



Tales From a Crowdsourced Game Design

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Crowdsourcing Methods

1. Player feedback
2. Alphas, Betas or 'Early Access'
3. Player councils
- 4. Published design documents**
5. Straw polls
- 6. Commission-level polls**
7. Community ingame choices
8. Release Schedule Survey
9. 'Design-an-XXX' competition
10. Suggestions Forum
- 11. Runelabs**

Relinquishment of
Design Control



Exhaustive Polling



Question 1

A 'use all' option will be offered when using bones on a POH altar.

☒ Yes
☐ No

Question 2

The Lunar spell 'Humidify' will be able to turn clay into soft clay.

☒ Yes
☐ No

Question 3

A deposit box will be added near the Entrana boat at Port Sarim.

☐ Yes
☒ No

Question 4

Players will be able to grow more than one spirit tree at a time. Level 91 Farming will be required for two trees, and level 99 for three.

☐ Yes
☒ No

Question 5



A gardener in Tai Bwo Wannai Village will protect calquat trees from disease on payment of 8 poison ivy berries.

☒ Yes
☐ No

Question 6

The chat-channel list will use green text for players on the same world as you.

☐ Yes
☒ No

Vote Reset



Occasional Polling



INVENTION SKILL VS THE ELF CITY

🕒 2 weeks, 2 days

Which of these two huge updates should we create first?

INVENTION SKILL



A new skill, allowing you to invent and create new weapons, gear, and items that can aid your production skills. Level-up the items you make and customise them to your taste.

ETA: July/Aug

VOTE

THE ELF CITY



Open the gates to the elven city of Prifddinas. Gain access to a high-level hub city, crystal gear and additional storylines.

ETA: July/Aug

VOTE

🏆 Highest total wins.

POLL FORUM



Poll Outlines

Exhaustive polling

- Casting players as protectors

Occasional polling

- Building investment in content



Good Poll Practice

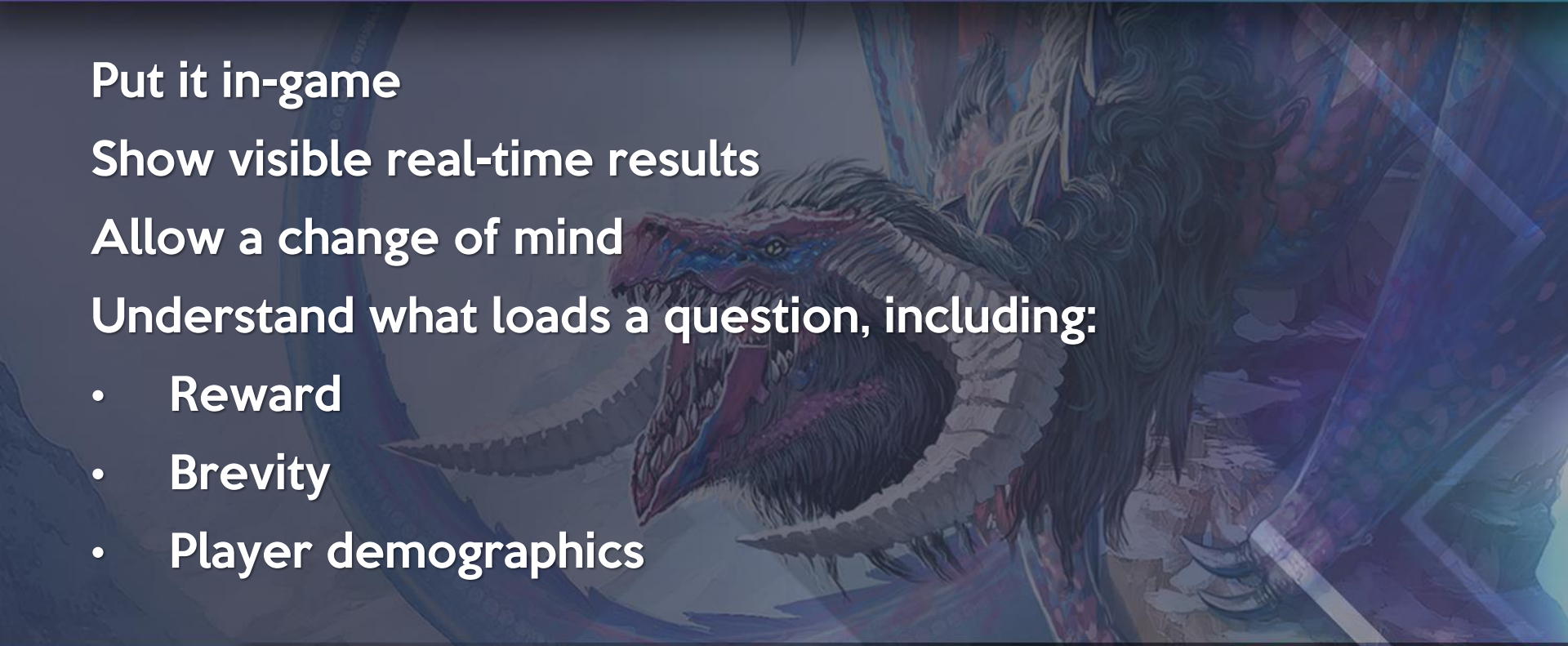
Put it in-game

Show visible real-time results

Allow a change of mind

Understand what loads a question, including:

