

GDC[®]

Overcoming Community Negativity: An Exercise in Sanity

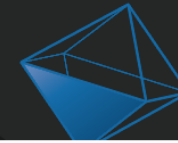


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Community Lead, Uken Games

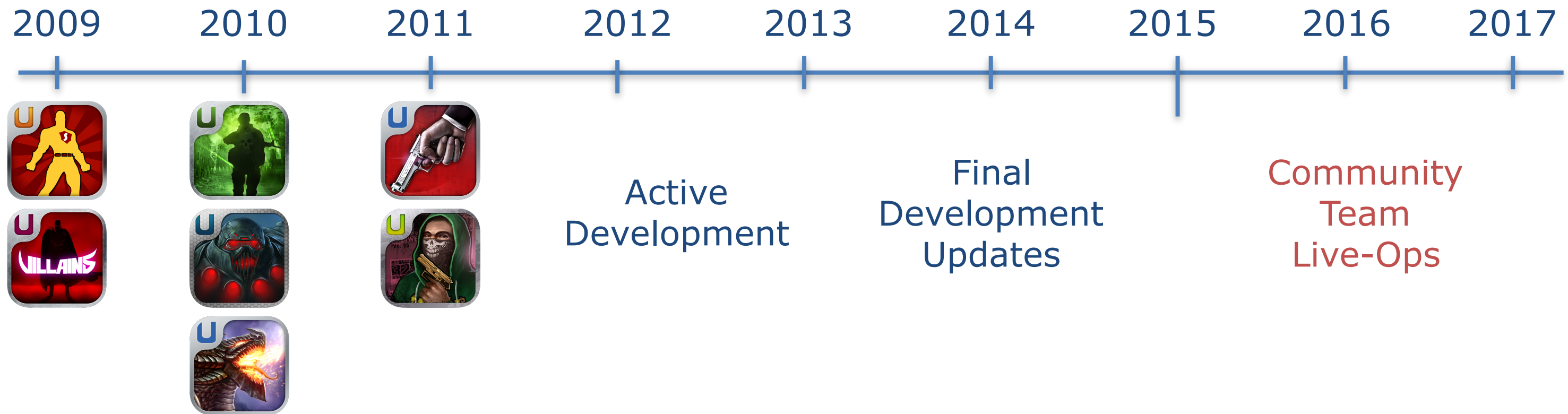
UKEN

G A M E S





UKEN GAMES







Maintaining Player Enthusiasm is...

- Something we constantly face
- Difficult to maintain
- Draining
- Our responsibility





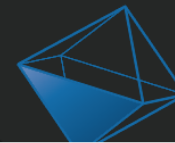
Some examples of what we've dealt with...

says:

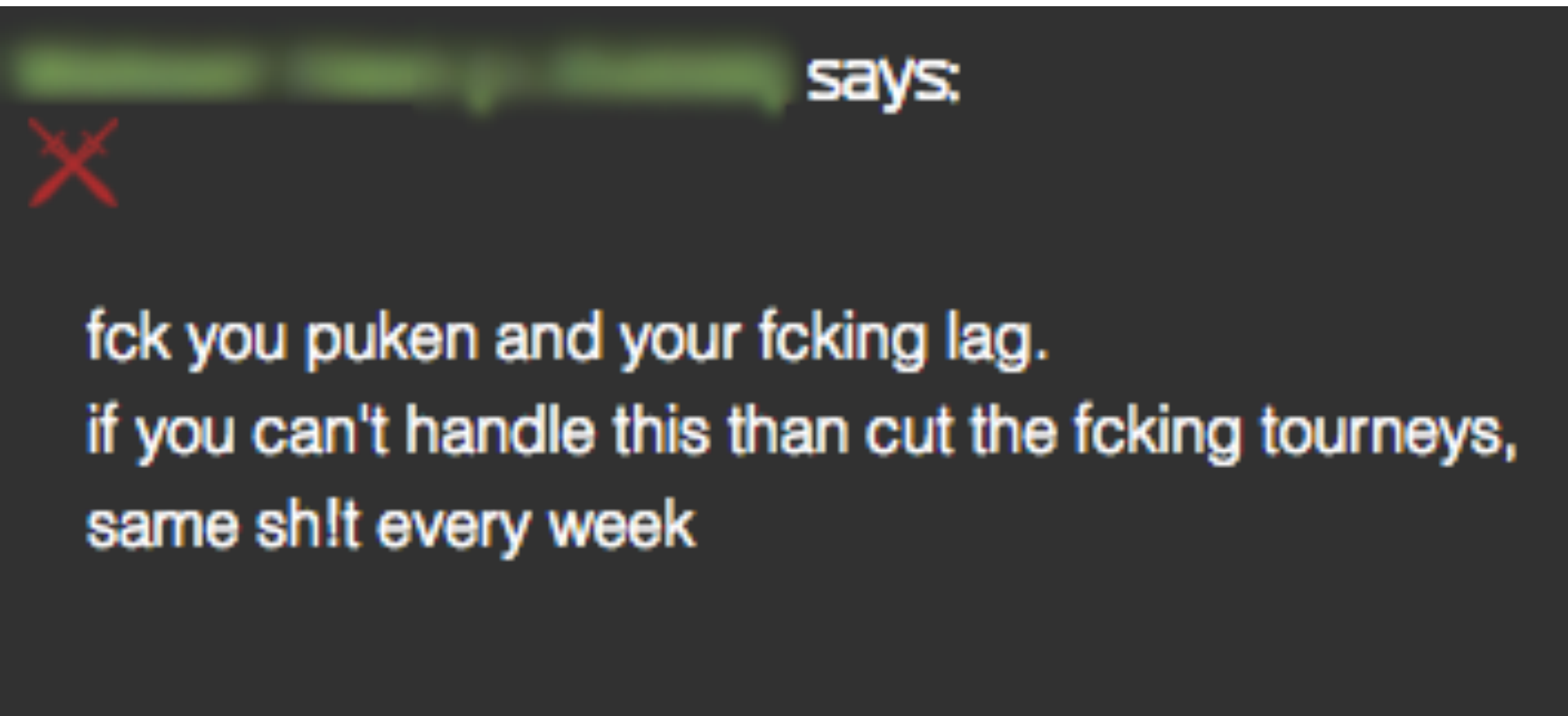
This is exactly what is wrong with Uken's reporting system. They are too dumb and lazy to put a system in place to do the policing themselves. This all leads to a very unfriendly "social" atmosphere, where players are expected to rat on each other. Using/Abusing the reporting system as a marine's Hyper Mega SuperDuper LE.

