

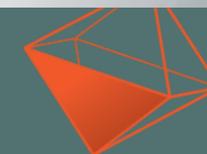
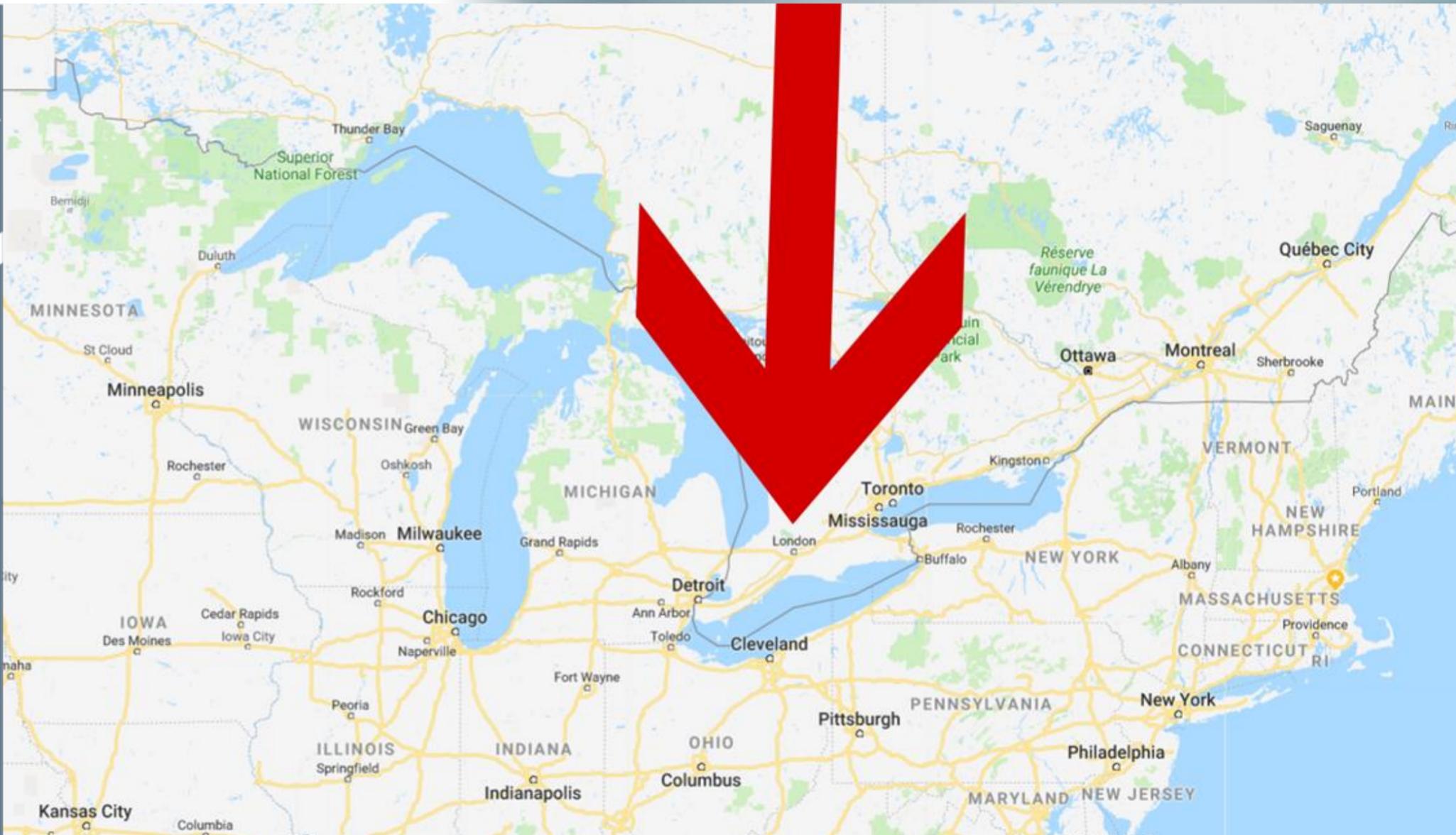
# GDC<sup>®</sup>

Whose game is it anyway?

How Community relationships  
shape games.

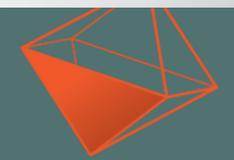
5 years of Warframe!

Rebecca Ford  
Live Ops & Community, Digital Extremes





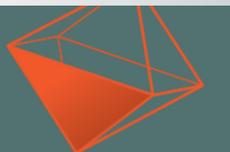
  
**WARFRAME**





# Agenda

- Operational Overview
- We've taken a lot of swings. What **HITS** and **MISSES** have happened **year over year** and how **community relationships** are involved?
- Q&A.





# Operational Overview





# How does Warframe work?

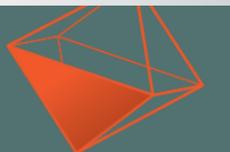
- **Consistent** updates on all platforms.
- Weekly targets on PC, monthly on Console.
- Fixes, changes, and additions.

