

GDC

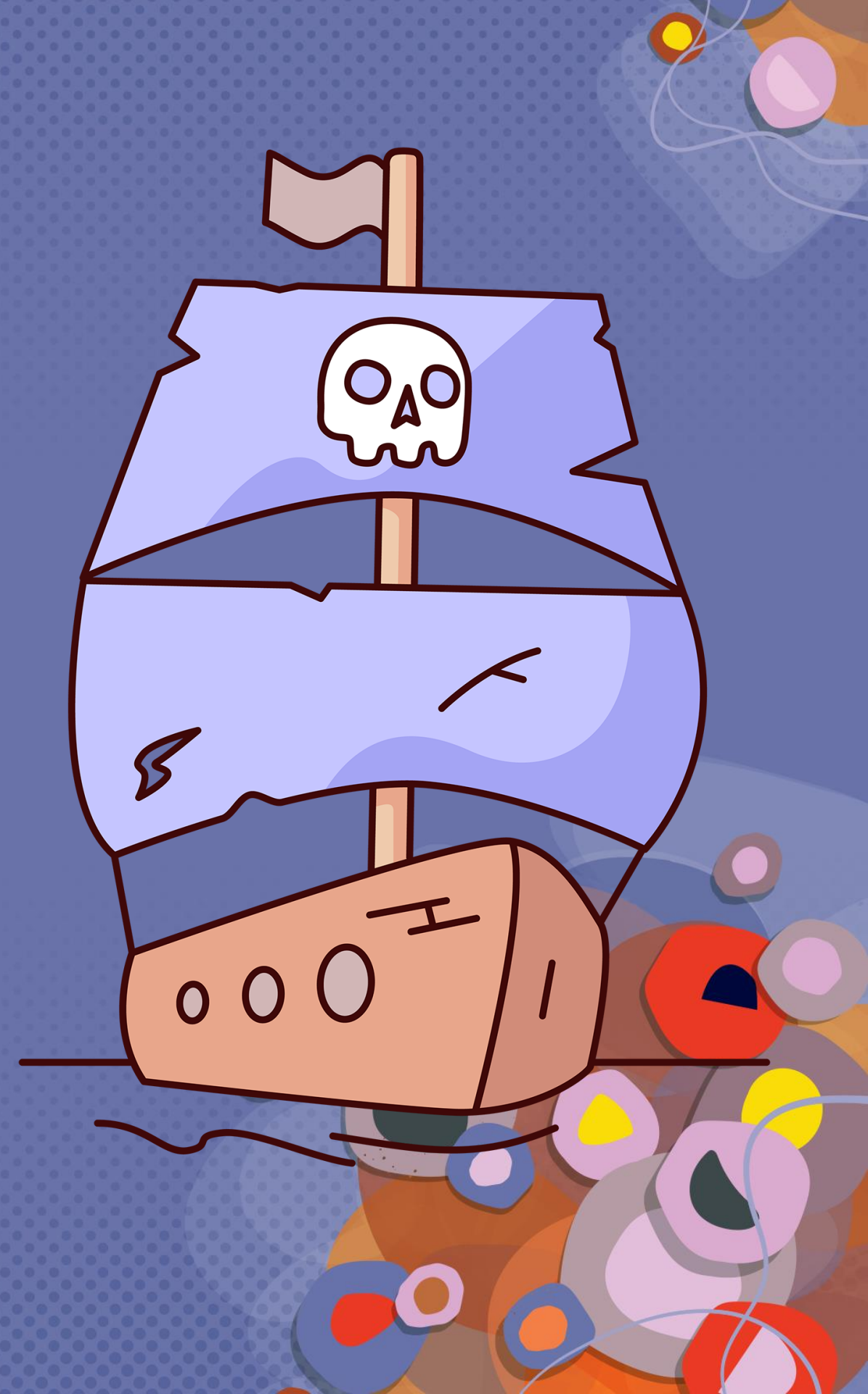
March 20-24, 2023
San Francisco, CA

Sink or Swim? How to Validate AA Games Fast.

CARINA KOM

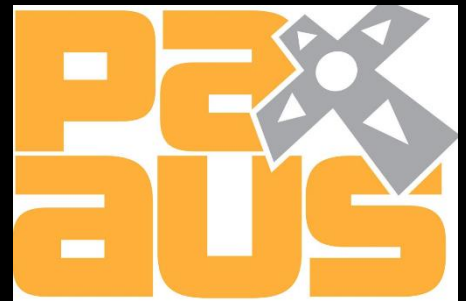
Women in Games Ambassador
Game Director and 'Jaqueline' of
many trades.

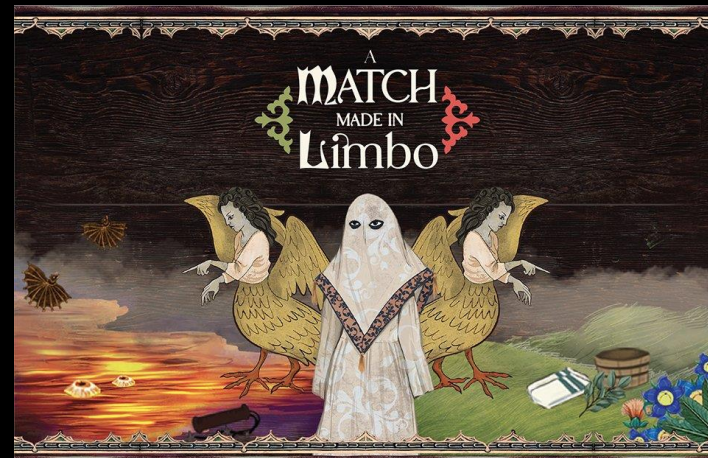
#GDC23



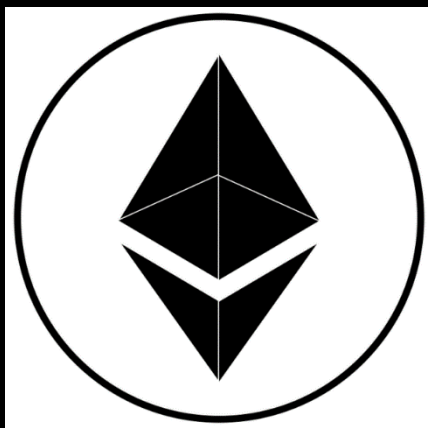


Hi, mom!









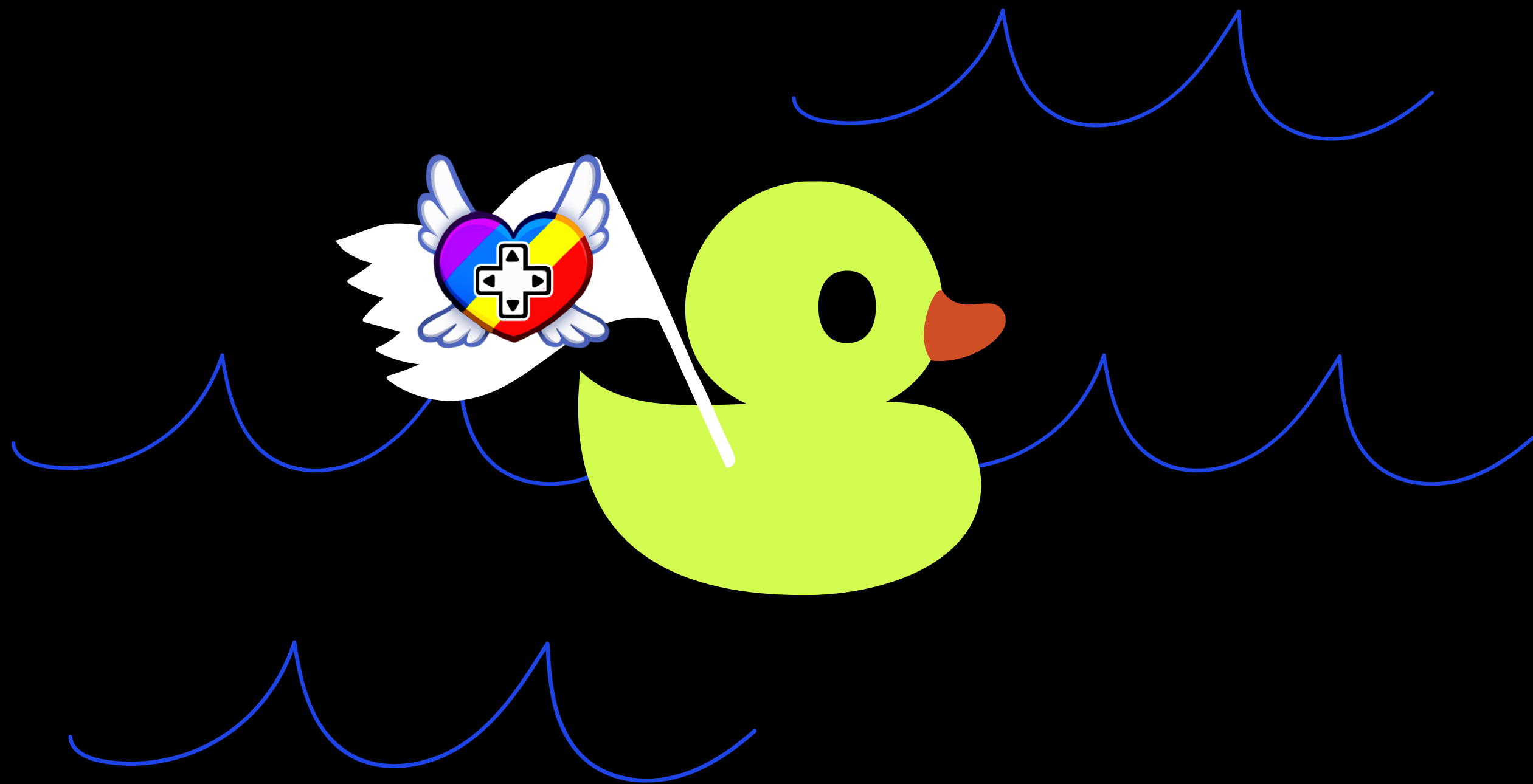


#GDC23

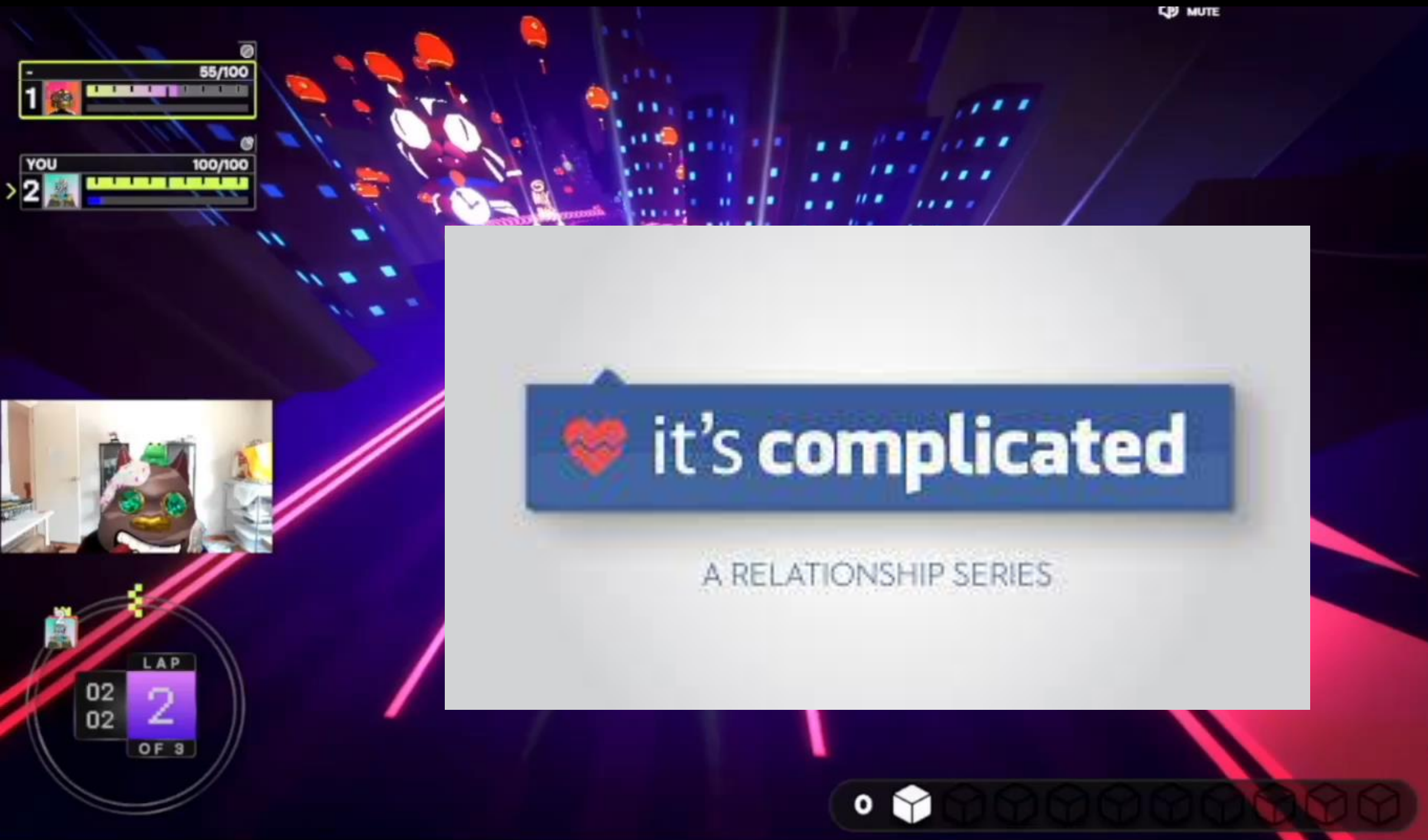
How to Validate AA Games Fast

GDC









Welcome to the chat room!

liv_laugh_dub: let's goooo

Akirakun_99: YEAH

liv_laugh_dub: is this a dance party or a race, Akira?

Animated Emotes can be disabled in Settings 🐾

Show me



Send a message



Chat

BIG TAKEAWAYS



1-PAGER + LEAN CANVAS

How a 1-pager can make you quit your job.



FLOAT ON TO AN MVP

What the heck is the purpose of a Rubber Duck?



SHIP FAST & OPEN

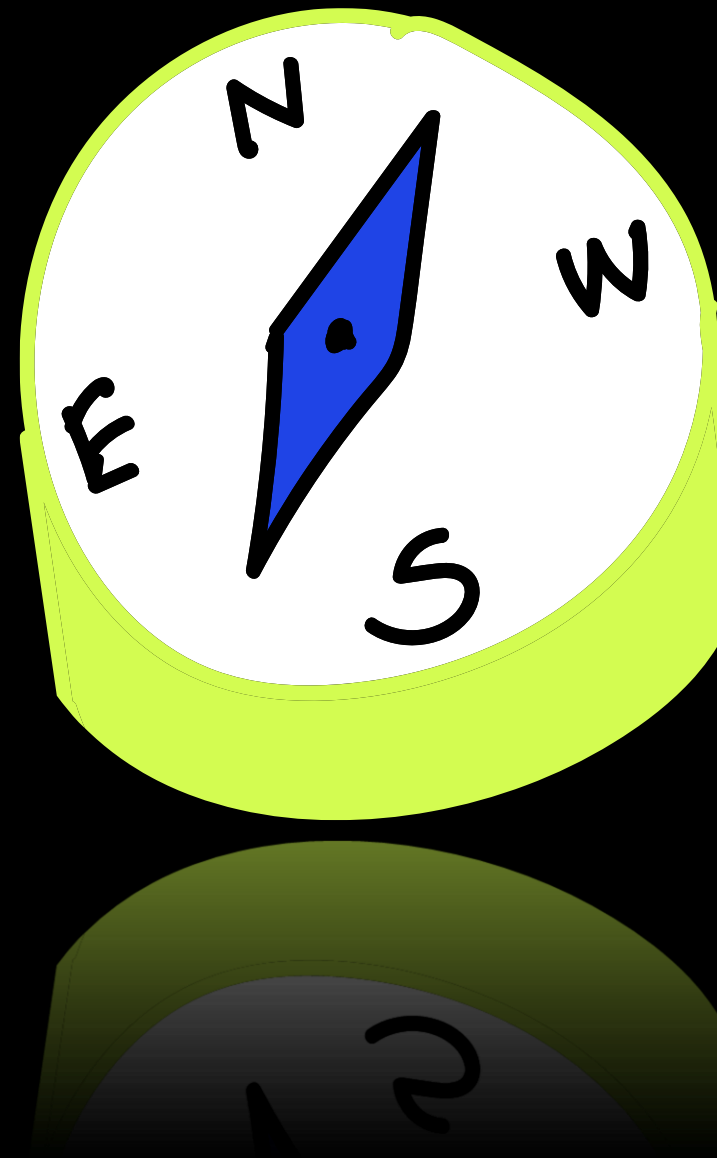
The cameras are off but people are still there.

Disclaimer – results may vary.