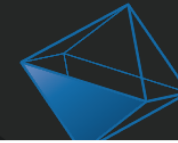
This is the main reason Uken does NOT deserve to be in the gaming industry. Go make those silly adverts you started with puken





Some examples of what we've dealt with...





Some examples of what we've dealt with...

says:

Just had a war, what a f'uken joke.
Peter, you and your merry band of morons need to get
your heads out of each others asses and wake the fuuck up.
Not a single player will ever like this war system.
It's stupid, my 5 year old could design better.
You are going to lose a cash cow in this game
from simple stupidity.
what do you expect? Lol!





Some examples of what we've dealt with...

says:

Does it not bother you that the bulk of your player base would not consider you honest? That most people laugh in your face when you tell us you're trying to improve the game? You're the butt of every joke, all because you fail to give us any reason to believe in you time after time





Some examples of what we've dealt with...

says:

Uken could care less about its coustomers.
But if U call them a few 4 letter words,
they will be on U like flies of chit.
Personally I think there a bunch of full blown clowns
with to much money. Bunch of wankers





Some examples of what we've dealt with...

CEO of F-Uken [REDACTED] says:

Everyone here are ideas to get Uken's attention:
Leave a bad review on every Uken game in the app store.
You can here for Streetz:

[REDACTED]

Don't spend any money in the game.

Email Uken with ur displeasure on the game. BF. Sparta 6. Everything.

Open a complaint with BBB of Canada. If u have ideas post them!!
Uken has decided to delete the Sparta thread and just ignore each one of us.





Some examples of what we've dealt with...

says:

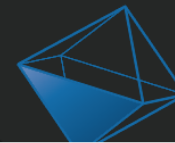
No one from Uken is available to take your call at this time.

currently has over the copy machine and he's going ballz deep.

says:

Now thats some holiday cheer!!!





Some examples of what we've dealt with...

says:

Hey Pooper Scooper! So far these uken holidays don't feel very cheerful. Is uken going to give us something we want are continuously going to plow us in the butt? We know you like it but the rest of us don't.





Some examples of what we've dealt with...

says:

I think the survey, its results and your foolish usage of data, judging from your dogshit summary is insulting. Your inability to run a game is the problem. The idiocy of awarding a raffle to a 9 week old account is telling. You missed the opportunity to look at usage data and give one of those rallying villains, supporter, the vocal, the passionate 10+ hour players the little nod. It's so obvious to anyone with half a brain that you could have gained way more from picking a leader of the game, and there are many still, to help you in your cause of saving this game that YOU fukked up from your incompetence and disrespectful indifference for what you had. A f*k*n cool game with a lot of players.

