FEATURE DEVELOPMENT STEPS

Brainstorm

Document

Identify your MVP

Break down the tasks

Assign and cost the tasks

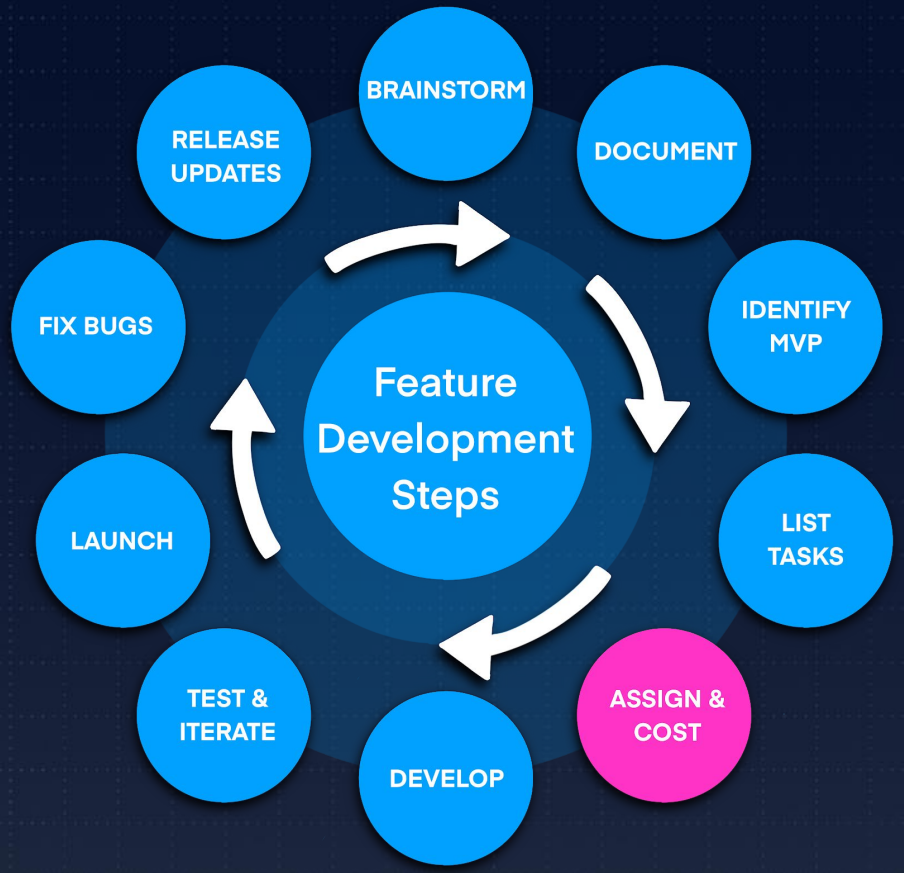
Develop

Test and Iteration

Launch

Bug Fixes

Subsequent Releases



COSTING A TASK

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- **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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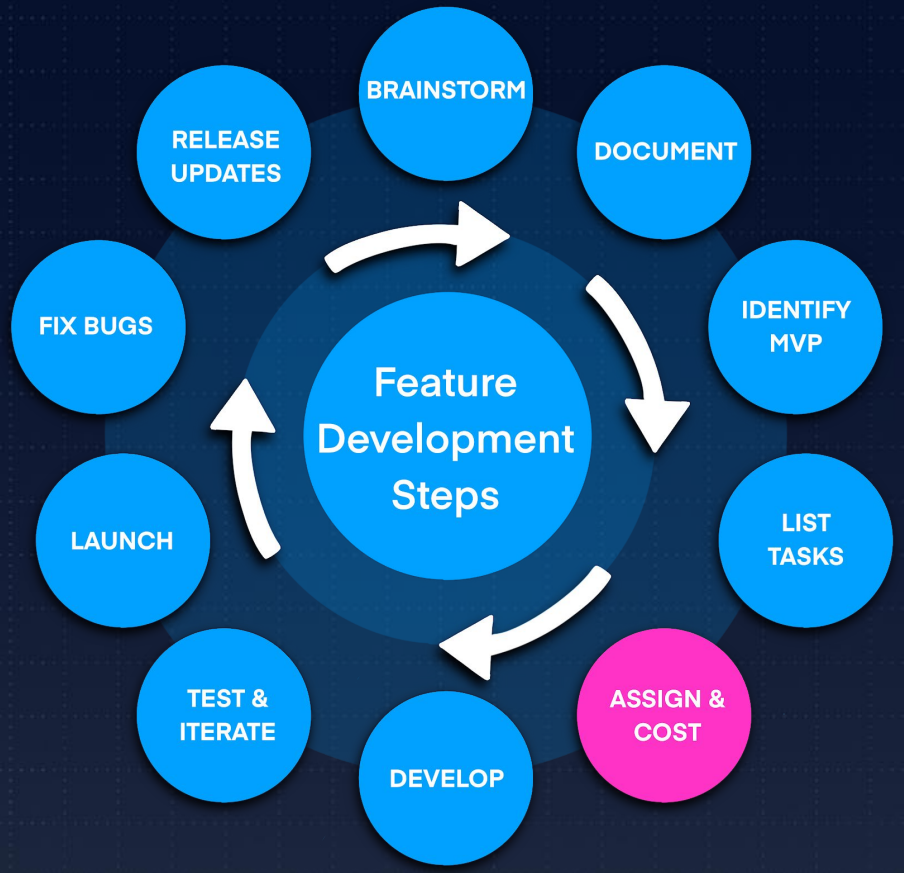