1-PAGERS ARE LIKE COMPASSES





ANATOMY OF 1-PAGER



Overall Concept



Game Mechanics



Target Audience



Monetization Strategy



Unique Selling Point



Technical Requirements



Pitch

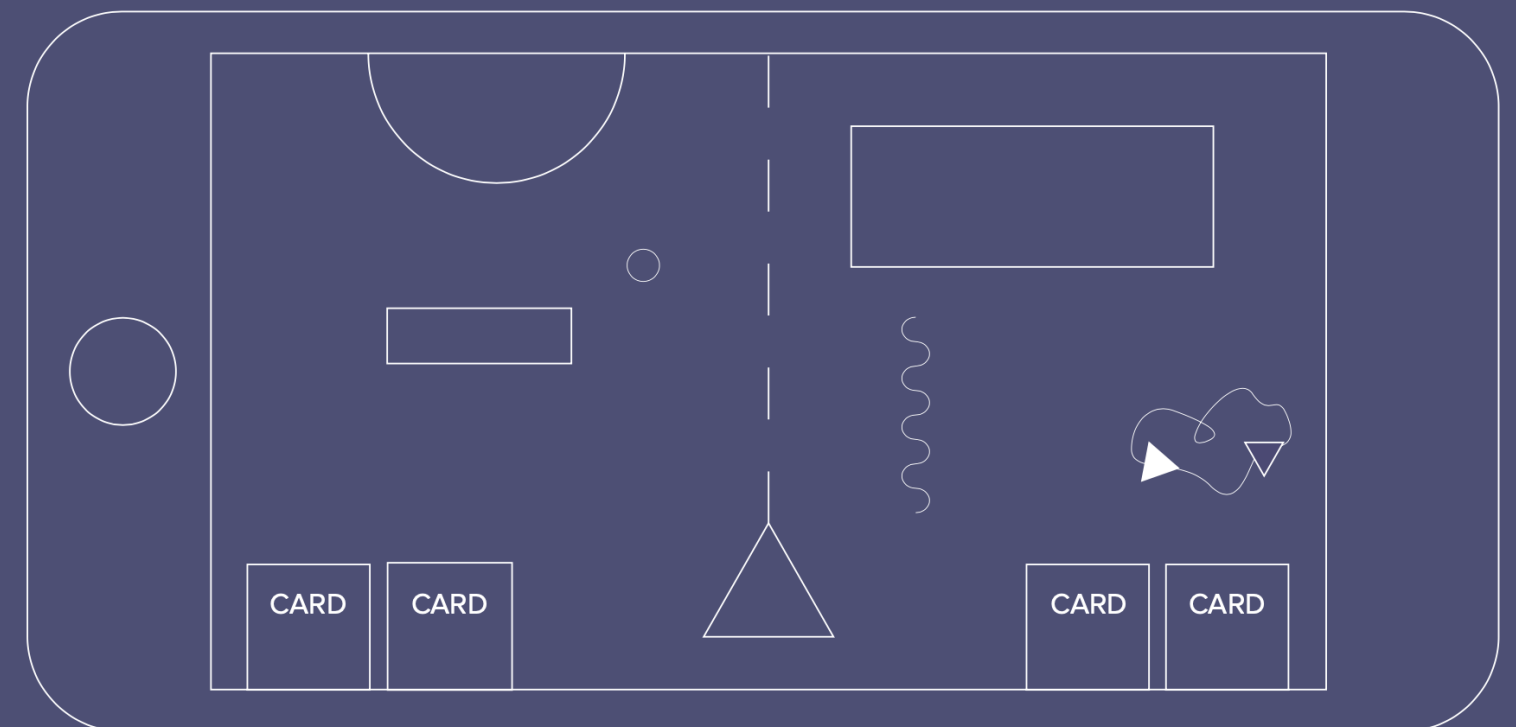
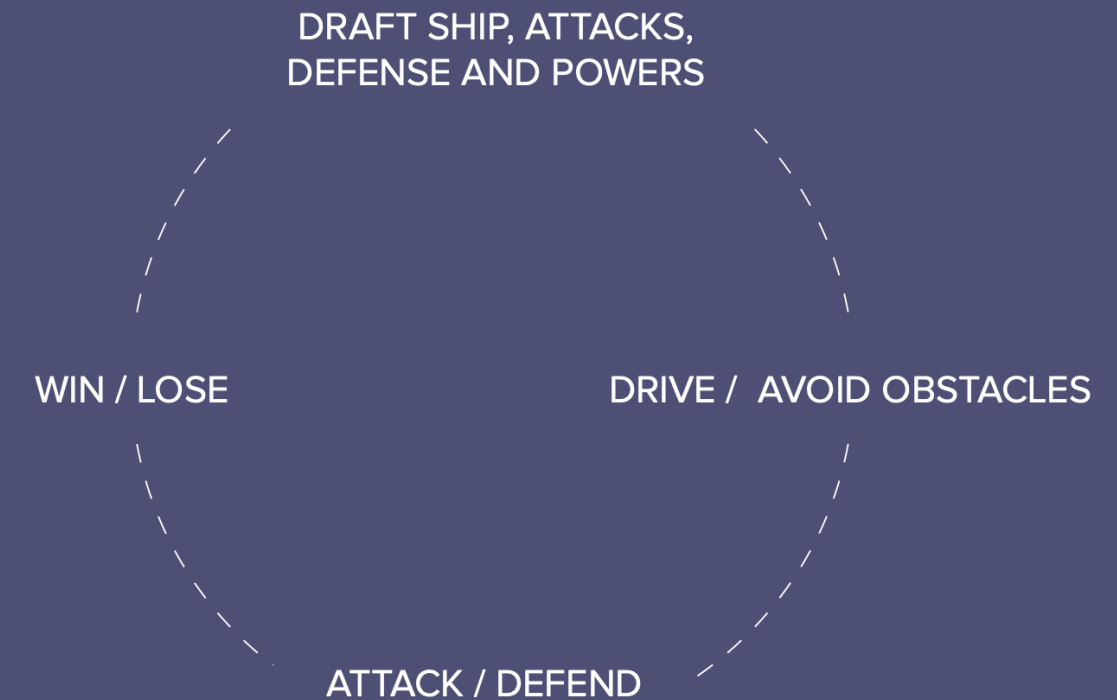
Draft a vehicle, weapons, defenses, and powers to beat your opponent with firepower, speed, or a mix of both. Use your driving skills to dodge obstacles and enemy strikes, and unleash devastating attacks to leave your opponent in the dust. Use your strategy to apply your vehicle's abilities at just the right moment for maximum effectiveness.

Key Features

- Fast-paced action with simple controls.
- Deck building adds strategy element to vehicular racing/combat.
- Never the same game twice: millions of possible vehicle and card combinations.
- Infinite expandability with new tracks, vehicles, and cards.

Note

We can balance dexterity and strategy in the game's level design i.e. we can reduce the complexity of the tracks to allow players to focus more on their strategy.



LEAN CANVASES ARE LIKE MAPS



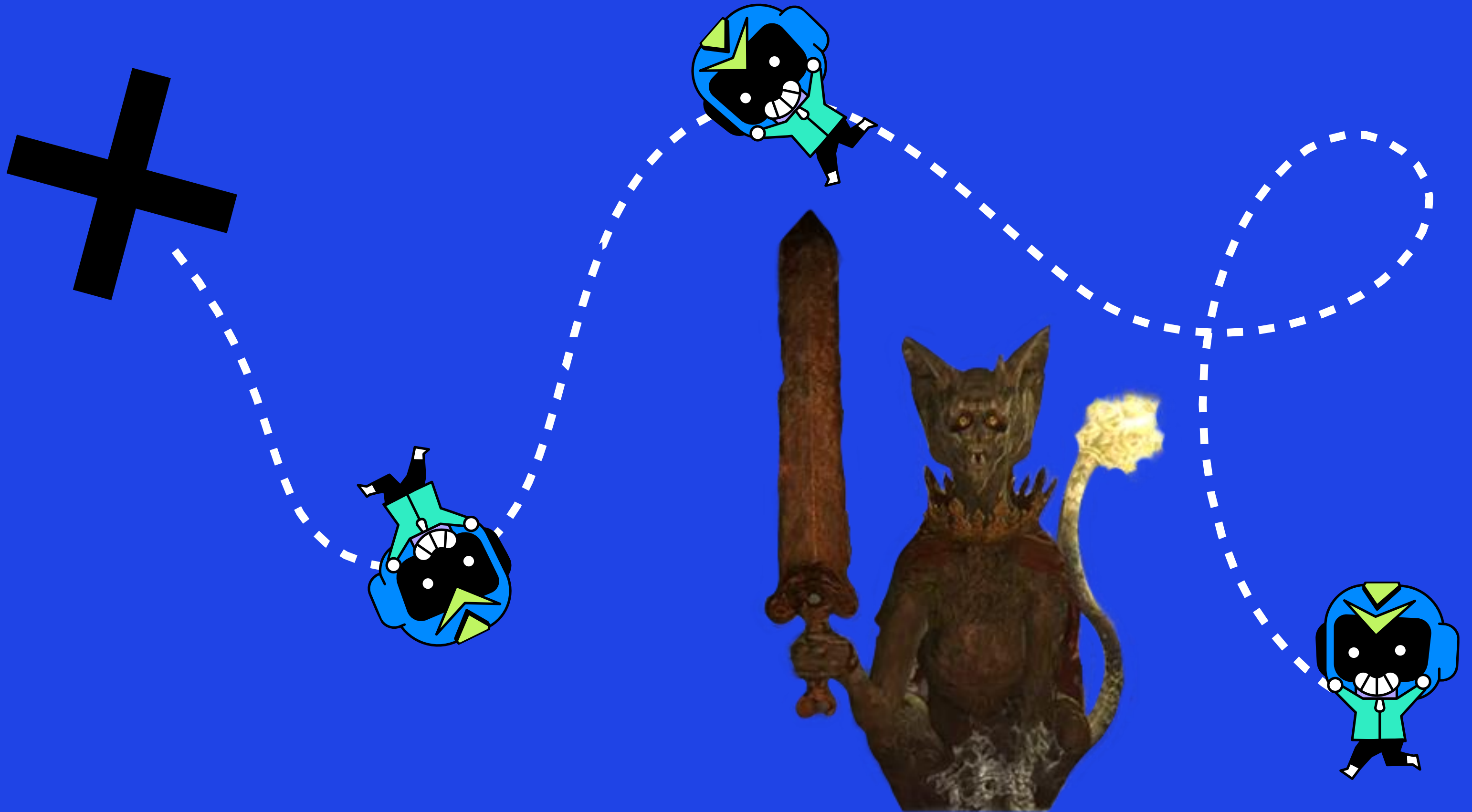


Map



Morning



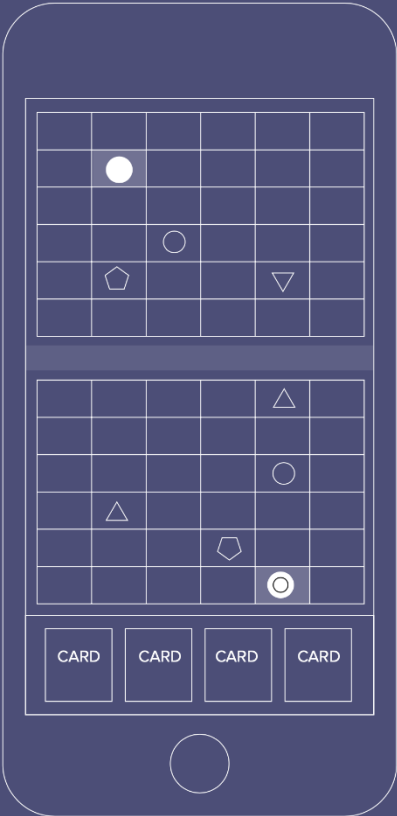
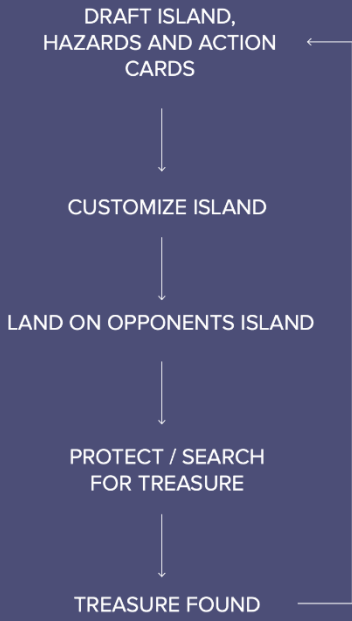


Pitch

You buried treasure on your island and protected it with traps and deadly creatures. Your opponent did the same. Now your pirate crew has landed on their island, and their crew landed on yours. You must guide your pirates, using a turn-based tactics system to the buried treasure before your opponent finds yours, while using Action cards to aid your crew and fool your opponent's.

Key Features

- Synchronous Gameplay: players play out their turns at the same time, with all actions resolving once both players are done.
- Playfield Customization: Dungeon Keeper-like appeal of personalizing your own island and creating traps and obstacles to screw over your opponent.
- Infinite Map Variety: Procedurally generated islands plus customization by your opponent keeps the hunt for treasure exciting and unpredictable.



Pitch

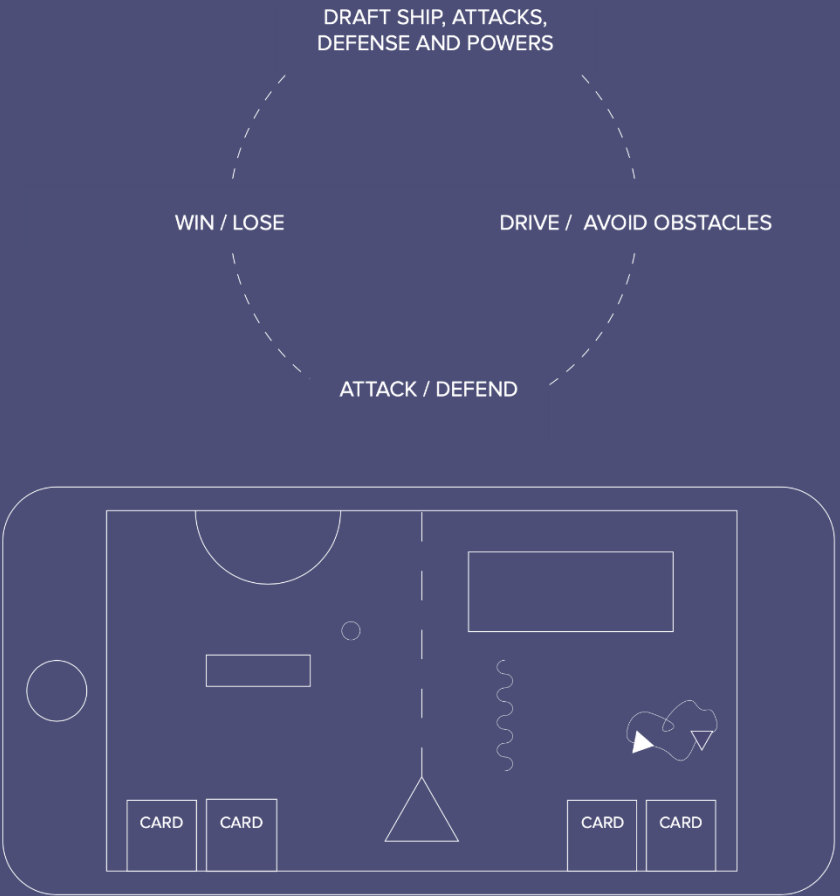
Draft a vehicle, weapons, defenses, and powers to beat your opponent with firepower, speed, or a mix of both. Use your driving skills to dodge obstacles and enemy strikes, and unleash devastating attacks to leave your opponent in the dust. Use your strategy to apply your vehicle's abilities at just the right moment for maximum effectiveness.

