

# MHCP PUBLISHING CHECKLIST / GUIDE

This guide provides best practices and offers suggestions for optimizations creators can consider during the final 10% of development to potentially reduce bounce rate and enhance retention. This guide focuses on common late-stage challenges.

*Note: This guide assumes creators have effectively completed the pre-planning, planning, design, and development phases.*

1 DESIGN



2 PRODUCTION



3 MARKETING



# DESIGN



| Area of Focus   | Purpose  | Addressing | Check list status | Check list items (Skills) – User playtests have shown:   | Priority    |
|---|--|------------|-------------------|--|-------------|
| <h2>DESIGN</h2> <p>The ideal way to verify and finalize design is to test the experience with various groups of real users, without providing any instruction, help, or hints, simulating how the experience operates without you there. Check off the following items after playtests have created confidence in each item. Any significant changes may require re-testing previously checked items.</p> | <p>Ensure the experience is likely to have high engagement and retention, minimizing the likelihood of bounce and churn.</p> | Bounce     |                   | People can identify the purpose/genre/value proposition of the world within their first 30 seconds, without any help/assistance.   | Fundamental |
|   |  | Bounce     |                   | People quickly understand how to interact with the experience without any external help/assistance. Instructions are easy to find and easy to understand. It is easy to get back to the instructions later. Instructions don’t rely on a lot of text (and playtesting has shown users actually understand them).   | Fundamental |
|   |  | Churn      |                   | There are no major places where people get stuck, both physically (“help, I can’t get out of this pit”) and gameplay-wise (“help, I don’t know what im supposed to do next” or “there isn’t enough for each of us to do” which can occur if there are not enough items for each player, there is a lack of enough roles, etc).                                   | Fundamental |
|   |  | Churn      |                   | The world engages even just a single person (or any other number of players less than the threshold needed to “play” the full experience) until others show up (or even if they don’t).  | Fundamental |
|   |  | Churn      |                   | People of different experience levels can have meaningful experiences together (ensure you test with groups of all first-timers, all repeat visitors, and mixed).  | Fundamental |
|   |  | Churn      |                   | There are no known ways in which people can cheat / hurt the experience of others. Safeguards are in place to prevent trolls / malicious players from ruining the experience (such as cooldowns / timeouts on people, objects, actions, etc). You can step away from the “action” when you want to.  | Fundamental |
|   |  | Churn      |                   | The experience is fun / engaging on all supported platforms (VR / mobile / both).  | Fundamental |
|   |  | Retention  |                   | If there is a progression system (such as leaderboards achievements, unlocks, etc), the milestones are clearly outlined, and players are able to guage their progress toward the next goal. Non-games are encouraged to have progression systems that make repeat-visits meaningful. Even just adding a leaderboard can help increase people’s desire to return. | Ideal       |
|   |  |            |                   |  |             |

# PRODUCTION



| Area of Focus  | Purpose  | Addressing       | Check list status | Check list items (Skills) – Internal/user tests have confirmed:  | Priority    |
|--|--|------------------|-------------------|--|-------------|
| <h2>PRODUCTION</h2> <p>The ideal way to ensure high production quality is through rigorous internal testing by the development team, simulating a variety of user scenarios. This helps confirm that the experience matches the intended design without issues. Check off the following items after thorough internal tests have validated each item. Any significant changes may require re-testing previously checked-off items.</p> | Verify the design has been implemented at a high-quality bar, offering the experience as intended. | Bugs / Polish    |                   | The main mechanics and core loop do not have any significant known bugs or glitches.   | Fundamental |
|  |  | Bugs / Polish    |                   | Locomotion is robust (you cannot teleport through gaps in walls, climb up and over invisible barriers, fall through the floor, etc).   | Fundamental |
|  |  | Bugs / Polish    |                   | Items / props are robust (can be grabbed/held with either hand, they don't glitch if players leave while holding an item, they can be reset if lost, they can't be lost inside a wall, they can't get stuck if held by an AFK player, etc).  | Fundamental |
|  |  | Bugs / Polish    |                   | All text, signs, and UI elements are checked for proper spelling, grammar, and clarity. Music/sfx levels checked to allow players to still hear each other.  | Fundamental |
|  |  | Stress-Testing   |                   | Players lifecycles are robust (thoroughly test: players entering / leaving / going AFK during a game, players leaving just as a game is about to start, having the world at the max player count for an extended period of time, players returning to the same instance later, etc). | Fundamental |
|  |  | Stress-Testing   |                   | Interactions are robust (focusing on rapidly pressing buttons, opening / closing menus, starting/ stopping the game, etc).   | Fundamental |
|  |  | Performance      |                   | The experience maintains a high frame-rate, even at maximum player capacity.   | Fundamental |
|  |  | Performance      |                   | The experience's memory usage is under the limit.  | Fundamental |
|  |  | Platform Support |                   | All of the above are solid on all supported platforms (VR / mobile / both).  | Fundamental |

# MARKETING



## MARKETING

The ideal way to ensure a successful launch and sustained engagement is to thoroughly plan and execute each step of the marketing strategy. This includes pre-launch preparations, launch activities, and post-launch follow-ups. Check off the following items as you complete each part of the marketing plan. Revisit any items as necessary to adapt to evolving circumstances.

Ensure the launch moment and subsequent period drive user acquisition and reengagement.

Goals

Promo Content

Promo Content

Promo Content

Social

Social

Social

Press

Acquisition

Acquisition

Iteration

There are clear launch goals and metrics, with plans to track them and to iterate post-launch to achieve them.

The thumbnails, world name, and world description are refined to showcase the content and entice people to visit.

All promotional materials, including images, videos, and text, are polished and ready for deployment.

A detailed content calendar is in place, scheduling the release of teasers, trailers, and announcements to build anticipation and maintain momentum across various platforms.

A robust social media plan outlines content types, posting frequencies, and platform-specific strategies to build a strong online presence.

Establish and actively nurture communities on platforms like Discord, Reddit, and in-game forums, with regular updates, contests, and interactive content to foster loyalty and engagement.

Develop loyalty programs and in-game rewards to encourage continued play and engagement, highlighting player achievements and community contributions in marketing communications.

Identify and collaborate with key influencers for game reviews, live streams, and sponsored content to leverage their reach and credibility, creating buzz and attracting a broader audience.

Implement strategies to ensure game instances are populated at launch through events, promotions, and partnerships.

Conduct a beta launch, if applicable, to gather early feedback, identify bugs, and build initial interest and community before the main launch.

Create a calendar of in-game content updates, events, and expansions to keep the experience fresh and engaging. Leave room to make changes based on player feedback and data analytics.

Fundamental

Fundamental

Fundamental

Ideal

Ideal

Optional

Optional

Optional

Ideal

Optional

Optional