Here's what I didn't write in my bs survey. You fukked up. You can't get it back and the ineptitude needs to change from top down. I realize you're just a lemming hourly worker so get your shine box and tell your boss this, you just have to cut and paste:

I'm [REDACTED] I really want to do a good job but you give me no time to listen to our customers. No time to

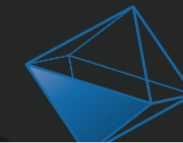


Some examples of what we've dealt with...

says:

+1 [redacted] you said exactly how I feel. This whole survey is a complete joke/waste of time and effort. Years of Community forums and they decide suddenly to conduct a player survey (when most valued players have already left the game).....it reeks of desperation rather than honest player engagement. Uken: Lets see what we can bribe the roughly 200 people still playing this dying game, lure them in with fools gold of a SP payout, sugar coated promises to 'continue to improve aspects of the game' and top it all off with a summary that basically says J A C K S H I T. bravo for the shepherders out there, but spare some of us actual free thinkers this cr*p.

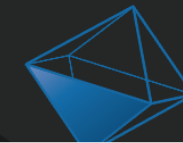




What can you do?

- Don't treat issues the same way
 - No "catch-alls"
- Inspire, build, and maintain player loyalty





What can you do?

1. Champion passionate players
2. Try new things
3. Admit failures and faults
4. Be honest and relatable

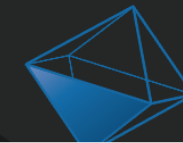




Champion Passionate Players


- The “Barry Chen” Clan War Tournament






Champion Passionate Players

- The “Barry Chen” Clan War Tournament


 says:

Thanks Barry, even though I'm not participating it is a lot of work as we can see he has to keep track over 140+ clans, may only be a game but still that shows dedication. Also thanks to Uken for chipping in some prizes and also thanks to the sponsors who combined are contributing 40tril to prizes.

 says:

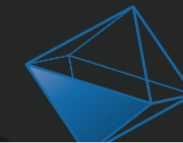
Haha I doubt there will be any smarta\$\$ comments...everyone knows Barry is a boss when it comes to hard graft, selflessness and organisational skills :p

I'll say it again - cheers Barry!

 says:

Barry..the God of FOW... i find everybody always has positive things to say about a player that just brings War...back to this great war game.





Champion Passionate Players

- The “Barry Chen” Clan War Tournament

says:

Grand Master Chen. When he walks in the room everyone bows. He is a man of great taste and expertise, in breakfast foods, that is.

Seriously, the initiative and selfless spirit really creates a new perspective for so many Barry.

Thank you UKEN for working with and green lighting this player ran tournament. Hope you can upgrade your servers to deal with the next one, cough cough. We love the game, but we love to more even more.

Semper Fi






Champion Passionate Players

- The “Barry Chen” Clan War Tournament



- 200% lift in revenue
- LE “The Chen” 
- Player-personalized Items
- Player-run Tournaments