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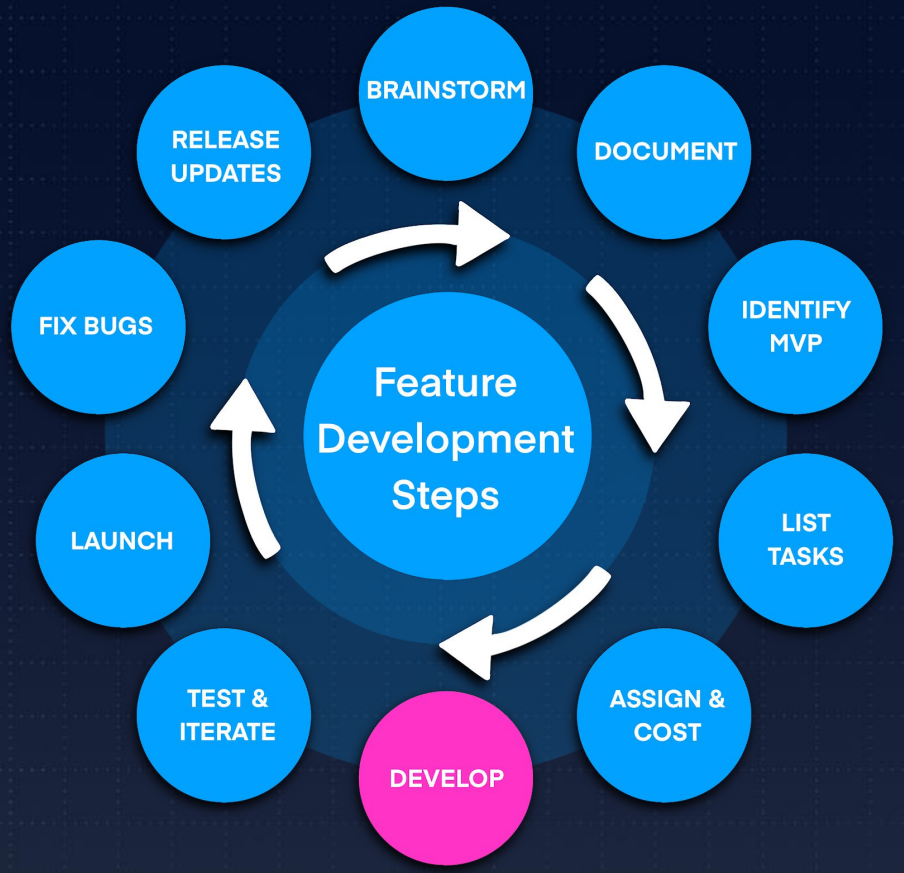

DEVELOPMENT BEST PRACTICES

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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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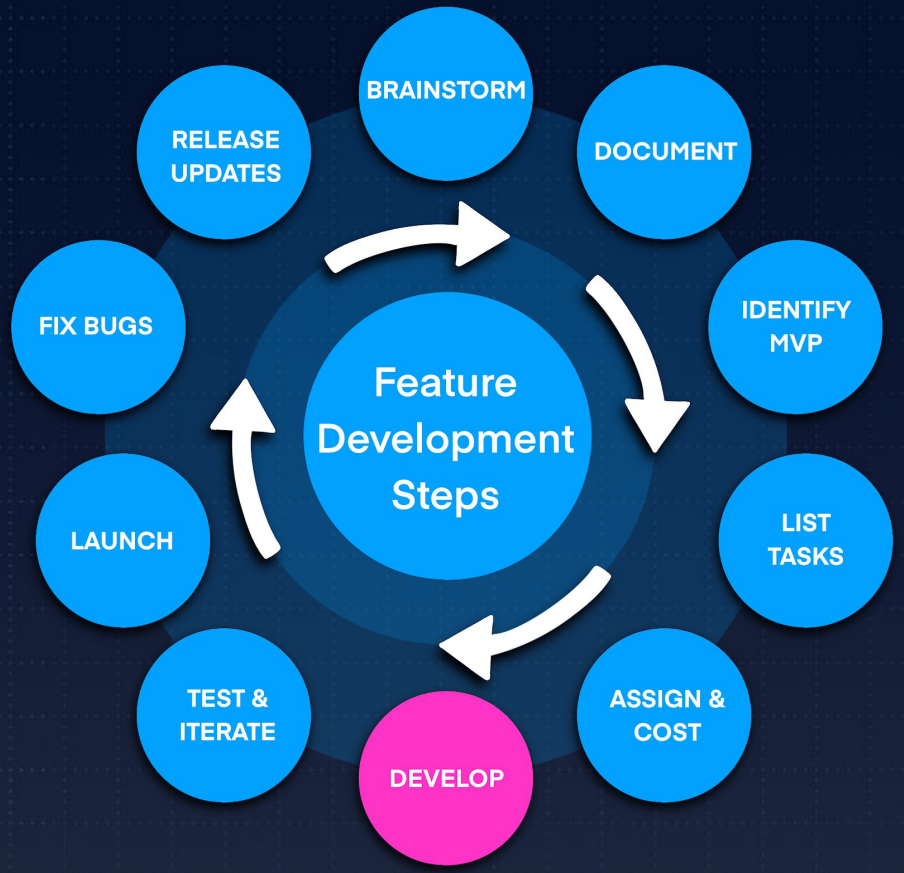

