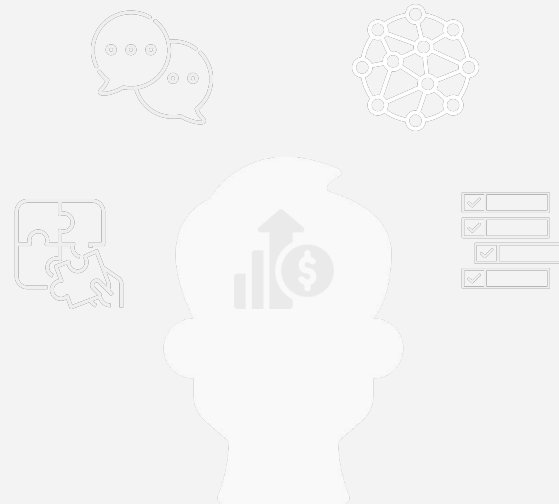


Producer Responsibility

Alexander SHTACHENKO

CPO @ PlayMe
Author @ Progamedev.net



PLAN

Agenda

1

Producer

Who is he?

2

Responsibility

What in focus?

3

Skill set

Product side

4

Experience

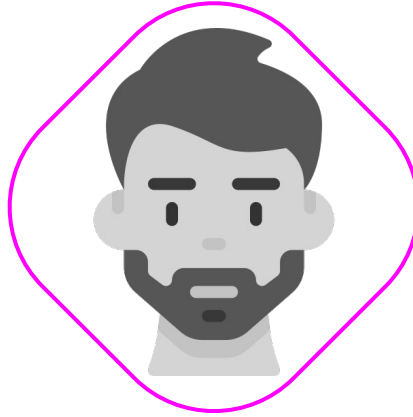
About background

PART 1

Producer

Who is he?

Let's speak about product specialist in game development



Producer, Product Owner, Product Manager



Specialist who response for product side of the game

PART 2

Responsibilities

How to formulate

Any ideas?



Vision

Market
Audience
Marketing



Success

Goals
Profit
ROI



Quality

Market standards
User expectations
Stability

PART 3

SKILLS



**What is hard
skills for
Producer?**

And what is soft skills?





PART 4

EXPERIENCE



Background

And knowledges.



Successful project

Idea > Launch > Global Launch > Scaling > Success



LiveOps

ROI, Game events, DDD,
Community Management



Stakeholder Management

Cooperation, progress, dashboard

BONUS

Project Manager

Conflict of interest

Pay attention

Project Manager



EFFICIENT PRODUCTION

SCRUM, Agile, Velocity, Time Management



TERMS

Time, Cost, Scope



TEAM BUILDING

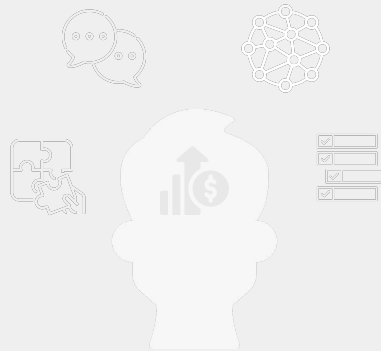
Atmosphere, communications channels,

1. Зоны ответственности продюсера.
2. Стадии проекта от идеи до продажи.
3. Исследования и концепции проектов.
 4. Препродакшен.
 5. Роли в команде.
 6. A.E.R.M.
7. Инструменты управление проектом.
 8. Art, UI/UX.
 9. Понимание жанра.
 10. Как играть в игры.
 11. KPI Management.
 12. LiveOps.
 13. Marketing.
 14. Внутренние коммуникации.
 15. Внешние коммуникации.
 16. Итоги: что такое продюсирование.



Discuss?

Alexander Shtachenko



progamedev.net



[alexander.shtachenko](https://www.facebook.com/alexander.shtachenko)



[@progamedev_net](https://www.telegram.me/@progamedev_net)