



TEAMFIGHT TACTICS™

USER ANALYSIS AND PERSONA

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UXG 1501 - ASSIGNMENT 1

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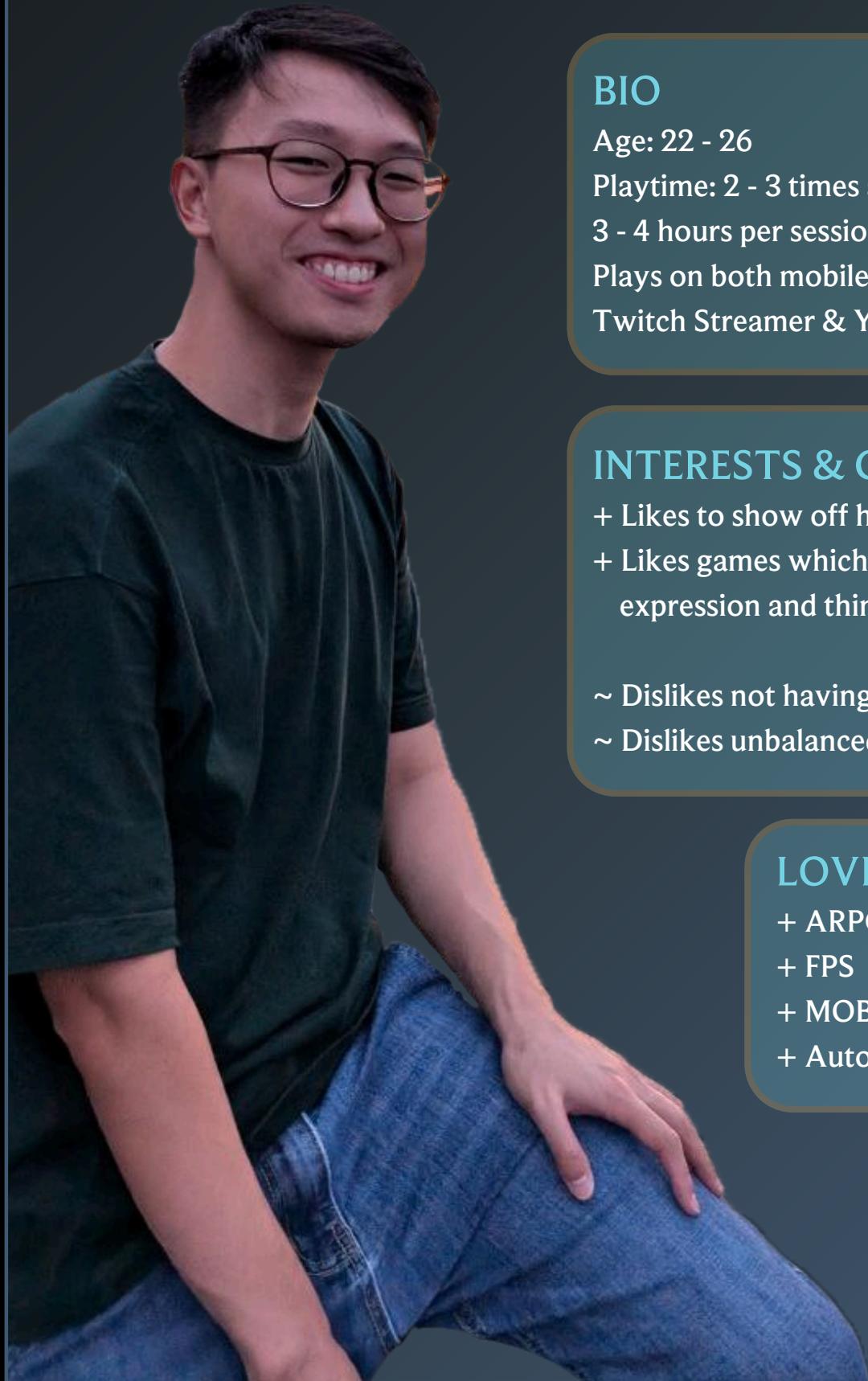
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PERSONA

THE PERSONA

TEEMO GAWK



BIO

Age: 22 - 26

Playtime: 2 - 3 times a week

3 - 4 hours per session

Plays on both mobile and PC

Twitch Streamer & Youtuber @tikotine



INTERESTS & GRIPES

- + Likes to show off his knowledge
- + Likes games which reward self expression and thinking out of the box

~ Dislikes not having full control

~ Dislikes unbalanced games



LOVES PLAYING

- + ARPG
- + FPS
- + MOBA
- + Auto Battlers



GAME BACKGROUND

THE GAME BACKGROUND

“Teamfight Tactics” or “TFT” is an auto battler video game developed by Riot Games. It was released in June 2019 and has gone multiple big updates more commonly referred to as “Sets” in which the gameplay has been overall the same but with a twist being introduced in each Set.



