RDC LEVEL UP

WORKSHOP PART 1:
GAME EXPANSIONS

Game Expansion Talk Overview

- LiveOps and Game Expansion Introduction
- Core Loop
- Making Renewable Content

LiveOps Introduction

LIVEOPS OVERVIEW

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- Content Cadence

LIVEOPS OVERVIEW

- Content Cadence
- **Game Expansions**

LIVEOPS OVERVIEW

- Content Cadence
- Game Expansions
- **Quality of Life Updates**

INTRODUCTION TO GAME EXPANSIONS

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- **Bold and ambitious new content**

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- **Built to be sustainable, evergreen content**

INTRODUCTION TO GAME EXPANSIONS

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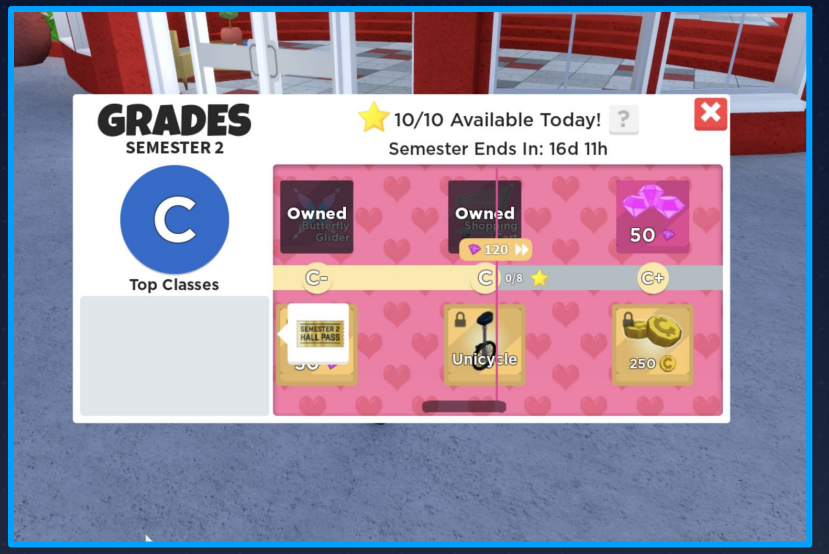
- **Introduce new forms of play**

INTRODUCTION TO GAME EXPANSIONS

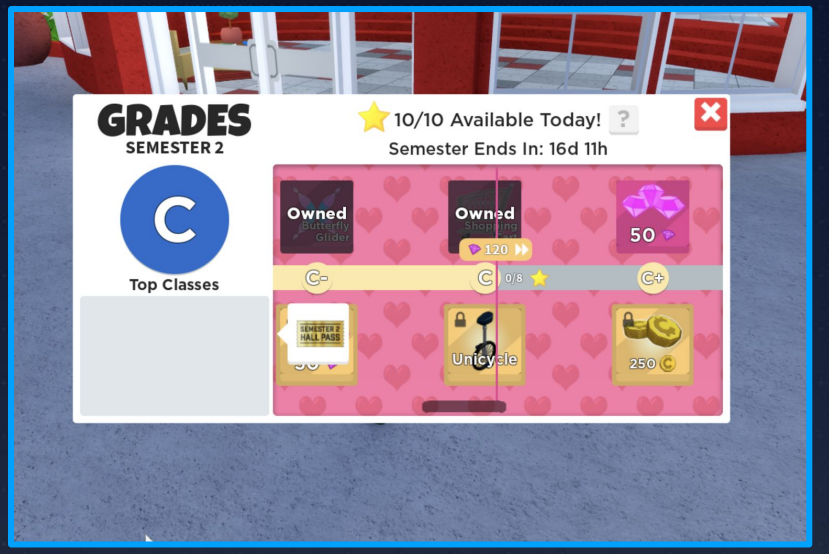
- Bold and ambitious new content
- Built to be sustainable, evergreen content
- Introduce new forms of play
- **Critical for long term success of your game**

WHY GAME EXPANSIONS?



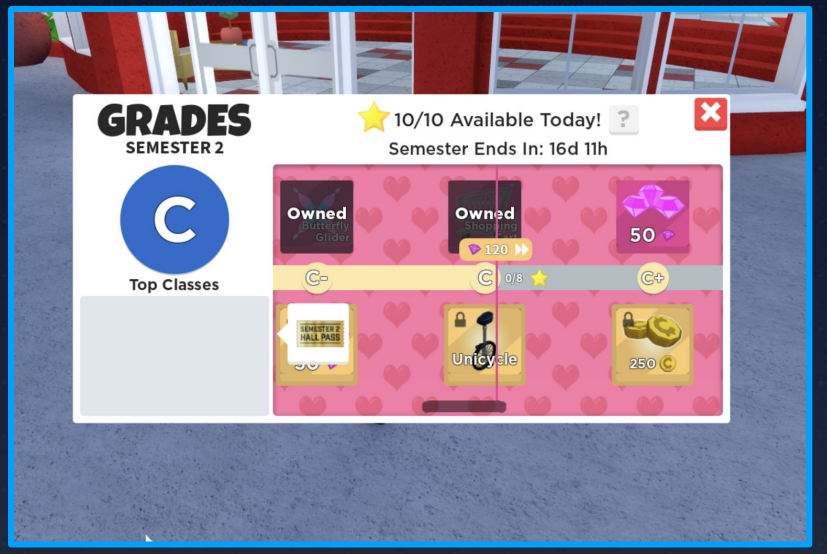
WHY GAME EXPANSIONS?

- **Grow your game**



WHY GAME EXPANSIONS?

- Grow your game
- **Keeps players engaged**



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- Grow your game
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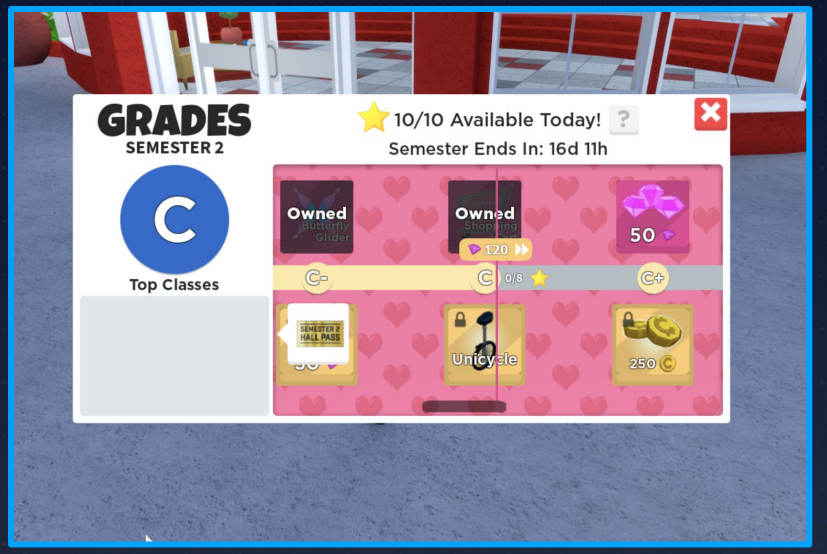
- **Development team morale**



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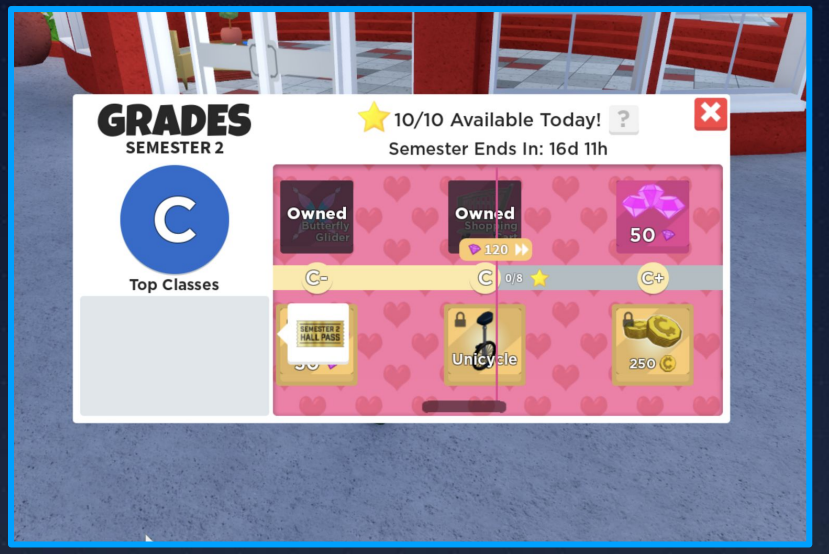
- **New vectors for content updates**



