



# LiveOps: A Process in the Making

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GAME DEVELOPERS CONFERENCE®

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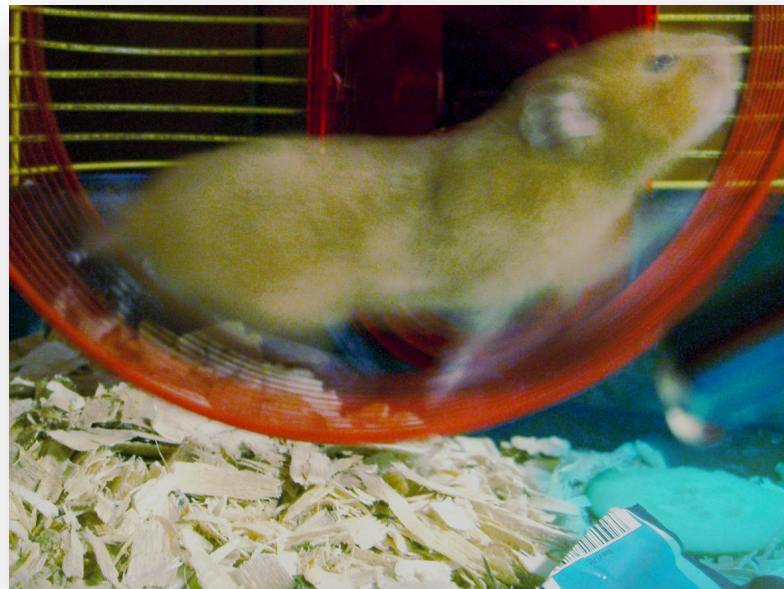




# Development Cycles



**Console**



**Mobile**

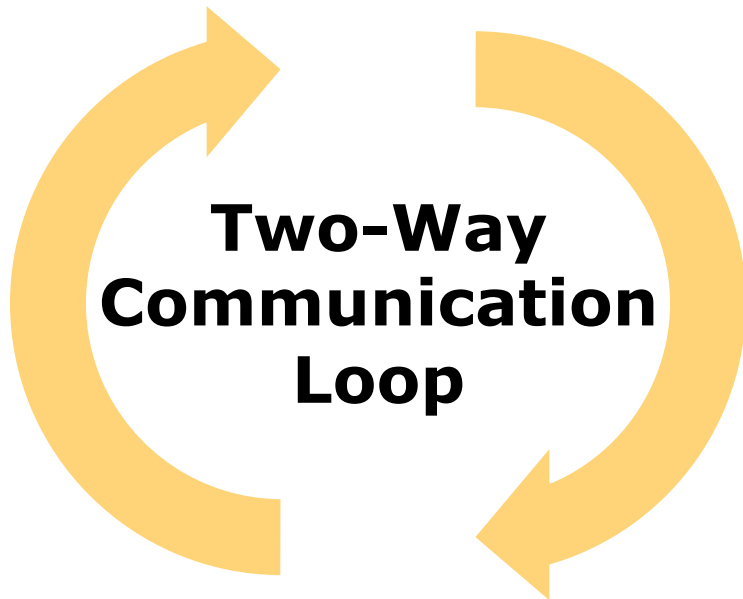


LiveOps is the process of  
curating the post-release  
gaming experience



**To Player:**

- New Content
- Events
- Sales
- Push Notifications
- In-Game Messages

**From Player:**

- Community Management
- Customer Support
- Analytics



What everyone thinks  
LiveOps is like...



What LiveOps is  
really like...





# LiveOps: The Beginning

- Consistent Monthly Content
- Resource-Heavy Process
- Long Iteration Cycle





# Taking Risks...



**Console**



**Mobile**



# Plan on a Backup

- Reuse an Event
- Backlog of Units
- Saturday Workday
- Ability to Hit “Undo”
- Apologize







# A Lesson From Knight Storm



Communicate  
with players even  
when you have  
nothing to say.



