



G A M E S

Player Experience

What It Means to be Player-Focused



Introductions

Player Experience 101

Examples

Player-Focused Culture

Q&A



Steve Mescon

- ✊ Joined Riot in 2008 after working with DotA-Allstars, Zappos.com, etc
- ✊ Works with player-facing groups including Community, Customer Service, and UX/UI
- ✊ Aims to help Riot achieve the mission of being the most player-focused game company





Riot Games

Founded in 2006

Developer and
publisher of League of
Legends

Talent from
gaming and other
industries



Offices in Los Angeles,
St Louis, Korea, and
Dublin

**Aims to be the most player-
focused company in the world**





League of Legends



- ✊ Fast-paced competitive PvP game
- ✊ Inspired by the Warcraft 3 mod DotA
- ✊ Operates globally in Korea, China, Southeast Asia, North America and Europe
- ✊ Free and operated as a service with frequent updates



PLAYER EXPERIENCE 101

PX

PX

Product

PX

PX

PX

Service

Support

PX





Player Experience Defined

“ The Player Experience is the perception that players have of their interactions with our company. ”





Our Players Experience

Interaction Channels

Practice Game Lobby
Screenshots/wallpaper
Player profiles/
communication
New player guidance
Player-created
champion builds
Forum Posti
Champion Se
Viewin
Buying Riot
Points
Password Recovery /
Account Management
Promotional Emails
Champions Gameplay
Drunken bar crawls
Critical service updates
Fansites
Ladder presentation/
promotion
Language Filter
Spectator Mode
Post-Game lobby
News, and establishing importance
PVP.net landing page
Viewing live
introduction and
explanation
On-site feature
development
and expansion
rials
Event coverage
Community spotlights
Promotion of Riot
personalities
Esports coverage/
promotion
Sale promotion
Lore promotion
Fan contributions/art
Feature
Viewing live
Download & Installation
Email Tickets
Maps Gameplay
Social networking integration
Leaderboards
Video distribution
Buddy Lists & Chat
Volunteer Interaction
Disciplinary Notification
Forum interaction/DevTracker
Online events and convention
presence
Community points of entry

The Ideal Experience

- ✊ Meets & Exceeds Player's expectations
- ✊ Is an Intuitive and seamless, (frictionless) experience
- ✊ Has key experience differentiators
- ✊ Reflects the designed brand image and personality

Make your Players associate **your brand** and **product** with **positive impactful memories** by being thoughtful about the decisions you make.





Our Brand

**Riot Games is a top-notch,
cutting edge developer/publisher**

- Top Quality Games
- Player Driven
- Authentic
- Global Presence

**Serious professionals who don't
take themselves too seriously.**

Rioters Are

- ♥ Smart
- ♥ Edgy
- ♥ In-touch with fans/culture
- ♥ Young
- ♥ Fun
- ♥ Informal
- ♥ Gamers
- ♥ Addicted to LoL
- ♥ Social
- ♥ Unconventional/surprising



