

# Service Design:

Lessons learned from running 24/7 game services

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EA Mobile

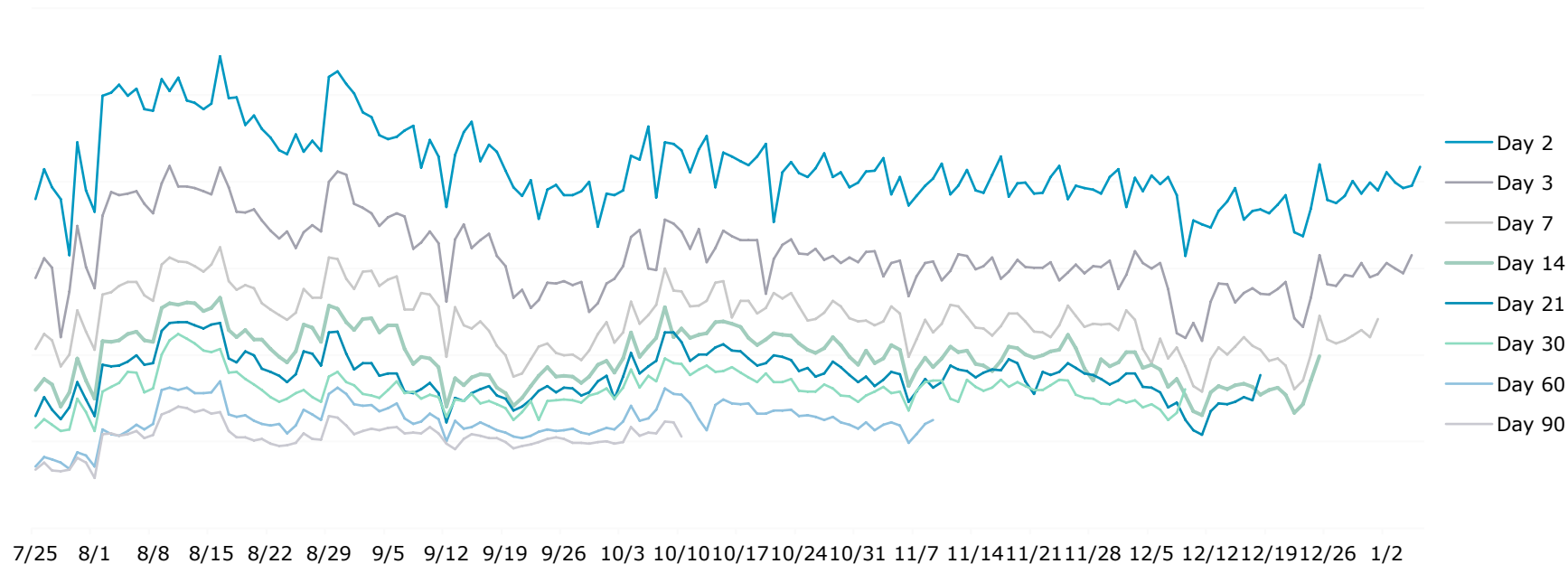
# Who Am I?



# MOBILE

# Games : Services :: Movies : TV

EXCELLENCE IS MEASURED OVER TIME



## THE MEASURE OF QUALITY IS: CONSISTENCY OF SERVICE



**A FUN GAME PEOPLE CAN'T PLAY CONSISTENTLY IS A BAD GAME!**



# Welcome to the Tube!

**Know what kind of service you want before you enter...**  
There's no time to change your mind once you're in.

# What's the most important metric in your service?

Daily Revenue	D2 Retention	Churn	Avg. Customer LTV
DARPU	D7 Retention	Conversion Rate	K Factor
Weekly Revenue	D30 Retention	ARPS	Lifetime Revenue
DAU	Quarterly Revenue	D90 Retention	Installs
MAU	Quarterly Profit	D180 Retention	Uptime (99.99995)
Stickiness	Annual Profit	Net Promoter Score	

**IF EVERYTHING IS IMPORTANT...**  
**...NOTHING IS IMPORTANT**

# The Traditional “Optimized” Path...

# Unlock the Bar



Unlock by mastering  
**Coco Colada** to Level 10!



