

GDDC
Europe

From Saving the Princess to Saving the Cow

Content Lessons from MMOs to Facebook Games

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Who am I?



Overview

- Why Story?
- What is Story?
- What Facebook can learn from MMOs
 - Story is Everywhere
 - Variety, Variety, Variety
 - You always need more story than you think you do
 - Instance Character
 - Monetizing Story
- What MMOs can learn from Facebook
 - Creating connections in 140 characters or less
 - Connect Visually with NPCs
 - Asynchronous Storyplay
 - Put story where the choice is
- Where the heart is







Why?



Why Story?



Provides context and meaning

Guides player experience

Creates illusion of a bigger world, more options

Motivates players

Draws in different types of players

Stirs emotions

What is Story?



A series of interesting choices

A series of interesting events, causally related to each other

How we explain ourselves to ourselves

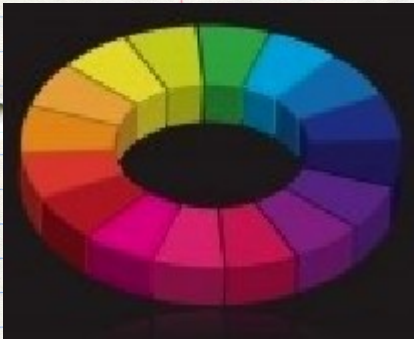
One part plot, one part heart

≠ plot

≠ quests

≠ text

1. Story is everywhere



Gameplay

Art

Rewards

Collectibles

Virals

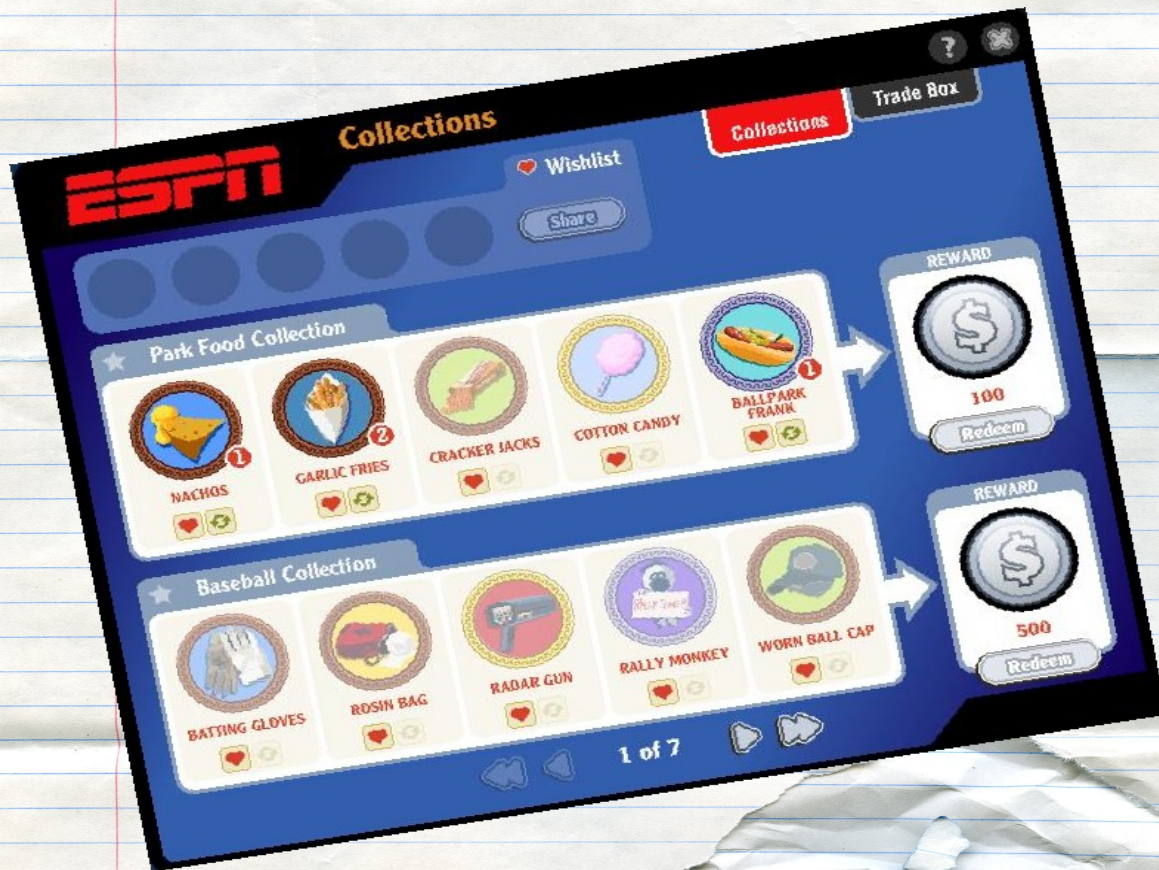
Quests

Rewards tied to story



 ORA'S BRAID	 ORA'S BAND	 ORA'S RING
Bind On Acquire Finger	Bind On Acquire Finger	Bind On Acquire Finger
Unique	Unique	Unique
+14 Fate +14 Agility +14 Vitality +82 Maximum Morale	+14 Might +14 Vitality +1% Parry Chance +82 Maximum Morale	+14 Agility +14 Might +14 Vitality +82 Maximum Power
Durability 50/50 Normal	Durability 50/50 Normal	Durability 50/50 Normal
Defender of the Lossoth Yrjana's Braid Ora's Braid Forochel's Glory	Protector of the Lossoth Yrjana's Band	Hero of the Lossoth Yrjana's Ring Forochel's Splendor
Set(3): +4% Frost Mitigation	Set(3): +4% Frost Mitigation	Set(3): +4% Frost Mitigation
