

A GREAT DISTURBANCE
IN DEVELOPMENT:
**THE DARK SIDE OF
EARLY ACCESS**

JAY CROWE

CREATIVE DIRECTOR, BOHEMIA INTERACTIVE





01 INTRODUCTION

WHAT

DESIGN FEEDBACK PUBLISHING EXPOSURE MANAGEMENT
DEVELOPMENT **EARLY ACCESS** COMMUNITY
CASHFLOW MARKETING VALIDATION RISK ITERATION

WHY



FEEDBACK

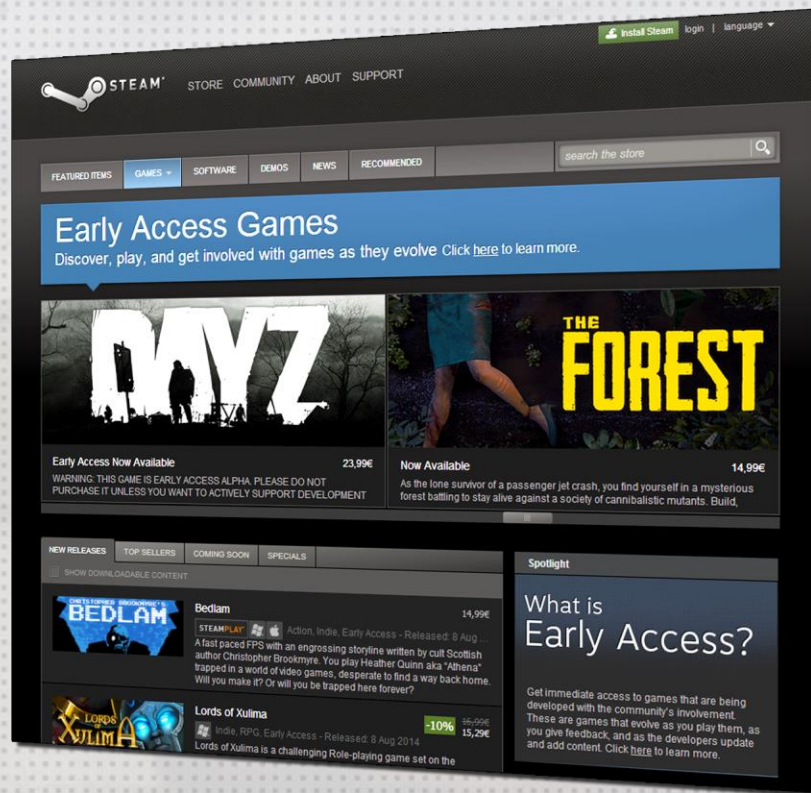


CASHFLOW



EXPOSURE

WHO





01 INTRODUCTION



01 INTRODUCTION

/ 07



DAYZ
THE SURVIVAL GAME

01 INTRODUCTION

/ 08

WHO

PRISON
ARCHITECT



ARMA 3



ALPHA

MARCH 13



BETA

JUNE 13



SEPTEMBER 13



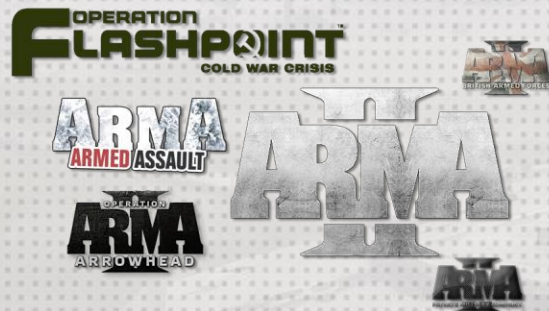




DISCLAIMERS!



