



Using Player Sentiment to Build Great Games

Chris Jones – Player Insights



mission

connecting
the world through games



zynga



311 million monthly
active users



Game Launch



In-Game Survey

We'd like to hear from you!



How likely are you to recommend Hidden Chronicles to friends or family?

Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely

Hidden Chronicles helps me stay updated on my friends' game play and how we are helping each other.

Strongly disagree Disagree Neutral Agree Strongly agree

Please give us the reasons for your score (be as specific as possible).

Zynga has my permission to contact me about my responses

Submit

NPS Question

Random Driver

Verbatim



How Do You Say 'NPS' in Chinese?

我們希望聽到您的意見。



您將 Hidden Chronicles 推薦親人朋友的可能性有多高？

完全不可
能

0

1

2

3

4

5

6

7

8

9

10

極有可能

與他人分享我的體驗，是 Hidden Chronicles 帶給我的一項主要樂趣。

非常不同意

不同意

無意見

同意

非常同意

怎樣可以讓 Hidden Chronicles 更好玩？

我允許 Zynga 根據我的回應與我聯絡。

送出



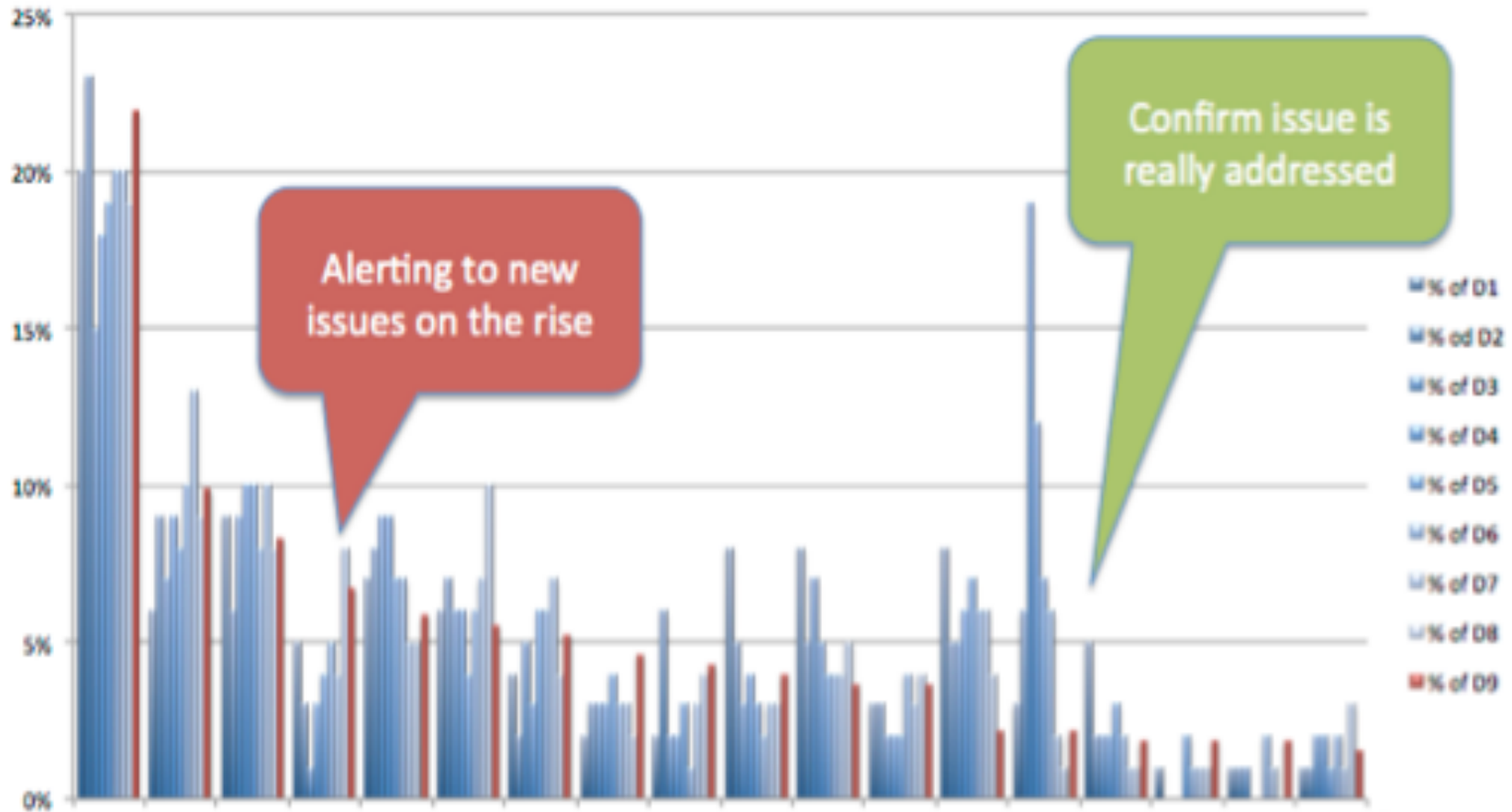
Daily Scrum



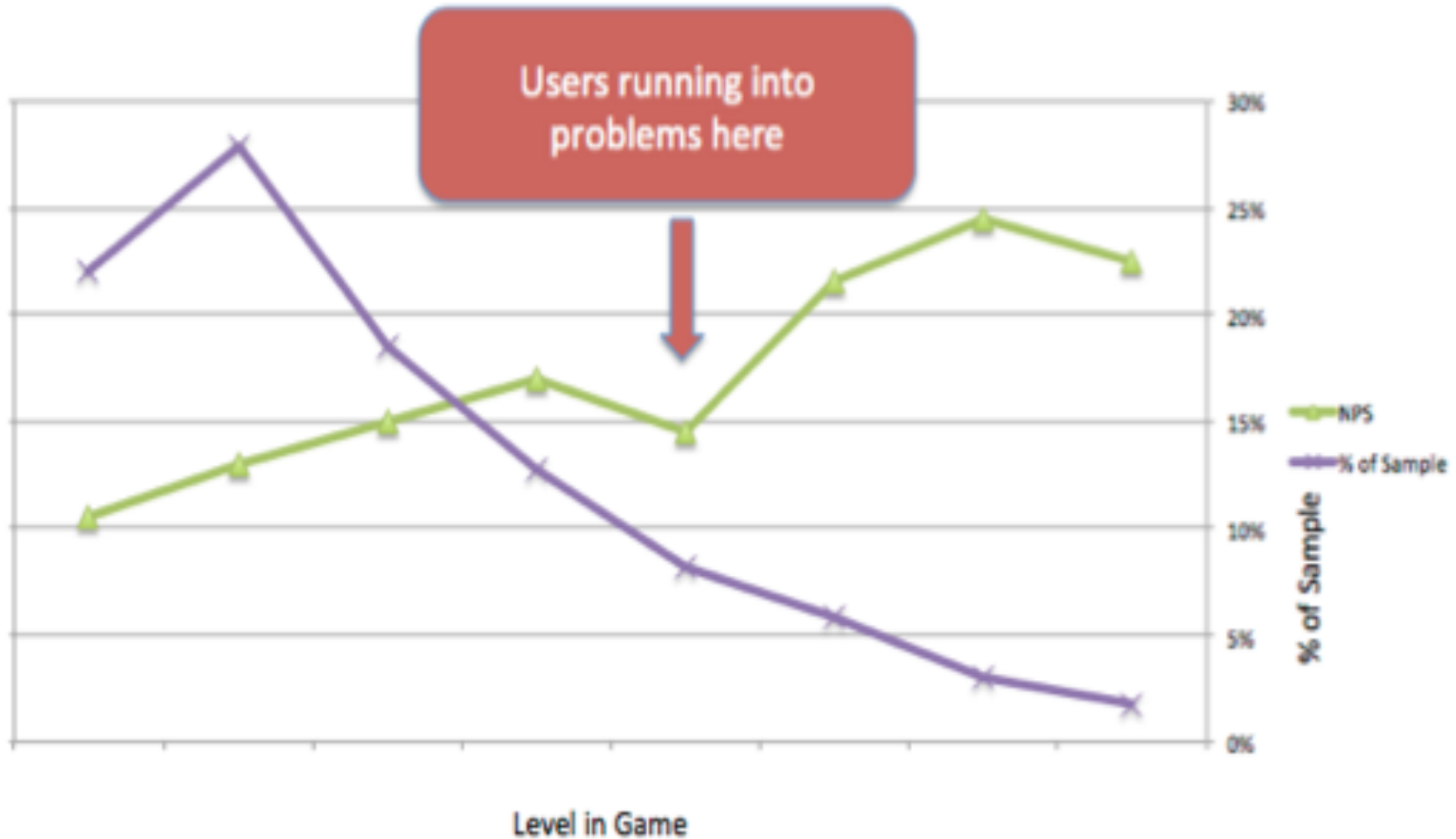
Themes Emerge Early



