



Data Informed Decisions with the Champions of League of Legends

Nathan Blau
Gameplay Insights Lead @ Riot Games

GAME DEVELOPERS CONFERENCE

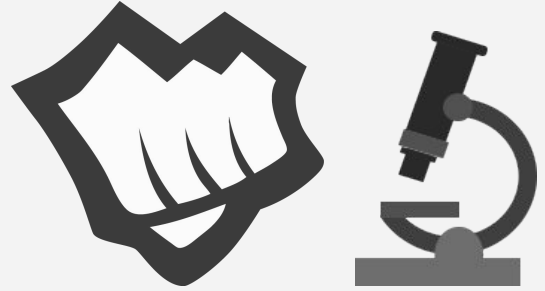
MARCH 18–22, 2019 | #GDC19



Riot Games

Champion Insights

Nathan 'Blaustoise' Blau



My favorite champion
is **Yasuo**!



Welcome to **Champion Insights**



Characters are everywhere in games



Characters matter to **Players**



What can this data inform for **your game** or studio?



Current/future game



Creatives



Games w/ same IP



Publishing

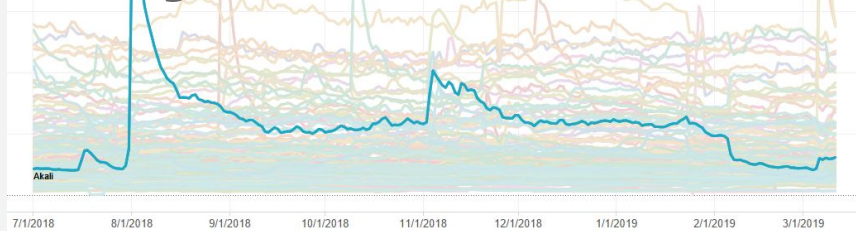


Rosters with new IP

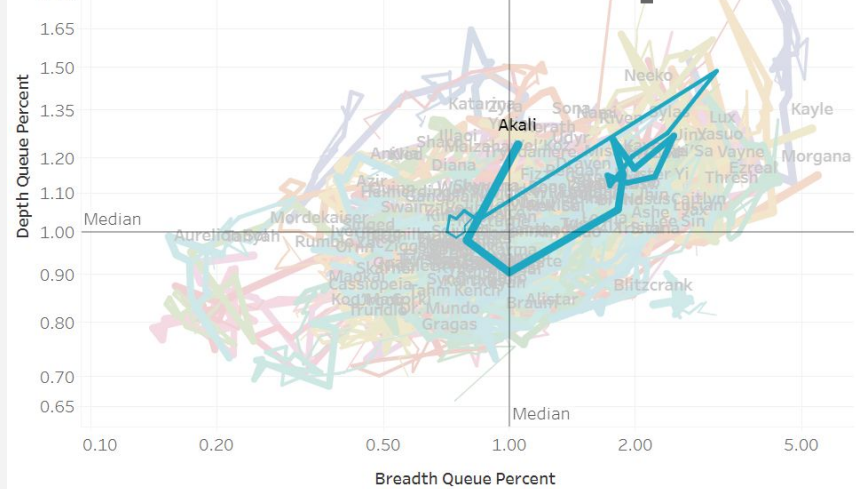


Physical Merch

Playrate over time

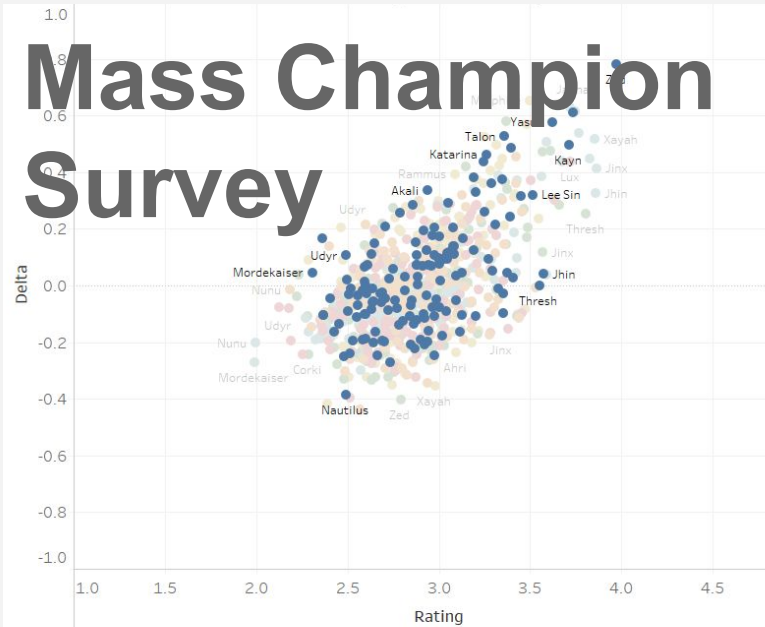


Breadth vs Depth



3 **data sets** to cover today

Mass Champion Survey



A detailed illustration of a female ninja character with long dark hair, a green headband, and a green mask covering her eyes. She has intricate orange and black tattoos on her right arm and shoulder. She is wearing a purple and green outfit and is holding a large, curved blade. The background is dark and atmospheric, with hints of traditional Japanese architecture and falling petals.

PLAYRATE JOURNEY

What happens when a Ninja joins
a **KPop Group**?



What's a **Champion Update**?

