

From Concept to Release: **Designing *Guild Wars 2***

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Special thanks to:



"A presentation in six short stories"



Introduction:

Your Storytellers



Chapter 1:

Campaign 4



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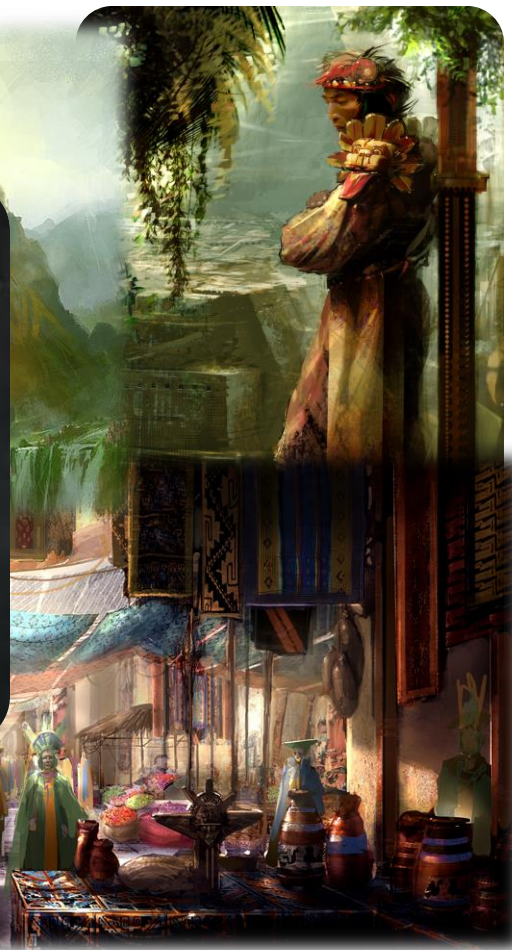
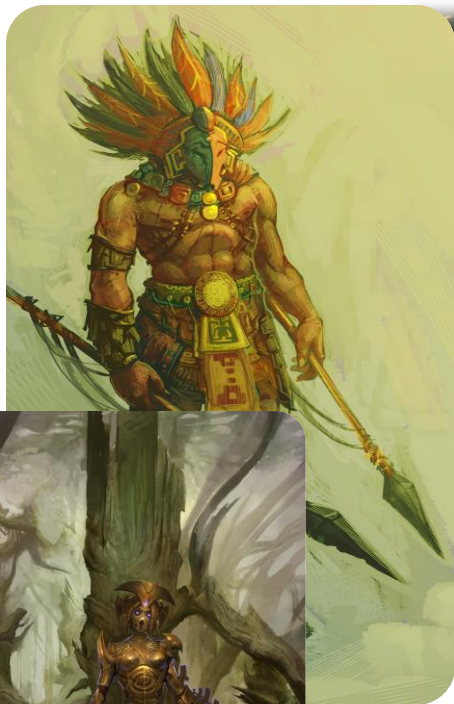
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Our Goal

"To create a dynamic world and bring new life to *Guild Wars* with branching missions, new professions, and mounted combat"





Our Challenges

- How to accomplish this goal?
- Technology
- Old and new player



Problem-Solving and Execution

How to accomplish this goal?



Problem-Solving and Execution

Technology



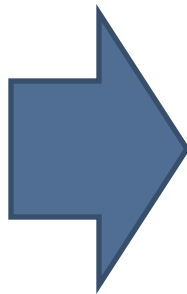
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New?



