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 in 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

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."

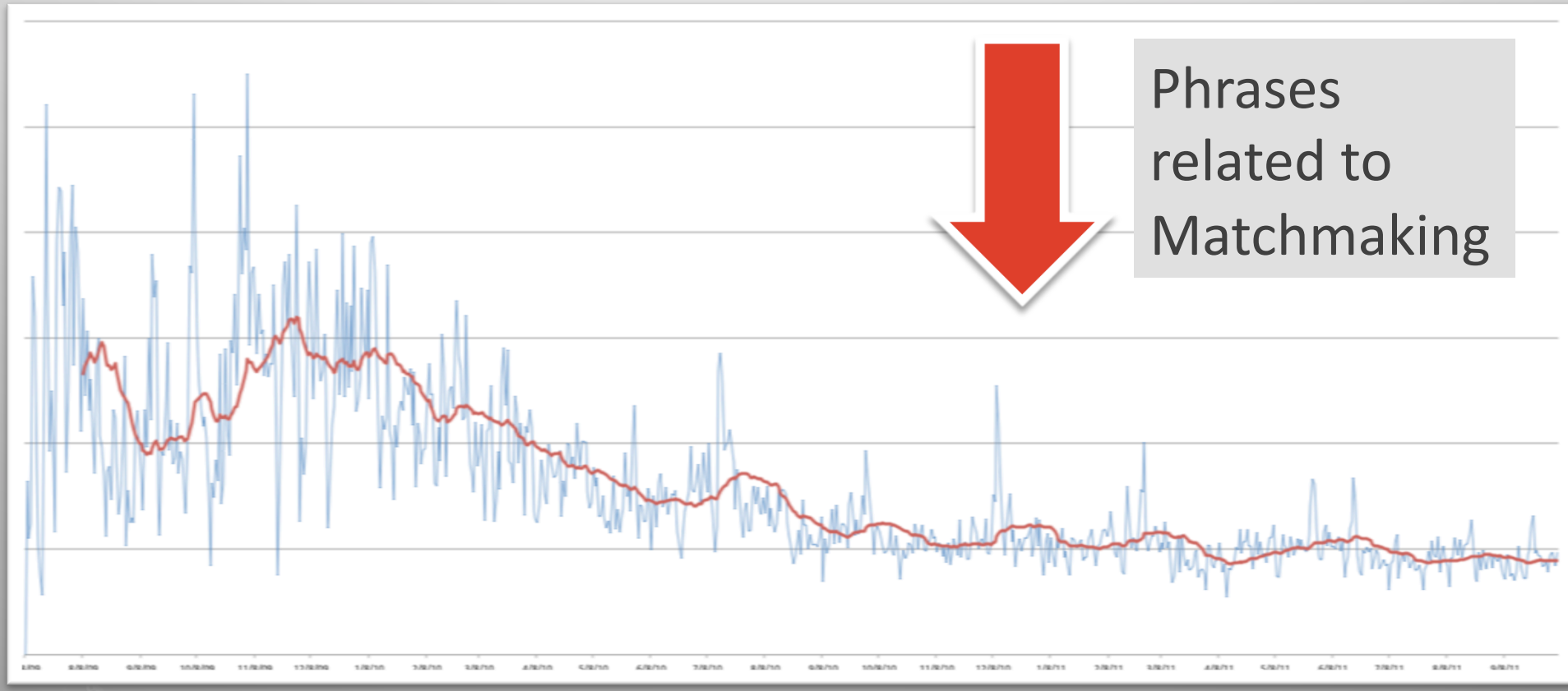
Matchmaking Issues

The Plan

Make the Matchmaking Experience Better

Matchmaking

Analysis of Improvement



LEAVERS

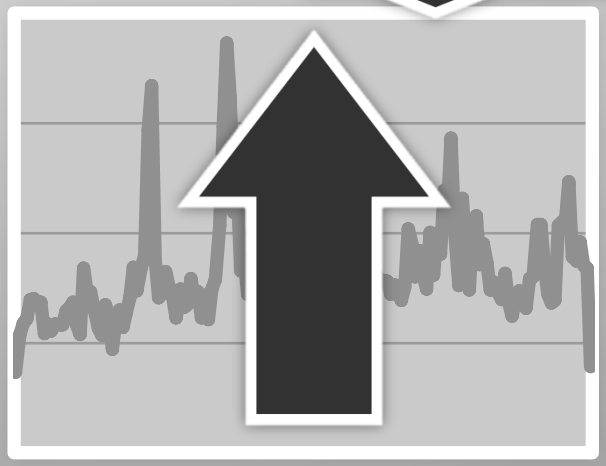
Leaverbuster

- 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"

