



20-23 January 2015

Winter Summit Minutes Day

One – January 20

Contents:

- Page 2 – Roadmap & Release Cadence
- Page 6 – New Player Experience
- Page 8 – Web Team
- Page 11 – Team Size Matters
- Page 14 – Corporations & Alliances
- Page 18 – Team Homegrown
- Page 22 – Team Security



Session: Roadmap & Release Cadence

CCP Attendees:

- CCP Leeloo
- CCP Falcon
- CCP Seagull
- CCP Mannbjorn
- CCP Fozzie
- CCP Delegate Zero
- CCP Scarpia
- CCP Explorer
- CCP Manifest

CSM Attendees:

- Ali Aras
- Sion Kumitomo
- progodlegend
- Sugar Kyle
- Xander Phoena
- corbexx
- corebloodbrothers
- Asayanami Dei (remote)
- Gorski Car (remote)

- Steve Ronuken (remote)
- Mike Azariah (remote)

CCP Seagull opened by welcoming and making sure everyone had coffee and the wifi password. She then moved onto discussion about the roadmap, and how there are two different roadmaps - the overarching vision roadmap, and the release to release roadmap of what is actually being released.

She then went on to explain how we keep track of our releases, the differences between internal and external features, and some of the more specific parts of the implementations in our system. Seagull further highlighted that she wants to develop in the open to the CSM, but that things will only show up to the CSM when they're in a state to be evaluated. She also stated that it's taken some work to determine how to make the system work with the CSM given the new velocity of development, and we're hoping to fix the issues that have been emerging recently regarding lack of timely communication with the CSM. Mike Azariah then asked who is responsible for making sure that everyone internally is kept up to date, with the response being that it fell to the senior producer.

She then went on to talk about little about how the development model has changed to make the teams empowered to make decisions and exert more autonomy in how they develop.

Xander asked what the internal feeling as regarding the new development model. CCP Mannbjorn answered that most people are happy with it as it gives them a certain amount of freedom and allows them to take responsibility for what they're developing.

Progod asked about whether CCP has seen a difference with the removal of expansions with regards to visibility of new features due to the lack of a specific expansion to hype among the community. Seagull answered that instead of now marketing before a release is made, the marketing approach is more to support a feature through its development journey to release and to support the players themselves expressing appreciation for it.

Sugar Kyle asked how this development narrative ties into the actual narrative of the game with each of the teams now being able to decide individually what they do. Seagull answered that she is still in control of the overall development narrative and that it still exists to guide the teams. While the teams do have some ability to decide what they do, there is still a creative guideline they need to stick to.

Sion then asked about design though participation. He asked if this is implemented and what its current status is. Seagull answered that it's still a work in progress, as there are a lot big picture choices that still needs to go in to fully realize the vision. Sion asked whether it's more of a philosophy rather than a directive, and Seagull said yes.

Seagull noted that one of the changes that have been made is that rather than trying to just market to people who don't play EVE, CCP is now also focusing on making sure that the players that do play are happy and want to bring in new players themselves. In the past there was more of a clash between doing things for veteran players that would have no benefit to new players versus making new features

that work to draw in new players. Now with this idea of using players to bring in players, developing for veteran players by extension is developing to bring in new players.

Seagull then gave an example of how giving the teams the freedom to choose what they develop makes the process better. Small quality of life changes such as adding a custom rejection message now didn't have to go through POs or any producers.

There was then some debate between the CSM members about the impacts of the accelerated development cycle, with some noting that the increased velocity causes more stress for a number of players. This moved to a debate about players pushing for absolute perfection, with some players believing that nothing less is not worth anything at all.

Mike Azariah asked could he bring his Drake. Everyone in the room groaned.

Xander then asked whether they were able to separate the bump in subscribers from "This Is EVE" from the change in development model. Seagull answered that it's not something CCP can really do with any certainty, but they believe that the overall trend is that people are sticking around more. The retention numbers are looking decent.

Sugar Kyle noted that players are very receptive to the beta features on TQ compared to just having them on Sisi. This allows more players to easily opt into trying new features before release. It was noted that this doesn't work for everything, such as core game mechanics (e.g. you can't have people fighting each other using different tracking formulas).

There was also a point raised on CCP moving in on areas that were previously covered by third party tools. Seagull noted that CCP should cover all the core features, and some of the heavily specialized areas are better covered by third party tools. She also noted that CCP is also moving towards promoting these tools more to new players; if people that bring new players into the game tell them to get these things consistently, why isn't CCP doing so as well?