The core gameplay of Teamfight Tactics is in drafting units to build a team which will battle other teams crafted by other players in a lobby of 8. The player has to manage their in game resources, gold, wisely as managing economy is key, as gold is required to purchase units, re-roll the shop for different units and also to level up your overall board. Buying the same units also enable the player to “evolve” their units to increase their overall effectiveness. The player also has the option to save their gold to earn interests. As such, TFT is an engaging auto battler which combines strategic planning and dynamic gameplay.



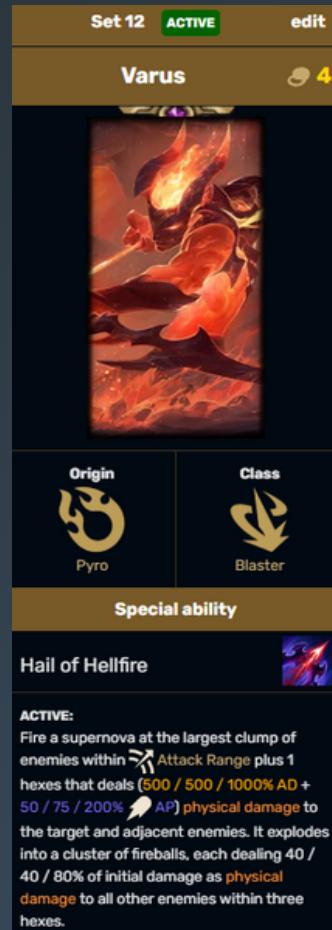
THE GAME BACKGROUND

Furthermore, each set brings in a new theme with gimmicks that keeps the game from being stale, be it complete overhauls of the gameplay system such as adding Augments in Set 6 or Charms in Set 12 which adds even more complexity and variance to this strategic game.



SET 1

DIFFERENCE BETWEEN
UNITS FROM
SET 1 TO SET 12



SET 12

INSIGHTS

THE INSIGHTS



The user has highlighted that the overall gameplay of Teamfight Tactics is somewhat enjoyable with a difficulty most people would have fun in.

The UI Elements are easily readable and the user is able to differentiate between the different units and items easily.

The user feels that the overall complexity of the game is at a good state where there are enough gameplay elements which can change the outcome of the game and their overall placements; this keeps the game fresh over up to multiple hours of play.

THE INSIGHTS

However, the main gripe of the user is in the overall balance of the game with multiple gameplay elements being too strong or too weak in which if they are placed in some situations; they feel frustrated as in such situations they feel that they lack control and are just waiting to lose and go on to play the next game.



RECOMMENDATIONS

THE RECOMMENDATIONS

Balance Changes - Comeback Mechanic

The user has indicated that the balance of the game, especially this set, has been particularly poor. They have highlighted that the comeback mechanic is too strong currently. There are multiple comeback mechanics in the game such as lose streaking, where multiple losses in a row grants more gold to the player, first pick in the item carousel, which gives the player first priority in picking an item that they need. This gave rise to a lot of players intentionally losing just to get a better lose streak for more gold and to get better items in the item carousel.

Total Income Possible	12
Passive Income	+5
Interest (Max 5)	+5
Win/Loss Streak	+1
Gold per Win	+1

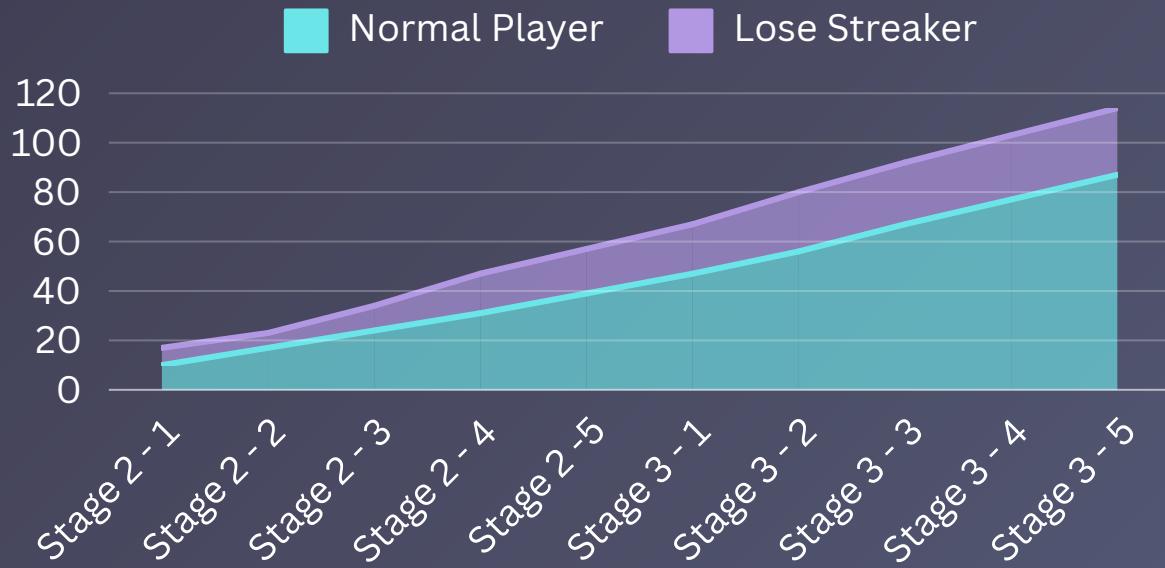
Getting Win/Loss streak is the easiest way to accumulate gold, with Loss streaks being a lot easier as the player can control the way they lose by not fielding a single unit.



