Expanding a Single-Player Game to a Multiplayer Experience with Discord

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A Little Detail About Me

SCHELL GAMES

Greetings, Gamers!

Indie Studio in Pittsburgh

Founded in 2002

Client-Based Projects

Location-Based Experiences

Original IPs!

Greetings, Agents!

Virtual Reality Escape Room Puzzle Game

Released April 25, 2017

Steam, Oculus, PSVR

Numerous Award Wins and Nominations

Sequel Incoming~!

Greetings, Champions!

Virtual Reality Sword Fighting Roguelite Game

Release October 27, 2020

Steam, Oculus, PSVR, Viveport

Numerous Award Wins and Nominations

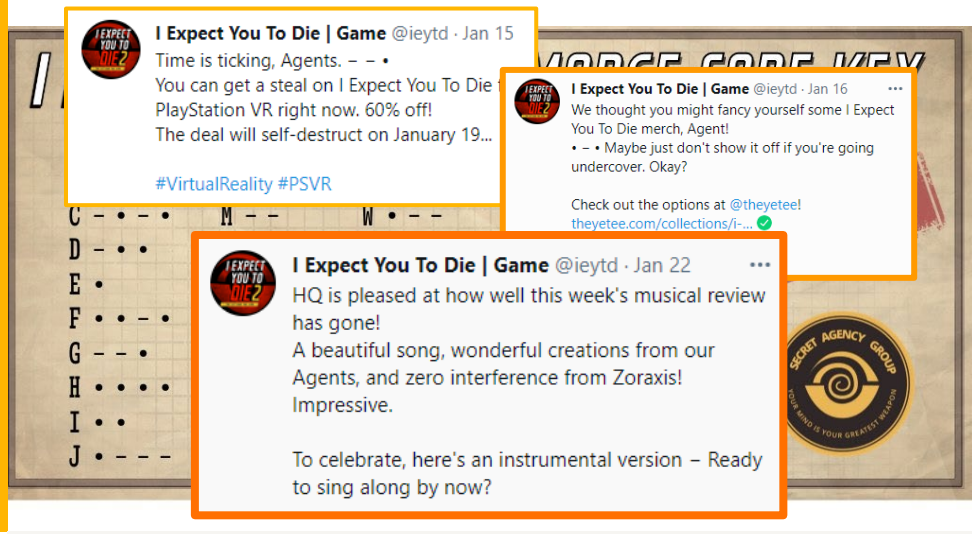
Jump to Conclusions

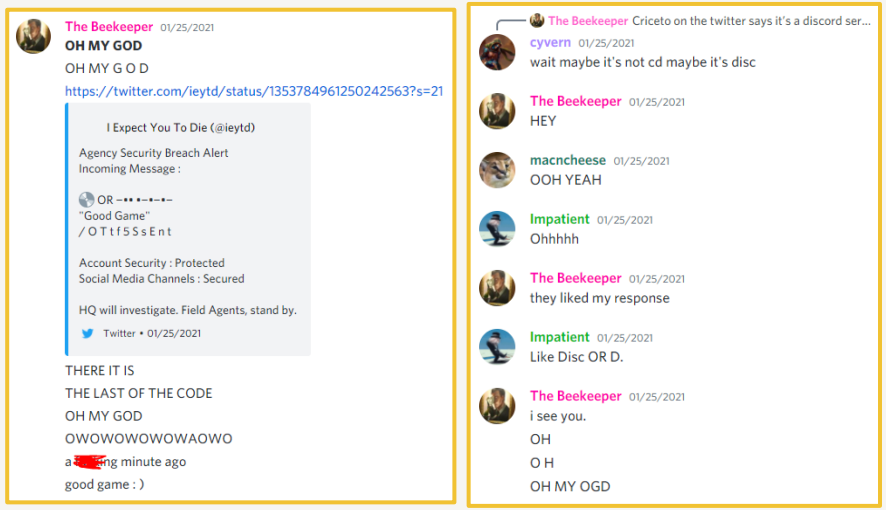
Apply Action

Evaluate & Learn

Data Gather & Listen

Social Media = Strongest Reach





Okay, but… Where's the Multiplayer?

Cooperative Challenges

Collection

Spirit of Giving Challenge

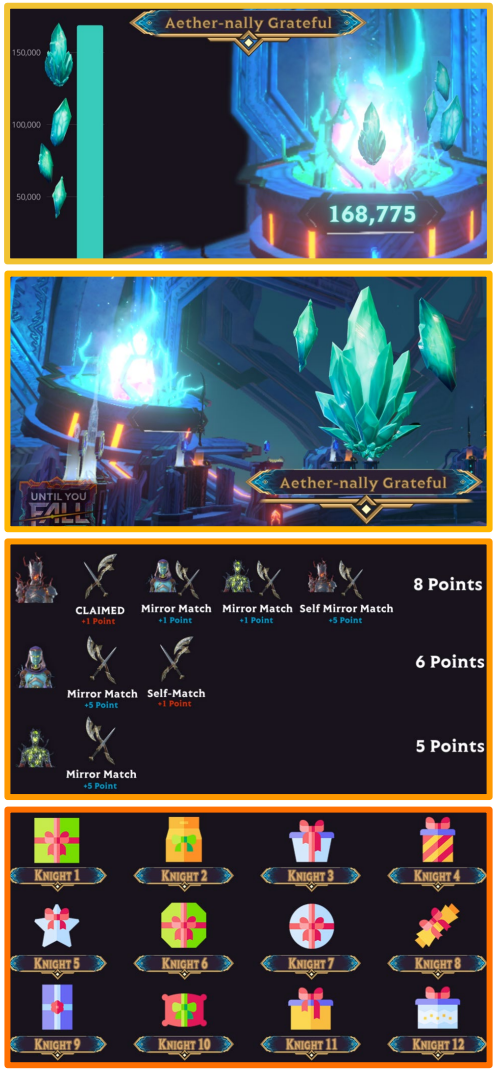
Work Together for a Common Goal

Server-Based Rewards

Player Pairing

Match Made in Rokar Challenge

Fan-Created “Puppet Master” Mode



Competitive Challenges

Factions

Where Do You Belong?

“For The Horde!”

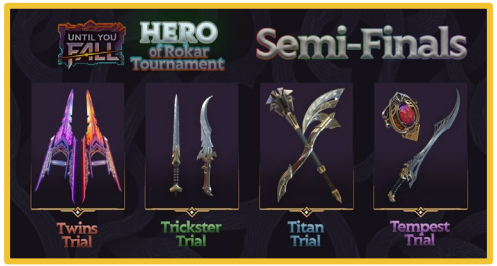
Similar Goals,
Different Methods

Leaderboard

Competitive Drive

Speedruns, Endurance,
Skill Assessment

Tournaments



Aftermath

MEASURING SUCCESS

Track entries to evaluate participation and engagement

Identify dedicated fans who always participate…

… and which challenges bring in new or different players

RE-EVALUATE STRATEGIES

Start with a “conclusion” or hypothesis to test

Compare participation and engagement during challenges

Don’t ignore other factors!

ACTIVE LISTENING

Challenge completion surveys

Monitor conversation during Challenge period

Ask for feedback or suggestions!

Jump to Conclusions

Apply Action

Evaluate & Learn

Data Gather & Listen

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