Game Manager/Product Owner Test

Time to complete: 7 days

To assess your skills for the position of Game Manager/Product Owner, we suggest taking the following test. The final result must be adapted in a format to be presented to stakeholders, so we recommend using PowerPoint.

In many cases there is no right or wrong answer, most of all we appreciate your reasoning and ability to provide clear and structured conclusions and recommendations based on the information available.

Part 1 - Product Evaluation

Choose one of the *products*[1] from the list, play enough to answer the questions below:

- Royal Match
- Homescapes
- Evony
- PUBG Mobile
- State of Survival
- Rise of Kingdoms
- Clash of Clans
- Puzzles & Survival
- Clash Royale
- Hay Day
- RAID Shadow Legends

Based on the experience gained from the selected product:

- Describe the main tools for monetization and user involvement in the game.

- What brings the main income in the game and why?

- What are the strengths and weaknesses of the selected product (including in terms of metrics)?

[1] *Other top 50 grossing US games can also be chosen, as long as you provide your reasoning on why you selected a different game.*

Part 2 - Product Development Strategy

Assume that you are the Product Owner of the product selected in the previous paragraph, propose a product development strategy for the next 12 months, where:

• for the first 6 months, specify the list of proposed features, the rationale for the proposed changes and general expectations from their implementation.

• for the next 6 months - identify the main directions for development.

Also, from the previous data analysis, you know that at least one feature should be aimed at increasing the conversion of users into paying ones.

Any additional details regarding features, their impact on the product, possible synchronization with marketing / UA are welcome.

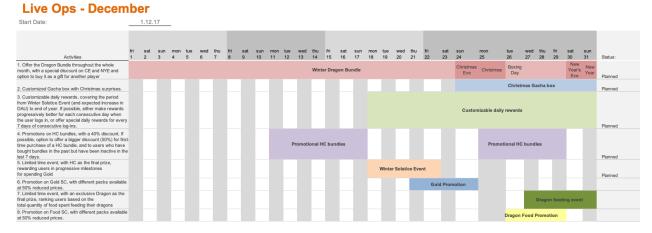## Part 3 – Business Case Evaluation

Choose one of the features you suggested:

• Briefly describe how your idea works and how the user will interact with it.

• Determine the main metrics that will be affected by this feature. Explain how the proposed idea will affect the selected metrics.

• Calculate a simple business case for your recommendation using Excel (enter any assumptions you need to do so).

Note: A business case refers to monthly income / expenses associated with the implementation of a feature, starting from the moment of development and during the first 6 months after its release.

Part 4 – Live-Ops Plan Evaluation

With the Holiday period approaching, your team needs to create the plan for the US content in Dragons of Legends, a dragon breeding tycoon game. Monetization team presents the following plan (detailed in Live Ops.xlsx file).

What would be your feedback to this plan? What should be changed or added. Explain the reasoning behind your update holiday live-ops plan.

Part 5 – Scrum assessment

5.1.: The Game Manager is considered a Product Owner in relation to Game backlog management. How would you assure effective Backlog management for your game?

5.2.: A new feature is proposed in the middle of the year. The game performance is stable at that time. Developers estimated that 6 months will be needed for the development of the feature. A game designer in the *feature team*[2] doesn't support the feature. On the other hand, the majority of the feature team is willing to work on it. Would you accept this new feature and why?

[2] *A feature team in Gameloft is a Scrum cross-functional team composed of: a producer/Scrum master, game designers, programmers, artists, QA.*

Good luck!