



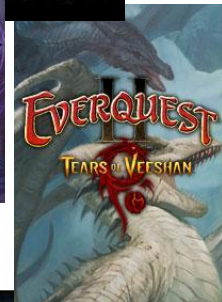
Tradeskills for Fun and ROI

"Who are these players and what do they want??!"

Emily C. Taylor
Daybreak Games

Who am I?

- Since 2007, shipped 11 AAA MMO titles:
 - 2 new launches, 9 expansions
- Roles: Game Designer, Senior Game Designer, Design Producer, Producer
- Daybreak Games; Sony Online Entertainment; Trion Worlds Ltd



Tradeskills for Fun and ROI

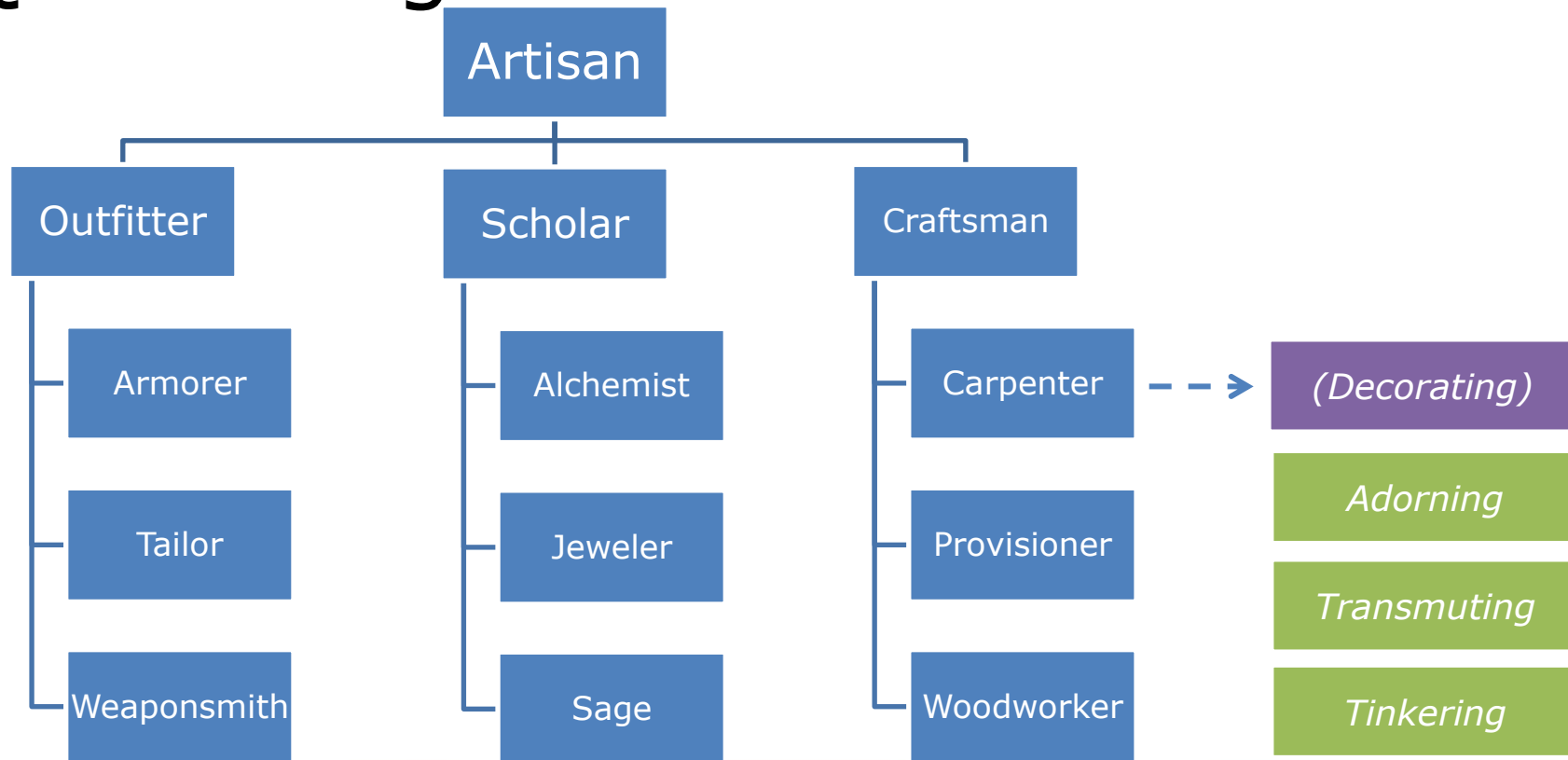


Who are they and what do they want?

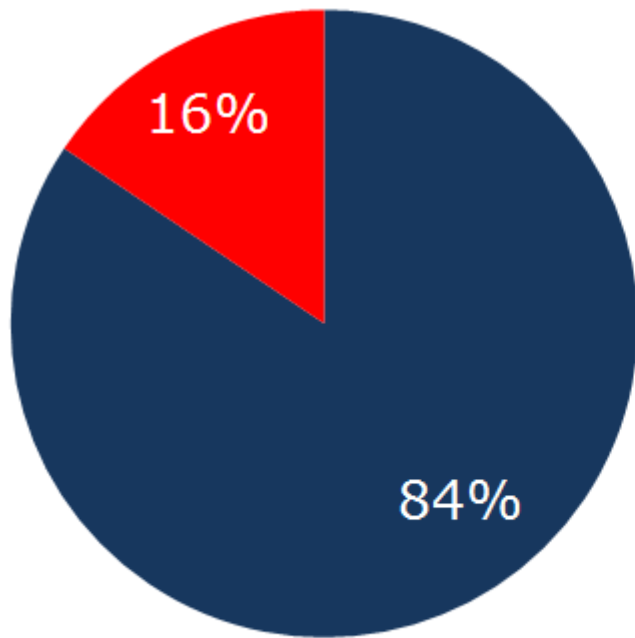




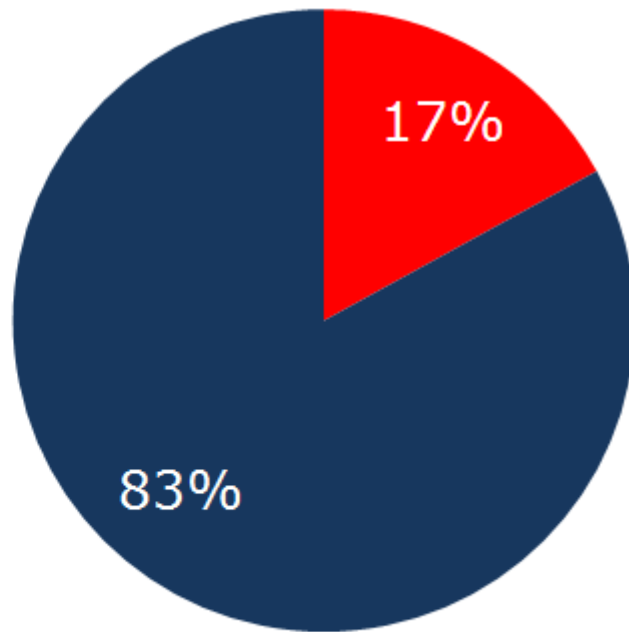
EQ2 crafting overview...



