

# EVERY 2 WEEKS: Accelerating Guild Wars 2

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Guild Wars 2 Development Director, ArenaNet



WHY TWO WEEKS?



A man with short brown hair, wearing a black jacket over a light-colored patterned shirt, is shown from the chest up. He is looking slightly to his left and appears to be speaking. The background is a light blue wall with a large, gold-colored sign that reads 'UNIVERSITY' in a serif font. The word 'UNIVERSITY' is partially visible, with 'UN' on the left and 'UTHE' on the right.

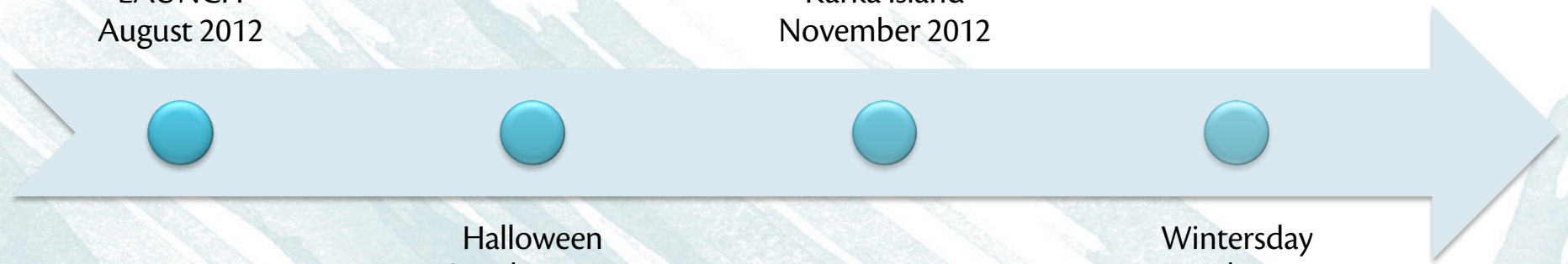
Two weeks. Let's do it in two weeks!

LAUNCH  
August 2012

Karka Island  
November 2012

Halloween  
October 2012

Wintersday  
December 2012





# HYPOTHESIS

Biweekly Releases

**+** Fun content

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More players playing!

# ITERATION

- 
- The background of the slide is an abstract composition. On the left side, there is a dark, textured mass resembling a pile of leaves or a splatter of paint, with some teal and green hues. From this mass, numerous small, brown and orange leaf-like shapes are scattered across the upper left quadrant. The right side of the slide is mostly white, with some faint, light green and greyish splatters and speckles. Two small, dark red, paint-splatter-like marks are positioned to the left of the two list items.
- Capitalize on strengths
  - Learnings come quickly





WHAT'S SO HARD  
ABOUT TWO WEEKS?



