

FEATURE DEVELOPMENT STEPS

Brainstorm

Document

Identify your MVP

Break down the tasks

Assign and cost the tasks

Develop

Test and Iteration

Launch

Bug Fixes

Subsequent Releases



COSTING A TASK



COSTING A TASK

- **Estimate of how long a task will take**



COSTING A TASK

- **Estimate of how long a task will take**
- **First attempts at costing may be difficult**



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DEVELOPMENT BEST PRACTICES

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- **Track Progress**



DEVELOPMENT BEST PRACTICES

- **Track Progress**
- **Playtest often**



DEVELOPMENT BEST PRACTICES

- **Track Progress**
- **Playtest often**
- **Meet weekly to discuss feature progress**



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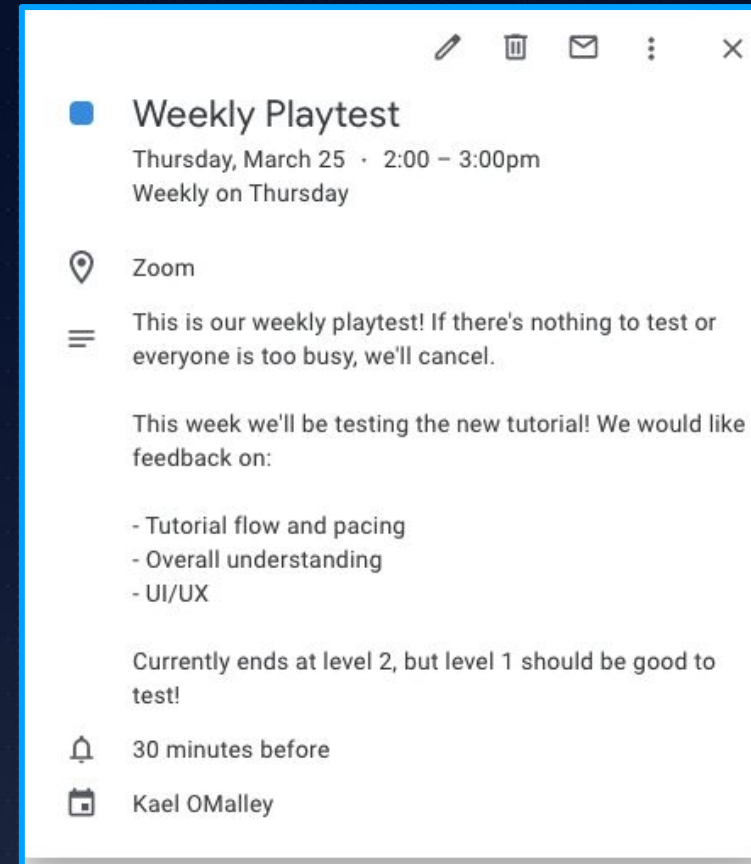
Subsequent Releases



