

Analysis Phase

1

- *End result:* Overall idea for the game is decided
- Includes:
 1. Define the problem
 2. Brainstorming
 3. Interviews
 4. High concept statements
 5. Pitch the concept
 6. User focus groups
 7. Develop a specifications list
- *Jobs?* Analyst, CEO

Dumb Ways to Die

- *An example of an innovative **Analysis Phase***
- In Melbourne, there were many near-miss accidents with trains. Public service announcements had no effect.
- In their analysis phase, Metro Trains decided to create a silly app with train accidents hidden inside it.
- Results? Huge success.
 - 30% reduction in near-miss accidents.
 - \$50 million in advertising for a few thousand dollars.

Design Phase

2

- *End result:* Detailed plans for the game
- Includes:
 1. Flow charts, Structure Chart
 2. Memory Diagrams
 3. Detailed character designs
 4. Music composition & recording
 5. Artwork
 6. Writing story line
 7. Design prototypes
 8. Level design
- *Jobs?* Writer, Musician, Graphic Designer, Artist, Code Designer, Voice Artist

Candy Crush

- *An example of an innovative **Design Phase***
- The artwork and characters were targeted at an untapped market: women and professionals.
- King software also decided to use the freemium model (free to play, pay to level up quickly) to generate revenue.
- These two design decisions were very successful: in 2013, Candy Crush made about \$1 M per day.

Coding Phase

3

- *End result:* The game is coded and tested.
- Includes:
 1. First Playable (basic code)
 2. Add comments
 3. Write ifs, loops, methods
 4. Alpha test (internal testers)
 5. Code Freeze (stop adding new)
 6. Beta test (external testers)
 7. Gold Master (complete game)
- *Jobs?* Programmer, Lead Programmer, Tester

Avatar

- *An example of an innovative **Coding Phase***
- The coding to create Avatar's rendering was so complex it took 900 coders several years to create it.
- This huge team required very detailed plans to allow them to each code a small piece and then fit all pieces together.
- This team was very successful.
 - Highest grossing movie to date.
 - Made \$1B in 19 days.
 - Also first movie to create photo-real CGI people.

Reflection Phase

4

- *End result:* Game has been marketed and sold.
- Includes:
 1. Marketing
 2. Sales
 3. Reflection
 4. Plan sequel
- *Jobs?* Sales Analyst, Advertiser, CEO

GTA 5

- *An example of an innovative **Reflection Phase***
- Total development cost of \$265 million. \$128 million of that was marketing.
- Used old media (billboards, news) and new media (social, streaming) to market the game.
- Results? Very successful.
 - Fastest selling entertainment product to that date.
 - \$1B in 3 days