

RDC

LEVEL UP



WORKSHOP PART 4:
FEATURE SUPPORT

YOU'RE LIVE, NOW WHAT?

YOU'RE LIVE, NOW WHAT?

- **Gather feedback**



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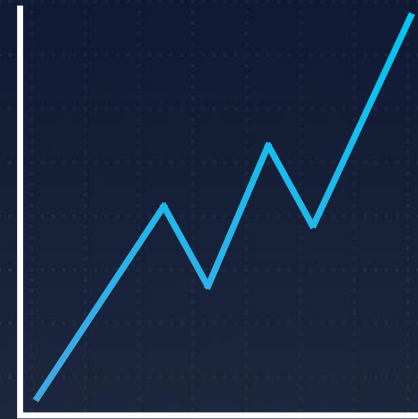
Community

YOU'RE LIVE, NOW WHAT?

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Community



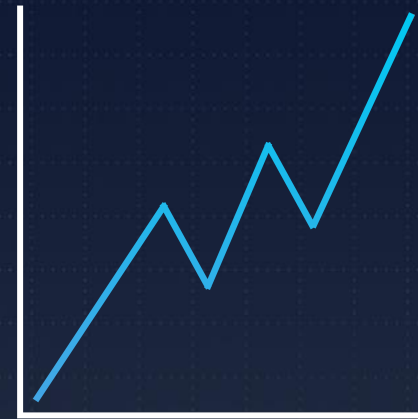
Analytics

YOU'RE LIVE, NOW WHAT?

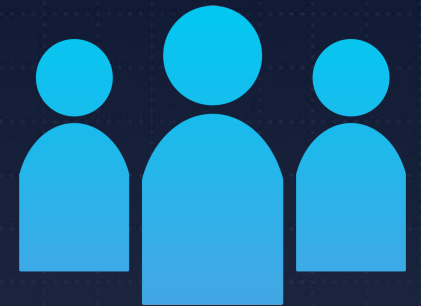
- **Gather feedback**



Community



Analytics



Team

YOU'RE LIVE, NOW WHAT?

- **Gather feedback**
- **Execute your content rollout strategy**



YOU'RE LIVE, NOW WHAT?

- **Gather feedback**
- **Execute your content rollout strategy**
- **Revisit your backlog**



GATHERING FEEDBACK: INITIAL REACTIONS



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- **Play and discuss the update with fans**



GATHERING FEEDBACK: INITIAL REACTIONS

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- Connect with fans on social media

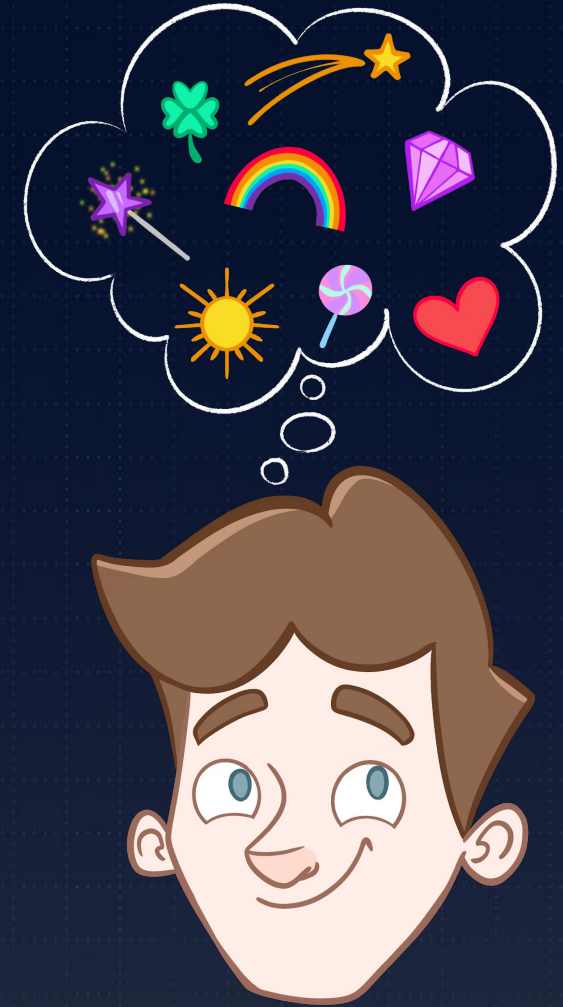


GATHERING FEEDBACK: INITIAL REACTIONS

- Play and discuss the update with fans
- Connect with fans on social media
- Browse message boards for player sentiment



GATHERING FEEDBACK: IDEAS!



