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The Co-creation Loop - How to Motivate Communities for Enhanced Value

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#GDC22

Hi! I'm Eylul Ozekes

Marketing & Community Manager at Sarepta Studio

+Academia nerd

- My Child Lebensborn
  - My Child 2
  - Thalassa: Edge of the Abyss
- Hamar Game Collective
  - Marketing Mentor

@Rosecatcas

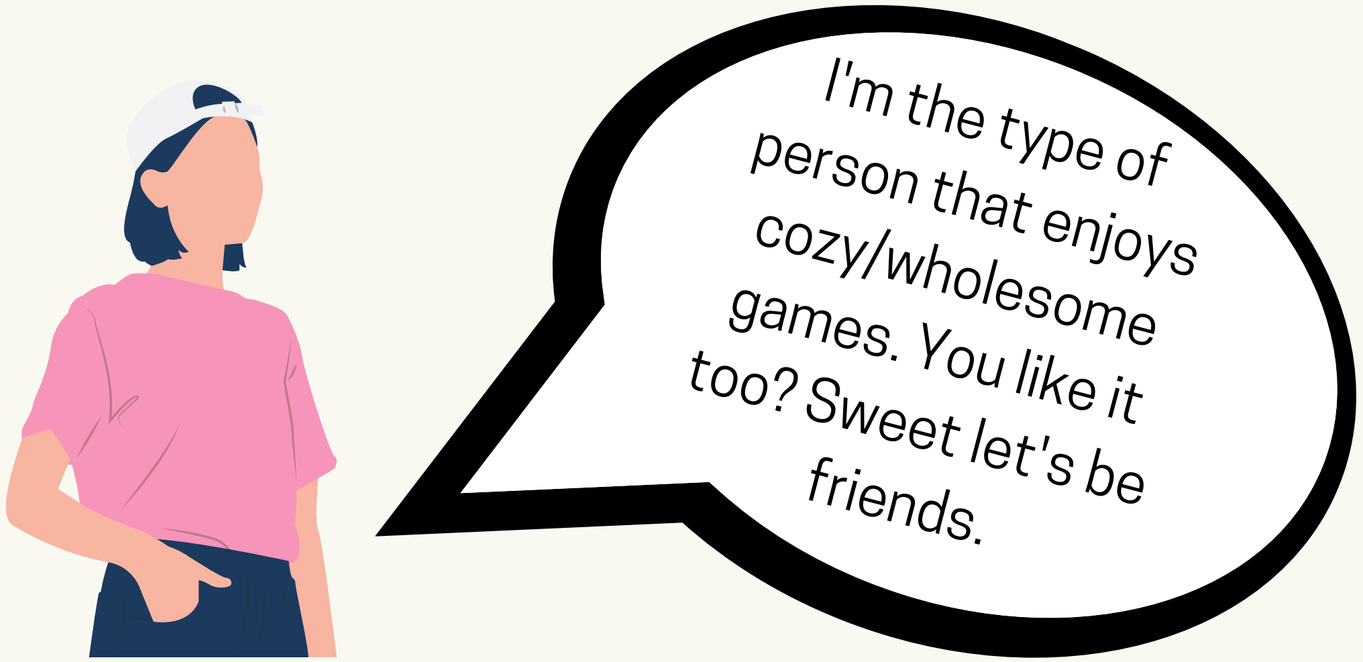
MY CHILD
LEBENSBORN

WIGGED OUT

TANKNAROK

THE
HOLY GOSH DARN

Why should people care about co-creation and communities?



People do not only buy games for the games, but for the community and identity it allows them to engage with.

AGENDA

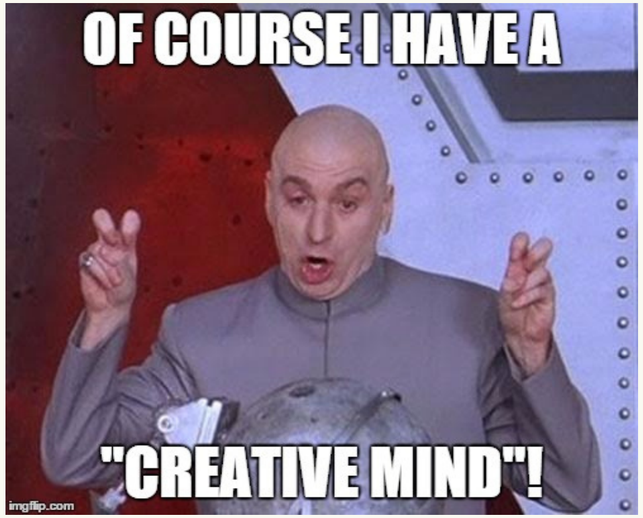
- Co-creation – what can we do with it?
- Understanding Audience Psychographics
- Motivation types and how to create incentives
- Going deeper

I liked something too many times to realize the other people that liked the same thing was quite problematic.

