

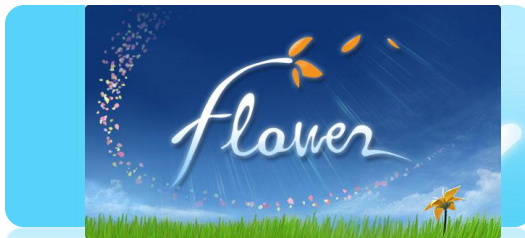
Prototyping for Innovation

How to Prototype Effectively

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OUYA, Indie Fund, Etc.



GAME DEVELOPERS CONFERENCE™ CHINA
SHANGHAI INTERNATIONAL CONVENTION CENTER
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DEVELOPER

PRODUCER

ADVOCATE

An Indie Background

USC School
of Cinematic Arts
Interactive Media & Games Division



PLAYSTATION®
Network

student projects $\begin{matrix} ? & ? & ? \\ - & & > \\ ? & ? & \end{matrix}$ commercial games

- I. Foundations for Production
- II. A Few Alterations
- III. Illustrative Examples (Flower)
- IV. Questions

A (very) brief history of production process theory

Your Method

- Have an idea for a game.
- Make game.
- Iterate on mechanics
- Launch

A (very) brief history of production process theory

(Cerny) Method



Cerny Method

~~Game Idea -> Design Document ->
Schedule -> Make Game~~

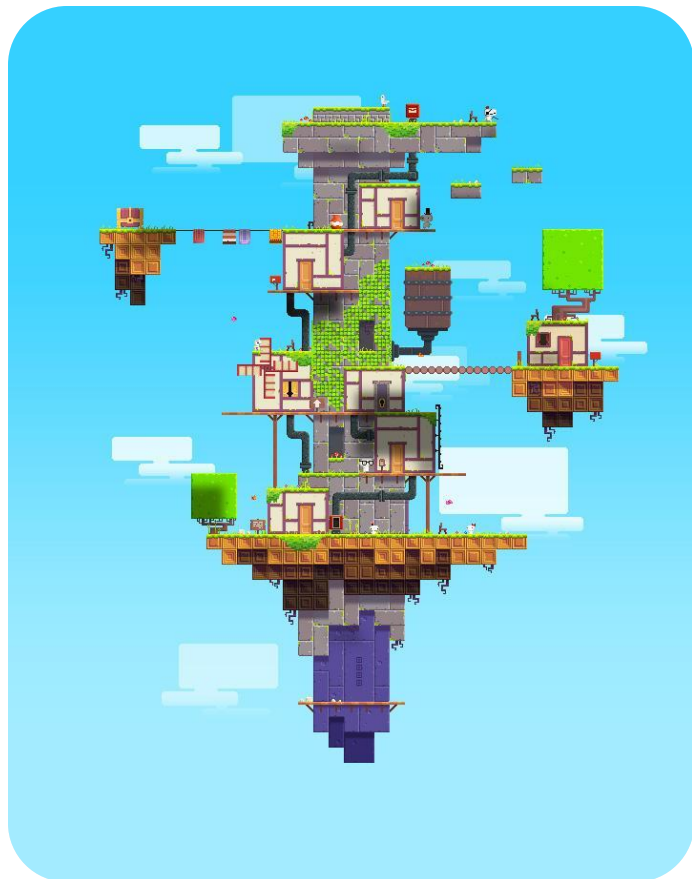
Cerny Method

- I. Preproduction
- II. Production

Cerny Method

- I. Preproduction
 - I. Prototyping
