



When everything is important, nothing is!

Improving customer feedback with MaxDiff



Introductions, please...



League of Legends



**~130-180 million
monthly players**

Valorant



**~35 million monthly
players**

Teamfight Tactics



**~33 million monthly
players**

BILZZARD®

DIABLO®

\$666 million revenue in 5 days



~15-20 million monthly players

Strongly
Disagree

Disagree

Neither
Agree nor
Disagree

Agree

Strongly
Agree

The team with higher skill almost always wins

Negative behavior is not punished enough

Games on Summoner's Rift take up too much time

The most recent patch made the overall game balance worse

The stress of playing ranked games makes me feel burned out

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Common Rating Scale Problems

Little differentiation

Halo effect

Scale use bias

Poor predictions



Paired Comparisons

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~~Little differentiation~~

~~Halo effect~~

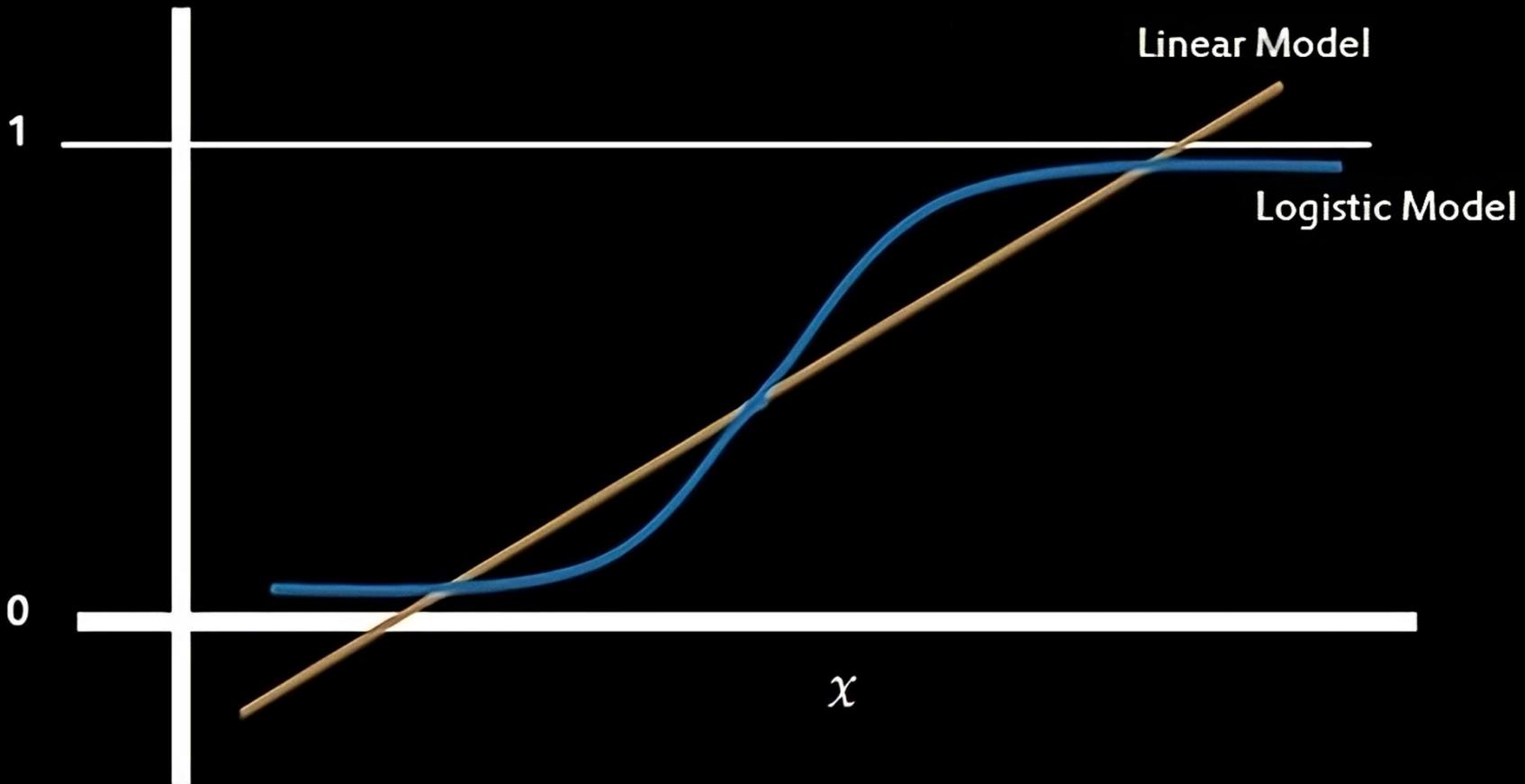
~~Scale use bias~~

Poor predictions



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Points

Rebounds

Steals

Assists

=

Draft Probability

A

B

C

D

=

?

