

Practical Task **Period February 2024**

ELECTRONIC ARTS PRODUCT MANAGEMENT VIRTUAL EXPERIENCE PROGRAM

Presented by **Febe Jovita**



About Me



Febe Jovita

I like to solve problems. Throughout my career, I have been driven by my intellectual curiosity to find answers to the most pressing questions. Whether it's finding a perfect song for a film or finding a rare product for a rocket, I've been able to quickly uncover a customer's pain point and identify a strategic solution.

With my refined skill set, I bring customer-centric mindfulness that enables firms to innovate and thrive.

My intellectual curiosity also drives me to be a lifelong learner.

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Education:

[Graduate of AI for Video Production from Skill Academy by Ruangguru \(100% scholarship\)](#)

Experience:

[Project-Based Virtual Intern : Product Manager Rakamin Academy Batch January](#)

Project:

[RevoU Mini Course Data Analytics Case Study : Games Sales Batch October 2022](#)

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ABOUT EA

Driven by passion, we are a global leader in digital interactive entertainment. Headquartered in Redwood City in Northern California, we develop and deliver games, content, and online services for Internet-connected consoles, mobile devices, and personal computers. Through our cutting-edge games, innovative services, and powerful technologies, we bring worlds with infinite possibilities to nearly 600 million active players and fans around the globe, and are recognized for a portfolio of critically acclaimed, high-quality brands such as EA SPORTS FC™, Battlefield™, Apex Legends™, The Sims™, Madden NFL, Need for Speed™, Titanfall® and F1®.

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OUTLINE

- Task Overview
- Background Information
- Result:
 - Step One: Review “User Segmentation Approaches for Games”
 - Step Two: Review “The Most Important KPIs for Monitoring Mobile Games”
 - Step Three: Review “Planning Your Presentation”
 - Step Four: Break down the process of creating a presentation into smaller steps
 - Step Five: Organize your action plan into sequential steps

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TASK OVERVIEW

Great job on the first task! You made excellent progress toward understanding key performance indicators (KPIs) and their relevance in the video game industry. Now, the lead game product manager wants to assess your skill with project management and, specifically, your ability to break projects into smaller steps. This presentation should be targeted at stakeholders at the company, including the game's development team, marketing team, and upper management.

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BACKGROUND INFORMATION

While planning out this presentation, the lead game product manager would also like you to learn more about player segmentation and its relationships with KPIs. Since player segmentation involves dividing player populations into distinct groups based on certain characteristics or behaviors, it makes it possible to identify different player groups with unique motivations and preferences. Player segmentation allows you to tailor your game's features, marketing campaigns, and overall strategy to meet the specific needs and desires of different player segments. When combined with KPIs, player segmentation helps you understand which motivations matter most to different player groups, enabling you to prioritize and address their needs effectively.

In this task, your product manager wants you to demonstrate your ability to break down complex tasks into actionable steps and create a clear roadmap for the project. By accomplishing this task, you will showcase not only your understanding of KPIs and player segmentation but also your ability to communicate complex concepts effectively. At the end of this task, you'll deliver an action plan that outlines the specific steps required to build this presentation.

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RESULT

Step One: Review “User Segmentation Approaches for Games”



STEP ONE: REVIEW "USER SEGMENTATION APPROACHES FOR GAMES"

- Familiarize myself with the different user segmentation approaches discussed in the resource.
- Understand how user segmentation can impact game features, marketing campaigns, and overall strategy.
- Identify key characteristics or behaviors for player segmentation in the context of a strategy RPG mobile game.

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RESULT

Step Two: Review “The Most Important KPIs for Monitoring Mobile Games”



STEP TWO: REVIEW "THE MOST IMPORTANT KPIs FOR MONITORING MOBILE GAMES"

- Revisit the KPIs relevant to the mobile game industry from the provided resource.
- Relate these KPIs to the specific context of a strategy RPG mobile game.
- Determine how these KPIs can be integrated into the presentation to measure success.

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RESULT

Step Three: Review “Planning Your Presentation”



STEP THREE: REVIEW "PLANNING YOUR PRESENTATION"

- Learn about effective presentation planning techniques and strategies.
- Understand the importance of structuring a presentation for different audiences (development team, marketing team, upper management).

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RESULT

Step Four: Break down the process of creating a presentation into smaller steps



STEP FOUR: BREAK DOWN THE PROCESS OF CREATING A PRESENTATION INTO SMALLER STEPS

1. Define Presentation Objectives:

- Clearly articulate the goals of the presentation.
- Specify what stakeholders should take away from the presentation.

2. Identify Target Audience:

- Understand the diverse backgrounds and interests of the development team, marketing team, and upper management.
- Tailor the presentation content to resonate with each group.

3. Data Collection:

- Gather relevant data on player segmentation from the "User Segmentation Approaches for Games" resource.
- Collect KPI data from "The Most Important KPIs for Monitoring Mobile Games."

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STEP FOUR: BREAK DOWN THE PROCESS OF CREATING A PRESENTATION INTO SMALLER STEPS

4. Data Analysis:

- Analyze player segmentation data to identify distinct player groups for a strategy RPG mobile game.
- Correlate player segments with specific KPIs to highlight key performance indicators relevant to each group.

5. Content Creation:

- Develop a compelling narrative that integrates player segmentation insights and KPIs.
- Create visual aids, such as charts or graphs, to enhance understanding.