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- **Your community can be a great source of ideas & inspiration**



GATHERING FEEDBACK: IDEAS!

- **Your community can be a great source of ideas & inspiration**
- **What type of content does your community want?**

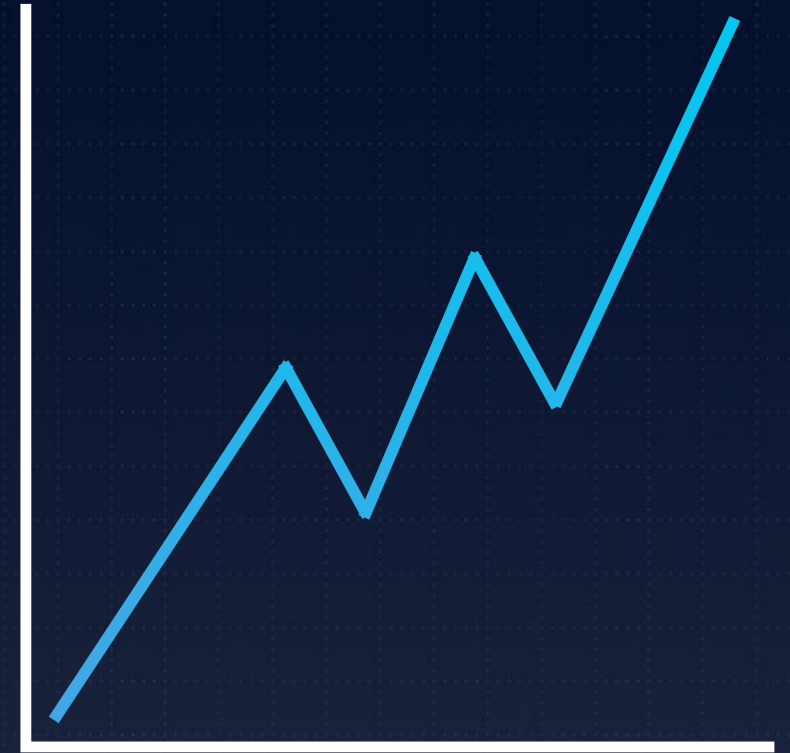


GATHERING FEEDBACK: IDEAS!

- Your community can be a great source of ideas & inspiration
- What type of content does your community want?
- Is there a way to incorporate UGC into future releases?

