

The GDC logo is displayed in a large, white, sans-serif font at the top center of the slide. The background is a vibrant blue space scene featuring various celestial bodies: a purple planet with mathematical symbols on the left, a pink planet with horizontal stripes on the right, a blue planet with a dotted texture at the bottom left, and an orange planet with yellow stripes and rings at the bottom right. A small orange sphere is positioned near the top center, and a network of thin white lines connects several of the planets, suggesting a system or data flow. The overall aesthetic is futuristic and tech-oriented.

GDC

Why Should We Use 100 Phone Interviews to Solve the Problem?

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Why Should We Use Phone Interview to Solve the Problem?

- ① We need to get in touch with players directly to enhance the efficiency of game development.
- ② There are often delays and lack of comprehensibility of information acquisition within the players community (facebook, discord etc).



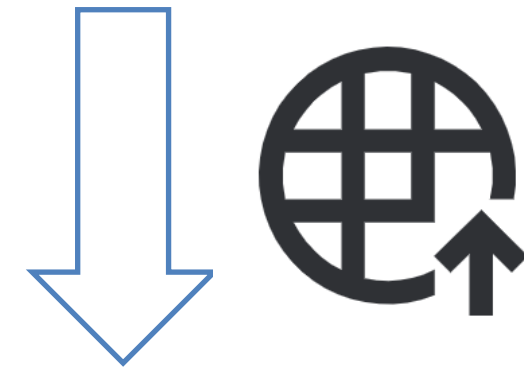
Efficient Game Development

Ghost mobile game Update Announcement List

- May 20th Game shutdown for maintenance announcement
- May 13th Game update announcement
- May 6th Game update announcement
- Apr 29th Game update announcement
- Apr.22nd ame shutdown for maintenance announcement

Ghost mobile game There will be one minor update per week and a major update per month, meaning that the developmental progress has an extremely high efficiency.

