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COMMUNITY FEEDBACK FOR WORLD OF WARCRAFT IMPROVEMENTS

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Re: **Shadowlands® War Mode World PVP User Experience Improvements.**

WORLD OF WARCRAFT FEEDBACK

“Great Ideas can come from anywhere”

Objective: We are seeking to perpetuate the long term viability and success of World of Warcraft.

- To provide feedback to Blizzard Entertainment on World of Warcraft including proposed improvements.
- To advocate for the modernization of World of Warcraft. Transition to a modern graphics engine before 2025 in order to effectively compete with other games in the MMORPG genre.
- To expand upon existing War Mode systems, additional rewards, incentives and massive PVP battles that define the Warcraft universe.
- To improve quality of life systems for the guild and gaming communities.
- To encourage improved communication and collaboration between the World of Warcraft development team and a large player base of committed hobbyists.

Who we are: Gamers. Simply put, we are your customers; and also the only legitimate source of real-world feedback for your product. **We are the largest gaming community in World of Warcraft** and numerous other Blizzard titles. Our community numbers over 50,000 members.

Purpose of this document:



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This document represents the organized and distilled feedback from thousands of your customers, the player base. While we recognize that the development team receives feedback from many sources; the vast majority of user feedback is offered via spur of the moment emotional outbursts on the forums, this is hardly a usable standard for long term business planning. In contrast, we will offer a measured and organized critique of one of the newest additions to the World of Warcraft: Warmode, as well as our commentary on its unrealized potential.

Background: Our mission at [Ruin Gaming](#) is to provide an entertaining environment in which to play games within a like-minded community.

Furthermore, we aim to provide exciting content on current and upcoming games on social media. Subsequently, we encourage Game Developers to provide our community with the massive multiplayer content that we have always envisioned, bringing virtual communities into a fully realized potential.

We want World of Warcraft to become a successful generational intellectual property! We believe these improvements are critical to achieving that objective.

General Feedback:

We have polled our members for years regarding their favorite expansions and experiences in World of Warcraft.

The overwhelming consensus for most popular expansion and time period is the Wrath of the Lich King expansion.

The spectrum and quality of content as well as the very popular Wintergrasp battleground.

Most players are motivated primarily by incentives to run content, currency systems, gear, mounts, cosmetics etc.

Genuine player generated content does exist and should be incentivised.

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World of Warcraft Vision and Future

This game is titled World of Warcraft! It is critical to have large scale PVP environments in which the entire Alliance and Horde factions can fight and compete. Community management tools and improved player advocacy mechanisms are essential to providing an environment to maintain and expand the player base.

There must be compelling reasons for players to encourage others to play World of Warcraft with them!

World of Warcraft Going Forward:

Great ideas can come from anywhere!

Our objective is to ensure the long term viability of World of Warcraft through the implementation of comprehensive community feedback.

World of Warcraft is a complex, massive and timeless intellectual property that with updates and expansions will remain viable for many years to come. Similar to Star Wars, Star Trek and the Lord of the Rings. New interpretations, updates and expansions on the World of Warcraft universe can provide the basis for continually relevant content and generational appeal as the premiere MMORPG franchise.

In order to maintain the unprecedented impact and market share of World of Warcraft the core MMORPG must remain competitive with other MMOS and provide appeal outside of the MMO genre niche. Providing a broad spectrum of content to a diverse array of players should be a core aspect of World of Warcraft's future.

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Community management tools, player advocacy and the encouragement of positive social behaviour are essential to building strong, healthy and non toxic environments for players from all over the world to grow, make friends, build teams and conquer challenging content together.

Riot games for example have implemented systems to encourage positive behaviour to counter a growing negative perception of the community experience.

Formal Player Advocacy System

There is both precedent and purpose in the establishment of a formal player advocacy system.

Existing models include EvE online, [The Council of Stellar Management](#).

It is essential to the longevity of World of Warcraft to improve player representation and collaboration with the full spectrum of player demographics in order to enhance the ongoing development of the game and the community.