TESTING

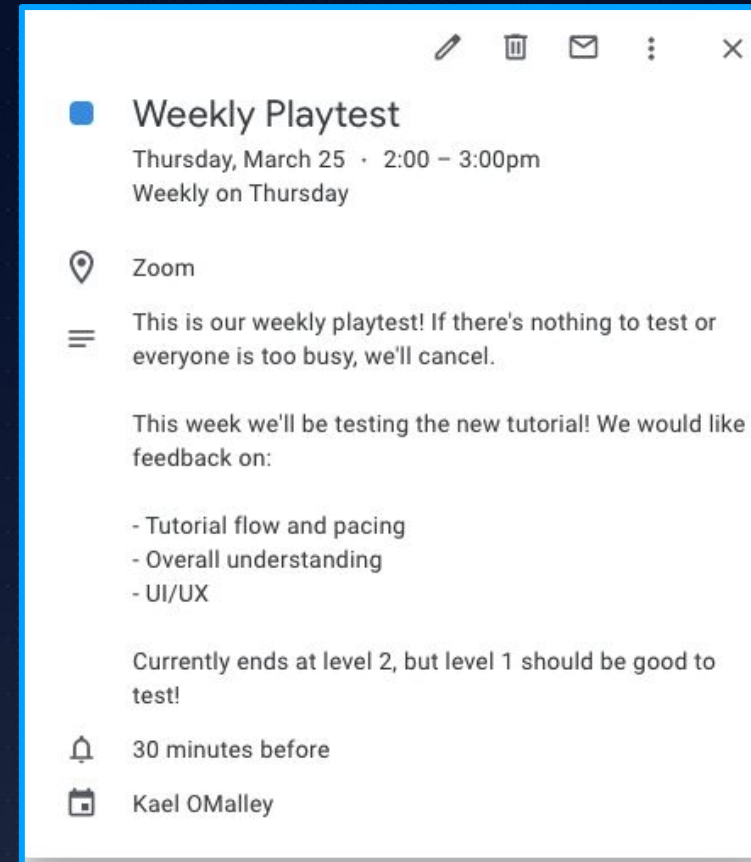
TESTING

- **Establish a Routine Playtest**



TESTING

- **Establish a Routine Playtest**
- **Set Expectations**



TESTING

- **Establish a Routine Playtest**
- **Set Expectations**
- **Collect Feedback and Bugs**



ITERATION VS FEATURE CREEP



ITERATION VS FEATURE CREEP

- **Iteration is Essential**



ITERATION VS FEATURE CREEP

- **Iteration is Essential**
- **Be aware of the quantity of changes made**



ITERATION VS FEATURE CREEP

- **Iteration is Essential**
- **Be aware of the quantity of changes made**
- **Don't let perfect be the enemy of good**



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HYPE YOUR FEATURE




World // Zero @WorldZeroGame · Mar 12

The update is out!
Dungeon 6-1!
Level 90 cap!
PvP Arena! (we know it'll be unbalanced, hi demon)

playworldzero.com

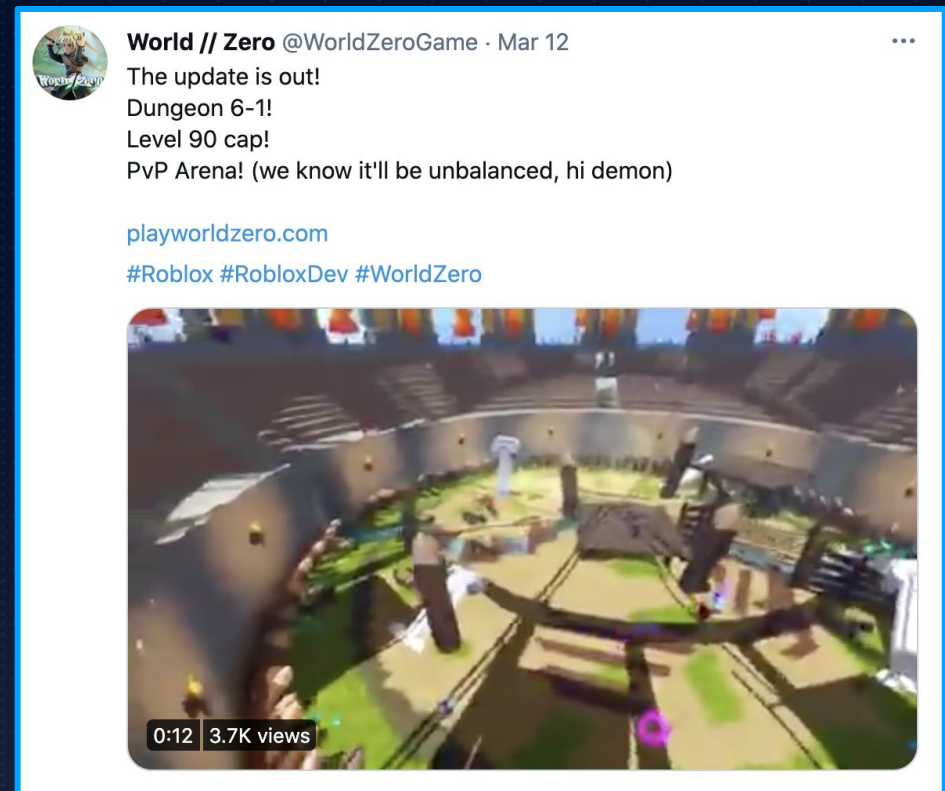
[#Roblox](#) [#RobloxDev](#) [#WorldZero](#)