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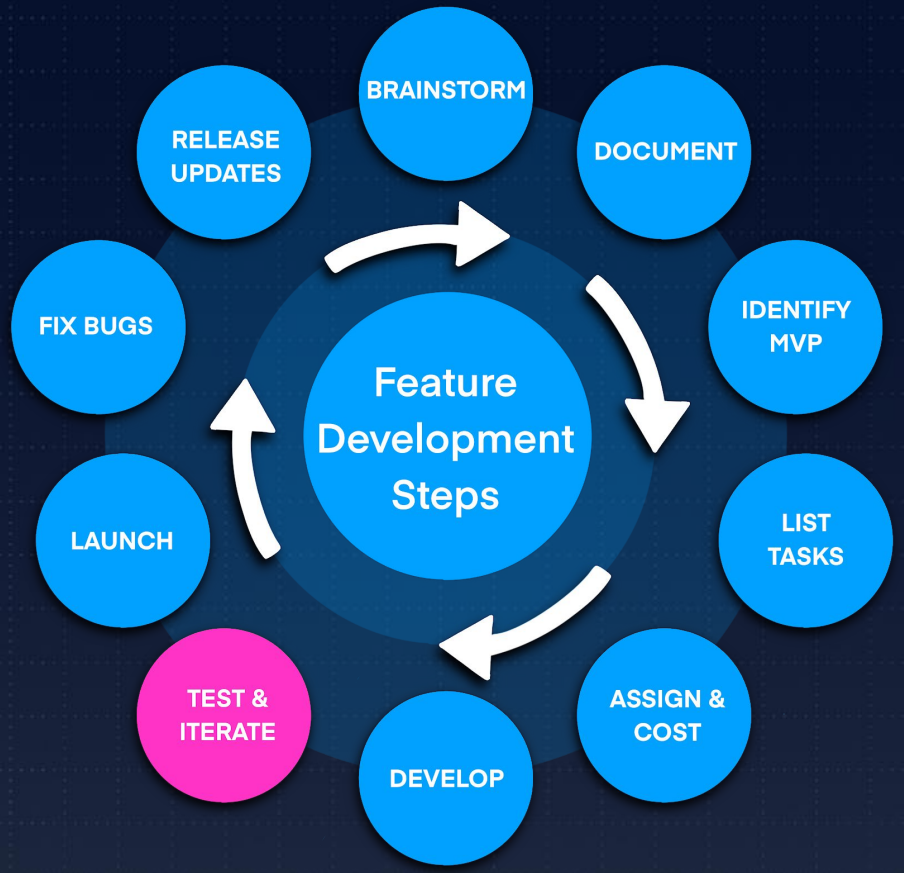
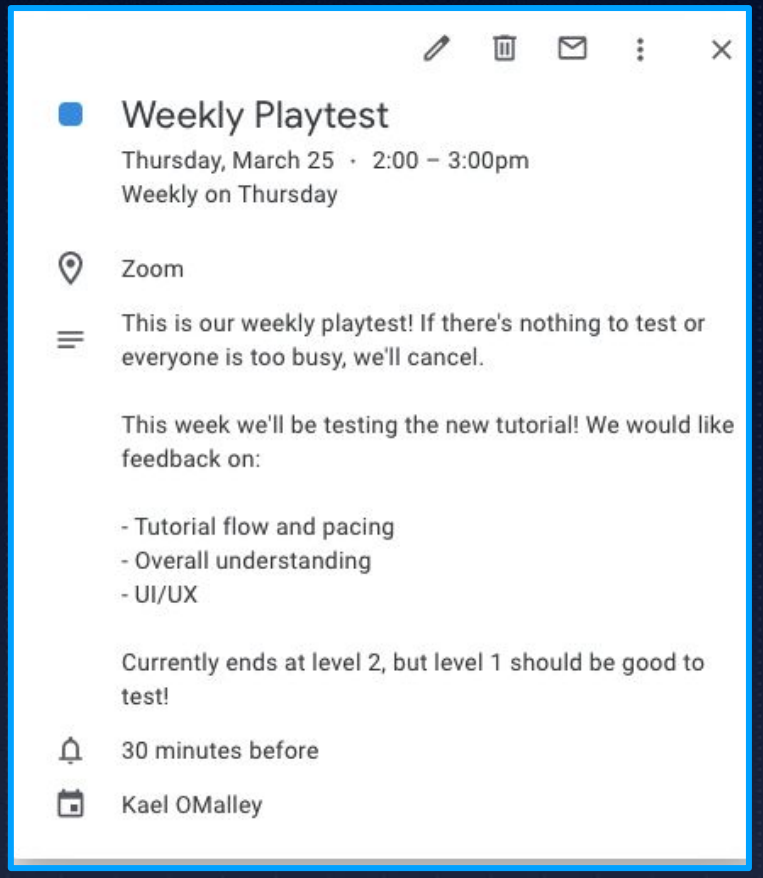