It makes you go ***'oh god what's wrong with me'*** - doesn't it?

What makes a 'GOOD' community?

Kind



Creative

Funny

And more keywords...

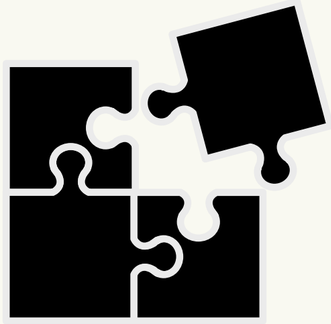
WHAT ACTUALLY MATTERS

Understanding

A developer/community manager/potato needs to know who their audience is. In detail. Understand what is valuable for them

Motivation

After you know your audience, you need to figure out what makes them tick. What kind of a motivation works for them?



Co-creation

What do YOU want from the audience? What does your game need and what it can offer for your community so they can be creative.

What is Co-creation?

Interaction between customer and business to create something together.

"The process of fans coming together and creating a unique experience"
- Handbook of Research on the Impact of Fandom in Society and Consumerism

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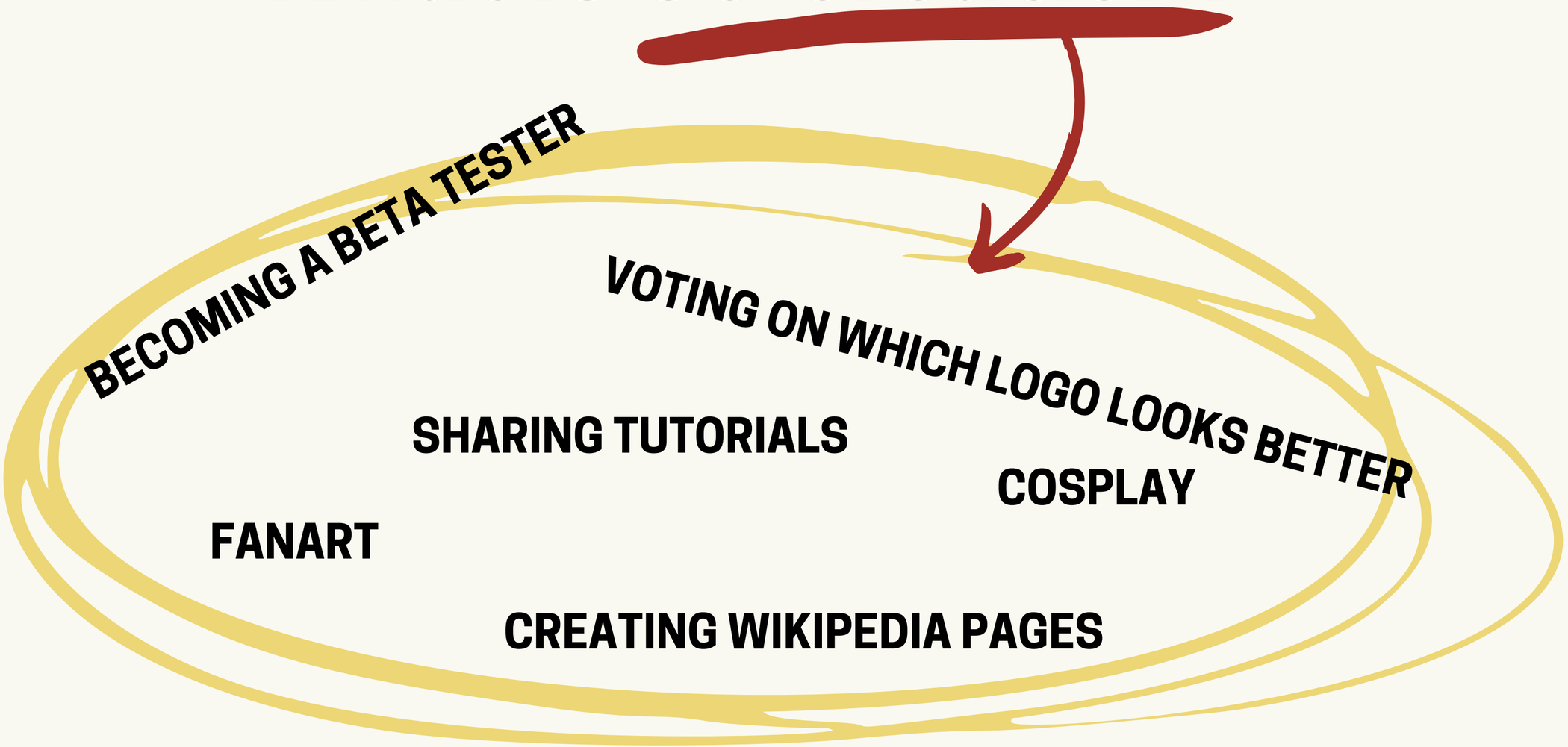


What is Co-creation?

