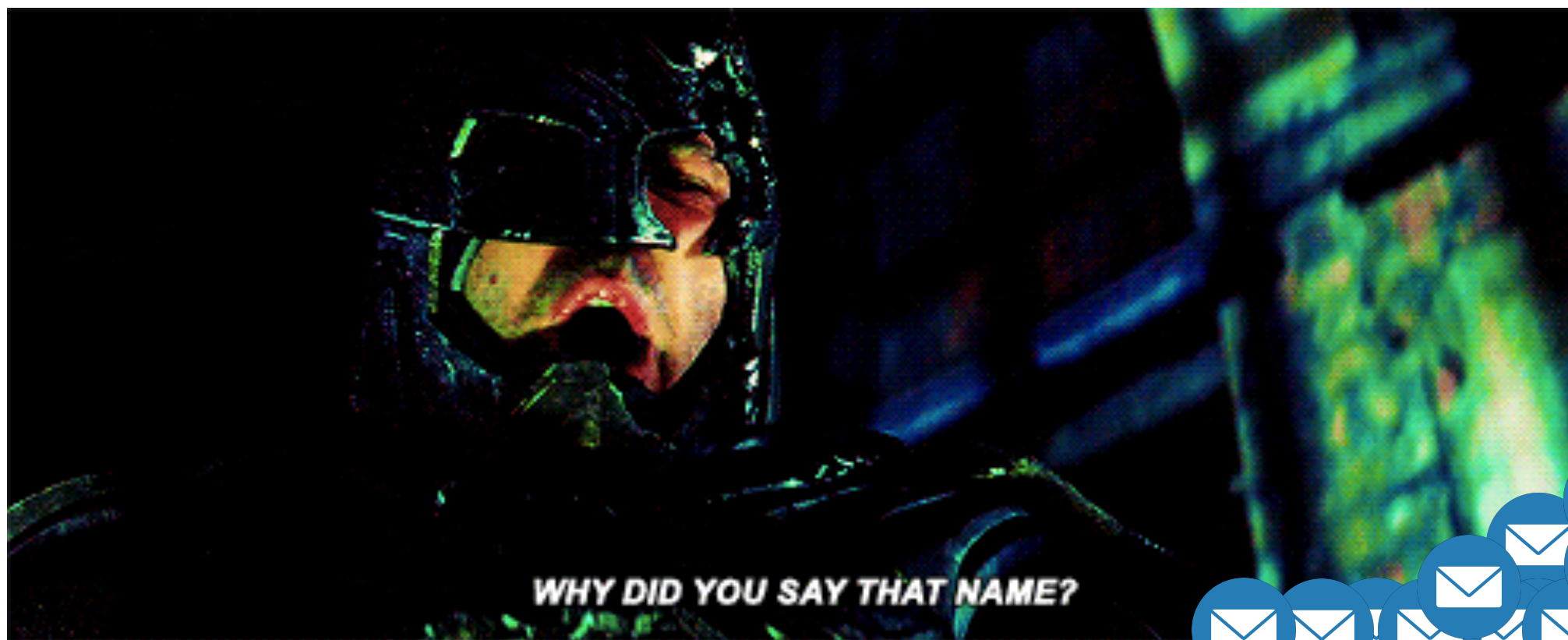
Investigate Vocal Players



Investigate Vocal Players

- The case of “Martha”

Tickets (80)

