



Expanding a Single Player Game to a Multiplayer Experience with Discord

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Schell Games

A Little Detail About Me



Greetings, Gamers!

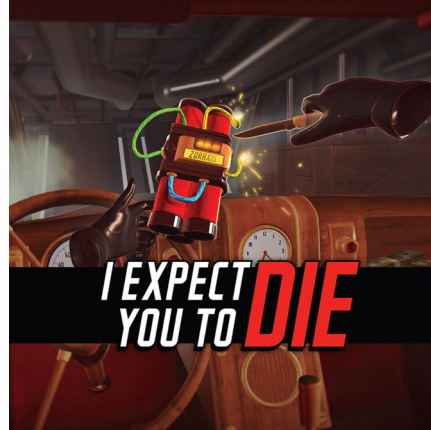
Indie Studio in Pittsburgh

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



Kutakuma invited you to join

I Expect You To Die Official Community

151 Online 438 Members



I Expect You To Die | Game @ieytd · Jan 15

Time is ticking, Agents. - - -
You can get a steal on I Expect You To Die PlayStation VR right now. 60% off!
The deal will self-destruct on January 19...

#VirtualReality #PSVR



I Expect You To Die | Game @ieytd · Jan 16

We thought you might fancy yourself some I Expect You To Die merch, Agent!
- - - Maybe just don't show it off if you're going undercover. Okay?

Check out the options at @theyetee!
theyetee.com/collections/i-...



I Expect You To Die | Game @ieytd · Jan 22

HQ is pleased at how well this week's musical review has gone!
A beautiful song, wonderful creations from our Agents, and zero interference from Zoraxis! Impressive.

To celebrate, here's an instrumental version – Ready to sing along by now?



The Beekeeper 01/25/2021

OH MY GOD

OH MY G O D

<https://twitter.com/ieytd/status/1353784961250242563?s=21>

I Expect You To Die (@ieytd)

Agency Security Breach Alert
Incoming Message:

OR - - - - -
"Good Game"
/ O T t f S s E n t

Account Security : Protected
Social Media Channels : Secured

HQ will investigate. Field Agents, stand by.

Twitter • 01/25/2021

THERE IT IS
THE LAST OF THE CODE
OH MY GOD
OWOWOWOWOWAOWO
a [redacted] minute ago
good game :)



The Beekeeper Criceto on the twitter says it's a discord ser...

cyvern 01/25/2021

wait maybe it's not cd maybe it's disc



The Beekeeper 01/25/2021

HEY



macncheese 01/25/2021

OOH YEAH



Impatient 01/25/2021

Ohhhhh



The Beekeeper 01/25/2021

they liked my response



Impatient 01/25/2021

Like Disc OR D.



The Beekeeper 01/25/2021

i see you.

OH

O H

OH MY OGD



Okay, but...
Where's the
Multiplayer?

Cooperative Challenges

Collection

Spirit of Giving
Challenge

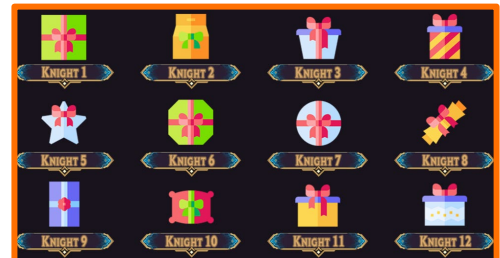
Work Together for a
Common Goal

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!"

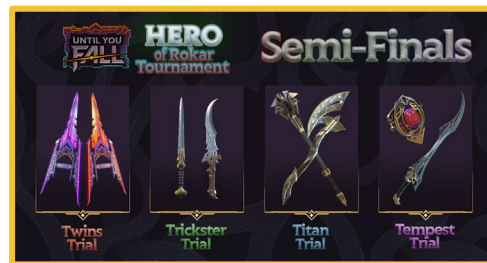
Similar Goals,
Different Methods

Leaderboard

Competitive Drive

Speedruns, Endurance,
Skill Assessment

Tournaments



Player	Time	Difficulty	Video Link
Keth'al	0:15:57	Challenging	https://www.twitch.tv/videos/677338669?t=01h50m42s
Keth'al	0:18:40	Challenging	https://www.twitch.tv/videos/673385317
Keth'al	0:18:53	Nightmare	https://www.twitch.tv/videos/681073027?t=01h26m45s
Kronis	0:20:06	Nightmare	https://www.youtube.com/watch?v=HVViksm4E0
Kronis	0:21:06	Nightmare	https://www.youtube.com/watch?v=nyB9TjDlUg
Keth'al	0:23:49	Nightmare	https://www.twitch.tv/videos/674449796
dhreath	0:28:44	Nightmare	https://youtube.com/ReelQmTpeOU
viperwave	0:28:51	Challenging	https://www.twitch.tv/videos/679622541

Autumn 2020 Faction Challenge

September 8 - September 27

Tier 1
All In This Together
Promote your Faction on social media and recruit new members



Tier 2
Maximum Proficiency
Fully upgrade your Faction Weaponry to Level X



Tier 3
A Faction of Power
Reach the Final Boss with your Faction's Weaponry







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



Contact



Bridging Education and Entertainment

TWITTER

@TheRealKutakuma

EMAIL

akuta@schellgames.com

DISCORD

<https://discord.gg/untilyoufall>
<https://discord.com/invite/ATgr6BbHdt>

WEB

schellgames.com