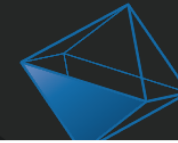




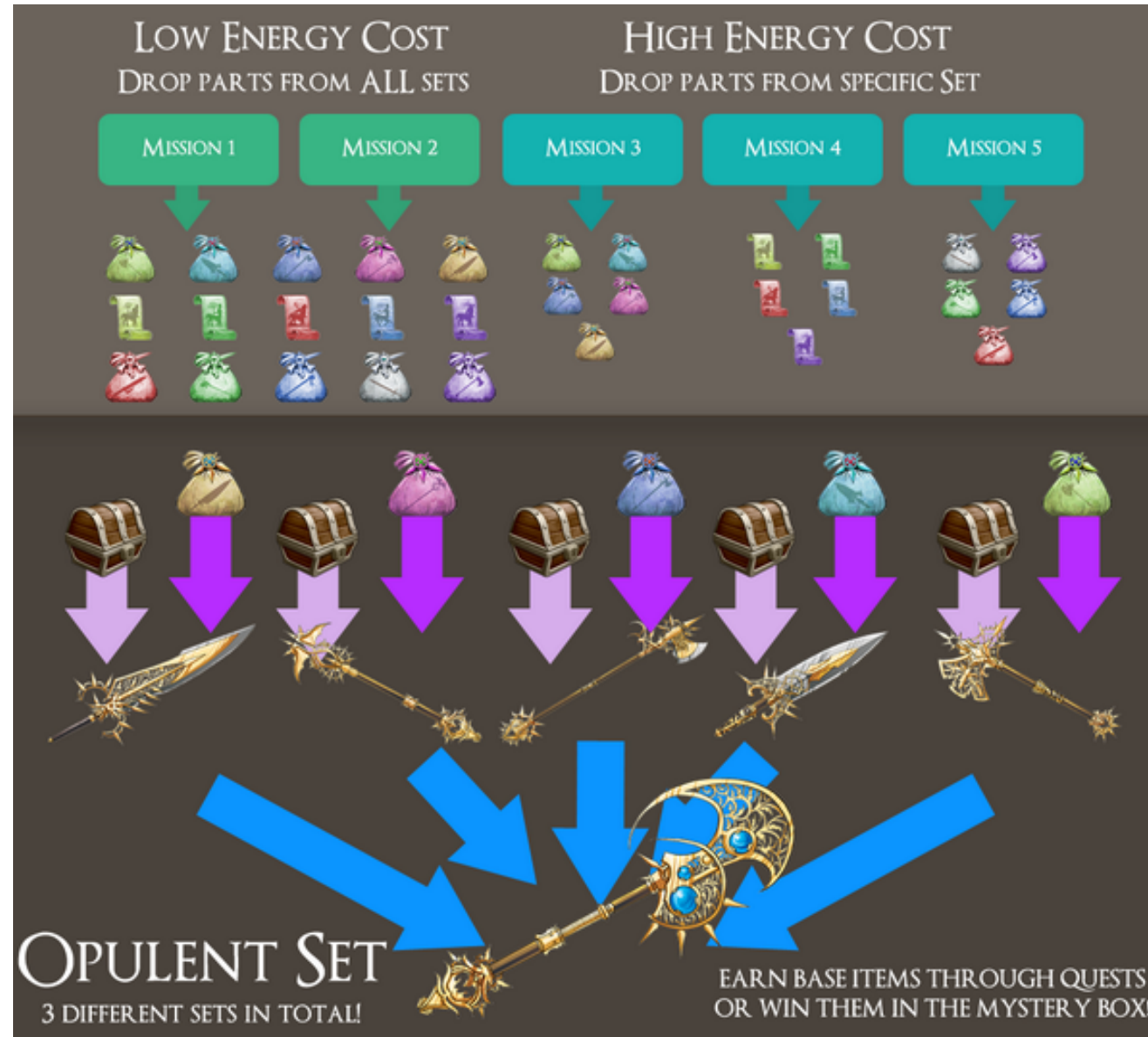
Try Something New

- Shows your community you are willing to work with them
- Makes community members feel valued
- Don't make false promises





Try Something New





Try Something New

_____ says:

this is horrible tourney,,,dont spend any money until uken fix it ,,people ,,,

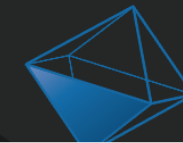
_____ says:

the more of this...the more i lose interes....in fact all here must see the CASH MACHINE;)!!!!!!not the ambalage:)...peeps wake up!!!

_____ says:

wont be taking part in your useless tourny other than killing that boss :) good job in releasing more useless content to us uken, your developers are AMAZING... hahahaha





Try Something New

says:

I believe this tourney is not for th faint hearted guys....guys
Still we can try...get on the temporary boss and finish him off...u can make some awesome weapons
atleast..never give up...

After all tourneys are ment to be tough....

says:

Thanks for making the game interesting agin. This gives me a chance at the items. Once again thanks UKEN.





Try Something New

says:

The rewards for this tourney merit the difficulty level. Every tourney has its own unique design and the choice to partake is entirely your own