The ability for players to more effectively influence the development of World of Warcraft will result in a more invested player base. The intent of such a process being to ensure the long term success and enjoyment of this gaming universe.

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War Mode Improvements

War Mode improvements and systematic expansion based upon previous World of Warcraft open world pvp events, objectives and open world battlegrounds!

Encouraging and **adding compelling incentives** for Massive Multiplayer PVP content!

There are many under utilized zones from previous expansions that were designed for open world PVP battles, put these zones back into service!

Updating these zones for War Mode capture the flag objective based PvP battles similar to Battle for Nazjatar would be greatly appreciated! A rotation through these zones every three hours for conquest would provide much needed variety and additional enjoyment for players!

- Placing Conquest Flags objectives at strategic locations and allowing for score based battles would be enormously popular for the War Mode demographic.
- Legion and Battle for Azeroth zones have existing world PVP objectives that could also be updated around the Battle for Nazjatar/Wintergrasp Model.

Examples:

Classic World PVP system

Faction ranking, PVP themed gear and appearances, strong open world PVP incentives encouraging fighting: honor, conquest, objective based zone conflict.

- **Burning Crusade World PVP Objectives**
- **Halaa capturable City in Nagrand.**

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- **Wintergrasp**
- **Tol Barad**
- **Timeless Isle**
- **Ashran**
- **Mechagon**
- **Battle for Nazjatar**

The Battle for Nazjatar has been very well received by our community.

The Battle for Nazjatar battle space is the focal point for our community and the faction overall. Offering a space where everyone can come together and work as a team across the entire Alliance faction. We regularly field 500-700 players simultaneously every three hours. **We need more content of this type!**

- Additional Battle for Nazjatar style large-scale World PVP events in Shadowlands and throughout World of Warcraft.
- Return of large scale PVP environments like Wintergrasp, Tol Barad and Ashran.
- Stable, responsive large scale PVP environments

What is working well:

- **Korack's Revenge (level scaled PVP event) this system could be implemented for other battlegrounds as well as classic versions of Wintergrasp, Tol Barad, Ashran etc.**
- **Battle for Azeroth Pre Launch Event**
- **Soldier of the Alliance/Horde buff awarding War Mode rewards, Honor and Conquest.**
- **Against Overwhelming Odds, Call to Arms, Bounty System are all popular.**
- **Faction imbalance incentives beyond Against Overwhelming Odds.**
- **Balance and reward improvements**

The warmode system has proven to be the most successful attempt to date, at integrating two separate player bases into one. The ability to turn World PVP on and off has allowed those players that would never have joined PVP servers the opportunity to experience world PVP; while not committing their character to a locked PVP lifestyle, well done.



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War Mode World Quests - Level synching (character template)

Lower level players brought up to a basic maximum level template in all zones - in real terms all characters below max level are brought to a basic item level template (830 blue item level in current Legion expansion) allowing for access and ability to contribute in all zones.

Updating all existing zones in Azeroth for War Mode World Quests - Integrating the invasion system for all zones - factions beyond Legion - Twilight Hammer (old God factions) etc for potential relevance. Keeping rotating zone events across the entire game. Major world event invasions that would rotate every 2-3 hours across all expansions to provide a reason for players to log in and experience the vastness of World of Warcraft's content, zones and worlds.

The legion PvP world quests had the potential to be really good, but there wasn't any reason for both factions to be at the same tower, it would be nice to have PvP objectives with PvP in the open world for Shadowlands.

Seperate feedback: More World PvP incentives, the best way to do this without having to decide between balancing rewards, reduce the lag. Reduce the lag without making phasing/sharding more aggressive

A world PvP currency that would allow you to access items, toys, gear sets? That is made for world pvp. Something like the nazjatar commendations, but not just for Nazjatar. A good example would be the bloody coins from timeless isle, but to a further extent with more importance for the people who enjoy World PvP

Core fantasy of World of Warcraft:

Origin of Warcraft as a REAL TIME STRATEGY GAME

How do you put players into the core fantasy? Great faction conflict.

Resource based, strategic warfare, use of new systems such as the invasion system to provide immersion in faction warfare.

