Team Wubba Wubba Lub Dub

Gibbons

EECS 448

12/7/17

Deployment Plan

Our team thought that the best way to distribute our game would be through Steam. We thought that since there were a lot of big names and impressive games on Steam, people might stumble upon our game and think it looks interesting. We would price it at $1.99 so that more people would buy it, especially if they just happen to find it while browsing.

In order to get a game on Steam we must start out by signing paperwork, paying $100.00, and giving Steam our tax and banking information. They require this because if we are to earn money, the government will want to tax it and Steam will need somewhere to send it. Steam also wants proof of identity because they want to make sure we aren’t a crime mob or a known terrorist group or a bunch of psychos who want to do bad things. After this, the Steam websites says: “Now you have access to Steamworks and can begin preparing your title for release. You’ll need to build your store page, upload your builds, configure any Steamworks features, and enter your desired pricing. We’ve worked hard to streamline our tools and document all the features and functionality available to you. Check out the Steamworks documentation for more details.” This means, we will have to design an attractive storefront and upload our game. After 1-5 days, after Steam has checked over our page to make sure it is made correctly and inoffensively, they will allow us to go live. In addition to the 1-5 day review period, Steam will have us wait 30 days starting right after we pay the $100.00 fee because they want to double check who we said we are. We also will have to set up a “coming soon” page at least two weeks before we release our game. This gets the game out there in the open and gives buyers time to get excited about. In these twoish weeks, users can add it to their wish list and talk about it amongst themselves. This is good because more people will want to buy our game if people are talking about it. It also drums up excitement. After that, we can release Slash ‘N’ Bash and it is up to us to update it. Our game is optimized for both PC and Mac so more users can buy it, which is cool.

Steam only accepts games and VRs. Since we made a game, we are fine with this requirement. There is also a list of things we should avoid provided by Steam:

1. Hate speech, i.e. speech that promotes hatred, violence or discrimination against groups of people based on ethnicity, religion, gender, age, disability or sexual orientation
2. Pornography
3. Adult content that isn’t appropriately labeled and age-gated
4. Libelous or defamatory statements
5. Content you don’t own or have adequate rights to
6. Content that violates the laws of any jurisdiction in which it will be available
7. Content that is patently offensive or intended to shock or disgust viewers
8. Content that exploits children in any way
9. Applications that modify customer’s computers in unexpected or harmful ways, such as malware or viruses
10. Applications that fraudulently attempts to gather sensitive information, such as Steam credentials or financial data (e.g. credit card information)

We handled not having Hate Speech by hardly including any dialogue. In fact, the only text we included was what was absolutely necessary for users to use our game (menu options for example). Our game does not include anything that is remotely close to pornography, which is good for the second item on Steam’s list. Our game doesn’t include any adult content. The worst thing it includes is mild violence because we shoot monsters, but there is no blood or gore. For the fourth item on the list, as stated about, we have hardly any text or dialogue. Our game does not include anything we don’t have rights to (other than the slash screen which we can omit). We made all of our own artwork in Photoshop and created our own maps using the map creator we made from scratch. We had a friend produce the soundtrack specifically for us. The only thing we used that we did not painstakingly create ourselves was a single LOVE2D library for Lau. We assume our game will be available in the United States of American which has this great thing called the Bill of Rights. The Bill of Rights has this awesome thing called the first amendment, which guarantees the freedom of speech. The freedom of speech allows us to speak, write, show, etc. anything to people as long as it doesn’t include anything from the following categories:

* Obscenity
* Fighting words
* Defamation (including libel and slander)
* Child pornography
* Perjury
* Blackmail
* Incitement to imminent lawless action
* True threats
* Solicitations to commit crimes

(From <http://www.newseuminstitute.org/about/faq/which-types-of-speech-are-not-protected-by-the-first-amendment/>)

Since we don’t have any of this stuff in Slash ‘N’ Bash, we won’t be breaking the laws in the United States, therefore we won’t be breaking item number six in the list of things Steam doesn’t allow. Our game art is a very graphical-cartoony style. We did not include any gore or anything of a sexual nature. When the monsters or the players die, they simply disappear. Thus, our game is in accordance with item number seven from Steam’s list of no-nos. Our game does not exploit children. Go us for not being nasty perverts. Slash ‘N’ Bash doesn’t include any malware or viruses. We didn’t have enough time to add all the features we wanted into our game, let alone create harmful software. Finally, we don’t have any in-app purchasing so unless we are using harmful software, which we already said we are not, there is no way for us to steal private credentials for Steam customers. Since we don’t violate any of Steam’s “guidelines” we are home free to sell our game on Steam.

Once we realize we are in the clear, we can click the link at the bottom of the page with Steam’s rules and process. That link takes us here: <https://partner.steamgames.com/?goto=%2Fnewpartner%2F%3Fsignup_type%3D1> . This webpage prompts us for our Steam login. When we login, we can start the process of deploying our game. WOOOOO!

\*\*\*

Once Slash ‘N’ Bash is out in the world, we want to keep interest up. The more interest we drum up, the more people will tell their friends, the more potential customers we will have, the more money we will make. Yay!

We plan on adding more levels to start with. We have already made a space themed level and a garden themed level in addition to the beach themed level that we demoed in class. The theme ideas of levels are infinite. We can do a jungle level, we can do a lava level, we can do an underwater level, etc. More levels equals more fun. We even have the required logic for switching maps within the game created.

With more levels come more characters. If we do a jungle themed level, we can have monkey sprites and lion sprites. If we do a lava level, we can have scientists in lava-proof suits sprites. The sky is the limit!

We also want to add in monster drops. For example, after a player kills a seaweed monster, a sushi roll may appear in the monster’s previous space. When the user runs over the sushi roll, some of his or her health will be regained.

We can also do this for weapons. Maybe some lava bugs will drop fireballs upon their deaths. Perhaps angry tourists drop tacky purses that function like a melee weapon.

There is almost no limit to the things we can add to our game to keep interest up as well as to increase interest. The more we add, the more customers we can cater to. If we have many features, there is bound to be at least one that Uncle Joe like and a thing or two that Little Christina likes too.