Progod asked why not just straight up integrate some of these third-party tools. Seagull noted that it's complicated, due to these tools being out of CCP's control.

After a break for coffee, the session resumed

Seagull started by stating that some of the CSM info loops should be moved from the forums to Confluence (the internal development Wiki system). The CSM agreed. Mike stated that maybe everything should be moved to Confluence. Sion noted that the CSM was unable to subscribe to updates, and being able to do so would help greatly. Steve clarified this was due to not having emails hooked up to accounts.

Seagull noted further that teams now have a template they can tag that allows it to automatically show up in certain areas. Mike asked whether the CSM could tag pages to notify certain teams, with the response being yes they could.

She further explained that each entry also has listed contacts, so that the CSM can easily find out who they need to talk to.

This system also allows the CSM to create feature proposals that would more easily allow CCP to take them and integrate them directly into a teams feature list.

Leeloo also noted that other CSM content is going to be moved to Confluence. Ali also noted that it would be nice to be able to get alerts for any new stuff.

Seagull then explained how the system works, including how features are tagged, what the different statuses mean and so forth. She also noted that anything lore related is not being listed, as CCP wanted to still keep the mystery for the CSM

Sion then asked some questions about the story development direction, specifically whether there were going to be more things that CCP was going to just put out there as mysteries. Seagull confirmed that this would be the case.

Several CSM members discussed how more players that traditionally wouldn't be interested in this area of the game were interested due to this mystery (including several CSM members).

The CSM also noted that they were fine with details of the unfolding lore being kept from them, as long as CCP continued to roll it out and keep it engaging as they had been recently.

Seagull and the CSM then went through the current list of feature pages and discussed any particular features that the CSM decided important. There was some discussion regarding specific features, but there was no in depth discussion regarding anything specific.

Seagull further discussed other features of Confluence, including the ability for the CSM to write blog posts to help keep CCP up to date more easily.

She then explained in greater details how the new developer team layout works compared to the old layout.

Sion asked whether this was a departure from Agile. Seagull noted that it wasn't a complete departure from Agile, but there's a lot of changes. But it is a departure from Scrum, which suits a more heavily corporate environment.



Session: New Player Experience

CCP Attendees:

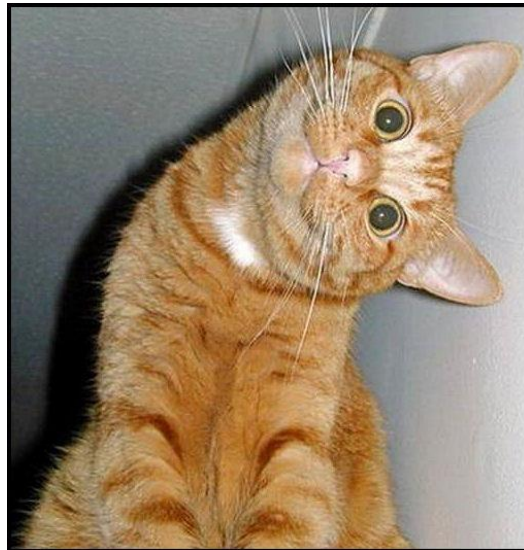
- CCP Leeloo
- CCP Seagull
- CCP Rise
- CCP Delegate Zero
- CCP Scarpia
- CCP Skrekkur
- CCP MrHappy
- CCP RubberBAND

CSM Attendees:

- Ali Aras
- Sion Kunitomo
- progodlegend
- Sugar Kyle
- Xander Phoena

- corbexx
- corebloodbrothers
- Asayanami Dei (remote)
- Gorski Car (remote)
- Steve Ronuken (remote)
- Mike Azariah (remote)

THIS CONTENT OF THIS SESSION IS BEING HELD UNDER NDA, AS A DEV BLOG IS COMING SOON CONTAINING ALL CONTENT DISCUSSED. INSTEAD, HERE IS AN AMUSING PICTURE OF A CAT:



ORIGINALLY UNRELEASED CONTENT:

CCP Rise started by summing up progress so far, mainly notifications and the starmap beta, and that they were looking forward to what they want to do next. He noted that the Opportunity system (the main system to replace tutorials) faced some delays due to vacations. Once the entire team was back at work there was a lot of reanalysis due to the recent influx of new players. There were a number of specific things that they discovered .

One thing that CCP Rise brought up is Character creation, where people spent a large amount of time on character creation and then get into the game and realize the majority of that effort isn't really relevant. The thinking is either to have players start in their captain quarters, or possibly move the character sculpting portion to later, so that players start in space without spending large amounts of time sculpting their characters.