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MixMob Masks - 4456 - aad222
MixMob
50 SOL



MixMob Masks 1497 - fb4c4e
MixMob
50 SOL



MixMob Masks - 4186 - 670ec8
MixMob
50 SOL



MixMob Masks - 2632 - d12618
MixMob
49 SOL



MixMob Masks - 4287 - 18f17a
MixMob
50 SOL



MixMob Masks 170 - 2b6ef6
MixMob
50 SOL

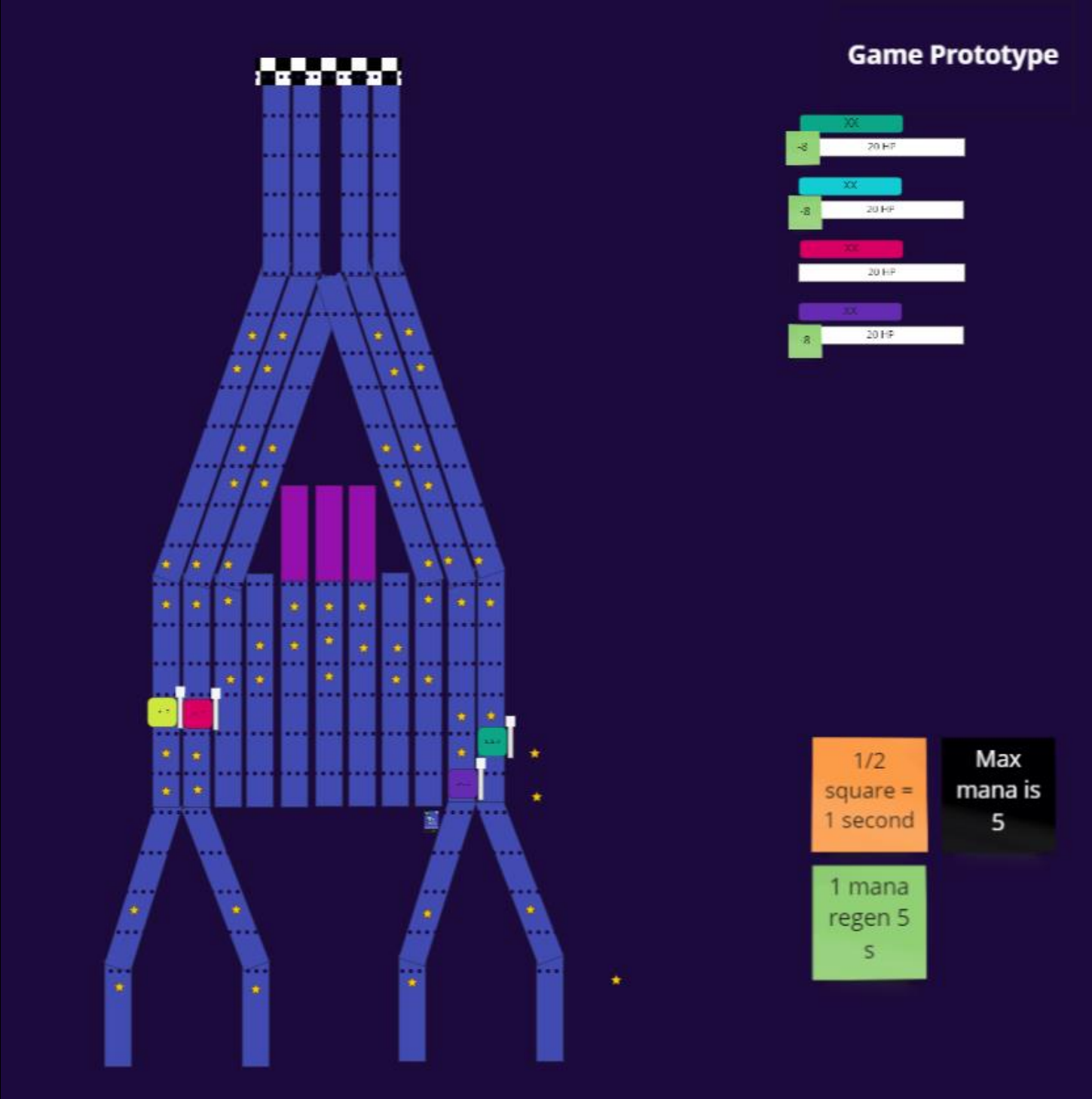


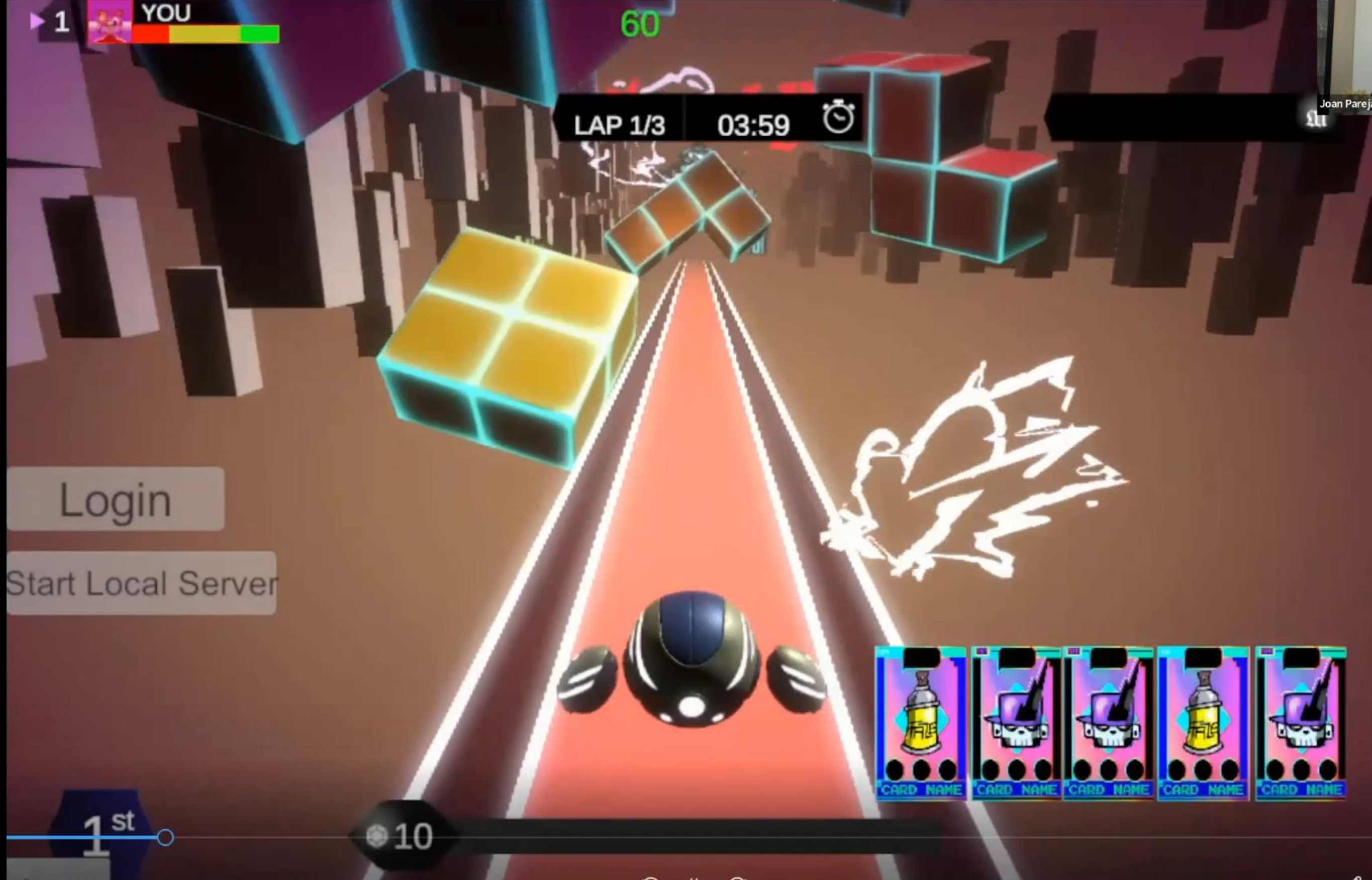
MixMob Masks - 4157 - 4f8bed
MixMob
50 SOL



MixMob Masks 2335 - a6e277
MixMob
50 SOL









MXM Draft only

<u>Existing Alternatives</u> Racing Games - Mario Kart Subway Surfer Crash Bandicoot Team Racing Hot Wheels Racing Hell Rider 2 Fast and Furious Crossroads Sayonora Wild Hearts Knight's Run	<u>Existing Alternatives</u> Card Games - Inscription - TBD Hearthstone - TBD Poker - TBD Magic The Gathering - TBD Clash Royale <<<<<< THIS ONE			
<u>Problem</u> There are no "Factions" in Racing games. Designing race-tracks takes a lot of effort.	<u>Problem</u> Card games are usually turn-based and many popular card games lose overall engagement. - Tournaments are long	<u>Target Audience</u> E for everyone, 14+	<u>Game Platform</u> Web browser Mobile Phone - App - TBD	<div>Memo that Solana wallet is not a native app on phone (yet).</div> <div>We may not be approved by Apple/Android /Google</div>
<u>Solution</u> Design the game so that the road can be procedurally generated, and design Faction enhancements so that they alter main gameplay.	<u>Solution</u> Design synchronous card deployment. Keep core game loop short. - Stage tournaments. - Embed "bookie" type relationships so viewers can observe races. - Memo to See Salty Bits	<u>Hook line and Pitch</u> MixMob is a Racing Strategy game with P.V.P. that alters core game-play. We use our solution to generate turn-key graphics with simple controls and scalable P.V.P. mechanics.	<u>Unique Features</u> Integrate Masks into Gameplay. Game Design leverages 1st - 2nd - 3rd gen Mixbot abilities. Card Gameplay - live updates. Card upgrades.	
	<u>Aesthetic Direction</u> <div>Street Culture</div> <div>Remix</div> <div>Grimy</div>	<u>Unfair Advantage</u> Pscadellic backgrounds. Futuristic and polished UI. Loopable game mechanics. Streamlined UX.	<u>Key Metrics</u> 6 procedural lanes. Faction MixBots have game changing mechanics. Core game is 4-7 minutes. Servers connect players within 15 seconds or less. Endless cycle resets like a timer so that Mana pips are refreshed.	<u>Scope Creep</u> 3v3 and more - TBD FUTURE DESIGN Destroying each other's MixBots is possible - TBD FUTURE DESIGN

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<div><div>Key Partners</div><div><p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p><p>MOTIVATIONS FOR PARTNERSHIPS Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p></div></div>	<div><div>Key Activities</div><div><p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p><p>CATEGORIES Production Problem Solving Platform/Network</p></div></div>	<div><div>Value Propositions</div><div><p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p><p>CHARACTERISTICS Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p></div></div>		<div><div>Customer Relationships</div><div><p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p><p>EXAMPLES Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</p></div></div>	<div><div>Customer Segments</div><div><p>For whom are we creating value? Who are our most important customers?</p><p>Mass Market Niche Market Segmented Diversified Multi-sided Platform</p></div></div>			
	<div><div>Key Resources</div><div><p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p><p>TYPES OF RESOURCES Physical Intellectual (brand patents, copyrights, data) Human Financial</p></div></div>			<div><div>Channels</div><div><p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p><p>CHANNEL PHASES 1. Awareness How do we raise awareness about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's Value Proposition? 3. Purchase How do we allow customers to purchase specific products and services? 4. Delivery How do we deliver a Value Proposition to customers? 5. After sales How do we provide post-purchase customer support?</p></div></div>				
<div><div>Cost Structure</div><div><p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p><p>IS YOUR BUSINESS MORE Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</p><p>SAMPLE CHARACTERISTICS Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope</p></div></div>		<div><div>Revenue Streams</div><div><p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p><table><tr><td>TYPES Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising</td><td>FIXED PRICING List Price Product feature dependent Customer segment dependent Volume dependent</td><td>DYNAMIC PRICING Negotiation (bargaining) Yield Management Real-time Market</td></tr></table></div></div>				TYPES Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising	FIXED PRICING List Price Product feature dependent Customer segment dependent Volume dependent	DYNAMIC PRICING Negotiation (bargaining) Yield Management Real-time Market
TYPES Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising	FIXED PRICING List Price Product feature dependent Customer segment dependent Volume dependent	DYNAMIC PRICING Negotiation (bargaining) Yield Management Real-time Market						



DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

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COMPONENTS OF MXM LEAN CANVAS



Competitors



**Target Audience/
Player Segment**



Team Advantages



Challenges/Risks



Platform



KPI



Solutions



Pitch



Marketing

The thing about Racing Genres:

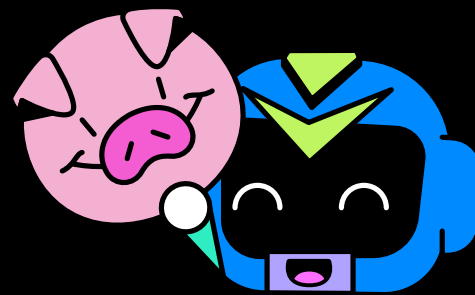
Fast Paced

Action all the time.



Quick Customization

Own your look.



Competitive

Skill-based leaderboards.



and Card Games:



Replayable

Shuffle for DAYS.



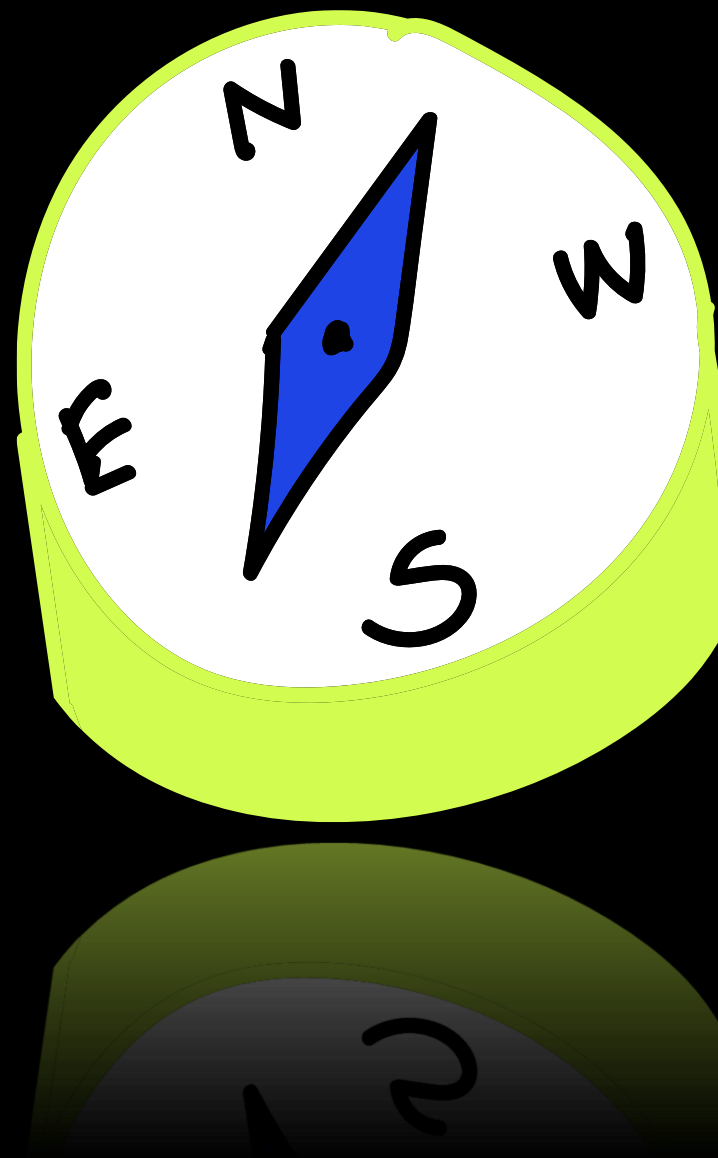
Accessible.

Easy to pick up and play.



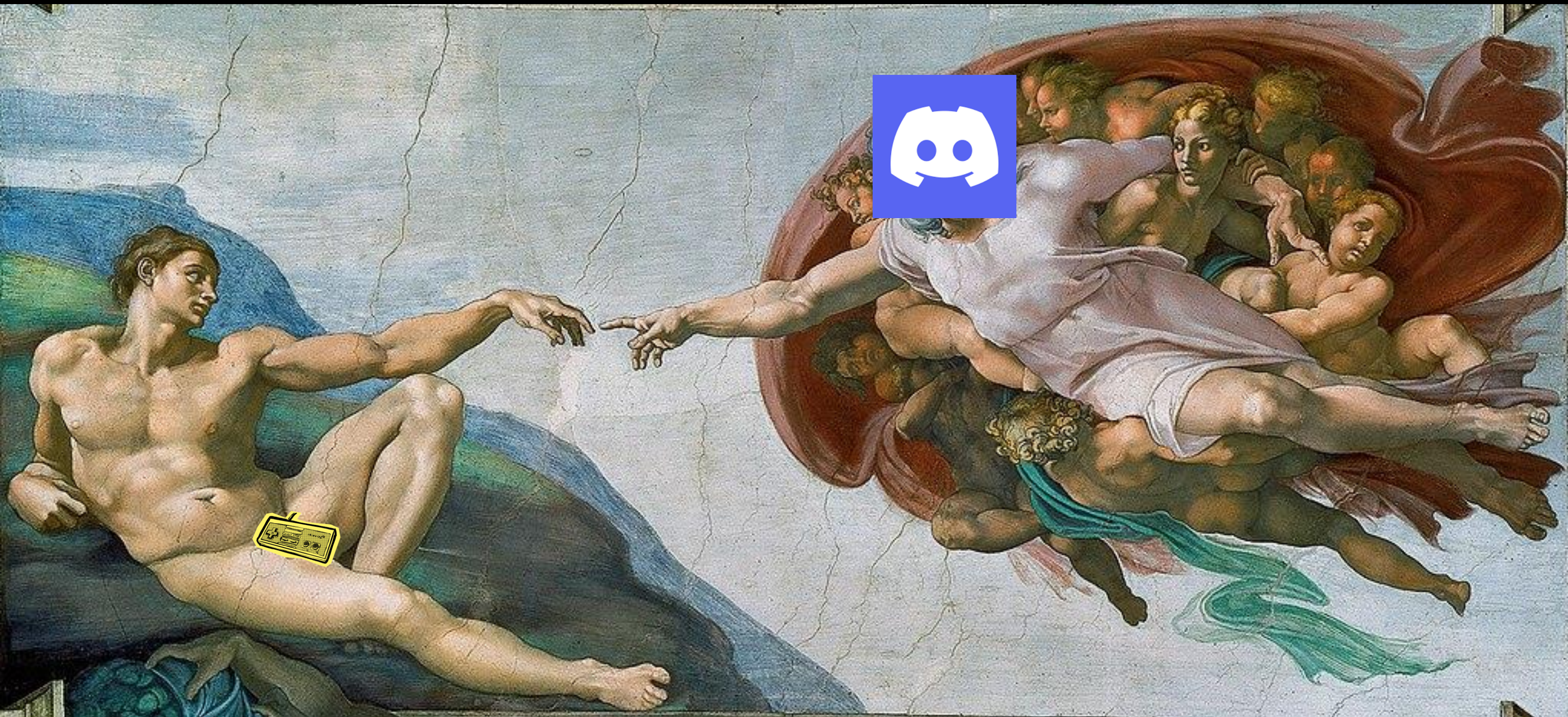
Social interaction.

