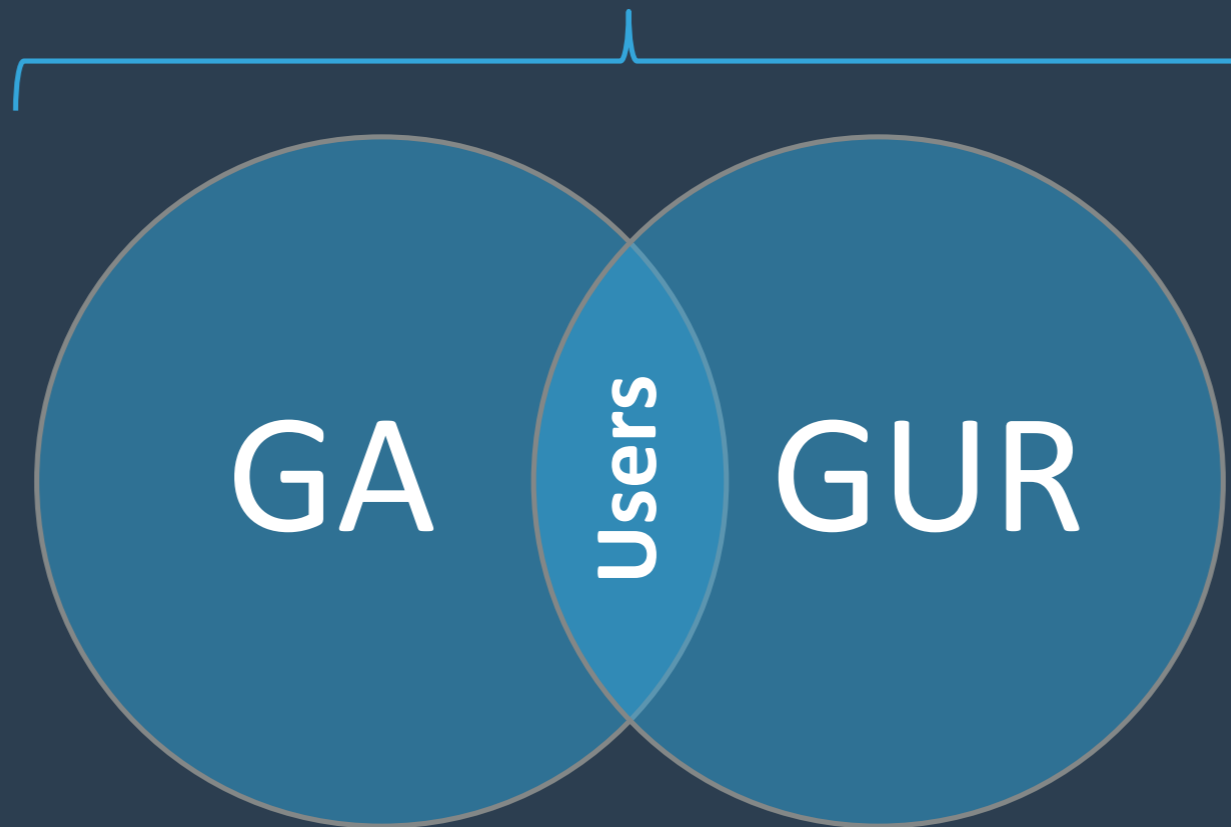


# Games User Research & Game Analytics

# GA and GUR

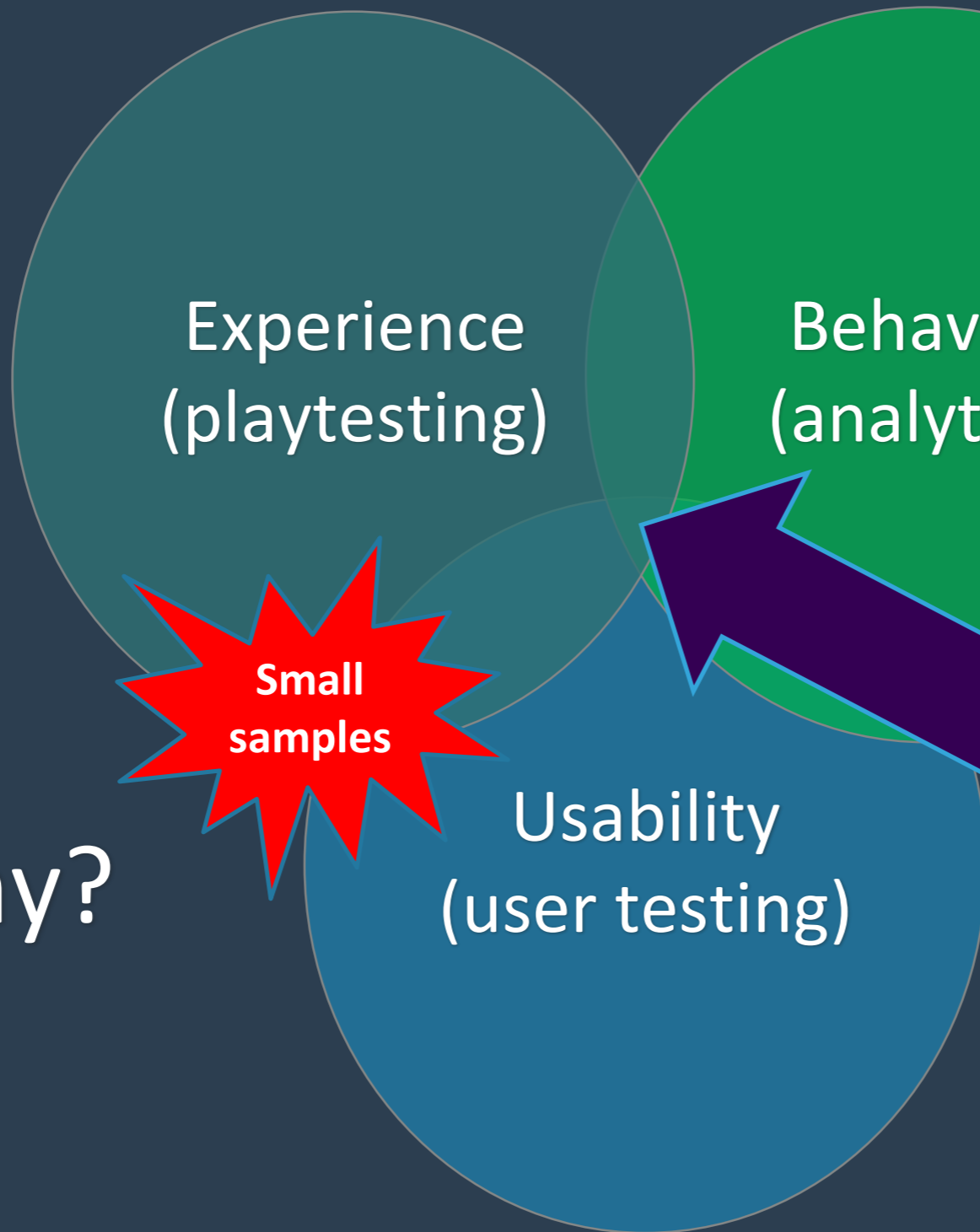
Scientific approach

Quantitative  
“Objective”  
Performance  
Process



Qualitative  
Subjective

GUR: Why?



Small samples

ALL players

Exciting stuff

Analytics:

What?

# What is Game Analytics?

- ▶ Game Analytics is *the process of discovering and communicating patterns in data towards solving problems in business*
- ▶ Source of intelligence to support decision making around:
  1. Games and players
  2. Process of development
  3. Running of the company and its environment
  4. Purely frivolous or artistic reasons!
- ▶ Game Analytics does ***not*** mean eliminating experience or common sense but ***empowering*** these via empirical insights (just like GUR ...)

What is happening?

What has happened?

What is likely to happen?

What will happen if I do X?

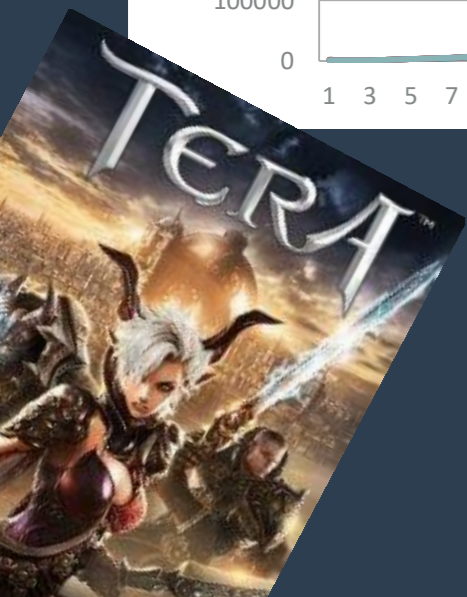
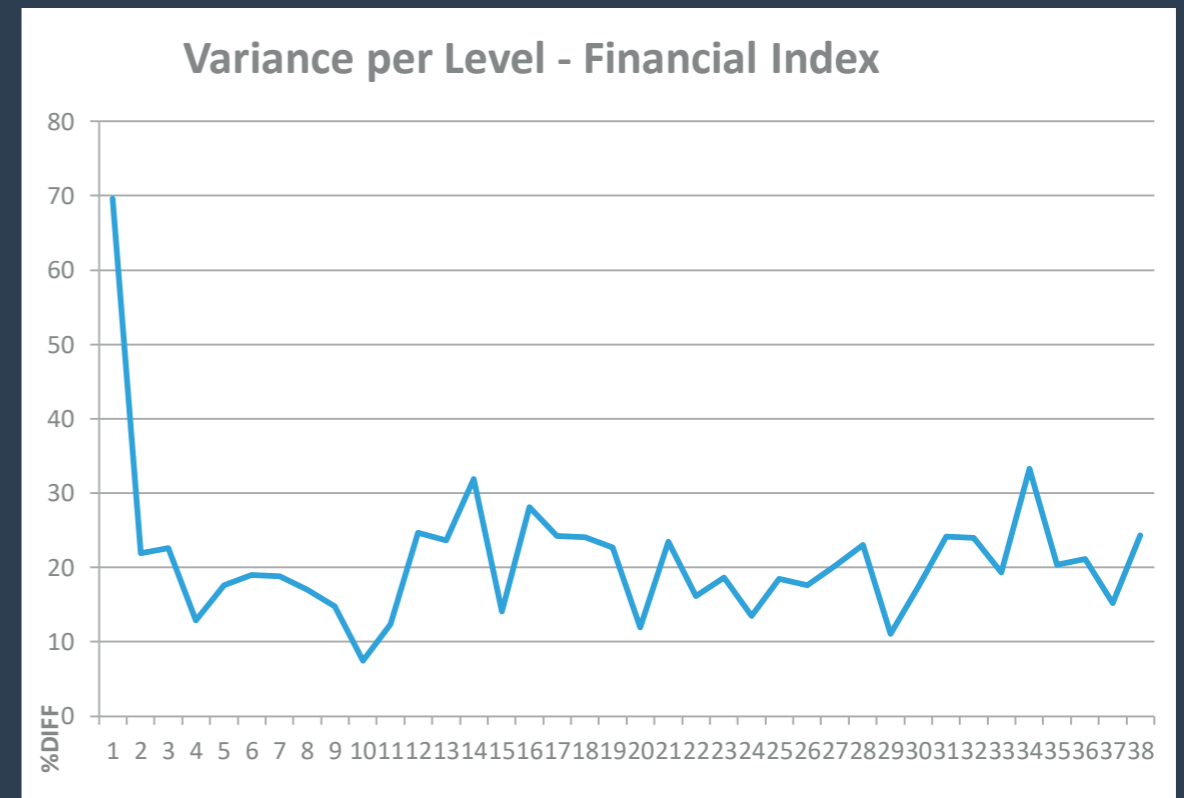
How do I make X happen?