Take away flying during world pvp events. Incursions were more fun without flying. Battle for Nazjatar was more challenging for the few weeks we fought before players earned their flying. It makes the distance between objectives much more exciting.

World quests PVE - PVP



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World bosses - (Concern, as we progressively gain ilvl, showing up to kill a world boss is becoming less of a priority as the gear ilvl doesn't scale. Perhaps scale ilvl of drops on a time basis (Monthly +5) per gear)

Frequent content improvement development cycle



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PVP Incentives

Divide battlegrounds up into brackets based on iLvl (based off gear available in bags). The sheer discrepancy in team balance as players of 470 iLvl fight against fresh 120s with 200 iLvl is staggering.

The conquest system needs to be adjusted so that any conquest gained beyond the cap can be applied to the next cap (like paragon rep). Missing out on conquest because you forgot to turn in a quest is not fun.

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Guild and Community System Improvements and incentives

Guild Halls - Player Housing

Building Resourcing

Persistent World: Battle Keep system from Age of Conan

Real Time Strategy roots - Use of the Invasion System

Account based guild membership

So I have held off a bit and was listening to the request for feedback. I have played since the end of WLK my first account is gone and now I have this one from cata. There has been a distinct change in the lack of community until I blundered into this guild (by the way thank you). I have ran solo since the change to MoP and truthfully was on the brink of leaving this game. So that is my build in community and the lack there of. Legion had a faint trace of community and BFA lost it.

Can you blizzard encourage community? voice coms is not used by the common man. voice coms is something that " high end guilds" use. Even using mutliple alts on many servers to include the hammers up group, and cyptids do not have the level of community offered here in the final frontier of Ruin. It can be replicated but there should be a frame work. Thank you - reedcutter. willing to do a zoom meeting should this be wanted. kind regards.

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Behaviour Score

It is essential to provide compelling incentives for players to work and play well together in accordance with the values of Activision Blizzard and in accordance with the core fantasy of World of Warcraft.

Other games have implemented systems to generate a more positive community to play with. People have and will continue to leave this game if we do not implement more proactive positive reinforcement tools and equally harsh repercussions for those that break TOS.

Faster queue times for those that behave well and allow them to be queued together so that those that tend to be more toxic are kept out of the mix

Behavioural psychology: positive reinforcement is the most powerful tool to achieve desired behaviours.

We applaud efforts by Blizzard to intervene on the most disruptive and antisocial behaviours in public channels. The impact has been positive, reducing the incidence of overt harassment and toxic communication that once characterised most public channels.

Motivation

Encouraging and uplifting players to have positive interactions and behaviour in all game settings. In order to promote better behaviour it is important to encourage and communicate social expectations at all levels of gameplay.

Be nice!

Play fair!

Help people learn and feel welcome in World of Warcraft!



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Encourage friends to join!

It is critical to have systems in place to encourage positive behaviour.

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Address Faction Imbalance

A fair one to one population ratio must be a policy objective for Blizzard. Strong incentives to ensure lower population factions are attractive to join allowing for a healthy, active and competitive world pvp - War Mode environment.

Against Overwhelming Odds initially provided a strong incentive for players to switch to the Alliance and was promptly shut down due to the strong negative response by Horde players.

Allowing the Tyranny of the majority to dictate policies intended to remedy faction imbalance will never achieve the result of creating a more fair and enjoyable game.

Please follow through on these policies even if they are unpopular with the majority faction. Faction imbalance eventually will undermine the viability of the entire War Mode system and the possibility for player generated open world PVP content that has defined World of Warcraft since the launch of Vanilla.

We believe faction imbalance due to racial abilities and bonuses are one of the primary reasons for the collapse of Alliance communities and entire servers. It is impossible to build guilds and thriving server identities if you have no one to play with.

Consider eliminating racial abilities

- Experience and reputation bonuses for lower population faction.
- Addressing racial bonus imbalances: provide all racials to all races to fully equalize and eliminate faction choice imbalance, or disable racials in War Mode.