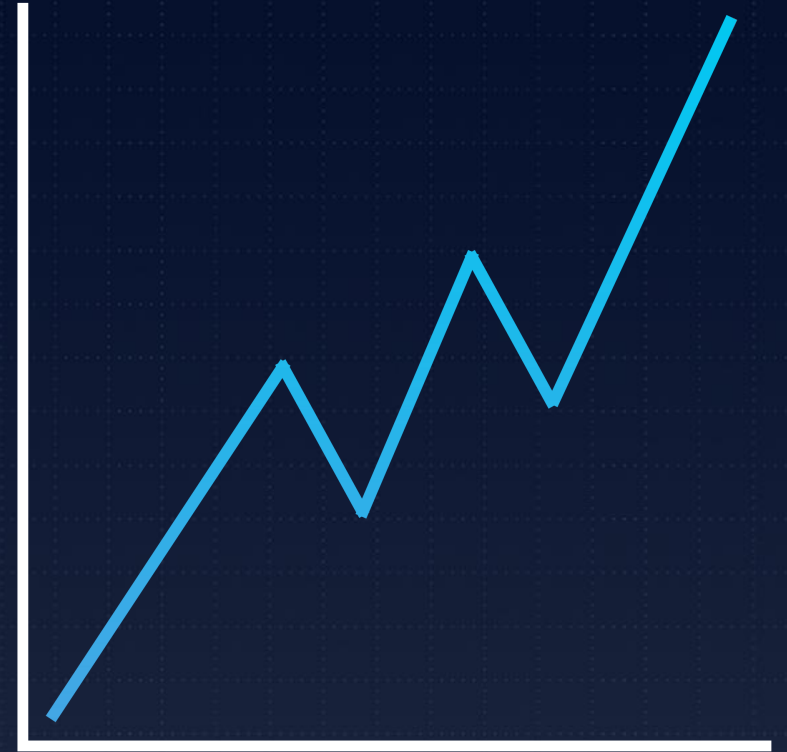


GATHERING FEEDBACK: ANALYTICS



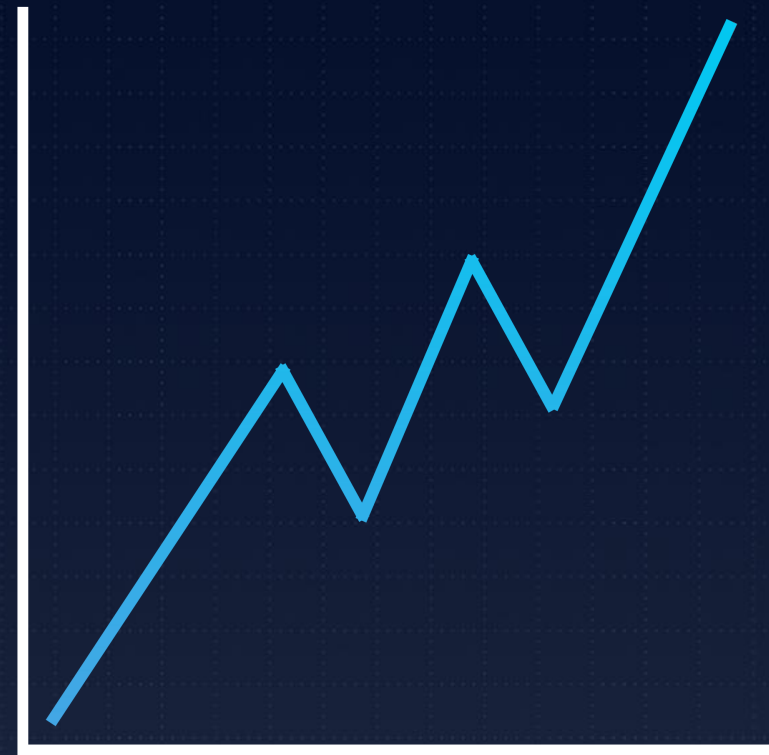
GATHERING FEEDBACK: ANALYTICS

- **Measure feature performance**



GATHERING FEEDBACK: ANALYTICS

- Measure feature performance
- **Helps detect issues early**



GATHERING FEEDBACK: ANALYTICS

- Measure feature performance
- Helps detect issues early
- Surface feature optimizations



KEY PERFORMANCE INDICATORS (KPIs)

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ENGAGEMENT METRICS

- Daily Active Users (DAU)
- Monthly Active Users (MAU)
- Average Session Length
- Average Sessions per Day

ENGAGEMENT METRICS

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DAILY ACTIVE USERS (DAU)



ENGAGEMENT METRICS

DAILY ACTIVE USERS (DAU)

MONTHLY ACTIVE USERS (MAU)



ENGAGEMENT METRICS

DAILY ACTIVE USERS (DAU)

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AVERAGE SESSION LENGTH



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KEY PERFORMANCE INDICATORS (KPIs)



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RETENTION METRICS

- Day 1 Retention (D1)
- Day 7 (D7), Week 1 Retention (W1)
- Day 30 (D30), Month 1 Retention (M1)

RETENTION METRICS

RETENTION METRICS

DAY 1 RETENTION (D1)



RETENTION METRICS

DAY 1 RETENTION (D1)

DAY 7 RETENTION (D7) / WEEK 1 RETENTION (W1)



RETENTION METRICS

DAY 1 RETENTION (D1)

DAY 7 RETENTION (D7) / WEEK 1 RETENTION (W1)

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MONETIZATION METRICS

- Average Revenue Per Daily Active User (ARPDau)
- Conversion Rate
- Average Revenue Per Paying User (ARPPU)

MONETIZATION METRICS

MONETIZATION METRICS

AVERAGE REVENUE PER DAILY ACTIVE USER (ARPPDAU)



MONETIZATION METRICS

AVERAGE REVENUE PER DAILY ACTIVE USER (ARPPDAU)

CONVERSION RATE



MONETIZATION METRICS

AVERAGE REVENUE PER DAILY ACTIVE USER (ARPPU)

