CSM8 - August 2013 Summit Minutes

List of Sessions:

Note: The 7 CSM members physically attending the summit were Mynnna, Ripard Teg, Ali Aras, James Arget, Korvin, Mike Azariah and Trebor Daehdoow. As they were present for all meetings, only those CSM members attending via Lync are listed in each session.

CSM member Sala Cameron remotely attended all sessions except for Sales and Marketing, which was not possible due to technical problems with CCP's teleconferencing system. Other CSM and CPM members remotely attended multiple sessions.

Session 1: Basic Introductions and Design Theory

CSM present: Chitsa Jason & Sala Cameron (via Lync)
CCP present: CCP Ripley, CCP Seagull, CCP Pokethulhu, CCP Dolan

The session opened with Dolan demonstrating the features of the Trinity conference room video-conferencing system, which promptly began experiencing technical difficulties. These hardware issues continued for most of the summit.

That done, the session turned to introductions:

- CCP Ripley, Development Director for EVE;
- CCP Pokethulhu, Chief Marketing Officer of CCP, currently serving as Interim Executive Producer; and,
- CCP Seagull, Senior Producer for EVE.

Pokethulhu pointed out his role as an interim EP was needed to handle the basic day to day tasks of the role. Pokethulhu stressed that he doesn't intend to take or hold the position. He further stressed that his full-time job has nothing to do with his marketing duties. It doesn't signal any intention on CCP's part that marketing is going to drive the development of the game. The CSM was satisfied with this explanation and understood the needs of day-to-day operation of the business. Pokethuhlu made it clear that the search for a new EP is on-going.

Seagull opened by stating that the overall development of direction has not changed from the vision presented at Fanfest 2013. "We're following the same road map with no radical shifts in direction," she said. Major features will come off that roadmap based on feature proposals developed by herself and CCP game designers (and devs) earlier in the summer. She then shifted into a discussion of how game design features are implemented in EVE Online.

EVE development is broken down into fully EVE-focused teams and overall departments that provide support for EVE Online, DUST 514, Valkyrie and presumably ultimately World of Darkness. The overall departments are:

- Marketing, tasked with the marketing of all of CCP's products;
- Finance, tasked with budgets and forecasts;
- Customer Relationship Management, tasked with assisting and working with CCP's current customers; and,
- New Eden Services, tasked with support of servers and the underlying infrastructure that makes the New Eden universe work.

The EVE focused teams are broken down into four "feature teams" each given overall design goals for features to be implemented expansion by expansion as well as five additional teams that support this mission.

The four feature teams are Team Five-0, Team Superfriends, Team Game of Drones, and Team Kuromaku. Kuromaku is a newly-formed team that combines the prior two teams Pony Express and Prototyping Rocks. [Note: Kuromaku has since split again.] The five support teams are the art team (Team Tri-Lambda), the sound team, the web team (Roundhouse Kick), and the launcher team (Special Circumstances), plus Team Gridlock which has in the past handled special situations like lag and which grows or contracts as circumstances require. While feature teams work on their major features for each release, they draw resources as necessary from the other teams to support those goals. For instance, a new ship being worked on by Team Five-0 (say) might require art from Team Tri-Lambda.

Each team has one to two Game Designers that work on the scope of each feature, and the teams are supported by managers (who handle personnel aspects like hiring, salaries, and the like) and directors. Managers and directors are focused on disciplines, so you have developer managers, QA managers, engineering managers, et cetera. A QA Director would oversee "how we do Quality Assurance within EVE," Seagull said.

An Art Director would oversee EVE's overall art style. Within this structure, the Senior Producer develops the overall roadmap and direction for each expansion of the game. The Development Director then determines the "how" of delivering that expansion within that roadmap.

Seagull pointed out at the highest level, many elements of these separate jobs used to be done by one person, which was overwhelming and "didn't work all that well." There are also "a couple of Producers and Product Owners that work within the scrum development process." CCP Ripley pointed out that a single Producer might act as a scrum master for many teams and don't get counted within one team. She added Product Owners manage the dependencies from team to team and also don't fall within a single team.

As Seagull laid out the structure, she also produced a graphic depiction of the structure on a whiteboard, the ultimate result of which was this diagram:
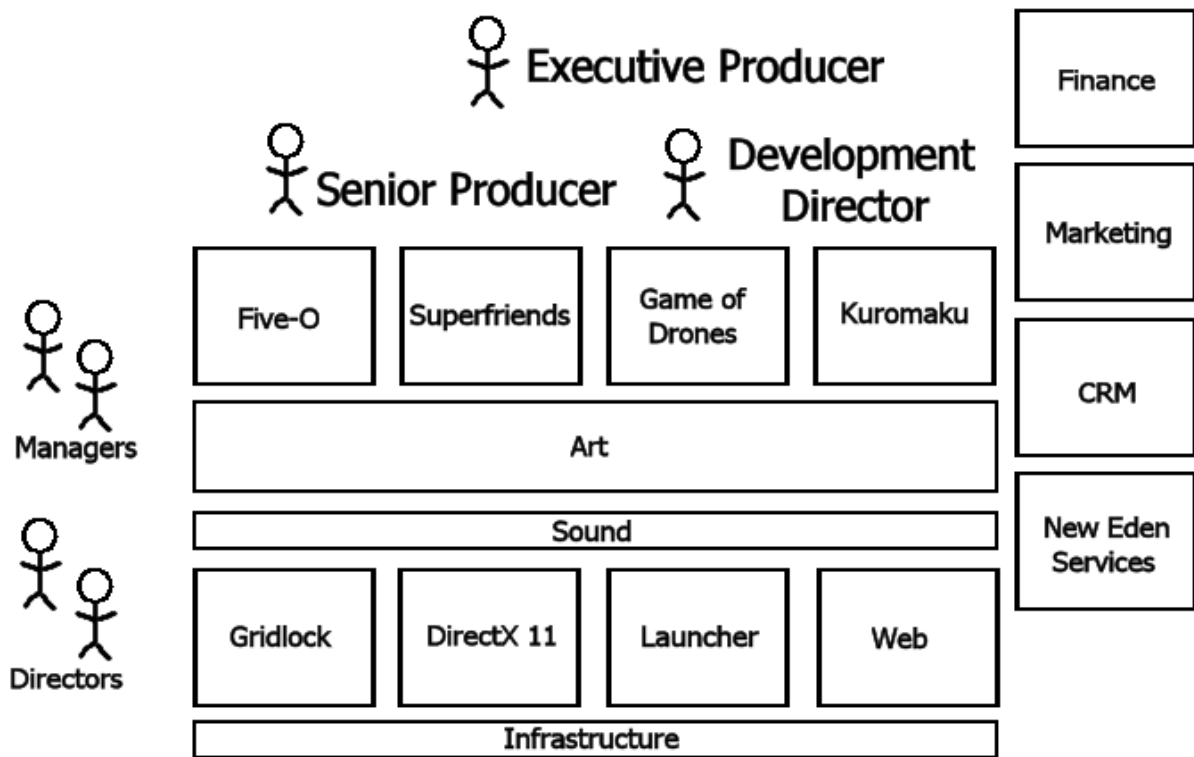
Items underneath the EP, SP, and DD are specific to EVE. Items to the right are "shared structure" bigger than EVE and support all of CCP's products.

Seagull also pointed out again that the departments support both EVE and DUST 514 as well as other games that CCP develops. But DUST would have its own Executive Producer, Senior Producer, Development Director, feature teams, and so on to support the development of that game. In short, the same structure is being replicated for the development of each CCP product. In addition, there are two development infrastructure teams, one working on test servers and the like, the other working on DirectX11 support, that are technically handled by separate teams.

Throughout this presentation, CSM members asked specific questions about how the personnel they work with on a day-to-day basis fit within the structure. For instance, Ripard Teg asked where the Game Designers fit, which is what prompted the discussion of each team having one to two GDs focused on designing that team's specific areas of development. As part of this discussion, he asked Seagull to trace the flow of a particular upcoming game feature -- "Project 1", discussed Thursday -- through the

system so that the CSM could understand the process, which she did. She also explained the difference between a "feature" as CCP designates it -- a large-scale overarching change to the game requiring the attention of a whole team, and a feature sub-set, most often thought of as "little things" by players and the CSM and how the development process applies to both of these.

Whereas in EVE's past, a lot of decisions were made by the game designers, under the new structure decisions are made at a team level with a lot more input from the various roles to make sure that each feature is deliverable and won't cause cross-team issues. Even within the new structure, though, there's a lot of trust placed in the game designers. Ripley said specifically they [the producers] "hardly ever meddle" with the decisions of the game designers.

Ripard pointed out that this means the GDs tend to be the visible presence in front of the players -- through dev-blogs and the like -- and Ripley and Seagull tend to be more invisible. Ripley and Seagull agreed that was right. Ripard then continued, saying Unifex used to produce very preliminary video blogs kind of playing up the overall features of the expansion before handing things off to the game designers to do dev-posts, and then dev-blogs getting more and more granular as EVE approached each expansion. But then he pointed out that initial video went a long way toward making the higher level decision-makers more visible to EVE players and helping EVE players get excited about the features of the upcoming expansion. The CCP team agreed this was a good point.

Trebor Daehdoow added that these sorts of videos do a great job of putting the features of an expansion into the context of the longer-term road-map. Seagull agreed she was not visible enough, and will correct that. Pokethulhu agreed that this was helpful feedback. He added that from an overall development direction, CCP is adjusting how they brand and market each game.

Ali Aras and Mike Azariah then led the discussion toward how the CSM and players can best provide feedback into this structure when we have suggestions. Ripard added "if we have a suggestion about EVE-DUST integration, who do we bring that to?" Pokethulhu replied that CCP could articulate the appropriate place for feedback better.

Ripard said that he thought CCP has struck a great balance between "crazy ambition" and "realistic deliverables" for each expansion, but it had to be communicated to players how each feature fit into the long-term roadmap.

This folded into a general discussion the matter of the right avenues of player feedback. CCP generally agreed the CSM and players should continue to bring feedback to the individual teams working on features but that Seagull herself was the right person for broader questions or for escalation of specific points.

Seagull then continued building the org chart on the whiteboard, coming to Team Gridlock. Gridlock is to be expanded again but its focus will continue to be on the core of the game: how does the space simulation work, and how does CCP make the space simulation more efficient. Ripard and Mynnna made an appeal for Gridlock to be expanded because it feels like CCP wants to encourage more super-large fights and the game can handle them -- "sort of," Mynnna said. But without someone looking at the architecture of EVE Online, Ripard pointed out when that first player-built stargate goes on-line, every player logged into the game -- potentially thousands of players -- will want to be there to see it and perhaps to interfere with it. The game has to be ready for that day.

Pokethulhu, Ripley, and Seagull agree this -- keeping the capabilities of the game ahead of the players -- should be a major effort. Ripard joked "to put this in EVE terms, you [CCP] have to refit this ship while it is undocked, at full sub-warp speed, and in the midst of a major fleet fight." Ripley replied "You're absolutely right. It doesn't become any easier as time passes."

By this time, Seagull was wrapping things up at the white board with a discussion of the infrastructure team and the development of new tools for developing EVE in general, new content specifically. Seagull described some of the challenges inherent in developing new content currently, involving many different alterations for even relatively small changes and how CCP has to deal with that issue in the future.

Ripard added, "I feel like there needs to be a Crimewatch-style rebuild of a lot of the fundamental systems in EVE." Ripley replied "Exactly! We're using Crimewatch as a model for these rebuilds." Ripard and others on the CSM agreed that model was a spectacular success. Many features require an underlying rebuild that needs to be done before features can be added in much the same way Crimewatch was built to reproduce past behavior and then limited engagements and dueling was built on top of that. "Cleaning up the tools puts us in a position where we can do more interesting things," Seagull concluded.

Finally, Seagull noted the role of the Technical Director and their focus on graphics, rendering, and game code; as well as how they lead the technical direction and "code health" initiatives with CCP. The TD focus tends to be on "internal customers", the feature and other development teams.

The session wrapped up with a quick discussion on how the CSM can best provide feedback during the rest of the sessions in the summit. Seagull made it clear to the CSM that her door is open for feedback. "I would rather hear too much than too little," she said.

Session 2: Review of Stakeholder Process

CCP present: CCP Dolan, CCP Masterplan, CCP Xhagen, CCP Seagull, CCP Lebowski, CCP Nobody, CCP Frellikus

Dolan opened with a review of the iterations on the CSM Stakeholder process during CSM7, touching on the issues that occurred during the fall of 2012, and the fixes that were implemented in 2013. He introduced Xhagen as the product owner of Team 5-0.

Seagull stated that she considers the CSM to be a direct stakeholder for her as Senior Producer, and that the Reasonable Things list CSM generated was a fantastic example of CSM being a stakeholder. Another example would be CSM discussing the long-term roadmap with the Senior Producer.

This is in addition to the work CSM does as stakeholder for a particular team, but it is important to realize that working with a product team is not the only way CSM provides input to the game.

Ripard Teg expressed the CSM's appreciation and asked Seagull to brief the new Executive Producer on the nature of the CSM's role, when that position is filled.

The members of Team 5-0 were asked to introduce themselves. Because of problems with the teleconferencing system, they had to stop hanging back near the wall and cluster around the conference table.

Ripard Teg: We are a friendly bunch, unlike the last CSM.

Trebor: Unlike *most* of the last CSM.

CCP Masterplan introduced himself and mentioned the other members on 5-0, CCP Fozzie and CCP Bettik, who were both on holiday.

Ripard Teg invited all the members of 5-0 to join the CSM in a Skype channel.

Xhagen explained that he moved over into product development in late June.

Dolan asked the CSM to rate the stakeholder process on a scale from 1-10, where 1 is they don't even know our names, and 10 is that we are completely happy.

Trebor: Officially, as an institution, it is important for us never to be happy. However, the changes we put in during the last iteration were really pretty good. I think there is some room for improvement, but it's just a matter of refining a few things and making them more efficient, so we can provide better feedback with less imposition on your time.

In general, I would give it an 8, and getting a 9 or 10 would be very hard in the real world. After the false starts we had, it really worked out quite well. I look forward to optimizing it a bit, not just so we can do it better for one team, but -- now that we have much more man- and woman-hours available -- also for other teams as well. I think there will be a network effect; by talking to more teams, we'll have a better idea of what is going on, which will give us context, especially when we are talking to Seagull.

Mike Azariah turned the question around and asked Team 5-0 to rate the process.

Dolan stated that from his perspective, as the person who set everything up, it went "super-great".

Masterplan expressed that the turnaround on feedback was much better than in previous years. 5-0 was able to get stuff to the CSM much earlier and get feedback faster. He noted that CCP Fozzie in particular was getting a lot of timely feedback on ship-balancing.

Mike Azariah joked that perhaps the team was not used to getting such quick feedback, because they were used to "other CSMs".

Trebor rose to the defense of his former colleagues, noting that it was CSM7 who instituted a 48 turnaround on feedback.

Trebor: I think the goal of CSM8 -- if they are up to the task! -- is to shorten the turnaround to 24 hours.

Many of the CSM n00bs foolishly expressed their ability to meet this performance metric with ease.

Ripard Teg: I am not sure we can do things faster, but we can definitely do more. The great thing about the Skype channel is that a dev can get almost instantaneous feedback and sanity checking. We really appreciate that you do that.

Mynnna: Of course, we're not always right...

Ripard Teg: Yes, but this year we have a good broad cross-section of opinion.

Chitsa Jason: Skype is great for quick feedback, and the forums are more for more considered opinions.

Masterplan: The forums are good because they are a permanent record and it's much easier to find things.

Ali Aras: The 5-0 Chat (which is business-only) has much less noise, and is useful for quick questions.

Ripard Teg suggested having a chat channel and a general serious-business channel (as opposed to a 5-0 specific channel). Dolan noted that this question is going to be discussed in a review session later. Trebor stated his preference for team-only business channels, to cut through the chatter of the general channel.

Masterplan suggested that the CSM Alumni channel was a better place for off-topic stuff.

Seagull stated that due to the off-topic chatter in the general channel, there was no chance she could hang out there, but that she did not want to shut that down; it was good that such conversations happened and helped build social relationships.

Ripard Teg: The social relationships that Trebor says don't exist. [Editor's note: Ripard Teg is on drugs]

Seagull: If you want me to pay attention to something, you have to e-mail me.

Trebor suggested this was an implied request that Ripard Teg write a daily digest of traffic in the general channel for Seagull, and commented that it shouldn't take him more than a few minutes.

Korvin asked if it was appropriate for individual CSMs to email Seagull, or should this channel be limited to group communications? He noted that current CSMs don't use the old public methods of consensus, such as voting on proposals.

Seagull stated that "it depends", and that for reasons of sanity, she would prefer if there was some deliberation by the group beforehand, but this was not a hard and fast rule. She noted however that if it got out of hand, there would be pushback.

Dolan suggested that if there were specific things that were not "Seagull-level", then they should be sent to him and he will make sure they get to the right people. If it is a big thing and the CSM has deliberated on it, but an individual CSM has a strong

dissenting opinion, then he/she should feel free to send that opinion to Seagull as long as it was clear it was a dissent.

Korvin: I'm concerned about someone sending something to Seagull, and she agrees, and the rest of us don't hear about it.

Trebor: As a courtesy, anytime anyone sends anything to Seagull, or in most cases to John as well, you cc it to the group.

Seagull expressed the opinion that how CSM decides to handle this issue is up to CSM.