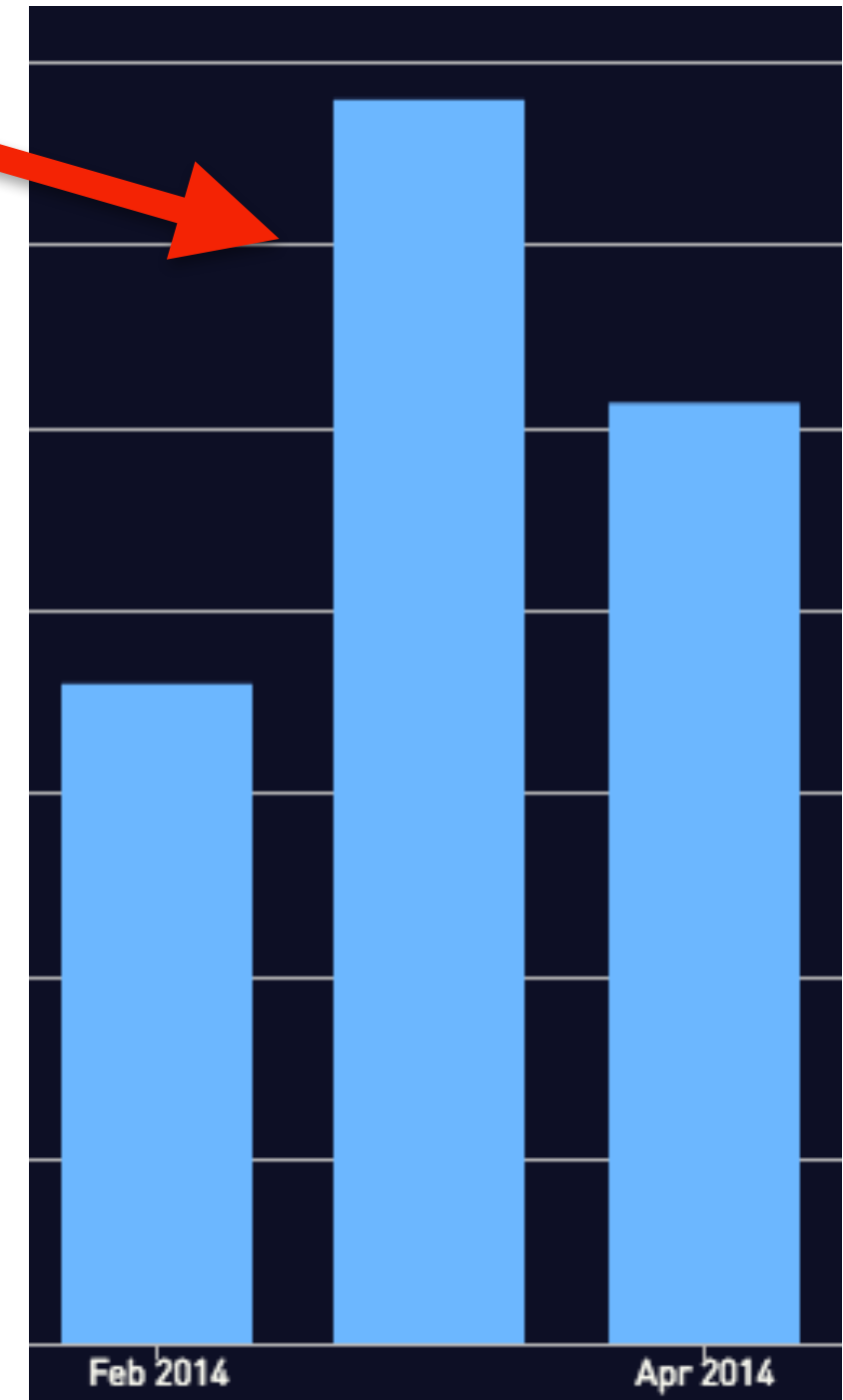
I personally like the uniqueness of the tournaments of late and the rewards have been awesome. As I have said countless times, it all depends on how bad you want it.

For a lower level player in this game, Tier one should basically be your goal, 25vp is the average tournament reward and to achieve 5000 points over the next 6 days should not be that difficult. You want more than level up to get it.

Many are complaining about the 375 energy quest, as a lower level player why do you want to attempt that??? Go for the first two quests of 50 and 100 energy, u obtaining all the enchantments from those in any case. no need to go higher. Play it smart and get what you can.

Try Something New

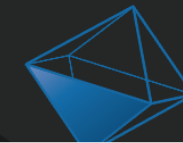
- But what were the metrics like?
 - Thousands participated
 - 80% - first tier
 - 65% - free LEs
 - 1% - "Ultimate Item"





Admit Failures and Faults





Admit Failures and Faults

- “Meryl Newsom”

says:

Level 310

ββg αεδυⓧ



What about us lower than lvl200? You've effectively made it "unfair" to US! So blaming it on "fairness", is an OBVIOUS lie!

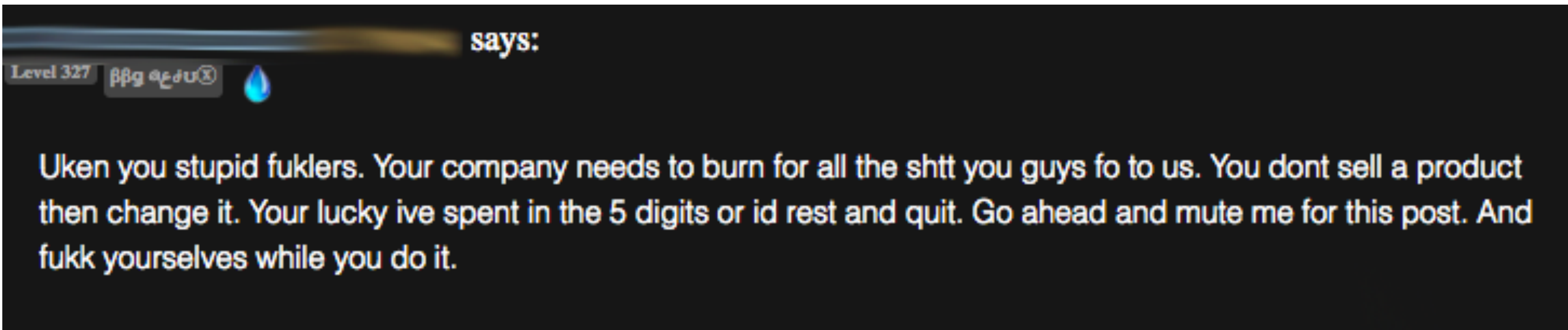
You greedy bastards threw a hissy fit, and bent the laws, which protect consumers from this FRAUD that uken has committed! Your tos doesn't give you the right to change things AFTER a purchase was made. Period. Unless yall provide some kinda partial refund or other equal reporations. This is essentially high way robbery