CONVERSION RATE

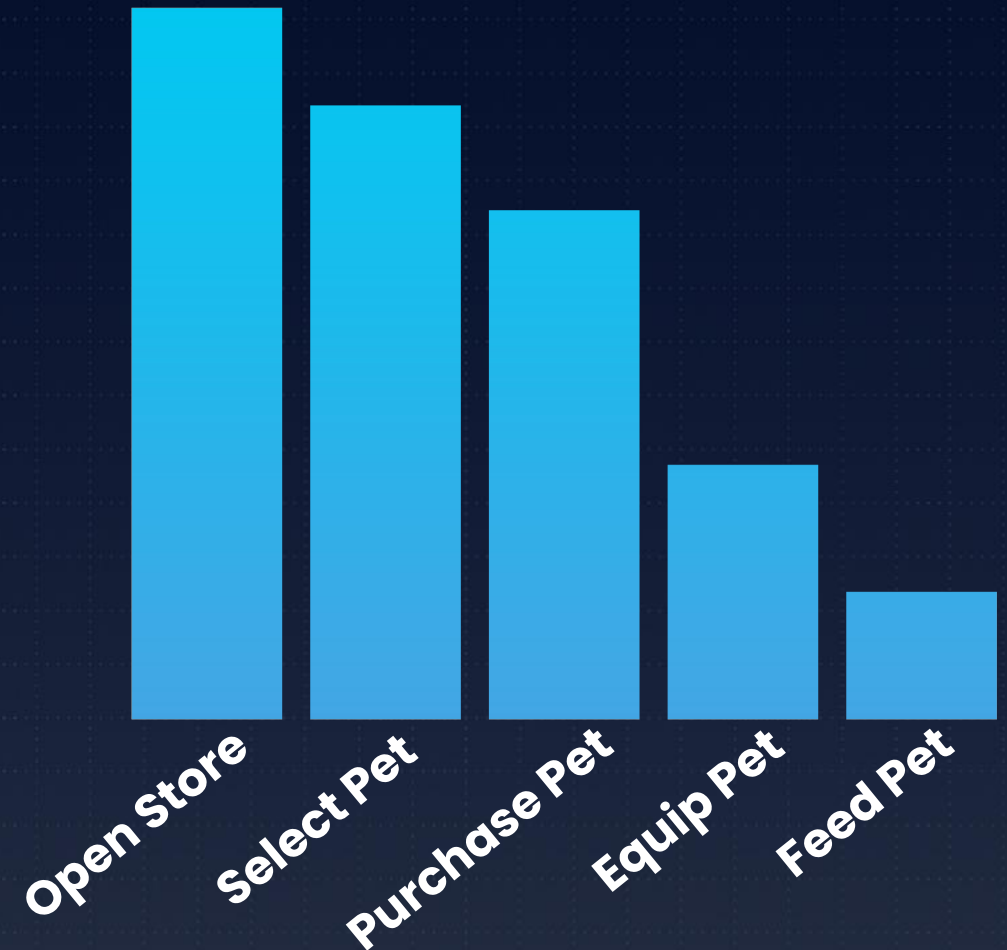
AVERAGE REVENUE PER PAYING USER (ARPPU)