0/10

Level Up



WHAT'S THIS?

# What Did We Optimize?

Daily Revenue

DARPU

Weekly Revenue

DAU

MAU

Stickiness

D2 Retention

D7 Retention

D30 Retention

Quarterly Revenue

Quarterly Profit



Annual Profit

Churn

Conversion Rate

ARPS

D90 Retention

D180 Retention

Net Promoter Score

Avg. Customer LTV

K Factor

Lifetime Revenue

Installs

Uptime (99.99995)



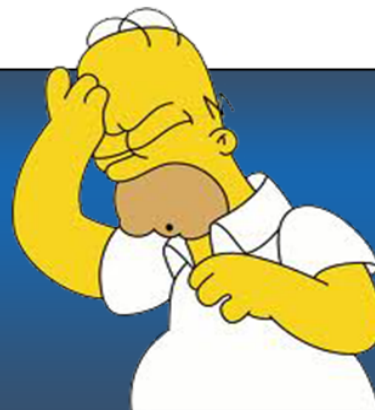


## Things We Learned From Gracie...

- Creative Leads Business
- Treat Everyone The Same
- Make it Great or Don't Do It
- Remain True to the Show

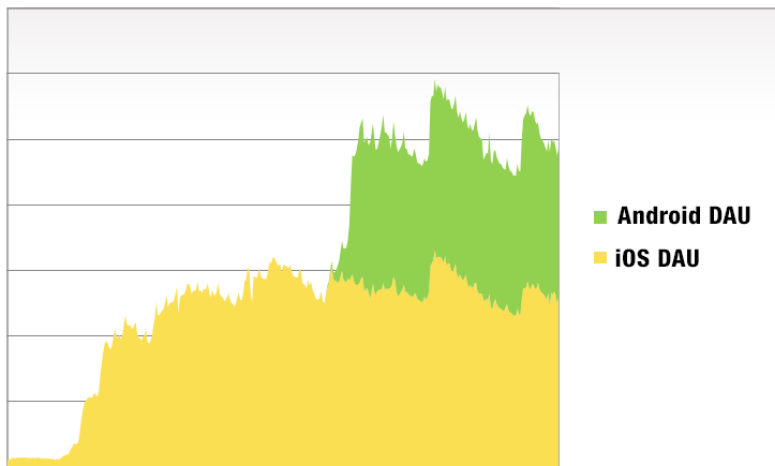
### **TRANSLATION FOR PMS:**

- Give Stuff Away. A Lot.
- No Visible Testing
- Tie Your Schedule to Outside Forces

