

# Negative Reviews (Begin in the Forums)

*or*

the Steam forums are important and you should really check them

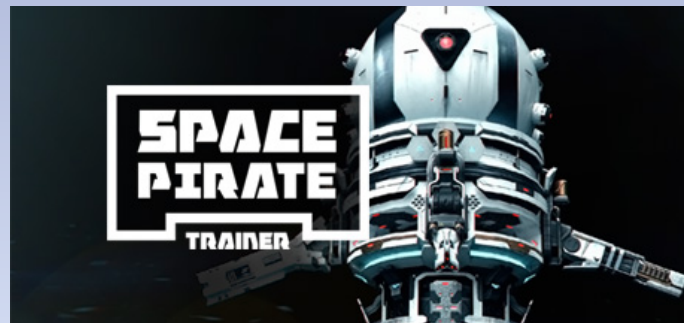
- Chris Hanney (he/him)
- Loud mouth Australian living in Belgium
- Only here for your burritos 🌯
- Twitter: @HanneyChris
- Mastodon: @hanney@mastodon.gamedev.place

# Hello! I'm Chris Hanne



Pre-pandemic

- Space Pirate Trainer (2016) Community, QA
- Shredders (2022) Narrative, mo-cap, QA, community





# Hello! I'm Chris Hanney



Post pandemic

- Vlaams Audiovisual Fonds, Marketing advisor
- Unannounced title @ Creature (2023)

# Let's talk about Steam Forums





# Negative reviews start in the forum

10 to 15% of negative reviews on Steam are caused by unresolved problems were communicated on the Steam store 🧑🏻🔧