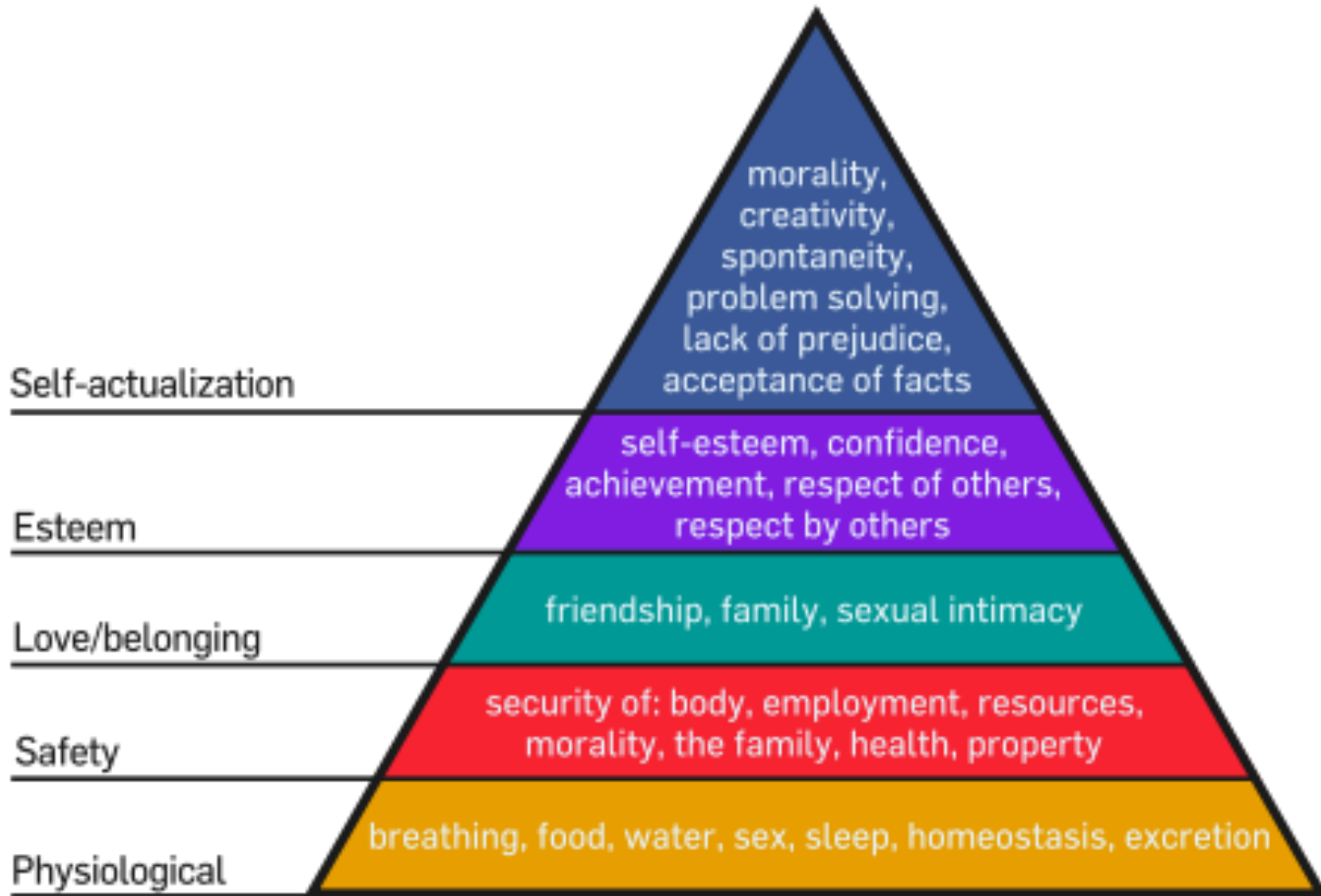
Tracking Daily Issues



Optimizing for Fun

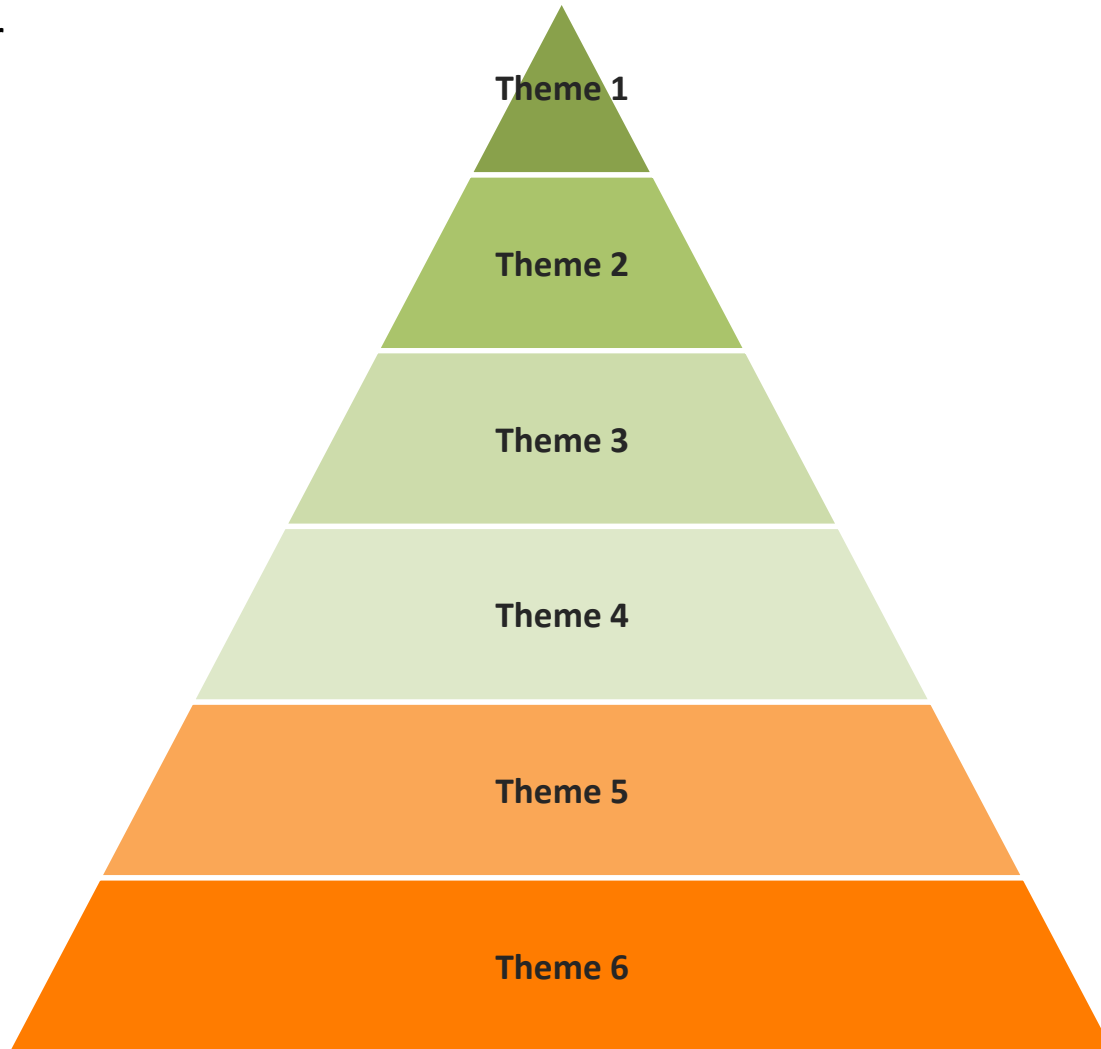


Maslow's Hierarchy of Needs



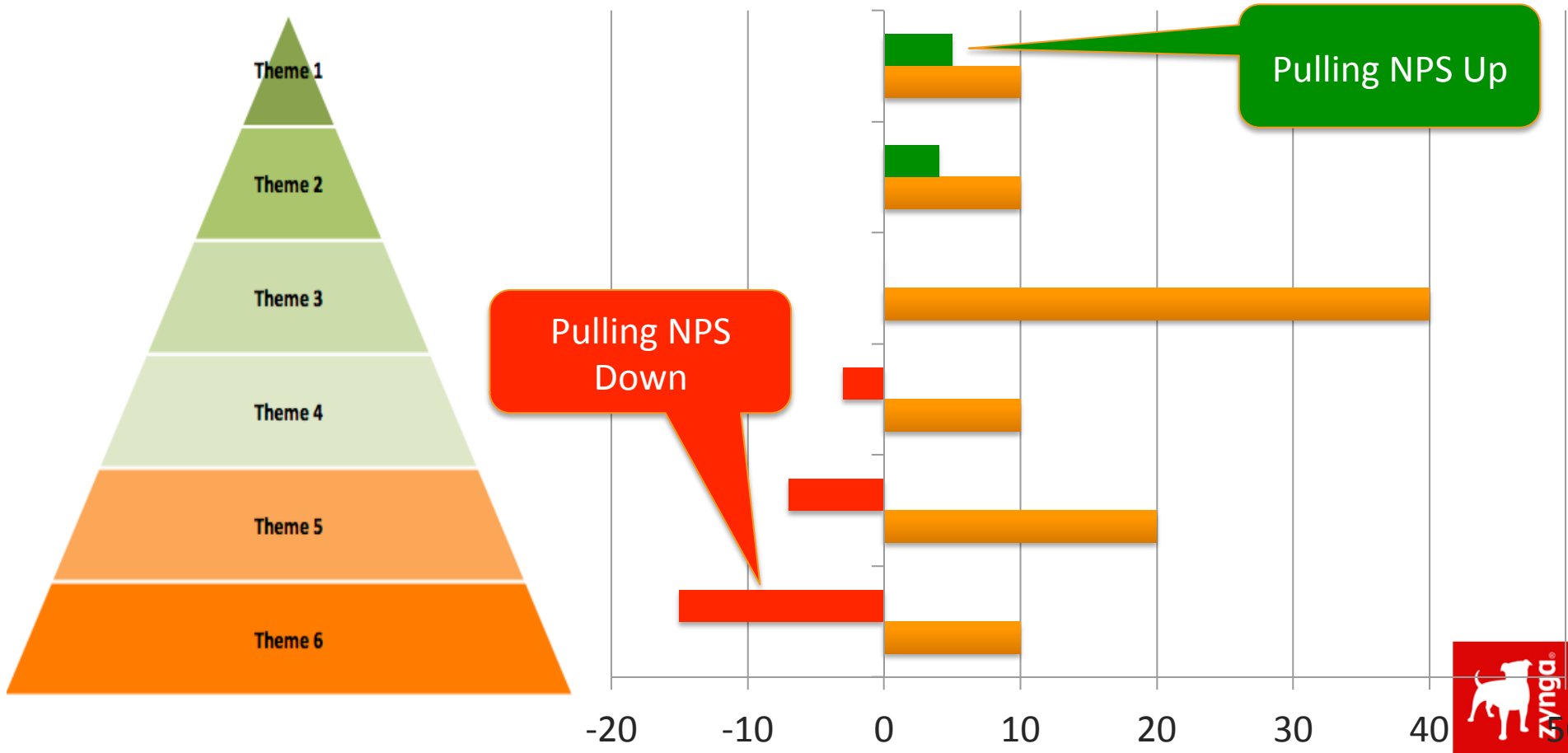
Pyramid of Player Needs

Higher
NPS

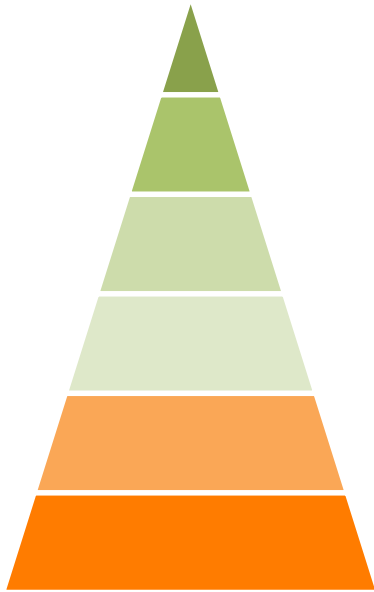


Pyramid of Player Needs

■ NPS Impact ■ % of Verbatim



Game UX Matrix