Admit Failures and Faults

- “Meryl Newsom”





Admit Failures and Faults

- “Meryl Newsom”

says:

Lol I'd need a smoke break if had to face this mob. Well done [redacted] for facing down the questions. Keep it up. Help find a compromise. You may not be calling the shots but you'll be in a position to help with communication. Whoever is calling the shots isn't going to want to see their staff demoralised by being in the front line and nit being allowed room to manoeuvre. If you can help bring about a compromise, you'll have panties being posted to you in appreciation for your efforts.

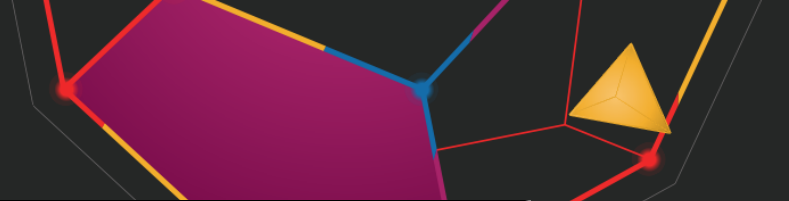
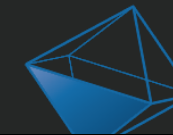




Be Honest and Relatable

- ~~"We understand your frustration"~~
- Anticipate player response
- Bite your tongue!





says:

ADMIN

The reward was randomly selected as to not include bias and to promote all users to complete the survey. I believe everyone's opinion is valid and should be heard, but the negativity that has come out of this thread is genuinely uncalled for.

It's very very difficult to help a community that insults, berates, and abuses not only its own users, but admins who are responsible for collecting and communicating updates between our community and our game developers/designers. We understand that many suggestions that have come up in the past have not come to fruition. I'm sorry everyone is frustrated or thinks that we have ulterior motives for completing this survey. I believe this was a step in the right direction and wanted to share the results that we compiled.

In my first post I did note that I'd like to run more surveys like this in the future, but if you feel that a survey is not helpful or doesn't provide Uken or the community with any clarity into outstanding suggestions/opinions of the game then its not something we need to run again in Villains. There is a lot of valuable information that we can collect to better get to some outstanding concerns and I'd like to do that soon.

The purpose of the survey is to give a voice to users who feel uncomfortable or uneasy posting in the forum. In Villains, I can understand that need to have an alternative way to share information, as the forum here is largely attack-based and spews so much negative sentiment. I won't say that it is entirely uncalled for, but it makes it

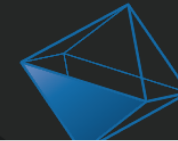


_____ says:

ADMIN

Anyone that has ever worked at this company, or has been a community representative in these forums does care about our users and the games we work on. There are a lot of external forces that make continued development and feature development difficult and it's hard for us on the community team here to really fight for a suggestion or feature request when there isn't a significant number of users behind the suggestions to justify development. If we get five or six very passionate users requesting a new feature, or a change to an existing one - it's difficult to give that suggestion weight when we have thousands of active users. It's not to say that those thousands of users don't also want the feature - it's just not what is being represented in the Forums. This is where these surveys come in: giving a push to get more users to get behind specific things that we can work on and figuring out a way to show our developers that we can justify some of these requests in a way we never have been able to before. Villains is an older game using old code and some things may not be viable, but there is a lot of wiggle room to make the games more enjoyable for everyone and we're hoping to do that.





Be Honest and Relatable

says:

thank you for taking the time to interact with us and address some of our concerns. The community has been needing this for a very long time, as many of us had lost all faith in Uken's ability to provide customer service and in-game support and caused many Villains players to take a step back from the game, or quit all together. I know it was one of the biggest reasons I drastically cut back my play time.



Be Honest and Relatable

GENERAL

A Genuine and Sincere "Thank You" to UKEN's Very own [REDACTED]

[REDACTED] says:

I really mean it, Thank you for taking the time to enter the forums and engage in actual dialogue regarding the current state of things

I'd just like to take a few minutes and say a few things here. This is just dialogue, and although some things I say may be harsh and maybe mildly emotional, this is intended to help you as Admin and Developers to get a better understanding of the general feelings here amongst some of us villains and hopefully a better way to handle future interactions and potentially reduce conflict. Please, understand our frustrations and realize that this is not Me "BITCHING AT UKEN," but rather placing your actions into the perspectives that we see on our end.