0:12 3.7K views

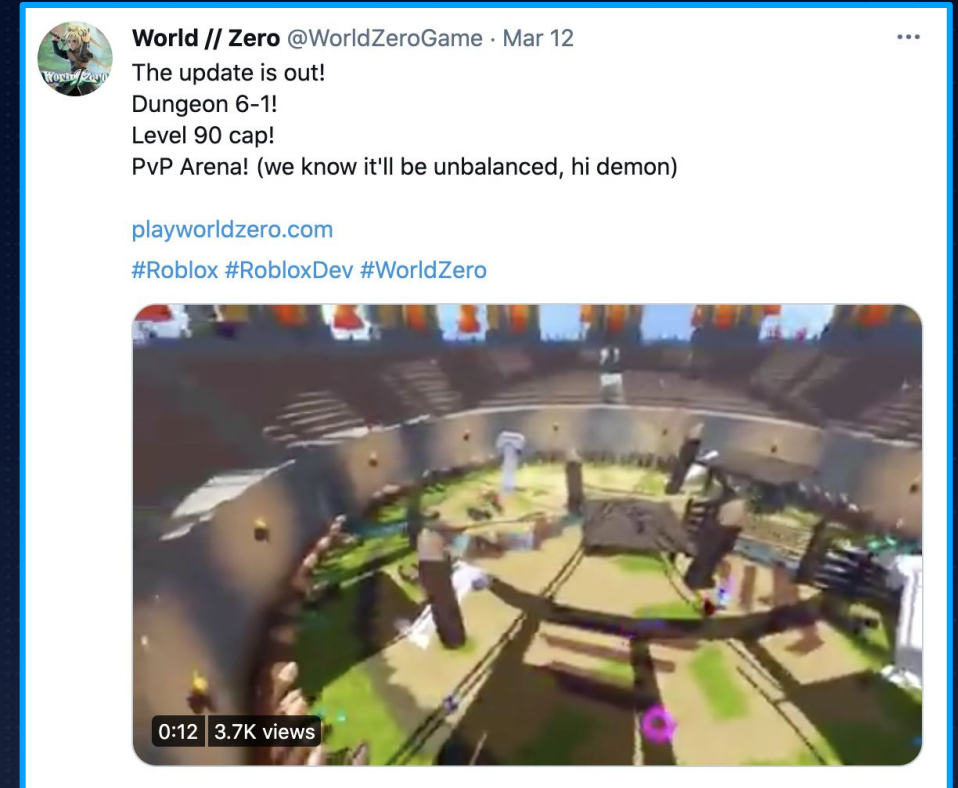
HYPE YOUR FEATURE

- **Preview your feature**



HYPE YOUR FEATURE

- **Preview your feature**
- **Get involved in social media**




HYPE YOUR FEATURE

- **Preview your feature**
- **Get involved in social media**
- **Plan events pre and post launch**



SURFACE YOUR FEATURE

ADVERTISEMENT



>

Report

World // Zero

By World // Zero

267K+

15K+

Favorite

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Store

Servers

Description

- Levelcap raised to 90!
- Dungeon 6-1 is here! Can you defeat the King of the Sea?
- PvP Arena added for level 40+!
- Xbox bug fixes (party menu, playlist)

🌐 Welcome to World // Zero! 🌐
 🔥 Choose from 3 starter classes [Swordmaster / Mage / Defender]
 ✨ Unlock new classes by collecting Tokens from bosses and quests!
 ✖ Fight fearsome bosses for loot in over 16 unique dungeons!
 🐾 Collect & evolve pets to fight alongside you!
 💎 Upgrade your gear
 🏠 Collect rare accessories


🏆 2019 Bloxy Award for Best Use of Tech! 🏆



SURFACE YOUR FEATURE


- Let the players know!