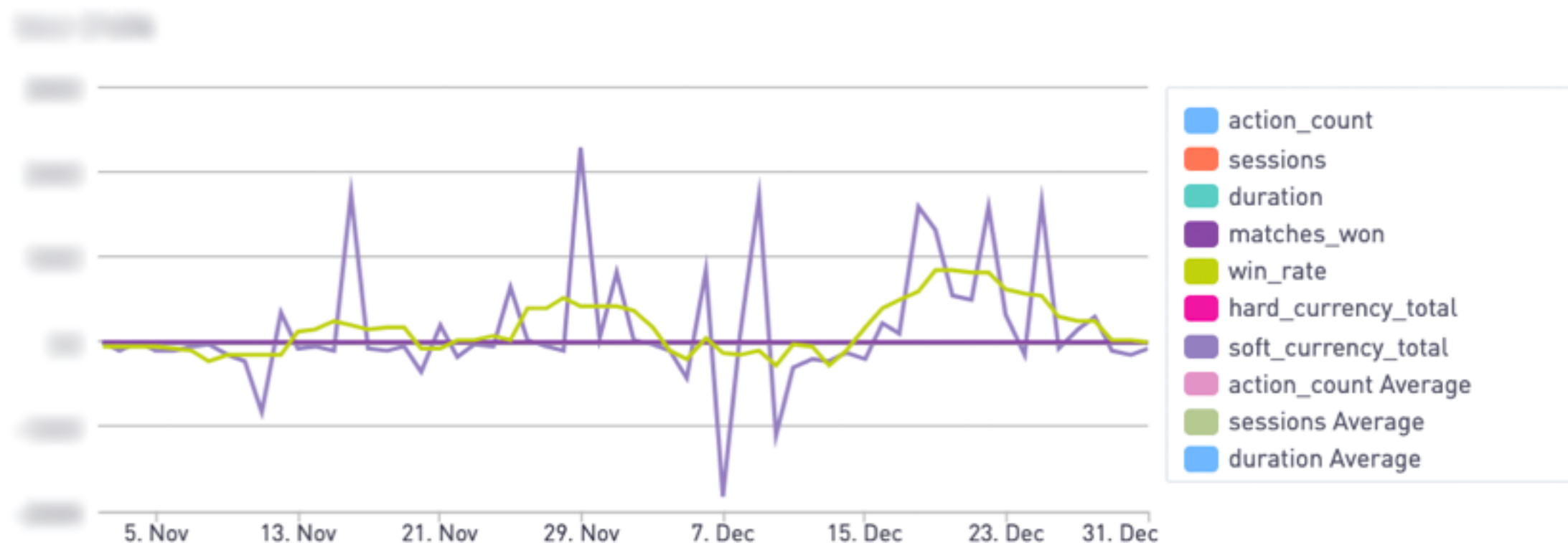


Investigate Vocal Players

\$3,000

Investigate Vocal Players

- The case of “Martha”



Investigate Vocal Players

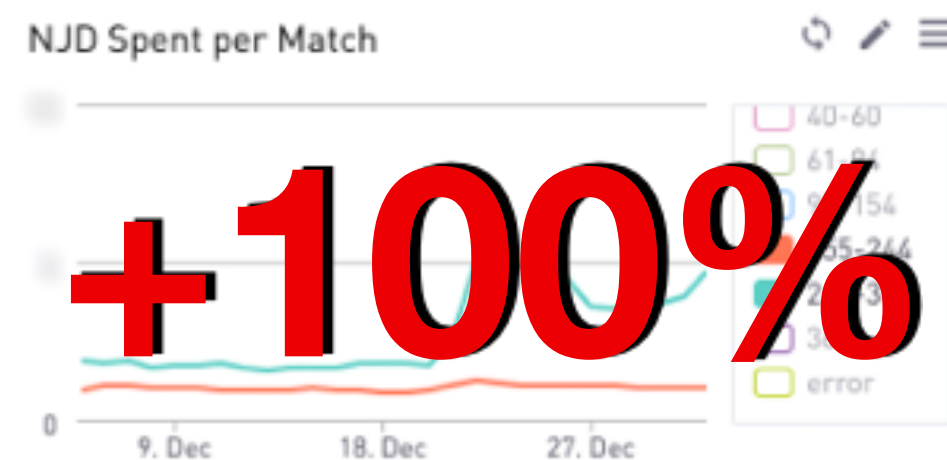
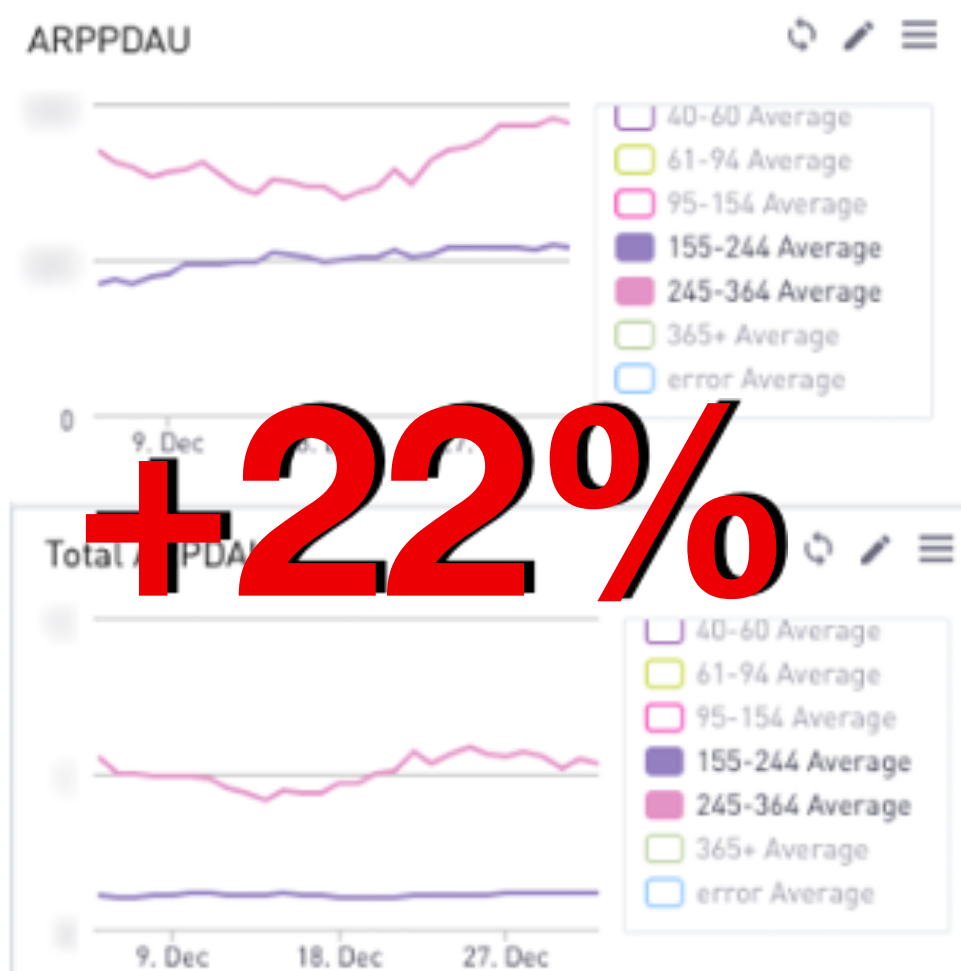