All active accounts



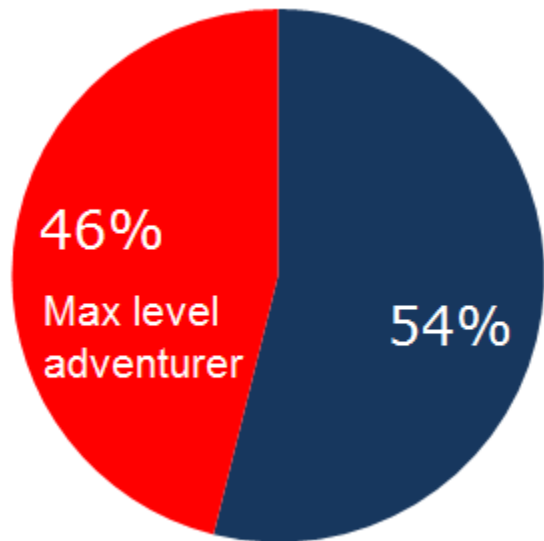
% of all active accounts
with a max level adventurer



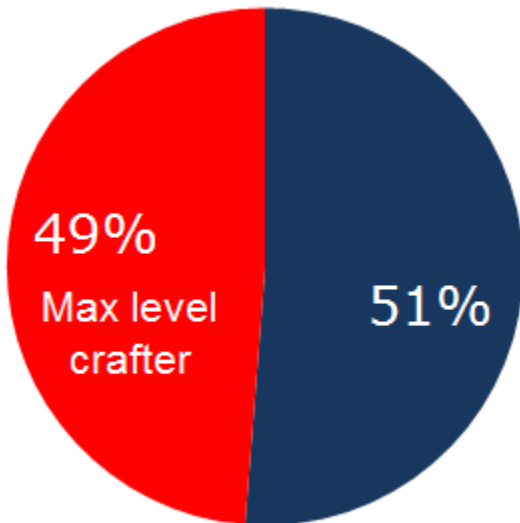
% of all active accounts
with a max level crafter

Active accounts = logged in at least 1 character on this account in past year

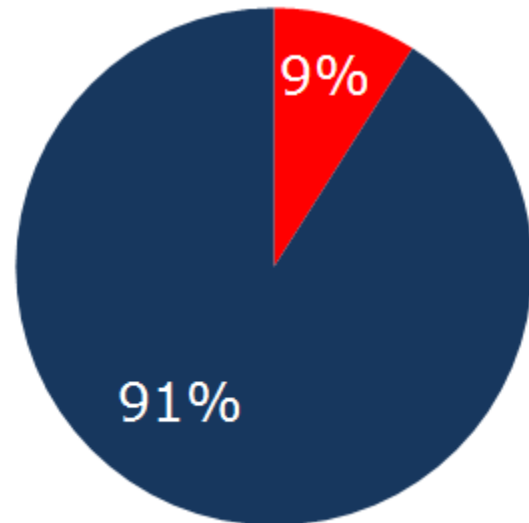
Accounts with a max level character



46% of max level accounts
have a max level adventurer



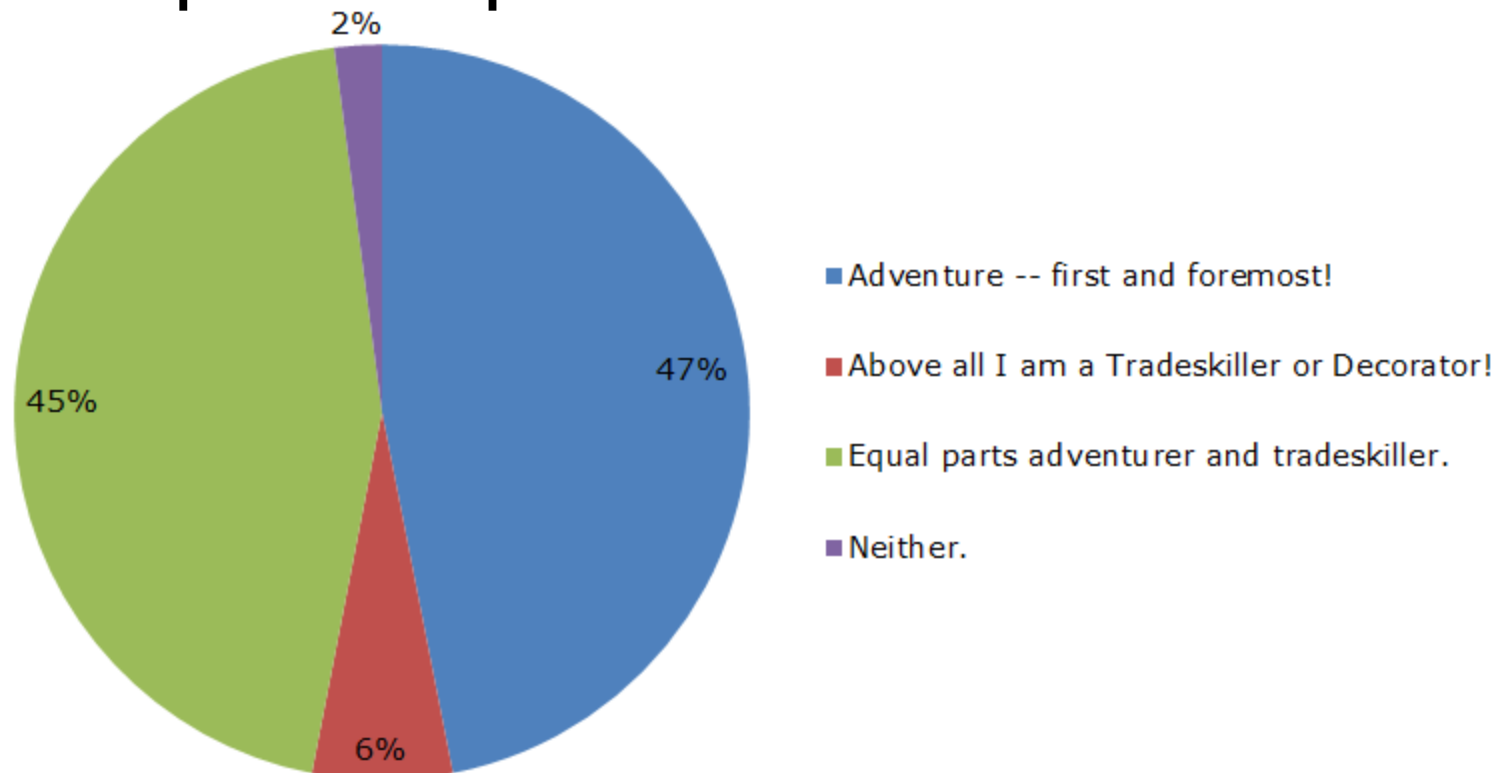
49% of max level accounts
have a max level crafter