- Reward
- Brevity
- Player demographics



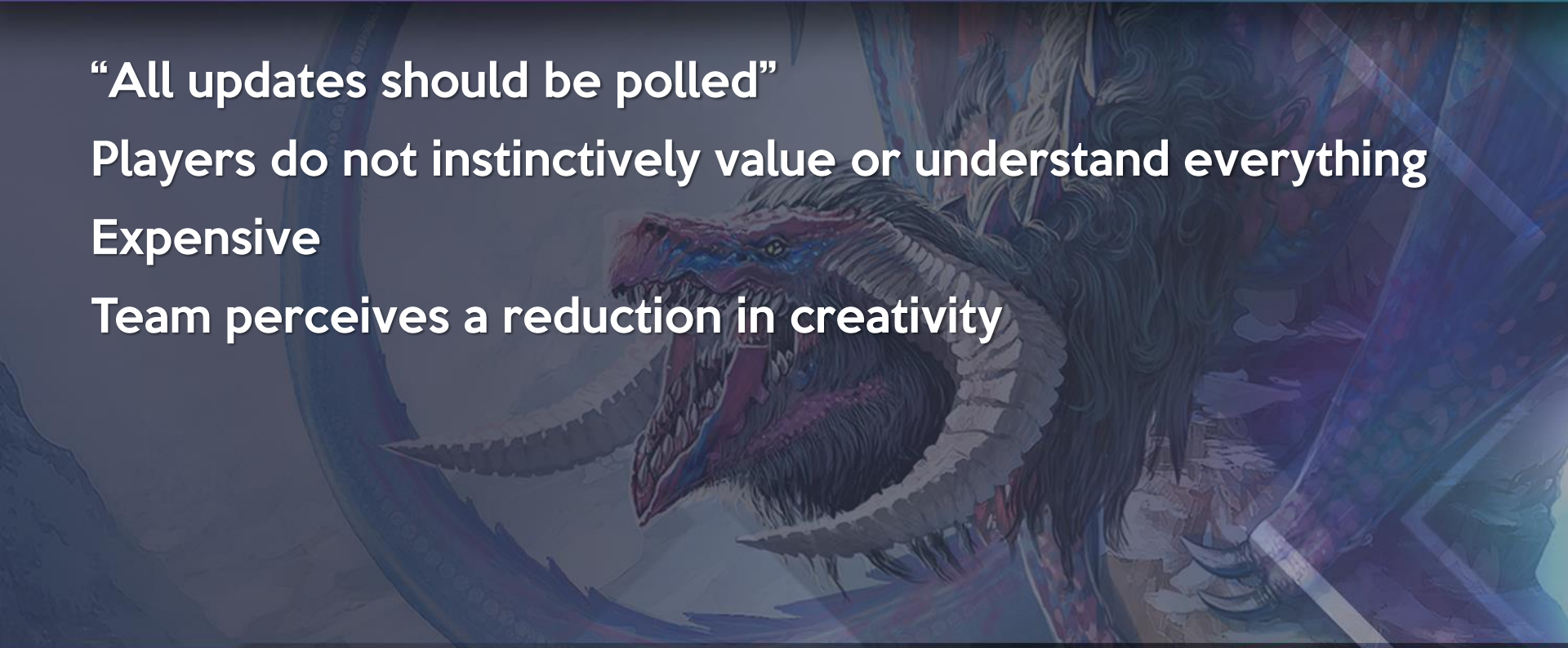
Poll Flaws

“All updates should be polled”

