GDC

March 21-25, 2022
San Francisco, CA

Was This Review Helpful?
Translating Feedback into Priorities for Production

#GDC22

MOST HELPFUL REVIEWS IN THE PAST 30 DAYS

thermyy
148 products in account
2 reviews

Not Recommended
869.0 hrs on record (840.1 hrs at review time)

GDC

POSTED: 21 MARCH

Antony Stevens (@thermyy)

- Interaction Designer at Archiact VR
- Former Writer and Designer at Cloudhead Games
  - Pistol Whip, Aperture Hand Lab, The Gallery
- 5+ years in community relations

Was this review helpful?

Yes No

17 people found this review helpful.

MOST HELPFUL REVIEWS IN THE PAST 30 DAYS

ashleyriott
302 products in account
17 reviews

Recommended
116.9 hrs on record (87.6 hrs at review time)

GDC

POSTED: 21 MARCH

Ashley “ashleyriott” Blake

- Senior Director of Marketing at Andromeda Entertainment
- Social Media & Community Relations Specialist at Cloudhead Games
- Building communities for over a decade with a focus on VR since 2018

Was this review helpful?

Yes No

283 people found this review helpful

Agenda

- Deciphering the data left behind in player reviews 🤔
- Why this data is important ❓
- How to process and understand this data 🤓
- Visualisation and tabling the data 📊
- Metrics over time and across updates 📈
- Taking action 🎬

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✨ PLAYER REVIEWS ✨ 😍

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Yes No

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Why does this data matter?

- Provides insight over time and across versions 👁️
- Can act as a warning system ⚠️
- Bug reporting and QA 🐛
- Knowledge is power 🌈

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Who should be parsing this data?

- Thank you, Community Managers 🤗
- Engaging with users, comments, and feedback daily 💬
- Access to review tools 🛠️
- Clean data should be available for all relevant parties 🤯
- Relevant parties usually includes everyone in some capacity during the reporting stage—remember, knowledge is power! 🌈

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So, you're the Community Manager 🥰

- Where is your app/IP? 🗺️
  - Where are users able to leave reviews?
  - Storefronts, forums, etc.

- Learn your platforms 🎓
  - Read the documentation
  - Understand the tools available to you

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Some Notes on Raw Data

- We refer to unparsed reviews as raw data
  - The information is “raw” & almost unusable
  - Reviews may contain raw emotional feedback 😡#$!@
- Utilise routine and self-care 🍵
- Normalise emotions 🆗
- Enforce healthy boundaries 🤦

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Primary Platforms: Steam

- Anyone can check out the Steam documentation: https://partner.steamgames.com/doc/home
  - Responding to reviews best practices
  - Review bomb?!
  - And more! (read the documentation!)
- Documentation regarding Reviews can be found under the “Store Presence” section
- Steam allows API access to reviews, check out the documentation to learn more

Primary Platforms: Oculus

- Lots of resources!
- Documentation available for everyone: https://developer.oculus.com/resources/
- Allows you to tag your reviews directly in the developer dashboard, with appropriate access* 🥰
- Allows you to download your reviews in csv format directly 😍

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Start Tagging

- Think in objective keywords
  - Don’t tag feelings! (UX)
- Start with the “most important”
  - Descending order of most helpful as rated by their peers
  - Steam exports may include a relevancy rating

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E	F	
ate	Rating	
16:08:42-08:00	5	Fitness, Music
09:54:07-08:00	5	Dear Devs, Music, Price, USER_EXPERIEN
13:47:12-08:00	5	Fitness, Good Job
07:53:55-08:00	5	Choreography, Dance, Good Job
08:19:14-08:00	5	Dance, Music
15:45:14-08:00	5	Accessibility
05:36:24-08:00	5	Fitness, Good Job
07:34:24-08:00	5	Choreo editor, Fitness, USER_EXPERIENC
06:24:55-08:00	5	More Songs, Music, Price
17:22:55-08:00	5	Cardio, Difficulty, Fitness, Music
16:05:56-08:00	5	Dance, Fitness, Good Job, USER_EXPERI

