



Ideal Meal: A (Micro)Postmortem

By Kai Nyame and Milo Smiley

Thanks to...



Nicholas Roush



Jane Pinckard



Martzi Campos



Jessie Vigil



Sean Bouchard-Bloom



Collin Kelly



Sam Roberts



USC Games



Indiecade



Brandon Sheffield



Damon Packwood



Gameheads

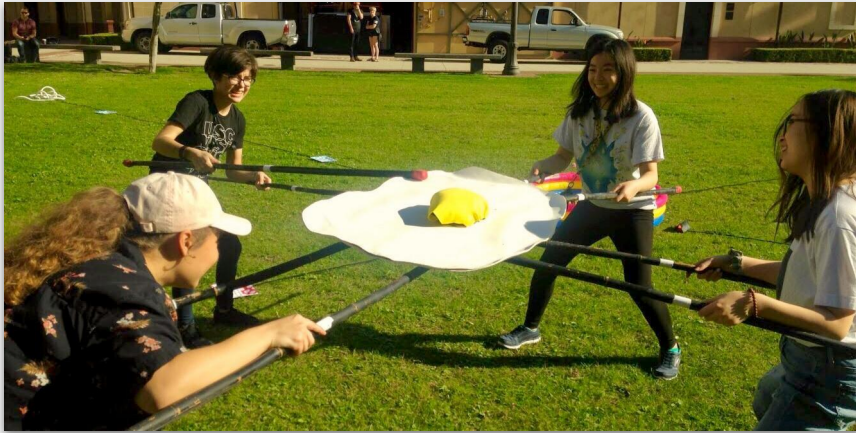
We couldn't have done it without you!

Disclaimer: We're not experts.

We worked hard, but were also very **lucky** to achieve
what we did!

What is Ideal Meal?

- A cooperative field game about making a giant bowl of ramen!
- Use giant chopsticks to cook giant ramen ingredients





USC Games
EXPO
2018

GDC
18

INDIE
CADE
International Festival of Independent Games

E3™
2018



Ideal Meal

June 12, 2018 · 🌐

Ideal Meal is LIVE at the #indiecade showcase!!! Come out to make some ramen!!!!



143

People Reached

42

Engagements

Boost Post



biggestnoodles

biggestnoodles BIG NEWS!! Ideal Meal will be demoing at E3 2018 as a part of the Indiecade showcase! Get hyped about some exciting upcoming games while making some giant ramen!!
<https://www.indiecade.com/games/select/d/ideal-meal>

#e3 #idealmeal #indiecade
#indiecadeshowspace #e32018 #indiegam

35 likes

JUNE 1, 2018

Add a comment...



Ideal Meal 🍜 GDC @BiggestNoodles · 14 Apr 2018

Had a great playtest with devs @UDMGame and @AdriftGame in this week's great weather!



Steven Harmon 🍜 GDC, Sully Zack 🍜 GDC, Nicholas Roush and Kai Nyame 🍜 GDC

10 likes



Los Angeles Times



SCA Students Shine at Getty Center's College Night

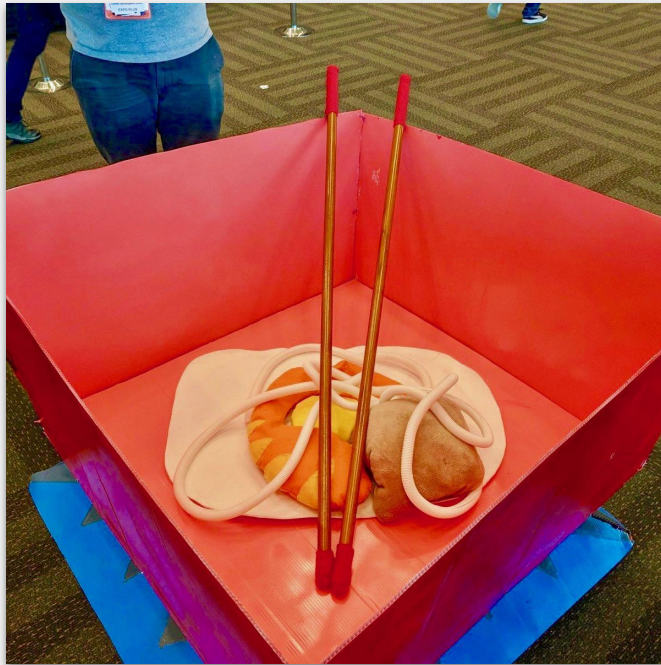
The 10 Best Games We Played at E3 2018

What did we learn?

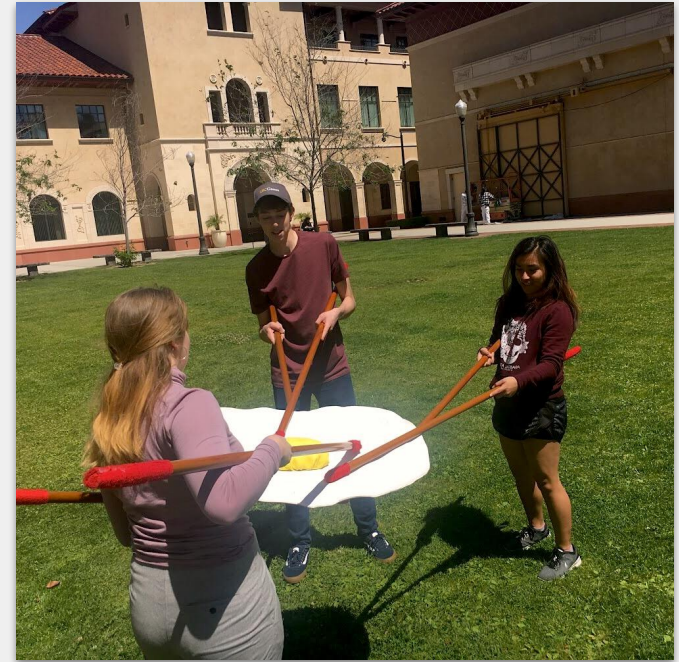
Design with Intent



Ideal Meal was designed with the core concept of
“eye-catching whimsy”



People don't just walk past our game. Ideal Meal attracted attention, and **enchanted** players.



Whether they were playing the game or not, people wanted to interact with Ideal Meal.



Audience is Everything



Knowing your audience is key for pitching and marketing. Make sure you explore **everything**.



Our target audience changed as we playtested, and showed at expos. It affected our whole run.



Everything fell into place when we figured it out.



What worked?



Organization is so, so important

- Save everything carefully!!



Queue your Social Media

- Buffer is great for this



Logos, Logos, Logos

- Your logo should be on everything



What didn't?



Travel time/expenses

- Lyft XL prices :((



Too many platforms

- Sorry to our mailing list



Work on what you love!

- If we loved Ideal Meal any less, we would've exploded



**J Paul Getty Museum
Temporary Exhibition**

**USC Games Expo
2018 USC Games Rep**

**Game Developers Conference
Mild Rumpus Demo**

**GDC¹⁹
SPEAKER**

**IndieCode
2018 Selection**

**E3 2018
Indiecade Showcase**

**CityTV Santa Monica
Wave: The Art of Game Design**

IDEAL
MEAL