

MGMT 451

Assignment: Project Kick-off

Class: January 5, 2016

Due: January 12, 2016 - Bring 2 hard copies to class for review/discussion. You will be handing in one copy of the assignment and the second is for your use/notes from the review. Student are encouraged to research the information on the internet as well as discuss with staff, faculty and students at DigiPen to gather information.

Assignment contains the following (*total pages of assignment – 6*):

- Project Detail → *included on every page of the assignment, can be included in header*
- Project Pitch → *one side of one page*
- Project Overview → *Total of 5 pages max, one covering each section listed:*
 - Money → *section is no longer than 1 page*
 - People → *section is no longer than 1 page*
 - Tech → *section is no longer than 1 page*
 - Logistics → *section is no longer than 1 page*
 - Wild Card (Roadmap) → *section is no longer than 1 page*

Project Pitch

A game project intro that fits on *one side of one page* and includes:

- Project Detail → *can be included in header*
- 3-5 bullet points about the game features
- 2-3 short paragraphs about the game and its target audience
- 1-2 pictures that captures the idea/mechanic of the game

Project Overview

An overview of the project that provides general information about the project, budget, team, tech, and roadmap. Each section below *is no more than 1 page in length*, covering:

Project Detail Information

Required on every assignment, can be included in the header.

- Code Name (** Defined in project handout*)
- Project Lead Name (*Your name*)
- Working Title (*Project Lead to define*)
- Game Genre (** Defined in project handout*)
 - Card
 - Trivia
 - Word
 - Match 3
 - Brick Puzzle
 - Endless Runner
 - Arcade
 - Tower Defense
 - Action
 - Marble Popper
 - Strategy

- **Money: Budget Section**

** Defined in project handout*

Required content: overview of the project budget – per hour/per headcount (cost average based on 40-hour work week) - assumed to cover expenses for:

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

Section Notes:

- 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.

Class Clarification Notes from 1/5/16:

- Budget Formula: \$per hour X max # of team members X 40 (hours per week) x 52 (weeks per year)
- Once you determine your team makeup you will need 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 where possible so a number of costs such as PR, marketing, relocation, recruiting, and general studio costs can be assumed to be covered and do not need to be included in the project budget consideration. If there is something that is not mentioned, please ask.

See other sections for more details on each area that impacts your budget.

- **People: Team Section**

** Defined in project handout*

Required content: overview of team membership covering the following areas:

- Define team members by discipline
 - Engineering
 - Art
 - Design
 - QA
 - UI/UX
 - Project Lead
- Define team discipline members by seniority
 - College Hire/Junior (0-2 year(s) 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)
- Create order of priority for filling each position
- Select development methodology – SCRUM, lean, XP, waterfall, etc.

Section Note: Project Lead can choose if contractor/outsourcing part of the team, additional discussion needed with Executive Producer.

Team size ranges:

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

Class Clarification Notes from 1/5/16:

- 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 please 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 can impact timelines.

- **Tech: Launch Device Section**

** Defined in project handout*

Required content: overview of how the launch device will technically impact the project, including the following areas:

- Engine to support launch device
- Supporting software needed for launch device
- Service(s) needed to support Required Systems on launch device
- Support needed for launch device testing included dedicated devices

Launch Devices:

- iPhone
- iPad
- Windows Phone
- Android Phone

Class Clarification Notes from 1/5/16:

- Assume that dedicated testing devices for your launch device are required and must come from your budget. If you want to take the risk of using studio testing devices, this could have a major impact to your schedule and is not an option for a remote team.

- **Logistics: Workspace Section**

** Defined in project handout*

Required content: overview of how workspace will impact the project and team in these areas:

- Workspace and proximity to other team members
- Time zones/meetings/deadlines
- Remote access required for systems and tools
- Also consider impact as part of Road Map planning section

Workspace Scenarios

- **Main Studio** – onsite at Reality Games, direct access to corporate team/support by all project team members
- **Studio Annex** – annex to the studio, near but not with the main studio team, the Project Lead is onsite at the Annex with the project tech but access to corporate team requires travel to the Main Studio which is 10 miles away
- **Remote Team** – all team members except project leader in remote locations/off-site, direct access to corporate team by all project team members very limited except for project leader

Section Note: Reality Games covers all expenses for workspaces/offices as well as remote tools/software as defined by the team.

Class Clarification Notes from 1/5/16:

- The Project Lead is allowed to set limitations on where the remote team is located e.g. U.S. only. The remote members cannot be in the greater Seattle area but could be in Portland.
- Remote tools would include conferencing software/tools.

• Wildcard: Roadmap Section

Required content: A rough roadmap based on 1-year development timeline (with Christmas 2016 launch) covering the following areas:

- Required Systems → *when they are expected to be integrated/supported*
- Required Features → *when it is expected in the game*
- Assets needed for game genre → *if contracting this out, plan for review/turnaround time*
- Demos/Shows/PR impact/timing
- Launch Device Requirements/certification
- Development Timeline – 12 months
 - Pre-production – 3 months
 - Production/Development – 7 months
 - Launch/Live – 2 months

Class Discussion Notes 1/5/16:

- The game project is set for a Christmas 2016 launch. Pre-production has begun.
- A service that supports the system is encouraged, the project team is NOT expected to build the services but are expected to integrate with the service(s) selected.

Systems Required

** Defined in project handout*

All Reality Games 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, 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.)*

Features Required

** Defined in project handout*

Reality Games requires for one of the features outlined below – *the feature required is in the project overview.*

- **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*