Babka Brand Design Legacy

There have been multiple artists and agencies in Babka's evolution, both in terms of character design and aesthetic, as she has been developed. Currently, there is a coffee table book in final stages of development which outlines the character development of Babka and Nushi, including visualizations of her world.

The Babka Book (currently in final development) will represent "Babka 1.0" - a jumping off point for developing the world around Babka and her IP in multiple products.

Previous Brand Books and Documentation

🅱 Babka Guidelines

🛆 Sign in to access Google Drive Presentation

🗐 Babka Whitepaper

Agency Collaborations

Here is a table of the external agencies who have worked on the Babka character and brand since inception:

Agency	Product/Work Area	
Native Foreign	Babka Brand Book, UI/UX	🛆 Sign in to access Google
Battery	Babka Brand Book	🗐 Babka: projects developed in collaboration with Battery
Logan	Babka Logo (XLA Style)	

Babka in Games and Elsewhere

Babka in Games and Elsewhere

As a meta-character Babka has the ability to exist across games, within all games, at whichever level of integration is the most appropriate for that game.

As "Character Actor"

Let us remember Babka is like a character actor that can lend her character, her uniqueness to every game in a similar way to how John Malkovich and Jeff Goldblum come not as actors disguised into a role, but specific, strong character types whose essence is brought in specifically to flavor the film with their specific style. They are almost like a powerful spice.

This type of integration is where Babka is very upfront, very publicly part of this game world.

As "Spy" quietly infiltrating game

Babka can also be that tremendous chameleon who can don the robes of the world's she inhabits and be indistinguishable from it. Like a spy, but for her glowing eye which always reminds you of her secret mission: her story within the story. This type of integration is where Babka as a character might not quite belong in that world, or where part of that world is subterfuge, and it makes sense in that world that she would be "cloaking" her presence.

As "Invisible Mentor" heard, but only interacted with through the Blue Cat.

 In this case, Nushi may appear in the game if Babka is not welcome by the developers (ie she could not "port" herself in, only Nushi was able to squeeze through the cracks), or if the presence of a grandma character is inappropriately idiosyncratic to the world of the game. Nushi can lead players to orbs, and be a direct access point to Babka's outpost, though Babka may not be there, or may only show up holographically.

Integration Questions

Note: whenever integrating Babka into a game let us ask these questions by placing both stories in parallel:

Key Question: What makes the story more interesting and engaging on a meta-level?

What is the game's story and mission?

What is Babka's story and mission?

Then ask:

How can these relate or play with each other?

If Babka is infiltrating/ living in this game world, how does she relate to it? How does she live in it?

Secondly, for a Postmodern layer to our storytelling:

What are the phys-world logistics of the game developers' story... potentially in relation to Xsolla's story or Xsolla's relationship with them?

This is how we approach story integration vertically, i.e. across domains. We take this approach because Babka is a Meta-character.
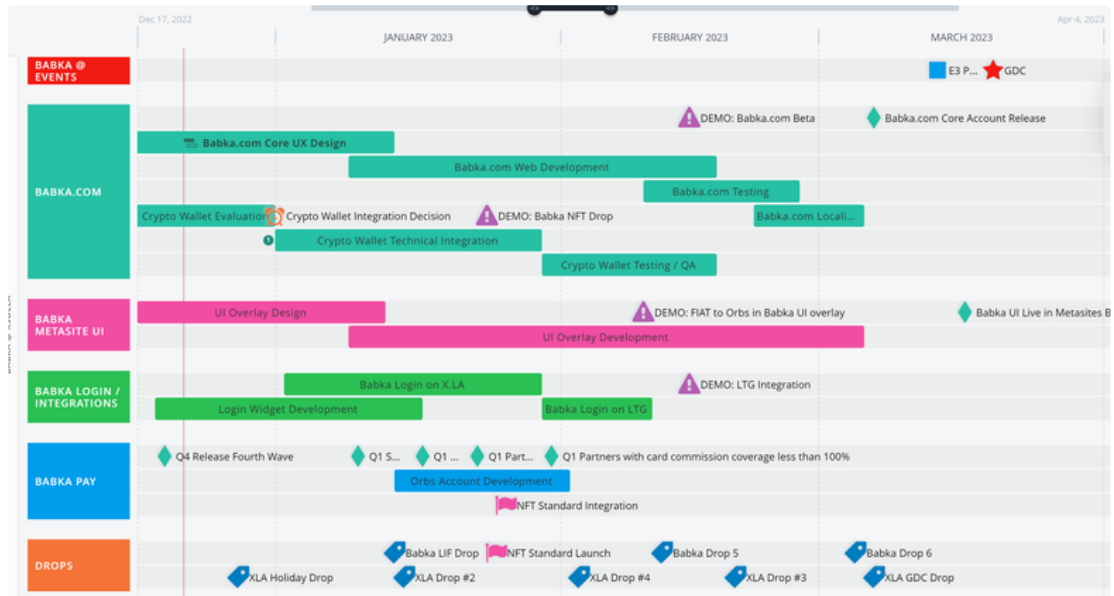
☐ Babka Operations