Investigate Vocal Players

- Introduce a new Stage
 - Accessible past the current level cap
 - Lower RTP/Higher entry cost
 - Higher win rate



Investigate Vocal Players



Increase Community Visibility



Increase Community Visibility

Create opportunities for everyone on your team to connect with player feedback

jeopardy
jeopardy-community
millionaire
millionaire-community

New Millionaire message

Hi, In tge previous challenge I finished in 16th place and was awarded 200 diamonds but I did not level up from Silver I to Silver II. Can this be fixed

Hi, In tge previous challenge I finished in 16th place and was awarded 200 diamonds but I did not level up from Silver I to Silver II. Can this be fixed

Name	Email
Category	Version
report_a_bug	17.0.2
Platform	User Agent
ios	

Guid

Created today at 4:11 PM

New Millionaire message

How do i quit the game and receive my accumulated dollars?



How do i quit the game and receive my accumulated dollars?

Name	Email
Category	Version
account	17.0.2
Platform	User Agent
ios	

Guid

Created today at 2:22 PM

Increase Community Visibility

Feb 17, 2019 at 3:51 AM  2  1





Dreadful app do not use.

Aug 13, 2018 at 3:09 PM  0  0



Terrible game.

Jul 5, 2018 at 10:30 PM  0  0



0 stars!

Feb 12, 2019 at 10:28 PM  1  0





If you idiots had a brain you'd take it out and play with it.

Feb 20, 2019 at 9:06 AM  1  0



ruin the game wwtbam that i grew up with.

Feb 20, 2019 at 11:49 PM  0  0




Rubbish

Jul 16, 2018 at 1:09 PM  0  0




Pile of garbage.

Feb 22, 2019 at 6:18 AM  0  0



bad

Feb 17, 2019 at 5:32 PM  0  0





Pathetically stupid

Feb 22, 2019 at 6:07 AM  1  0





This game is trash.

Feb 26, 2019 at 3:08 AM  0  0




sucks...