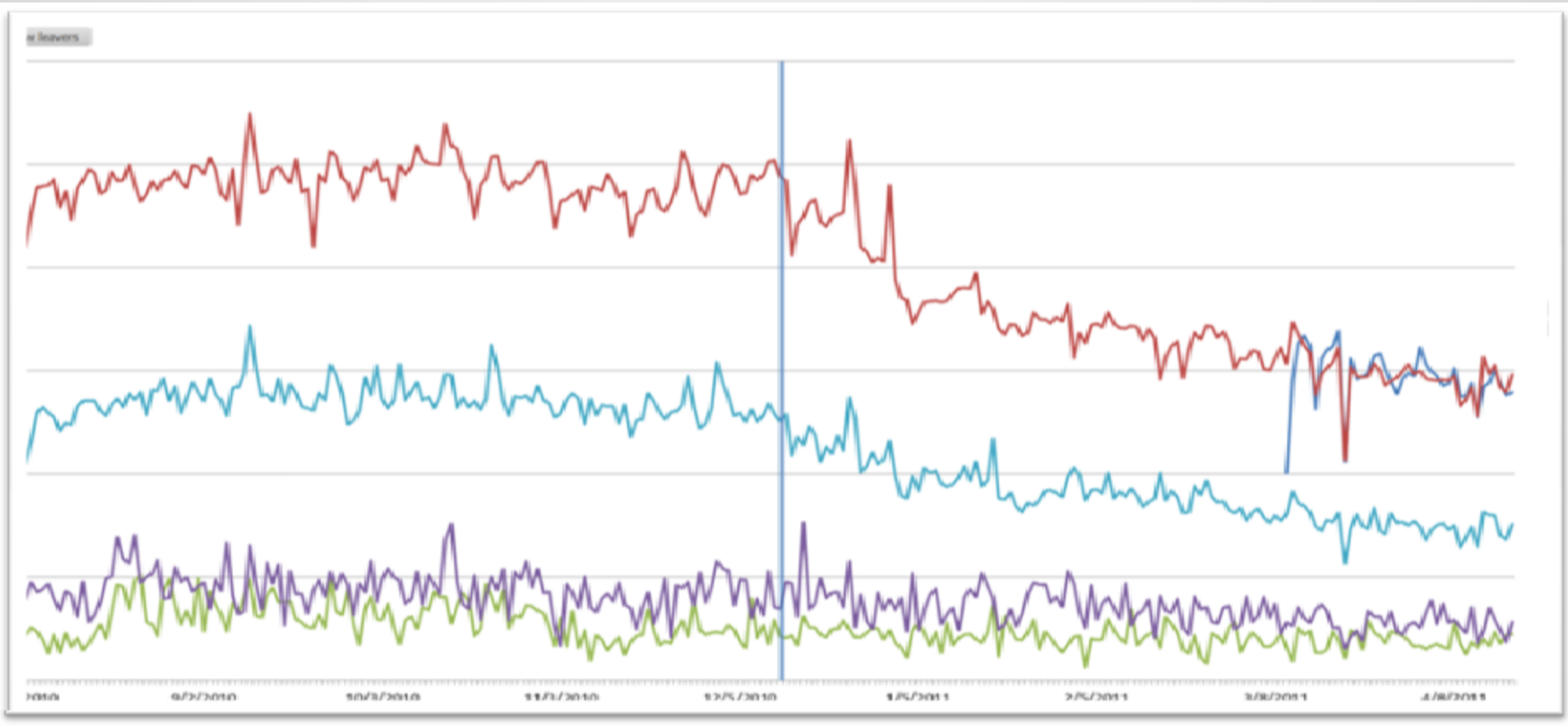


Leaver Issues

The Plan

Reduce Leavers in All Games

Leaverbuster



Leaverbuster
Introduced Here

PLAYER BEHAVIOR

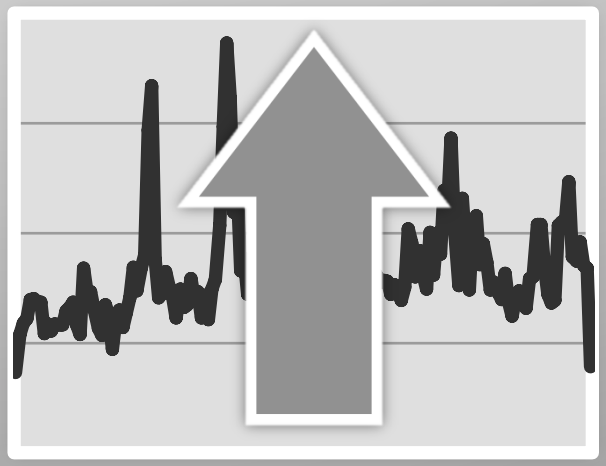
Tribunal (Player Behavior)

- 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

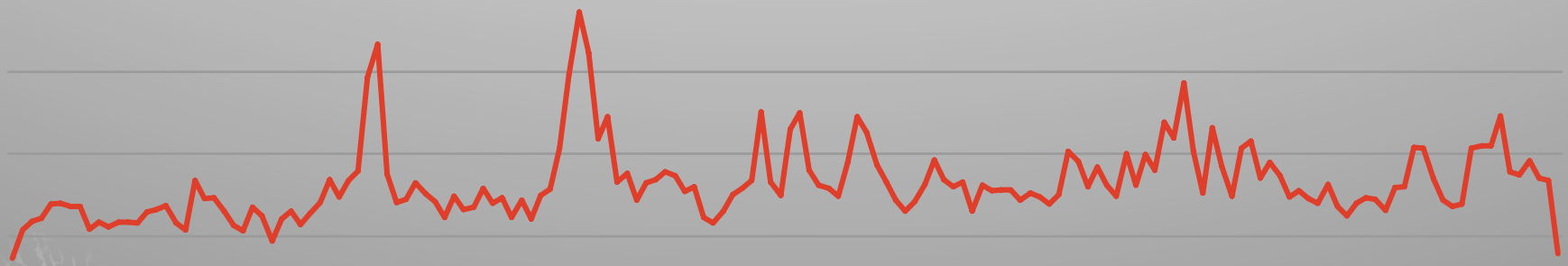
The Plan

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

How

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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