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- Grow your game
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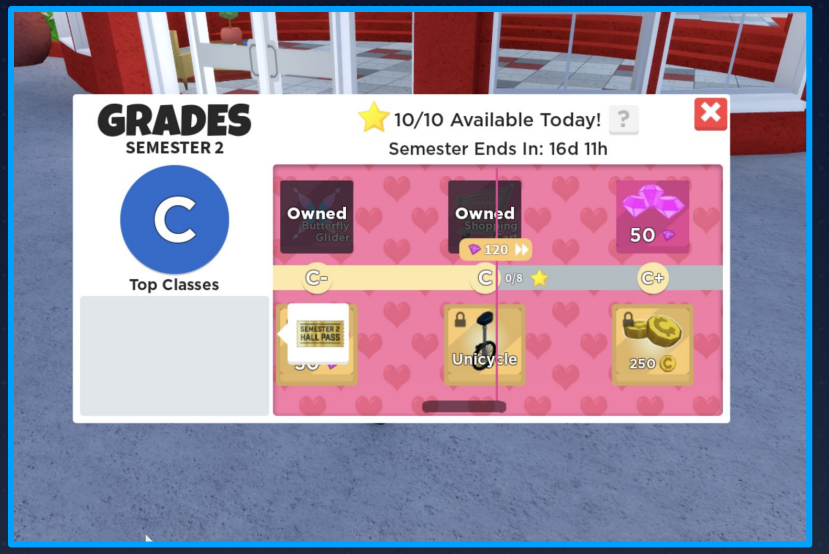
- Development team morale
- New vectors for content updates
- **Monetization**



Core Loop

INTEGRATE WITH YOUR CORE LOOP

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- Integrate with the core loop in some meaningful way

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- **Avoid tumors**

INTEGRATE WITH YOUR CORE LOOP

- Integrate with the core loop in some meaningful way
- Avoid tumors
- **Don’t reinvent the wheel**

WHAT IS A CORE LOOP?

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- Minute-to-minute interaction

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- **The central gameplay**

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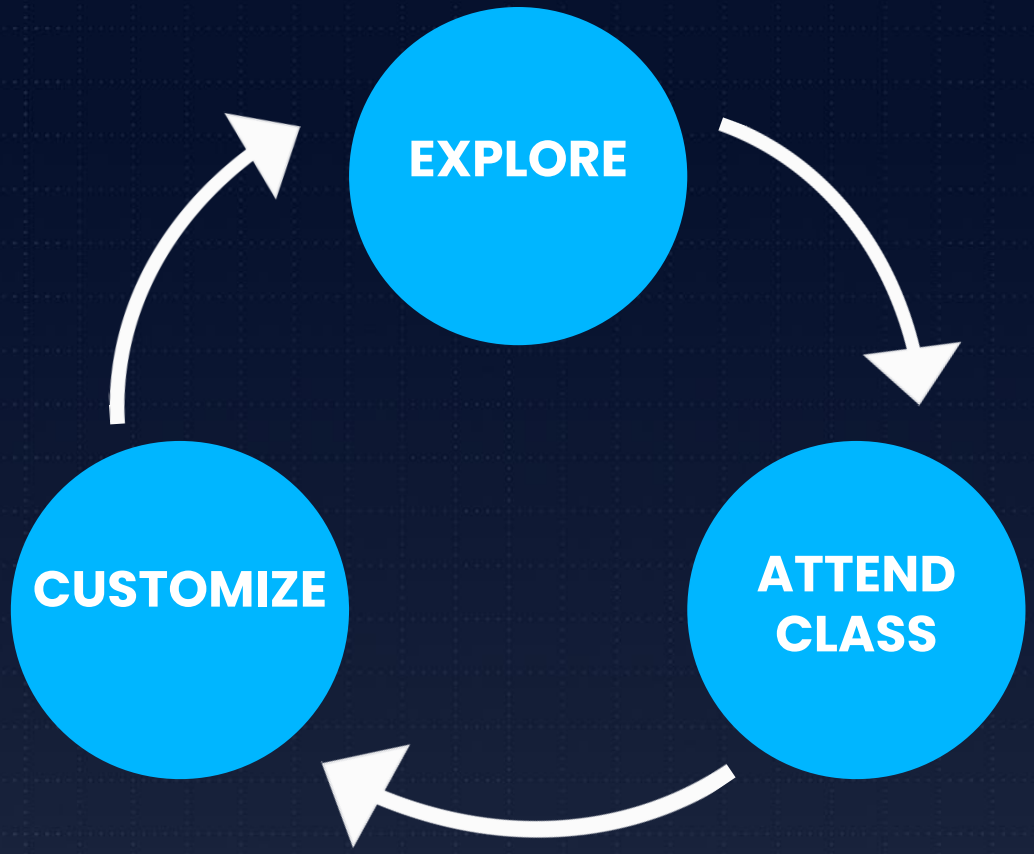
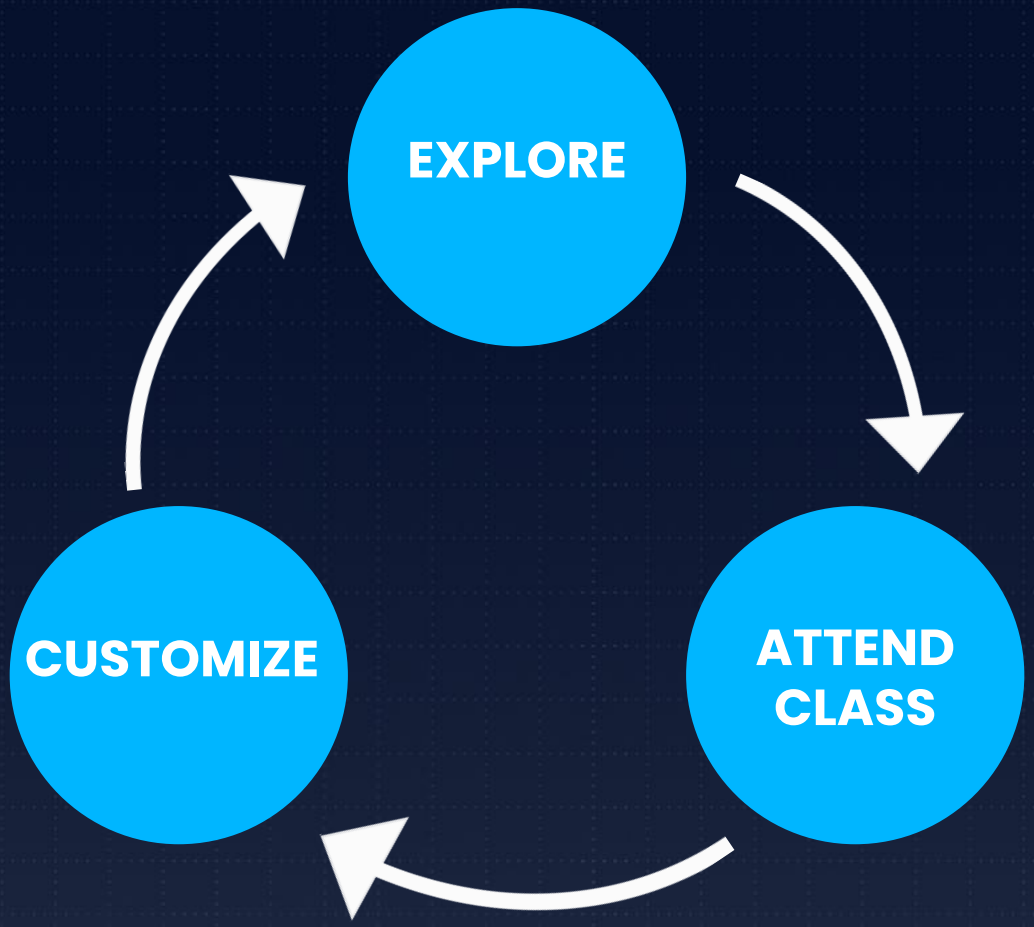
WHAT IS A CORE LOOP?