9% of max level accounts have
ONLY a max level crafter

Current data, >1 year since level cap was raised

Self-reported preferences

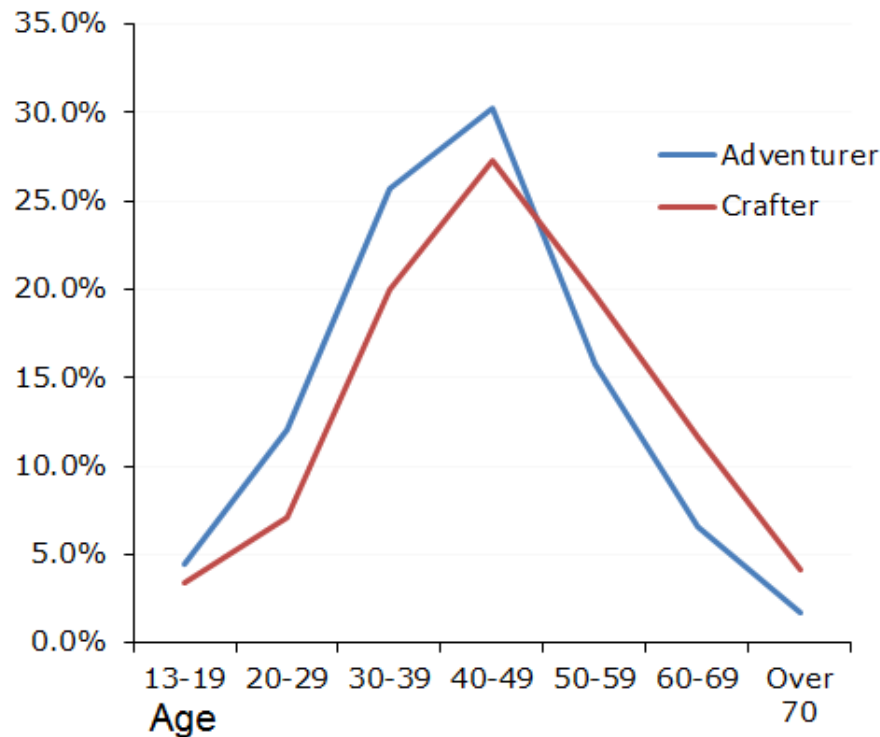


From in-game survey where players self-identified as primarily adventurers or primarily crafters

What does our average crafter look like?



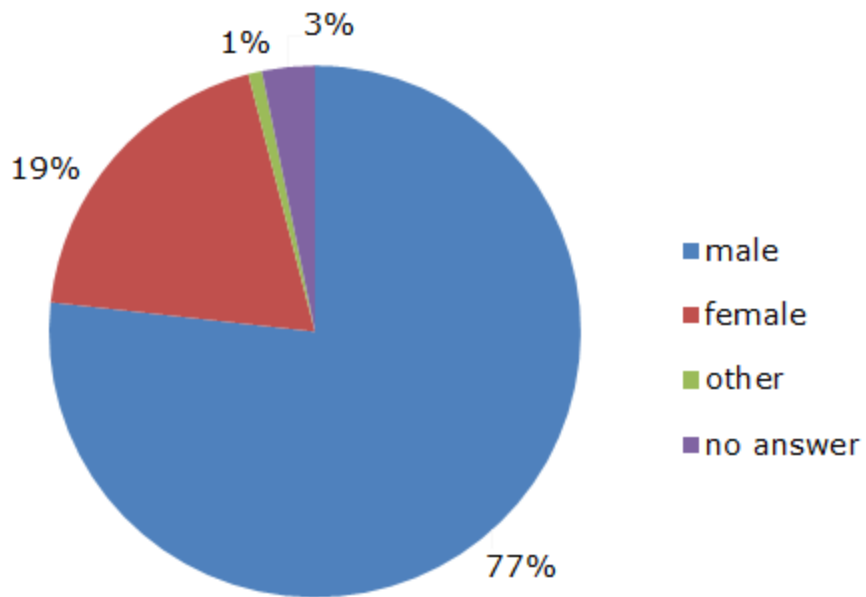
And now, some demographics!



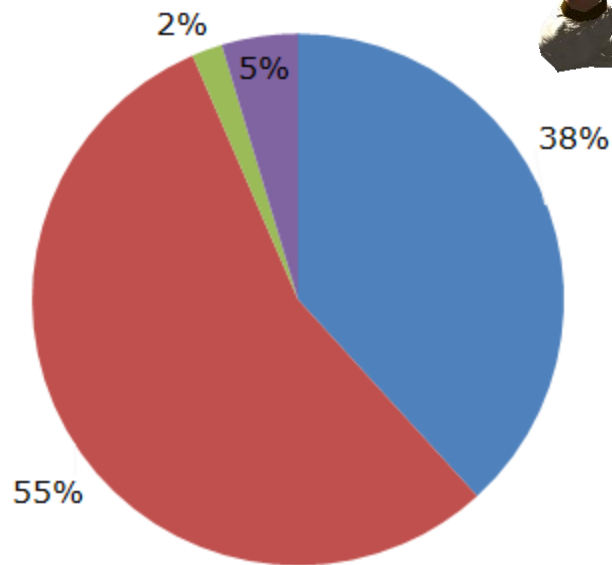
From in-game survey where players self-identified as primarily adventurers or primarily crafters