Detect the problem



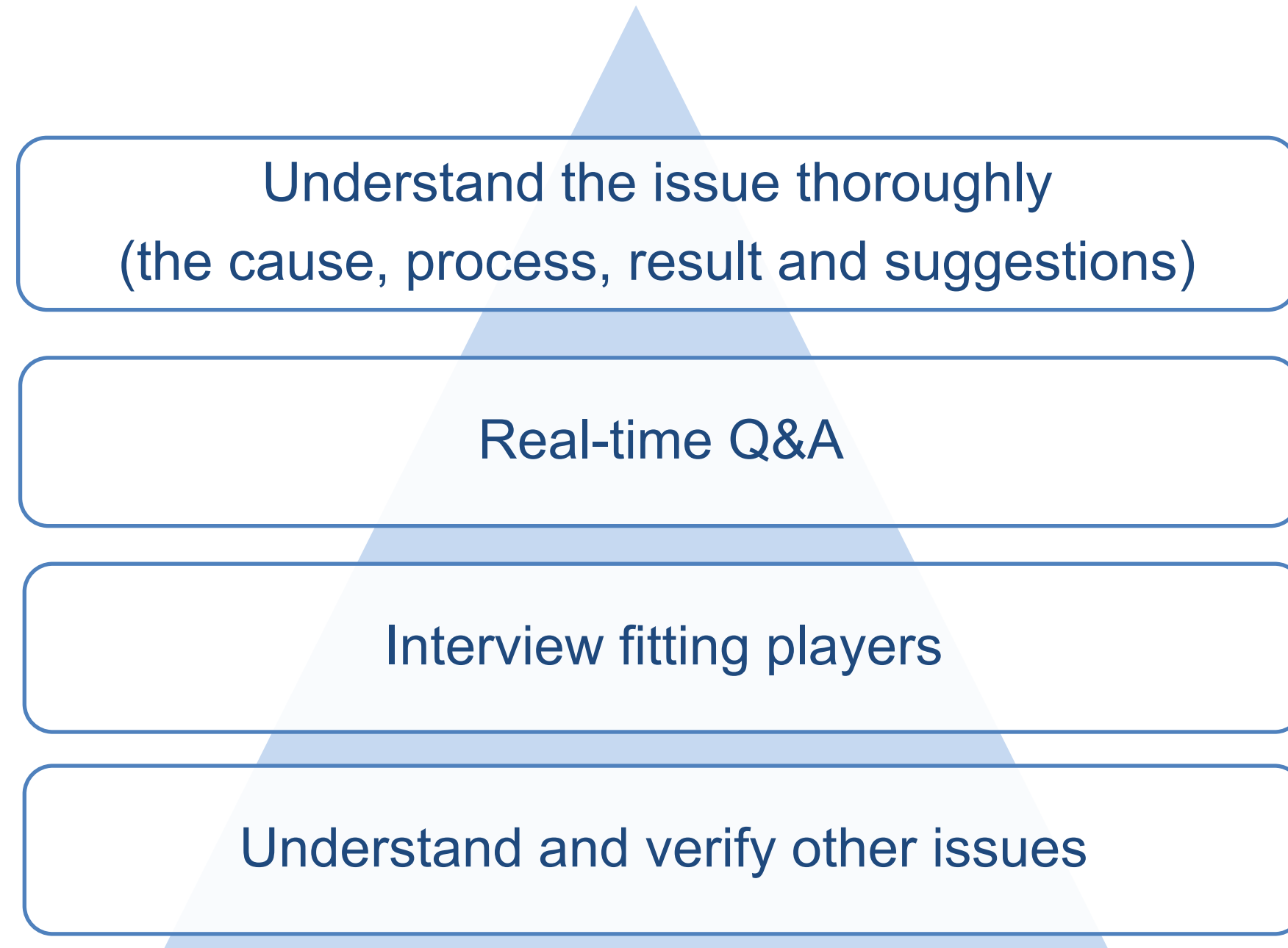
Launch the updated version by next week

Shortage of Players Community

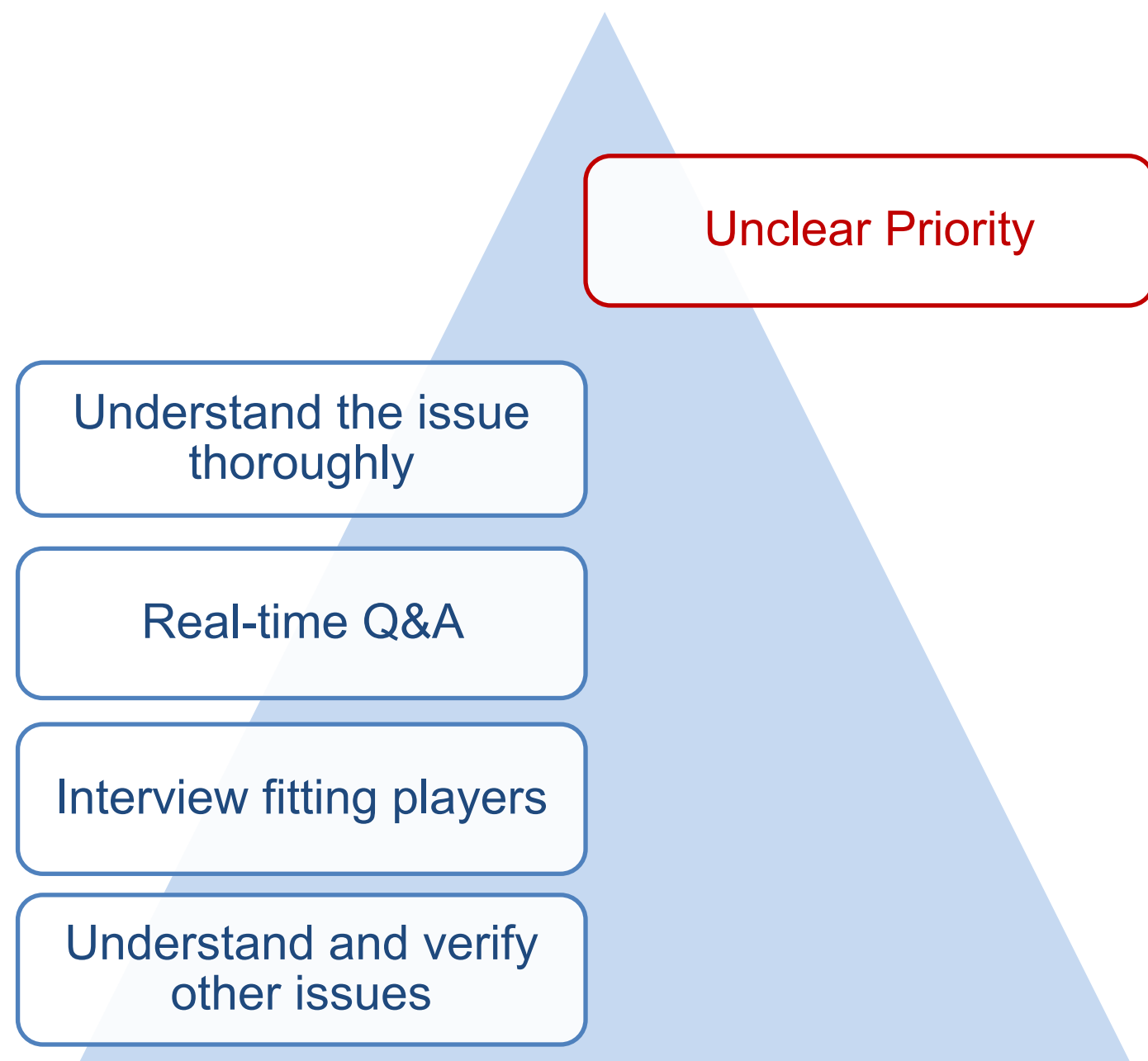


- 1 Incomplete questions raised, leaving the product team confused
- 2 Prolonged cycle for online communication
- 3 Unclear attributes of players in the community
- 4 Certain key content is seldom discussed in the community
- 5 The product team proposes problems that await verification