My intention here is to bring to light how productive the Thread was that had an active Dialogue between Admin [REDACTED] and Many of us Villains.) and see how a little interaction took a thread from a negative Troll-thread into something more productive.



Be Honest and Relatable

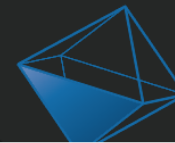
says:

Damn you've made Kuro happy LOL

says:

Im pretty sure you turned the grumpiest in
villains to most contented player!





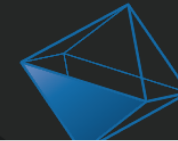
Be Honest and Relatable

says:

yeah im done.. thanks [blurred] best in-game
customer service/feedback suport ever! well, in my
two years playing anyways lol

ugly zombie balloon boy...out.





Be Honest and Relatable

says:

Thanks [redacted] as you can see from the feedback after you answered some of the questions around, baby steps did push people the way of providing good useful info. I hope you guys at the other side make this a more frequent thing, results could be very good.



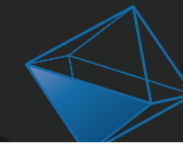


Be Honest and Relatable

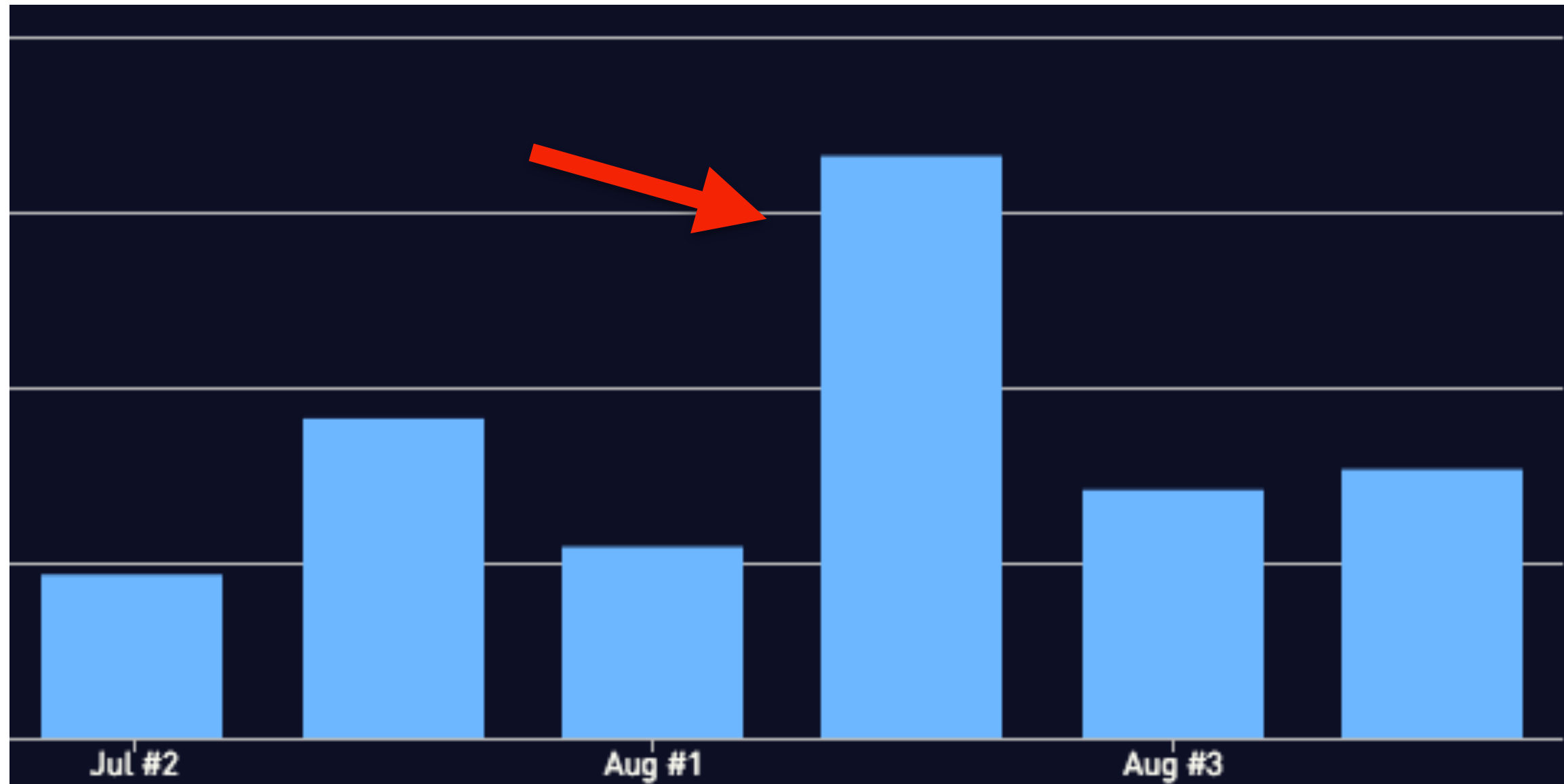
says:

Thank you Thank you for taking the time to listen and get abused.