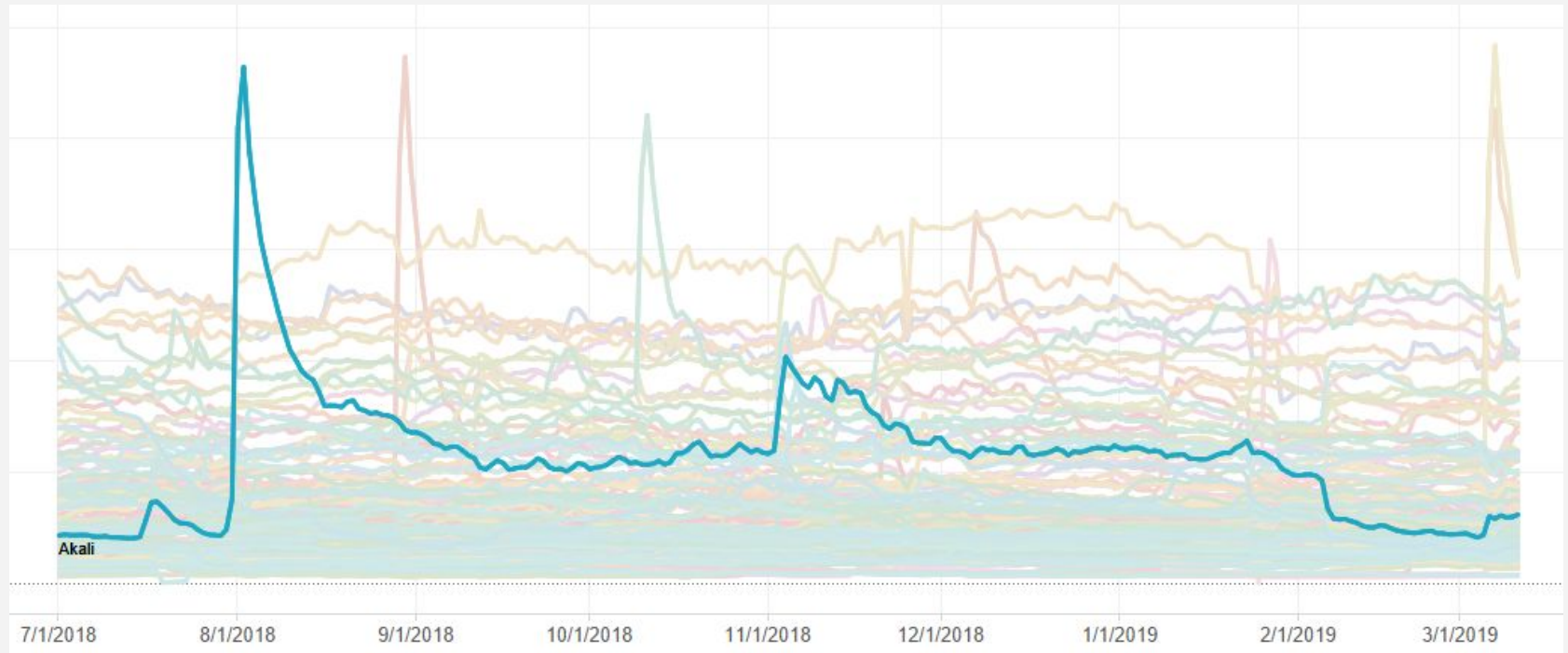
Old



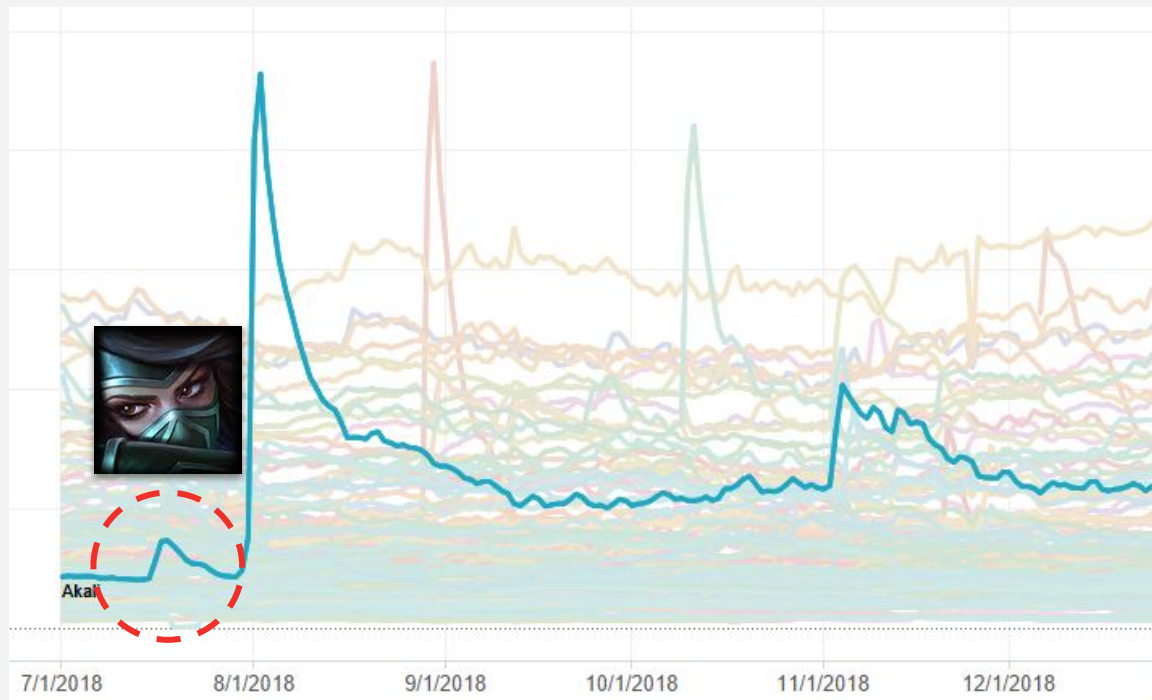
New



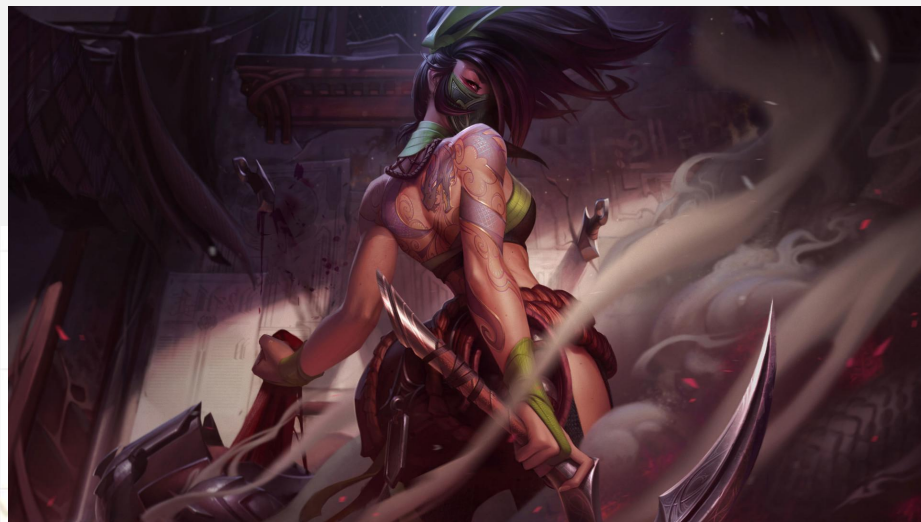
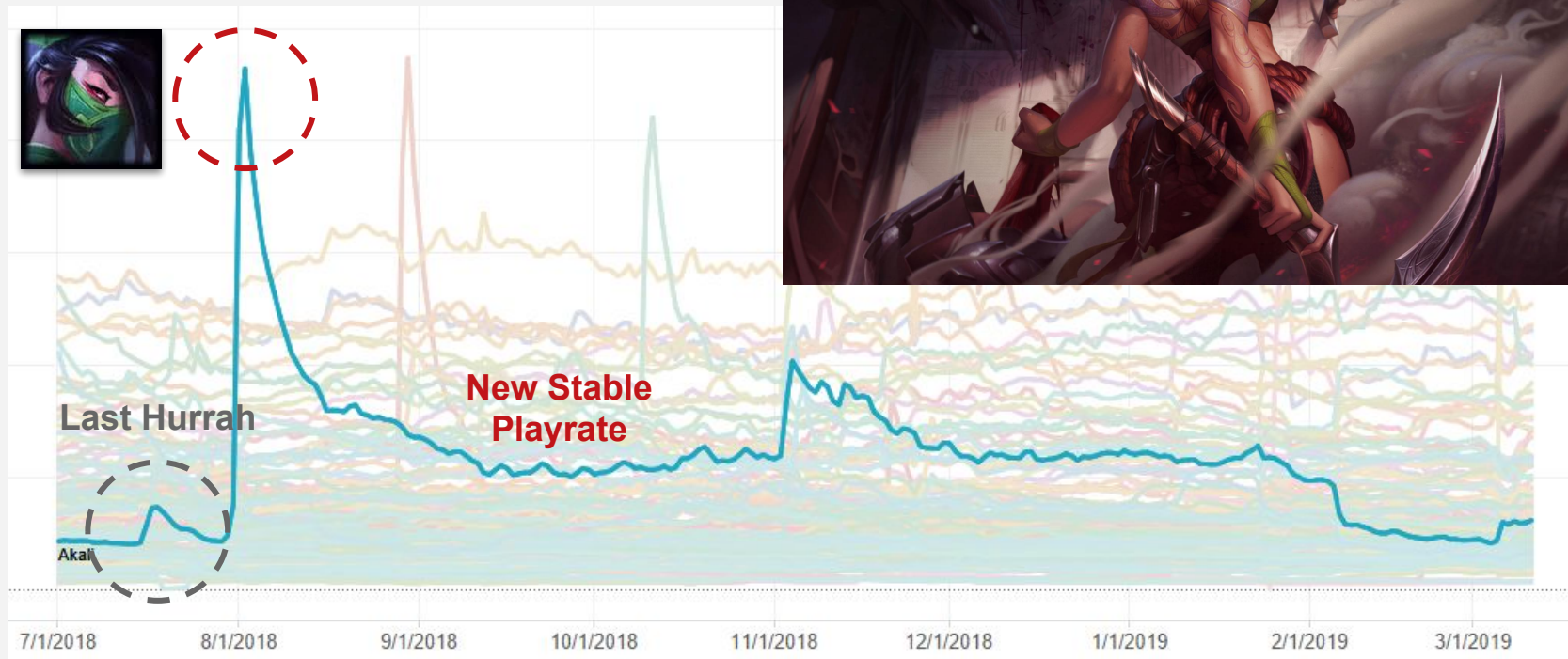
Playrate Journey - Akali