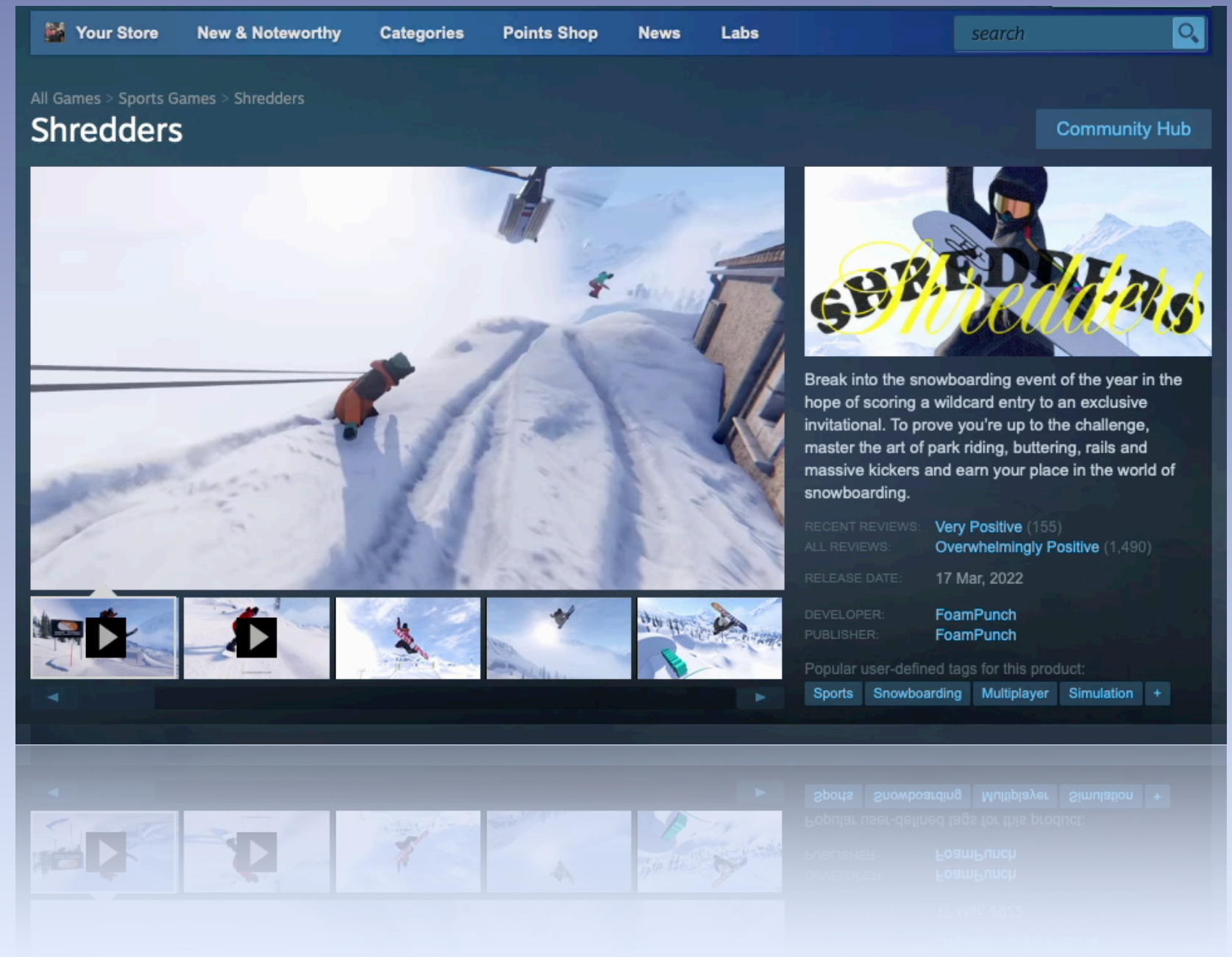
# Why Steam reviews matter

- Reviews are prominent on the store front
- Reviews reflect the quality of your title
- They influence purchases

Mostly Negative (561)

Mixed (256)

Overwhelmingly Positive (519)






# The Steam feedback cycle

- Customer buys game
- Finds an issue (my keyboard doesn't work!)
- Writes about it on Steam Forums
- Tries to play again, it still doesn't work
- Negative review!




# Negativity *prevention*

No one has rated this review as helpful yet  
1 person found this review funny



**Not Recommended**


0.0 hrs last two weeks / 4.3 hrs on record (3.3 hrs at review time)





Posted: 19 Feb @ 6:48pm


Dont buy the game, it has a lot and i mean a lot of bugs and issues when playing, its that bad that after 15 minutes of playing it stops reading controller inputs


Was this review helpful?

 Yes

 No

 Funny

 Award



Write a developer response

In most cases, you should only respond if you need to address a specific issue or clarify misinformation. For suggestions on when to respond, please view this **Moderating Best Practices** guide.



# Case study games

- Shredders (2022)
- Deliver Us Mars (2023)
- Total War: WARHAMMER III (2022)
- Space Pirate Trainer (2017)

# Studying the reviews & forums

1. For each game, get all reviews from Steam
2. For each negative review, get the reviewers' forum posts for that game
3. Check for posts made prior, and after, the review posting
4. Check for correlation between posts and review





# SHREDDERS



94% of the 155 user reviews in the last 30 days are positive.

RECENT REVIEWS: **Very Positive** (155)

ALL REVIEWS: **Overwhelmingly Positive** (1,490)

RELEASE DATE: 17 Mar, 2022

DEVELOPER: **FoamPunch**

PUBLISHER: **FoamPunch**

1490 reviews


Negative reviews: 70 (4.6%)

1081 forum posts (~ 4 posts for every 5 reviews)

220 forum posts by team (20%)

Negative reviews that originated with a forum post: 7 (10%)



BIG ▾ 15 Jan @ 12:55pm

### Cant load other zones game, game has permanently freeze

I can't load the game and go beyond my place of residence.(on the 9th save and quicksave, I can't go into the swamps, the game hangs tightly)  
it looks like the zones of the world have been lost and now I can't reload them in any way.  
importing game doesn't work, the game hangs the same way.

can anybody help me or something else?  
Or have I lost my save forever?

my save game  
<https://ufile.io/g03n7yfw>

kenshi log  
<https://ufile.io/f904qins>

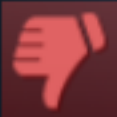
kenshi info log  
<https://ufile.io/9rgufkcd>

save log  
<https://ufile.io/55k4yiye>

Last edited by BIG; 15 Jan @ 1:15pm



*And 31 minutes later..*



Not Recommended

0.0 hrs last two weeks / 93.4 hrs on record (58.7 hrs at review time)

Posted: 15 Jan @ 1:46pm

каким то образом сломались сохранения и все прокекал. жаль нельзя проломить башку разработчику молотком в кашу



 **relax** ▾ 5 Jun, 2022 @ 1:16pm 

I'm using an Xbox One controller and having the exact same problem. I can't get past the 540 indy mission because I can't do grabs. LB or RB do nothing. Only once I've managed to do a tailgrab and I don't even know how.