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Tag Suggestions to Start

General: Accessibility, Audio, Bugs, Community, Competitor, Demographic, Difficulty, Gameplay, Price, User Content, Story, Graphics, Multiplayer, User Experience (UX), Performance, Networking, Leaderboards

VR: Guardian, Fitness, Motion Controls, Motion Sickness

Niche: Trigger Warning, More, Parking Lot, Hype, Offtopic, Meme

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Date	Version	★	Tags
2T22:16:10-07:00	1.0.2710	5	Choreo editor, Dear Devs, Fitness User Content
5T19:52:55-07:00	1.0.2313	5	Choreography, Community, Comp Dear Devs, Demographic, Difficul GRAPHICS, Good Job, Music, Pr USER_EXPERIENCE
8T13:21:14-08:00	1.0.2526	5	Choreography, Competitor, Danc Devs, Demographic, Fitness, Goo Music, Price, USER_EXPERIENCE
7T10:45:10-07:00	1.0.2597	5	Choreography, Competitor, Danc Devs, Demographic, Fitness, Mus USER_EXPERIENCE
8T13:56:46-08:00	1.0.2521	5	Choreography, Competitor, Danc Devs, Difficulty, Fitness, Good Jo USER_EXPERIENCE
4T14:37:18-08:00	1.0.2597	5	Choreography, Competitor, Danc Devs, Environment, Fitness, MOTION_SICKNESS, USER_EXP
8T23:11:57-07:00	1.0.2597	5	Choreography, Competitor, Danc Devs, Fitness, Good Job, Multipla USER_EXPERIENCE

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Clean up your data

- Remove/hide excess columns
- Triple check your tags for typos!
- Split your tags
- Do any other conversions as needed
  - Eg, unix timestamps to dates
  - Rename version numbers for ease

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	Version	★ Rating	
/2022	Fanatics Features	4	Fitness
/2022	Fanatics Features	5	Dear Devs
/2022	Fanatics Features	4	Fitness
/2022	Fanatics Features	5	Choreography
/2022	Fanatics Features	5	Dance
/2022	Fanatics Features	3	Accessibility
/2022	Fanatics Features	5	Fitness
/2022	Fanatics Features	4	Choreo editor
/2022	Fanatics Features	3	More Songs
/2022	Fanatics Features	5	Cardio
/2022	Fanatics Features	5	Dance
/2022	Fanatics Features	4	Cardio
/2022	Fanatics Features	5	
/2022	Fanatics Features	3	
/2022	Fanatics Features	5	

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Phase One: Complete

- Clean data
- We have trends and intuition
- Let's get quantifying!

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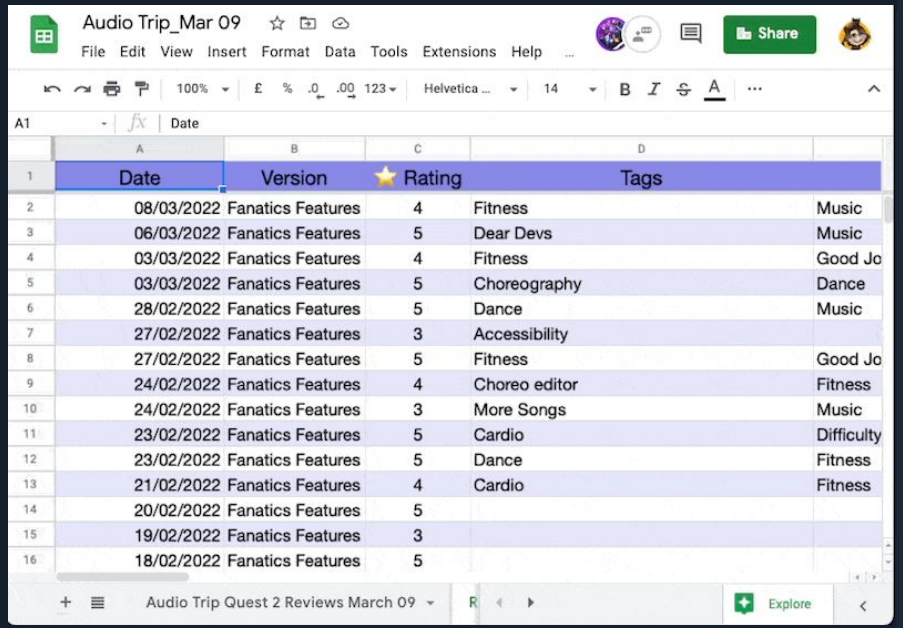
Sheets: Let's Explore!