Worth: 4  13 	Worth: 4  13 	Worth: 4  13 

Collectibles tied to story



Viral posts tied to story



CityVille · Ignore All



Hey! Can you help me out by sending me a Cone?



Join Adriane's Deluxe Warehouse staff



Hey! Can you help me out by sending me a Racing Pedals?



Hey! Can you help me out by sending me a Sunscreen?



Join Danny's Level 3 Television Tower staff



Empires & Allies · Ignore All



I need Upgrade Blueprints to save the world from evil-doers and ne'er-do-wells. Can you send me one?



I need Deck Turrets to save the world from evil-doers and ne'er-do-wells. Can you send me one?



I need Upgrade Blueprints to save the world from evil-doers and ne'er-do-wells. Can you send me one?



Join the staff of Michael's World Embassy!



Troy needs your help with speeding up Strike Battleship in Empires & Allies.



ESPN Sports Bar & Grill · Ignore All



So I got you this Pre-Game Party power-up. Could you send one back to me?



So I got you this Pre-Game Party power-up. Could you send one back to me?



Steven just opened a new Sports Bar and needs your support to get it going!



So I got you this Flyers power-up. Now send one back to me!!



Please add me as your neighbor and play ESPN Sports Bar n' Grill!



FarmVille · Ignore All



I'm trying to complete a quest in FarmVille and could really use your help! Could you send me an Electric Fan?



I'm trying to build my Crafting Silo and could really use your help! Could you send me a Hinge?



I'm trying to nurture my duckling in FarmVille so it can grow up to become a beautiful duck or swan. Can you help me out?



I'm trying to complete a quest in FarmVille and could really use your help! Could you send me an Electric Fan?

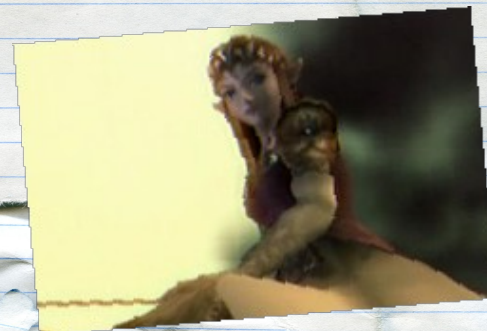
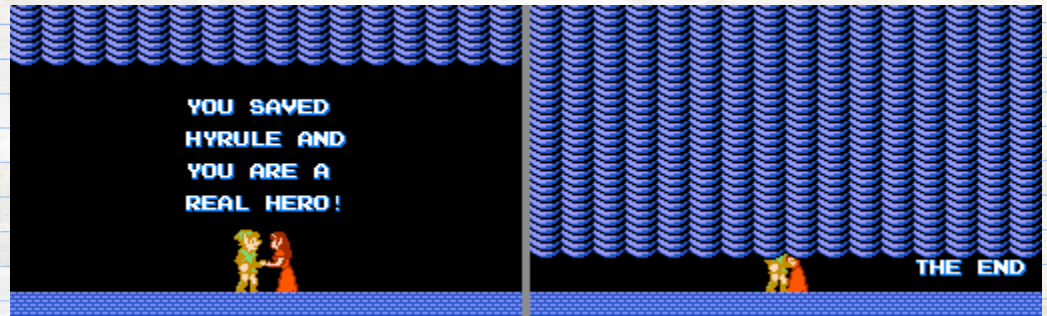


