



Money – Your designer has been asked to adjust your monetization system by a Board member so that it allows players to buy an in-game currency “Credits”, which can be earned and spent only in the game, with real world currency. Does this make sense for your title and even if not, how will you comply with the Board member’s request? How do you determine a fair exchange rate between credits and real world currency? E.g. How much real world currency for how much in-game currency?

What are the risks and benefits of this late addition and how will you support this request?



People –Justify the budget to hire one more person to support the needs of your game after it releases in a few short months. Do you hire an expert specializing in user acquisition (with the hope of bringing in new players), a community content expert (with the hope of retaining more of the players you already have connected to the title and growing the player base via community), or a Social Media specialist (to improve overall awareness)?

What are the risks and benefits of each position and how will you support your case?



Tech – After attending an amazing presentation on the power of Metrics, realize that your game is woefully under-instrumented and you have no real way to determine how long they are staying, what they are doing when, and when they are leaving. You have only a few short months and limited resources to sort this out. Do you spend money and license an “off the shelf” analytics system to integrate with to fill this gap, or attempt to engineer your own tracking system?

What are the risks and how will you address this issue?



Logistics – Your game has a ton of active playtest players but unfortunately their play habits are proving the game will not generate much revenue. Meanwhile, they ARE emailing your support alias/forums in huge numbers taking the team’s time away from the project. You don’t have the time hire a support person, you can't keep trying to handle all the email yourself and you can't just ignore all the email if you want to avoid problems.

What are the risks of this issue and how can you address this need to support your players?



Wild Card – You have two options for your game, having a high percentage of your total players as payers with them each paying a small number of dollars or a very small number of players who spend large amounts of money? What trade-offs should you consider for each option and how could you determine what your Key Performance Indicator (KPIs) to compare them?

What are the risks and how will you address this issue?



Project Shut Down – Now that your project has been cancelled. Think about your project and what it will mean to “shut it down.”

Make an initial checklist covering all aspects of your project affected by this event – use the Wheel of Reality categories (Money, People, Tech, Logistics and Wild Card) as your guide for areas to consider for your checklist with a list of the expertise needed to help in each area.