

Daily Active Humans

Finding the balance between data and human nature

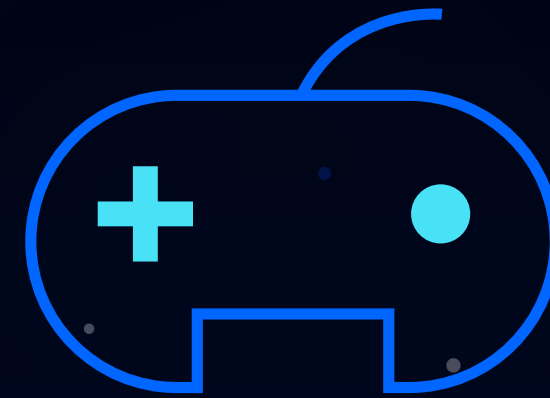
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About Me



**INDUSTRY
PROFESSIONAL**



**PASSIONATE
GAMER**



**GAME
MAKER**

Evolution of gaming

App Events OCPMs eCPMs Sessions/DAU

Engagement DAU CPIs

% Payers Downloads DUU LTVs

Sales Revenue MAU

User Ratings ARPDau Retention

Churn Rate ROAS D1, D7, D14, D30, D180, D365

Uninstalls ARPPU Conversion Rate K-Factor



“When dealing with people, let us remember we are not dealing with creatures of logic. We are dealing with creatures of emotion, creatures biting with prejudices and motivated by pride and vanity”

—CARNEGIE, 1936

Today, people are not emotionally
connected to mobile games

69%

PLAY DURING IDLE TIME
(Leisure)

46%
PLAY
ON-THE-GO
(Convenience)

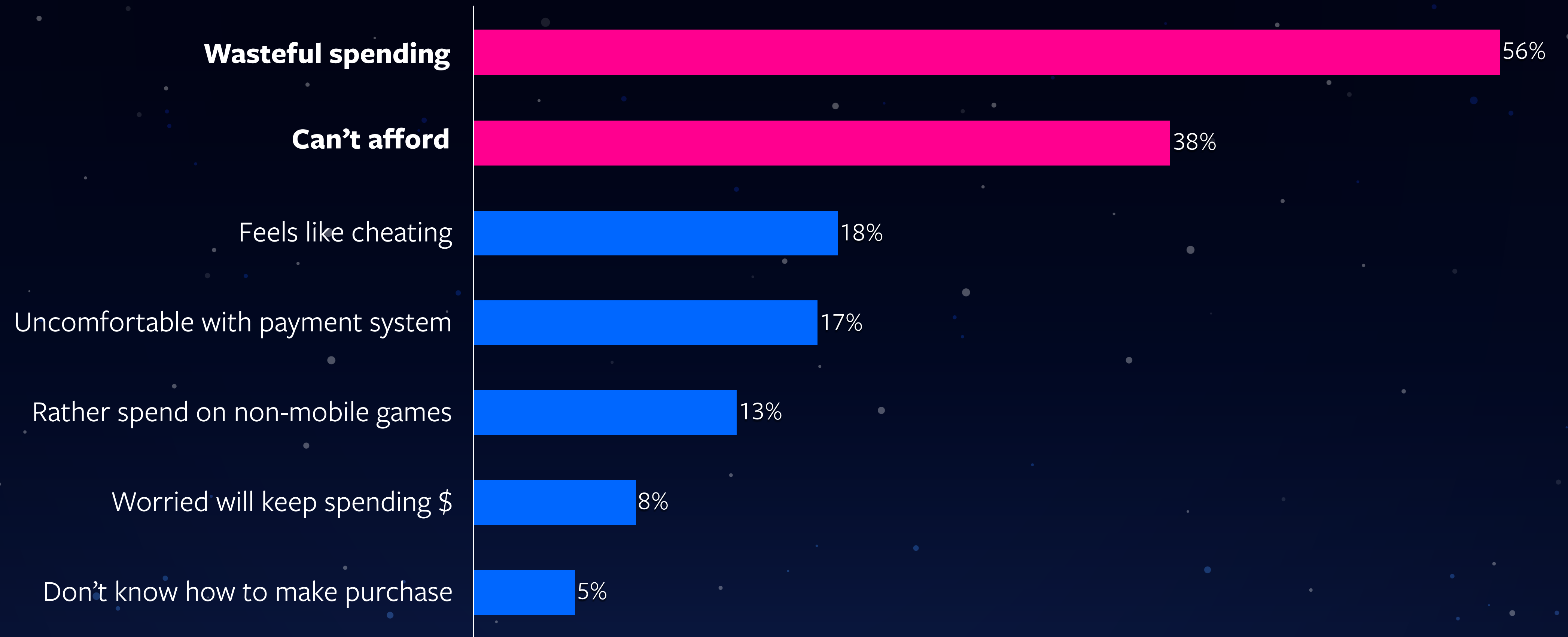
33%
PLAY
WITH FRIENDS
(Social)

23%
SCORE THE
MOST POINTS
(Achievement)

21%
BEAT
OPPONENTS
(Competition)



Most players just don't see the value in making purchases



What is value?



