Hellsgamers Governor (Brady N.) 2/26/2016 - HGF&DB Notes

Quicklinks: https://docs.google.com/document/d/1Z5v6k9XVs0nZhc0UDRqEkbjSbLrT4VigWS-Na57HIas (Main)

https://docs.google.com/document/d/1x2g7T1tajOalKmb_bxflo_rLpV9-djRDaWmDOPSCF_0 (Board Notes)

Hello everyone! Thank you again for allowing me to be a part of the team - as Brandon said we all have a long road ahead of us, but the sooner we begin collaborating ideas and having proactive discussions, I believe we will accomplish our tasks with great precedent. Working in a team of **three** allows us to be more communicable and not be scrambled when sharing our efforts with one another. Finally, due to unfortunate circumstances I was unable to attend Friday's meeting, and I feel that an active discussion for the tasks that I was appointed would be a great benefit for me and others as it would help determine what we can begin to research and develop a more intuitive strategy. I spoke with *Daniel and Dreamy* on Wednesday regarding our positions as a quick update and was told to write up some ideas.

I feel that my sub-categories of UX refinement and Marketing go above and beyond Events & Media (I understand it is just a title, but it also feels out of sorts for what I understand about my own duties) as it will employ drastic changes to the way Staff use the website, interact with the community on both sides of the totem poll (both staff and user interaction), how new users will view Hellsgamers and the overall performance of the website. Some key points I'd enjoy to discuss, but I am also going to require a lot more information on how Hellsgamers is ran and what systemic methods are used (*ex. Article/Subpage tagging instead of hierarchical/folder systems; is the server using temporal streams as opposed to static pages - will discuss this later on if desired, just some things I've discussed while working with current and past websites. Regarding simpler methods of maintaining search by tag features when someone would lookup a certain term in various search engines*):

UX

- User feedback, interactivity and contribution assets
- *Social profiling/networking (allowing the user to become more involved) and expanding Hellsgamers as a whole. This easily interplays with marketing as well. (email listings regarding divisions)
- User scalability (*capability of a user to handle a growing amount of work, or their potential to be expanded in order to accommodate change or involvement in the Hellsgamers community*) as well as user customization on the website overall. Certain things I'd like to discuss here and there.
- Performance of new users and the existing Hellsgamers community. (Discuss keeping users active as well)
- Using prompts on the website, aiding users and having a more clean, automated interaction process between the website and user
- Inactive users -- reasons like *We want you to come back and visit us!* simply do not suffice as in my experience, do not work. The message we try to get across is being ignored. Giving them a reason, informing them of events and activities, servers, updates, forum discussions, giveaways and other content is a better invitation to come back. *Surveys to

inactive/active users "Why did you leave us?", "How can we improve?". Keep it clean and simple.

- Add TS button on forum home page to connect automatically and open the program for them if installed on the computer. *Discussion with users is a key when managing and staying consistent with a forum and database - live interaction is a great way to handle users I have found from personal experience. Having a live chat to connect to for support or other amenities may provide a better experience for users who choose to not download an external third party program such as Teamspeak, or use third party sites such as Tinychat (HG tinychat support channel) when discussing sensitive matters. A direct approach on the website they are connected to will provide a more comforting and efficient experience for the users. (we can debate this)

MARKETING

- Discuss this later on to figure out a game plan. This involves cooperation from people with much more power than I do and I can't base decisions off of the knowledge and potential provisions from HG that I do not have now. If you're reading this now - let's discuss this! Happy to get started as soon as possible. This will heavily incorporate social media, and I believe that will set us off in the right direction as well as contracting with gaming affiliated websites.

Events Committee:

- Put one person in charge of each division, but do not limit them to only their divisions. Discuss with leader of each division to get an idea on each of the applicants from their divisions.
- (OPTION 1) Have an event server for each division and provide access to the event committee so they can add gamemodes for specific events

without the requirement of HGDC wanting/being available to work on the server.
- (OPTION 2) Have HGDC configure gamemodes/files for events then add them the hgoffice that can be deployed on a later date with ease.
- Director of Community Engagement will be responsible for choosing each committee.

Notes on Social Media and events Management for the 3rd HG Future and Direction Board meeting 02/26/2016.

<u>Social Media</u>: Here are some ideas for the management of Social Media.

- Put one person in charge for each division. This person will gather gameplay footage, screenshots and whatnot and will send it to the Social Media director or person in charge of this position.
- Interact with the GFX team to get all that content published in a fashionable way throughout all our social networks.
- Interact with the event committee to get footage from our events and promote them through our social media sites.

Can't wait to get to know you all and begin improving Hellsgamers from it's core and outward!

More later! - Governor