CCP Rise then showed some of the testing they did. One example was starting players in space in a space with asteroids and a few passive NPCs. He then showed some flow mockups. He also noted that players

quite like Aura. Going into more detail, he showed an example info panel for travel, prompting the player to try things such as docking, warping, and jumping through a gate. with each entry able to be expanded to give further details.

The idea with progression with opportunities is that they would be a branching tree, with completing one task suggesting to the player to start another. How deep they want to system and how complex they want some of the deeper entries to be hasn't been decided.

CCP Scarpia noted that the system is intended to basically give the player the choice of when to graduate from the system when they feel ready.

Xander asked whether there was potential for players to create opportunities for their members. Steve replied that it was difficult as each opportunity needs to be setup on the backend with tracking and triggers, but something like letting corps set up their own paths would be more likely. CCP Scarpia also noted that things like corp and alliance certificates are a possibility as well to add in that area.

CCP Rise also noted that the existing tutorial missions would not necessarily be removed, just not prompted immediately to new players.

Asayanami asked about when skills and the skill training system would be introduced to new players. Steven explained that it wouldn't be at the beginning, but they may start you with a skill already training.

Progod then asked if there plans to adjust the starting skills. There was some discussion on this point, specifically around basic core skills and how much players should start with.

Sugar Kyle brought up that there is no easy way to visualize available skills and how they work together.

CCP Rise also brought up that there was discussion going on about whether there were improvements to the skillbook system as a whole to make it better for new players.

Progod outlined that there are a number of skills required that would allow a brand new player to participate in a group that come to about 20-36 hours, that if the player started with would allow them to immediately get involved.

Sion asked whether the opportunities system has been tested with players. CCP Rise explained that they did in house testing with players with no EVE experience using tasks without any explanations. This was mainly to work out how much of a explanation was needed for new players. The current system they're working on has not been tested, but they're looking to do some A/B testing on TQ to validate it in the future once the system is further developed.

Sugar Kyle also asked whether they could get a different rookie help chat for people on the new experience.

Sugar Kyle asked about a second tier of information, such as when a player is about to jump into lowsec or Nullsec for the first time. She also noted that it should not tell the player to use auto-pilot to travel if possible.

An example of new players jumping into wormholes and getting stuck was given. CCP Rise explained that in that sort of situation, the "Jump through a wormhole" opportunity would be completed and would show some more information about wormholes, hopefully helping those players out a bit.

There was then some discussion over whether accessibility should be provided for all areas such as wormholes for new players. There was some agreement that not all areas should be areas should be easy for new players, and there is some implied minimum playtime and skill.

The discussion then turned to questions about improving the combat experience for new players and making it more realistic. CCP Rise noted that it's very difficult to do this due to the complexities of PvP

combat. Several other CSM members noted that there are other basic game mechanics that need to be focused on, and that for the most part other players are better for introducing new players to PvP.

Sion asked that based on the requirements outlined earlier, what instills confidence in a new players. CCP Rise replied that it's mostly understanding and feedback: if a player feels like they're understanding what they're doing, they feel much more confident and are willing to go further.

Xander then brought up the topic of getting players out of NPC corps. CCP Rise then went on to explain their thoughts, such as an opportunity that would encourage a player to look at joining a corporation. Xander asked whether it suggested specific corporations to join. CCP Rise replied that they would not. CCP Scarpia then explained that the idea is more to explain the purpose and benefits of joining a player corporation.

CCP Seagull then explained that in many ways she would like to also see corporations out there hunting for new players and putting themselves out there, and giving them better tools to advertise themselves.

Ali then explained some of her experiences as a recruiter, and how there are some things that they require from new players as far as knowledge. CCP Seagull then built on this saying that the job of CCP in the new player experience is to educate new players on these basic areas so that everyone that finishes the opportunities system has the baseline knowledge so that people can work with them.

Coreblood asked if there was a reason there were no rewards tied to each opportunity. CCP Scarpia explained that many of the current rewards don't seem very meaningful for new players as they don't really understand what they're getting. The discussion then turned to rewarding skillbooks and or skill points/skills, which was a more receptive idea. It was also brought up that having skill rewards tied into the opportunities system would allow recruiting groups to ensure that their recruits have specific required skills.

There was then some discussion about the minimum skillpoint barrier for corporation recruitment, with there being some difference in what the minimum SP for being useful in fleet combat.