Ali Aras noted that when they post on the internal forums, often that is pre-consensus opinions of individual CSMs, and that may be something that needs to be improved.

A short discussion ensued about possible improvements, and a suggestion by Masterplan that CSMs have "devs stay out" debate threads in the internal forums amused Trebor.

Trebor: They'd go on your internal spam mailing list in seconds.

A short discussion ensued about possible collaboration tools CSM could use or iterate on, and then the subject was left to be discussed outside the summit.

Dolan stated that "obviously we all want to make things as time efficient as possible" and asked whether the biweekly sprint reviews were worthwhile. He noted that while they were a good way to update CSM, if it could be done without booking the team into a meeting room for an hour, that would be an improvement.

Ali Aras said that getting the presentations was very helpful in more than one instance.

CCP Nobody said that the reviews were very helpful in getting feedback before they cornered themselves and had gone down the wrong path.

Chitsa Jason: Personally, I think that the earlier we do the meeting before the actual feature (implementation) the better.

Ripard Teg: I am really looking forward to the stakeholder meetings over the next few months for that reason.

Dolan asked, in particular for visual features, if it would be better to show it to CSM at the earliest possible time, not possibly up to 2 weeks later.

Dolan: It could be done from our desks.

CSM agreed.

Trebor: If there was one failing in our last iteration, it was that we didn't get a chance to give input early enough to help the team avoid backtracking. If we'd gotten the design documents, conceptual mockups -- all the stuff you have before you actually start pounding code -- we could potentially have given feedback that would have saved enough time to let you implement some extra Should's and Could's.

Ripard Teg supported Trebor's position, and gave an example of work CCP Fozzie is doing on a feature for Winter that has a number of possible elements (the mobile deployables). Fozzie got CSM feedback on which elements were the most interesting, and solicited CSM suggestions for other possibilities.

CCP Nobody noted that time constraints often make it difficult to include CSM in that process.

A short discussion ensued about the efficiency of the meetings. Seagull suggested that a room and time be booked on a regular basis but cancelled when there was not sufficient need for an actual meeting. She felt it was important to have the meetings scheduled as a reminder to everyone to think about the communications process.

Mike Azariah agreed, and noted that it was a two-way street, and sometimes CSM might want to have the meeting to discuss matters of concern.

Dolan suggested that since the team knows when CSM is generally available (CSM provided a document that has this info), if there is something to show, a 15-minute "from our desks" meeting could be booked for the next day.

Trebor pointed out that the team should take advantage of the time zone difference. They could dump a task on CSM at the end of the day in Iceland, and have a response in their inboxes the next morning.

Masterplan pointed out there might be some problems getting together to demo visual items (as opposed to pure text request like Fozzie's ship balancing). Fraps was suggested as an alternative, and Dolan agreed that he could arrange distribution to the CSM, as long as they were provided within working hours, as this would require help from OPS.

Discussion continued regarding issues the team has with materials and deadlines and how they would affect communications with the CSM.

Ripard Teg pointed out that worst-case, they could send a fraps to Dolan, and he could share his screen with the CSM.

One possible idea would be posting raw video for comments, rather than doing a full demo.

Ali Aras noted that in 24-hour turnaround cases, the feedback might be from a subset of the CSM. Also, it would help to know how time-critical any particular feedback request was.

James Arget said that he would try and give quick feedback but would continue to think about the request for the full time that was available.

It was generally agreed that CSM's goal would be to provide as much feedback from as many members as possible given the time constraints, whether it was 5 minutes ("anyone on skype?") or two weeks ("homework assignment")

James Arget noted that the more time was available, the more CSM could internally discuss an item as opposed to giving just personal feedback.

Ripard Teg stated that when he sees something on the forums, his inclination is to pump out an immediate reply and then follow it up with a more considered post after discussing the topic with the group.

Mynnna expressed his love for putting things into spreadsheets.

Trebor emphasized that the more documents the team could dump on CSM, the better context CSM would have in which to provide advice. So if it's just a matter of "push buttan" or "cc", do it. CSM has the eyeballs and the time.

Chitsa Jason agreed: "You can dump anything on us and we will give you something."

CCP Nobody expressed the concern that if CSM is brought in early in the process, they will regard items that are discussed as commitments.

The CSM, which is far too professional to make such a mistake, was amused by his completely unjustified fears.

Trebor: That has NEVER happened!

Ripard Teg: Tell us if it does, and we will troll the CSM who did it.

Ali Aras said that she understood the concern, but that they understood the nature of the development process, and the constraints CCP was working under. She gave an example of a recent Skype discussion with CCP Rise.

Dolan pointed out that "planning to do" does not mean "will be able to do".

Ripard Teg noted that EVE players are used to CCP throwing out ideas that haven't made it into the game yet, such as Comet Mining and cool ship explosions.

Dolan followed up, noting that CSM can give the player's perspective as to how desirable possible features actually are, especially those about which CCP is uncertain. CSM gave several examples of what this feedback would sound like:

Ali Aras: "Actually, the CSM would like to inform you that you are solving a major pain point in the game."

Trebor: "You a genius, and let's do this."

Trebor summarized: "We are all under NDA, and over the past few CSMs as the interaction has deepened, the CSM culture has evolved so that within a week after being elected, if they're going to be effective as a CSM, they pretty much understand -- just from going back through the forums -- how things really work. If anything, your fear should be that we will champion one of your ideas so much that (everyone will get jealous)."

Ripard Teg: "That said, we still want modular POSes..."

Trebor: "Comet Mining *in* Modular POSes..."

Ali Aras: "In your Tech-3 Frigate..."

Discussion turned to the topic of working for other teams.

Mike Azariah: "We're not leaving you, we're just expanding."

Trebor: "We just want to date other teams."

Ripard Teg suggested that an important role for Dolan as the CSM's representative, in particular in the time between design and implementation, would be to make sure the various teams knew when CSM was available for meetings.

Dolan agreed, but noted that different teams have different cultures with regards to interactions with players, the CSM, and other teams.

Mike Azariah (to Team 5-0): "You've been bad-mouthing us to the rest of them, haven't you?"

Xhagen gave an example of a staff member going on leave and the communication void left by the staff member's absence.

CPP Nobody: "I am not a communicator. I've been here five years and you've probably never heard of me."

Dolan: "5-0 was the most CSM-friendly team, and also happened to be working on some of the largest features." He expressed that a goal is to encourage every team to interact with the CSM more.

Mike Azariah agreed: "We'd rather be an aid than a burden."

Ripard Teg: "This is where our CSM representative needs to find gentle ways to..."

Dolan: "Romance... Flowers... Do you know how much time I spend in the development area hanging out?"

It was the general consensus of the room that Dolan is trying too hard to be one of the cool kids.

Xhagen: "As your former representative, I've been gently pushing you to the other product owners... 'Did you talk to the CSM about this?' when they say they are stuck."

Ripard Teg: "Put in these terms: 'Would you like some free player feedback?'"

Mike Azariah: "Safe player feedback, with no risk of being (chased by a screaming mob) at the next FanFest."

Ripard Teg: "Safe player feedback and a free 3D printed toy." (referring to Trebor's new hobby).

Masterplan made a blatantly self-serving suggestion: "If 5-0's area just happened to be full of toys and booze, and the other teams saw that..."

Trebor suggested a strategy: "If you think we did a good job, you should tell the other teams we did a good job. And if you think we're full of shit, you should tell the other teams we did a good job so we'll have less time to screw you up."

Dolan summarized: "I think the process went really well. There was some pushback after the earlier iteration but not after this one, aside from some small complaints here and there."

Trebor endorsed Dolan's suggestion to him the previous evening, that the meetings be streamlined, just a presentation with some very quick feedback and then more considered feedback the next day. He noted that in retrospect, the meetings could have been done in 30-40 minutes instead of the full hour.

Mike Azariah noted that individual CSMs keep notes of the meetings, which are then cross-checked after the meeting.

Chitsa Jason added that CSM also often has a followup Skype call to discuss the meeting.

Ripard Teg commented that the end result is usually several followup forum posts.

Masterplan agreed that streamlining the meetings would be a good idea, giving an example of when one of the meetings spent too much time on a fine point that was better handled by a forum discussion.

Ali Aras and Trebor concurred, stating that the meetings should focus more on clarifying the issues of interest and making sure everyone had the information to properly continue the discussion.

Dolan joked that if CSM does not ramble on or feature-creep in meetings, then they will be some of the best stakeholders at CCP.

Xhagen: "If you want to feature-creep, you have to go through me, so..."

Dolan demonstrated his utter lack of perception by commenting "He's not that scary." :)

Ripard Teg emphasized that the CSM is a pretty informal bunch, and that the team should not spend a huge amount of time prepping for the meetings -- "Just show us what you want to show us, and if it's a little rough, don't worry about it."

CCP Nobody replied that the CSM presentation comes after the internal presentation, so CSM gets pretty much the same thing.

Ripard Teg replied that "you are answerable to your bosses, you are not answerable to us."

And on that note, Dolan declared the meeting closed.

Session 3: EVE Security

CSM present: Sala Cameron & Mangala Solaris (via Lync)
CCP present: CCP Stillman, CCP Explorer, CCP Dolan

CCP Stillman opened the meeting by noting that he would be giving a presentation at the Nordic Security Conference several days after the session, and that he would be giving CSM a preview of that presentation.

As [this presentation is now public](#) the first part of these session minutes will be relatively brief and mostly in bullet-point form. Please refer to the presentation while reading these notes.

Stillman noted that security encompasses a wide variety of areas, such as Internal Affairs, Server Security, etc. He went on to detail the roles of the other members of the Security Team.

- CCP divides the threat landscape into three intersecting areas: Acquisition of Goods, Client Modification, and RMT. They attack each area separately, and because they intersect each other, efforts spent in one area affect the others.

Mike Azariah: "If you kill a bot, it doesn't matter if it's using Python injection or not."

Stillman: "Right."

Stillman: "We have to do what will have the biggest impact on the game."

- One unintended consequence of big anti-botting campaigns is an increase in account hacking and credit card fraud.

Mynnna: "They've got to replace the ISK somehow."

Stillman: "And if you're about to go bankrupt anyway, burning your clients (who paid for illicit ISK) is the logical move."

- Phishing attacks seem to come in waves, but it is hard to quantify because CCP does not have good data on how accounts actually got hacked.

A lot of people forward phishing emails to CCP but right now "the sad fact is there is nothing we can do about it."

Mynnna noted that his wife works at a company that deals with phishing attacks. He was obviously trolling for business.

Ripard Teg asked if CCP has a way of tracking money-laundering. Stillman replied that "if it happens in the game, chances are that we log it." He also added that almost all laundering involves innocent 3rd-party buyers and/or throwaway accounts; it is only rarely that someone moves/sells stuff to another account they control (which would be easier to roll back).

Stillman continued that it was pretty easy to track relationships between accounts and identify RMT rings and common ownership: "What they do is signal, what you guys do is noise."

- Credit Card fraud is a big issue for all MMO games; problems include buying game time with stolen cards, and chargebacks (claiming a charge is not valid). This latter case is particularly vexing because the burden of proof is on CCP.

- Accounts that incur a chargeback are perma-banned.

- If the charges are fraudulent, by the time the second charge comes in, usually the card has been flagged as bad.

- CCP has one of the lowest fraud rates in the industry because they are so pro-active.

- It is impossible to estimate the scope of the Botting/RMT problem.

Stillman: "If we knew there were 15000 botting accounts, we could just ban them all."

Since CCP has limited resources, it has to allocate them to areas with the highest Return on Investment. This is done by creating long-term goals and solutions for each piece of the puzzle.

- As the price of RMT ISK converges towards the price of legal ISK, there is less and less incentive to keep going. The issue is when it stops being cost-effective to step up their efforts.

Mynnna: "The increase in PLEX price helps you in that regard". Stillman: "Exactly."

- CCP's first line of attack was attacking botting profit margins by decreasing profitability per account (ie: no more 24/7 botting), and increasing hardware and infrastructure costs.

Mike Azariah noted that if the profitability of EVE RMT becomes less than that of other games, the botters will move to the greener pastures. Stillman agreed.

Ripard Teg pointed out that there were very few producers of botting software, so going after the bots would be productive. Stillman agreed.

- CCP crunches a terabyte of log data every day, using behavioral analysis, heuristics and "technical data" to generate a risk profile for every account.

- Collection of technical data is limited to that which the EVE client process can see. Stillman: "We do not ever leave our own process."

Korvin noted that in "the old days" many people would quit if they got banned, without even petitioning, even if they were innocent. He may well be the most banned -- and most resurrected -- member of any CSM.

Stillman: "We have little to no false-positives for [the current] system. We had one when we first started due to a technical issue regarding character transfers."

Ali Aras recounted a recent issue with a character getting banned and theorized that it was due to scamming some RMT'd ISK.

Trebor also noted a case where a player bought a character using approved methods, then got banned and hit with a huge ISK reversal that drained all his characters. Apparently the character he bought was being sold on after being used for RMT. It did get resolved, but it took repeated petitions and a month. He suggested that such petitions be streamlined and more information / better tools should be made available to the GMs -- especially concerning character transfers.

Trebor: "As you get better about banning people, [the RMTers] are going to respond by laundering characters sooner, which means more innocent people are going to get caught in the crossfire."

Stillman noted that cases involving account ownership could be very complex.

Trebor replied that in this particular case, the victim actually got the seller to admit to the bad behavior in an in-game chat conversation, and it still took a long time to get resolved.

Mynnna noted a similar case he had been consulted on.

- Bot detection has trended steadily lower. Analysis indicates that this has been caused by less botting as opposed to less-detectable bots.

- A reduction in ISK confiscated per ban indicates that botting is becoming less profitable on a per-account basis.

- When ISK is confiscated, CCP calculates the amount to take based on the income generated by the character (via mining, missioning, etc.). This can drive a character into negative ISK.

- Stillman assumes that botters "are not stupid."

- CCP is using graph-analysis tools to detect the relationships between botters and RMT sellers. Actual players act in much more random "noisy" ways, so it is fairly easy to map the botting/RMT networks.

- Player bot reports are helpful in this mapping process.

- Stillman pointed out that real player relationships involve give and take; Ripard Teg and Trebor might lend money back and forth, but Ripard Teg is not just going to throw money at Trebor.

Trebor: "Please consider it. I want an Etana."

- The question of account-sharing arose (since accounts would log in from different IP addresses, thus generating an interesting signal). Stillman indicated that account-sharing is an ongoing issue.

As time was running out, and lunch was Mexican food, Stillman rushed through the section of his presentation about client modification. The TL/DR was that it can be difficult because you can't trust your own client code, and it tends to be an arms-race situation. CCP's focus is on detection, not prevention.

The results of this effort have been the banning of ~3000 accounts, pushing at least one bot behind a paywall, and the temporary death of a commonly used hack.

In the future, CCP will work on improving account security and continue to detect and ban bots. The long-term goal is the move the behavior into the background, drive up the cost of doing business for RMTers, and decrease the profitability of botting.

Stillman attempted to end the session by noting that he wished other companies would be more outspoken about this issue. He does not entirely buy the "security through obscurity" argument -- most of the things he just presented were common-sense.

Ripard Teg asked for an update on Account Security (Two-Factor authentication) and Single-Signon (SSO). Stillman replied that a lot of work was done on SSO over the summer and they are at or near 100%. Another issue is that they did not current have verified email addresses for accounts -- though this will change by the time the minutes are released.

Stillman briefed the CSM on the 2FA solution CCP is considering, and solicited their feedback. The details of this discussion are NDA'd.

Ripard Teg raised the issue of security concerns about CREST applications pushing data into EVE. Stillman replied this was a question for the Technical Director, but noted that both he and the CREST team were well aware of the implications. Security will be auditing all the code.

Ripard Teg did not know what CCP Explorer looked like. Trebor described him as "a shadow of his former self."

At this point, the meeting ended and the mad rush for burritos began.

Session 4: EVE Economy Part 1

CSM present: Sala Cameron & Mangala Solaris (via Lync)
CCP present: CCP Dr. EyjoG, CCP Recurve, CCP Dolan

Dr. EyjoG began by introducing himself and his assistant, CCP Recurve, and stated that the purpose of the meeting was to talk about the economy from a macroeconomic perspective, convey some information about where trends are going, and then talk about PLEX. Following that, Dr. EyjoG said he would like to use the second hour of the session to get CSM advice on an additional project. This is recorded in a separate section of the minutes.

The CSM reminded Dr. EyjoG that it always likes hearing about interesting problems and can be relied upon for timely feedback.

We then turned to a large collection of graphs.

The first graph was a graph of overall Gross Universal Product. Dr. EyjoG showed that overall, the EVE economy is growing with occasional spikes around expansions / releases. Mike Azariah asked about point releases (1.1 etc) which also show minor spikes.

Retribution's spike was particularly big -- the economy has never been better. Asakai had its own spike as people were active, engaged, and doing things, expanding the Retribution spike into April and May for a very successful 1st quarter. The total gross user product is built from several different factors. The biggest one is manufacturing, followed by NPC taxes and bounties.

Mike Azariah noted that the taxes and bounties were going down. Dr EyjoG explained that this was because bounties and such were down overall. NPC loot was very stable, despite inflation.

Korvin asked about some quirks at the beginning of the graph. Everyone struggled to think what happened in 2010 before deciding it was an artifact of the graph starting.