- Minute-to-minute interaction
- The central gameplay
- A repeated set of actions
- **The engine for all player progression**

ROBLOXIAN HIGH SCHOOL CORE LOOP



CORE LOOP SYSTEM BREAKDOWN



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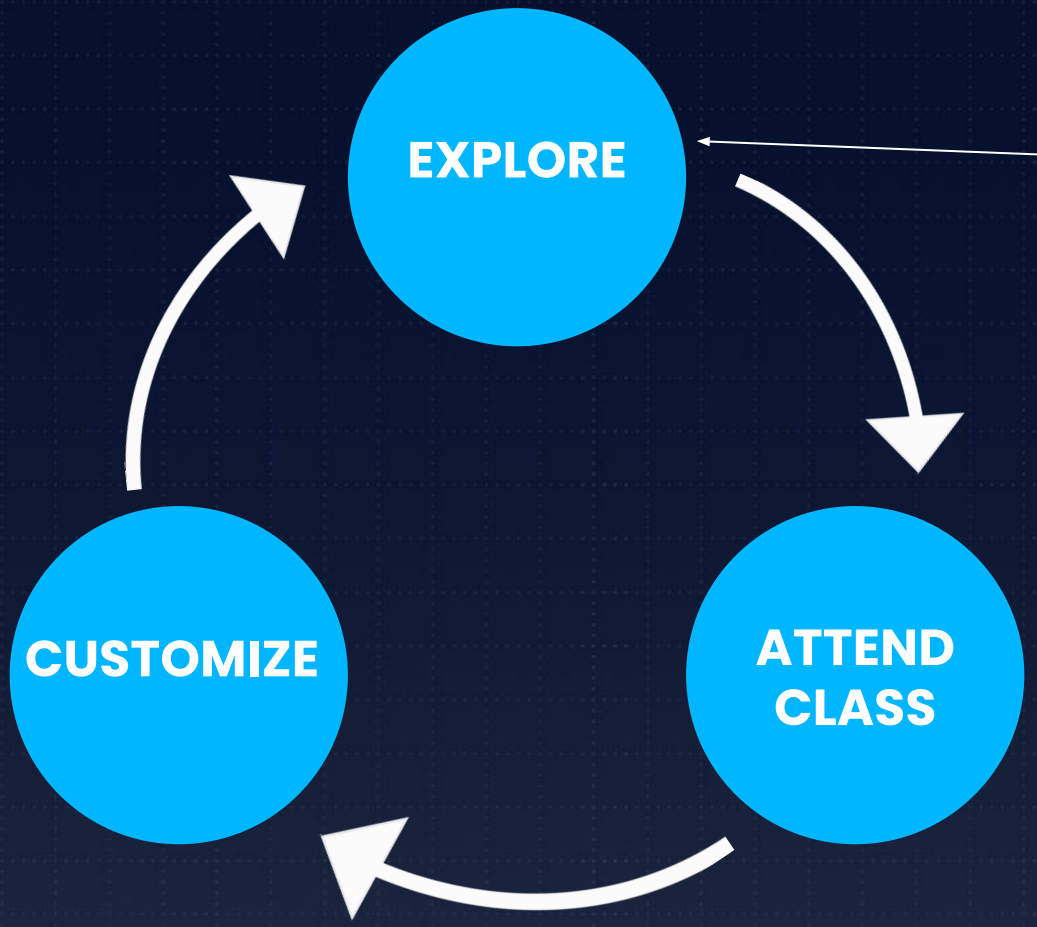
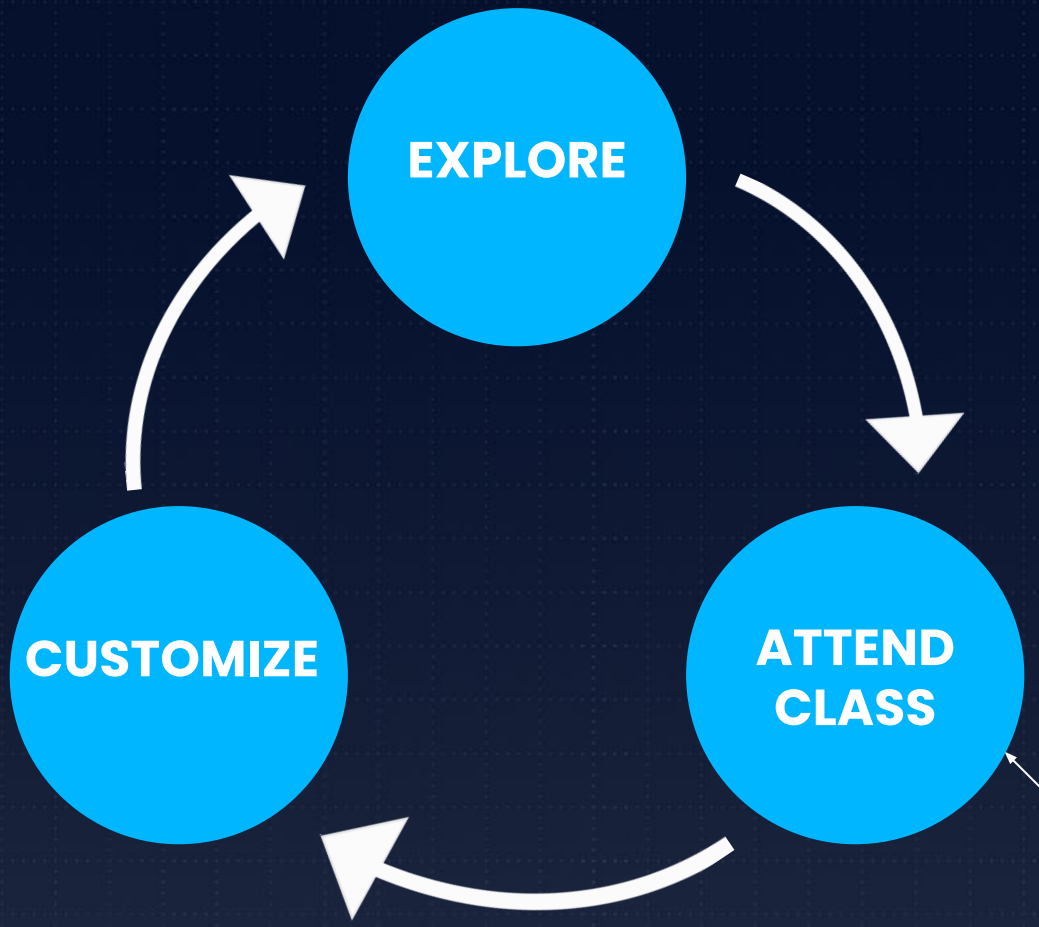


Where?
- School
- Home
- World

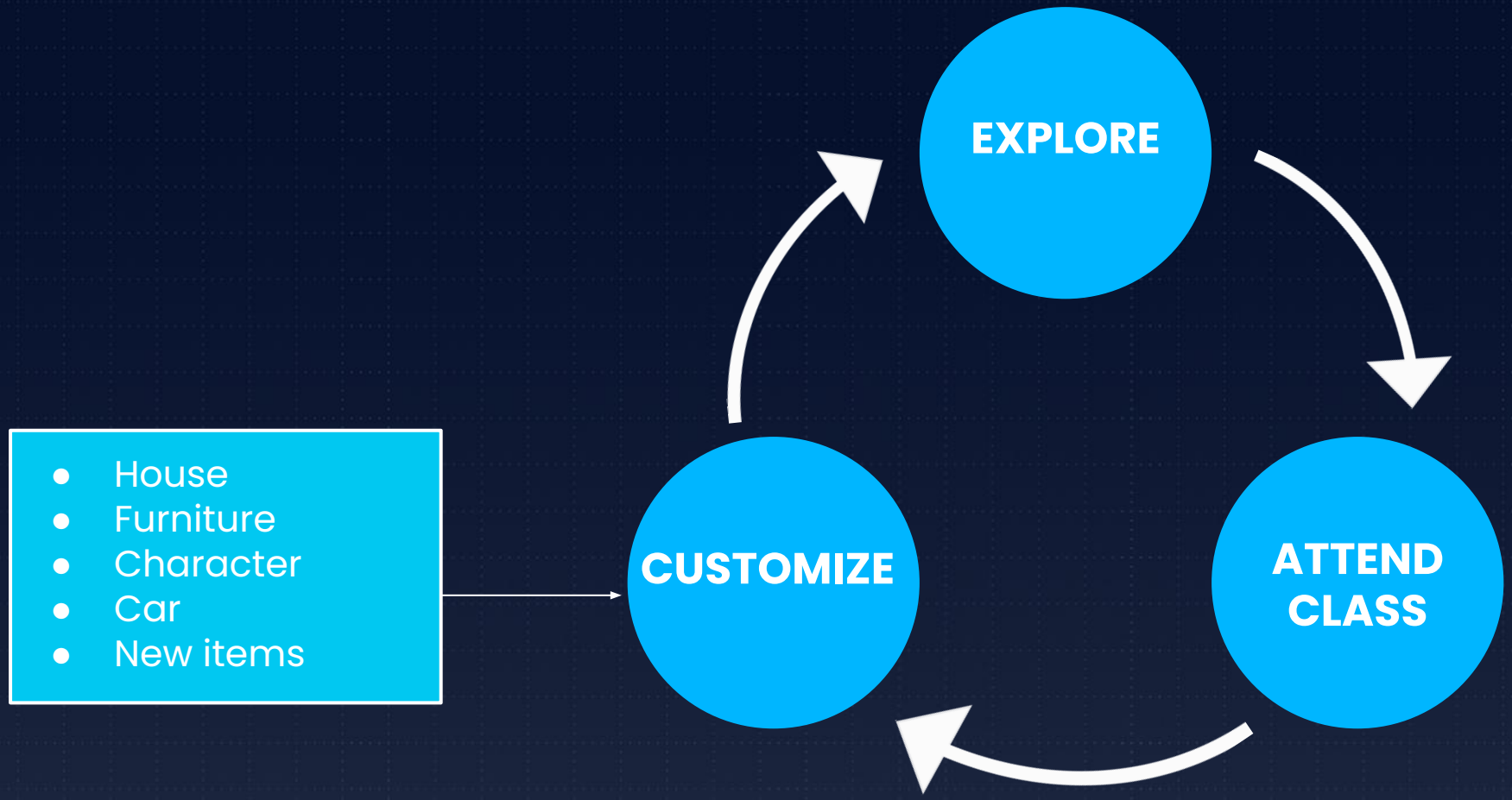
How?
- Car
- Skateboard
- Fast travel
- Friends