Points	Rebounds	Steals	Assists	=	Draft Probability
28	5	2	5	=	92%
14	9	0	5	=	74%
8	2	10	8	=	47%

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Multiple Comparisons

Most

Least

- | | | |
|-----------------------|---|-----------------------|
| <input type="radio"/> | Negative behavior is not punished enough | <input type="radio"/> |
| <input type="radio"/> | Games on Summoner's Rift take up too much time | <input type="radio"/> |
| <input type="radio"/> | The most recent patch made the overall game balance worse | <input type="radio"/> |
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Multiple Comparisons

Most

Least

- | | | |
|----------------------------------|---|----------------------------------|
| <input checked="" type="radio"/> | Negative behavior is not punished enough | <input type="radio"/> |
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Maximum-Difference Scaling

Most

Least



Negative behavior is not punished enough



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Best-Worst Scaling

Most

Least

- | | | |
|----------------------------------|---|----------------------------------|
| <input checked="" type="radio"/> | Negative behavior is not punished enough | <input type="radio"/> |
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Rating Scale Problems

Little differentiation

Halo effect

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MaxDiff Benefits

Forced differentiations

Reduced Halo effect

No scale bias

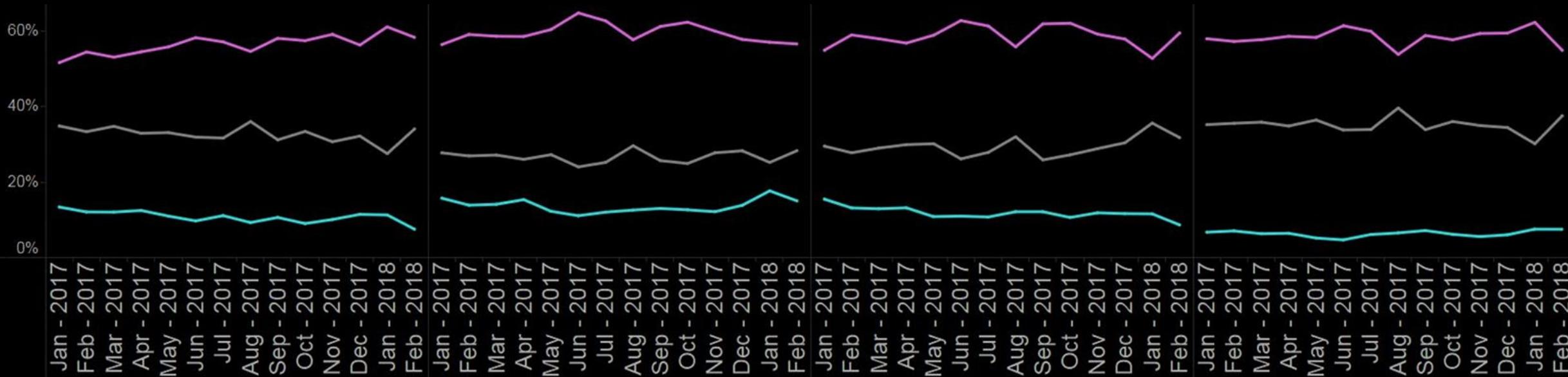
