

Game Design & Development II

CGR 200

Professor Morrison

Beta Requirements

Purpose

A Beta, in a nutshell, is what should be considered, by the development team, the “final product”. Not until it is cleared by the publisher, is the product considered to be a Gold Master. This is the last big milestone to achieve...this is the place where all of the planning done thus far should pay off (in a perfect world).

Instructions

Finish the title. This includes all sounds, graphics, dialogue, bug fixes, etc that are required to make your product complete. What is submitted this time is what the team should consider to be their finished product. It should be something you are proud of – if not, then you have not attained Beta status. This is a “feel good” milestone more-so for the development team.

The CD with the required files should be part of a visually stunning and informatively pleasing package that one would normally find in the marketing corner of a publishing company. These items must, at the very least, include packaging (CD-labeling, box, and case) and an instruction manual. It is also recommended that you go beyond the minimum and be creative with inserts, brochures, store displays, or any future development ideas that were brought up in the Game Design Document, such as action figures, strategy guides, t-shirts, etc.

You may be presenting your Beta to an unknown amount of potential investors and/or customers just as you would do at a trade show such as E3, GDC, or CGE. This is where you will sell your new title. It is recommended that you interact with your audience in some way – either by passing out brochures, having some try the game, asking questions, etc. Keep the presentation flowing. Should you not present, you should still submit the marketing materials.

Unless the situation presents a different timeline, this sales presentation should be between thirty and forty-five minutes long. This is a team effort and should not be viewed as a “quick-and-dirty” sales pitch.

Scoring

Scoring is based on the following criteria:

- Timeliness & Preparation
 - o Was the Beta submitted on or before the milestone deadline?
 - o Was the team prepared for the sales presentation?
- Bug Tracking DB
 - o Has it been available whenever the publisher required it?
 - o Is it available to all members of the development team and actively used by each member?
 - o Are the bugs categorized and prioritized?
- Marketing
 - o Quality of box, instruction booklet, etc
 - o Everyone participate in presentation – group effort?
 - o Did the team present anything concrete in relation to future development?
- Subjective
 - o Publisher reaction

- Customer evaluation