I keep doing R stick + LB but it's as if I were only doing a R stick. LB does nothing.

My bad, I was doing L stick + LB! Not R stick + LB! I think it would feel better if you did the grab with L stick because it's the one you already use for turning 180, 360, etc.


*Last edited by relax; 5 Jun, 2022 @ 1:24pm* #3



*10 hours later..*

 **relax** » Reviews » Shredders





1 person found this review helpful


 **Not Recommended**  
0.0 hrs last two weeks / 1.0 hrs on record



Posted: 5 Jun, 2022 @ 11:59pm

Me entristece tener que darle una review negativa, para los pocos juegos que tenemos de deportes extremos... Pero los controles no son nada satisfactorios. Y no se pueden cambiar en la configuración.

Me cuesta hasta hacer un simple salto y un simple 180. Los controles no responden como esperas que respondan. Todo está raro. Los trucos no salen... No merece la pena.

Was this review helpful?  Yes  No  Funny  Award 



-  [View Store Page](#)
-  [View Community Hub](#)
-  [Find More Like This](#)



# DELIVER US MARS

720 Reviews

Negative reviews: **233 (32%)**

1354 forum posts (~ 2 posts for every review)

10 forum posts by team (1%)

Negative reviews that originated with a forum post: **23 (15%)**

RECENT REVIEWS:	<b>Mixed</b> (156)
ALL REVIEWS:	<b>Mostly Positive</b> (719)
RELEASE DATE:	2 Feb, 2023
DEVELOPER:	KeokeN Interactive
PUBLISHER:	Frontier Foundry



2 Feb @ 5:14pm

## Minor Update Deployed!

View full event information here:



Deliver Us Mars Announcement 2 Feb

### Minor Update Deployed!

Hello all! We hope you are enjoying the release of Deliver Us Mars! We've just released a small update to resolve some minor issues.

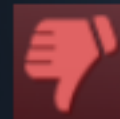
*3 hours later..*



## The Fetket » Reviews » Deliver Us Mars

1 person found this review helpful

1 person found this review funny



### Not Recommended

0.5 hrs last two weeks / 0.5 hrs on record



Posted: 5 Feb @ 7:26pm

Game runs fine technicall (nice sound and graphics), but it doesn't work. Halfway through the prologue an event should happen, it doesn't. No NPCs spawn and you are stuck hugging your bear and sitting behind your father and the door doesn't open. As this seems to be a new problem shared by several other people I'm blaming the update, but until this is fixed the game simply not worth anything. Worse still this is still the first 4 days of release, so the crew should be reading comments and sorting problems, but the Devs do not appear to care. Avoid.

Was this review helpful?

👍 Yes

👎 No

😄 Funny

🏆 Award



Showing 16-19 of 19 comments



1 2



Pappnas 5 Feb @ 11:39am

Is there any Tec on this channel???

#16



The Fetket 22 hours ago

Just installed, checked updates, and I think your patch may have borked it up because I'm stuck on the follow dad bit in the prologue. Pick up bear Yes, press button yes. follow dad ... no npcs spawn down the corridor and I get stuck unable to do anything.

#17



The Fetket 22 hours ago

Originally posted by **Pappnas**:  
Is there any Tec on this channel???

I seriously doubt it.

#18



Deliver Us Mars > General Discussions > Topic Details



akela ▾ 4 Feb @ 9:58am

## Where is AZERTY ?

It's a joke ? I cannot remap control in a 2023 game ? I don't want to make modification in Ini files, i want to remap control like in any other game sine.. 20 years i think.