Feb 20, 2019 at 3:41 AM  0  0



shhtttty

Jan 31, 2019 at 8:12 PM  0  0



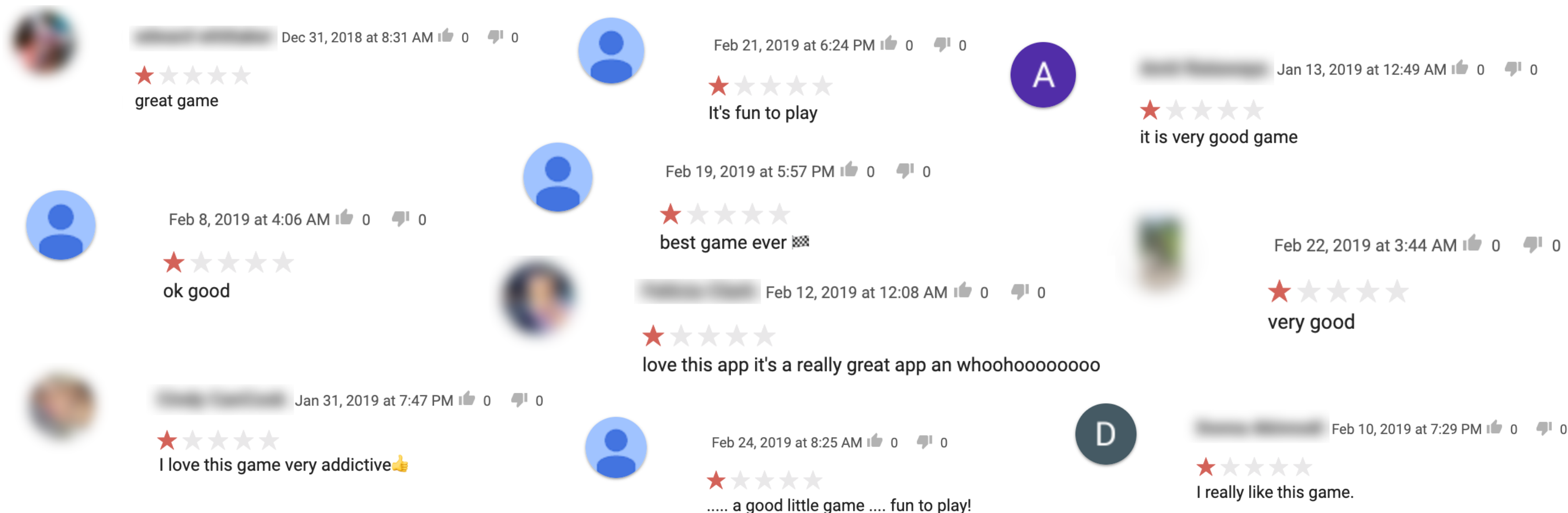
It's utter garbage

Feb 23, 2019 at 6:30 AM  0  0



terrible

Increase Community Visibility



Increase Community Visibility

4:05 PM

@channel Hi community team! We are discussing ways in which we can merge old users from ab test groups into the same experience heading into worldwide, and have been considering a "make it right" campaign where we would communicate to all users the changes and gift the users affected some free gems for the inconvenience. The thought was to use a swrve pop-up for the communication, and have the gift sent to their mailbox. We just would like to confirm exactly what the gifting flow looks like for users to ensure it will work as we are thinking. Any help is appreciated!

Increase Community Visibility


Thank you

What are players getting?

Where to claim the gift




Increase Community Visibility




Sep 15, 2018 15:31

i don't want to play an opponent. i want to play by myself. hope can i decline to play an opponent and instead play alone? i don't see where i can toggle that option.




Sep 14, 2018 20:49

Why is it in the new game u go back to were u beat the player that lost it means u are never going to make money and go up the leader board so annoying




Sep 14, 2018 14:33

what is going on now. you changed the game. i have experts I know as i got them in the boxes i won and also every four hours. Now when i try to use an expert it shows a count down of minutes. why is this. how do i use them. If i cant then i will be deleting the game. its ridiculous now very confusing to me. it dont even sh
i have spent at lead




how con




Sep 15, 2018 17:02

this new format is ridiculous. been waiting for an opponent for over 4 hours got no boxes to open !! cant progress & you are just ignoring me !!




Sep 15, 2018 22:42

Is it possible to decline the "play an opponent" play? If so, how? I stopped playing because I don't want to play against someone else. Now I'm going to demote a level.




Sep 15, 2018 16:29

this new change is horrible. if you dont change it back im deleting



Sep 15, 2018 18:54

so has there been any update to the game or is it a bug that now forces us to play against other players to win either coins or reward boxes as this one's going to be harder for us to progress on the weekly leagues also a lot harder for us to complete daily tasks



Sep 15, 2018 14:40

I don't like competing against one oppenent is the original app available still?

Sep 15, 2018 18:33


Hate the new format. Why change what was working?

Sep 17, 2018 15:25

Well in that case it's a very unusual occasion of you going through significant effort to make the

Sep 15, 2018 17:02

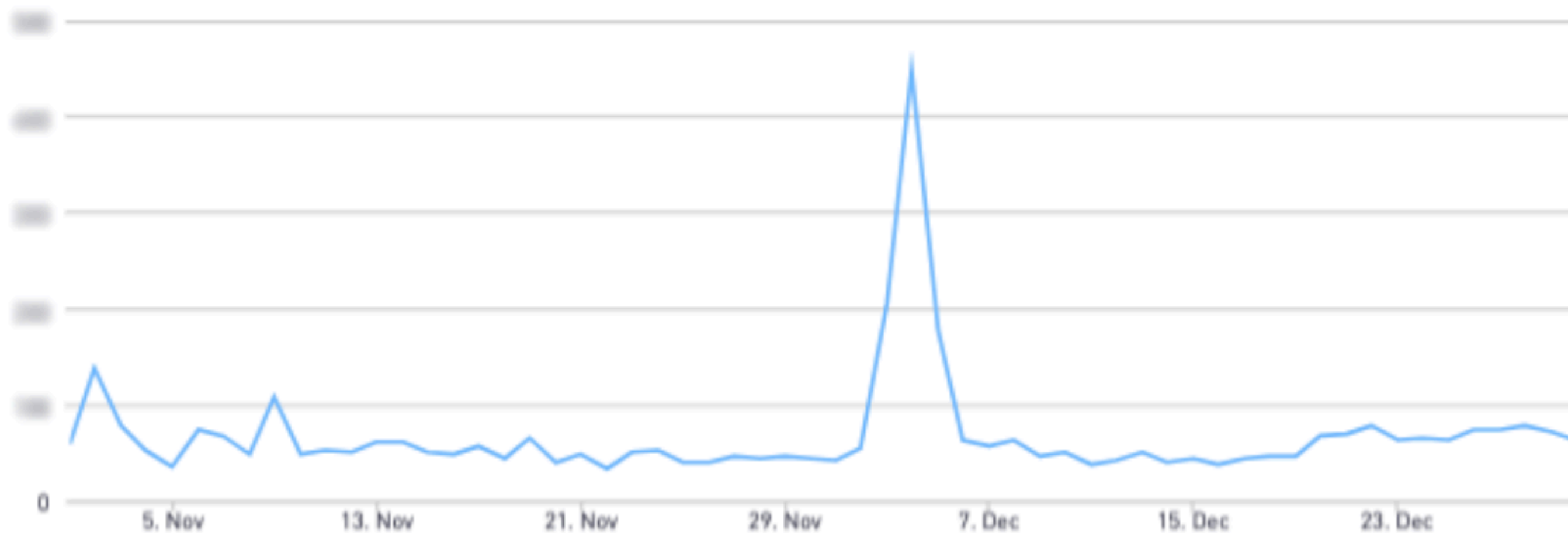
our customers was taken

The GDC logo, featuring the letters "GDC" in a stylized white font on a blue background.