I'm collecting Beach Toys to redeem for prizes! Could you help me by sending a Beach Toy?



I'm trying to build my Crafting Silo and could really use your help! Could you send me a Tin Sheet?

Once upon a time...



Save the Princess

Save the Princess



Princess Scarlet,
SCARLET LEGACY



Princess Stillpine, WOW

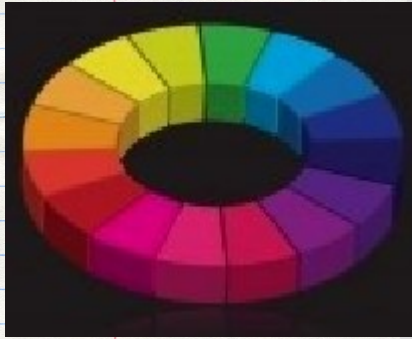


Princess from "A Stolen
Princess," AGE OF CONAN

Save the Princess Cow



2. Variety, variety, variety



Motivation – Growth, Heroism, Revenge, Supplication

Quest Type – Kill/Collect, Farm

Target/Giver – Murlocs, Princess, Cow, Mail



Tools – Zappers, Silt Hut

Difficulty – Number of goals/length

Rewards – Gold, Energy, Collectibles, Story

Motivation: Building up in Frontierville



THANK YOU MARIO!

BUT OUR PRINCESS IS IN
ANOTHER CASTLE!



Motivation: Building up your ESPN Sports Bar

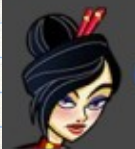


1. To be the greatest
2. To make a place for your friends
3. To bring back sports fans
4. To show up Blake
5. To get Elena back
6. To be the greatest

Twists & Turns?



Captain Krunch "old school seaman leading in Cape Pleasant"



Kai Tana "spy of the dark alliance leading mercadia"



Jada Bombs



Baron Crashalot



The Graves Girls the twins gina & tina leading in Isla azul



Professor Von Helman the evil mad scientist leading in Lobster Bay



Dirk Mollman



Malady Burns



Beau LeChomp



The Eel



Raven the leader of the dark alliance



Sgt. Dan O'Might



Kung Fucius



The Duchess the Ravens girlfriend



Viper



3. One Story Isn't Enough

(Or, You always need more story than you think you do)

Include episodic storylines as well as main story

Aim for each quest to move the story forward

Make way for twists & turns

Offer a quest log



General Scarlett reporting for duty. Let's start by building a new Barracks.

4. Instant Character

20-30% play alone, without friends



All right! You really put the crunch on the Captain!



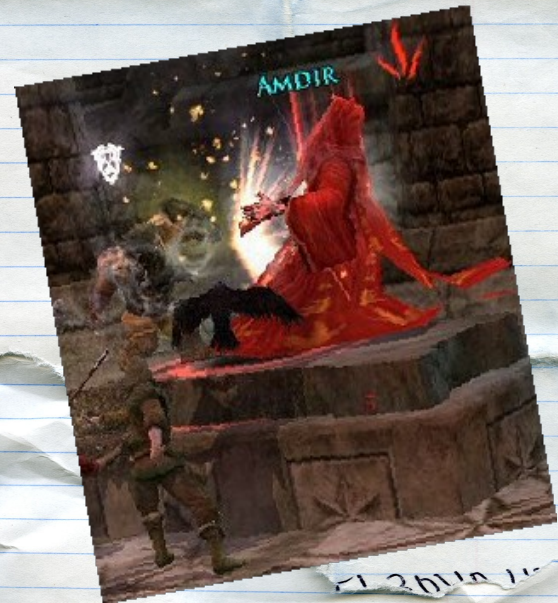
Hey Boss!
Name's McCann, but you can call me Mac.
Let's start rebuilding the empire.