- The magical Explore function
  - Button at the bottom right corner that lets you ask intuitive questions about your data.
- Embed the results as charts or graphs
  - Adjust the formula if you're spicy ;)



	Date	Version	Rating	Tags	
2	08/03/2022	Fanatics Features	4	Fitness	Music
3	06/03/2022	Fanatics Features	5	Dear Devs	Music
4	03/03/2022	Fanatics Features	4	Fitness	Good Jo
5	03/03/2022	Fanatics Features	5	Choreography	Dance
6	28/02/2022	Fanatics Features	5	Dance	Music
7	27/02/2022	Fanatics Features	3	Accessibility	
8	27/02/2022	Fanatics Features	5	Fitness	Good Jo
9	24/02/2022	Fanatics Features	4	Choreo editor	Fitness
10	24/02/2022	Fanatics Features	3	More Songs	Music
11	23/02/2022	Fanatics Features	5	Cardio	Difficulty
12	23/02/2022	Fanatics Features	5	Dance	Fitness
13	21/02/2022	Fanatics Features	4	Cardio	Fitness
14	20/02/2022	Fanatics Features	5		
15	19/02/2022	Fanatics Features	3		
16	18/02/2022	Fanatics Features	5		

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Tableau

- Tableau Public is free to use
- Connect Sheets to Tableau or upload directly
- Open the table in “data source”
- Highlight tag columns and select “pivot”
- Open the “workbook” for data visualization

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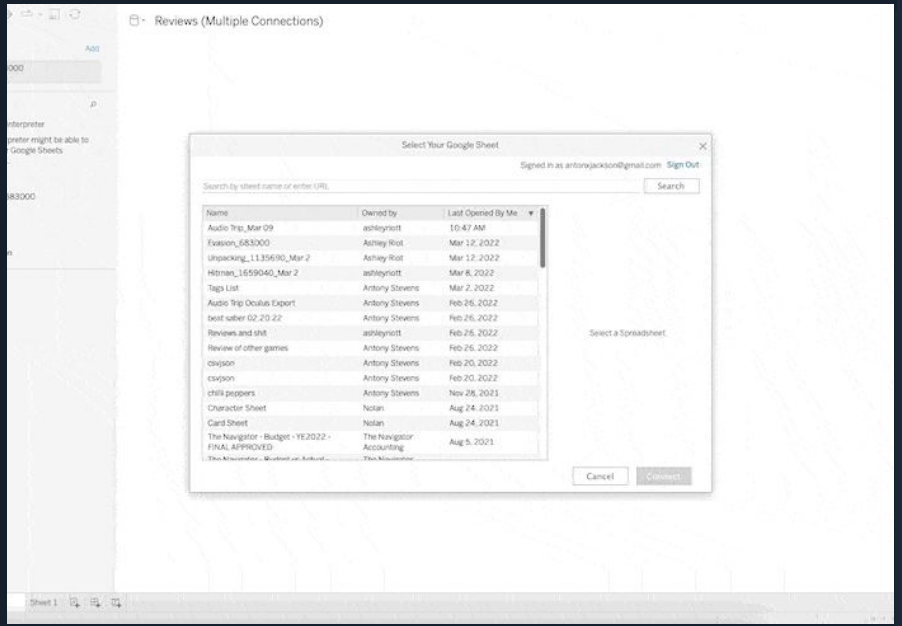

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Tableau

- Tables (columns and rows)
  - Used for comparisons
- Marks (visual components)
  - Used for measurements
- Bubbles!
  - So fun!