ITEM CAROUSEL

The players with lower health gets to pick a unit with an item before players with higher health.

THE RECOMMENDATIONS



A normal player would buy units at the start of Stage 2 - 1. This means that they have a stronger board but wins are not guaranteed.

A lose streaker would not buy any units at all so that their starting gold would be higher than the normal player. Losses are guaranteed.

[NORMAL PLAYER](#)

Click to view the POV of a
Normal Player

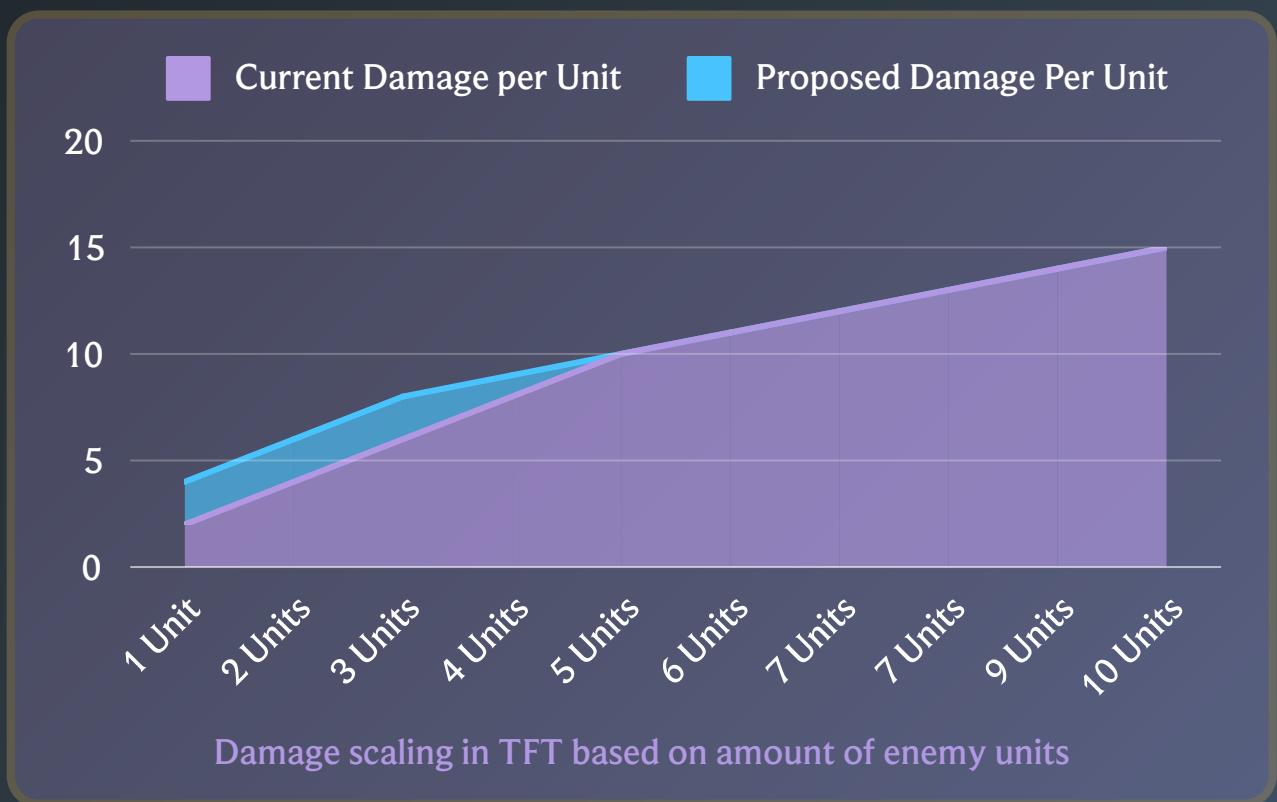
[LOSE STREAKER](#)

Click to view the POV of a
Lose Streaker

THE RECOMMENDATIONS

Balance Changes - Comeback Mechanic

A recommendation is that early game damage done to the player should be more. We can see from the graph below, the damage done in the early game is too little which incentivizes some players to lose on purpose to get more gold by lose streaking and to have an earlier turn on the item carousel.

