



Welcome to MGT451 Product Management

JANUARY 9, 2017

Class Overview

- ▶ Day & Time: Mondays, 6:00 – 8:50PM
- ▶ Classroom - Plato
- ▶ Instructor: Christin Overton
 - ▶ Email: christin.overton@digipen.edu
 - ▶ Cell: 425-864-2630
 - ▶ Availability
 - ▶ Mondays before class 4:30-5:30, you can find me in the cafeteria
 - ▶ Office Hours, Wednesdays, 6:00-9:00PM Location/Extension: TBD
- ▶ TAs
 - ▶ Josu Garay
 - ▶ Greg Walls

Schedule Overview - Week 1 - 8

Week	Date	Class	Topic	Phase	Assignment Due	Assignment
1	1/9	1	Class Intro & Project Kick-off	Intro/Kick-off	N/A	Project Kick-off
2	1/16	2	No Class – MLK Holiday	Pre-production	Project Kick-off	N/A
3	1/23	3	Studio Structure, Leadership, & Vision	Pre-production	N/A	Wheel of Reality Event #1
4	1/30	4	Planning, Risks, & Processes	Production	Wheel of Reality #1 & Peer Discussions	Wheel of Reality #2 Risk Assessment
5	2/6	5	Status & Reporting – Guest Lecture	Production	Wheel of Reality #2 Risk Assessment	Wheel of Reality #3 Status Report
6	2/13	6	Demos, Shows, & Meetings	Production	Wheel of Reality #3 Status Report	Wheel of Reality Event #4 Activity
7	2/20	7	No Class – President's Day	Production	Wheel of Reality #4 Activity	Wheel of Reality Event #5
8	2/27	-	No Class – Spring Break	N/A	N/A	N/A

Schedule Overview - Week 9 - 15

Week	Date	Class	Topic	Phase	Assignment Due	Assignment
9	3/6	8	People & Social Awareness – Guest Lecture	Production	Wheel of Reality Event #5 & Peer Discussions	Wheel of Reality Event #6
10	3/13	9	Budgets, Funding, & Contractors	Production	Wheel of Reality Event #6 & Peer Discussions	Resource Pitch Presentations
11	3/20	10	Resource Pitch Presentations	Production	Resource Pitch Presentations	Wheel of Reality Event #7
12	3/27	11	Metrics & Analytics – Guest Lecture	Production	Wheel of Reality Event #7 & Peer Discussions	Wheel of Reality Event #8 Activity
13	4/3	12	Legal, Contracts & Business Relationships	Production	Wheel of Reality Event #8 Activity	Wheel of Reality Event #9
14	4/10	13	Executive Perspective: Guest Lecture	Launch/Live	Wheel of Reality Event #9 & Peer Discussions	Wheel of Reality Event #10 Activity
15	4/17	14	We're Live... Now What?	Live	Wheel of Reality Event #10 Activity	Post Mortem Presentations
16	4/24	15	Final Exam – Project Post-Mortem Presentations	Finals	Post Mortem Presentations	N/A

Milestones

- ▶ Project Kick-Off Assignment – Pitch and Plan
 - ▶ Due January 17, EOD
 - ▶ Worth 100 points
- ▶ Project Resource Pitches (AKA The Midterm)
 - ▶ March 20
 - ▶ Worth 50 Points
- ▶ Project Post-Mortems (AKA The Final)
 - ▶ April 24
 - ▶ Worth 100 Points

Process

- ▶ Each class is a meeting with the following agenda:
 - ▶ Housekeeping and Updates
 - ▶ Wheel of Reality Events or Activity with Discussion
 - ▶ Presentation(s) and/or Guest Lecture
 - ▶ Wheel of Reality Overview & Event Assignments
- ▶ Participation Matters
 - ▶ Participation Points \leq 25% of the assignment points
 - ▶ Participation points cannot be made up
 - ▶ Missing Class has an impact

Grades

► Overall Grades

Grade	Percentage	Point Range
A	90%	450-500
B	80%	400-449
C	70%	350-399
D	60%	300-349
F	50%	0-299

► Point Breakdown

Item	Assignment	%	Points
Kick-Off	Project Kick-off – Pitch & Plan	20%	100
WoR Events	Wheel of Reality Event & Peer Feedback (25 points each - Event 15 points /Participation 10 points)	25%	(15 + 10) x 5
WoR Activities	Wheel of Reality Activity (25 points each - Activity 20 points /Participation 5 points)	25%	(20 + 5) x 5
Mid-Term	Project Resource Pitch Presentation & Peer Feedback	10%	35 + 15
Final	Project Postmortem Presentation & Peer Feedback	20%	75 + 25
Bonuses	Participation & Interactions	?	TBD

► Participation Impact

Working Agreements (Expectations)

- ▶ Arrive and get settled before the start of class.
- ▶ No cell phone use during class – devices are put away and not accessed until a class break or after class.
- ▶ Laptops can be open/used for note taking only unless otherwise discussed with the instructor. This is considered a privilege and if a laptop is discovered being used for other than notetaking, the student will lose the privilege.
- ▶ If you do not know, ask (AKA No question is a dumb one).
- ▶ Other working agreements to be decided as needed by the instructor and class.



