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10 examples of good LiveOps s1e2

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GAME EVENTS

Regular inGame events according to goals

DDD

Decide everything according to data

A|B Tests

Check ideas without damage for project

COMMUNITY MANAGEMENT

Retention and loyalty

monday	tuesday	wednesday	thursday	friday	saturday	sunday
		01.05.2019	02.05.2019	03.05.2019	04.05.2019	05.05.2019
		Bicycle Day	Double XP		Cinco de mayo	
		Boost shop			Offer with dynamic price	
06.05.2019	07.05.2019	08.05.2019	09.05.2019	10.05.2019	11.05.2019	12.05.2019
	Super hero Day				Mother's day	
Open all locations	Boost shop		Safe Double Rewards		Progressive Offer	
13.05.2019	14.05.2019	15.05.2019	16.05.2019	17.05.2019	18.05.2019	19.05.2019
	Hawaii day			?	United States Armed Forces	
Progressive event in Hawaii Style	Special design + offer	Feature: Wheel of fortune	Unlim booster	?	Offer + Boost shop	
20.05.2019	21.05.2019	22.05.2019	23.05.2019	24.05.2019	25.05.2019	26.05.2019
Open all Mini Games	Surfing day		Double reward		Horse racing	
	Offer 3 prices	Feature New Location			Micro Shop and change Game balance	
27.05.2019	28.05.2019	29.05.2019	30.05.2019	31.05.2019		
Memorial Day						
Boost shop		Feature Daily Mission	Mission Double Rewards			

Labor-love process

Habit-forming process

Persistent system

Sleeper Effect

Process-Dissociation

False Fame

Perception Management

Positive reinforcement

Satisfaction system

Perceptual Contact

Cultural alignment process

Information strategies

Waiting system

Conflict Management

Propaganda system

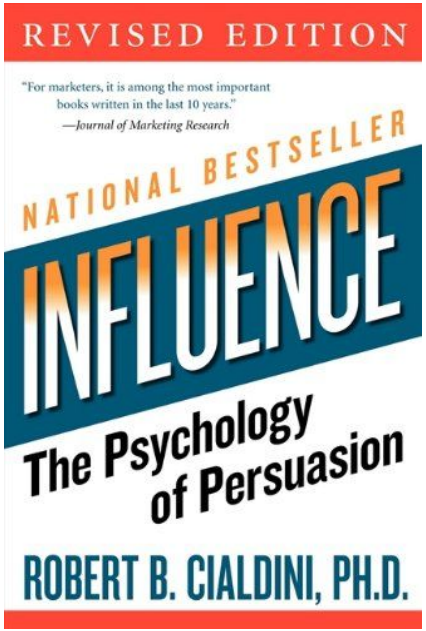
Social Risk Management

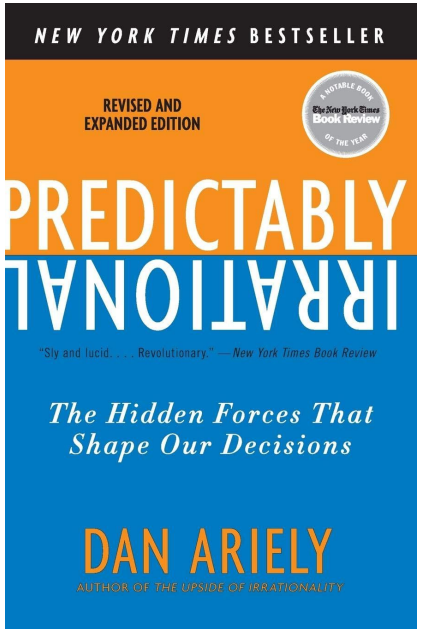
Mirror effect

Loss aversion

Social proof

Hyperindividualism





topic recommendation

EMOTION TRIGGER
Tell why & what to do
SIMPLE ACTION
Ability + Motivation
pleasure, hope, social
REWARD
Social validation, resources, self gratification
INVESTMENT
Time Escalation
Habit
Design