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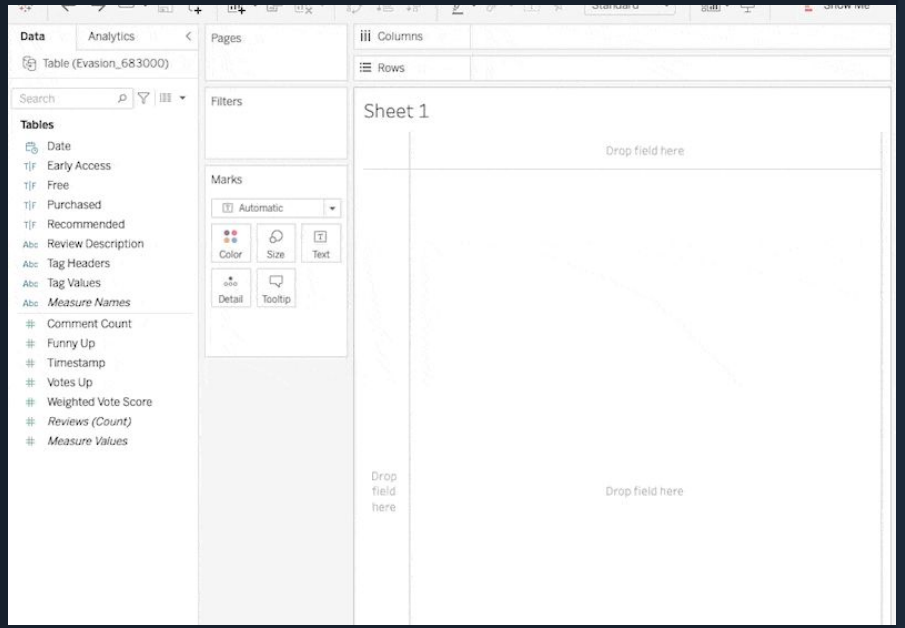

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Tableau

- Exclusions
  - Get ‘em outta here!
- Ratings
  - Convert from bool to number for average
  - Set as colour, size, whatever you fancy!

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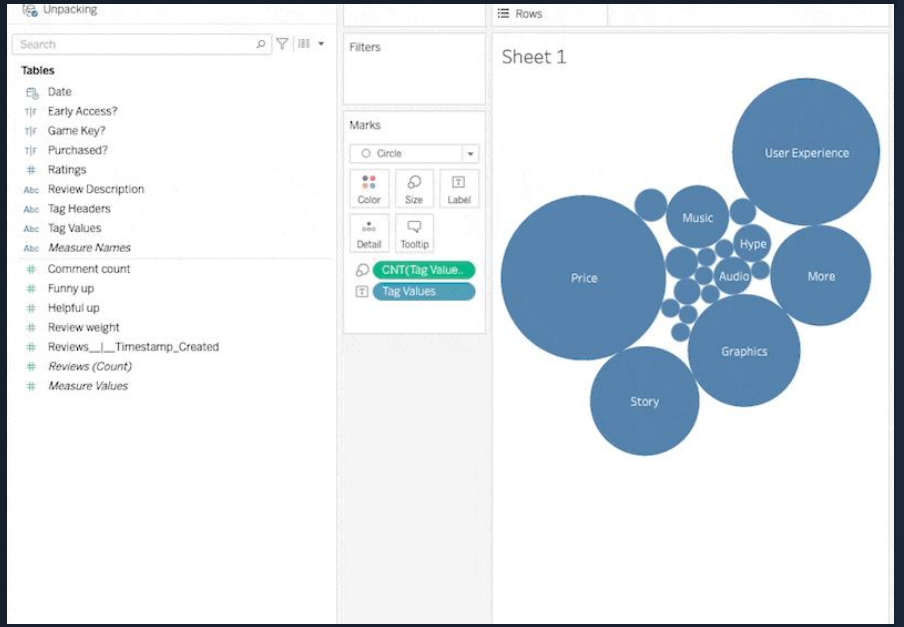

