



March 20-24, 2023
San Francisco, CA

Prioritizing Roadmaps for Growth

A simplified framework for small & growing teams

#GDC23



Growth?





A viral hit



Word of mouth



\$\$\$



We build what our players want

We build what the team wants

We build what works for the competition



Build what grows the game!



Who decides what that is?



You (?)



King





Step 1

Define your
product goals



Step 2

Evaluate
potential
roadmap
items



Step 3

Create your
shortlist



Step 4

Identify and
commit to
roadmap
items



Step 5

Implement,
Learn,
and Repeat



Focus on the big stuff





1) Define you product goals





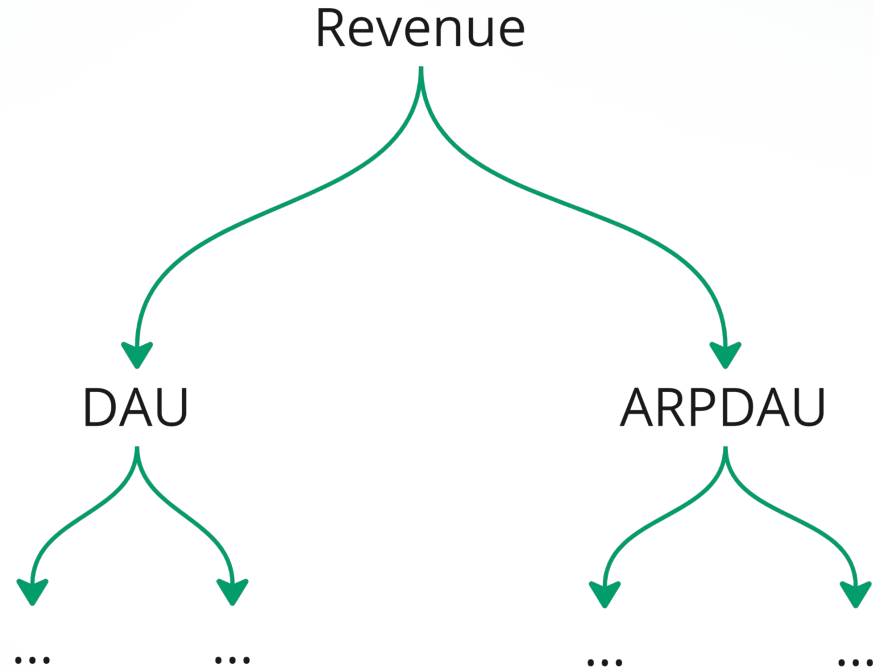
Evaluate your business needs