CORE LOOP SYSTEM BREAKDOWN



- Attendance
- Class Activities
- Extra Credit

CORE LOOP SYSTEM BREAKDOWN



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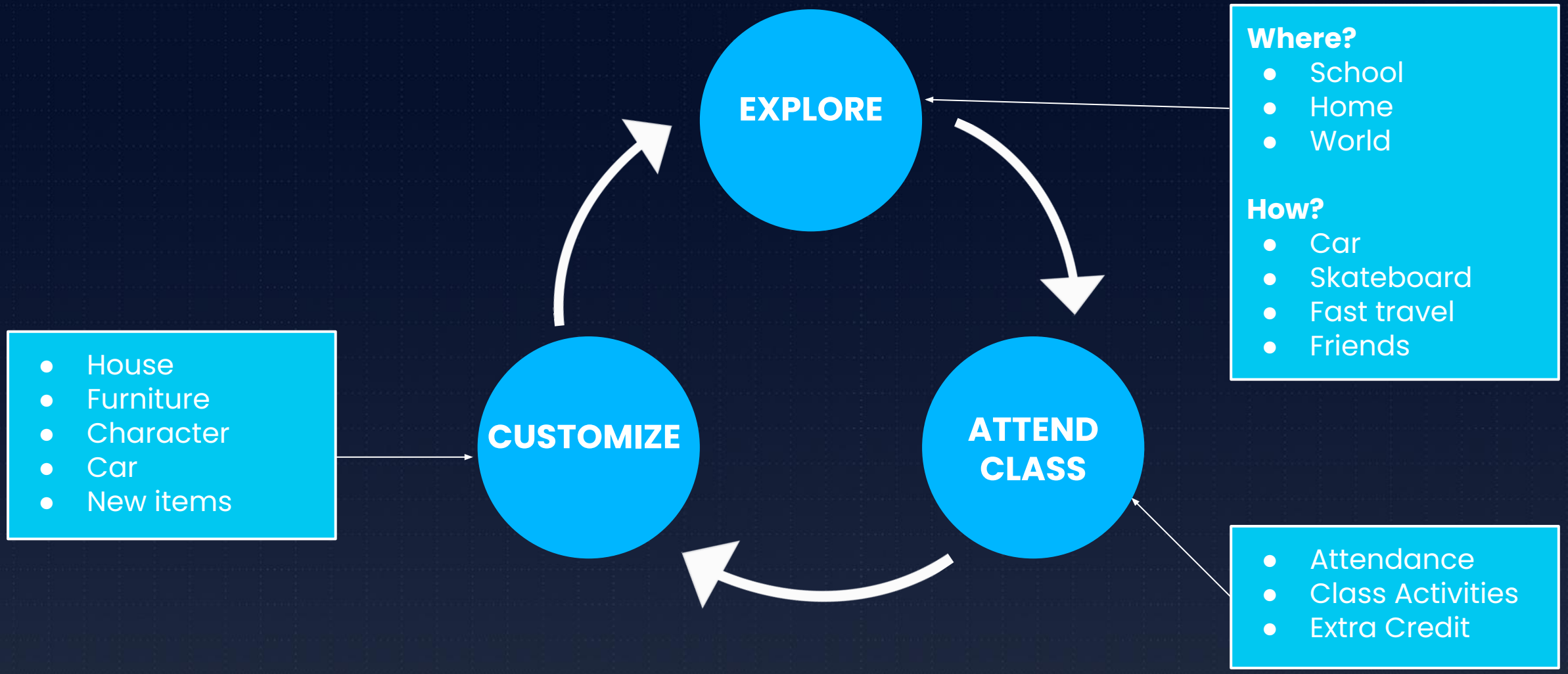
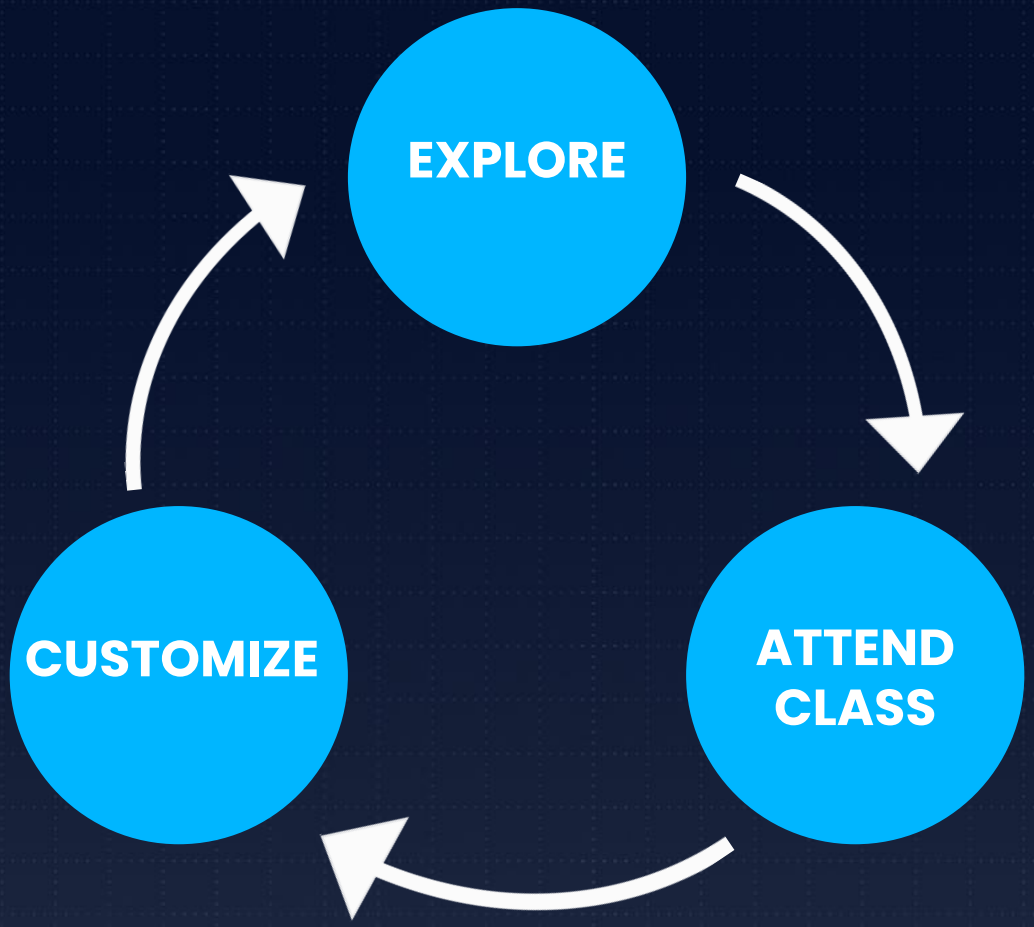


