

Section 1: Concept

SECTION 1 :: Concept

CHECKED

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.	<ul style="list-style-type: none">*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

by Filip Kotowski

SWOT Analysis

topics to start thinking about when doing your SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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	Threats
<ul style="list-style-type: none"> • Lifestyle or industry trends • Technical innovations • Market trends • Competitors' weakness • Globalization • Target market • Niche target markets • Partnerships • Middleware trends • Release dates 	<ul style="list-style-type: none"> • Political influences • Competitors' strengths • Competitors' release dates • Waning market demand • Loss of key staff • Loss of financial backing • Technical innovations

by Filip Krstevski

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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.

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Defined Concept
 Mission Statement
 Game Setting
 Gameplay Mechanics
 Hierarchy charts -> flow charts -> pseudocode
 - 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

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

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	<ul style="list-style-type: none"> *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	<ul style="list-style-type: none"> *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	<ul style="list-style-type: none"> *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	<ul style="list-style-type: none"> *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.