COMMUNITY



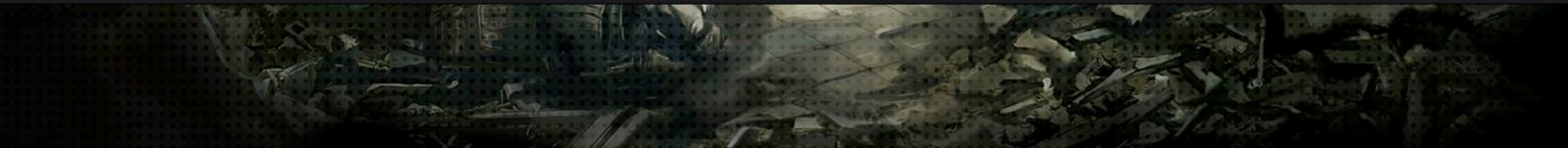
HISTORY



SANDBOX

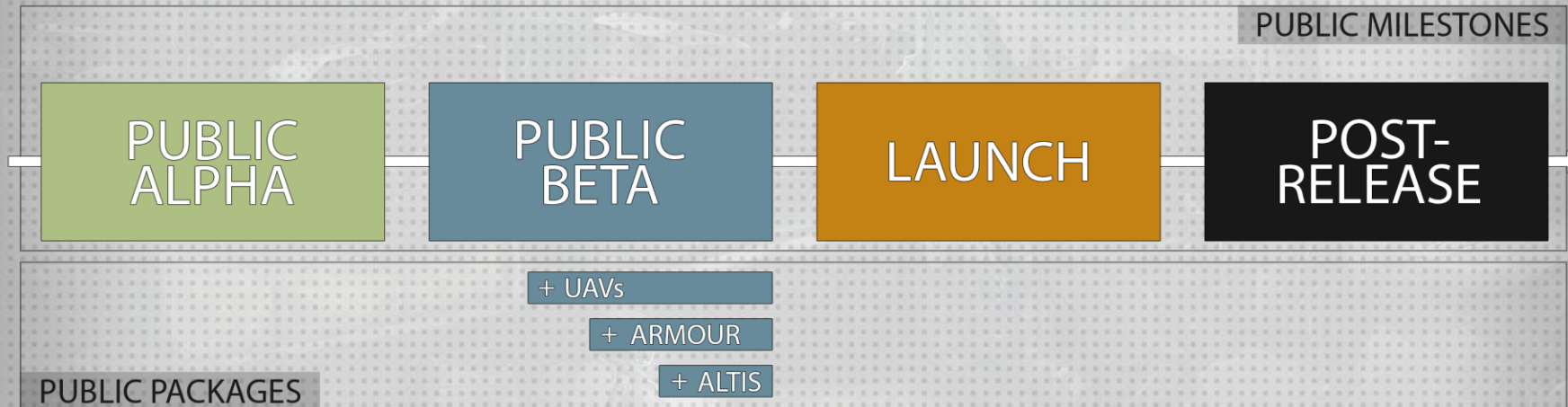


02 MANAGING DEVELOPMENT



PLANNING

PUBLIC MILESTONES



DATA MANAGEMENT

SEPARATION

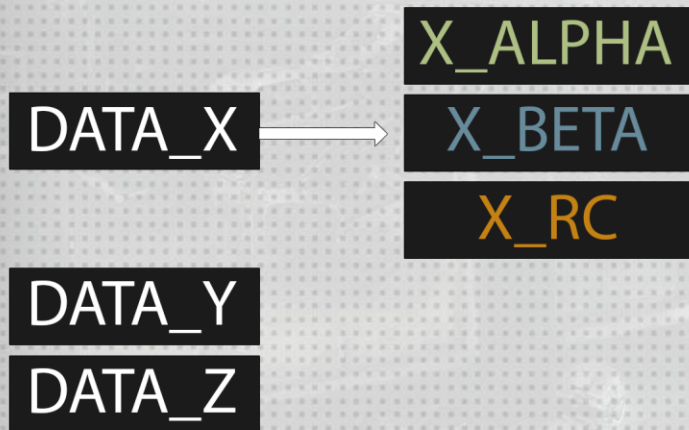
DATA_X

DATA_Y

DATA_Z

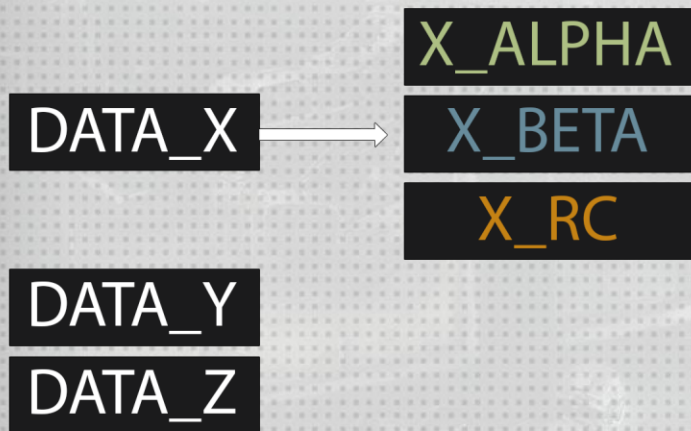
DATA MANAGEMENT

SEPARATION

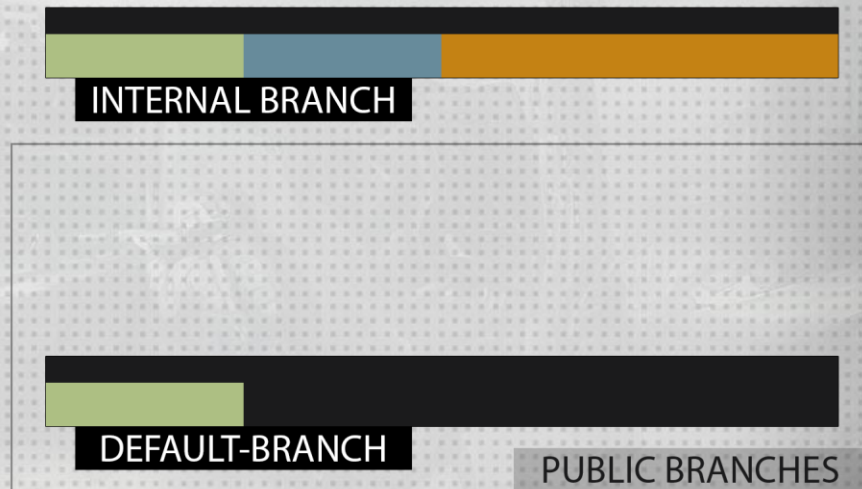


DATA MANAGEMENT

SEPARATION

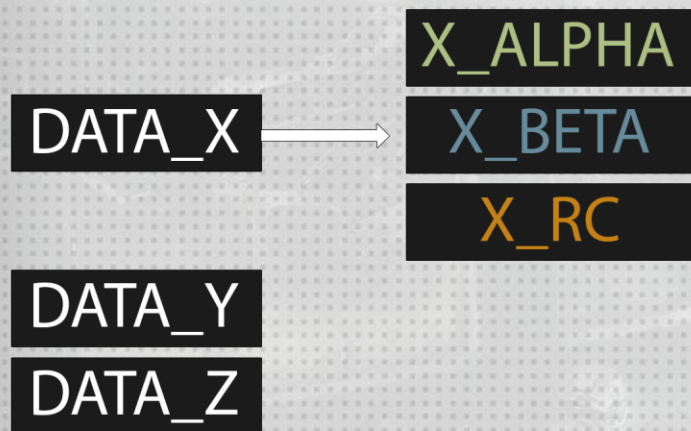


BRANCHING

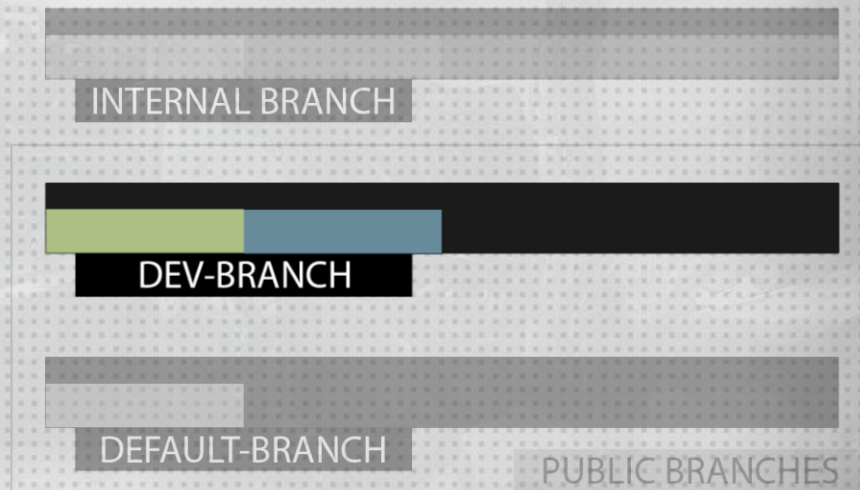


DATA MANAGEMENT

SEPARATION

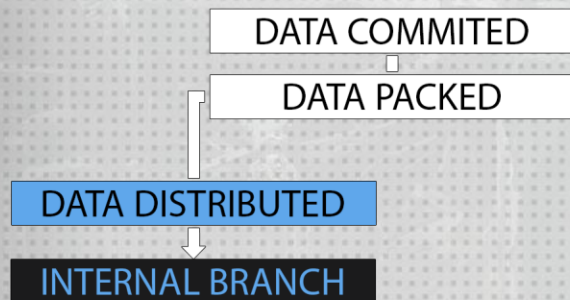


BRANCHING