Why did X happen?

How do I optimize X?

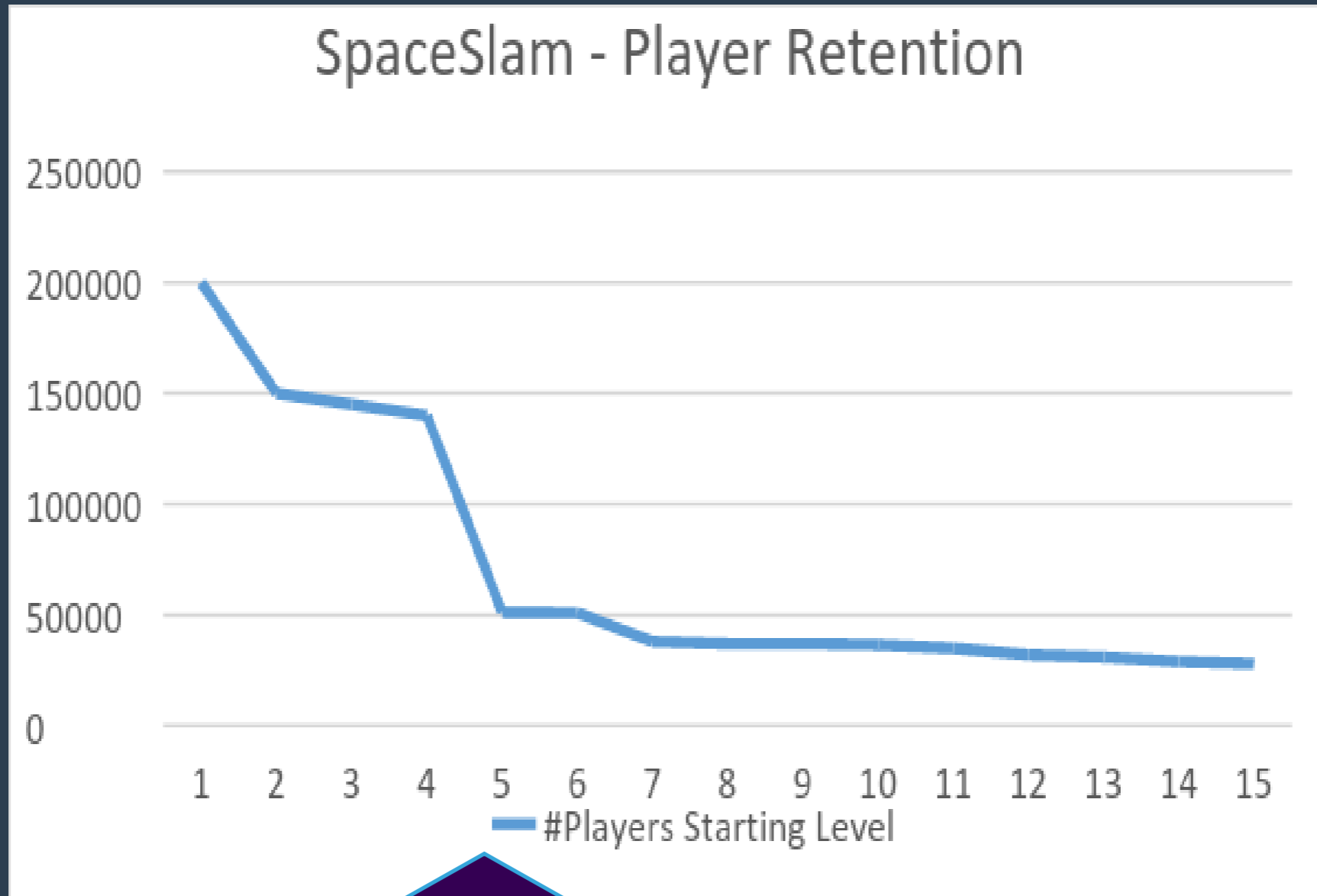
# What is happening?

