Bringing the Community into the Dev Team:

A Look into Open Development

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GDC NEXT

GAME DEVELOPERS CONFERENCE® NEXT
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Open Dev: One term, many concepts

DEFINITION

PLAYER-MADE ASSETS?

DEV BY COMMUNITY?

FEEDBACK/REQUESTS?

TESTING?

Community and dev team exchange design and gameplay ideas via a direct feedback loop with designers, producers, and programmers.

Open Dev is community dev

COMMUNITY

- WHO?
- WHERE?
- HOW TO RECRUIT?
- WHEN?

When does Open Dev start?

PROJECT PHASE

- PROJECT CONCEPTION?
- FUNDING?
- PRE-PRODUCTION
- ANNOUNCEMENT?

What role does the community have?

ORG CHART

INVESTOR?

DEV TEAM?

QA?

MARKETING?

Community as investors

CROWDFUNDING

- ALL OR NOTHING
- PRE-SALES
- ROCK STAR
- PRE-PRE-ALPHA
- WHOSE COMMUNITY?
- OPINIONS…

Community as developers

OPEN DEV

GAMES2GETHER

- THE PACT
- THE MEANS
- THE PROCESS
- THE RISKS
- THE RESULTS

The Pact

HOW IT ALL BEGINS…

THE PRICE

YOUR PRECIOUS

THE REWARD

THEIR ENGAGEMENT