Most of the value of the game is in manufacturing. Dr. EyjoG is happy with this because it means that value is mostly player-driven, even though some value is also being added from NPC interactions and NPC trades.

The next graph showed the nominal, real, and per capita GUP.

Dr. EyjoG explained that if you look at the economy in terms of real value, you can see a stable situation with a long term growth, with no big spikes in nominal values. This should be exactly what's expected and indicates the economy is doing well.

Mynnna asked about the dramatic separation between the GUP and real GUP in November 2011, and Dr. EyjoG replied that it was a period of rapid inflation.

While the economy is doing well overall, Dr. EyjoG expressed concerns that there's no growth in value per capita. Instead, there's a slight decline in the first quarter and a more considerable one in the second quarter. This could happen because new players are coming into the game, which would be a good thing. That's happening to some extent, but not to the extent of explaining the graph change completely.

Ali Aras asked what was included to calculate the GUP, and Dr. EyjoG replied that it's almost everything. CCP Recurve clarified that it was everything which could actually be valued.

Ali Aras speculated that the drop in value could be caused by dramatic price shifts following the Odyssey announcements. Dr. EyjoG said that with the exception of PLEX, EVE has become so large that even with an important item, the impact of one item changing a lot is minimal.

Ripard Teg said that when he looks at the graph, he sees a rough correlation with experienced players leaving and re-entering-- several thousand highly experienced players unsubbing and resubbing.

Dr. EyjoG confirmed that they do observe that behavior, and one theory for the loss in per-capita GUP is that a few high in-game economic value customers are leaving.

Trebor asked if they split by cohorts, which Dr. EyjoG said they do. However, no particular group was leaving, and no particular group had a large change in GUP per capita. Several other theories are rejected because the per capita measurement would account for them.

Dr. EyjoG speculated that while Retribution was good for economic engagement, Odyssey was promoting other engagement, thus leading to a market leveling-off. Mynnna confirmed this, saying that Odyssey finished the job of t1 tiericide, killing the t1 ship market. Jester added that several producers of t1 ships are still selling for below mineral cost as their costs were much lower pre-tiericide.

Dr. EyjoG said that this fits with his ideas that there was some underlying change in the game or gameplay style going on. He will continue monitoring this through the fall to see what happens.

The next graph showed the money supply. Overall, the money supply is evening out-- changes to systems have reduced the ISK supply, so average ISK in active wallets is stable as of November 2012 and the maximum amount may even be peaking. While Mike points out that the leveling-out at the top of the graph is very short, Dr. EyjoG responded that it was the first plateau visible at all. Sinks and faucets are fairly balanced right now, with a bit more faucet than sink to allow for economic growth.

Mike then asked about what happened in July 2010 where the graph took a sharp dip. The CSM and Dr. EyjoG concluded it was Tyrannis with ISK being sunk into Planetary Interaction materials.

Overall, both the money supply and manufacturing are very healthy. The next graph showed inflation, which fluctuates a lot with peaks around expansions. CCP is not worried about inflation, because deflations are occurring at a roughly similar rate. This corresponds well with the money supply graph leveling out.

CPI less PLEX shows that the index is very stable; it's risen some since 2011 but is way down from 2007, meaning that prices are down from historical levels overall.

Mynnna clarified that the price of things is fluctuating but not being overly affected by the amount of isk in the game.

Ali Aras asked if Dr. EyjoG had ever looked at just the stuff you want to buy as a newbie. In response, he brought up a graph of t1 ship prices, showing a severe price spike. Ali pointed out that prices can provide a barrier to entry for the new player experience if the new player does not buy PLEX.

There was a quick look at a mineral price graph, on which the drone regions removal was remarkably apparent.

Mike Azariah asked if t1 ships would fall again given that mineral prices are down. Mynnna pointed out that it should, but tiericide ship stocks will keep prices un-linked to minerals for some time.

Up next was the T3 price index, which was generally stable, with no real fluctuations. T2 prices are also stable, albeit with a small jump in price around OTEC (ed: the Organization of Technetium Exporting Corporations, a CFC-headed cartel). The secondary producer price index graph (the inputs to t2 goods) is also fairly stable. Overall, the economy looks very healthy.

Ripard Teg took this moment to ask about the Quarterly Economic Newsletters (QENs). Dr. EyjoG said they'd stopped because of time concerns. They have a plan to put out the data in a different way, but another project took over the summer time and he's about to go on vacation. This was discussed at Fanfest.

Ripard pointed out that several other replacements have been discussed before and not panned out. Dr. EyjoG said it depends on the API keys and what they have for data, but they wanted to do something simpler than before. QENs won't come back, but new data will.

Dolan pointed out that it was important that they release the data in a proper accessible way to the community, to ensure that we aren't giving select groups of people unfair advantages.

Next were some player behavior graphs. Number of PvP kills per subscriber is up with a spike at the end of 2012. This graph can be compared to the graph of NPC activity, showing that missions per day per subscriber is down over time. The decline in missioning is partially caused by botter bans.

Ripard Teg disagreed with the characterization of the PvP graph as an increase, claiming it was instead two spikes-- one in Crucible and one in Retribution, caused by FW and t1 cruisers respectively. Others disagreed -- Sala Cameron pointed out that winter would bring another increase, and the small decrease through July wasn't enough to return to baseline.

Next was a graph of market activity showing the volume of transactions.

Overall, prices increased, with a big increase in market volume after Retribution. Ripard brought it back to the QENs, saying that this information was really valuable to both players and devs to see how things were going. Dr. EyjoG said he was still giving the info to the devs, investigating any weird price or volume spikes.

Recurve asked if players would like to just get the graphs without the analysis. Mynnna said yes -- "you'll have players who'll take it and explain the data to people." Trebor suggested a website in which you could drill down to get whatever numbers you wanted. Mynnna pointed out that it wasn't necessarily the numbers but the changes that were most interesting. Dr. Eyjo said that most changes were because of expansions, indicating the huge volume spike after Retribution.

Finally, the discussion turned to PLEX. Dr. EyjoG indicated that the PLEX market was fairly stable. He showed the graph of the prices, including the spike last year. The intervention CCP took was successful and no further interventions have been necessary since then. Overall, PLEX are rising very steadily but reasonably slowly with no spikes.

CSM was briefed on the results of the introduction of dual character training, which has been quite successful for CCP. An initial spike occurred, but the past three months have had a high, steady number of accounts using the feature. The CSM questioned whether this rate would hold, and Dr. EyjoG said it would probably drop off some but stay strong. Interestingly, character transfers haven't changed at all -- people aren't rearranging their accounts for dual character training.

Dr. EyjoG indicated that dual-training was very successful and in light of that, they would be expanding to three-character training.

Mynnna asked about PLEX price goals, and both Dr. EyjoG and Recurve confirmed that the goal with the PLEX market is to prevent dramatic changes, not to maintain any particular price. PLEX prices divided by number of subscriptions is a much flatter graph, indicating that increased account numbers drive a lot of demand.

Overall, the systems monitoring PLEX prices are functioning, and the methods CCP has to address issues are working as well. PLEX are overall another healthy situation.

TL/DR: Very stable economy, very stable game features.

Session 5: EVE Economy Part 2

Dr. EyjoG introduced an ongoing project: player retention in EVE Online. He started with a rough diagram showing groups of players positioned on a grid with engagement on one axis and tenure [length of sub] on the other.

He pointed out where newbies started, and said the most traditional path was to be a newbie (novice) and then go into solo PvE -- or at least, single-player PvE. The CSM suggested several routes for this: exploration, mining, missioning, running anoms. CCP knows these people tend to fall off once they reach this point, because they don't get to the sandbox-- they never get that engaged. Dr. EyjoG referenced the infamous EVE "learning cliff".

Mike asked, how do you measure engagement? The reply: a number of different things-- crossing wormholes, doing incursions, doing other stuff in space

Ripard Teg talked about how he thinks it works-- four peaks in fun, with valleys in between.

Ali Aras said that the introduction to the game introduces you to the traditional PvE activities, but does not introduce you to the sandbox itself. Mining and missioning are well-represented, exploration is...better, and industry is hard to break into but doable. Ripard says that's the source of the first spike/valley in fun: "I can fly a spaceship!" followed by "I can't fly a *lot* of these ships. :("

Ali went back to her point, saying you learn all the basic mechanical things, but nothing in the NPE introduces you to or prepares you for interpersonal engagement. Even if

someone is a solo lone wolf person, if they're doing something in the sandbox, that'll be more interesting than just interacting with a red plus.

The CSM called this the "social wall", that someone's coming through or not getting through.

Mynnna asked if this was actual data, Dr. EyjoG confirmed. Mynnna asked if there was a difference between people who immediately came into a corp or people who stayed in the NPC corps.

Dr. EyjoG then indicated another group, which comes in and very rapidly becomes very engaged. There's no real commonalities between these people. Mynnna said that those were the people he was asking about, and wondered if they were more likely to be coming from a big newbie-training corp like Goonfleet which recruits from out-of-game. Dr. EyjoG said that the data wasn't able to prove that it was in fact a social wall; that was the hypothesis and they were working on it.

Trebor asked if they'd looked at the social graph of the player and hypothesized that people with few social connections were more likely to fall out. The CSM referenced the Security presentation for what this data might look like.

In response to a question about people who are *only* still in it for the social, Dr. EyjoG said there was a group of people who did exactly that-- indicating that they were somewhat engaged but not overly much so, frequently high-tenure.

Trebor suggested making mentoring a profession that's profitable in the game. You should have a way to pay people for doing that. (Mike: tax breaks?) It seems obvious [to Trebor] that pushing social connections will help improve engagement.

Dr. EyjoG said, the question is what brings people from novice to engaged expert, if it's *not* social connections? The data doesn't necessarily support the social hypothesis; what else is going on? So here's one, that the social connection happened outside.

Korvin suggested that people are finding corps outside the game from looking up info on the game before playing, adding that Russian players tend to look at guides, find out who wrote them, and then look up info about those players and corps. Jester points out that this is another kind of community-born player; a player who joins a language community.

Mynnna suggested looking at the graphs of known outside-game social groups to see what the effects of that is. Ali pointed out that people can still leave the game that way-- certainly Valkyries of Night [V.N] doesn't retain all their players. Jester said that these

communities are why a mentoring bonus would be a bad idea, because those outside communities would get them all for basically cheating.

Ali suggested you could break through the "social wall" without forming a social relationship; instead of talking and communicating and joining a corp, you're interacting with other people in space [mining, sharing resources, shooting] so you still get a sense for the social aspects.

Dr. EyjoG said they asked surveys about why people quit, and asked if they knew about the sandbox. Plenty of people said they didn't and didn't want to be in it. Mike asked what info they had about the group that actually came in, became a traditional player, then moved into the highly engaged highly connected group. Ripard and Mike both ID'd themselves with that path into the game.

Dr. EyjoG summarized our working hypothesis as the idea that those who had no social connection would come in and drop out, and Ripard challenged this, saying there was a large set of people who came in and PvE'd and didn't really talk to anyone while being very engaged. Dr. EyjoG said most of these were not very engaged; they tended to drop out. They weren't doing very many activities.

The CSM clarified that engagement was measured by doing things in game, with someone who only ever did missions being measured as less engaged than someone who missioned, and had a trader character, and roamed on low-sec on another character (or even the same one for all three), independent of how social either character was.

Dr. EyjoG said that the other possibility for the barrier was a "knowledge wall", which can be addressed by social but that isn't rooted in a social connection. Korvin added that breaking the knowledge wall also means breaking the social one, because people have to talk to others to learn things. Mike said that there was a lot more published info about the game lately, and wondered if the groups changed over time-- comparing now to three years ago.

Dr. EyjoG suggested that the group which jumped to expert was just more interested and able to learn by themselves, thus bringing them over a knowledge barrier. Ripard said he read about EVE for like four weeks before starting, and Dr. EyjoG asked how long it took him to get engaged. Ripard said he came in through the traditional path and then PvE, but eventually joined up. Ali Aras said she joined up, went traditional, quit, and then came back as a "community born" (someone with outside community connections). Dr. EyjoG asked the entire CSM to locate themselves on the graph. Mynnna came in with an outside community (Goonfleet). Dolan likewise came in from Reddit. Trebor was another traditional player, although he had joined a corp. He was

thinking about quitting, but got elected to CSM instead, cementing him in the mostly-social group. (Ali: "The CSM has definitely increased my engagement"). Korvin started and didn't even play, then tried PvE and was forced into PvP to fight off people contesting his PvE. James came in and joined E-UNI.

Trebor suggested putting something up to let people build their own stories to collect data. Dr. EyjoG said they'd need the puzzle pieces first, which is why he's talking to us. Back to CSM stories, Ripard started playing traditionally and sought out social connections. Mangala came in as a solo sci-fi fan, brought friends in, then got into RvB. Mike Azariah was another traditional player, but his blog and incursions gave him social connections. Sala Cameron met another EVE player in a different MMO within his first month and joined the other player's corp, finding the community that way.

While talking about players who are or aren't staying in the game, Ali Aras brought up the gender ratio in EVE (4% women, 96% men), comparing it unfavorably to other MMOs (10% female, 90% male) and asked if CCP had any data about paths through the game broken down by gender. Dr. EyjoG said that was an interesting question, and agreed with Ali's assertion that it'd be a subscriber boost if changed.

Dr. EyjoG finished by thanking the CSM for their efforts and asked for any more info we came up with after the fact.

The session wrapped up with jokes and brief touches back on previous topics, including the Quarterly Economic Newsletter, a publication the CSM thinks was of great value.

Session 6: Art

CSM present: Sala Cameron & Mangala Solaris (via Lync)
CCP Present: Team TriLambda

The opening of the session was a slideshow of some of the new marauders. Of note to Ripard was the new hammerhead on the Golem. A late start getting the recording going meant that introductions were lost and this record will use the generic 'CCP' to represent all the artists who were present.

The session opened with the art team showing off some of the new assets that will be included for winter. First up was a major face lift for one of EVE's ugliest ships. The team showed off a new model for this ship to general applause. Next up were models for a new player weapon system to be introduced in winter as well as some NPC weapons. The announcement of the new weapon stole the thunder of the design team working on it, not the first time the art team did that!

A remote desktop was set up to show some of the new marauder animations and the CSM was reminded why one should shut down chats before going to a meeting where you might display your desktop for all to see in the meeting.

The Paladin was shown and it was noted that marauders would need a visual indication of the entrance into Bastion Mode. There were technical difficulties demonstrating this effect in the conference room. Ripard suggested a field trip to Art Department which eventually proved to be the right thing to do after the main meeting was concluded. Ali Aras asked if better animations could be added to carriers entering triage and was told that isn't part of the current plan.

Moving on to other art assets CSM was treated to the new gate flash arrival. Ripard asked for the gate flash to be visible and obvious whether the player is zoomed in on the gate or zoomed way out. Not everybody who wants to know about the flash is sitting right next to the gate.

Warp bubbles will also receive a new animation and, again, Ripard was first with the questions about the ability to 'see the edge' but he followed up with "It should not be that easy to see if you are in or out."

Sisters of EVE ship preliminary sketches were shown for both a frigate and a cruiser. Then we moved on to the new death animation and corpses. These will be viewed by the victim upon podding, not the attacker. Ripard joked that every time he's died since the new animation went in, he received a close look at his corpse's butt. The art team replied that "Now you are going to get a close look at your butt in HD." There will be a few variations for each gender with the female draped strategically in cloth that is apparently virtually indestructible since it survives when all else does not. The dead person will see their corpse and bits of the pod drifting off but the killer and others will not see the same animation.

Next up were special character assets such as what looked to be bionic arms. Ripard joked "Start walking down this road and you are going to hear the word 'hats'." to general agreement from the rest of the CSM. The 'post human' enhancements are not for winter but part of a longer decision process.

Character selection modernization was next and the art team specifically asked for "Good feedback, good valuable feedback from you, good or bad." Over all the UI is not the work of one team but done in close relation with Game Design, The UI designers, and the User Experience designers.

The design is just at the concept level at this point. We discussed the density and the type of information included in the panels such as 'where you logged off' which has been a point of irritation for wormhole residents, James explained. Ripard liked the screen mockup but pushed for a 'single sign on' mechanism where all your accounts could be seen at the same time with one logon. This started what was to become known as the WXYZ meme and was brought up with more than one team.

We were asked about the cinematic and the CSM was divided on that. Mike said that the cinematic on the logon page was missed and that some people would try to get hidden details from the animation as they had in Incursions. Trebor asked if the 'bang for the buck' was there for such an asset.

Ripard stated that "If the launcher is information-rich then the character select should be simple" referring to the Google philosophy of information density. Art department told us that they are fed scenarios but they do not get the decision of what goes where.

Then came UI modernization. First they showed us the concept art from Fanfest and then a newer reskin of the client working on a new vision/style.

Ripard's comment "You're still spreadsheets in space but now you are extremely pretty spreadsheets in space." Trebor added "And they are spreadsheets that don't have as much information density"

CCP asked the CSM if the customization of the UI was important and got a resounding and unanimous YES as an answer.

CCP then asked if players would be willing to give up functionality to be able to customize the look.

CSM indicated that they would not and Ripard added, "This is bigger than Art, bigger than UI, what you need is a CCP cross-disciplinary team to decide what Eve will look like three years from now... five years from now." CSM was told such a team already existed and was working on this but they are not a named 'team' but they are meeting, working on this, breaking it apart.

Ali said. "As an FC the overview is a system where I have to scan, I have to take in a whole bunch of information. Make it easier to do the kinds of scanning, sorting, and filtering of that information."