FEATURE FUNNELS

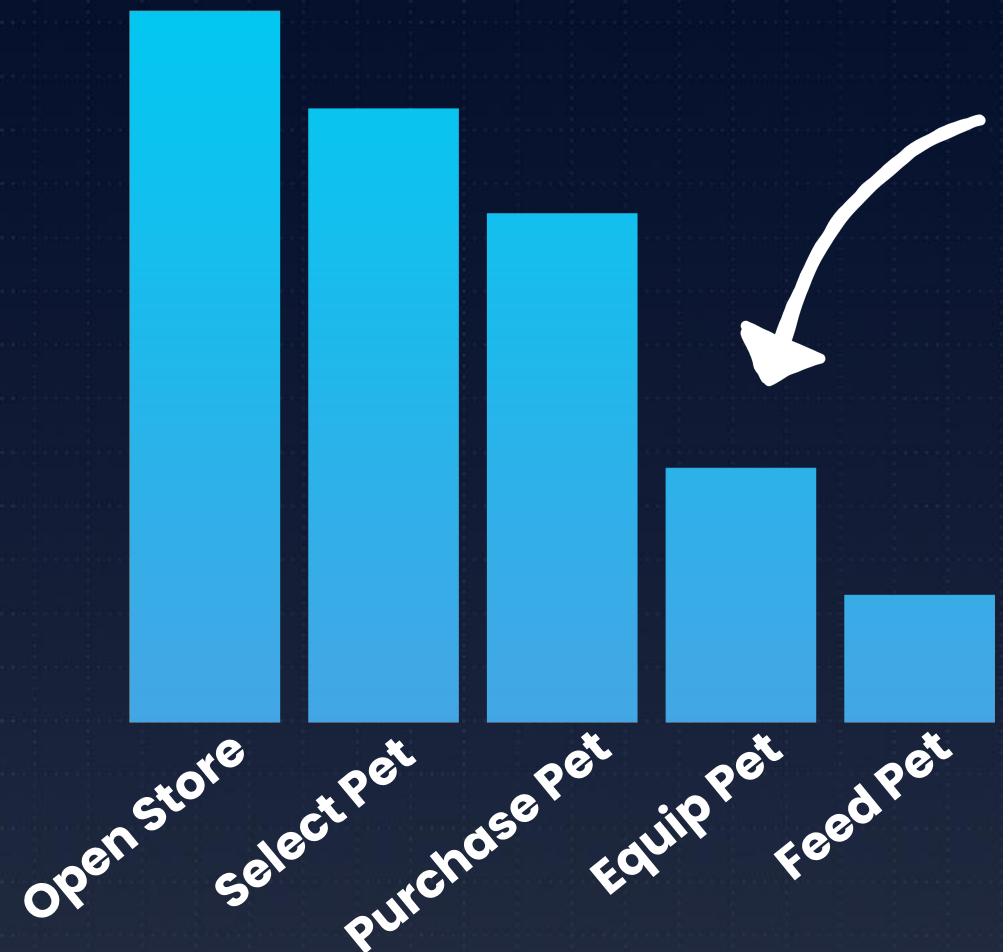
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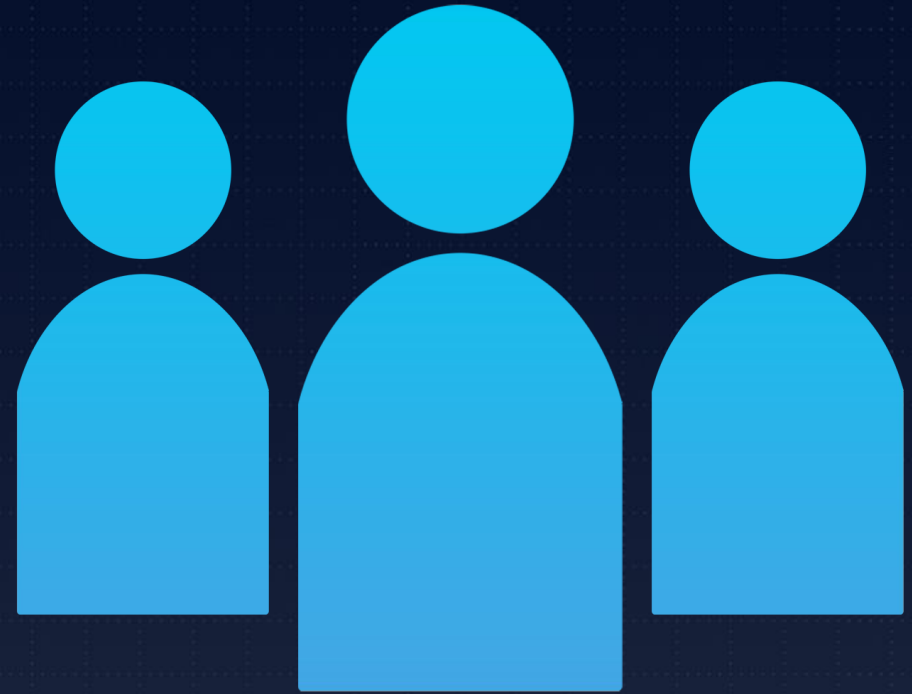


FEATURE FUNNELS

- Allows you to track actions in a feature to see a players overall progress and pain points
- Pain points can be identified by huge drop offs in completion between steps
- Provides your team valuable insights to optimize future iterations of the feature



