Designing Your Design Team

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Who the Hell?

Why?

PRODUCERS

To better understand your design team and what's missing

RECRUITERS

To understand the role and what you're looking for

DESIGNERS

To understand yourself, your peers, and where you fit

Disclaimers

Personal Theory Based on My Experience

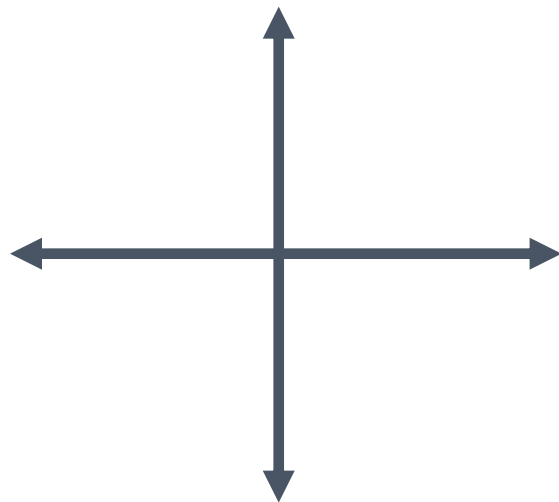Designer Types ≠ Personality Traits

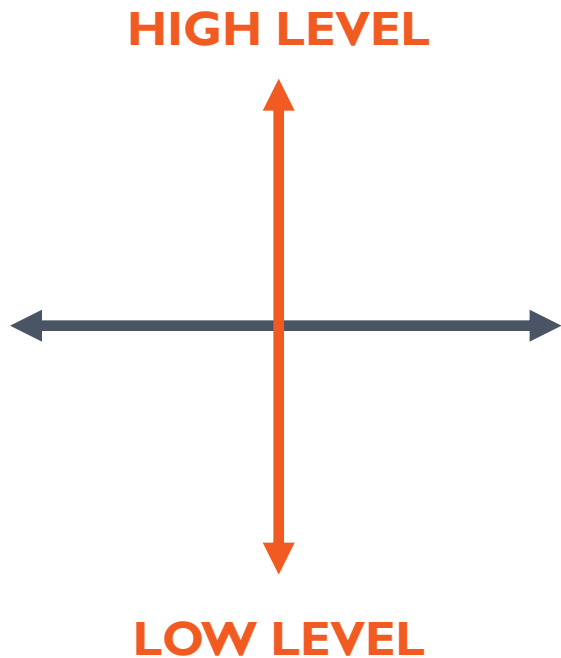VISIONARY

SALESMAN

EMPATH

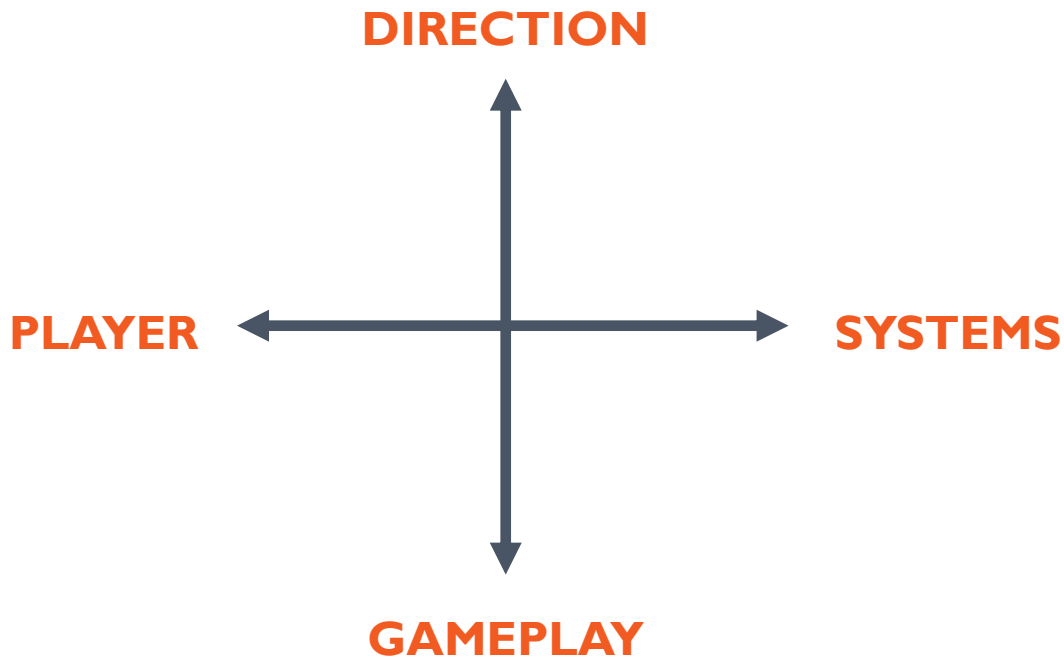ANALYST

The Four Main Types

Why Four?