LAUNCH  
August 2012

Karka Island  
November 2012

Halloween  
October 2012

Wintersday  
December 2012

October  
Development



**Ships!**

November  
Development



**Ships!**

December  
Development



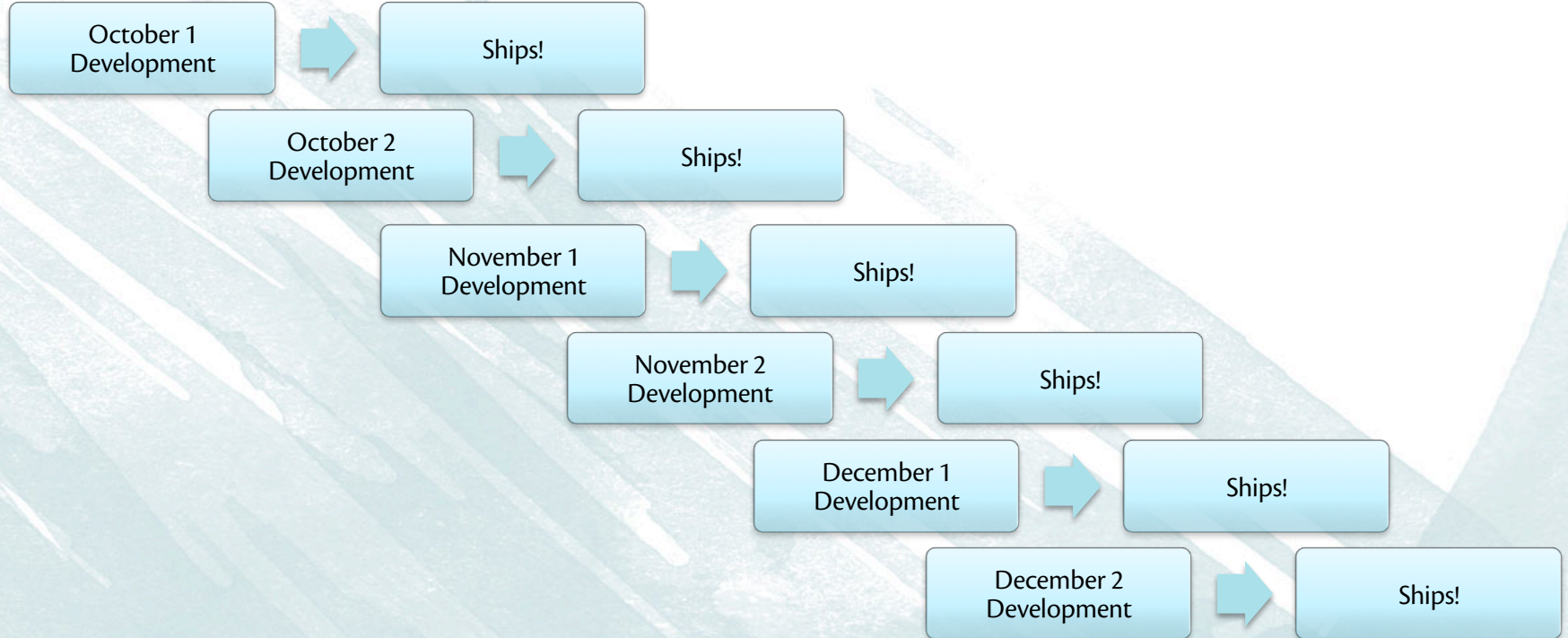
**Ships!**

LAUNCH  
August 2012

Karka Island  
November 2012

Halloween  
October 2012

Wintersday  
December 2012





HOW DID WE DEAL WITH  
THIS OVERLAP?