FEATURE TEAM RETRO



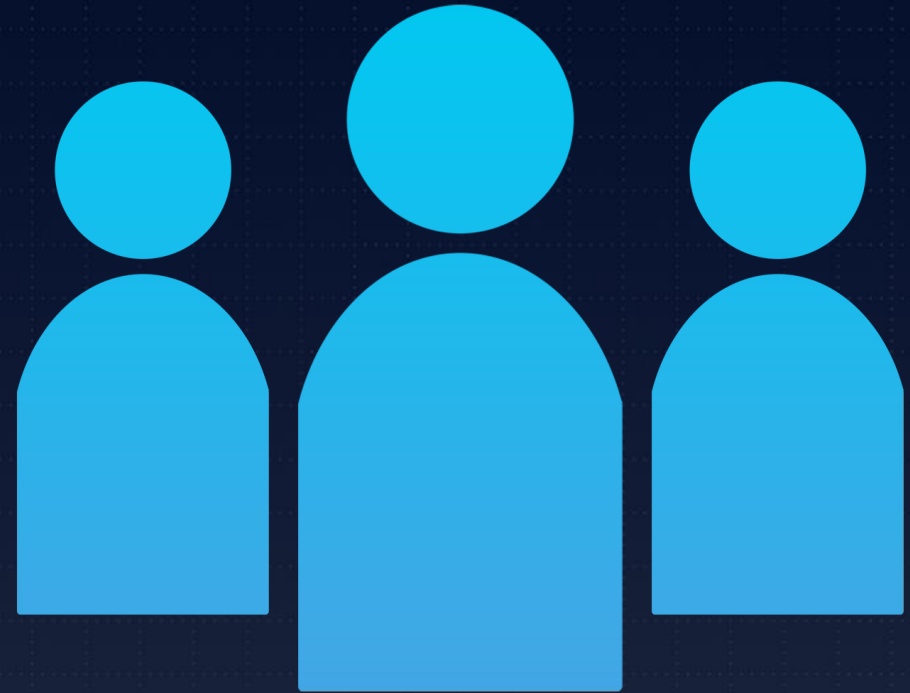
FEATURE TEAM RETRO

- **Retros help you and your team reflect on the development process**



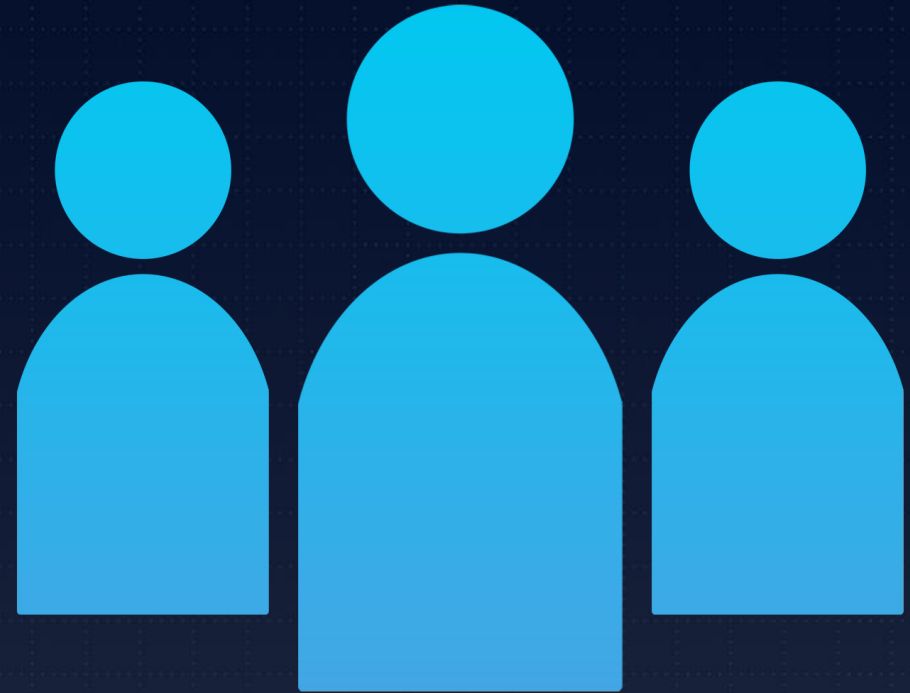
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- Retros help your team reflect on the feature that was developed



FEATURE TEAM RETRO

- Retros help you and your team reflect on the development process
- Retros help your team reflect on the feature that was developed
- Retros allow your team to review all feedback



YOU HAVE FEEDBACK, NOW WHAT?