Sion asked whether the metrics still showed that people that joined corporations were more likely to stay subscribed. CCP Rise confirmed that it is indeed the case, and that there were a few other things that also had high retention rates such as engaging in Industry.



Session: Web Team

CCP Attendees:

- CCP Leeloo
- CCP Avalon
- CCP raRaRa
- CCP Damage
- CCP nLock
- CCP Muerte
- CCP Senor Coconut
- CCP Centurion
- CCP Falcon
- CCP Foxfour
- CCP Manifest

CSM Attendees:

- Ali Aras
- Sion Kunitomo
- progodlegend
- Sugar Kyle
- Xander Phoena
- corbexx
- corebloodbrothers
- Asayanami Dei (remote)
- Steve Ronuken (remote)

CCP Centurion opened with what the web team has been doing recently. The forums have been worked on for the last few months and is going to be in beta stage soon. Some minor fixes have been made to EVE Gate to make life easier. There's more things they want to fix, but they can't at the moment. Some other additions are being made to the developer site.

Another part of the web team's work is release pages, but they want to move away from it to a new format of page.

The CSM portal is getting some love, allowing it to work properly without intervention from the Web team in the future.

Sugar Kyle asked if they could go into more details on the forum changes. The changes involve changing just about everything, including better support for mobile devices.

CCP Falcon highlighted that already one of the issues fixed related to the moderation systems.

CCP Avalon talked about how they wanted to make improvements to the mail system in EVE Gate, but it has reliance on getting support from CREST.

Sugar Kyle asked how much control the web team had over the links on the launcher. Web stated that they have control over the page the launcher shows, but community is responsible for the actual news items posted.

Sugar Kyle asked about whether they had control over the actual functionality of the launcher.

Web replied that the backend was another team, they only control the main front page itself. Sugar Kyle asked about the Evelopedia, and whether there were any plans around it. CCP Avalon replied that they're not planning to kill it, and that ISD YARR are still maintaining it.

Ali asked if updating the item database was something that can be done as it's very out of date.

There was talk about wanting to have an item database that would be updated from CREST, but that was low on the priority list

There was also questions by the CSM on whether the EVELOpedia should even remain running. Sugar Kyle brought up the layout of the the skills on the pages. The idea of a ISIS for skills was brought up. This would be beneficial as it would be a great info spot for new players to get educated.

CCP Foxfour added that he could add the extra information to CREST for the item database if there was demand for it.

Progod brought up redirection after logging in, especially regarding API. CCP Avalon said that it should be fixed, but if there are still issues, please bug report.

Some concerns about having to keep logging in on each different site, such as jumping between community and account management.

Sion asked about whether forums would work nicer with Mobile devices. Web responded yes. Sugar Kyle asked about whether the bounty button has been added to the forums. Web responded not yet. Same with the Declare War button.

CCP raRaRa talked about wanting to fix the structure of the sites.

Sugar Kyle also asked about trial players downloading the client, and web responded that they had added more places and made it easier to find where to download the client.

The topic of trying to find stuff was also brought up, specifically around people trying to find dev blogs when they go to eveonline.com, when they are hosted on community.eveonline.com.

The topic of multiple factor authentication was brought up, and there was support from the CSM.

There was some discussion about the current location of Chronicles partially being on the wiki. There was also some discussion about incorrect information on the wiki, especially for new players.

CCP Foxfour brought up the current interface on null-sec.com, and whether that was something they were looking more for. Most people were very impressed by the site.



Session: Team Size Matters

CCP Attendees:

- CCP Leeloo
- CCP Cognac
- CCP Foxfour
- CCP Thomas
- CCP Terminus

- CCP MannBjorn
- CCP Merc
- CCP Delegate Zero
- CCP Manifest

CSM Attendees:

- Ali Aras
- Sion Kunitomo
- progodlegend
- Sugar Kyle
- Xander Phoena
- corbexx
- corebloodbrothers
- Asayanami Dei (remote)
- Steve Ronuken (remote)
- Mike Azariah (remote)

Team Size Matters started by introducing their current role, which is Growth and Monetization. CCP Thomas started by showing some stats on conversion rates. The first area they showed was regarding trial accounts when they removed a large number of trial account restrictions. At this time they also created a better ingame funnel from ingame to trial account conversion, including tracking of what specific areas in game referred them to subscribe. Steve Ronuken brought up that people have been complaining about seeing the trial restriction text even when they're subscribed. The team is aware of this, and are looking at some solutions such as removing the orange highlight for non-trial users.