The Means: VIPs

- FIRST DESIGNERS
- TOPIC EXPERTS
- OPINION LEADERS
- AMBASSADORS

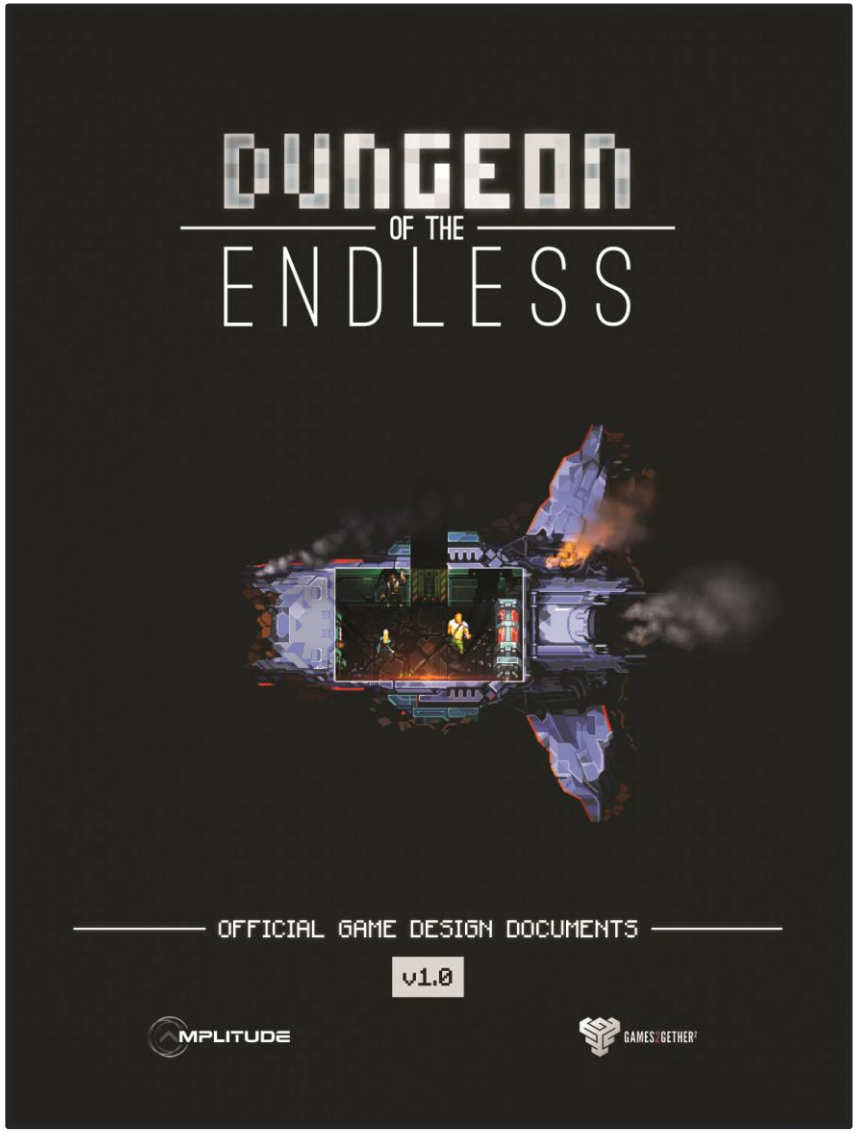
The Means: The Platform

DEDICATED FORUMS

TWO-WAY

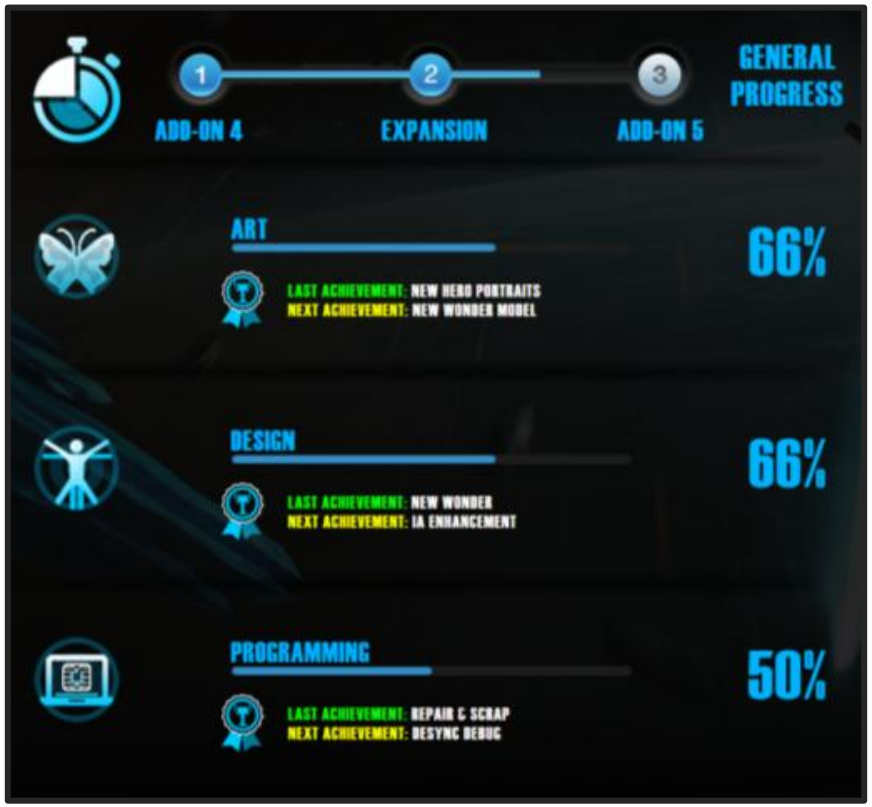
MULTI-CHANNEL

The Means: GDDs



- PROOF OF TRANSPARENCY
- COMMON VISION
- PROJECT REFERENCE
- CONTROLLED FEEDBACK

The Means: Road map

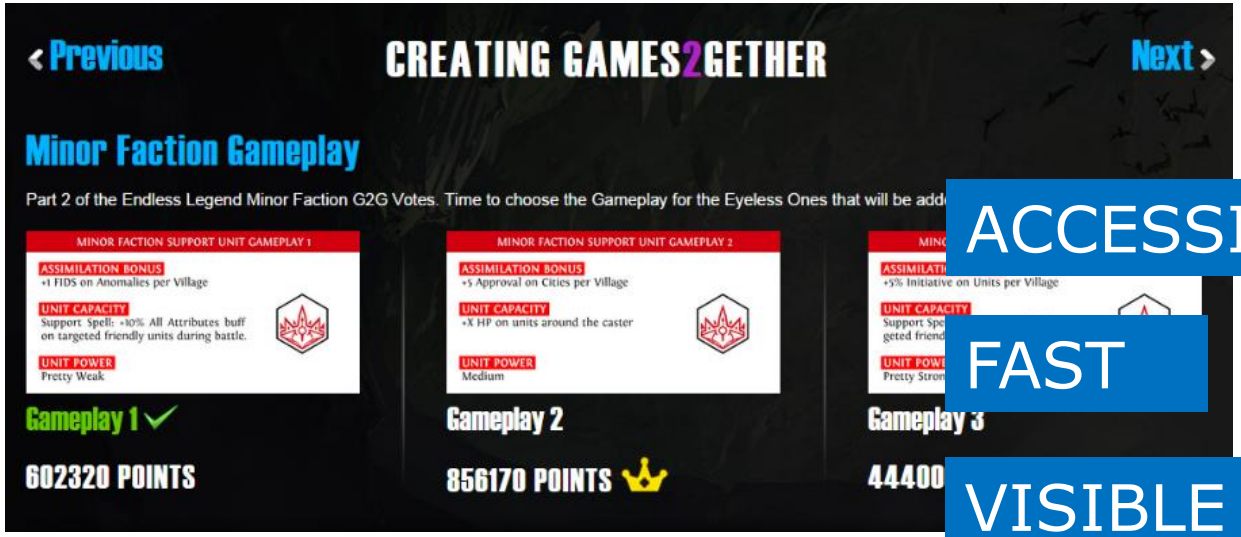


DEMO TRANSPARENCY

EDUCATION

TEASE NEW FEATURES

The Means: Votes



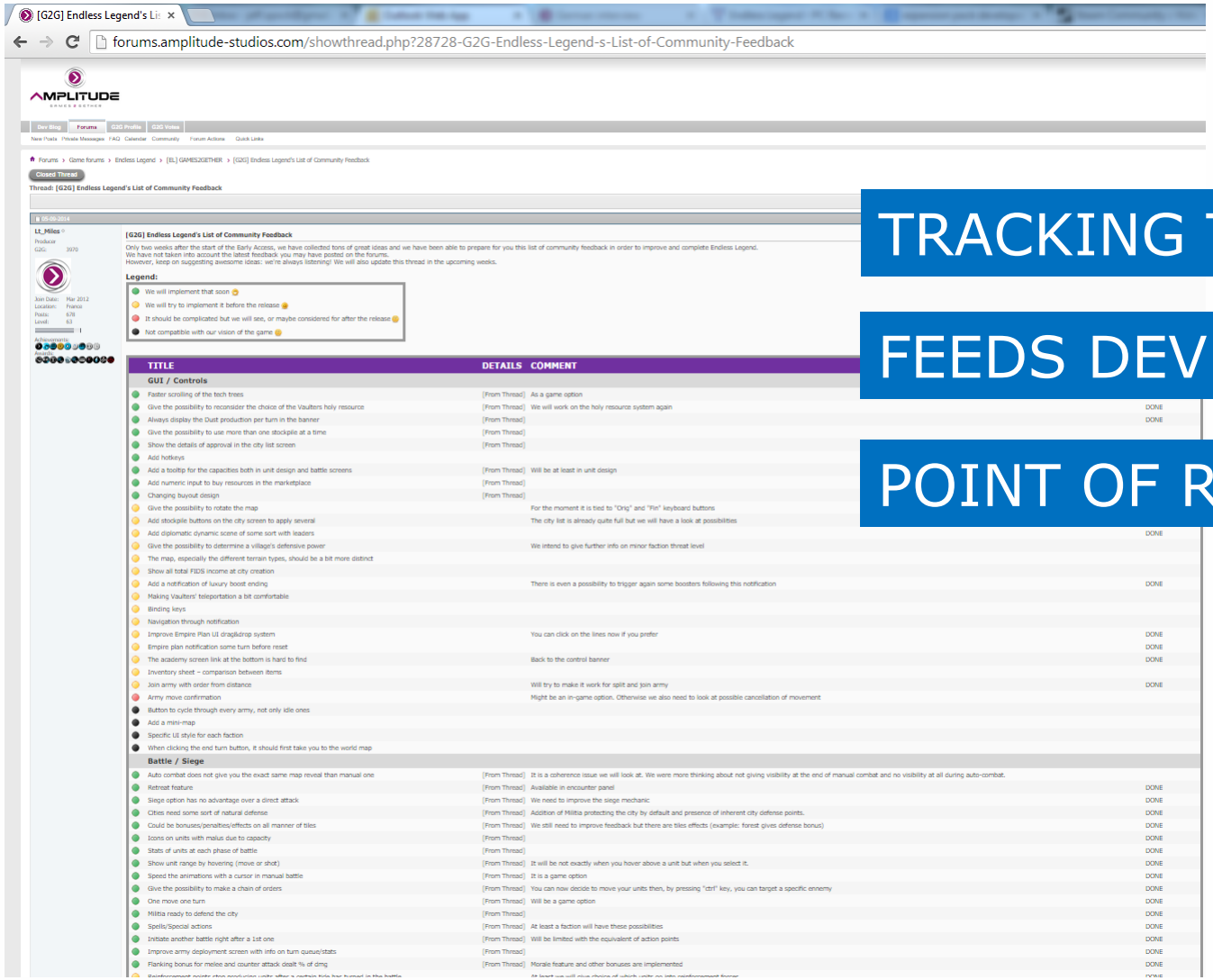
ACCESSIBLE

FAST

VISIBLE IMPACT