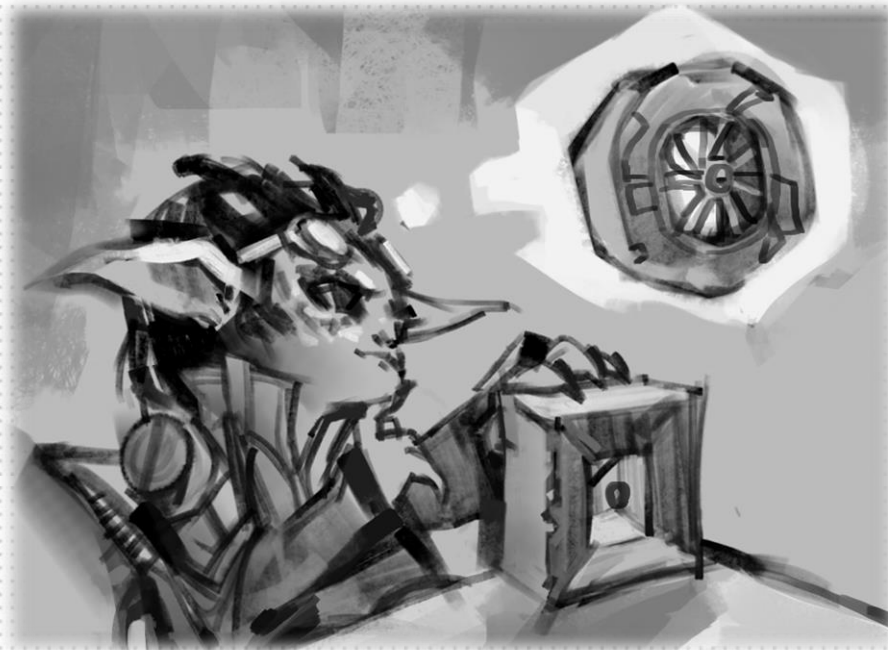
Problem-Solving and Execution

Old and new player



Chapter 2:

Reinventing the Wheel



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Our Challenges

- Events
- Player interaction
- Loot/player density
- Everything is different
- End game