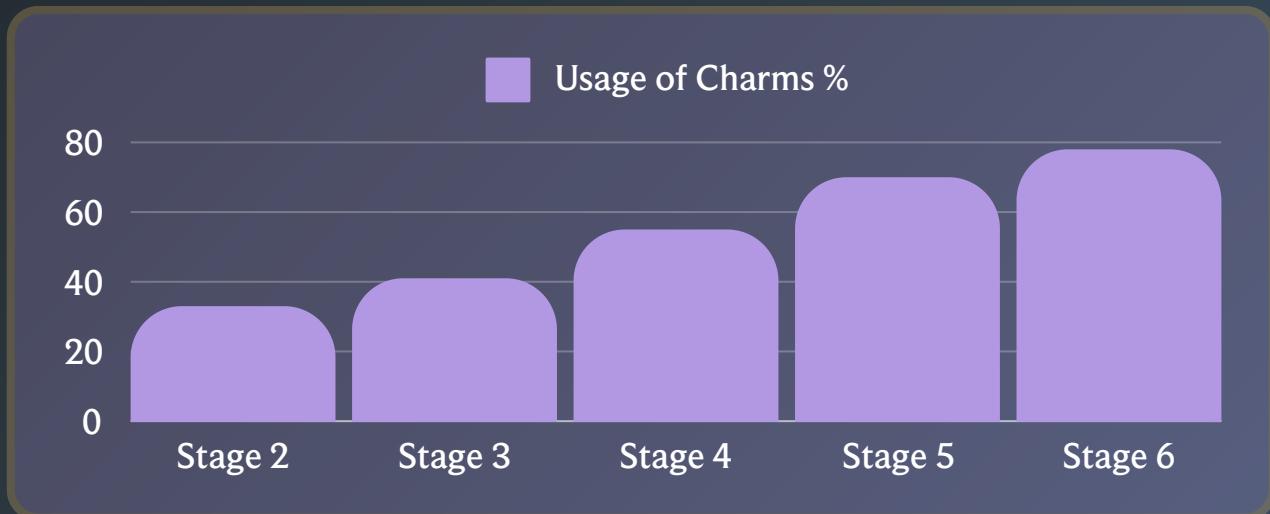


We can do this by adjusting the damage numbers, so that the damage done to the player in earlier rounds and opposing players with less units would be more. This pushes players to be more mindful in the way they approach the early game.

THE RECOMMENDATIONS

Balance Changes - Charms

The user has highlighted that the current set of TFT which has the gimmick of “Charms” are mostly inconsequential and a detriment to players as not only does a lot of the “Charms” introduced were unhelpful to the players, they also took up a slot in the unit shop which is detrimental to players who are rerolling their shop for units. This is unsatisfactory as the current “Meta” in the game is with reroll compositions which the “Charms” are harming as they take up a slot in which a unit that the player may need could have appeared.



This shows that “Charms” are only purchased in the later stages of the game, which means that for the majority of the game, the game mechanic is mostly inconsequential.

THE RECOMMENDATIONS

Balance Changes - Charms

A recommendation is that like the “Augments” in the game, the “Charms” should have their own area in which they appear, so as to not interact with other game mechanics as much. Furthermore, the “Charms” could have effects that have more impact so that the player base doesn’t see the mechanic as inconsequential.



ISOLATED ENVIRONMENT FOR AUGMENTS



CHARM

UNIT SHOP WITH CHARM



UNIT SHOP WITHOUT CHARM

SURVEY



How old are you?

- a. 12 - 16
- b. 17 - 21
- c. 22 -26
- d. 27 - 31

How often do you play the game?

- a. Once a week
- b. 2 -3 times a week
- c. 4 -5 times a week
- d. Everyday

How long do you usually play the game?

- a. 1 - 2 hours
- b. 3 - 4 hours
- c. 5 -6 hours
- d. More than 6 hours



What genres of games do you usually play?

- a. MMORPG
- b. Action RPG
- c. FPS
- d. Simulations
- e. MOBA
- f. Open World
- g. Auto Battlers
- h. Tabletop

Do you play the game in mobile or PC?

- a. Mobile
- b. PC

How easy or difficult is TFT to you?

1 being easy and 5 being difficult.

3



State of the Game

Do you enjoy the current state of the game?

1 being un-enjoyable and 5 being enjoyable.

4

Do you enjoy the current state of the ranked system?

1 being un-enjoyable and 5 being enjoyable.

5

To what extent do you feel like you are in control of your placement in game.