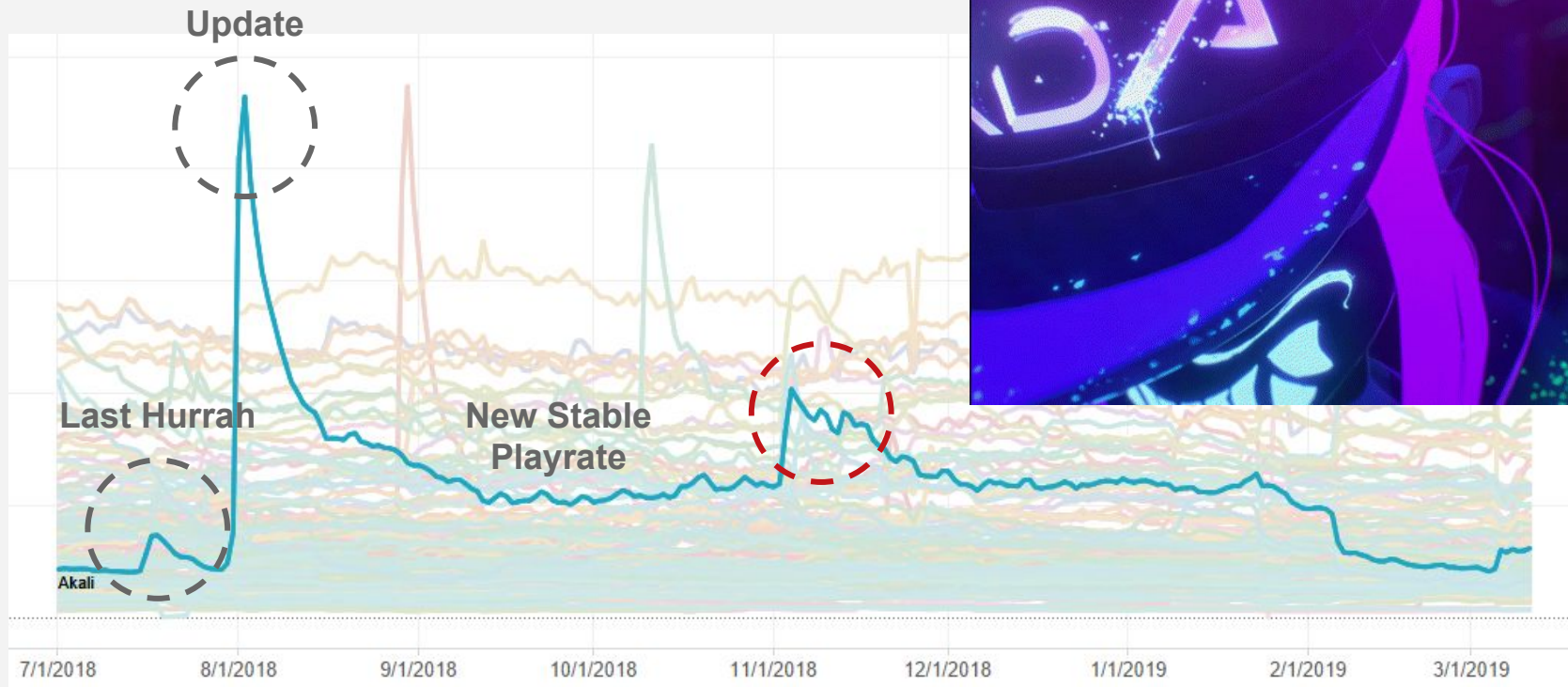
Last Hurrah



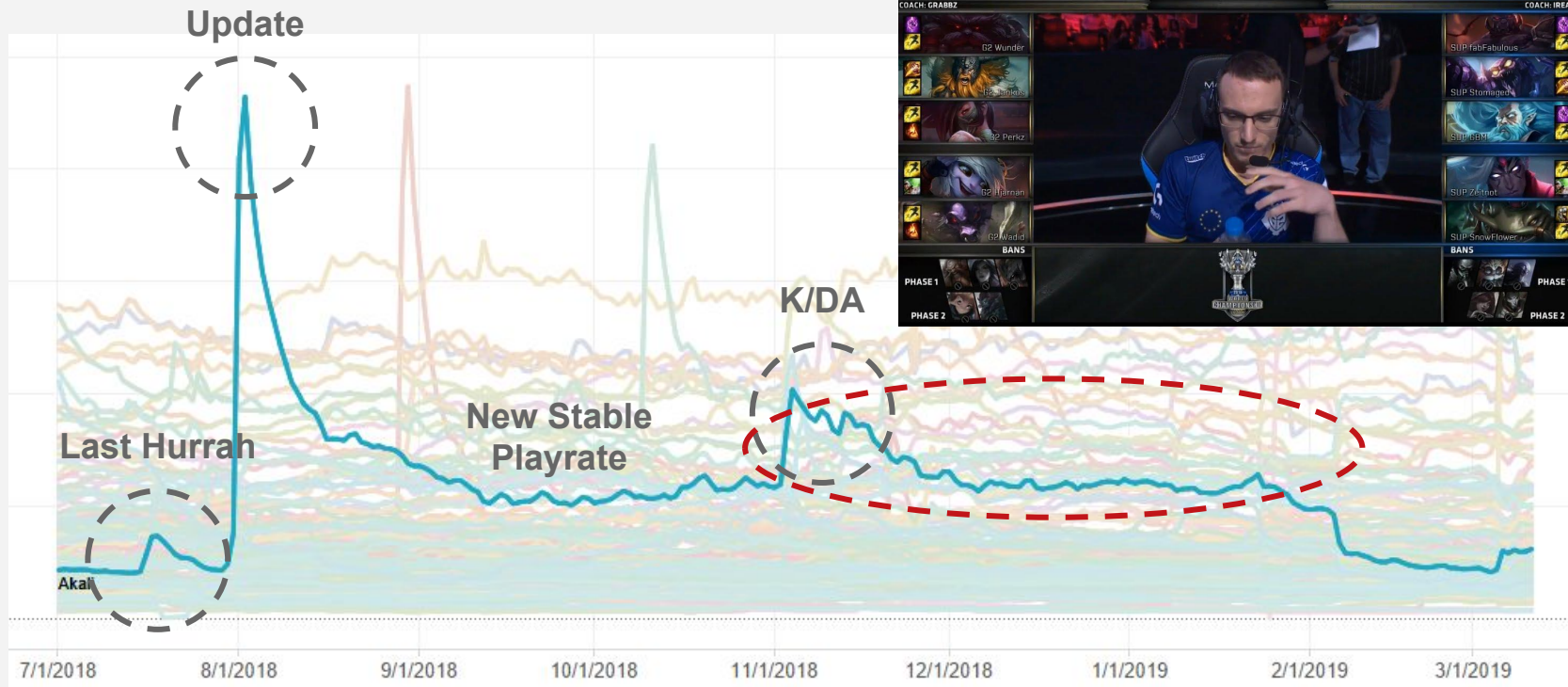
Akali Update



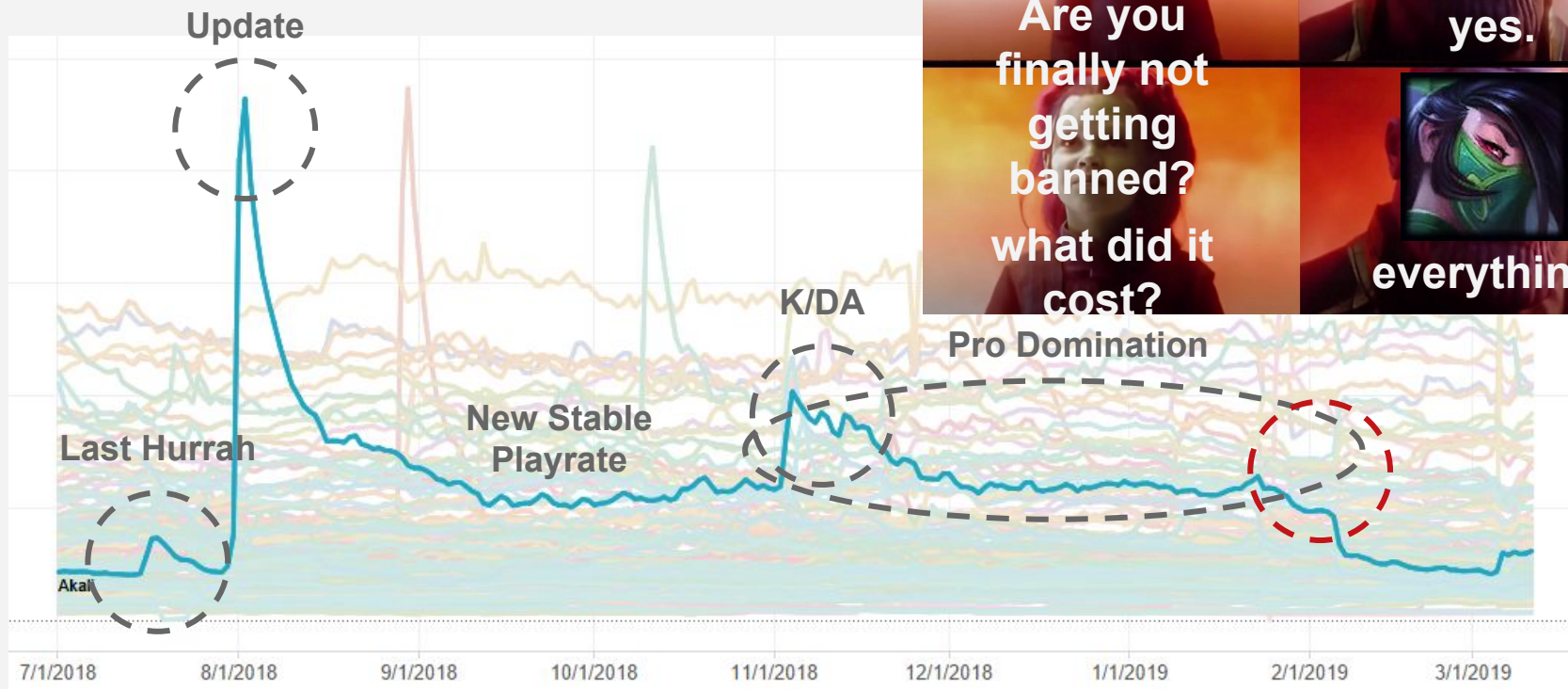
K/DA Akali



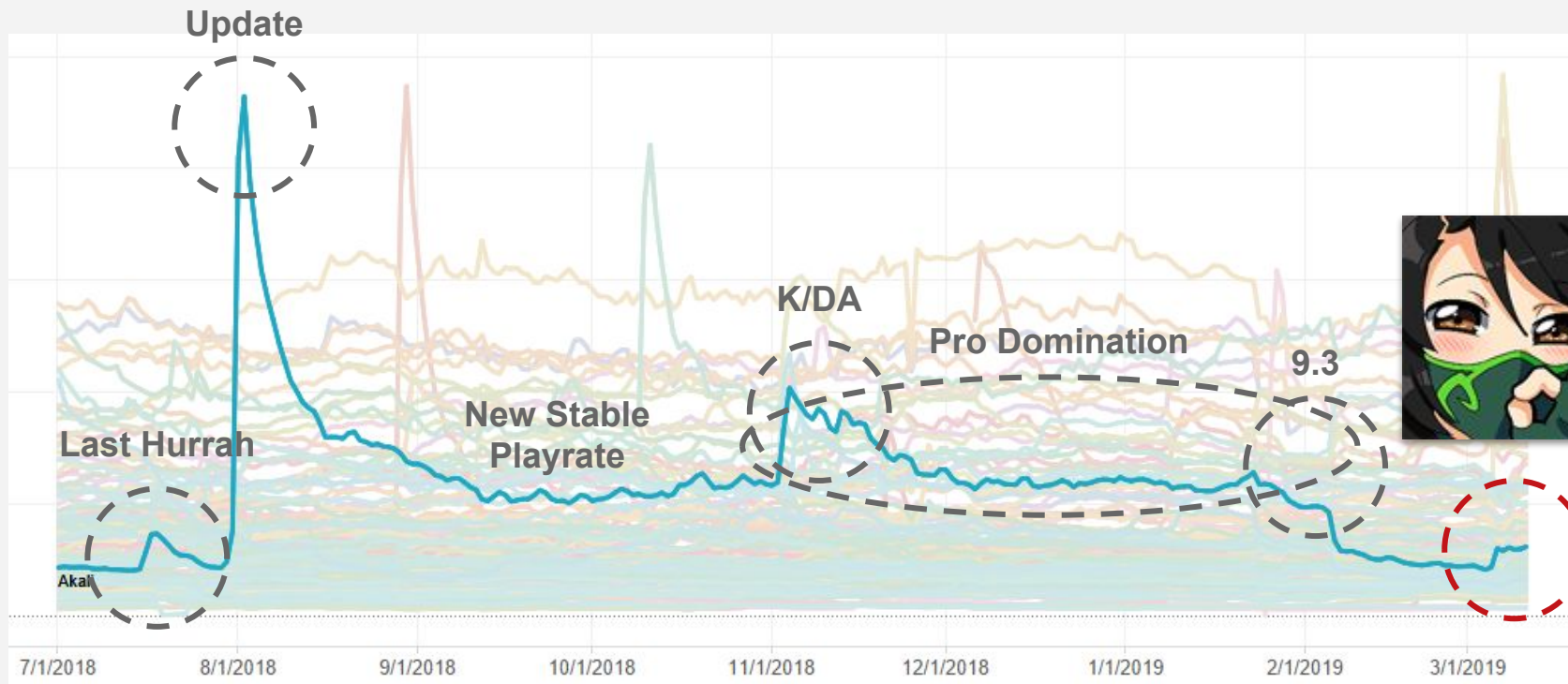
Playrate Journey - Pro Play



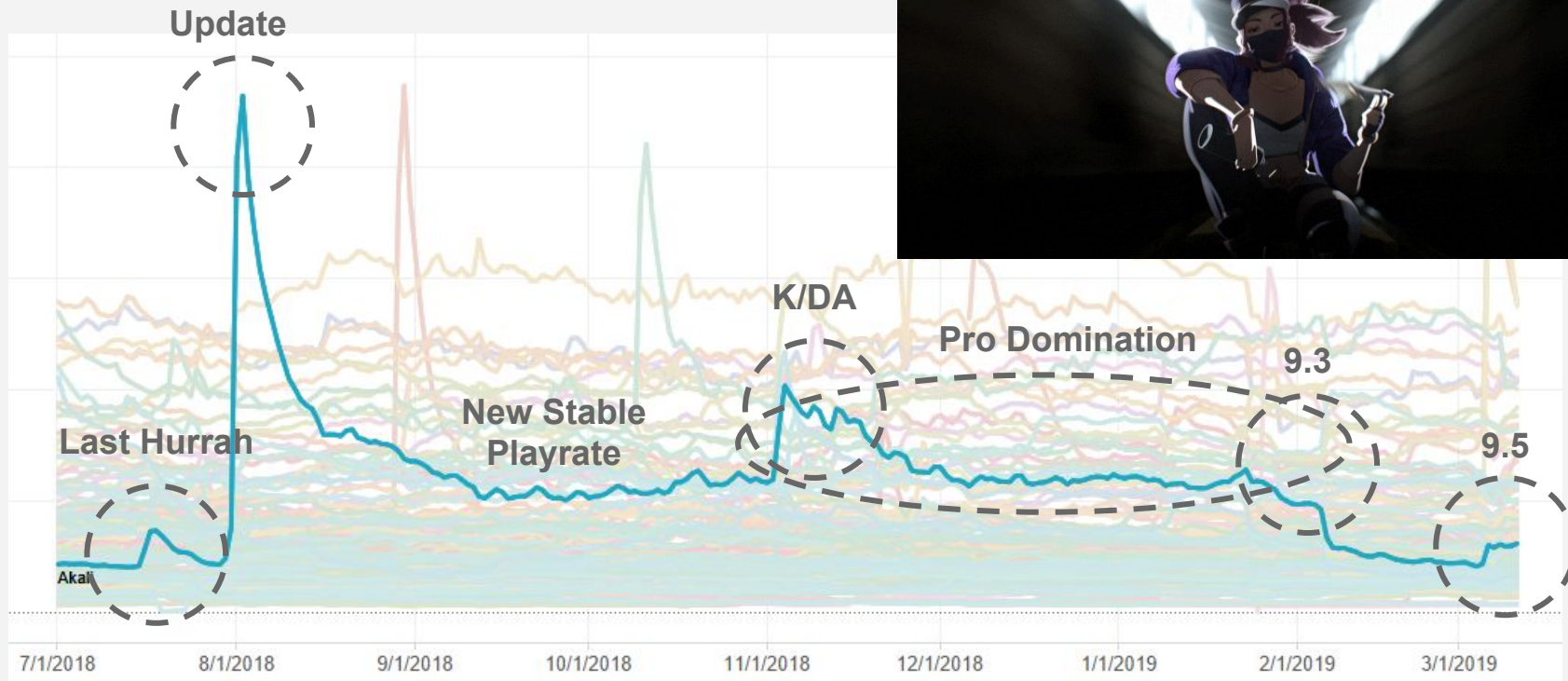