BECOMING A BETA TESTER

VOTING ON WHICH LOGO LOOKS BETTER

SHARING TUTORIALS

COSPLAY

FANART

CREATING WIKIPEDIA PAGES

What is Co-creation?

Action of ***creating together*** is what allows people to come together for specific goals - and allows you to encourage community growth.

Your audience is already seeking for more of what they had inside your game for various reasons. This makes 'co-creation' activities themselves an incentive.

What is Co-creation?

PERSONALITY

To explain why they interact with the activity
(Their reasons to do so)

MOTIVES

To explain what they expect from the interaction

PARTNERS

People they interact with during the activity - as a mediator of willingness

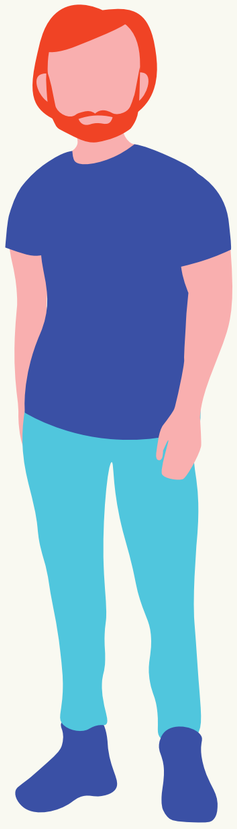
Johann Fuller's 'Virtual Co-creation from a consumer perspective' is an amazing resource!

