

DAILY GAME NOTES

Q1: HOW TO IMPROVE PUBG MOBILE TO CATER TO WESTERN AUDIENCE?

The overall gameplay is smooth, with customizable controls. Not only is it a great recreation of the original PUBG PC game but also a good match on mobile devices. However, to create a tailored, optimized experience cater to Western audience, I would recommend some changes:

Increase the intensity of gameplay, encourage heroic behavior

Western players are more willing to play aggressively as opposed to Chinese players who are more patient and like to camp strategically. You will always see Western servers have more aggressive players, the final circles have less players surviving till then. You often see players just throw a smoke grenade and rush into the house, "YOLO" (you only live once) style.

This aggressive and heroic behavior is deeply rooted in their culture as this gaming generation has grown up with action movies starring the likes of Chuck Norris, Sylvester Stallone, Arnold Schwarzenegger where in their action movies Delta Force, Commando, Rambo, Rocky, Terminator- the **hero** singlehandedly can eliminate endless enemies. You never see these heroes hide in a tall house shooting their enemies from inside. Potential methods of further increasing intensity are:

Encourage Heroic behavior

Applying the positive feedback mechanism – players may get extra med kits, attachments, ammo supply or got auto healed from the killing. Some achievement can be designed based on these heroic behavior (e.g. *Pan kill an enemy, eliminate the entire squad alone, Penta Kill with 0 damage taken*), and these memorable moments should be recorded (in the achievement list) and celebrated (achievement popup on the side during the match), also can be shared to friends.

Shorten the circle countdown

From 5 min to 3 min given that the average session length is much shorter than the PC version. It forces more frequent exciting encounters instead of playing a looting/camping simulator and creates a compressed session.

Increase Spawn Rate of Good Weapons

Also make them easier to detect (highlighted silhouette or special effect) - especially for small display devices

Simplify Some of The Complex Building Structures

Players can scavenge more places, creating more encounters (while keeping the original design for most of the buildings so it feels authentic for loyal PC players).

Create a 'Speed Mode'

Where each game length is around 10 minutes, players either all land on a smaller area or sparsely spread in this area and are already geared up (skip the parachuting phase). This mode will fit mobile devices more and potentially creates more sessions per day.

Apply a more customizable and inclusive UI/UX design.

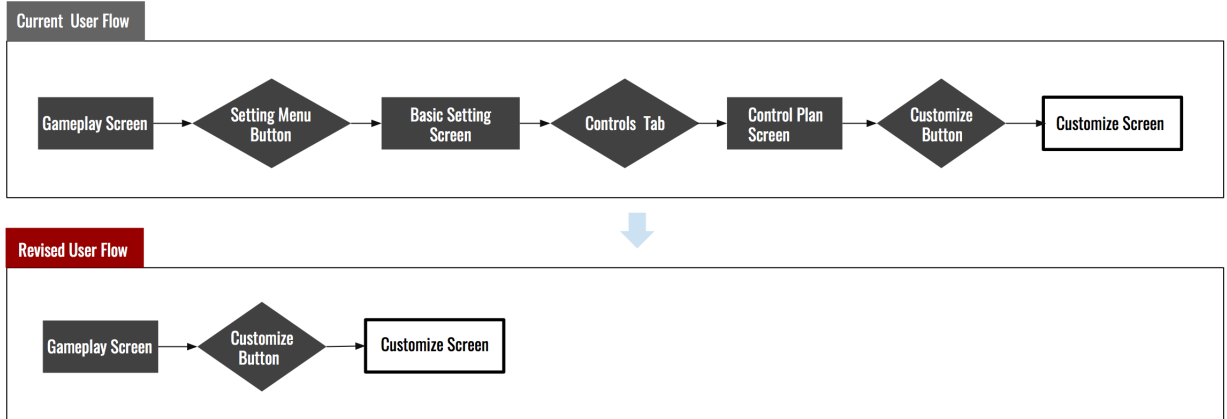
Easy Access to Self-Defined Control Interface

To meet different players' need, control buttons should be more customizable. Given the different sizes of screen, fingers, handedness (left-handed vs right-handed, considering 12% of US population are left-handed), colorblindness, the system should provide a quick access to control customization, and be able to change some color indicators. The color smoke of air drop and crate should also be customizable within a range (especially the green smoke from the crate is easily blended into the grassy land).