Technology

People

Process



# TECHNOLOGY







October Stop



November Stop

December Stop





October 1

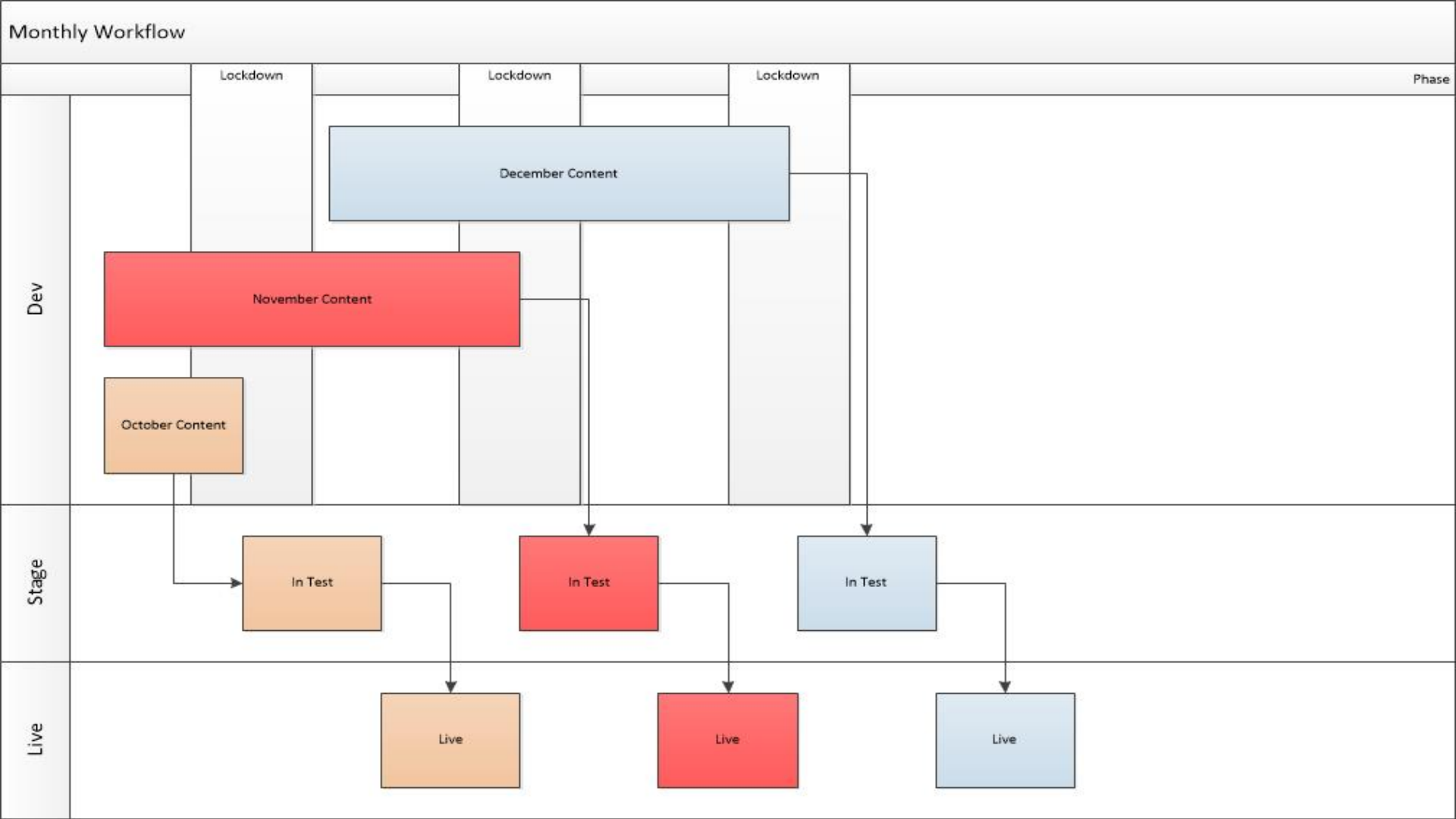
November 1

December 1

October 2

November 2

December  
2





PRODUCTIVITY