- ▶ Are our character classes balanced in their gold income potential?

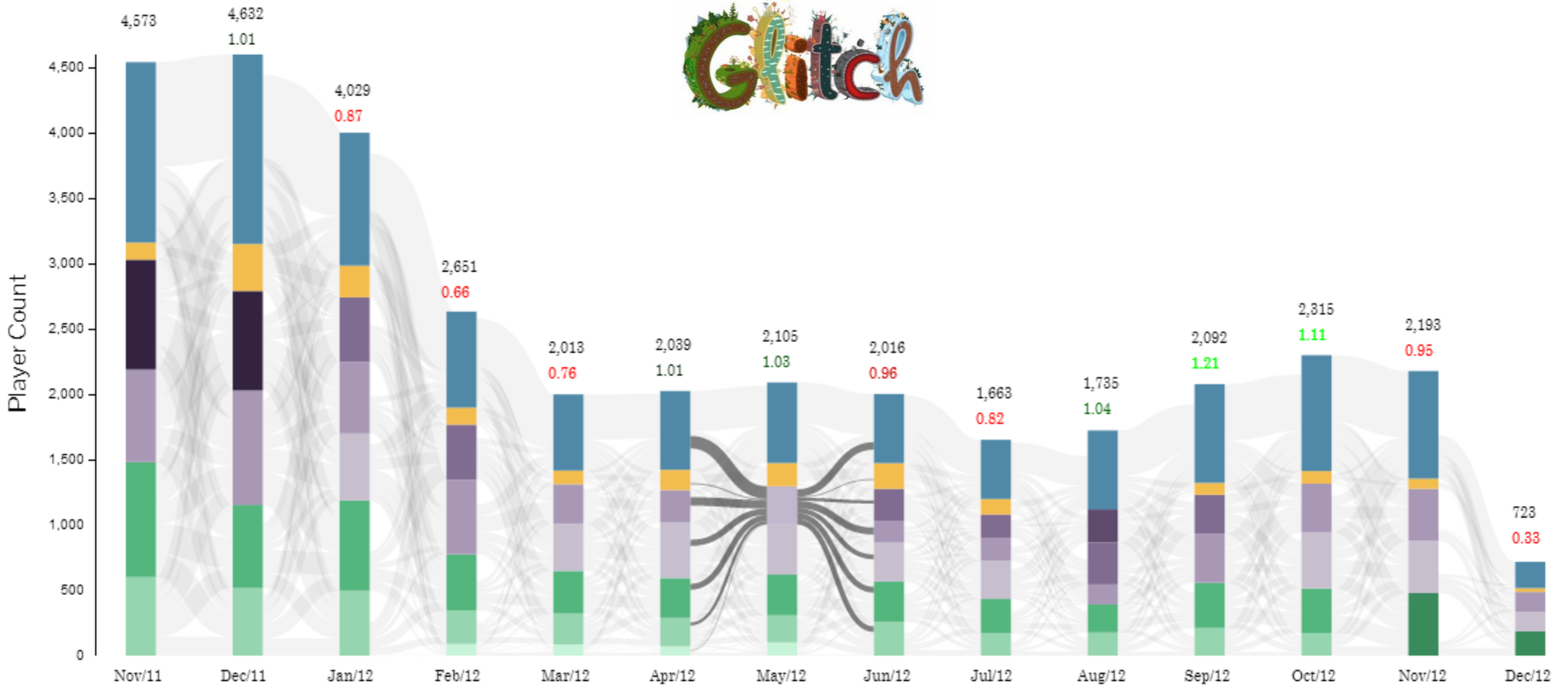


# What has happened?

*SpaceSlam* – hypothetical match-3 mobile game – retention analysis



# What has happened?



242 new players joined the game into this cluster.