ENHANCE YOUR CORE LOOP



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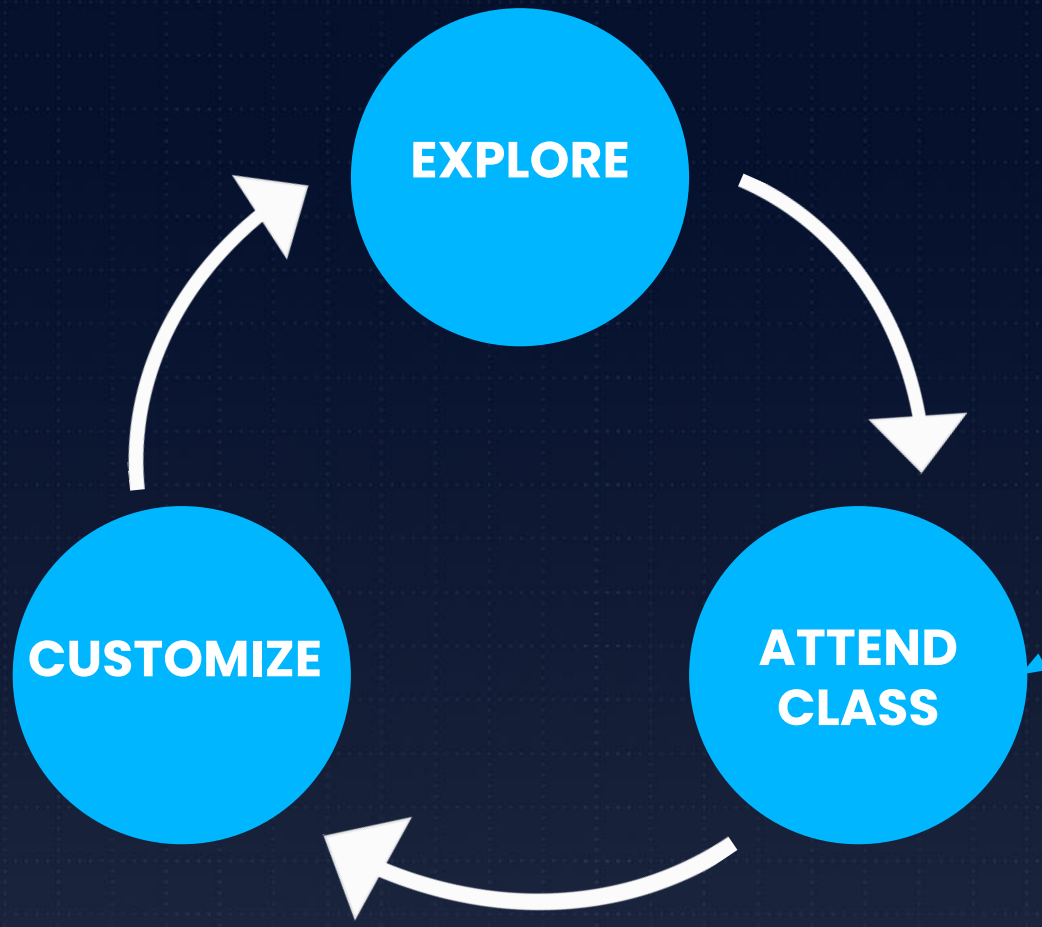

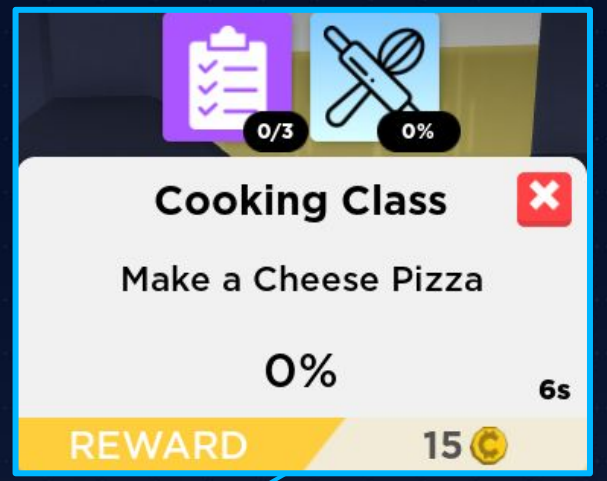

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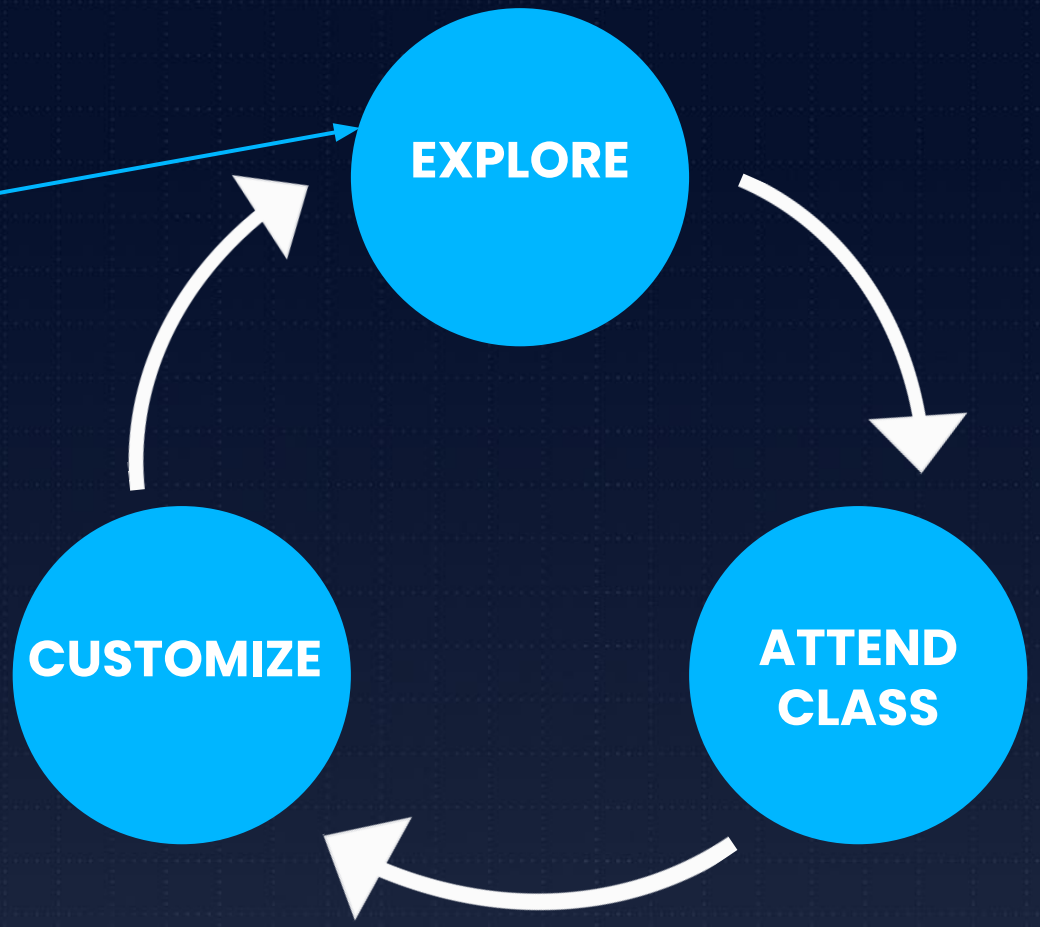