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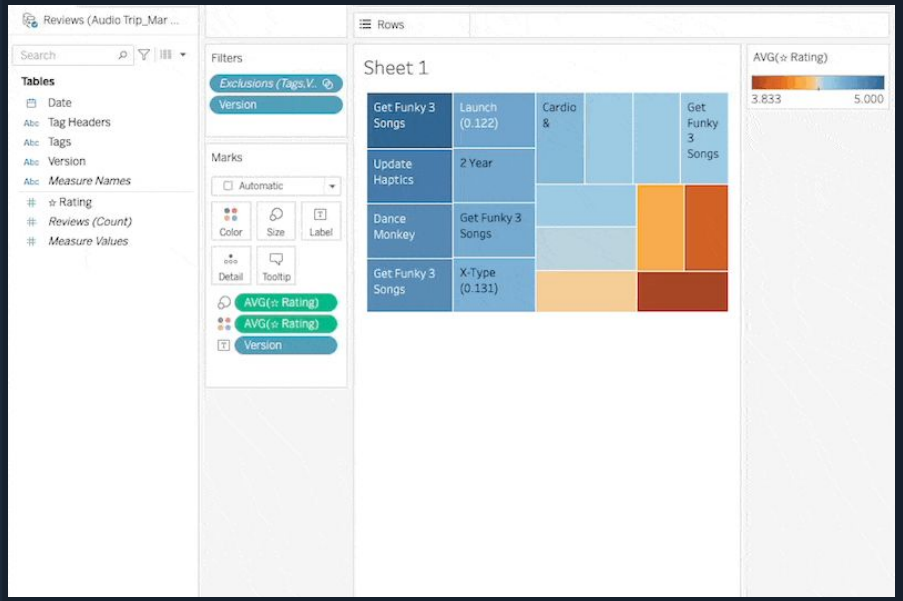
Sentiment over versions

Source: *Audio Trip* (Kinemotik & Andromeda)



- View sentiment over the lifecycle of the game
- Label the ratings with version number or date
- Dive into the outliers

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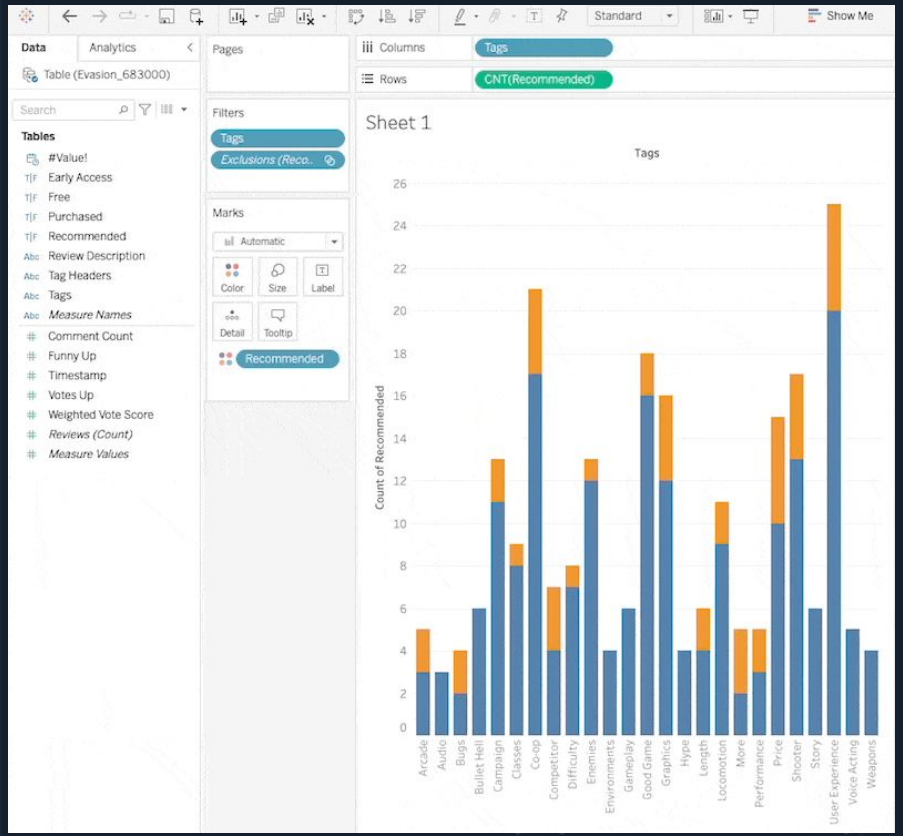

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Verifying your expectations

Source: *Evasion* (Archiact VR)

- Track sentiment of core features
- See how sentiment toward price improves with sales or price drops
- Decide what to build next!

