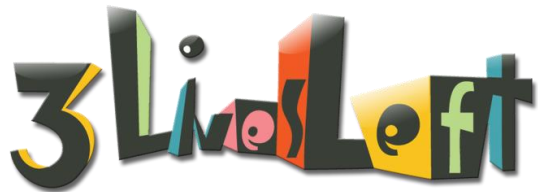


# On User Generated Content

by Gorm Lai, Co-Founder of 3 Lives Left



# AGENDA

3 Lives Left

The Ark

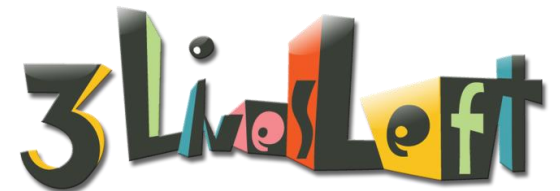
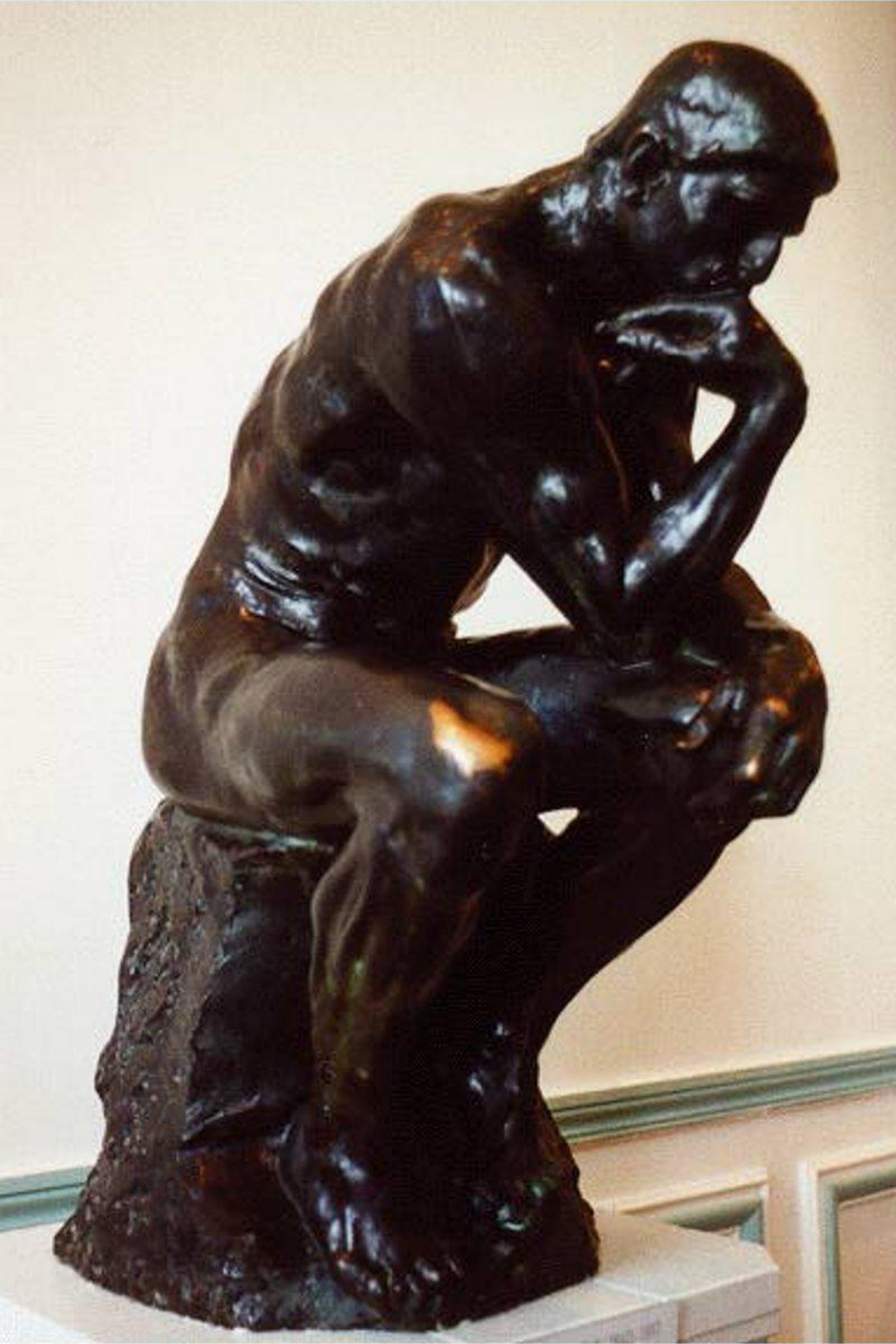
Reasons for UGC

Challenges

A broader perspective

Conclusion

Questions

The logo for '3 Lives Left' features the number '3' in a large, bold, black font. The word 'Lives' is written in a smaller, multi-colored font with each letter in a different color (green, red, blue, yellow). The word 'Left' is written in a large, bold, black font, with the 'L' being significantly larger than the other letters. The entire logo is set against a white background.