Legit prediction model

More efficient

Easier questions

Automatic quality score

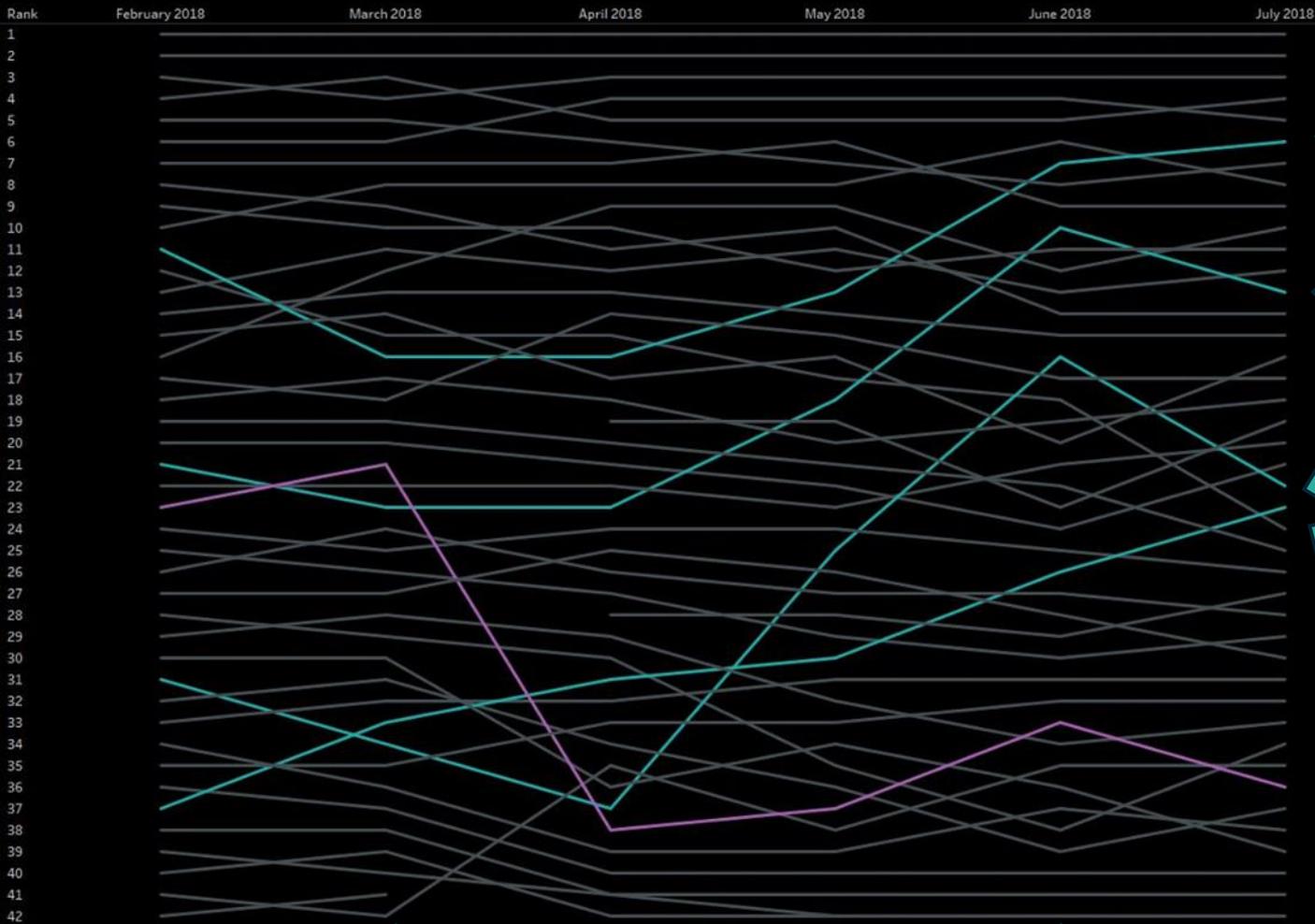
NA



Thinking only about **your** experiences as a player, which of the following problems **MOST** and **LEAST** bother you about League right now?

(1 of 20)

Most bothers me	Least bothers me	
<input checked="" type="radio"/>	<input type="radio"/>	Games on Summoner's Rift drag on too long after I know I am going to lose
<input type="radio"/>	<input type="radio"/>	The penalties for leaving a game are too lenient
<input checked="" type="radio"/>	<input type="radio"/>	The content I get from buying Hextech Chests is not worth the money
<input type="radio"/>	<input type="radio"/>	I don't like it when I have no choice but to play champions outside of my main champion pool



The last patch didn't fix the most important balance issues

The most recent patch made game balance worse

The last patch changed too much about the game

The game is updated too often for me to keep up

I have to play champions outside my "main" pool too often

Change to a class of characters

Changes partially reversed

“It was a kind of sensitivity in our tracking surveys that we have never seen before”

“It was very interesting to see, what the game designers intuitively knew what was happening in the game, so clearly quantified in our sentiment data for the first time.”

“We really appreciate all the support
Sawtooth has given us on our
various projects, including this one”