Players do not instinctively value or understand everything

Expensive

Team perceives a reduction in creativity



Poll Benefits

More chatter

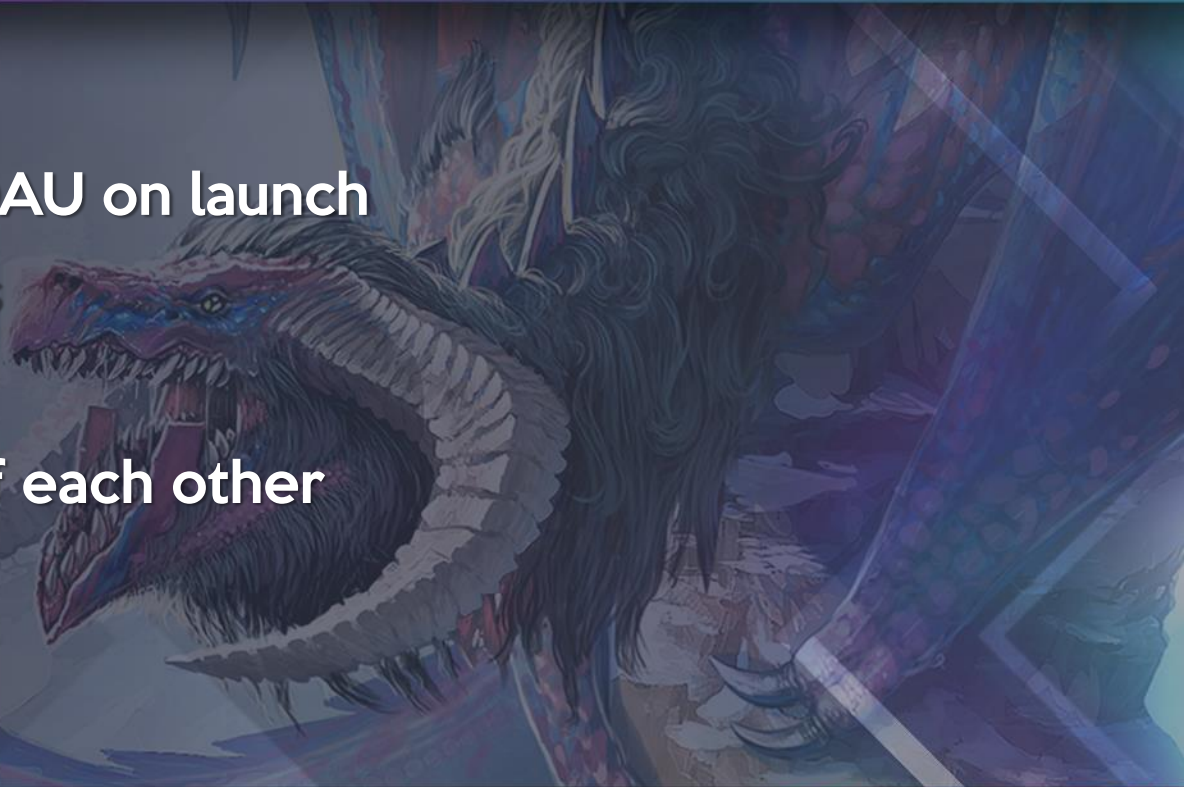
Increased retention, DAU on launch

Players are protectors

Players feel safer

Players more aware of each other

'Indie' feel



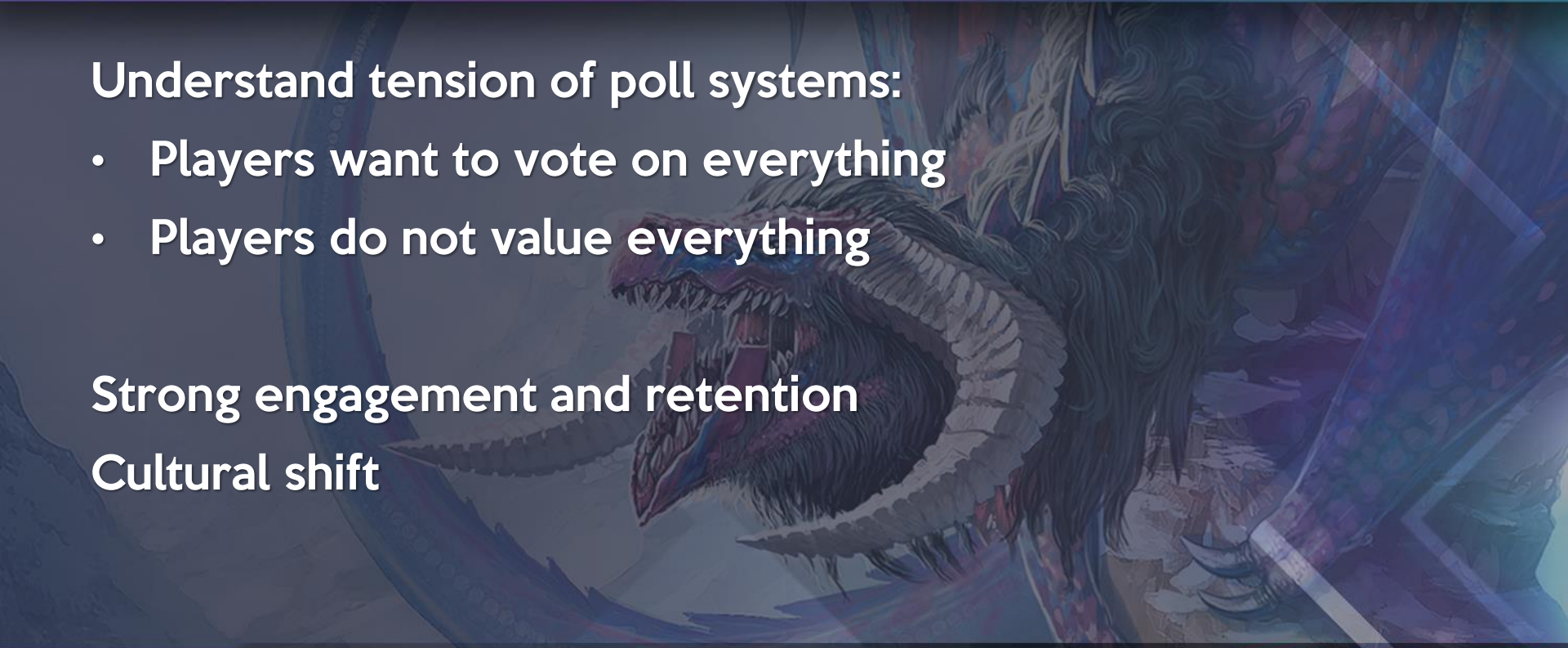
Poll Takeaways

Understand tension of poll systems:

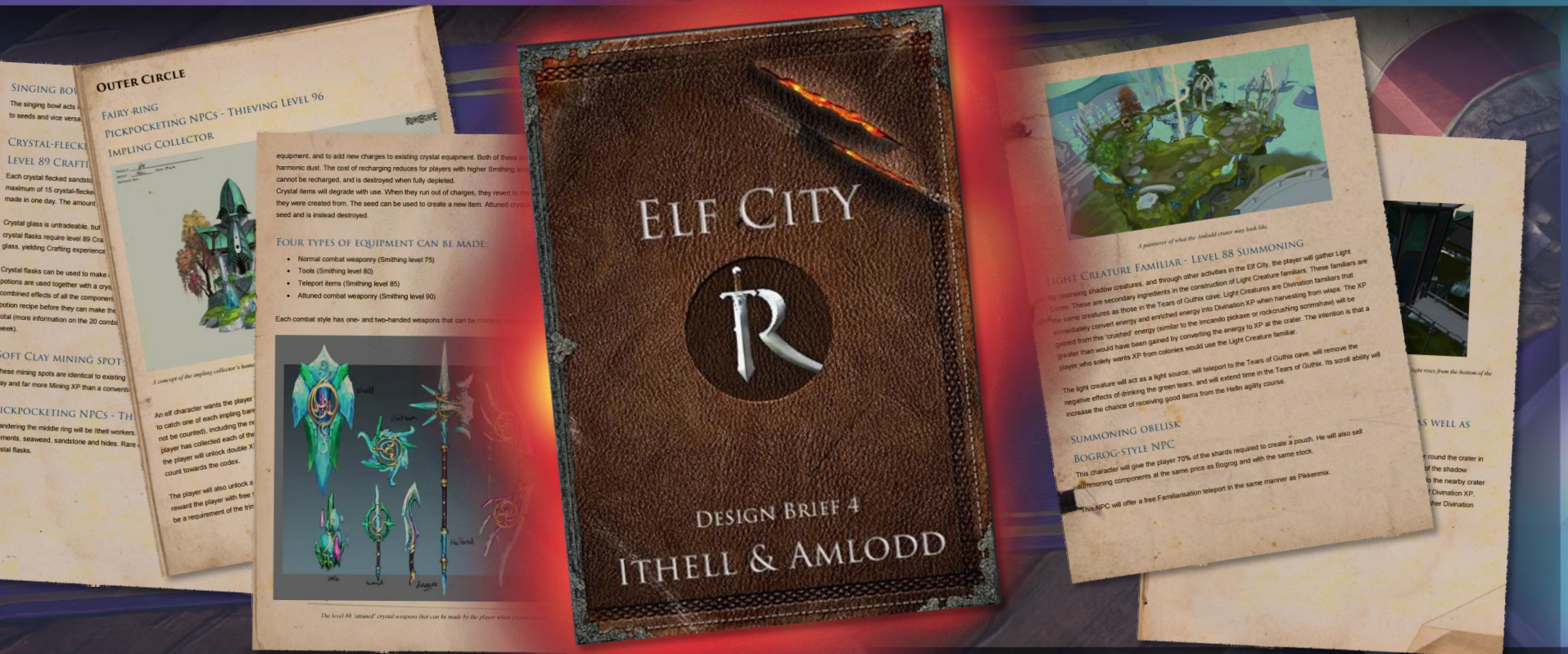
- Players want to vote on everything
- Players do not value everything