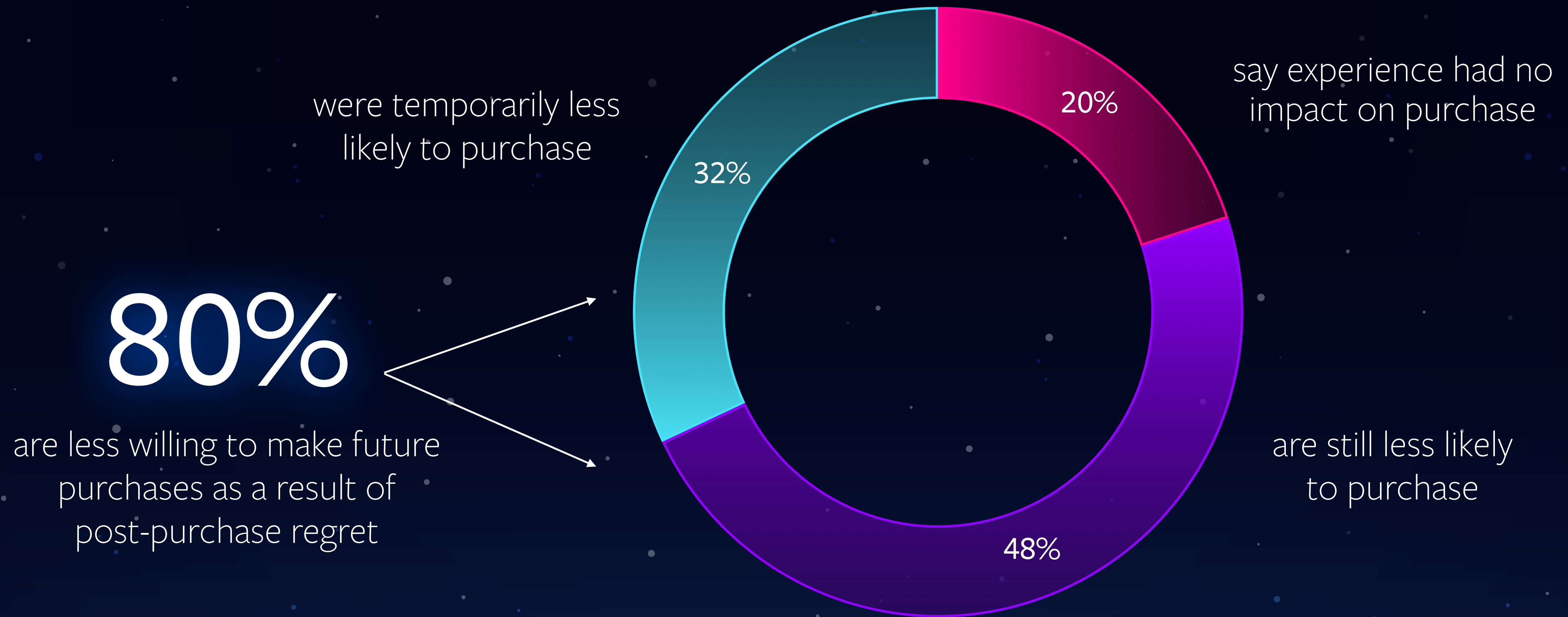
The decision to purchase is driven by emotions