Showing 1-1 of 1 comments



Gromit ▾ 4 Feb @ 11:10am

It's sad this is not included in the game but the workaround takes less than 2 minutes to implement 🤖

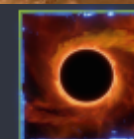
See: [How you change WASD Keybinding](#)

#1

Showing 1-1 of 1 comments

Per page: 15 30 50

*1 day later..*



akela » Reviews » Deliver Us Mars

4 people found this review helpful



**Not Recommended**

3.8 hrs last two weeks / 3.8 hrs on record (3.2 hrs at review time)



Posted: 5 Feb @ 5:12pm

No key mapping in a 2023 game - juste a joke. You cannot play whith AZERTY keyboard whitout changing the .ini files. I dont want to change anything in the .ini files- i want a game that i can change my keys just whith an option IN GAME like EVERY game since 20 years.

Was this review helpful?

👍 Yes

👎 No

😄 Funny

🏆 Award







# TOTAL WAR WARHAMMER III

47301 Reviews

Negative reviews: 11840 (25%)

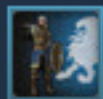
12232 forum posts (~ 4 reviews per post)

Forums mostly not used by developer team..

Negative reviews with forum request: 1269 (13.9%)

RECENT REVIEWS:	Very Positive (1,875)
ALL REVIEWS:	Mostly Positive (47,232)
RELEASE DATE:	17 Feb, 2022
DEVELOPER:	CREATIVE ASSEMBLY, Feral Interactive
PUBLISHER:	SEGA, Feral Interactive





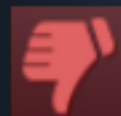
| avi312singh ▾ 27 Jan @ 8:44pm

My archers are not firing lol wtf, grand cathay ranged units dont fire arrows

#373

*3 minutes later..*

2 people found this review helpful



**Not Recommended**

28.7 hrs last two weeks / 133.4 hrs on record (131.1 hrs at review time)

Posted: 27 Jan @ 8:47pm

As of 2.3 update archers are not responding to commands and don't fire any arrows





# SPACE PIRATE TRAINER

94% of the 2,550 user reviews for this game are positive.

ALL REVIEWS: **Very Positive** (2,550)

RELEASE DATE: 12 Oct, 2017

DEVELOPER: **I-Illusions**

PUBLISHER: **I-Illusions**

2550 Reviews

152 Negative (5.9%)

2033 forum posts (~ 4 posts for every 5 reviews)

875 forum posts from the team (43%)

Negative reviews that originated from a forum post: 1 (1.1%)





We monitored the forums like *hawks*

- Responded within minutes of all requests
- Funneled all support requests to our support desk software (Help Scout)

However..

- You can only do so much...





amandrcommander ▾ 6 Feb, 2022 @ 3:29am

## i want to play older versions

ive been playing space priate trainer in 2019 on the quest 1 until 2022 i want to unlock all the betas pls

Showing 1-1 of 1 comments



amandrcommander ▾ 25 Mar, 2022 @ 7:51am

i ment 2020

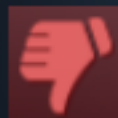
#1

Showing 1-1 of 1 comments

Per page: 15 30 50

*4 months later...*

No one has rated this review as helpful yet



### Not Recommended

0.0 hrs last two weeks / 173.7 hrs on record (72.0 hrs at review time)

Posted: 31 Jan, 2021 @ 7:40am

Updated: 18 Jul, 2022 @ 3:40am

NOPE NOT AGAIN YOU DIDNT ADD OLDER VERSIONS??!!

Was this review helpful?

👍 Yes

👎 No

😄 Funny

🏆 Award





# So.. what do we do?





# STEAM FORUMS

A person is seen from behind, walking on a sandy beach towards the ocean. The waves are breaking in the distance, and the sky is a pale blue. The person is wearing dark clothing and their shadow is cast on the sand.

March 20-24, 2023 | San Francisco, CA #GDC23

GDC



# Activate your Georges

- Empower your community
- Find all the golf balls
- .. save all the whales





# Empower the community

Not every issue can or should be resolved by your team

- You don't have to do this alone!
- Other players will learn from others
- Drive the support to a more moderated community like Discord
- Remind the community regularly of your support channels, and they'll start enforcing it for you





# Question time

**Find me on Twitter: @HanneyChris**

Mastodon: @hanney@mastodon.gamedev.place

Discord: Hanney#8748

Email: chris@creature.email