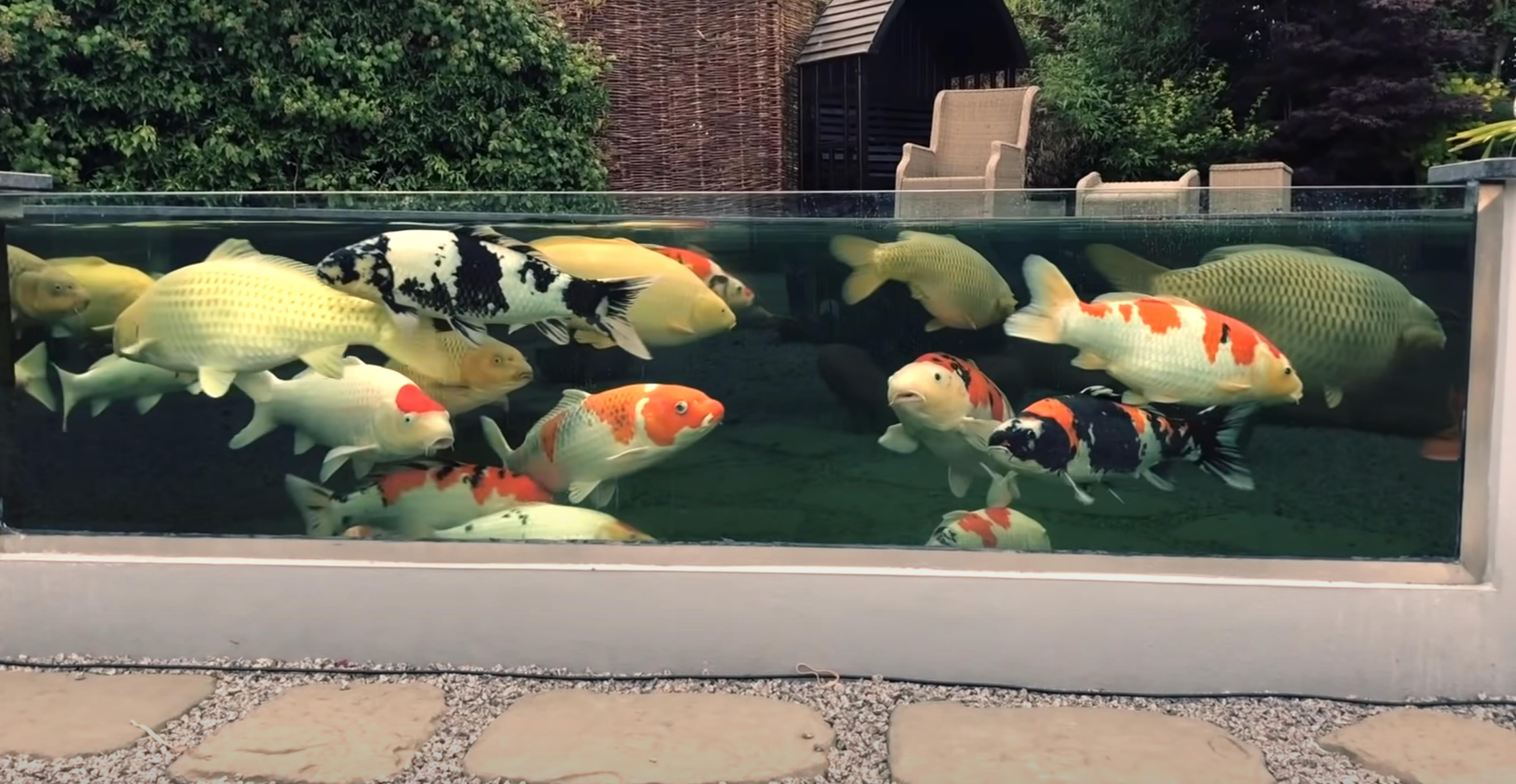
Can be enjoyed by yourself or with a group.



***PUT YOUR COMMUNITY (AND PLAYER
SEGMENT) FIRST***









WHO IS YOUR COMMUNITY?

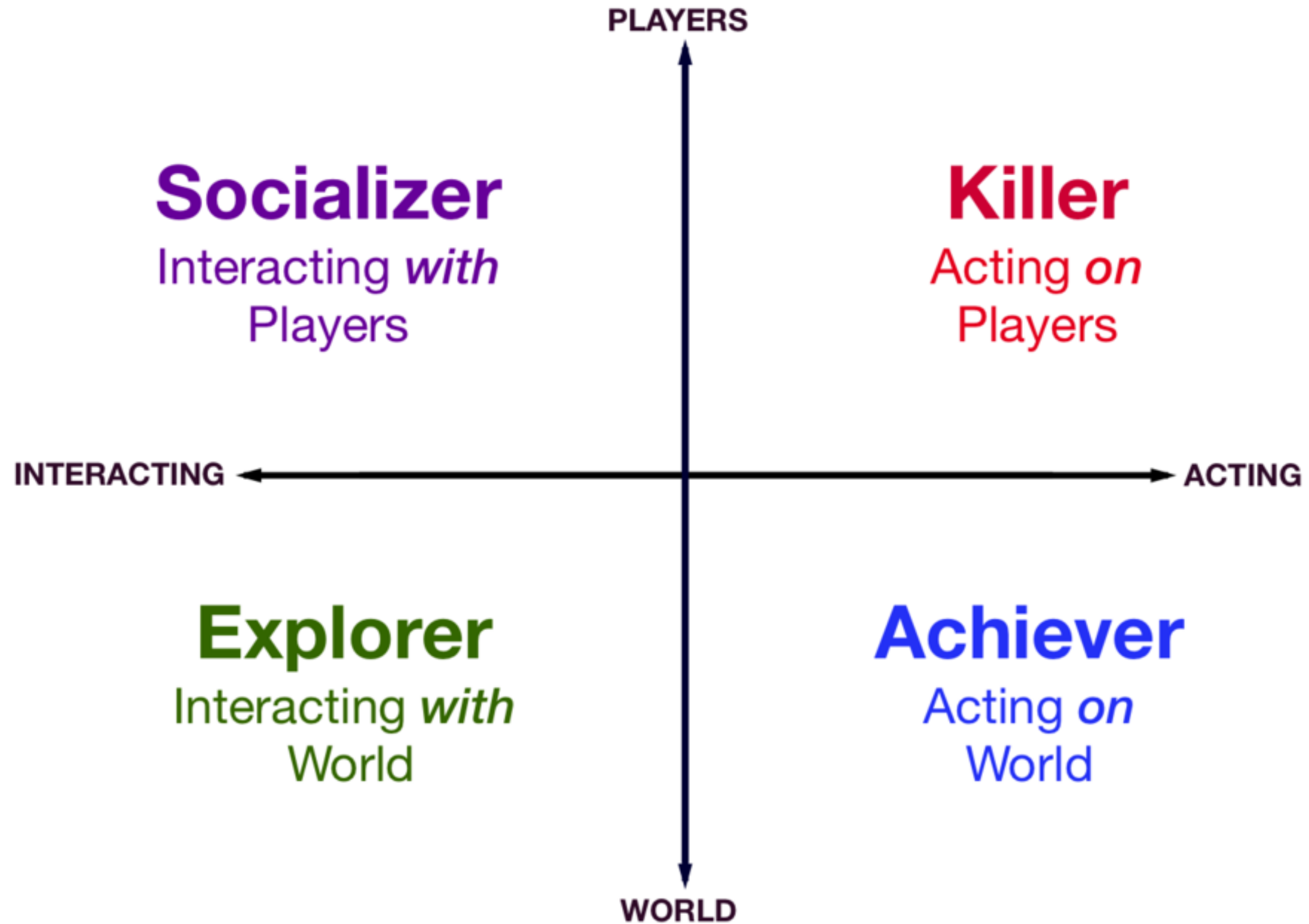


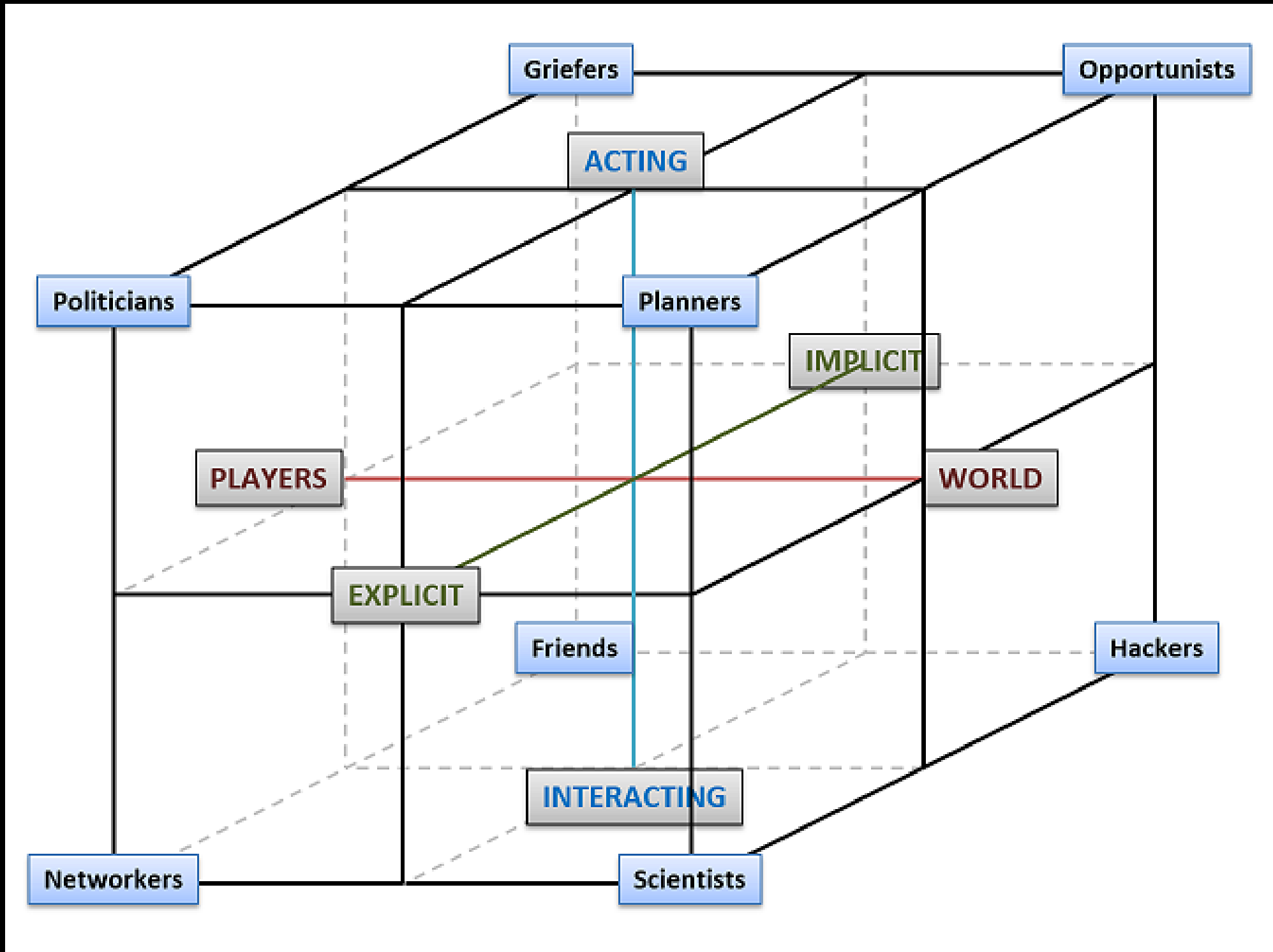
BARTLE TYPE



GAME PLATFORM



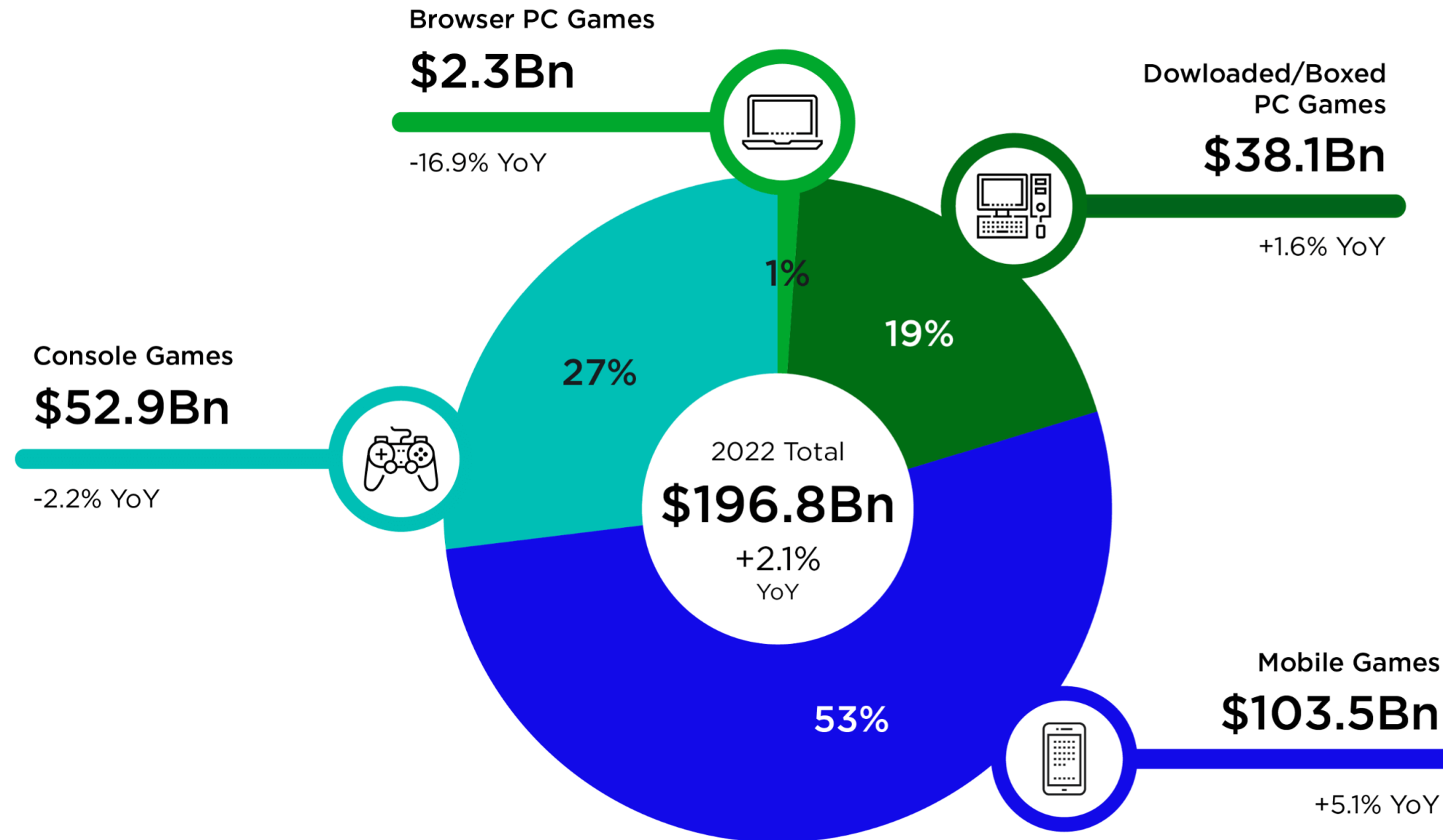






2022 Global Games Market

Per Segment With Year-on-Year Growth Rates



\$103.5Bn

Mobile game revenues in 2022 will account for 53% of the global market

Our revenues encompass consumer spending on games: physical and digital full-game copies, in-game spending, and subscription services like Xbox Game Pass. Mobile revenues exclude advertising. Our estimates exclude taxes, secondhand trade or secondary markets, advertising revenues earned in and around games, console and peripheral hardware, B2B services, and the online gambling and betting industry.