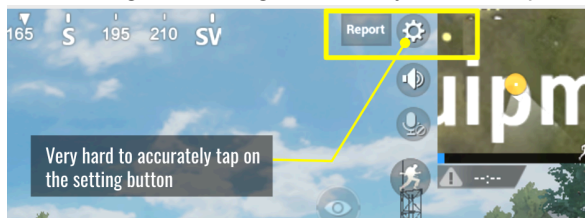
Currently the customization is hidden in the setting menu, requiring multiple steps to reach the screen, which seems to be unintuitive for a function that deeply affects the core gameplay.

Solution:

Adding a quick access to the Customize Controls screen. See the user flow below.



The setting button in game is very hard to tap on due to the buttons clutter. See below.



In game mockup for the new control button:



On the customize control screen, the system should give warning message when detects buttons overlapping. See below:



Firing Mode Switch Revision

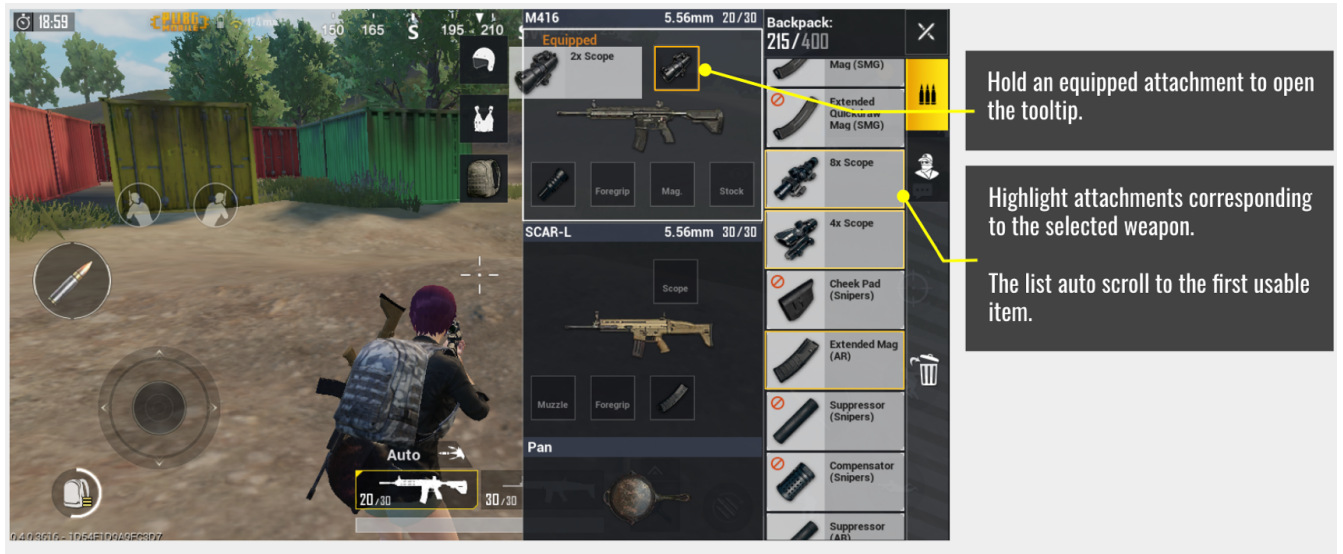
Western players tend to stick with one of their favorite guns. Swapping attachment (scopes) and firing mode (single - burst - auto) using one gun is often seen in the game and on Twitch, as opposed to Chinese players who are generally comfortable with switching two guns for different scenarios. The current interaction design seems to be against this observed player behavior – the buttons for firing mode switch is very hard to accurately tap on with big fingers; the action of opening the scope and manually switch to 'single' makes it even harder to focus on aiming with mobile devices; no easy access to a selected weapon UI for a quick attachment change.