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ARCHAOS

LEADER OF RUIN GAMING

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Server Stability

World of Warcraft servers can not handle true unlimited player battles without significant performance issues in massive large scale player battles. From observation those limits are in the vicinity of 60 v 60. Beyond these numbers server crashes are nearly guaranteed. This is a significant reduction in the number of players once capable of fighting in a stable environment.

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Value of Nostalgia

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Direct Community Feedback:

1. 40 player queues for Epic Bgs:
Instead of preventing raids from queueing for bg's, why don't they advertise and incentivize it? The only reason I can think of as to why they prevent it is that it sucks to go against a premade as a pug. But if we have a raid queue it'd be fine. So please give us a raid-bonus. This also incentivizes guild conflict. And every experienced player knows you have to guild-up
2. When I started playing this game, we used 40 man raids to do PVE raids. When people didn't show up or, we didn't have the numbers amongst our guild ... we reached out to the community available and made it work. Eventually when the norm was to outgear the content that was on farm, we tested how low we could go and also brought alts. -- Fast forward to later -- It's rarely shown that the ability to actually fill out a 40 man raid group is something that is actually encouraged by the game developers; Let alone the ability to make more than one happen I personally have found this confusing ever since The Burning Crusade was released ...I think it would be great to see the return of THE OPTION TO use 40 people to do a pve raid. And furthermore if 40 man raids want to queue against each other in battlegrounds, ALLOW THAT OPTION AS WELL!!
3. I will continuously suggest this: Earning a high rating in rated PvP will grant you a token that you can use to purchase a PvP set from previous seasons. The only reason I don't care about rated PvP much is that I missed out on a few sets that I wanted to get, but can't now.
4. Make Disc fun again. It's a spec that has a HUGE learning curve, super gear dependent and fails horribly at affixes like grievous. I mained Disc in MoP, and it was really enjoyable. Since the changes in Draenor, it has been more of a game of managing atonements and hoping that you can actually cast something in between trying to spot

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heal with skills you don't have anymore. The fact that the mage tower for Disc (and it was a gimmick fight more than anything) was the same as the one for hunters and warlocks should have been a clue that Disc has moved in a strange place. I want my atonement and shield spam back. I'm tired of feeling like I can't ever keep up with even a +6 or 7 mythic group if I'm not in the top 1% of skilled Disc players.

5. I second Disc Changes. Metagame juggling atonement buffs through arbitrary/random wapplication or hard PW:S is nowhere near as fun or as fluid as old school cata/mists disc. Skill cap penalty is currently too high, and the spec is not really "fun" to play. In Mists, Spirit Shell & Archangel was a much better metagame, it was easy to pick up, but exceptionally difficult to master. Most of the priest spells (both Discipline and Holy) should be baseline (Heal, Greater, FH) with the specializations focusing on either the Spec specific talents that compliment their mastery: Shielding for Disc(PW:S & Penance) , or Direct & Hot for Holy (Renew, CoH, PoM).
6. Let premades queue up for epic battle grounds and brawls.
7. fix the lag of the worgen starting zone, also the battle for gilneas quest/event
8. So I have held off a bit and was listening to the request for feedback. I have played since the end of WLK my first account is gone and now I have this one from cata. There has been a distinct change in the lack of community until I blundered into this guild (by the way thank you). I have ran solo since the change to MoP and truthfully was on the brink of leaving this game. So that is my build in community and the lack thereof. Legion had a faint trace of community and BFA lost it. Can blizzard encourage community building? Voice comms are not used by the common man. voice comms is something that " high end guilds" use. Even using multiple alts on many servers to include the hammers up group, and cryptids do not have the level of community offered here in the final frontier of Ruin. It can be replicated but there should be a framework.
9. As a mechagnome, it makes me sad to see crowd-favorites (Night elves, Blood Elves) get even more skins colors, while Mechagnomes haven't gotten any added customizations and they desperately need more Appendage styles and color
10. The 'new' Wintergrasp takes too long, on the defense side, because of the broken attrition mechanic

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11. Mechagon 40v40 man Battleground with jetpacks, rocket-chickens and whatever else you can weaponize on the island.... Fix Server Lag First!
12. Please disable autorun when entering an instance
13. Enchant Off-Hand /Shield, what happened to them? Dual Weapon Wielders get and Enchant Per Hand, Everyone Should. Don't leave it empty.
14. While server stability is a big deal, it would mean alot more if there was a once-per-week battle that the world PVP guilds NEEDED to participate in PVP
15. Alliance has been forced into a PVE culture so PVP, especially Wpvp, needs to be more stable and lucrative for gear to attract more to warmode.