Some time was spent critiquing the models and art shown to the CSM noting what did and did not work for them. Ripard asked for minimal mouse travel while Trebor pushed for a filter box attached to EVERY list in the game, including the overview.

The meeting broke up but was reconvened after lunch for a viewing of the marauder animations and discussion of who CSM should be talking to about the HD pack for Eve that many players have requested.

Session 7: State of Balance

CSM present: Chitsa Jason and Sala Cameron (via Lync)
CCP present: CCP Dolan, CCP Rise, CCP Ytterbium, CCP Fozzie (via Lync)

The session began with CSM and CCP trying to agree on the appropriate scope for the discussion.

Mynnna asked about supercapital rebalancing but CCP responded that it is going to happen late in the rebalancing process.

CCP Ytterbium explained that they want to deal with T1 and T2 ships first and then move to T3 ships and capitals. CCP has started thinking about supercapital balancing though.

Mynnna has responded with a great example on how the rebalancing effort works. He noted that it is like a game. You learn to play the game early on and then you meet the end boss. In this, supers are like the end boss.

The preliminary plan for Rubicon according to CCP is to rebalance 16 ships plus create the Sisters of EvE ships. That would include electronic attack ships, interceptors, interdictors and marauders.

Ripard Teg noted that the pace of rebalancing is slowing down. CCP Rise responded that while the pace as measured in the quantity of ships balanced is slowing down the time spent on balancing ships is increasing as he is now on the team. CCP noted that in every balancing iteration fewer ships will be balanced as the ships being affected get more complex.

CSM asked if the plan is to finish balancing of ships by the winter of 2015. CCP responded that balancing is never complete and will likely continue indefinitely. Ships are also not the only thing which needs balancing; a good example would be module rebalancing. CCP will likely be doing module rebalances as appropriate. Ripard asked if it would start over with frigates and was told that the focus would be on ships that needed the most help after the current balancing pass.

CCP asked CSM how they feel about the pace of rebalancing. CSM responded that they are happy with the pace, but would like to see more frequent smaller tweaks instead of major changes every expansion or point release. CCP explained that they would love to be in the place where only minor tweaks were necessary. They added that it is great that the balancing team only depends on QA, so they can set the pace by themselves.

Ripard Teg expressed concerns that current balancing effort leaves a lot of overlapping ship roles in EvE. He explained that there used to be more clearly-defined roles for ships. CCP responded that it is inevitable given the number of ships in EvE. Every time they make an unused ship useful it effectively means that a new ship is introduced to the game. However it is something CCP can deal with, though it can be tricky sometimes. CCP expressed that they will not introduce new ships with clearly overlapping roles in the future.

Ripard Teg mentioned the heavy assault cruiser rebalance as a good example of making ship roles even more overlapping. He also expressed concern that the "T1 Generalized and T2 Specialized" rule of thumb does not fit into that rebalance effort. Fozzie responded that T1 Generalization and T2 Specialization is a guideline that informs about design choices but it is never intended to be a hard and fast rule. Fozzie noted that CCP should have been better at informing the players about this. CCP stated that the HAC rebalance was a tricky issue.

CSM asked about interceptor and interdictor rebalancing. CCP explained that interceptor rebalancing is a sure thing and interdictors are on the 'nice to have' list. Fozzie commented that they are not too far into the Interceptor and Interdictor changes yet.

CCP expressed interest in rebalancing the Roden Shipyards line (T2 manufacturer for Gallente). They basically want to make them more unique. Some chatter followed about possible ways to do this. Most of them were theoretical but in the end it was agreed that Roden could become a something really weird but useful. Fozzie said that they still have to figure exactly what they want to do with Roden but they will figure it out.

Mynnna asked if CCP plans to implement warp speed changes. CCP stated that it is definitely on the release plan. Ripard Teg pledged to deliver a bottle of brandy when this actually hits TQ.

Mike Azariah asked about module rebalancing and what CCP had in mind for that. Ytterbium responded that so far it is just high-level talk but what he wants to do is take a look at meta progression, differences between T2 and Faction, T2 and T1 Named, etc.

He wants to ensure that all the modules are logically used and players understand the difference between them. He conceded that it is a bit of a mess right now. He also noted that he would like to better distinguish the smaller and bigger modules of the same class. For example, big and small medium railguns. Ripard Teg mentioned that something like that is already going on in the medium autocannon range. Everyone agreed that currently gun size choice is mostly driven by fitting ability.

Ytterbium also stated that they want to take a look at weapon skills and making gun progression similar to missile progression. This would mean that new players do not have to train small and medium weapon specializations and supporting skills in order to get to large weapon specializations. This would not necessarily reduce training time but if player wants T2 large guns he or she should be able to train for those without going into small and medium ones. Ali Aras expressed enthusiasm about such a change as it would help new players. She explained that a reduction in training time would okay as if you don't have support skills, you will just be bad at shooting. If you do, you save time. CSM in general supported the idea. Speculation followed about how people would stop training for Ravens and go for other ships instead if there was decrease of training time for the guns. Everyone talked about the subject from their own perspectives and the general consensus was that it is a good idea.

Ytterbium gave a presentation about marauders. He explained that marauders had initially been designed for missions with poor sensor strength and high price -- they were not designed for PvP. The rebalancing idea is to make them viable for PvP. What CCP has come up with is bastion mode. Bastion mode would make the ship immobile for some time and unable to receive remote assistance, but it would get more tanking and damage projection ability -- turret optimal range and falloff as well as missile velocity. This would make some tougher missions easier. CCP plans to add a Micro Jump Drive cooldown bonus for the ship as well. You would not be able to use MJD while in Bastion mode but when out of it you would be able to MJD every 60 seconds. Ripard Teg mused about some nice uses of the ship in fleets. Rise suggested some engagement possibilities as well. Dolan expressed that he loved it that you have to pray for 60 seconds not to die and then just MJD off. Fozzie explained that there would be some great counters to the new marauders. Rise added that Bastion mode would invoke a weapons timer in order to prevent some abuse on the stations.

Chitsa Jason asked about fuel usage. CCP responded that it would use heavy water or nothing depending on the final design. There would be some fitting changes for the marauders as well in order to permit them to fit the MJD and marauder modules as well as other changes. Some discussion has followed about resistance, mass, speed and other stat changes.

The session concluded with an agreement to take further discussion to CSM/CCP Super Secret forums.

Session 8: Future Plans

CSM present: Sala Cameron & Mangala Solaris (via Lync)
CCP present: CCP Seagull, CCP Soundwave, CCP Veritas, CCP Explorer, CCP Dolan

Editor's Note: This segment of the minutes is presented as a high-level, non-specific summary, diving into detail only when the NDA is not infringed upon. The CSM raised many questions about the content of the briefing and received satisfactory responses from CCP.

Seagull began the meeting by presenting a high-level overview of the development plans for the Winter expansion, updating the CSM on the changes since their last meeting with her earlier in the summer. This meeting was designed to provide CSM with the context needed to get the most out the subsequent meetings with individual teams.

This included details of the resource allocations of Customer, Player and Character-level features, the 3rd-party developer platform (ie: CREST) and Technical, Process & Tools Improvements (which will be largely invisible to the players). The resource allocations reflected Seagull's balanced long-term development philosophy.

She then described how each category is broken down into segments (for example, Character-level features breaks down into Content Improvements, Ship & Resource Balancing, and the long-term Space Colonization goal) and gave an example of the current resource allocations.

Next, the process for developing the feature set for the Winter expansion was reviewed, as well as the final features and their allocation to the various teams. Seagull provided more details on each of the main features and their prioritization.

Seagull then proceeded to review the three-year roadmap in three minutes. CSM can confirm that there is a roadmap and it is good. If all goes well, 2015 may well be the most exciting year in EVE's history. In several cases, the roadmap includes development work done for one expansion that doesn't pay off until the following expansion. The CSM appreciated that Seagull is realistic about what can be delivered during each individual expansion cycle, but is still ambitious within the overall plan.

Mynnna raised the issue of population density; if the long-term goal is to expand space, without lots more people flying spaceships in space, things will get lonely. Seagull

acknowledged the issue is one that has to be addressed in the runup to unlocking player-built stargates, and Soundwave noted that "it doesn't have to be 10,000 new systems."

Seagull continued with an overview of the future of the EVE/DUST link. This part of the meeting was so NDA that all memory of it was surgically removed from the CSM before they were allowed out of the room.

The meeting continued with a discussion of the tentative plans for the Summer 2014 expansion, which then evolved into a discussion of long-term issues like the evolution of the UI.

The subject of the launcher and its future direction arose; CCP has done a lot of thinking about what is and is not appropriate for the launcher, and Seagull showed the CSM a recent internal presentation about their intentions. In particular, this presentation covered where CCP sees the strengths of the launcher and character creator and where each will be focused.

In response to a question, Seagull provided the CSM with more insight into the interactions between the Art team and the Feature teams.

At this point, Dolan declared that the meeting had to end so that the CSM could be introduced to CCP Pizza.

Some non-NDA factoids:

- Team Prototype Rocks and Team Pony Express have merged into a new team, Team Kuromaku (colloquially, "behind-the-scenes powerbroker" or "puppet-master").

- Ripard Teg coined a new and incredibly annoying meme, "WXYZ". He also loves certain aspects of Guild Wars II just a little bit too much.

Sessions 9 and 10: Team Five-0 and Personal Deployables

CSM present: Sala Cameron, Progodlegend, and Mangala Solaris (via Lync)
CCP present: CCP Nobody, CCP Frellicus, CCP Xhagen, CCP Lebowski, CCP Masterplan

The meeting started bright and early in the morning with a review of Team 5-0's tasks for Winter, starting with the "MUST" items. The "biggest task" relates to refactoring the

system that handles the location of everything in the universe. It has little to no visible effect facing the player base, but is nevertheless something that must happen.

Next up on the list was Personal Deployables. A total of twelve structures are planned, three of which are slated for Rubicon.

CSM expressed interest in the three upcoming structures, with particular interest in what the CSM hopes will be coined the "space yurt". The development team expressed many of the details regarding its use and the mechanics behind it which were well received by the CSM.

The development team went on to discuss the mobile tractor unit, with support from Trebor for the ability to create comprehensive Rube Goldberg machines in space. The development team were skeptical of the mechanics required to allow such an interaction.

Quite a bit of time was spent discussing what the CSM identified as the most potentially game changing structure, the Cyno Inhibitor. The CSM and the development spent an extensive amount of time debating the mechanics behind such a device and the potential abuses in large scale combat. The CSM did not come to a clear conclusion as to what scale of combat the device should be purposed for, and what its stats should be. CCP Dolan and the development suggested that the CSM be closely involved in its development as the team moved the idea into production, which indeed happened.

CSM discussed a large scale upcoming project ("Project 2" on the summit schedule) that is in its early planning stages that is currently heavily NDA'd. This discussion went on for some time.

Up next was ship balancing. Interceptors and interdictors are being handled by CCP Fozzie. CCP Masterplan explained that part of this would be refactoring the entire warp system.

The next item on the agenda moved the meeting into "SHOULD" territory, and was a fix to "The SMA loot-drop SNAFU," (a change where SMA's were not dropping ships to prevent server crushing lag when large amounts of ships were dropped). Mynnna commented that several goons were "WTFing" over it when they recently discovered it. CCP noted that "Everyone agrees that this is a very silly situation, too silly to allow it to continue." Ripard Teg commented that this was very apt.

Last on the list were a few small tweaks to the sensor overlay. The basic idea was to move stuff from the overview to the overlay, or allow it to appear in both places. Xhagen gave missions in progress, cosmos sites and bookmarks as examples. Progodlegend

asked via text if they could get a feature to turn the overlay off entirely, a question that was roundly ignored by all. Chitsa asked about being able to turn off probe results. Mynnna asked whether the ability to click on things in the overlay so as to allow the camera to focus to them would be implemented, noting that it's very valuable for d-scans. Bettik said it was something they wanted to do, but might not get to just yet. Ripard Teg brought up the idea of a slider in addition to a number field to set d-scan range, which Bettik said was an interesting idea.

At this point the meeting concluded with an interest in what was for lunch that day.

Session 11: Project 2

The CSM discussed the early planning stages of a large-scale upcoming project. Feedback was generally positive amongst the CSM. A full transcript of the minutes for this session will be released if and when the feature is announced to the public at large.

Session 12: Team Game of Drones

CSM present: Sala Cameron, Chitsa Jason and Mangala Solaris (via Lync)
CCP present: CCP Ytterbium, CCP Arrow, CCP Rise, two others, CCP Dolan

CCP Ytterbium introduced each member of the team present and briefly covered their responsibilities.

That done, the presentation turned to the first item that Game of Drones is working on for winter: the ability to train all three characters on an account. The ability to train two characters on an account using PLEX was a feature added during the previous expansion and CCP has been tracking the data on its use (the CSM had been shown this data during the EVE Economy session the previous day). Player response seems favorable, so the team is extending it to the third character using the same process.

Mynnna asked for an in-game notification for how much training time is left on the skills for the second and third characters, and more importantly, how much of the PLEX time remains. The team replied that they understand the concern and this functionality will be added in a future expansion. There was some discussion of how display of this information would be coordinated with the Art team and Kuromaku who are working on the new character selection screen.

In particular, CCP is working at a high level to make consistent those activities which are "customer-facing", "player-facing", and "character-facing"... and this particular activity sits astride one of those boundaries. So there are still some decisions to be made about how and where that information would be presented.

Ripard brought up the "WXYZ" meme at this point: "I think long term, I should be able to log into EVE with a single sign-on and have it tell me, 'You have W character slots, X of which are full, Y of which may train concurrently, and Z of which may be logged in concurrently.'"

Ytterbium and Arrow agreed this was a good long-term goal. Rise pointed out that this cuts across several teams; Ripard agreed that he understood this which is why he was explaining the meme to each applicable team. Rise said that while this was a good long-term goal, the short-term goal was to get third character in training in front of players so they could start using it as quickly as possible.

Ali Aras asked if the plan had been run by Dr EyjoG to determine its impact (if any) on the PLEX market and Arrow said that this had been done. Ripard asked if there was a target number in mind for the number of people to use the feature and Rise responded that this was set at a higher level than the development team itself.

The presentation then turned to the second major feature the team is working on, a revamp of EVE's certificate system. The team feels that the current system for certificates is outdated and needs to and update. So a top down reboot of the system is envisioned with a complete revamp of the system. The current certificates are treated as separate items (so the Basic Cartographer certificate is treated as a separate item from the Standard Cartographer certificate, for instance, and is claimed separately). In addition, players must manually claim the current certificates.

Under the new system, each certificate will have five internal levels set based on the character's skills and claimed automatically. As the character claims each level of a certificate, they will then be shown the skills and skill levels needed to claim the next level of that certificate. In turn, each level of the certificate has a visual icon that will show at a glance what level the character is at for that certificate, between one (basic) and five (elite), with standard, improved, and advanced being the middle levels. These certificate levels happen today in the EVE client, but the icons are somewhat indistinct so Arrow noted most players and even many devs don't realize they are there. The new icons are much more clear.

Another change is that many of today's certificates require other certificates be completed before they can be claimed. This will also be going away in the new system: to claim the new certificates only require skills. To illustrate this, Ytterbium brought up a

large spreadsheet showing the skill relationships in place for all of the planned certificates. Ali asked if it would be possible to create corp- or alliance-specific certificates (for fleet doctrines and such). Ytterbium replied "not yet."

Ripard said that to balance this, he strongly recommended that the team make the spreadsheet public (via Google spreadsheets) so that players could make suggestions to make the specific skills associated with each certificate more useful. This prompted a discussion about different corps and alliances likely having different ideas of what skills would be needed to fly a Blackbird, for instance. Ripard and Trebor Daehdoow stressed that they were less concerned about universal agreement and more concerned about making sure there were no obvious missing skills for each certificate, something that players would be good at spotting.

Ytterbium said the next step would indeed be to put the certificate list in front of players but he was concerned because the spreadsheet was quite large. Ripard again suggested putting it on Google spreadsheets. "Possibly," Ytterbium allowed.

Arrow then asked: "Would the need be to have a custom certificate to have a list of skills, or would it be enough to design a certificate 'to-do' list?" This prompted an animated and chaotic discussion where nearly every CSM member present got involved along with most of the devs talking about the pros and cons of each strategy. The devs received a lot of feedback from the CSM on this question -- with Ytterbium taking lots of notes -- but there was no single consensus view.

The discussion then turned to the next level of the certificate plan: certificates for specific ships. For each ship, there will be a Mastery: a collection of certificates at the same level. So for a Thrasher, level two mastery of the ship might require level two certificates in tackling, navigation, and small projectile turrets, for instance. The player would then be shown on the same tab the skills that would be required for mastery level three in that ship. Arrow then showed off a small icon that will show the player their general competence with a given ship when they bring up the Show Info window for that ship.

Ripard then said that the team should not get too focused on a "level two" ship mastery meaning all the component certificates should also be at level two. He stated a specific example where an level three interceptor pilot should probably have the tackling skill at level four but the appropriate weapon skill at level two because in an interceptor tackling is more important than shooting. Whereas for a level three assault frigate pilot, the opposite would be true. Ali agreed and stated this was a big advantage to certificate customization. Arrow said that while he understood the concern, the certificates were intended as a basic primer for all players and as you understand more about the game, you could "break the rules" and develop a more customized training program.