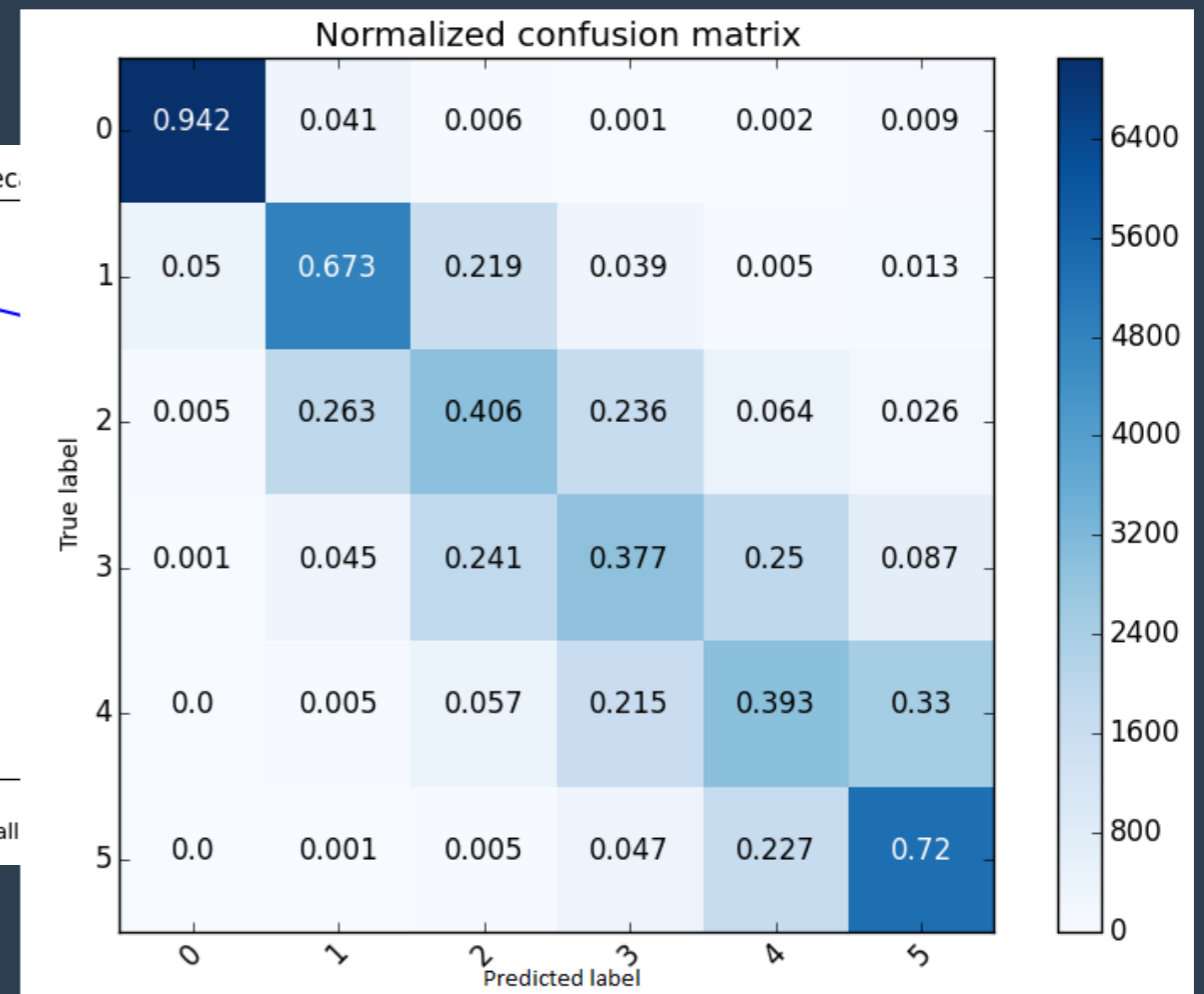
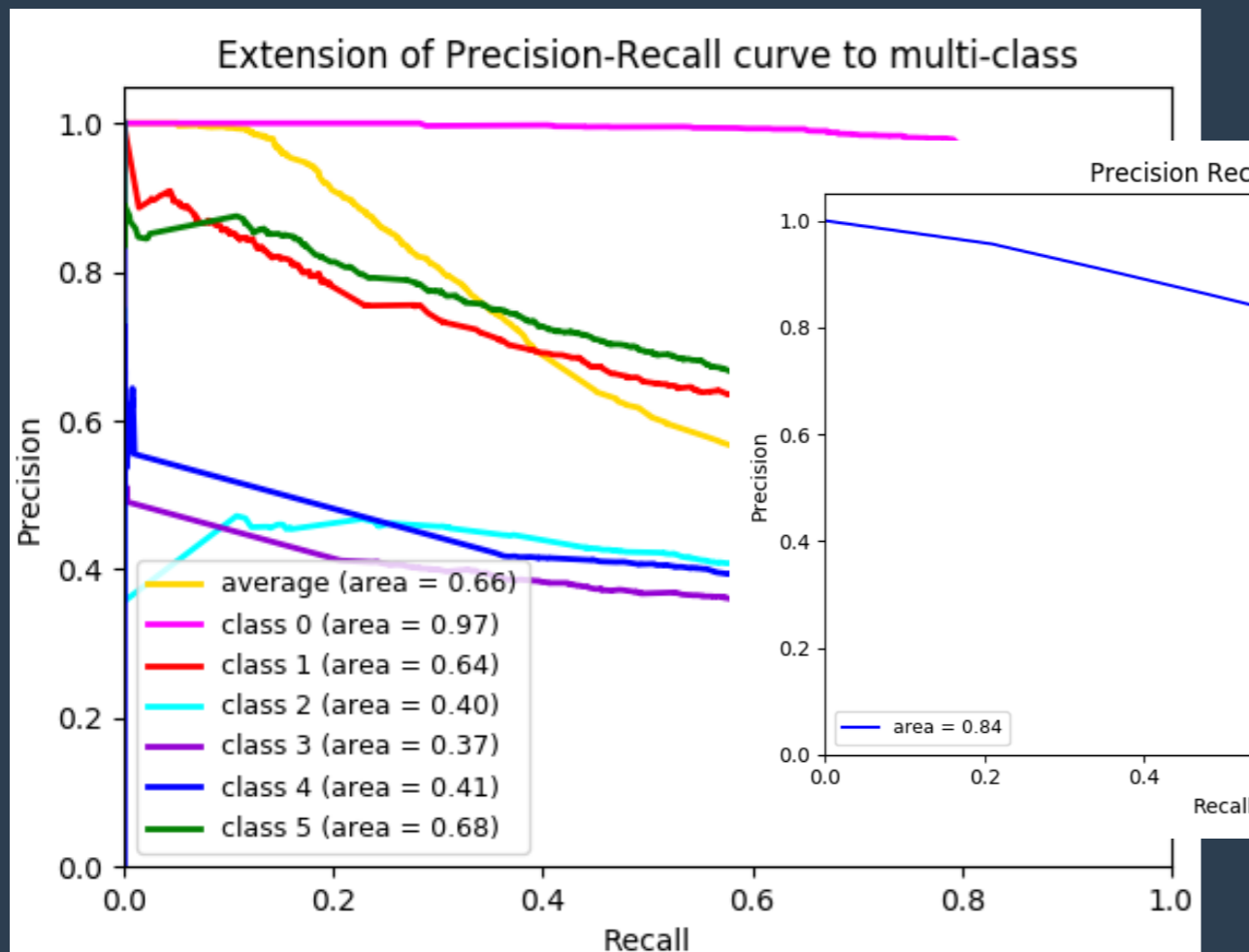
295 People

