

Retro Rivals Breakdown:

1. Initiation (August 28 - September 10, 2024)

- 1.1 Project Kickoff
 - 1.1.1 Meeting with Stakeholders: August 28, 2024
 - 1.1.2 Drafting Project Scope and Objectives: August 29 - September 5, 2024 - 1.1.1
 - 1.1.3 Internal Recruitment of Game Development and Marketing Team: September 6 - September 10, 2024 1.1.2

2. Planning (September 11 - October 10, 2024)

- 2.1 Assignment of Roles and Responsibilities: September 11 - September 19, 2024
 - 2.1.1 Draft and Assign Roles and Responsibilities: September 16 - September 18, 2024
 - 2.1.1.1 Draft Roles and Responsibilities: September 16 - September 17, 2024
 - 2.1.1.2 Assign Tasks to Team Members: September 18, 2024
 - 2.1.1.3 Communicate Responsibilities to Team Members: September 18, 2024
- 2.2 Risk Management: September 19 - September 22, 2024
 - 2.2.1 Identify and Document Risks: September 19 - September 20, 2024 -
 - 2.2.1.1 Risk Identification Session: September 19, 2024
 - 2.2.1.2 Documentation of Risks: September 20, 2024
 - 2.2.2 Assess and Develop Mitigation Strategies: September 21 - September 22, 2024
 - 2.2.2.1 Assess Identified Risks: September 21, 2024
 - 2.2.2.2 Draft and Finalise Mitigation Strategies: September 21 - September 22, 2024
 - 2.2.3 Finalise Risk Management Plan: September 22, 2024
- 2.3 Budget and Resource Allocation: September 23 - October 2, 2024
 - 2.3.1 Budget Confirmation: September 23 - September 27, 2024
 - 2.3.1.1 Allocate Budget to the Project: September 23, 2024
 - 2.3.1.2 Review Budget from the Finance Team: September 24 - September 25, 2024
 - 2.3.1.3 Approval of Budget from Stakeholders: September 26, 2024

- 2.3.1.4 Document Approval from Stakeholders: September 27, 2024
 - 2.3.2 Resource Allocation: September 28 - October 2, 2024
 - 2.3.2.1 Identify Hardware and Software Requirements: September 28 - September 29, 2024
 - 2.3.2.2 Procure Required Hardware Equipment: September 30 - October 2, 2024
 - 2.3.2.2.1 Order Game Development Laptops and Mouse: September 30, 2024
 - 2.3.2.2.2 Confirm Delivery of Hardware Equipment: October 1, 2024
 - 2.3.2.3 Procure Software Tools: October 2, 2024
- 2.4 Marketing Strategy: October 3 - October 10, 2024
 - 2.4.1 Market Research Development by Marketing Team: October 3 - October 7, 2024
 - 2.4.1.1 Design of Market Research Plan by Marketing Specialist: October 3 - October 4, 2024
 - 2.4.1.2 Retro Games Research by Marketing Specialist: October 5 - October 6, 2024
 - 2.4.1.3 Competitor Research in Retro Game Space by Marketing Specialist: October 6, 2024
 - 2.4.1.4 Report Market Research Findings of Marketing Specialist to Marketing Lead: October 7, 2024
 - 2.4.2 Marketing Campaign Development by Marketing Team: October 8 - October 10, 2024
 - 2.4.2.1 Define Objectives of Marketing Campaign: October 8, 2024
 - 2.4.2.2 Brainstorm Ideas for Marketing Campaign: October 8 - October 9, 2024
 - 2.4.2.3 Develop Marketing Plan: October 9, 2024
 - 2.4.2.4 Finalisation Marketing Strategy by Marketing Lead: October 10, 2024

3. Game Design (October 11 - November 15, 2024)

- 3.1 Draft Game Design Document (GDD)
 - 3.1.1 Initial Draft by Game Designer: October 11 - October 20, 2024
 - 3.1.1.1 Outline of Game Mechanics: October 11 - October 12, 2024

- 3.1.1.2 Defining Game Features: October 13 - October 14, 2024
 - 3.1.1.3 Incorporation of Retro Elements: October 15 - October 17, 2024
 - 3.1.1.4 Review of Initial Draft of GDD by Game Developers: October 18 - October 20, 2024
 - 3.1.2 Finalise Design: October 21 - October 31, 2024
 - 3.1.2.1 Refine Design Based on Feedback: October 21 - October 26, 2024
 - 3.1.2.2 Finalise GDD: October 27 - October 28, 2024
 - 3.1.2.3 Final Review of GDD and Approval from Game Developers: October 29 - October 31, 2024
- 3.2 Art and Asset Creation: November 1 - November 13, 2024
 - 3.2.1 Create Concept Art: November 1 - November 7, 2024
 - 3.2.1.1 Creation of Game Sketches by Game Designer: November 1 - November 3, 2024
 - 3.2.1.2 Review of Concept Art by Lead Game Developer: November 6 - November 7, 2024
 - 3.2.1.3 Incorporation of Feedback and completion of Concept Art by Game Designer: November 8, 2024
 - 3.2.2 Game Assets Creation: November 8 - November 13, 2024
 - 3.2.2.1 Design of Car Models by Game Designer: November 8 - November 10, 2024
 - 3.2.2.2 Development of Race Track Environments by Game Designer: November 11 - November 12, 2024
 - 3.2.2.3 Review and Finalisation of Cars and Tracks by Lead Game Developer: November 13, 2024