Ytterbium then added that for some ships, such as ECM ships, there might not even a requirement for weapons or tackling skills to receive the appropriate mastery for that ship. For ships that don't use drones as a primary weapon system, they would not require the drone certificate for mastery of that ship.

The CSM was then shown a mock-up for how certificates will be displayed to the player and provided some feedback. Mike Azariah in particular asked if the certificate system would help you set the skill queue in order to claim a certificate, or at least find the individual skills in each skill category. Ytterbium agreed that was a good idea. Arrow, Rise, and others noted that the 24-hour skill queue would put limitations on that ideal. There was some discussion about how perhaps to work toward this goal long-term.

Next up was a demonstration of the "Isis" system, intended to show a ship-based skill-tree for each type of ship in the game. The CSM was quite impressed with the visual mock-up and were taken through how the system will work, asking questions and providing feedback at each step. In particular, Korvin wanted to make sure the system was usable on a small screen and the CSM was shown how it would work at a smaller screen resolution.

Mike Azariah and Ali asked about the possibility of getting the display out of game. Arrow stated that the display was going to be in-game only for the time being, with the design goal being that players could click on a particular ship image and be shown the skills and certificates needed to fly that ship, as well as being a gateway to learning how to buy that ship. Ali in particular understood this, but made a strong case for also bringing the display out of game as a way to keeping players engaged even when they weren't playing the game. James Arget agreed and stressed the potential uses as a way to draw in new players. CCP agreed these points had merit.

Finally, the CSM was shown very early drafts for ways in which this display can be improved in the future.

With time running out in the session, Ripard said "Rumor has it this team is also doing Twitch.tv streaming?" The dev response was enthusiastic and the presentation quickly shifted to showing off the design ideas for this feature. This put Rise in the driver's seat ("who else would be doing this feature?" the CSM joked) and he showed off the plans for the first iteration of the feature. In particular, the basic control would be through the Neocom and the Neocom button would show you whether or not you were streaming at any given moment.

This turned the discussion over to the technical limitations of filtering confidential information out of the stream with Rise sharing a few early design ideas for this. But the

first iteration would not include these filters and would be intended for basic streaming. Based on player use and feedback, the feature will then be iterated on from there. Rise asked the CSM if they felt that lack of filtering would be a major drawback and stated several use cases he could see where filtering wouldn't be important (EVE University classes, in-corp training, et cetera). "Ship it and iterate!" Trebor declared, to general CSM agreement and suggestions on how to deliver the message that future versions would include additional features.

Rise is also looking for advantages that in-client streaming could give over using the current streaming methods. Trebor asked if there would be the possibility to stream directly to a person's hard drive. "That's a really interesting idea," Rise said and said he'd definitely take that back to the team to discuss whether it would be possible. James pointed out that while FRAPS and like tools are excellent, they're generally not free.

Finally, Trebor delivered the message that the CSM would love to assist the team as a stakeholder or at least set up a private Skype channel for team questions. The team agreed this would be useful (and indeed, the appropriate Skype channel has been since been created). The session then wrapped up.

Session 13: Team Superfriends

CSM present: Sala Cameron & Mangala Solaris (via Lync)
CCP present: CCP Soniclover, CCP Tuxford, CCP Paradox

The session started off with ProGodLegend being recorded whilst snoozing on the couch. In his defense, it was quite early in the morning for him.

CCP Soniclover started with a review of what Team Superfriends did previously. In Odyssey they introduced the scanning changes which were met with "mixed reviews", and in 1.1, further tweaks, including custom formations.

Moving on, Soniclover briefed the CSM on Superfriends' winter plans – primarily "disruption" oriented concepts. The first of these was highsec pocos – just what it sounds like. All customs offices in will be able to be destroyed and replaced by players.

Mynnna: "That was the sound of me perking up with great interest."

Soniclover noted that technically, it is a very simple feature. Ripard Teg asked whether the intent would be to have them be attacked through war-decs; he then elaborated, asking what would stop the Goons from taking everything they could and defending

themselves with the high war-dec fee. Soniclover pointed out that there are a lot of planets in highsec, though Ripard Teg countered that there are far fewer in range of Jita. Soniclover stated that those would be hotly contested. Korvin raised the concern about a player taking them and moving to an NPC corp; several pointed out that this is not possible. Soniclover also pointed out that they're setting it up so that you cannot transfer them if you're about to be wardecced.

Ripard Teg re-raised the specter of Goon interdiction, to which Soniclover said they'd weighted pros and cons, perhaps restricting the ability to control certain POCOs. Ripard Teg then asked about taxes, and Soniclover said taxes would be something you could set just as in lowsec, including by standings. Ripard Teg raised concerns about Goons interdicting everything by simply turning the POCOs off – Mynnna had a few things to say about how foolish and wasteful an idea this would be. Despite this, the debate about the feasibility of interdicting highsec PI continued for several minutes.

James Arget asked how big a sink was being removed by shifting these to player control. Soniclover noted that there is still an NPC tax on the highsec POCOs, but it will be reduced by means of a new skill that affects NPC tax. Soniclover also stated that they are reducing the base tax value of commodities to bring them more in line with realistic prices. Mynnna asked about tweaks to change how PI is taxed, such as why not float it to some sort of average estimated value. Soniclover said they could set it so each individual commodity could have a different tax value but have not done so for convenience sake. Mynnna also asked about allowing players to set taxes at individual tiers, which Soniclover said seemed like a good idea.

Soniclover moved on to discuss an additional disruption feature. This feature was shelved due to CCP and CSM concerns expressed during the summit, until a more satisfactory solution could be found.

The other disruption gameplay plan involved moon harvesting and reactors. The concept was a personal deployable that would be anchored near a POS, and it would steal from reactors or moon miners. Korvin claimed all he'd have to do is make an alt and make a script to pos gun these structures to death. James Arget raised the concern that this is primarily focused on moon mining and reacting, and is of limited application in Wormholes. He noted that if it instead leeched off CPU, it would be of use there. Korvin asked why they didn't instead move the harvesters or silos outside the shields. Soniclover said that technically it is more difficult, as POS code is hell.

Ripard Teg asked what the modules would cost. Soniclover said they wanted a few versions, a small one that cost a few million and only steals part of the output, as well as larger versions that might require fuel but would also take more of the output. Mynnna asked if there would be any notification that this was happening. The answer was

probably no automatic warning, but that there would be a method, perhaps a POS module, to alert the owner. Mynnna pointed out that they suck as conflict drivers if no one knows its happening. Soniclover reiterated they're fine with letting people know, just not for free.

On that note, the session concluded.

Session 14: Team Kuromako

CSM present: Sala Cameron, Mangala Solaris and Chitsa Jason (via Lync)
CCP present: CCP Seagull, CCP karkur, CCP Prism X, many other Kuromako team members, CCP Dolan

The session opened with Seagull reminding CSM8 that Team Kuromaku is made up of the merger of two former teams, Prototyping Rocks and Pony Express. The CSM had been briefed by Seagull during week ten of our term on preliminary winter plans for these two separate teams and she brought up that diagram. The Pony Express goal for winter had been a very large, complex feature that was initially planned to be delivered in two parts, some set-up work during the main winter expansion followed by a "fat point release" in January for the remaining parts of the feature.

At the opening of the meeting, Seagull let the CSM know that this feature is still planned but is no longer feasible for the winter release due to the complexity of the planned feature. She did confirm that this feature -- which the CSM was highly enthusiastic about during the week ten meeting -- is still part of the plan for future development. The CSM was reasonably understanding.

With that out of the way, the group's attention turned to those features which are planned for release with the winter expansion. This opened with various mock-ups of the EVE character selection screen. This is a joint project being worked on by both Kuromaku and the art team. The CSM had previously seen some of these mock-ups during the art session.

Seagull said "the art team stole Kuromaku's thunder." Ripard Teg joked "You weren't the only ones," referencing the many features hinted at by the art assets generated for them. So the discussion turned to functionality rather than appearance. Seagull noted that the feature is still pretty early in the design process.

Ripard trotted out his "WXYZ" meme (detailed in the Team Game of Drones session), then after explaining it said "I think that should be the long-term goal and while I understand it's not feasible now, whatever is done now should feed into that long-term

goal." Korvin joked that the long-term goal should be every EVE player with a single character on a single account. "I don't think that's going to happen," several people said.

This turned the discussion to the pros and cons of the various mock-ups, with CSM consensus favoring simpler, functional designs that saved their complexity for the dynamic displays that used to be part of the EVE log-in screen. Ali Aras, Mike Azariah, and Ripard all felt that something had been lost with the smaller, static displays only available in the current launcher. Seagull agreed that the "awe and wonder" of entering EVE should return, maybe not in the same place, but it should be there somewhere.

The team then asked what information the CSM would like to see when choosing a character on the screen: things like corp, alliance, ISK balance, training time, skill points, the character's location, et cetera. The CSM provided feedback, with different CSM members having different opinions on this topic. Trebor pointed out that critical information can be presented on the display itself with perhaps less critical information available when the player hovered over the character image. For selecting characters, an earlier idea was brought up where searching for characters based on their names would be useful, along with a filter box to search with. Trebor added that he'd like to see a filter box any time information is presented in a list.

Ripard then joked that he was going to do "a traditional stakeholder thing and introduce some 'scope creep'," a request for the ability to hit Escape in game and have a "return to character selector" option.

Nearly everyone on the team smiled at the suggestion but unfortunately the current architecture makes this request much more complex than it appears at first glance and would require a major refactoring. Seagull made it very clear that CCP understands that players really want this.

Discussion then turned to the next feature being worked on by Kuromaku which is a long-term project intended to support the next few expansions: rebuilding the tools used to create PvE content. The discussion started with some amusing technical stories about how bad the current tool-set is now (short version: very old, very bad, and very manual). Much like Crimewatch was the result of the need to rebuild the previous models for PvP and security status changes in high-sec and low-sec, a similar rebuilding effort is needed for this tool-set.

In the meantime, there are some obvious steps that can be taken with this back-end that are possible for winter that will give the EVE content creators some new tools to work with. This is good because the team would also like to deliver small-scale new sites to give players something new to play with for each expansion while the back-end tools are under construction.

Much of the rest of the session was spent on heavily NDA'ed ideas about short- and long-term plans for various types of PvE sites to be introduced to the game, focusing on the ghost sites planned for winter. During this portion of the discussion:

- CSM8's general consensus was that more players would find PvE more engaging if -- instead of a swarm of dumb rats that come straight into a player's guns to die -- a smaller number of smarter rats with commensurately higher bounties were used. This prompted a fairly long and sometimes chaotic discussion of the pros and cons of building smarter rats. Trebor argued that the tears of those that rely on EVE Survival would make this worth the effort.

- As part of this discussion, Ripard brought up an issue with the current smarter rats: "If I'm in an Ares and I tackle a carrier in a level 5 mission, all of the frigate-sized rats that are tackling the carrier will turn on me. That carrier is therefore safer than if I had never warped into the site at all! The frigates that are tackling him instead kill me, and the carrier warps off." There was general laughter from CCP that this situation was a little silly. Trebor wryly noted that "For rats, I guess the enemy of my enemy is my enemy."

- Chitsa Jason, James Arget, and Mike Azariah reminded CCP not to forget about w-space when building some of the new content. CCP confirmed that they would not.

- There was a discussion about making space a bit more dynamic, with more interactive things happening in more locations either independently or as a result of player action. This evolved into the possibility of making the content more dynamic as well.

At the end of the session, Mike Azariah delivered the "sales pitch", offering CSM as a sounding board even for teams for which we are not an official stake-holder. Team Kuromaku was enthusiastic about this possibility and in the time since the summit, a CSM/Kuromaku Skype channel has been created and is active. With the sales pitch over, the session concluded.

Session 15: Team True Grit and the DUST 514 Link

Due to the large amount of NDA material in this session, and the rapidly evolving nature of DUST 514 development, this session will be temporarily delayed. Readers should expect it to be added very soon after the new year.

Session 16: Sales and Marketing

CCP present: CCP Doom, CCP Sunset, CCP Spitfire, CCP Dolan

IMPORTANT NOTE: Technical issues with the video conferencing equipment prevented this session from being recorded. This summary is generated from memory, and from (fortunately extensive) notes taken by Ripard Teg during the presentation. However and as a result, it cannot be reported exactly which CSM members raised each question in some cases.

The session -- the first on Friday morning -- unfortunately opened with about 20 to 25 minutes of difficulties with the video-conferencing equipment in the Trinity conference room. CCP ops personnel were called in to attempt to address the issue and while they did so, CSM members chatted informally with Doom and Sunset. The latter will hopefully soon be celebrating the birth of a child. CSM Chair Trebor Daehdoow made a formal presentation of [a quite impressive and perfectly balanced baby mobile](#) featuring all Gallente ships of various sizes in bright cheerful colors. Jokes were made about when the mobile would be available for purchase in the EVE Store.

With ops having given up on the video conferencing for the moment, CCP Doom began his presentation by showing off a prototype of the EVE The Second Decade Collector's Edition slated to be shipped late this year.

CSM members were quite impressed by the size of the box and gathered around for the ritual unboxing. Inside -- and very well packaged -- were all of the advertised physical components of the CE, the Rifter USB hub, the Danger Game, the Icelandic Symphony Orchestra production of EVE music, and the hardcover book "Into the Second Decade".

Most impressive to the CSM was the Rifter USB hub, and many pictures were taken of it, particularly perspective shots to show off its large size. Doom was good enough to plug it in to show that the cockpit lights up when it is powered and the hub comes with a sturdy stand. The cards representing the virtual items fold into the packaging for the CD.

All in all, it is a well put-together package.

Once the CSM was again seated, Mynnna asked the obvious question: "Why isn't the CE available for sale for PLEX?" Doom replied that there are a very limited number of CEs being produced, and because of the limited production run, CCP wanted to keep sales limited to real money purchases. A quiet joke was made about particularly rich EVE players -- one of whom was rumored to be in the room -- trying to corner the market on CEs. However, Doom did say that CCP wasn't completely closed to the idea

of PLEX purchases but would be looking at demand first. Mynnna suggested that the PLEX price could be set fairly high to address CCP's concerns.

Ripard Teg then brought up the 60-day time code in the CE and pointed out the code is only useful for a new account and people who have never played EVE would be unlikely to purchase the CE given its cost. Many of the CSM agreed. While CCP conceded this basic point, they did say that the time code was aimed at new accounts for existing EVE players. As an alternative, Ripard suggested that CCP institute a program wherein if CE 60-day time codes were given to brand new EVE players -- provable by credit card records or some other means -- and those accounts were subscribed, then perhaps the CE buyer could earn a PLEX or two for their own use. "It's a fun way to use the Collector's Edition," Ripard said, "I can show potential new customers this box full of EVE stuff, use the book to explain the game, and then say, 'here you go, try the game for 60 days' and maybe get something for myself too as an incentive for doing it." In short, the idea was to sell the card as a sort of "super buddy invite" with a special reward. Doom replied that this was a great idea and CCP would explore if it was possible.

Doom then moved on to discuss an imminent sales push for the CE that would include CA-3/CA-4 implants as a reward for pre-orders. The program, which is live as of the publishing of the summit minutes, was intended as an additional incentive for players to jump on the CE early rather than wait for release. Several CSM members joked that owners of stocks of CA-1/CA-2 implants that were occasionally made worthless as investments now having an all-new CA implant set that they could invest in heavily before losing their investment, to general laughter.

However, the CSM was quite positive about the new incentive.

Discussion then moved on to the "mystery code" that will be included with the CE. Doom specified that the code will be something that can be loaded into an EVE player's account (so the card doesn't have to be kept, as such) and would generate rewards periodically over the next ten years. He further stated that based on their research, they had found that the perceived value of the mystery code was quite low among potential purchasers of the CE and Marketing was looking for ideas on how to change that. They then presented to the CSM several options either being considered or implemented, one of which will go live the day the CE ships. The CSM was generally favorable about the initial ideas, which spanned CCP's entire product spectrum.

Ripard suggested that to make the mystery code a source of continuing pride and value to CE purchasers, that there be very frequent low-level rewards associated with the code in addition to the less frequent high-value rewards contemplated by CCP. As an example, he said that at each new EVE expansion, mystery code holders could receive

a low-level reward such as a can of Quafe Zero booster or an item of similarly low- to moderate ISK value. The reward itself would be of relatively low value but at the same time would reinforce the code-holder's sense of doing the right thing by purchasing the CE repeatedly and over a long period of time. He said that pride would then probably translate to the code-holder mentioning the rewards repeatedly to corp- and alliance-mates each time this happened. Doom agreed this idea had a lot of merit and that CCP would consider it.

Discussion then turned to other ways CCP is planning to market the CE, including a program (live as of the publishing of the summit minutes) to sell a portion of the digital items associated with the CE for one third the price of the CE. The purchase of this item would then include a code that would reduce the cost of the CE by the same price. The name of the item would be the "Collector's Edition Promo Pack". The purpose of this item would be to both allow players not interested in purchasing the physical items associated with the CE to still be able to purchase the virtual items. Several members of the CSM stressed that while this idea has a lot of potential, they also had a couple of concerns. Those concerns were:

- There should be at least one collectable digital item associated with the CE... otherwise why refer to it as a Collector's Edition? And,
- What if the number of Promo Packs sold (and the codes that go with them) exceeded the number of remaining CEs available?

