

MIGHTY KINGDOM



Data Driven Narrative

Acknowledgment Of Country

We would like to acknowledge the **Kaurna** people who are the traditional custodians of the land we make our games on. We acknowledge their continued spiritual connection to the land and pay our respects to their Elders, past and present.

WHO WE ARE



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WHAT'S DATA DRIVEN NARRATIVE ALL ABOUT?





What are we TALKING ABOUT?

- 👑 Cross Media Translation
- 👑 Story Beats, Themes and Frameworks
- 👑 Quantitative and Qualitative
- 👑 Making Data User Friendly
- 👑 Creative Data Use

TV shows, movies and games, oh my!

CROSS MEDIA TRANSLATION

- Analysis: Turning impressions into Usable Data
- Keeping open interpretation to a minimum
- Finding ways to visualise the data



Beats, themes and frameworks:

REDUCE, REUSE, RECYCLE

- What is the dominant emotion or theme that this scene is trying to translate?
- What is the overall feel?
- Where is this in the story arc?
- Is this repeated and reused throughout the episode or season?
- Is this repeated throughout the narrative as a whole?



Quantitative and Qualitative Data: IT'S A NUMBERS GAME

- Measuring feelings
- Turning feelings into numbers
- Turning numbers into graphs
- Drawing conclusions from graphs

Media 1 - Game

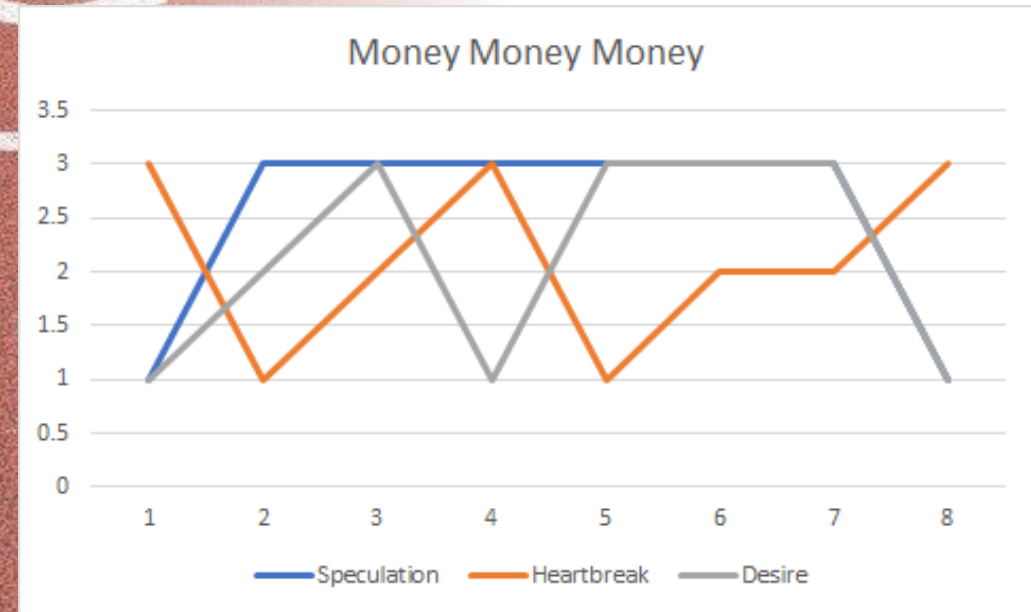
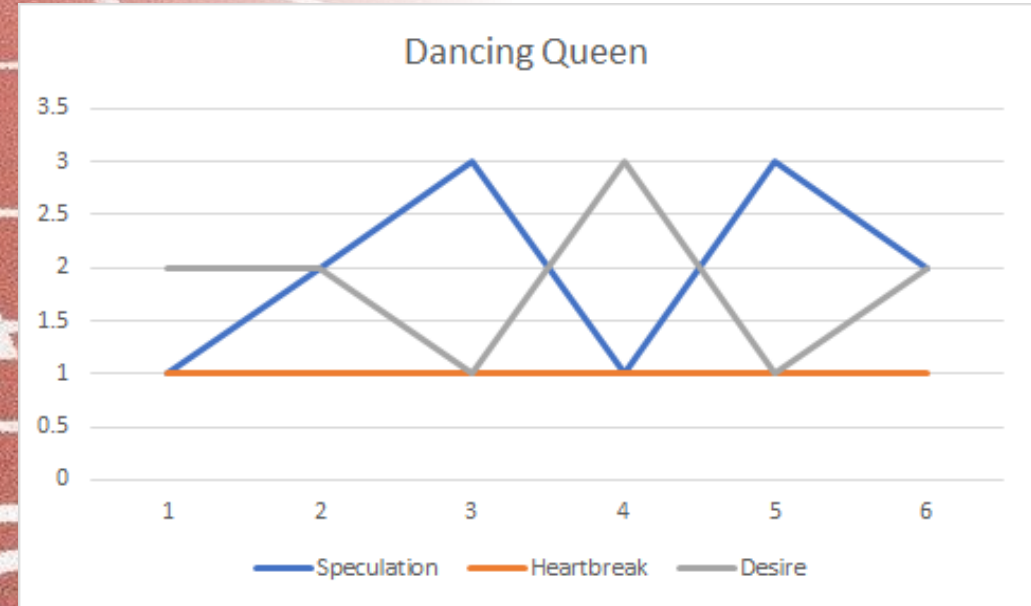
	Themes: Conflict Planning Financial Gain					
Scene	1	2	3	4	5	6
Chapter	1	1	1	1	1	1
Social Tension	#NAME?	#NAME?	#NAME?	#NAME?	#NAME?	#NAME?
Resource Tension	#NAME?	#NAME?	#NAME?	#NAME?	#NAME?	#NAME?
Theme	Conflict	Financial Gain	Financial Gain	Planning	Financial Gain	Conflict
Level	1				2	
Scene/Overlay	Scene	Overlay	Overlay	Scene	Scene	Overlay
Tutorial	Yes	Yes	Yes	No	No	No
Plot twist	-	-	-	-	-	-
Character intro						
Chest	1(1)	1(2)	1(3)	1(4)	1(5)	1(6)

