



Producer Panel:  
Managing Your Indie Team

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# #indiedev



Natalie Dee.com



# Jenna Hoffstein

- Designer
- Developer

but also:

- Business
- Marketing
- Producer





**little worlds**  
INTERACTIVE

Jenna

Design, dev etc

Luigi

Art

Sam

Animation

Brendan

Music

Jonas

Sound Effects

Emma

Social Media

Will

PR



# Challenge # 1

How do I manage a team while  
still having time to make the game?



Find people you trust to work independently



Organize work in bundles



## Flat fee

- + Clear expectations
- + Handles sporadic work
- Have to think ahead

## Hourly

- + Handles smaller amounts of work
- + Faster turnaround
- Can lead to surprises



# **Challenge # 2**

How do I keep on track?



[illegible]



What's the next most important thing?





## **Whack-A-Mole Development**

Always ask: What's the next most important thing?

- Prevents rabbit holes
- Consistent quality bar
- Enables an iterative approach



# Thank you!

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