

# ***Wolfenstein: The New Order***

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*Virtual Economy Design*

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## MONETIZATION MODEL

Wolfenstein: The new order multiplayer comes free upon purchase of the single player game. Players are allowed access to the game by buying the single player using a one-time payment. However, every player is able to download a free demo which includes all the game content up until level 5. After completing the demo the player is able to transfer the progress made in the demo to the full game. This will allow players to get connected with their character and motivate them to purchase the full game.

The game will also feature periodic downloadable content both free and paid. This content may include new levels or weapon skins. Players have the option to buy these packs separate or using a periodic subscription in which the player is able to buy a premium pass, offering all the downloadable content that will become available for a reduced price.

The game is also offering in game-cash (Gold) for real money. These can be purchased from the platform-store. Since the economy is closed off there is a large profit margin on the packages.

## CATALOGUE STRATEGY

Players have the ability to customise their characters appearance and weapon skin by completing challenges and earning experience points throughout the game. Certain challenges are also rewarded money.

In game-cash (Gold) can also be bought from the platform-store in packages.

100.000 Gold = 7,99 Euro's  
500.000 Gold = 30 Euro's  
1.000.000 Gold = 50 euro's

Gold can be spend in the in game store that is available through the start menu for any player. It can be used on different types of items. All items are ordered on categories. The player is able to buy from the following categories: Weapons, Weapon skins, Nametag and Appearance. Certain items can only be bought when the player has reached a certain level and others can only be bought upon the completion of a certain objective. Weapon skins allow the player to paint their weapon using stickers and colours. Nametags are used to name a weapon to a name of the players 'choice. Other players online will see the players chosen name of the gun when they are killed.

Appearance items change the outfit of the character. These come in kits and change the appearance of the character. The appearance items will have items that are always in stock and items that are seasonal such as Halloween outfits or Christmas outfits. These are exclusive deals and can only be bought in a certain timeframe.

Players that buy a premium pass are offered exclusive items in the store and get money upon the purchase of the premium pass. Both the appearance, nametag and weapon skins are cosmetic only and are not giving the player any advantage over another.

Items are not tradable between players but can be sold back to the store for 40% of the original value in Gold.

## PRICING STRATEGY

Weapons are priced upon the level of the weapon. The weapons that are available at the lower ranks are priced between the 500 and 1000 money. The most powerful weapons in the game are only available to players with a high level and enough money. These range from 10 000 to 25 000 for an exotic weapon. Rare weapons are standard weapons with for example a larger magazine or a silencer. Higher rarity weapons contain more stat upgrades and attachments that may help the player during the game.

For example:

Level 2 Shotgun – 3200g

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Level 8 SMG - 5000g  
Level 15 Shotgun - 11 000

Prices are always rounded up to 10 since gold is also earned in packs of 10.

Nametags have a standard price of 20 000g. This makes them exclusive for players that have spent more time in the game. Premium pass members pay the same price for nametags but are able to customise them with different colours.

Weapon skins are available to every player in the game and are not dependant on their level and can be bought with gold. The skins range from 5000 – 30 000g. Expensive skins contain gloss finished multicolour skins while the cheaper skins only contain 1 matte colour. The skins are priced so that each player is able to buy a skin on any budget but higher level players still have a motivation to get the high-tier skins.

Black sprayed – 5000g  
Lion Pattern – 25 000g

Attachments can also be bought with gold. This is not just a visual upgrade but also buffs statistics. Attachments are priced between 5000 and 20.000g in game-cash.

5000g – Red Dot  
20.000g – Suppressor

Appearance kits can also be bought on the store and range just as the weapon skins in the 5000 – 30 000g range. Creating an accessible item to every player. As with the weapon skins the more expensive appearance kits contain multicolour skins for their character while low-tier kits only contain skins with 1 colour. The appearance kits change the look of the whole character and are not separate items. Half of the higher tier appearance kits are only available to premium members.

American Classic Soldier kit – 10 000g  
Soldier for Hire kit – 20 000g

Players can earn points by completing challenges. On the completion of an easy challenge a player may be rewarded with 500 gold while hard challenges are rewarded with up to 4000 gold. Players will also be able to get 10 gold for each kill or 20 gold for capturing an objective. Players are also able to earn points by winning the match. In this case the points of the winning team are doubled.

The premium membership pass can be bought through the PSN store or Xbox Marketplace. The storefront in-game contains direct links to these pages.

### PROMOTIONAL STRATEGY

Upon entering the store the first time the player is able to choose one item for free to get familiar with the interface and the interaction with the store. Popups during the loading screen will also remind players to buy items in the store and additionally players may receive updates about store promotions (for example during Christmas).

Players will also get regularly informed about the advantages of owning a premium pass through the loading screen and in the store itself.

Premium pass members will get a discount on an item each day. Each day an item be offered for a lower price to premium members for only 24 hours.

Premium pass members also get a star next to their name to indicate that they have a premium pass. The percentage of items available to normal players will get smaller throughout their rankings. At the start of the game most low-tier items and skins are available to all players while at the higher ranks more items are only for premium members.

**PLAYER SUPPORT**

Since items are only available in-game and can only be obtained from the store we are preventing third party traders into our game. Meaning that only the official store is able to deliver items to the player. Transactions in the store can only be made with an online connection to the store and is server sided. This prevents players from cheating or editing files in order to get items.