

DEAD BY DAYLIGHT: THE HEALTH REDESIGN

EXECUTIVE SUMMARY, v2.0 CRISIS EDITION

Two pages. Written by a 15,000-hour player of both roles. The full 17-page framework, with every idea's source and disposition, is attached.

The diagnosis in three sentences

Dead by Daylight is not failing because one side is too strong. It is failing because the reward structure makes the most effective playstyle the least enjoyable one; the game does not merely allow tunneling, camping, slugging, and exploit stacking, it **selects for them**. The tenth anniversary proved it at scale: hand out gimmicks with no counter-parity and even a survivor-sided event collapses into tunneling, slugging, and rage-quits on the favored side.

A decade of nerfing the strongest perk each patch has never touched this, because it cannot: you cannot tune your way out of a structural problem. Every symptom-patch preserves the reward structure underneath and teaches players the structure is permanent.

THE WHOLE REDESIGN IN ONE SENTENCE

Make hooks the win condition, spreading the optimal play, and regression bounded, and pause the content machine long enough to actually build it, so the strongest strategy and the most fun strategy finally become the same thing.

The five moves that matter most

- 1. Operation Health.** One full chapter cycle with no new killer, survivor, chapter, or cosmetic push: six months of perk redesigns, map standardization, killer modernization, bug fixing, matchmaking, and optimization. Players forgive a content pause when the foundation visibly improves; they do not forgive new content shipping over untouched problems. This is the delivery vehicle for everything below.
- 2. Hook Victory + the MMR rework.** Score and rate unique hooks, spread, and chases won above raw kills. Ten hooks and one kill should outrank a 4K tunneled out at five gens, and the endgame screen should display the spread so a hollow victory looks hollow. Tunneling stays legal; it just stops being the smartest play.
- 3. The Event Engine.** Five binding rules for all temporary content: 1:1 counter-mechanics for every gimmick, no event power nullified by a single perk, tested against the live meta, never rewards behavior the main game punishes, and opt-in queues with all rewards mirrored in the standard mode. This makes another anniversary-class disaster structurally impossible.
- 4. Kill exploits as a category, not one perk at a time.** Aggregate caps on what combinations can total (haste, slowdown, endurance), a bounded regression cap per generator with true immunity after it, and role-slotted loadouts so no build stacks four of the same function. One systemic rule replaces a hundred future emergency nerfs.
- 5. Rotate the meta with buffs.** Every season: buff ~20 forgotten perks, rework ~10, and leave the meta alone unless it is actively unhealthy. Players love discovering builds. They hate watching theirs get deleted quarterly.

Rebuild the trust

A Public Balance Council with real representation (comp players, casuals, killer and survivor mains, solo, SWF, accessibility advocates, and new players) meeting every PTB, with summaries and disagreements published. **Creator transparency:** mandatory disclosure of paid relationships, plus an unpaid feedback channel no contract touches. **A response ledger:** every PTB ships with what was reported, what changed, and what did not and why, because the killer of trust is not disagreement; it is silence followed by the exact failure players predicted. **Sentiment as instrument:** post-match polls and rage-quit telemetry on a public dashboard that aims the council's attention, never an auto-trigger a majority side can weaponize.

Rescue the funnel

The tutorial teaches a newcomer to hold M1 and swing, then drops them into hundreds of unexplained perks and a chase meta that lives only on YouTube, usually straight into a prestige-100 meat grinder. Rebuild it: a bot-backed chase academy for both roles, hook states and status effects taught in play, a no-stakes practice range, an in-game codex of

every perk and power, starter builds, protected matchmaking for the first ~50 hours, and plain-language post-match feedback. Retention starts before balance ever gets the chance to matter.

What this is not

Not a killer nerf. Not a survivor nerf. Every change is a **redirection**: killers keep their power fantasy and lose the obligation to tunnel and slug; survivors keep looping and clutch saves and lose free protection for bad play. Harmful lines remain options a player can take, never obligations the game forces on them.

Rollout

0) Announce Operation Health, publish the full plan, stand up the governance layer on day one. **1)** Redefine success: Hook Victory, the MMR rework, and the Event Engine. **2)** Pacing: generator speed scaled to hooks (never deaths), the regression cap, additive anti-tunnel bonuses, hook protection zones, the anti-camp timer pause, aggregate caps. **3)** Depth: role slots with tier caps, secondary objectives, solo info parity, the first buff season, the onboarding rebuild. **4)** Standing policy forever after: the power-creep design mandate and map guardrails. Every phase ships with its stated goal, its data, and a PTB.

BOTTOM LINE

Dead by Daylight is not in danger because players hate it. It is in danger because the people who love it most are becoming exhausted. Numbers can keep a game alive; trust is what keeps a community together. The goal is not the biggest player count in the game's history. It is the healthiest game in its history.