



BUNGiE®

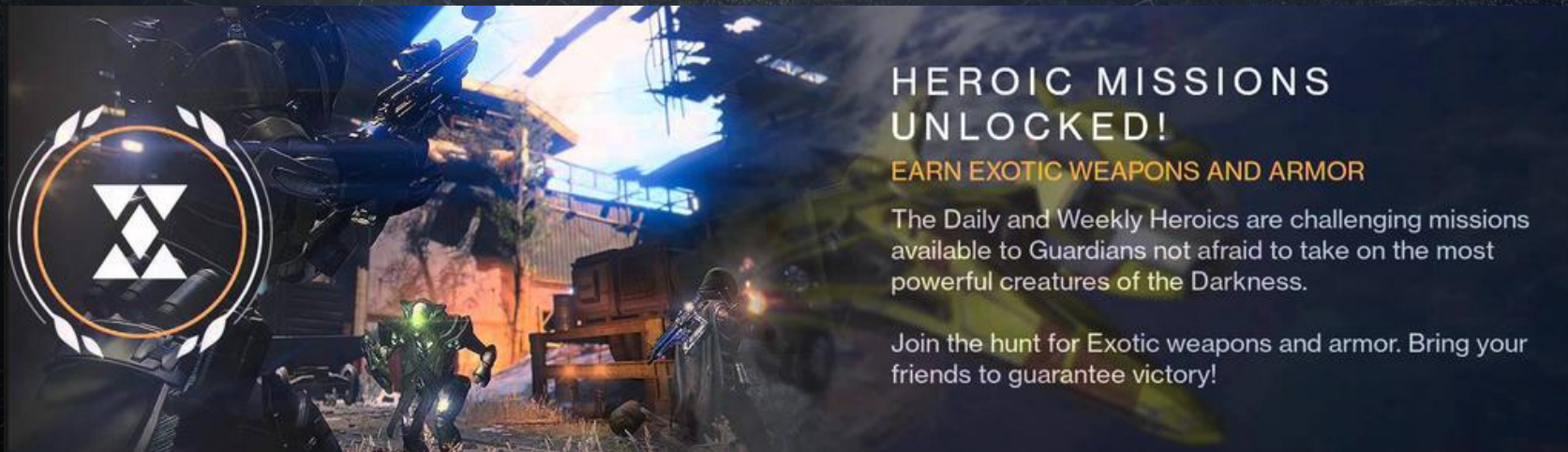
USER RESEARCH ON DESTINY

JOHN HOPSON

USER RESEARCH ON HALO



UPPING THE DIFFICULTY



HEROIC MISSIONS UNLOCKED!

EARN EXOTIC WEAPONS AND ARMOR

The Daily and Weekly Heroics are challenging missions available to Guardians not afraid to take on the most powerful creatures of the Darkness.

Join the hunt for Exotic weapons and armor. Bring your friends to guarantee victory!

A GREAT BIG DESTINY

- 4 different planets
- 4 enemy races
- 3 classes
- Hundreds of weapons
- 20 Story missions
- 6 Strike missions
- 4 Patrol missions
- 10 hour Raid experience



BUILDING OUT A LAB



RECRUITING PARTICIPANTS



WHY TALK ABOUT RECRUITING?

“Amateurs talk about tactics, but professionals study logistics.”

- GENERAL ROBERT H. BARROW

“Bitter experience in war has taught the maxim that the art of war is the art of the logistically feasible.”

- ADMIRAL HYMAN RICKOVER

PARTICIPANT DATABASE

BUNGiE USERRESEARCH

Help Us Make Games

Developing video games requires an intimate understanding of the mind of a gamer. Now we are asking you, our community, to officially put your names on the list of those willing to lend a helping hand. Service requires only a valid email address. In exchange, we're offering you the unique opportunity to help us continue making improvements to features, and online community... and the potential to help us shape our glorious future.

Not all who enlist will be selected. But hundreds of thousands of gamers from all regions and territories around the world will be needed before all is said and done. March with us, and together, we will bask in the glory of world domination.

Potential Missions Include:

- > Playtests and Usability Testing at Bungie
- > Surveys on game playing habits
- > Alpha and Beta Testing for our next game



Dive In

PARTICIPANT DATABASE

13	How often do you play the following types of games?	<i>Never</i>	<i>Sometimes</i>	<i>Often</i>
	Shooter (Halo, Call of Duty, Gears of War, Half-Life)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Survival Horror Games (Resident Evil, Silent Hill)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Action/Adventure (Uncharted, Assassin's Creed, Grand Theft Auto)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	MMO (World of Warcraft, Guild Wars, Rift)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Racing (Forza, Mario Kart, NASCAR)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	RPG (Skyrim, Pokemon)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strategy (Civilization, StarCraft, Plants vs Zombies, League of Legends)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Puzzle (Angry Birds, World of Goo, Tetris, Professor Layton)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Sports (Madden, Mario Tennis, FIFA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ONLINE SCHEDULING

Please ONLY sign up for the study if you can attend for the entire session. Space is limited, so if you cannot attend the entire day, please do not sign up.

Please choose the opportunity that works best for you.