COMMUNITY ACTIVITY

The Means: Idea box

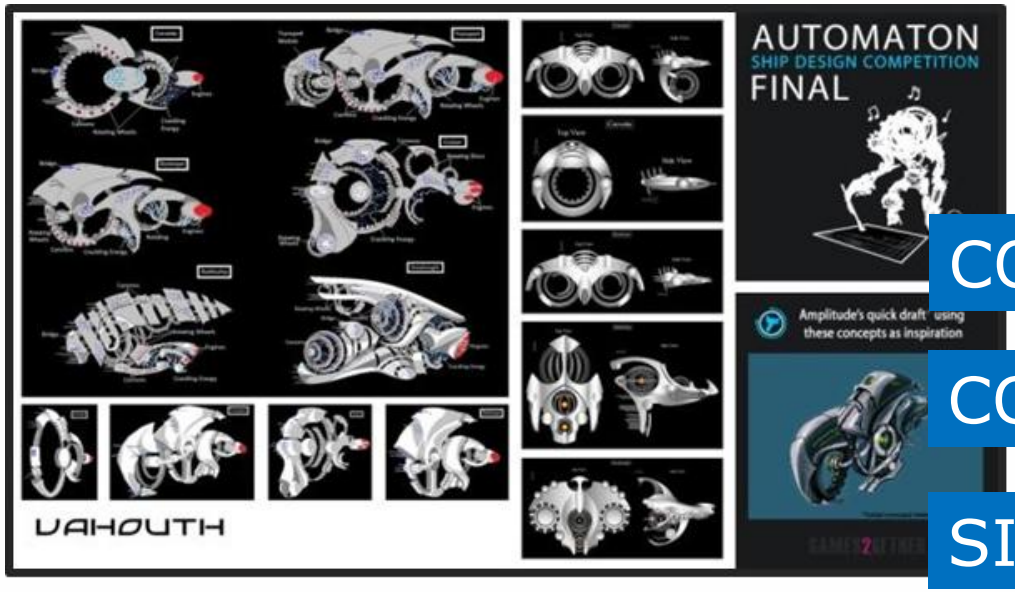


TRACKING TRANSPARENCY

FEEDS DEV BACKLOG

POINT OF REFERENCE

The Means: Competitions



COMMUNITY CATALYST

COMMUNITY COOPERATION

SIZE UNIMPORTANT

The Means: Early Access

THE FOUNDATION

BOOSTS COMMUNITY

=! CROWDFUNDING

QUALITY IS CRITICAL

GENERATES PREVIEWS

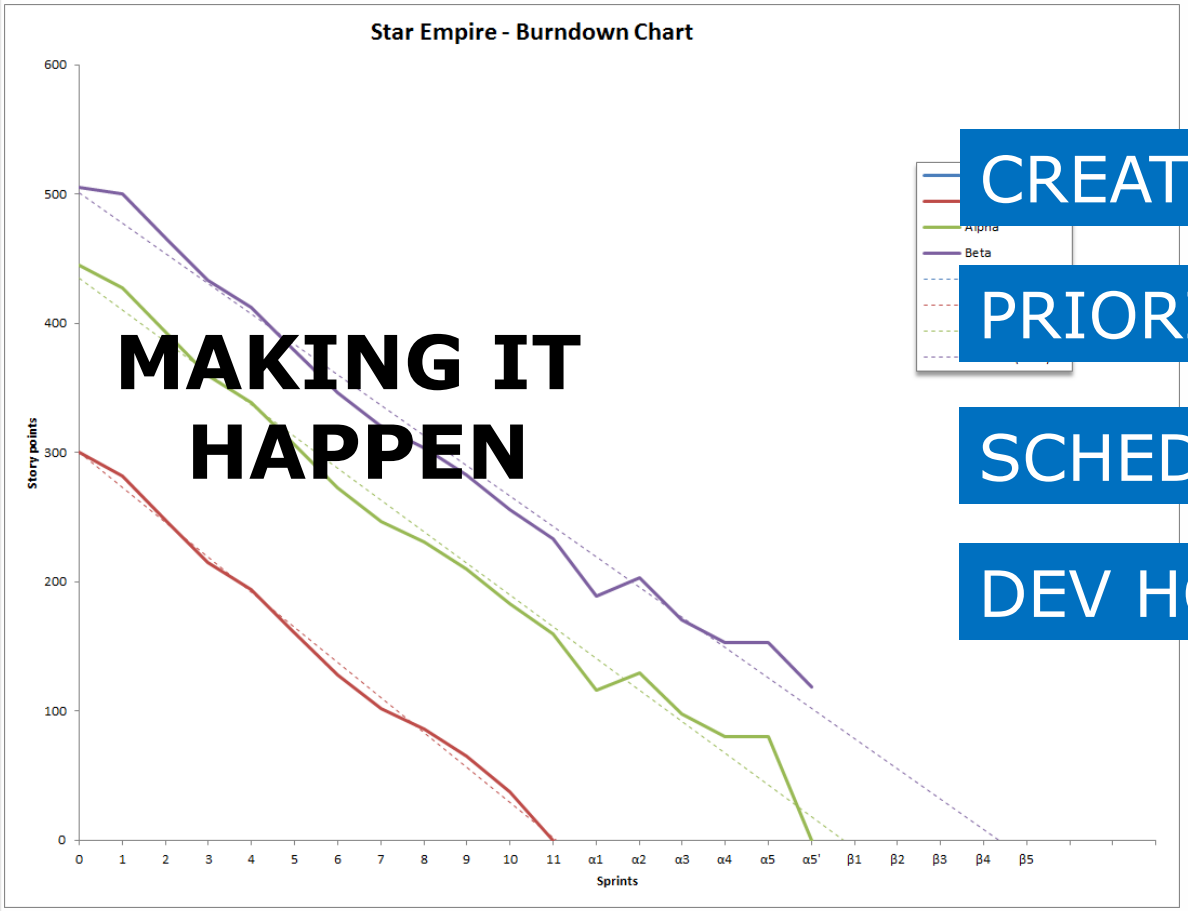
The Means: Gamification

THE GAME OF MAKING A GAME

WHY IS OPEN DEV INTERESTING?

FUN FIRST

The Process: Impact on Dev



CREATIVE VISION

PRIORITIZATION

SCHEDULE GAPS

DEV HOURS

The Risks

CONCERNS

- NEGATIVITY ON FORUMS
- UNREASONABLE IDEAS
- POOR FEEDBACK
- UNREWARDING
- LOSS OF CONTROL

The Results: Successes

WHAT WENT RIGHT

- VIPs
- POSITIVE & CONSTRUCTIVE
- SELF-MODERATING
- LIVE DEV

The Results: Lessons

WHAT DIDN'T GO RIGHT

- NEWCOMERS
- EXPANSION PACK
- COMM CHANNELS
- BANDWIDTH

TL;DR

TAKE AWAY

- FIND YOUR COMMUNITY
- RESPECT THE PACT
- TRANSPARENCY RULES
- DEV SCHEDULE GAPS

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GAMES2GETHER

THANK YOU