Adventurers

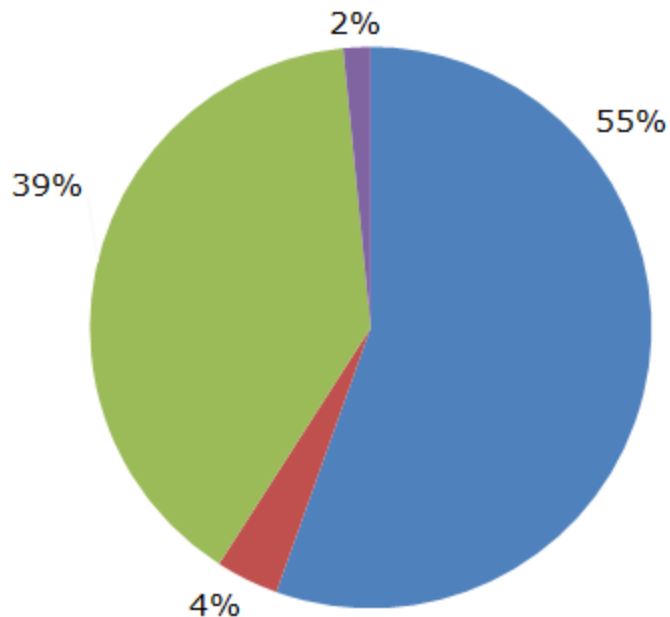


Crafters

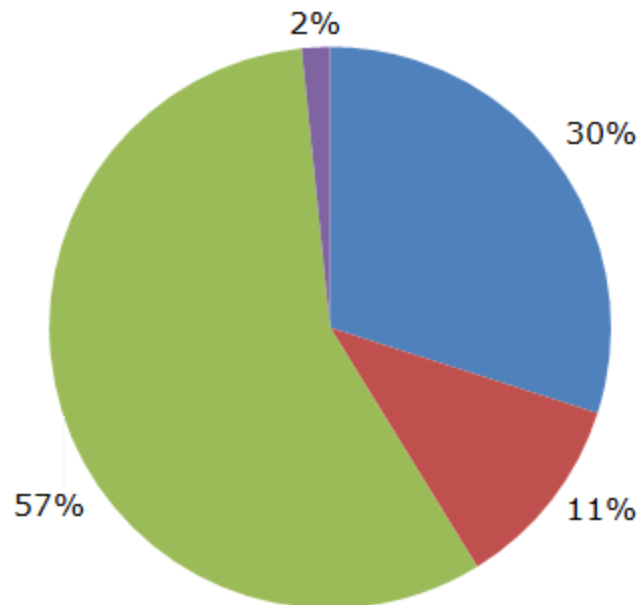


From in-game survey where players self-identified as primarily adventurers or primarily crafters

Male players



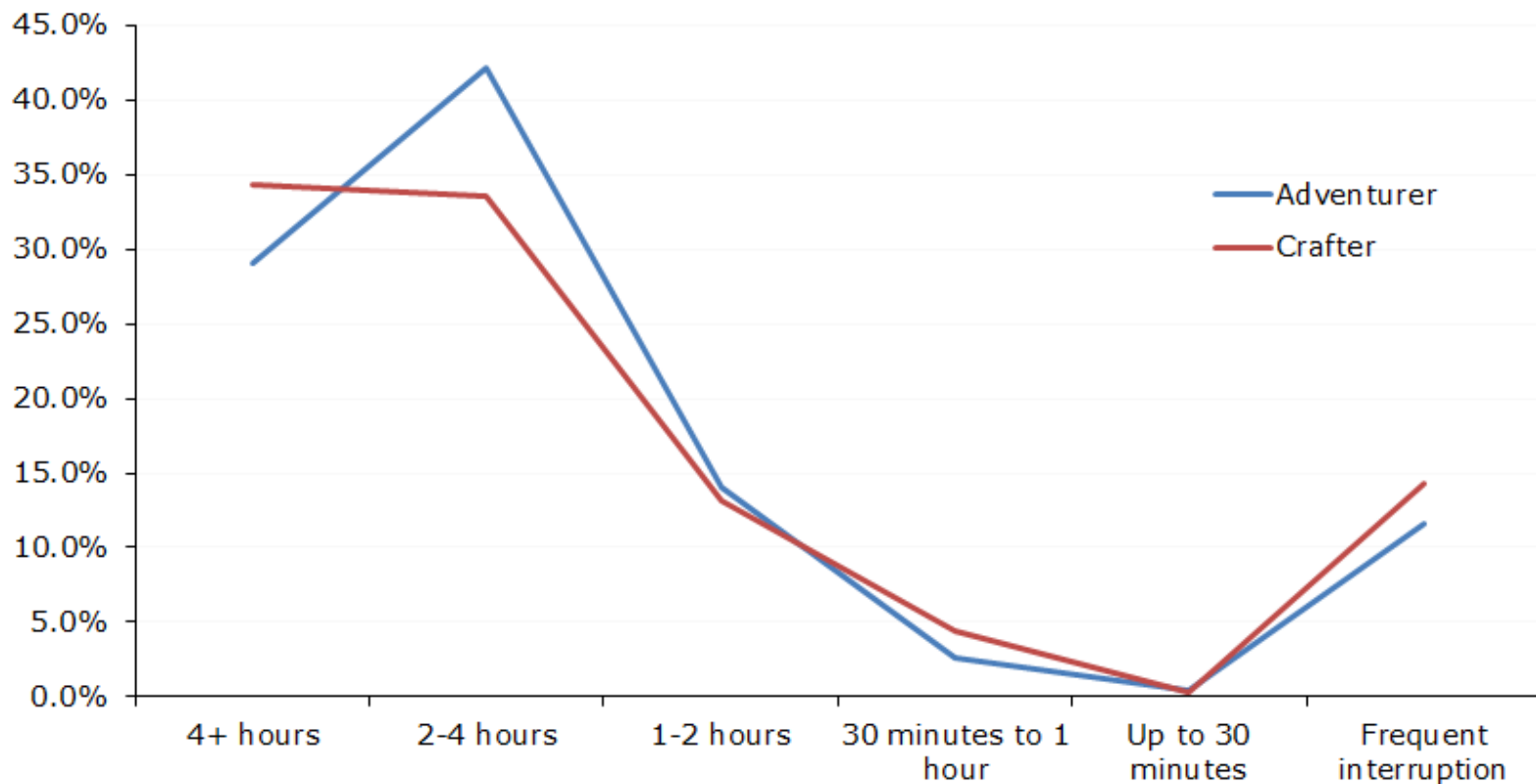
Female players



- primarily adventurer
- primarily crafter
- both
- neither

In total, 65% of players who answered the survey were male, 30% female

Session times



Our average crafter is...