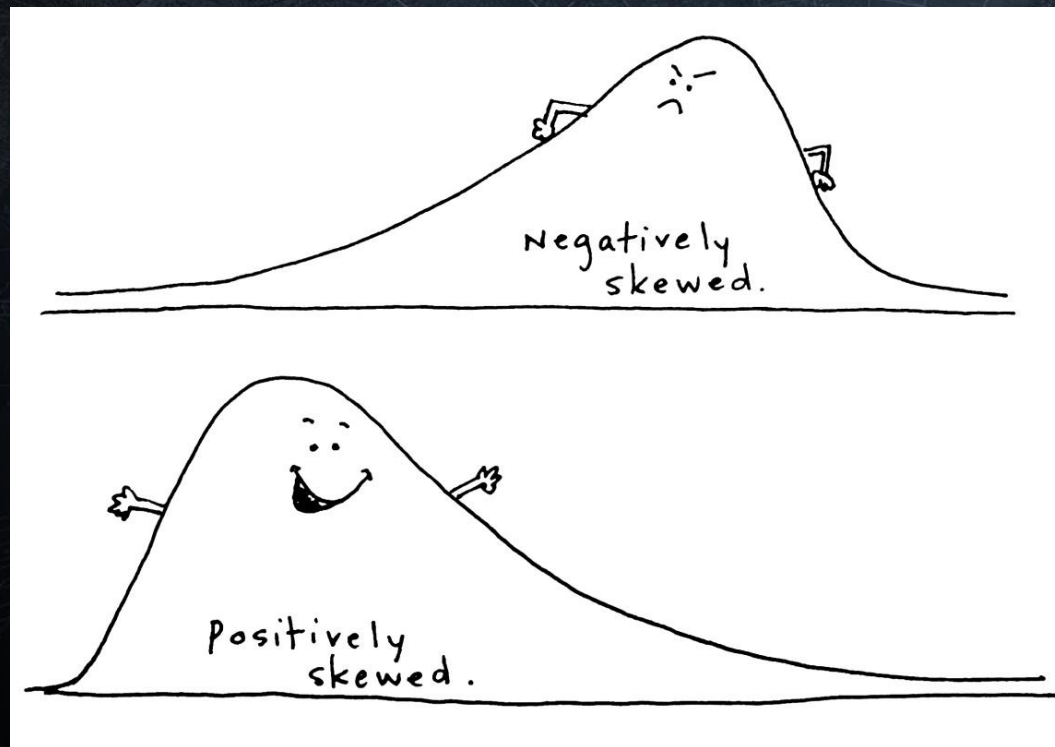
- ☐ Yes, I can attend Wednesday, March 4th, 9:45 AM to 5 PM.
- ☐ Yes, I can attend Thursday, March 5th, 9:45 AM to 5 PM.
- ☐ Yes, I can attend Friday, March 6th, 9:45 AM to 5 PM.
- ☐ Put me on the wait list.
- ☐ Sorry, I cannot attend.

[Next >>](#)