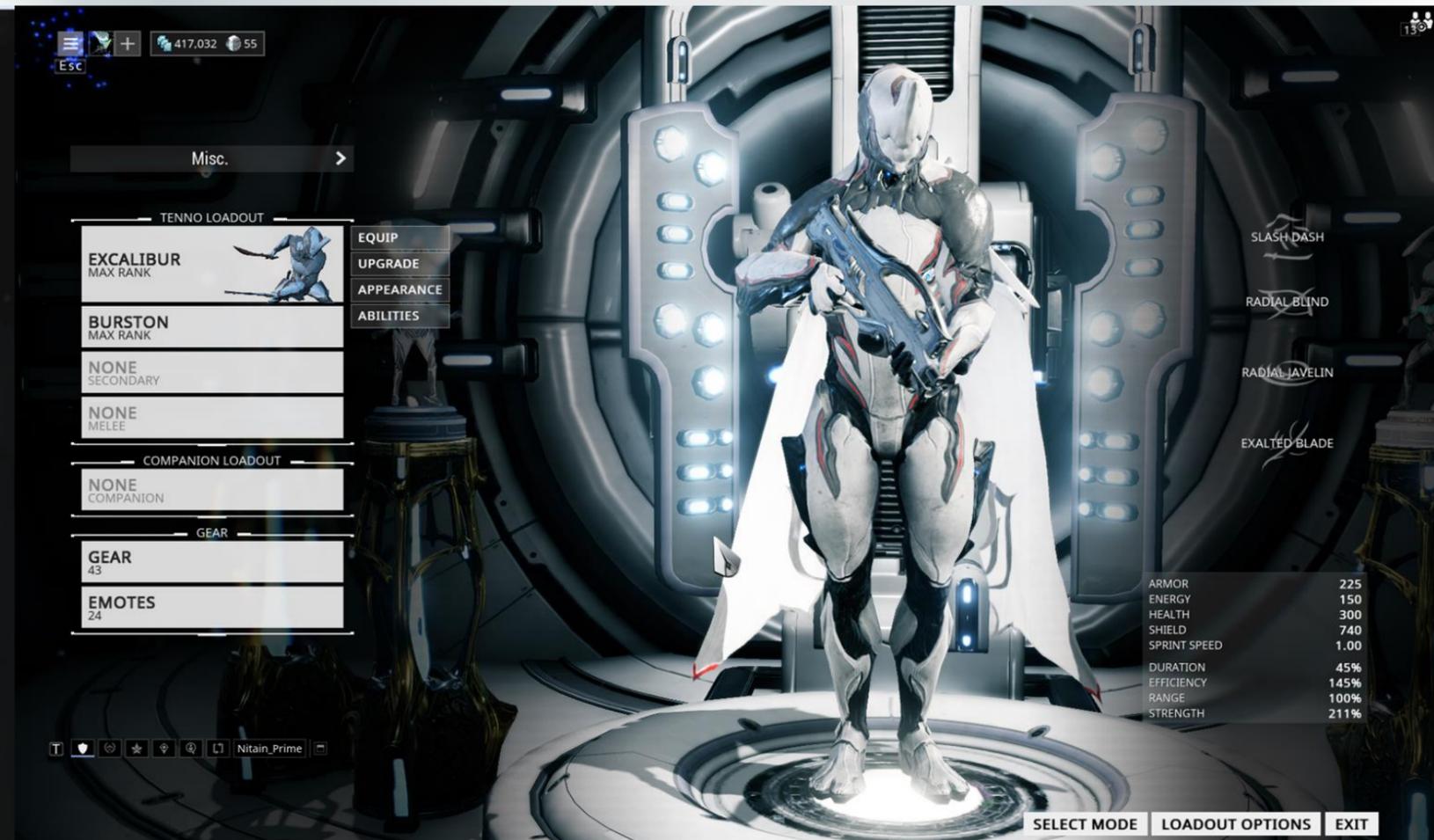




# Community Relationship Recaps:

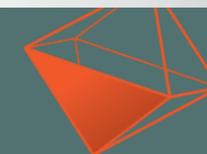
1) Community understands our routine.

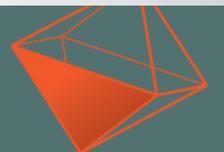


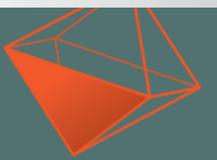


# 2012

# 2018

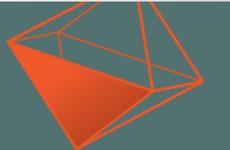


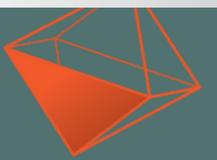














<b>Beginning</b>	<b>End</b>
Players Wanted It	Dev Made it so!





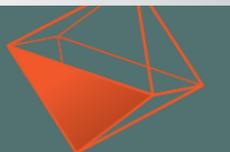
<b>Beginning</b>	<b>Middle</b>	<b>End</b>
Thousands/Millions of Players Wanted It	Empowered Community Team	200 Devs to make it so!
Dev Wanted It		

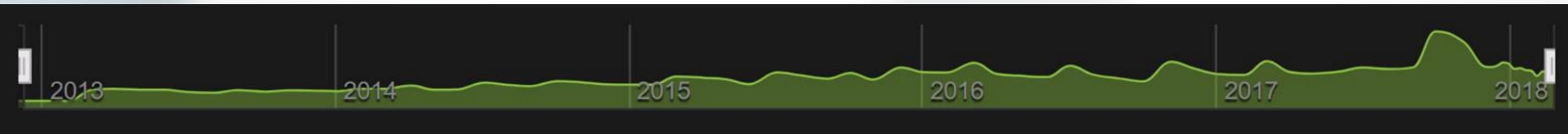




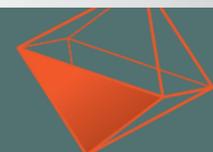
# The big question:

- We've taken a lot of swings. What **HITS** and **MISSES** have happened **year over year** and how **community relationships** are involved?





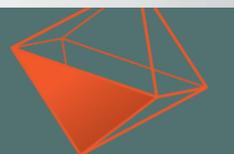
ALL 700 OF OUR SWINGS (OF VARYING SIZES)





# Structure:

Year	Hit?	Miss?	What did we do?	Recap
------	------	-------	-----------------	-------

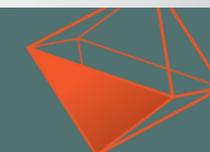




# 2012: Overview

Once upon a time...

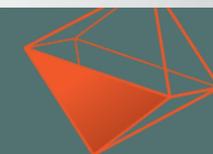
Digital Extremes is mid layoffs, and Warframe is a last ditch effort.





# 2012 HIT: Infrastructure

- We spent the majority of 2012 setting up tools to DIY – and they worked.





# 2012 MISS: F2P Design

- We spent 4 months of this year making all the free to play mistakes we didn't even know we were making.