Welcome to Reality Games

PROJECT KICK-OFF

What is Reality Games?

- ▶ Reality Games is a mobile game development house in Seattle, WA
- ▶ Your Executive Producer is Christin Overton
- ▶ Your Support Team is Josu Garay & Greg Walls (our TAs)
- ▶ You are the project lead/producer for an upcoming mobile title

Roadmap

- ▶ 12 month Development Schedule
- ▶ Schedule has 3 phases
 - ▶ Pre-production: Classes 2 & 3
 - ▶ Production/Full Development: Classes 4-12
 - ▶ Launch/Live: Classes 13 & 14
- ▶ Each class represents 1 month of dev time
- ▶ Release is set for Holiday 2017

Kick-off overview

- ▶ Project Pitch
- ▶ Project Plan
 - Project Detail
 - Money
 - People
 - Tech
 - Logistics
 - Roadmap

project detail sample

▶ Project Alpha Detail (Class Sample)

- ▶ **Code Name:** Project Alpha
- ▶ **Game Genre:** Word
- ▶ **Project Budget:** \$48 per hour x 5 team members x 40 (hours per week) x 52 (weeks per year)
- ▶ **Team Size:** 4-5
- ▶ **Launch Device:** iPhone
- ▶ **Workspace:** Main Studio
- ▶ **Required Systems:**
 - Account Management
 - Achievements
 - Leaderboards
 - Game Progress Save
 - Monetization Plan
- ▶ **Required Feature:** Weekly Events

project detail

Required on every assignment:

- ▶ Code Name (**Defined in your project handout*)
- ▶ Project Lead Name (*Your Name*)
- ▶ Working Title (*Project lead to define*)
- ▶ Game Genre (**Defined in your project handout*)
 - Card
 - Trivia
 - Word
 - Match 3
 - Brick Puzzle
 - Endless Runner
 - Arcade
 - Tower Defense
 - Action/Adventure
 - Marble Popper
 - Strategy
 - Shooter
 - Construction/Simulation

project pitch format

**Also called a "1-pager"*

A game overview that fits on *1 side of 1 page only*

Includes:

- ▶ 2-3 short paragraphs about the game and target audience
- ▶ 3-5 bullet points covering the game features
- ▶ 1-2 pictures that capture the idea/mechanics of the game

project plan

A simple project plan ... with *no more than 1 side of 1 page*, covering each of the following:

- ▶ Money – budget overview/breakdown
- ▶ People – team/staffing plan, disciplines, and level of experience
- ▶ Tech – overview of engine, justification, and software for launch device
- ▶ Logistics – overview of the team workspace/location for the team and impact
- ▶ Roadmap – rough development roadmap with phases/months

money: budget section

**Defined in your project detail handout*

Your project's budget for all kick-off planning and decisions.

Overview of the project budget covering, but not limited to, the following areas:

- ▶ Engine license – required to support launch device
- ▶ Software licenses – required support project specific needs
- ▶ Salary for each team member per hour
- ▶ Device type cost impact on testing, certification and launch
- ▶ Contracting/outourcing (if selected as an option)



money: budget detail

**Defined in your project detail handout*



- ▶ Reality Games covers all employee benefits and computer systems/IT support for team members.
- ▶ Reality Games covers costs for source control, productivity software, project management software, and other general software. Examples: Office, email, Perforce, conferencing software, etc.
- ▶ Reality Games is in the Seattle area so if needed, apply 9.5% sales tax to purchases.
- ▶ Budget Formula: \$ per hour x max # of team members x 40 (hours per week) x 52 (weeks per year)
Note: Once you determine your team makeup you will need to calculate and track your average "team member cost per hour" for future use.
- ▶ The budget/expenses are laid out to encourage autonomy and decisions by the Project Lead so costs such as PR, marketing, relocation, recruiting, and general studio costs are assumed to be covered and do not need to be included in the project budget. ***If there is something that is not mentioned, please ask.***
- ▶ Other sections may impact your budget!

people: team section

**Defined in your project detail handout*

Your project's staffing plan for all kick-off planning and decisions.