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World PVP

16. The highest level World PVP gear needs to be equivalent to the top tier mythic raid PVE gear. They both take effort, talent and a willingness to grind out the gains; ergo they should hold the same value.
17. One of the key issues in World PVP is lag.
18. The use of the Nazjatar commendations proved engaging and popular. A world PvP currency that would allow access to unique items, toys, gear sets seems a natural successor to such a system. This would give incentive to players to branch out into the universe of world PVP
19. There are many calling for a revamp of the honor system. The contention being that the current rewards and titles are insufficient to incentivise continued strong support for the PVP system.
20. There is a large outcry spread across the majority of players engaged in PVP for a return of the currency and vendor system to purchase meaningful gear. Such a system could be applied not only to battle grounds but also to world PVP.
21. PVP.
22. -Make targets honorless for 2-5min or more to avoid mass camping and win trading.
23. -Expand Wpvp events similar to battle for Nazjatar and Hellfire Peninsula. Like the assaults make the Wpvp events rotate through random zones with a specific start time or within a 15min window.
24. -Fighting for flags is fun but maybe fight for the control of buildings also.
25. -For Wpvp events consider giving the losing team a buff instead of the winning team to make it more of a fight and not a walk over.

CONQUEST SYSTEM

26. The current conquest system for acquiring gear has been well received. A continuation of this system would be prudent.
27. World PVP quests, drop boxes and random assaults yielding conquest points have all enjoyed great popular appeal; maintaining and even expanding these concepts would certainly be well received.

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28. The current bounty system while interesting could easily be expanded. Perhaps the bounty could be maintained and increased over time; giving players the option to hold on to their bounties at log out. They would however need an incentive to retain the bounty and not kill the bounty via “log out”.
29. The conquest system needs to be adjusted so that any conquest gained beyond the cap can be applied to the next cap (similar to paragon reputation). Losing out on conquest points because of an error in timing is frustrating to some players.

BATTLEGROUND

30. There is a large chorus of voices calling for a que system that allows larger premades (40) to que for battlegrounds.
31. Korak’s Revenge was one of the most popular battlegrounds of all time. The return of this battleground or battlegrounds of a similar nature would no doubt receive broad approval.
32. Consider limiting or eliminating flying during world PVP events. Incursions were seen as more exciting without flying. Battle for Nazjatar was perceived to be more challenging for the few weeks we fought before players earned their flying. It makes closing the distance between objectives and guarding such approaches a strategic challenge instead of a tactical one.
33. There is a notable disparity that occurs between players of differing iLevels. One possible solution would be to have some battlegrounds divided up into brackets based on iLevel. The sheer discrepancy in team balance as players of 470 iLevel fight against fresh 120s with a 200 iLevel is staggering.

GENERAL

34. The community system is extremely popular and useful, congratulations on this accomplishment. It is however missing a key element, the ability to track inactivity. An inactivity auto-kick function similar to that used by the guild system would correct this oversight. There also appears to be a bug experienced by some players that disconnects them when they open the community system.
35. There is a perceived need for more of a community building framework.
36. Regarding healers, if it is the intention of the game designers to continue with an environment of widespread damage then healers should have a healing ability that can

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counter it. Foreinstance: a smart heal should be reintroduced into the game. This would also provide an opportunity to give unique abilities to different classes once again.

37. The gear from world bosses, emissary quests, invasion and the like should scale with current gear so that they remain relevant to all players.

38. It is recognized by many players that breaches in Terms of Service are not as quickly nor as diligently pursued in many instances.