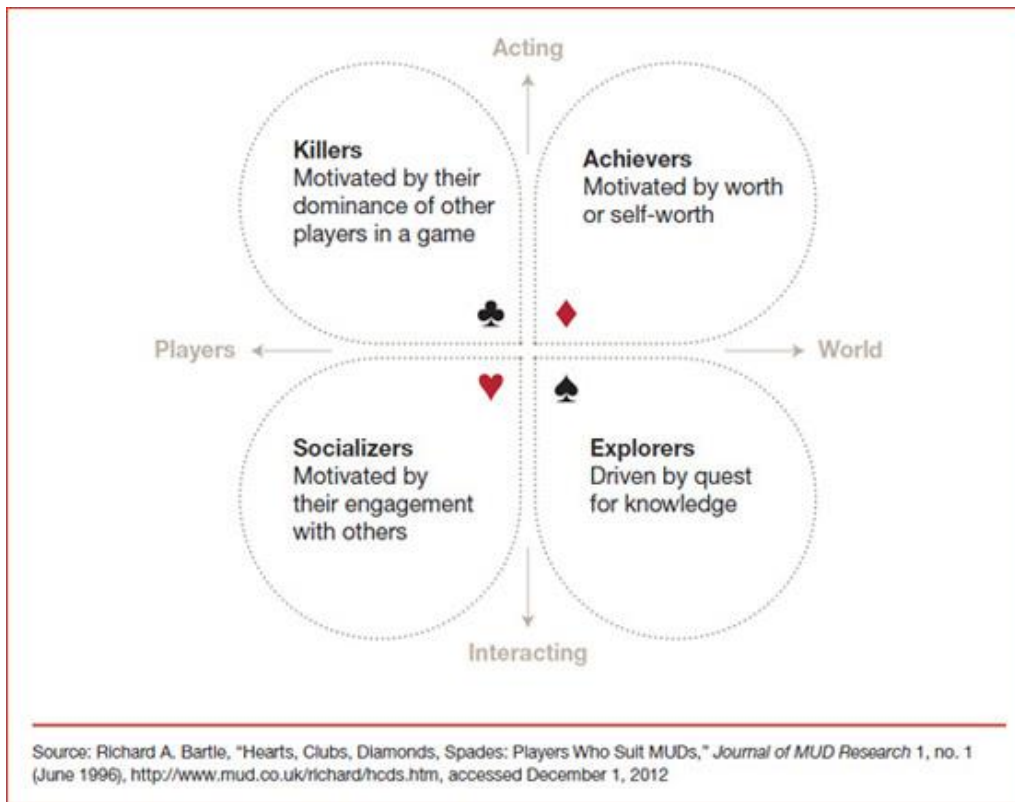


- More likely to be female
- More likely to be 40 or older
- Spending similar lengths of time in a play session as adventurers

What motivates these crafters?

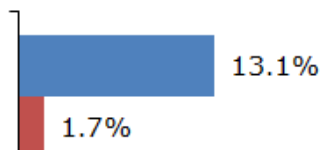


Bartle's taxonomy of player types

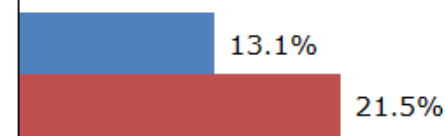


COMPETITORS

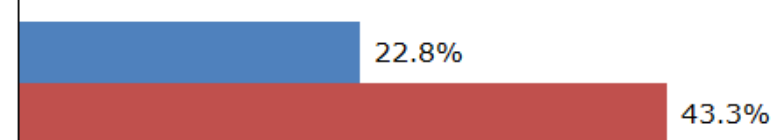
Competition and pitting myself against others. The game is a sport and I want to dominate.

**SOCIALIZERS**

Interacting with other players. What we do is less important than the friendships and experiences we have together.

**EXPLORERS**

Discovering areas, creating maps, finding hidden places, exploring the world, learning its secrets and lore at my own pace.

**ACHIEVERS**

I may go to great lengths to achieve rewards like levels, equipment, medals, things that show I am skillful and succeeding.



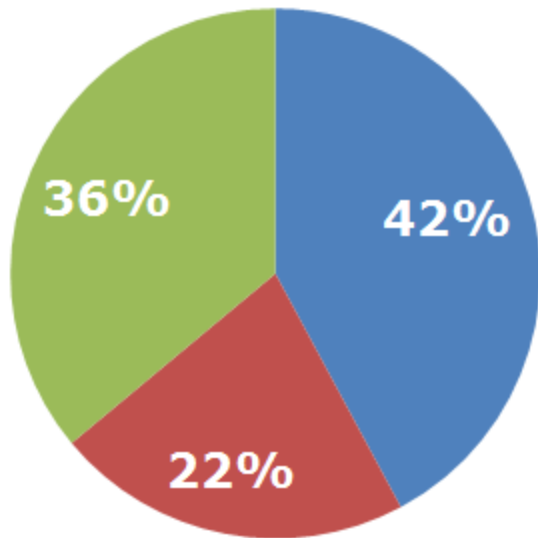
0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0%

■ Adventurers ■ Crafters

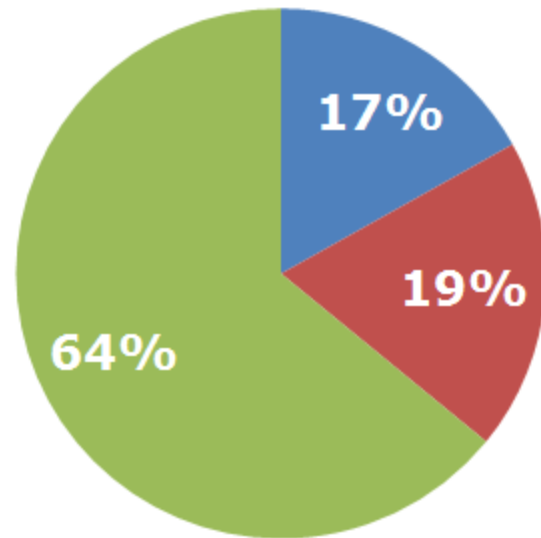
Nick Yee's motivations of play in MMORPGs

