

# Fortnite: Enhancing the Player Experience

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## **Introduction**

Fortnite has established itself as a cornerstone of modern gaming, navigating through various stages of evolution. While the platform has achieved immense success, there is a clear opportunity to refine the core experience to better serve both the existing community and prospective players. This document outlines current strengths and provides targeted recommendations to elevate the game's quality and long-term engagement.

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## **Pros about the game**

### **1. IP Collaborations**

The game maintains a diverse and growing collection of intellectual properties, with more partnerships consistently on the horizon.



### **2. Creative Freedom**

The art style and mechanics allow for a wonky and imaginative environment that does not require realism.

### 3. Narrative History

Prior to Chapter 3 Season 4, the game built a strong storyline through interactive live events, trailers, and hidden secrets.

### 4. Content Delivery

The development cycle is characterized by very frequent and fresh content updates, maintaining high consistency.

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## Suggestions for the game

### 1. Storage Optimization

The current game size which often exceeds 100GB, acts as a significant barrier for new players. Implementing optimization updates similar to the 2020 patch (~ 60GB size reduction patch) or the compression techniques used in titles like **Helldivers 2** could reduce storage occupancy.



### 2. Economy and Map Monetization

To preserve the game's unique identity and avoid a **Roblox-style** feel, monetization strategies for creator-made maps should be revisited. Increasing the revenue cut for creator codes would better support the ecosystem without diluting the core experience.

### 3. Matchmaking and Game Mode Rotation

The current saturation of permanent modes -including Solo, Duo, Trio, and Squad variants for both Build, No-Build, and Ranked, fragments the player base and complicates matchmaking.

- **Streamlining:** Remove the Trios category; players wishing to play as a three-man team can utilize the **No-fill** option in Squads.
- **Rotational LTMs:** Transition modes like **Ballistic**, **Delulu** and **Reload** into a rotating schedule. Making these special modes available for specific weeks or weekends would trigger higher player excitement rather than them becoming a permanent, normal fixture.
- **Returning Classics:** Reintroduce legacy modes such as **50v50** and **Impostors** to diversify the pool.

### 4. Managing the Skill Gap and Bot Lobbies

While defeating opponents feels rewarding, the pervasive presence of AI bots in matches can be demotivating. By reducing the total number of available game modes as suggested above, the system can improve matchmaking quality and fill lobbies with real players more effectively.

### 5. Innovative Cosmetic Features

The game should introduce new categories of cosmetics and adjust pricing to drive higher volume sales.

- **Post-Match Polish:** Implement an MVP screen or animated backgrounds to display player statistics, similar to the style seen in Marvel Rivals.



- **Player Cards:** Introduce **customizable Player Cards** that showcase stats and integrate underutilized emoticons.
- **Price Adjustments:** Reduce the base cost of Shoes and Pets by roughly 30% and bring back toys as a cosmetic category.

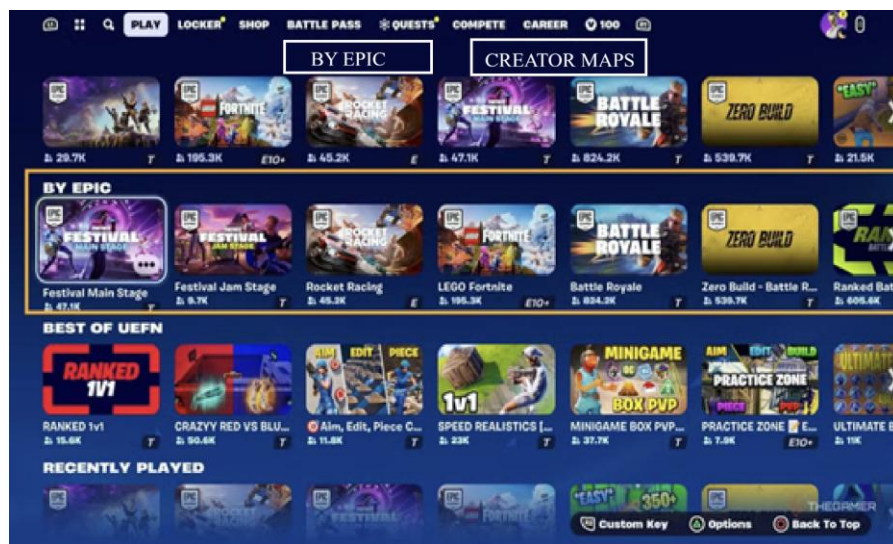
## 6. Meaningful IP Integration

Borrowed IPs should feel more integrated into the world. This can be achieved by introducing themed Points of Interest (POIs), exclusive items, or revamped versions of classic gear, following the successful examples of the **Batman**, **Marvel** or **South Park** collaborations.

## 7. Creative and UEFN Enhancements

The **Discovery tab** currently suffers from repetitive copy-pasta maps. High-level moderation is required to highlight unique, high-quality content.

- **UI Organization:** To improve the user interface, Epic-made modes and Creator Maps should be separated into distinct tabs.



- **Developer Tools:** Provide more freedom and advanced tools within **UEFN** to maximize map customizability.

## 8. Interactive Live Events

Live events should move away from a passive viewer mentality. Increasing player interaction such as requiring players to actively fight a boss, would make events feel more unpredictable.

**Hot take:** Failure to participate should have consequences such as the boss sending the player back to the lobby (lol).

## 9. Competitive Hype and Updates

- **Esports Marketing:** The marketing budget for global tournaments like FNCS should be increased to match the annual hype generated by competitors like Valorant or League of Legends.
- **Patch Cadence:** Shift content updates to a three-week cycle instead of weekly or bi-weekly. This reduces the frustration of frequent downtime while still allowing for necessary bug fixes and patches.

## 10. Future Innovations

Once the core experience is optimized, the game should introduce major shifts to the formula such as a **First-Person Perspective (FPP) mode** or a dedicated **PvE experience** to attract both veteran and new players.

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## Conclusion

By optimizing storage, streamlining the overwhelming variety of game modes, and enhancing the value of cosmetic and IP integrations, Fortnite can regain its narrative momentum and improve player retention. These refinements will ensure the platform remains a premier destination for competitive and creative gaming.

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