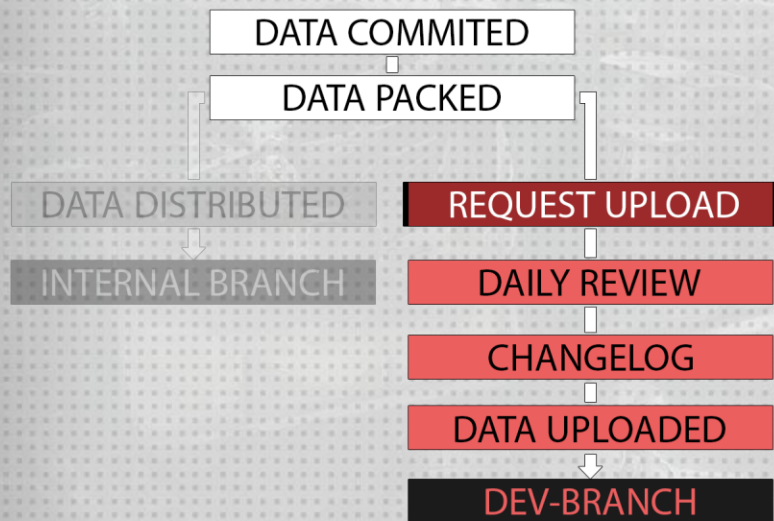
GAME UPDATES

DEV-BRANCH & LOGS



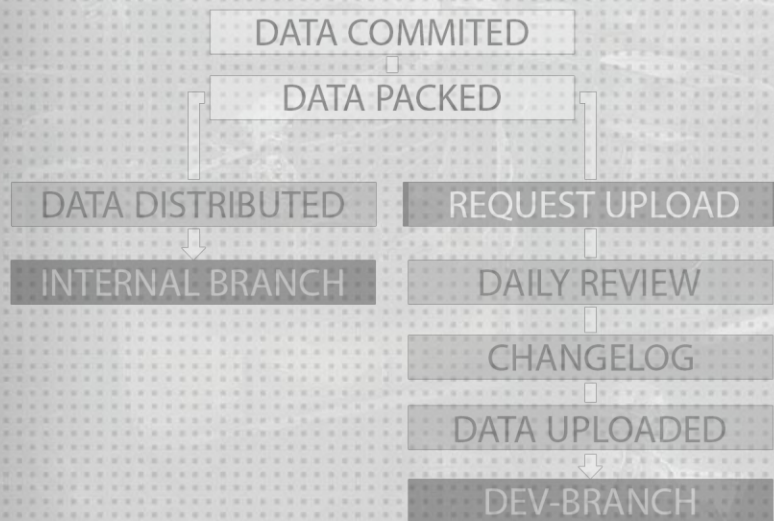
GAME UPDATES

DEV-BRANCH & LOGS

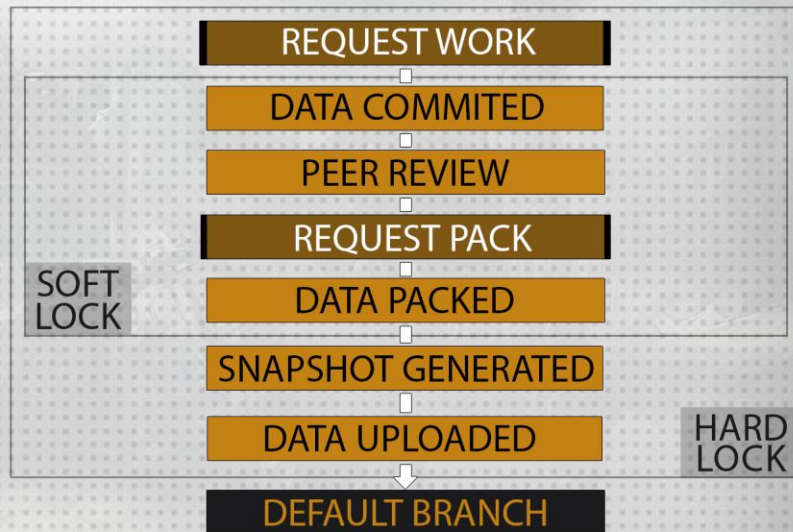


GAME UPDATES

DEV-BRANCH & LOGS



DEFAULT-BRANCH & LOCKS



THE LIGHT

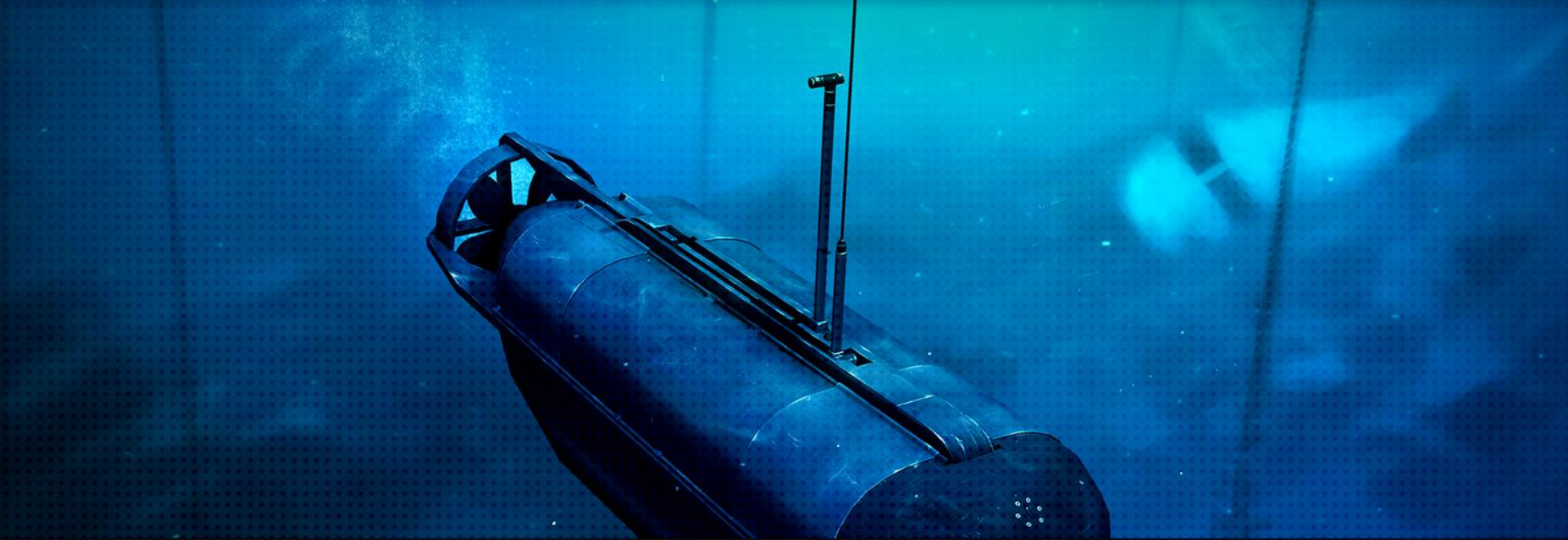
- FREQUENT UPDATES
- STABILITY
- BIG PICTURE

THE LIGHT

- FREQUENT UPDATES
- STABILITY
- BIG PICTURE

THE DARK

- OVERHEAD
- PRESSURE
- CONSISTENCY



03 MANAGING FEEDBACK

TOOLS

FORMAL



Viewing Issues (1 - 50 / 10270) [[Print Reports](#)] [[CSV Export](#)] [[Excel Export](#)]

P	ID	#		Category	Severity	Status	Updated