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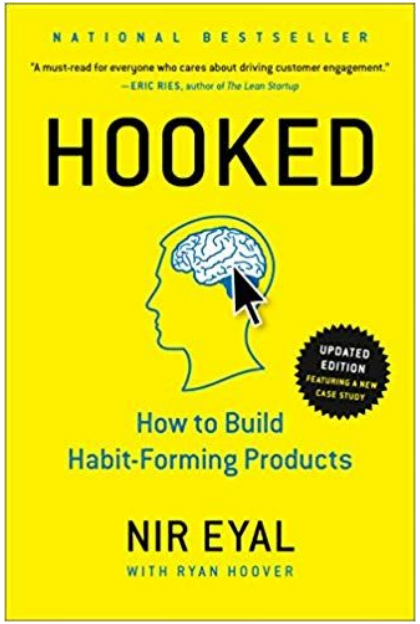
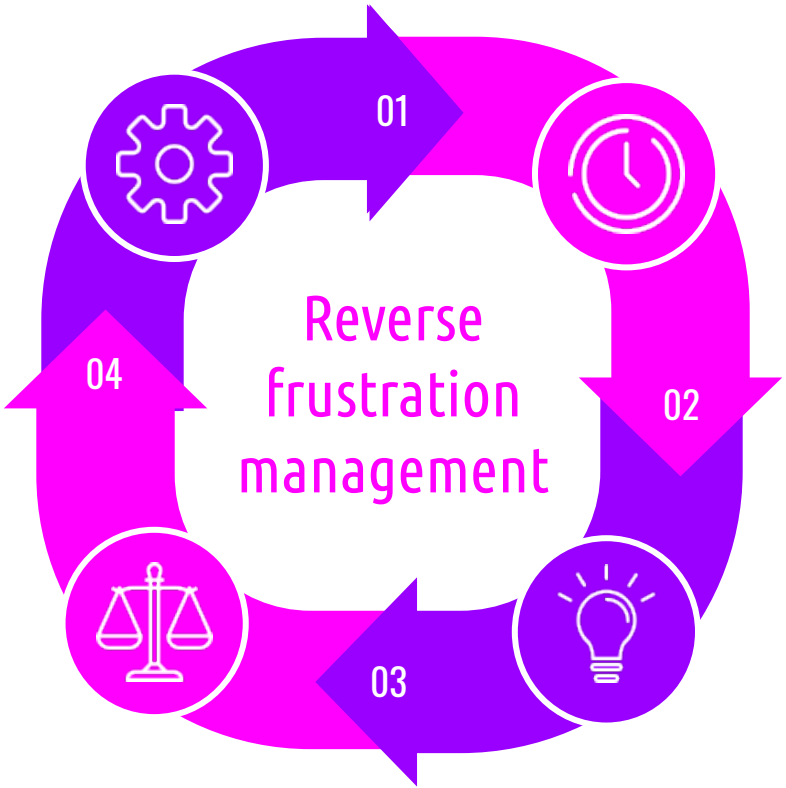