TESTING

RDC
LEVEL UP

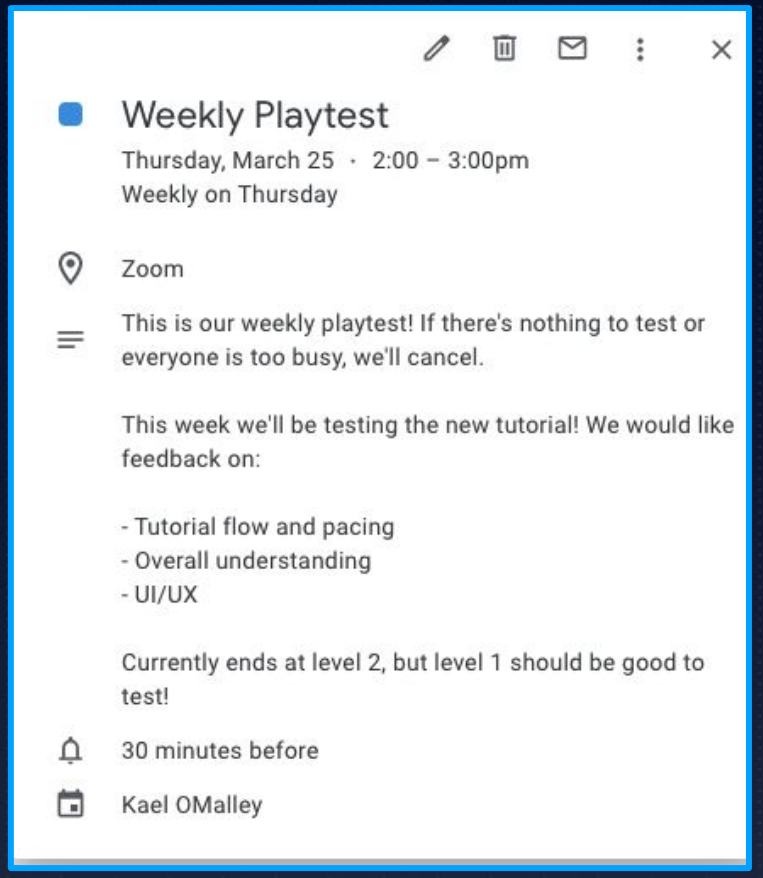
TESTING

- **Establish a Routine Playtest**



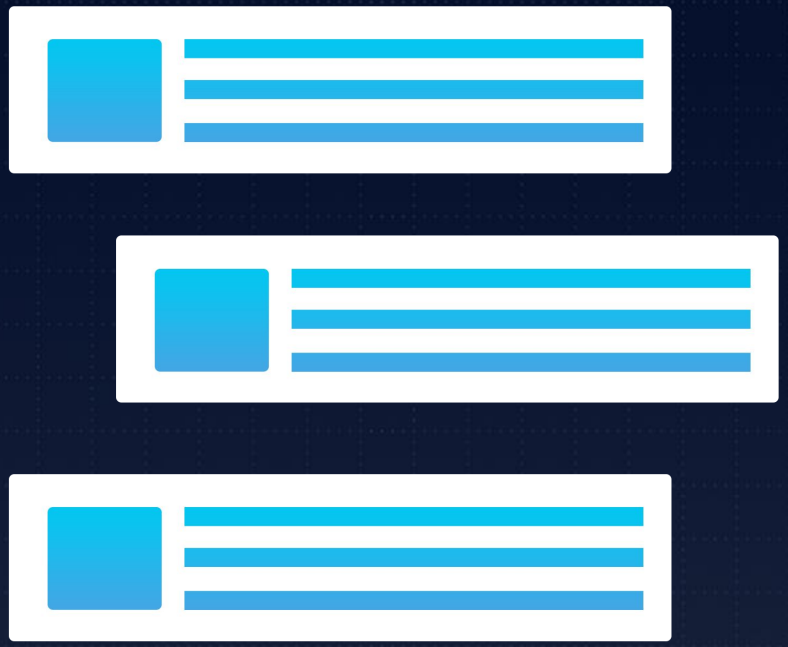
TESTING

- 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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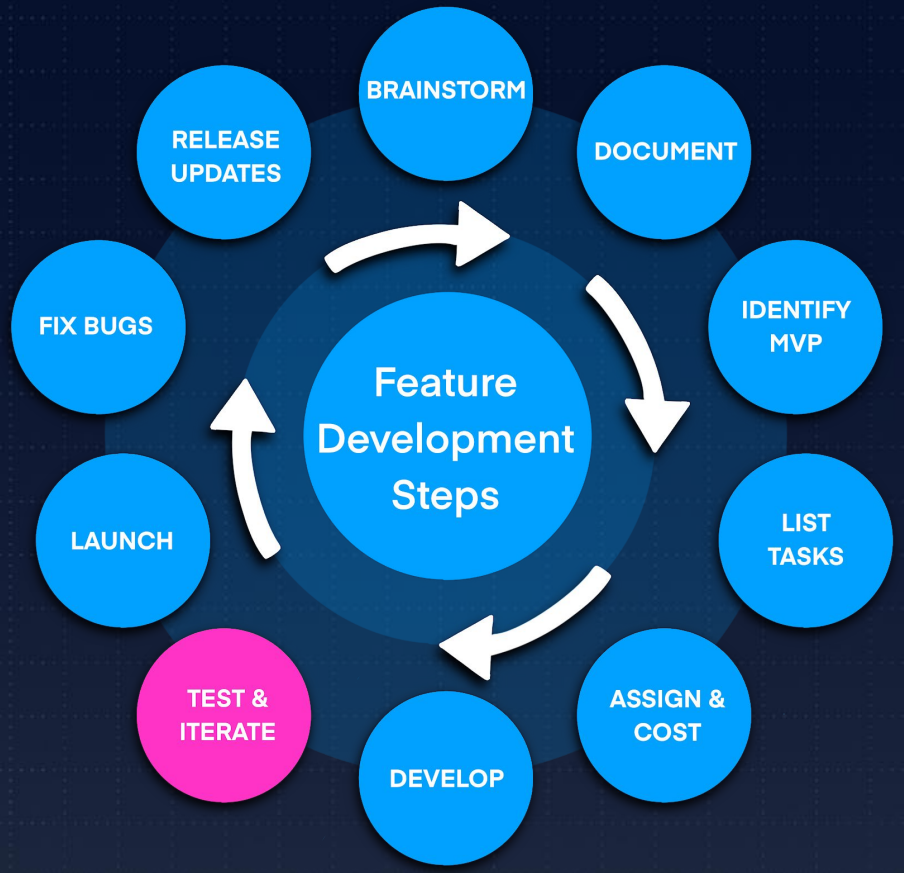

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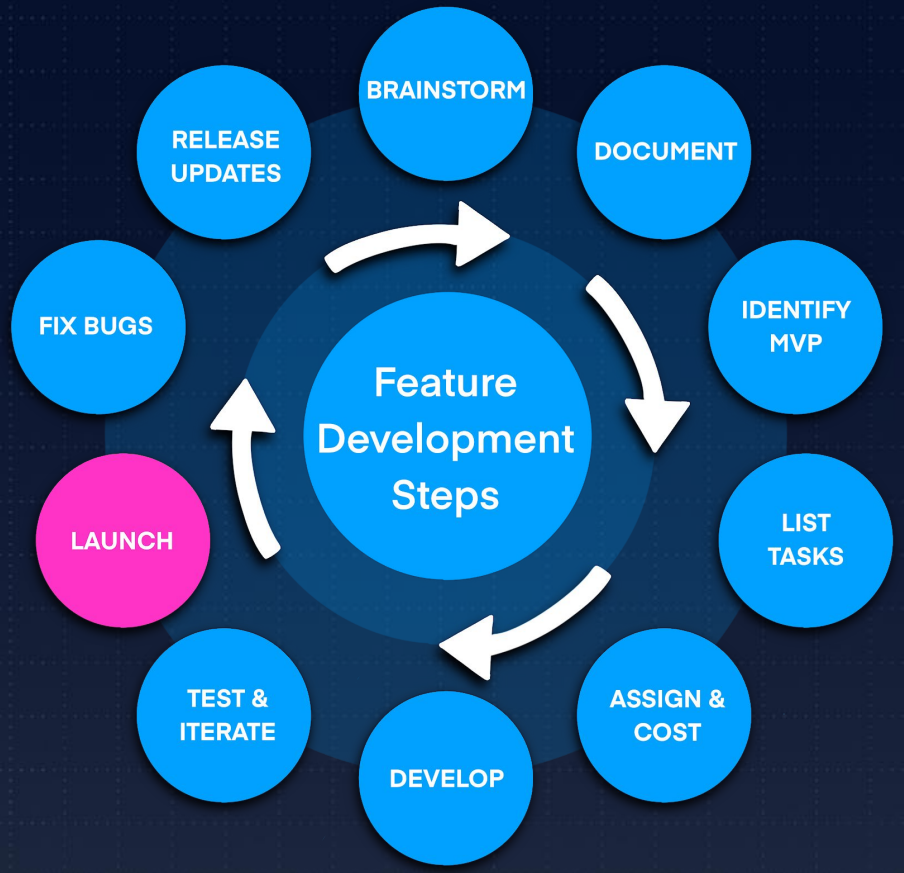


