



# Live Ops in Star Wars: Galaxy of Heroes

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Live Producer, Electronic Arts

**GAME DEVELOPERS CONFERENCE**

MARCH 18-22, 2019 | #GDC19

*Live Ops in* **STAR WARS™**  
**GALAXY OF HEROES**  
EA





Introductions



The Product



Three Pillars



Three Problems



Three Solutions



Three Mechanics



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# *Introductions* — Before Starting



# Introductions — Who Am I?



## School:

BA – Political Science  
MA – International Relations  
MS – Statistics

## Unfun Jobs:

Oil-ish, Government-ish

## Fun Jobs:

Data Scientist, PM-ish

## Current Job:

Car Salesman/Producer



# *Introductions* — Other Games I Worked On



# Introductions — Who Sent me?



Est: Oct. 2008



Move: July 2010



Acquired: Dec. 2011

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# Introductions — Their Games



2D Facebook

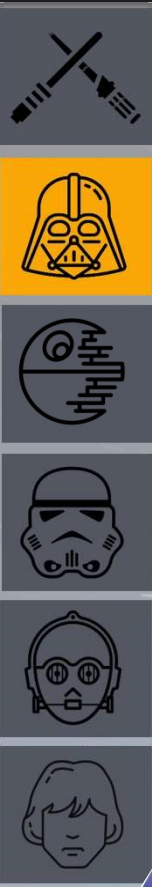


Isometric



3D

# *The Product*



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# *The Product* — Core Vision



# The Product — The Game



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# *The Product* — Today



# *The Three Pillars*

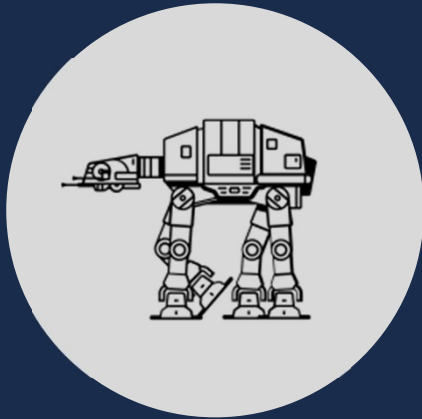
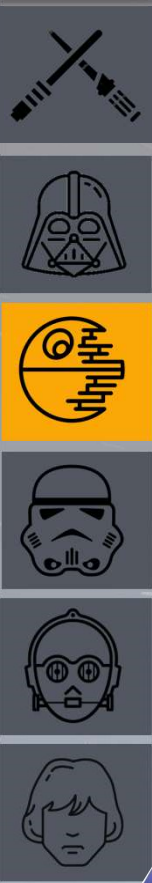


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# *The Three Pillars*



Durable  
Economy

**ECONOMY**



Incremental  
Progress

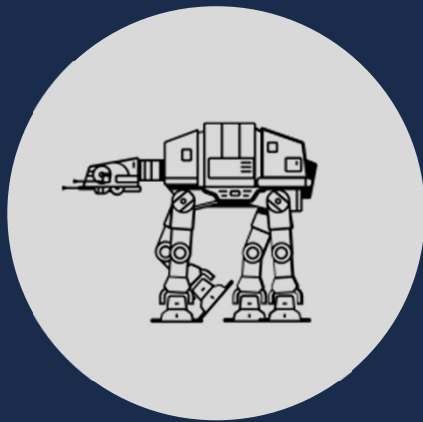
**INCENTIVE**



Respecting  
Investments

**SENTIMENT**

# The Three Pillars — Durable Economy



**ECONOMY**

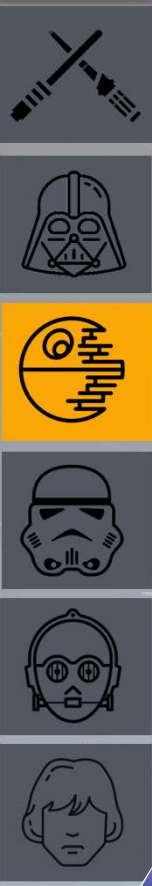
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“And lo – the Characters will be like stone. They will stand the test of time, and the weather of the ages. Never their gear will chip or the abilities deteriorate.”