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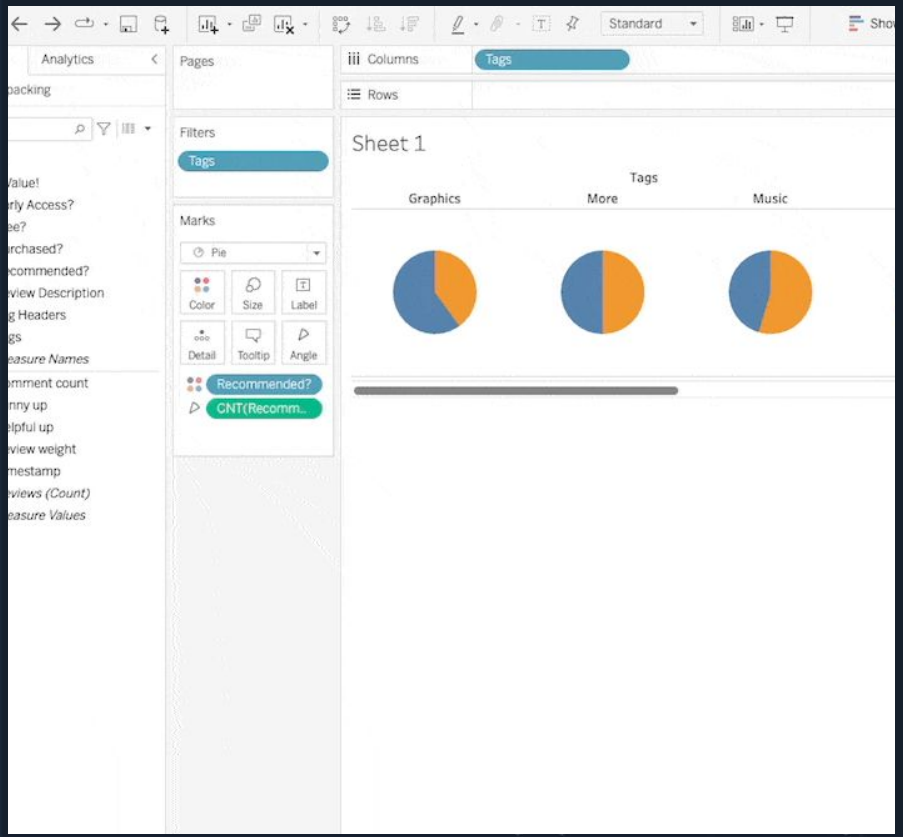

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Quantifying feelings

Source: *Unpacking* (Witch Beam & Humble)

- Filter feelings and sentiments into numbers
- Find trending keywords for marketing
- Uncover UX insights without the distraction!

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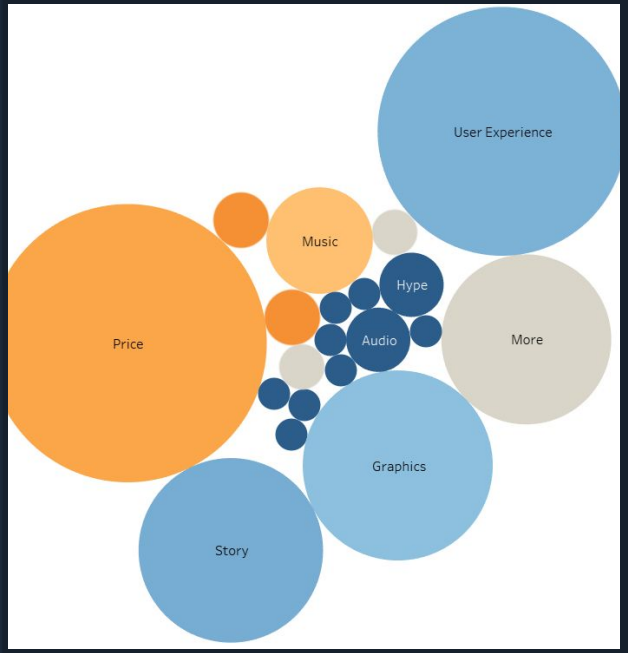