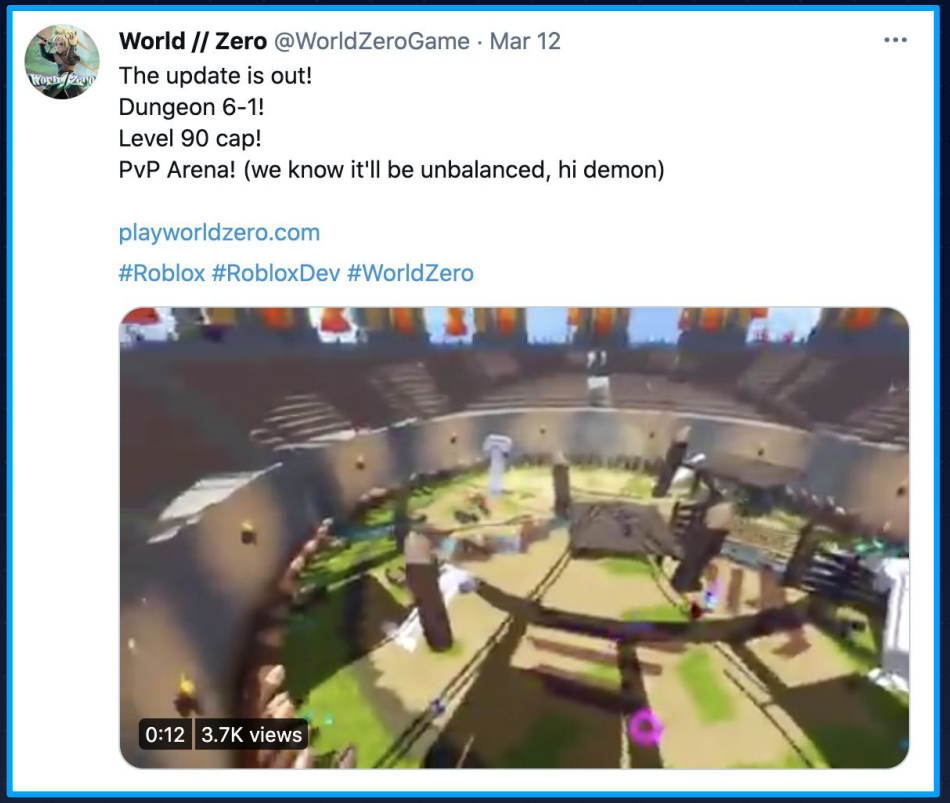
HYPE YOUR FEATURE

HYPE YOUR FEATURE

- **Preview your feature**

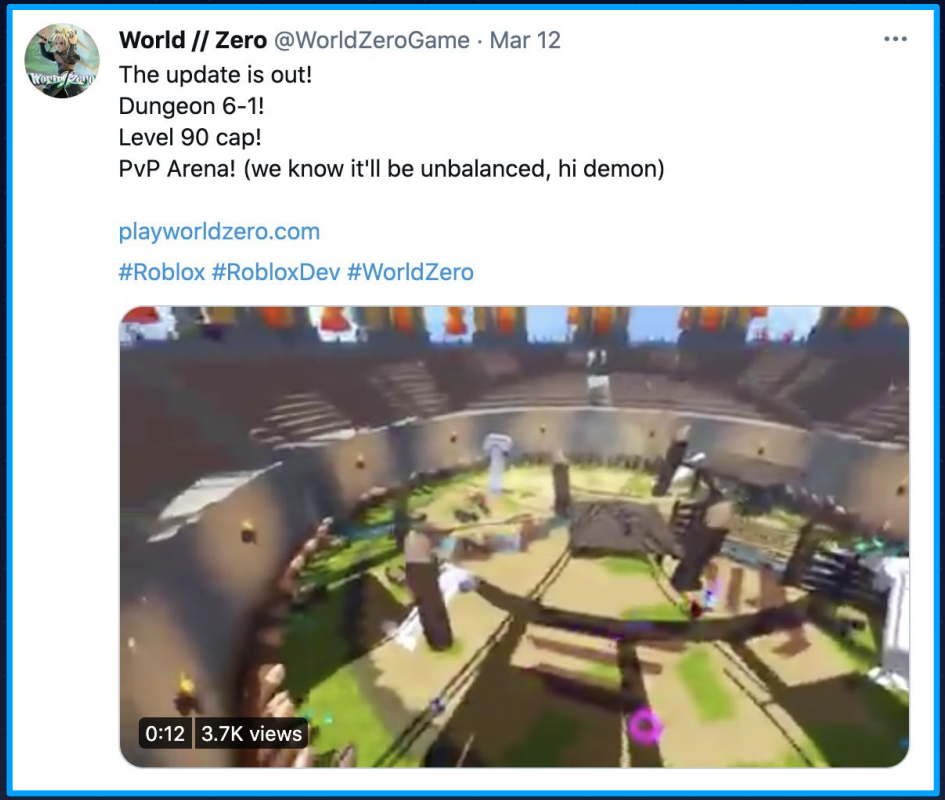
HYPE YOUR FEATURE

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

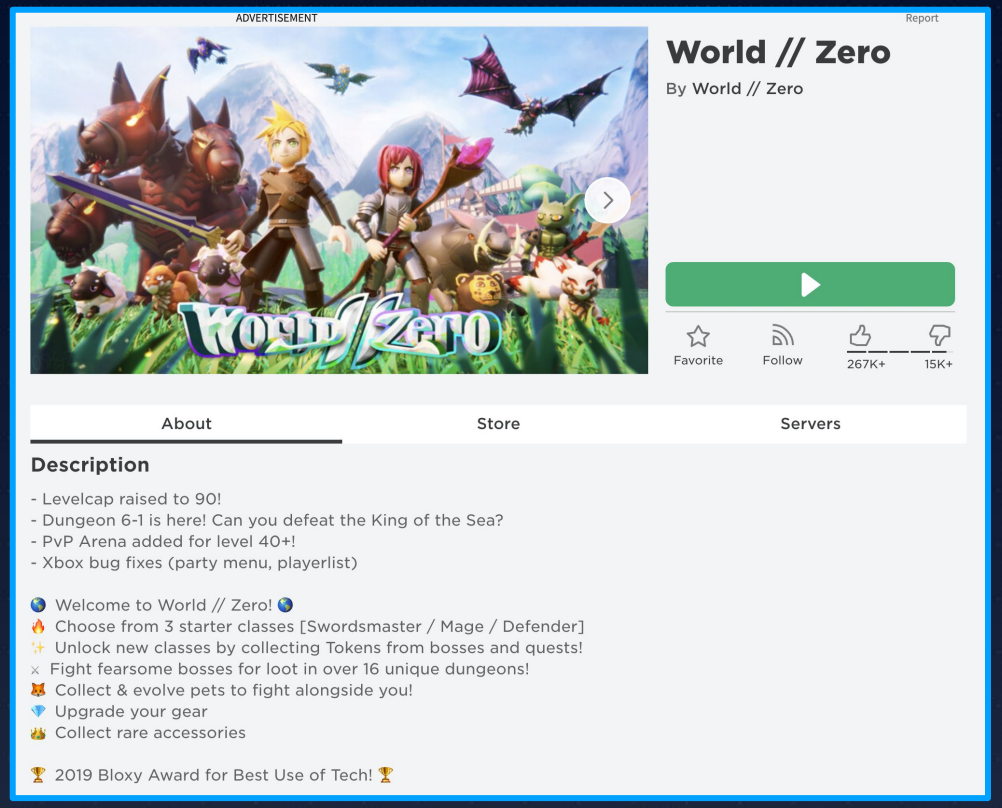


HYPE YOUR FEATURE