15 telephone interviews

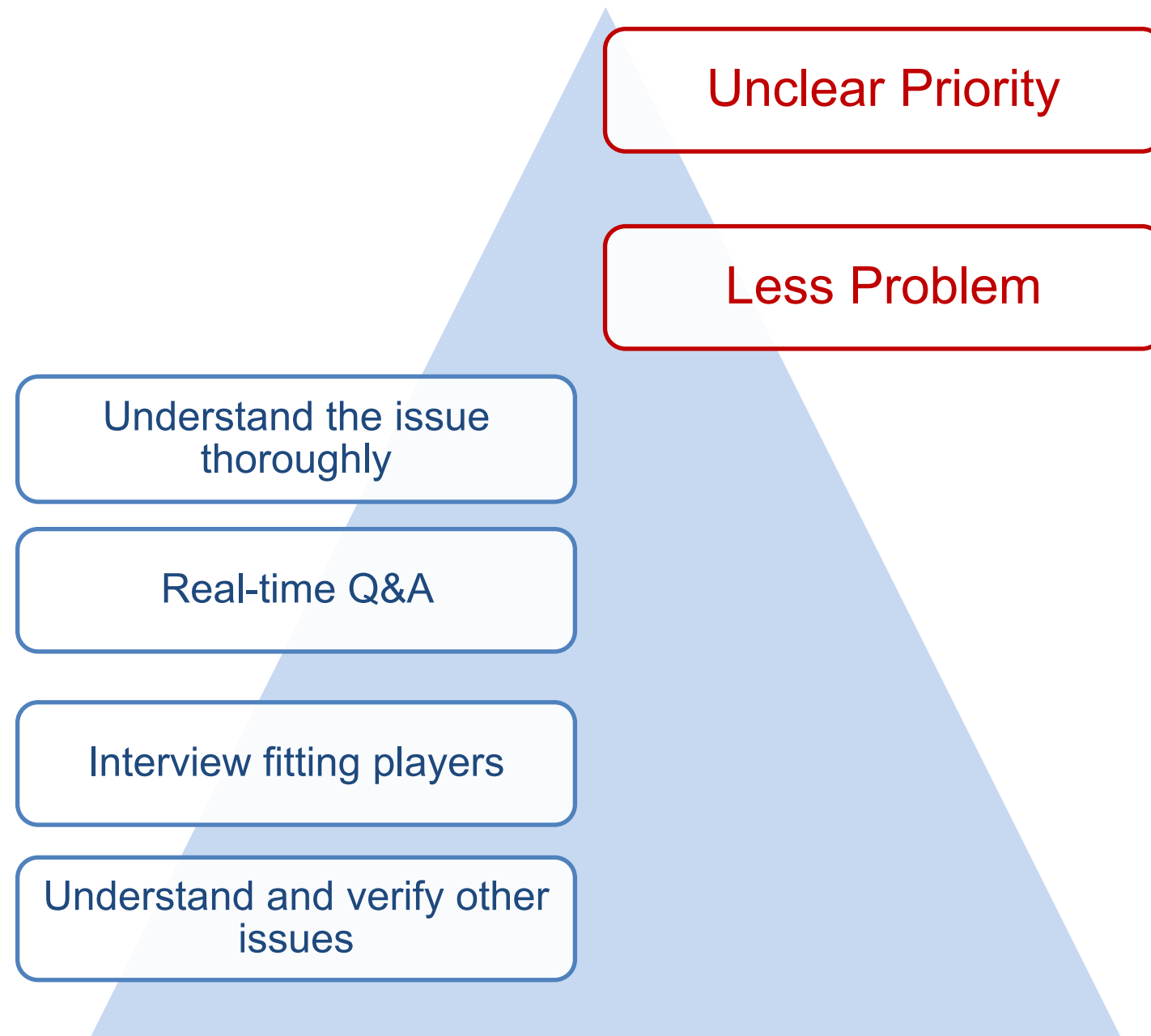


15 telephone interviews

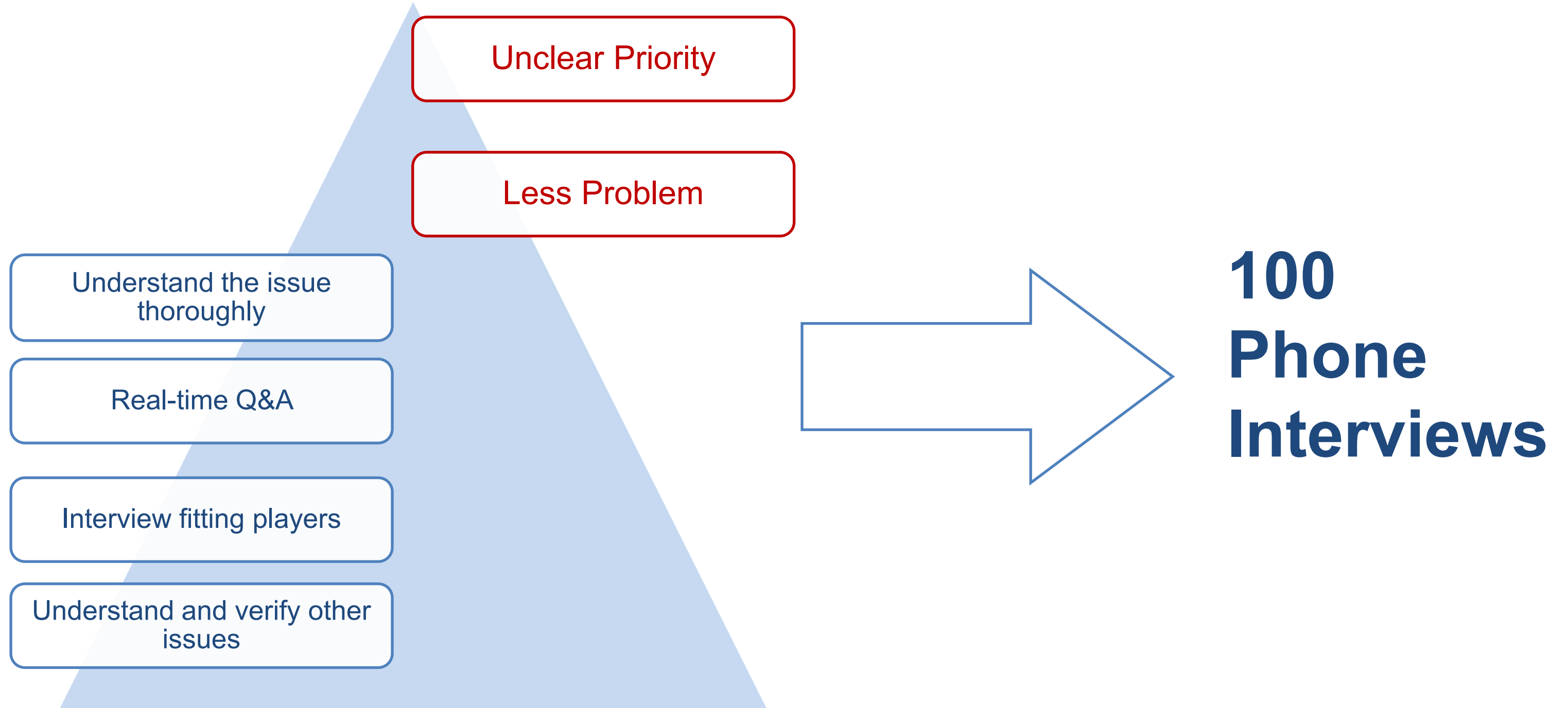


Question details	Feedback frequency
1、 The daily tasks are excessively time-consuming, especially the dragon one and the Treasure Map.	4
2、 Hard to find someone to team up in the dungeon	2
3、 For the school line, we have to strictly follow the time limit, which is very exhaustive	2
4、 The battle does not have the flag-capturing function, which is unsatisfactory.	1
5、 The wild battle dungeon is often crowded and couldn't allow more players in.	1
6、 After the battle when I see other players in the wild dungeon, I would have to click one by one to see which guild they belong to, and it is inconvenient	1
7、 In the battle, the game opponent hides in the safe zone and won't come out.	1