The next topic was PLEX prices. The price has dropped recently from recent high prices (around the 1 billion ISK mark) to around 800mil, but it did dip down to 700-600 mil. CCP Thomas also showed some statistics related to customers using PLEX for subscription. There were some discussion about whether CCP is manipulating the market at present and what their metrics are in that regard. There were some questions regarding player manipulation of the PLEX market, which CCP confirmed as happening just like any other item in game.

There were some questions about the conversion rates following "This Is EVE".

There were more questions about PLEX prices and whether there was a target price. CCP Thomas explained that there wasn't a set price they were targeting, and it was more about the delta in prices. There was discussion about player reactions while PLEX was around 1 billion ISK, and the actual number of players using PLEX was relatively stable.

There were also some questions about the number of PLEX used for other services, especially multiple character training. At this point, CCP Foxfour also explained that they wanted to move away from people directly buying PLEX and instead move to people just buy AUR. This AUR could then instead just be used to buy PLEX from the NES store along with everything that is currently using PLEX, moving from a three currency system to a two currency system. There were questions about whether it would be possible to directly trade AUR for ISK on the market. CCP Cognac responded that there are no plans to do so. Sugar Kyle brought up the topic of sending AUR to other players. It was explained that while it would be desirable in some contexts (such as gifting someone else some AUR) there are some issues, including some legal ones that need to be covered.

The topic of skins that are dropped in game was also brought up. The current desire is to make them time limited so as to not destroy the value over time. This would also open up the potential for trial skins so people can try before they buy. The topic of collector items was brought up as well. Those that have stat changes will generally not be changed over, while some such as the Quafe Megathron will be switched over. They'll go over the items individually: some collectors items will be switched over and some won't, and the list will be run by the CSM.

Xander asked about the limited time system for skins, and when the time limit would start. The answer was that it would start from being applied to a character, and you can't remove it from your collection once applied.

The topic of corp and alliance logos was brought up. CCP Foxfour explained that there are still things that need to happen before it can be a thing.

Corbexx asked about whether getting community submissions for skins and such would be possible. CCP Foxfour explained that having a direct ability for players to add them at will would likely not happen due to TTP being 0. Something similar to the system in Dota 2 where people submit skins for approval would be more probable, but can't really say for sure: there's a lot of other stuff that needs to be taken care of first and if it's going to happen, it would be a long time before it could happen.

CCP Seagull then talked about how using some kind of ingame tool to create logos or skin designs would likely be the next probable step in that direction rather than direct player submissions

CCP Foxfour then asked the CSM what they think CCP should prioritise with regards to ship customization.

Asayanami asked what the bottleneck for releasing clothes to the NES was, as there are a number of clothes that exist, but aren't available in the store. CCP Terminus explained that some items are still time limited, some are actually limited and the store doesn't support a large number of items very easily.

Some have also been forgotten. CCP Thomas said that they would like to try and rotate the items more. He also explained there were some issues in the past with changing the current offerings.

The CSM then proposed adding hats to the game. CCP Terminus responded that the team that creates all the items has limited bandwidth, so they already have a lot of work to do. It's certainly known that people want it. There was further discussion regarding hats, and difficulty in interacting with the current hair system was brought up. It would be possible, but it would require a lot of technical back end work that is currently be used on other features that likely bring more value.

CCP Foxfour brought up a previous prototype that someone made that allowed full body renders for the forums. The CSM was mildly receptive, though there was some discussion that even more people would create well endowed characters.

The current store was brought up, and one of the things being added soon is redeem in space, so that wormhole residents can get their stuff without having to return to known space. There will also be more contextual purchase options going forward so you won't have to open the store window to purchase items. Additionally, you will be able to preview ship skins in the fitting window before you buy a skin.

Questions were raised about gender and name changes, and at this stage there is no change to them: they're still on the list of things to look into. Name changes ranks higher than gender changes as demand seems to be higher for it.

Removal of attributes was also mentioned, but the idea is still in quite an early stage. It's something they want to do as it's on the level as learning skills, so that people don't have to get locked into training skills in a non-optimal order for use in order to train at the optimal speed. There is still some discussion around what would possibly be done with learning implants (keep them, flat bonus, something else). There are also questions as to what the rate would be with the changes. Ali brought up some feedback that some veteran players like the space it gives you to optimize your character, but overall supports removing attributes. There was also the point of learning implants disincentive PVP, especially in null and WH.