ADVERTISEMENT





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By World // Zero


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AboutStoreServers

Description

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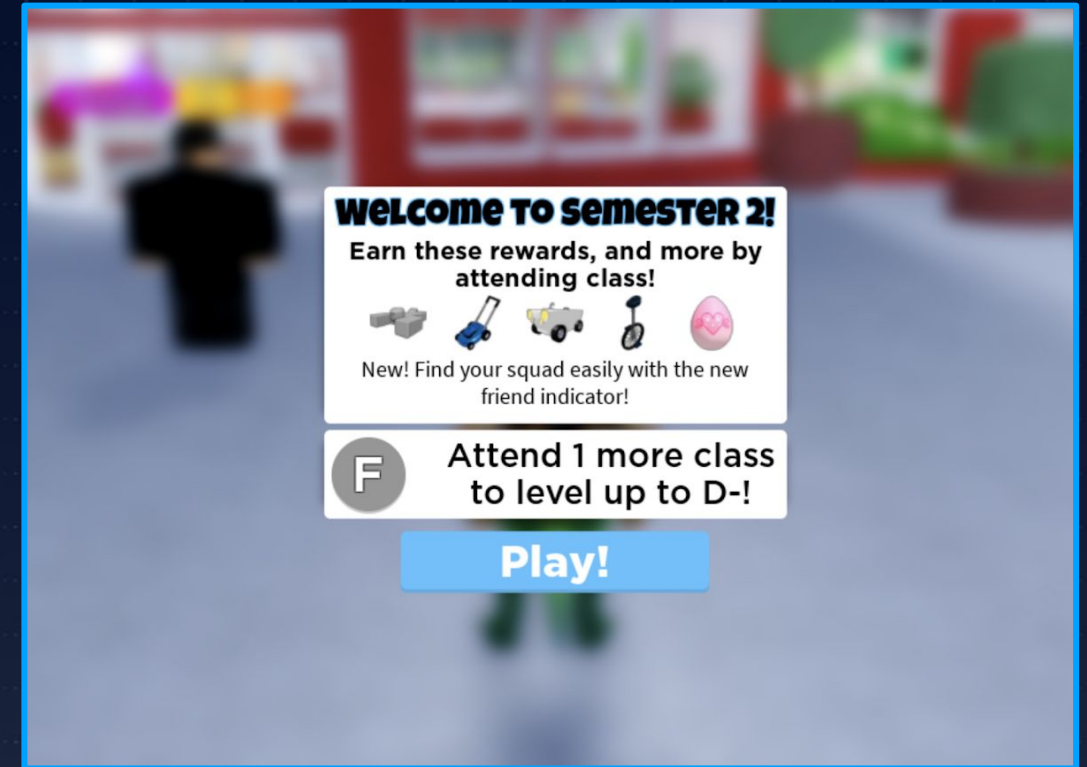
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SURFACE YOUR FEATURE

- Let the players know!
- Onboard your players



SURFACE YOUR FEATURE

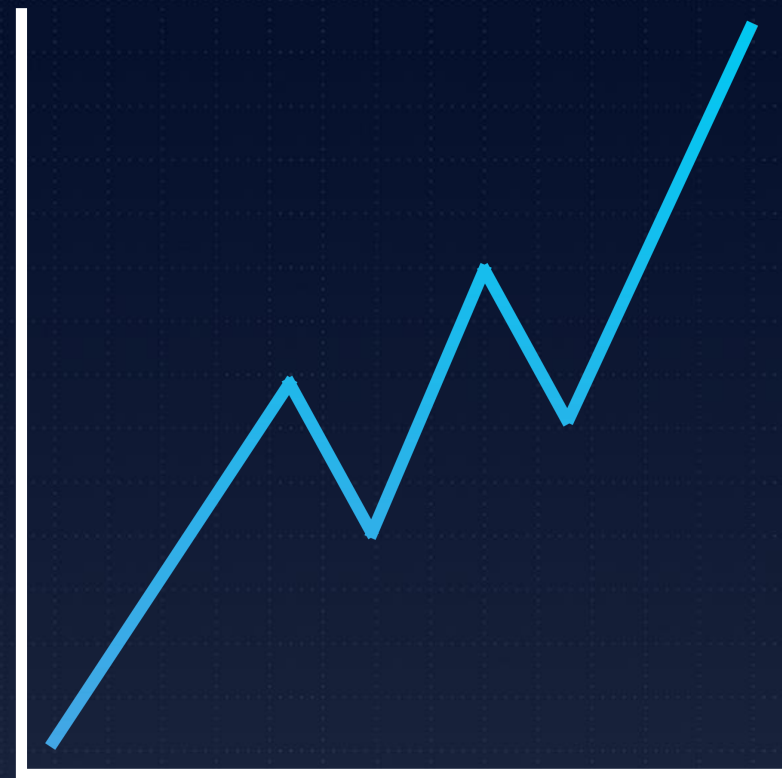
- **Let the players know!**
- **Onboard your players**
- **Blast social media**