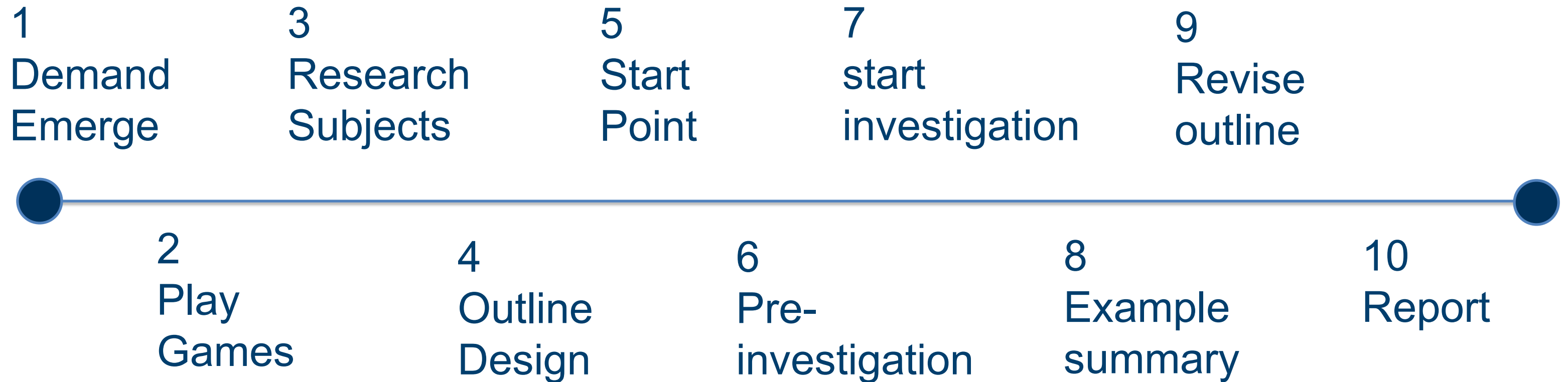
15 telephone interviews



100 Phone Interviews



How to conduct 100 telephone interviews?



How does the demand emerge?

Where the demand comes from ?

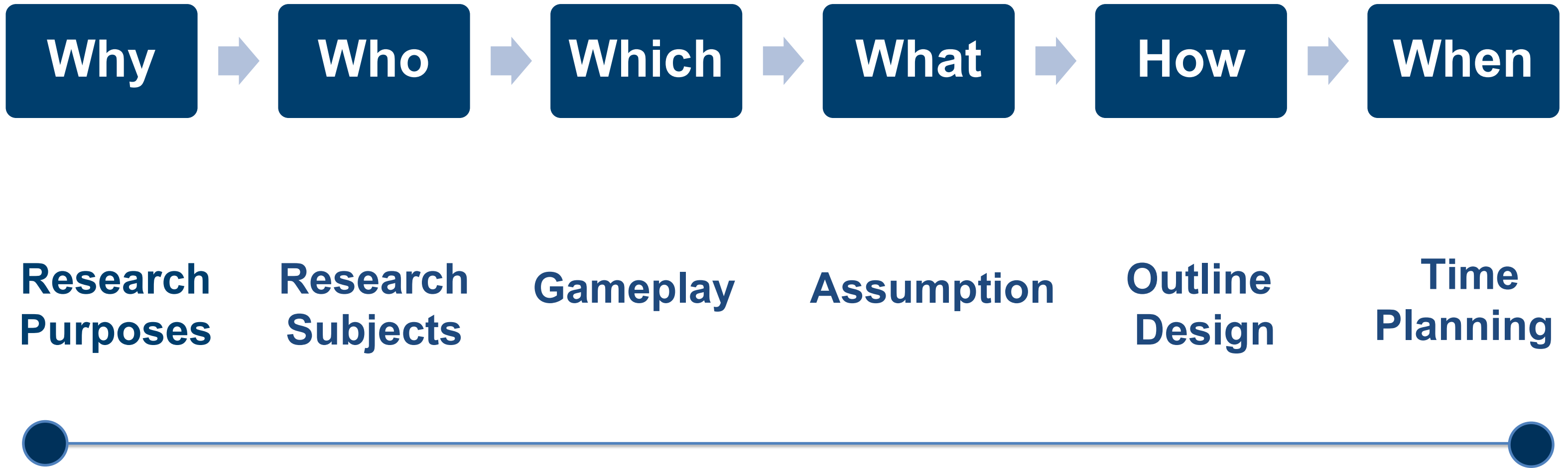
Content of concern by relevant person in charge in the product team

Key issues reported in the players community

Problems of experience and assumption during test-runs

Problems with in-game statistics (e.g., obvious increase in player attrition rate)

How to analyze demand?