Session: Corporations & Alliances

CCP Attendees:

- CCP Leeloo
- CCP Masterplan
- CCP Fozzie

- CCP Bettik
- CCP Punkturis
- CCP Scarpia
- CCP Somebody
- CCP Delegate Zero
- CCP Sharq
- CCP Manifest

CSM Attendees:

- Ali Aras
- Sion Kunitomo
- progodlegend
- Sugar Kyle
- Xander Phoena
- corbexx
- corebloodbrothers
- Asayanami Dei (remote)
- Steve Ronuken (remote)
- Mike Azariah (remote)

CCP Fozzie opened with what the team is working on for Tiamat. CCP Punkturis went over the list

- Mailist cap from 3000 to 5000
- Filter for member list
- Corporation description now has text format editor
- Remote unrenting offices
- Custom rejection messages when rejecting
- Invite characters to corporation directly

She then went on to explain that for the release after Tiamat Roles and titles would be getting a face lift. CCP Fozzie encouraged everyone to encourage everyone to keep posting things in the little things thread. CCP Fozzie also noted that they're looking at increasing the member cap again because once again BRAVE is getting close to the cap. They are worried about it getting to the point where it might start breaking things though, so they'll proceed cautiously.

CCP Masterplan then started talking about the incoming Corporation aggression changes. Switch modes takes 24 hours, and the current state is publicly visible. Swapping between modes also sends a notification to everyone in the corporation.

Sugar Kyle asked whether you would get a notification when you join a corporation with Friendly fire stating that it is enabled for that group. Masterplan showed that the Recruitment window would have a filter window, and that it would show in the application window what the state of Friendly Fire in it.

Masterplan brought up that the name might need to be changed for better clarity as it works differently to how other games handle friendly fire (other games don't penalize you and you can't do damage, opposite on both for EVE)

Some possible names were discussed.

Sugar Kyle clarified that it basically toggles whether crimewatch applies within the corporation, with the answer being yes. She also asked for clarified whether neutral logistics would work the same when friendly fire was on, with the answer being yes.

Steve Ronuken asked if the search options will allow an either option for Friendly Fire, with the answer being no at the moment.

CCP Sharq then went over some of the layout changes to the corporation windows to help with the current issues with the Corporation windows. This will not involve any changes to the roles themselves.

The first change will be that the header will be vertically aligned to save space. Additionally, the drop down boxes will be replaced with check boxes with one line and two line states for role and role + grantable.

Roles and stations services have also been rolled into one screen to reduce the number of screens.

Major changes were made to the access screen, using matrices and the three state checkboxes to reduce the number of screens and show all the relevant information at once.

Sion brought up that x can mean no access or no, and CCP Sharq responded that the actual used icon could be changed to something else. Steve Ronuken suggested a X for role and * for role + grantable.

CCP Sharq summed it up as a reduction from around 30 screens to only 7 screens.

Corbexx also asked about whether they were planning to further reduce the screens CCP Fozzie and CCP Sharq explained that to do so required more extensive back end changes, and would be a bigger part of that.

CCP Sharq then showed the work done so far for a Title rework. Currently they're being used as a vanity feature to give people funny titles and similar. The current plan is to split the visible titles from the actual roles and move the role functionality to "role groups".

CCP Masterplan re-emphasized that this is just UI changes as making back end changes would massively change the scope of the task.

CCP Fozzie expressed that the desire was to make it easier to use the current system so that they can get more targeted feedback for any actual changes the underlying system needs.

It was again emphasized that this was all first steps. They also pointed out that they'll also be working closely with Team Homegrown to support any corporation based features they need.

CCP Fozzie then went on to explain that the ultimate goal is to make a more granular and powerful roles system, and they will be working closely with Team Game of Drones and their structure rework. The primary thinking is centered around the use of role groups.

Corbexx asked about adding the ability to notify people when you change standings to them from a corporation, and the possibility of adding a custom message to the group in question.

Sugar Kyle also asked if you can automatically send mails to members when you change their roles.

Sion asked if it would be better to have audit logs for role changes and events so as to better track what people are doing with roles in your corporation. CCP Fozzie said that this is something they want, and they also want to expose this data through CREST..

CCP Fozzie also went over the social groups feature that they still have on the table, though not in active development at this time. Sugar Kyle brought up the difference between the idea of a social club vs a social corporation. CCP Fozzie agreed there's a difference, and that the Social club is a good way to put it to differentiate them. This would allow people to do things like have chat room, mailing list, personal standings, allow things such as fleet finder adverts to clubs and so on. It would also allow you to belong to multiple clubs, and would have no impact on your corporation membership.

