

## Eve - Online: Presentation 3 (Story Pitch)

Introduction	Word Cloud for Eve - Online	Collage for Eve - Online	Avg People vs Timeline	Anger vs Posemo & Anger vs Achieve	Anger vs Anxiety & Anger vs Negate	Anger vs Player
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## Eve – Online: Presentation 3 (Story Pitch)

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## A world of Endless Possibilities !



- Massively Multiplayer Online Game is capable of supporting large numbers of players, typically from hundreds to thousands.
- MMOs can enable players to cooperate and compete with each other on a large scale, and sometimes to interact meaningfully with people around the world.

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### Fight to Dominate the Market.

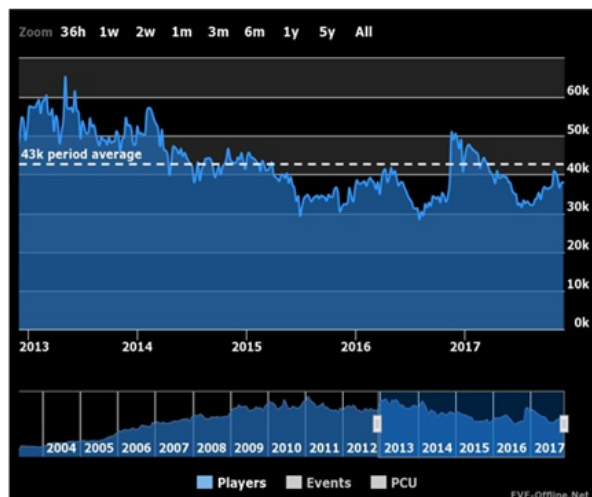


- Eve Online was very famous during initial years & enjoyed monopoly in the market because it was first of its Kind.
- But now, over the period of time, it's not very famous amongst the users. The overall users count playing the game has gone down.
- EVE is losing its ground/ hold amongst other competitors in the same genre.
- So, we are providing the Data Analysis Solution with a specific focus on Anger emotion.
- This solution will help the EVE Online & CCP to overturn the tide in their favor.

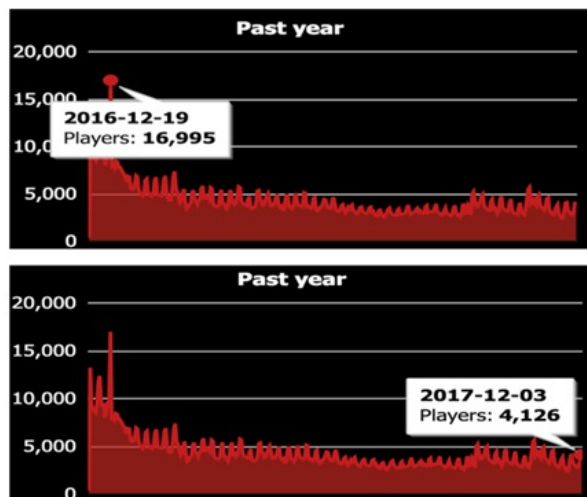
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## Reduced Player Base



- Reduction in the number of players in the last 5 years.