FEATURE BRANCHES  
=  
DEVELOPMENT MICROCOSM



October  
Release

November  
Release

December  
Release

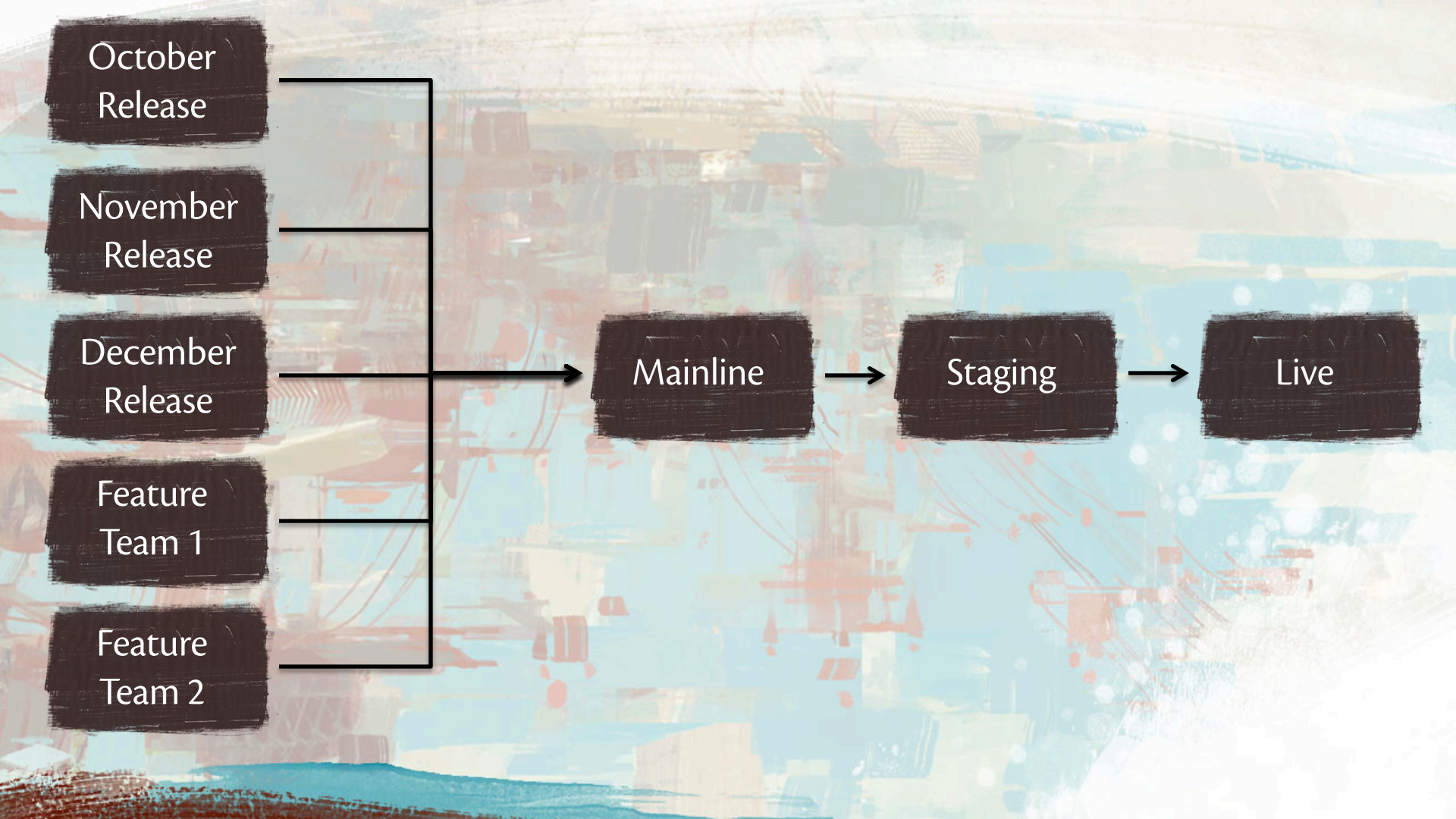
Feature  
Team 1

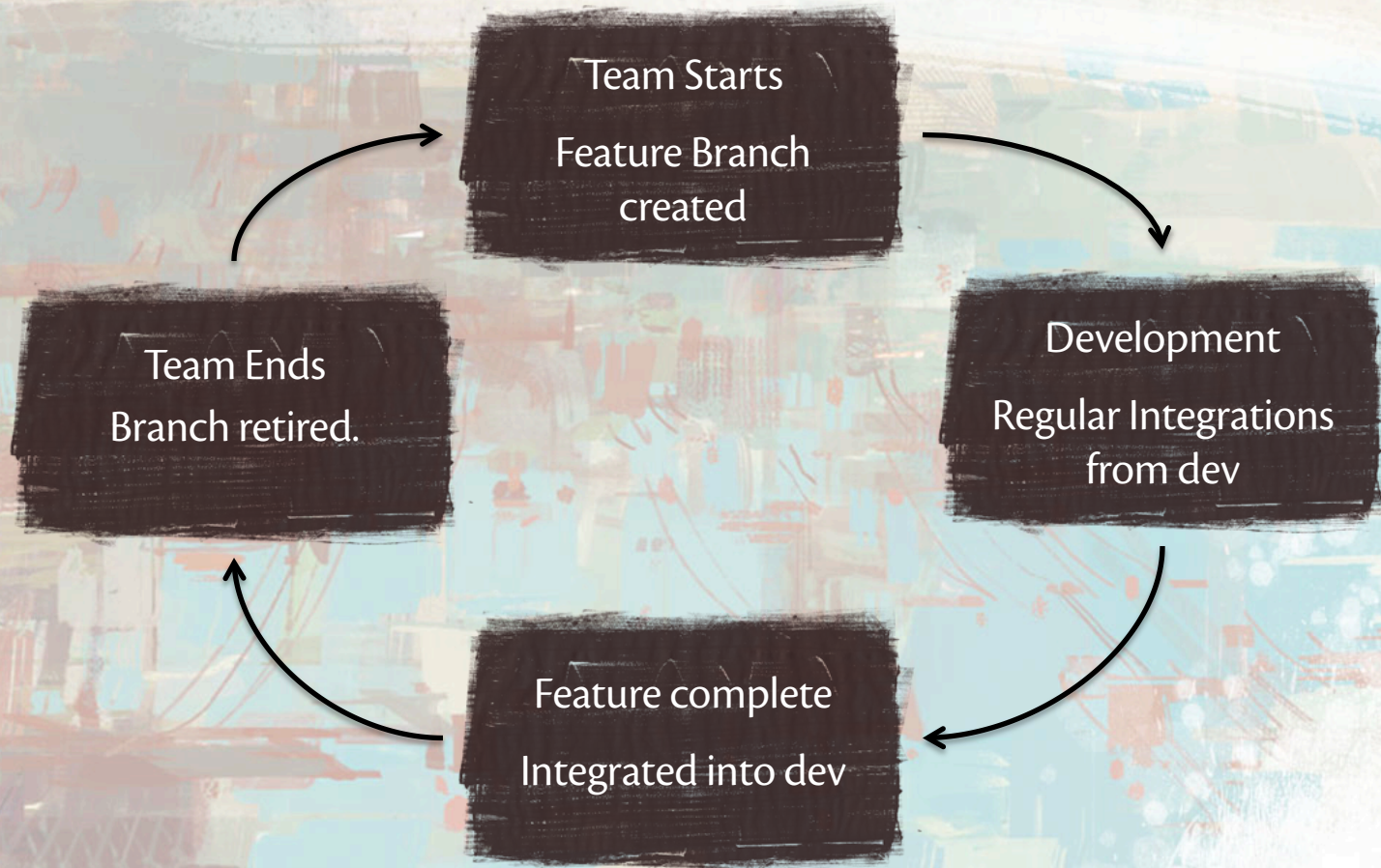
Feature  