	0020194	1	1	Bootcamp	none	resolved (Iceman)	2014-08-11
	0001580	46	4	Game Physics	feature	reviewed (Astaroth)	2014-08-11
	0020082	5	2	Launcher	none	assigned (BIS_cooper)	2014-08-11
	0020183	2		Feature Request	none	acknowledged (Iceman)	2014-08-11
	0020203	1		Launcher	none	need more info (Iceman)	2014-08-11
	0020105	2		RotorLib	none	assigned (Iceman)	2014-08-11
	0020222	1	1	Game Crash	none	assigned (Iceman)	2014-08-11
	0020198	4		Game Crash	none	need more info (Iceman)	2014-08-11
	0020219	4		Other	none	new	2014-08-11
	0020204	5	1	Health System	none	need more info (Iceman)	2014-08-11
	0020188	1		Campaign Episode 2: Adapt	none	acknowledged (Iceman)	2014-08-11
	0020201			Feature Request	none	acknowledged (Iceman)	2014-08-11

INFORMAL



Wednesday, 12-29-2012 #13460

➔ **MadDogX** ➔
<http://image.noelack.com/fichiers/...-4-19-32-36.png>
 When hitting "preview" the first time on Arlls.

Confirmed, only happens when you are close enough to the domes (when they load for the first time). They have a couple of types in **CfgAnimationSourceSounds** → **RollDoorsSound**.
 EDIT: quick fix with a config-patch addon did the trick. The sounds are pretty cool. 🍷

Last edited by MadDogX: Wednesday at 12-28.