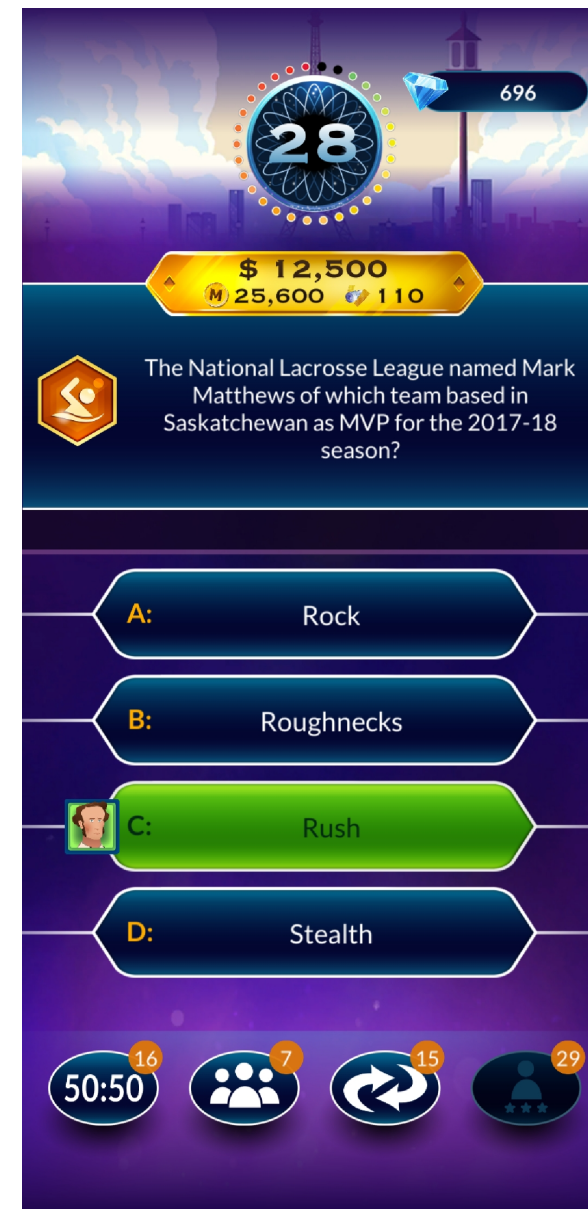
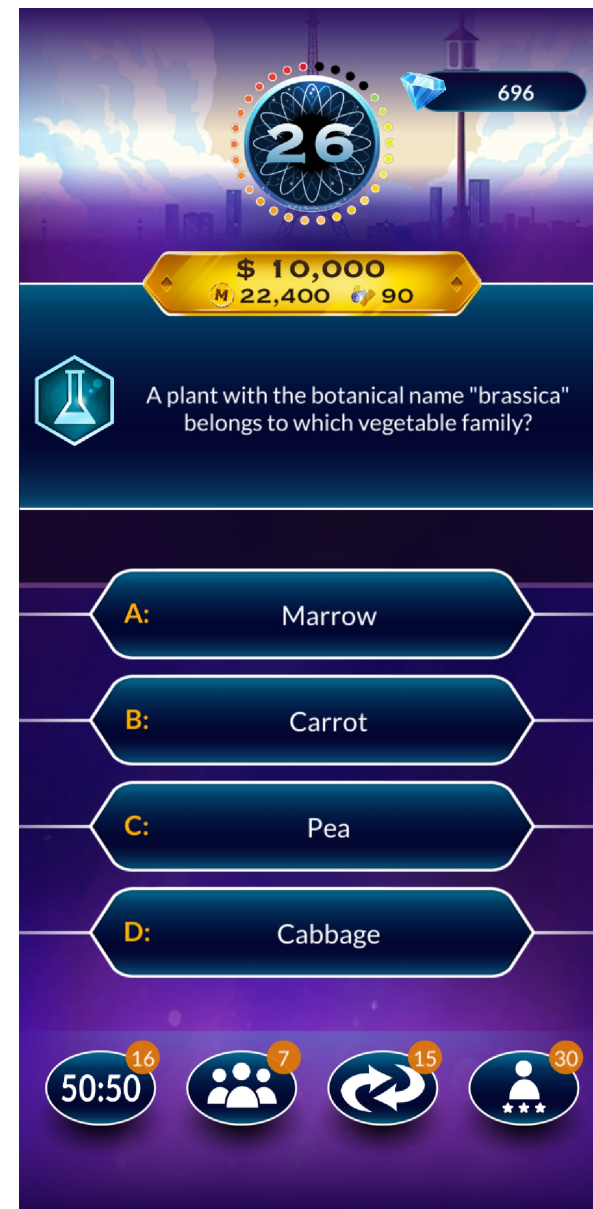
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Increase Community Visibility