Media 2 - TV Show

						Social Ten	Mild/Low	Moderate	High
Media 2 - TV Show						Danger:	Mild/Low	Moderate	High
						Cute Mon	Mild/Low	Moderate	High
Scene	1	2	4	5	11	14	15	16	17
Episode	1	1	1	1	1	1	1	1	1
Social Tension									
Danger									
Cute Moments									
Theme	Conflict	Exploratio	Exploratio	Exploratio	Exploratio	Conflict	Conflict	Conflict	Conflict
Character 1	X		X	X	X		X	X	X
Character 2	X		X	X	X		X	X	X
Character 3		X	X	X		X	X	X	X
Character 4			X		X	X		X	X

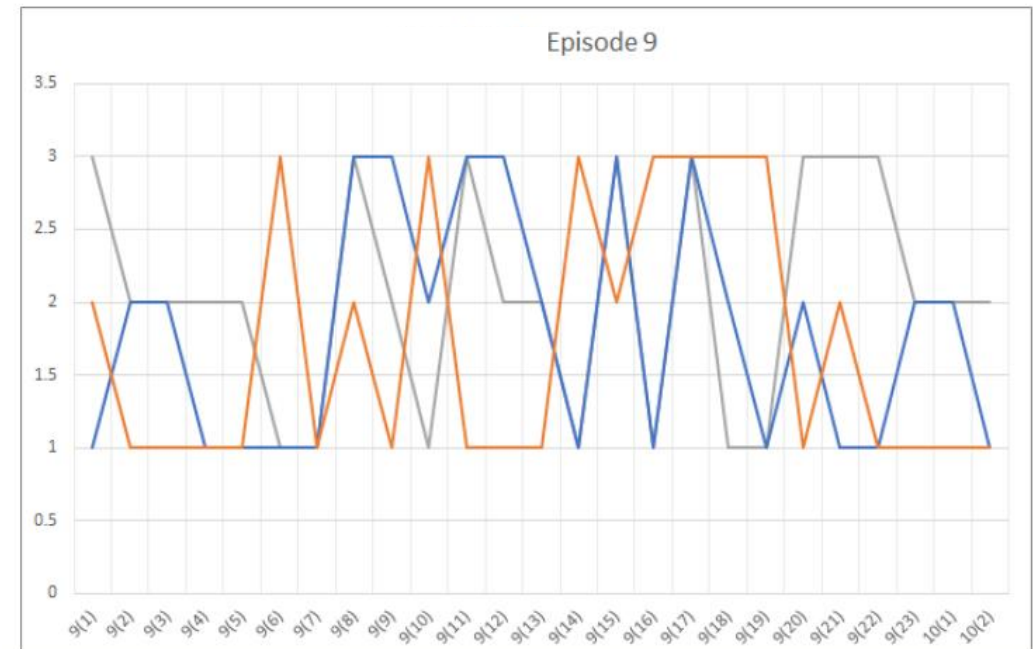
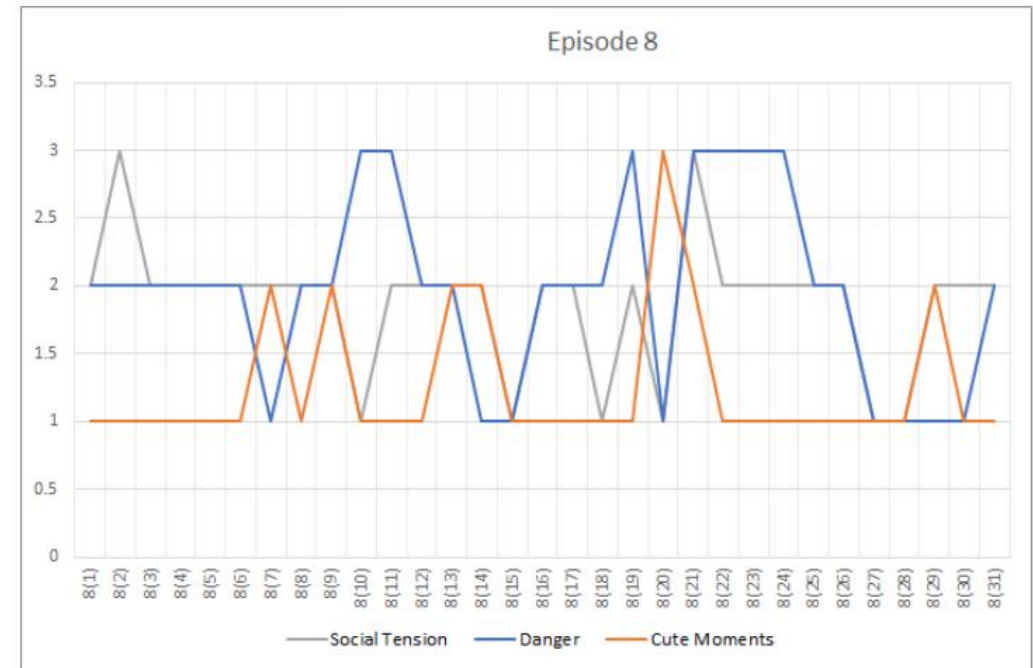
Quantitative and Qualitative Data: IT'S A NUMBERS GAME