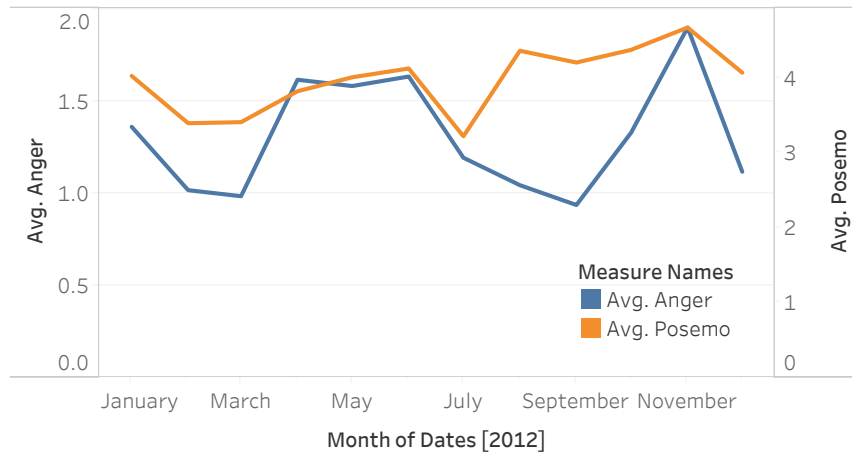


- Reduction in the number of players in the last year

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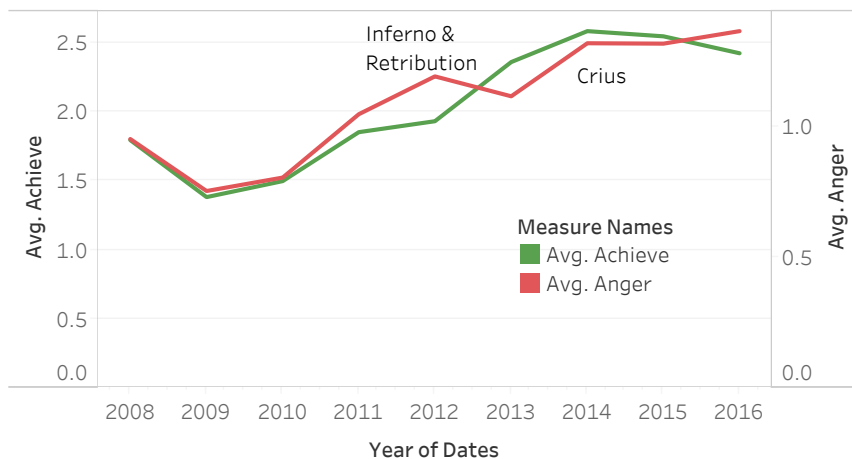
## Anger-Posemo(2012) Inferno Deployment



### UPDATES

- 17th expansion
- New Graphical Updates
- Complete repair of war declaration and factional warfare systems
- 17 new modules and 3D models for missile launchers and missiles
- UI enhancements
- New Unified Inventory UI
- More rewards to the players

## Anger vs Achieve.



### Inferno - April 24, 2012

- \* 2012 summer expansion - "Inferno" on February 22
- \* Introduced warfare systems, 17 new models & 3d models with graphical updates.
- \* People - winning rewards using words like - accomplishments, rewards under achieve emotion - anger words decreased, reflected in the curves.

### Retribution - December 4, 2012

- \* New "crimewatch" system, added 4 new destroyer ships and improved enemy AI.
- \* Addition of a new safety system, a new salvage drone, and performance improvements.
- \* Due to this there is drastic change in anger and achieve curve.

### 2014 events

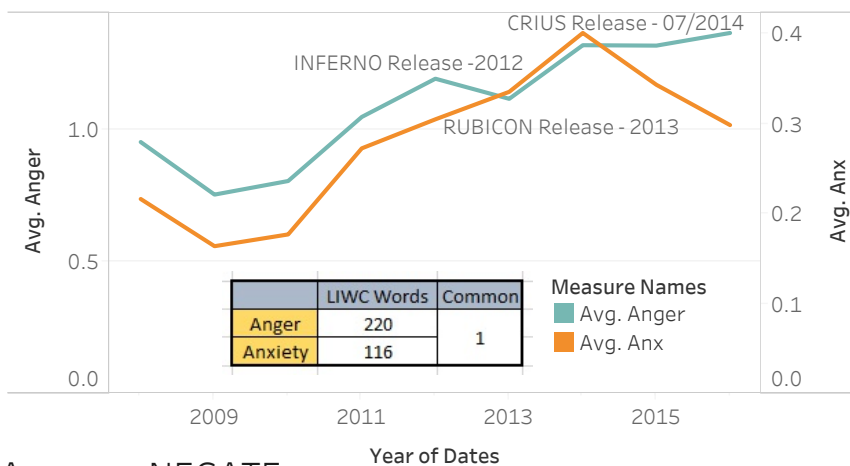
#### Crius - July 22, 2014

- \* Crius expansion focused primarily on the industrial side of EVE
- \* Instant job cost calculation
- \* Achieve words more and anger words less so anger graph is constant between 2014 to 2015

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## Anger Vs ANXIETY



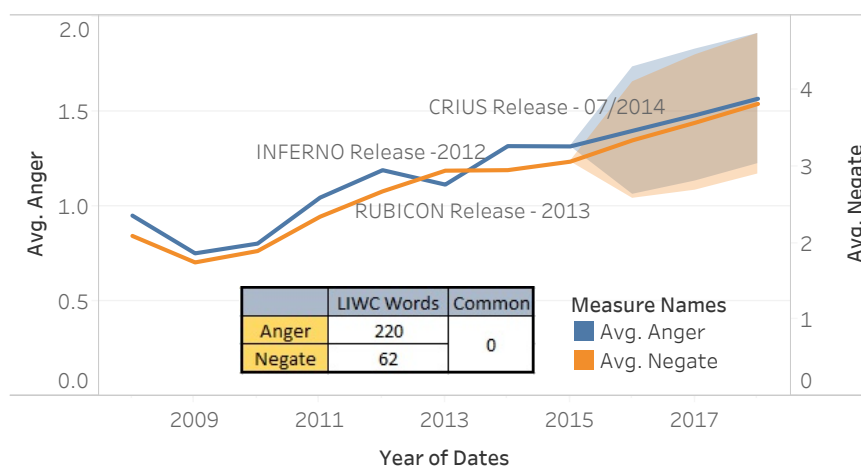
### Key High Lights Post Analysis of Threads/Comments:

- > Both the Emotions are Independent of each other.
- > Incarna raised the anger emotion amongst people.
- > Inferno release gave new features which addressed community needs.
- > Rubicon Release in 2013
- > Users discussing highest about STV Implementation during 2014
- > Multiple NDA leaks with increasing lethargic nature of game reduced the anxiety amongst game users post 2014.