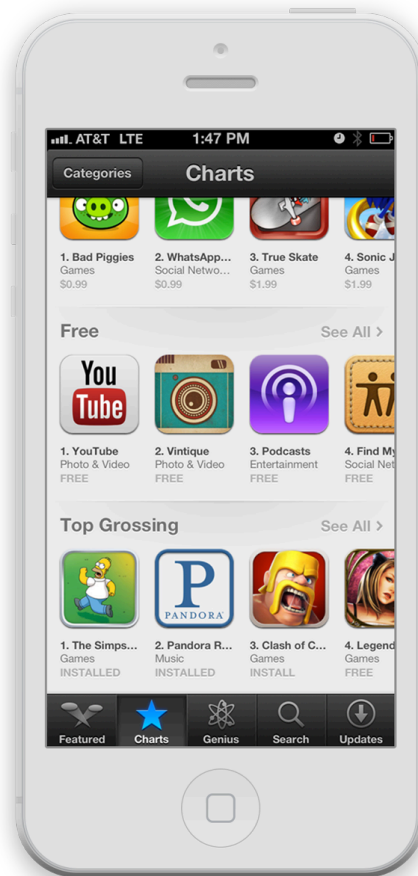


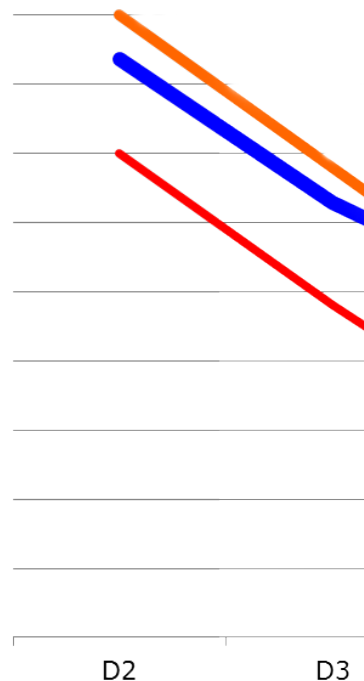


# So What Happened?



**Over a Billion Minutes Played per Quarter**  
**Average player: 5+ times/day, 5+ days/week**  
**#5 Grossing Game Worldwide in 2013**





- Best D90-D180:  
TSTO:  
Builder 1:  
Builder 2:
- Orange Line: Builder 1
  - Blue Line: TSTO
  - Red Line: Builder 2

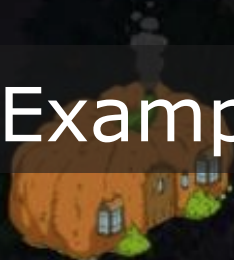
TSTO (2x)  
Top 5 Globally  
Solid Hit  
Meh

Best DARPU: Builder 2  
Best D2-5: Builder 1  
Best ARPS: Builder 2  
Best Installs: Builder 1 & TSTO

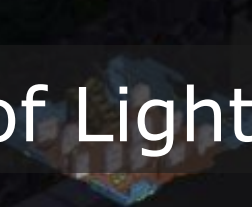




# Example of Light Pinch Collection



**Pumpkin House**



**Ancient Burial Ground**



**Vacuum Tool**



**Shuffling Zombie**



**Victorian UFO**

Congratulations! You've unlocked all your personal prizes! You can now win free Donuts for every extra 2000 GOO you collect!



**Ultrahouse 2**



**King Snorky**



**Twirl 'N' Hurl**



**Burns Coffin**



**Gingerbread House**

Collect GOO to unlock prizes! Hurry – event ends Nov 7th!

# A Tale of Two Spaceships



# Give Players What They Want





# And Then Surprise Them...

...with things they didn't know they wanted yet.

For examples, One of the best selling characters in TSTO history...



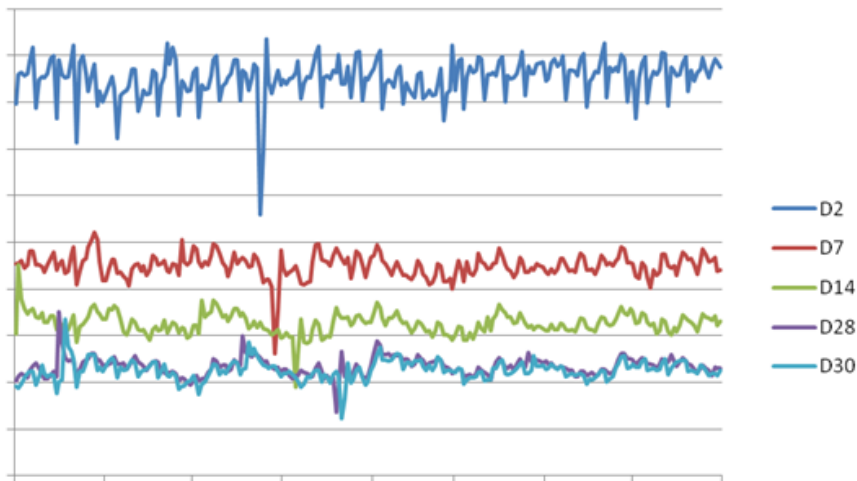
# What Did We Optimize?