What is it about gaming experience?

Play Game



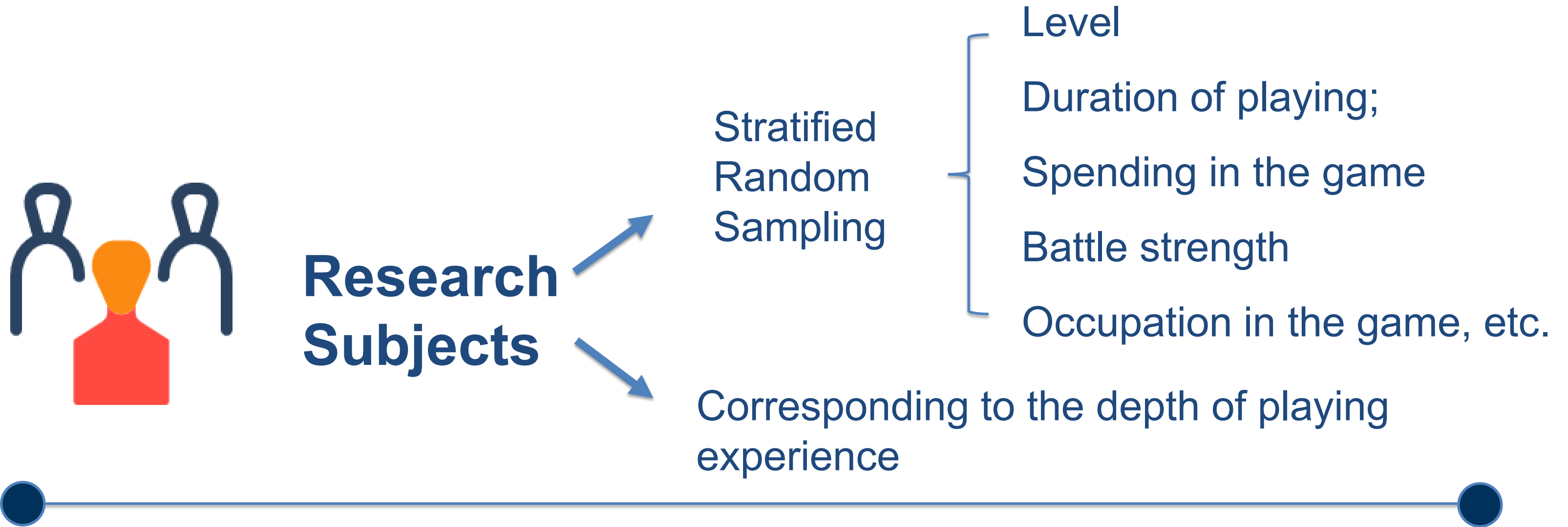
We need to be familiar with the game play process

Players differ in the experience of the same play as they vary in playing ability

The game playing problem assumes

It is crucial to test problems collected in the players community

Who are the research subjects?



What should we pay attention to when designing the outline?

Outline design

- Easy first then hard
- warm-up questions (e.g. game experience)
- Ask open-ended questions
- Set up a reference system (other games)
- Ask questions from the player's standpoint.
- Time
- Unified format
- Follow-up questions (dig into details based on possible feedback)



Start the Research and Pre-investigate

Start Point



Pre-investigate

→ We will monitor a content combination of in-game log data and offline player community discussions to predict current player progress

- Interviewer conducts pre-investigation with a player
- Familiarize with current outline
- Record players and researcher impression of the outline
- Summarize current player feedback
- Researchers meet and discuss to revise the outline and adjust question delivery style
- Make the official research more efficient

How to make the research interview smooth and natural?