– *The Book of Galaxy of Heroes - Economicus*

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# **The Three Pillars** — Incremental Progress



**INCENTIVE**

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“The players did ascend. The steps were steep, but progress was great. And they never looked back, only toward the horizon of perfection.”

— *The Book of Galaxy of Heroes - Incentivus*

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# **The Three Pillars** — Respect Investments

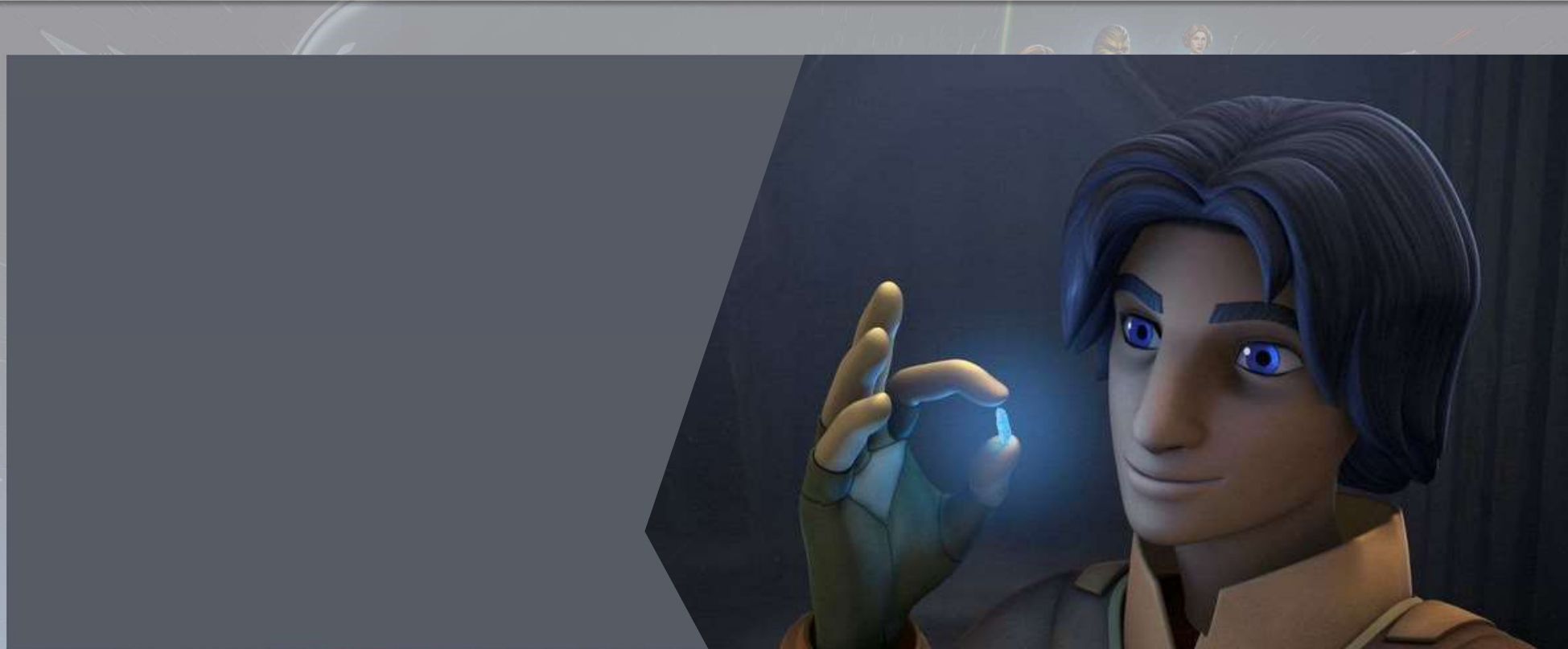


**SENTIMENT**

“The Devs knew to keep the players appeased, they must prevail to keep their character preserved. For to scatter the toys is bad in the game.”