Daily Revenue   
DARPU  
Weekly Revenue  
DAU   
MAU  
Stickiness  
D2 Retention  
D7 Retention  
D30 Retention  
Quarterly Revenue  
Quarterly Profit

Annual Profit  
Churn  
Conversion Rate  
ARPS  
D90 Retention  
D180 Retention  
Net Promoter Score  
Avg. Customer LTV  
K Factor  
Lifetime Revenue  
Installs  
Uptime (99.99995)

- Long-Lead Update Strategy
- Each Update Introduces Major New Functionality
- Updates build on core game BUT do not “complexify” basic game

## THE RESULT



- Over 18 months, no drop in retention
- Game remains relevant to all cohorts

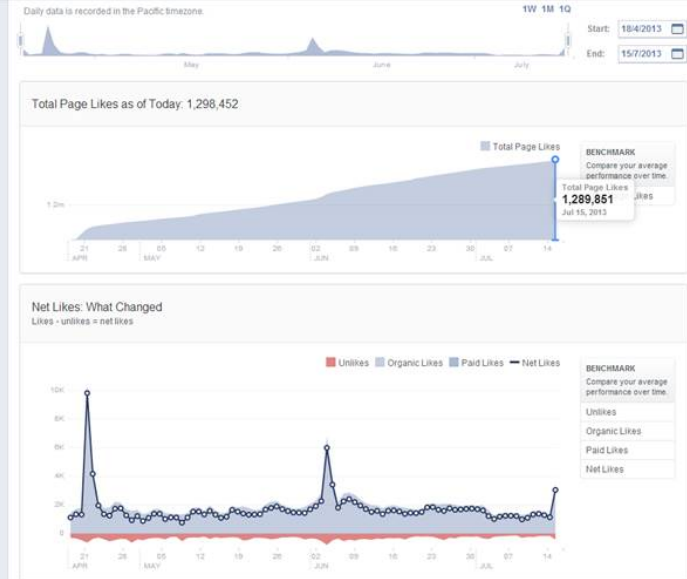


The Sims FreePlay

★★★★★

1.3m

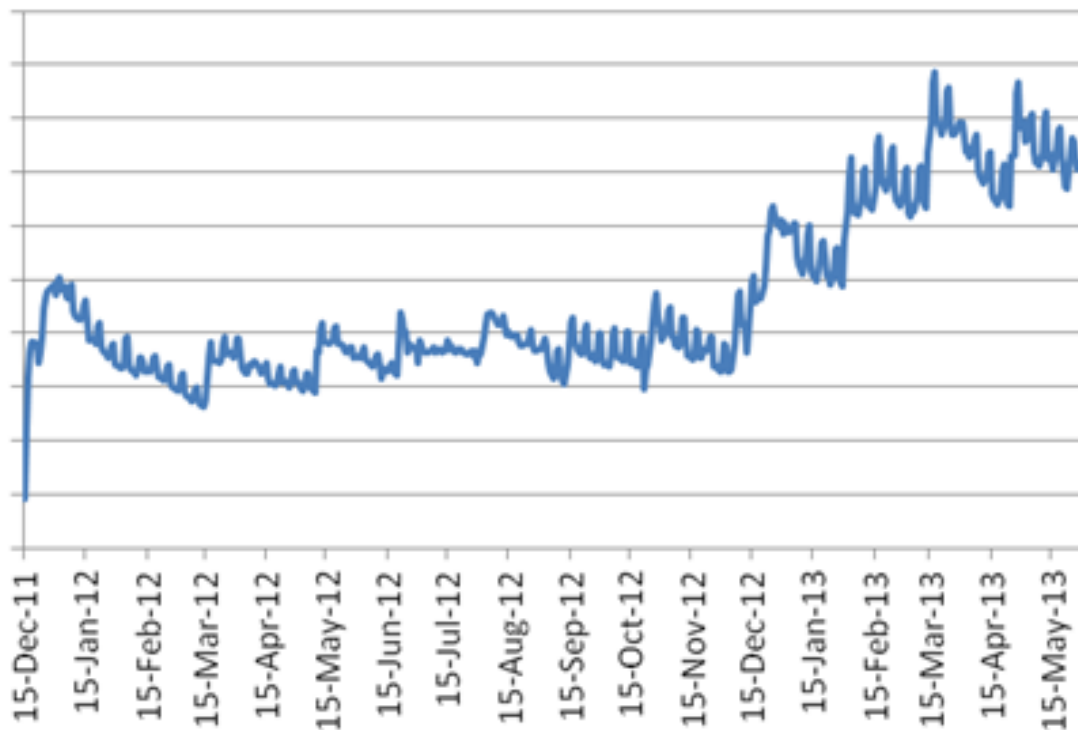
Simulation 1 million players



- Launched with 10,000 “likes” on Facebook
- Game Team took over the Page
- Grown to over 1MM by the Game Team
- Team regularly engages with players through Facebook