Problem-Solving and Execution

Events



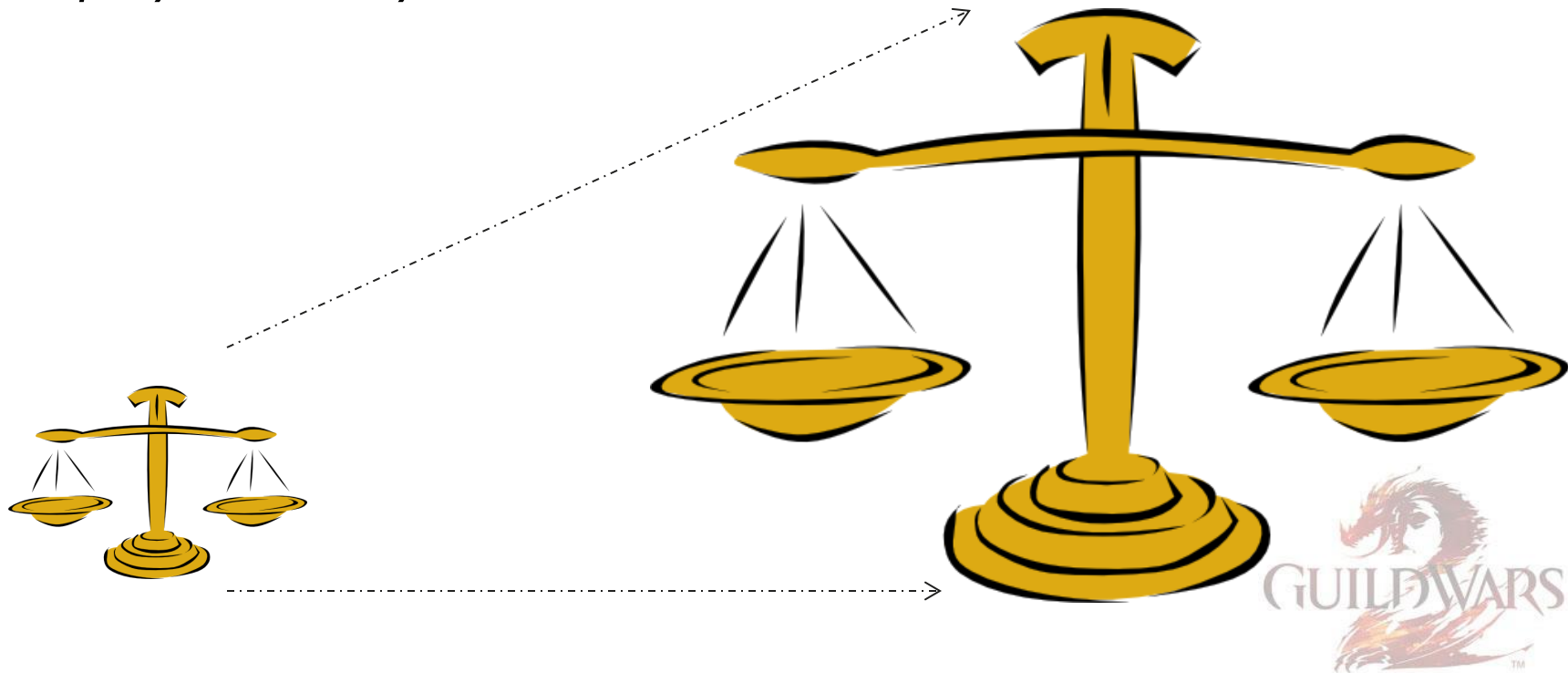
Problem-Solving and Execution

Player interaction



Problem-Solving and Execution

Loot/player density



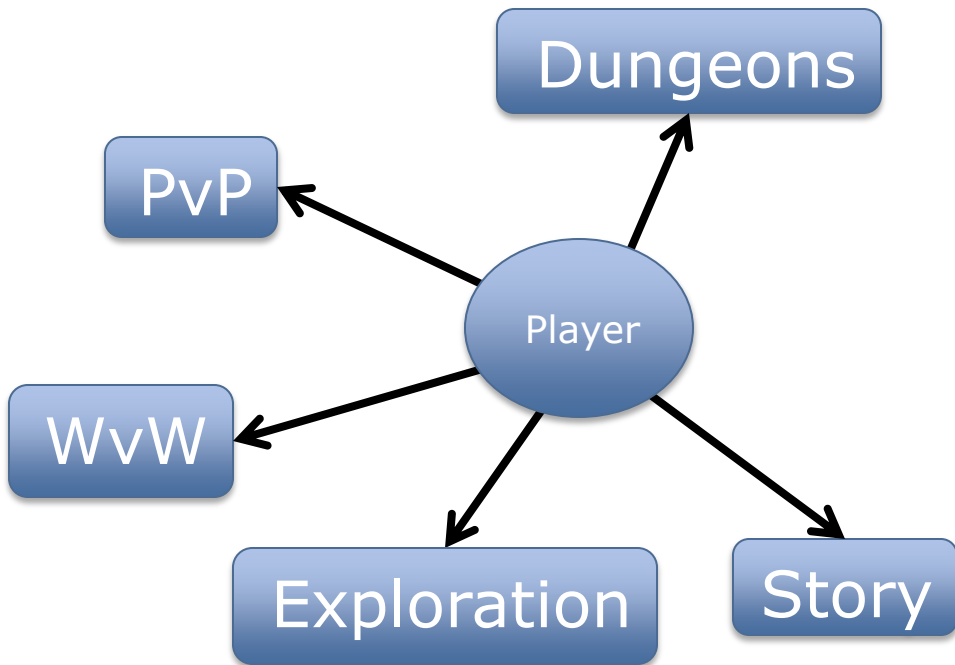
Problem-Solving and Execution

Everything is different



Problem-Solving and Execution

End game



Chapter 3:

The Art of War



Our Goal

"To create a truly dynamic combat system"



Our Challenges

- Camera
- Sense of hitting
- UI
- Potions and combat attrition
- Role definition



Problem-Solving and Execution

Camera



Problem-Solving and Execution

Sense of hitting



Problem-Solving and Execution

UI



Problem-Solving and Execution

Potions and combat attrition



adrian



Problem-Solving and Execution

Role definition



Chapter 4:

MTX: A Virtual Minefield



Our Goal

"To create an accessible, fun, and compelling store where there is no concept of 'pay to win'"



Our Challenges

- Public perception
- Something monetizable and elastic
- Core categories created before launch
- An accessible system that isn't offensive to our players



Problem-Solving and Execution

Public perception

- Competitive analysis and community mindshare
- Analysis of every feature against existing core game mechanics and the community
- Carefully considered external communication



Problem-Solving and Execution

Monetizable and elastic

- Compelling, reusable, and not necessary to enjoy the game
- Fun items/services that complement the world and the play experience rather than define it



Problem-Solving and Execution

Core categories

- Share the character of our community
- Based on metrics from events, research, and focus testing
- Complete prior to launch