 - II. 1-3 ideas simultaneously

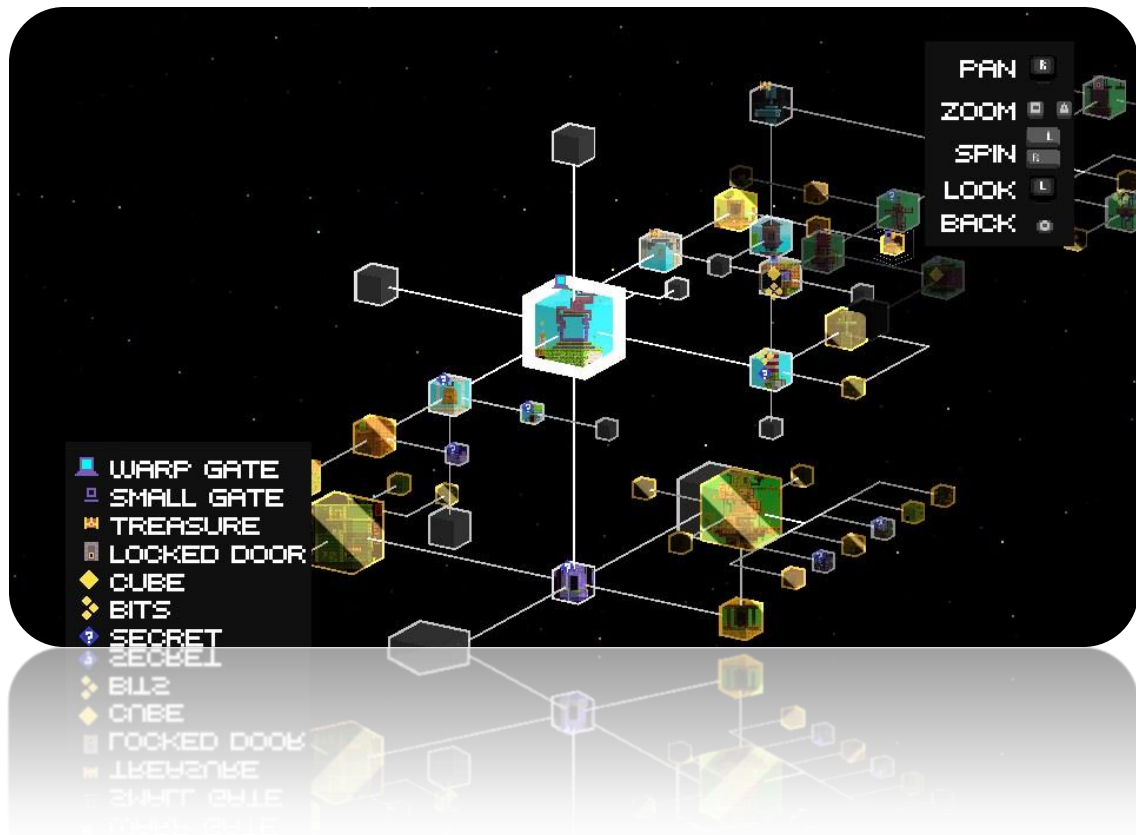
Delivery = Vertical Slice



Cerny Method

II. Production

- I. Execution
- II. Craft

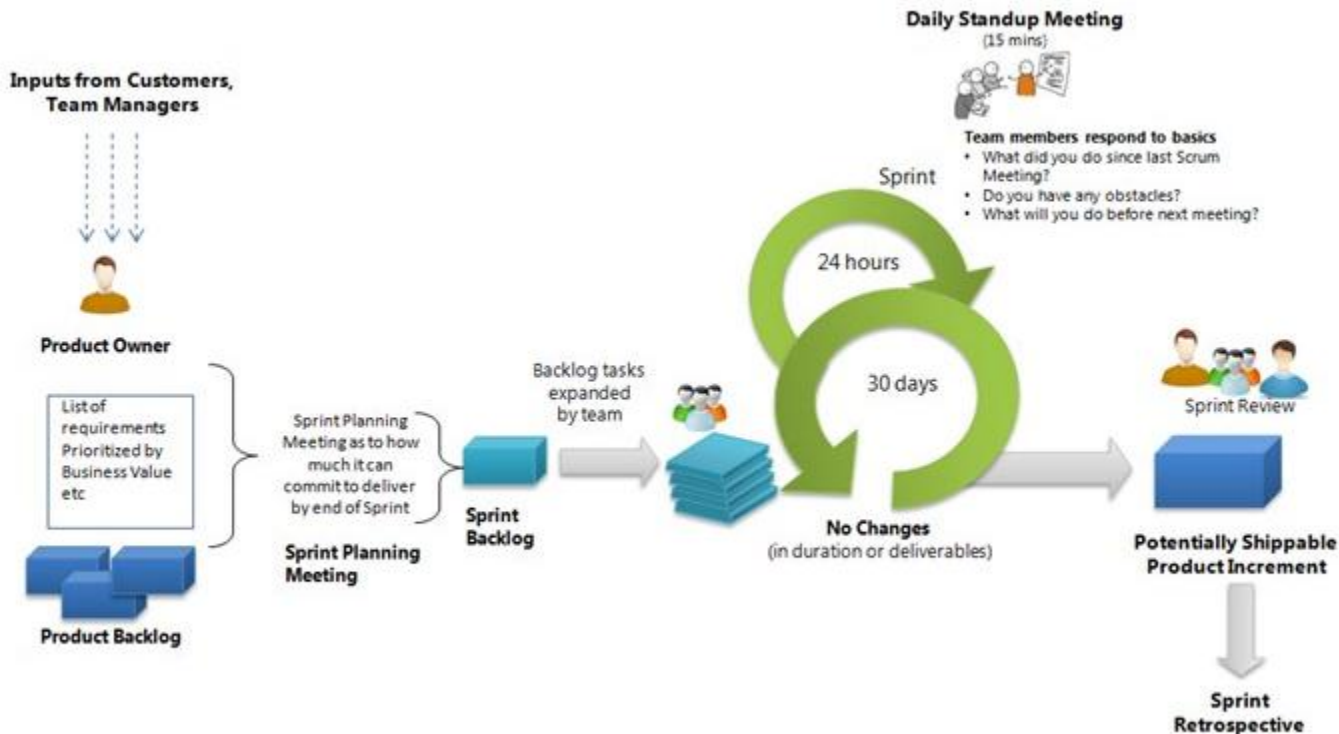


A (very) brief history of production process theory

AGILE/Scrum



AGILE/Scrum Method



AGILE/Scrum Method

- I. Outline Production Schedule
- II. Detailed Sprint Schedule for 2 weeks
- III. At the end of 2 weeks, re-evaluate
- IV. Re-evaluate Production Schedule
- v. Repeat

Your Method v1.1

- Have an idea for a game.
 - You prototype and create a playable demo that represents the idea of your game.
 - You assess whether this game is fun or not.
 - You put together a plan on how to create the rest of this game.
- Make game.
 - Your schedule has the most clarity near-term, and you start with the biggest questions first.
 - Assess reality of schedule
- ~~Iterate on mechanics~~
- Launch

A New Method



A New Method

1. Assess assets & constraints.

How much money can you lose?

What are your skills?

How much time do you have?

How big are your unknowns?
Do you need more?