Key Stakeholders: Primary Contact:

- ☐ 2023 Roadmap
- Babka Brand Structure & Processes
- Babka Integrations Strategy
- Product Planning and Priorities
- Babka Metrics
- Meeting Notes
- Babka Greenbook

📈 2023 Roadmap

Link to live roadmap: 🔗 Roadmunk | Browser Error

Babka Brand Structure & Processes

Labels for Jira Plans

Knowing that visibility into Babka's overall Product and Feature development is essential for this massive coordination, we have created a new project for Babka in JIRA for tracking the Babkaverse, as well as 3 main plans to share with you all.

Jira Plans

Babka Products: https://xsolla.atlassian.net/jira/plans/1375/scenarios/1375?vid=2527#plan/backlog

Babka Features: https://xsolla.atlassian.net/jira/plans/1374/scenarios/1374?vid=2525#plan/backlog

Babka Integrations: https://xsolla.atlassian.net/jira/plans/1376/scenarios/1376?vid=2533#plan/backlog

We are in the process of defining dates and deadlines associated with these Epics and Stories after PI planning last week, and will be updating these plans regularly.

Jira Labels

If you have dependencies on Babka, please use the following labels:

treasure - Attach to any ticket that concerns release plans with Babka.

babkaverse - Attach to any ticket generally related to Babka.

babka_integration - Attach to any ticket that concerns integrations with Babka features, products or character.

babka_blocker - Attach if you have a dependency on Babka that's unclear, and are unsure of how to label it further.

If you need help labeling your dependency, you can message @Pierce Myers directly, who can assist. Don't hesitate to reach out to us with any questions.

Babka Product/Feature Labels

If you have Epics and/or Stories associated with or dependent on specific Babka feature sets, please label them accordingly:

babka_login - Attach to any ticket that has a dependency on Babka Login.

babka_overlay - Attach to any ticket that has a dependency on Babka Overlay.

babka_wallet - Attach to any ticket that has a dependency on the Babka Web3 Wallet.

babka_drops - Attach to any ticket that has a dependency on Babka Drops.

babka_orbs - Attach to any ticket that has a dependency on Babka Orbs.

babka_pro - Attach to any ticket that has a dependency on Babka Pro.

babka_pay - Attach to any ticket that has a dependency on Babka Pay.

babka_character - Attach to any ticket that has a dependency on Babka or Nushi as Characters.

babka_legal - Attach to any ticket that has a dependency on Babka Legal.

Babka Integrations Strategy

Integrating Babka with internal product teams and external partners requires a comprehensive approach, taking into account the technical, marketing, and user experience aspects of Babka brand.

Here is a strategy on how to manage these integrations:

1. **Integration Management**: For each partner or internal team we're integrating with, we can create a dedicated Epic in Jira within the Babka Integrations Board. With proper labeling and linking of tickets from various teams, we can facilitate the tracking of integration projects and provide visibility into dependencies and roadmaps.

