Steam
Invite All Feature

PRESENTER: CHRISTOPHER BARCLAY

https://youtu.be/spxEtWUTiHw
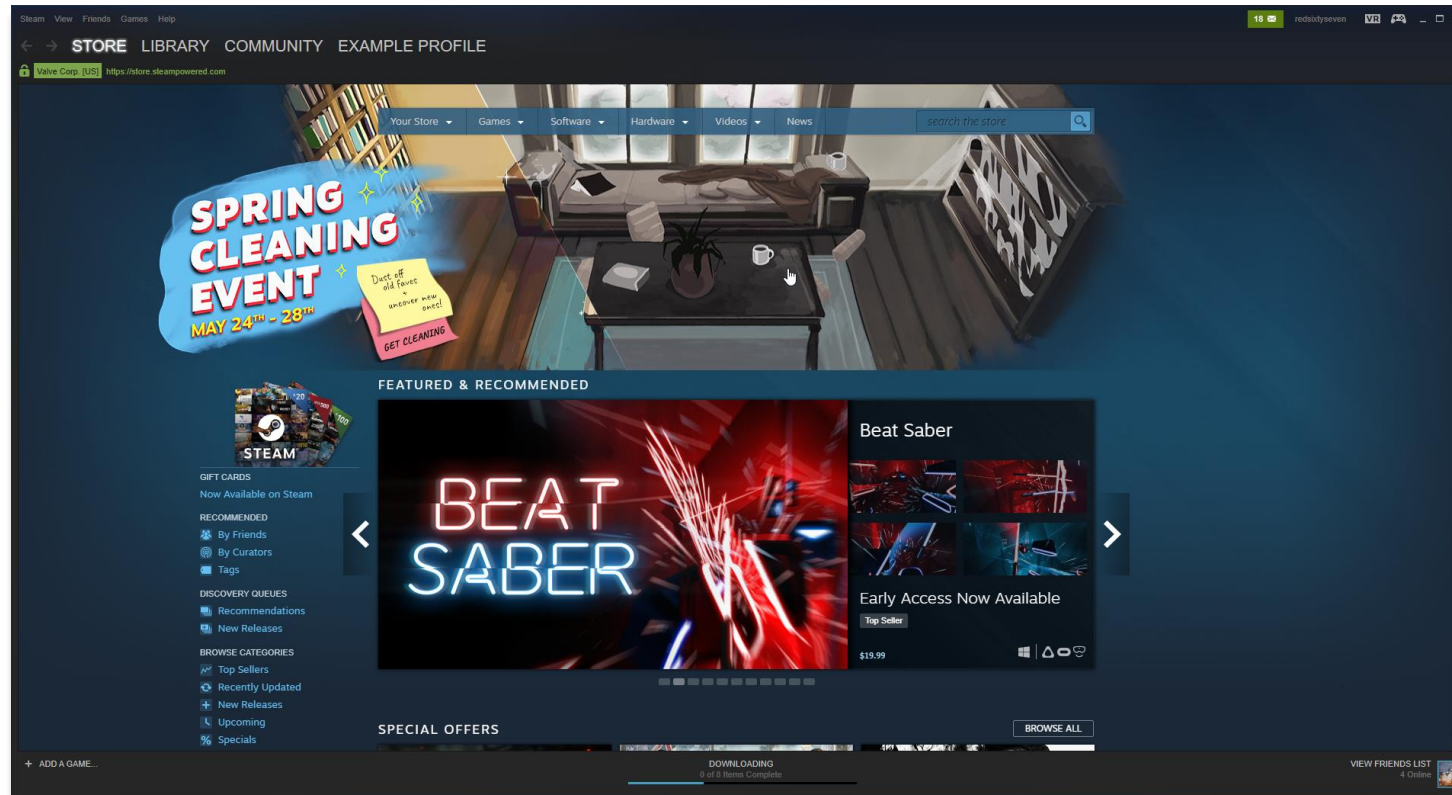
Steam Overview

