

# Minutes Meeting

## Introducing new Mario kart features

Location: C008  
Date: 10/21/2022  
Time: 4:30 pm

Attended by Nathan Albarede, Gabriel Rinaldi, Alexandre Dema, Selma D'alimonte, Eric Andreotti & Mathis Sigier.  
Chaired by Selma D'alimonte  
Minuted by Mathis Sigier

Roles :  
Eric Alexandre Gabriel: developpers  
Nathan: financial advisor

### **THE CONCEPTION OF NEW FEATURES FOR THE NEXT MARIO KART UPDATE :**

Start 4.32

Eric suggested a special object when taking another object, you get the object you want  
Alexandre: added another object with the target to blow up the tire of enemies, or running up of fuel. The aim is to slow down enemies.

Gabriel suggested an item to jump higher to create shortcuts or escape attacks (great for the first to avoid blue turtles).

Alexandre thinks adding wings could add suspense to the race. He also believes in adding another type of race to raise entertainment for people.

Nathan answered Alexandre by suggesting an item to fly. He also thought about a mode of driving with two people on the same kart, launched by an object (A new game mode within the race started)

Gabriel also thought about setting up a shield to protect people from enemies and attacks, he also thought that augmented reality in the game could raise entertainment.

Nathan suggested a new item of spring in order to escape also attacks and enemies.

End 4.42

### **SELECTION OF COMPATIBLE FEATURES AMONG C008 THE IDEAS YOU'VE COME UP WITH. THEY WILL APPEAR IN THE NEXT UPDATE.**

Nathan is asking how many times it will occur to set it as time is money.

Alex answered development must be simple to save time and money, he Stans for keeping one gameplay.

Eric added flying moments are difficult to implement in the game as advanced techniques are required.

Nathan suggested flying as fast as on the road to keep an equal game.

Alex stands for keeping the idea of two on one kart.

End 4.47

## **PROMOTION OF THE UPDATED GAME, C008 ESPECIALLY REGARDING THE NEWLY INVENTED FEATURES.**

### Promotion of the new game :

Selma asked about which platforms will be used to promote the game.

Alex answered trailers to promote new features, spread on tv and YouTube could be a good idea.

Selma did not agree as players don't watch TV.

Nathan added that Christmas ads could increase benefits as a lot of people buy video games as a present for their surroundings.

Eric thought about live streams as Nintendo has a live channel, in fact direct streams can prevent people when the new game is published. He also thought about keeping the focus on the new game mode as new items are not big new updates.

Selma did agree and added to promote friends playing mode.

Alex thought about planning big events to spread the game. He took the example of planning a competition with all professional Mario kart drivers.

Nathan did not agree, he thought that it is a friendly game at first, and it will cost too much for the company.

Selma suggested planning big stream sessions on twitch, putting real ads in cities for example on bus stops and signs.

Nathan thought about advertising specialized shops in video games. Setting up a stand to promote the game in those shops could be efficient.

Gabriel suggested contacting food companies. He thought about a collaboration with McDonald's. It will consist of creating and putting into Happy Meals some toys related to the game.

Selma picked up on this by suggesting advertisements on papers for food (or on the tray).

### Billboards :

Nathan thought about someone holding a new object in his hand.

Selma wanted to show the link with friends.

Eric thought that is important to promote fun between friends.

Alex answered two fathers and sons, and family relationships could be shown also.

Eric thought Mario is a bit old, it is important to convince adults that even they can play this game with their child.

Selma asked about which countries must be selected to sell the product.

Alex answered the biggest countries such as US, France, and Japan.

Selma added Germany.

Eric thought that virtual advertising could have a large impact on selling.

Nathan thought that billboards are beneficial in bigger cities. He suggested that virtual advertisement could be enough in smaller cities.

Alex noticed that cities must be chosen to promote their game.

On the other side, Selma thought that completing the gameplay with two people could be the major update of the video game.

So Double Dash was the reserved name of the game.

End 4.59

Implement for next meeting:

Gabriel keeps developing new items for the gameplay.

Alexandre and Eric keep developing the new game mode and the wing mode.

Nathan et Mathis are in charge of planning the new commercial aspects and controlling how the advertisement is beneficial for the company.

End 5.02