Source: ©Newzoo | Global Games Market Report | July 2022

newzoo.com/globalgamesreport

***THE PLAYER JOURNEY (AND YOUR PLAN
TO SERVE ALONG THE WAY)***

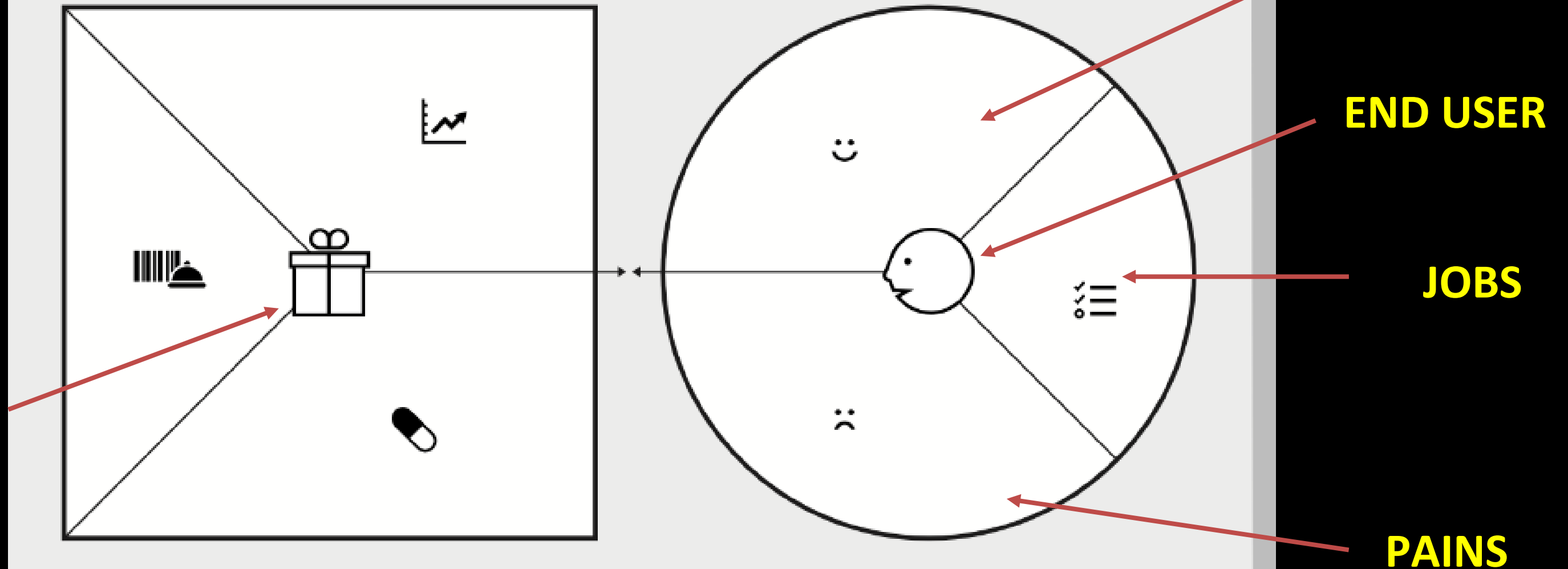




***VALUE PROPOSITION: YOU WANT IT &
IT WILL MAKE YOU HAPPY***

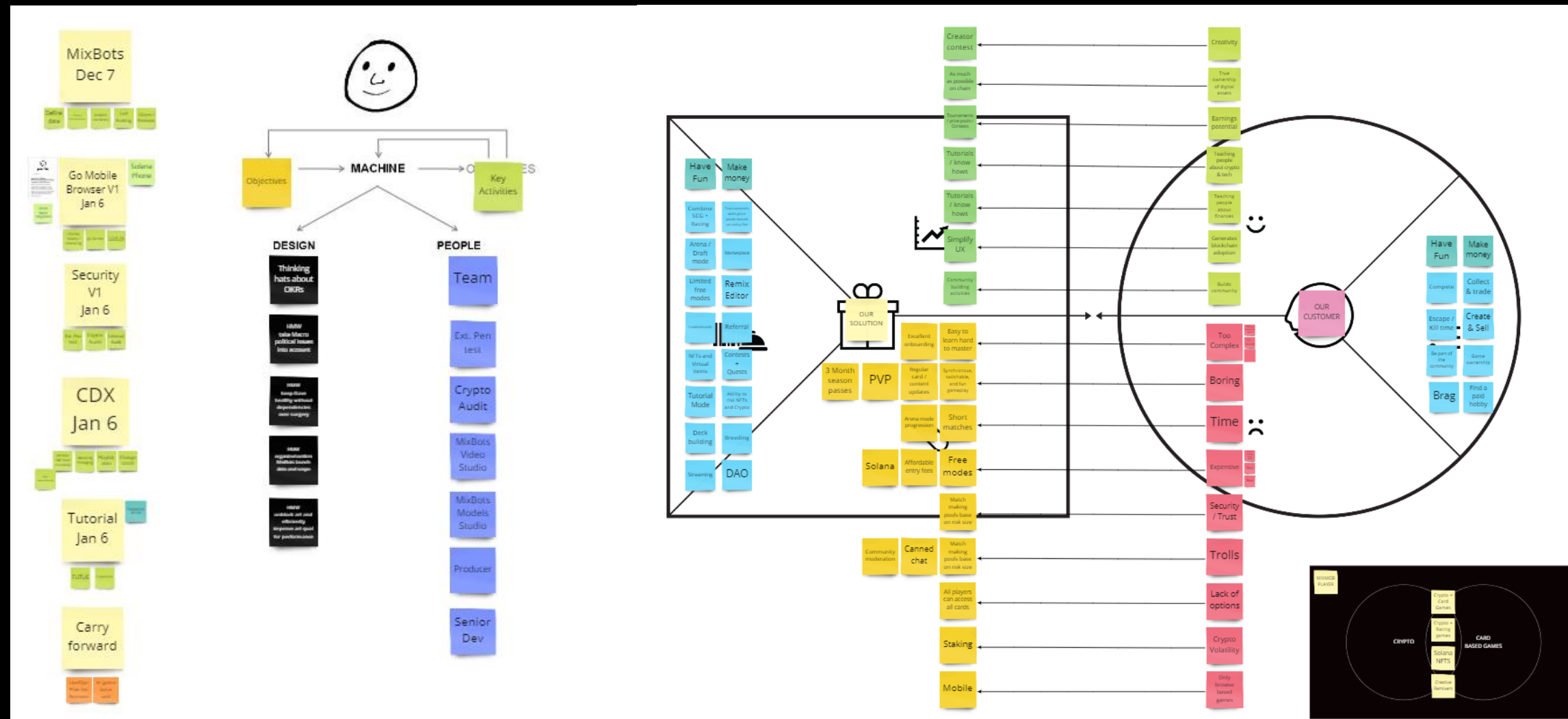


The Value Proposition Canvas



Strategyzer

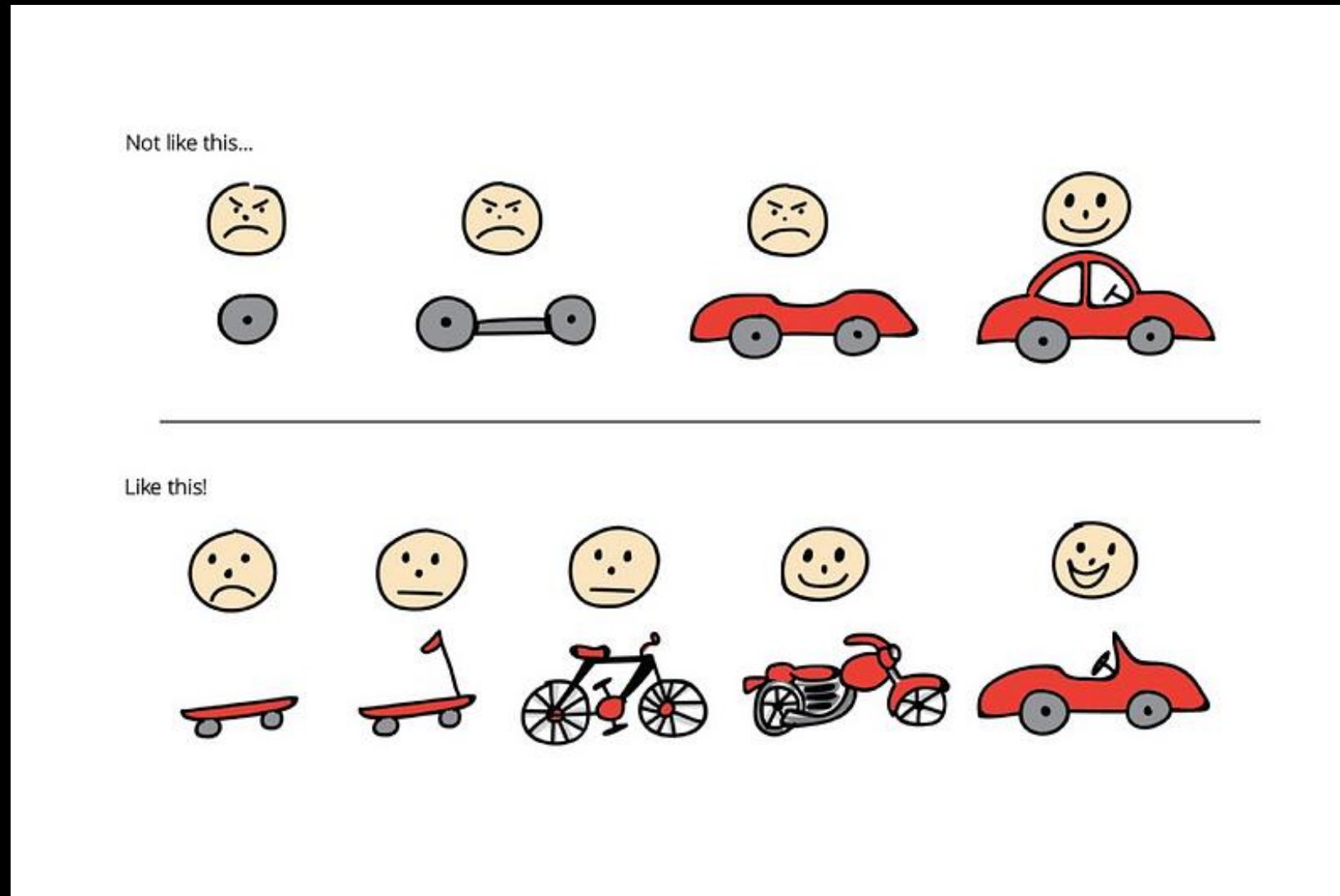
EXAMPLE:

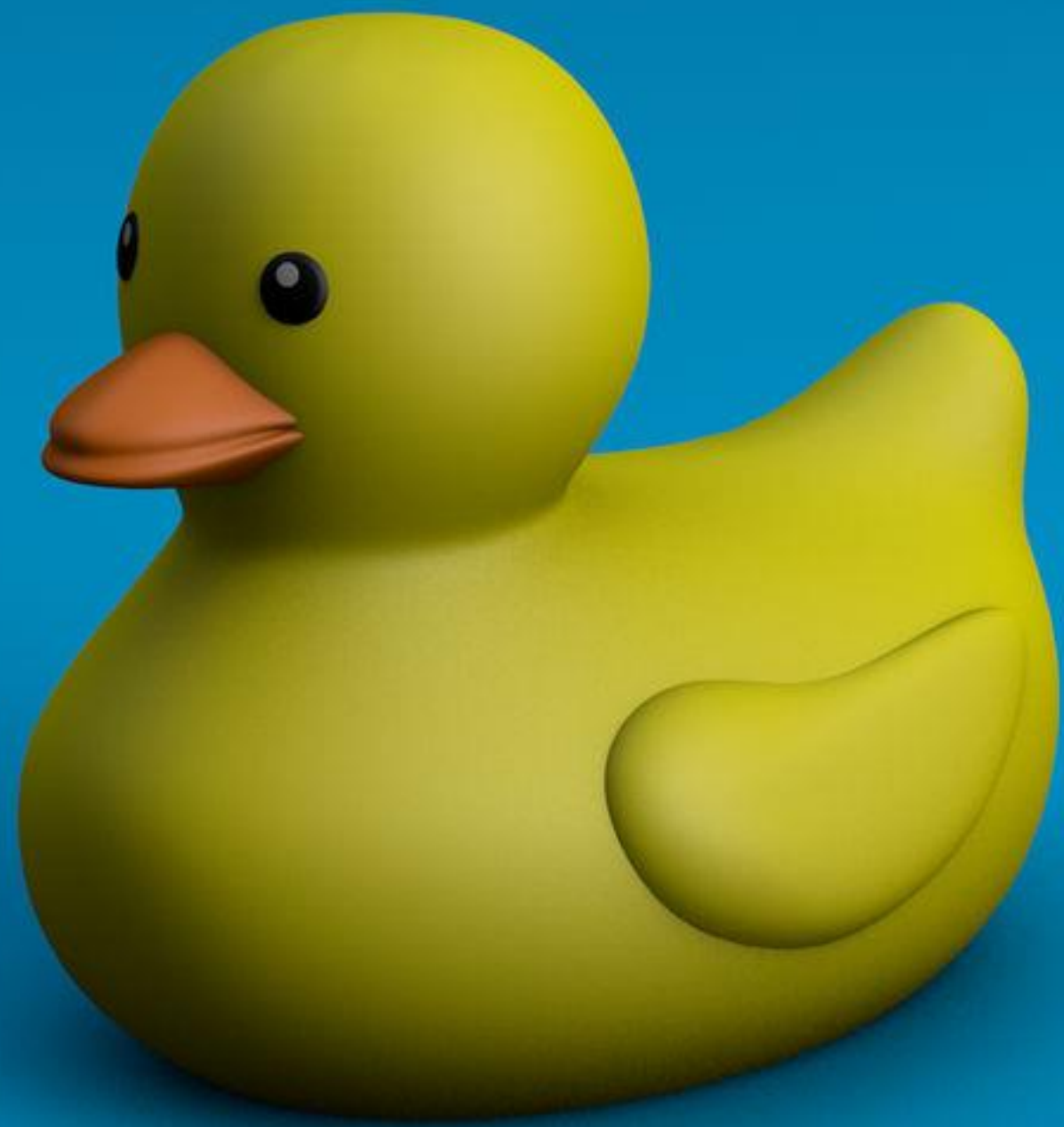


FLOAT ON THE MVP

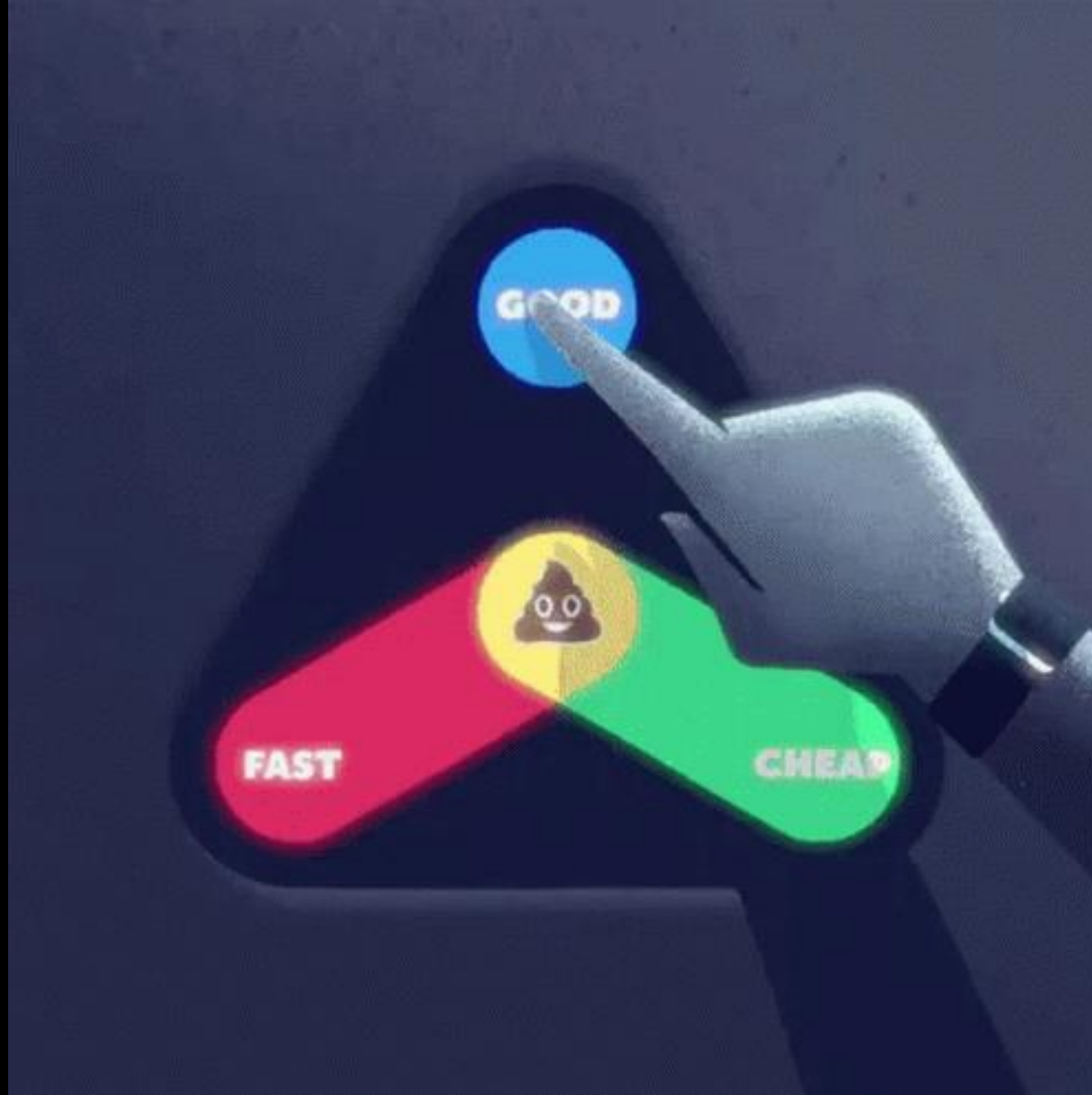


Start your Minimum Viable Product with a Solution

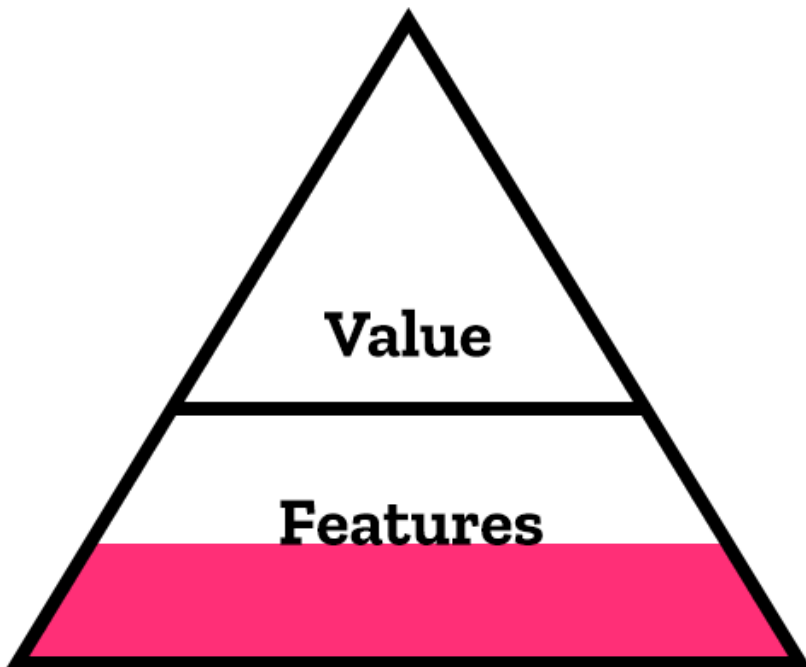




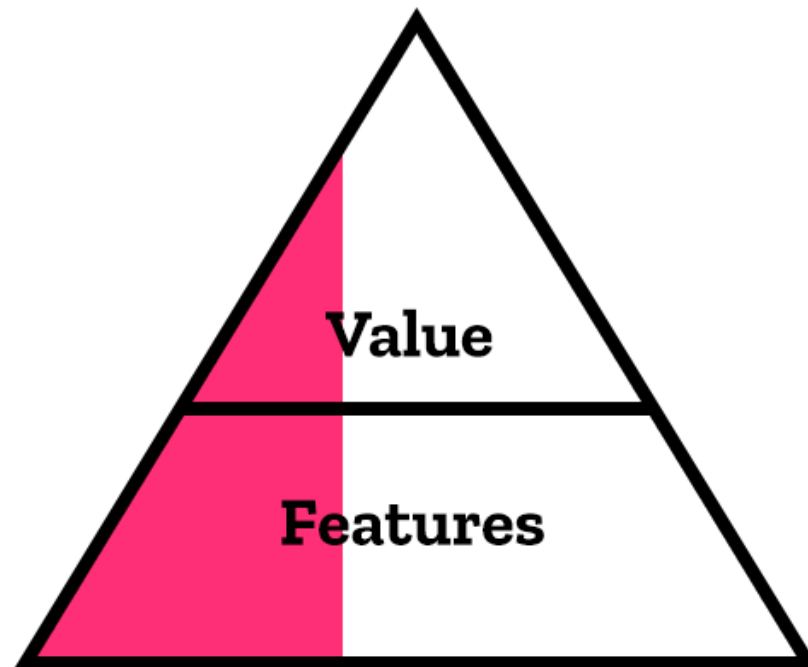




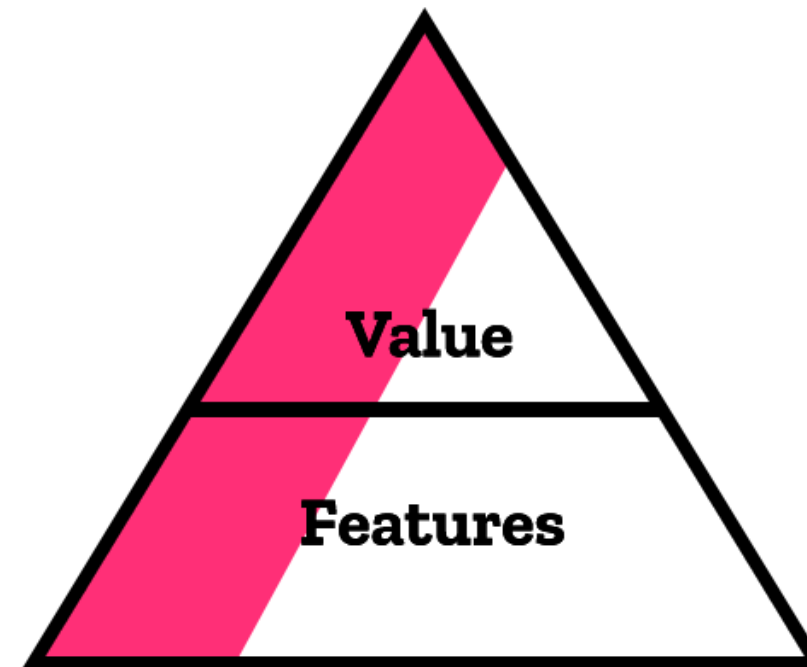
Terrible



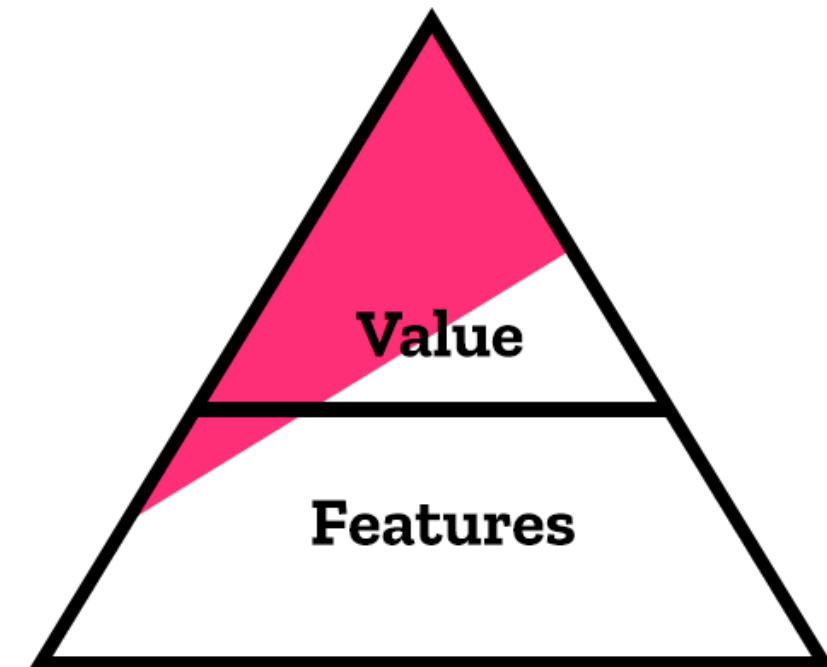
Bad



Ok



Real MVP





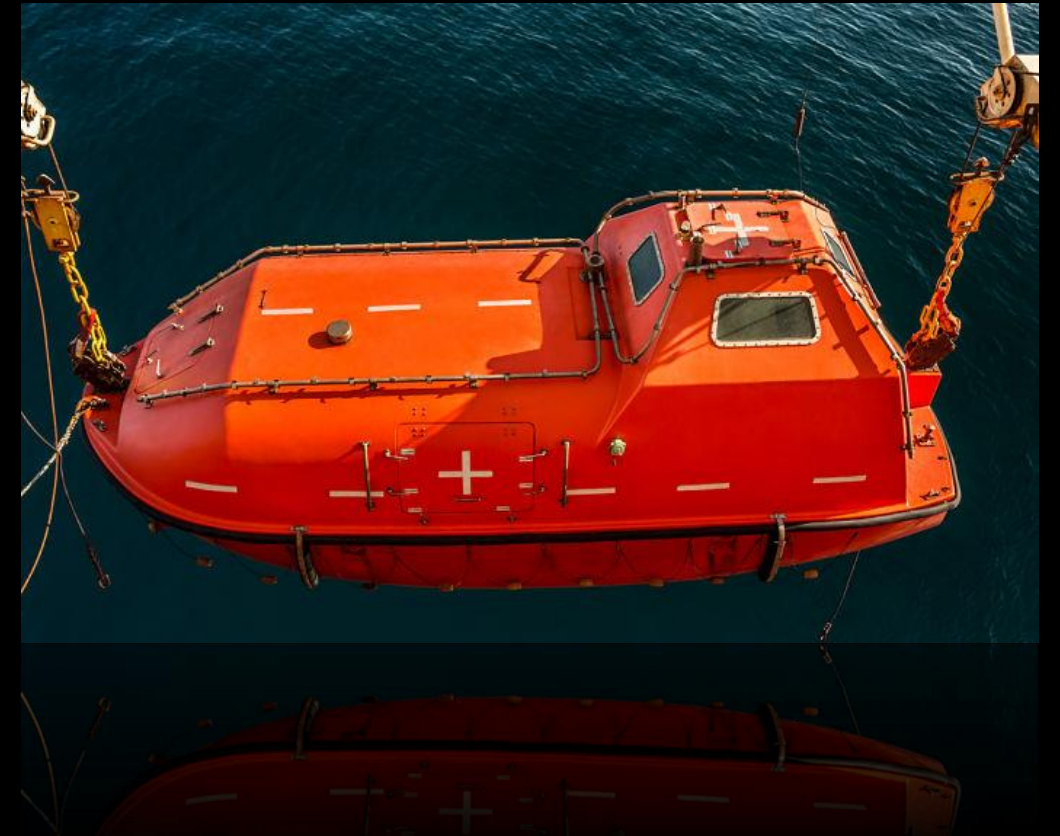
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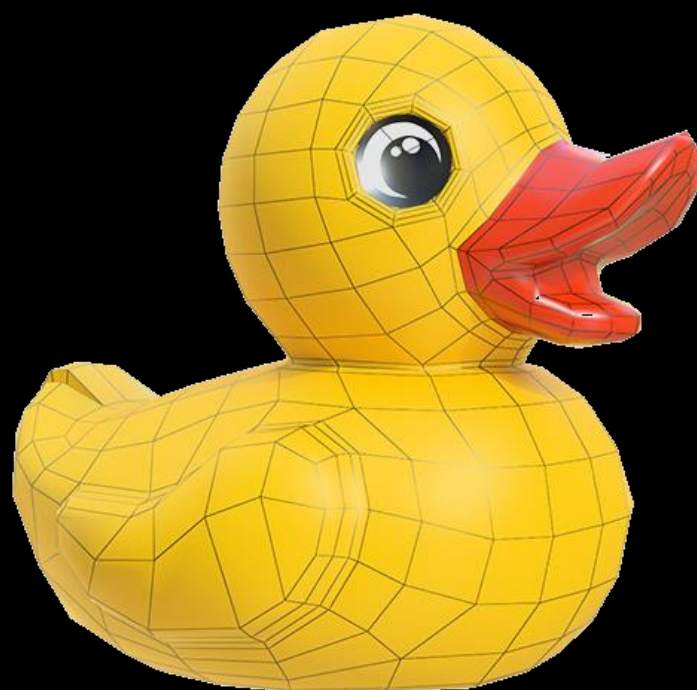
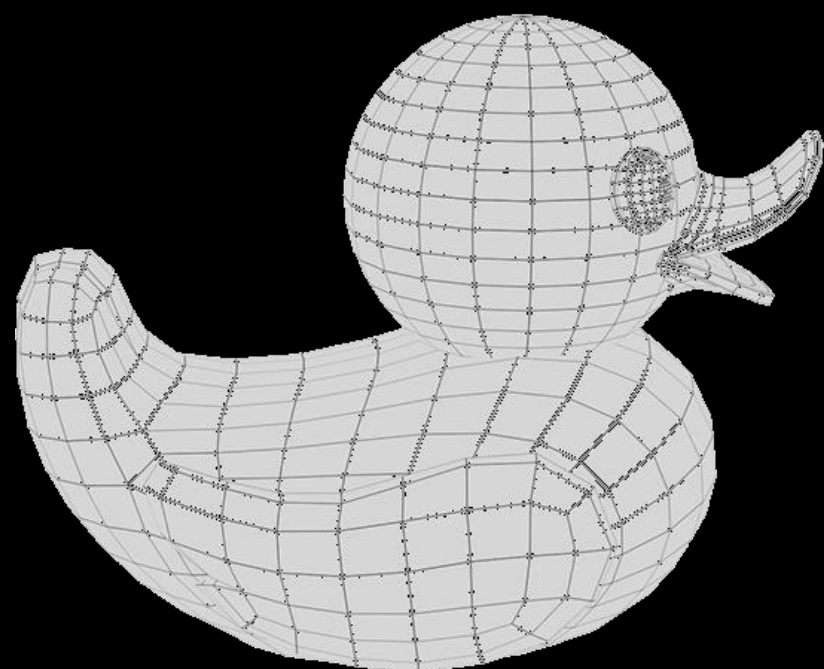
How to Validate AA Games Fast



GDC







PROTOTYPE;

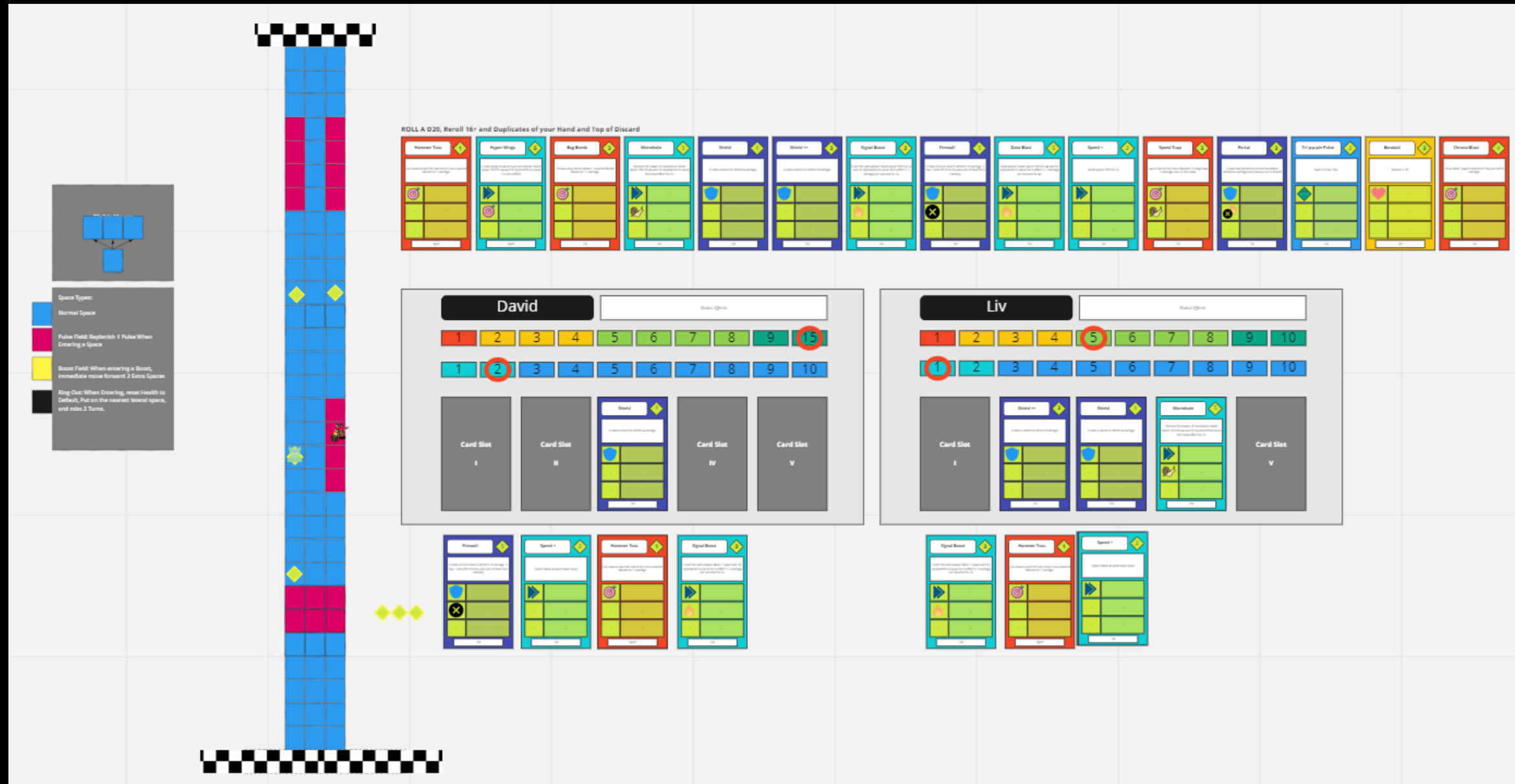
***An early version or sample of a
product, service, or system.***



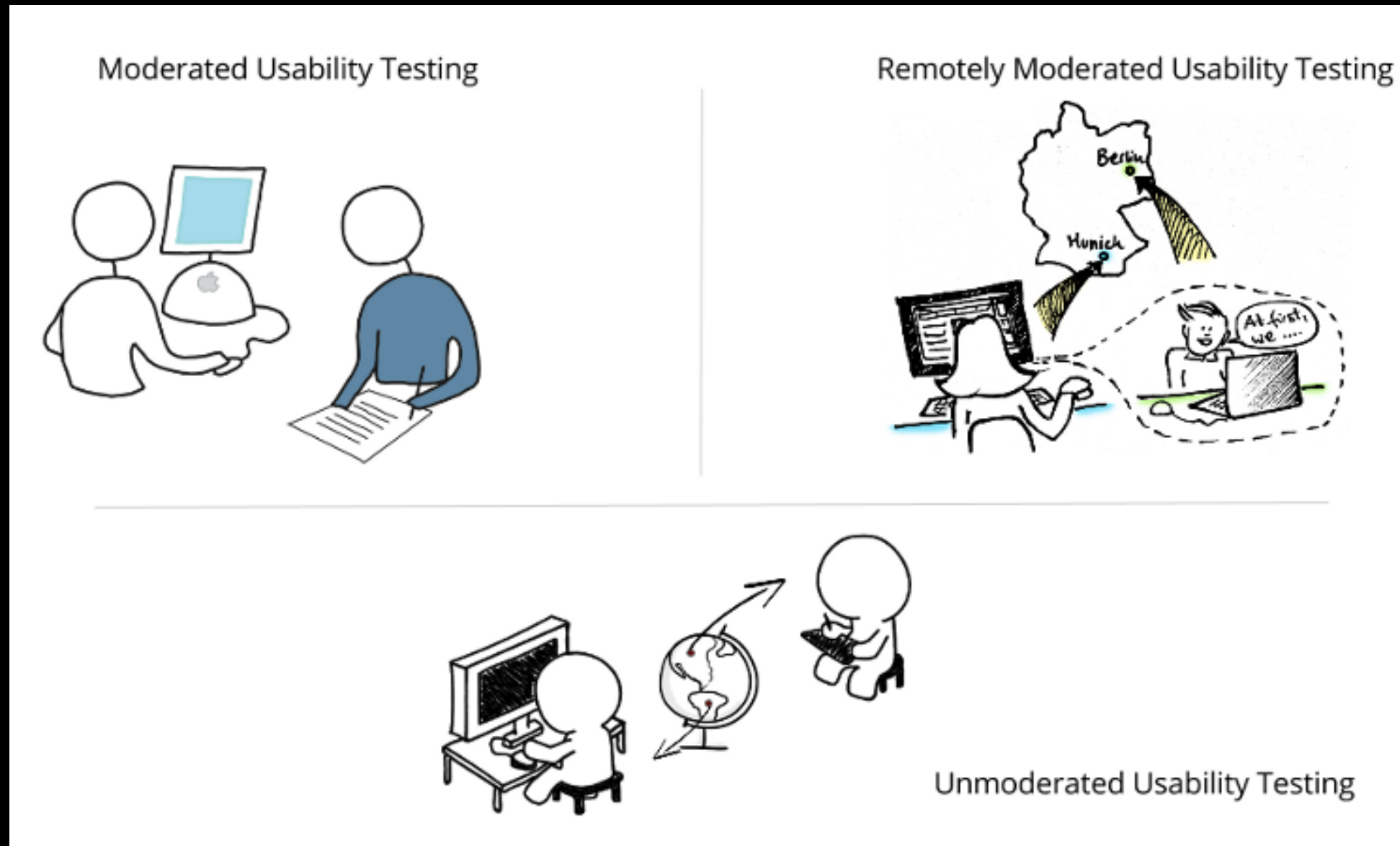
***THE GOAL OF A PROTOTYPE:
To test and validate a concept or
idea.***