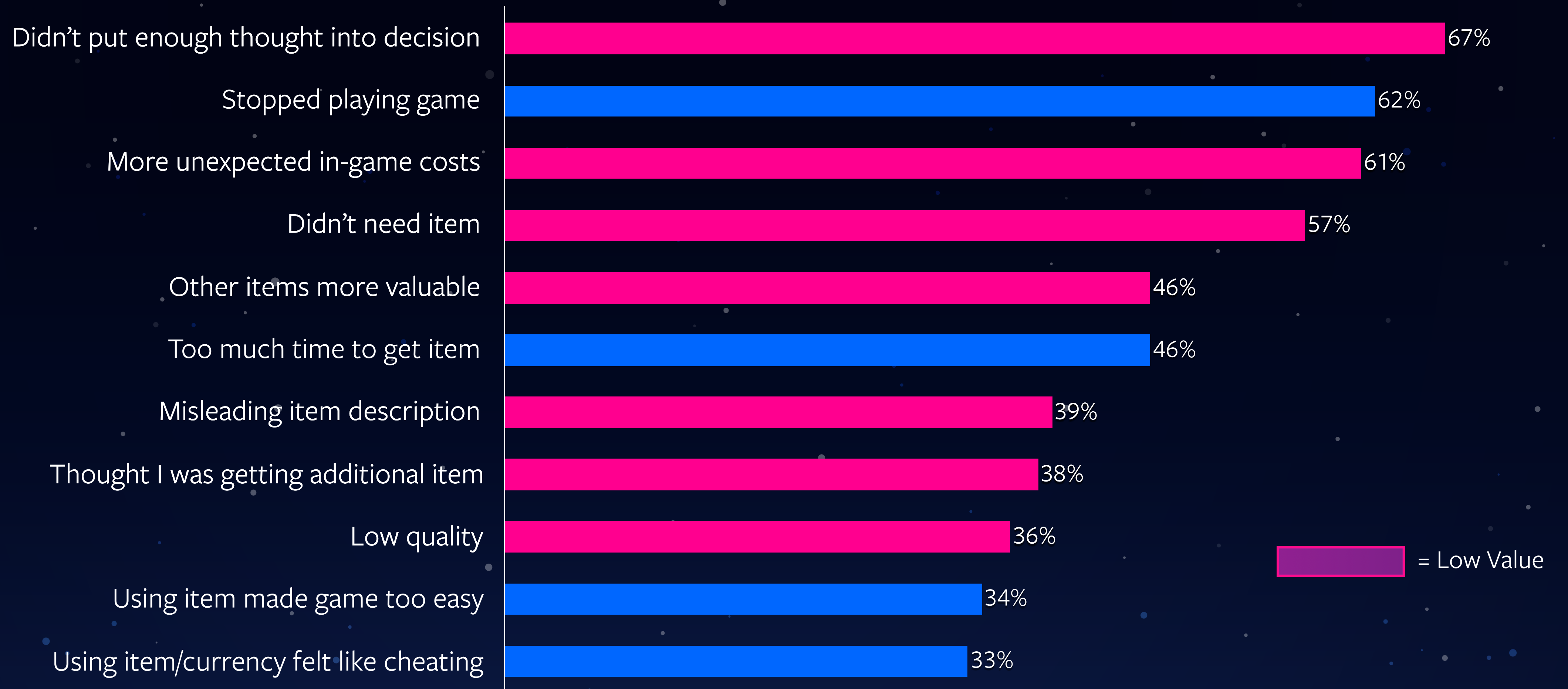
61%

OF PLAYERS HAVE EXPERIENCED
post-purchase regret
in a mobile game

Impact of purchase regret



Post-purchase regret often ties back to value



What is value at the emotional level?

SOCIAL

- Play with friends
- Compete with friends
- Make new friends
- Chat
- Form allies/teams

ACHIEVEMENT

- Be the Lord/King/Boss
- Get collectibles
- Complete missions
- Powerful characters
- Powerful equipment

COMPETITION

- Action
- Fast-paced
- Surprise weapons
- Explosive/effects
- MOBA
- MMORPG

EXPLORATION

- Live your fantasy
- Be the characters
- Be in the Story
- Extend big plots
- Non-Player-Character

SELF EXPRESSION

- Personalization
- Differentiate yourself
- Prestige
- Proof of commitment to the game

COMMUNITY
CLAN
PVP

CLEARING STAGES
LEVELING UP
WINNING

DISCOVERY
WAR/FIGHTS
EVENTS
LEADERBOARD

IMMERSION
ESCAPING
FPS

CLOTHING
DANCE MOVES
DECOR

Emotional appeal through self expression



FarmVille, 2009

Emotional appeal through self expression



Fortnite, 2019

How do we provide more value
at the emotional level?

Determine what emotions your game appeals to, and reinforce it

- What is the dominant value of your game at the emotional level?
- Can you improve your game design to increase emotional appeal?
- Do your advertising campaigns reinforce emotional appeal?