Potential Solution:

- *Adding an easy access to each weapon* – hold the weapon button opens the UI for the selected gun.



- Show matched attachments for the selected weapon.
- The list auto scroll to the first matched item.
- Hold a currently equipped attachment pops up the tooltip.
- Tap the other weapon will select it.



- *Swipe up/down, or double tap on the weapon button to switch the firing mode. See below.*



- *When open the scope, 'Single' is selected by default.* Players can turn it on/off in the setting menu.
- Other UI /UX changes includes:
The HUD buttons near the map are hard to tap. Potential solution: *a menu button which slides out when tap on.* The button can auto slide out in player's first match.
More trolls in the UA server, should be able *to mute an individual team member.*

Create player profile, identify players' need and create features around it

Mobile players want to know whether they hit the target - *more obvious feedback when hit a player* (sound, bigger blood splash, hit point on the side, etc.).

Mobile players who never played PUBG want to have more ammo. Reason? 1) players are not able to scavenge many buildings for ammo as in the PC original; 2) players overuse bullets when aiming on mobile; 3) the learning curve of exchange resources between the team members is steep (require multiple steps and voice chat) – *provide more ammo on spawn and loot.*

Hardcore FPS players like first person perspective instead of the over-the-shoulder camera - *Implement first person perspective.*

Casual players want to play PUBG in an entertaining way/explore other game content and play without feeling frustrated when their rankings have stagnated - *updating innovative entertaining modes* to appeal a wider, more general mobile user base. For example, zombie mode in which players will need to fight against other teams while eliminating zombies; Consumable mode in which more entertaining items (e.g. dance bomb) are added to provide a different way of playing.

Meta game suggestion

Social Feature

With the Guild System, players can sort guild by the objectives – casual, mid core, hardcore, ranking, playtime, etc. The goal of the system is for player to easily find stable teams and thus play for a long term. Meanwhile, guild system provides a place for real life friends to hang out. Other mechanics like play with nearby players are also doable.

Simple Player Level Up

Simple leveling up system which reward players when level up is intuitive and understandable. Potentially showing the progression bar towards the next level when a match ends, alongside with the Play Again button (like rainbow six siege does) will increase session length. RPG like leveling up system with more details seems to be unnecessary.

Branded clothing

Adding Rambo, Chuck Norris and Terminator avatars will be a big motivation for our target audience.

Q2: DESIGN A GREAT MOBA EXPERIENCE ON MOBILE

The goal is to design a game session that keeps the core elements but compresses the full MOBA experience to the shortest length, in which players can have a full intense MOBA battle, including phases from farming to team fights. The challenge is to deliver the feel of game where players will be fully immersed in the action and focused on deploying strategies and destroying the opponent, instead of figuring out how the control worked. It should be friendly to mobile and casual players, but has dimensions which encourage midcore and hardcore players to delve into.

What is the core MOBA gameplay for a MOBA game on mobile and which part should be kept?

In general, the flowing aspects can be considered as the core MOBA experience:

- *Interaction with the map* - the MOBA arena is the place where players interact with friendly units and opponents, get resources, deploy strategies by utilizing the map elements and eventually achieve the in-game objective.
- *The use of champion including strategy, tactics and mechanical skills.* A sense of satisfactory from a successful skill release, and from the visible improvement by constant practicing.
- *The memorable moment of playing as a team member.*