Continue

MANAGING THE GENERAL STORE

It's not easy, managing the general store. But Hank's a cheerful man and a hard worker. He gets stuff done.

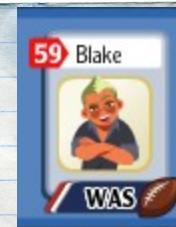
Amdir LORD OF THE RINGS ONLINE



Cyrus Drake, WIZARD 101



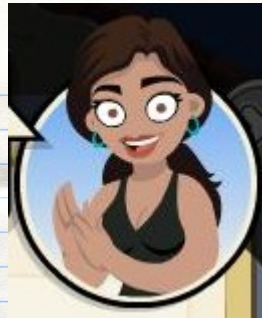
"Persistent" Characters



Spouse, Frontierville

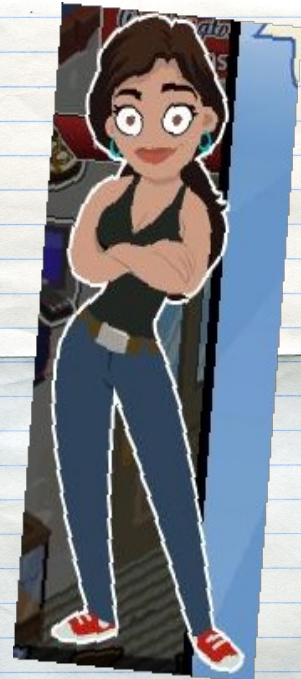


Elena, ESPN Sports Bar



Hey, boss!