PROTOTYPE EXAMPLE



TYPES OF USER TESTING



FORMS OF USER TESTING



Explorative



Surveys/Questionnaires



Usability



Focus Groups



A/B Testing



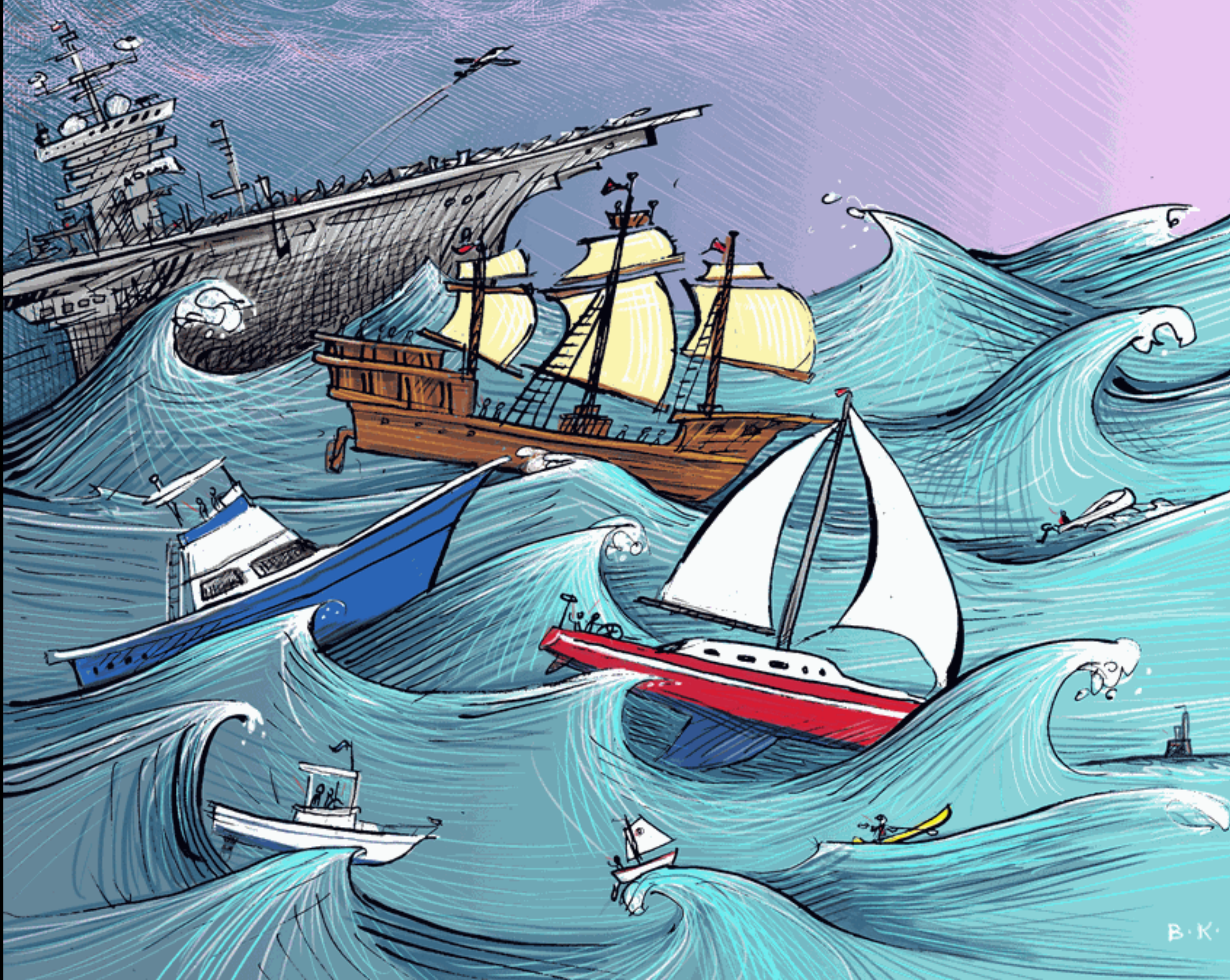
Expert Reviews





SHIP FAST & OPEN







WHY SHOULD WE SAIL IN THE OPEN?



Immediate feedback.



More user research (always handy).

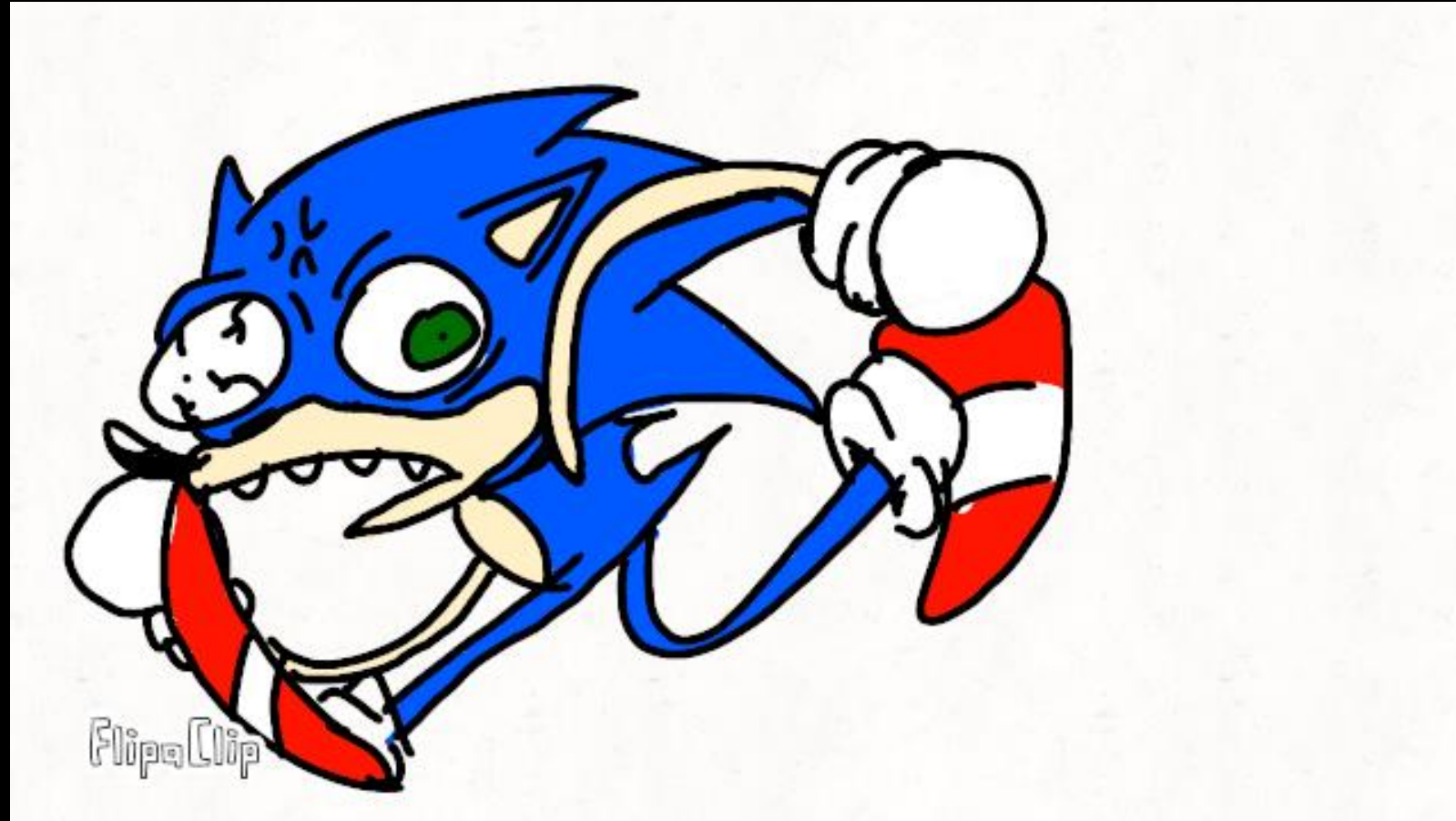


Reduce time spent on testing.



Morale improvements.

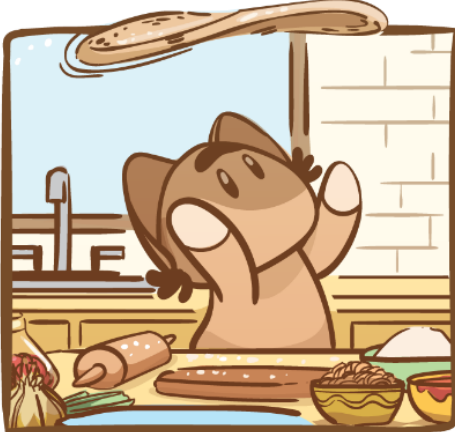




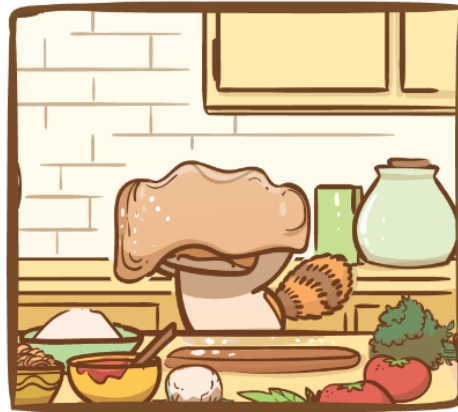




Pizza Toss: Expectation



REALITY



Camping: Expectation



REALITY



Ballet Class: Expectation



REALITY



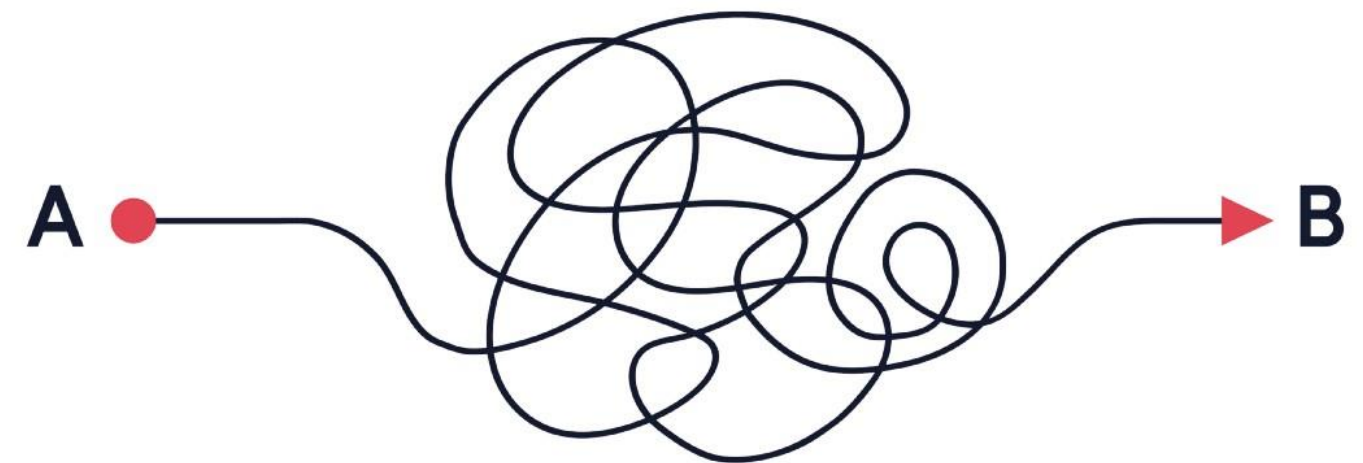
bekyoot.com

bekyoot.com

Expectation



Reality



HOW TO REDUCE ISSUES WHEN MOVING FAST.



CHANGE REQUEST



RISK MANAGEMENT



Feasibility Assessment

Change Log and Approved Notion Link

<https://www.notion.so/mixmob/Approve-Change-Log-1ed743af123644f4bc172aa63e5183d4>

CR - 86

Change Description

Create 5 Cards for the Boff Deck

Task	Department	Feature	Days		Notes
			Optimistic	Pessimistic	
Homming + AOE behaviour	DEV	BOFF 1	2	4	In case of multiple bots, what is going to be targeting the homming behaviour?
Integrate View (3D, VFX, sfx)	DEV	BOFF 1	0.5	1	Not sure if this implies any change in the HUD log system.
Projectile + AOE behaviour	DEV	BOFF 2	2	4	
Integrate View (3D, VFX, sfx)	DEV	BOFF 2	0.5	1	Not sure if this implies any change in the HUD log system.
Reactive cards: Create a behaviour that listen the enemy health.	DEV	BOFF 4	1	2	What if the damage comes from a different source than a card?
Replace logic cards behaviour (simulation side)	DEV	BOFF 4	3	5	Replace cards in hand with the opponent ones. What if the opponent has less than 5 cards in that moment?
Display the new hand in the player UI (Unity side)	DEV	BOFF 4	2	3	Not sure if this implies any change in the HUD log system.
Reactive cards: Create a behaviour that listen the player played cards (simulation side)	DEV	BOFF 5	1	2	
Pulse cost modifier: Add additional data to cards info for overriding cost (simulation side)	DEV	BOFF 5	1	2	Not sure if this implies any change in the HUD log system.
Override the card that's being dealt (simulation side)	DEV	BOFF 5	0.5	1	
Implement Jumming behaviour (simulation side)	DEV	BOFF 3	3	6	
Logic un hand UI and integrate the VFX in cards UI (Unity side)	DEV	BOFF 3	1.5	3	
Add new cases to the HUD	DEV	BOFF 3	0.5	1	
Total			18.5	35	

Does the CR require scope mitigation?