Question outline order



Question 1

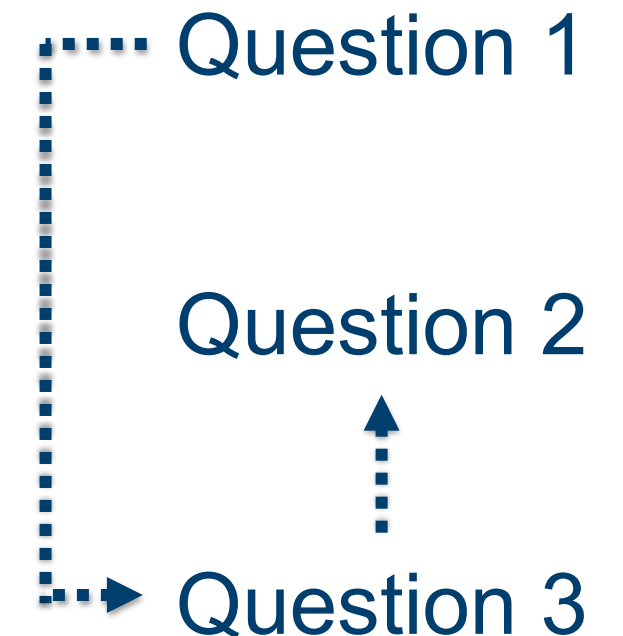


Question 2



Question 3

Actual interview order




Player Interview Summary

Example Summary

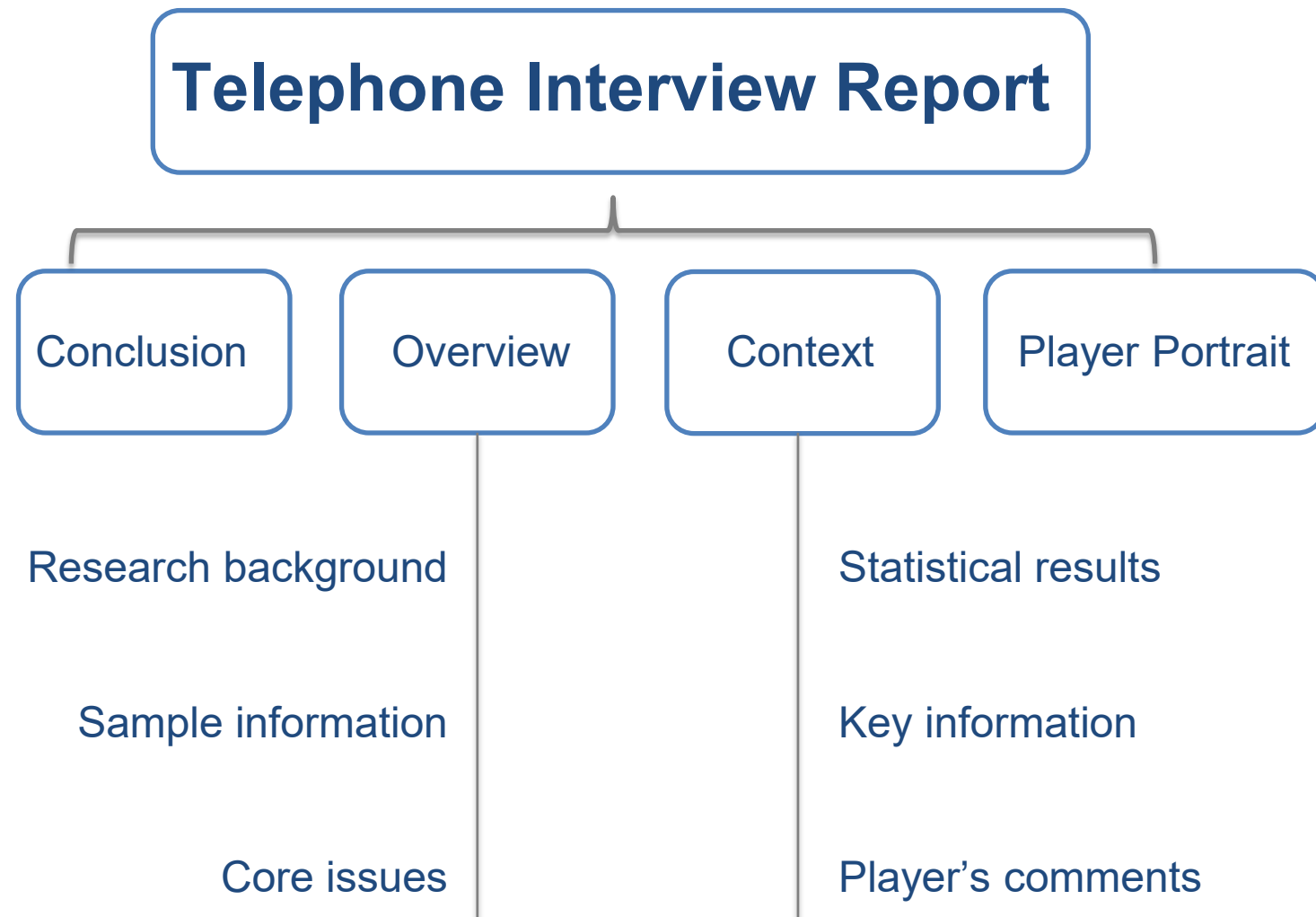


- Conduct a complete telephone interview with a subject player
- Summarize after the interview is over
- Summarize the problem
- Swiftly communicate with the product team on important issues (continue research or set up a plan)
- adjust the interview outline

Question List

No.	Issue Level	Feedback frequency	Module	Question details	Person in charge	Progress	Screenshots/GIFs
1	Level 2	9	Main quest	<p>[Plot/<i>Fighting side by side to break into the jungle</i>]</p> <p>When the player enters the dungeon, it take an excessively long time to find HuangBaiXian: 1. There are multiple directions that the player could access; 2. HuangbaiXian does not show up directly; 3. The “Track Mission” function doesn’t work; 4. There is no obvious sign for the mission, when the player replies on his/her own, it is hard for him/her to notice the indirect guidance given by the monster on the bridge.</p>		Opt to change, optimization solution planning assigned	

Composition of a Telephone Research



1、 Design report outline