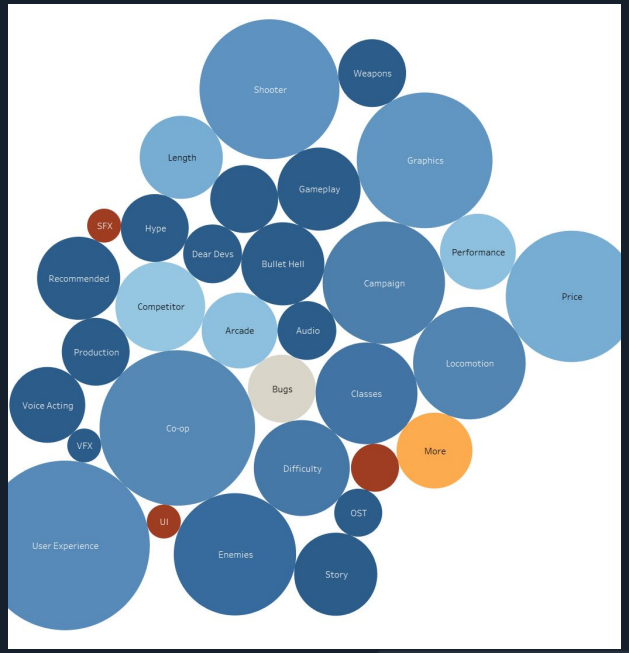

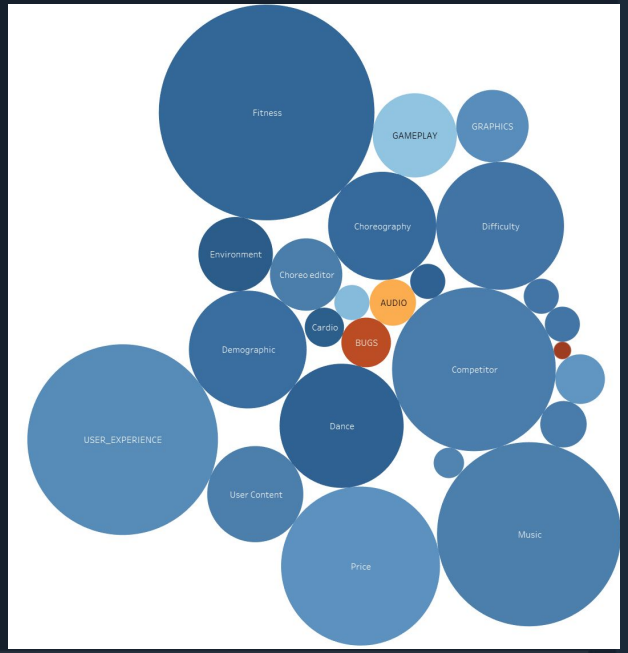

Compare across multiple games and competitors

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TAKING ACTION

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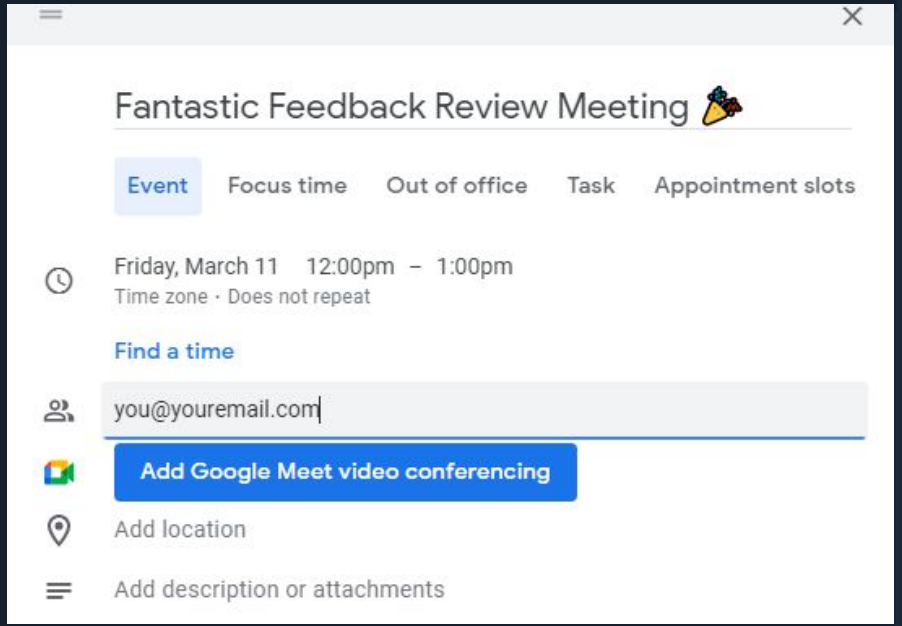
Taking Action: Reporting