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

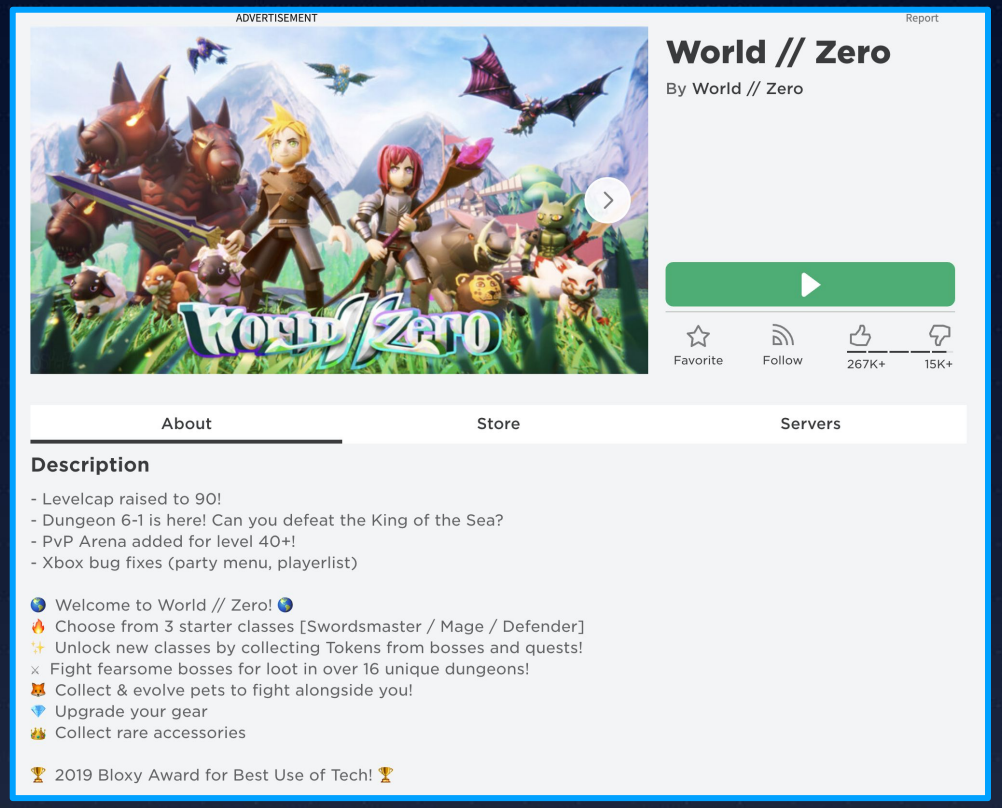


SURFACE YOUR FEATURE



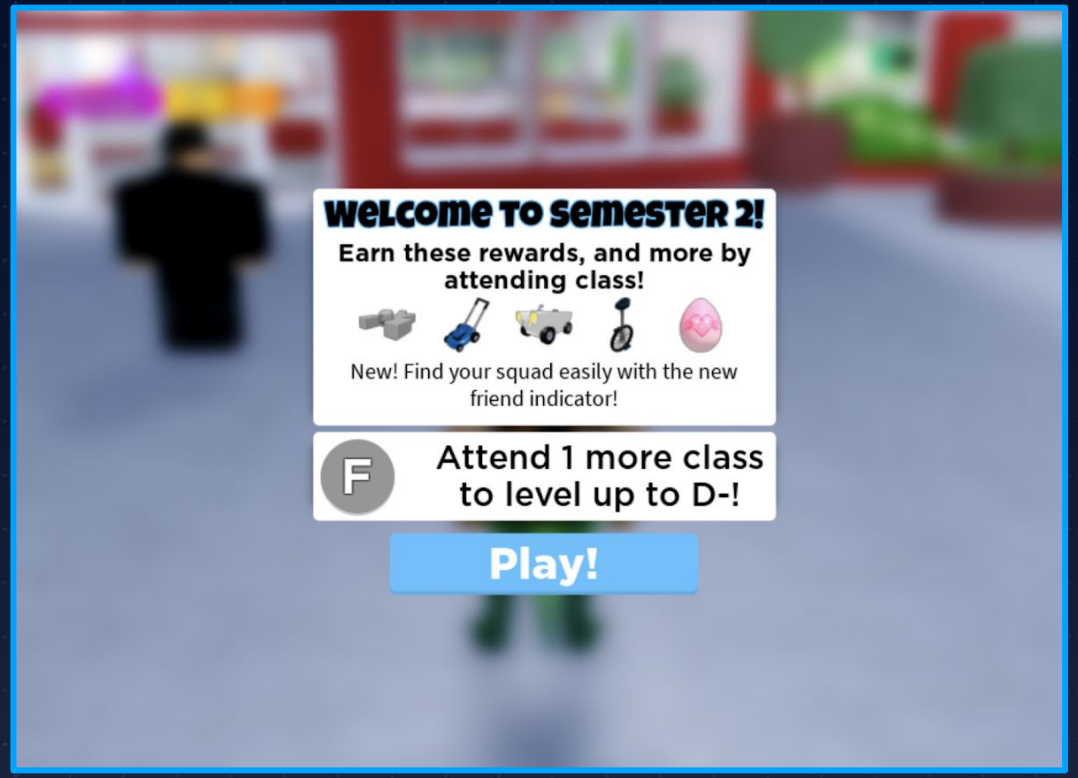
SURFACE YOUR FEATURE

- **Let the players know!**



SURFACE YOUR FEATURE

- Let the players know!
- **Onboard your players**