— *The Book of Galaxy of Heroes - Sentimentus*

# *The Three Pillars*



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# *The Three Problems*

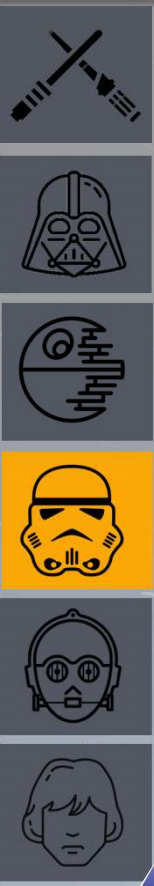


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# *The Three Problems*



Power Creep

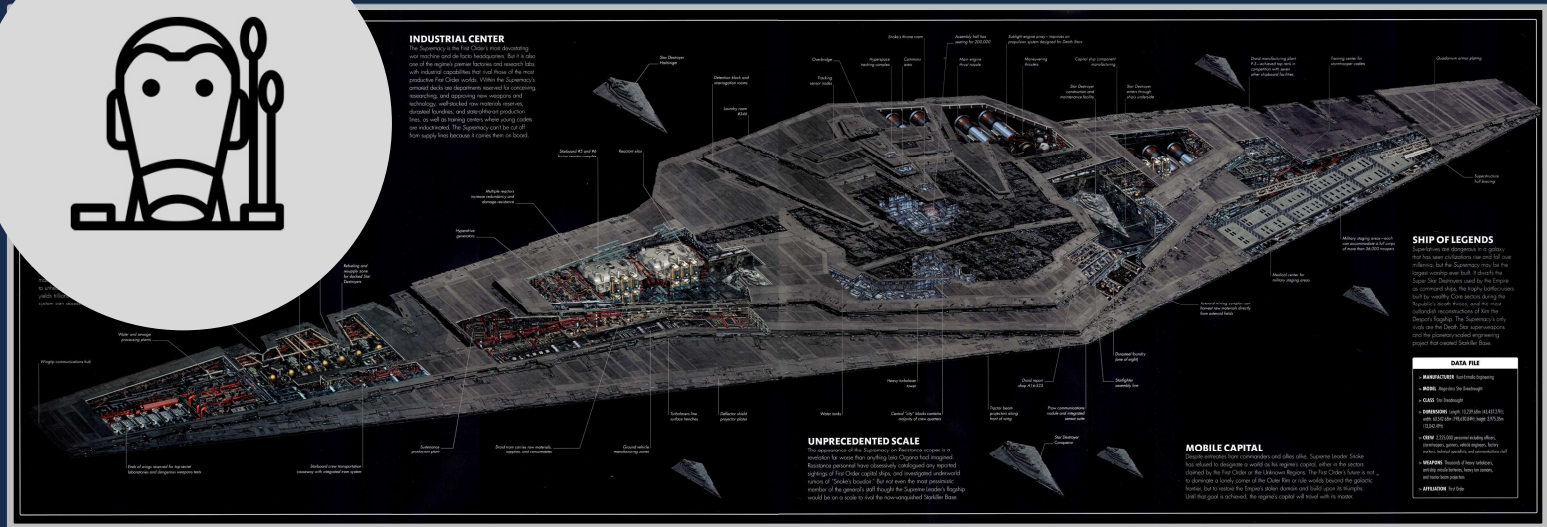
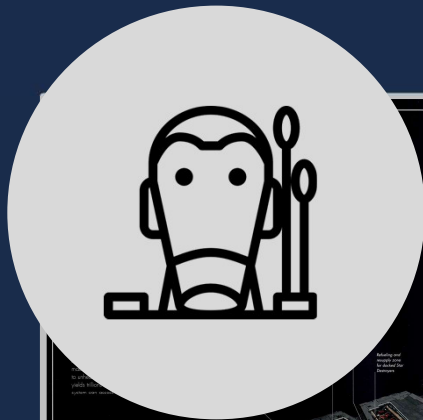


