



TRAVIAN LEGENDS

**AMBASSADOR
PROGRAM**

WORKSHOP #11 BLOG & DISCORD December 2021

Travian Team

- Martina - Community Operations Manager
- Laure – Customer Service Manager
- Liudmila – Community Management Content Creator
- Sami - Community Management Team Lead
- ThomasGB - Ambassadors Program Manager

Ambassadors

- Jelena - Balkans Ambassador
- Demix_IT - Italy Ambassador
- Wishmaster - International COM Ambassador
- QueenBee - Hispano Ambassador
- Lotte - Germany Ambassador

What was this workshop about?

The workshop was designed to give ambassadors the opportunity to share their thoughts, feedback, and ideas about the blog and our official Discord server.

Let's get started with the blog!

Ambassador Workshop #11 - Blog

What's easy to find?

- The Hall of Fame articles for each server.
- The new 4.6 features.
- The Community Calendar.
- Information about servers.
- The Ambassadors category and all workshop notes.
- Easy access for everyone. No account required to access the blog.

What can be improved?

- We need to make the Search option more visible.
- The blog's overall theme can be improved:
 - User categories should appear at the top of the header, and the category selection needs improving.
 - There should be separate categories in the Hall of Fame (global server statistics, end of server articles, etc.).
 - The design should be flashier and more appealing to catch the eye.
 - A less confusing organization.
 - It would be helpful to have the "contact us," Discord, and Youtube buttons more visible.
- Add a shortcut to the blog in the game - upper right corner with discord and support.
- Blogs and their content do not attract enough readers.
- "Contact us" should lead directly to the main support page.
- Content creators articles: posting community posts is too difficult, moderating the community posts is necessary - Content creators are not clearly defined in what they are supposed to do and how they should post on the blog. The program is being reviewed for 2022.

New ideas?

- Have more categories and add more subcategories.
- Link similar articles or have the option of linking articles on the same topic.
- More interviews with players.

- Profiles of content creators with all their articles, guides, analyses and interviews.
- Posts from content creators on one specific server every week or month.
- Add a "Best Combat Report News" article with the best reports from social media or from players.

Ambassador Workshop #11 - Discord

Redundancy:

- Some channels aren't necessary.
- The moderator role is not clear for everyone.
- Our server start announcement timing needs to be improved since it's often too late.
- The changelogs details should be shared and updated per server.

Possible improvements:

- If the Community starts using the blog more often, we could have a locked channel where newer players can find guides/important information.
- Hall of fame channel/report channel on some local sections.
- Team Information channel for alliances.
- List with local alliances (channel? Section? Blog post?).
- When someone joins the Discord server, receive a message such as "you're the 12.345th member".
- Add a "question of the day" channel.

Have more:

- Games & Events. Improve visibility.
- Repeat Stage AMAs (such as the one we did with [Jake, our game designer](#)) more often for different topics.
- Alliance roles instead of tribe roles for specific servers. Discord needs to be restructured.

Conclusion

Several points of agreement were reached regarding what doesn't work and what needs to be improved. A good deal of new ideas were also presented by the Travian: Legends ambassadors to improve our platforms and offer you a better gaming experience!

Travian Games also presented a proposal to restructure Discord by using threads, which is meant to allow everyone to find their place within the discord and interact with the alliances / players on the same server.

Thank you for your continued feedback and for helping us meet your expectations.

Next steps

- Following the workshop, the **Translator Bot** was activated on **Discord** to support communication in multiple languages. To use it, players simply have to add the flag emoji associated with their language. When you need a sentence translated into French, for example, you can just add the French flag as an emoji and you will receive a private translation.
- Travian Games will conduct a community **survey** to gather insights regarding Discord usage. The survey will take place between January and February.
- As part of our efforts to make meaningful changes, we have started making some **changes to the blog**. We are still working on improving the sections and working on categories and tags to make it easier for users to find what they are looking for.