1 being no control and 5 being full control.

4



General Gameplay

Are there enough game elements to keep the game fresh through multiple times playing it?

1 being too little and 5 being just right.



4

How strong is the game's comeback mechanic?

1 being very weak and 5 being very strong.



5

Is the bag size for the units in TFT just right?

1 being too little and 5 being too much.



3

In your opinion, what can be changed regarding the core gameplay? eg. Units, Economy, Comeback Mechanic.

I think the current state **shows the charms too often**, and that the higher cost comps are just significantly weaker compared to reroll comps. **Increase damage dealt in early and mid stages by a bit**. More clarity on how mechanics interact with each other.



UI Elements

How readable are the UI Elements in the game?

1 being unreadable and 5 being readable.

4

Are you able to easily distinguish the different units in the game?

1 being hard and 5 being easy.

5

How detailed should information be displayed?

Eg. Probability percentages, Damage, Scaling ratios.

1 being not detailed and 5 being detailed.

4



Various Mechanics

How would rate the viability of the augments? Eg. Able to play different augments and get similar success?
1 being not viable and 5 being viable.

4

How enjoyable are the augments?
1 being un-enjoyable and 5 being enjoyable.

4

Is there anything regarding augments the game should change?

||| Maybe show players whether the upcoming augments would be in the prismatic tier, normal tier etc. Furthermore the unit specific augments are a lot stronger compared to other augments.



Various Mechanics

Does the charms add too much complexity to the game?

1 being not complex and 5 being too complex.

5

How enjoyable are the charms?

1 being un-enjoyable and 5 being enjoyable.

4

Is there anything regarding charms the game should change?

I don't see the point of charms. It feels too luck based and takes up a unit slot in the shop. I just want to reroll the shop.

How would you rate the viability of the items?

1 being not viable and 5 being viable.

5

How would you rate the variety of items in the game?

1 being not varied and 5 being varied.

5

Is there anything regarding items the game should change?

I feel that most of the items are in a good state, maybe just small balance changes to some items.



Unit & Item Benches

How would you rate the current state of the unit bench?

1 being not good and 5 being good.

5

What would you change regarding the unit bench in the game?

|| Nothing to change, it's in a very good state.

How would you rate the current state of the item bench?

1 being not good and 5 being good.

