Ear to the Ground

MMO Community Feedback & Metrics for Decision Making

GDC Online
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CCP Games
**CCP Snapshot**

**CCP**
- Founded in 1997
- Privately held
- 520 employees worldwide

**Core Purpose**
- To create Virtual Worlds more meaningful than Real Life

**Values**
- Fearless, Transparent, Excellence, Unity

**Prosperity**
- Grown from relative obscurity to moderate success
- 2011 revenues 65 million USD
CCP’s products
Many online games create multiple instances of their games, or shards.
In such games, players can not interact across shards, seriously limiting the growth of social networks.
This also limits the size of what these social networks can build collectively.
In a single sandbox there is no limit to the size of the social networks nor the size of what they can build
How to learn from a community society?

<table>
<thead>
<tr>
<th>Topic</th>
<th>Author</th>
<th>Replies</th>
<th>Views</th>
<th>Likes</th>
<th>Last Post</th>
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<tbody>
<tr>
<td>Sticky: The future of Community and CCL</td>
<td>CCP Navigator</td>
<td>620</td>
<td>52,895</td>
<td>450</td>
<td>2012.09.27 19:40</td>
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<td>Sticky: Community Communications Liaisons (CCL) team needs you!</td>
<td>ISD Eshtar</td>
<td>125</td>
<td>36,277</td>
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<td>Sticky: Account security and Phishing emails</td>
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<td>Sticky: Protect Your Accounts! [Updated October 5, 2011]</td>
<td>CCP Spitfire</td>
<td>37</td>
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<td>You know you play Eve too much when...</td>
<td>Casirio</td>
<td>6</td>
<td>26</td>
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<td>Some FB stats</td>
<td>Zloco Crendraven</td>
<td>3</td>
<td>13</td>
<td>2</td>
<td>2012.09.28 17:15</td>
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<tr>
<td>Why are NPC stabbed: what message does this send?</td>
<td>Muad ‘dib</td>
<td>23</td>
<td>383</td>
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<td>Lowsec incursions break the constellation they're in</td>
<td>The Bazzalisk</td>
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<td>Avatar Resculpting - Plex?</td>
<td>Bloodpetal</td>
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<td>Please define 'colourful language' CCP Gargant &amp; please tell me what...</td>
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<td>Is there going to be a round of &quot;Little things&quot; in the upcoming expans...</td>
<td>Acac Sunflyier</td>
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<td>So CCP, any comment on Plex Prices?</td>
<td>Dinsdale Pirannha</td>
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<td>What would you say if you woke up to the Avatar above you in your bed?</td>
<td>Tes Schwarz</td>
<td>4,771</td>
<td>137,098</td>
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How to learn from a community society?
Five stories from EVE Online

- Incarna
- Crucible
- Unified Inventory
- PLEX
- Vile Rat
Five stories from EVE Online

Incarna

Crucible

Unified Inventory

PLEX

Vile Rat
EVE Online: Incarna
At the December Summit in Iceland, CCP presented the Incarna expansion to the current CSM. At this meeting the CSM urged CCP in the strongest possible terms to step up with the messaging efforts for the expansion as we felt that expectation management would be critical to its success at launch. We are pleased to see that CCP has begun to release initial information about Incarna.

However, *given how crucial Incarna is to the future of EVE and CCP, the CSM feels compelled to make public some significant concerns we have raised that have not yet been addressed by CCP*. We wish to stress, in the strongest possible way, that we do not do this in order to be inflammatory. Rather, the success or failure of Incarna is such an important issue that, in good conscience, we cannot remain silent.
Our first and most crucial concern is that there is little evidence so far of a roadmap for this feature. We are extremely concerned that development of Incarna, the most significant addition to EVE since Beta, is being done in an ad-hoc, on-the-fly manner.

Second, we wish to re-iterate our unanimous objection to the forced integration of Incarna into the general Eve experience, and that we strongly urge CCP to ensure that any new systems will not adversely affect the performance of the EVE client.

Third, regarding metrics, we feel that forced integration will not provide a true picture of the usefulness of the features, while at the same time, these metrics will be used to justify Incarna. As in any area of business, using flawed metrics to justify resource allocations can only lead to poor decisions.

Fourth, while we agree that CCP's decision to stage the release of Incarna in small chunks is a wise one, we feel that it is very important for CCP to expand their messaging and provide a clear and detailed vision of the future iteration and potential of Incarna, so that players who are highly invested in the current core gameplay of EVE will be able to better judge the value they will be receiving for the large amount of time and effort being invested in Incarna by CCP.
The CSM would like to reiterate that we are not opposed to the development of Incarna; rather we are primarily concerned about the apparent lack of significant planning for a feature CCP properly regards as crucial to the future of the company, and the game we love so much.

We want to see Incarna fully fleshed-out. How that is done and how the evolution of Incarna is messaged will be key challenges for CCP over the next several expansions. We hope that CCP will view these expressions of concern as useful feedback that will be helpful in properly justifying and measuring the resources being devoted to Incarna.

Most Sincerely,
Members of the Fifth Council of Stellar Management
(Except for Mazzillu who objected to public posting of this letter and requested that her name be excluded)
EVE Online: Crucible

FIXING STUFF!
EVE Online: Crucible

April 2011 - September 2012

Skyrim

Layoffs

Holidays
Unified Inventory
Unified Inventory

April 2011 - September 2012

Diablo 3

Fanfest booboo

Alliance tournament
• What is PLEX?
  – An ingame item (behaves like any other regular item)

• How do you get PLEX?
  – With EVE currency
  – With Real world currency

• What can you do with PLEX?
  – Buy services (character transfer, resculpting characters, etc.)
  – *Add 30 days of game time to your account* (but what does it cost? 😊)
US Official Killed in Libya Was a Senior EVE Online Player [UPDATE]
Station in S-KSWL (Tenal) controlled by RAZOR Alliance has been renamed from *S-KSWL IX - S-Kill Yourself For Titans* to *S-KSWL IX - RIP Vile Rat*

Station in SVM-3K (Delve) controlled by Test Alliance Please Ignore has been renamed from *SVM-3K I - SVMankrik's Wife Died Here* to *SVM-3K I - SVMany Will Miss Vile Rat*

Station in SY0W-2 (Tenal) controlled by RAZOR Alliance has been renamed from *SY0W-2 III - Fortress Decadence* to *SY0W-2 III - RIP Vile Rat*

Station in TEG-SD (Fountain) controlled by Test Alliance Please Ignore has been renamed from *TEG-SD VII - TEG-Sugarcube Corner* to *TEG-SD VII - TEG Vile Rat Memorial Station*

Station in T-GCGL (Vale of the Silent) controlled by Ev0ke has been renamed from *T-GCGL VIII - Evoke Pommesbude* to *T-GCGL VIII - RIP Vile Rat*

Friends and foes alike named their stations in his honor.
RIP Vile Rat
My advice?

• It is not enough to watch what your customers do (through data)

• You have to listen to them as well (through data)

• And you have to talk to them

• If you make a booboo;
  – Be honest about it
  – Fix it
  – Don’t let it happen again
My advice?

- Try different approaches to visualizing the data

Graph showing mood difference from April 2011 to September 2012 with labels for Incarna, PLEX, Crucible, Unified Inventory, and Vile Rat.
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