Why Four?

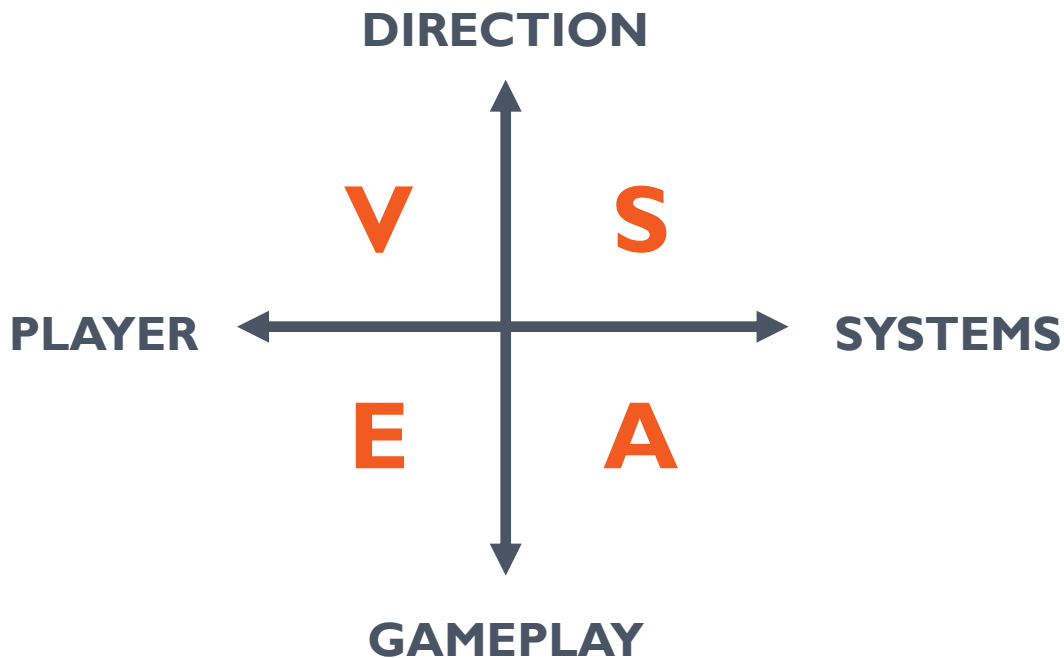**HIGH LEVEL**

LOW LEVEL

Why Four?

HIGH LEVEL

BOTTOM UP ←——————————→ **TOP DOWN**

LOW LEVEL

Why Four?