Too Many Toys



Preventing Nerfs

# The Three Problems — Power Creep



# *The Three Problems* — Too Many Toys



# *The Three Problems* — Preventing Nerfs



# *The Three Solutions*

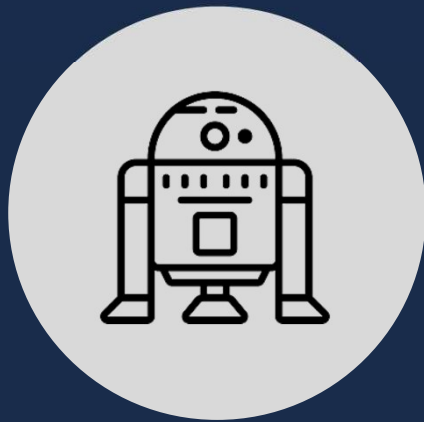
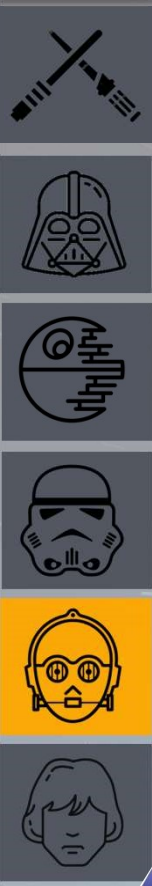


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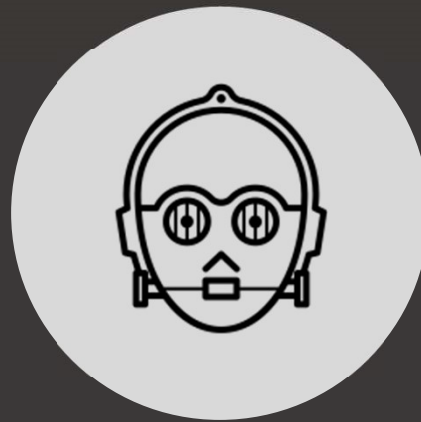
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# *The Three Solutions*



