Section 1: Concept

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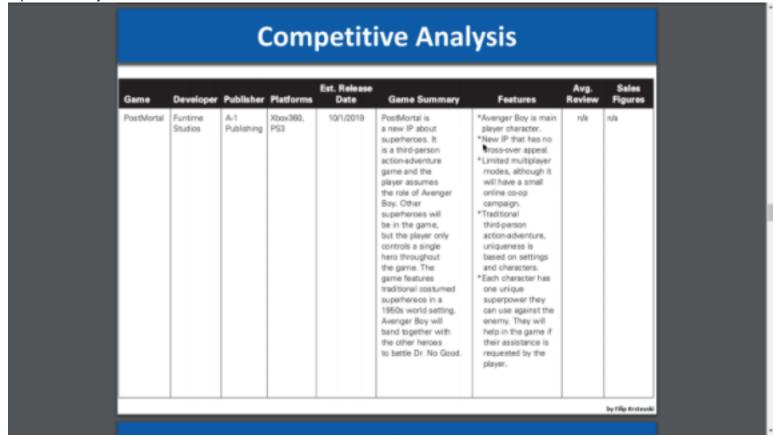   Initial Concept
        Genre
        Platform - Linux, macOS and Windows
        Revenue model - Free
Competitive Analysis

Competitive Analysis

Game	Developer	Publisher	Platforms	Est. Release Date	Game Summary	Features	Avg. Review	Sales Figures
PostMortal	Funtime Studios	A-1 Publishing	Xbox360, PS3	10/1/2019	PostMortal is a new IP about superheroes. It is a third-person action-adventure game and the player assumes the role of Avenger Boy. Other superheroes will be in the game, but the player only controls a single hero throughout the game. The game features traditional costumed superheroes in a 1950s world setting. Avenger Boy will band together with the other heroes to battle Dr. No Good.	*Avenger Boy is main player character. *New IP that has no cross-over appeal. *Limited multiplayer modes, although it will have a small online co-op campaign. *Traditional third-person action-adventure, uniqueness is based on settings and characters. *Each character has one unique superpower they can use against the enemy. They will help in the game if their assistance is requested by the player.	n/a	n/a

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SWOT Analysis

    Initial Concept
        Genre

topics to start thinking about when doing your SWOT analysis

Strengths
- Core features
- Innovative features
- Player capabilities
- Unique selling points
- Production values
- Licensing tie-ins
- Price points
- Appeal to demographics
- International appeal
- Potential revenue streams
- Marketing tie-ins
- Franchise tie-ins
- Console bundle potential
- Multiplatform potential
- Team experience

Weaknesses
- Lack of team experience
- Lack of competitive features
- No innovation
- Platform choice
- Poor company reputation
- Financial issues
- Schedule and deadlines
- Resource availability
- Lack of team morale
- Poor leadership

Opportunities
- Lifestyle or industry trends
- Technical innovations
- Market trends
- Competitors' weakness
- Globalization
- Target market
- Niche target markets
- Partnerships
- Middleware trends
- Release dates

Threats
- Political influences
- Competitors' strengths
- Competitors' release dates
- Waning market demand
- Loss of key staff
- Loss of financial backing
- Technical innovations

SWOT ANALYSIS

The primary competition for Justice Unit is PostMortal, a first-person shooter set in a superhero universe.

INTERNAL FACTORS		EXTERNAL FACTORS	
Our Strengths	**How to Exploit**	**Our Opportunities**	**How to Exploit**
Compared against rival PostMortal, Justice Unit features a strong multiplayer experience, including a customizable multiplayer avatar, dozens of gameplay types, and several maps.	Emphasize these features in the marketing plan.	Justice Unit will launch at the same time as the movie sequel, which will garner additional attention for the game.	Cross-promote game and movie—create a separate story for the game that intersects with some plot points in the movie.
Our Weaknesses	**How to Neutralize**	**Our Threats**	**How to Neutralize**
Justice Unit features a free-roaming, nonlinear single-player experience, which will not deliver the same thrills as the linear, heavily scripted PostMortal.	Downplay this feature in the marketing plan and focus on the multiplayer features.	PostMortal is scheduled to release 2 months before Justice Unit and this may have a negative impact on sales—people may buy the PostMortal superhero game instead of Justice Unit.	Build early buzz about the player's ability to play as their favorite character from the Justice Unit. Sponsor a create an enemy contest, where the winner gets to meet the cast of the movie and gets an advance copy of the game.