Signature: PETA-US-83 Motherland | Inner Core (7/2009) @ 4/2011 | White Deafone GTX70i K08 | 10GB Core i5@3 1600MHz RAM | Kingston HyperX SSD | ASUS Xonar D2S sound | 3x Asus T00N P50 | Windows 7 64bit

🔒 **Reply With Quote**

~bohemiainteract and the @Arma3Official Dev Team, We say "Repeger" – "Horloger" is a clock / translate error ~ pic.twitter.com/20KXN6G7I

➔ **helly9** @helly9 • 12/29/2012 • 12/29/2012 • 12/29/2012

Arma 3
 @Arma3official

@Azimut182 @bohemiainteract Merci, we've passed it on to our localization team.

➔ Reply • Delete • Favorite • More

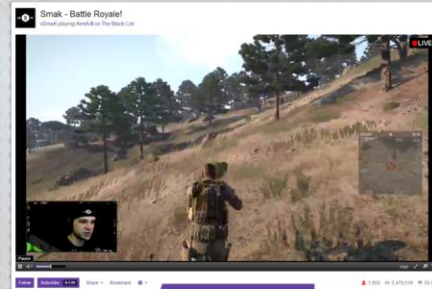
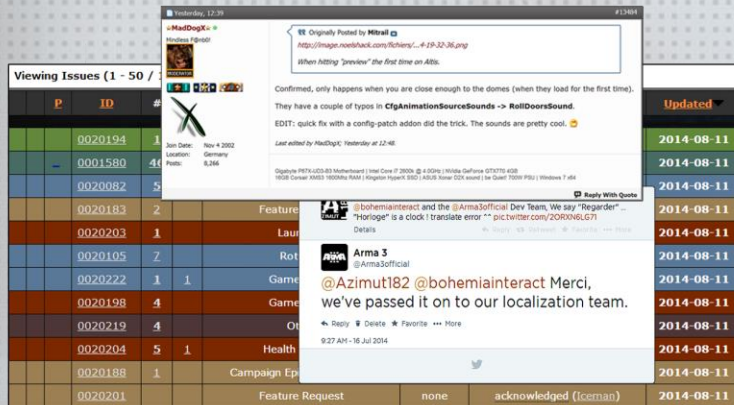
9:27 AM - 10/24/2014

ACTIVE



ACTIVE

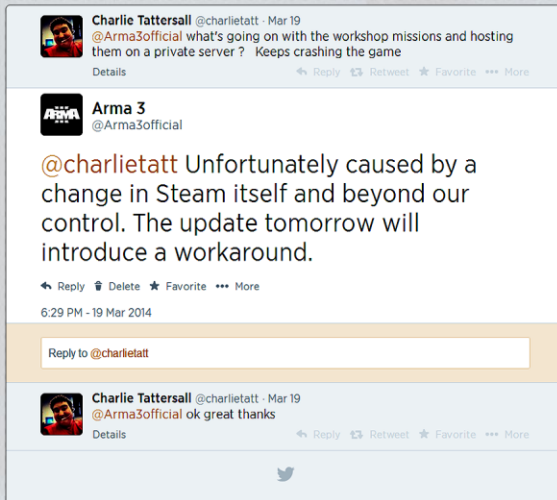
PASSIVE



You Tube

INFORMATION SHARING

REACTIVE



The screenshot shows a Twitter thread. The first tweet is from Charlie Tattersall (@charlietatt) dated Mar 19, asking @Arma3official about workshop missions crashing on a private server. The second tweet is a reply from Arma 3 (@Arma3official) explaining that the issue is due to a change in Steam and that a workaround will be introduced tomorrow. Below the reply is a text input field for replying to @charlietatt. The third tweet is another reply from Charlie Tattersall, thanking @Arma3official.

Charlie Tattersall @charlietatt · Mar 19
@Arma3official what's going on with the workshop missions and hosting them on a private server ? Keeps crashing the game
Details · Reply · Retweet · Favorite · More

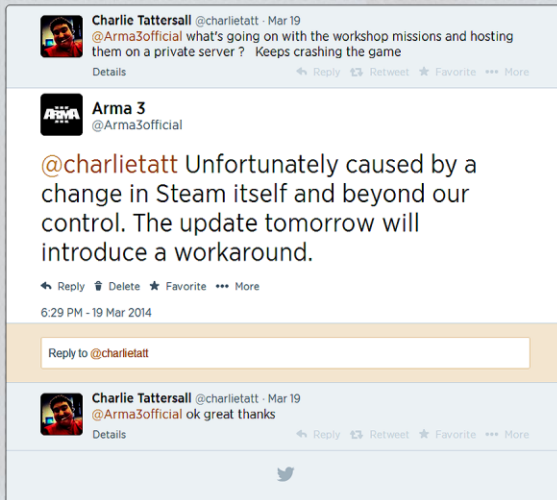
Arma 3 @Arma3official
@charlietatt Unfortunately caused by a change in Steam itself and beyond our control. The update tomorrow will introduce a workaround.
Reply · Delete · Favorite · More
6:29 PM - 19 Mar 2014