Achievement	Social	Immersion
Advancement <ul style="list-style-type: none">• Progress, Power, Accumulation, Status	Socializing <ul style="list-style-type: none">• Casual Chat, Helping Others, Making Friends	Discovery <ul style="list-style-type: none">• Exploration, Lore, Finding Hidden Things
Mechanics <ul style="list-style-type: none">• Numbers, Optimization, Min-Maxing Stats, Analysis	Relationship <ul style="list-style-type: none">• Personal Relationships, Self-Disclosure, Finding and Giving Support	Role-play <ul style="list-style-type: none">• Story Line, Character History, Roles, Fantasy
Competition <ul style="list-style-type: none">• Challenging Others, Provocation, Domination	Teamwork <ul style="list-style-type: none">• Collaboration, Groups, Group Achievement	Customization <ul style="list-style-type: none">• Appearances, Accessories, Style, Color Schemes
		Escapism <ul style="list-style-type: none">• Relaxing, Escaping from Real Life, Avoiding Real Life Problems

Adventurers

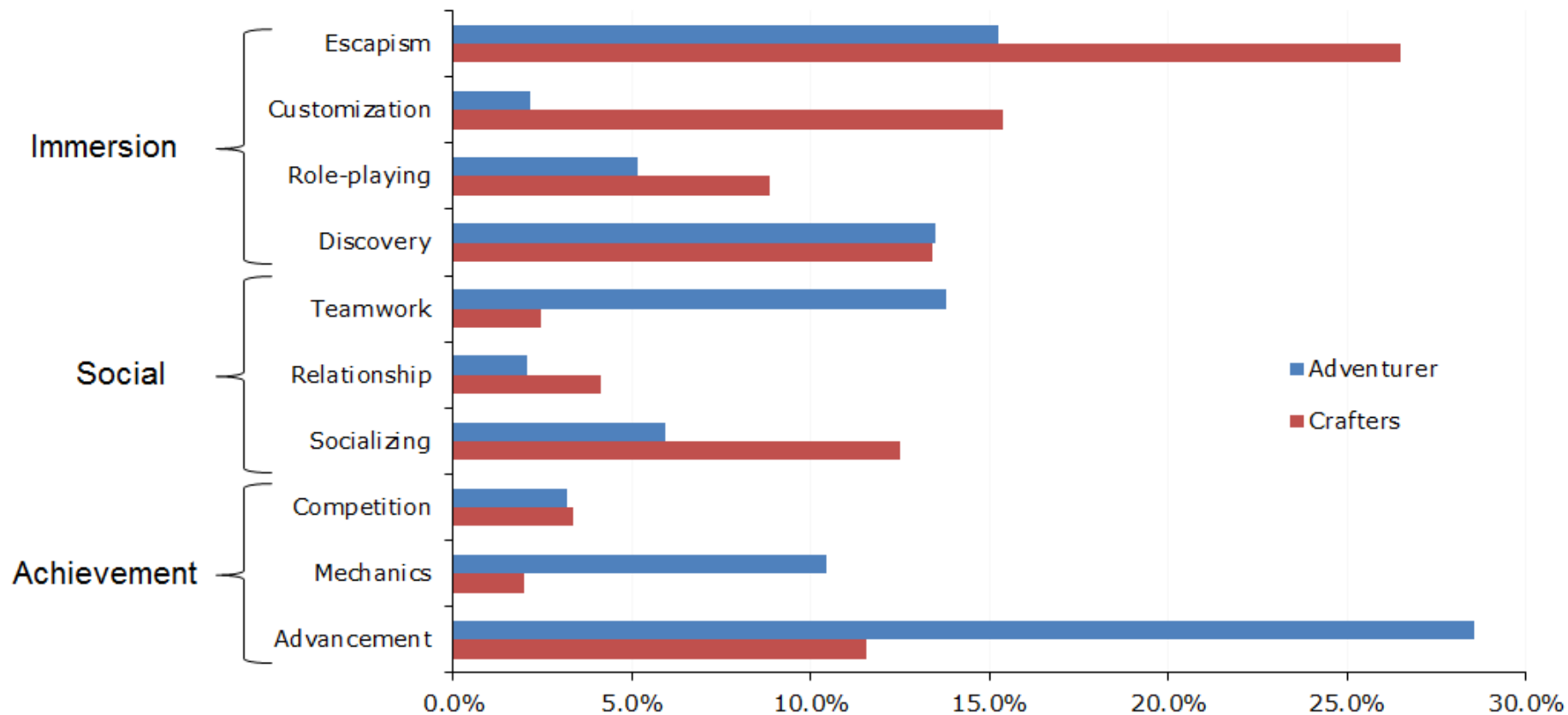


Crafters



■ Achievement
■ Social
■ Immersion

Summarized using Yee's high-level categories



What motivates our crafters?



- Highly interested in escapism
- Independent, self-sufficient
- Enjoy exploring the world at their own pace
- Disinterested in competition and combat
- Disinterested in min-maxing/number crunching
- Enjoy customization and roleplaying
- Enjoy showing off earned achievements and may pursue these just to have them
- More social than the non-crafters
- Not “casual” players; similar time commitment

What makes happy crafters?



Achievement (17%)

Advancement (12%)

- Progress, Power, Accumulation, Status

Mechanics (2%)

- Numbers, Optimization, Min-Maxing Stats, Analysis

Competition (3%)

- Challenging Others, Provocation, Domination

"Playing a game is the voluntary attempt to overcome unnecessary obstacles"

- Bernard Suits





- Give them visible ways to display achievements, such as earned titles, unique outfits and mounts, class items, access to unique content
- Reward achievement by in-game acknowledgement, NPCs recognizing when they have completed certain achievements, factions treating them with increasing respect
- Earn the ability to make desirable items that can't be obtained elsewhere

Social (19%)

Socializing (13%)

- Casual Chat, Helping Others, Making Friends

Relationship (4%)

- Personal Relationships, Self-Disclosure, Finding and Giving Support

Teamwork (2%)

- Collaboration, Groups, Group Achievement





- Facilitate social interactions – are there chat channels or areas specifically for crafters?
- Is it easy for crafters to sell/trade?
- Is it easy for people to find crafters?
- Give crafters ways to help adventurers and other players
- Ensure crafters have a clear reason for being, a particular thing they are needed for
- Draw clear lines around what items will be only crafted to ensure crafters always have a market

Immersion (64%)

Discovery (13%)

- Exploration, Lore, Finding Hidden Things

Role-play (9%)

- Story Line, Character History, Roles, Fantasy

Customization (15%)

