



Balancing Community Management with Transparent Development

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GAME DEVELOPERS CONFERENCE®

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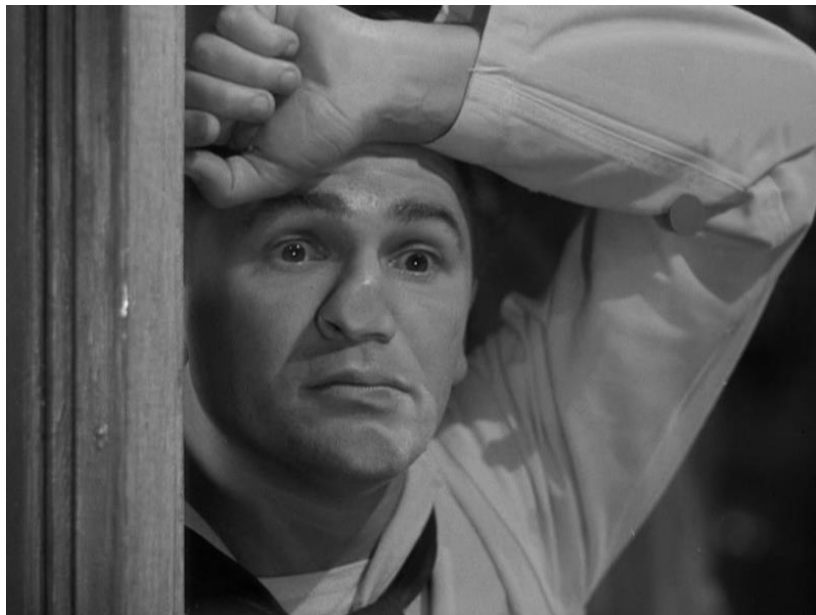
Who am I?



- Community efforts for Launch of DC Universe Online and PlanetSide 2
- Worked on EverQuest 2, Free Realms, Clone Wars, PoxNora, Star Wars Galaxies, Dragon's Prophet, and H1Z1



What is Transparency?





Traits of Transparent Development

Direct
Feedback

Authentic

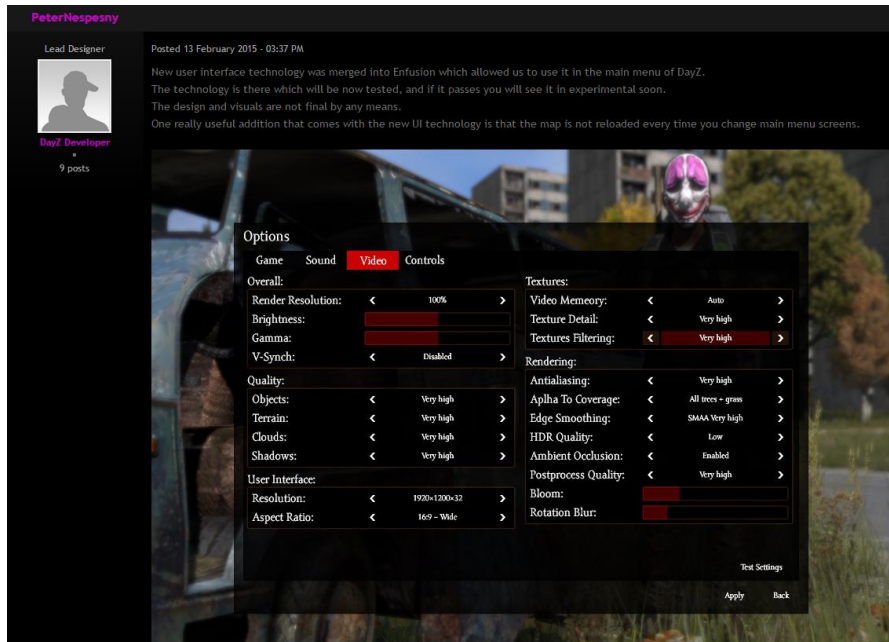
Less
Corporate

Granular
Data

Multiple
Mediums



Transparency: For Better or Worse



We are the Star Citizen FPS Team, Ask us anything!

GAMING submitted 4 months ago * by SC-FPS-Team 2

We're REDACTED, the team working with Cloud Imperium Games to make the FPS Module for Star Citizen.

PROOF: <https://twitter.com/RobertsSpaceInd/status/525692905043017728>

Thank you everyone for your questions! It was a pleasure answering them. We need to get back to work though! We'll be answering questions all day on the forums <https://forums.robertsspaceindustries.com/discussion/193366/ask-a-dev-redacted-fps-team> but maybe at a slower pace!

We can't wait to show you what we have worked on at PAX AUSTRALIA!



How do you Manage a Community with Transparent Development?



Kidding...
Mostly!



Everyone Agrees on Community Role

How early?

Investors?

Player Development?

Where are you?





Training: Don't Skip it

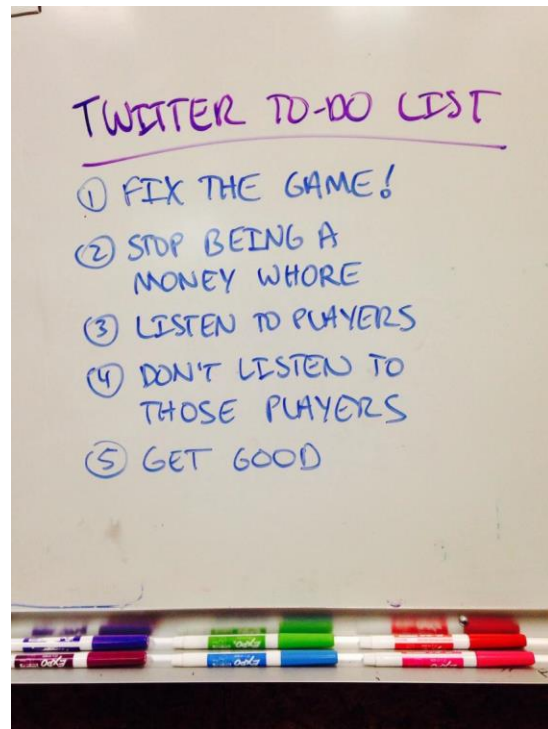


- Social Media Usage
- Tone
- Common pitfalls
- How Much Curtain?



