GDLC - REPORT

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Phase 01 – Story/Idea

As a project manager first I plan and define the scope of the project. Therefore creating document that defines the parameters—factors that define a game idea and determine its behavior, what work is done within the boundaries of the project, and the work that is outside the project boundaries, like what are the trending, what kind of quality attributes can possible to add within the idea or story of the game. Typically a written document that defines what work will be accomplished by the end of the game. Observe the world and current technologies and identify the concept and requirements that going to be our game script. So major part to identify or generate idea which need to be better creativity that should encourage end users to make interest to play. So define the more detailed and comprehensive document should useful in the development phase.

Phase 02 - Conceptual Analysis

A good business requirements analysis helps us achieve objective. It leads us to better understand the business needs, and helps you break them down into detailed, specific requirements that everyone agrees on. It's usually much quicker and cheaper to fix a problem or misunderstanding at the analysis stage than it is when the "finished product" is delivered.so I will manage requirements as in below contents.

- Stakeholder roles and responsibilities
- Requirements management process (elicited, analyzed, documented, and managed)
- Requirements type definition
- Requirements type/artifact mapping
- Naming and numbering convention
- Requirements prioritization
- Requirements traceability
- Requirements versioning

To succeed in the world of video game design, we need to anchor our knowledge in software design and programming. Beyond coding, we need to have a flair for design. As graphics and animation play a huge role in video games, game designers need to be familiar with character design, scenery design, and user interface design. Possessing the artistic and technical chops in these areas will help you to create a game that is vivid and life-life with realistic animation, helping it to stand out in the competitive marketplace. Tasks are the foundation of any project. Inevitably, good software should

have task management as its core capability. We're talking about storing files in endless folders, drawing complex charts, and using physical Kanban boards or sticky notes that cover an entire wall.

Phase 03 – Planning

Projects come in all sizes with varying degrees of complexity, but one thing that all successful projects have in common is structure. A project should be planned out and organized from day one. That's easier said than done. There are a lot of components to any project, such as its duration, its cost and how it will be executed. These components, and more, must be addressed in your project plan. Project planning, then, is about identifying, prioritizing and assigning the tasks and resources necessary to complete a project successfully. A thorough project plan establishes who will be on our team, what tools and materials will be needed, and the processes necessary for efficient execution. And of course, there's the financial commitment outlined in a budget, along with the communication channels that will keep teams and stakeholders updated.

Phase 04 – Team Building

Evaluate which team member will be best suited for a given role. Perform due diligence on the expertise needed for a role, as well as the expertise each member possesses. Team members will also flourish knowing they've been appointed a role that compliments their skill set. Ultimately, a win-win situation. Make use of a team management model called Belbin's Team Roles. Belbin's Team roles assist project managers in proactively managing their team by understanding the various roles in a team and their personalities by which they are expected to perform.

Phase 05– Concept Design

The inadequate use of project management techniques and available standards like PMBOK (published by PMI) in execution of real projects can be traced predominantly to the lack of efficient project management education strategies. An experiential learning process can help to do without the costs and risks associated with an unsuccessful project delivery. This can be broadly accomplished by two education strategies-One is business simulations and the other is usage of project management games. we use the latter strategy and present a technique to provide experiential learning to project managers based on a "Board Game" design, similar to the popular game "Monopoly" (Called as "StrateJect"). A System Dynamics model describing the game design, a simulator, and a game machine that handles user interactions and presents project management learning are presented. Also, we present an experimental study that evaluates an experiential

learning process based on the proposed game. Some salient features of "StrateJect" include:Multi level based game which provides for application of project management concepts of PMBOK 5 (published by Project Management Institute, PMI) to a virtual project in an industry of user choice. Creation of collaborative environment where members can network with others and monitor their performances which creates a Gamification environment to create motivation for users to learn application of project management in a competitive setting.

Phase 06– Development

At this stage, as a project manager I coaches the team, fully involved in the guiding process. Initiate team meetings, visualize the scope, address changes, control deliverables, and resolve issues or misunderstandings. Track documents and provide with team evaluation reports, defect reports, and any other documentation which related to game development both on-demand and at regular intervals, even if we haven't requested any feedback. They're also responsible for backlog updates and informing the team about change requests and testing results. During the development stage, help clients understand how certain changes or issues can influence the project's scope and budget. If there are issues related to technology, investors' demands, and so on, your project manager will inform you if the project still fits within time and budget constraints.

Phase 07– Testing

Need to help the team make time to do work product review, because it's the earliest feedback about the project's progress anyone can get. Deliver to the project is to ask about all the testing that needs to happen below the line in the testing continuum. Automating system-level testing (especially below the GUI) can provide the team significantly valuable information. If we have a troublesome feature area, or are adding more features to an area of the product, automating feature-level testing can also provide valuable feedback to the product team.

Phase 08– Pre-Production

Pre-production happens in steps, and needs to be looked at as laying down a framework for what our game is going to be, and creating very rigid guidelines for our whole team to follow as they transition out of pre-production, and into actual production of the game. The first step, of course, is coming up with a core concept for the game.
Answer some questions about the game that will be fundamental to the end-product that you want to make: such as who is our game for? What is our central gameplay mechanic? What is our timeline? What are the pillars of our game? What is our budget? What is our pipeline going to be?.

Phase 09– Main Production

Once the product has been released successfully and on time, the development team – under the project manager's command – ensures that the software functions correctly. In addition, if a client comes to us with a ready app, a project manager can initiate a technical audit and perform app and industry analysis to suggest improvements. What's more, as a project manager I can introduce different growth hacking techniques to boost the client's business performance.
At this stage, a project manager becomes more of a business partner, controlling support operations and ensuring that the app is stable and successful. Vital gear in the complex app development machine: take it away, and you'll have to spend weeks putting the mechanism together again.

Phase 10– Sales & Marketing

The pricing of a game may depend on several variables. we might look at what others are using and settle for. Depending on our game, the company's profile, target market, we might price our game differently. The ecommerce provider gets about 10% of each sale, so the actual profit for you per game would be about $18. To make $50.000 you would need about 2800 sales. If we assume that one out of hundred players purchase your game, then game's conversion rate would be 1.0%. The rule of thumb could be that very targeted games receive higher conversion rates, up to 2%, 3% or even 5% while more generic games, or games with severe competition may receive a .1% - .5% conversion rate. That means about 1-5 sales per 1000 downloads. There are several options for distributing our game. Indie and casual games tend to follow these main distribution channels:

- Direct website store
- Retail stores
- Portals
- Content delivery systems
- Publisher channels

The next step in the marketing plan is to choose how to get people information about our product. You need to make people aware of our game and either guide them to our website for more information, or to get them to download the game through various sources. How we make the offer depends on the market segments your company has targeted. There are different types of players, games and needs. "Casual gamers" have different playing habits than "hardcore gamers". 6-year old kids play differently compared to 15- or 30-year old players. Females and males have different needs and wants for games. define the market segments, and decide which segment we choose to target your marketing.