HYPOTHESIS

TEST

A

&

B

ANALYZE DATA

MAKE A CHANGE

B



## A: Message



## B: Sale Message

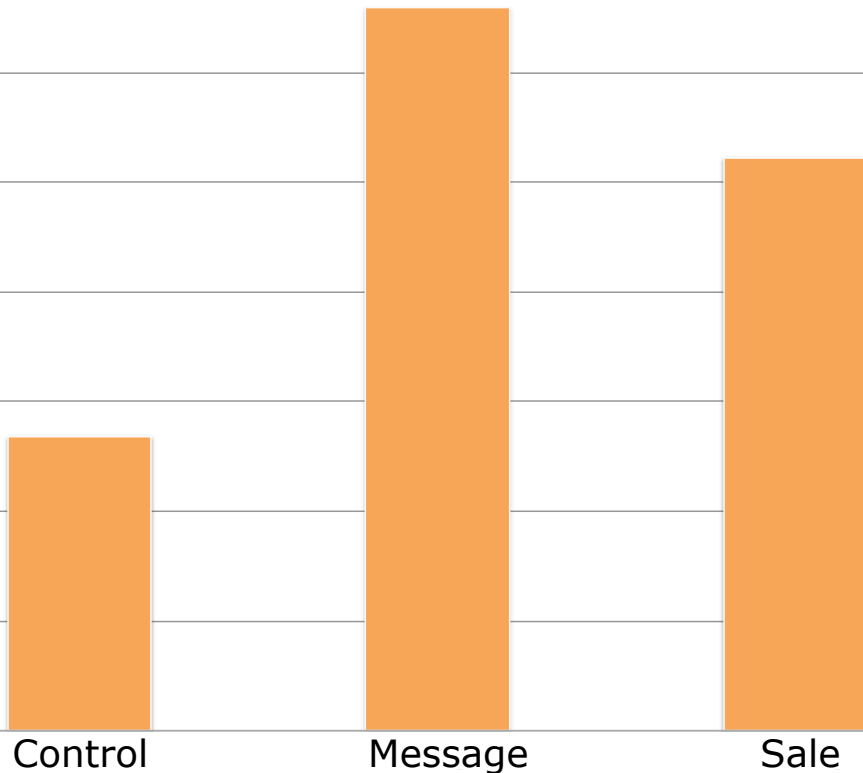


Control: No Message





### AB Test: Sending Players to the Store



# 15.21%

## Revenue Increase

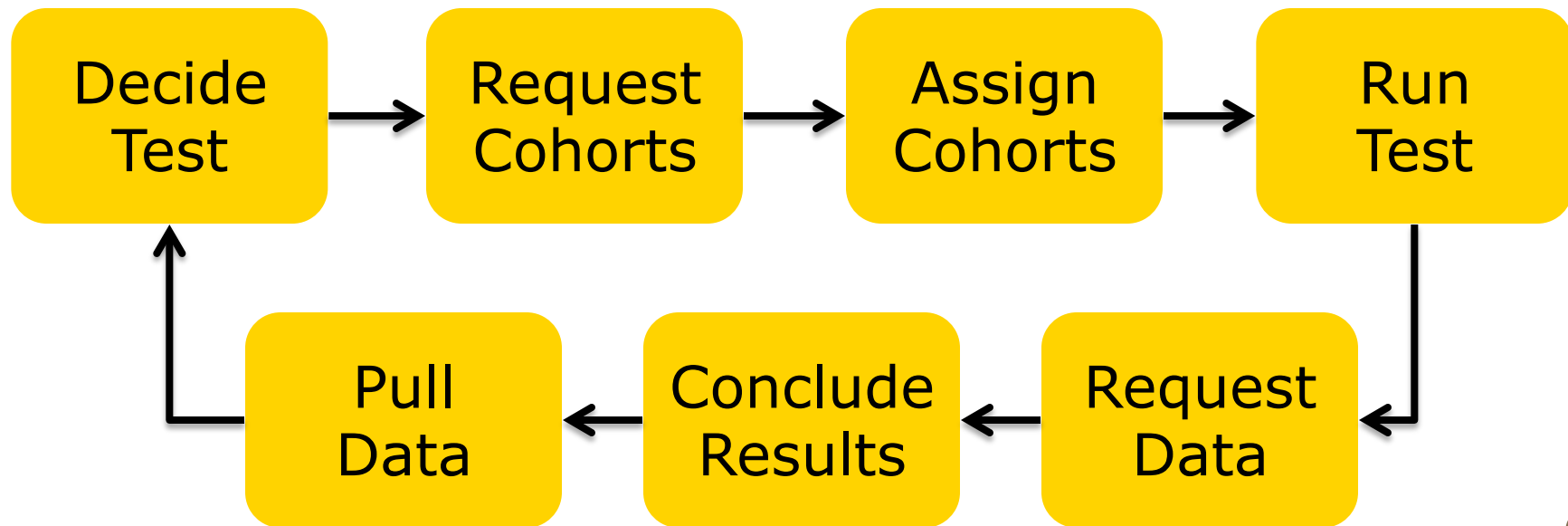
**USE GEMS TO  
BUILD YOUR  
KINGDOM!**



**PREPARE FOR THE STORM**



# Process: AB Testing

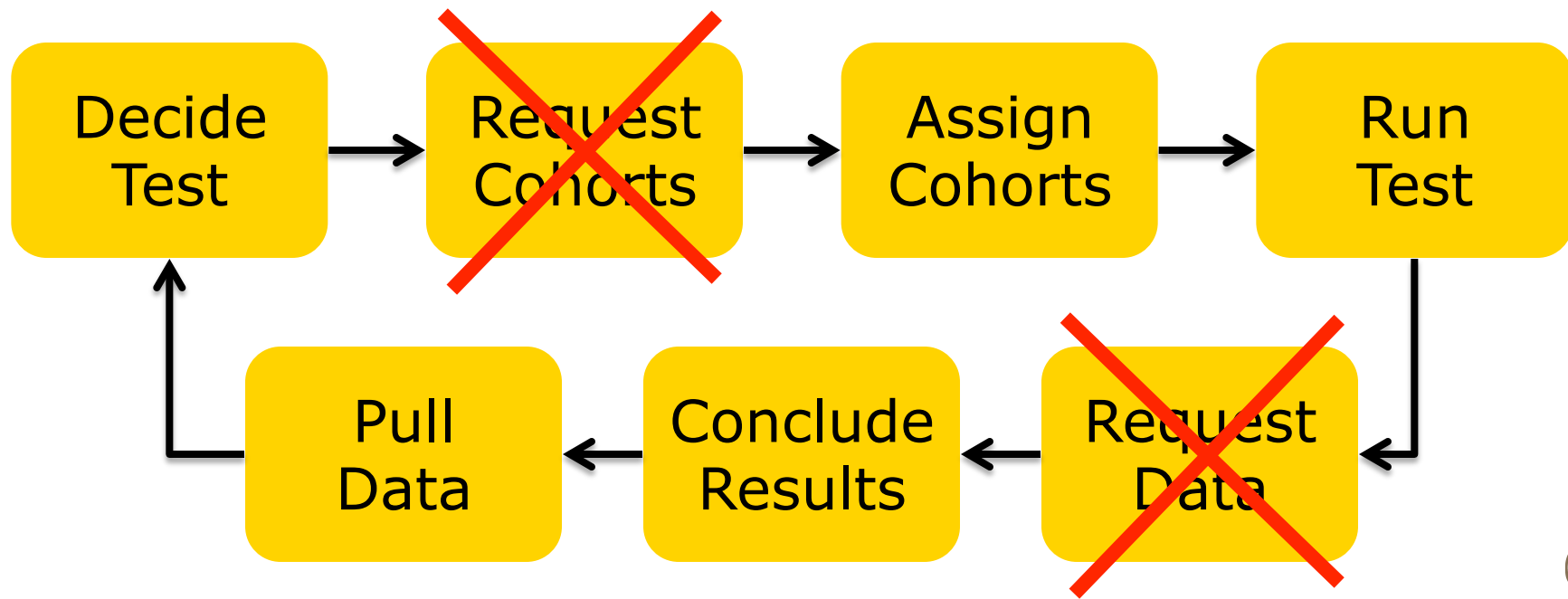




Empower LiveOps  
to operate outside of  
regular development



# Process: AB Testing





# The Problem with development

		Week 1	Week 2	Week 3	Week 4
<b>Design</b>	Decide New Units				Mo 2 New Units
	Design New Units	Mo 1 New Units	Mo 1 New Units	Mo 1 New Units	Mo 1 New Units
		LiveOps_8-22-2014	LiveOps_8-22-2014		
	Design Events	LTQ 11	Boss 2	PvP 3	LTQ 13
<b>Art</b>	Create New Units	Mo 1 New Units	Mo 1 New Units	Mo 1 New Units	Mo 1 New Units