Strong Performing Game

Under Performing Game

33%	33%	27%	23%	29%	23%	20%	19%	19%	22%
28%	18%	15%	22%	18%	23%	20%	19%	16%	21%
28%	33%	27%	25%	33%	31%	26%	24%	19%	27%
20%	31%	27%	23%	25%	22%	20%	20%	21%	22%
31%	33%	32%	29%	27%	23%	23%	17%	18%	18%
22%	35%	28%	26%	25%	17%	18%	17%	16%	13%

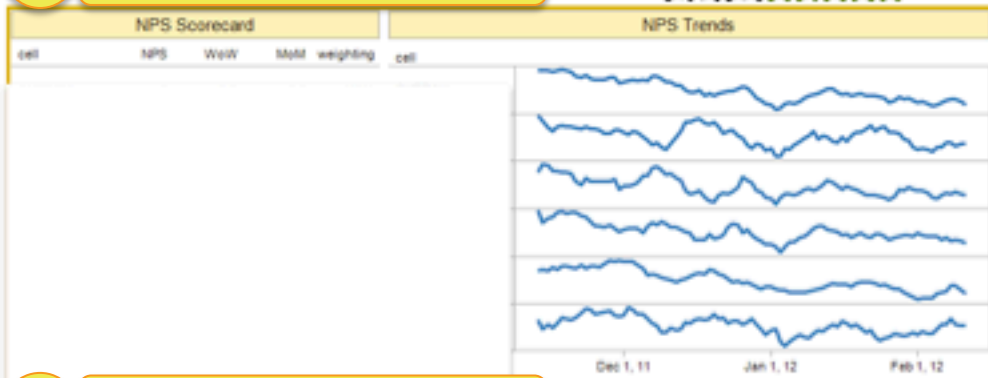
1 What Players Do

Group	Behavior	Current	WoW
Fun	Engagement (%)		
	Weekly Return Rate (%)		
Social	% with 0 connections		
	Avg # connections		
	Avg # social loops		
Inpositions	# Pops per DAU		
	Avg # ask requests sent per DAU		
	Avg # ask requests sent per sen..		
	Avg # gifts sent per DAU		
Performance	Avg # gifts sent per sender		
	Load Time, 50th Percentile (sec)		
	Load Time, 90th Percentile (sec)		