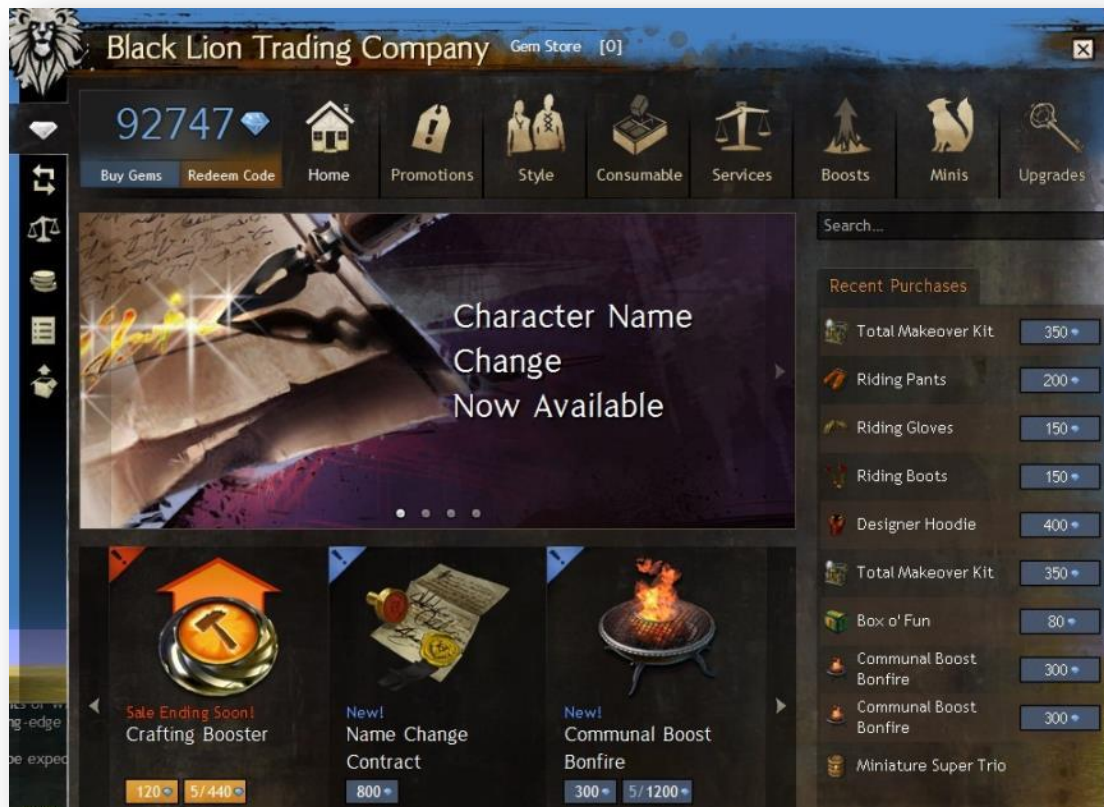
Problem-Solving and Execution

Accessible and inoffensive

- Minimal barrier to entry
- Coupled with useful info and resources



Black Lion Trading Post



Problem-Solving and Execution

Accessible and inoffensive

- Nothing should feel unfair to anyone
- Time vs. money is a paradigm we respect



Chapter 5:

Countdown to Launch!



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Our Goal

"To create an open-beta framework where community feedback and launch readiness were of the highest priority"



Our Challenges

- Quality and timing
- Feedback and iteration
- Communication, organization, and production



Problem-Solving and Execution

Quality and timing

- The "go, no go" criteria
- Precise schedule for remaining core work
- Large iteration time built into workflows
- Beta weekends focused on "core game" content



Problem-Solving and Execution

Feedback and iteration

- ArenaNet played in every BWE
- Feedback came from Arena, community, and company
- Analyzed by the lead groups and their teams
- Prioritized against core pillars of GW2



Problem-Solving and Execution

- Strike teams were essential
- The team was key to strategic and planning decisions
- NCSoft was extremely collaborative



Chapter 6:

A Brave New World



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Our Goal

"To create the first true 'Living World'"



Our Challenges

- "Been there, done that..."
- A brand-new structure
- Community synergy
- Live production



Problem-Solving and Execution

"Been there, done that..."

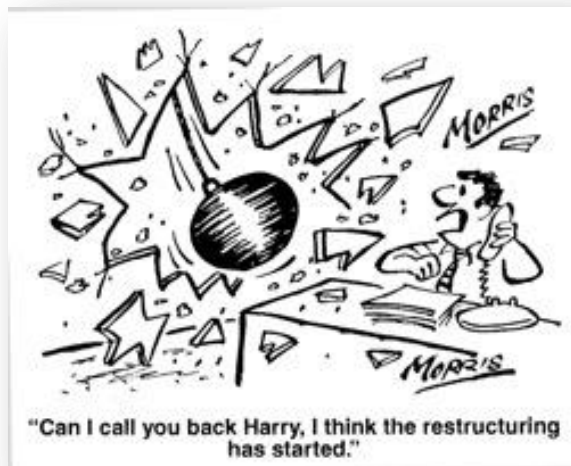
- Evolving storyline
- Evolving content
- Real-time world "evolution" cadence
- Truly persistent!