# 3 Lives Left

Online social experiences

Dynamic worlds

User Generated Content

Partially funded



3 Lives Left

# 3 Lives Left

Openness

Open Source

Working with Universities / Research  
Institutions

User Generated Content

*User Generated Content is just a small part of the online movement working for the democratization of software development.*

Open source is good for me. I will fully embrace it.  
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# The Ark



Online multi-player game

Tactical turn-based game

Cross between X-Com & Gears of War

Dynamic environments

*Change the environment to gain tactical advantages with your awesome technology. Destroy a bridge, create a wall or shift the gravity to change the dynamics of the mission. It's all within your grasp!*



# The Ark - Implants



Implants are removable body parts:

Legs => Spider feet, hover craft

Arms => Vaporizer, Gravity Gun

Body => Teleport, Matter Creator

*The implants will provide new modes of movement and give the players special attacks and special abilities, such as modifying the terrain of the mission, creating impenetrable force fields etc.*



# The Ark - Editor



Traditionally, game editors are hard to learn

We focus on ease of use

Every user must feel succesful

Afford exploration

*No More Triangles*

*Simple 2D sketches => 3D Levels*

*Intuitive surface based tools*



# The Ark – UGC Integration



Levels, implants, creatures, etc. are uploaded directly to the game

Rating systems

Recommendation system



# Why

Small team = limited resources

Harness creativity of the community

Builds community, gets closer to consumer

Scalability

Consumer no longer passive



# Gamer = Developer

Traditionally, developers produce content, gamers consume it.

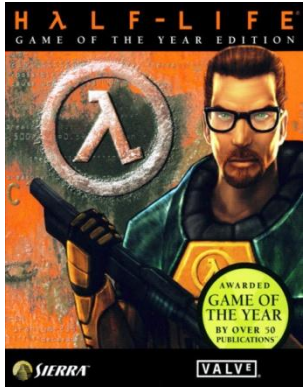
User Generated Content:  
Gamers consume AND produce content.

Trusting users as co-developers

Web 2.0 / Game 3.0



# Level of UGC Integration



Half life +  
source editor



Little Big  
Planet,  
The Ark



Facebook

# Creating Content

Must be fun / interesting to create content

Must contain lots of affordances

No cheating

Dog fooding

3 Lives Left



# Balancing

Levels

Loot: weapons, armor, etc.

Enemies

*In The Ark, people can bring back loot from instanced missions created by fellow players.*

**3 Lives Left**



# Balancing

## Levels:

Use our Editor

## Weapons, Armor & Implants:

Paramatizable Scripts

## Loot:

Not all levels are lootable  
Ratio between XP and loot  
Ratio between av. dam and loot  
Earn privilege to make lootable  
levels

*Constant battle*

## Rating System:

Promote good behavior  
Good stuff on top



# Visual Expression

Consistency and Usability

Do we want to control the look and feel?