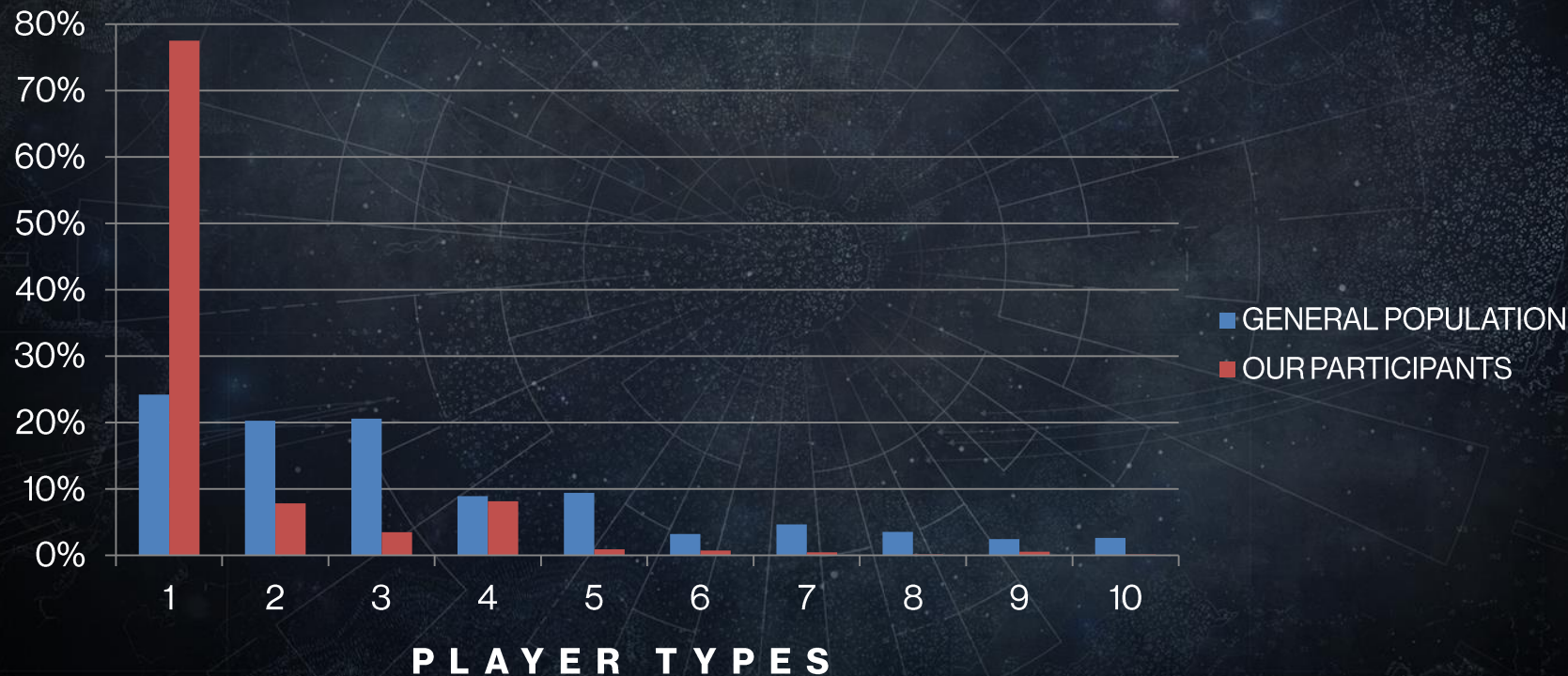
ONE DATABASE TO RULE THEM ALL



DEALING WITH BIAS



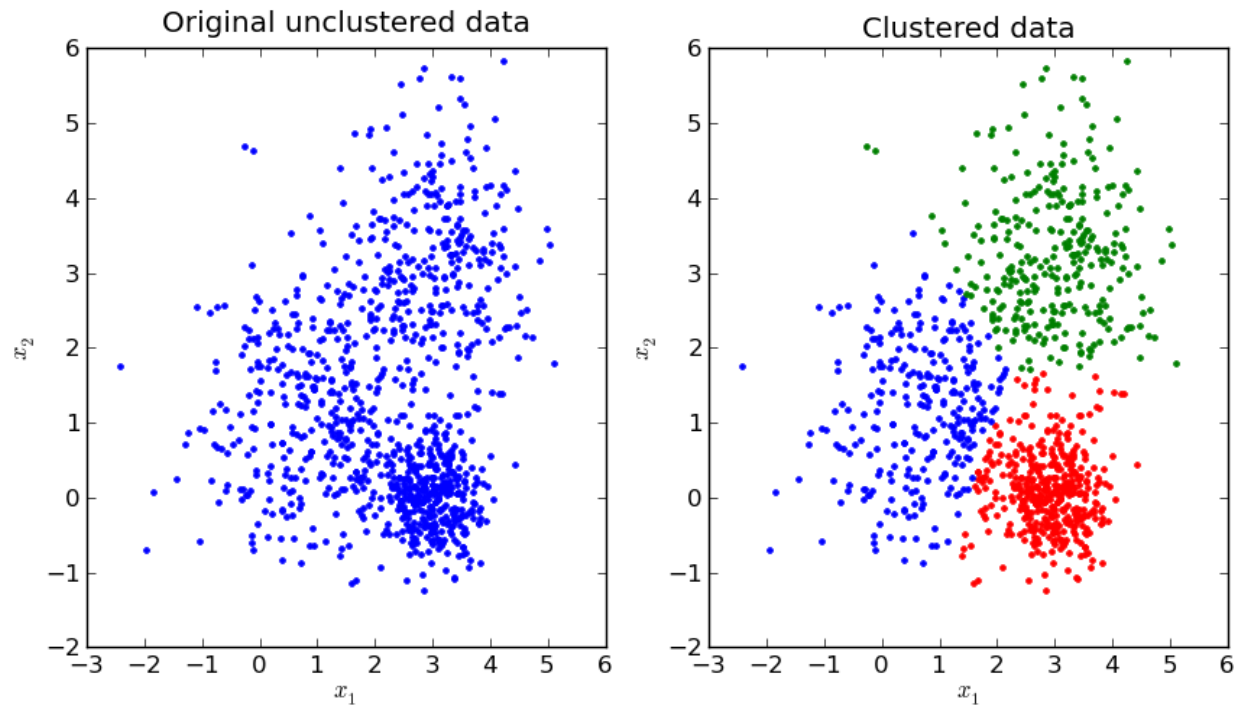
POSTSTRATIFICATION



REACH SEGMENTATION

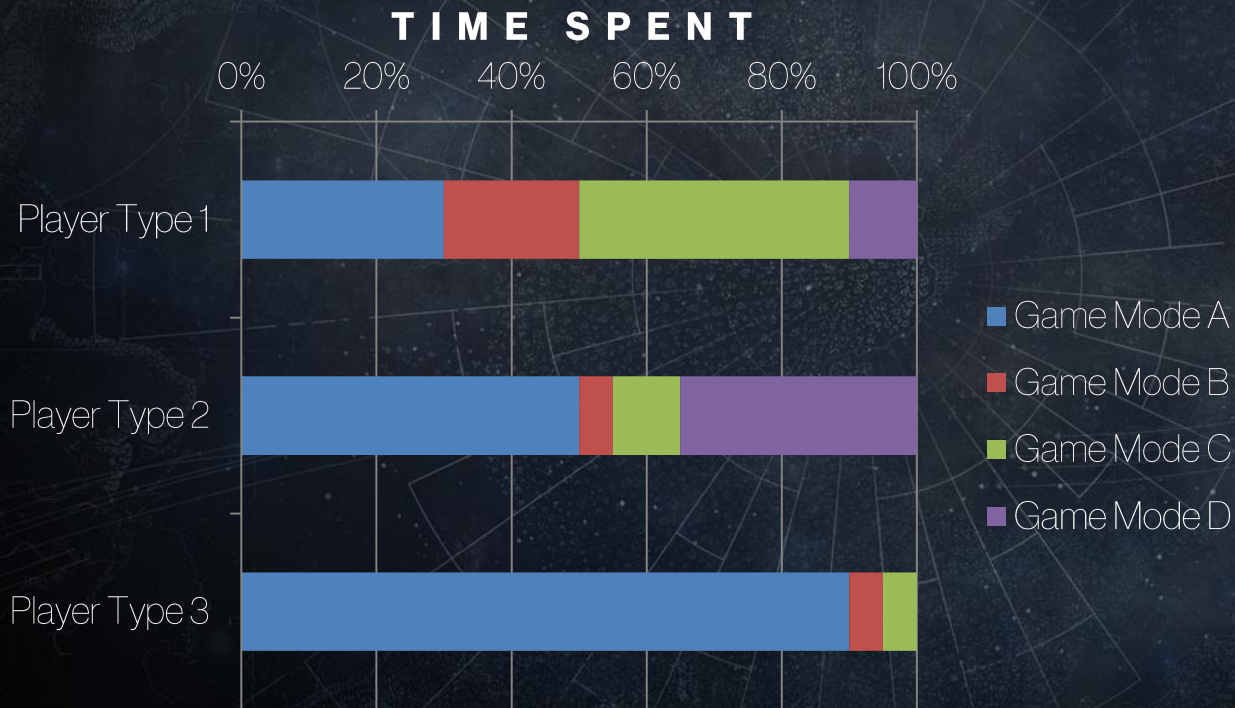


CLUSTERING BY PLAY HABITS



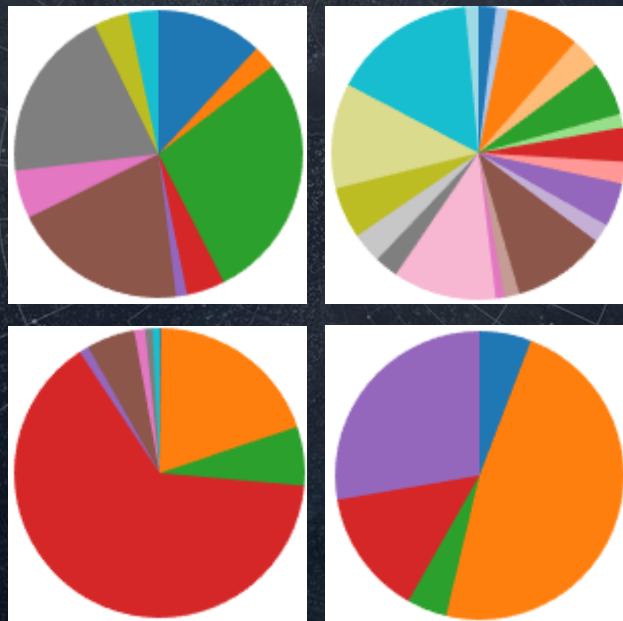
This is example data, not from Destiny.