Team 2

Mainline

Staging

Live









WHY ARE FEATURE  
BRANCHES SPECIAL?



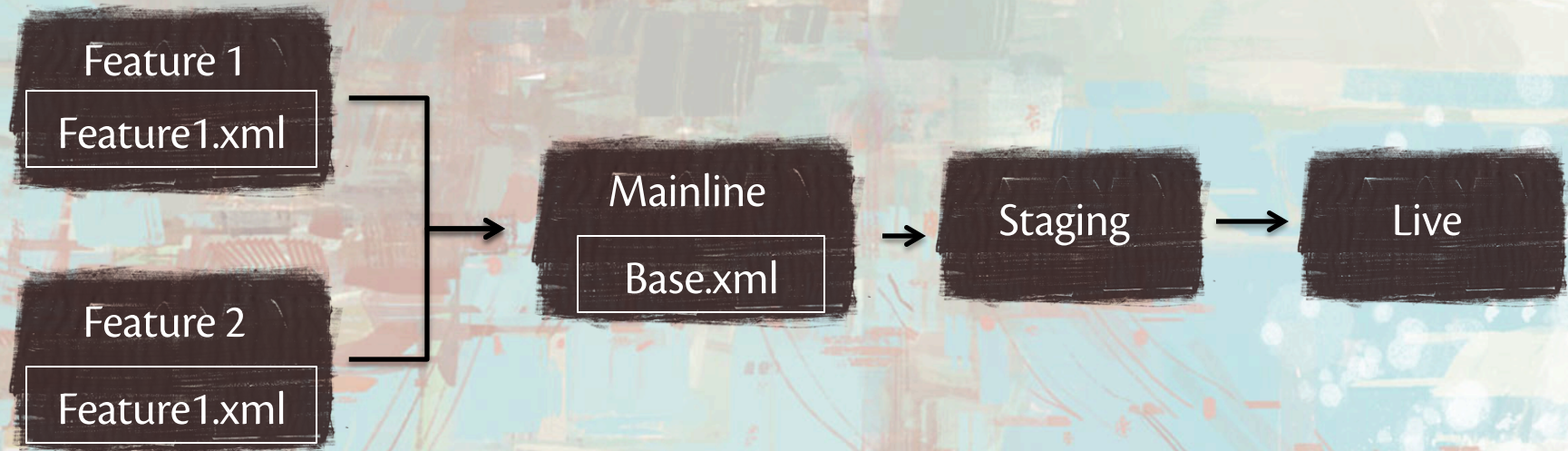
Code



Art

Content

# STREAMS







Code



Art




Content

# ROLLOUT

- MVP in 5 months
- Iteration!