Overview of team membership covering the following areas:

- ▶ Team members by discipline
- ▶ Discipline team members by seniority
- ▶ Order of priority for filling/hiring for each position
- ▶ Development methodology and justification – how the team will work together – SCRUM, lean, XP, waterfall, etc.





people: team detail

**Defined in your project detail handout*

▶ Team Disciplines:

- Engineering
- Design
- UI/UX
- Art
- QA
- Project Lead

▶ Member Seniority:

- College Hire/Junior (0-2-year work experience – approx. \$35 p/h)
- Mid-level (2-5 years work experience – approx. \$45 p/h)
- Senior (5+ years work experience – approx. \$55 p/h)

▶ Team Sizes:

- 4-5
- 6-7
- 8-9
- 5-6
- 7-8
- 9-10

people: team detail

**Defined in your project detail handout*



- ▶ Project Lead can choose if contractor/outsourcing is part of the team based on additional discussion needed with Executive Producer.
- ▶ The disciplines listed are the only ones that NEED to be accounted for to simplify the project oversight, if there are resources you want to included discuss with Executive Producer.
- ▶ Assumption – sounds/music assets come from a sound bank resource supplied by the studio at no cost.
- ▶ Project Lead takes 1 team member slot at the mid-level seniority/per hour rate of \$45.
- ▶ Cross-team collaboration to share a potential theme, etc. is allowed but increasing team-size and adding dependencies cross-teams will impact timelines.

tech: launch device

**Defined in your project detail handout*

Your project's target launch device for all kick-off planning and decisions.

Overview of launch device impact on the project, including the following:

- ▶ Engine to support launch device
- ▶ Supporting software needed for launch device
- ▶ Service needed to support Required Systems on launch device
- ▶ Support needed for launch device testing



tech: launch device detail

**Defined in your project detail handout*



- ▶ Launch Devices:
 - Android Phone
 - Android Tablet
 - iPhone
 - iPad
 - Windows Phone
 - Windows Tablet
- ▶ Dedicated testing devices are required for your launch device and must come from your budget.
- ▶ If you want to take the risk of using shared studio testing devices, this could have a major impact to your schedule and is not an option for a remote team.

logistics: workspace

**Defined in your project detail handout*

Your project's work location for all kick-off planning and decisions.

Overview of how work location will impact these areas:

- ▶ Workspace and proximity to other team members
- ▶ Time zones/meetings/deadlines
- ▶ Remote access required for systems and tools
- ▶ Also consider the impact of this in Roadmap planning section



logistics: workspace

**Defined in your project detail handout*



▶ Workspaces

- **Main Studio** – the Reality Games Studio in Seattle with direct access to corporate team for all project team members
 - **Studio Annex** – near but not at the main studio team in Seattle, direct access to corporate team for project team members with easy travel
 - **Remote Team** – ALL team members are in remote locations away **from the Studio's main city and each other**, direct access to corporate team limited without travel. Project Leader is located at the Main Studio.
- ▶ Reality Games covers all expenses for workspaces/offices and remote tools/software needed for project teams. Remote tools would include conferencing software/tools.
- ▶ The Project Lead can set limitations on where remote team members are located. Example: remote members cannot be in the greater Seattle area (e.g. “working from home”) but could be in Portland or U.S. Only.

roadmap

Your project's rough 1-year development roadmap.

Overview of 1-year development roadmap with phases/months based on a Holiday 2017 launch covering the following:

- ▶ Required Systems → when they are expected to be integrated/supported in the game
- ▶ Required Features → when they are expected to be useable in the game
- ▶ Assets needed for game genre
- ▶ Demos/Shows
- ▶ Launch Device Requirements/Certification
- ▶ Potential risks/impact(s):
 - Example: A new version of your launch device/OS is slated for release in your dev window
 - Example: What is outside your roadmap that might have an impact?



Roadmap: timeline detail



- ▶ Development Timeline – 12 months with a Holiday 2017 release
 - Pre-production – 2 months
 - Production/Development – 8 months
 - Launch/Live – 2 months
- ▶ Pre-production has just begun.
- ▶ Consider/include potential risks, challenges, and obstacles that may cause issues with dates.
- ▶ Integration with 3rd party services that support required systems are encouraged. Your project team is NOT expected to build these services but must do the required integration.

roadmap: required systems

**Defined in your project detail handout*



All Reality Games mobile titles must support the following systems:

- ▶ **Account Management** – system required as part of base feature set, can be integrated/provided via a service (Game Center, Google Play, Game Circle, etc.)
- ▶ **Achievements** – 20 achievements in achievement system required as part of base feature set, can be integrated/provided via a service (Game Center, Google Play, Game Circle, etc.)
- ▶ **Leaderboards** – system required as part of base feature set, can be integrated/provided via a service (Game Center, Google Play, Game Circle, etc.)
- ▶ **Game Progress Save** – system to save game progress required as part of base feature set, can be integrated/provided via a service (iTunes, iCloud, Google Drive, etc.)
- ▶ **Monetization Plan** – system expected, *project lead to define an overview of how the game will be monetized (Free-to-Play, One Time Purchase, etc.)*

roadmap: required features

**Defined in your project handout*



All Reality Games mobile titles requires one of the following:

- ▶ **Multiplayer** – 2-4 player multiplayer support required as part of base feature set, *project lead to define 1 multiplayer mode variant*
- ▶ **2 Play Modes** – 2 different play modes required as part of base feature set, *project lead to define 2 game mode variations*
- ▶ **Timed Mode** – timed mode play option required as part of base feature set, *project lead to define 1 timed mode variate*
- ▶ **Weekly Events** – system to support 1 weekly event required as part of base feature set, *project lead to define 1 weekly game event*



Questions?