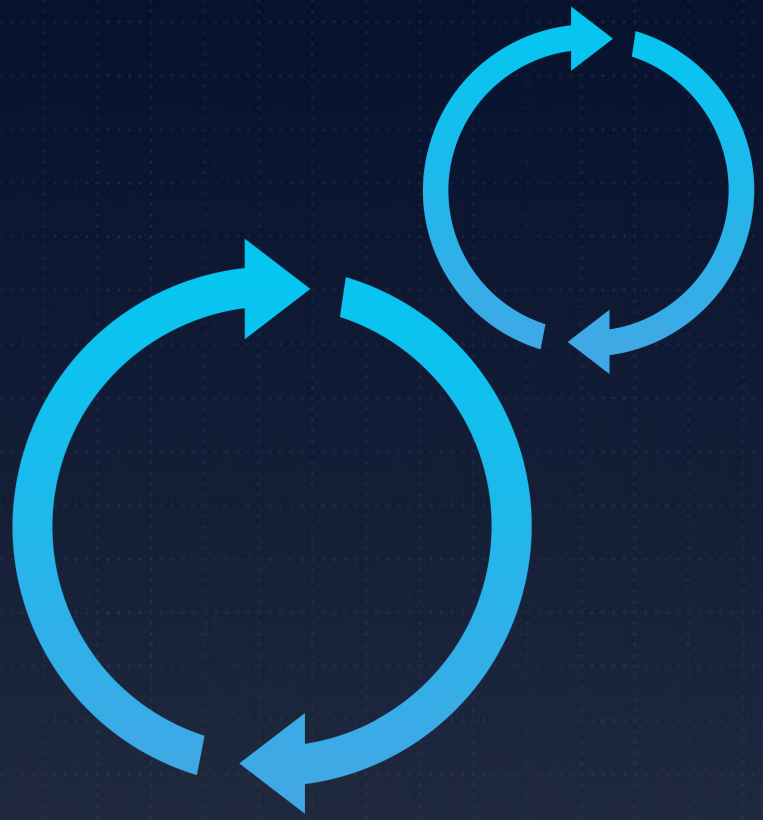
ENHANCE YOUR CORE LOOP

EXPLORE

ATTEND CLASS

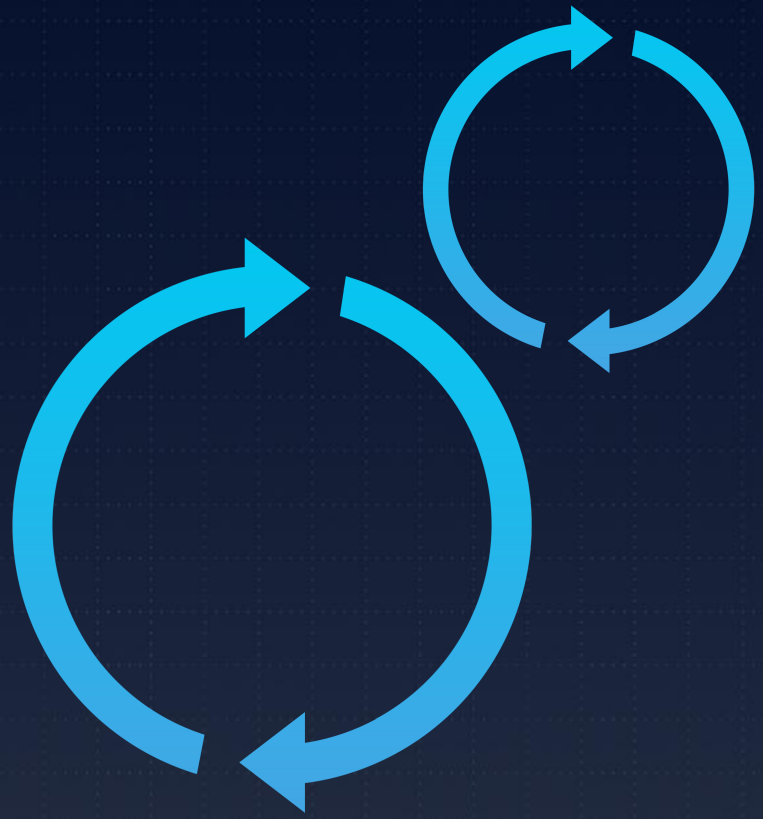
CUSTOMIZE

WHAT IS A TUMOR?



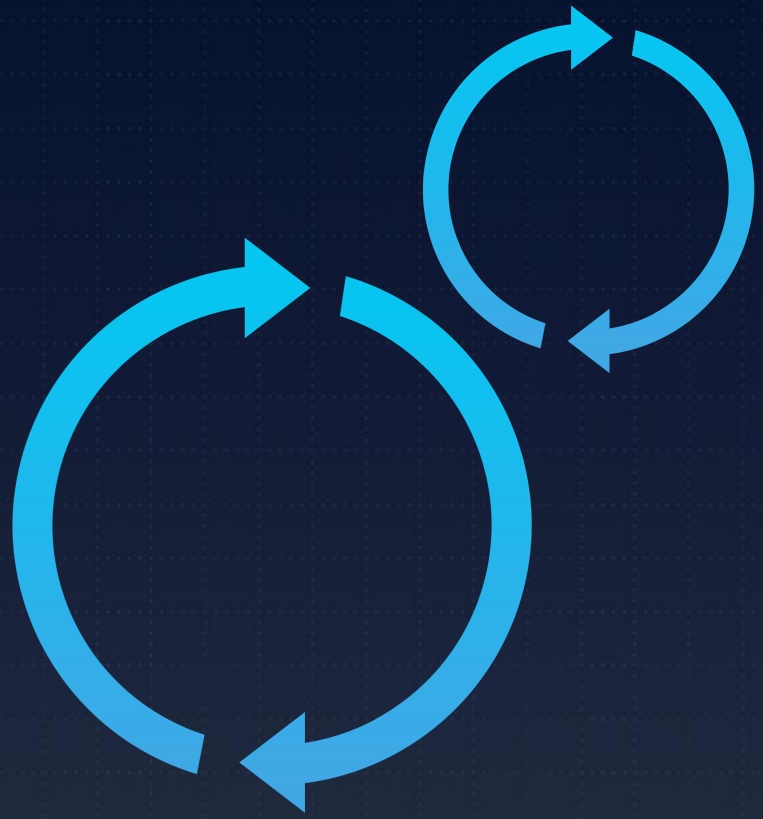
WHAT IS A TUMOR?

- A system that directly conflicts with your core loop



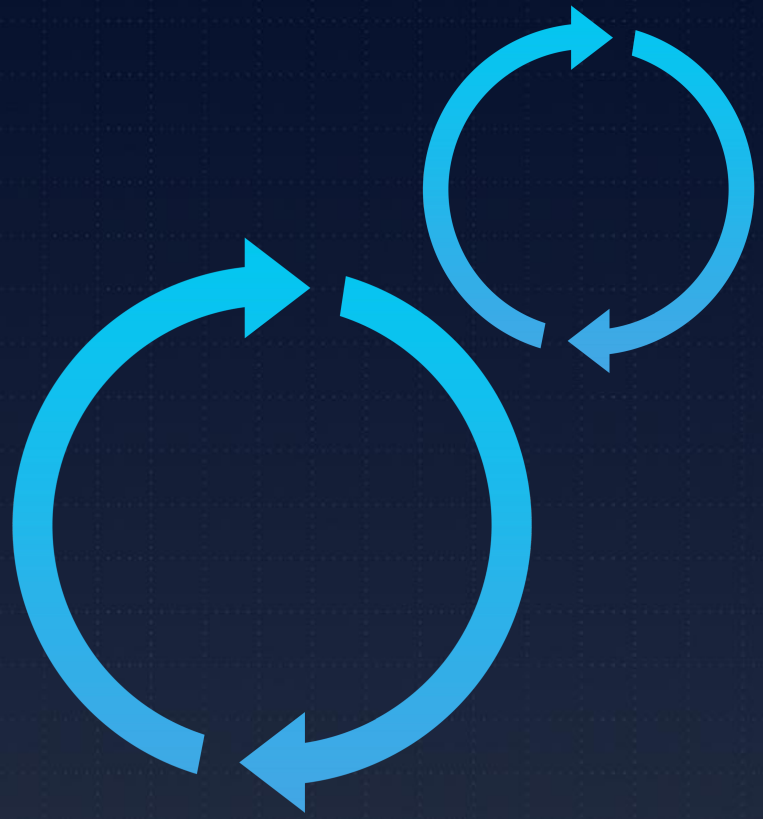
WHAT IS A TUMOR?

- A system that directly conflicts with your core loop
- **Creates indecision and anxiety in players**

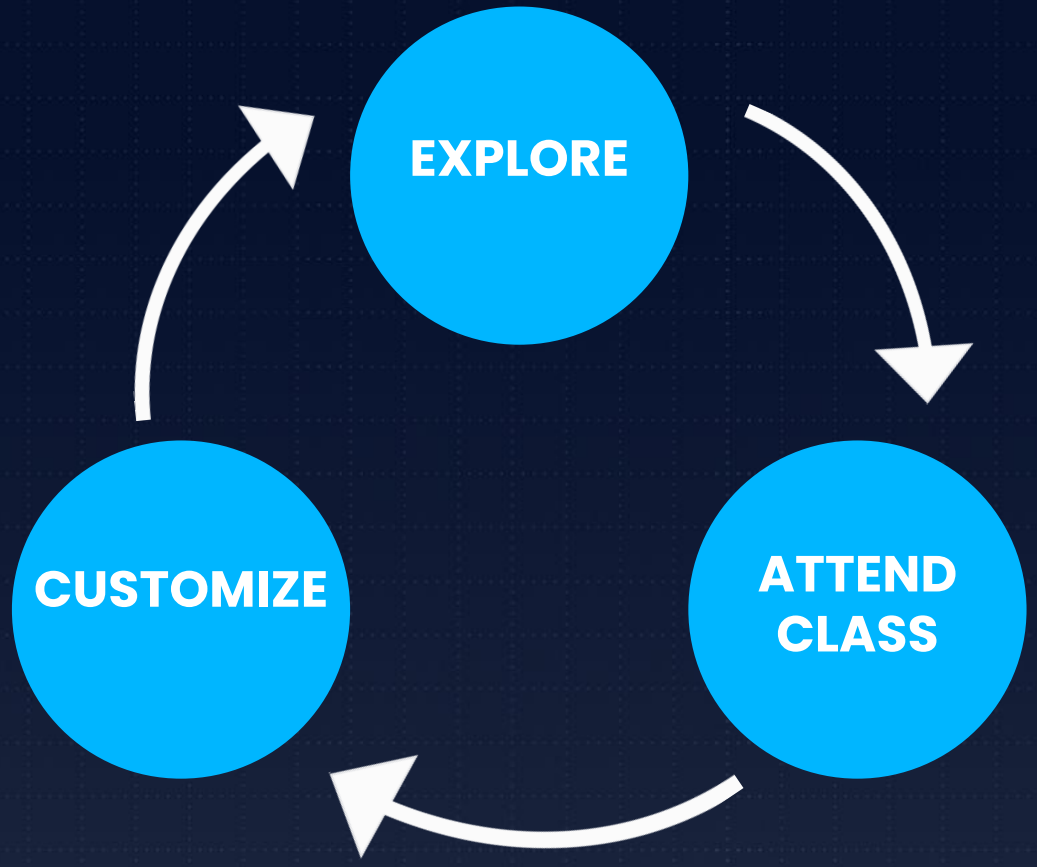


WHAT IS A TUMOR?