# Technology

- Feature Branches

- Trust art

- Content Streams

# PEOPLE





Art

Design

Programming

Feature 1

Feature 2

Feature 3

## Feature 1

Programmer

Designer

QA

## Feature 2

Programmer

Designer

Artist

QA

## October Content

Designer

Artist

QA

## November Content

Designer

Artist

QA

## December Content

Designer

Artist

QA



WHAT MAKES A  
SUCCESSFUL TEAM?




Start and End Date



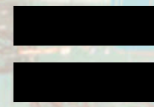
Clear Goals



Success Criteria



Teams aligned w/ priorities



**Feature**  
Teams





Combat  
Multiplayer  
Collectibles/Items  
Quests/Missions  
UI  
AI

## Definitive Ship Date

October  
Release

November  
Release

December  
Release

January  
Release

## Ships when “Done”


Feature 1

Feature 2

Feature 3

Feature 4

# POWER OF TWO TEAMS

- 
- Alleviates date pressure
  - Maintains two weeks
  - Ability to craft releases



# Technology

Feature Branches

Trust art

Content Streams

# People

Feature Teams

Success Metrics

Ship when “done”  
vs definitive date



# PROCESS





HOW DO TEAMS PLAN?



- Backlogs
- Teams Estimate
- Sprint Planning



Design  
Review

Prototype  
Review

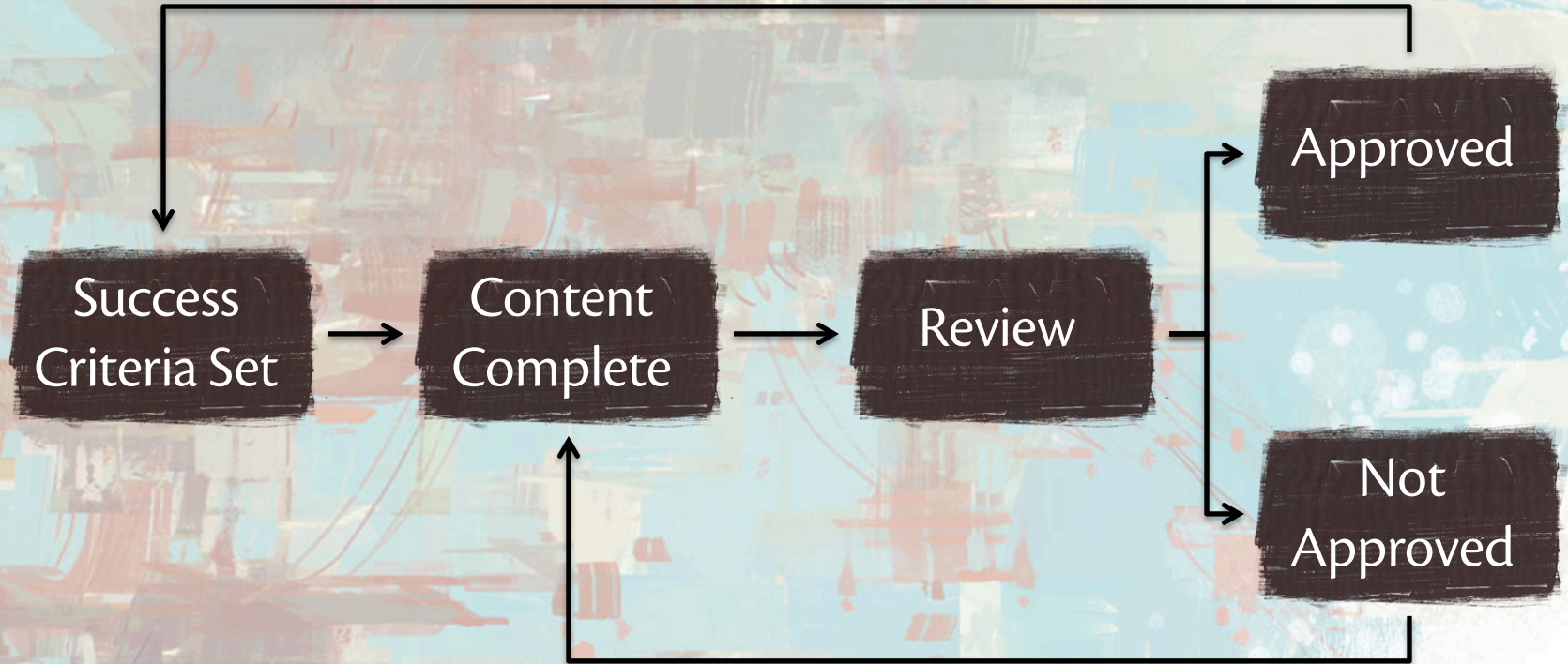
First  
Playable  
Review


Code and  
Content  
Complete

Final  
Review



# ANATOMY OF A REVIEW



- 
- Set time every day
  - In person feedback
  - Small # of approvers
  - Large # of optional