CCP responded that the latter question addressed "a problem that we'd love to have" and that if demand was sufficient there may be a reprint of the CE. For the first issue, all of the CCP personnel agreed with the importance of having a collectible digital item in the CE.

Other potential means of marketing the CE were then discussed and CCP thanked CSM for their feedback with regard to the Collector's Edition.

By this time, there was very little time in the session remaining.

Discussion turned briefly to discussion of general EVE marketing. CCP shared a small amount of confidential information about marketing plans for the remainder of 2013 and asked for the CSM's opinions of those strategies. The CSM then asked about alternative strategies not being considered and Doom shared some background information about the decision-making process for how CCP chooses to spend their money in this area. CCP then thanked the CSM for their feedback and ideas and the session wrapped up.

Session 17: Reasonable Things Review

CCP present: CCP Soundwave, CCP Seagull, CCP Veritas, CCP Explorer, CCP Dolan

This session was a review of the "Reasonable Things" Crowdsourcing results. The goal was to get through at least the top ten and discuss feasibility / likelihood of implementation.

Discussion on the first point – allow players to log out to character select - was short. In the words of Veritas, "No". The reasons why this is technically infeasible are baked into the very core of the game and would literally require what amounts to a ground-up re-write to fix. Mynnna relayed an anecdote from lunch about how it would be ten programmers working for six months for 15 seconds of payoff for the players. This was confirmed by Veritas. Soundwave said "Someday", thus creating, with a single word, the largest expectation management problem CCP has or ever will have.

Next up on the list was Corp and Alliance logos printed on ships.

CCP noted that while this would be very cool. Many logos do not fit with the art direction of the game, and all logos that have been approved in the past, were never intended for use on the ships of EVE Online.

Seagull noted that she agreed that "some of these logos should never go on ships in this universe. We'd likely do something like corp logos." Mynnna noted this would make everyone very sad.

Seagull: "We do know you want to be able to use your alliance logo for other stuff ingame, so we haven't really decided yet."

When asked to clarify the issue, it was explained that there are aesthetic issues as well as art issues; "some of these are just pixel art or created in paint." Ali Aras argued that if logos look bad, people will redesign them to make good if it's something they care about.

The next reasonable thing was "Provide a fleet bonus information tab" to display the fleet bonuses you are receiving. Soundwave suggested a status bar, which the CSM generally agreed would work. Soundwave noted that figuring out which links you're getting is as much a link structure issue as anything else, and that they're generally stupid and over-complex. Fozzie may be taking a look at it for Winter, but generally, fixing it would be part of an overall links revamp.

#4 on the list is a status indicator to show when you're in a warp bubble. Fozzie had previously explained that this wasn't possible. Trebor asked why: "the client knows where you are, where the bubble is, so why can't it just calculate whether you're in range?" explained (from a previous conversation on this topic he had with Fozzie) that as currently programmed, the server does not check until you try to warp, so as to relieve load. Veritas pointed out that that method would be a guess rather than an authoritative issue, and Soundwave argued that especially from a customer support standpoint, giving information claiming you were safe that was wrong 5% of the time (for example) was not something they were prepared to do.

#5 is that abandoned, unfueled POS can be unanchored by anyone. "Clearly this is someone's idea of a new profession in EVE." Soundwave pointed out that this aspect was intended to be incorporated into any new deployable structures CCP might introduce. "They'll have some kind of decay mechanic, and people will be able to come around and take them." The idea that POS and personal deployables alike could be recovered this way was well received by the CSM. "Get rid of space trash!" Ali Aras suggested it could be a new venue for the hacking minigame. Soundwave gave the usual "No one wants to touch POS ever" disclaimer, but acknowledged it would be a possibility.

Sixth on the list is the general idea of a longer skill queue. Right off the bat, Ripard Teg argued that EVE should use the DUST skill system. "We're paying for our skill points, we should receive them regardless." Ali Aras argued there should be an advantage to a *planned* skill system, though perhaps backing up the system with a lower rate of gain if you have no skill training would be okay. Ripard Teg pointed out that the DUST skill system would allow for instant use of new skills, such as the Bastion mode. The general consensus was that some system of not losing skillpoints is the real theme here. Seagull spoke up and pointed out that the skill queue has an impact early on about how often you log in and thus can influence how engaged new players are, but as players get older, the queue length just becomes an annoyance. She continued to note that as a result, she's put a stop to messing with the skill queue until they're better at the onboarding part of the game, and can test what happens with different approaches. Ripard concluded this point by pointing out that attributes are stupid and serve no purpose; Soundwave agreed and said they're exploring options to replace them.

The seventh 'reasonable thing' was to add a visual cone showing the D-scan area to the map and in space. As it turns out, this was something CCP is investigating.

Eighth on the list was for extraneous requirements for clone jumping (such as leaving your ship and pausing your skills) be eliminated. Veritas noted that they will be making a change to the way implants work, but that clone jumping is a more complex fix. It remains something CCP would definitely like to do.

Plan 9 was generally storing client settings such as the overview on the server, rather than locally. Soundwave said they'd looked at this a while ago. Seagull talked about how they were looking at settings in the context of the launcher, to establish different settings profiles. She said they're also poking at both ingame settings and especially overview settings, which are "a complete mess." "A first good step would be to make sure that you can share them and that when you make and save this setting, it actually replicates all the stuff you have – the color, order, the whole nine yards." She proceeded to explain rather correctly that right now, they don't – not perfectly. Ali Aras pointed out that they'd just started a war because of a bad overview, which prompted the comment that it's a conflict driver! Ripard Teg noted that many other suggestions called out plenty of other settings – "anything that can be stored on the server, should be, such as fleet watch lists." Mynnna also specifically mentioned the market quickbar, noting that it technically can be shared.

#10 on the list is to put Logistics pilots onto killmails. Mike Azariah pointed out that Logistics pilots get part of the bounty, so it's clearly tracked. Soundwave wondered aloud if it's the right solution. "Logistics pilots want recognition, but is the killmail the right place? Is shoehorning the information into the right place?" Ripard Teg brought up an idea from elsewhere –" if you're present for a kill, you get kill credit, but likewise if you are repping someone who dies, you get points against you." Mynnna agreed that whatever solution is settled on here, acknowledging failure should happen as well. Korvin argued that logistics are "just another thing" involved in a kill, like ammo, modules, etc. and they should be recorded. Ripard Teg pointed out we're all gamers and are driven by achievement, and that it also is an intelligence source. "It sizes up the sides in a fight." Veritas pointed out that battle reports like that, such as dog.net, do not actually exist in EVE, but if they did, that may be a more appropriate way to display logistics participation. Soundwave concluded that he thinks they should solve it, and he's just not sure if killmails are the right place for it.

The 11th item was an AFK and ready check indicator in fleet and corp chat. Soundwave poo-pooed it.

Ripard Teg: "If people come into my system, and I'm trying to muster a response fleet, I'd like some kind of visual indicator so I know not to pester them."

CCP Soundwave noted it'd be a great tool for spies, but more generally that he dislikes anything that takes organization out of the players hands. "I dislike anything that takes organization out of the hands of players, because for really really good players, that is a thing that matters. Organized and good people will be able to organize their fleets properly." Mike Azariah drew a parallel to drone assist and fleet warp – the player doesn't have to do any work for it. Mike presented a tangent about fleet warps being

hands-off. Instead of being automatic, there would be a count-down and a window you'd have to accept, thus inserting player interaction into the fleet warp yet still maintaining the "ball of doom" experience. This unrelated tangent continued for several minutes before being set aside to move on.

#12 – allow implants to be recovered from corpses. The general response was best summarized by Ali Aras – "That's gross, that's awesome." Ripard Teg pointed out that it would be the first step to making implants player constructible, and perhaps clones as well. Mynnna pointed out that new tools would be necessary, and the tools and materials could come from DUST.

#13 is to swap modules in the fitting tool when a module is dragged into an existing slot. Veritas described it as "giving him the willies", but acknowledged why it's a problem to players.

#14 was adding the ability to create temporary bookmarks that expire in 12-48 hours. This was treated as a godsend for wormhole users and for PvP roams. Ripard Teg pointed out that a variation from the original list was fleet bookmarks, but James Arget and Ali Aras pointed out several issues with it, particularly for wormhole dwellers – if the standing fleet goes away, so do the bookmarks.

#15 – Allow blocking a player to block all characters on his account. That was instantly shot down, as it would allow to associate characters with each other as alts, and we moved on.

#16 focused specifically on allowing batch industry jobs to be done, though Mike Azariah pointed out that it should just say "allow batches of jobs to be done." The assent was unanimous, but Soundwave noted that it's not likely to happen until a proper industry revamp. Ripard Teg brought up a related note, which is to stack identical BPCs. Veritas, Destroyer of Dreams, explained that it's not possible, as an unpackaged item cannot be stacked, even if it's identical, as it "has extra data."

Item 17 was to allow players to fit mods to a ship even if they don't have the skills. The CSM was unanimous in support. "Back when I started fitting ships for Goons, I had to go buy an 80m SP character for this purpose so my main wouldn't be stuck around." Veritas pointed out that it's sort of possible, as you can give a ship with modules can't use to someone and they can sit in it, modules just don't work. Mynnna pointed out that a quirky variation is that, via the saved fitting interface, you can't load drones if you can't use them even though you can add them to the drone bay normally. CCP agreed that it it's clearly not cool, and should be fixed. Seagull noted she'd asked Team Superfriends to take a look at the top ten or so items to see what they could pick off for winter. They'd been generally interested in the fitting screen, so they may look at it.

#18 was a very RP oriented request: Make the EVE Gate star visible from "anywhere" as per the lore. There was a general response of "why not", though James Arget noted that if it isn't done for WH space they would be pissed. Ripard Teg pointed out that it would confirm the theorized lore that WH space is thousands of years in the past from normal space, which would be cool. James maintained his prediction, and the session moved on.

#19 – Implement the "Amazon Menu Hack", which Trebor explained as basically drawing a bounding triangle between your cursor and the new dropdown menu, so that the next layer of the menu doesn't vanish.

Seagull interjected to praise the crowdsourced reasonable things concept and vowed to use it, and Trebor pointed out that the full thing is available. Mike also pointed out that an industry focused list (compiled by CSM8 candidate Unforgiven Storm) also exists, and that the possibility to do other highly focused "reasonable things" lists.

The session concluded by declaring CSM8 the most effective CSM ever, as #21 – "Make nanite paste ammo so that when a ship has it in cargo it can still go in SMAs" – has been in the game for about four years. Sourpuss Ripard Teg rained on the party by pointing out that the player who suggested it may have meant Liquid Ozone.

Session 18: PvE

CCP present: CCP Abraxis, CCP Rise, CCP Affinity

Rise explained his presence by stating that he is "trying to broaden his horizons". Mike Azariah wryly commented that "the carnivore needs to know where the herbivores are eating."

Affinity asked what the CSM thought about current PvE in EVE, in particular the new exploration site, and how they should evolve.

James Arget said that in WH space, it takes about an hour to run through a data site and it's kind of silly.

Affinity noted that was something CCP Bettik could best discuss as he was "the WH king". This was considered to be important "intel" by the CSM.

Ripard Teg noted that Bettik once stated that "people should not live in WH space", and that he trolls him about this. There was some discussion as to whether Bettik actually said this, or if he did, whether he believes it.

Ripard Teg stated the general CSM consensus that the new exploration sites are terrific.

Mike Azariah noted, however, that the older sites were "mechanical", as complete instructions for running them are on eve-survival.org. He also said that he runs incursions regularly, and has collected a lot of complaints, but that he expected CCP already knew about them. Affinity replied that she was in a channel with many incursion runners.

Ripard Teg referred to an earlier presentation to the CSM and said that the CSM understood that a lot of work had to be done to develop new authoring tools before existing sites could be made more challenging and interesting.

However, in the meantime, he would like to see some little-things changes that would "blur the line between PvE and PvP". For example, the incursion "gate camps" that have scrambling and DPS rats can be quite challenging, and he would love to see them expanded across pirate space.

Rise, who referred to himself as "an actual small-gang PvPer", pointed out that those gate camps were murder on gangs of 2 or 3 players without logistics support.

Affinity commented that having such features would require a lot more intelligence on the part of the NPCs.

Korvin disagreed with the idea of making rats more intelligent (or more PvP-like) because "that's not PvE, it's PvP-like". Ripard Teg expressed his regrets to Korvin for having the complete opposite opinion, stating that the best PvE games had engaging combat. He further stated that the best L4 mission in EVE was "Duo of Death", because it teaches you something about flying your ship.

Ali Aras tried to agree with both Korvin and Ripard Teg. Her preference would be to do PvE between sessions of PvP, but right now, "I end up playing LoL" and "doing PI while playing LoL". After being denounced as a traitor, she expressed a wish for casual PvE that could be run in groups with PvP ships.

Affinity referred to some recent detailed research CCP has done which indicates that the players who stick around longest tend to do everything, while pure PvE players tend to churn out of the game. She noted that the current tutorials point players to agents but don't teach them much about the rest of the game.

Ripard Teg noted that prior to the mission loot nerf, it was possible to escort new players through L4 missions and pay them a living wage while teaching them something about the game.

Affinity stated that what she would like to see is a rework of NPCs so they act more like players, which would tend to make PvE fits more PvP-like. Ali Aras endorsed this. Affinity continued, stating that forcing players to maintain different fits for PvP and PvE "made no sense."

Mike Azariah noted that he "was a lazy player" and ran missions in PvP fits; Affinity countered that was possible for experience players but not newcomers. Ali Aras suggested that optimizing fits was important to PvE players because it affects their ease of running the sites and their ISK/hr, which are metrics they use to evaluate their effectiveness.

Mike Azariah would like to see incursions other than by "same old" Sansha, and less of a sense that you're blowing up the same guy over and over again.

Ripard Teg: "And rescuing that damsel..."

Trebor: "That stupid b****..."

Korvin broke down the various subgoals of PvE, such as grinding ISK, learning about the game, etc. This caused a discussion about whether improved AI would help in teaching players more about PvP mechanics.

Abraxis referred to CCP research, which shows that there is a group of EVE players interested in things like the market and industry (not blowing up ships) who also do PvE. He would like to see missions that appeal to them, and provide rewards that are applicable to their core activity.

Mike Azariah and Korvin noted that PvP isn't just blowing up ships, its things like the market as well. Mike Azariah also noted that the best PvE was group-oriented, and that this type of PvE also helped retain players. Several other CSMs immediately agreed that the "social component" was an important factor.

Affinity and Rise noted that the recent study showed some very interesting and counterintuitive results related to this issue -- preferred activities and sociality were not correlated, and the most significant predictor of whether a new player was retained was the activities she engaged in.

Affinity: "Novices that follow the 'traditional path' tend to churn out of the game. Those that follow the PvE/Builder path retain at a higher rate. Players who go from Novice to Aggressor (pure PvP) tend to filter out of the game."

Korvin lamented the loss of static deadspaces, which he thought were a kind of social grind.

There was some further discussion of CCP research, much of which was NDA. The CSM made a note to request a briefing on the results.

Ripard Teg raised the question as to whether many PvP players don't do PvE because they don't like it, or because there isn't PvE tuned to their preferences. His thesis was that the problem is the repetitive nature of EVE PvE.

Abraxis would like to have procedurally-generated content as a possible solution to this concern.

Mike Azariah raised the possibility (for example) of having agents approach players and say "I see you're flying [an Interceptor]; I have a mission that's just right for that kind of ship". This would let you practice flying particular ship-classes.

Abraxis raised the possibility of having the missions themed based on what is going on in the wider universe (ie: the political situation), and perhaps even using the statistics on what players are doing to guide how the lore evolves -- so that there is a feedback effect. He called this his personal "future vision".

Korvin raised concerns about removing older game elements (that had attracted and retained older players) in exchange for new ones that might attract new players.

Mike Azariah suggested tying the status of PvE systems to larger aspects of the game. He gave an example: if the Gallente were doing badly in FW, taxes in Gallente space might increase slightly "to fund the war effort". This would hopefully increase awareness of FW.

Abraxis said that he had some designs for similar things, but that this would require getting a bunch of game designers in a room together and "shouting really loudly at them." Ali Aras suggested he get elected to CSM.

Abraxis noted however that tying largely-independent systems together was a very complicated balancing issue and would have to be done very carefully.

Ripard Teg noted that he is getting to the point where he only plays EVE for one thing (which changes over time), and when he gets burned out on that he plays other games for PvE -- and that CCP should consider that a bit of a failure. Affinity agreed that she would like to see EVE PvE be more immersive and "just generate around you," but noted that as a 10-year-old game, the path to that end must be taken in very small steps.

Rise pointed out that for all the complaints about EVE PvE, it's still the thing most people play EVE to do.

Trebor: "But what's the lifetime customer value?"

Rise: "It's not our best, and they do churn out faster, but they do represent a large portion of the players, so it's risky to meddle with it."

Trebor: "I would argue the exact opposite. If you have 35% of your players churning out at a high rate, then that represents a failure to either keep them in the game (doing PvE) or move them into areas that have less churn."

Trebor continued, stating that he did not in any way intend to cast aspersions on the PvE content team because they were, after all, dealing with legacy issues. That said, he counseled being a little bit bolder -- instead of small tweaks, perhaps they should go away for 9 months or a year and come back with a good system for doing procedural dungeons.

Affinity replied that the changes they intend to make in the near-term were designed to validate their interpretation of the data they have collected over the last 12 months, and that making big changes without doing that validation first would be dangerous.