- Regular meetings 🤝
- Show off your new tables 🤩
- Keep it high-level ☁️



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Taking Action: Replying to Reviews

- Steam and Oculus allow developers to respond to reviews directly
- Both have documentation regarding best practices you should check out

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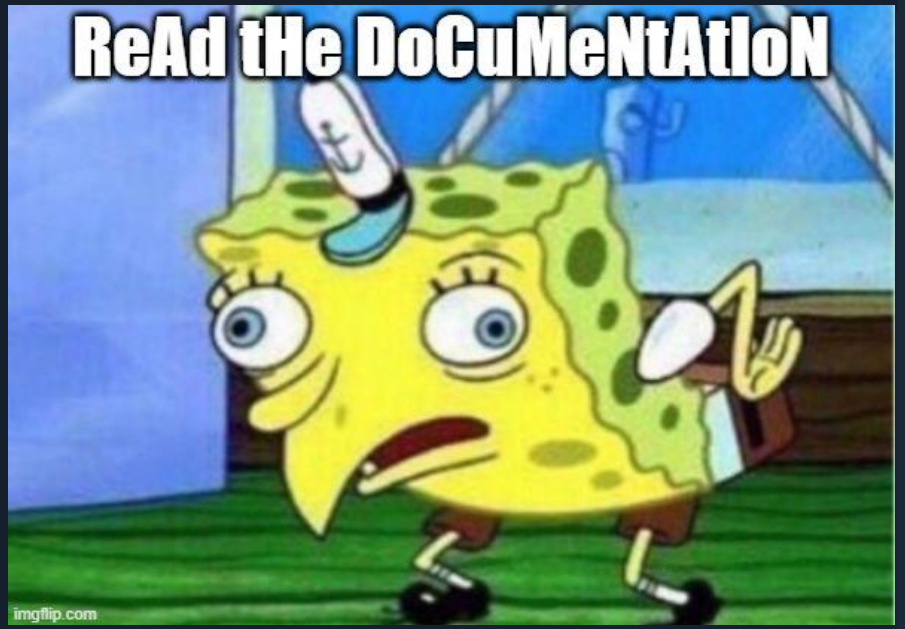

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Taking Action: Addressing in an Update

- Be cognizant of development, we're a team! 🤝
  - Look for low hanging fruit 🍌
- UX, UI, and Bug reports are good to keep on people's radar 🐛
- Keep it high-level ☁️

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Taking Action: Understanding What's Left

- Not everything can be a priority 📋
- Track unaddressed over time 📈
- Don't get bitter, get better… data to support a priority you think is worth it to the user base 📃
- Be diligent and patient, it will pay off 🤑
- Celebrate your wins 🥳

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Celebrate 🎉

- Create celebrations around positive feedback 🥳
- Dismantle negative bias 🪓
- Act as an archive of appreciation 🟠
- Will be needed in times you least expect 🥳

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Final Notes

- 🪐Don’t Panic
  - Objectivity
  - High-level
- Remember Positive Ratios 👍
- Disproportionate? It’s important to keep things in perspective ⚖️
- Read the documentation 📚
- Prioritize your mental health 🧠

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Was this GDC session helpful?

👍👎

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