Understanding the Audience

25-35 year old

Middle Class

White collar

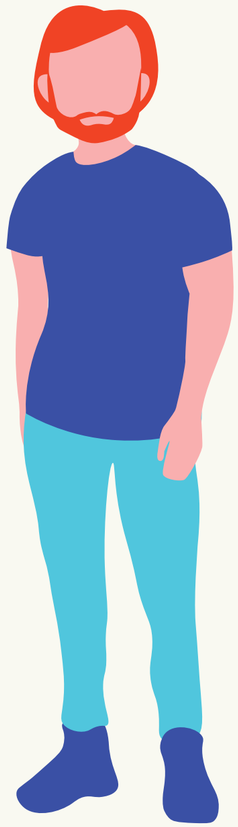


From English speaking countries

Has a Bachelor's degree

Tech job

Understanding the Audience



Understanding the Audience

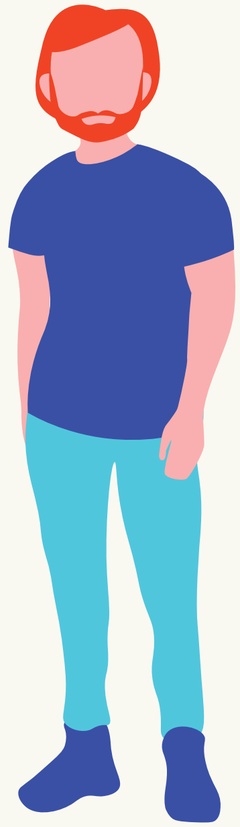
Prefers RPG games

25-35 year old

From English speaking countries

High in concienciousness

Joins regular DnD nights



Middle Class

Introverted

Has a Bachelor's degree

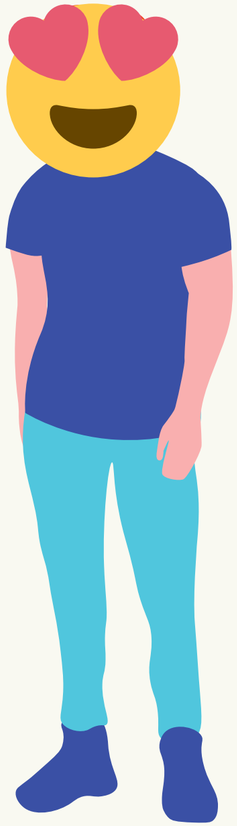
New nester, married with small kid

Values: Responsibility, loyalty, sense of purpose

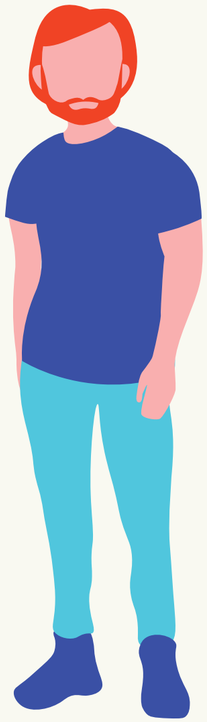
White collar

Tech job

Understanding the Audience

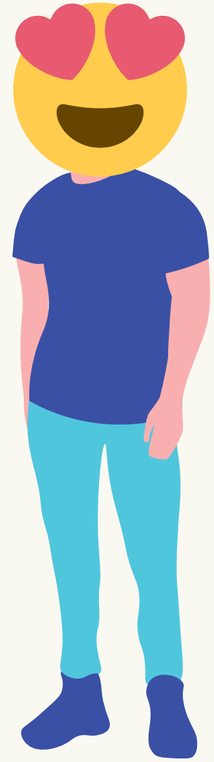


Understanding the Audience



COMMUNITY

- Game tips shared within community members as onboarding
- Meta game role in community
- 'Council meeting roleplay' every sunday afternoon for an hour with recaps provided



Understanding the Audience

Create many different personas to create 'scenarios' on who your audience could actually be and test out different incentives to see which ones your audience identify and engage with more.

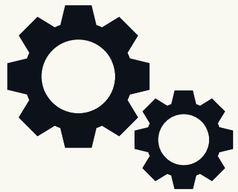
Hypothesis: My audience includes individuals that are highly extroverted, that values socialization and compassion, believes helping others makes you a good person. If we ask them to write small gameplay tips and mentor another community member they will be highly engaged.

Hypothesis: Our audience has highly neurotic personalities with unreliable life environments. If we do a game update or sale 6 months after our game is out they will be encouraged to buy since they had enough time to learn about the game.

Many different motivations for it

Altruism

This is when a person acts on behalf of the good of the community they are in.



Self Efficacy

Someone might just want to use the skills they have inside the community, to improve themselves or just because they can.

Intrinsic motivation

Intrinsic motivation is the type of motivation that comes from within. It is a voluntary action that seems 'fun' to the audience as is

Recognition

Some people want to be known and appreciated. A pat in the back by the developers or the community itself is a great motivator.

Friendship

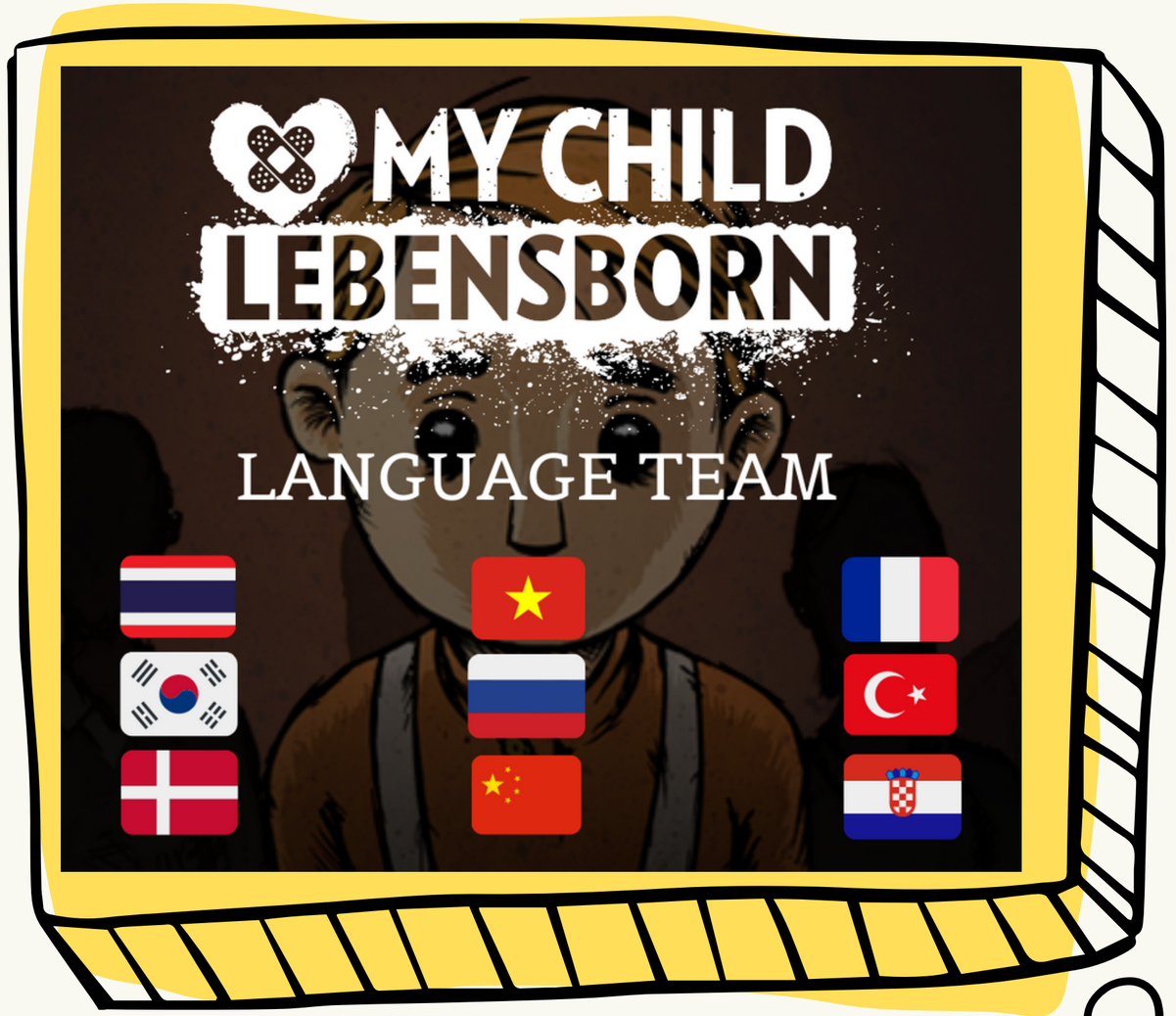
Social connection and being part of a group is also a need - and a motivation