Patch 9.3 Requiem



Patch 9.5 Redemption



Playrate Journey - Akali

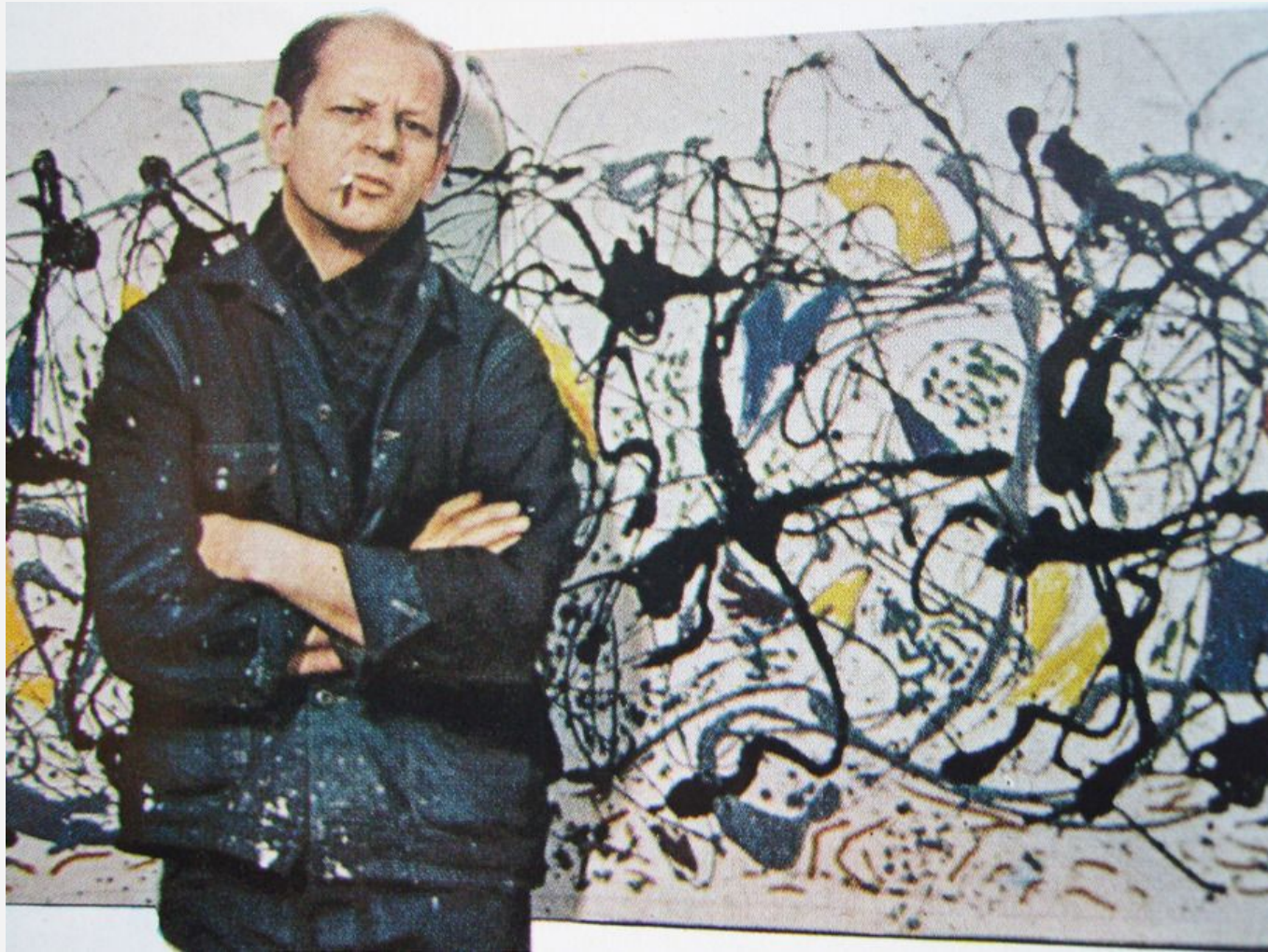




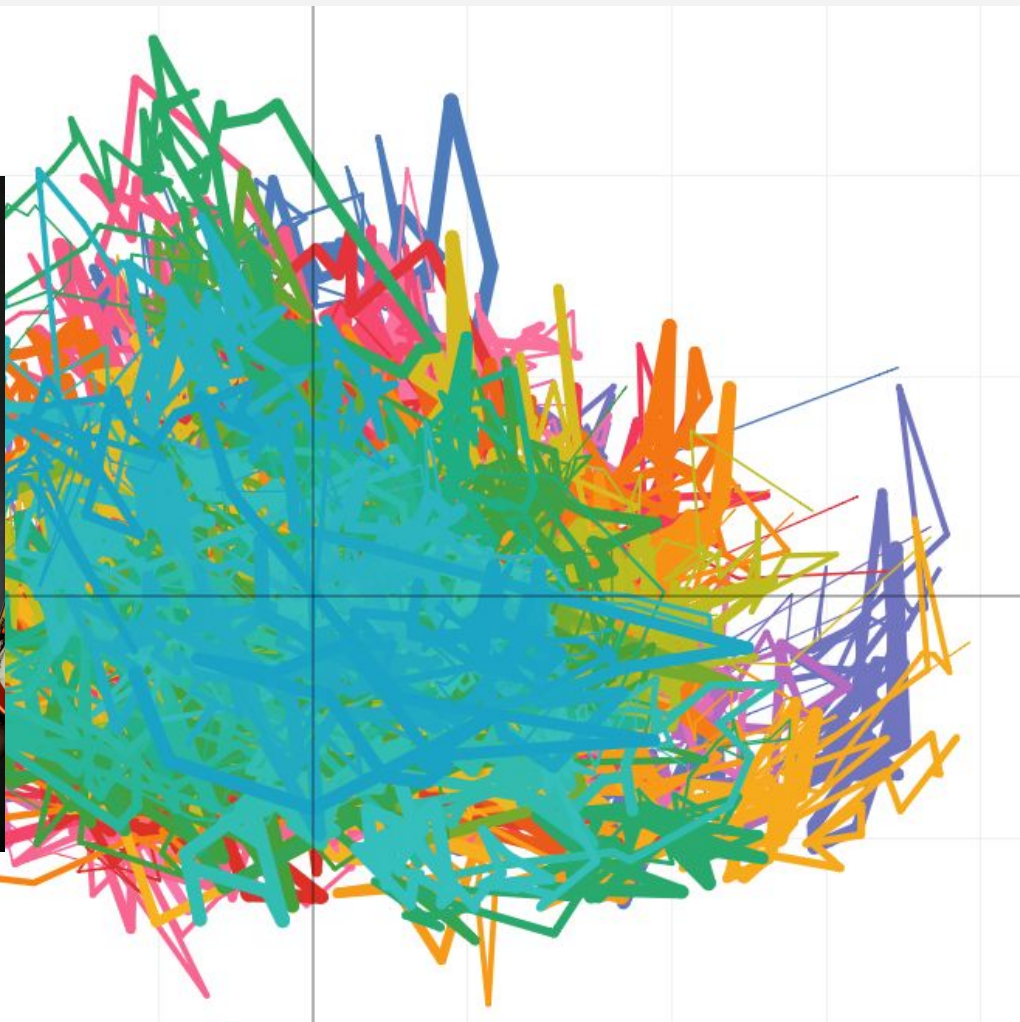
BREADTH VS DEPTH

How does **Jackson Pollock** help us understand
champion engagement?