Abraxis noted that it is all too easy to use the data to support one's own preconceived notions, and gave an example of some metrics that could plausibly be used to simultaneously support entirely different strategies. Thus, the risk of misinterpreting the data needed to be carefully considered.

Mike Azariah asked for clarification about whether the PvE numbers being mentioned included PvE in wormholes; they do, but they are not a big part of the total.

Mike Azariah proposed a dedicated "business-only" PvE Skype channel. Affinity agreed it was a good idea, and there was a brief discussion of the logistics and use of the channel (which is now in operation).

There was further discussion of some of the details of the data that had been collected. Rise noted that he would have done some of the player categorization differently.

Regarding live events (which are considered PvE by CCP), the question was raised as to whether some of these could be done in such a way that CCP event staff were not required (and thus, there could be more of them). Ripard Teg mentioned Global Agenda as a game that does this kind of thing well.

Rise noted that the feasibility depended on the scale, but questioned if things like CCP-generated region-wide storyline events were "sandboxy".

Abraxis noted that in his experience (having designed a lot of live events) there were ways to make things sandboxy while not having a big impact of the game itself.

The CSM was shown some of the data that has been collected and how it was segmented. This final segment of the session is NDA, but the CSM immediately began conspiring to obtain access to this data "to give us a better context when we provide feedback to the teams".

Session 19: Project 3

The CSM discussed the early planning stages of a large-scale upcoming project. Feedback was generally positive amongst the CSM. A full transcript of the minutes for this session will be released if and when the feature is announced to the public at large.

Session 20: UI Modernization

CSM present: Sala Cameron & Mangala Solaris (via Lync)
CCP present: CCP Arrow, CCP karkur, other interested devs (observing)

This session lead off with a clip from Jerry Maguire, "help me help you".

CCP Arrow then gave a presentation about the UI project, the relevant bullets of which are summarized/transcribed:

Why do we wanna do this?
> *Define UI according to user needs*
> *We need to do drastic things, understanding *what* that means is the problem*

What do we need?

> *A better UI!*
> *A ui devs/players are proud of*
> *A ui not getting in the way of people*

When?

> *Never the right time, longer we wait, harder to start*
> *Let's do it now!*

How?

> *The key is a strategy and style guide, either for new or reimagined*
> *We need the support of users!*

Important questions being answered in this project: what is the UI? what does it represent? what does it mean to character and fit in the universe?

*A UI is information, control, and feedback. That's what it does; without the UI you don't have those things. A UI is essential in building a game. We can't just say "make better", because we need to **define** better and improve overall UX. Good UX = good UI.*

***Surface** brings everything together visually: what will the UI look like?*

*It overlays the **Skeleton**, which makes structure concrete: What components will enable people to play the game?*

***Structure** gives shape to scope: how will the different pieces fit together?*

***Scope** transforms strategy into requirements: what features will the UI need to include?*

***Strategy** is where it all begins: what are our users' needs? What are the business goals? What is the brand vision?*

This is the slide where we paused a bit to talk, with Arrow explaining it. He started at the scope, explaining that this is where game design mostly works, although one can play around with almost any level. The mockups the CSM saw previously were entirely on the "surface" level, thus explaining some of our reactions: we were looking lower down on the chart.

Returning to the question of what's better, Arrow says that better means a lot of things; when people talk about better, they are talking about all these steps. He explained that the steps of the strategy are to come up with what the user needs & product objectives are, produce a brand identity for the EVE UI, and define success metrics. This will be

done at an internal UI summit between different interested people on different teams from CCP.

The scope will be similarly hashed out in a workshop collaborating with and between dev teams. They want to map the user journey through UI features, define functional specs, define content requirements. Despite the complexity of EVE (a complexity the CSM repeatedly reminded the UI folks about), you need to be able to put the most common cases up and define them. Once you have things defined, you can continue working. The UI work is represented by a long purple line on the bottom of the roadmap we saw on Wednesday, as it's an ongoing project.

The UI team wants to add to the UI, allow people to start using stuff themselves and then iterate on that when they have data, citing that it's often best to add things and let people decide for themselves if it's an improvement.

With the bottom layers sorted out, they want to also address the surface-- art vision, sensory design, contrast and uniformity, consistency, color palettes, typography. With that figured out, they can create a styleguide to define this new vision and keep it consistent.

The next slide is a graphic showing EVE players, divvying them up into types. The team recognizes that there's a lot of different types of EVE players, and they all play the game differently. Treating each type as different instead of lumping them in under "playing the same game" will help make sure all of their needs are met. Mapping out their progress through the UI enables the team to take different ideas, organize them, and put them out to test subjects to tinker. They can't necessarily program things and then show them, but they can spitball then find the overlap between realistic and creative to get the stuff they can tackle and improve.

How can we help? Well, the CSM was tasked with getting a discussion going about the term "better". Not individual answers, but an overall bigger picture. Ali Aras confirmed that most of this presentation wasn't under NDA. Mynnna offered that "better" for a lot of people would be "fewer clicks", while Korvin mentioned that flexibility was most important.

Arrow said that there are competing things we need to think about. Accessibility is a good thing, but this can impact readability: you can't find what you need.

The discussion began in earnest here. Trebor pointed out that flexibility was a must for different playstyles. Ripard mentioned and Arrow echoed that it was important that CSM/community discussions focused more on *problems* than *solutions*; having a well defined issue that crops up while trying to solve a well-defined problem is worth a

lot more than having a bunch of ideas for how to change UI. Trebor pointed out that everyone's problems are different, and that both functional and visual customizations would be needed. Ali Aras mentioned that no matter how customizable it was, someone needed to find good defaults. Arrow said that they would be taking a look at the back end as well when answering the "how can we make it better" question, although it may bring them face to face with spaghetti code.

Ali Aras asked if CCP had given any thought towards writing a guide to good feedback, and Arrow said that was something they were working on internally as well. Jester suggested soliciting feedback from them, and Mike pointed out that there was a new video out about how to customize your overview, so there'd be a lot of new iteration on that. Someone in the back of the room agreed that what Arrow said earlier was right: the players can be used to help find the problems. The example given was the overview-- is "more tabs" the solution, or is it something else to solve the problem people want more tabs *for*?

Korvin said that anything that they came up with should be checked by several types of players, for example those with shortcuts, with mouse and mouseover, and touchscreen. This came up in the art presentation as well, with different CSM members having different feelings on the mockups based on their preferred style. Mike suggested using eye tracking to find stuff out.

Arrow suggested that the CSM would be useful for prioritization as well, citing the surprise they felt when they went to fanfest and half the UI questions were PI related. Trebor commented that the problem with PI is that you have to use the UI to do things the game should just do for you, which mynnna pointed out also applies to the reaction interface. Ripard said that it's possible that players aren't complaining about other aspects of the UI because they've just gotten too used to them and can't imagine them being different. Arrow said he realized that was a possibility, but would at least like to know the players' priorities.

He mentioned they want to know what they can introduce in a new way without taking out the old in order to get buy-in, and Ali Aras said that was a good idea for UI changes. She pointed out that by releasing something without removing the old thing, you get the chance to find new use case issues you couldn't spot in testing. Mike said there's always going to be some people who hate change, citing the undock button; Trebor pointed out that there's still a cost to changing. We got to hear the rationale for the undock button being where it is; according to Arrow, "It's one of those things like where when we trying to find out a strategy for placement, "neocom" has stuff you can always access, but station services has station only stuff. So, putting it there makes sense." One of the people in the back of the room added that the old placement in the neocom was decided because there were no station services at the time.

We went back to the UI mockup seen in the art panel, and Jester expressed his concerns about starting from this base because it allows the designers to pre-judge the UI without going through the above design steps. Arrow said that it provided a visual style from an art perspective and a means to build excitement. While he acknowledged concerns about locking people in to design decisions, he expressed confidence in his team's abilities to separate out concept from the design process.

We discussed this for a bit longer before someone from the back of the room pointed out that the trap with this picture is that it's just a quick little sketch. He said that if it was on the whiteboard we wouldn't be looking at it like this, but the guy who does this is too good at what he does, so when you say you want a "rough sketch" he takes it a little far. Ripard suggested actually putting it up on a whiteboard, with UI elements on post-it notes so you could move them around and focus solely on the UI. Arrow reiterated that they can avoid getting locked down; their takeaways from the design are the feeling the artists are talking about: slightly saturated with a light color palatte. The UI group knows that's what the artists are saying, not that this particular picture in picture needs to be here. He said the artists could also write a description of the mockup and UI could understand it, but that's not how they work.

Ripard and Mike again expressed concerns that the base needs to be adequately addressed. Someone from the back of the room said that that's the plan for the summit, to include all the base stuff.

CSM asked about the timing of the summit and were informed that it relied on waiting on pulling other people in from different parts of the company. The devs have to allocate time so they can get this stuff done under the roadmap and are also allocating some of their 20% project time to this. They hope it'll take not more than 2-3 months to get the strategic vision parts ironed out.

The CSM asked questions about the timing of the feedback requested, and offered to run some crowdsourcing information gathering stuff, which Arrow was excited about. He also asked us to find out what was in fact working for the players, and asked for our help keeping people on topic.

Someone in the back of the room asked us to raise our hands if we thought the UI should be completely redone, and hands went up. Ripard said they should tear it down and restart from scratch. Ali Aras said there were good parts and parts which should be updated. James suggested that a good way to think about it was the way Crimewatch worked. Karkur pointed out that people sometimes got mad about changes and parts of the UI, and Trebor conceded that there would be people who liked things and people who absolutely hated them [in the specific case, right click menus]. Ali Aras said that

while she'd raised her hand initially, she wanted to take it back-- instead of thinking about it as a Crimewatch project, it's more like ship rebalancing: a continuous extended process that touches all parts of the game. Korvin said this means it'd never be finished; Ali said that was the case anywhere. Arrow agreed that ship balancing was a more similar model.

The team thanked us for our input, and the meeting concluded.

Session 21: Language Support and the CSM

CSM present: Mangala Solaris, Sala Cameron (via Lync)
CPM present: Hans Jagerblitzen, Nova Knife (via Lync)
CCP present: CCP Leeloo (Russian), CCP Azalea (Japanese), CCP Phantom (German), CCP Vesna Prishla (Russian)

Note: This session is presented in modified transcript format as an experiment. We welcome your feedback.

Leeloo: Why we are here: Language Support & the CSM.
Leeloo: Goes on to ask how many CSM can speak other languages?

Trebor: Mentions he speaks Japanese very very badly.
Ali Aras: Sala Cameron & Chitsa Jason speak other languages.

Leeloo: How many of you participate in the localised community forums?
<silence>
Mike Azariah to Sala Cameron: do you do localised forums?
Sala Cameron: He does not use the german forums.

Leeloo: If you do have a language ability, we would like to see more of the CSM take time to communicate on the localised forums with non-english speakers.
Vesna Prishlahantom: Mentions that a lot of folks on the official Russian forums would love to speak to Korvin for example.
Korvin: Does not use that forum much, people tend to use eve.ru or evemail him directly.
Leeloo: You can use that forum though, initiate threads and so on
Korvin: He would not want to do that, he would prefer people to use the mediums they like. As right now EVEO is not a user-friendly forum.
Ripard Teg: Echoes this point and highlights some of the downsides to the current EVEO forum software
Trebor: What you should ask is "how many of the English speakers are forum users?"

Ripard Teg: Mentions he uses EVEO through need not choice, there are better resources out there.

Leeloo: What in your opinion do you think is wrong with the localised forums? Why do people not participate? Is it due to the localised languages lacking a large audience or the forum software?
Korvin: The organisation, software - rep system, linking pictures, navigation are all issues on EVEO.
Trebor: Notification system never works correctly.
Ripard Teg: Its esoteric, little flag in the corner, works when it wants.
Korvin: Unofficial forums are open to all, EVEO use is locked behind a sub, so people tend to use unofficial forums when they have questions when they are not subscribed.

Leeloo: Do you think it is the rules of the forums being too strict, which causes people to stay away?
Mynnna: Rules overall are fine. Notes that he has seen some valid arguments that the rules too strict on SOME of the forums, ie stricter rules killed COAD but mostly they are good enough.

Leeloo: What can you say about the localised sections? Do not have many of them so they have more stricter rules that apply to all. What could CCP change?
Korvin: Discusses the main reasons to use EVEO localised forums are the official translations of CCP News that are posted there, or to address CCP about issues users may have or indeed just to shout at localised community representatives hoping they bring any issues to CCP themselves.
Korvin: This is not what forums should be, they should be used by players to communicate with each other, and they are not suitable for this right now.

Phantom: Makes a general comment. The German, Japanese & Russian playerbase is around 25% of total subs right now. This is a decent amount of players. From using the localised forums he knows for example that the German players are interested in industry, science and all that stuff. A lot of interesting ideas are posted on the localised forums, he thinks it would be beneficial to CSM & CCP to listen to those ideas.
Phantom: On the localised forums, the community representatives read these good ideas, chase feedback and bring that to the developers and say "hey this is feedback on x or y idea". Or they read a question on the English sections, that is similar to a question asked on the localised forums, the community reps can then take any answer from the English sections, and link/post it to the localised forums. However this does not work in the reverse that well. Players who use the localised forums have questions/feedback but it becomes difficult to get to the developer to give answers on the localised areas due to the language barrier.

Phantom goes on to suggest it would be good to get the CSM to step in & say "okay, we have discussed x or y, this is known and so on".

Leeloo: Do you read a lot of localised forums?
Korvin: Checks them from time to time just to see if new things are there he may have missed elsewhere, he does this only because he is on the CSM.
Leeloo: So you have some kind of summary in your head you can give to developers, discuss then return to players with feedback?
Korvin: Sure

Mike Azariah: Notes that Phantom said those 3 localised communities make up 25% of the subs, asks do they make up 25% of the forum activity?
(Not sure who; someone said no)
Mike Azariah: Thats what he was afraid of. The localised forums are, not dead, but withering on the vine.
Phantom: On the German forum, there are maybe 20-25 posters that contribute the most. Very limited interaction there.
Leeloo: Same for the russian forums.
Phantom: There are some good ideas there, so it's not all bad.

Mike Azariah: During the election, did the localised community team get a metric during the election about who voted?
Mike Azariah: States "I know the Russians voted"
<indicates Korvin to laughter in the room>
Mike Azariah: What was the election turnout in the other communities? Was there a Japanese candidate?
Azalea: There was not. Azalea translated all the candidate information and posted to the Japanese forums.
<room was surprised at this and very happy>
Trebor: One of the reasons he supported a move to the new election system is it becomes much much easier for foreign language candidates to have a chance of getting on CSM especially a Japanese candidate.
Trebor: It is a good thing in the long term if these communities are represented on the CSM.
Trebor: He would appreciate it if Azalea would work with his community to encourage a really good Japanese candidate to run, the CSM can help with this and help raise their visibility, however this is a chicken and egg issue.
Mynnna: I'm sure Trebor is trying to rig the election AGAIN
<laughter>
Trebor: The reason you have few international CSM coming on, is that most CSM are English speakers, or Russians who are Evil.
Korvin: What?

Trebor: Case in point <indicates Vesna Prishla>

Leeloo: Another potential problem is that - like with ISD - community staff on this team need to be bilingual, to communicate with the team and with other people.

Korvin: Asks Vesna Prishla a question. How often did he check the Russian forums during CSM 6?

Vesna Prishla: Remembers posting on there during & after the election as well as also organizing things on it.

Trebor: Suggests that CSM could help the localised community team with items like the crowdsourcing CSM recently undertook, pass this to them to get it translated so their communities can more easily contribute.

James Arget: CSM is going to do another soon that is UI related. Asking for pictures not words, so if the team can just translate news posts, CSM does not need a translated answer at all. It would be great to get them involved here and is possible to push that out to all language groups.

James Arget: Goes on to mention he tried to translate his campaign site, and had to pay his corp mates to help, using online translators just resulted in a bad job.

Phantom: Brings up an interesting thing regarding the CSM elections, if no one is really present & taking care of things on the localised forums, then a candidate has a chance to say "I AM YOUR GUY" and potentially walk away with a solid block of votes.

Trebor: Dolan wont tell him how many Japanese votes he got.

Phantom: If you have enough Germans behind you then its a strong point.

Ripard Teg: States that it all comes down to someone who mobilises that vote, however the CSM is mostly English speaking as the players are mostly English speaking, yet still had trouble mobilising more than 20% of the playerbase. if you mobilise 20% of the Japanese or German vote, you would get only a couple of hundred?

Phantom: A bit more.

Ripard Teg: Goes to to say "I needed 5k to get into the ballpark", so the CSM presence in the localised areas has to grow with those communities.

Phantom: Had an unrelated thought, would CSM like to step into the communities and say we will reserve a spot for these groups on future CSMs?

Ripard Teg: Thats what STV was supposed to do, if Germans are 1/14th of the community, and they get 1/14th of the vote then they could get a seat

Phantom: Does CSM read or get feedback from other sources & forums?

Ripard Teg: Yes

Mike Azariah: Yes

Trebor: Gets evemails from foreign language groups - in English obviously

Ripard Teg: Knows a large German alliance endorsed him.

Mike Azariah: He had a conversation with a Russian voter & had to use google translate for 15 exchanges and then had to figure out what the translations meant!

Korvin: Crowd sourcing, had a lot of Russian proposals

Ripard Teg: Explains how he got the German edorsement, alliance leader invited him on teamspeak, and acted as translator.
James Arget: Would like to speak to localised groups more, but without official aid this is hard - as apparently Russian wormholers hate him, so he cannot use unofficial resources!