topic recommendation

IDLE Games

Match-based

Casino/Card Games



Predictive Randomness

Bring NEW content

Balance player winning

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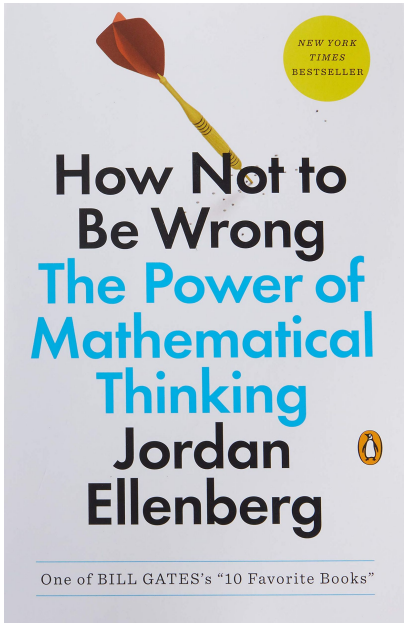
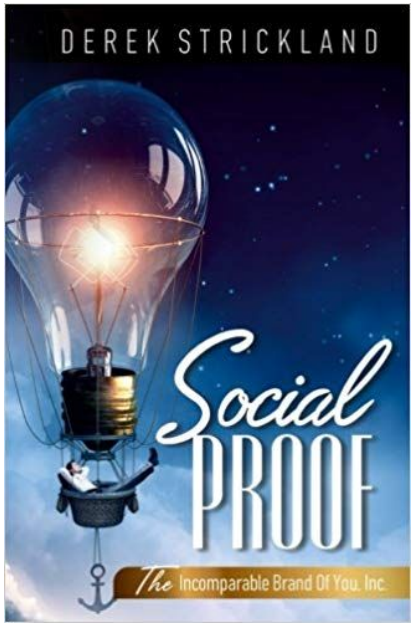
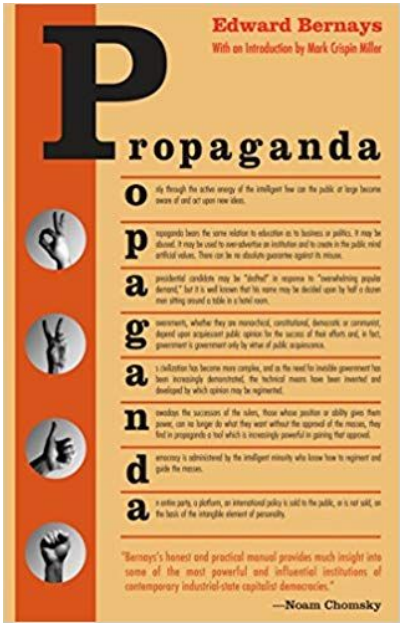






topic recommendation

SEGMENTATION

Identify groups

TARGETING

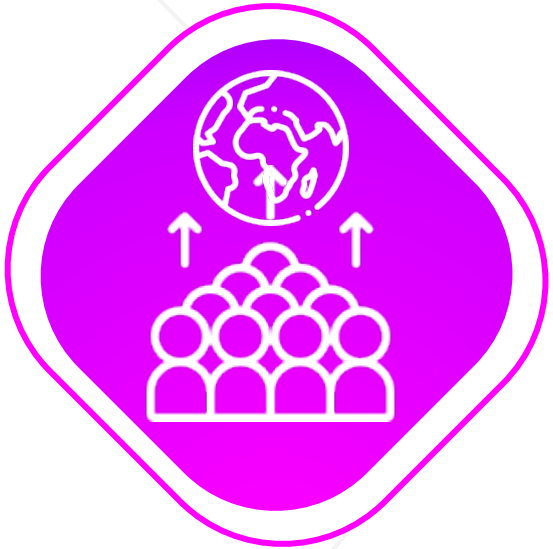
Size, distinct, profitable

POSITIONING

Product, Price, Distribution,
Promotion, Functionality

Psychographic
Behavioral

VS



Demographic
Geographic

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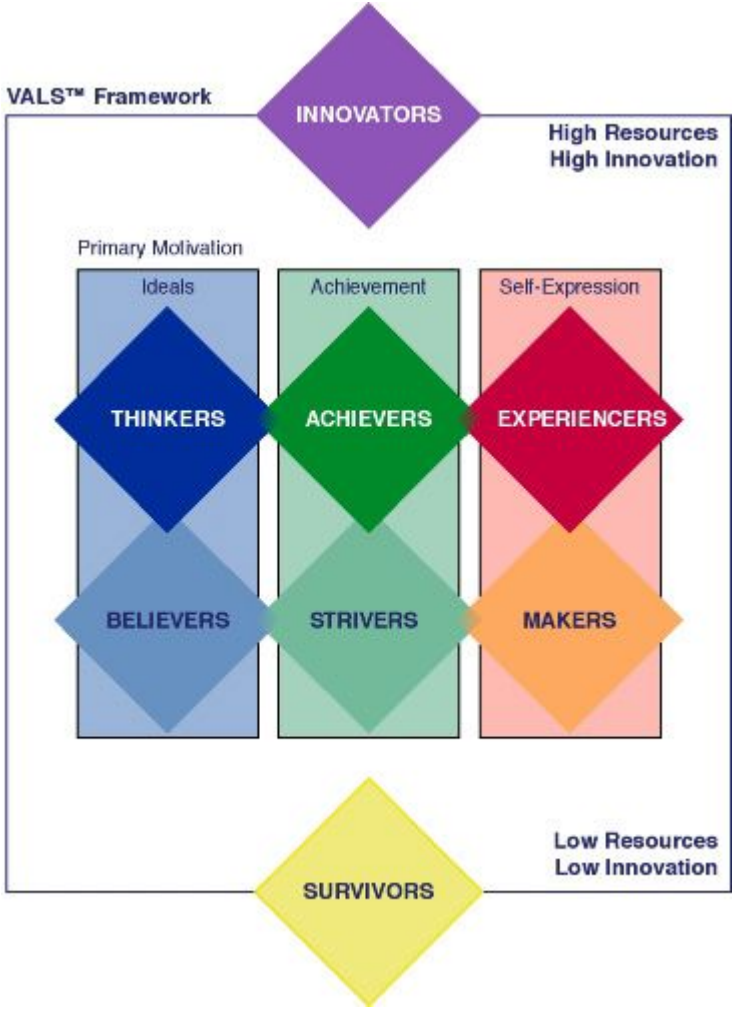