Managing  
Diversity

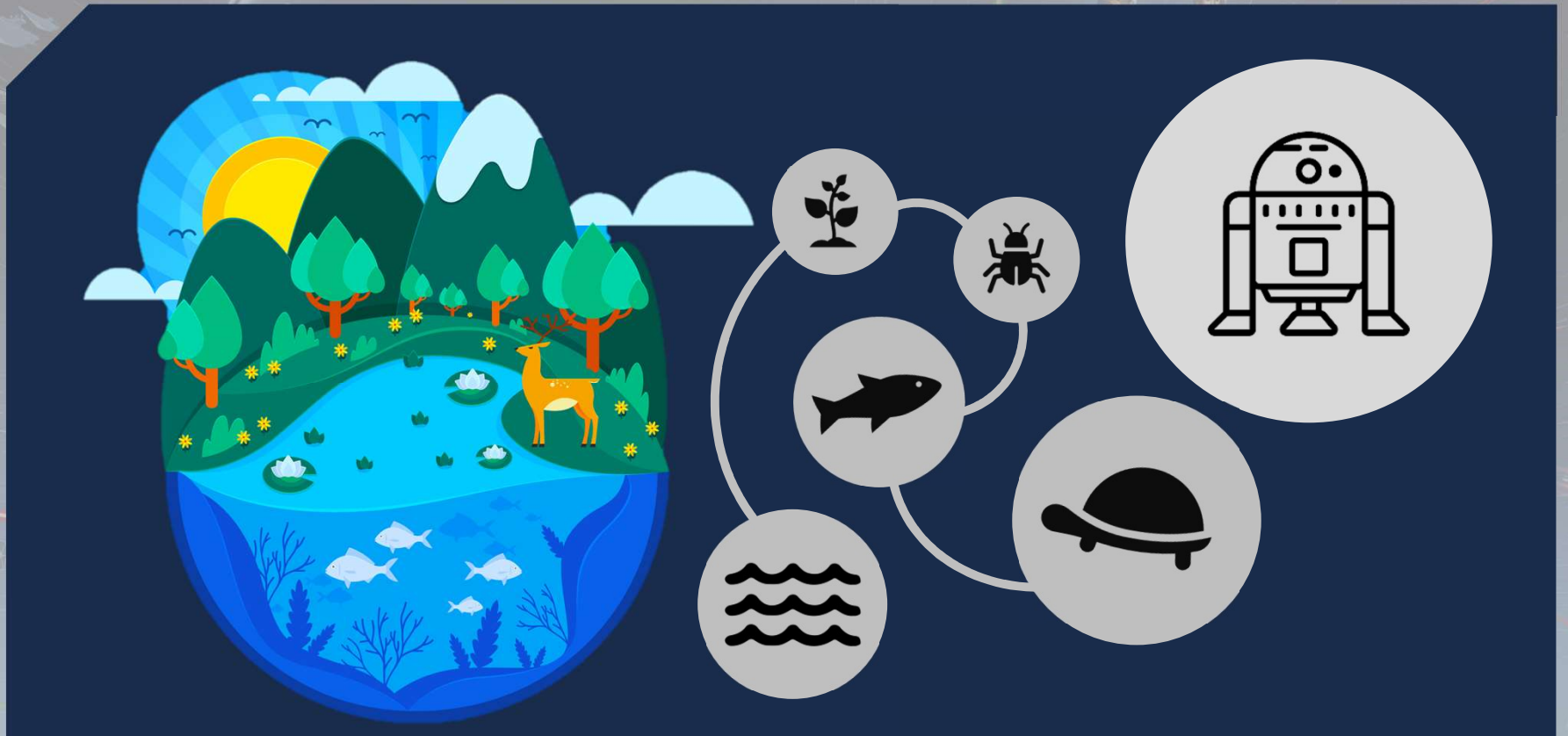


Nesting  
Utility

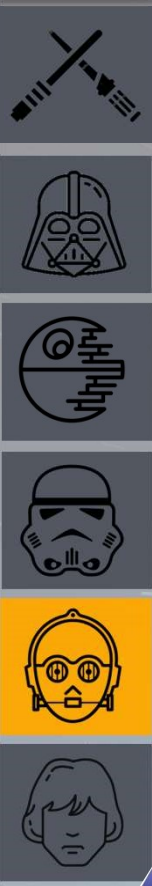


Authenticity

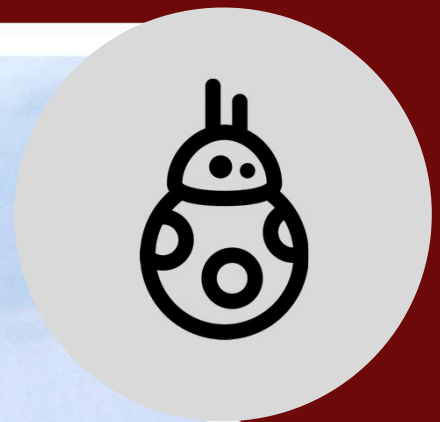
# *The Three Solutions* — Managing Diversity