DIRECTION

PLAYER SYSTEMS

GAMEPLAY

Four Perspectives

DIRECTION

V   S

PLAYER ←——————————→ SYSTEMS

E   A

GAMEPLAY

Visionary *DIRECTION / PLAYER*

FOCUS

A designer focused on player fantasy and self expression

STRENGTHS

World IP | Narrative | Concept | Creative Direction

WEAKNESS

Can fall in love with a world the audience doesn't care for

Salesman DIRECTION / SYSTEMS

V   S
E   A

FOCUS

Goal Oriented. Focused on the consumer and market trends

STRENGTHS

Game Analysis | Pitching | Unique Hooks

WEAKNESS

Can get the team pumped about a lackluster experience

Empath *GAMEPLAY / PLAYER*

V | S

E | A

FOCUS

Focused on fun. Can see the world through the player's eyes

STRENGTHS

Tutorials | Playtests | Second to Second Gameplay

WEAKNESS

Can end up with a fun, but shallow experience

*A*nalyst *GAMEPLAY / SYSTEMS*

V   S

E   A

FOCUS

Focused on system analysis, long-term challenge and depth

STRENGTHS

Tuning | Monetization | Hour to Hour Progression

WEAKNESS
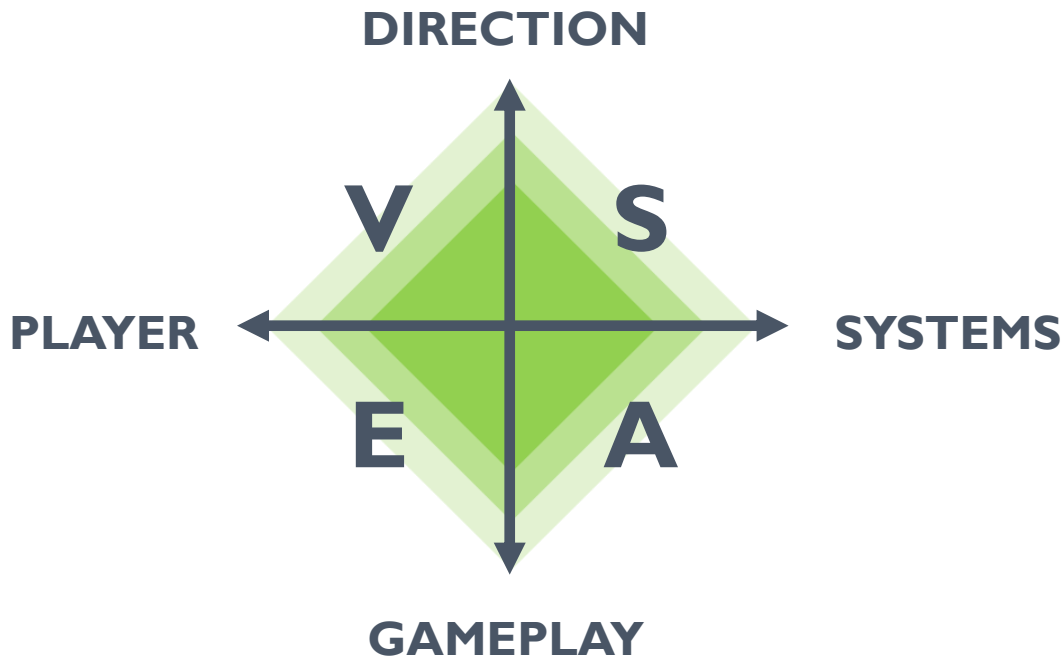
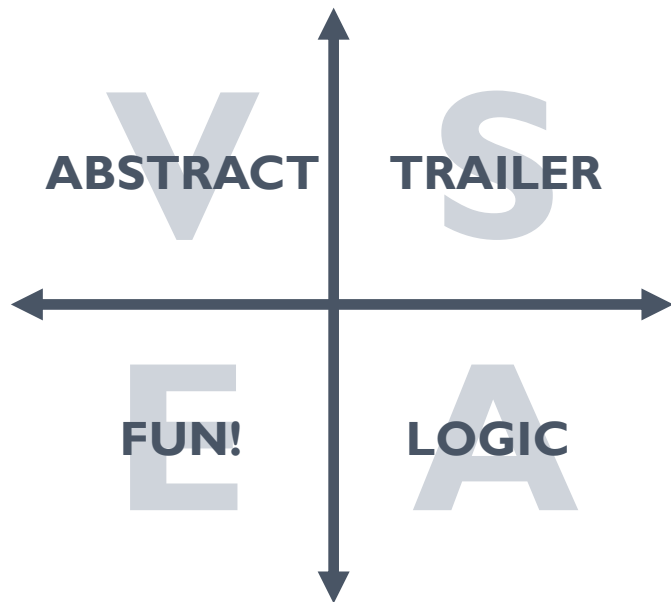May build a spreadsheet experience with a steep learning curve