4. Game Development and Marketing (November 26, 2024 - January 15, 2025)

- 4.1 Game Development
 - 4.1.1 Initial Iteration: November 26 - December 15, 2024
 - 4.1.1.1 Development of Core Game Mechanics by Game Developers: November 26 - December 5, 2024
 - 4.1.1.2 Addition of Customizations to Car Models by Game Developers: December 6 - December 15, 2024
 - 4.1.2 Initial Iteration Testing: December 16 - December 31, 2024
 - 4.1.2.1 Internal Testing by Game Tester: December 16 - December 22, 2024

- 4.1.2.2 Incorporation of Testing Feedback by Game Developers: December 23 - December 31, 2024
 - 4.1.3 Final Iteration of Game Development: January 1 - January 15, 2025
 - 4.1.3.1 Bug Fixes and Optimization by Game Developers: January 8 - January 15, 2025
- 4.2 Marketing Activities
 - 4.2.1 Pre-Launch Campaign: January 16 - January 31, 2025
 - 4.2.1.1 Teaser Campaigns designed by Marketing Team: January 16 - January 21, 2025
 - 4.2.1.2 Influencer and Press Engagement: January 22 - January 31, 2025

5. Testing (February 1 - February 14, 2025)

- 5.1 Alpha Testing: February 1 - February 10, 2025
 - 5.1.1 Creation of Checklist for Alpha Testing by Game Tester: February 1 - February 4, 2025
 - 5.1.2 Execution of Alpha Testing by Game Tester: February 5 - February 8, 2025
 - 5.1.3 Refinement of Game based on Feedback by Game Developers: February 9 - February 10, 2025
- 5.2 Beta Testing: February 11 - February 14, 2025
 - 5.2.1 Creation of Checklist for Beta Testing by Game Tester: February 11, 2025
 - 5.2.2 Selection of Test Group for Beta Testing: February 12, 2025
 - 5.2.3 Execution of Beta Testing by Test Group: February 13 - February 14, 2025

6. Launch (February 16 - February 29, 2025)

- 6.1 Launch Preparation: February 16 - February 18, 2025
 - 6.1.1 Finalise Game Launch Plan: February 16 - February 18, 2025
- 6.2 Game Launch: February 22 - February 29, 2025
 - 6.2.1 Execute Game Launch Plan: February 22 - February 25, 2025
 - 6.2.2 Post-Launch Monitoring: February 26 - February 29, 2025

1. Milestone: Completion of Game Design Document (GDD)

End Date: 31st October 2024

Justification:

- **Specific:** This milestone involves the completion and approval of the GDD, which outlines the game's mechanics, features, and art style.
- **Measurable:** The GDD is a tangible document that can be reviewed and signed off by stakeholders.
- **Achievable:** Given the scope of the project, six weeks is sufficient to draft and finalise the GDD with input from the team and stakeholders.
- **Relevant:** The GDD is crucial for guiding the development process. Completing it early ensures that all subsequent work aligns with a clear vision.
- **Time-bound:** Setting the end of Week 6 as the deadline provides a clear timeframe for the design phase, ensuring that the project remains on track.

2. Milestone: Finalisation of Art and Assets

Timing: 13th November 2024

Justification:

- **Specific:** This milestone involves completing all game art and asset creation, including character models, track environments, and other visual elements.
- **Measurable:** Success can be measured by the delivery and approval of all required art assets, which can be reviewed by the art team and stakeholders.
- **Achievable:** Week 12 allows adequate time for the art team to complete the creation and integration of assets, considering the complexity of retro-style visuals.
- **Relevant:** Finalising art and assets is crucial for development, as it impacts the quality and completeness of the game. It ensures that the game's visual components are ready for the final development phase.
- **Time-bound:** This milestone is set with enough lead time to integrate art into the game and address any necessary adjustments before the final iteration and testing phases.

3. Milestone: Completion of Initial Iteration of Game Development

Timing: 15th December 2024

Justification:

- **Specific:** This milestone marks the development of core gameplay mechanics, including the integration of basic game assets.

- **Measurable:** Success can be measured by the functionality of core mechanics and initial integration of assets.
- **Achievable:** By Week 16, the development team should have enough progress to complete a functional initial iteration, given the complexity of the game.
- **Relevant:** Completing this iteration allows the team to test and review the core gameplay, providing a foundation for further development and refinement.
- **Time-bound:** This milestone is set four weeks after the completion of the GDD to ensure timely progress and provide a buffer for addressing any issues.

4. Milestone: Completion of Beta Testing

Timing: 14th February 2025

Justification:

- **Specific:** This milestone involves the completion of beta testing, including the collection and analysis of feedback from external testers.
- **Measurable:** The milestone is marked by the completion of testing phases and the documentation of feedback and issues.
- **Achievable:** By Week 21, the project should be advanced enough to enter the beta testing phase, allowing time for thorough testing and refinement.
- **Relevant:** Beta testing is essential for identifying and fixing issues that internal testing may have missed, ensuring the game is polished before launch.
- **Time-bound:** Setting the end of Week 16 as the deadline provides adequate time for testing, feedback collection, and implementation of necessary changes before the final release.

References

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