Summary in Video Games

- Plans to learn more about the market and its needs

  There are several ways to get the information and data, such as customer survey, sales team from a video games company, conferences,gaming events, industry trends(blogs), video game company's database, competition analysis, historical experiments.For quantitative data, it is more clear to get the analysis by using data analysis techniques.

  You can ask a question and make a hypothesis about the customer's need, run an A/B testing to test your hypothesis or survey the targeted customer to gain a signal.

- Product changes or additions you believe might be valuable

  Create shared social communities that players can share their experience and make sure that players have similar affinities and can get together from their own communities.

  Game nowadays is a social activity extending to economics.Thus we can add currencies depending on the complexities the games are mimicking the real marketplace.

  Add values(precious or gratification) to players who spend currency to attain virtual objects.

  Introduce AR and VR technology into video games to enhance playing experience.

  Adopt AI technique, such as to develop AI opponents, create twist and narrative storyline, create dynamic request systems.

  Develop real-time chat translations that invite players from different demography and speak different languages to communicate seamlessly.

- Methods for improving the quality of your offering before it is released

  Good design is crucial to game experience. Every player is also a game designer.

Understand the system, tuning mechanics of optimization to produce creative art,sound and experience.
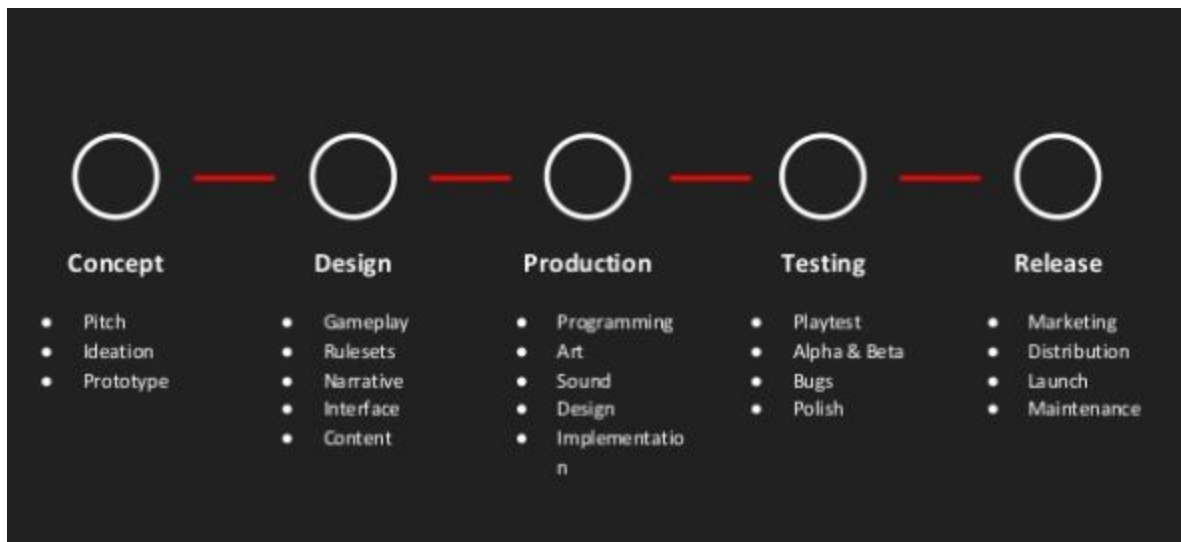
Collaborate with the designers, crafting storylines with other designers on your team.

Speed prototyping and experiments and get feedback or anecdotes from players to improve the product.

Create a roadmap that starts with small features and constantly adding new features and contents within each iteration.

Make sure client and server base is robust to support the game by testing

Follow the steps below before leasing the product:

Concept	Design	Production	Testing	Release
• Pitch	• Gameplay	• Programming	• Playtest	• Marketing
• Ideation	• Rulesets	• Art	• Alpha & Beta	• Distribution
• Prototype	• Narrative	• Sound	• Bugs	• Launch
	• Interface	• Design	• Polish	• Maintenance
	• Content	• Implementation		

● Goals to measure the success of what you build

There are several success criteria that set before the experiments and launching:

Monitor the inflow and outflow of concurrency and the well being of the game economy for engagement.

Measure weekly, monthly or daily subscription, account sign-in and installation by calculating NPS(Net Promoter Score) and conversion funnel- i.e. % or visits to sign up, % of signup to trial.

Extract ratings from outside companies.

Measure player's online playing time and frequency per day or per week they play from multiple devices to access the retention and engagement.

Use sales number or revenue to supplement the success measuring.

- Risks which might lead to its failure

Branding or strategy do not match the market need.

Competitor has a similar product and launched before my company.

The developing process is too long so that it misses the advantage to be the first three companies to release the product.

How to reduce risks: mitigate customer, stakeholders, and technology risk through customer discovery, Stakeholder FAQs and technology prototypes.

Reference

https://www.slideshare.net/productschool/product-management-in-games-by-zynga-lead-product-manager-133865829