**MMO Zone Development Plan**

1. **OVERVIEW**
   a. **Purpose**
   This document will detail the content development plan for a new zone being added to an existing massively-multiplayer online game, including all of the content that players expect to experience within a new zone. The zone will be a free but major update to the game, acting as a tentpole to maintain the engagement of current players and enticing lapsed players to return.

   b. **Scope**
   The Zone Development Plan will need to plan for the following pieces of content that will make up the zone update:
   - 5 new Areas of Interest (AOIs)
     - Levels of complexity: 2 Simple, 2 Standard, 1 Complex
   - 7 new weapon items
     - 1 per character class
   - 1 new story quest line
   - 1 new gameplay system
   - 1 new environmental biome
   - 1 new enemy type
   - 10 new repeatable quests
   - New assets as determined by above content

   c. **Statement of Work**
   The following tasks will need to be accounted for when planning against the scope of the new zone:
   - Areas of Interest - The locations within a zone, each will require the following
     - Reference gathering
     - Concept art
     - Level layout
     - Asset placement
     - Enemy placement
     - VFX
   - New weapons, each will require the following
     - Reference gathering
     - Concept art
     - 3D model
     - VFX
   - Story quest line
     - Design documentation
     - Quest design
     - Dialog writing

- - - Voice over
    - Design scripting
    - Bookend in-game cinematics
  - Gameplay system
    - 2D art
      - Icons
      - User Interface additions
    - Design documentation
  - Environmental biome
    - 3D assets
      - Trees
      - Bushes
      - Groundcover
    - Terrain modeling
    - Design scripting
    - VFX
    - SFX
  - Enemy type
    - Reference gathering
    - Concept art
    - Design documentation
    - 3D model
    - Animation rig
    - Animations
    - AI scripting
    - VFX
    - SFX
  - Repeatable quests
    - Design documentation
    - Quest design
    - Dialog writing
    - Design scripting
  - Additional 3D assets, as determined by above content, which typically includes:
    - Structures for AOIs
    - Unique set dressing for AOIs
    - Interactive objects for quests
  - Quality Assurance
    - Testing of all content throughout the development process

d. **Business Case**

Adding a new zone to a massively-multiplayer online game is one of the larger development undertakings for a live service plan, outside of a premium retail expansion. A new zone brings with it a lot of expectations from players - new

items, new quests, and new areas to explore - and as such will typically generate significantly more interest and widespread coverage than other run-of-the-mill live service updates. While the development commitment is high, it provides an opportunity to keep current players engaged, bring back players who have left, and even attract the interest of new players who may be intrigued to see a high quality update being released free of charge which increases the value proposition of the retail product.