BEHAVIORAL FINGERPRINTS



This is example data, not from Destiny.

~~THREE~~ ~~TEN~~ FIVE TYPES OF PLAYERS



COMPARING DIFFERENT MODELS

MODEL A



MODEL B



FIVE TYPES OF PLAYERS

- Campaigners
 - Short Campaigners
 - Long Campaigners
- Omnivores
 - Short Omnivores
 - Long Omnivores
- Specialists
 - Many subtypes

THE BUFFET EFFECT



IMAGE LICENSED UNDER CC BY-SA 3.0 VIA WIKIMEDIA COMMONS

PROMOTING VARIETY

Wednesday

2 Rounds

20 Tire Flips

200m Run

20 Thrusters (65/95)

200m Run

20 Wallballs (17/20)

200m Run

20 Burpee Box Jump (20/24)

200 m Run

FEEDING THE OMNIVORES

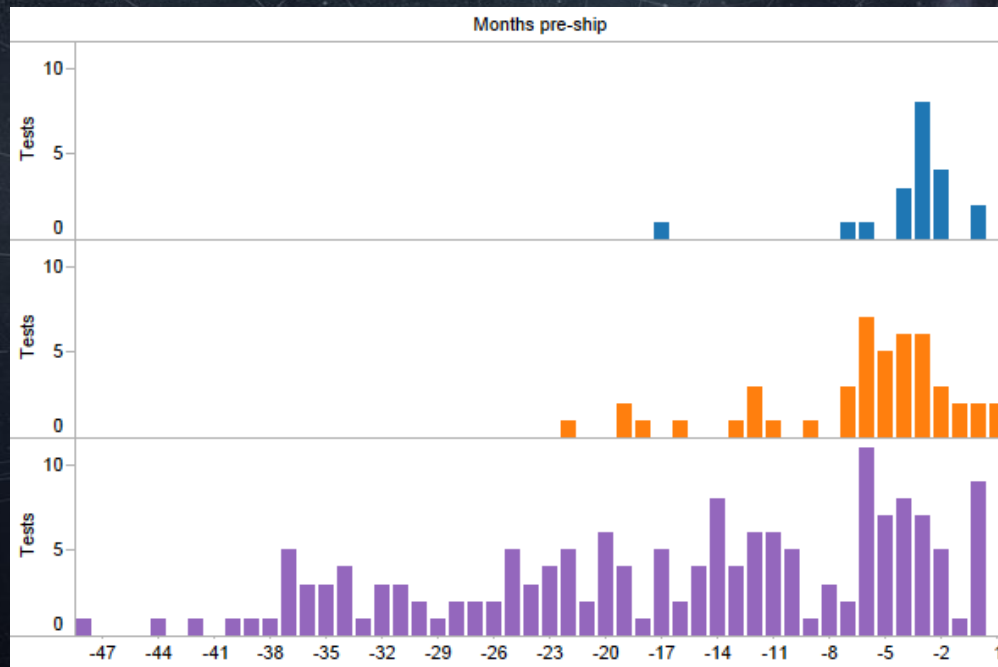


THE BIG PICTURE

HALO 2

HALO 3

DESTINY



MONTHS PRIOR TO RELEASE

SERIOUS SECURITY



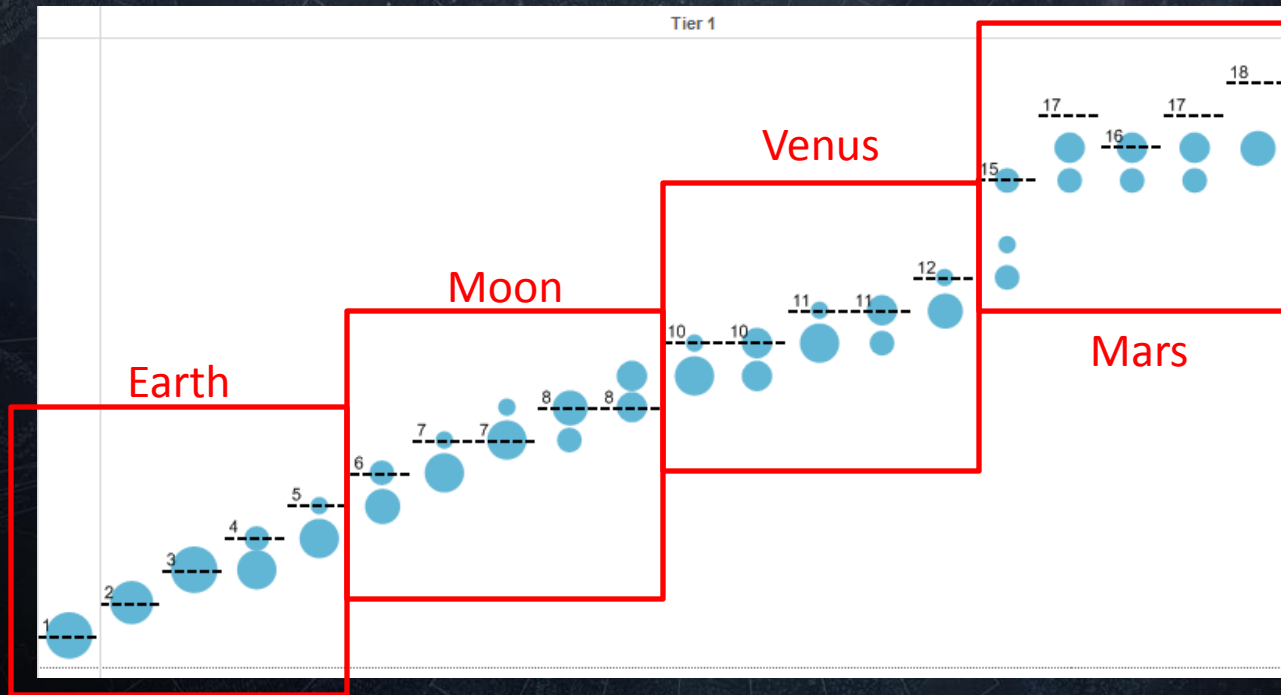
REDUCTIONIST vs HOLISTIC TESTING



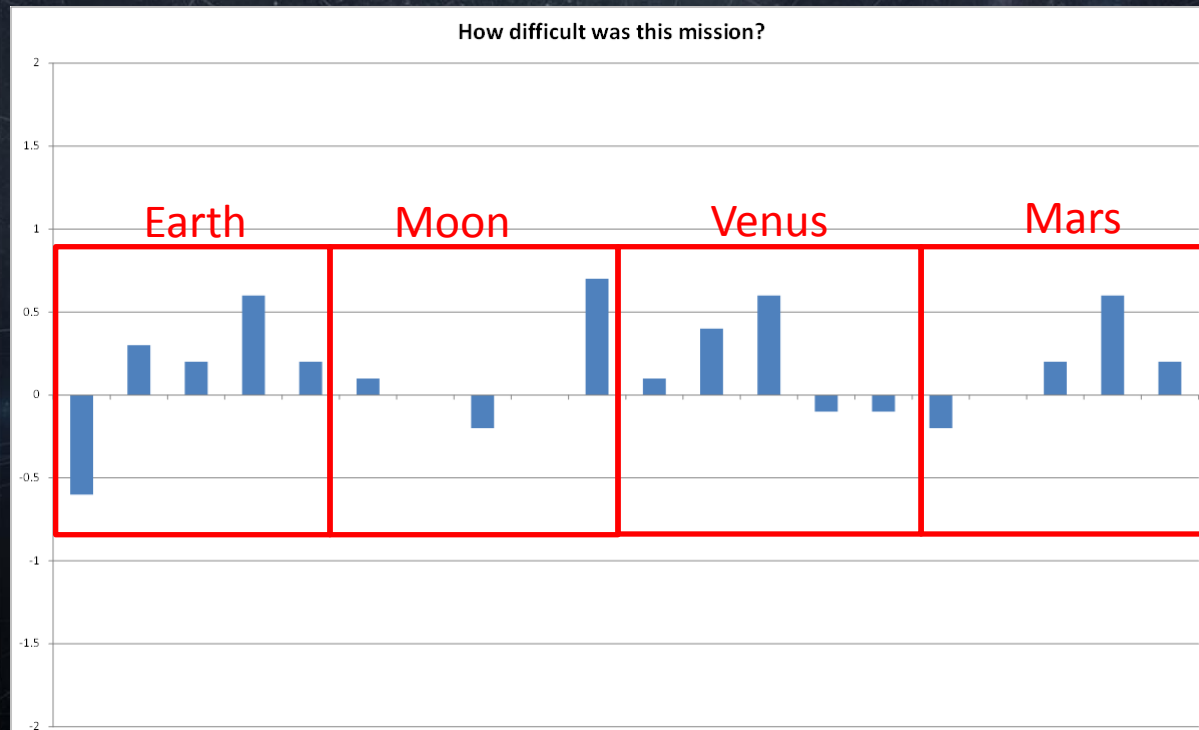