Extrinsic Motivation

Extrinsic motivation is driven by external rewards. Monetary value, in most cases. (Skins, in game loot, actual $$...)

ALTRUISM

For My Child Lebensborn, many people felt like they were a part of the group that was historically aware of the story of Lebensborn children, and they wanted to do more about the situation. This is how we were able to form the 'MCL Language Team' that currently helps us translate the game into 9 more languages.



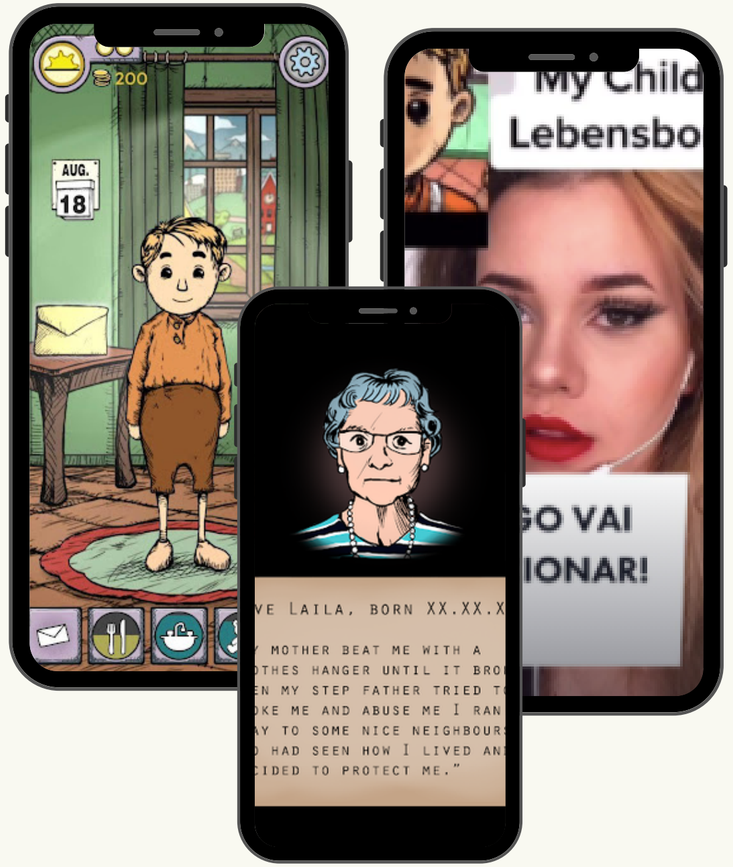
INTRINSIC MOTIVATION

For Thalassa, we went through many focus group interviews as a way of understanding who our audience was and to test our messaging, but it also helped us create long term bonds with those that joined these tests.