- A system that directly conflicts with your core loop
- Creates indecision and anxiety in players
- **One of the two systems wins out**



TUMOR EXAMPLE



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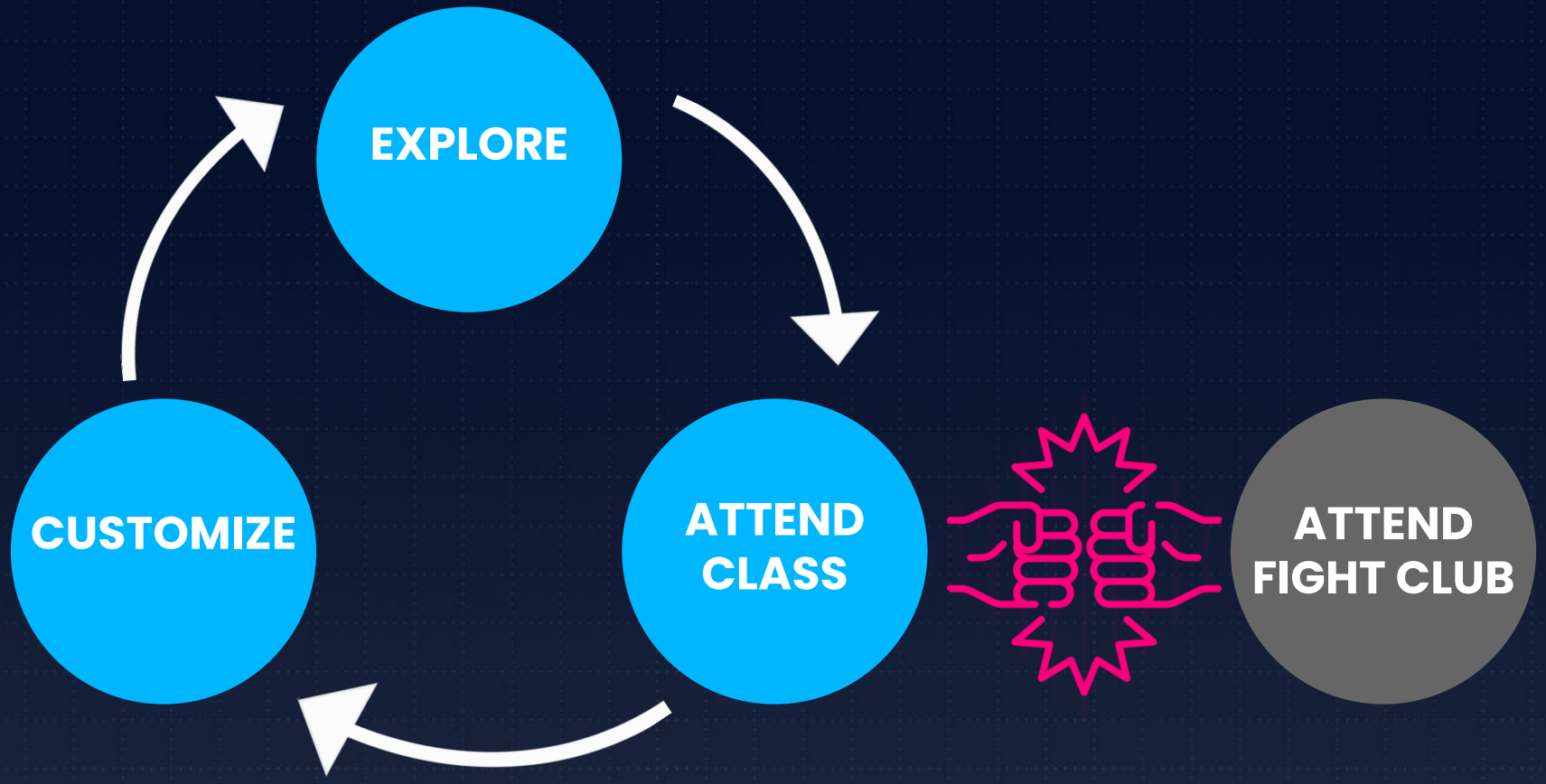

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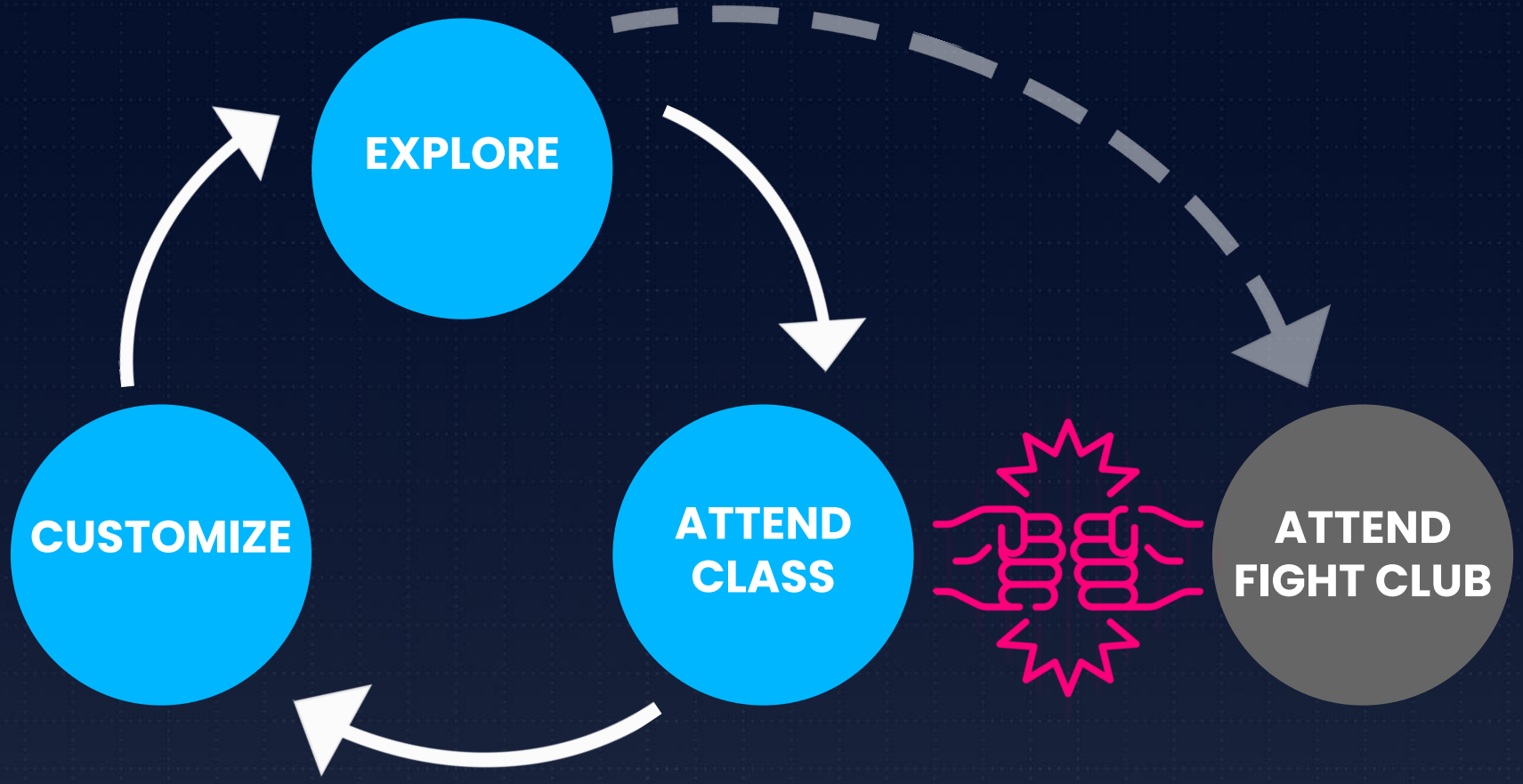