Tyrian3k 89,355 2,130 ONLINE ARSENAL CONTACTS MARKET FOUNDRY

TRINITY UNRANKED 0 Unspent Points

SHIELD CAPACITY ENERGY VAMPIRE WELL OF LIFE MOD SLOT MOD SLOT HEALTH HEALTH MOD SLOT HEALTH HEALTH

POWER MAX SHIELD CAPACITY SHIELD CAPACITY LINK WELL OF LIFE MOD SLOT MOD SLOT HEALTH MOD SLOT MOD SLOT

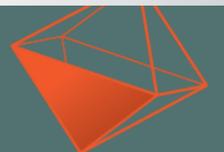
ENERGY VAMPIRE MOD SLOT POWER MAX WELL OF LIFE HEALTH

POWER MAX POWER MAX LINK HEALTH HEALTH MOD SLOT ENERGY VAMPIRE MOD SLOT LINK BLESSING SHIELD CAPACITY

HEALTH BLESSING BLESSING MOD SLOT HEALTH POWER MAX MOD SLOT POWER MAX MOD SLOT

COMPATIBLE MODS

CANCEL RESPEC APPLY





# So what did we do?

In 2012 it's misleadingly simple.





# Community Relationship Recaps:

1. Community understands our routine.
2. 2012: Make fair-free-to-play a part of Warframe's DNA, and rely on the Community to decide what is and isn't fair.





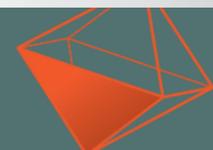
# 2013: Overview

The year of real-time communication that changed the Community relationship.





# 2013 HIT: Devstreams





# 2013 HIT: Clans





# 2013 HIT: Clans

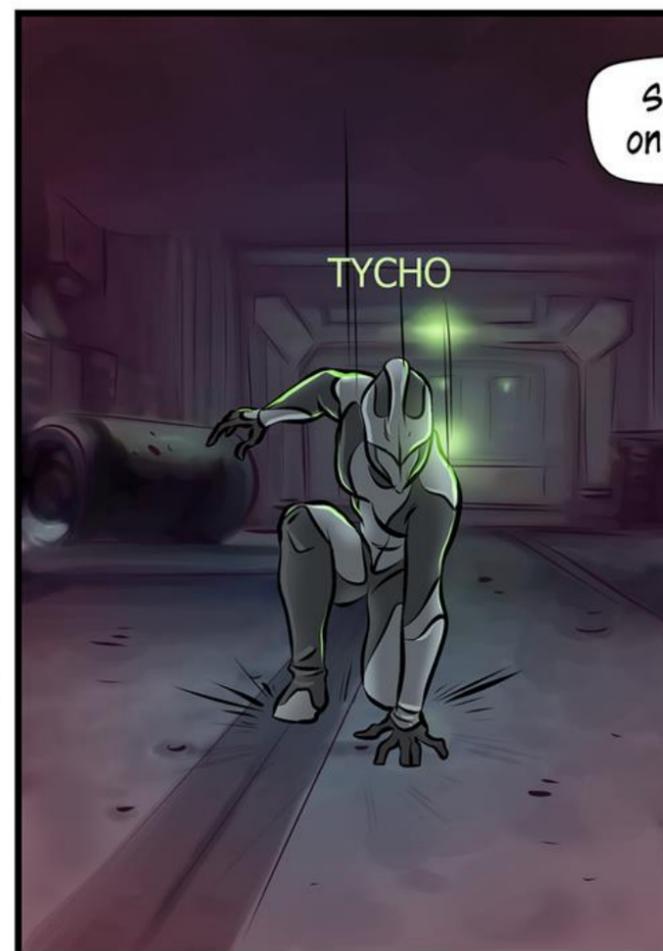




# 2013 MISS: Stats + Cosmetics

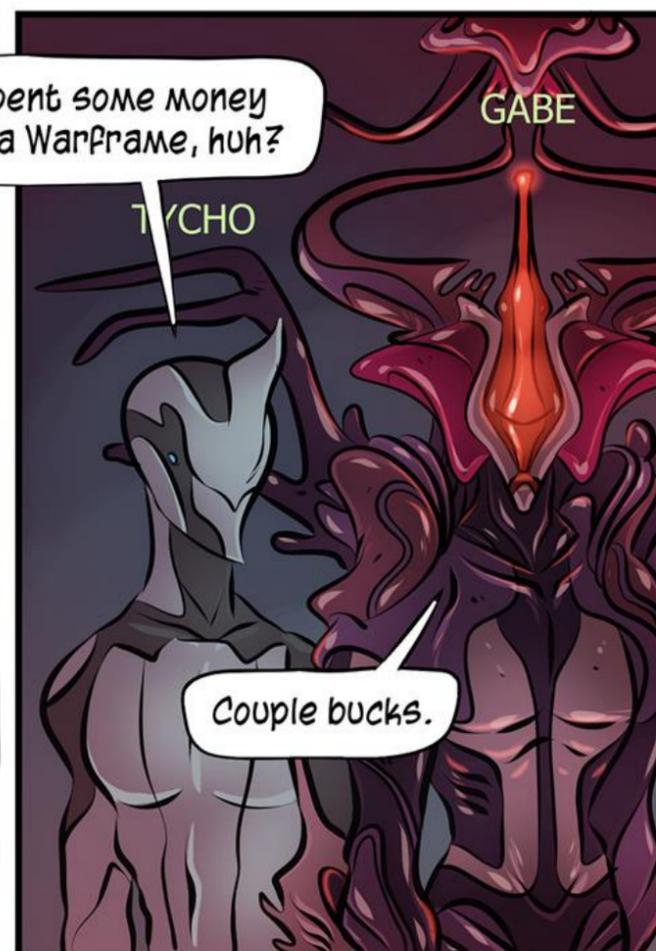


www.penny-arcade.com



TYCHO

Spent some money  
on a Warframe, huh?

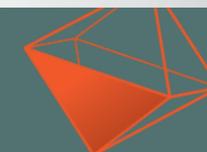


TYCHO

GABE

Couple bucks.

©2013 Mike Kraholik & Jerry Holkins





☰ + 361,362 1,089

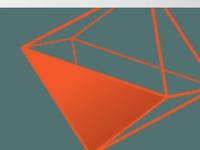
**NYX**  
RANK 1

SEARCH... 🔍

**ARCANE MENTICIDE HELMET**  
This helmet is worn by Nyx, and increases velocity of parkour maneuvers, but reduces Shields.