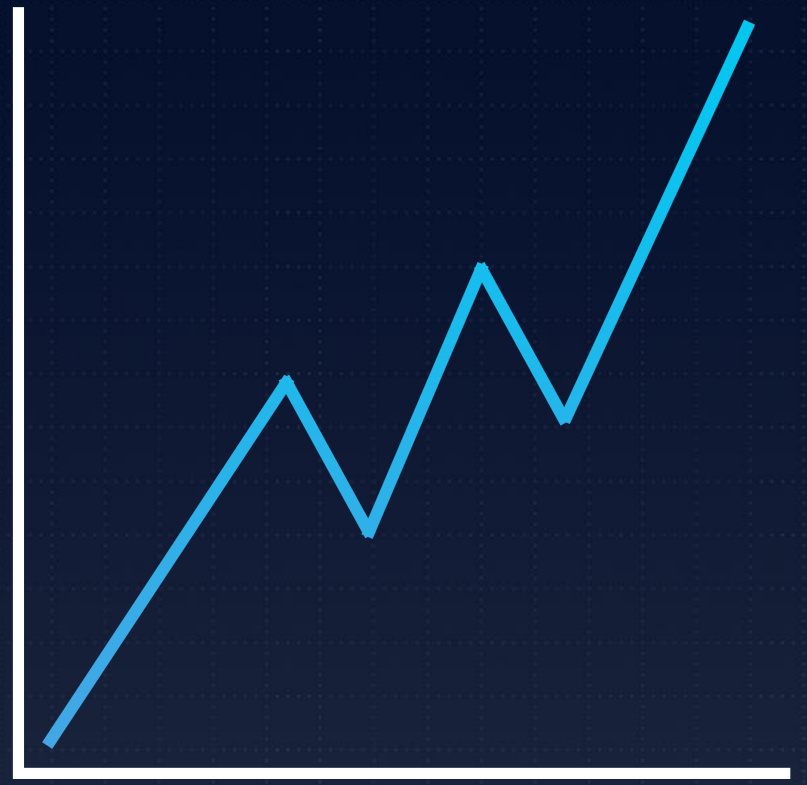
SURFACE YOUR FEATURE

- 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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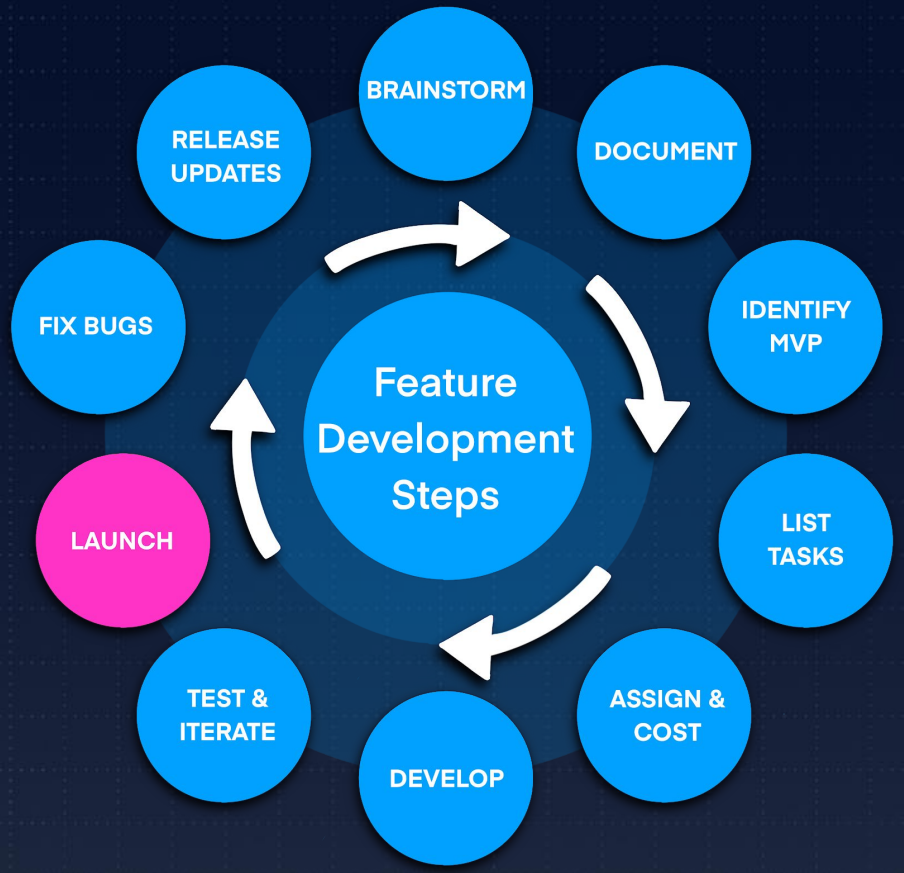

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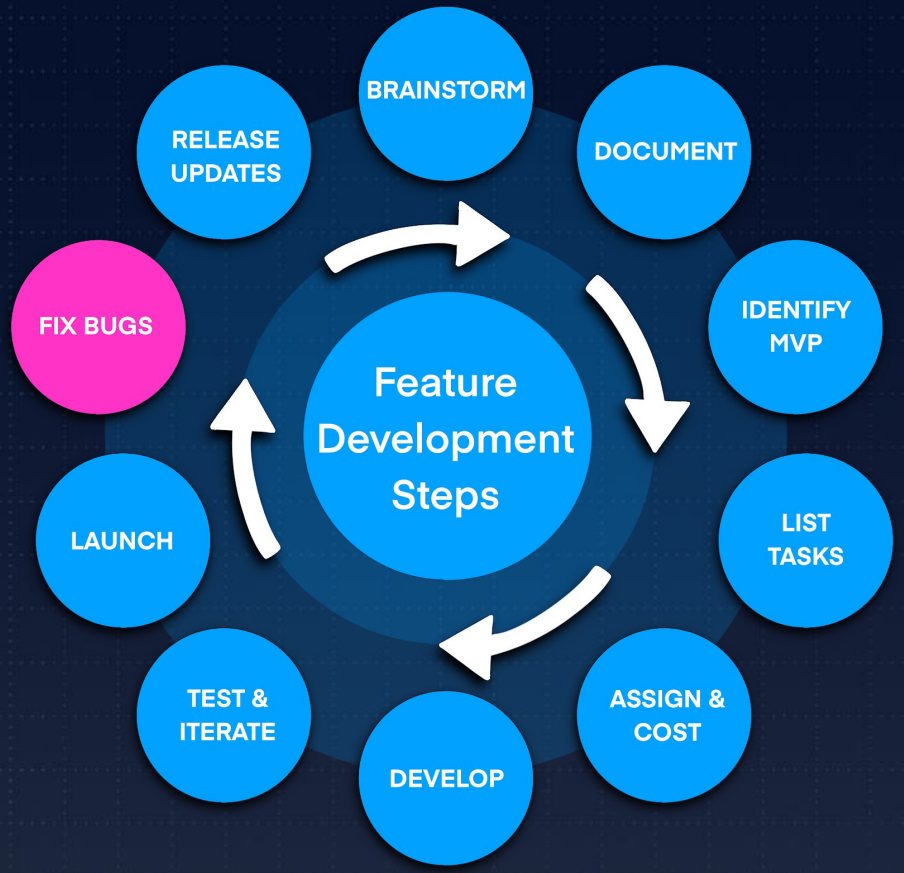

