

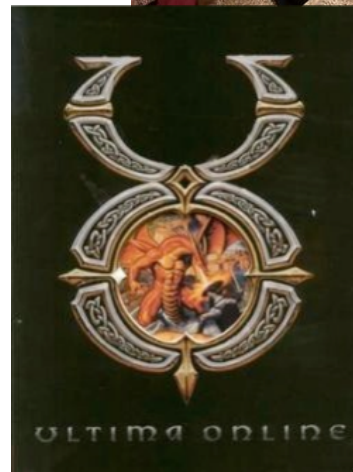


Co-Development: Open & Agile Game Development

Starr Long
Executive Producer

Starr Long

- 25 Year Game Industry Vet
- Ultima Online
- Tabula Rasa
- Disney Connected Learning
- Shroud of the Avatar



Co-Development: Core Concepts

- Transparency
- Cadence
- Feedback Loop



Update of the Avatar #74 – 2014.05.23: Play R6 Now, The Guardian (voice) Returns!, Founder Emotes, VIP Roundtable Pics, BotA, and More!

Greetings Fellow Avatars!

Here's what we have for you in this week's edition of Update of the Avatar:

- Come Play Release 6 Now!
- The (voice) of the Guardian Returns!
- Founder Teachable Emotes
- March Duke's Roundtable, V.I.P. Picnic, & Duel
- Plantronics Partnership
- Wood & Plaster 2-Story with Front Porch Town Home
- Only 2 BotA Chapters Left!
- Alienware \$20 Pledge Upgrade Coupons
- Upcoming Events



Transparency

- Daily, Weekly, Monthly, & Quarterly Updates
- Forums & IRC
- Scheduling, Funding, Staffing Details
- Unfiltered Responses
- No NDAs

Release 6 Instructions



[A Public Forum post by Starr Long]

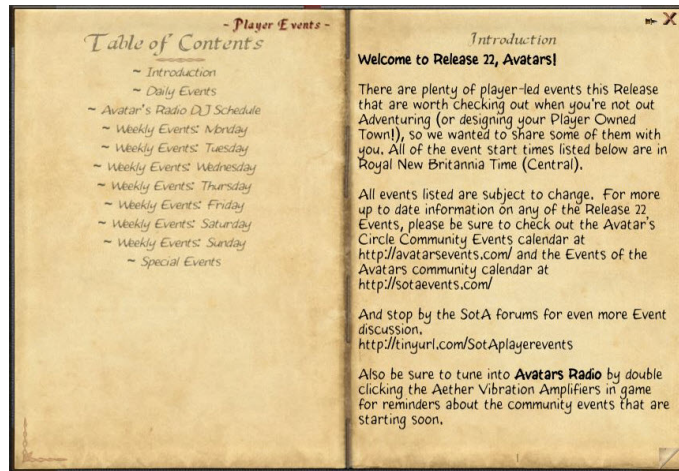


Greetings Avatars,

Thank you to our loyal backers of Shroud of the Avatar. Release 6 access for all backers at First Responder level and above begins this Thursday, May 22 at 10:30 AM Central Time. Release 6 access will end on Sunday, May

Cadence

- Daily, Weekly, Monthly, & Quarterly Updates
- Monthly updates to the game
- Same day and time, no matter what
- New Content, bug fixes, polish, etc.
- When > What



Feedback Loop

- Iteration
- Subjective + Objective Data = Iteration
- ~30% of schedule for response
- Recognize contributors



Challenges

- Iteration w/Feedback takes longer
- Vision vs. Feedback: Staying on Target
- Educating Users on Early Development
- Getting Discouraged by Negativity



Take the Survey!

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