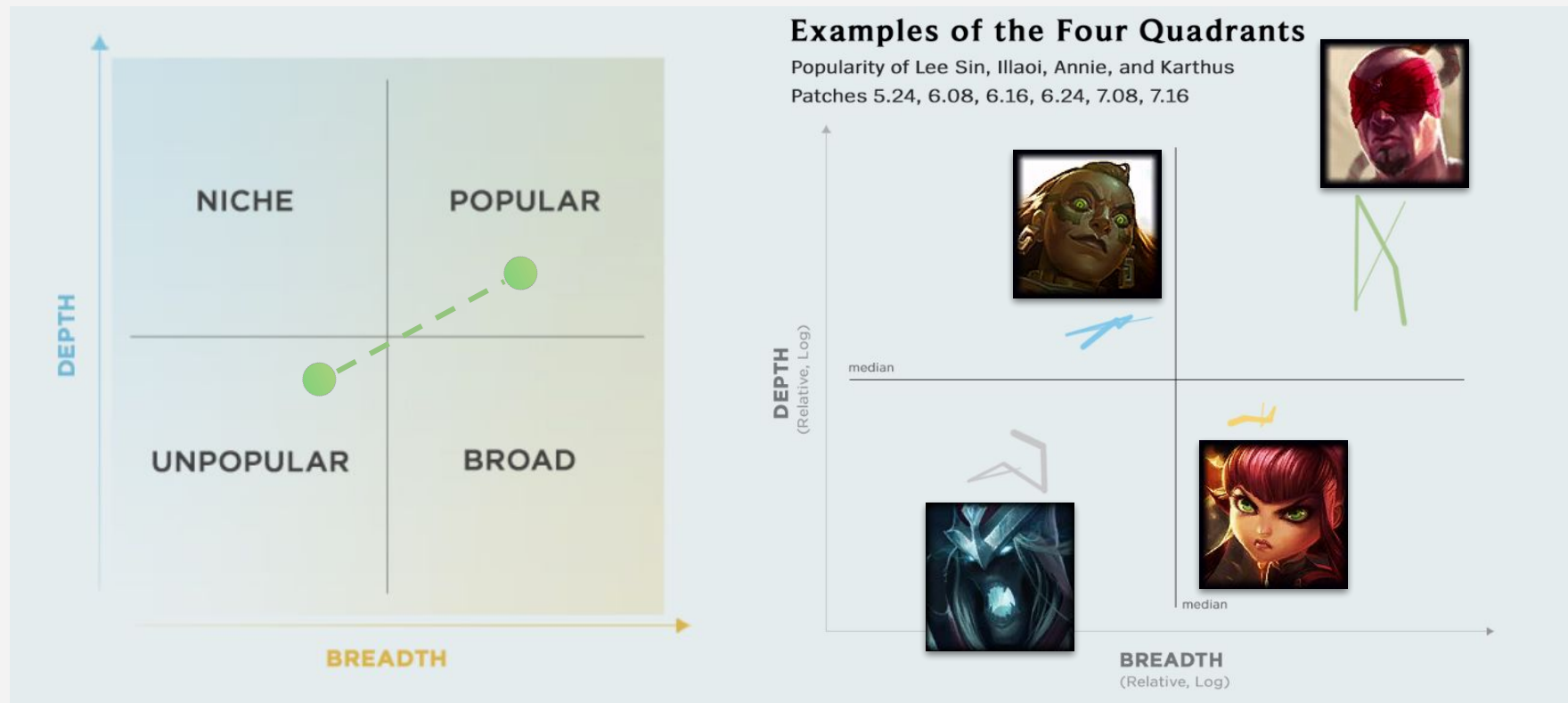




Who is
**Jackson
Pollock?**



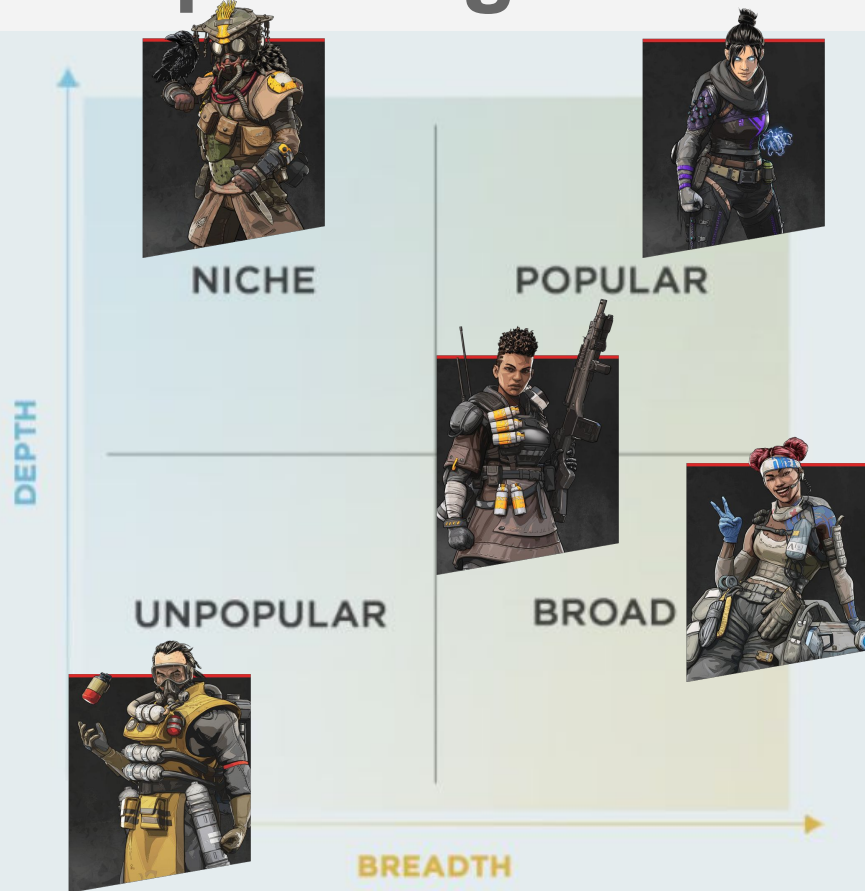
Graphing Champion Engagement



Overwatch



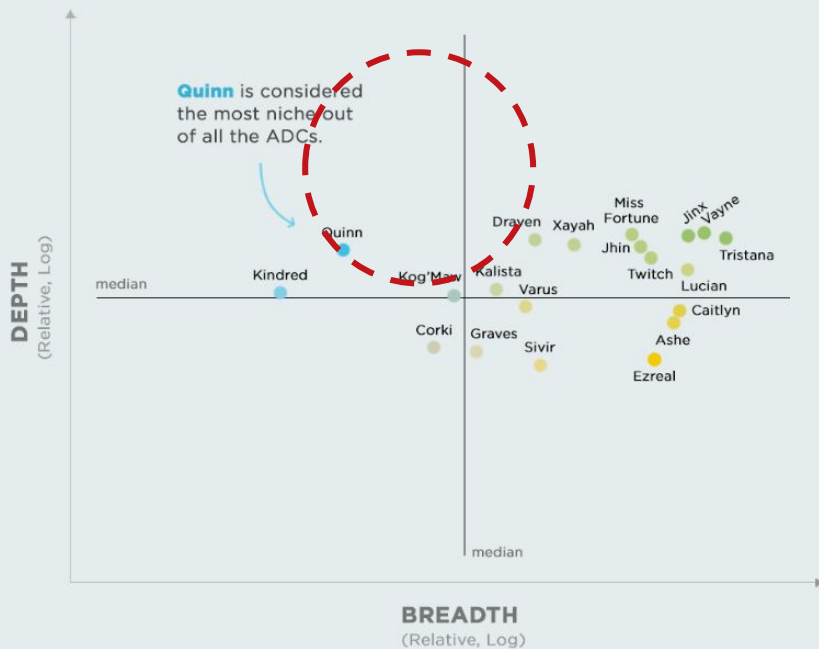
Apex Legends



Popularity of Marksmen and Monsters

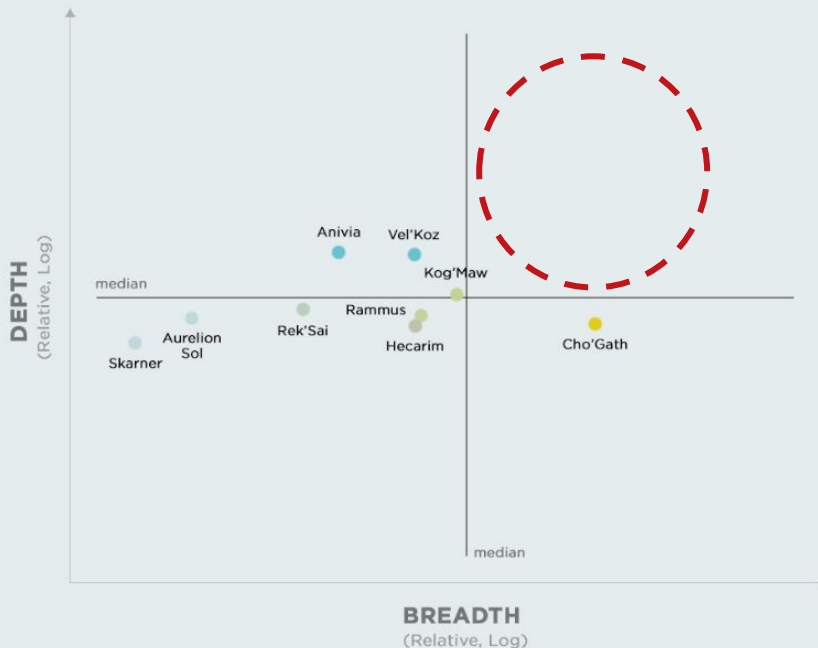
Popularity of ADCs

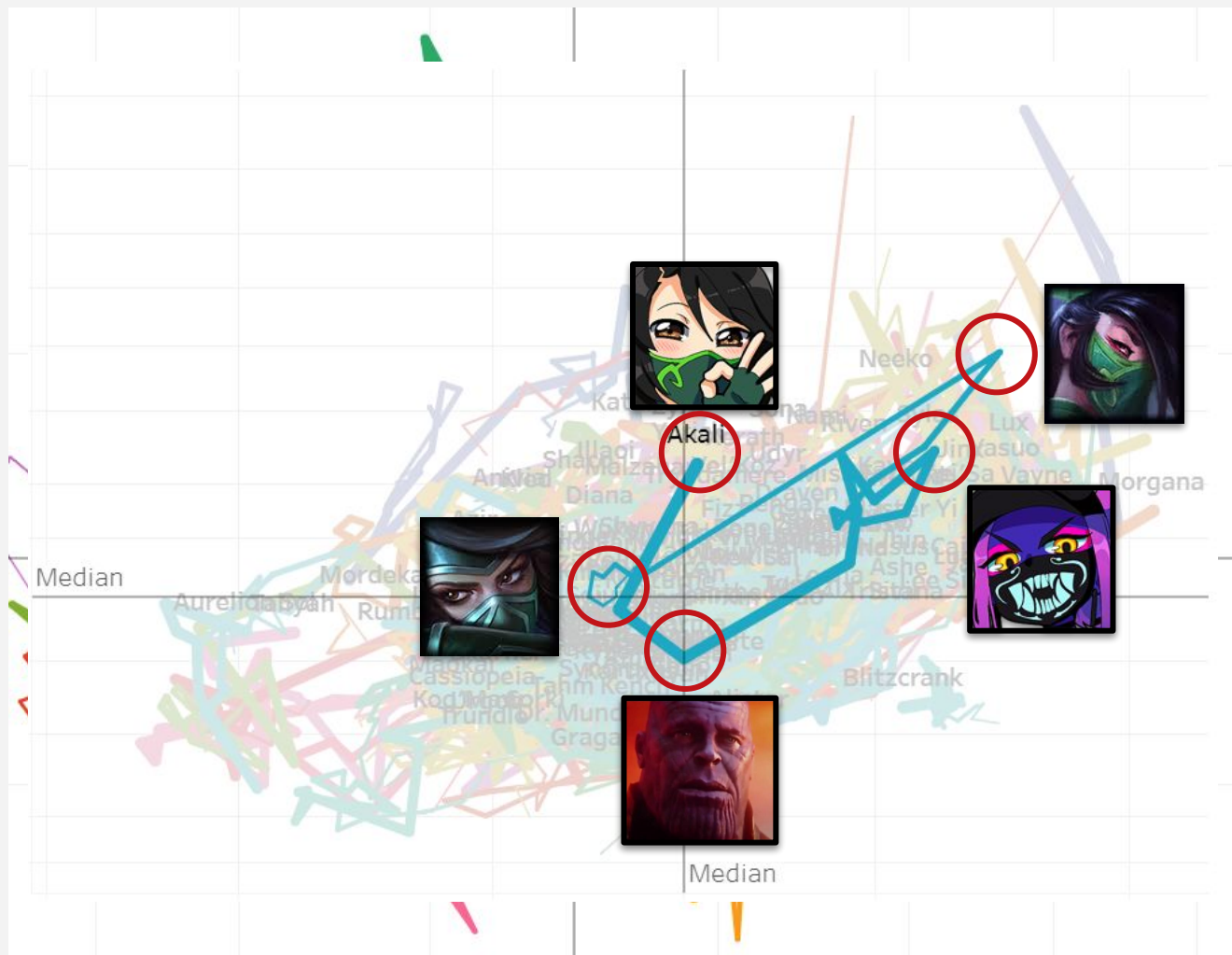
Patch 7.16



(Un)popularity of Monsters

Patch 7.16





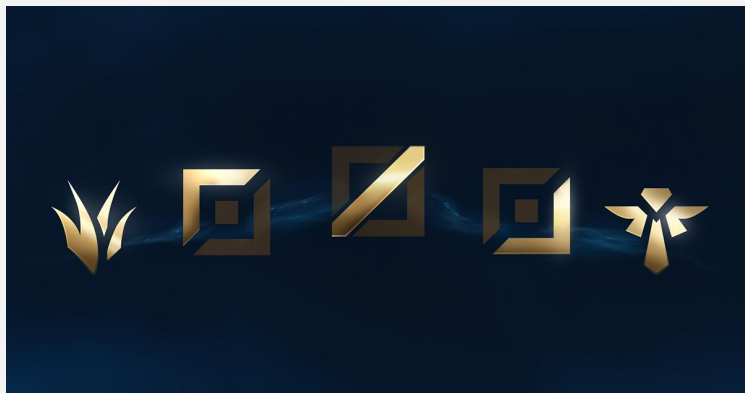


MASS CHAMPION SURVEY

Why do assassins **hate diving suits**, and why is **happy wind man** on the other team?



Mass Champion - Overview



2018 data
2019 coming soon...