RECOGNITION

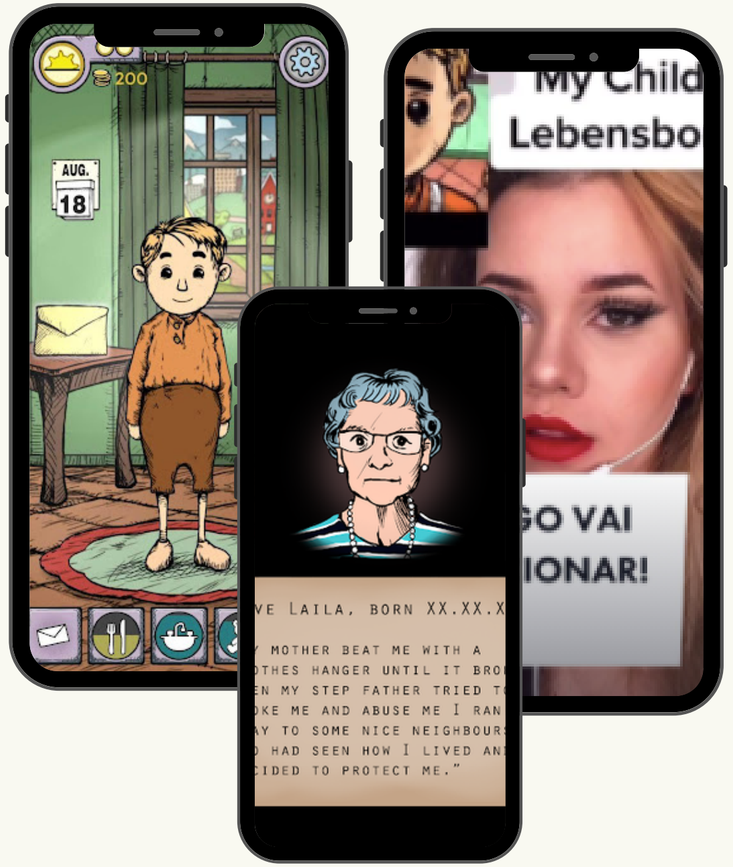
We realized influencers could be a big audience for us. Recognition was a motivation for them, which helped us create My Child Ambassadors.

EXTRINSIC MOTIVATION



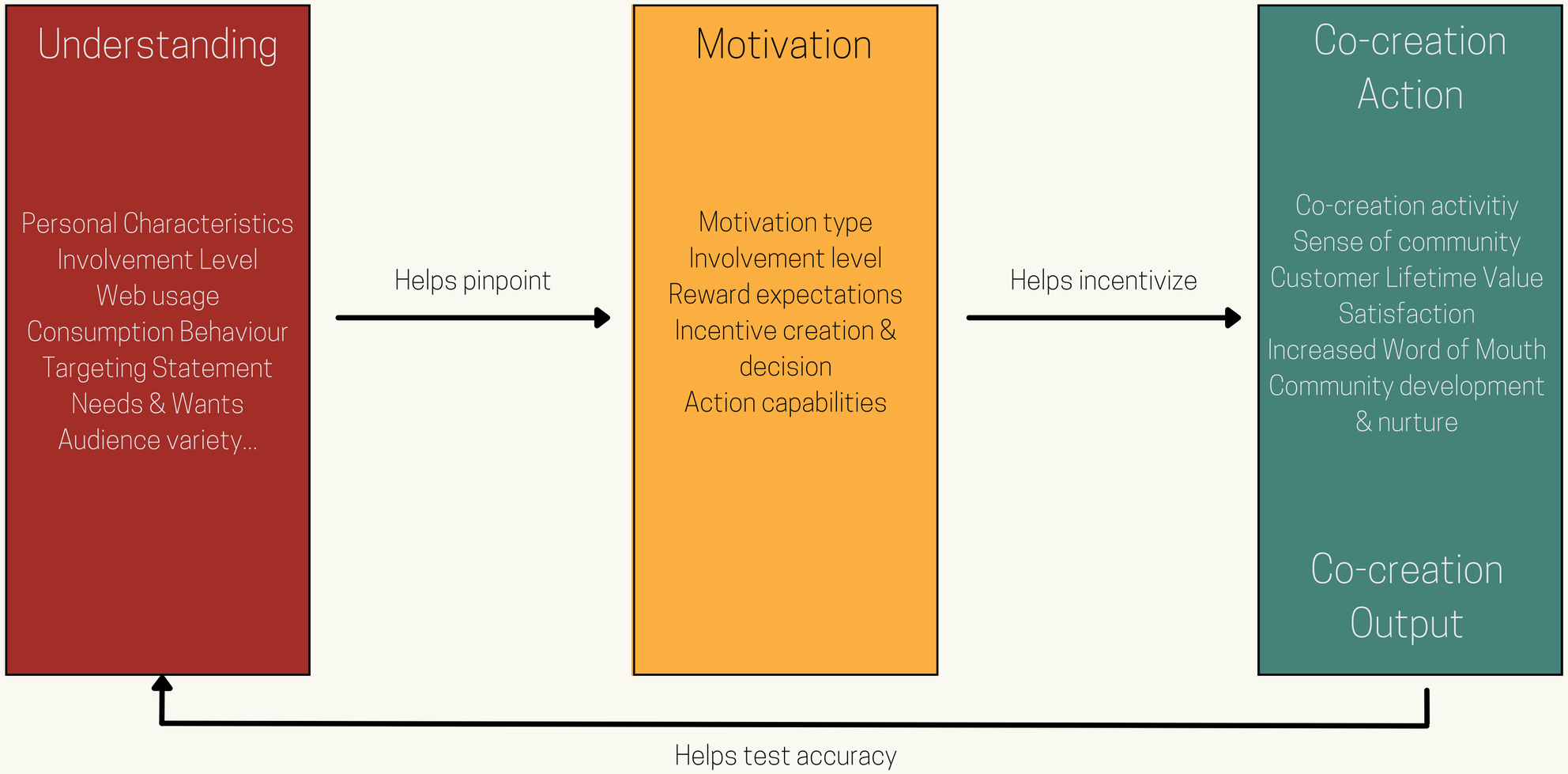
What happens when you miscalculate a motivation type?