Sugar Kyle brought up that it would be useful to make it more obvious how to make links to chat rooms so that they can be shared easier. Mike also brought up links to join mailing lists.

CCP Sharq also talked about simplifying corporation management for new corporations. An example is that you only start with a single wallet division and a single hanger, and you could add more if you needed them rather than just have lots at the beginning.

Sugar Kyle asked about being able to split the naming from wallet divisions and corporation hangers.

Corbexx asked whether the changes to wallet divisions and hanger divisions could mean you could have more than the current limit of them. The answer was yes, it would likely be possible.

Alliance bookmarks were also brought up and discussed

CCP Fozzie asked if the CSM has any further ideas for functionality that social clubs could use.

Ali brought up the idea of an organizational unit within a corporation with things like independent group chats only accessible to group members. CCP Fozzie replied that this could be part of the rework of things like groups.

Mike brought that High-Sec wardeccers were worried that social clubs would discourage more people from staying in corporations. Sugar Kyle pointed out that people can already stay in an NPC corp and create a common chat channel.

CCP Fozzie talked about how they wanted to provide more incentives to join corporations such as structure usage, this would be more desirable.

Mike brought up the idea of calling Corp lites "Societies". CCP Fozzie approved of that name and suggest that they have a checkbox to set your society secret or not.

The topic then did turn to seriously having the option to keep these groups membership secret. Access control was also discussed.

Sugar Kyle also brought up the topic of requests to have an option to remove the ticks on the compass but still leave the icons in space. There was some discussion on the use cases, and they said they would look into it.



Session: Team Homegrown

CCP Attendees:

- CCP Leeloo
- CCP Masterplan
- CCP Fozzie
- CCP Bettik
- CCP Punkturis
- CCP Scarpia
- CCP XL
- CCP Somebody
- CCP Delegate Zero
- CCP Sharq
- CCP Manifest

CSM Attendees:

- Ali Aras
- Sion Kunitomo
- progodlegend
- Sugar Kyle
- Xander Phoena
- corbexx
- corebloodbrothers
- Asayanami Dei (remote)
- Steve Ronuken (remote)
- Mike Azariah (remote)

The session started with CCP XL showing a "simple" diagram about what Team Homegrown does. In short, the purpose of the team is to sustainably grow the customer base of EVE Online.

He then went on to talk about the types of funnels we have for incoming players. The first is the traditional marketing funnel, from marketing campaigns that CCP runs

The second one is the buddy referral chain from players. This has been growing for some time.

There was also some discussion on the use of social networks by existing players to increase awareness and drive interest in the game.

Team Homegrown had some questions then for the CSM. Firstly, what did the CSM think the main reason that players failed to onboard.

Sugar Kyle replied that they don't sink into the world. They have no idea what's going on, and they don't understand anything that's going on in the game.

Progod agreed with Sugar Kyle, and further stated that EVE will not click with a large number of players no matter what due to it's status as a niche game. He also went on to also talk about retention rates for his own corporation, and said it was around 10%. They changed their strategy

Sion stated that his experience is very different; they don't have lots of players that leave after only one day. Things often said and felt were that they liked the communities, they liked talking to their corporation members but they're bored.

Sugar Kyle then started talking about how she adopts new players. She said that she noticed that many of them seem to burn out when they start training longer skills. She says that they decelerate a bit when they hit this, and they burn out because they stop progressing as quickly. Other CSM members also agreed and pitched in with their own supporting thoughts. Sugar went on to talk about how EVE isn't feeding you lots of content. To keep going, players need to create the long term goals.

CCP XL clarified that it was between 4 and 6 weeks that this happened a lot.

The difference in people who work with skillpoint plans was brought up.

Ali also brought up that people don't manage to integrate into the social structures also makes a big difference.

Corebloodbrothers asked about the statics as far as when people started dropping out with the aim of trying to properly channel the discussion, with CCP XL giving some numbers.

Corbexx asked how many people from Team Homegrown play. Some members said they play.

Sion asked if they could see some of the decision trees for new players

Xander also asked if the conversion rates remained the same when big events occurred, with the answer being no. In some cases it was lower due to the type of player that started entering the game prompted by the event.

CCP XL brought up a question whether PLEX was the best reward for the buddy program

Corebloodbrother asked if it would be possible for more options for rewards in the buddy program.

Steve brought up that the current buddy system doesn't show you who used your link and upgraded so you can reward them when it happens.