265 of these players left the game in the following period.



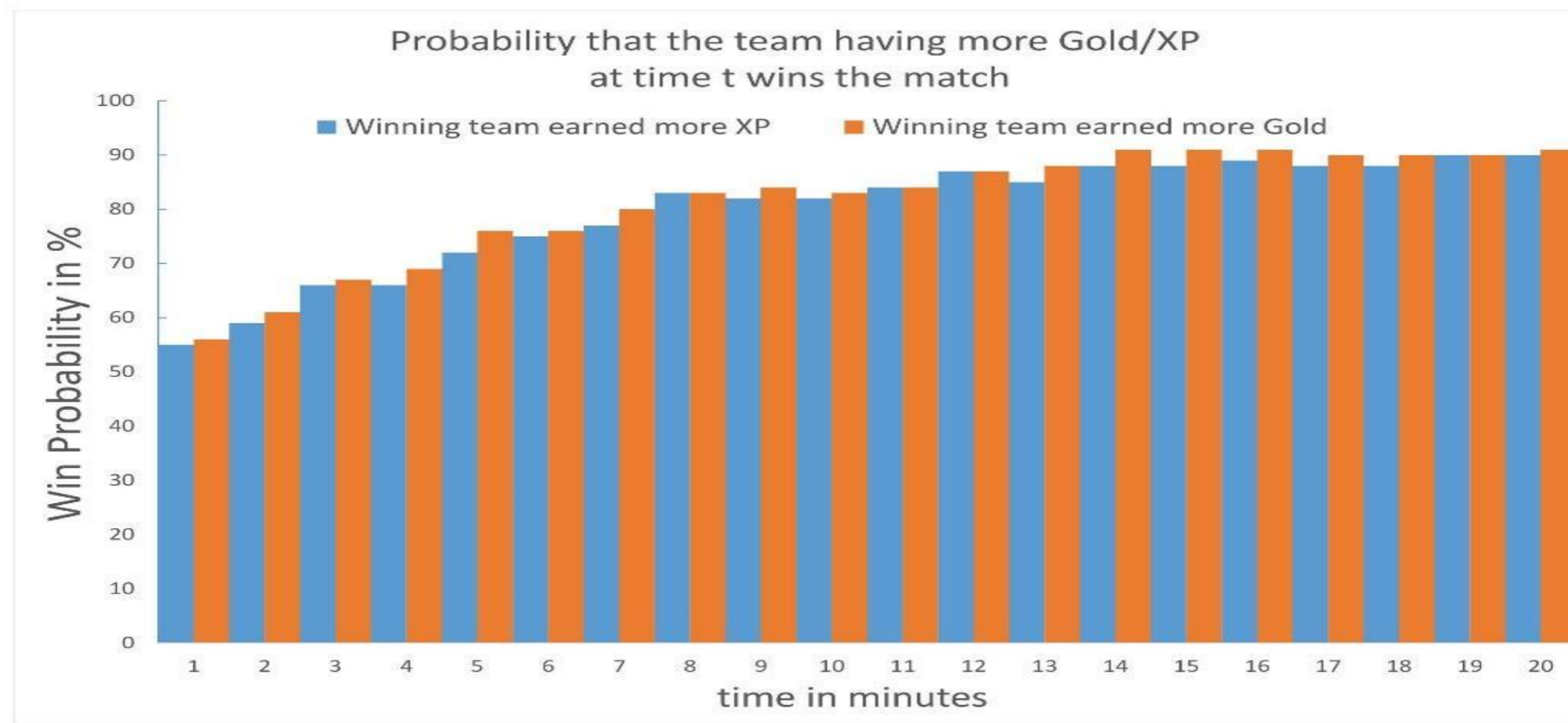
# What is likely to happen?