Cosmetics: hair style, tattoos

Levels

Import of user-made 3D Models

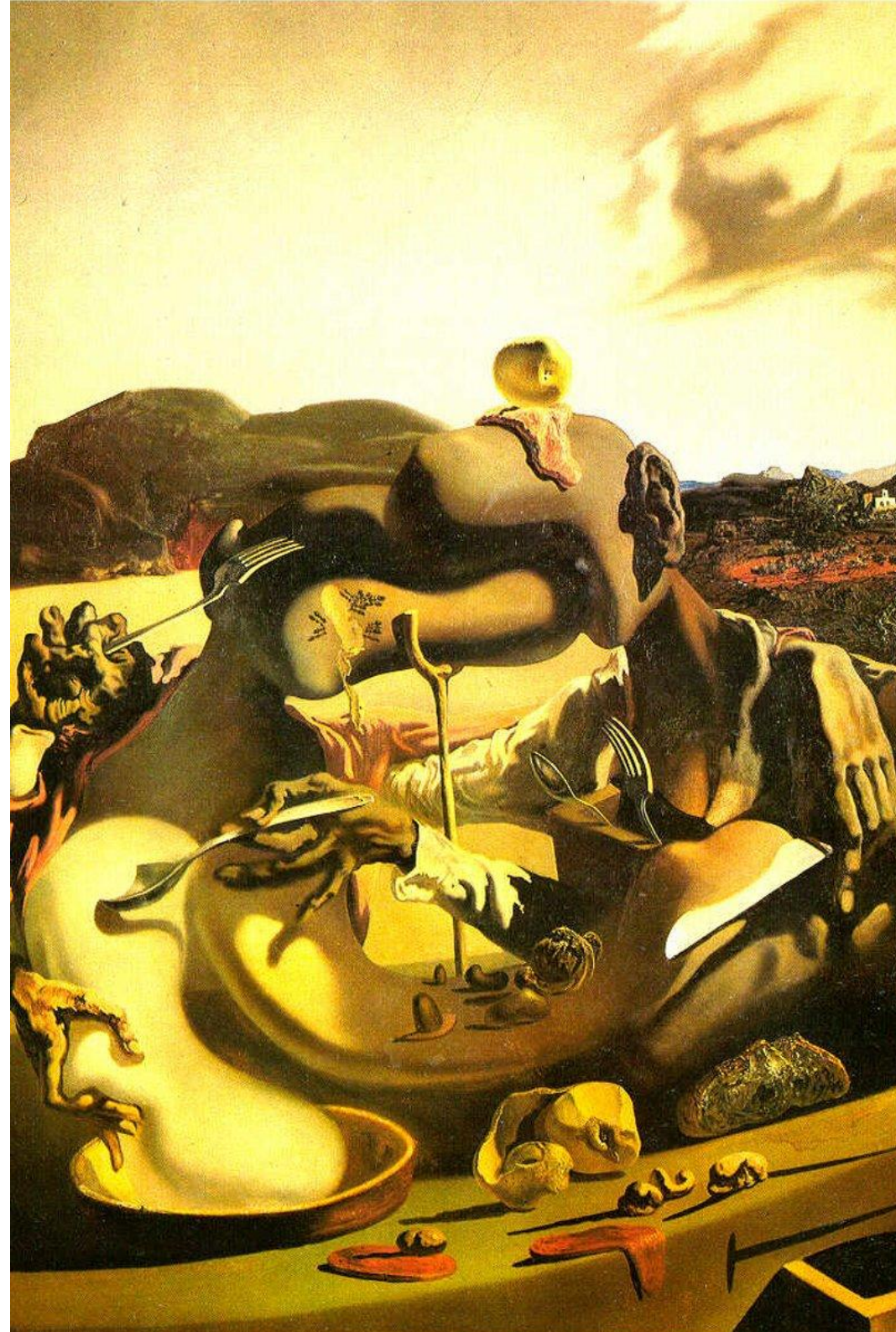
**General Solution:**

In-game editor

Premade templates

Cartoonish look

3 Lives Left



# Visual Expression

**Rating:**

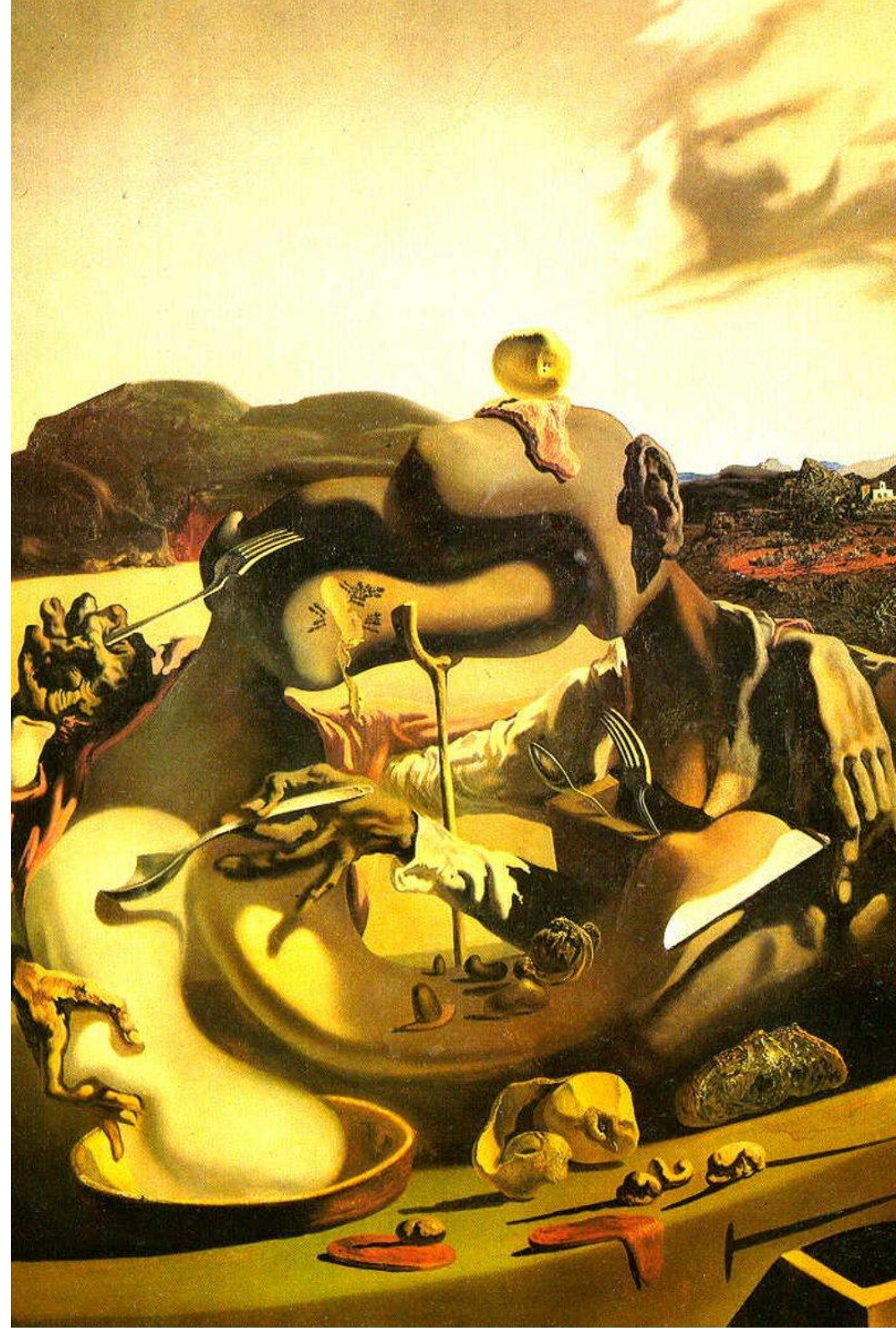
Good stuff on top

**Levels:**

Use our level editor

**Iconography:**

Not configurable



# How to motivate?

Editor with many affordances