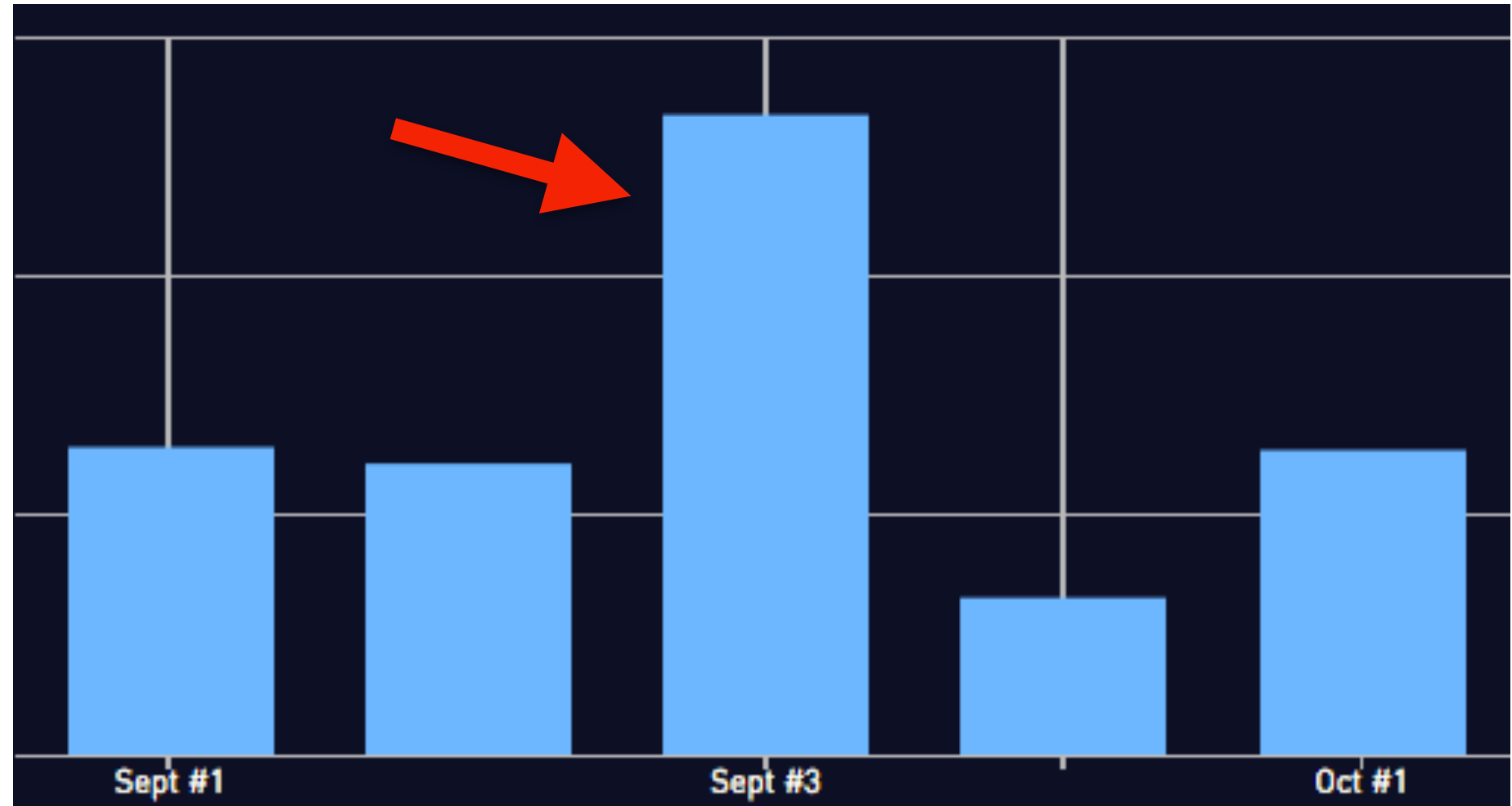


Be Honest and Relatable





Be Honest and Relatable





Re-cap!

1. Champion passionate players
2. Try new things
3. Admit failures and faults
4. Be honest and relatable



The Future!





Thank you!

Be sure to fill out the survey!

I'll be across the hall if anyone has any additional questions or concerns!

Nick van Vugt
nick@uken.com

@Nicktrunks