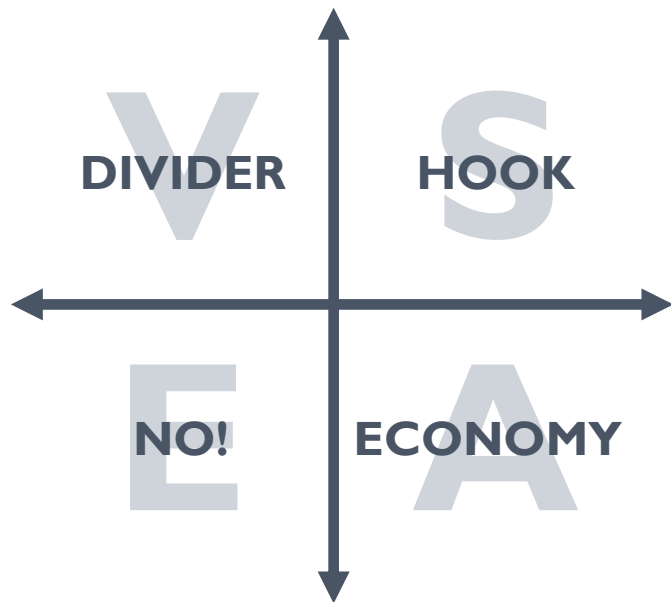# *Four Types*

Identifying Designers

World IP

ABSTRACT | TRAILER

FUN! | LOGIC

Monetization

What They Say

Visionary — I want a weapon that kills everything in one shot!

Salesman — ?

Empath — ?

Analyst — ?

What They Mean

Visionary   I want the player to feel powerful.

Salesman   Oh, like a one-shot sniper rifle.

Empath   It should have a skill component.

Analyst   It should take a while to recharge.

VISIONARY

SALESMAN
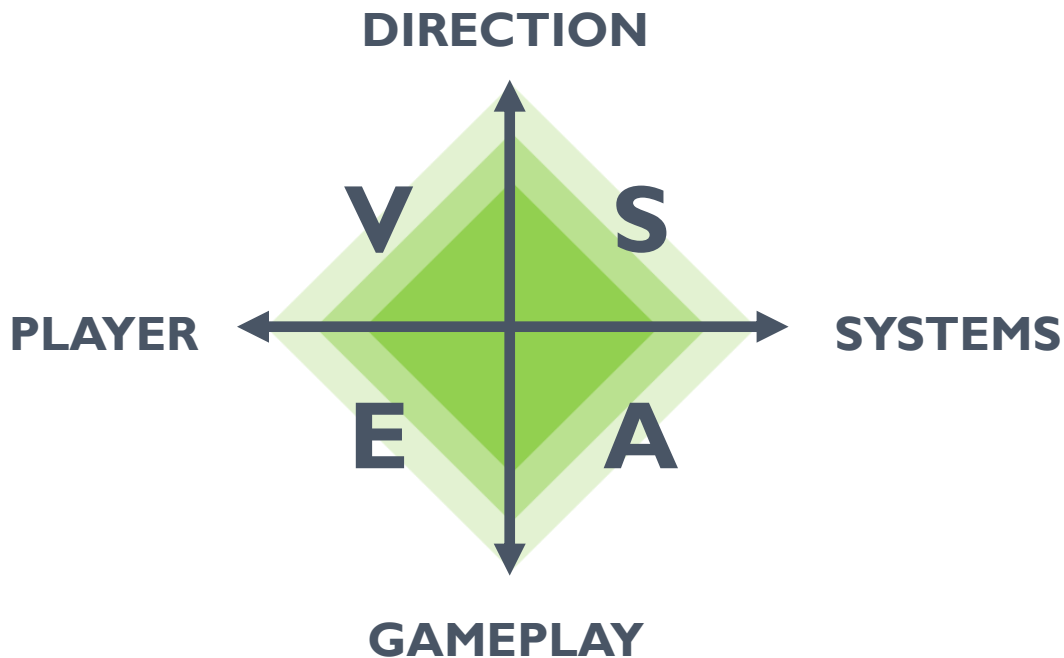
EMPATH

ANALYST

Building Your Team

Producers

Know the Types and which ones you're missing

Think less about specific roles when early on; roles can always shift

Build an environment where designers can challenge each other

What's Missing?

What's Missing?

What's Missing?

DIRECTION

V   S

PLAYER ←————————————→ SYSTEMS

E

GAMEPLAY

What's Missing?