*Ekko is one of my **favorite** champions.*

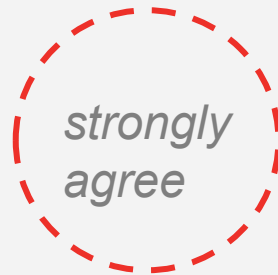
*strongly
disagree*

disagree

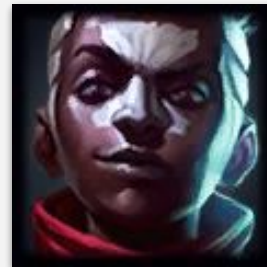
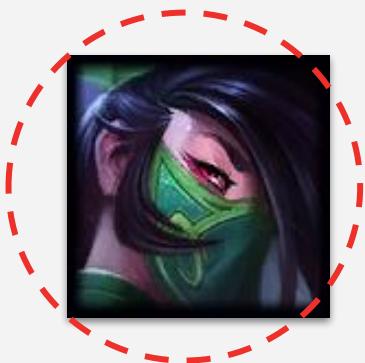
neither

agree

*strongly
agree*



*Which of these champions is your **most / least** favorite?*



- Understand how to play
- Understand how to play against
- Understand how to play with on my team
- Visuals are appealing to me
- Visuals fit with their overall character
- Visuals are high quality
- Overall character is clear
- Voice, dialogue, and personality
- Backstory and lore
- VO helps me connect with their character