Defined Concept   <mark>Lead Designer</mark>
    Mission Statement
    Game Setting
    Gameplay Mechanics
        Hierarchy charts -> flow charts -> psuedocode
        – encompass the player's in-game actions
        – bulk of the design documentation

– Challenges for the player (such as end-level bosses and
puzzles)
– Player rewards (such as points, extra weapons, or special
items)
– Learning curve (How fast can the player learn the basics
and start having a fun experience?)
– Control scheme (How will the player use the controller or
keyboard?)
– Player actions (such as running, jumping, and casting
spells)
Story Synopsis
    presents a storyline that integrates the game
    setting, gameplay mechanics, and characters
Concept Art: 8 bit-ish art
    Is making your own tilesheet from SDL a part of the process?
Audio
    What types of music work best with the game
    Where in the game will the music play
    What types of sound effects will work
    How do the characters' voice cues function in the game
Risk Analysis: Just 4 main problems `Producer`
    Team Warning signs
        Absences and tardiness
        Lack of commitment and effort
        Celebrate project milestones PUT INTO THE DOCUMENTATION
            Launch and ship parties
            Say thank you
            Sharing vision
                Team works better if they understand the big picture
                Keep team up to date on project progress and changes
    Things that could go wrong
        key team member leaving mid project
        not getting the graphics pipeline completed in time to
    begin production
        external vendor missing his final deliverable date
        Risk Assessment
        Identify risks that could impact the project.
        Analyze each risk's likelihood of occurring and the
    impact it has on the project.

Risk Analysis

Risk	Probability of Occurring	Impact on Project	Risk Classification	Mitigation Strategies
Licensor who owns Justice Unit IP may not deliver feedback and approvals in a timely fashion. If content of gold master is not approved, console submission process will be delayed, which may impact the ship date.	HIGH	HIGH	1	*Schedule kick-off meeting with licensor early in preproduction to review the project goals and schedule constraints. *Work out defined approval process that both parties agree to. *Deliver game assets on a regular basis in preproduction to get feedback and approval before production begins. *After playable builds are available, deliver builds on a regular basis for licensor to review. *If possible, include caveat in contract that if licensor does not respond with written feedback in 10 days, the item will be considered approved. *Establish good working relationship with licensor contact and try to include licensor in the development process whenever possible—make licensor feel like part of the team with ownership in the game.
Design might be able to create a workable gameplay system where the superhero powers are balanced equally against each other.	LOW	HIGH	2	*Focus on prototyping the core superhero powers for each character to limit the number of variables that must be balanced. *Work with engineering to get a digital prototype up and running as quickly as possible. *Create a system that allows variables to be easily changed and tested in gameplay. *Continue brainstorming ideas for superpowers until the core features are prototyped and approved.
During the two-year development cycle, some employees may leave the company.	HIGH	LOW	3	*Train at least two people to handle specific tasks on the project. *Schedule time for hiring and training new people midproject. *Focus on creating a positive working environment to increase employee retention. *Be aware of any sudden changes in employees' work habits so you can identify at-risk people and improve their job satisfaction before they start looking elsewhere. *Require everyone to document work performed and to check all assets into source control system at the end of each day.
Initial game concept art may not accurately depict what the Justice Unit characters will look like in the game.	LOW	LOW	4	*Concept art will be based on character design bible provided by the licensor. *Feedback from licensor can be quickly implemented until the licensor is satisfied with the concept drawings. *Make sure the artists get all available character concept art from the movie.

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Prioritize each risk, beginning with the ones with the most impact.
What are the proposed plans to resolve all those risks.