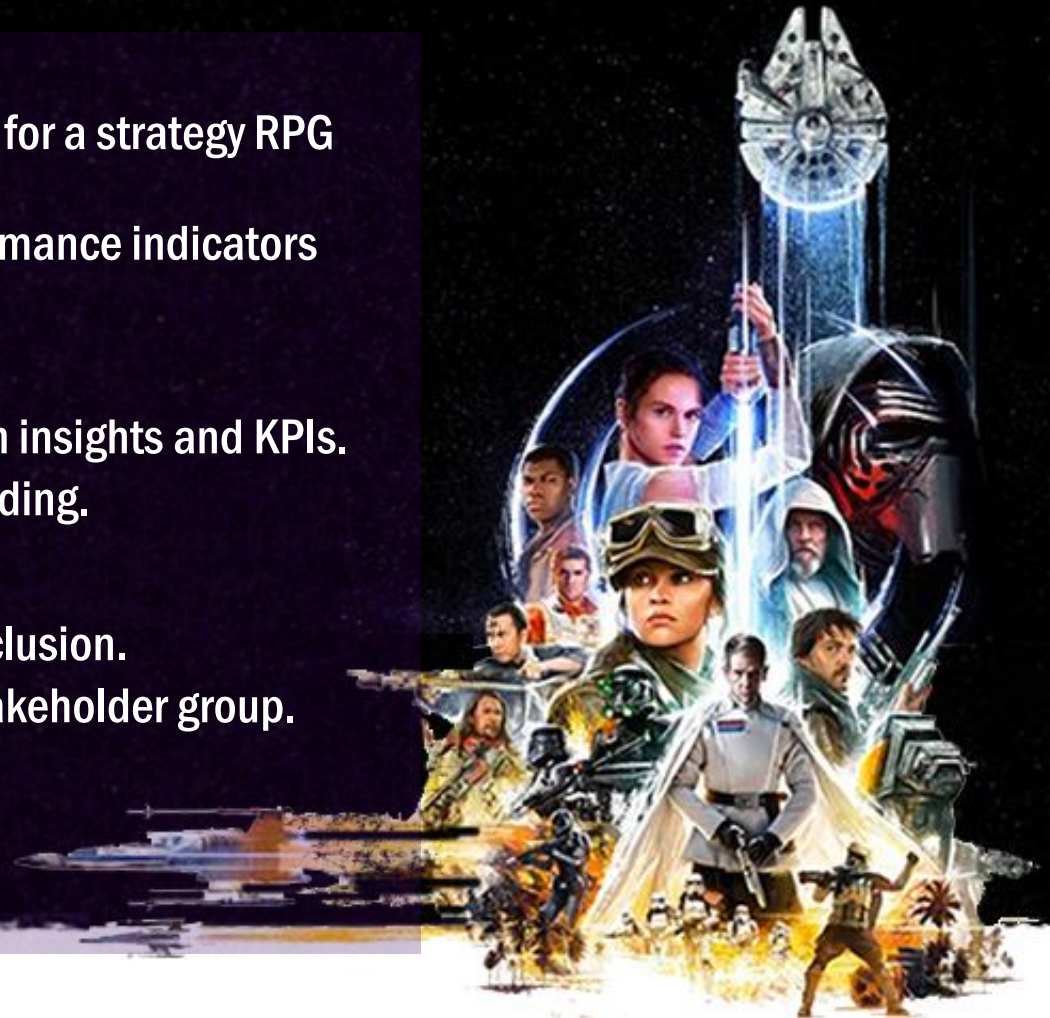
6. Presentation Structure:

- Organize the presentation with a clear introduction, body, and conclusion.
- Structure content to address the interests and concerns of each stakeholder group.

7. Practice and Refinement:

- Rehearse the presentation to ensure clarity and coherence.
- Gather feedback from colleagues for refinement.

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RESULT

Step Five: Organize your action plan into sequential steps



STEP FIVE: ORGANIZE YOUR ACTION PLAN INTO SEQUENTIAL STEPS

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1. Week 1-2: Research and Understanding

- Review "User Segmentation Approaches for Games" and "The Most Important KPIs for Monitoring Mobile Games."
- Identify key insights for player segmentation and KPIs in the context of a strategy RPG mobile game.

2. Week 3-4: Define Presentation Objectives and Target Audience

- Clearly articulate presentation goals and objectives.
- Analyze the diverse backgrounds and interests of the development team, marketing team, and upper management.

3. Week 5-6: Data Collection and Analysis

- Collect relevant data on player segmentation and KPIs.
- Analyze data to draw meaningful insights and correlations.

4. Week 7-8: Content Creation

- Develop a compelling narrative that aligns with the presentation objectives.
- Create visual aids to enhance understanding.



STEP FIVE: ORGANIZE YOUR ACTION PLAN INTO SEQUENTIAL STEPS

5. Week 9-10: Presentation Structure and Drafting

- Organize the content into a structured presentation.
- Draft the presentation with a clear introduction, body, and conclusion.

6. Week 11-12: Practice and Refinement

- Rehearse the presentation multiple times.
- Gather feedback and refine content based on input.

7. Week 13: Final Review and Delivery

- Conduct a final review of the presentation.
- Deliver the presentation to stakeholders, adapting content to each group's interests.

This sequential action plan ensures a thorough and thoughtful approach to creating and delivering a successful presentation on player segmentation and KPIs for a strategy RPG mobile game at Electronic Arts.

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Let's collaborate.

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