Why It Matters

A positive player experience drives

♥ Engagement

♥ Loyalty

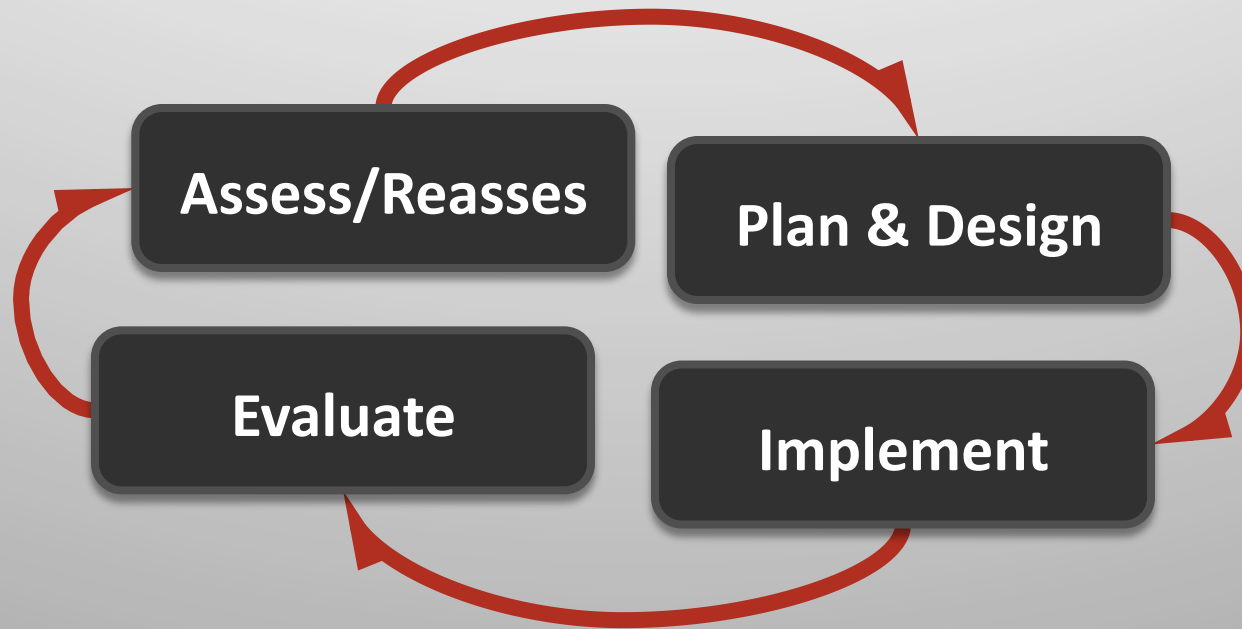
♥ Advocacy



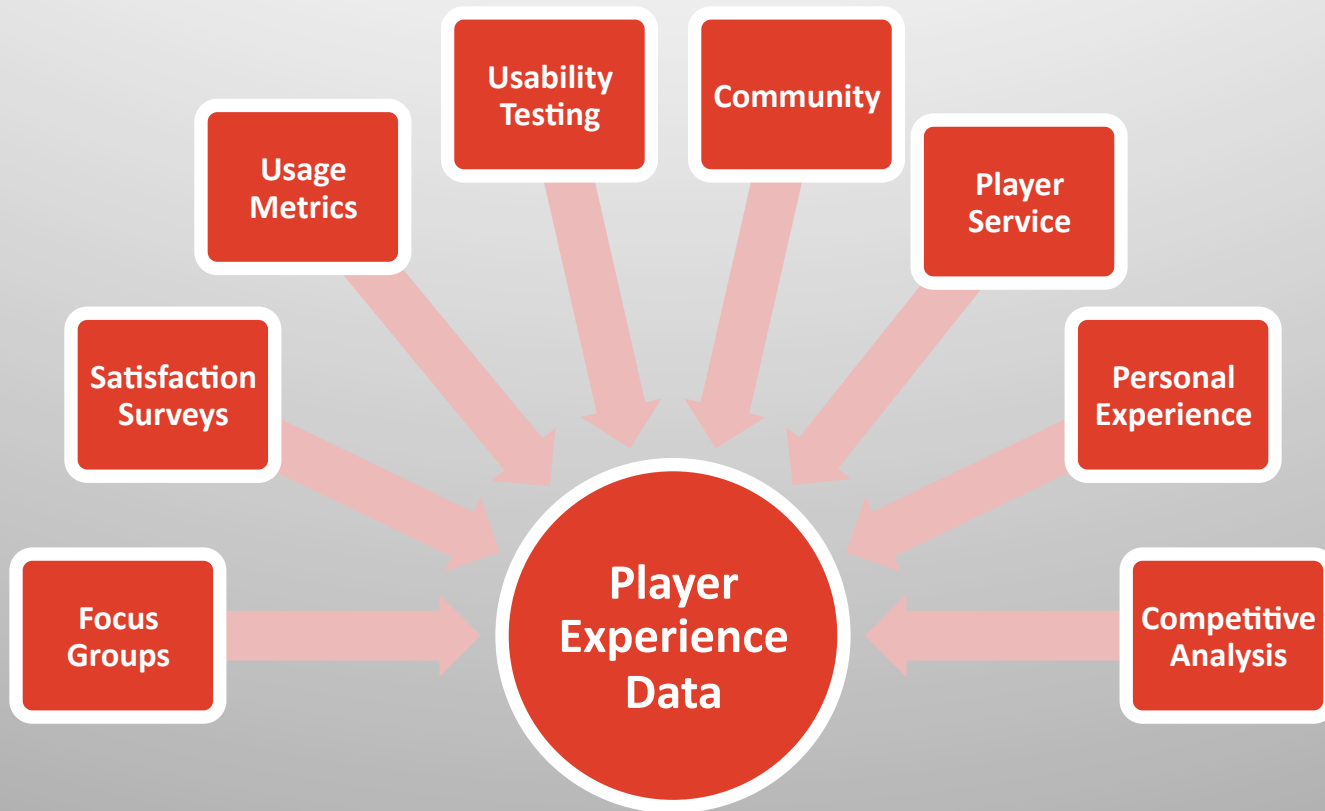
The perfect player experience is one which results in Players becoming **advocates for the company**, creating referral, retention, and profitable growth