A New Method

1. Assess assets & constraints.
2. Evaluate the Marketplace & Your Game

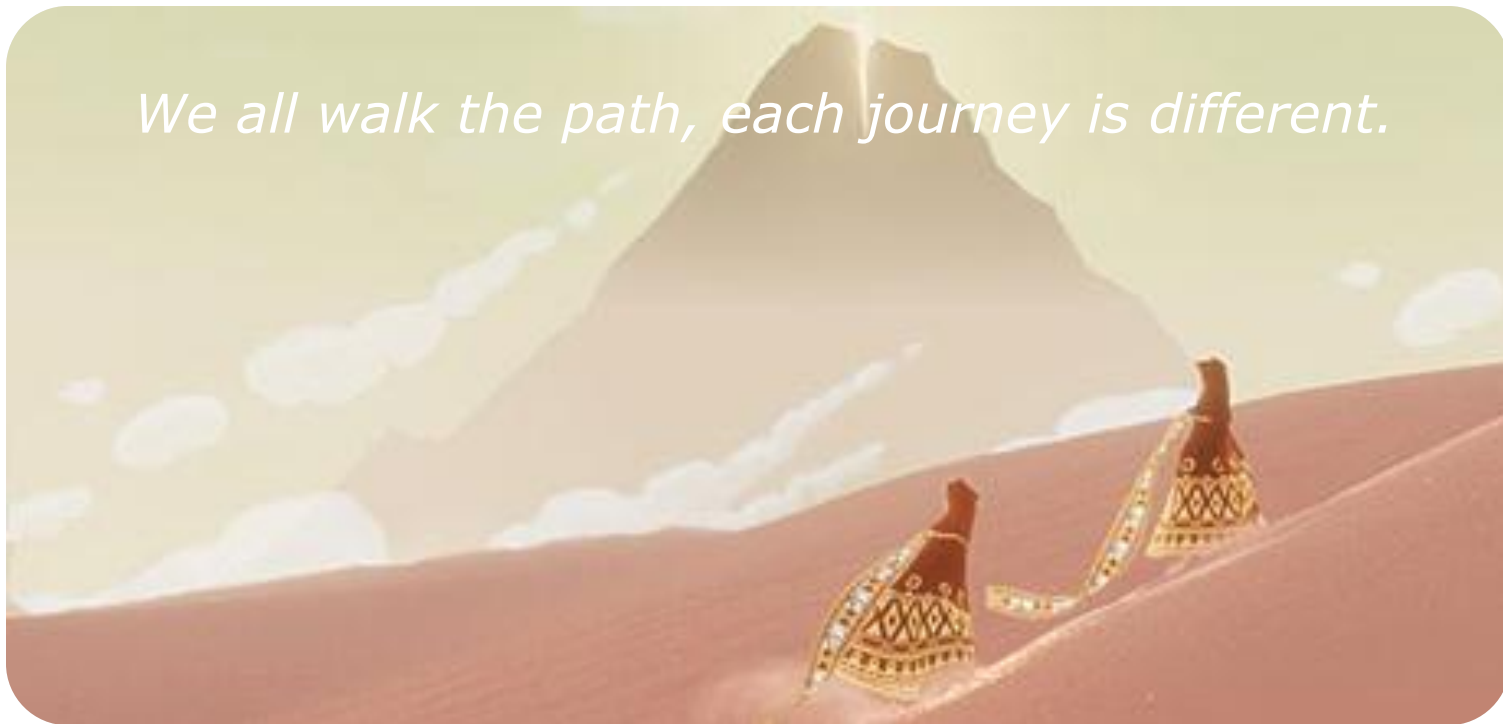


T. C. G.

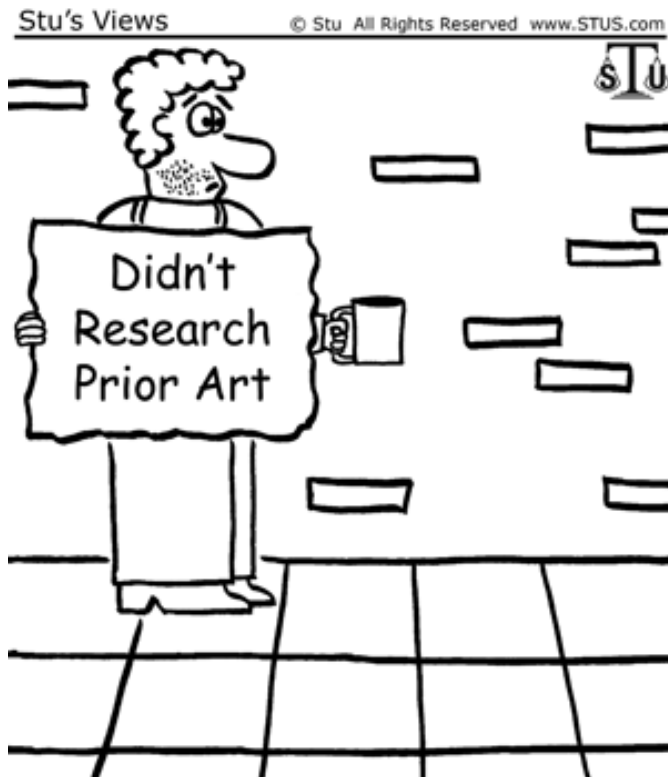
