



Solid Game Ideas with GameCraft methodology

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Why do we need Methodology at all?

- Check concepts
- Find mistakes earlier
- Find out details
- Solidify **Game Focus**
- Get some artifacts

Game Craft

- Created by **Wargaming Research and Development**
- Originally presented on DevGamm Moscow 2018

What do we need?

- Time:
 - 6 hours for actual project,
 - 1.5 hour for educational version,
 - 15 minutes for MAGNuS Project

Team:

Visionary
Expert
Gamer
Moderator

Tools:

Whiteboard
Paper
Internet Access
Idea

Part 1 – Solo!

Step 1.1: Define Game Idea

How to make it:

Mechanics Approach: FPS Shooter with jet packs

Narrative Approach: Game about surviving nuclear winter

Audience/Marketing Approach: Puzzle games for elder people/
Racing game for China

Reference Approach: SimCity but on Mars

Ideas

- Battle-royal but with healing instead of shooting
- 2D adventure game about man who can't get out of the room
- AR quest on the streets
- Platformer in cyberpunk setting with augmentations
- Combine FPS and Strategy

Step 1.2. Marketing Analyses

- Who plays such games? Age? Country? Gender?
- What platforms?
- What are successful games in that genre?
- Any failures?
- Genre + Platforms?

Step 1.3. Idea Check

- Optional Step
- Just rethink
- Reformulate
- Is Marketing Analyses ok?

Part 2 – Team Discussion

Step 2.1. List Facts

- What do we now about that game?
(whiteboard, brainstorm session, just write everything)
- Needs great graphics?
- Multiplayer?
- Long or short sessions?
- Sound is important?

Just facts, no ideas!

What if we can't agree?

- Off-topic? Skip
- Can be decided later? Postpone
- Crucial to idea – Discuss, **Visionary** must agree.

Step 2.2. Problems and Opportunities

- Facts can be bad (problems) or good (opportunities) or **both**

«Strategies need good AI»

«This genre is not so popular anymore»

«Rogue-like games use procedural level generation»

Step 2.3. Solutions

- Each solution must solve problem or use opportunity
- One solution can solve multiple problems/opportunities

«Puzzle games have short sessions»

«Puzzle games do not need advanced graphics»

«Puzzles are popular among casual gamers»

Mobile Platforms!

About 8-12 solutions

Part 3 – Conclusions

Step 3.1. Core Pillars

- Most common solutions form Core Pillars
- «Kids 6-12»
- «Mobile game»
- «Multiplayer»

Free to play

Free form, maybe long

About 4-5

Step 3.2 Questions

- Who plays?
- Where?
- How?
- Motivation?
- Socialization?

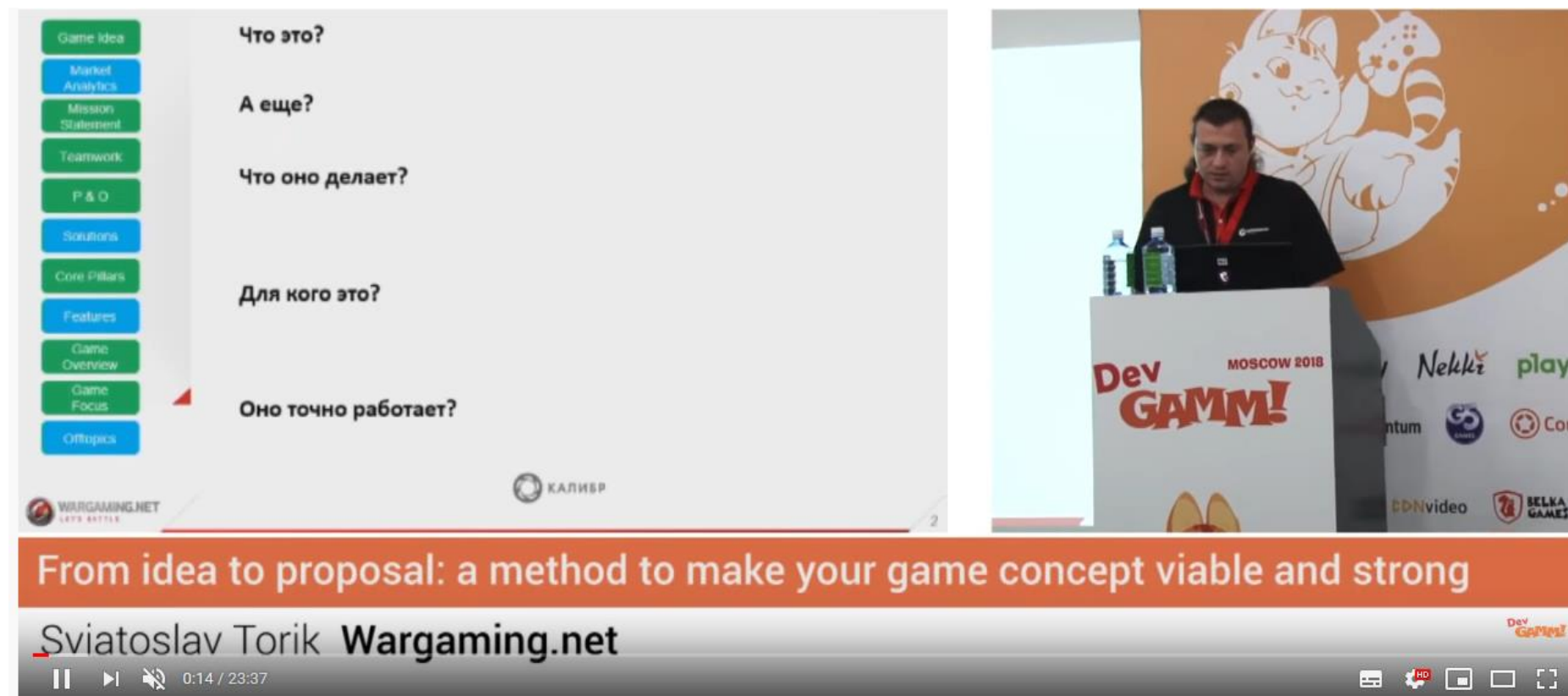
3.3 Pitch

- Merge all answers from 3.2 into short description
- That is your pitch
- That is a **game focus** (with Core Pillars)
- Any change in Core Pillars leads to different game

«Third person team-based tactical action game with realistic models»

Original Talk (In Russian!)

- <https://www.youtube.com/watch?v=DQQ74kTZmME>



The image shows a screenshot of a YouTube video. On the left, a presentation slide is visible with a vertical menu of topics: Game Idea, Market Analytics, Mission Statement, Teamwork, P & O, Solutions, Core Pillars, Features, Game Overview, Game Focus, and Offtopic. The main content of the slide lists questions in Russian: "Что это?", "А еще?", "Что оно делает?", "Для кого это?", and "Оно точно работает?". Logos for WARGAMING.NET and КАЛИБР are at the bottom of the slide. On the right, a man is speaking at a podium during the "Dev GAMM! MOSCOW 2018" event. The podium features logos for Nekki, playr, and other sponsors. The video player interface at the bottom shows the title "From idea to proposal: a method to make your game concept viable and strong" and the speaker's name "Sviatoslav Torik Wargaming.net". The video is at 0:14 / 23:37.