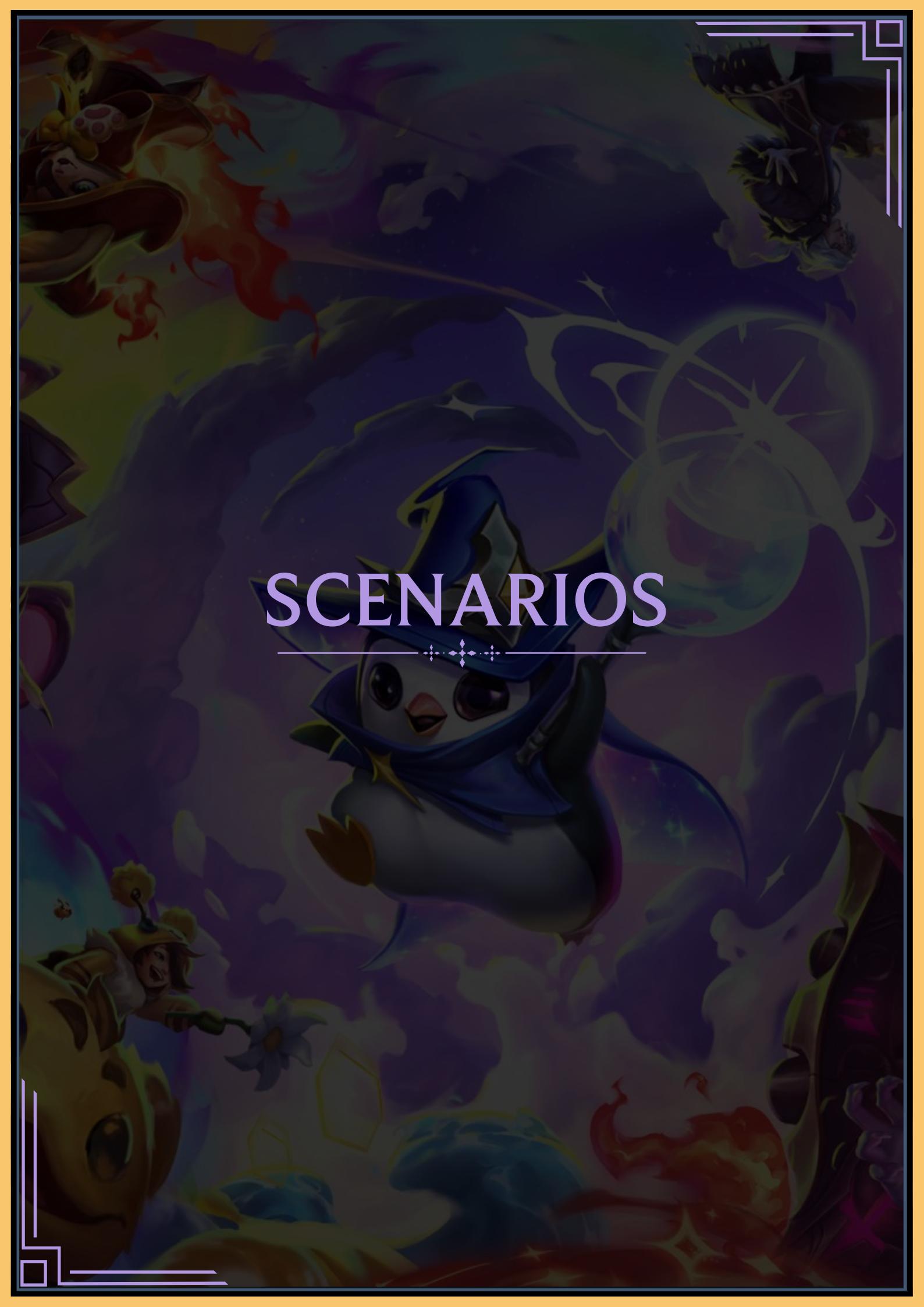
2



ITEM BENCH

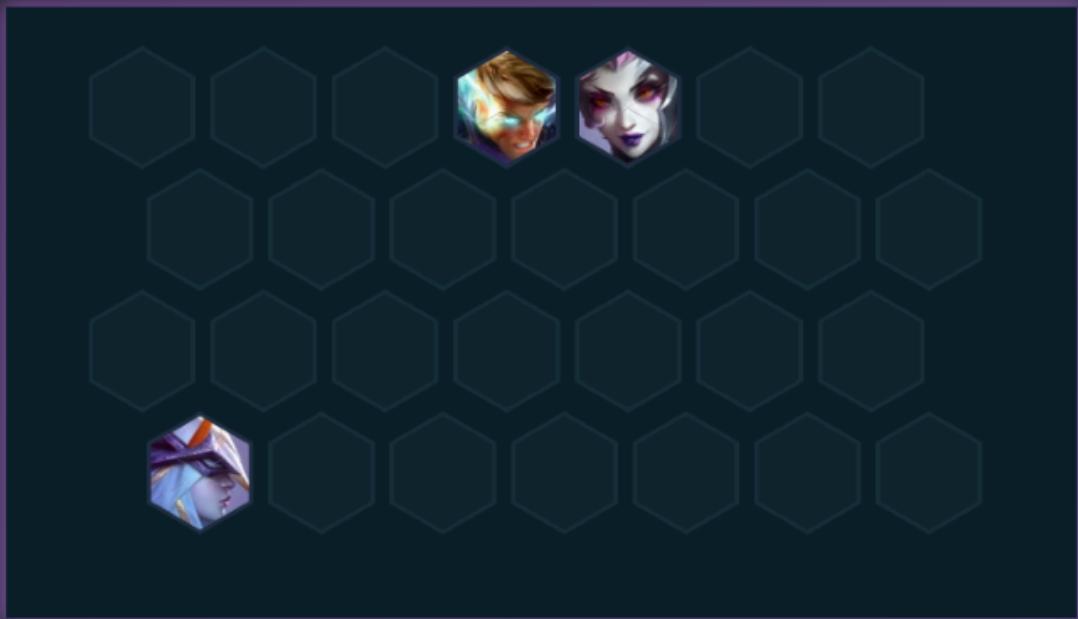
What would you change regarding the item bench in the game?

|| The layout is too cluttered and it is very difficult to see and interact with items, especially in the mobile version of the game.



SCENARIOS

THE POV OF A NORMAL PLAYER



Normal Player Stage 2 - 1

A normal player would buy units at the start of Stage 2 - 1. This means that they have a stronger board but wins are not guaranteed.



[NEXT STAGE](#)

THE POV OF A NORMAL PLAYER



Normal Player Stage 2 Item Carousel

A normal player would only be able to pick his unit later or last as they have a higher health.