NYX HELMET	/Lotus/Language/Items/LotusDefaultHelmet	ARCANE MENTICIDE HELMET
ARCANE VESPA HELMET	NYX AMPULEX HELMET	NYX ATHENA HELMET
NYX CARNIFEX HELMET	NYX GRAXX HELMET	NYX MENTICIDE HELMET

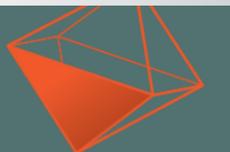
ARMOR	15
ENERGY	563
HEALTH	120
SHIELD	540
SPRINT SPEED	1.10
DURATION	95%
EFFICIENCY	175%





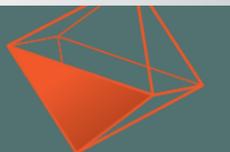
# Cosmetics + Stats, a complicated history.

- 1) Cosmetics have stats decided by Dev (2012/2013)
- 2) Cosmetics don't have stats, but if you had stats on cosmetics they're **grandfathered**. (2013 on)
- 3) Cosmetics that used to have stats can have their stats removed (2014).
- 4) Cosmetics can have stats decided by players (2015, Arcanes)
- 5) Cosmetics don't have stats (2018, Arcanes 2.0)





# If this is making your head explode...





# So what did we do?





# Community Relationship Recaps:

1. Community understands our routine.
2. 2012: Make fair-free-to-play a part of Warframe's DNA, and rely on the Community to decide what is and isn't fair.
3. 2013: Grow your communication channels and prepare to use them to talk about **change**.





# 2014: Overview

The year Warframe underwent rapid change in combat, visuals, and story.



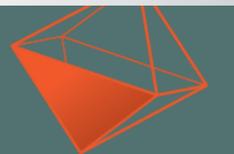
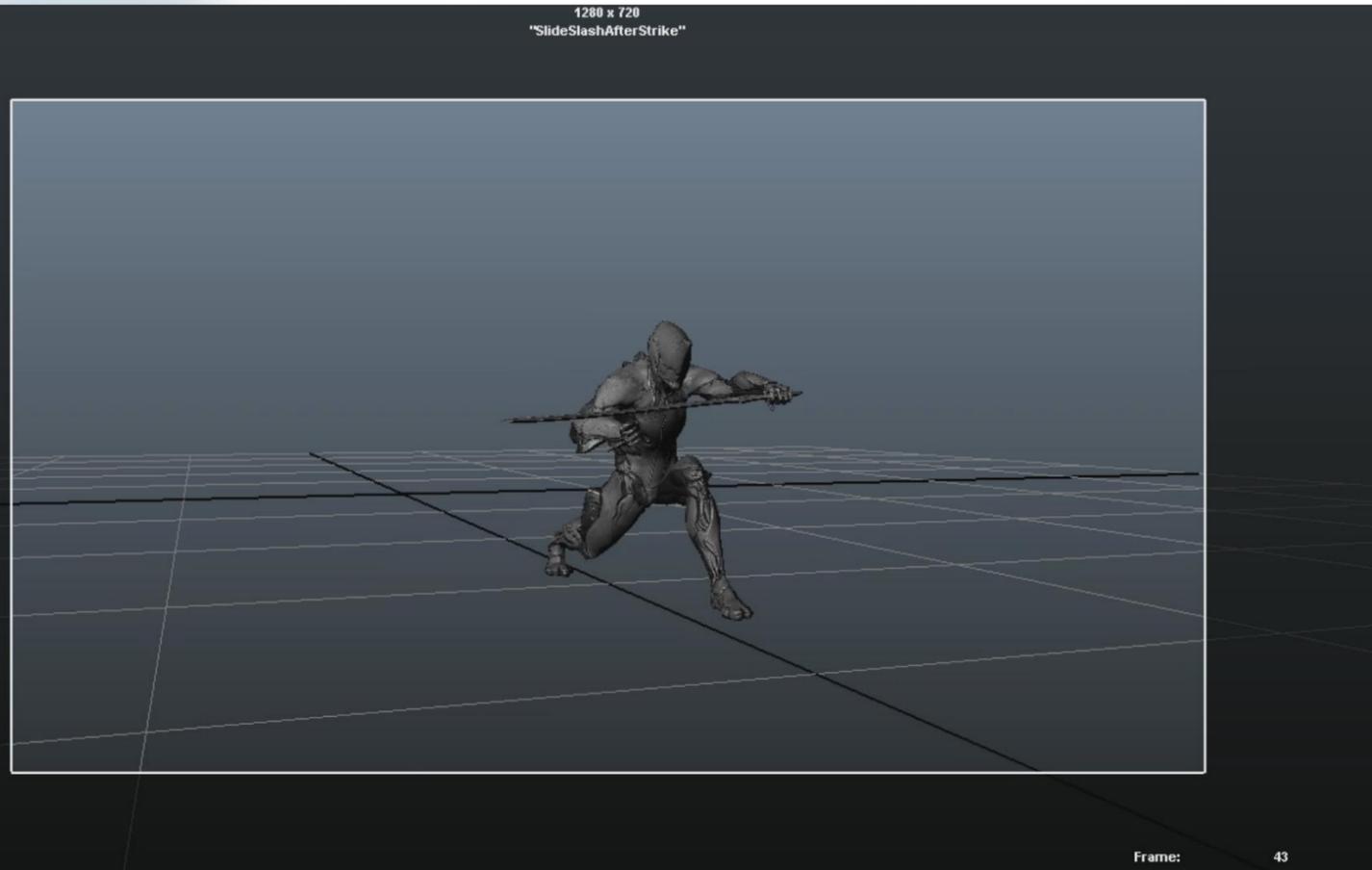


# 2014 HIT: Melee 2.0!





# 2014 HIT: Melee 2.0!





# 2014 MISS: Grindframe?!

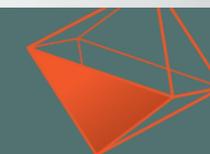




# 2014 MISS: Grindframe?!

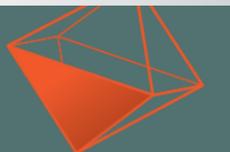


Oxium. A Resource. It isn't inherently bad, but what it represents for community relationships is. It represents a 'MASSIVE GRIND'.





