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UAT MS528 Assignment 1

Mission and Vision

Mission Statement

To develop games with unique spins on classic concepts that can be played by anyone on the platforms they love.

Vision Statement

A series of cross-platform games that appeal to a variety of audiences and are available on all modern gaming devices including phone, computer, console, and web that receive regular quality and content updates based on user feedback and market demand.

Goals

Build a Team

Sad Pumpkin Games needs to build a team of scrappy, multi-disciplinary game developers with a variety of experiences and backgrounds in order to build games that are cross-platform and appeal to a variety of audiences. The team needs to be willing to step outside of their comfort zones and be willing to learn new processes and technologies in order to rapidly deliver game concepts to customers.

Build a Toolset

Sad Pumpkin Games needs to focus on building a quality base of extensible tools in order to rapidly deliver on game concepts. The less time developers have to spend rewriting foundational features, the more time there will be to iterate on game concepts and respond to player feedback. Additionally, each game that shares common features benefits from future improvements and upgrades to those features.

Build a Pipeline

Sad Pumpkin Games needs to build a fast, stable pipeline in order to speed up the development process and increase the reliability of builds and releases. Artists, designers, and audio engineers need stable, functional tools in order to verify their assets and get them into the game, programmers need automated unit and integration tests to ensure their code doesn't have any unintended consequences, and testers need the latest stable build to be readably accessible on the hardware they need to test on.

Values

Transparency

Sad Pumpkin Games values Transparency into both the company itself and the games and features its currently working on and planning to work on in the future. Being a small, agile studio means learning from both your audience and your

mistakes. The players need to be a part of the development process just as much as the developers, allowing them to have constant feedback on the development progress and roadmap will enable the team to cater to their needs better.

Equity

Sad Pumpkin Games values Equity in its game designs, mechanics, and features. Supporting a wide variety of audiences requires supporting audiences with different skills, abilities, and limitations. Core aspects of the development toolset are designed to make it simple to support multiple languages, subtitles, colorblind modes, one-handed modes, and simplified control schemes.

Quality

Sad Pumpkin Games values Quality in its releases and the documentation supporting them. Games should be as bug free as possible and thoroughly tested prior to release, and the audience should feel comfortable in the fact that bug reports, crash logs, and feature requests are quickly addressed and considered for the release roadmap. Game documentation, either in-game or on an external site, should be thorough and answer any questions the player might have about game.

Purpose

The purpose of Sad Pumpkin Games is to deliver varied games for varied audiences, and to ensure those games are of a consistent quality and maintain that quality through frequent, stable updates based on player feedback.