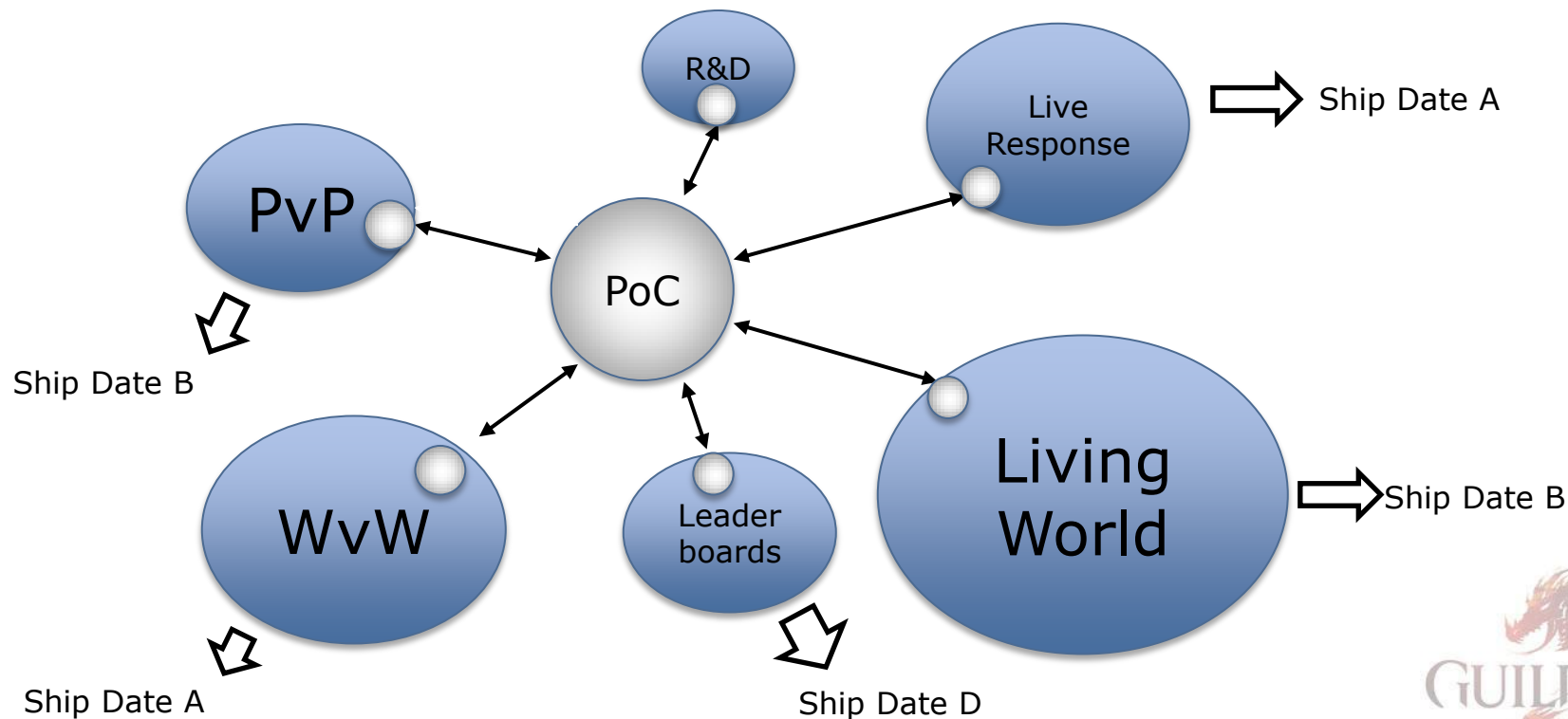
Problem-Solving and Execution

New structure

- Our old structure needed to change to meet our goals
- Creativity in the hands of the teams
- Communication overhaul



The Design Point-of-Contact System



Problem-Solving and Execution

Live production

- Under-promise, over-deliver
- Realistic scoping is essential
- Review and iteration time is a valuable commodity
- Balanced development is essential



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Problem-Solving and Execution

Community synergy

- We use multiple community channels as well as alphas
- We contact members of the community directly to understand issues
- The importance of clear and honest communication
- We can do more!



Our Best Working Practices

- Problems are a good thing
- Creativity in the whole team's hands
- The importance of consistency
- Risk-mitigation matrixes.
- Golden Rules
- The point-of-contact system
- Realistic iteration time through scoping effectively



Our Best Working Practices

"Ultimately, our Design group is a service provider to the team."



Appendix

Questions?