“The more precisely the position is determined, the less precisely the momentum is known in this instant, and vice versa.”

- HEISENBERG, 1927

PROGRESSION TESTING



DIFFICULTY TESTING



CHAMBER OF NIGHT



CONCEPT ART TESTING

A



B



C



D



CHOOSING A CLASS



CLASS DESCRIPTIONS

ORIGINAL

The first Titans built the Wall, and gave their lives to defend it. Now, you stand in the same high place, steadfast and sure, protecting all who shelter in your shadow. You hail from a long line of heroes, forged from strength and sacrifice. Our enemies may be deadly and merciless, but so are you.

UPDATED

You are an armored engine of war. Control any battle with strength and strategy.



Striker

Smash the ground and dissolve enemies in a maelstrom of Arc Light.



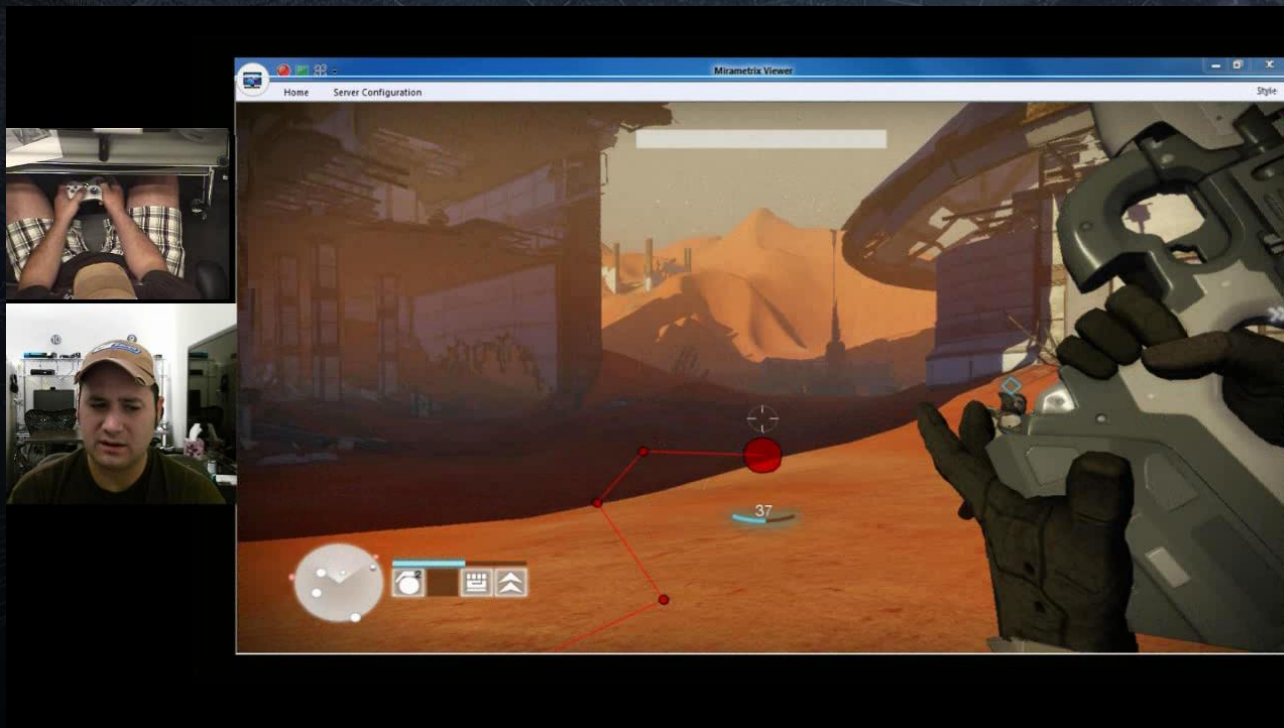
Defender (Level 15)

Shape Void Light into an indestructible shield to protect you and your allies from harm.