# *The Three Solutions* — Nesting Utility



# *The Three Solutions* — Authenticity



# *The Three Mechanics*

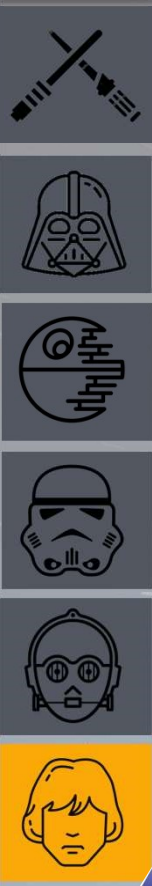


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# *The Three Mechanics*



Managing Utility

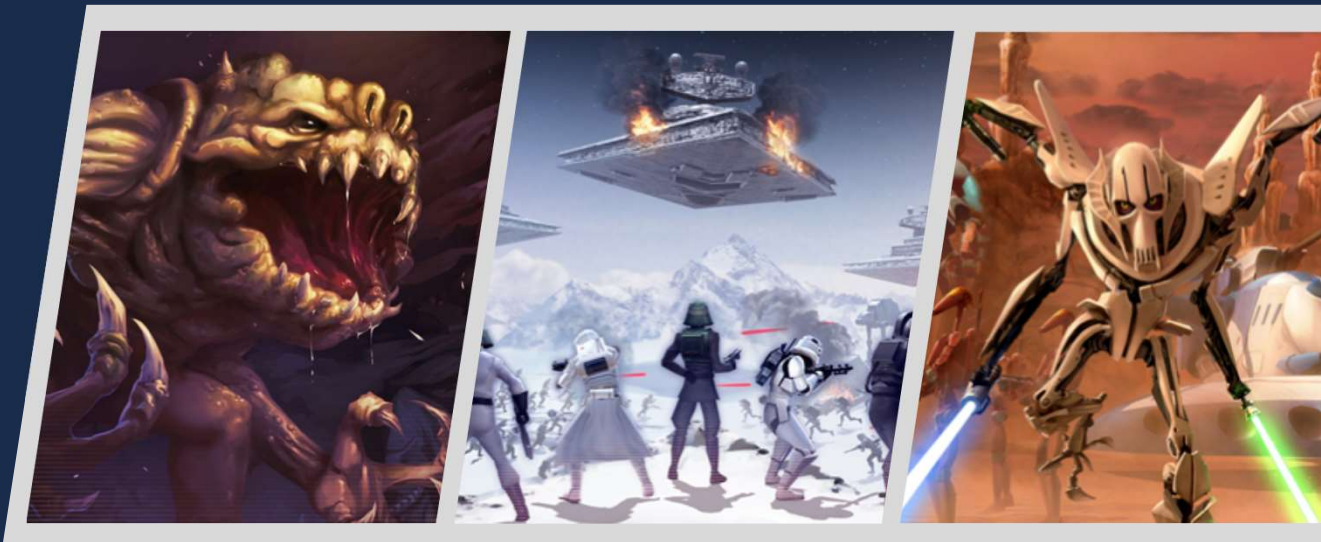


Faction Gating