2 What Players Say

Group	Driver	Strongly Agree	WoW (pts)
Fun	Game is Fun? (D4)		
Social	Game helps me stay updated on my f..		
	My friends play the game		
	Sharing my experience with others is ..		
Inpositions	Game gives me control over how my ..		
	It is easy to send/receive gifts (D12)		
	Pop-up messages enhance my game..		
Performance	Game always works the way it is sup..		
	Game loads quickly when I start it or ..		
	Game provides a consistently fast pla..		
	Game responds quickly when I move..		
	Game runs smoothly and never seem		

4 NPS Trends



3 Comparing What They Do to Say



5 Categorized Verbatim

Verbatim	Sentiment
gifts	0.00
1) Buildings are very cute. 2) Exchanged objects are beautiful and fun too. 3) The game loads fast and very reactive.	-1.50
because i play cityville everyday i think the prices are reason and it is a fun play to	3.00
Cityville is frustrating because of all the popups and because of the Oops error that comes up several times a day and resets and undoes much of the work that i just finished And the colored ink that lights up when i try and move something in the city is totally unhelpful and makes it very difficult to see what i am doing.	-3.83
Cityville takes to long to open up new upgrades. We need fewer zoning permits to add a new locatin. 7 We need more room for energy and zoning permits & we need a easier gift box to read and to find things in it. marks Rick	-1.00
gets stuck	0.00
I dont know, I just pop in when I can and do what I can.	0.00
i enjoyed playing it, but it loads not so fast.	0.00
i have not bought coins. i want to see how far i can go before i allow games	0.00
i like it so good game and interesting but it freeze sometimes while i play it	0.00
i like it themes about countries i do not like too much to ask in the population limit land EXPANSION not right for players the rest is excellent	0.88
i love to play city ville but sometimes i feel dis appointed coz its loads very slowly and i find difficult to brows or to move in different direction of which i want to click	-1.00
i really like the game want city ville loads more quickly is my favority pastime	2.00
i really don't like the game i just play occasionally to help out the few friends who are playing. To much of asking help from people and if you don't have enough friends playing takes to long to finish tasks.	-1.13
i think the game encourages too much to spend money on buying zynge cash. i do not have many friends so i have a difficult time completing tasks.	-1.50

Drill Into performance verbatim

Avg. sentiment_score: -0.5 to 5

Bucket:

- (All)
- L1E1
- L1E2
- L2E1
- L2E2
- L3E1
- L3E2
- NP

Category Group:

- (All)
- 1-Aspirational
- 2-Meaningful Social
- 3-Fun
- 4-Progress/Rewards
- 5-Inpositions
- 6-Performance
- Errors
- Features - CV
- Features - PV
- Features - News

