Pre-Concept Stage

* Gathering knowledge on current industry trends
  + Identify holes
  + Predict future games
  + Evaluate valuable demographics
  + Predict future processing power
* Gathering knowledge on current team history
  + What have they worked on in the past.
  + What was successful and what was not.
  + What are team strengths
  + What are team weaknesses
  + Would you need to hire to fill those weaknesses?
  + Should this effect the game or is there an important enough trend and demographic that could be hit.
* What is the expectation set by stakeholders
  + Timeline from pre-production to completion
  + Expected team size
  + Amount of risk stakeholders are willing to accept (probably high cause its games)
  + Do you need to ramp up the team size to meet expectations
* What ips are available, how relevant will they be given your timeline?
* What are the marketing team’s strengths and weaknesses? Can you help lower CPI by not going too off the rails with your game?

Game Concept

* Identify core monetization and gameplay loop
  + How much risk is associated with gameplay
  + How much risk is associated with monetization
  + What social features are relevant
  + What IPs are relevant to the design or what design is relevant to an IP
* Identify important functionality and relevant KPIs
  + How quickly can you get players to load the game? (always important)
  + How content heavy is your proposal?
  + How much technical risk are you creating?
  + What games are similar, what KPIs (that you know of) that could help indicate future success?
* What tech do you have for the concept stage?
  + Will you build the game on the same tech?
  + Gear your game concept towards proving out core functionality as quickly as possible.
  + What tech do you need to finish your game? Is it available? Do you have the team to make it in house? Is that an expectation from stakeholders?
* What game do you plan on building the tech on?
  + Can you achieve your kpis with this tech?
  + Is there expert knowledge of the tech you want to use in house?
  + Do you need to hire to use the desired tech?
  + Do you have buy in from your engineering team?
* What kind of visuals are important to the game?
  + VFX needs?
  + Character needs?
  + Environment needs?
  + Stylistic analysis of similar games?
  + Is there a genre gap for your game type? Does it make sense to use that genre?
* UI/UX
  + How do you match the tone of the ui to the gameplay and visuals?
  + Paper/wireframe ux flow
  + Relevant existing game UX analysis
  + Can you test some components of UX flow using the concept tech?

Prepping for Production

* Buy off from stakeholders
  + Ensure you’ve established a channel of communication with stakeholders
  + What are their concerns?
  + Can you alleviate these concerns in the concept phase?
  + What needs to be shown to ensure that stakeholders and product team are on the same page.
  + Establish guidelines for how involved with stakeholders will be in the project. Is it clear that once production is started you can’t make a massive direction shift on a C-Level employee’s whim?
* Establish deliverable cadences
  + What is the expectation for new builds?
  + How far behind should art be?
  + What is needed from UX at each stage or production?
  + When do you show stakeholders updates?
  + How much planning is required for each deliverable?
  + How much risk are you adding to your timelines?
* Establish Cross Discipline Communication