EXTRINSIC MOTIVATION

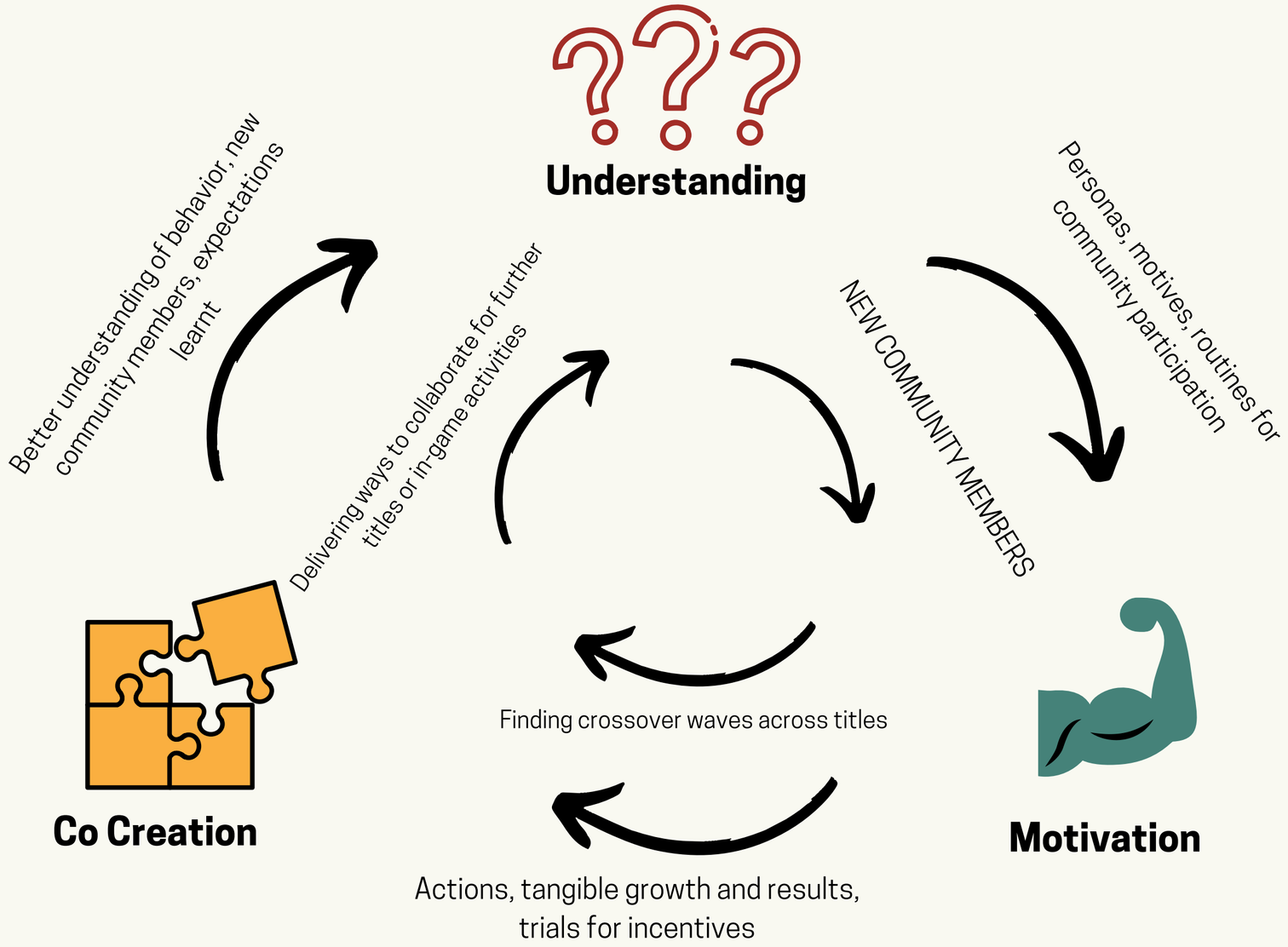


What happens when you miscalculate a motivation type?