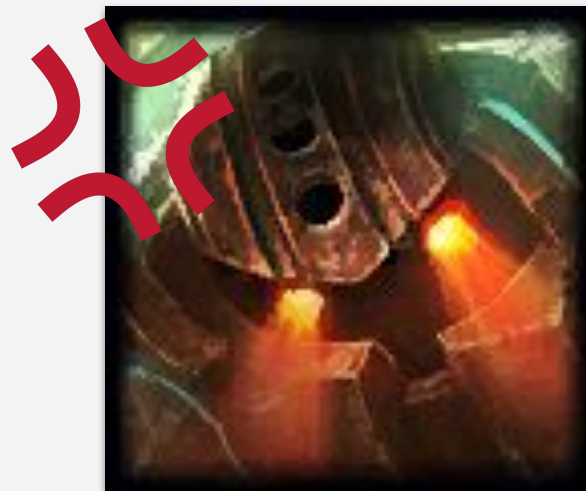
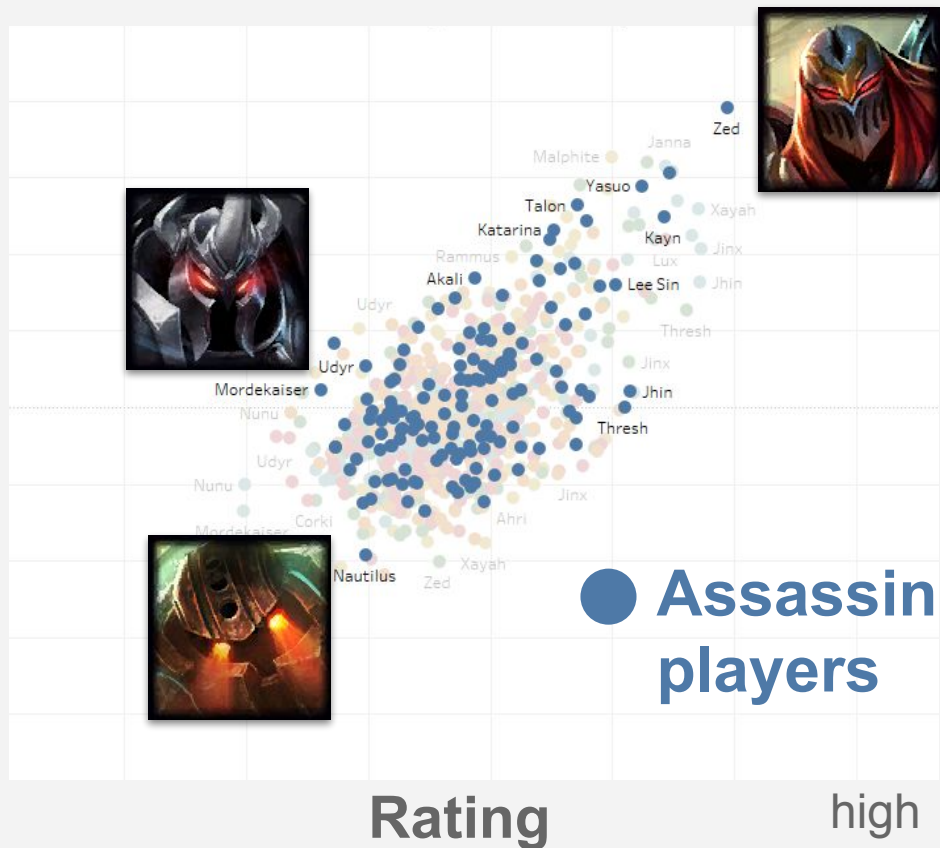
- Voice and personality fits with their character
- Know a lot about who this champion is
- Overall thematic - Visuals, story, personality, VO
- Abilities and kit - satisfaction
- Abilities and kit - clarity
- Playstyle - satisfaction
- Fun to play
- **Fair to play against**
- Runes support gameplay
- Items support gameplay
- Overall Gameplay

- **One of my favorite champions**
- Unique and original
- Overall a high quality champion
- DNA Cohesivity
- Interest in seeing in other games
- Interest in seeing in cinematic videos
- Interest in physical merchandise
- Interest in seeing in comics & artwork
- Needs an update

The Perfect Assassin

like
more

Delta
from
avg

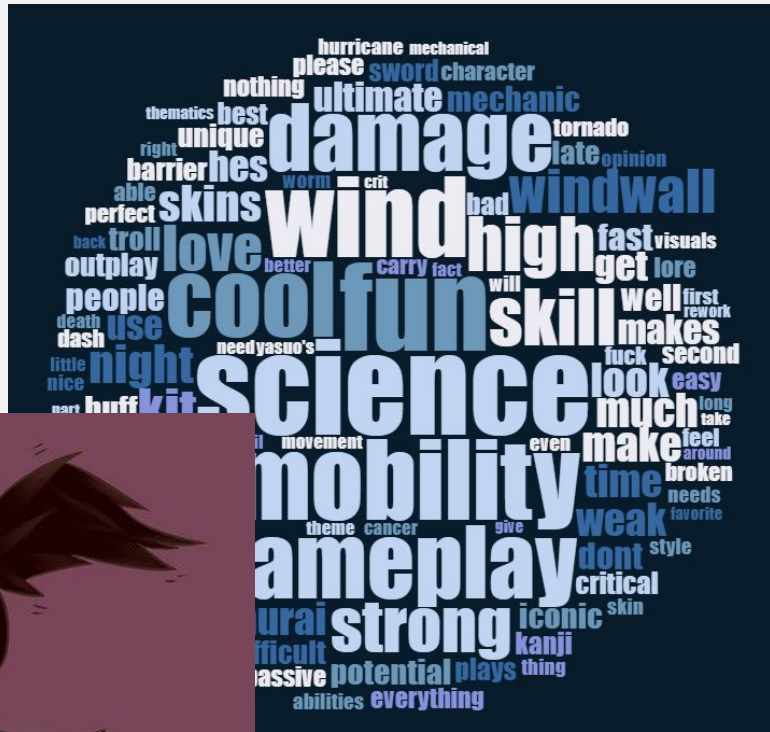


Yasuo around the World

Their Yasuo



Our Yasuo





#70

#137



#66

#138



#34

#117



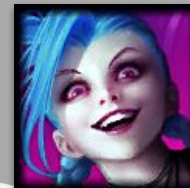
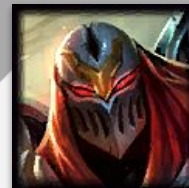
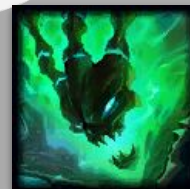
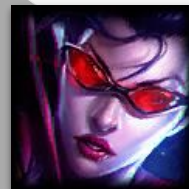
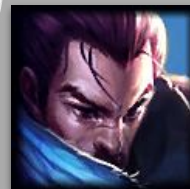
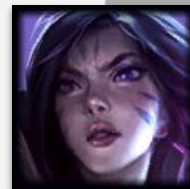
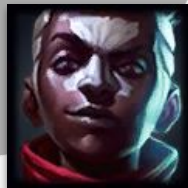
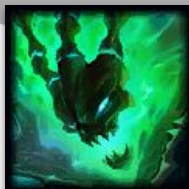
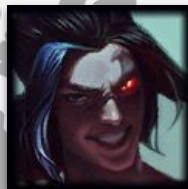
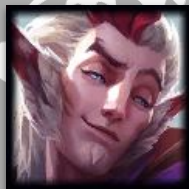
#2

#24

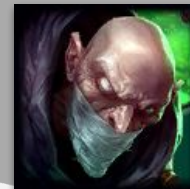
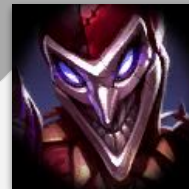
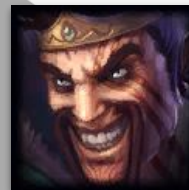
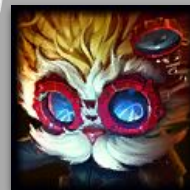
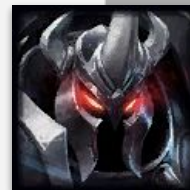
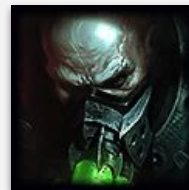
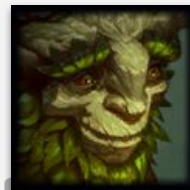
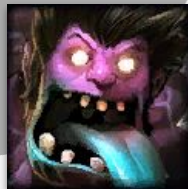
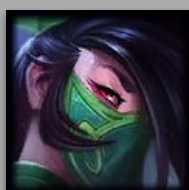
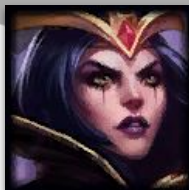
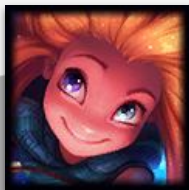
FAV