A DESTINY MOMENT



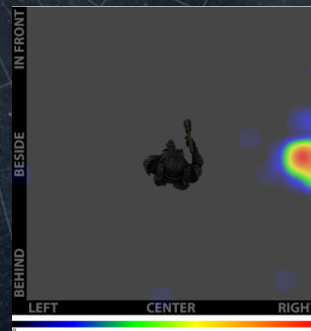
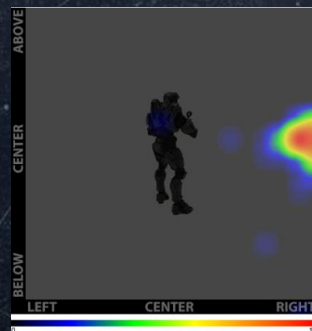
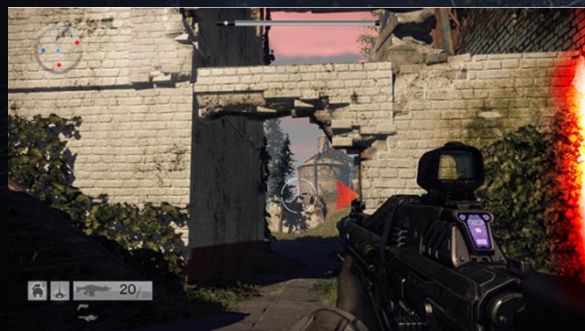
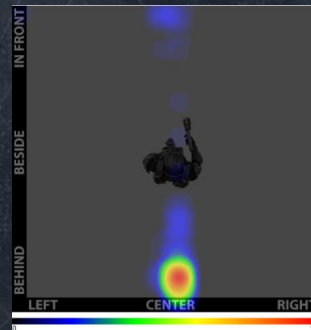
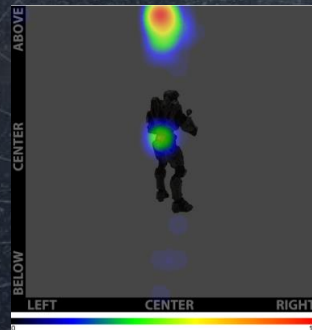
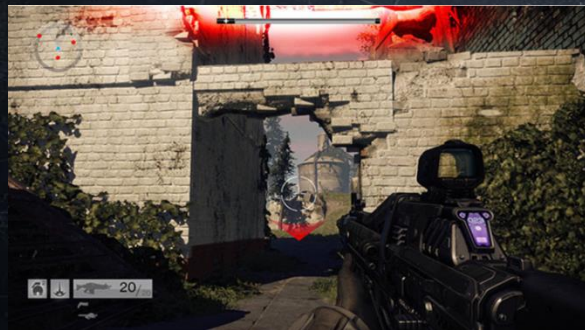
PLAYER RECOGNITION