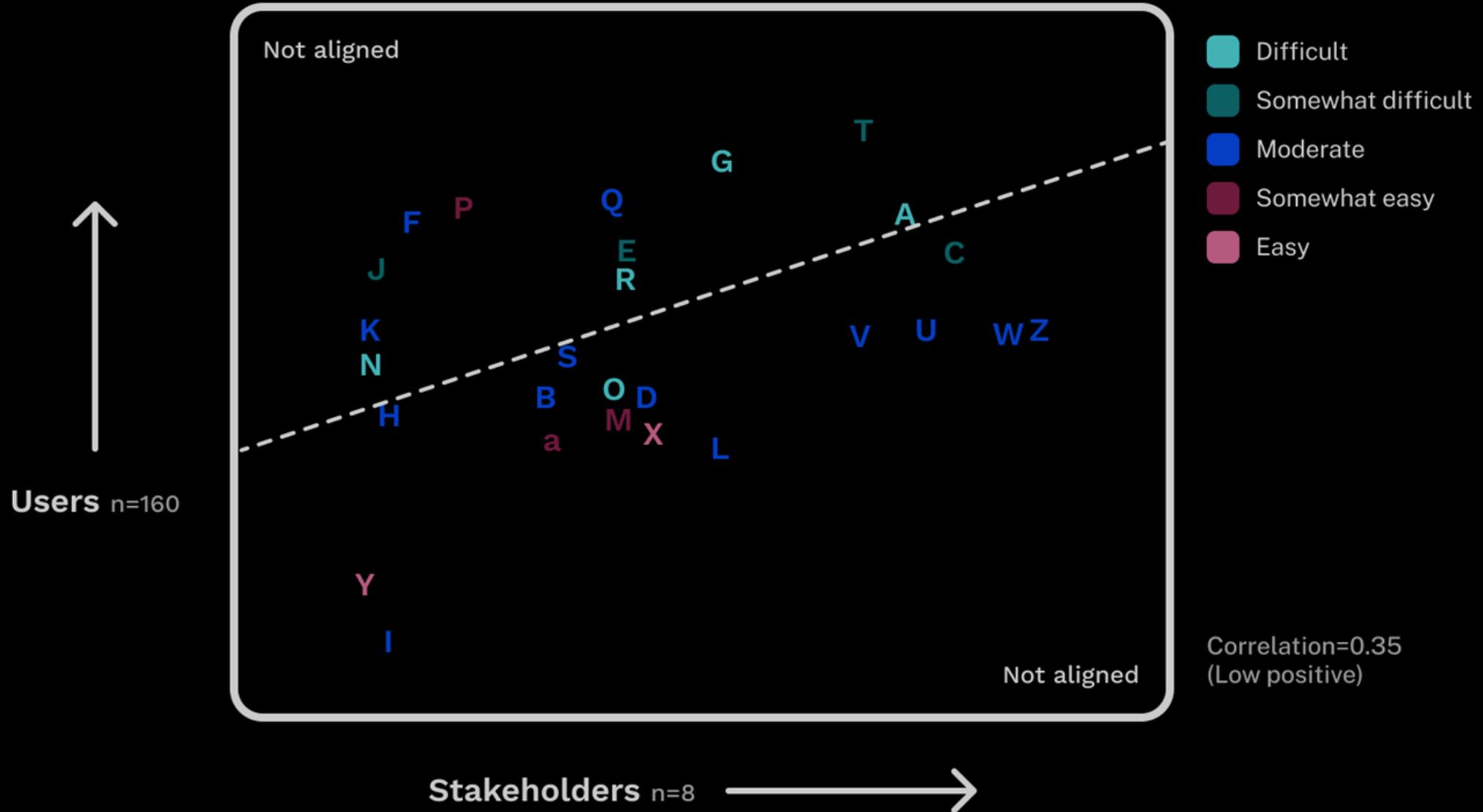


Blizzard and MaxDiff: Applying MaxDiff Methodology to Gaming (and more)

Hasan Elsadig
Global Research and Consumer Insights Manager
Blizzard Entertainment



Users vs Stakeholder Importance by Difficulty to Implement



Megan's preference



Brian's preference



Sawtooth Pi Day Celebration!

Most delicious		Least delicious
<input checked="" type="radio"/>	Strawberry Rhubarb 	<input type="radio"/>
<input type="radio"/>	Chocolate Peanut Butter 	<input type="radio"/>
<input type="radio"/>	Cherry 	<input checked="" type="radio"/>



- Build
- Style
- Settings

- Questions
- Language
 - Page 1
 - language
- Intro block
 - Page 2
 - Welcome
 - Page 3
 - Page intro
 - Household
 - Smart home
 - Owned devices
 - group
 - Owned skip
 - Page 5
 - Number of devices

Owned devices General Display logic

Question text
Which of these smart devices do you own?

Items Devices list

- Thermostat
- Door lock
- Light bulb
- Speaker
- TV
- I don't own any of these

+ Add item + Special item

Settings

Question type Multi-select
Randomize options

Requirements

Require response
Set selection range

- Multiple choice
- Ranking
- Skip logic
- MaxDiff
- Open-end
- CBC
- Quotas
- Grids
- & more

Let's Talk

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Try It Yourself

discover.sawtooth.com