- Design report outline to reveal answers to the questions based on telephone research outline and collected feedback.

2、 Division of Work

- Because of the heavy workload of report writing and the need for swift feedback, it is necessary for people to work together and divide the writing of the report

3、 Report coordination and send-off

- Retrieve the written parts and integrate them into a complete research report, send the report to the product team

100 phone Interviews Report

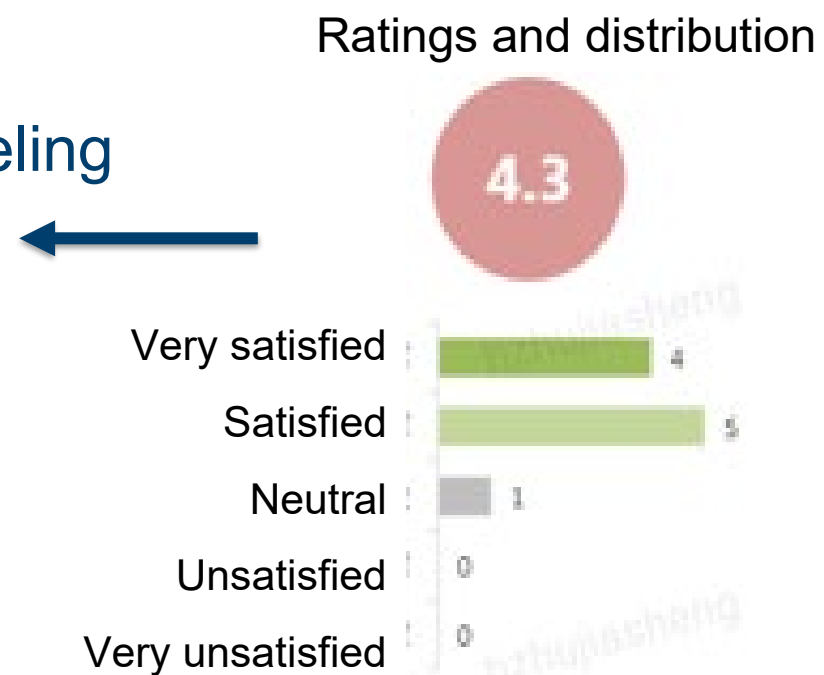
Title, inform target module

Control Update – “Team Free Talk”

Some think this function is convenient for synchronous, smooth communication, whereas others think it is not frequently used, and is noisy when a lot of players are engaged.

Summarize important issues and highlights

Evaluate satisfaction based on player’s feeling



Positive

Neutral

Negative

Analyze the reasons behind player’s positive, neutral and negative feedback, keep record of representative transcripts of player’s original comments

Takeaway

- How to establish a set of feedback mechanisms between product teams and players after the launch of new game content.
- How to figure out the core problems and the players' needs.
- How to prioritize solutions to ensure the long-term stable operation of online games.