- Technology
- Content
- Gameplay

X Statement

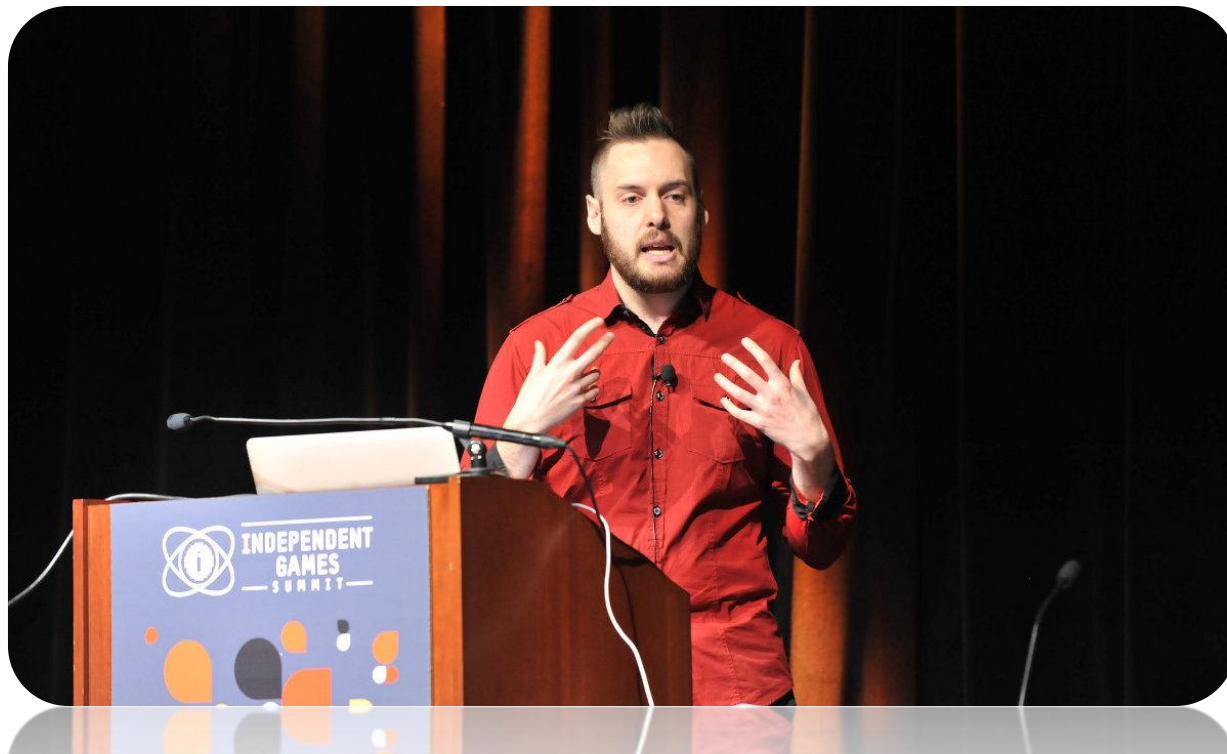
We all walk the path, each journey is different.