Strong engagement and retention

Cultural shift



Published Design Docs



Good Design Doc Practice

Choose update wisely

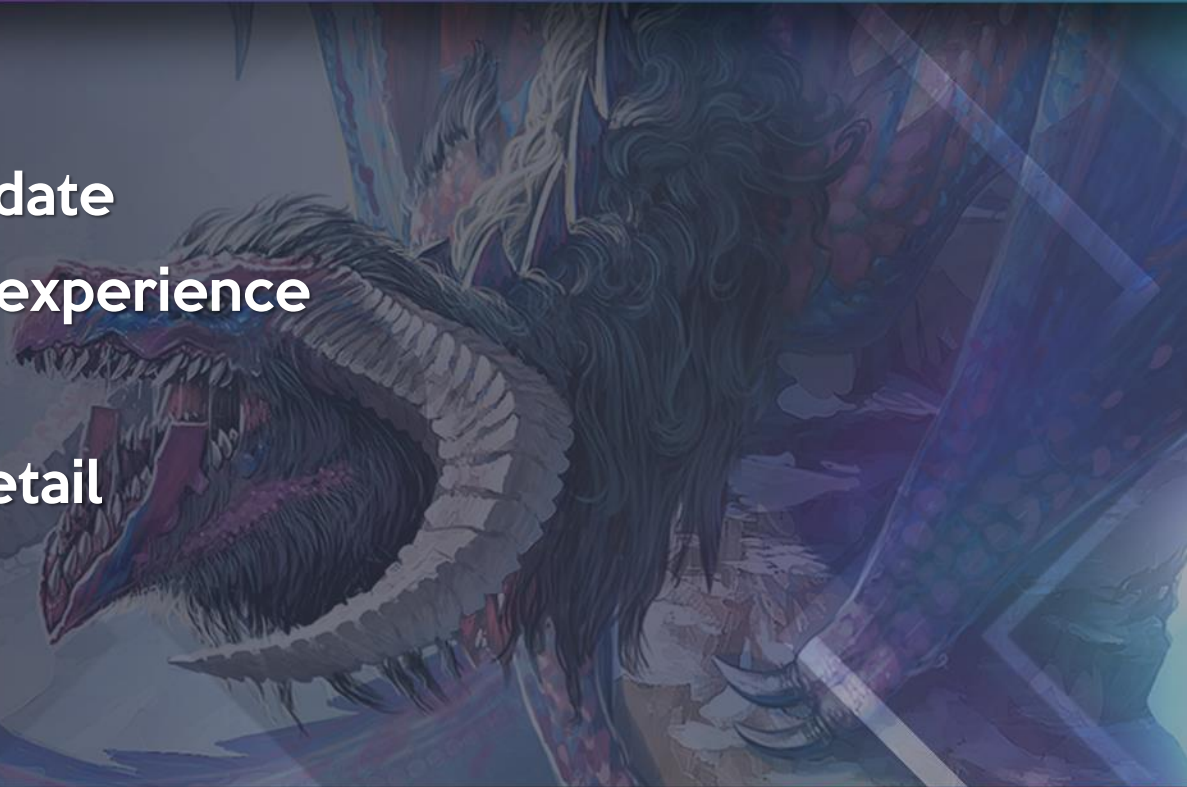
Be confident in the update

Focus on flow of user experience

Add reasoning

Understand level of detail

Video and text



Design Doc Flaws

Huge intensity of work

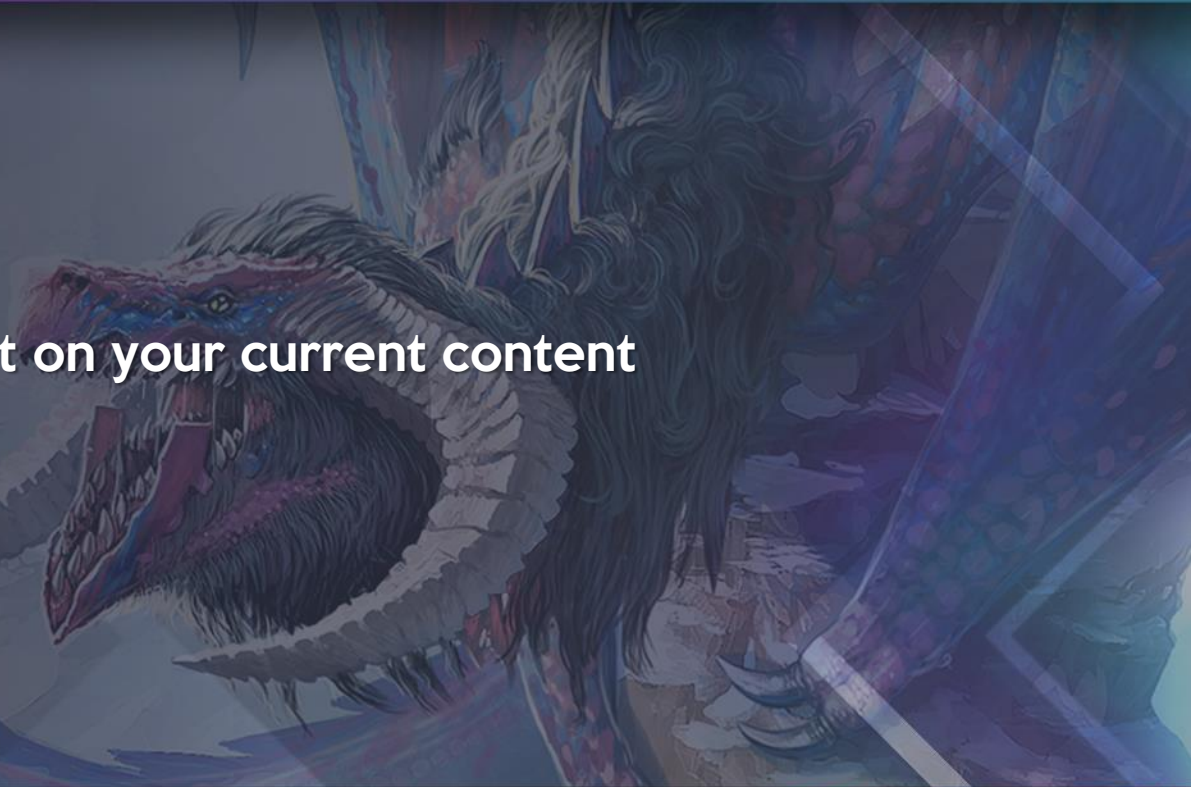
Delays development

Up-front design

Potential negative impact on your current content

Do not expect:

- Creative feedback
- A full deck of lenses



Design Doc Benefits

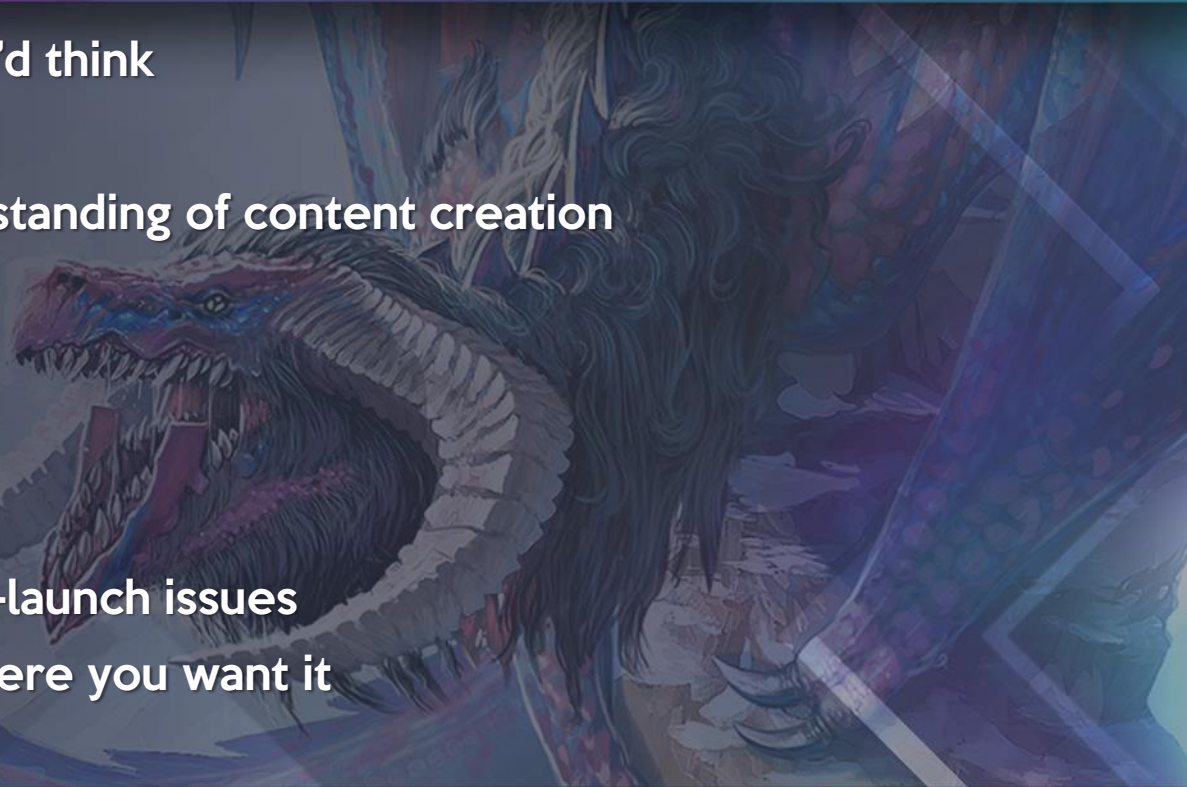
More participation than you'd think

Valuable feedback

More realistic player understanding of content creation

Release day is awesome:

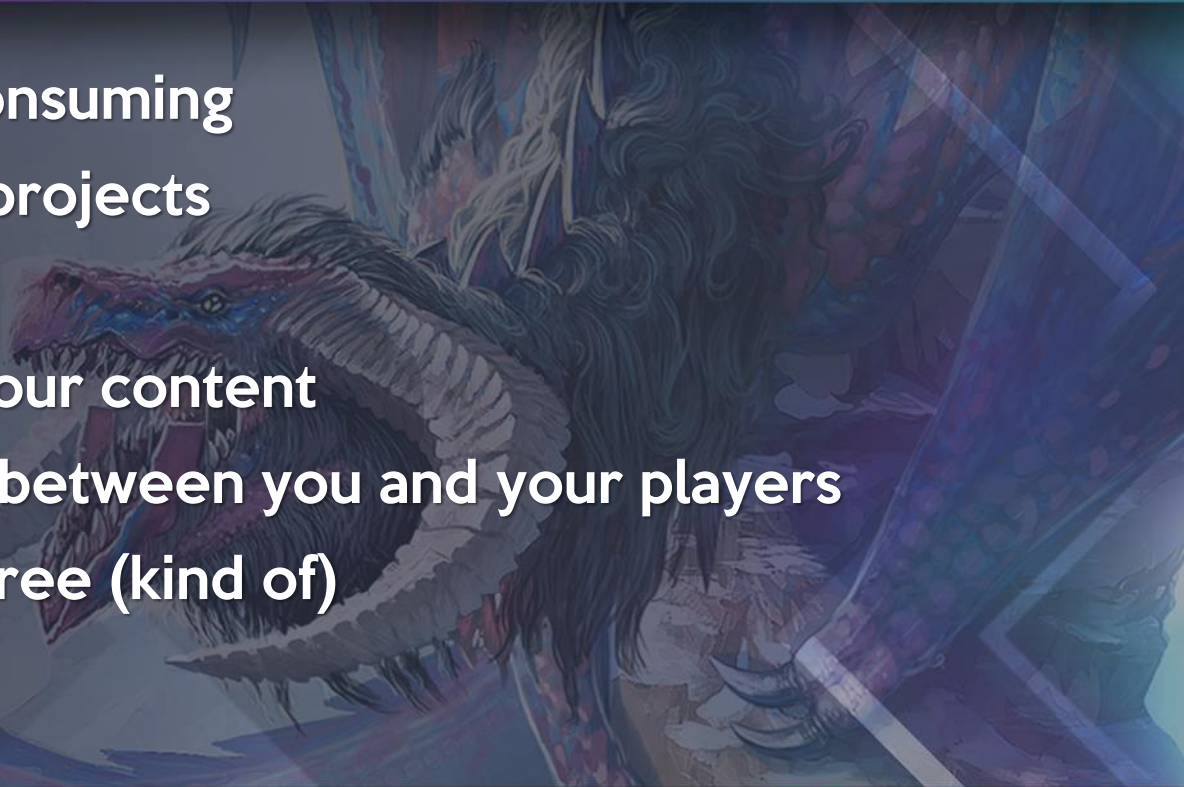
- Smaller expectation gap
- Reduced orientation
- Reduced chance of post-launch issues
- Directs conversation where you want it



Design Doc Takeaways

Expensive and time-consuming
Suits limited range of projects

Positive spotlight on your content
Improves relationship between you and your players
Release day is stress-free (kind of)



Fully Crowdsourced Game Design



RUNELABS

STEP 1

STEP 2

STEP 3

STEP 4

STEP 5



Runelabs

SUBMITTED IDEAS

Category			Date Added	Supporters ▼
	EASTERN LANDS SKILL PROGRESSION Helring		23-Feb-2016 at 13:43	266
	KHAN OF THE HILL MINI-GAME Farmer		23-Feb-2016 at 14:02	166
	SKILLING & KILLING SIREN Farmer		23-Feb-2016 at 14:12	152
	PORTS COMPANIONS IN THE ARC Helring		23-Feb-2016 at 11:38	81
	101 THINGS TO DO WITH A STICK OF BAMBOO Jon Stryder		23-Jan-2016 at 13:19	81
	FIRST CONTACT / GUTHIXIAN QUEST Avernix		23-Feb-2016 at 12:57	69



Good Runelabs Practice

Bring it ingame

Ensure fair and dynamic trending algorithms

Set acceptance criteria



Runelabs Flaws

Limited engagement:

- Submitting
- Upvoting

Appeals to specific subset

Generates specific ideas

- Fixes or improvements
- Sequels
- Fan fiction

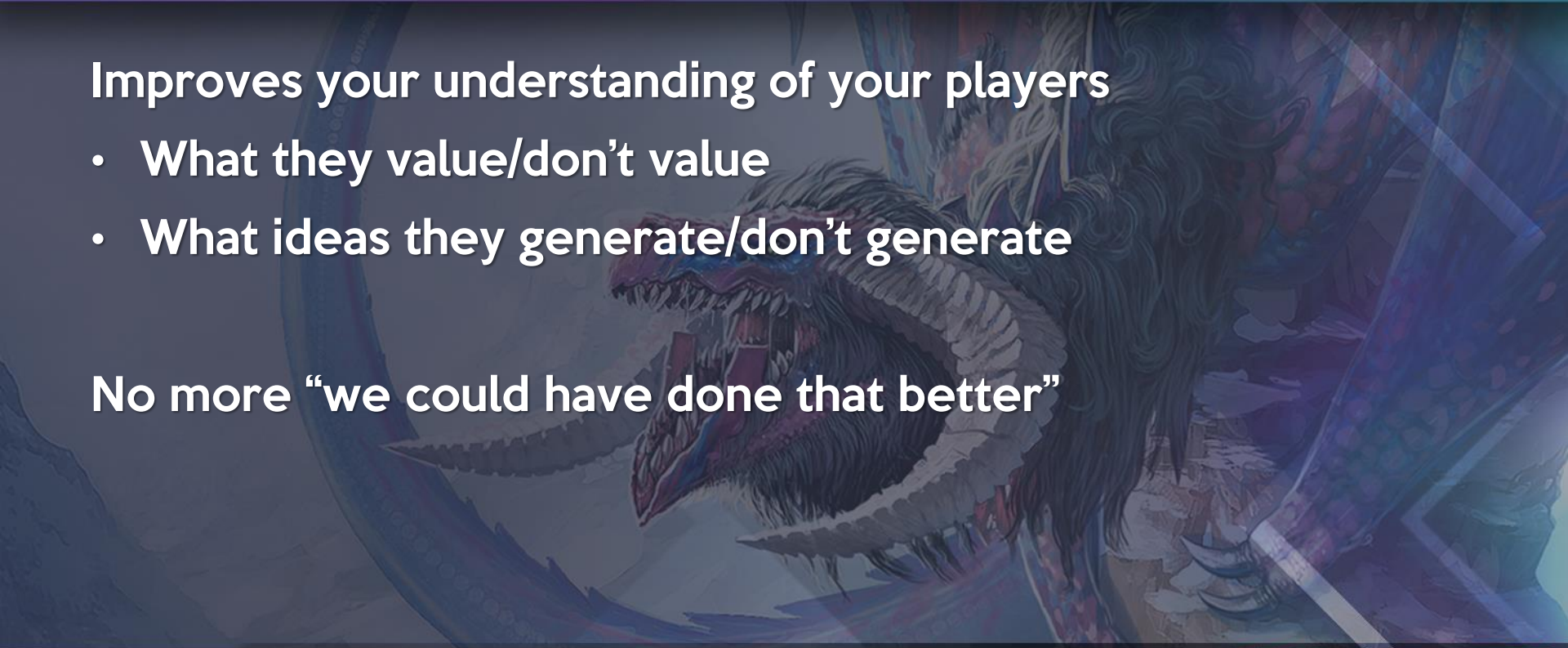


Runelabs Benefits

Improves your understanding of your players

- What they value/don't value
- What ideas they generate/don't generate

No more “we could have done that better”



Runelabs Takeaways

Core players not interested in designing their game

Creates tension:

- Small minority creating content
- For a majority that doesn't want it

Valuable ideas generated

Look to harness those ideas, maybe by other means

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Release Schedule Survey



* 16. Please choose the five updates that you would most like to play:

- | | |
|---|---|
| <input type="checkbox"/> Slayer - Level 120 or Elite Skill | <input type="checkbox"/> Worldwide Bosses |
| <input type="checkbox"/> Build-Your-Own PvP Automations | <input type="checkbox"/> Fossil Island |
| <input type="checkbox"/> Raids – Two More Bosses | <input type="checkbox"/> Menaphos |
| <input type="checkbox"/> High-risk Game Mode | <input type="checkbox"/> Agility Rework |
| <input type="checkbox"/> Shapeshifting Skill or Elite Skill | <input type="checkbox"/> Team vs. Team Raids |
| <input type="checkbox"/> Church/Guild of You | <input type="checkbox"/> God Wars Dungeon 2 |
| <input type="checkbox"/> Necromancy Skill or Elite Skill | <input type="checkbox"/> Mining and Smithing Rework |
| <input type="checkbox"/> Slayer Master Quest | <input type="checkbox"/> Sailing Skill or Elite Skill |
| <input type="checkbox"/> Graphical Improvement of Players | <input type="checkbox"/> Mystery Continent |
| <input type="checkbox"/> God Sagas | <input type="checkbox"/> Vampyre Quest Finale |
| <input type="checkbox"/> Underwater City | <input type="checkbox"/> Solo Boss |
| <input type="checkbox"/> New Game Client | <input type="checkbox"/> Rite of Passage Quest |
| <input type="checkbox"/> Fate of the Gods 2 | <input type="checkbox"/> Surface Construction |
| <input type="checkbox"/> Floor 61 of Daemonheim | <input type="checkbox"/> Skilling Boss |