		LiveOps_8-22-2014	LiveOps_8-22-2014		
	Event Art	LTQ 11	Boss 2	PvP 3	LTQ 13
<b>Ops</b>	Datapack New Units	LiveOps_8-8-2014		LiveOps_8-22-2014	
	Datapack Events/Server	PvP 2	LTQ 11	Boss 2	PvP 3
<b>QA</b>	Test New Units		LiveOps_8-8-2014		LiveOps_8-22-2014
	Test Events	Boss 1	PvP 2	LTQ 11	Boss 2
<b>Live</b>		LiveOps_7-25-2014		LiveOps_8-8-2014	
		LTQ 10	Boss 1	PvP 2	LTQ 11



A version control and source code management system with an emphasis on speed, data integrity and support for distributed, non-linear workflows.

[wikipedia]



# Issues with Git

- Originally required an engineer to merge
- No consistency in branch creation
- Too many branches
- Expensive maintenance cost
- Decreased morale



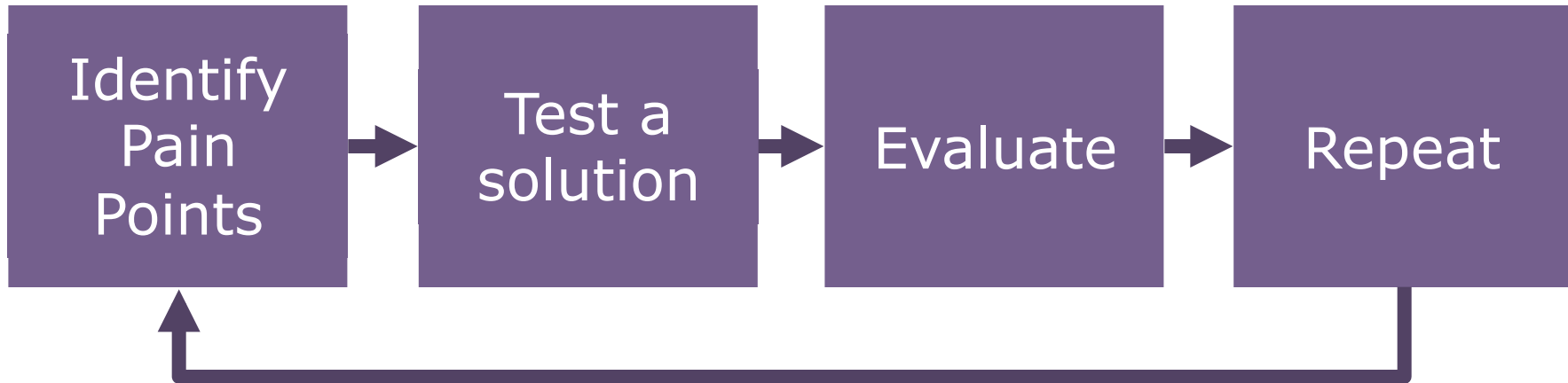
# Lessons in Process Iterating

- Identify what needs to change & who/what could be affected
- Communicate change to anyone affected
- Simplify the Process
- Structure tools around process





# Iterate on Process





# LiveOps in League of War

- Weekly New Units
- Global Events
- Daily Sales
- Occasional Messaging



# Final Tips

- Don't wait for Perfection



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- Poor Communication Leads to Mistrust



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- Plan Ahead



# Final Tips

- Don't wait for Perfection
- Poor Communication Leads to Mistrust
- Plan Ahead
- Anticipate Dealing with the Unexpected



# Questions?

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**League of War**  
RPG Strategy Game



**My Horse**  
Horse Simulation  
Game



**Ivory Tiles**  
Puzzle Game



**Knight Storm**  
Medieval Jousting  
Game



**Bounty Bots**  
First-person  
shooter



**Shift**  
Puzzle Game