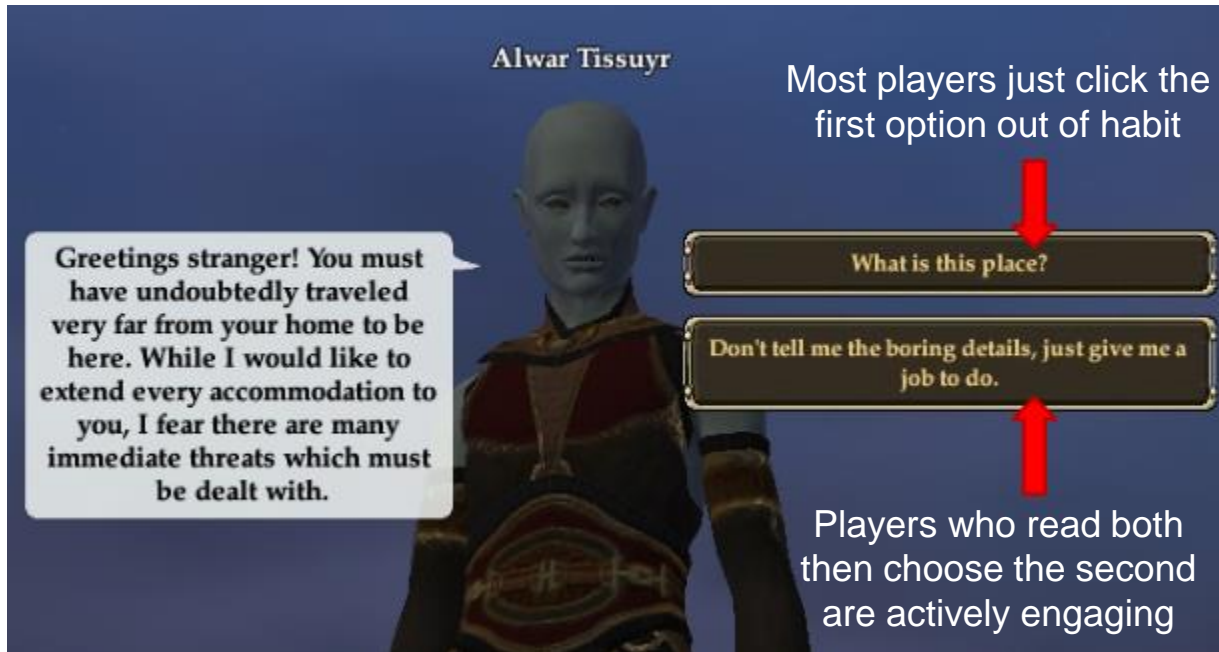
- Appearances, Accessories, Style, Color Schemes

Escapism (27%)

- Relaxing, Escaping from Real Life, Avoiding Real Life Problems

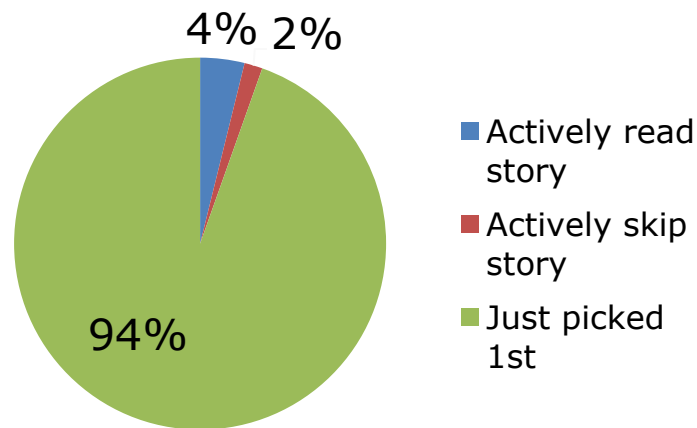


Interest in game story

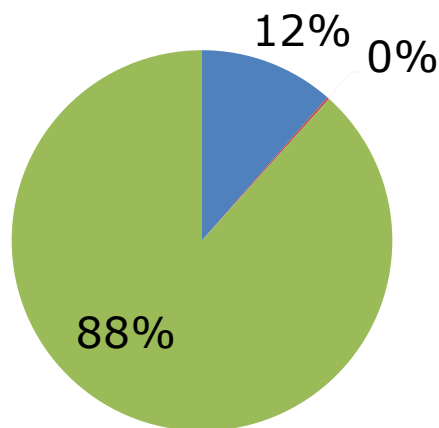


Interest in game story

Adventure quests



Crafting quests



Players doing adventure quests were only interested enough to actively read extra back story 4% of the time (2% of the time they actively avoided it)

Players doing crafting quests, however, almost never actively avoided the lore and 12% went out of their way to read extra story.



- Give them ways to learn the game's lore – they're interested!
- Get your crafters out of the crafting dungeons and lead them around the world! They like to explore, and they'll feel more attachment and belonging.
- Integrate them into the game's main story. Nobody wants to be an afterthought!

Crafters in EverQuest II...



- Solve mysteries
- Save lives
- Build giant robots
- Outfit armies
- Explore areas “too dangerous” for adventurers
- Meet gods
- Are heroes

Integration example!

- Palace of the Ancient One
 - Final chapter of The Shadow Odyssey expansion
 - Raiders – fight end-game raid boss, while NPCs fight servants
 - Groups – fight boss's servants, while NPCs fight the boss
 - We wanted a way for crafters to see this content also...