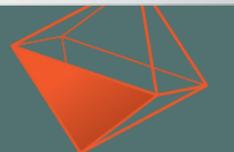
# So what did we do?





# Community Relationship Recaps:

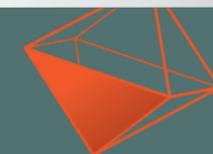
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4. 2014: Don't just change, overhaul. When the community weighs in on 'grind tolerance', take note.





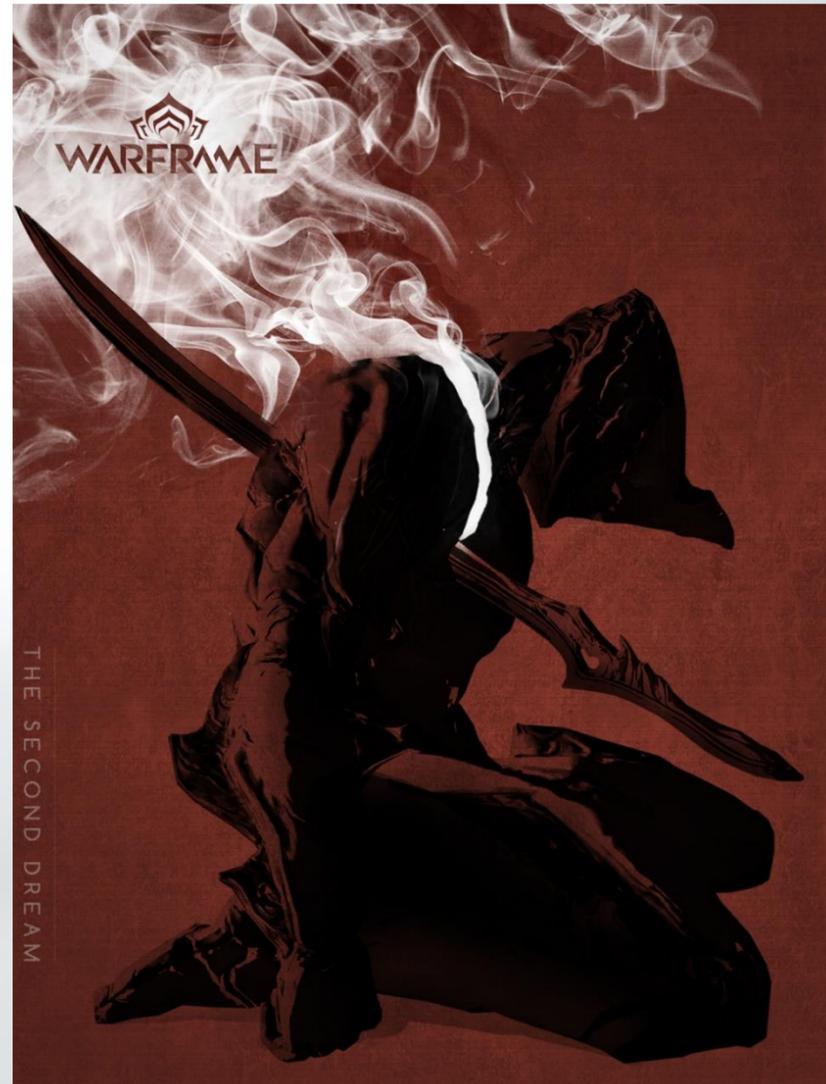
# 2015: Overview

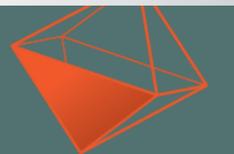
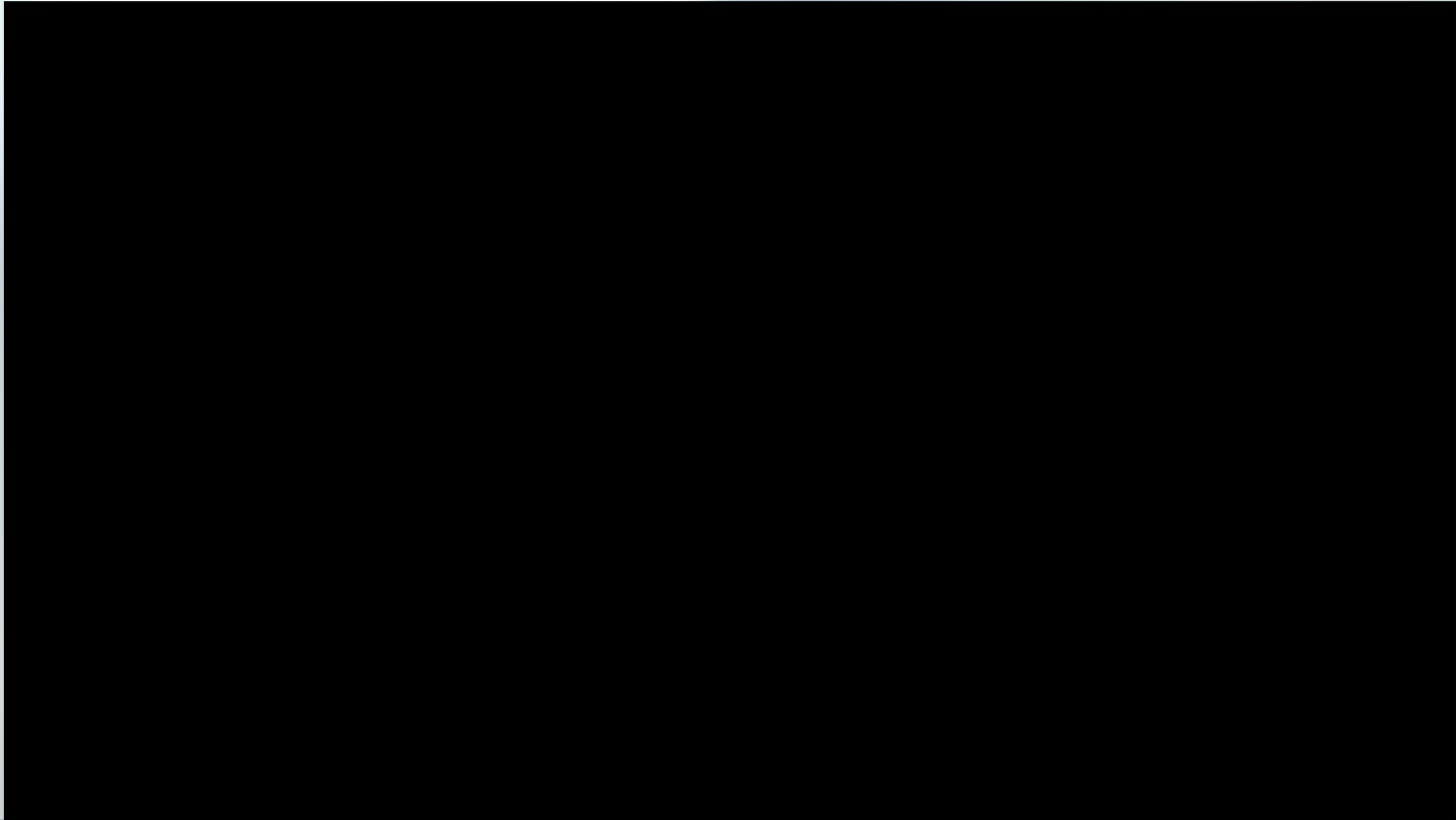
We added our first cinematic quest this year, as well as our first region locked content. Good and Bad surprises.