The Process



Collecting Data



“

Deal with the world as it is, not
how you'd like it to be

Jack Welch

”



EXAMPLES

PX

PX

Matchmaking

PX

PX

PX

Leaverbuster™

Player
Behavior


PX




MATCHMAKING



Matchmaking

 Self-created
perception problem

 Identified
anecdotally

“Does anyone else
have issues with
the people they get
teamed up with?”

“I was matched with an
unfair enemy team.. My
side had people my level
while the entire other
team were around level
13. I was level 5 at the
time.”



Matchmaking Issues



Matchmaking

The Plan

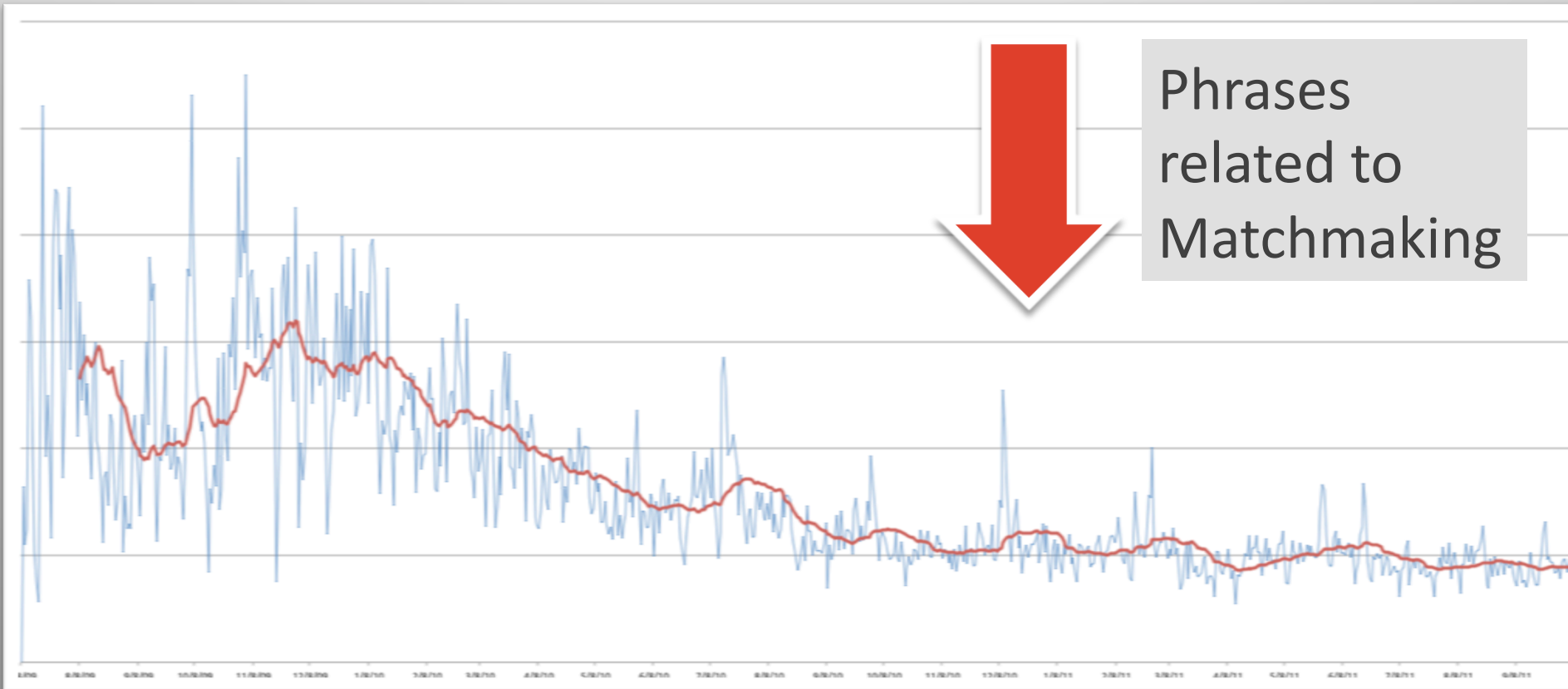
Make the Matchmaking
Experience Better





Matchmaking


Analysis of Improvement



LEAVERS



Leaverbuster

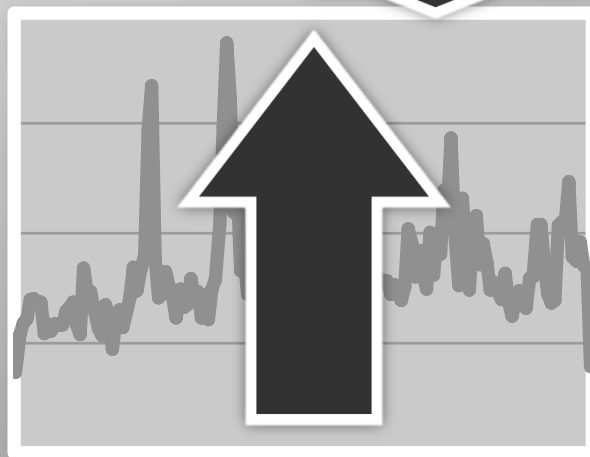
 Problem identified
anecdotally

 Confirmed with
data

"In my past seven games I have played I lost 5 even though I did good or got really fed. Want to know why? Leavers."

"It's pretty unfair to other teammates when someone left without extra penalty."

"Please do something about Leavers"