Case studies - successes



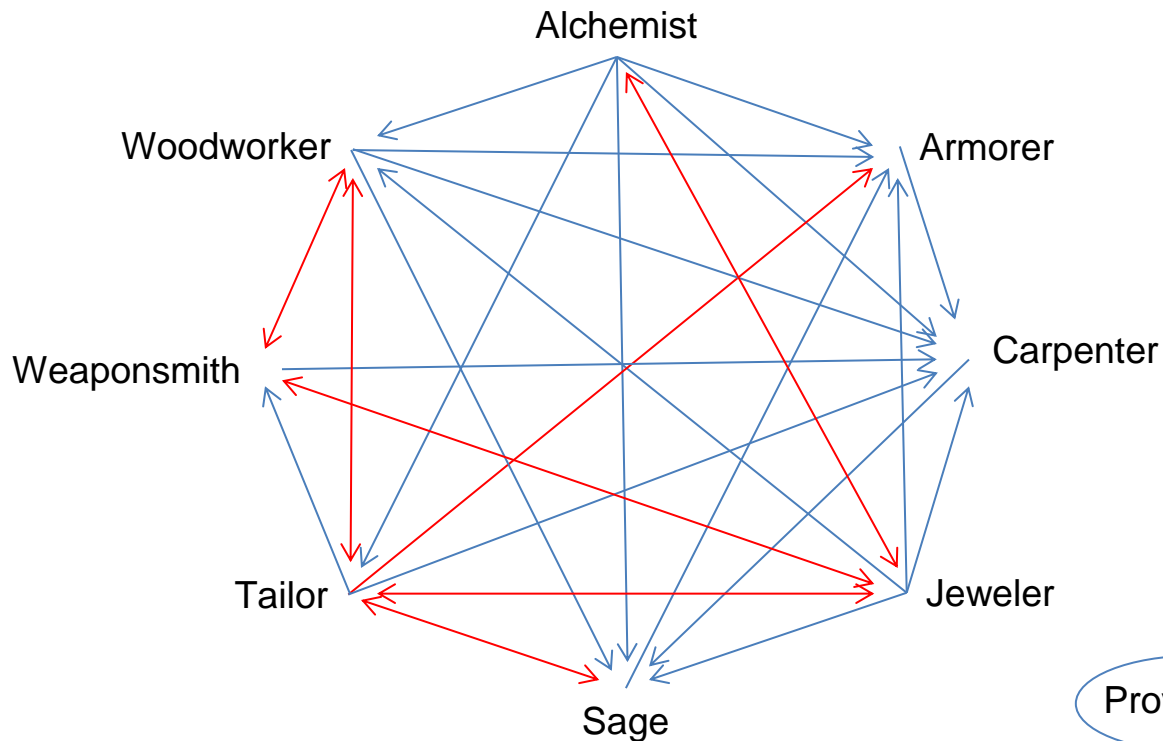
- Crafting quests
- “Signature” crafting quests and rewards
- Certain items only be crafted, never dropped, ensuring demand
- Default joining crafting chat channel on appropriate level
- Repeat contact from characters or factions

Case studies - less successful

- Minigame system for the crafting process
- Crafting NPC “guilds”
- Group crafting dungeons
- Overly complex dependencies between classes who relied on each other for subcombines



Class interdependence at launch



*I am
an
island!*

Provisioner

Why support these players?



Monetization

- Players who wouldn't otherwise be in your game at all
- Direct monetization opportunities
- They are more social than non-crafters, and more interested in helping others
- Social connection increases retention even for players who don't list it as important. This benefits ALL your players, not only crafting oriented players.
 - Isolated players are 3.5x more likely to quit.*

Monetization opportunities

Bonus XP and
50% off sale
Dec 31 - Jan 4

— Adventure
potion
— Crafting
potion

20-Dec-15
21-Dec-15
22-Dec-15
23-Dec-15
24-Dec-15
25-Dec-15
26-Dec-15
27-Dec-15
28-Dec-15
29-Dec-15
30-Dec-15
31-Dec-15
1-Jan-16
2-Jan-16
3-Jan-16
4-Jan-16
5-Jan-16
6-Jan-16
7-Jan-16
8-Jan-16

Bonus XP
Jan 29 - Feb 1

25-Jan-16
26-Jan-16
27-Jan-16
28-Jan-16
29-Jan-16
30-Jan-16
31-Jan-16
1-Feb-16
2-Feb-16
3-Feb-16
4-Feb-16
5-Feb-16

Do you want these players in your game?

Benefit = Entry fee + Increased Retention(All Players) + Additional Monetization
- Design Costs - Time



Crafting in your game?

Reminder: we have been looking at extremes and averages – every player is slightly different, and not every player likes the same things!





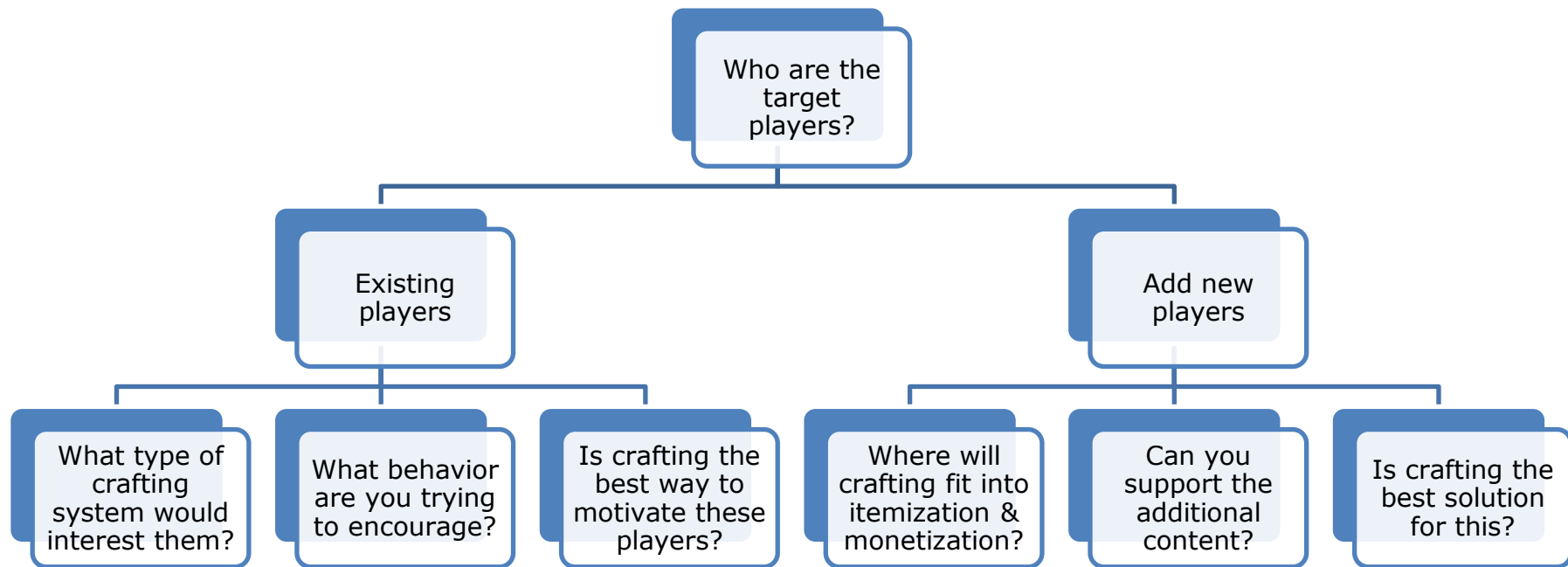
Pastime

Job

Lifestyle

- Downtime activity
 - Self-sufficiency
 - Achievement
-
- Make profit
 - Trade/social circles
-
- An identity
 - Sense of purpose
 - Immersion

Should you add crafting systems?



Thank you!