### Key High Lights Post Analysis of Threads/Comments:

- > Emotions and views are completely individualistic in nature.
- > Both emotions depict a similar trend throughout the graph.
- > Most of the comments given by users were judging the actions taken by CCP and views for over Negative scenarios happening in EVE world.
- > Post contains words like shouldn't and didn't express thoughts about actions taken by CCP to counter crisis events

## Anger vs NEGATE



Posemo  
Achieve

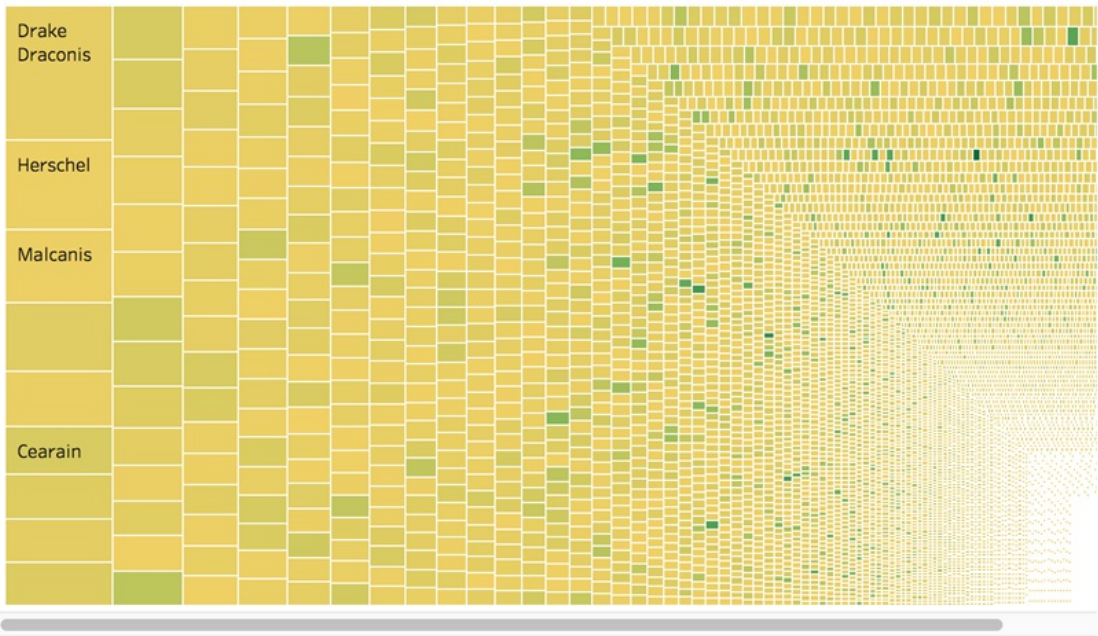
Negate  
Anxiety



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Player/Anger Graph



- 1. As Bill Gates ones said **"Your most unhappy customers are your greatest source of learning"**.
- 2. We get more targeted audience for analysis
- 3. These players can provide actual feedback
- 4. Company can elect these players as future CSM members
- 5. We can apply this different emotions to study behaviuoral patterns among the players