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- **Make sure you capture all feedback**



YOU HAVE FEEDBACK, NOW WHAT?

- Make sure you capture all feedback
- **Prioritize the feedback**

1. _____
2. _____
3. _____
4. _____

YOU HAVE FEEDBACK, NOW WHAT?

- **Make sure you capture all feedback**
- **Prioritize the feedback**
- **Break it down into planned releases**



CAPTURING YOUR FEEDBACK

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With a production management software, capture all your feedback:

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- Community



CAPTURING YOUR FEEDBACK

With a production management software, capture all your feedback:

- Community
- Social Media

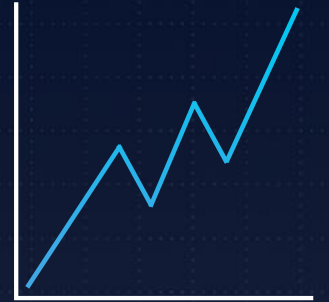


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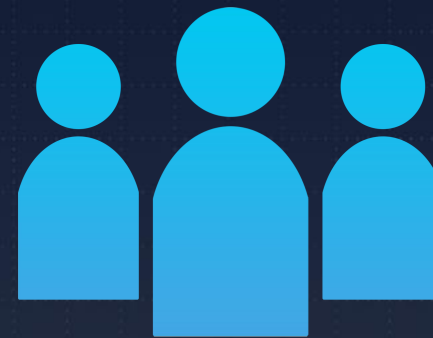
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- Team

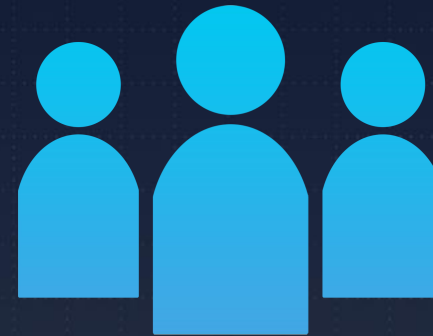
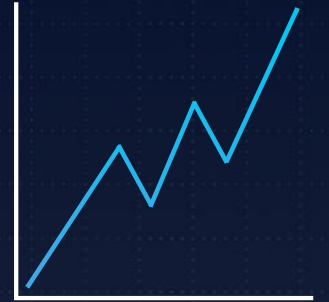


CAPTURING YOUR FEEDBACK

With a production management software, capture all your feedback:



- Community
- Social Media
- Analytics
- Team
- Feature Backlog



PRIORITIZING FEEDBACK

1. _____
2. _____
3. _____
4. _____

PRIORITIZING FEEDBACK

SEVERITY

How critical is it to fix the issue?

1. _____
2. _____
3. _____
4. _____

PRIORITIZING FEEDBACK

SEVERITY

How critical is it to fix the issue?

IMPACT

Would implementing the feedback greatly improve the feature?

1. _____
2. _____
3. _____
4. _____

PRIORITIZING FEEDBACK

SEVERITY

How critical is it to fix the issue?

IMPACT

Would implementing the feedback greatly improve the feature?

COST

How much work is required to implement the feedback?

1. _____

2. _____

3. _____

4. _____

PLANNING A RELEASE



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**Once your feedback is prioritized break it down into planned releases;
add the releases to your roadmap**



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- What resources are available to work on these changes



PLANNING A RELEASE

Once your feedback is prioritized break it down into planned releases; add the releases to your roadmap

- What tasks would make sense to be included in the same release?
- What resources are available to work on these changes
- Is there a release on the roadmap that thematically would make sense to include these changes?



CONTENT ROLLOUT STRATEGY

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- **Thematically plan your future releases**



CONTENT ROLLOUT STRATEGY

- Thematically plan your future releases
- **Incorporate feature improvements in each of your releases**



Dspav
@Dspav_rblx



Thanks for all the feedback! We've made it much easier to equip pets in the latest update. Enjoy!

CONTENT ROLLOUT STRATEGY

- **Thematically plan your future releases**
- **Incorporate feature improvements in each of your releases**
- **Always collect feedback upon each release**



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- **Your job as a designer is to find the best solution, not to always be the one who comes up with it**
- **Respect your community**

Questions?