Sharing was the next topic. An example that CCP XL brought up was a player wanting to take a snapshot and it would automatically take that screenshot and automatically upload it and share it to a social media platform.

Sugar Kyle brought up that some people actually hide the fact that they play video games. CCP Seagull emphasized that each player would have to actively choose where it is sent to. It might be the case that some players would post it to an EVE sharing platform, and some players may chose to post it to twitter.

Sion asked if it would be possible to build support for doing contests and such into this. CCP Blowout replied that it's already on the list of things it could be used for.

Steve brought up the idea of being able to press a button and share the image without the UI. CCP XL replied that this could be an option.

Sugar brought up that in many cases these would just be shared to EVE Online communities. Sion replied that this would still be helpful as it would reinforce the community and help with retention by helping to keep players engaged.

There was some discussion about about a "selfie button".

Xander asked about short video clips. CCP XL said they would want to start with still images, but it's certainly an option.

CCP XL Also brought up the idea of stat card images, showing statistics that players select. This had some interesting discussion around it with some questions as to exactly what it would entail.

CCP XL then brought up the idea of providing a link to recruit players that would automatically send an application to your corporation upon character creation. This would also involve a page that would have a short advert, the corp logo and a link to join.

This was also expanded to also include other things such as moving starting location, automate sending a welcome mail, grant some items and ISK (from a corporation stockpile).

CCP Blowout also brought up the idea of providing pre-generated BBcode or similar markup for forums or social networks to make it easier to share.

Sugar Kyle stated that the mentality of EVE is moving towards new players are good for the game. Progod replied that it's really we want more bodies to clog up their guns.

There was some discussion about how implementing this type of system would allow more corporations to more easily recruit, as at the moment for corporations to attempt anything like this would need substantial support systems.

CCP XL then asked what the CSM thought was the highest priority item on the list. The CSM indicated that the corporation recruitment buddy link was the highest priority item on the list in their opinion.

Xander brought up potential issues with new players joining a corporation in the middle of nullsec and not liking the experience and getting burned out. There was a lot of discussion on this topic with some concerns about some of the proposed solutions.

CCP Seagull summed up that in many ways she would prefer an environment where the players would be the ones doing the things to solve the issues there.



Session: Team Security

CCP Attendees:

- CCP Leeloo
- CCP Bugartist
- CCP Grimmi
- CCP Random
- CCP Explorer
- CCP Pelligro
- CCP Masterplan
- CCP Manifest

CSM Attendees:

- Ali Aras
- Sion Kunitomo
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- Steve Ronuken (remote)
- Mike Azariah (remote)

THE SPECIFIC CONTENTS OF THIS SESSION ARE UNDER NDA FOR INFOSEC REASONS. TOPICS DISCUSSED WERE:

- MULTIBOXING
- ACCOUNT AUTHENTICATION
- DDOS ATTACKS AND MITIGATION
- STATUS ON RMT EFFORTS

INSTEAD OF DETAILED MINUTES FOR THIS SESSION, PLEASE FIND BELOW A RECIPE FOR SLOW COOKED CHILLI, PROVIDED BY OUR RESIDENT COOKING INSTRUCTOR, STEVE RONUKEN:

(TEXANS, PLEASE AVERT YOUR EYES AND DO NOT READ FURTHER)

- Fry 450g bacon lardons in a pan, until cooked.
- Scoop the meat out, and add to a large slowcooker.
- Fry 2 large onions, finely chopped, in the remaining bacon fat, along with some garlic.
- Fry 3 roughly chopped peppers (Bell, Romano, something like that) and move it to the slow cooker.
- Dump 500g of passata and a good squirt of tomato puree into the slow cooker, along with (drained and rinsed): 1 can red kidney beans, 1 small can pinto beans, 1 small can black eye beans, 1 small can haricot beans.
- Take 800g of beef in chunks. As you're slow cooking it, it shouldn't be a 'good' cut. Braising steak is good. take 2 tsp cumin, 1 or 2 tablespoons of ground chili pepper (not the spice mix. Just chili.
or replace the whole lot with a mix), 1 table spoon of paprika.
- Mix in a bowl and toss the meat in it. Fry in sections and move to the slow cooker. stick the remaining spices into the cooker.
- Add 1tsp to 1 tbsp of unsweetened cocoa powder to the slow cooker. Mix well. Add beef stock to cover and make it less thick. Cook on low for 8 hours.
- Serve however you want. Rice works. Rice and rolled into a tortilla works too.