Reply to @charlietatt

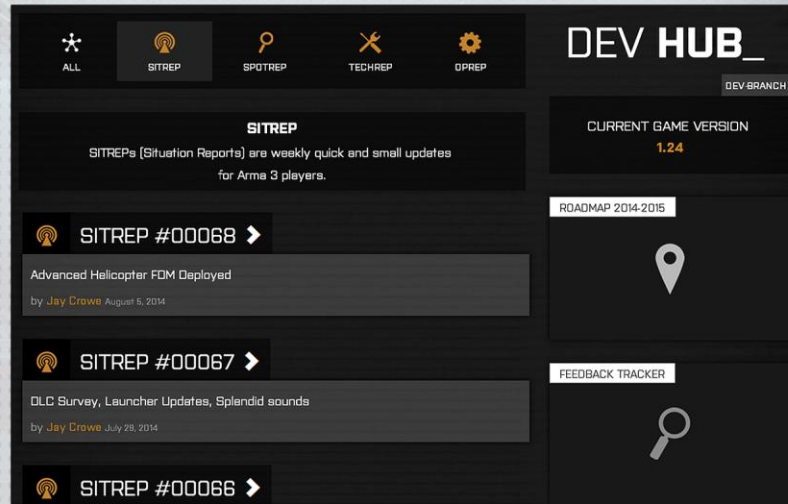
Charlie Tattersall @charlietatt · Mar 19
@Arma3official ok great thanks
Details · Reply · Retweet · Favorite · More

INFORMATION SHARING

REACTIVE




STRUCTURED





STRATEGY


SHORT-TERM

Feb 26 2014, 12:20 #231

DnA  #231
BI Developer

 **DEVELOPER**





Join Date: Jan 8 2002
Location: Prague
Posts: 1,298
Author of the Thread

26-02-2014 (hotfix)
No new EXE
Size: ~3 MB

DATA


- Fixed: Zeus interface no longer crashes the game

STRATEGY


SHORT-TERM

LONG-TERM

Feb 26 2014, 12:20 #231

DnA  #231


BI Developer


 DEVELOPER

26-02-2014 (hotfix)
No new EXE
Size: ~3 MB

DATA

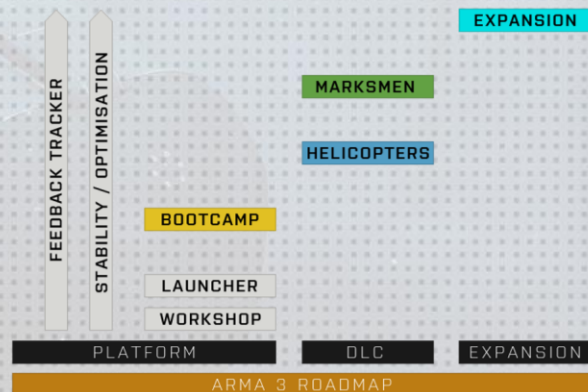
- Fixed: Zeus interface no longer crashes the game





Join Date: Jan 8 2002
Location: Prague
Posts: 1,298

Author of the Thread



THE LIGHT

- FEEDBACK
- TRUST
- TOOLS

THE LIGHT

- FEEDBACK
- TRUST
- TOOLS

THE DARK

- WEAPONISED TOOLS
- VISIBLE GRIEVANCES
- ENDLESS ITERATION



04 MANAGING COMMUNICATIONS

ONE-WAY

OFFICIAL ASSETS



ONE-WAY

OFFICIAL ASSETS

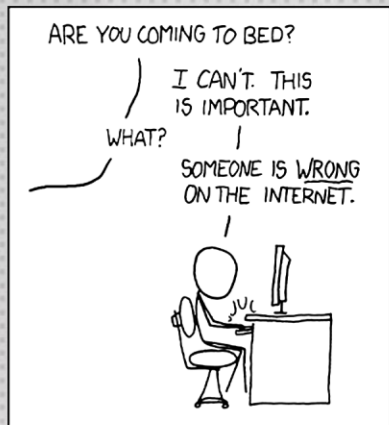


COMMUNITY MEDIA



TWO-WAY

CULTURE SHOCK



xkcd.com

TWO-WAY

CULTURE SHOCK

BALANCE



xkcd.com



THE LIGHT

- SELF-SUSTAINING
- UNIQUE BUZZ

THE LIGHT

- SELF-SUSTAINING
- UNIQUE BUZZ

THE DARK

- HUMAN IMPACT
- BRAND IN THE WILD!