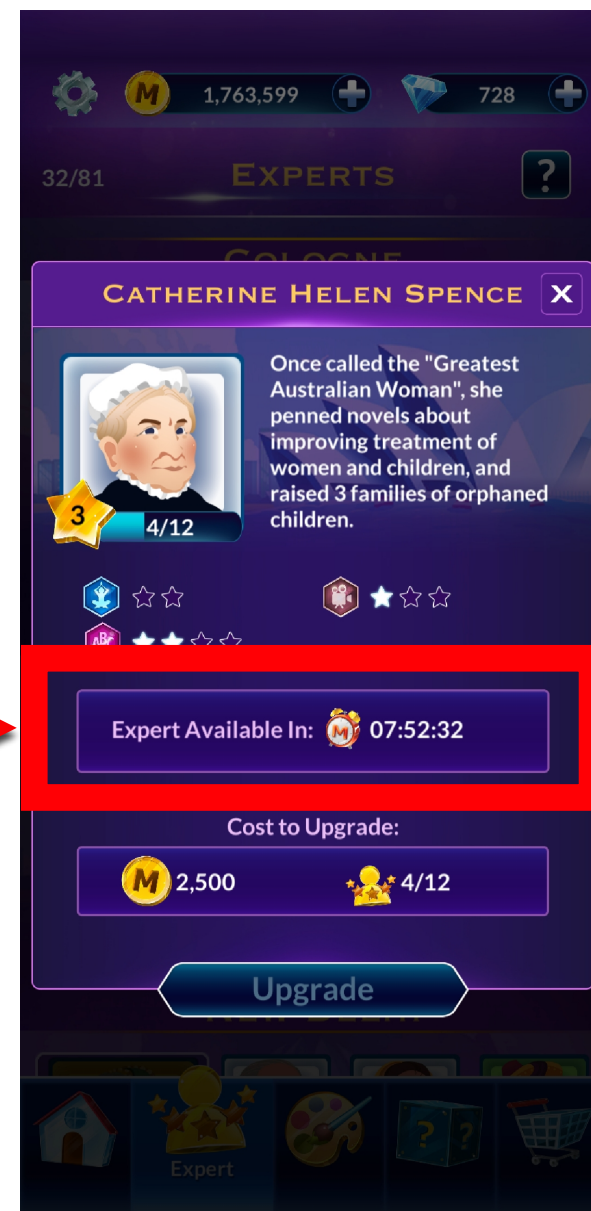
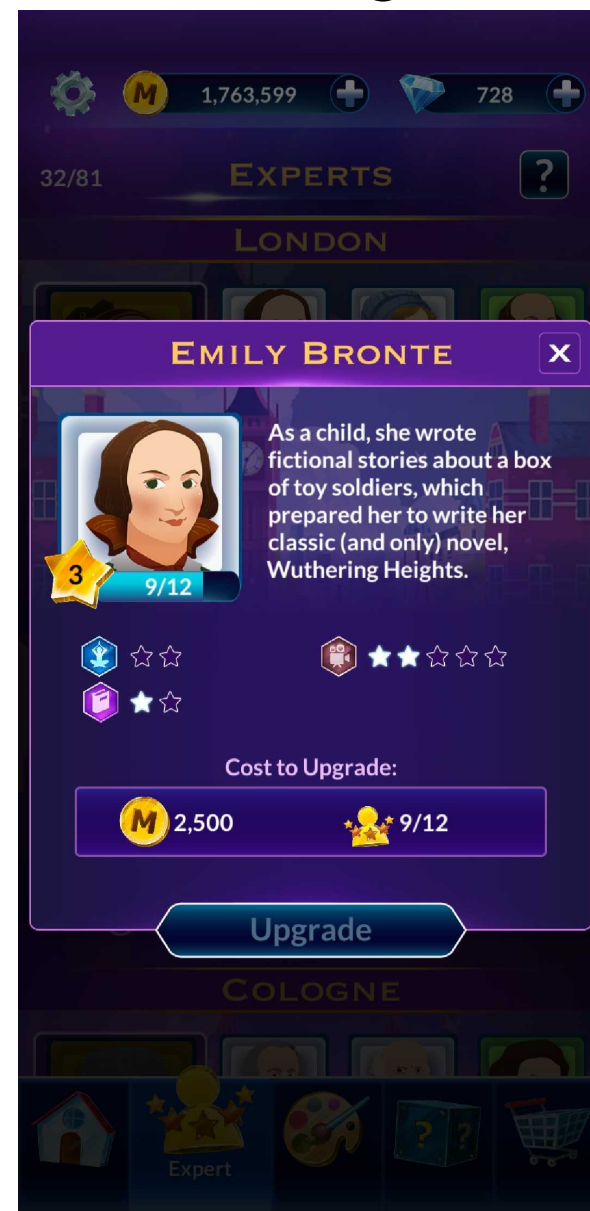
Complaint Reports



Increase Community Visibility



Increase Community Visibility



Increase Community Visibility

Feb 01 07:08
a lot of my expert cards have a what looks to a clock on them. could someone tell me what this is and used for.