Benchmark your metric tree by player lifecycle



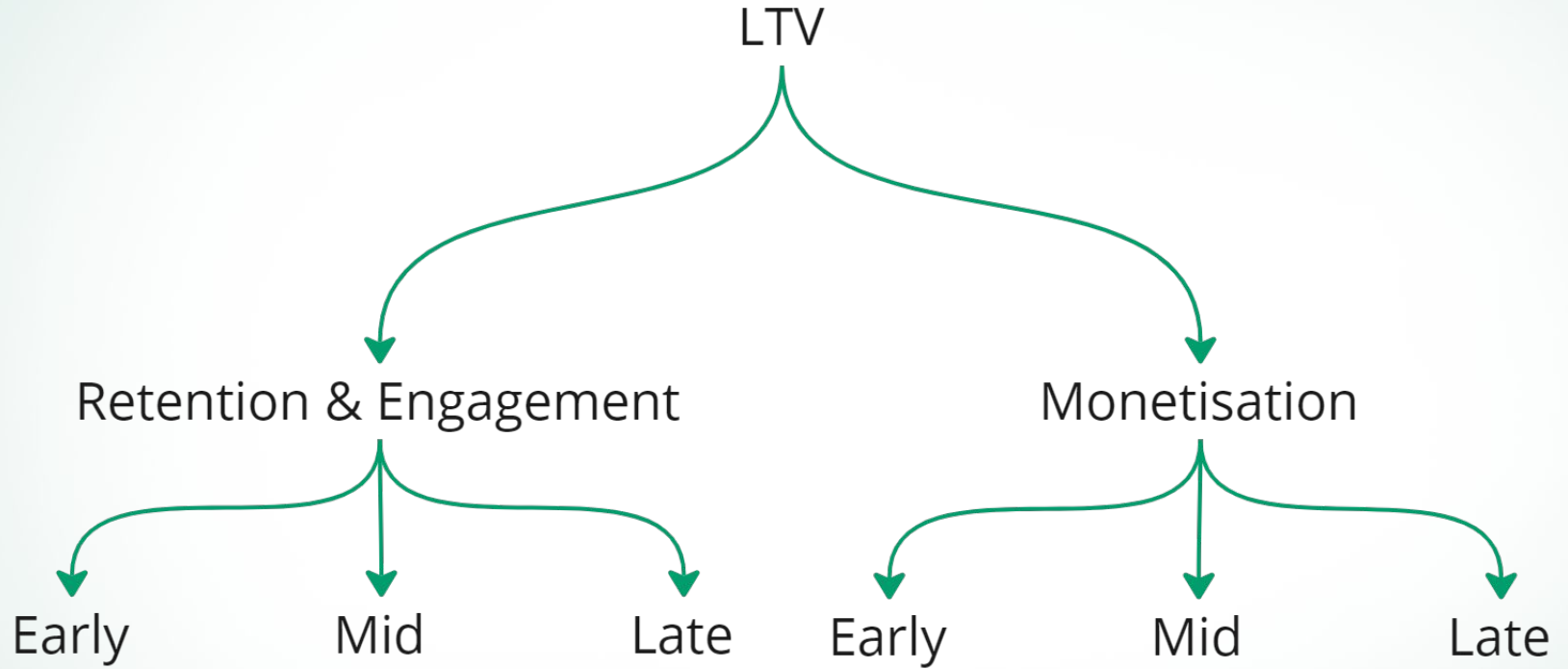


LTV

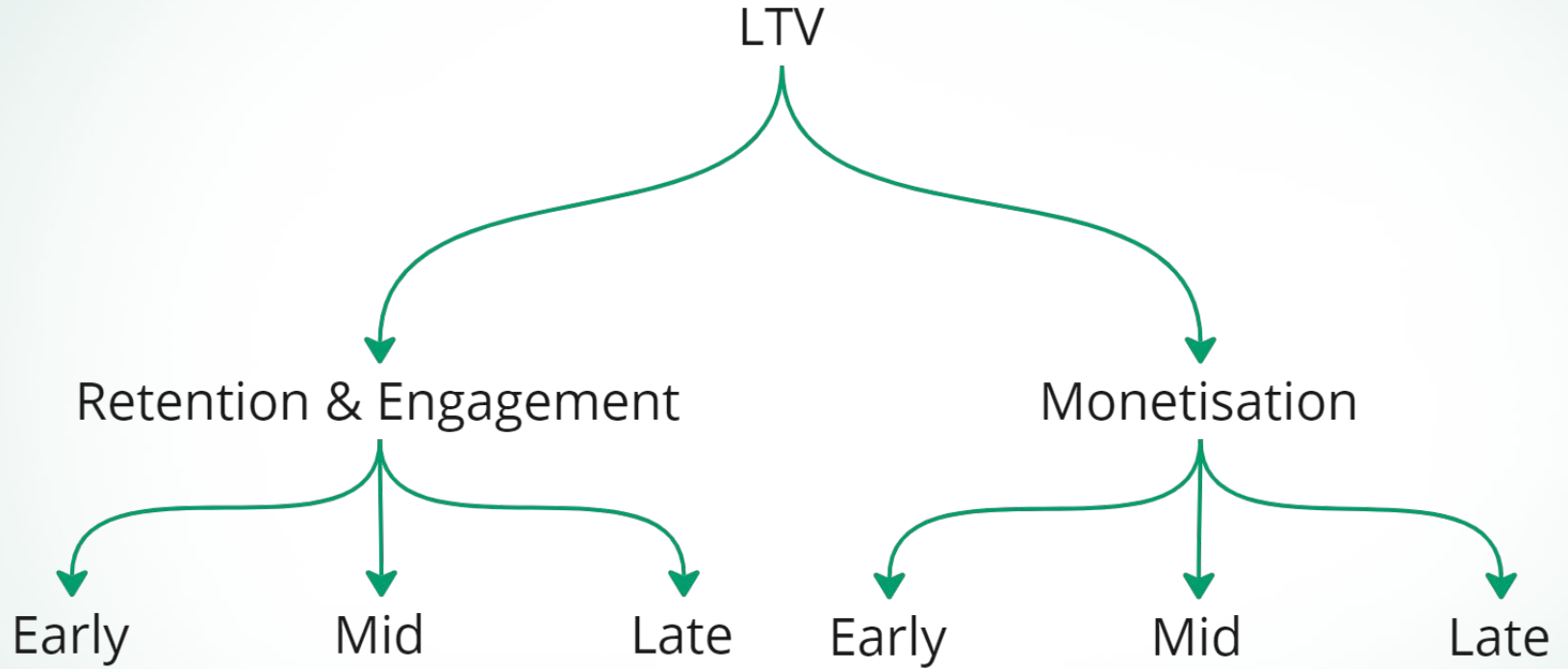
Retention & Engagement

Monetisation



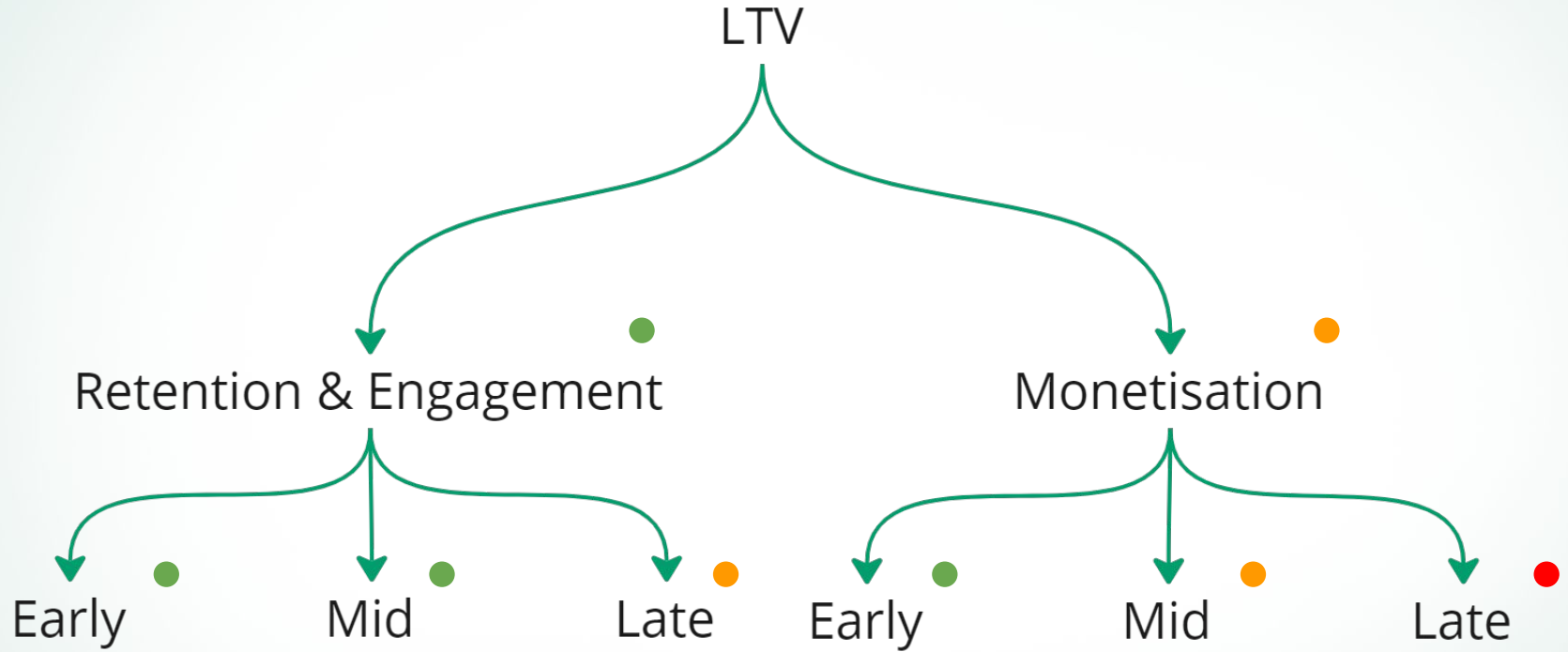






**Outcome: Key target metric and player
lifecycle stage**







Increase mid to late game ARPDau
(by increasing share of paying DAU)