Normal Player Stage 2 - 3 Gold

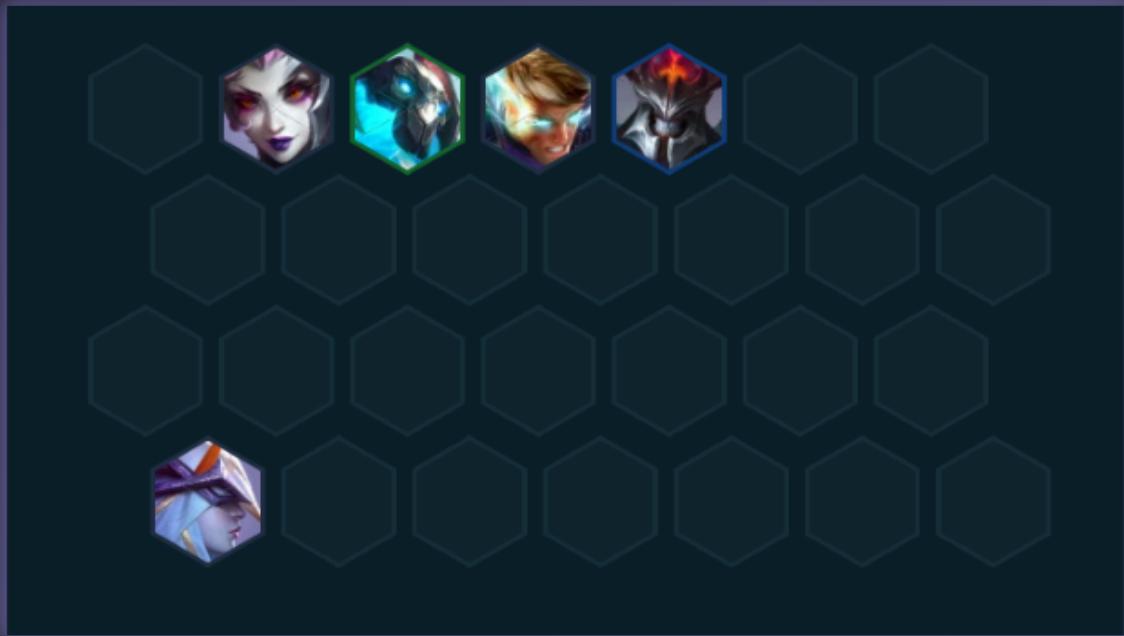


Normal Player Stage 2 - 3 Health



NEXT STAGE

THE POV OF A NORMAL PLAYER



Normal Player Stage 2 - 5

A normal player would have some wins and losses and would have gathered their gold through gold interest (+1 gold per turn per 10 saved). They would have also taken some player damage.

Normal Player Stage 2 - 5 Gold



Normal Player Stage 2 - 5 Health



[NEXT STAGE](#)

THE POV OF A NORMAL PLAYER



Normal Player Stage 3 Item Carousel

A normal player would still only be able to pick his unit later or last as they have a higher health.

Normal Player Stage 3 - 3 Gold



Normal Player Stage 3 - 3 Health



NEXT STAGE

THE POV OF A NORMAL PLAYER



Normal Player Stage 3 - 5

A normal player would have continued winning and losing while strengthening their board with stronger units. However, the lose streaker has overtaken the normal player in gold unit strength. Let's take a look at how the loss streak player are doing.

Normal Player Stage 3 - 5 Gold



Normal Player Stage 3 - 5 Health



RETURN

THE POV OF A LOSE STREAKER



Lose Streaker Stage 2 - 1

A lose streaker would not buy any units at the start of Stage 2 - 1. This means that they have an extremely weak board and losses are guaranteed.