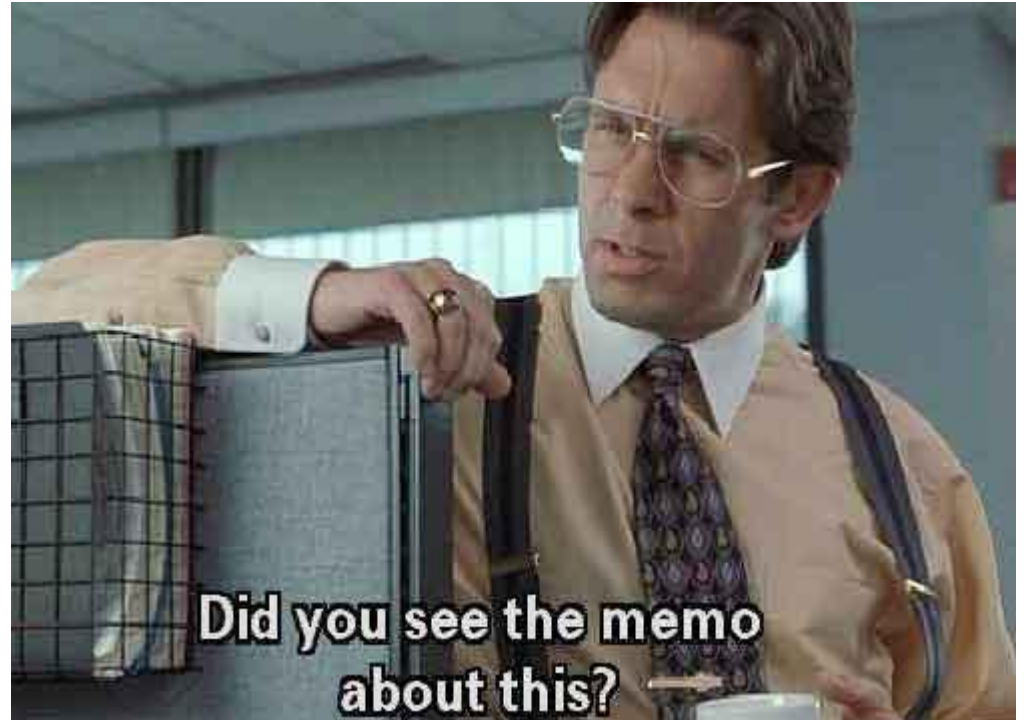
Rating system

Fame

Community

Make users feel as co-creators

In-game currency



# Offensive Material / IP / Ownership

Report Tools for IP infringement

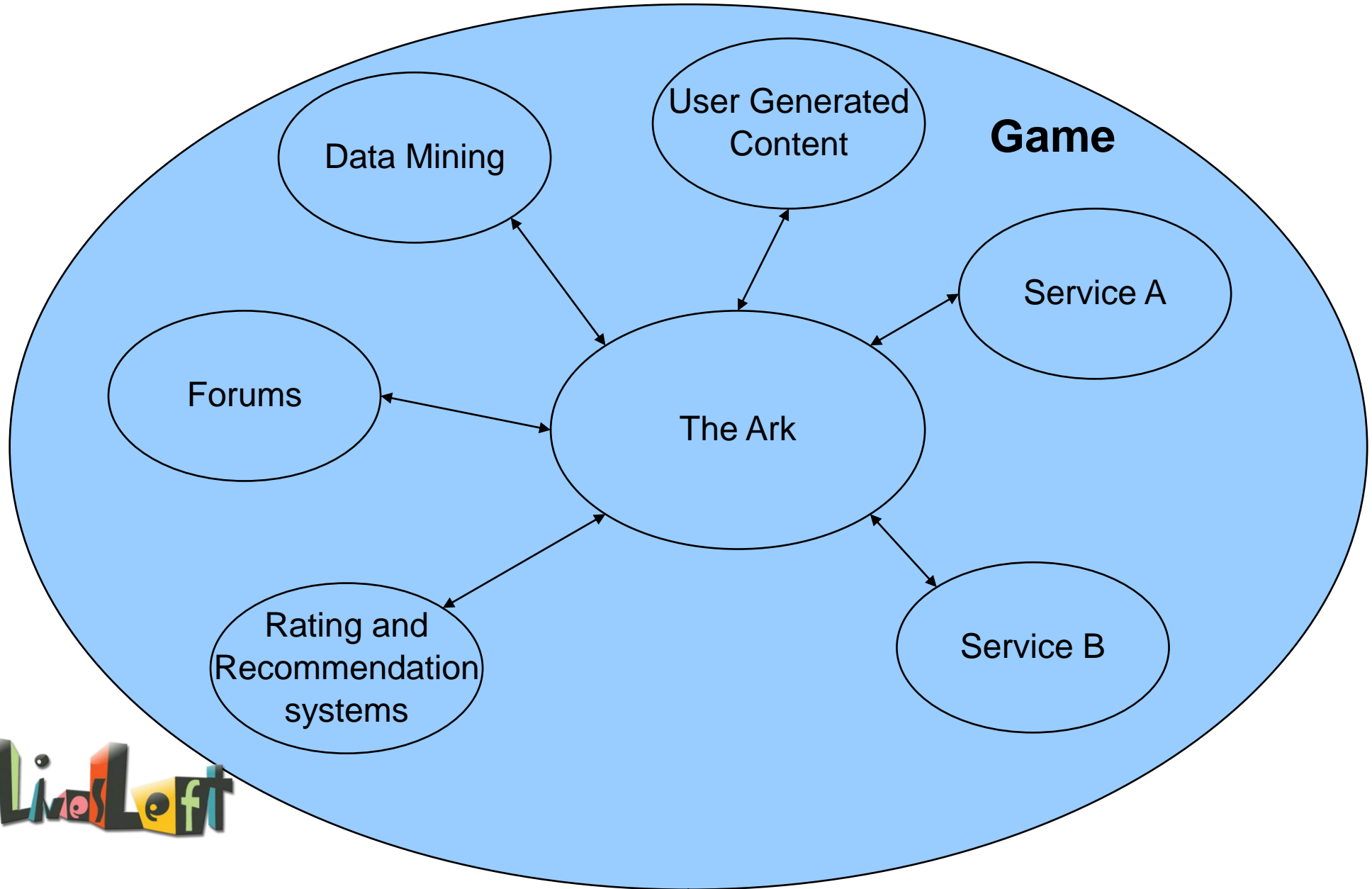
Report Tools for offensive material

What is offensive?

Virtual ownership



# The Bigger Picture



# Service Provider

Perpetual Beta

Services, not packaged software, with cost-effective scalability

Control over unique, hard-to-recreate data sources that get richer as more people use them

Trusting users as co-developers

Harnessing collective intelligence

Leveraging the long tail through customer self-service



# Conclusion

Keeps the player vested in the game

Closer to the player

Players as co-creators

Lots of new challenges

Games as services





**3 Lives Left**

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