2. **Technical Integration**: On the technical side, we would need a strong API (Application Programming Interface) that allows different products and partners to communicate with Babka's systems. This includes Babka Pay, Login, the Orbs Currency System, the Drops System, the NFT Inventory System, and others. The API should be robust, scalable, and secure, with clear documentation for developers.

3. **Marketing and Branding**: It's essential to maintain consistency in Babka's image and messaging across all platforms. This would require collaboration with the marketing team to ensure all marketing materials, social media, and other communication channels reflect Babka's personality and values accurately.

4. **User Experience**: The user interface of Babka's integration should be intuitive, engaging, and fun. We should work closely with UI/UX designers to create a seamless experience for users, whether they're managing their Babka account, making a payment, or interacting with Babka in a game.

5. **Testing and Feedback**: Before launching any integration, we should conduct extensive testing to ensure everything works as expected. This includes unit tests, integration tests, security tests, and user acceptance testing. It's also crucial to have a system for collecting and responding to user feedback.

6. **Training and Support**: All relevant teams and partners should receive training on how to use and interact with Babka's integration. This includes technical support for developers and customer service training to handle any user inquiries or issues.

7. **Rollout and Monitoring**: The integration should be rolled out in stages, starting with a beta version for a limited audience. This approach allows us to monitor the integration's performance and make any necessary adjustments before a full launch.

8. **Continuous Improvement**: Even after the integration is complete, we should continue to monitor its performance, gather feedback, and make improvements. This could include adding new features, optimizing the user experience, or expanding Babka's integration to new platforms.

The success of Babka's integration will depend on careful planning, cross-functional collaboration, and a commitment to delivering a fun, engaging, and seamless experience for users.

Integrations Plan

Creating an effective integration plan for Babka involves understanding the potential points of integration with Babka, establishing guidelines and processes for integration, and effectively managing the integration projects.

Here's a plan detailing how we could manage the integrations:

1. **Inventory and Categorization of Integration Points**: A comprehensive inventory of all potential integration points needs to be created. This includes Babka's internal products like Babka Pay, Babka Login identity service, Orbs Currency System, Drops System, Inventory System, and Payouts, as well as external partners' systems. These should be categorized based on their functionalities, usage, and complexity of integration.

2. **Define Integration Standards and Guidelines**: To ensure consistency across integrations, standards and guidelines should be established. This includes data formatting, communication protocols, security protocols, and testing strategies. The standards should be designed to be flexible enough to accommodate various systems but rigid enough to maintain the integrity of Babka's system.
3. **Establish Integration Processes**: A clear, step-by-step process should be set up for how integrations should be carried out. This could include the initial system analysis, design of the integration solution, implementation, testing, and maintenance. The process should also consider the unique requirements of each integration.
4. **Create an Integration Team**: Depending on the scale of integrations, a dedicated team might be needed. This team should include technical experts capable of implementing the integrations, analysts to help understand and map out the integration points, and project managers to oversee the integration projects.
5. **Develop Integration Roadmap**: Based on the categorization of integration points and the resources available, an integration roadmap should be developed. This will include the prioritization of integration projects, timelines, resource allocation, and milestones.
6. **Integration Implementation and Management**: For each integration project, the defined processes should be followed. This includes working with the respective internal or external teams, managing the project timelines, resolving any issues that arise, and ensuring that the integration meets the required standards and guidelines.
7. **Testing and Quality Assurance**: Rigorous testing should be conducted for each integration to ensure that they function as expected and maintain the security and integrity of Babka's systems.
8. **Documentation and Training**: All integration projects should be properly documented. This includes the design, implementation, and any special considerations. This will be useful for future reference and for training purposes.
9. **Post-Integration Support and Maintenance**: After the integration is live, support should be provided to resolve any issues that might arise. Regular maintenance should also be carried out to ensure the continued performance of the integrations.
10. **Continuous Improvement**: Regular reviews should be conducted to assess the effectiveness of the integrations and the integration process itself. This allows for continuous improvement and adaptation to any changes in Babka's or partners' systems.

This plan provides a comprehensive approach to managing Babka's integrations, ensuring that they are carried out effectively, securely, and efficiently.