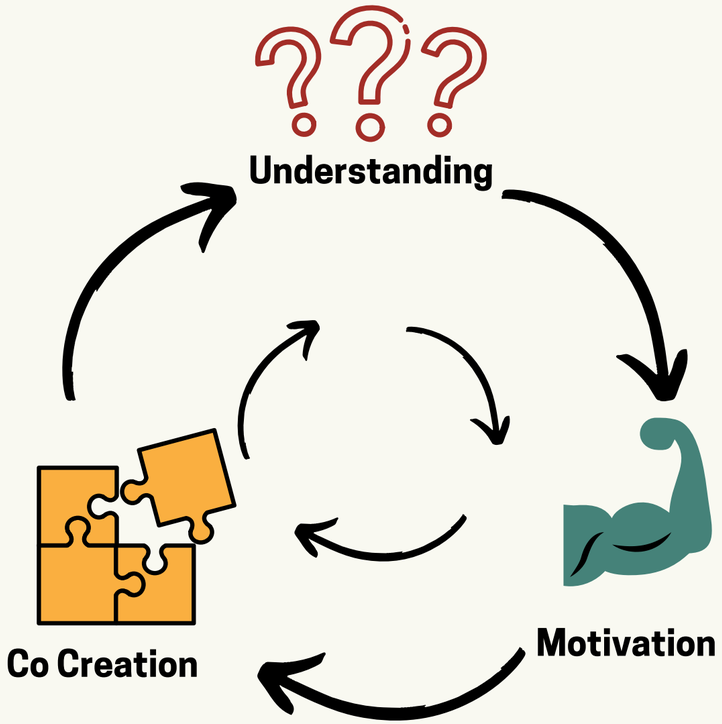
THE 'LOOP'

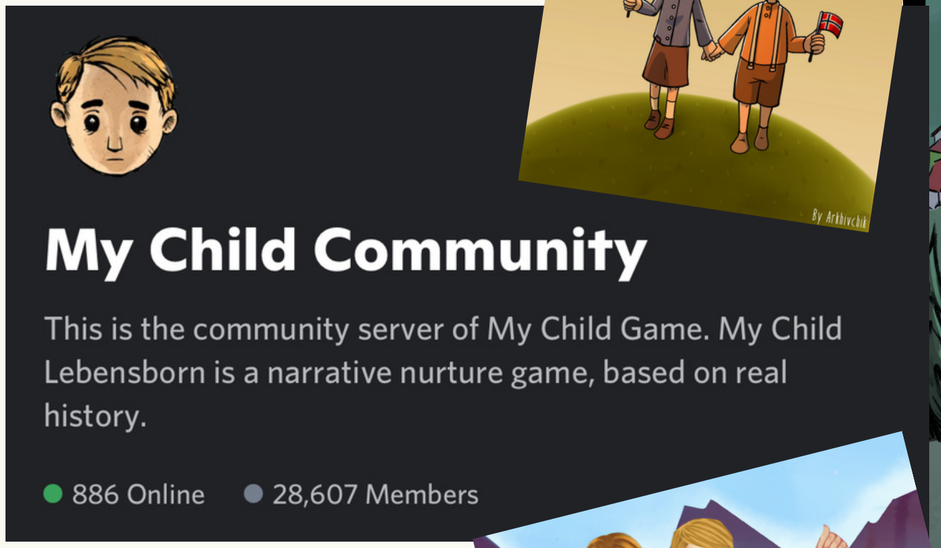

Understanding
Personal Characteristics
Involvement Level
Web usage
Consumption Behaviour
Targeting Statement
Needs & Wants
Audience variety...
Helps pinpoint
Motivation
Motivation type
Involvement level
Reward expectations
Incentive creation & decision
Action capabilities
Helps incentivize
Co-creation Action
Co-creation activitiy
Sense of community
Customer Lifetime Value
Satisfaction
Increased Word of Mouth
Community development & nurture
Co-creation Output
Helps test accuracy

GOING DEEPER



THE LOOP - GOING DEEPER





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THANK YOU.

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