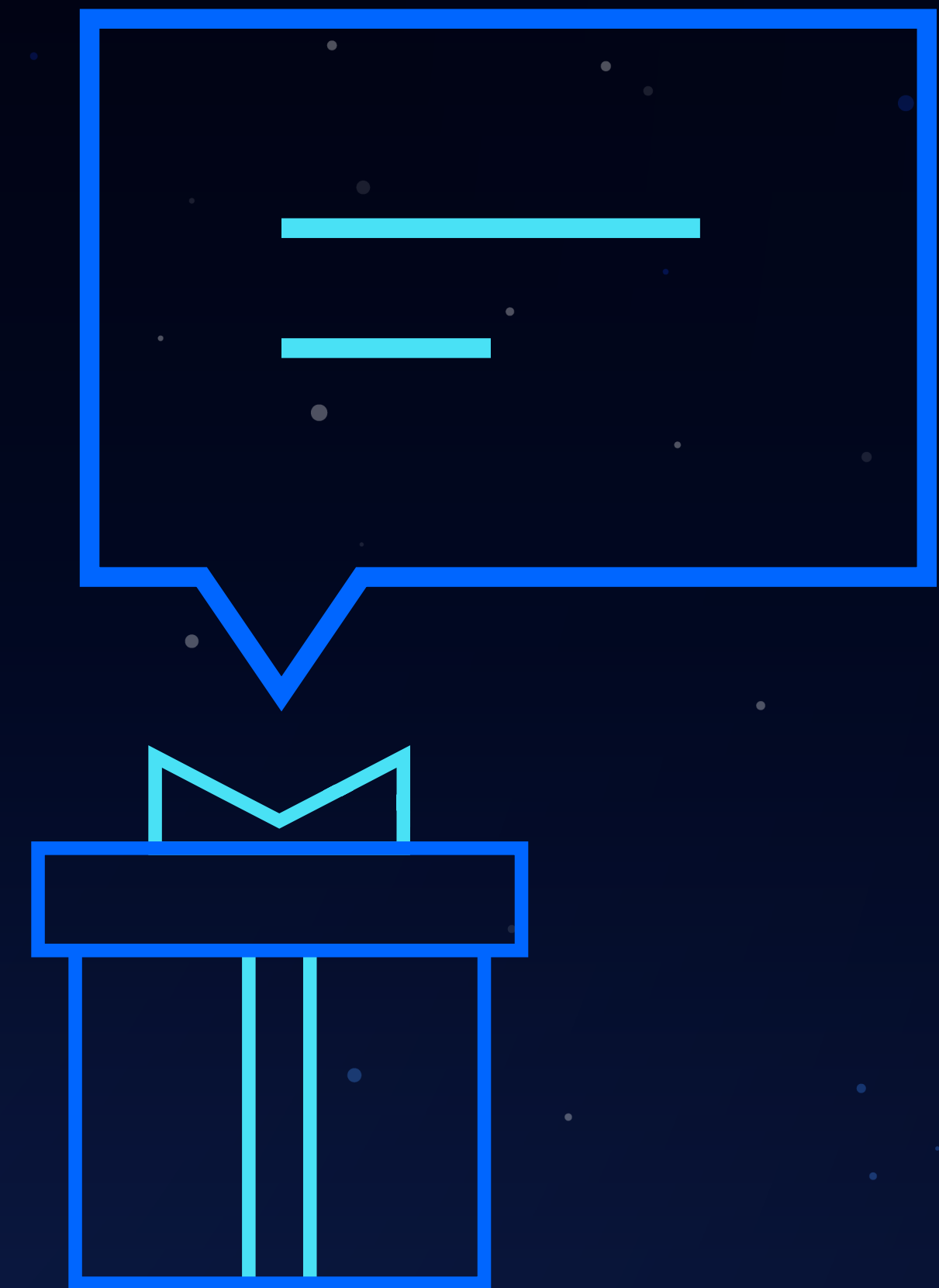
Increase emotional value for your players

- How can you increase emotional value for players to increase overall payers and reduce regret?
- Can you incorporate self expression products that have long term benefits?



Communicate pre-purchase value

- Is the product or currency you're selling actually emotionally valuable to the player?
- Are you communicating utilitarian or emotional value?
- Is the emotional value clearly communicated?



Create long term post-purchase value

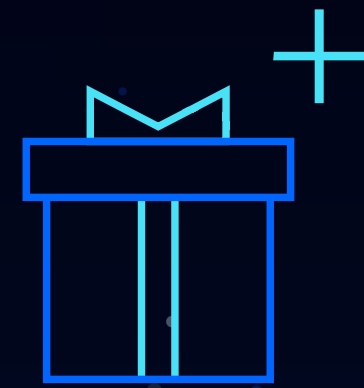
- Are you treating your payers like VIPs? How?
- Are you reinforcing the purchasing decision with positive messaging?
- Are you providing long term benefits to purchasing?



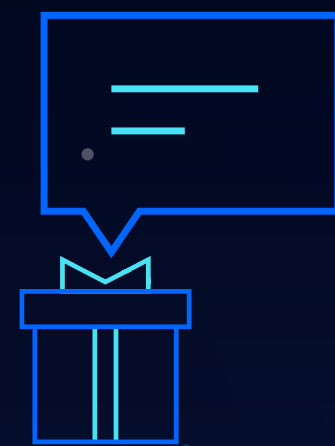
Summary of Recommendations



- Determine what emotions your game appeals to, and reinforce it



- Increase emotional value for your players



- Communicate pre-purchase value



- Create long-term post-purchase value

THANKS HOW

COME SAY HI!

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