I'm Elena, your fabulous
aaaand you don't really c
teams - click above the a



5. Monetizing Story

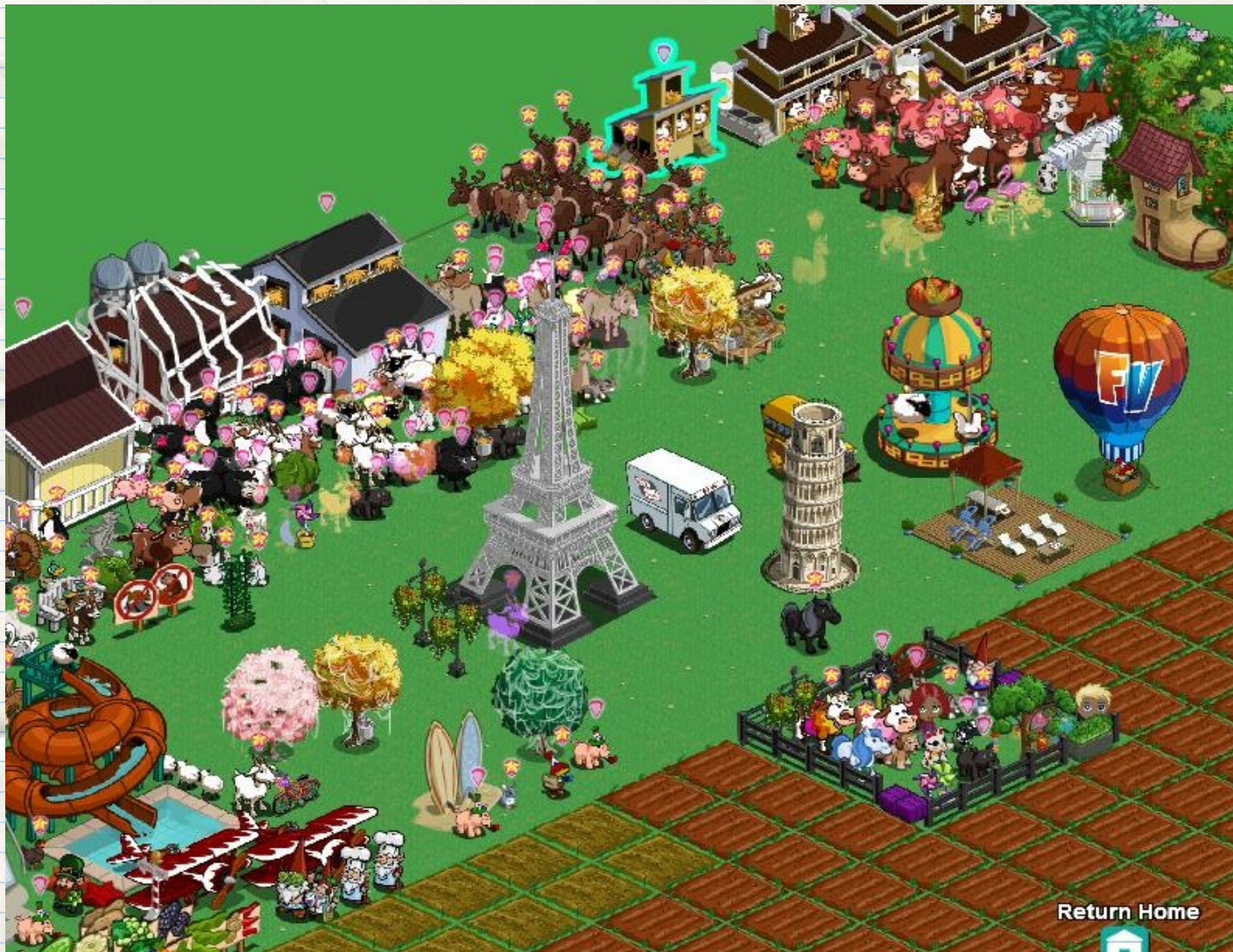


Rewards

-  Turbine Points (10x)

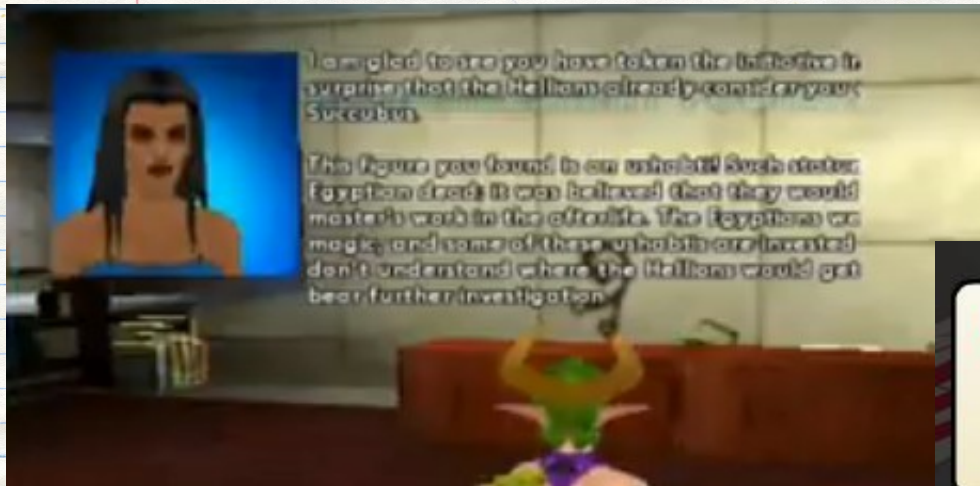


Monetization of story symbols



1. Less is More

(Or, Creating NPCs in 140 characters or less)



Hey, boss!

I'm Elena, your fabulous assistant manager, aaaand you don't really care. So let's talk teams - click above the arrow.



2. Connect Visually with NPCs



3. Asynchronous Storyplay

(Or, the Lost Power of the Mailbox)



4. Conspicuous Consumption

(Or, Put Story where the Choice is)



On the avatar



The Miser



Blameless

Review

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Care

MANAGING THE GENERAL STORE



It's not easy, managing the general store. But Hank's a cheerful man and a hard worker. He gets stuff done.



Harvest Ten Tomatoes

0/10

UNLOCK FOR 20 ?



Collect One General Store bonus

0/1

UNLOCK FOR 10 ?



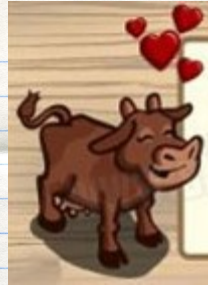
Clear Five Debris

0/5

UNLOCK FOR 10 ?

HINT: Click on Hank to hear the joke of the day. (They're ALL bad!) If you haven't got any debris, clear a space on your homestead and wait a bit.

OKAY



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