Approved

Denied

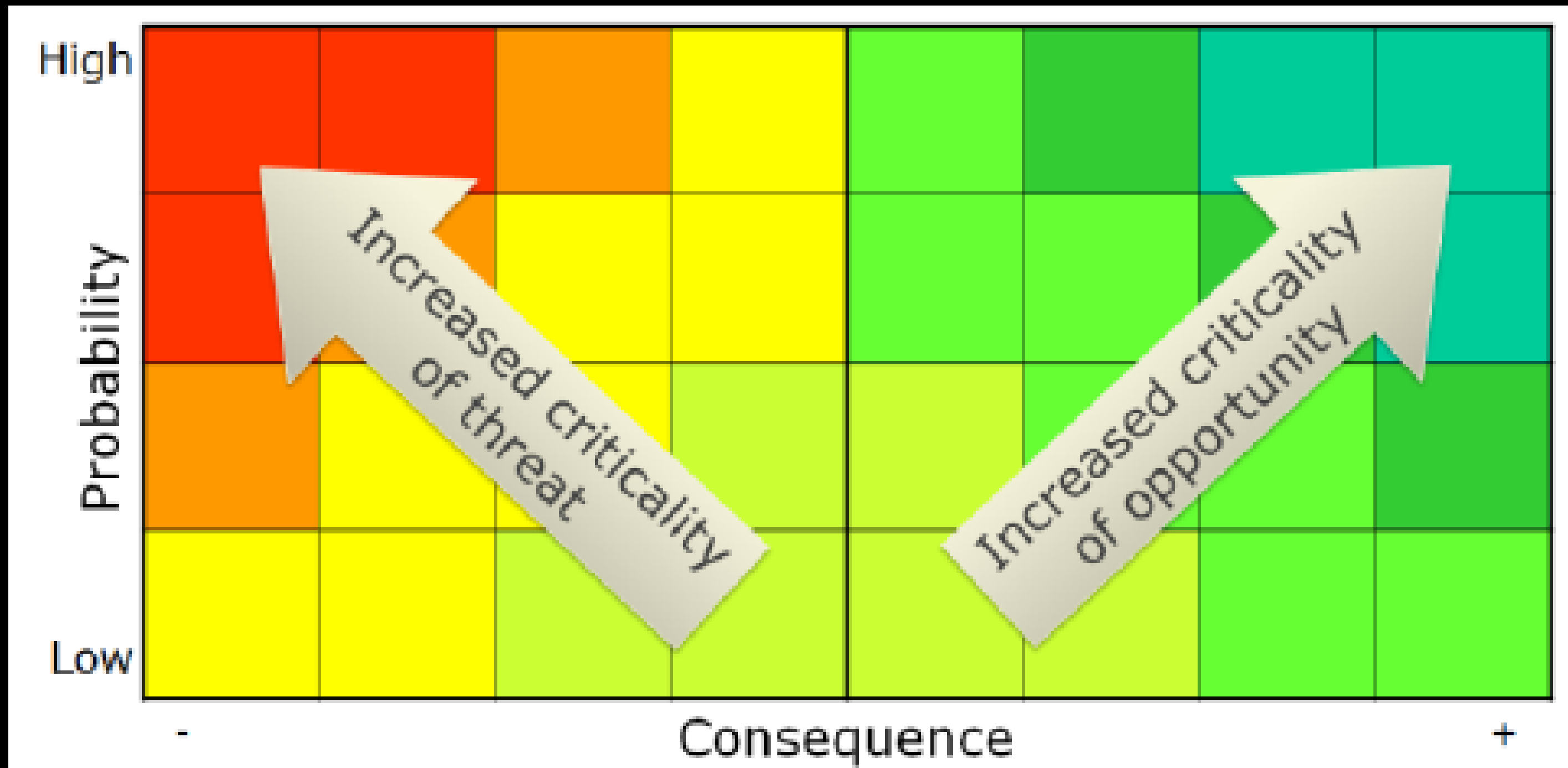
☒

☐





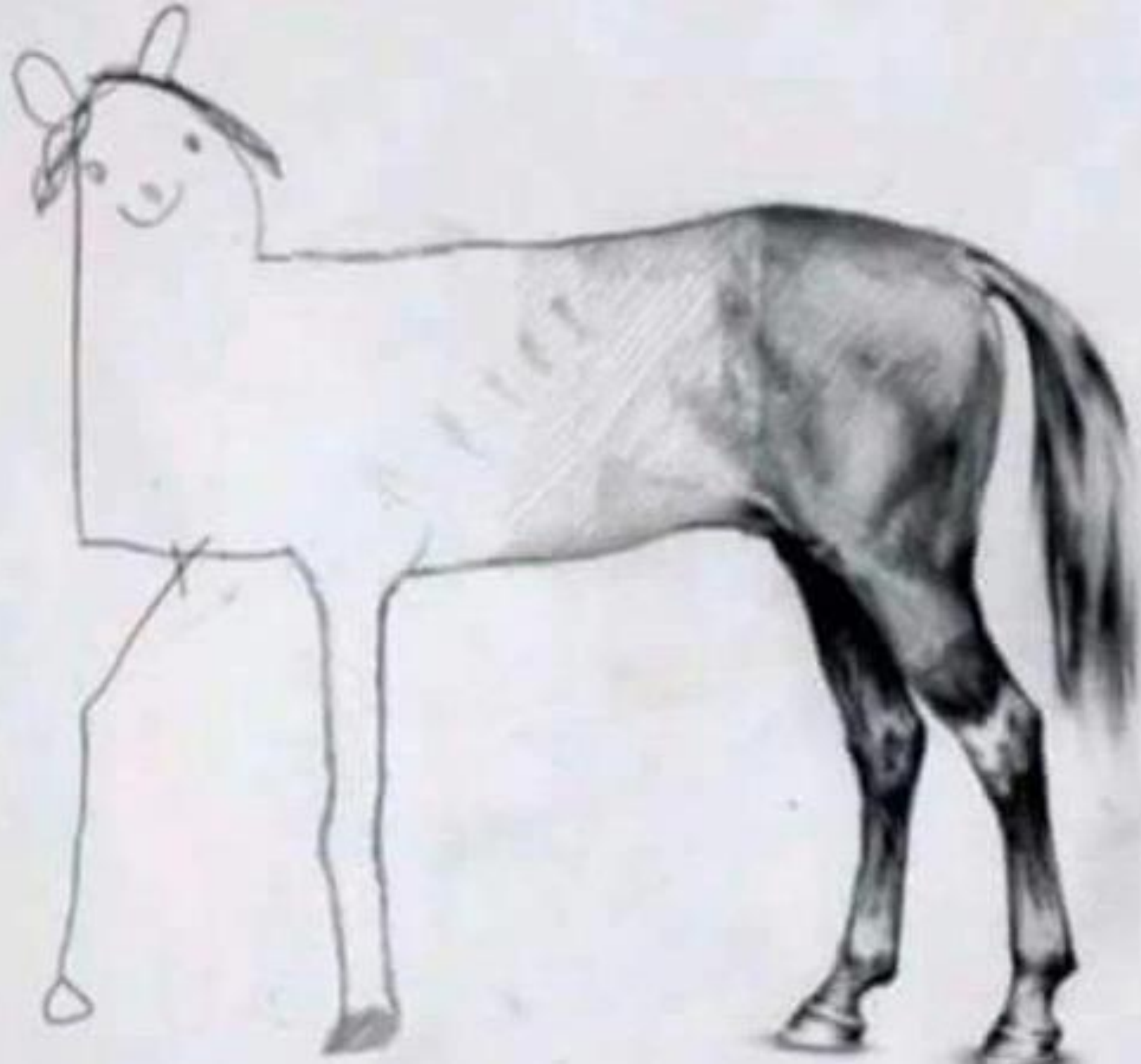






SAILING IS HARD. TAKE YOUR TIME.







5 Daily Affirmations:

"Today, I choose to be happy."

"Be kind, and do your best."

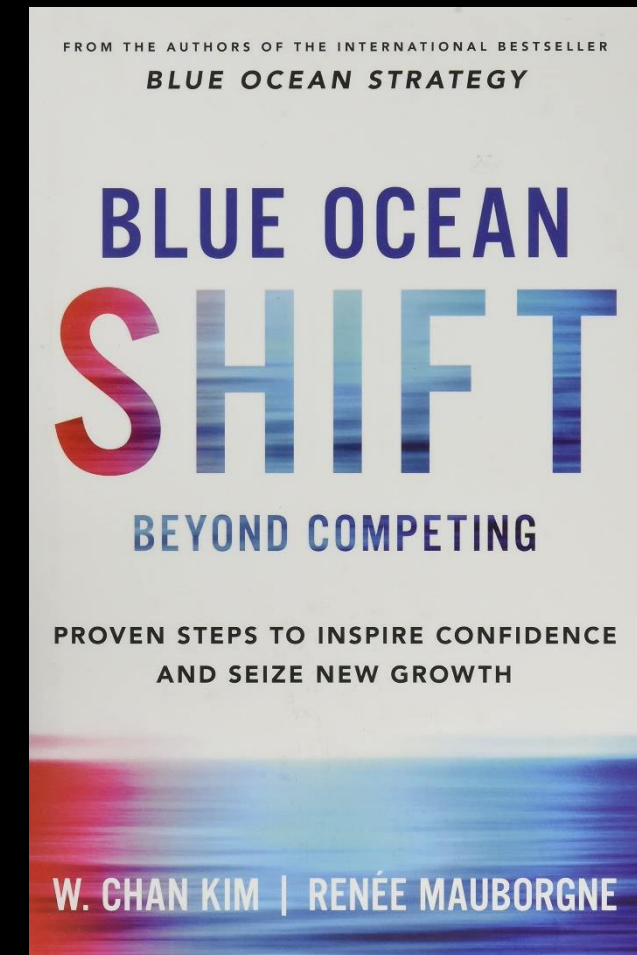
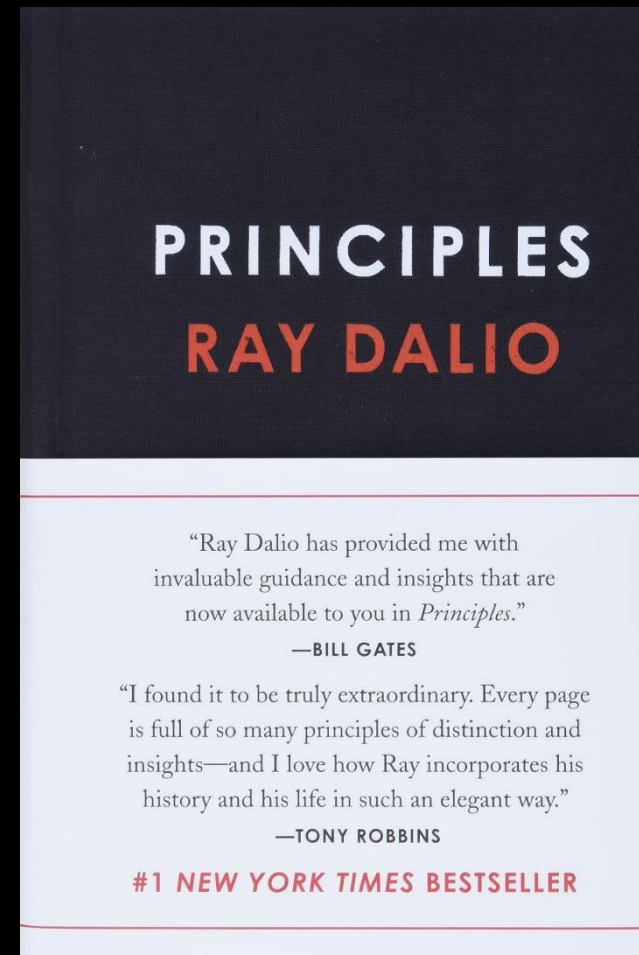
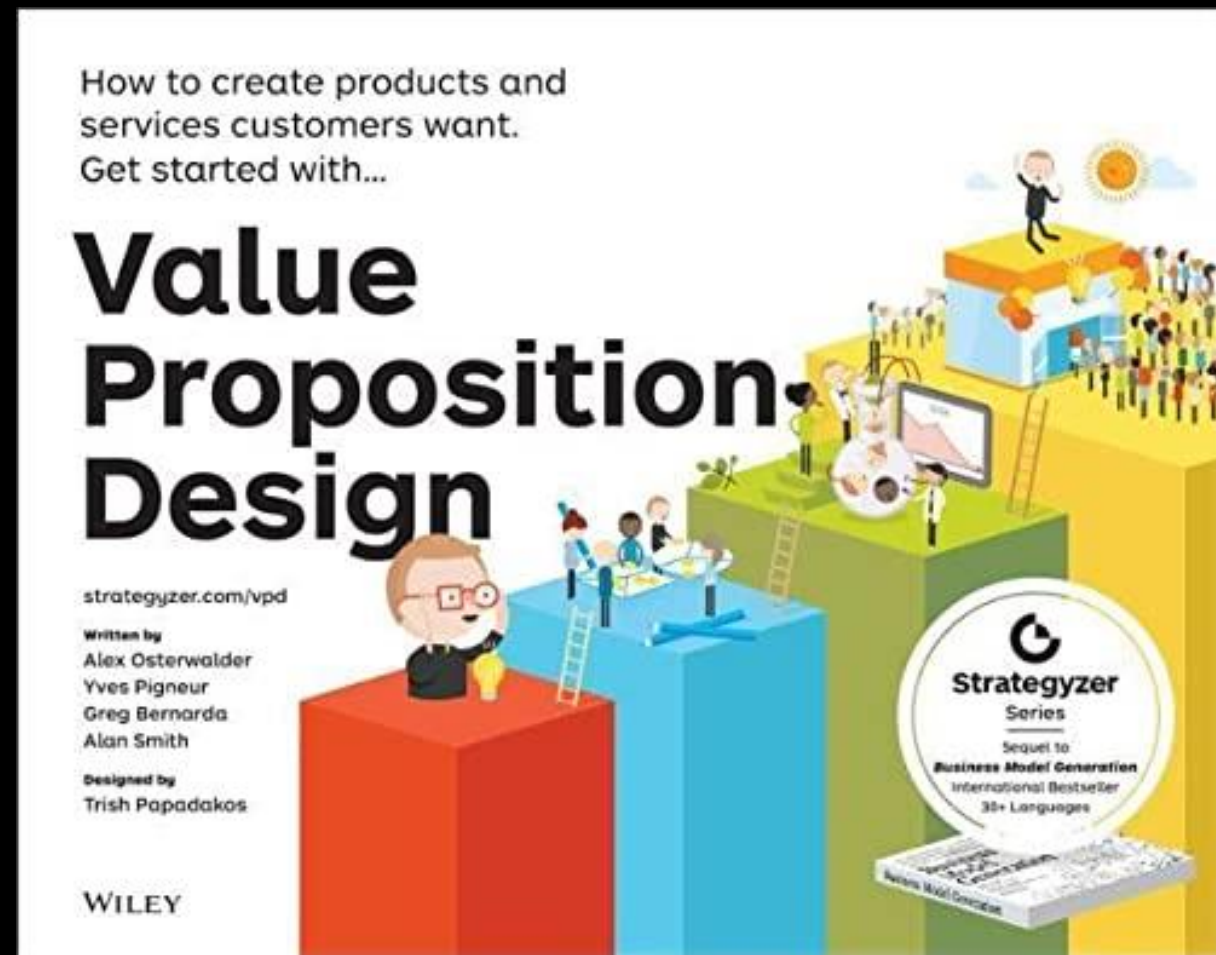
"I am becoming a better version of myself."

"I trust my instincts."

"I love who I am becoming."



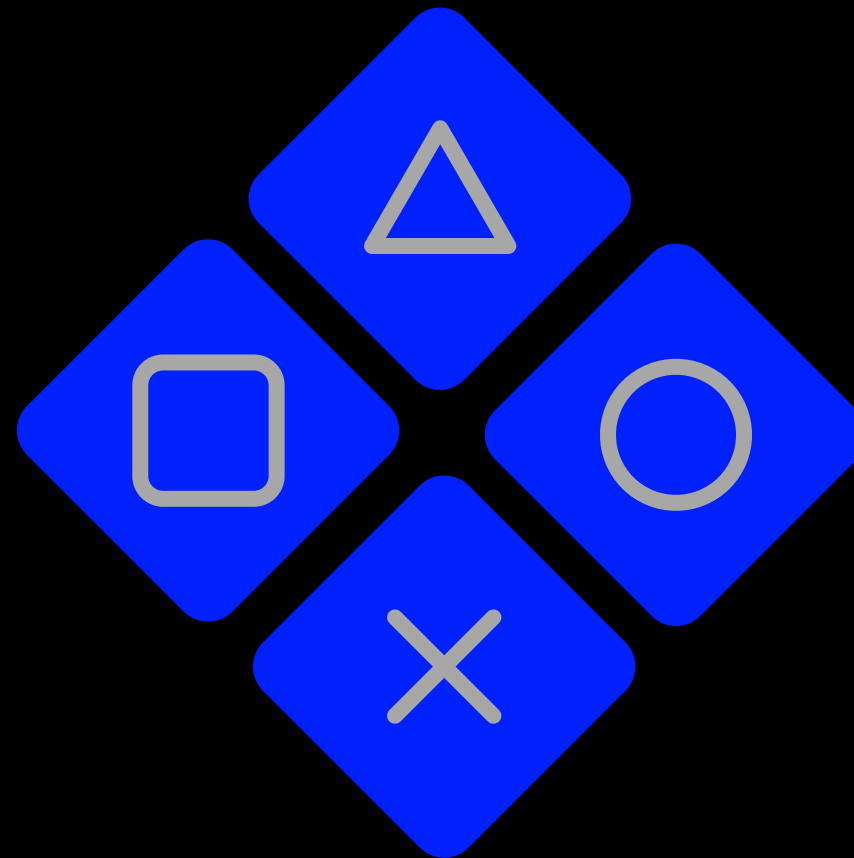
BOOK RECOMMENDATIONS



SUMMARY

Get a compass and a map.

Build a Rubber Duck

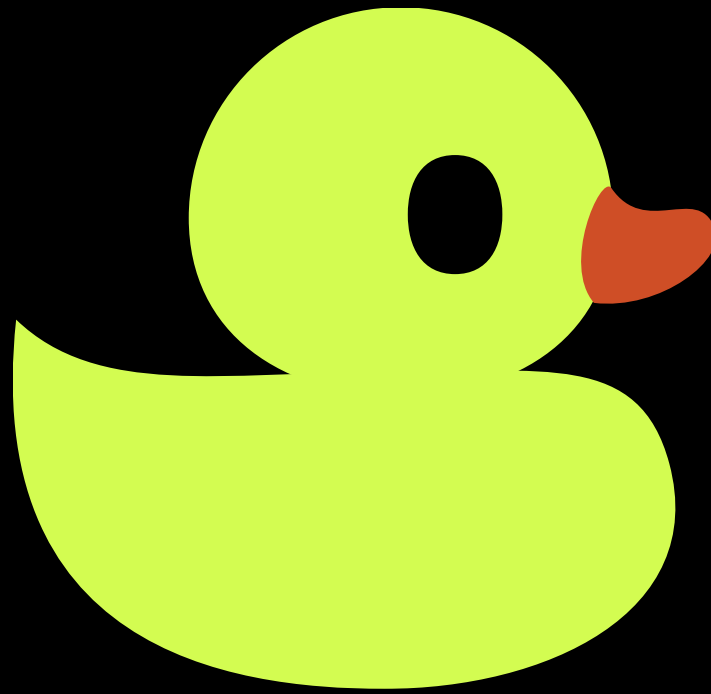


Get to know your players

Ship fast and in the open

REFUSE TO SINK





THANKS

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