

Example: PC Software Project Vision

Project Mission: Produce a fun, engaging flight-simulator game that will appeal to families—in time for Christmas sales. We have the opportunity to be the first to market in this category, and the first to market a realistic 3D flying experience with 6 degrees of motion freedom, all available on a standard PC. Success will also attract other major publishers to engage us to develop their products.

1. Customers and benefits

- Primary: Those who like action games with some story and/or role play and would probably enjoy flight simulators, but don't want to spend time on learning complex flying controls.
- Secondary: an alternative for normal flight simulator aficionados.
- Families looking for relatively non-violent but fun, engaging computer entertainment
- Ages 12 to adult.

2. Key factors used to judge quality

- Game must be interesting and complex enough for more mature gamers but not overwhelming to flight simulator novices or younger users. But not via lots of puzzles. Want at least 6 rooms and 6 different types of flight simulator missions (bombing mission, avoid the enemy, rescue mission...).
- The act of flying must be so fun and realistic in itself that it attracts novice users to play the game and learn the skills to complete the flight missions.

3. Key features and technology.

- 3-D look with 6 degrees of freedom motion
- Must have at least 6 "levels" or rooms of activities
- Flying character is a bug instead of an airplane
- No flight control setup required
- Custom rendering engine written in-house
- Use DirectX for desired compatibility
- Minimum platform: Pentium 90 with 8M and a 2M video card
- Must support analog and digital joysticks
- Music in background, different in each room.
- Movie setup prior to each room, but movies should not slow down players' momentum.

4. Crucial product factors

- Has to fit on one CD ROM
- Must be extensible such that a later release can add rooms to the game
- Designed such that localization for Japan and Germany can be accomplished by changing out only small parts of dialog, art, and movie shots, not having to recreate each fully
- Win95 logo certification desired
- Box contains CD ROM, joystick, and quick start card produced by publisher

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5. Financials

- Must ship from game developer to publisher by September 15 to allow publisher to get it mastered and onto store shelves by Mid-October, to ensure significant Q4 sales. (Distribution channel is standard retail outlets: CompUSA, Fry's.)
- Window is expected to be minimum 10,000 copies over the first 4 months (Christmas season); 30,000 copies rest of first year.
- Selling price \$50; profit margin (excluding development costs) 80%, profit per unit \$40.
- Development cost must be under \$ 1 million.