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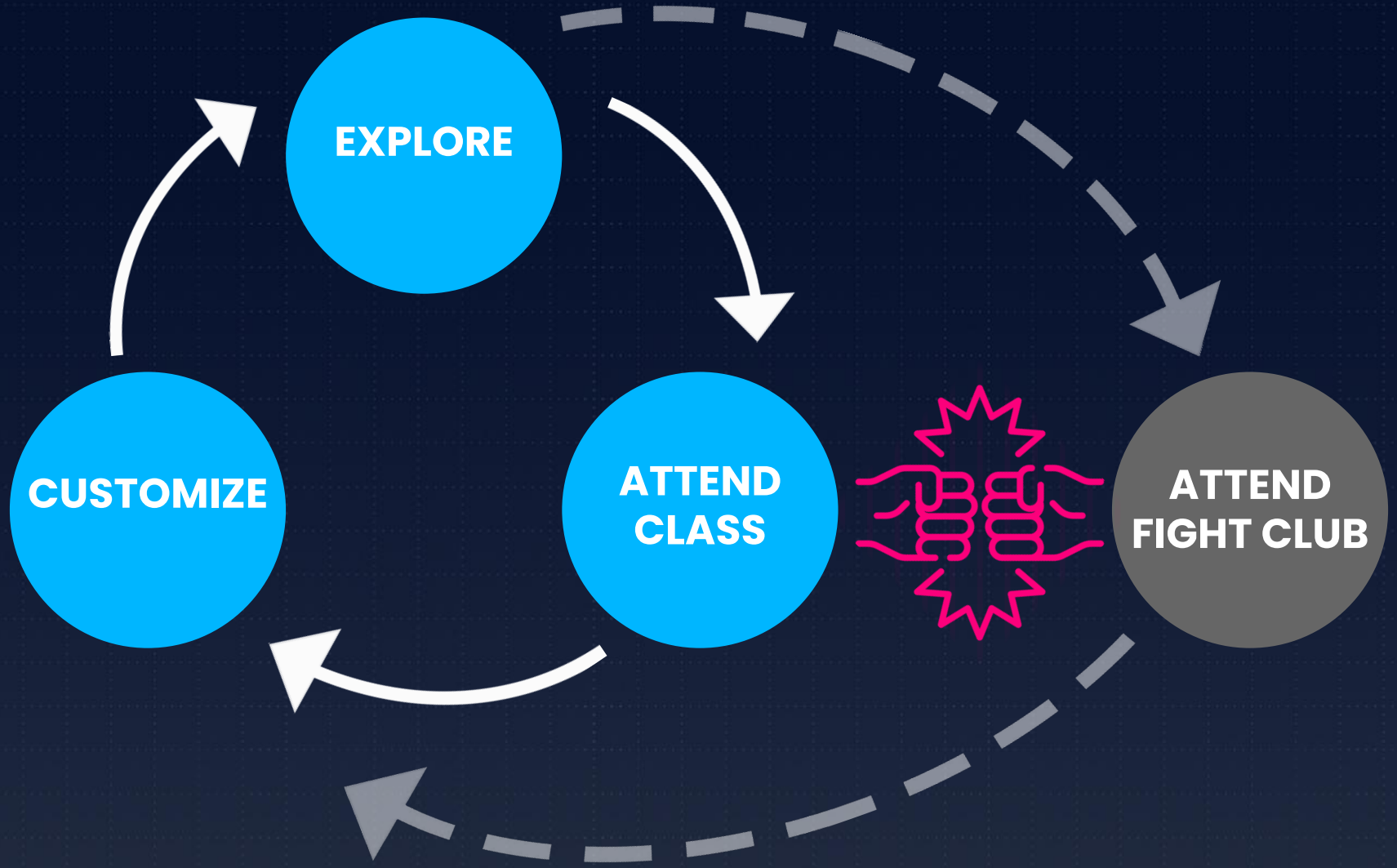

Renewable Expansion Systems

MAKE YOUR CONTENT RENEWABLE

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- **Expansions are extremely resource intensive**

MAKE YOUR CONTENT RENEWABLE

- Expansions are extremely resource intensive

- **Plan ahead**

MAKE YOUR CONTENT RENEWABLE

- Expansions are extremely resource intensive
- Plan ahead
- **Think about potential themes**

TYPES OF EXPANSION CONTENT

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Social Systems

TYPES OF EXPANSION CONTENT

Social Systems

Competitive Systems

TYPES OF EXPANSION CONTENT

Social Systems

Competitive Systems

Collections and Player Achievements

TYPES OF EXPANSION CONTENT

Social Systems

Competitive Systems

Collections and Player Achievements

Live Events

SOCIAL SYSTEM EXAMPLES

SOCIAL SYSTEM EXAMPLES

- **Guilds**

SOCIAL SYSTEM EXAMPLES

- Guilds
- **Trading**

SOCIAL SYSTEM EXAMPLES

- Guilds
- Trading
- **Friend Gifts**

SOCIAL SYSTEM EXAMPLES

- Guilds
- Trading
- Friend Gifts
- **Housing and Events**

COMPETITIVE SYSTEM EXAMPLES

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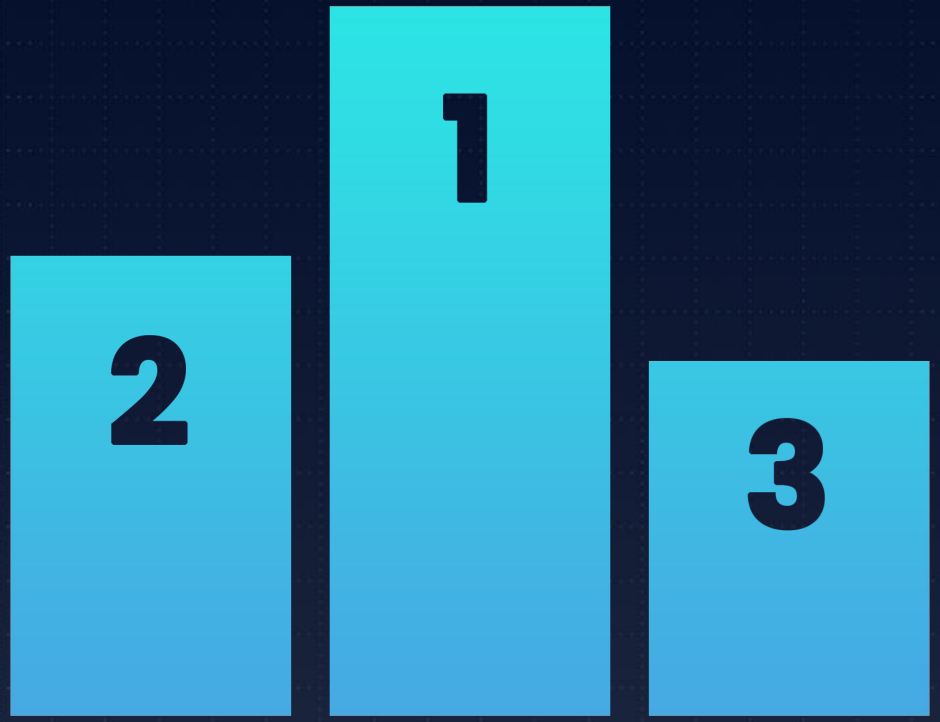
- **Leaderboards**



COMPETITIVE SYSTEM EXAMPLES

- Leaderboards
- **PVP, Races and other Competition**

COMPETITIVE SYSTEM EXAMPLES

- Leaderboards
- PVP, Races and other Competition
- **Community voted competitions**

ACHIEVEMENT SYSTEM EXAMPLES

- Achievements

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- **Season Pass**

ACHIEVEMENT SYSTEM EXAMPLES

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- **Daily/Weekly Logins**

ACHIEVEMENT SYSTEM EXAMPLES

- Achievements
- Season Pass
- Daily/Weekly Logins
- **Daily Quests**

LIVE EVENT SYSTEM EXAMPLES

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- **Seasonal Content Distribution**

LIVE EVENT SYSTEM EXAMPLES

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- **Map Overhaul**

LIVE EVENT SYSTEM EXAMPLES

- Seasonal Content Distribution
- Map Overhaul
- **Rare Spawns**

Closing Thoughts

CLOSING THOUGHTS

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- **Shoot for the stars**

CLOSING THOUGHTS

- Shoot for the stars
- **Remember your core loop**

Questions?

BREAKOUT: BRAINSTORM WITH YOUR TEAM!

Brainstorm with your team an upcoming expansion

Answer the following:

- How will this feature enhance your core loop?
- Does this feature solve a problem?
- Does this feature improve an experience in your current game?
- How do you want this feature to impact your game?