Producers

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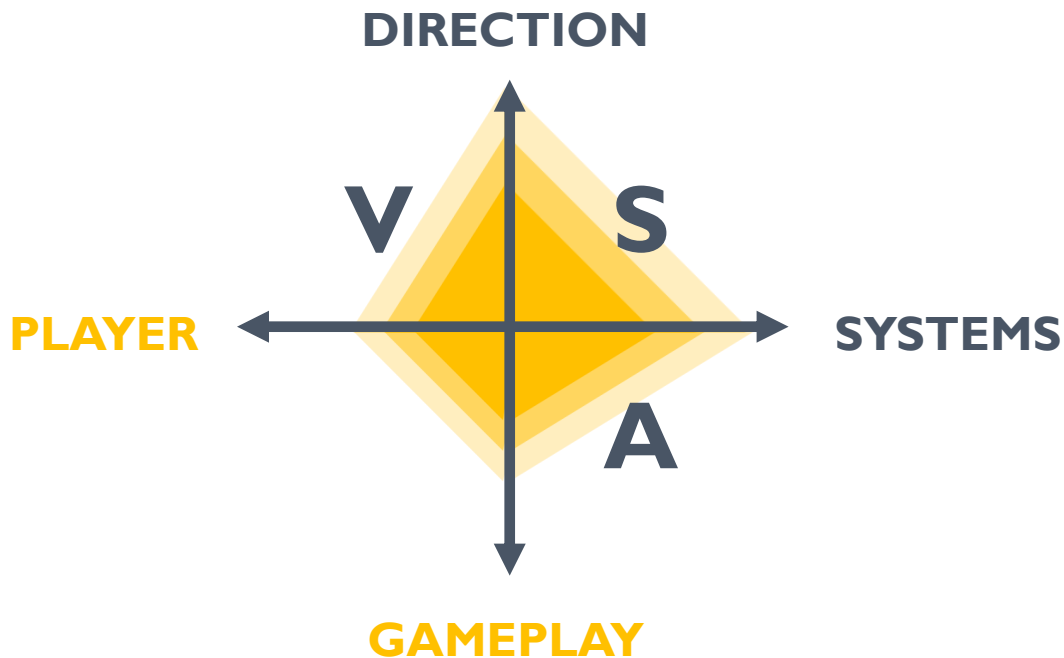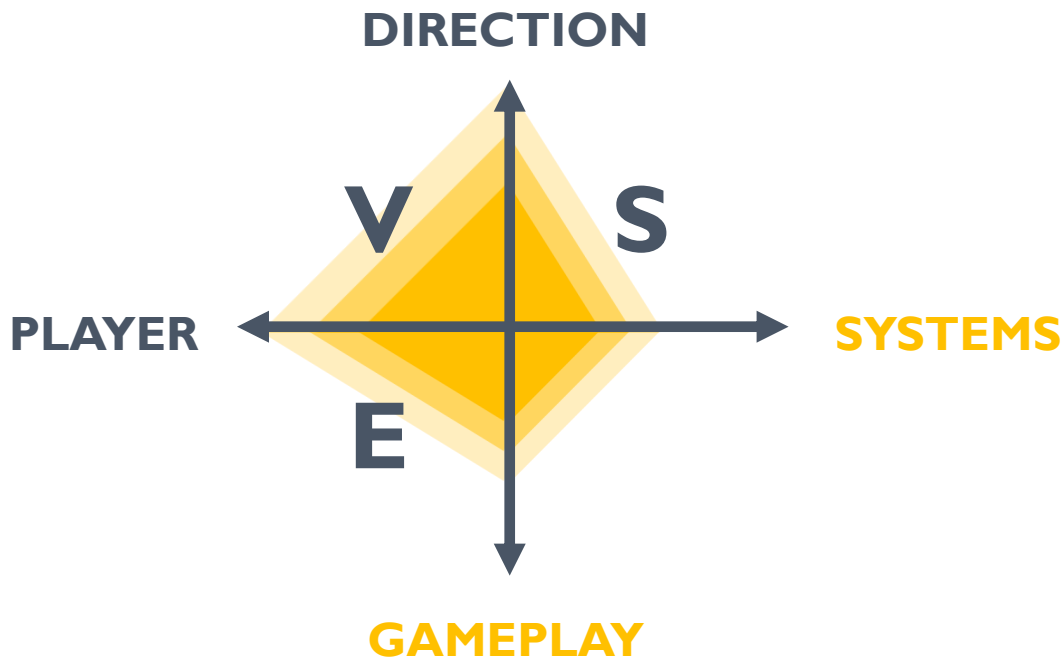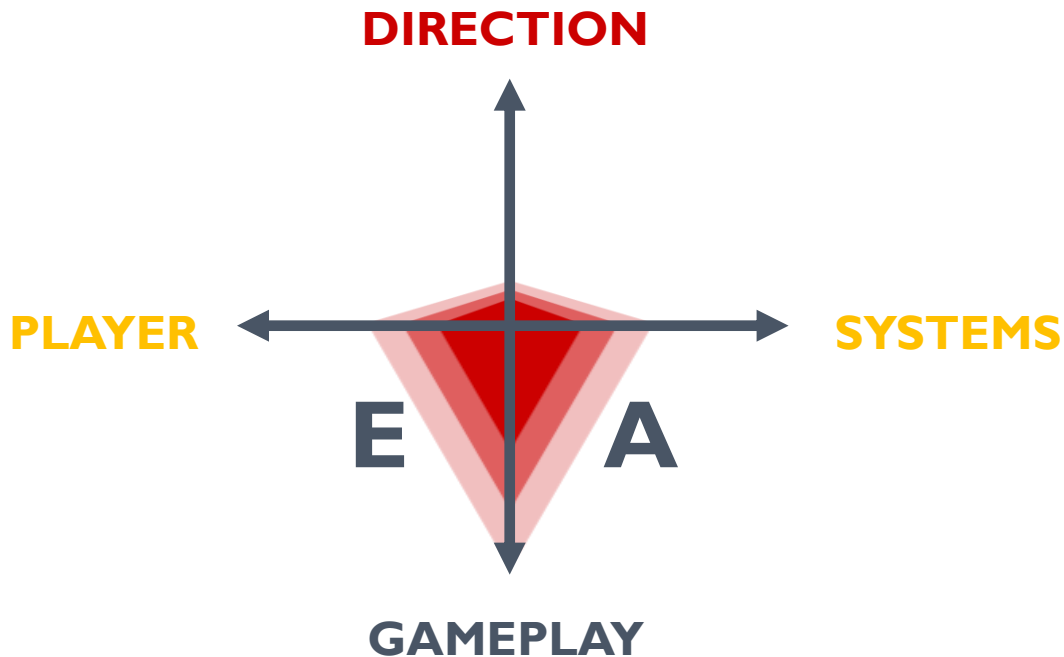Build an environment where designers can challenge each other