Lose Streaker Starting Gold

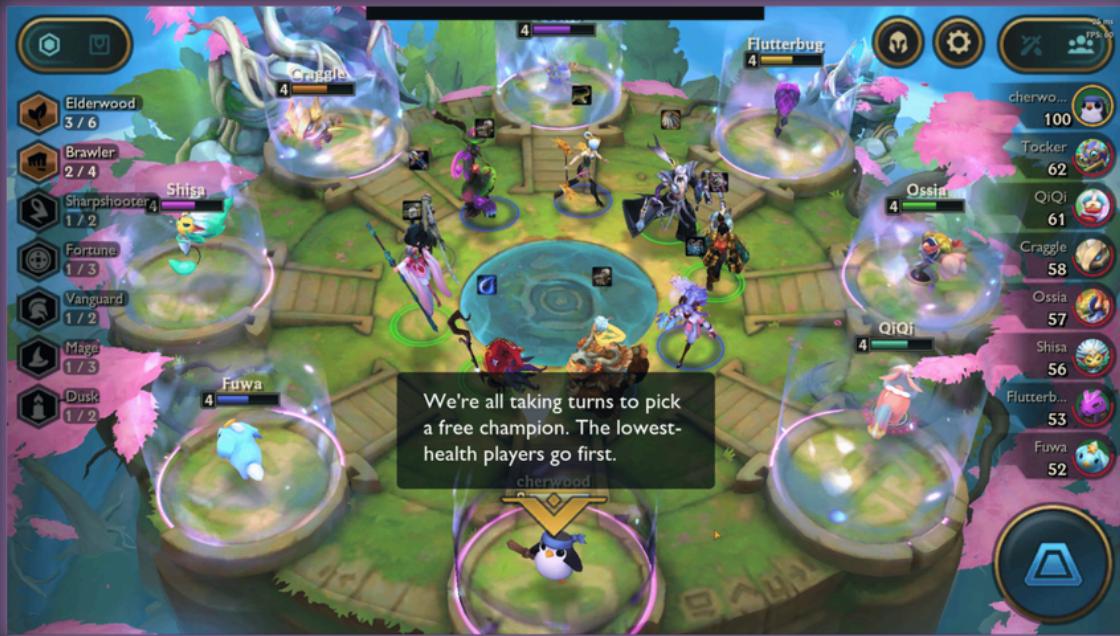


Lose Streaker Starting Health



[NEXT STAGE](#)

THE POV OF A LOSE STREAKER



Lose Streaker Stage 2 Item Carousel

A lose streaker would be able to pick first, getting the unit and item that they want, so that they have optimal items on their units.

Lose Streaker Stage 2 - 3 Gold →

Lose Streaker Stage 2 - 3 Health →

NEXT STAGE

THE POV OF A LOSE STREAKER



Lose Streaker Stage 2 - 5

A lose streaker would still have not bought any units until the end of Stage 2. This means that they have lost for 5 rounds straight, accumulating a 5 loss streak which has boosted the player economy.

Lose Streaker Stage 2 - 5 Gold

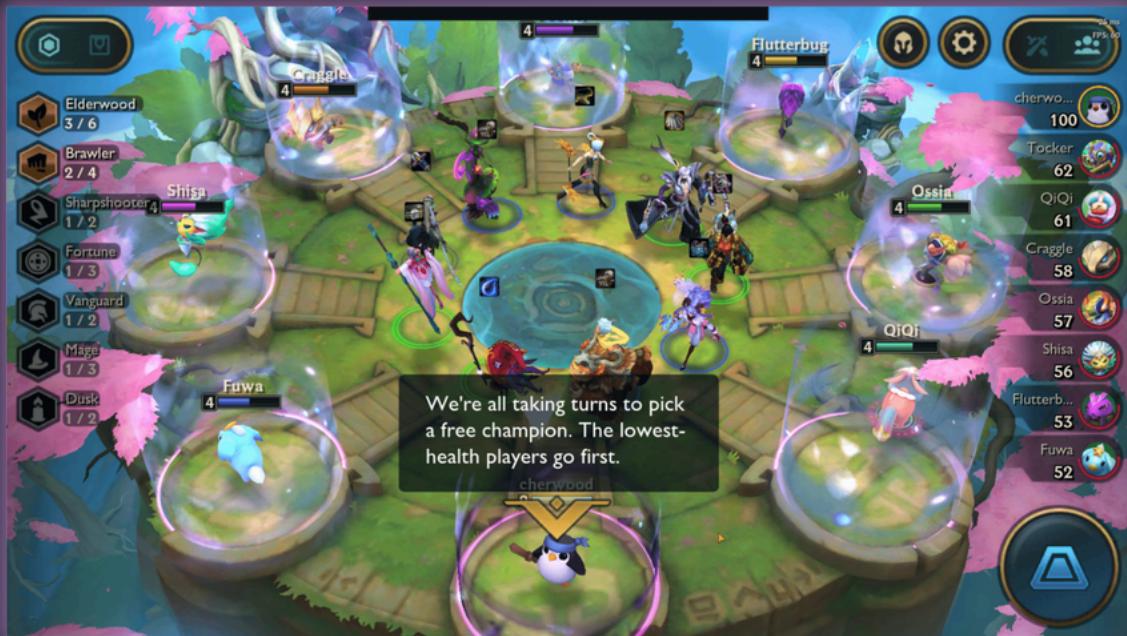


Lose Streaker Stage 2 - 5 Health



[NEXT STAGE](#)

THE POV OF A LOSE STREAKER



Lose Streaker Stage 3 Item Carousel

A lose streaker would have started buying units, however since they were behind from the start, they would still be able to pick first in the item carousel. At this point, their board would have started to become stronger than the normal players, and with their good economy, they can hold a long winstreak further pushing their lead.

Lose Streaker Stage 3 - 3 Gold



72

Lose Streaker Stage 3 - 3 Health



NEXT STAGE

THE POV OF A LOSE STREAKER



Lose Streaker Stage 3 - 5

A lose streaker have completely overtaken a normal player in both board strength and gold economy. They have started win streaking and are on the way to having a good finishing placement in the game. They may have a lower health than the other players, but at this point, due to the strong items and gold they have accumulated, they are on track for a victory. Let's check how the normal player are doing.

Lose Streaker Stage 3 - 5 Gold →



Lose Streaker Stage 3 - 5 Health →



RETURN