***Proposals for tracking players’ interests and design ideas***

***AirMech Arena***

***Intro:*** Here are few proposals I came up with after analyzing AirMech Arena players’ behaviors on old gen and on new gen. The initial goal is to pinpoint the players who are likely to leave the game within a week’s time. The statements I’ll make will more likely help to understand when a player is losing interest to the game by raising red flags, thus allow us to apply action plans I’ll deploy here. But avoid the binary thought such as: “if we are under a certain threshold, this player *is* going to leave.” Think more this way:” The player’s interest is in a danger zone, it’s time to apply action plan X accordingly”.

***Metrics scope:*** The timeframe is 15 days (half a month), and looks at players with level >=3 (or 30min of playtime). Any accumulative metric should be scaled accordingly if the observed period is different than that (Total Time Played during the observed period). Any average metric can be used as such. Any lifetime metrics (persistent level for instance) should be dropped unless the learning algorithm runs over it again.

1. ***The metrics that should be tracked:***

*In the following sections, every metric will grant a player a green, yellow and red flag, if a player is granted a red flag or at least 3 yellow flags, he is considered being in the “danger zone” and an action should be taken.*

*The way of using this is to pinpoint the players in the dangerous zone, then look up why and devise more specific action plans accordingly. More general actions will be proposed in the following sections.*

* The ***total time played*** during the last 15 days, the metric should be close to 5h for non-leavers. If the metric is higher than 4h, the player is granted green flag, if he is between [2h,4h] the player is granted yellow flag and if less the player is granted a red flag.
* The ***number of days played*** during the last 15 days, the metric should be close to 4. [3,4] is the green zone, playing 2 days grants player yellow flag and playing less raises red flag.
* The ***number of sessions*** played during the last 15 days, this metric should be close to 6 (roughly one session every 3 days). [5,6] is the green flag zone, [3,4] is the yellow flag zone and [0,2] is the red flag zone.
* The ***average session lengths*** played during the last 15 days, this metric should be close to 3600sec (1h). [45m, 1h] is the green zone. [30m, 45m] is the yellow zone. Under 30min raises red flag.
* The ***Total Earned XP*** during the last 15 days, this metrics should be close to 4000. [2000,4000] is the green zone, [800,2000] is the yellow zone and under 800 is the red zone.
* The ***maximum amount of Kudos*** owned at the end of the fight during the last 15 days, this metric should be close to 8000. [6500,8000] is the green zone, [4000,6500] is the yellow zone and under 4000 will raise red flag.
* The ***maximum amount of Diamonds*** owned at the end of the fight during the last 15 days, this metric should be close to 900. [600,900] is the green zone, [400,600] is the yellow zone and under 400 will raise red flag.

1. ***What problems have been raised and what steps we can take now:***

* When looking at players of level 3-5, the metrics show that a majority of them will leave the game (this is not biased because we don’t use that metric to predict, it characterizes the players we predict to be leaving by using all the other metrics.). We can also observe that players reaching level 10 are less likely to leave by corollary, meaning there is a cap after level 5. When I play the game, I realize there is a feeling of lack of rewards between level 5 and 10 (where you have the “Moving on Up” achievement”). To address this problem, we need to add a few more milestones between level 5 and 10, so as the player is nearly sure to pass one milestone after every session. What I would suggest:
  + Add “Gain X-exp” and/or “Gain X AirMech-exp” type of achievements and make sure they happen half way through every level from 5 to 10.
  + Add “double exp” for the first game played with any distinct friend.
  + Add a bar of “resolve” that goes up, and whenever it is full, the next game will reward you 1.5 times exp and in-game currency.
* The level is a cumulative value there is not adapted for long-term player, the number of sessions however is related, and 3 sessions seem to be a very important gap. We need week-end events or semi-weekly events to ensure our players are going to come back:
  + Every week, the player can choose one item among a random set of items to use for free once.
  + Fight an AI which scales with your level with high reward.
  + Make sure there is achievement when any kind of AI beaten and a final achievement once all types of AI are beaten.

1. ***Long term proposals:***

* Make the game more rewarding:
  + Add an AirMech mastery system (like in MOBAs) so players can have a distinct level per AirMech to show other players, this adds another grinding layer. This is also inspired by the Paragon system in Diablo III which is prove that it is a measure that can make a game more attractive.
  + Add weekly/bi-weekly events where one night between 6pm and 9pm, players will receive a random boost of 5% to 15% in some/all category of rewards.
  + Every 48h, the first win of the day will give you 2 times the reward.
  + Add an exp value to achievement, and a separate level system to achievement with titles. For instance once you reach 100 achievement points you can get lv1 “newcomer” title and so on.
* Make the game more social:
  + Invite friends will give you a certain amount of Diamonds if the invited player hits level X (I would put 10, but 5 could do).
  + Playing with friends will yield 1% more exp and in-game currency.
  + Add a friendship system where playing with friends give you an affinity level with your friends. At long term, one can imagine skins/emotes… that only pairs of players with enough affinity can use.