Phantom: If CSM was draw up a short introduction or news items for the localised communities the language team can post them.
Trebor: If you want to gather/solicit questions from your communities and then pass them to CSM to answer. These can then be returned to you and then the team can translate & post the answers.
Ripard Teg: Says the team should translate the news articles about the CSM townhalls and appear on these to translate questions received too.
Trebor: CSM could even do localised townhalls, although the timing would have to be worked on especially for the Japanese community.

Ripard Teg: Goes on to ask a metrics question. "For each of the localised communities, as I said the key figure is 1/14th in order to get a CSM seat"
Ali Aras: Interjects to state 1/14th of active voters.
Ripard Teg: "Lets start with active players. Certainly the Russians represent 1/14th of active players, do the Germans or Japanese represent this number?"
Phantom: Answers in the positive claiming the Germans & Russians are about the same.
Ripard Teg: "Theoretically then should a German candidate should have been elected"
Ali Aras: "Someone who was campaigning as a member of the German community Sala Cameron, was saying on the lync call - in type - that he thought about campaigning on localised forums however did not given the points raised earlier about the activity levels on eve-o and user environment on eveger for example"
Trebor: In previous CSM's Meissa, very heavily campaigned on the localised forums and got a lot of German & French support, he was THEIR guy.
Ripard Teg: Says it sounds like localised communities get the representation on the CSM they have in the community. Future tactics should be to expand the localised communities.
Ripard Teg: "The Japanese community will get a CSM rep when it hits that ... (again sound gets a touch funny here)

Trebor: Thinks the Japanese community will get a CSM member before that, especially under the new election system, as this system is all about awareness and broad support. any potential candidate will not get on purely through being Japanese.

Ripard Teg: Mentions that yes, it is a base, but you then need to expand through alliances with others as many of the current CSM did.

Phantom: Regarding the CSM townhalls, the localised forums have weekly summaries translated to all three languages, and the townhalls have been mentioned there. The localised townhalls suggested earlier may very well be worth an experiment.

Mike Azariah: Asks if people would turn up.

Korvin: Strongly states he ready to try this experiment, starting with a Russian community townhall.

Dolan: Have to end it here. Lets get a thread on the forums.

Session 22: Launcher and Web Teams

CSM present: Chitsa Jason, Mangala, and Sala Cameron (via Lync)

CCP present: CCP Atropos Leading meeting, CCP Alice, CCP delegate zero, CCP Aporia, CCP Teal, CCP Ra Ra Ra, and many other members of the launcher and web teams

CSM began the meeting by asking about making HD textures available for players to download as an option. CCP replied that while they did have them in house, but the release process was not straightforward. Concerns include download size, the patching process, texture choices on launching, and related implementation. At current, the launcher team is focused on multi-account support and launcher profiles, which take priority over any kind of optional downloads.

Ripard Teg pointed out the meeting was taking place in the Trinity conference room, which was a release focused around multiple texture options. CCP stated that they dropped those options because they greatly increased the development and deployment costs.

Ali Aras mentioned that those players who can use high-res textures are usually those people who are also generating player media which bring people into the game. CCP agreed these are good motivations, but they are very focused on making sure the launcher will correctly patch, launch, and has adequate support for multiple accounts.

CCP had considered giving textures as a non-supported client hack, but this would inevitably cause issues without a proper method of resolving them. Despite all these drawbacks, it is still a project that the Launcher team is interested in implementing.

Ali Aras asked how difficult it would be to add in to a sprint. CCP repeated that there are many different technical issues to address in order for it to be feasible.

CCP agreed that this is the direction they want to go with the client, and that the current patching system operates similarly to the repair tool and only looks for changes to allow small updates to happen efficiently. They agreed that CCP has historically been weak on delivering to customers the "cool stuff" that they are able to develop in house.

Ripard Teg pointed out that DUST 514 already enjoyed more language options than EVE. He asked if the EVE client would be forced to download multiple languages which the user had no desire for.

CCP is much less concerned with the size of download associated with language files. The rapid deployment of language updates is a more challenging task. This ties in with the current work that the Launcher team is doing, where they're moving from the previous model where a user downloads the client as a single unit, to one where pieces of the clients can be updated as needed without consulting every dev team. CCP has been working on developing the tree of dependencies to determine what needs to be updated on any given change.

Ali Aras thanked CCP for having a Mac launcher, and asked what the plan was going forward to bring the Mac client up to speed regarding the features available via the PC launcher. Trebor commented that he felt the Mac launcher was actually a significant improvement over previous Mac clients, in particular with regards to cloning.

Speaking to the topic of cloning, CCP acknowledge that despite marketing multiple accounts for quite some time, the client has not been designed to support multiple accounts. As a result, there are a multitude of different ways that players runs their multiple accounts. The Launcher team is now trying to fill that void which players had to improvise on.

Ali Aras asked if the Launcher team had built a clear picture of what tasks the launcher should accomplish and how it would accomplish them. CCP is engaged with the Research and Statistics group to make sure they are getting the right tasks accomplished. They are investigating the tasks that players are trying to accomplish as they launch the game, so that rather than duplicating the process instead they can duplicate the result. This came as a result of the initial launcher release in which the

launcher was not developed with comprehensive knowledge of how players interacted with the client.

Future versions of the launcher aim to give players the ability to do things such as launch to a specific window and resolution, remember passwords for multiple accounts, or connect to different servers. Mike Azariah mentioned that the crowdsourcing effort collected several launcher related suggestions. CCP had looked at the list.

Since summer, several members of the launcher team have refocused their project on meeting functionality that players need and want.

Mike Azariah thanked them for moving toward proactive development rather than scrambling to fix issues after patches are released.

Mike Azariah asked the web team about functionality on the official eve online forums. Several other community forums exist, and these often see higher traffic, especially among non-english players where there is not a large enough base to populate multiple forums. The DUST 514 forums already enjoy more functionality compared to the EVE Online forums.

The CCP Web Team agreed that there are many functions they would like to add, although language impact was not something of which they were cognizant. They are limited by their small team size.

In response to the many concerns about multiple launch behaviours, CCP revealed that the final goal is that every player has a single master account. The Launcher would sign in to this single account, then launch multiple clients for different characters, remembering preferences for each character. The CSM was very supportive of this objective.

CCP was somewhat concerned about the player reaction of losing the login screen, as it is viewed by many vocal players as an iconic part of the client.

Ripard Teg advocated for the Google philosophy that in a multi-step process, one should be as simple as possible and shift the complexity to the other. Therefore, if a launcher and character selection are both used, one should be as simple as possible, free from update info or in game news. Ripard Teg also voiced concerns about losing modified direct client start options during the transition to a more comprehensive launcher.

CCP presented the full flowcharts of all actions taken by different example players. These were very detailed, and showed a robust appreciation for the actions needed by

different players with different play styles. The Steam integration was of particular note, because it was the best cast for single accounts, but worst for multiple accounts. These flowcharts were directly compared to desired behaviour, showing a clear path for iteration and improvement. The priorities for the future are, in order, automatic login, multiple login, and saved preferences per instance. Optional downloads would have to come after this.

Trebor urged the team to have shortcuts both within the launcher, and able to be placed outside the launcher. CCP asked if there was some functionality unique this approach they wanted, or if it was simply a matter of habit. Chitsa presented a rudimentary graphic mockup.

Further discussion continued about how players interact with the client currently, and CCP reiterated the objective of building the Launcher to allow desired outcome rather than mirror player workarounds. CSM volunteered to be test group for new iterations of the Launcher, as well as being a resource for Team True Grit.

Session 23: Chat with Hilmar

CSM present: Sala Cameron, Chitsa Jason, Mangala Solaris (via Lync)
CPM present: Hans Jagerblitzen, Nova Knife (via Lync)
CCP present: CCP Hellmar, CCP Unifex, CCP Dolan, CCP Guard

Hilmar got to greet his old friend Trebor Daehdoow, who declared with absolute conviction this is his last year on the CSM. Ripard Teg and Mike Azariah countered that they would be creating a fifth CSM officer position. That way, if Trebor wants to continue to say he's held every officer position on the CSM, he'd have to run again to claim it. "It's like Pokemon," Unifex joked, "gotta catch 'em all!" The other CSM members then introduced themselves and their roles in game.

There was no specific agenda for the meeting; the CSM had asked to meet with Hilmar and ask him a few questions. Mike Azariah opened with a question about branding: what is CCP's branding strategy for their three games, and in particular would the brand name be "EVE" or would it eventually become "New Eden"? Ripard expanded the question into marketing: CCP had shown a DUST 514 commercial at Fanfest and a few marketing ideas for EVE Online, but what was the overall plan to break EVE out of the niche that it's in?

Regarding branding, Hilmar said that they'd found DUST 514's branding to be stronger as just DUST 514. "It's a shooter in the EVE universe," he said, "but that's something that you find out after the fact." He mentioned that from a logo point of view, the DUST

logo is very much like an EVE Online expansion logo. For Valkyrie, the EVE connection was deliberately made much stronger because both EVE Online and Valkyrie are space-based games. CCP felt that anyone who knew about space games would at least be familiar with EVE Online, thus the branding for Valkyrie to strengthen the EVE brand.

But Hilmar said as the three products mature and the connections between them are made stronger, the branding linking them will be made stronger as well. And as the natural progression of CCP's future products are released, they'll be connected into that. Hilmar also shared some of the history of the EVE Online brand and felt it would be hard for players to ever break their connection to the EVE name, so that will remain the center of the EVE branding strategy and over time the name recognition for other games would be nudged in that direction.

Regarding growing EVE's base, Hilmar joked that EVE does a good job of misrepresenting its qualities when you start to play. So their focus has been addressing those first steps a new player takes in the game. The goal would be for EVE to represent itself better and give the new player a better understanding of what long-term players find appealing about the game. In particular, he spoke very passionately about EVE as a sandbox and said that as gaming is advancing, more and more games are showing what a sandbox is truly capable of, which can only help EVE.

In addition, while previously CCP had tried to "cram everything into EVE", over time CCP hopes to create more focused experiences within all of the games that take place within the EVE universe. The CSM was very happy with this approach. In addition, he pointed to the efforts with the EVE-based TV series as an opportunity to introduce the EVE universe to a much broader base of players, with the existing players being able to joke "This is what EVE was like, back in the old days!" That would also make the game easier to explain and Hilmar was enthusiastic about the possibilities of introducing people unfamiliar with EVE to EVE.

Ali Aras asked: can we see more emphasis put on the EVE-DUST link? In particular, a lot of both the CSM and CPM would really love CCP to "go bold" on the link. Ripard added that there are upcoming competitors for both EVE Online the space game and DUST 514 the shooter. "We're concerned that other companies are going to infringe upon this fantastic combination that you are creating even before you can get it going," he said. Trebor added that when CCP starts marketing DUST 514 strongly (as announced at Fanfest), the link is a potential differentiator from DUST's competition and if it isn't a strong differentiator, it will be harder to sell DUST.

Hilmar was very understanding of the question and in particular held up Nova Knife's posts about DUST as really hitting the nail on the head about the need to make DUST 514 a really kick-ass shooter. Over a period of a few minutes, he made it very clear that

CCP's primary focus for the time being will be to improve the DUST 514 gameplay outside of the EVE-DUST link and build up DUST's reputation and audience in the challenging F2P market.

Instead, the focus will be on improving the DUST experience; in particular, the focus will be on grabbing shooter fans right from the get-go. As a result, while Team True Grit will continue to build on the EVE-DUST link, Hilmar feels very strongly that they should focus on the DUST experience and build a shooter that CCP can be proud of.

Unifex agreed with Hilmar's points and made it clear that the development strategy for Valkyrie is very similar: they are really focusing on the core experience of Valkyrie and making a fantastic VR game that people want to play. Once that's done, he feels the link to the EVE universe will be a force multiplier on top of that. Hilmar agreed and drawing a picture of an iceberg with the vast bulk of its mass below the surface, said that a tremendous amount of work had been done already on the EVE-DUST link (comparing this to the mass of ice below the surface of the water) but that the core DUST experience had to be the equal (comparing that to the mass of ice above the water line). Taking the analogy a step further, he said that once "there's a city built on the ice", the tremendous amount of work already done to make the link spectacular will still be there and ready to be taken advantage of.

The CSM and CPM members thanked Hilmar for his time and his insight into CCP's business strategy. "I didn't think it was possible," James Arget said, "but I'm more invested in this [game] now than I was before."

Session 24: EVE Valkyrie

CSM present: Sala Cameron, Chitsa Jason, Mangala Solaris (via Lync)
CCP present: CCP Unifex, CCP Dolan

The CSM met with CCP Unifex for our last meeting on Friday. We discussed a bit the potential direction for mobile apps. Unifex said that mobile apps would be attached to their products, and outlined a few different directions for the kinds of apps EVE people would want-- stuff like fitting screens and whatnot.

We then moved over to Valkyrie. Ali Aras asked about the Valkyrie link to EVE. Unifex retold the story of how Valkyrie came to be: the team demo'd something at Fanfest, it went to E3 and succeeded, it got greenlit as an actual product once it did well playing to someone other than the "home audience".

Unifex said that they had a great experience and some of the best VR developers in the world right now, and that was what they were focusing on. They pulled the RVK group over to the Newcastle group who'd just finished up some DUST dev to make a Valkyrie build. Both of them worked together to get the Gamescom build, which was a significant step forward-- there's a holographic UI in the latest build, among other things, and it now works and looks awesome on the 1080p headsets. They've got good people, they've got a good experience. What they're working on right now is the context, the reason to go play another game.

Unifex: There are so many potential growth areas in the EVE universe right now which aren't necessarily areas where pod pilots are. These are areas they're looking at. They're going to ship in 2014, which is soon, so they're concentrating on getting a game out that *could* connect but it's not their focus right now.

And plus, EVE and DUST don't want them ducking around in that pool right now, because it's complicated.

In several year's time, they want everything to be connected, but they've got to make a game first. If the game isn't a game, it's just a niche of a niche.

They just wanna get the game out and get it playing. This connects to mobile-- "what does CCP want to do with making original titles?". One of the connections you have to think about is, are you involved in every second of time that passes in EVE? Because that's significant.

Chitsa asked what else would happen-- any storyline? Multiplayer? Unifex said he didn't know, but it's something they had to be very clear about: you have to be able to answer "how does this world work?"

He brought up PI as a good example of this-- it doesn't happen on the same timeframe as the rest of the game. It's an experience that's not experienced second by second.
Unifex brought up the EVE CCG: how could you connect it to the EVE universe? You have to think about is this something that everyone can just play, without being tied into the second to second gameplay of EVE. So look at Valkyrie, everyone loves shooting the shit out of each other in matches, how do you make *that* fit.

A few CSMs suggested various different ideas for Valkyrie links.

Unifex said, that's great if you're an EVE player who wants to check out Valkyrie, as opposed to a person who just wants to play Valkyrie, which is why the game has to come first. They want to chase those people.

Unifex: The links will be meaningful. They will be very very meaningful. But for the vast majority of people, that will not be why they play Valkyrie.

Each game has to stand on its own, but ultimately, they want it to be one unified thing with different experiences, and people can choose which/how many of those experiences they want. It does have to be a game meaningful and successful in its own right if it's gonna bring people in.

There was a side tangent about Star Wars as a pitch for a second-by-second thing, but it was pointed out that that kind of link was just what we were told wasn't happening.

Unifex: We have a different sense of time at CCP, so we do want to see it eventually get there, but it's not there yet.

The CSM asked if we could play it, but there ended up being only enough time for one person to do it. Ali was nominated/nominated herself, and played it.

Ali [in notes]: I played it, but didn't play it at Fanfest, so I can't compare the builds. It was incredibly fun, as someone who grew up on Freespace; I got the hang of the controls pretty quickly and wasn't terribly nauseated or disoriented. It ended quickly and I really wanted to go back and continue it, but we had to go to dinner. It did a great job of immersion, and a great job of zero-g simulation, in contrast to EVE, where you always know which way is down. I didn't end up using the holographic displays Unifex mentioned-- I stared at them in the launch tube, but in the actual game ended up flying around going FFFFFFF COME BACK HERE I WANTED TO SHOOT YOU. I was up against NPC AIs and found myself appreciating tracking in a new way when I found myself unable to spin fast enough to get my guns ahead of the AI.

Initial Session Draft Credits

Ripard Teg:
    Session 1: Basic Introductions and Design Theory
    Session 14: Team Kuromako
    Session 19: Project 3 (NDA)
    Session 16: Sales and Marketing
    Session 23: Chat with Hilmar
Trebor Daehdoow:
    Session 2: Review of Stakeholder Process
    Session 3: EVE Security
    Session 8: Future Plans
    Session 15: Team True Grit and the Dust 514 Link (NDA)
    Session 18: PvE

Ali Aras:
    Session   4: EVE Economy Part 1
    Session   5: EVE Economy Part 2
    Session 11: Project 2 (NDA)
    Session 20: UI Modernization
    Session 24: EVE Valkyrie
Mynnna:
    Session 13: Team Superfriends
    Session   9: Team Five-0
    Session 10: Personal Deployables
    Session 17: Reasonable Things Review
Mike Azariah:
    Session   6: Art
Chitsa Jason:
        Session   7: State of Balance
Mangala Solaris:
    Session 21: Language Support and the CSM
James Arget:
    Session 22: Launcher and Web Teams