Release Schedule Survey

Runelabs: **Harnesses creative players**

Runelabs: **Ensures a broad range of ideas**

Docs: **Understand expectations**

Docs: **Lowers cost as opposed to design doc**

Polls: **Increases engagement and player impact**

Polls: **More malleable contract with the players**

Takeaways

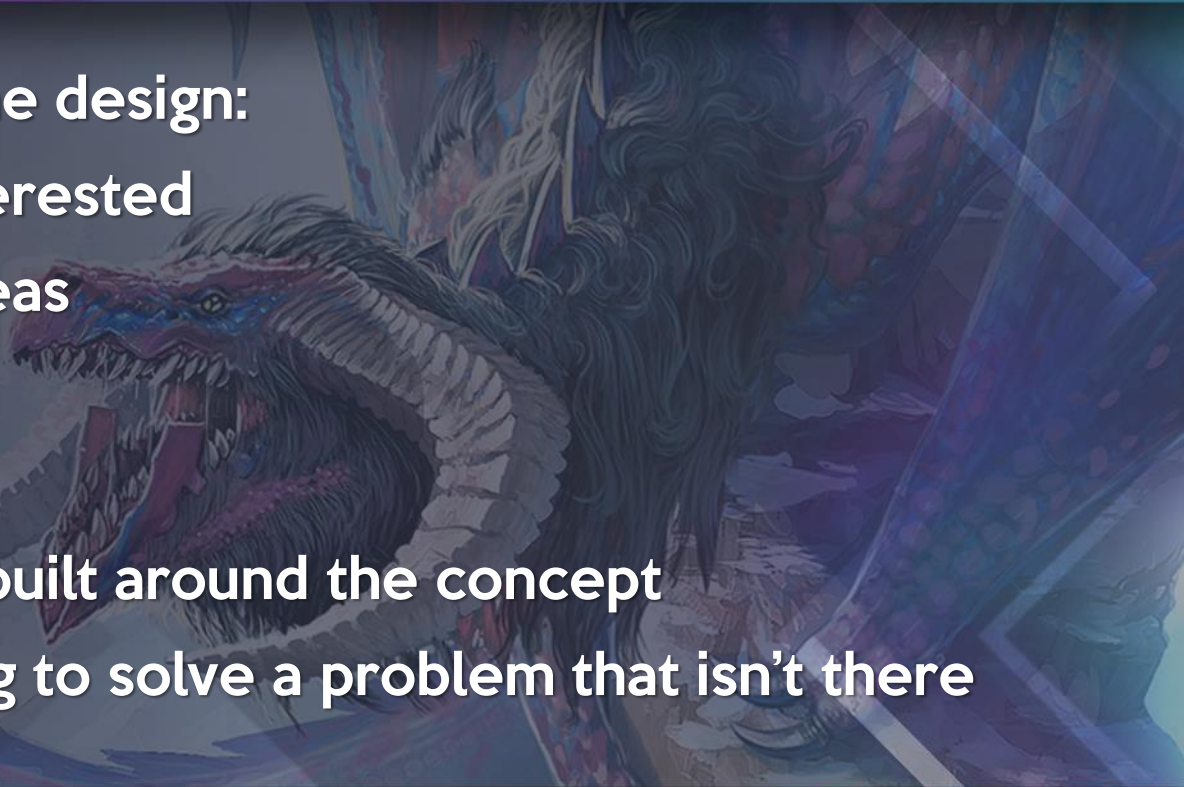
Crowdsourcing of game design:

- Limited number interested
- Limited shape of ideas

Could it be done?...

Perhaps, with a game built around the concept

But we would be trying to solve a problem that isn't there



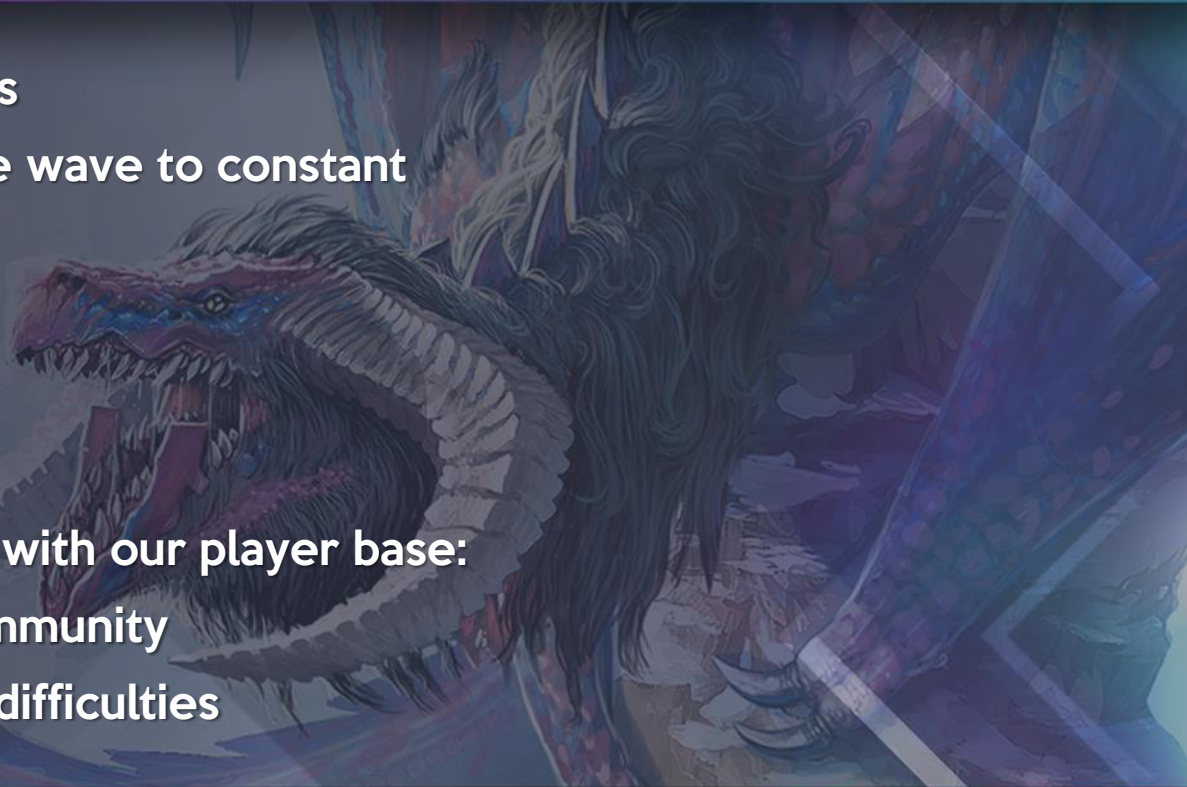
Takeaways

Bringing players into process

- More conversation – sine wave to constant
- Greater engagement
- Greater retention
- Focused release day

Cultural shift in relationship with our player base:

- They understand the community
- They understand design difficulties





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