- *The immersive experience as playing a unique, well-designed character.*

Map design

- *Keep the basic map elements* that allocate players' time and attention so the game balance solo and team play in the most pleasurable way.
 - Lane: serve multiple functions –Keep the original 3 lanes for the 5V5 mode, but can be simplified into 2 or even 1 lane in a speed mode (e.g. 3V3, 1V1)
 - Jungle: the jungle design can be simplified to some extent. For example, in Vainglory 3v3 mode the jungle is one big area on each side.
 - Other basic elements include Visible area / obscure area, Blocker, functional elements like bushes/healing points, and dynamic elements like champions, minions, jungle monsters, turrets.
- *Create a gameplay that allows players to create, destroy, transform and utilize the map elements and space.*
 - Utilize the blocks - champions can temporarily create walls, fences; destroy walls; create tunnels that allow allies to walk on blockers; become invisible near certain blocker.
 - Utilize the combat units - use combat units as dynamic map elements, for example, bullets can bounce back and forth between enemy units; teleport friendly/opponent champion; reverse time and teleport to the previous location; swap location, etc.
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Champion and skill design

- *Keep the uncertainty of skill release* - players can improve the accuracy from practice; opponents can dodge the skill. While auto aiming/auto target select is necessary for mobile, the game should allow manual select and reward players if it hit the target (for example, a fire ball deals more damage if the first target hit is a player).
- *The same ability design principles should be applied to mobile* – players focus on when to use an ability, how to create combo, how to counter an ability, how to how to co-op with another player's ability (for example, the fire ball deals most damage on a target in cc; player's skill resets if allies use their ability around the player).

How to create a tailored, optimized controls and gameplay experience on mobile?

Easy control, but encourage advanced player action

Virtual joystick for movement control; auto-aiming/target select; easy release and cancel; customizable controls in settings; allow manual target select and last hitting. (Vainglory players use taps to provide a high action-per-minute control input, which is not very friendly on smaller size screen like iPhone 5s).

Lower the barrier for casual mobile gamers

Last hitting is not required as it slows down the game pace, requires a high level of accuracy that can be barely achieved on mobile, and creates a steep learning curve for non-MOBA users. With

the passive gold earning and gold from kills by any friendly units on the lane, players should be able to get enough economy for mid-game team fights. That being said, an extra economy reward of 20%-30% can be granted for player's last hitting.

Shorter game length, faster pace, higher gameplay intensity

Compress the early game phases, cut off some idling time.

- Economy Design – revise leveling up speed, corresponding levels to learn QWER, minion and monsters hp/ex/gold.
- Lane pressure Design – revise wave generation stats including numbers of minion per wave, respawn interval, minion damage, turret hp, etc.
- Hp/mana regeneration – players should spend more time on lane pushing, farming or teamfight instead of return to the base for more hp/mana. Design heal/mana regeneration or steal abilities, items for champions; place some healing points on map; shorten cooldown for summoner's healing skill/ less healings; each successful kills heals a percentage of hp/mana, etc)

Easy team communication and noticeable important game info

Preset messages, voice messages, marker, map indicator for game state updates.

How to elevate the experience on Mobile?

Mobile is suitable for more innovative and entertaining mode.

- Add more map layers and create champion abilities and items to interact with.

Example 1.

Water - slow down movement, deep water is unwalkable area.

Champions can freeze the water to gain an extra movement speed; water can be used to create barrier and block enemy.

Example 2.

Gas layer - a dynamic, moving gas layer that deal damage over time will appear on the map.

Champions can explode the gas layer and deal instant damage to the opponents.

Champions can attach to the gas layer for a while (in the air) and become unattackable.

Example 3.

Player creation layer – a self-defined dynamic layer created by players. Players can create wooden ladder to climb on and avoid potential damage, or escape from the teamfight. The depth of tactics demission will thus extend.

- Shorter session mode like 3v3, 1v1 mode works better on mobile than PC.

Mobile is suitable for face-to-face play and light content social features.

- Increase engagement and virality by encouraging face-to-face play and play with nearby friends. (e.g Players get vanity item like tiles, skins from playing together)
- Find players by geo-location, create local guild, etc.