Leaver Issues





Leaverbuster

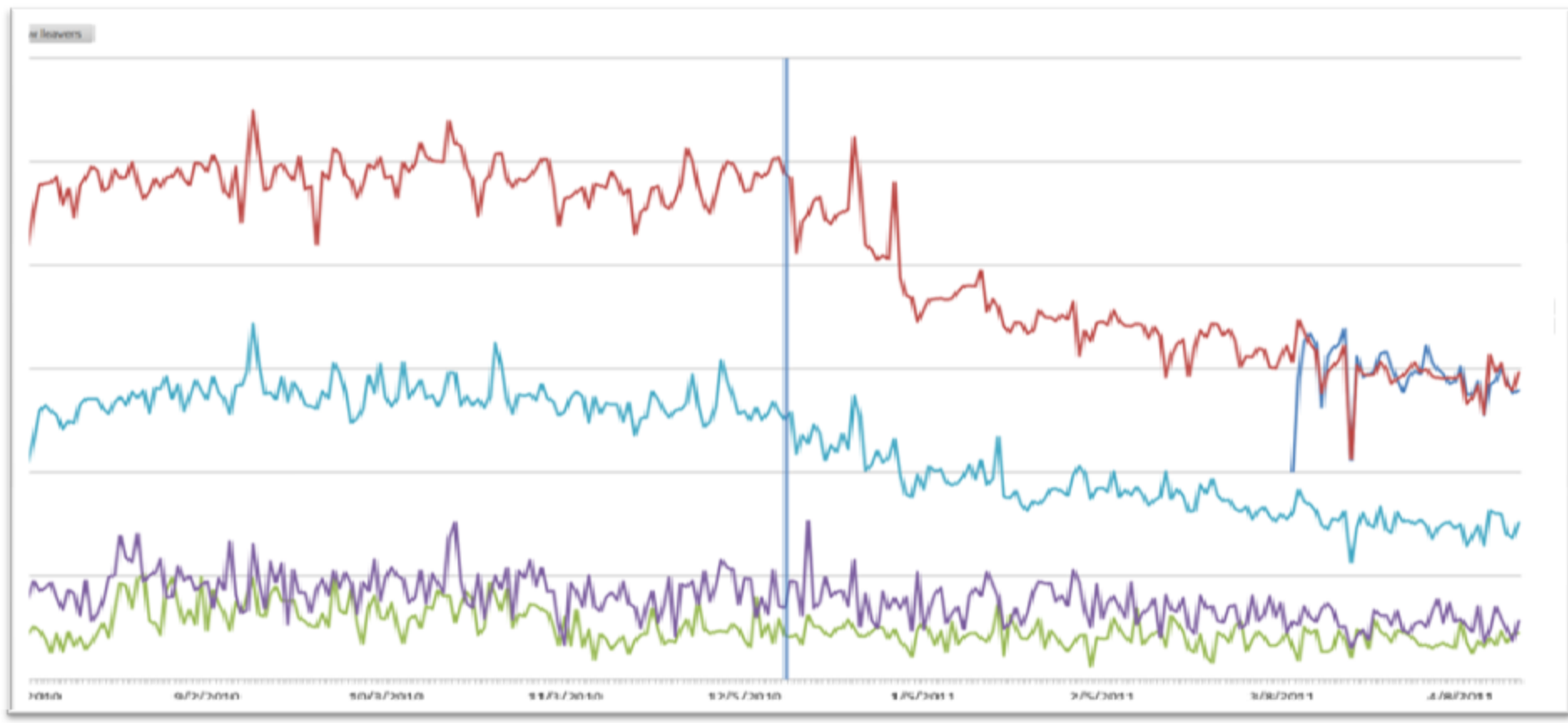
The Plan

Reduce Leavers in All Games





Leaverbuster



Leaverbuster
Introduced Here



PLAYER BEHAVIOR



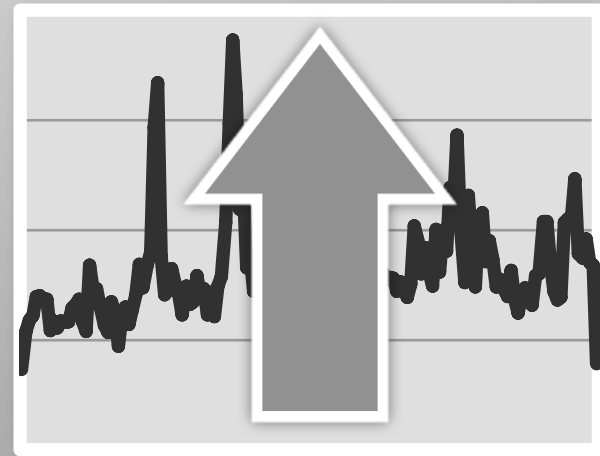
Tribunal (Player Behavior)

- 👊 Anecdotal evidence plus survey data
- 👊 Chose a variety of metrics to measure progress
- 👊 Pointed to **perception of interaction with others**

“Hey, I just played with a troll he pick rally and revive as spells and said /care about everything and trolled like hell”

“Stop feeding, please!”

“gg noobs”



Harassment





Tribunal (Player Behavior)

The Plan

Improve Player Interactions With
Each Other





Tribunal (Player Behavior)

Work in Progress

More Data to Come





Mismanaged Expectations

- ✊ Major product announcement
- ✊ Riot Team's Zeal to engage with community caused accidental hype
- ✊ Positive event turned negative



PLAYER FOCUSED CULTURE

PX

PX

People

PX

PX

PX

Education

Culturalization

PX



It's all about the employees

Educate

Integrate Into Culture





Educate

- ✊ Define good behavior
- ✊ Avoid mixed messages
- ✊ Encourage team interaction with players and support
- ✊ Educate company on Player facing issues
- ✊ Provide visibility into key UX, Community, and CS metrics





Integrate Into Culture

- ✊ It comes from the top
- ✊ Is reinforced throughout everything you do
- ✊ Successes should be celebrated
- ✊ Failures should be analyzed
- ✊ Systemic changes are required





Overview

Player experience **drives loyalty**

It's a journey not a project

You can't fake it



Questions?

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