- Game distribution and multiplayer platform

- Developed and run by Valve and President Gabe Newell
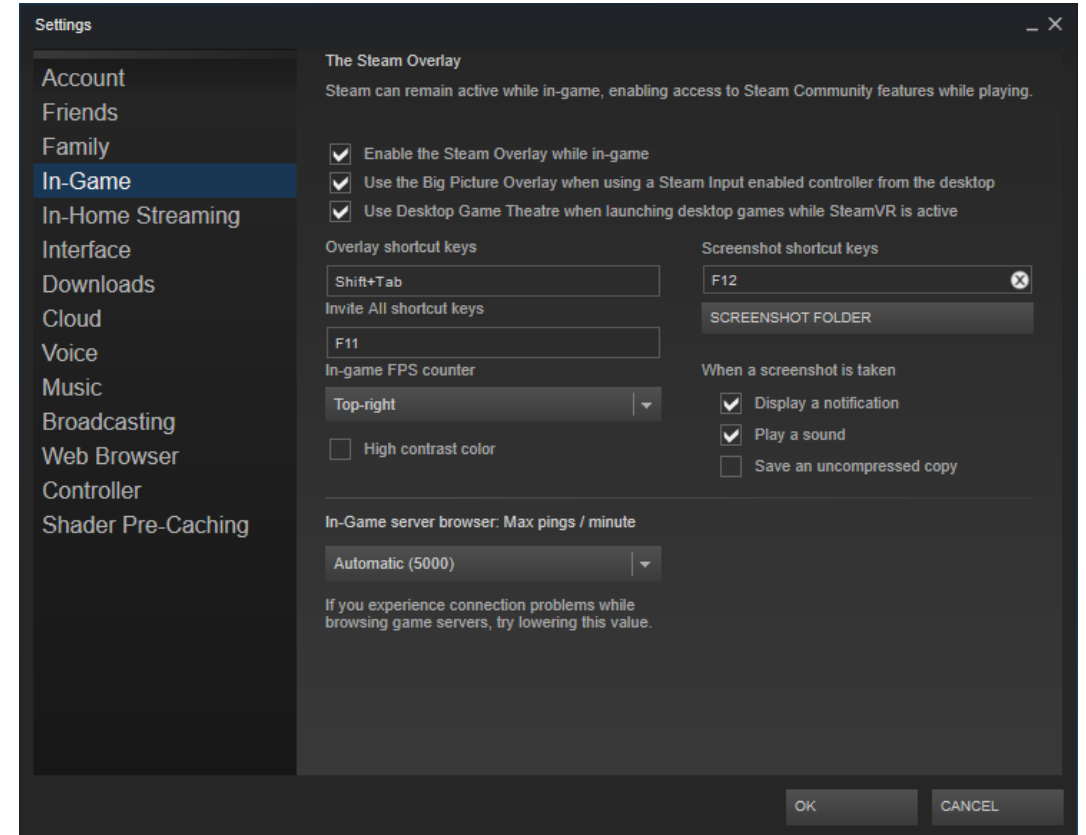
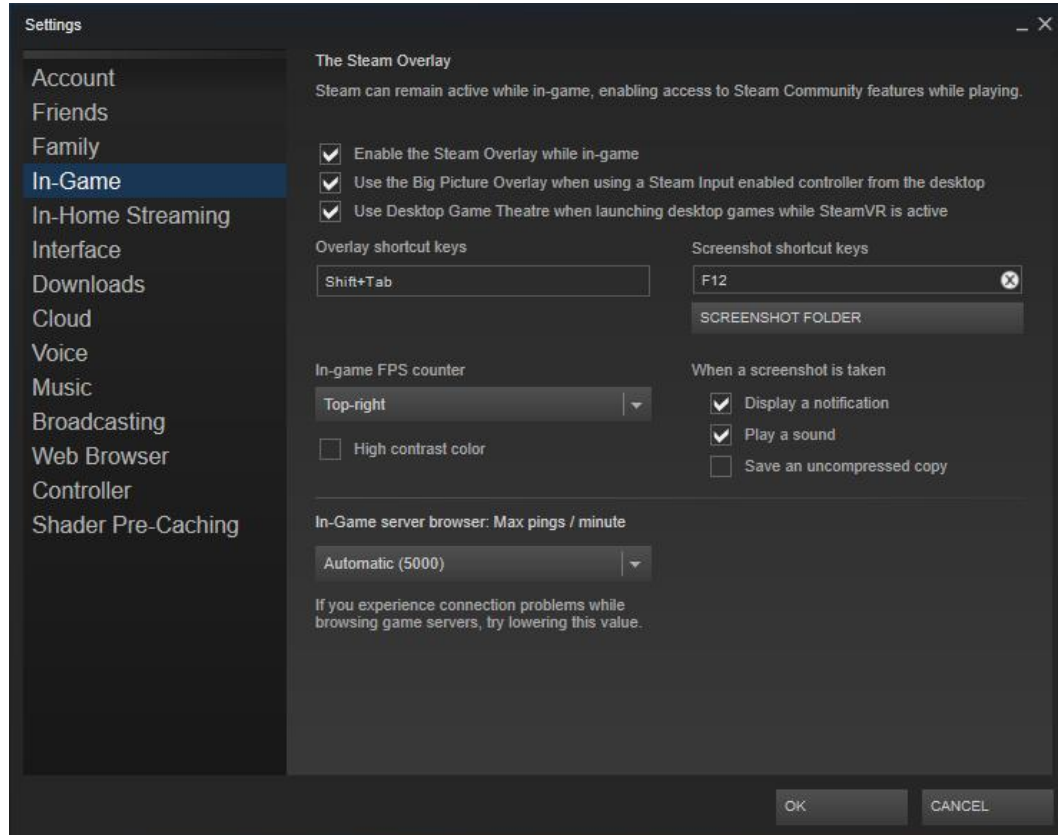- Store, Library, Community Hub, and Profile

Problem

- Lacks an invite all feature
- Slow and tedious to invite multiple friends
- Needs invite integration with a voice chat system (discord)

Solution

- ▶ Invite All Hotkey
- ▶ Invites current discord chat members to game session
- ▶ Improves speed, efficiency, and scalability of the invite system

Mockup

Market Size

Current

Steam generated 4.3 billion dollars in 2017.

Percentage

Steam accounts for a large percentage of the pc gaming market.

Projected

Improved player satisfaction more so than financial gains.

Source: "Revenue generated by game sales on Steam from 2014 to 2017 (in billion U.S. dollars)." Statista (2017)

Team

- **Gabe Newell**
  - President of Valve, Steam
  - Most knowledge of platform
  - Business/Marketing

- **Rick Ellis**
  - Co-Founder/Former Lead Developer
  - Knows internals of the system
  - More than qualified to implement feature

Cost

Name	Position	Hourly	Total
Gabe Newell	Project Mng/Marketing	$200	$4000
Rick Ellis	Lead Developer	$150	$3000
Combined		$350	$7000

Schedule

Day	Phase	Description	Who
1	Planning	Mockups and technical documents if required	Newell, Ellis
2	Development	Feature development and bug fixes if necessary	Ellis
3	Updating	Pushing feature changes to the live update servers	Newell, Ellis
4	Marketing	Development logs, blogs, update notices, advertising, etc…	Newell

Recap

- ▶ Problem: No Invite All Feature

- ▶ Solution: Hotkey to invite current discord chat members

- ▶ Effects: Increased user satisfaction, more efficient invite system, and potentially attracting more users from console.