Design  
Review

Prototype  
Review


First  
Playable  
Review

Code and  
Content  
Complete

Final  
Review

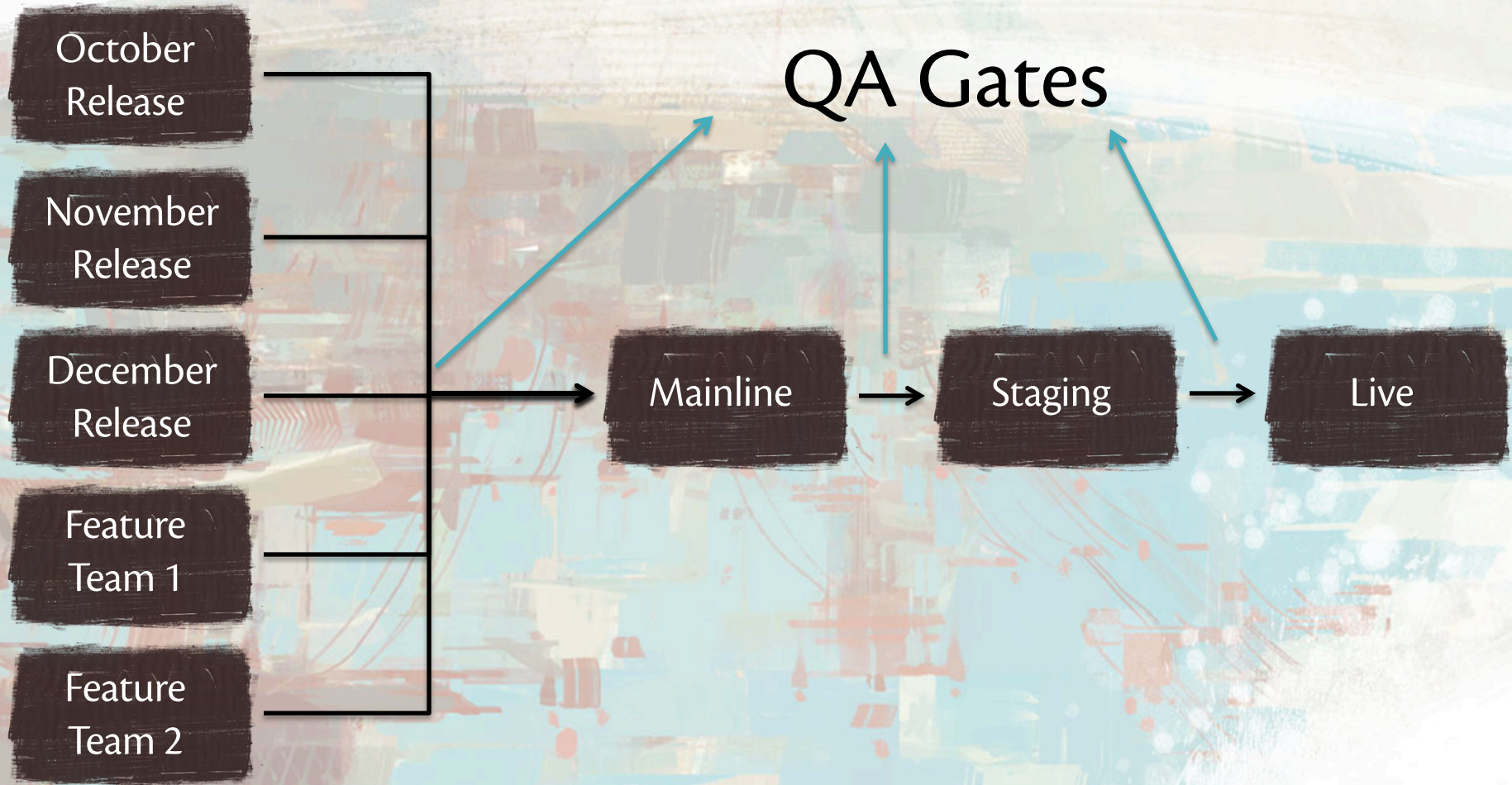


# QUALITY ASSURANCE

- 
- Embedded QA
  - Test Plans
  - Set ZBR
  - QA Gates



# QA Gates



# Technology

Feature Branches

Trust art

Content Streams

# People

Feature Teams

Success Metrics

Ship when “done”  
vs definitive date

# Process

Planning

Reviews

QA Gates



# LEARNINGS



# THE TROUBLE WITH FEATURE BRANCHES

- Cross-team dependencies difficult
- Conscious of QA Load





- Balanced development  
is a difficult equilibrium
- Engineers offline
- Teams compete



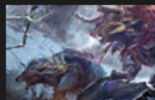
# INCORPORATING ITERATION

## ➤ Process

- Release Postmortems
- Team Retrospectives

## ➤ Content

- Detailed analytics
- Dial in on successful content



**FLAME AND FROST:  
RETRIBUTION**  
APRIL 30, 2013



**SUPER ADVENTURE  
BOX**  
APRIL, 2013



**FLAME AND FROST:  
THE RAZING**  
MARCH, 2013



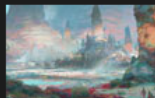
**FLAME AND FROST:  
THE GATHERING  
STORM**  
FEBRUARY, 2013



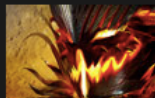
**FLAME AND FROST:  
PRELUDE**  
JANUARY, 2013



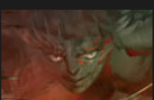