# The Result...



**Audience growth  
after 18 months!**

# What Did We Optimize?

Daily Revenue

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MAU

Stickiness

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Quarterly Revenue

Quarterly Profit



Annual Profit

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Net Promoter Score

Avg. Customer LTV

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# No Matter What Choices You Make...

Be Sure You Stay In Touch With Your Players!

## TSTO ISSUE COUNT, STACKED

### LOUD RESULT



**TSTO Tips**

@TSTOTips



Follow

@ksegerstrale @ea lots of frustration coming through my blog on what's become known as the [#harpofdeath](#) - appreciate any help you can give

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1

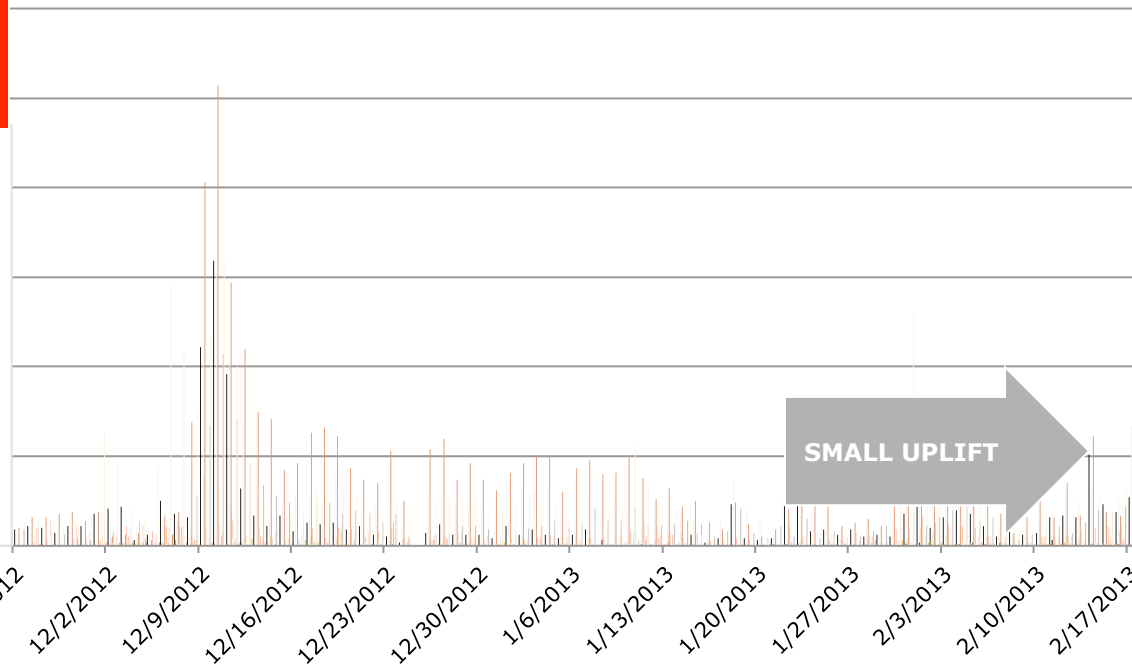
RETWEET

2

FAVORITES



9:17 PM - 19 Feb 13



# Finally... Design Around What Gives You and Your Team Purpose!

Daily Revenue

DARPU

Weekly Revenue

DAU

MAU

Stickiness

D2 Retention

D7 Retention

D30 Retention

Quarterly Revenue

Quarterly Profit

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THANK YOU!