Personal Motives & Lifestyle Analysis

MAINSTREAMERS	SEEK SECURITY. Tend to be domestic, conformist, conventional, sentimental – favour value for money family brands. Nearly always the largest group.
ASPIRERS	SEEK STATUS. Materialistic, acquisitive, orientated to image and appearance, persona and fashion. Attractive packaging more important than contents. Typically younger people, clerical and sales jobs.
SUCCEEDERS	SEEK CONTROL. Strong goals, confidence, work ethic, and organisation. Supports stability. Brand choice based on self-reward, and quality. Typically higher management and professionals.
RESIGNED	SEEKS SURVIVAL. Rigid and authoritarian values. Interested in the past and tradition. Brand choice stresses safety, familiarity and economy. Typically older people.
EXPLORERS	SEEKS DISCOVERY. Energy, individualism and experience. Values difference and adventure. Brand choice highlights satisfaction, and instant effect. The first to try new brands. Younger demographic – students.
STRUGGLERS	SEEKS ESCAPE. Alienated and disorganised. Few resources beyond physical skills. Brand choice involves impact and sensation. Buys alcohol, junk food, lottery tickets. D and E demographic.
REFORMERS	SEEKS ENLIGHTENMENT. Freedom of restrictions and personal growth. Social awareness and independent judgement. Anti-materialistic but aware of good taste. Has attended higher education and selects products for quality.

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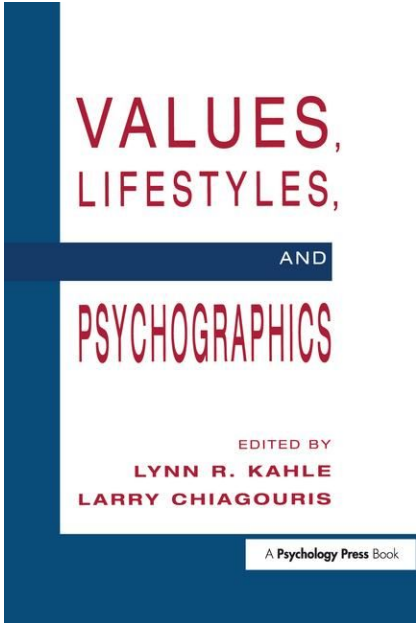
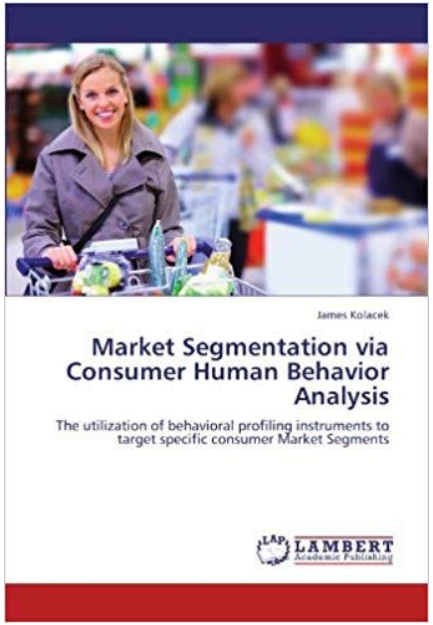