Feb 10 11:29
What does it mean when there is a little alarm clock on an expert's square?

Feb 03 18:05
What is the Expert available in ??hrs and ? Mins mean within the expert boxes?

Feb 02 09:00
What do the alarm c

Jan 30 16:29

Jan 30 06:03
why have the experts having a

Jan 31
What is the alarm

Jan 28 20:00
When upgrading an expert I
M in the middle. What does t

Jan 18 17:30
How long do my expersts rest for as I used them this morning about 9:30 pm and it us now 8:30 pm but only 5 available which is what I had left this morning, I have been able to have all 41 available twice a day i.e. morning and evening.

Jan 30 18:12
hi, what is the M thingies by some experts please

aswell but nothing? How do i do this ?

Feb 27 09:08
What does it mean when there is a clock next to the expert and it says expert available in a certain amount of time?


Feb 23 11:07
what does the clock mean on the experts

Jan 31 20:10
what are the alarm clocks on the experts? how do they work?

Experts Reporting Trends




Increase Community Visibility

 [Redacted] Dec 19, 2018 00:50
It say Default and I want activate it


 [Redacted] Dec 20, 2018 23:07
How do I get rid of the default setting so I can customize my picture frame


 [Redacted] Dec 22, 2018 06:12
Why can I not add customisations to my profile picture? When I select the tab it just states 'default' and  sign


 [Redacted] Dec 17, 2018 02:15
why can I not change my profile or customize it and just says default

 [Redacted] Dec 17, 2018 09:41
Hi! Sorry! I'm playing Millionaire and I'm unable to customize my avatar. Nothing major.


 [Redacted] Dec 16, 2018 10:44
How can i customize my icon?

 [Redacted] Dec 12, 2018 22:59
how you get to customize your avatar.i was wondering


 [Redacted] Dec 14, 2018 14:08
why cant i customize my photo with the icon


 [Redacted] Dec 14, 2018 12:29
How can i customize my account? There is nothing under the customize tab.

 [Redacted] Dec 16, 2018 14:07
wont let me customize?

 [Redacted] Dec 18, 2018 06:41
I am trying to customize my profile but i am unable to do so


 [Redacted] Dec 16, 2018 19:09
how do I customize my profile icon. System does not have a place to add accessories, rings etc

 [Redacted] Dec 15, 2018 21:48
How do you customize your charater ?

 [Redacted] Dec 14, 2018 12:29
How can i customize my account? There is nothing under the customize tab.

 [Redacted] Dec 25, 2018 13:37
Why do i only have 3 frames to choose from

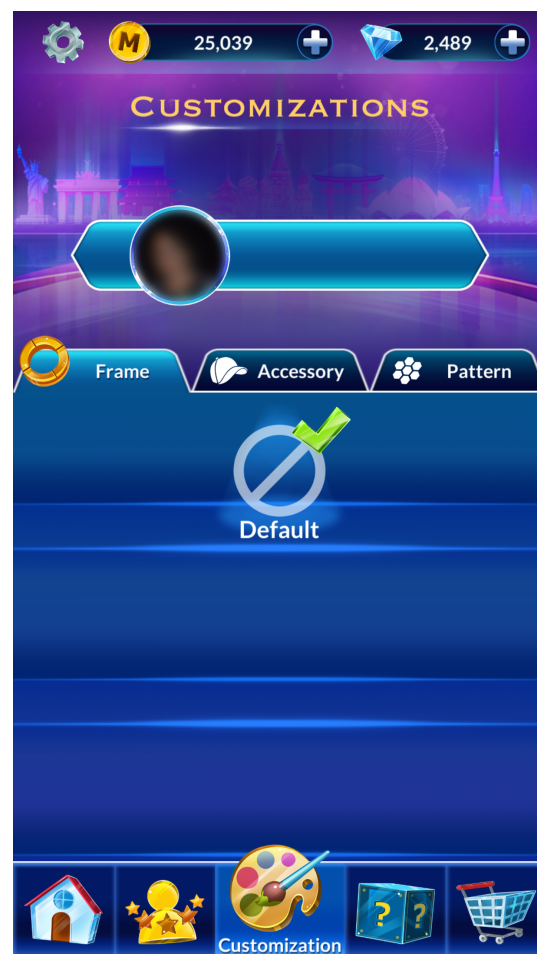
 [Redacted] Dec 17, 2018 00:09
how do you customize? do you need to have a certain amount of points? coins ? or what?