Prior Art Research



Antichamber – An Overnight Success, Seven Years in the Making



A New Method

1. Assess assets & constraints.
2. Evaluate the Marketplace.
3. Look at the Calendar of Events.



Promoterapp.com

A New Method

1. Assess assets & constraints.
2. Evaluate the Marketplace.
3. Look at the Calendar of Events.
4. What are the biggest unknowns?

A New Method

1. Assess assets & constraints.
2. Evaluate the Marketplace.
3. Look at the Calendar of Events.
4. What are the biggest unknowns?
5. Vertical slice.

A New Method

1. Assess assets & constraints.
2. Evaluate the Marketplace.
3. Look at the Calendar of Events.
4. What are the biggest unknowns?
5. Vertical slice.
6. Alpha I.

A New Method

1. Assess assets & constraints.
2. Evaluate the Marketplace.
3. Look at the Calendar of Events.
4. What are the biggest unknowns?
5. Vertical slice.
6. Alpha I.
7. Alpha II.

A New Method

Alpha I

- full playable game

Alpha II

- All features implemented and final!

A New Method

1. Assess assets & constraints.
2. Evaluate the Marketplace.
3. Look at the Calendar of Events.
4. What are the biggest unknowns?
5. Vertical slice.
6. Alpha I.
7. Alpha II.
8. Beta.

A New Method

1. Assess assets & constraints.
2. Evaluate the Marketplace.
3. Look at the Calendar of Events.
4. What are the biggest unknowns?
5. Vertical slice.
6. Alpha I.
7. Alpha II.
8. Beta.
9. Re-evaluate schedule regularly!

A New Method

1. Assess assets & constraints.
2. Evaluate the Marketplace.
3. Look at the Calendar of Events.
4. What are the biggest unknowns?
5. Vertical slice.
6. Alpha I.
7. Alpha II.
8. Beta.
9. Re-evaluate schedule regularly!
10. Maintain a stable build!

A Case Study



1. Assess assets & constraints.



Goals

- Safe
- Free
- Filled with love

Peace

Harmony



2. Evaluate the Marketplace



3. Calendar of Events

- March 2007: Development starts
- June 2007: E3 (won't be ready)
- September 2007: Tokyo Game Show (nope)
- December 2007: Greenlight Meetings
- March 2008: GDC (talk?)
- June 2008: E3 (debut)
- September 2008: TGS
- January 2009: Media Tour
- March 2009: GDC

4. What are the biggest unknowns?

- 1. What the heck is a game about being in a field of flowers?

Petal Blowing?



Flower Growing?



Lots of Flowers



What about Avatar?

Play as Mind?



Traveling Seed?



Swarm of Petals?



Survival Challenge!



Spells! Time Limit!





F&@k!



S#&t!



yes!

The image shows a vast, open landscape of rolling hills covered in bright yellow wildflowers. The hills are smooth and undulating, creating a sense of peace and harmony. The sky is a deep, clear blue, with a few wispy white clouds scattered across it. The overall mood is serene and uplifting.

Peace

Harmony

5. Vertical Slice



6. Alpha I.



home

color

night

wind

cliff

desert

wasteland

city

home

color

night

wind

cliff

desert

wasteland

city

7. Alpha II.

- Tuned gameplay & visual effects
- Audio mix-down

8. Beta

- January 2009

9. & 10. Schedule and Build Iterations

Q&A
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