Recruiters

Know the Types and which one you're looking for

In interviews, it's tough to get past the BS

Give them design scenarios and have them talk it out

Design A Voting Game For Kids...

Visionary

Salesman

Empath

Analyst

Design A Voting Game For Kids...

Visionary   You're running for President of the United States of America.

Salesman   You're a kid running for Class President.

Empath   You play mini-games to get factions to like you.

Analyst   Play the polls. Focus on the right states for the most votes.

Design A Voting Game For Kids...

?

?

?

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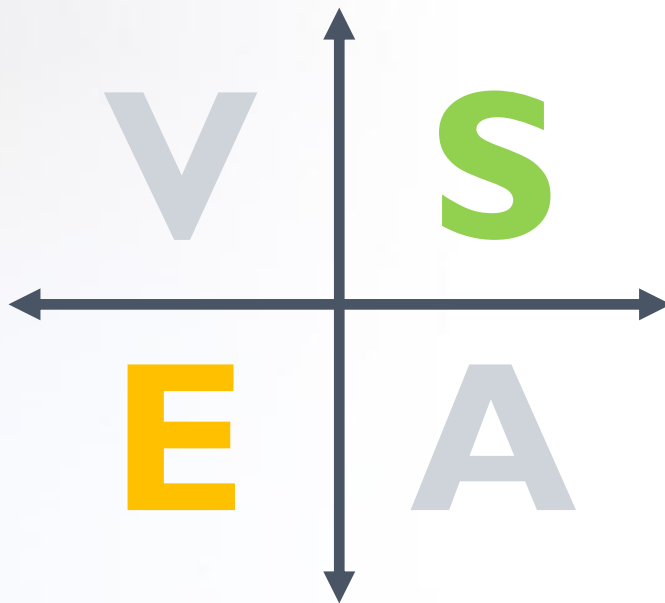Give them design scenarios and have them talk it out

Designers

- Understand your Type and which roles work best

- Follow design theories that work best with your Type

- Understand and respect the Types of designers around you

Who am I?

Contact Info

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