*Predicting player behavior and the causal factors*



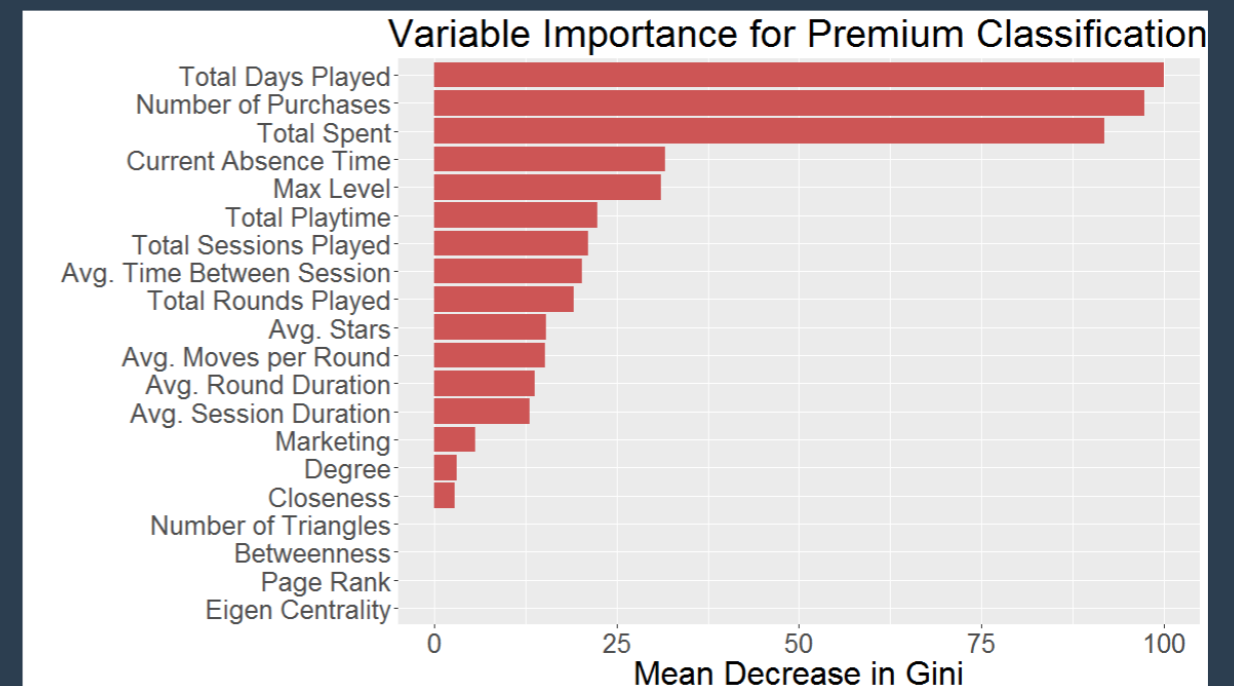
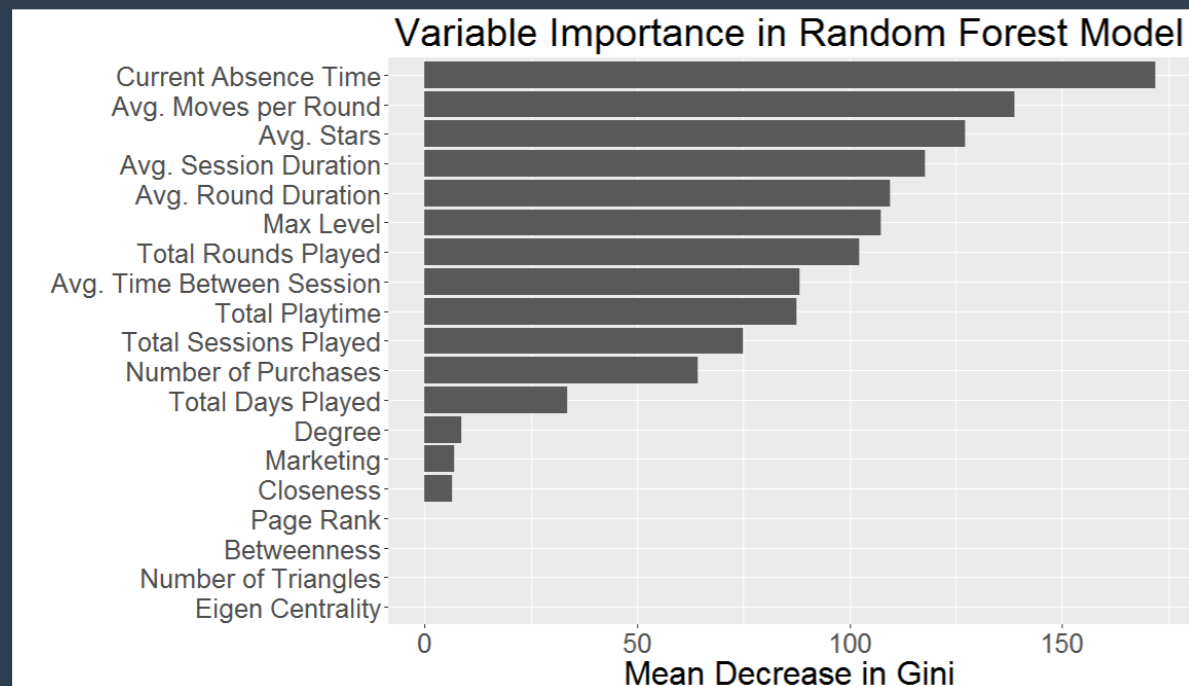
# What is likely to happen?