topic recommendation

Progression defines needs of players

Single Adventure	Season Tournament	Early Acces	Functional Changer	Gacha
Clan Adventure	Clan Tournament	Powerful Items	Timed Currency	Time Boost
Metagame Change	VIPs	Showoff Items	Clan Consumables	Unlockers
Special Event	Stage Bosses Leaderboard	Explorer Items	Temporary	Defenders
Core Loop Change	Daily Schedule	Social Items	Weekly Tournaments	Achievements

The LiveOps Maturity Journey

Iterate on your game

Goals

Improve Game Performance
Extend Life Time
Respond to feedback

Actions

Adjust game balance
Add new content
Fix bugs

Practitioners

LiveOps team
Production team

Personalize your player's experience

Goals

Optimize player experience
Increase revenue
Reduce risks

Actions

Segment players
Target offers and content
Predict churn

Practitioners

Data analysts
LiveOps manager

Manage your community

Goals

Strengthen brand and loyalty
Organic growth sustainment

Actions

Social features
Community events
Moderation

Practitioners

Community team
Customer support
Marketing

RECOMMENDATION

To Read

About Live Ops

In Russian in my Blog

http://progamedev.net/live-ops/

RECOMMENDATION

To Watch

s1e1: How does Live Ops work?

Video from GG Odessa In Russian in my Blog

http://progamedev.net/liveopsvideo/

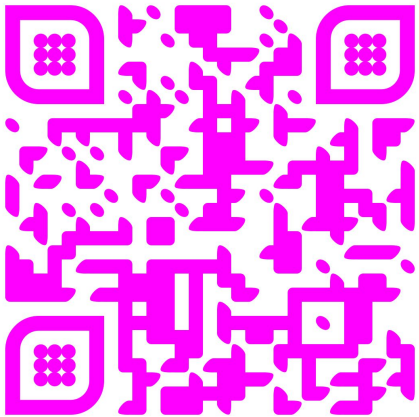
RECOMMENDATION

To Read

Books for LiveOps Managers

Recommendation list

http://progamedev.net/liveopsbooks/



RECOMMENDATION

To Watch

LiveOps in the game

Devtodev education center
Online course

https://edu.devtodev.com/online-course/liveops-in-games

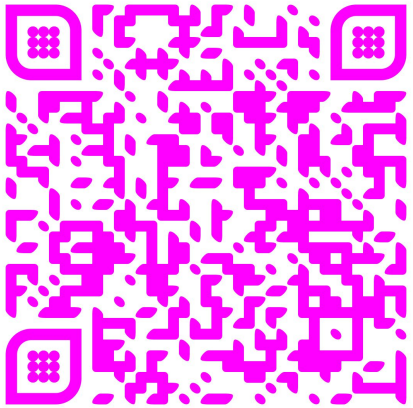
RECOMMENDATION

To Read

LiveOps Strategies For Free To Play Games

Jacqueline Zenn
Content Crafter at GameAnalytics

https://gameanalytics.com/blog/liveops-strategies-for-f2p-games.html

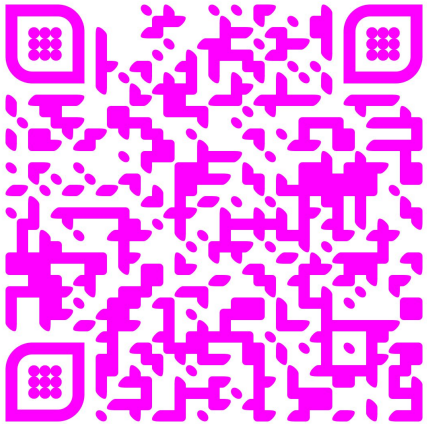


RECOMMENDATION

To Read

The Free to Play Game Design Bible: Mobile Live Operations Best Practices

https://mobilefreetoplay.com/bible/mobile-live-operations-best-practices/



Discuss?

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