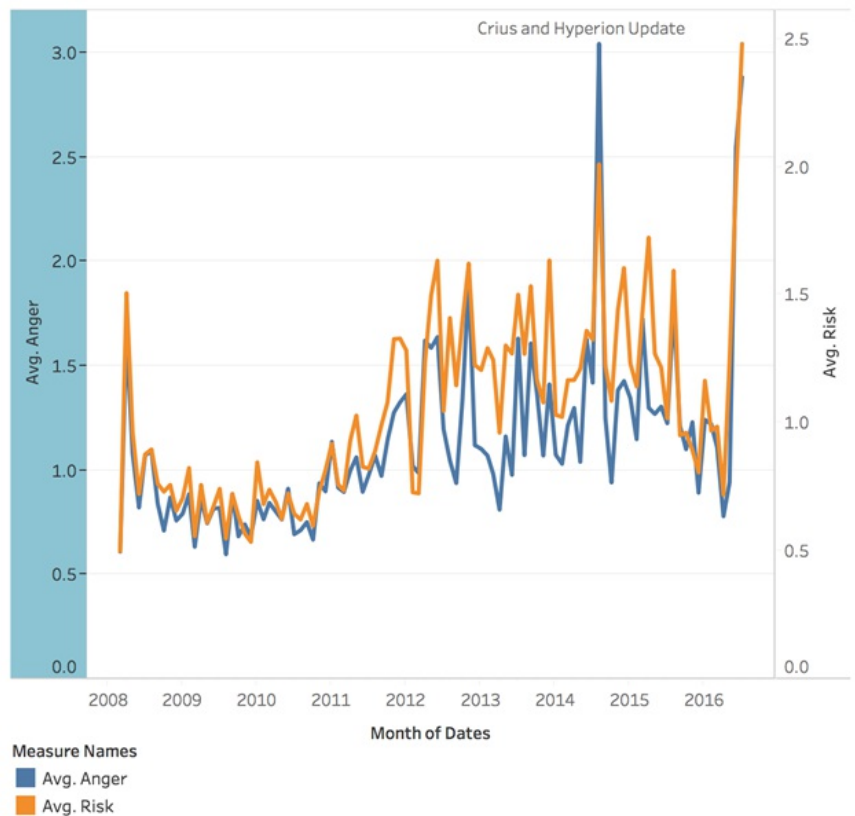
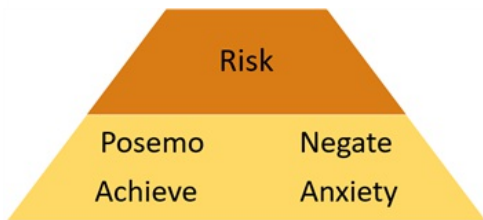


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Anger vs Posemo & Anger vs Ach..	Anger vs Anxiety & Anger vs Negate	Anger vs Player	Anger vs Risk	Anger vs Money	Conclusion: Pyramid diagram	Action Strategy
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## Comparing "Anger" and "Risk"

1. Crius and hyperion update added a "teams" update and an entirely new "Industry used Interface"
2. Risk is directly proportional to the anger
3. It highlights the behavioural changes of players
4. CCP and CSM can use this stats to develop further modules
5. Studying players behavioural patterns can reveal some interesting patterns

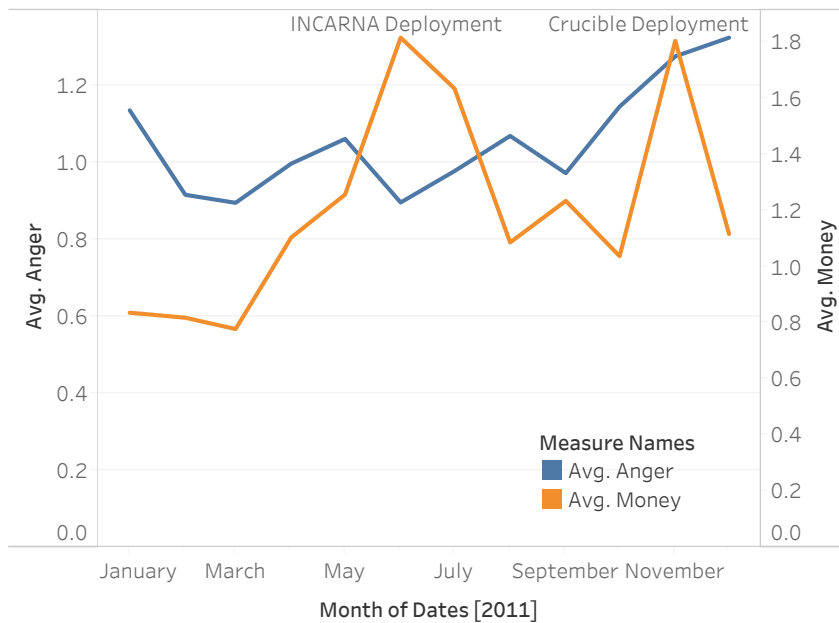




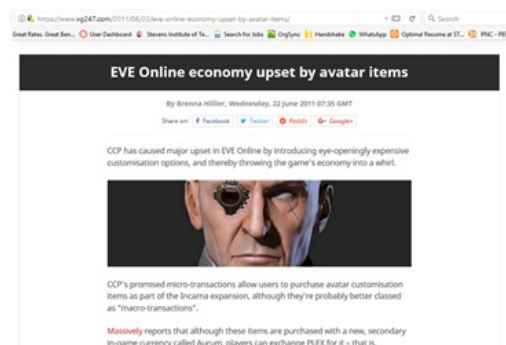
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## Anger VS Money



- \* INCARNA was deployed.
- \* Money graph spiked up.
- \* But we observed, after deployment Money went down Anger spiked up



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### Action Strategy to Reduce Anger

After analyzing the Anger emotion and most angry customers from the player/angry graph, possible solutions can be implemented to reduce Anger

- As our most unhappiest customers are the ones who will provide with honest feedback. CCP can possible elect some members from those players to further help them in developing new modules.
- CCP can also come up with better solutions to existing modules using this player's feedbacks



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