*DotA 2* – moba title – win prediction



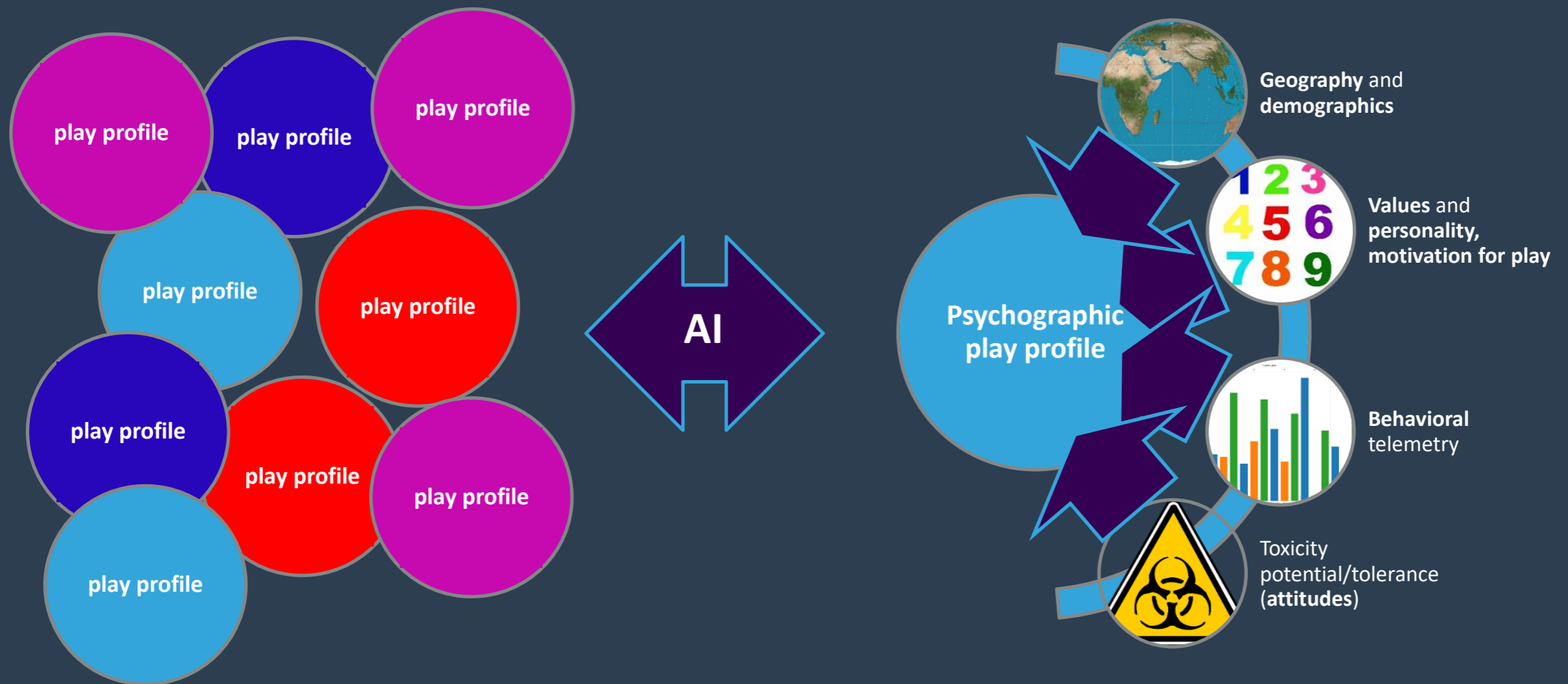
# What will happen if I do X/how do I make X happen?

- ▶ *Determining which factors to manipulate to improve retention (machine learning)*



# How do I optimize X?

- ▶ Optimizing matchmaking using psychographic profiling



# GA: the GUR value proposition

1. Precise behavioral recording
2. Triangulation
3. Extended reach
4. Large-scale analysis and investigation
5. New data sources
6. Incorporating business metrics
7. Numbers