2) Evaluate potential roadmap items





Make an exhaustive backlog list



Your backlog

Item
Onboarding optimisation
Coin Collector Event
“Piggy Bank”
Starter Pack Optimisation
Transition animations
Daily Login Calendar
Energy Pricing Test



Identify metric most impacted

Item	Metric
Onboarding optimisation	Retention
Coin Collector Event	Monetisation
“Piggy Bank”	Monetisation
Starter Pack Optimisation	Monetisation
Transition animations	Retention
Daily Login Calendar	Retention
Energy Pricing Test	Monetisation



Identify stages impacted

Item	Metric	Stage
Onboarding optimisation	Retention	early
Coin Collector Event	Monetisation	mid / late
“Piggy Bank”	Monetisation	mid / late
Starter Pack Optimisation	Monetisation	early
Transition animations	Retention	early / mid / late
Daily Login Calendar	Retention	mid / late
Energy Pricing Test	Monetisation	early / mid / late



Estimate likely impact

Item	Metric	Stage	Impact
Onboarding optimisation	Retention	early	low
Coin Collector Event	Monetisation	mid / late	high
“Piggy Bank”	Monetisation	mid / late	medium
Starter Pack Optimisation	Monetisation	early	medium
Transition animations	Retention	early / mid / late	low
Daily Login Calendar	Retention	mid / late	medium
Energy Pricing Test	Monetisation	early / mid / late	medium





How to make estimates



Determine confidence in impact estimate

Item	Metric	Stage	Impact	Confidence
Onboarding optimisation	Retention	early	low	high
Coin Collector Event	Monetisation	mid / late	high	Low / medium
“Piggy Bank”	Monetisation	mid / late	high	medium
Starter Pack Optimisation	Monetisation	early	medium	medium
Transition animations	Retention	early / mid / late	low	high
Daily Login Calendar	Retention	mid / late	medium	high
Energy Pricing Test	Monetisation	early / mid / late	medium	low



Estimate complexity

Item	Metric	Stage	Impact	Confidence	Complexity
Onboarding optimisation	Retention	early	low	high	medium
Coin Collector Event	Monetisation	mid / late	high	low / medium	medium
“Piggy Bank”	Monetisation	mid / late	high	medium	medium / high
Starter Pack Optimisation	Monetisation	early	medium	medium	low
Transition animations	Retention	early / mid / late	low	high	medium
Daily Login Calendar	Retention	mid / late	medium	high	low
Energy Pricing Test	Monetisation	early / mid / late	medium	low	low





Outcome:
**List of potential features with systematic and
comparable evaluations**





3) Create your shortlist



Filter your backlog

Item	Metric	Stage	Impact	Confidence	Complexity
Onboarding optimisation	Retention	early	low	high	medium
Coin Collector Event	Monetisation	mid / late	high	medium	medium
“Piggy Bank”	Monetisation	mid / late	high	high	Medium
Starter Pack Optimisation	Monetisation	early	medium	medium	low
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Daily Login Calendar	Retention	late	medium	high	low
Energy Pricing Test	Monetisation	early/ mid/ late	medium	low	low
Season Pass	Monetisation	mid / late	high	high	medium / high
New Ad Placement	Ad engagement	mid / late	medium	medium	medium
Game Economy Optimisations	Retention / Monetisation	mid / late	high	low	low / medium
Reactivation Gift	Retention	late	medium	medium	low
Purchasable Story Choices	Monetisation	mid / late	medium	low	high
New Soft Currency	Monetisation	mid / late	medium	low	high
Leaderboard events	Monetisation	mid / late	medium	medium / high	medium / high



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**Outcome: Features to be taken to final spec
and scoping stage**





4) Identify & commit to roadmap items



Some guiding questions





5) Implement, Learn, and Repeat







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Ask Questions

Find me afterwards - [linkedin.com/in/ConstantinC](https://www.linkedin.com/in/ConstantinC)

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