FAIR

Most Favorite Champions



Least Fair Champions

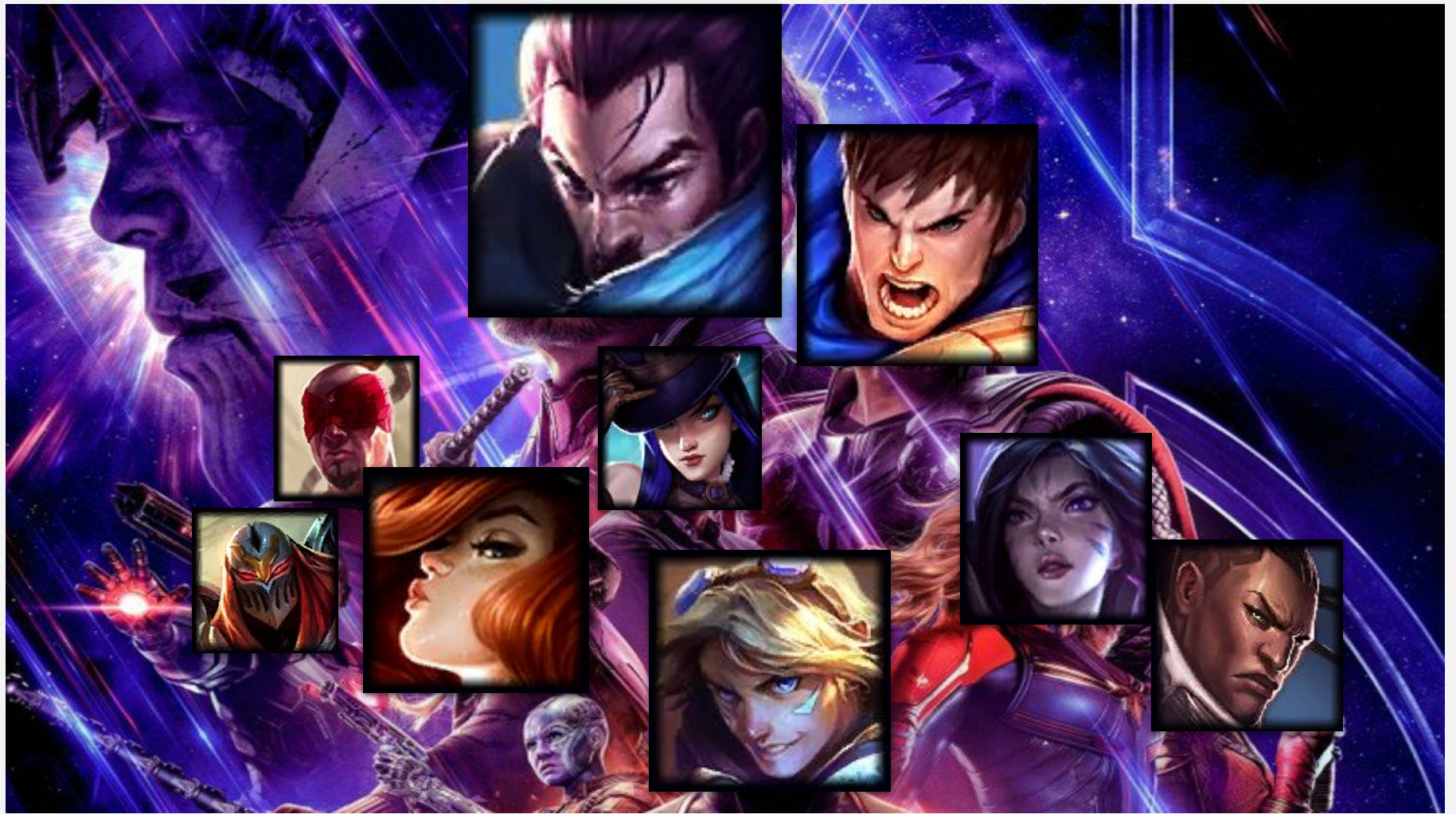


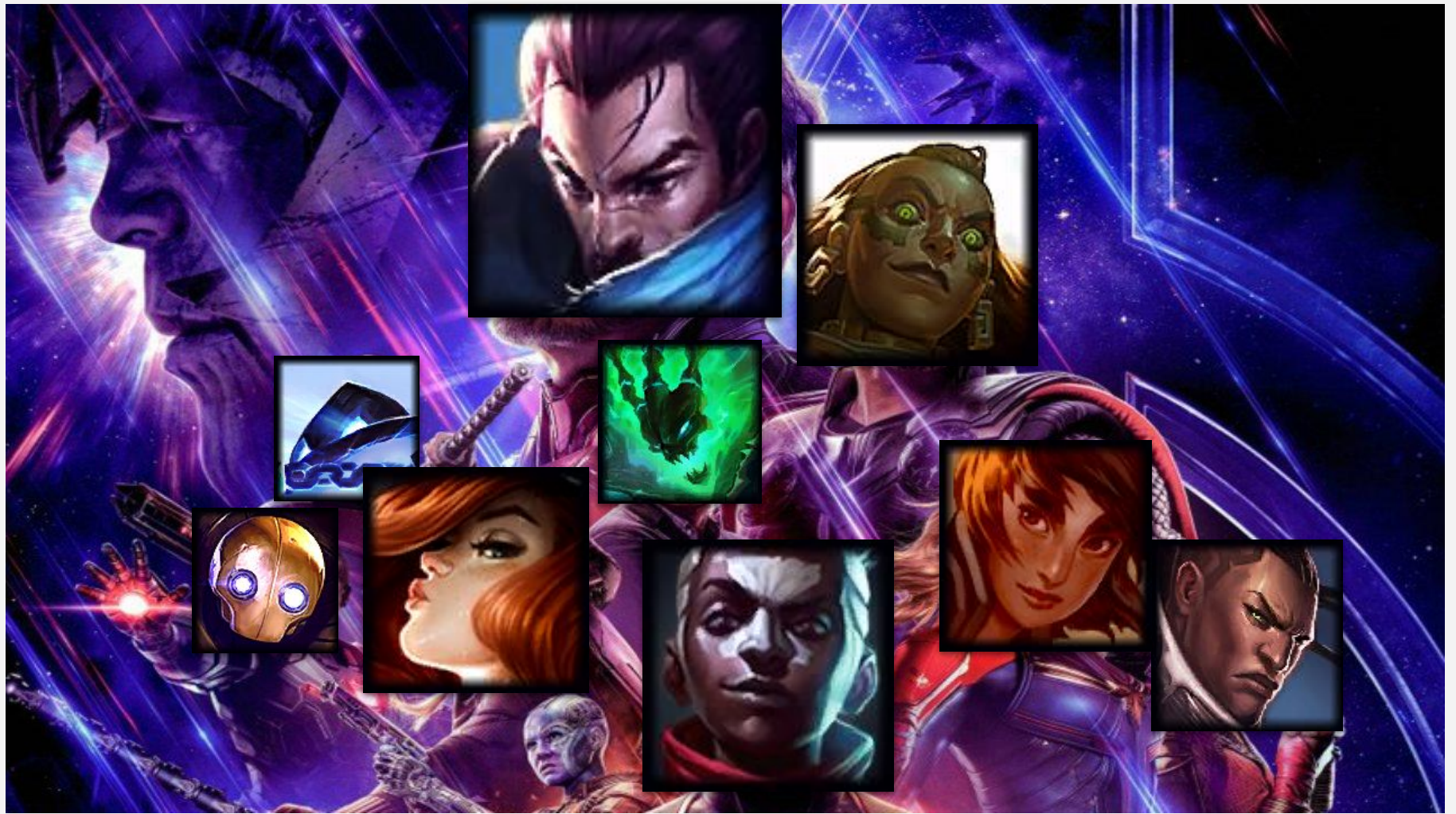


DATA DECISIONS

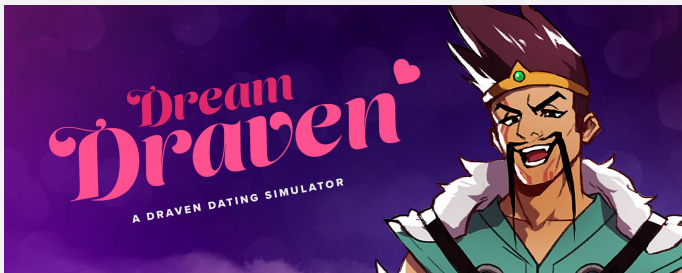
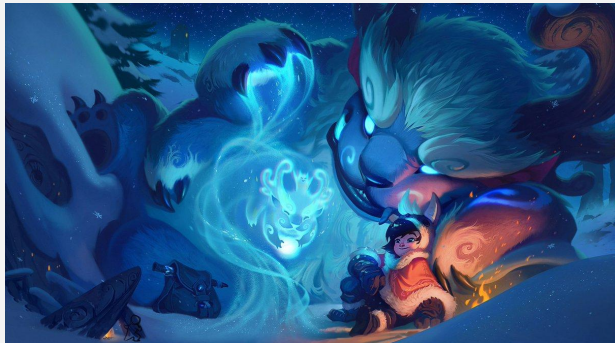
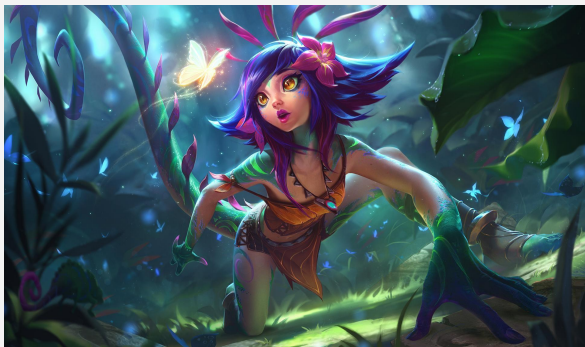
Who are the **Avengers** of League of Legends?













The background of the image features four League of Legends champions from the K/DA group. From left to right: Ahri with her long purple hair and fox-like ears, Akali with her white and purple assassin outfit and pink heart, Kai'Sa with her blue and purple cybernetic armor and cap, and Evelynn with her red and black seductive outfit and cat-like ears. The text "Special Thanks!" is centered over the image in a large, white, sans-serif font.

Special Thanks!





Q/A



@riotblaustoise



blaustoise