LAUNCH DAY

LAUNCH DAY

- **Implement Analytics**



LAUNCH DAY

- **Implement Analytics**
- **Gather Feedback**



LAUNCH DAY

- Implement Analytics
- Gather Feedback
- Play your game



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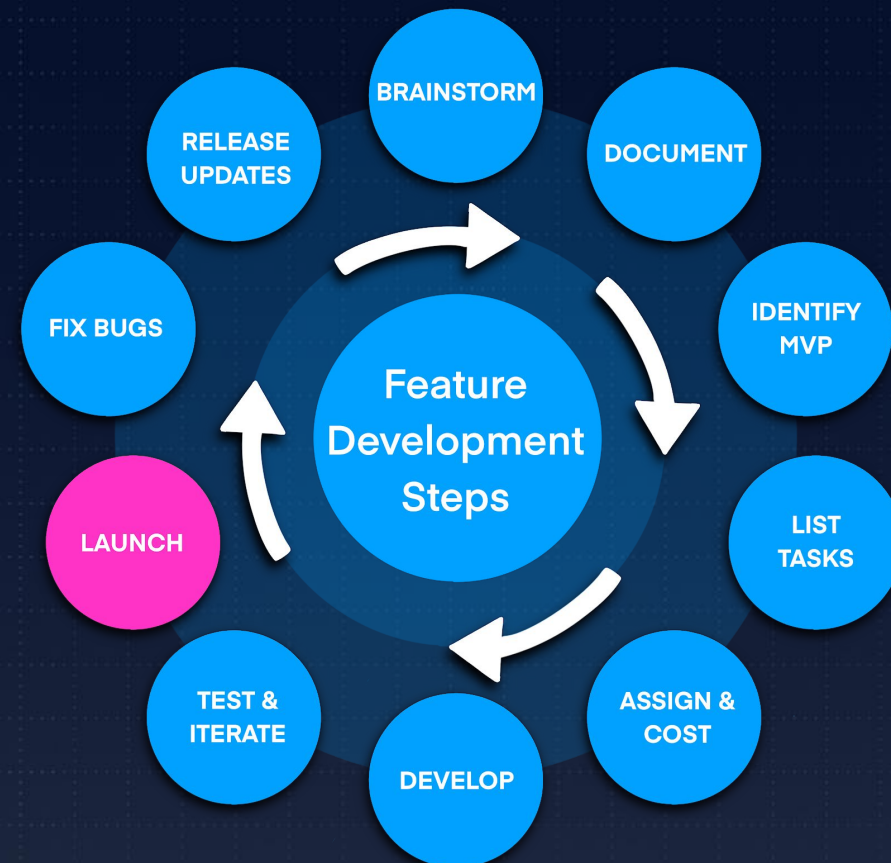
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BUG FIXES



BUG FIXES

- **Plan a Bug Fix Release After Launch**



BUG FIXES

- **Plan a Bug Fix Release After Launch**
- **Prioritize**



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FEATURE UPDATES

FEATURE UPDATES

- **Revisit Your Backlog**



FEATURE UPDATES

- **Revisit Your Backlog**
- **Prioritize your feature updates**

1. _____

2. _____

3. _____

4. _____

Questions?

BREAKOUT: BREAK DOWN YOUR FEATURE!

Identify the tasks required for your feature discussed previously

Answer the following:

- What is your MVP?
- What are the programming tasks?
- What are the art tasks?
- What are the design tasks and implementation tasks?