05 MANAGING EXPECTATIONS



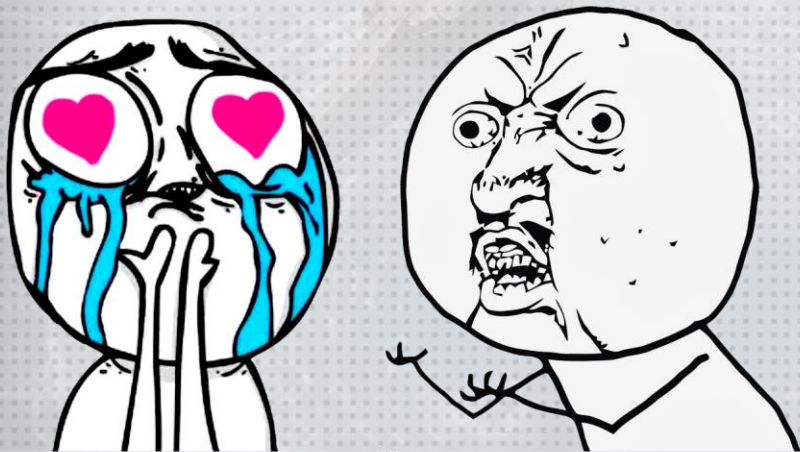
INITIAL BUBBLE

HOT NEW THING



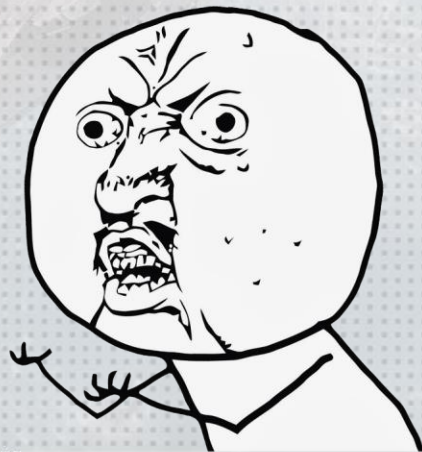
INITIAL BUBBLE

HOT NEW THING

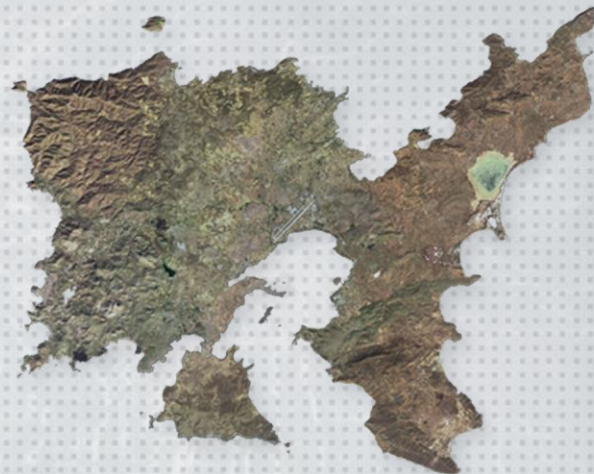


INITIAL BUBBLE

HOT NEW THING



THE CROWN JEWELS



GAMES MEDIA

NEW CONCEPT

$\alpha / 10$

GAMES MEDIA

NEW CONCEPT

MORE TIME

$\alpha / 10$



GAMES MEDIA

NEW CONCEPT

MORE TIME

$\alpha / 10$



EARLY ACCESS
PRESENTATION

IMAGE TO BE ADDED LATER

THE LIGHT

- EXTRA LEEWAY
- GREATER DEPTH

THE LIGHT

- EXTRA LEEWAY
- GREATER DEPTH

THE DARK

- BURNOUT
- IN FLUX



06 SUMMARY

KEY ACTIONS

- STAGE CONTENT
- BRANCH DATA
- TRACK FEEDBACK
- BUILD RELATIONSHIPS

KEY ACTIONS

- STAGE CONTENT
- BRANCH DATA
- TRACK FEEDBACK
- BUILD RELATIONSHIPS

KEY PITFALLS

- BIG PROMISES
- MISSED DEADLINES
- PARELLEL DEVT
- ENDLESS ITERATION



07 Q&A



A GREAT DISTURBANCE
IN DEVELOPMENT:
**THE DARK SIDE OF
EARLY ACCESS**

JAY CROWE

CREATIVE DIRECTOR, BOHEMIA INTERACTIVE

TOPICS

- CONSTANT CRUNCH?
- EARLY ACCESS MODDING?
- EXAMPLE OF CHANGE?
- CONFLICTING FEEDBACK?