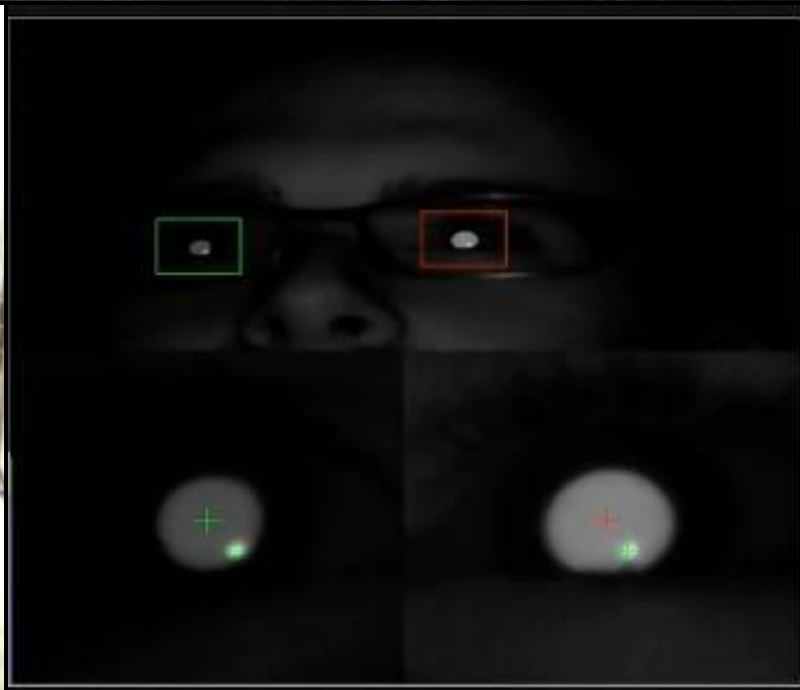
IMPROVED NAMEPLATES



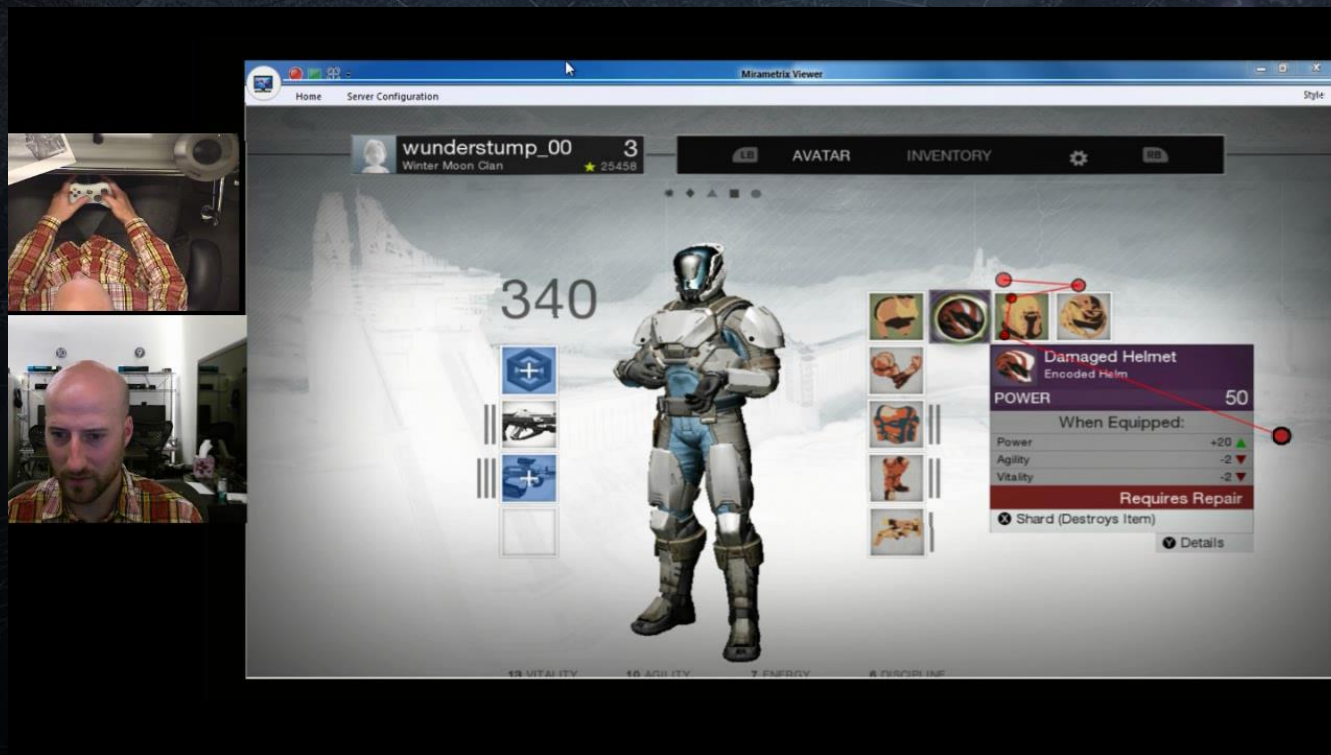
DIRECTIONAL DAMAGE INDICATORS



EYETRACKING



USER INTERFACE USABILITY



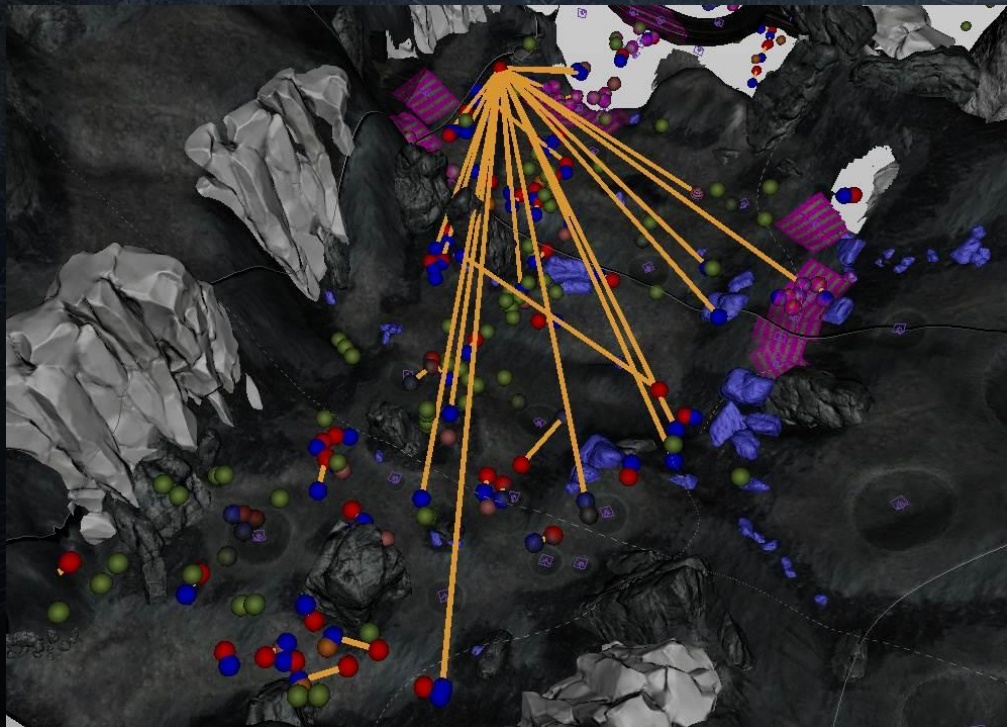
CONTEXTUAL FEEDBACK



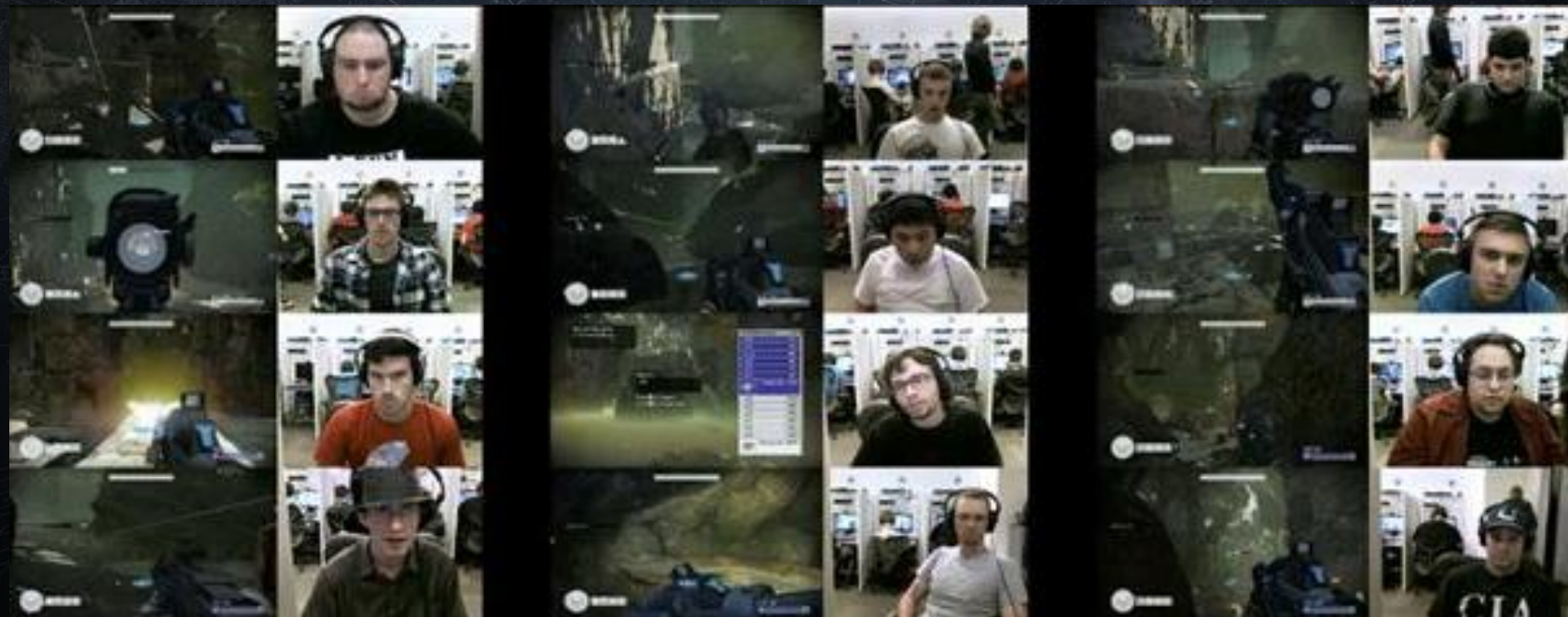
CONTEXTUAL FEEDBACK



PUTTING DATA IN CONTEXT



STREAMING VIDEO



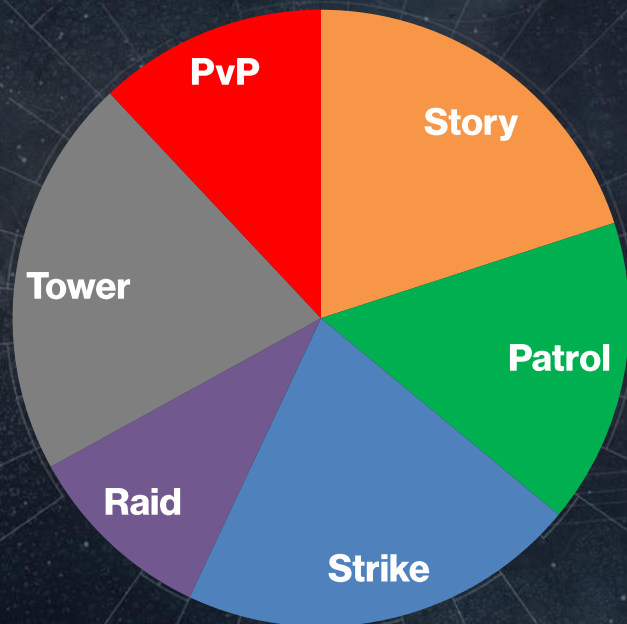
TESTING THE ENDGAME



TESTING THE ENDGAME



TIME PLAYED IN DESTINY



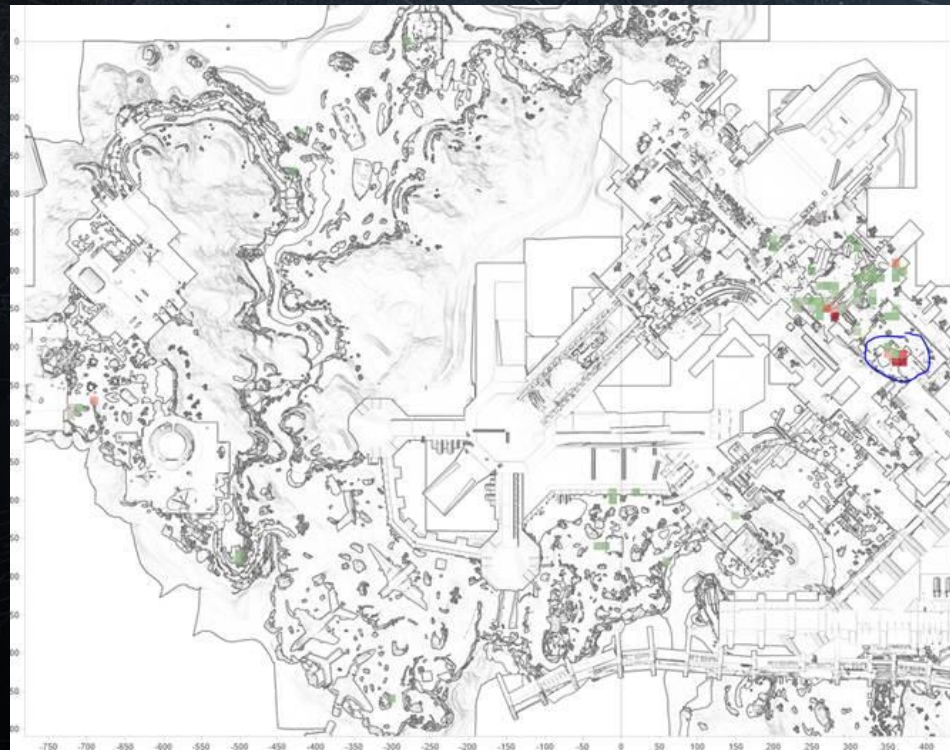
THE LOOT CAVE



THE LOOT CAVE



DETECTING ANOMALIES



LESSONS LEARNED

- We underestimated our blessings on Halo.
- We underestimated how rabid our fans would be.
- We missed the transition to the elder game.
- We thought players would hate power in PvP.

BIG NUMBERS

- More than 17 million registered players
- 11+ billion hours played
- 200 billion aliens killed
- Average total playtime per player: 77 hours
- Average daily playtime per player: 3 hours
- Average total activities per player: 230

QUESTIONS?



WE'RE HIRING



WWW.BUNGIE.NET/CAREERS

CAREERS@BUNGIE.COM