Arrival (ABBA)						
Name	Knowing Me, Knowing You					
Track	9	9	9	9	9	9
Verse	V1	C	V2	C	I	C
Speculation		3	2	3	2	3
Heartbreak		3	3	3	3	2
Desire		1	1	1	1	2
Theme	Image	Relationship	Image	Relationship	Image	Relationship
Note						



Making your colleagues read it: USER FRIENDLY DATA

- 👑 Documentation
- 👑 Comparison
- 👑 Colour Code!
- 👑 Make sure everyone else understands what this is for



What if you don't have the data you need?

CREATIVE DATA

- 👑 WL Level Data
- 👑 Drop off points in levels
- 👑 How far away were they failing?
- 👑 Was the level easy, medium or hard?
- 👑 Where were the levels in the game? Towards the start?
- 👑 How many times did they restart the level?
- 👑 What was the narrative?

Level Number	Level Name	Associated Cutscene	% Drop Off	Attempts per user (r	Attempts per user (Average)			
22	Random Name	ClearRocks	1.44	1	1.24			
23	Humming bird 234	PutWoodInBarn	7.5	2	1			
24	Tutorial	FixBarnDoor	0.22	1	1.04			
25	Stone Level	CleanBrokenPots	1.78	1	1.03			
26	Level Name haha	PlantPotPlant.1	9.29	2	3.99			
27	Why Read This	PlantPotPlant.2	9.87	2	3.84			
28	Why Are	PaintBarn	0.91	1	1.09			
29	YouReading	OpenBearCrate	3.57	1	1.75			
30	ThisThough	OpenBearCrate	3.62	1	2.03			
31	SeriouslyPls	FindFishingRod	6.08	2	3.15			
32	It'sNotReal	PaintBarnDoor	7.61	2	3.49			
33	TheNamesAre	GoFishing	1.59	1	1.05			
34	SecretIThink	BaitAndCast	15.25	4	6.89			Big difficulty spike
35	GoPlay	BaitAndCast	1.59	1	1.17			Reverse mission order with above
36	AGameInstead	MakeFishTrap	7.09	3	4.07			
37	LevelName97986	MakeFishTrap	8.43	2	4.41			
38	ATrickyLevel	SetTrap	5.41	3	4.1			
39	ASlowLevel	PlantReeds.1	4.79	2	3.09			
40	ADiferentLevel	PlantReeds.2	5.36	2	4.1			
41	RandomNameHere	CheckTrap	12.69	5	7.92			Difficulty dropoff
42	HummingBird	CheckTrap	1.96	1	1.7			
43	NamesAndStuff	LayOutFish	14.03	5	8.18			Fox Anim might fix this
44	AaaaaH	CompleteDay	0	1	1.02			

Question Time!



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