BUG FIXES

BUG FIXES

- Plan a Bug Fix Release After Launch

BUG FIXES

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

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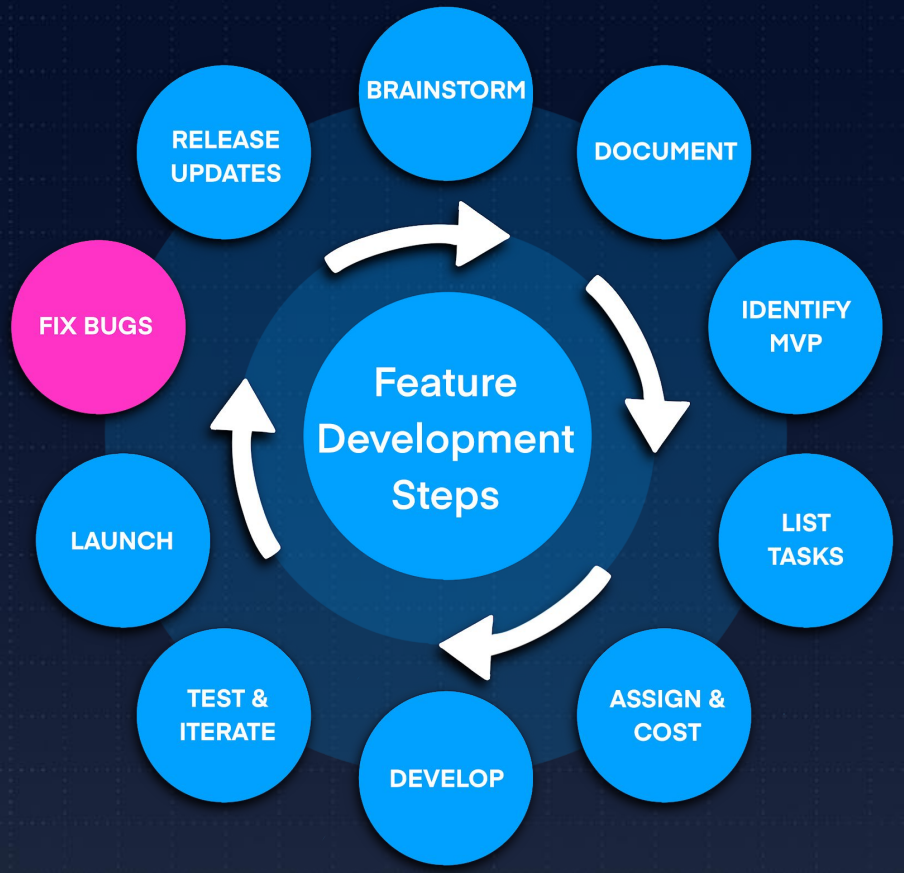

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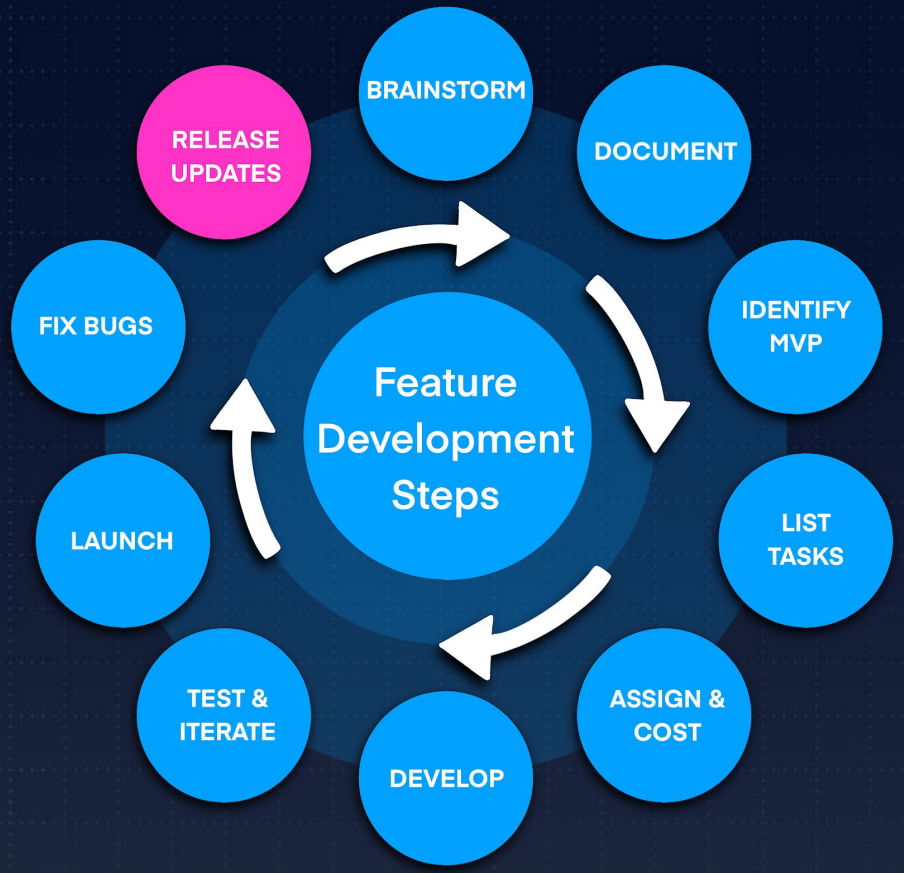
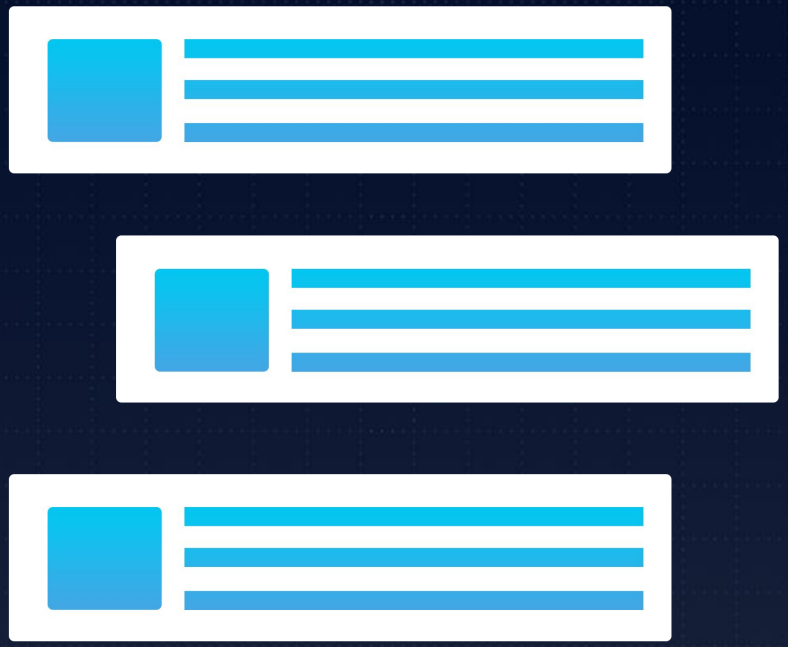


FEATURE UPDATES

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?