**WINTERSDAY**  
DECEMBER, 2012



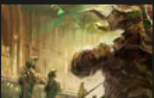
**THE LOST SHORES**  
NOVEMBER, 2012



**THE SHADOW OF  
THE MAD KING**  
OCTOBER, 2012



**CLOCKWORK  
CHAOS**  
AUGUST 20, 2013



**QUEEN'S JUBILEE**  
AUGUST 6, 2013



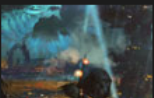
**CUTTHROAT  
POLITICS**  
JULY 23, 2013



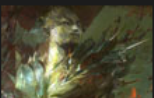
**BAZAAR OF THE  
FOUR WINDS**  
JULY 9, 2013



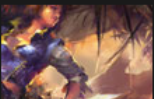
**SKY PIRATES OF  
TYRIA**  
JUNE 25, 2013



**DRAGON BASH**  
JUNE 11, 2013



**LAST STAND AT  
SOUTHSUN**  
MAY 28, 2013



**THE SECRET OF  
SOUTHSUN**  
MAY 14, 2013



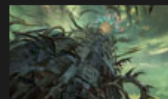
**A VERY MERRY  
WINTERSDAY**  
DECEMBER 10, 2013



**FRACTURED**  
NOVEMBER 26, 2013



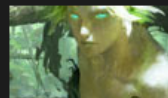
**THE NIGHTMARES  
WITHIN**  
NOVEMBER 12, 2013



**TOWER OF  
NIGHTMARES**  
OCTOBER 29, 2013



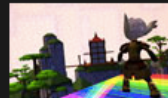
**BLOOD AND  
MADNESS**  
OCTOBER 15, 2013



**TWILIGHT ASSAULT**  
OCTOBER 1, 2013



**TEQUATL RISING**  
SEPTEMBER 17, 2013



**SUPER ADVENTURE  
BOX: BACK TO  
SCHOOL**  
SEPTEMBER 3, 2013





# QUESTIONS!

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