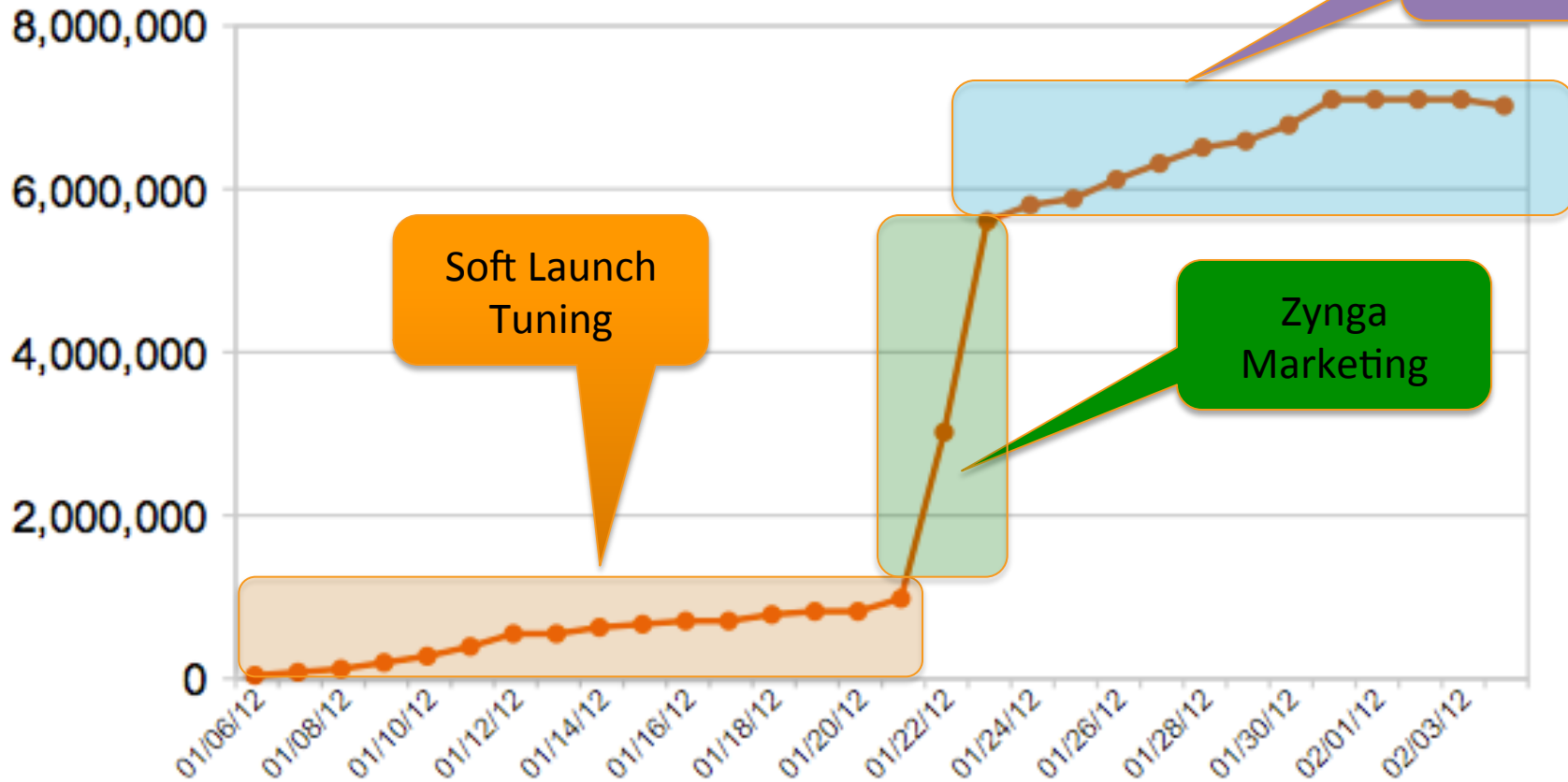
Category:

- (All)
- Accept/Receive
- Ads
- Better UI
- Block
- Bugs/Errors
- Buy with Coins
- Buy with Points
- Discounts
- Feeds
- Freeze/Crash
- Job / Intro



Daily Active User Trend

Hidden Chronicles - DAU



Final Results: #3 Facebook Game

	Name		DAU
1.	 Microsoft Live		18,800,000
2.	 Words With Friends	zynga	8,900,000
3.	 CityVille	zynga	8,600,000
4.	 Hidden Chronicles	zynga	7,200,000
5.	 CastleVille	zynga	7,100,000
6.	 Texas HoldEm Poker	zynga	6,900,000
7.	? HTC Sense		6,800,000
8.	 FarmVille	zynga	6,100,000

6 out of the top 6 Facebook games



Let Alec Play

Not just any game mind you, but a word game for smart people



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