# 2015 HIT: The Second Dream







# 2015 MISS: Region Locks





## SESSION #128



### Chat Voice

TOPICS

- # !plat
- # rip
- # UMBRAAAAA
- # Umbra
- # gg

EMOTICONS

234	[Progress Bar]	[Avatar]
72	[Progress Bar]	[Heart]
72	[Progress Bar]	[Avatar]
64	[Progress Bar]	[Smiley]
63	[Progress Bar]	[Avatar]

### Activity Log

New Follower	BlizArmy	7:10:32
New Follower	Sheols	7:10:31
New Follower	Cryzka	7:10:31
New Follower	Lethalbizz	7:10:30
New Follower	Poluchua	7:09:46
New Follower	Enekoy	7:09:33
New Follower	jhonba301	7:09:27
New Follower	Jagerderseelen	7:09:22
New Follower	Zeyph1234	7:09:20
New Follower	XFROZY45	7:09:15
New Follower	lfungodly	7:09:14
New Follower	Acuria	7:09:08
New Follower	dodec555	7:09:03
New Follower	nokturnall1	7:09:01

### Chat

StreamHotchet.com Analytics for your Stream on Twitch

[Save as PDF](#)

#### Chat of warframe

Session: #128 (5961552bbe71d3a81bd91267)  
 Duration: 1 hrs, 19 min  
 Start Time: Sat Jul 08 2017 21:56:59 GMT+0000 (UTC)  
 End Time: Sat Jul 08 2017 23:15:59 GMT+0000 (UTC)

02:52 PDT omgitsbigr: Region chat prime

02:52 PDT paulminecraft12: [Emotes]

02:52 PDT wedgehead84: [Emotes]

02:52 PDT craftcoat: Umbra Umbra Umbra Umbra hype [Emotes]

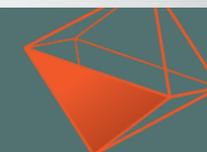
02:52 PDT binary102: [Emote]

02:52 PDT elffar\_sezirp: boop

02:52 PDT illidarislayers: New octavia soundtrack XD

02:52 PDT perez742: NEW WARFRAME [Avatars]

02:52 PDT alccccc: Omg hi [Emotes]





# So what did we do?





# Community Relationship Recaps:

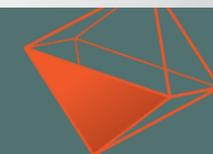
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5. 2015: Take risks and plan to surprise your loyal players with good surprises (not bad ones like region-locked content).





# 2016: Overview

The desperation DNA was starting to degrade a bit, and so begin 'we're really onto something'.



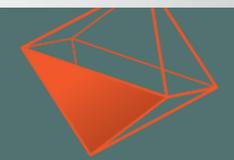
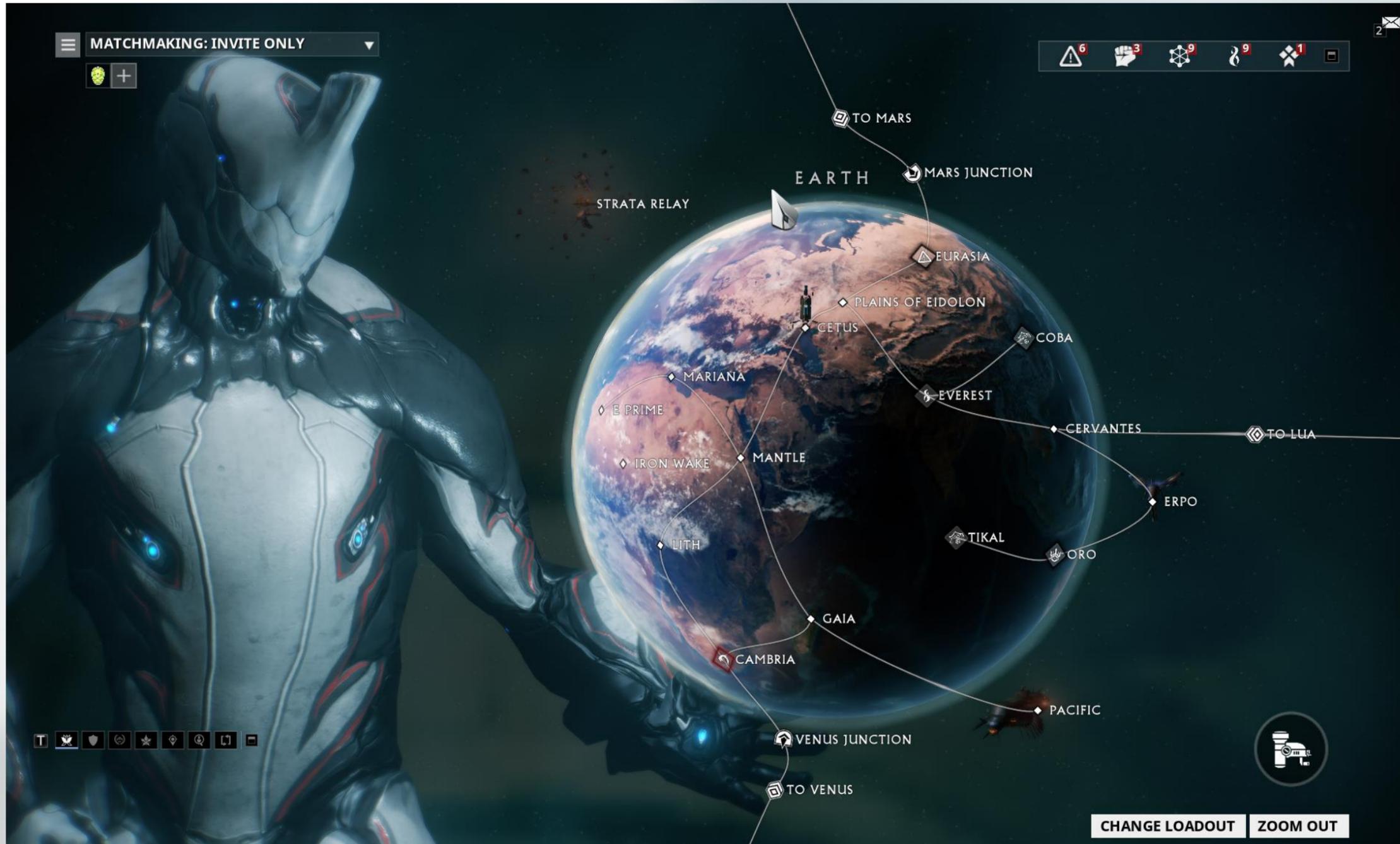


