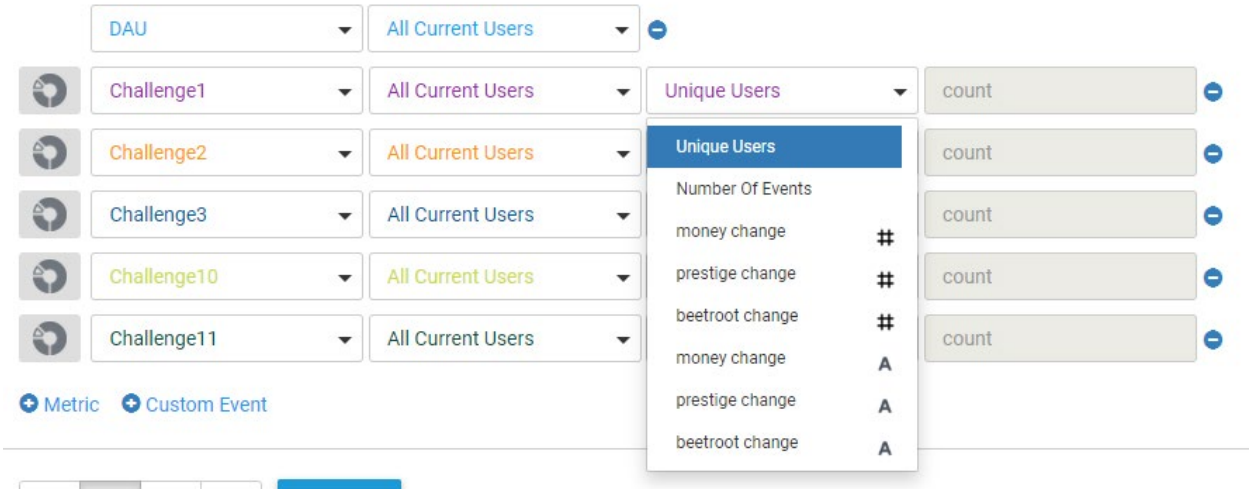
Analytics Development Document

Event Summary

This project tracks 15 events throughout the gameplay. Each event is locked to a specific scene- for example, there is an event called challenge1, challenge2, etc., all the way to challenge15. When the player makes a choice in the game, the game will locate what scene the player is in at that moment (ie, the level, and inherently what challenge they are completing), and send data to the event that corresponds to the level on how their stats changed during gameplay. By doing this, Unity analytics receives 15 separate events, named after the scene that the event was called on. By doing this, unity will send specific data on each individual challenge the player has (see data summary below). This data allows us as game designers to look at how players react to each challenge, and step by step look at which ones are too easy, too difficult, and when players quit playing or lose.



Data Summary

Scenes Traversed

Scenes traversed is a measure of how far players were able to go into the game before losing. By looking at the amount of times each challenge scene has been called, it will allow us to see how far players have gotten in the game (for example, if 10 people got to level 3, but only 4 people got to level 8, then it shows a difficulty curve between 3 and 8 that will need to be investigated). This helps us measure the overall difficulty of the game, and narrow down where to look for challenging scenes.

Change in Money

This is the value for the change in money that occurs during a scene. It is documented and organized in the individual events called in the game; each event has a parameter that takes in the data of how much the money value in the game has changed by for that specific scene. This data is important to look at in order to determine when the value of money is going too high or too low too fast, and to either increase penalties on this stat in some scenes or loosen up on them.

Change in Prestige

This is, just like the change in money stat, a measure to determine the change in prestige in a scene. Each event records the change in prestige of each player for a specific challenge, showing if many players fail at maintaining prestige during any specific level. Like Money, this is useful as a designer because it can allow us to determine if this stat is going up or down too rapidly, and to toggle the severity of boons vs banes when a player gets an answer right or wrong.

Change in Beetroot

The same concept as Money and Prestige; a value tracked between scenes to determine the difficulty of gameplay. Each of these are tracked individually due to them fluctuating differently due to events; one may be fine, while another may be too high or too low. For example, in the event of scene 5, beetroot can be a consistently solid number that doesn't fluctuate a lot, while money may plummet rapidly.