



# project kick-off

JANUARY 5, 2016

MGMT 451 – PROJECT MANAGEMENT

# project kick-off overview

- ▶ Project Pitch
- ▶ Project Plan
  - Project Detail
  - Money
  - People
  - Tech
  - Logistics
  - Wild Card (Roadmap)

# project pitch format

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

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

# project plan format

Each section, *of no more than 1 page*, covering each of the following:

- ▶ Money – rough budget breakdown
- ▶ People – staffing breakdown
- ▶ Tech – device overview & impact
- ▶ Logistics – workspace impact
- ▶ Wild Card – rough feature roadmap

# project detail section

## Required on every assignment:

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

# Money: budget

*\*Defined in project overview*

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
- ▶ Contracting/outourcing (if selected as an option)

Notes:

- ▶ Reality Games covers all employee benefits and computer system/IT support.
- ▶ Reality Games covers costs for source control, project management software, and other general software.

# project plan assignment money: budget section

## **Required content:**

Overview of the project budget Include cost information 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/outourcing (if selected as an option)

# people: team

*\*Defined in project overview*

## ▶ Team size ranges:

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

## ▶ Team Member Disciplines:

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



# project plan detail

## People: Team Section

### Required content:

Overview of team membership covering the following areas:

- Define team members by discipline
- Define team discipline members by seniority
  - College Hire/Junior (0-2 years 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.

Note:

- ▶ Project Lead can choose if contractor/outsourcing part of the team, additional discussion needed with Executive Producer.
- ▶ Project Lead takes 1 team member slot at the mid-level seniority/per hour rate

# tech: launch device

*\*Defined in project overview*

## Launch Devices

- ▶ iOS Phone
- ▶ iOS iPad
- ▶ Windows Phone
- ▶ Android Phone

Note: Reality Games covers costs for source control, project management software, and other general software.

# project plan details

## Tech: Launch Device

### **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 needed to support Required Systems on launch device
- Support needed for launch device testing

# Logistics: workspace

*\*Defined in project overview*

- ▶ **Main Studio** – onsite at Reality Games, direct access to corporate team by all project team members
- ▶ **Studio Annex** – annex to the studio, near but not with the main studio team, Project Lead is also at the Annex, direct access to corporate team limited for project team members
- ▶ **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

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

# project plan details

## Logistics: Workspace

### **Required content:**

Overview of how workspace will impact the project and team in these areas:

- Workspace and proximity to team members
- Time zones/meetings/deadlines
- Remote access required for systems and tools

# project plan details

## Wildcard: Roadmap Section

### **Required content:**

A rough roadmap based on development timeline covering the following areas:

- ▶ Required Systems
- ▶ Required Features
- ▶ Required Assets
- ▶ Demos/Shows/PR
- ▶ Launch Device Requirements
- ▶ Development Timeline – 12 months
  - Pre-production – 3 months
  - Production/Development – 7 months
  - Launch/Live – 2 months



# project plan details

## Wild Card: Required Systems

*\*Defined in project overview*

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, 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.)*

# project plan details

## Wild Card: Required Features

*\*Defined in project overview*

Reality Games requires for one of these as outlined 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*



Questions?