# 2016 HIT: Nostalgia

Time to re-do our Navigation system... for the 4<sup>th</sup> + time.

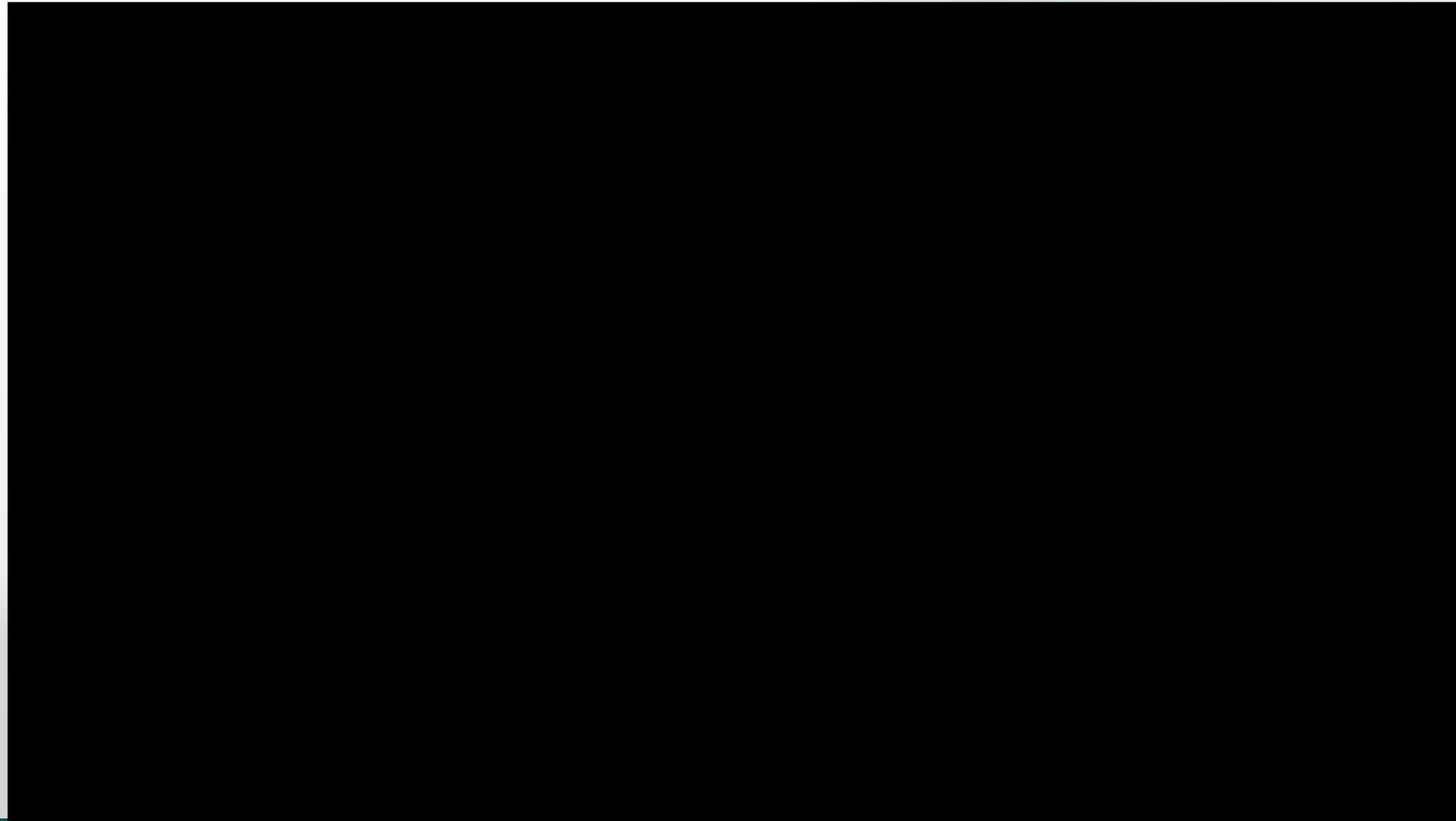








# 2016 MISS: Lunaro





# So what did we do?





GAME MEDIA NEWS COMMUNITY STORE ENGLISH LOGIN PLAY FREE NOW

## PC

PLAINS OF EIDOLON: UPDATE 22.9.0

LIVE

## TENNOGEN ROUND 11

Batch One is Available Now

LEARN MORE

WARFRAME BUILDS

## PS4

PLAINS OF EIDOLON: UPDATE 22.8.2

LIVE

## XBOX ONE

PLAINS OF EIDOLON: UPDATE 22.8.2

LIVE

WARFRAME COMIC NO. 3 OUT NOW

Get your copy today!