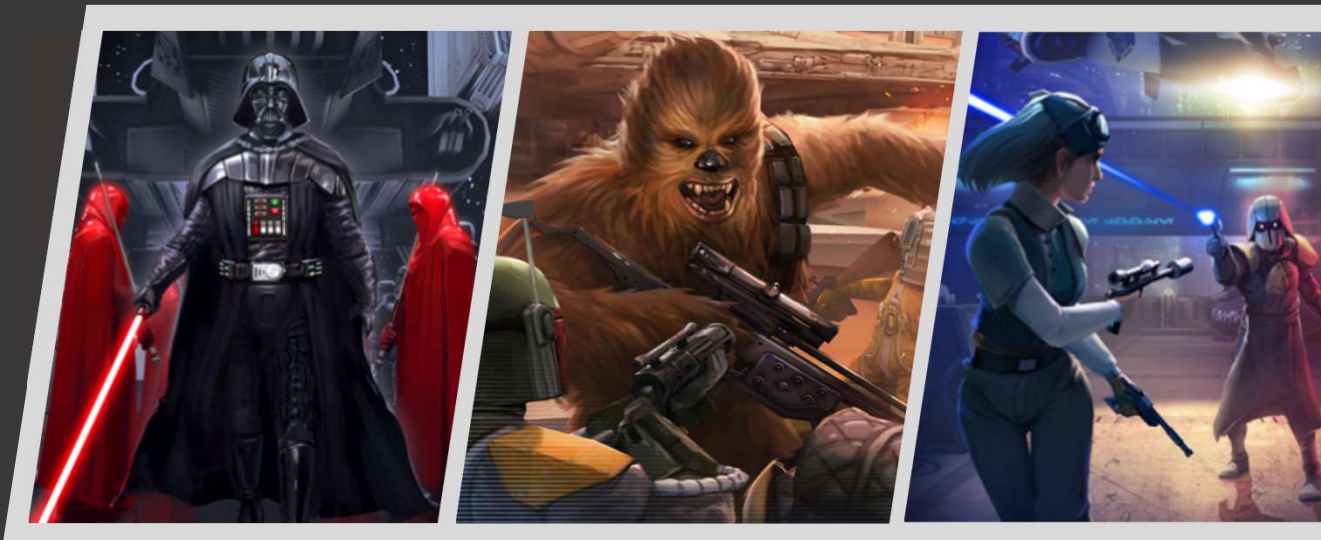


Telling a Story

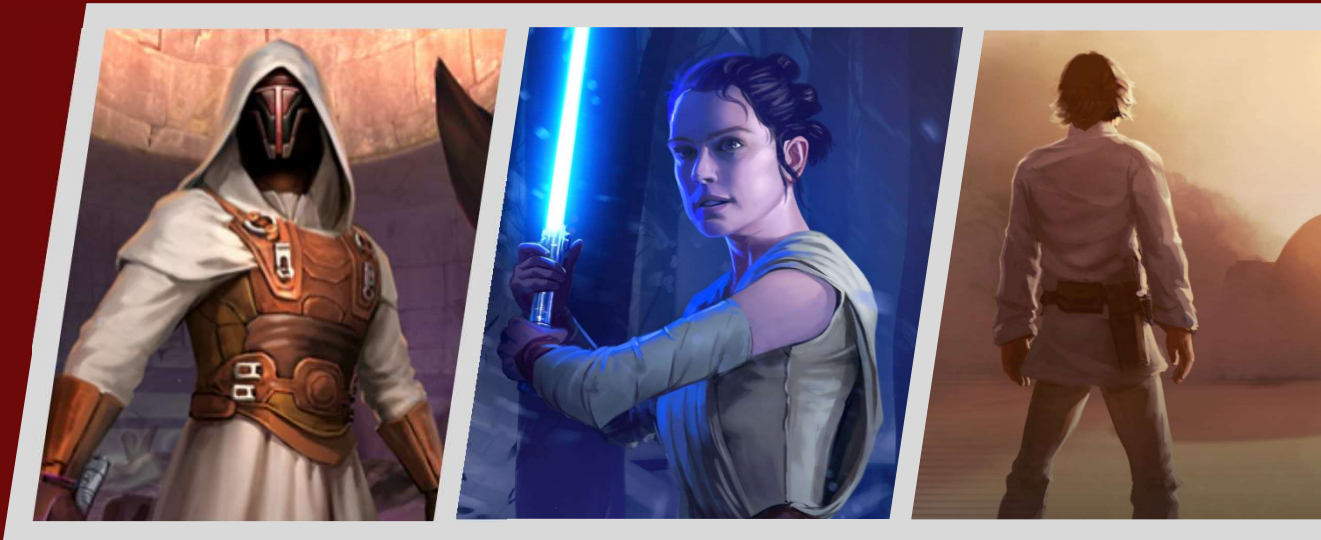
# *The Three Mechanics* — Managing Utility



# *The Three Mechanics* — Faction Gating



# *The Three Mechanics* — Telling a Story





# STAR WARS™ GALAXY OF HEROES



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