 [Redacted] Dec 15, 2018 21:04
Why am I unable to customize my profile photo?

Increase Community Visibility

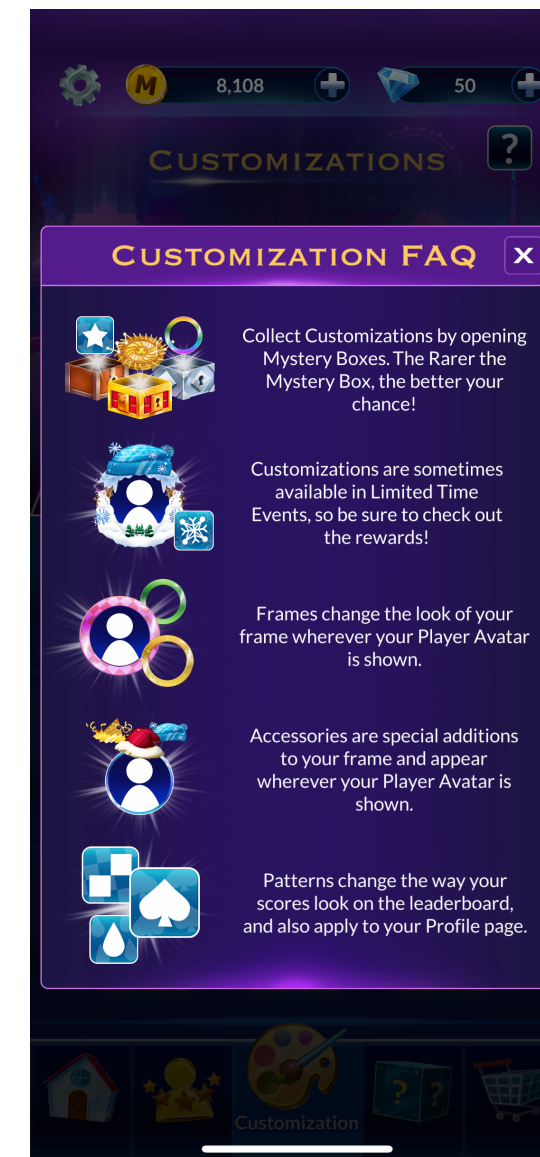
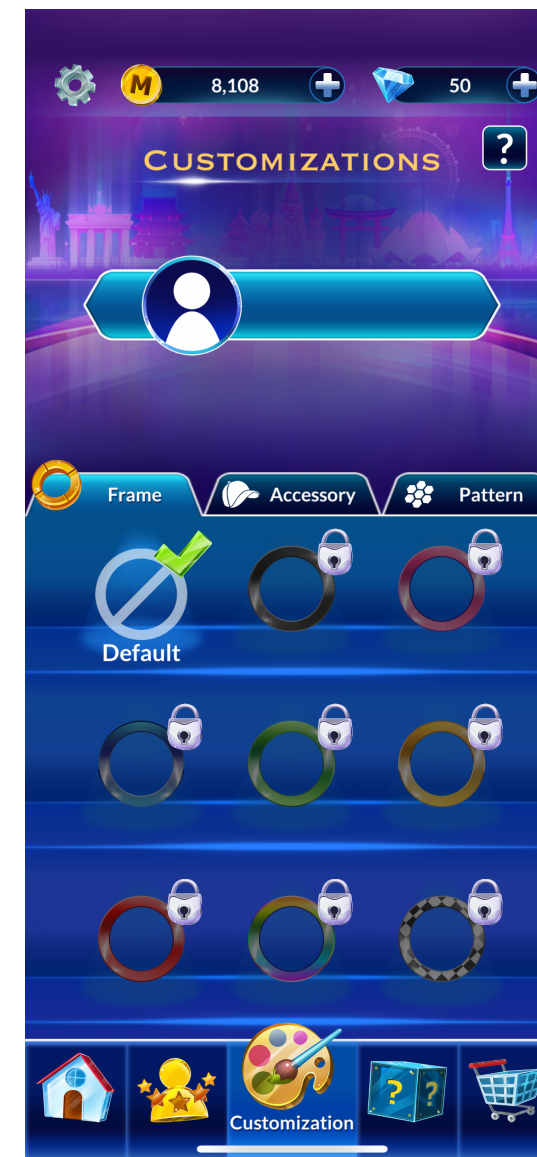
Before →

- Unlock options not present
- No FAQ



After →

- Unlock options present
- FAQ



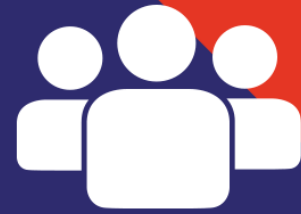
Increase Community Visibility

Customization Complaints



Balancing Community and Business

- Think like the Product Team
 - Speak to their KPIs
- Investigate Vocal Members
 - These are your “VIPs”
- Increase Community Visibility
 - Increasing community value to the team



COMMUNITY
MANAGEMENT
SUMMIT

Thank you!



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