Read More

WARFRAME STARTER PACK

The best way to begin

Read More

## TENNOGEN ROUND 11

Posted On 2018-01-17 13:43:00

Batch One is Available Now

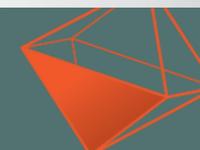
Read More

Tweets by @PlayWarframe

WARFRAME @PlayWarframe

Ready your weapons and equipment, Tenno!

A Double Affinity Weekend begins





## Warframe Website

PC

Version

Shrine of the Eidolon: Hotfix 22.12.5

Status

Live

Url

<https://forums.warframe.com/topic/921306-shrine-of-the-eidolon-hotfix-22125>

XBOX

Version

Plains of Eidolon: Update 22.10.1

Status

Live

Url

<https://forums.warframe.com/topic/916781-xb1-plains-of-eidolon-update-22101/>

PS4

Version

Plains of Eidolon: Update 22.10.1

Status

Live

Url

<https://forums.warframe.com/topic/916786-ps4-plains-of-eidolon-update-22101/>

Save

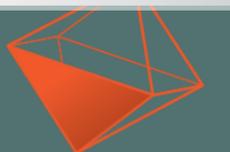
Dev  
In Cert  
Live





# Community Relationship Recaps:

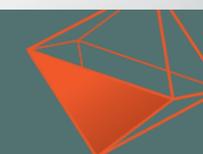
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6. 2016: Never stop changing and overhauling. The fun you have developing something may never resonate with your players, move on quickly.





# 2017: Overview

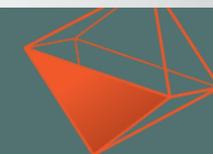
The year we had one of the worst and one of the best community relationship moments in Warframe.





# 2017 MISS: DE vs. Datamine

Up until this year, we had turned a blind eye to data-mining. Whose game is it anyway?

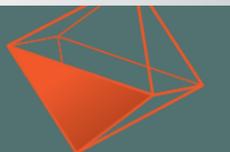




# 2017 HIT: Open World

We did something no one thought possible...

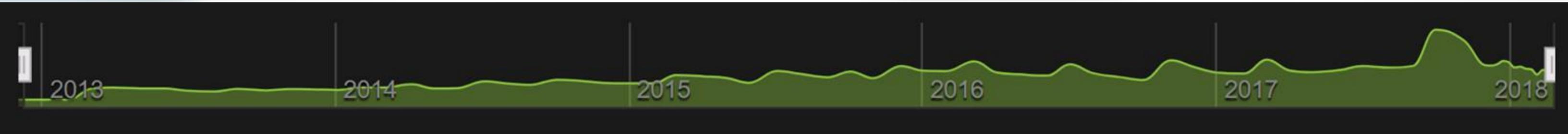








# So what did we do?





**Disclaimer:**

This list represents data and drops from the PC version of the Free-to-play game Warframe. That's right - Warframe is free! Which means our drop system is designed to maintain a balance. Our free players can earn the game's content, and our paying players who support us with purchases usually get first dibs on the content by using Platinum (which can be traded to free players)! As far as we can tell... we are the first developers to post something quite like this - correct us if we're wrong! Let's hope it works out for us and we may start a trend.

This is automatically generated from our internal data but this data comes with no guarantees -- do not expect it to be comprehensive for how complex the game is. This list will be maintained by an automated process combined with manual publishing with Updates (not all Hotfixes). We update often and new game systems may or may not be covered here. This list can be discussed [here](#). Know a free-to-play game that provides official drop rates in a different way? We'd love to know.

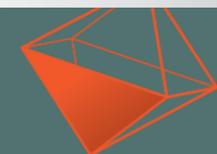
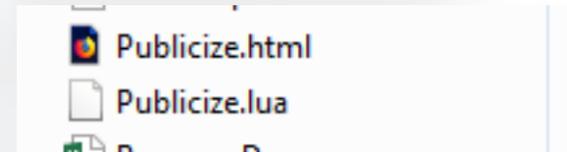
Thank you for playing Warframe.

**Table of Contents:**

- [Missions](#)
- [Relics](#)
- [Keys](#)
- [Dynamic Location Rewards](#)
- [Sorties](#)
- [Cetus Bounty Rewards](#)
- [Mod Drops by Mod](#)
- [Mod Drops by Enemy](#)
- [Blueprint Drops by Blueprint](#)
- [Blueprint Drops by Enemy](#)
- [Miscellaneous Enemy Drops](#)

**Missions:**

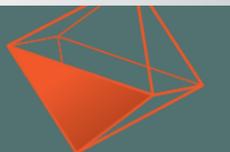
Mercury/Apollodorus (Survival)	
<b>Rotation A</b>	
Synthula	Uncommon (14.29%)
1000 Credits Cache	Uncommon (14.29%)
1500 Credits Cache	Uncommon (14.29%)
2000 Credits Cache	Uncommon (14.29%)
15 Endo	Uncommon (14.29%)
50 Endo	Uncommon (14.29%)
80 Endo	Uncommon (14.29%)
<b>Rotation B</b>	
Lith V2 Relic	Rare (7.14%)





# Community Relationship Recaps:

1. Community understands our routine.
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5. 2015: Take risks and plan to surprise your loyal players with good surprises (not bad ones like region-locked content).
6. 2016: Never stop changing and overhauling. The fun you have developing something may never resonate with your players, move on quickly.
7. 2017: If you quickly become an enemy in the relationship, work on repairing it head on with more than words. If you're years into your game, do things that were definitely once impossible.





# Whose game is it anyway?

For Warframe, it's shared.





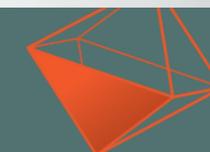
After 5 years...  
Players are citizens.





# After 5 years...

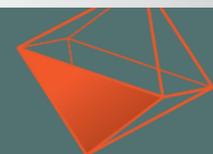
A community team has a seat at the developer table.





# After 5 years...

Transparency is painful but crucial.  
Humanize and admit mistakes.





THANK YOU!