Communicate with Purpose

- Authentic but on message
- Make it about the team
- Don't fire from the hip





Build Relationships Internally



- Make yourself Invaluable
- Learn Disciplines
- Defend Them



Influencers



They can drive acquisition/retention and interest



Roadmaps

	dev Changelog PS2_Luke Jan 31, 2014	Replies: 0 Edit Views: 176,056	PS2_Luke Jan 31, 2014
	dev December - NS Pistol Reddets BBurnes Nov 26, 2014	Replies: 25 Edit Views: 4,626	AlterEgo Dec 30, 2014
	dev December - Holiday Event BBurnes Nov 19, 2014	Replies: 55 Edit Views: 10,536	AgentRed Dec 18, 2014
	dev December - Implant tiers 4 & 5 BBurnes Nov 12, 2014	Replies: 183 Edit Views: 20,501	Maxence822 Jan 21, 2015
	dev Facility Shields Update Freeze74 Nov 7, 2014	Replies: 14 Edit Views: 3,983	Spoof Nov 9, 2014
	dev December - Deployable Automated Turrets	Replies: 350 Edit Views: 36,302	ScouseGeekTR Jan 29, 2015
	dev October - Anniversary Bundle Tayradactyl Oct 13, 2014	Replies: 80 Edit Views: 12,962	KaaleStroms Nov 5, 2014
	dev December- Instructional Events	Replies: 44 Edit Views: 7,927	ScouseGeekTR Jan 29, 2015
	dev October - Gold/Black NS Weapons BBurnes Oct 13, 2014	Replies: 41 Edit Views: 5,229	dezusa Oct 29, 2014
	dev October - Facility Shield Consolidation Freeze74 Oct 13, 2014	Replies: 71 Edit Views: 4,876	JDColle-VX9= Nov 5, 2014
	dev December - Wieldable Melee Weapons	Replies: 129 Edit Views: 16,666	Nalothisal Jan 29, 2015
	dev October - Balance Changes Kevms Oct 13, 2014	Replies: 113 Edit Views: 11,606	SpruceMoose Nov 5, 2014
	dev September - Quality of Life PS2_Luke Sep 5, 2014	Replies: 152 Edit Views: 17,496	Stopper Oct 13, 2014
	dev July - Continent Locking Alerts PS2_Luke Jul 2, 2014	Replies: 63 Edit Views: 32,708	NoctID Aug 25, 2014
	dev July - Spawning Adjustments PS2_Luke Jul 2, 2014	Replies: 106 Edit Views: 42,847	JesusVoxel Aug 2, 2014
	dev June - Continent Locking PS2_Luke Jun 6, 2014	Replies: 119 Edit Views: 31,482	o_Solei_o Jul 1, 2014
	dev June - Matherson/Watson Server Merge PS2_Luke Jun 6, 2014	Replies: 83 Edit Views: 31,274	Moridin6 Jun 24, 2014
	dev May - Combat Medic Update PS2_Luke May 2, 2014	Replies: 142 Edit Views: 42,565	o_Solei_o May 20, 2014
	dev July - Empire Pistols PS2_Luke Aug 25, 2014	Replies: 528 Edit Views: 88,519	DatVanuMan Aug 18, 2014

- Be Realistic
- Build Trust
- Accept Failure
- Granular Detail



Give the Community Power



Filter Results: Planetside 2 PC: Top Issues Since December Update (December 18)

T	Key	Summary	Total Votes	Status
<input type="checkbox"/>	PS-1038	Quick knife hit detection issue	17	DGC: TRACKED INTE...
<input type="checkbox"/>	PS-1043	Friend removal confirmation	16	REVIEWED BY MODER...
<input type="checkbox"/>	PS-955	Crash To Dekstop since 12/18 Patch	11	DGC: MORE INFORMA...
<input type="checkbox"/>	PS-944	Weapon and body glowing really much.	11	DGC: TRACKED INTE...
<input type="checkbox"/>	PS-942	Extremely high average ping on Emerald, regardless of time.	11	DGC: TRACKED INTE...

1-5 of 111

1 2 3 4 5 6 7 8 9 ▶

Filter Results: Planetside 2 PC: Top Issues Tracked By DGC

T	Key	P	Summary	Total Votes
<input type="checkbox"/>	PS-265	⬆	Exiting a vehicle sometimes spawns you up in the air resulting in falling to death	81
<input type="checkbox"/>	PS-30	⬇	Shield generators show up as functioning on the mini-map when they are actually destroyed.	70
<input type="checkbox"/>	PS-282	⬆	Hit Registration Has Been Terrible Since Directive Patch.	53
<input type="checkbox"/>	PS-111	⬇	After dying as max, revert to last class played.	48
<input type="checkbox"/>	PS-709	⬆	Network or server performance issues on Miller/Cobalt.	38

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1 2 3 4 5 6 7 8 9 ▶



Always Run It

- Use Twitter Lists
- Get Reddit Flair
- Build a Tracker
- Sleep Less





Questions?