



ZODAL'S GAME DEVELOPMENT PROCESS

Some people may argue that by sharing our development process to the world at large, we are sharing our very essence. We argue that the secret is in the sauce - our game development team, our approach to working with our clients and our creative instincts. Should you wish to know how we do it, read this straightforward explanation of the process we follow when developing a game. Should you want a unique and engaging game, contact us at Zodal. Remember, the secret is in the sauce – without the sauce, its just not as good.

Zodal's development team consists of a Producer to oversee the entire production of the game making sure that every detail along the way stays true to the concept. The game development team also consists of Illustrators, designers, and programmers.

The team is first introduced to the client brief. Zodal has experience dealing with everything from the briefest of briefs, to the more extensive brief that has already had some thought put into the game play or character development.

The production of a game is a very creative process, as such this initial meeting is a broad brainstorming meeting within the team to pinpoint the core of the game. A series of shorter 15-20 minute standup meetings occur at various intervals throughout the production process. These quick burst meetings make sure that everyone is still on track. Often these meetings also uncover a hidden "cool" new thing to consider in the development. The meetings are succinct and mostly used to inject a fresh bit of creativity into the process along the way.

We use an encrypted online Management system to upload and store files, send messages to each other and create milestones for the game development. This is the safest way to assure there is a breadcrumb trail of every step of the project. This makes it easy to visualize who is doing what and when. Other major benefits include:

- Versioning control so that we can roll back time on your project to a specific point
- Private and group messaging, allowing game Producer and client to interact without involving other team members
- To-Do Lists
- Writeboards for online collaboration
- Time logs so that the client can see actual time spent on the job

- Upon launch of your game, Zodal archives your game project and can easily revive the project and its accompanying metadata in the future if need be for any changes to the game

STROKE OF GENIUS - HOW DO WE DO IT

Creativity is the strength at the heart of the Zodal team game development process. We take ideas and turn them into original games geared toward your intended market.

The Game Concept: The theme of the game and the game play are decided upon as a result of the initial brainstorm. Our game Illustrators create game prototypes in the form of storyboard sketches. The central elements of the game are agreed upon:

- Character development
- Game play and interactivity
- Overall functionality as a game

The Game Logic: The game Producer and Programmers meet to go over the sketches, piecing together the game in a logical manner. A Programmer may need to do a quick mock-up in Flash to make sure that the envisioned levels of interactivity are possible. The game flow is analyzed from all angles – can it work? Has every possible result been considered? Does the logic of the game fit the market?

The Game Design: Our Illustrators begin on the game design of the central elements. The game Producer works in with the Illustrators to ensure the characters and backdrops to the game are consistent to the game concept.

The Game Interface Design: The user interface is designed to guarantee strong usability and an intuitive interface. Elements that are vital to the advancement of the game are designed; these include but are not limited to:

- Feedback screens
- Timers
- Sound
- Scoreboards

The Game Production: The Producer oversees the Zodal Programmers and Illustrators working together to actually produce the game. Milestones are setup to which each member of the team has to work to.

Game production is an interactive process. Our highly experienced Illustrators and Programmers work together to make sure that we consider these dynamics for your game throughout every step of the production process:

- Yeeha! Factor: the game has to be fun
- Playability Factor: The end user must experience satisfaction when playing

- Learnability Factor: the game must be easy to learn for enjoyment and for users to want to tell others about it
- Wowee! Factor: Zodal games are visually appealing and engaging
- Overall usability Factor: a positive user experience means a successful game!

Zodal can produce a Flash or Flash Lite game for online, mobile or game console deployment in 1-2 weeks depending on game complexity. We will gladly give you a timeline when we meet with you.

Testing (game play and user interface): The final stage after production is the all-important testing of your game on its intended devices. The Zodal studio is equipped with several testing devices with which we can test the game for several aspects including usability, game play, and network latency (in the case of multi-player gaming).

Dependent on budget, a third party usability expert can be enlisted to perform rigorous user testing.

ZODAL DEVELOPS ACROSS DEVICES

Now that you know how we do it, let's look at what platforms we develop our games for. You may already know what platform you would like your game deployed on, if not dependent on your intended market and aim of the game, let Zodal suggest the best platform for you.

MOBILE

Flash Lite 1.1 and 2.0: Flash Lite is the Flash technology specifically developed for mobile phones and consumer electronics devices. Flash Lite dramatically accelerates the delivery of rich content and browsing, and customized user interfaces. (Definition taken from Adobe Systems incorporated website, creators and distributors of the Flash Platform)
Both versions have similar features, with the greatest enhancement in Flash Lite 2.0 being the data and video capabilities.

Series 60 (S60): S60 is currently amongst the leading smartphone platforms in the world derived from the Symbian Operating System. It is developed primarily by Nokia and licensed by them to other manufacturers including LG Electronics, Samsung and Sony Ericsson.

Benefit: Easy to use platform ideal for a mobile campaign with mass appeal

i-mode: The NTT DoCoMo i-mode is the Japanese equivalent of a WAP device or mobile internet. With 45 million users and more than 3000 participating companies performing a great variety of mobile business transactions, from email, booking tickets, and banking to playing games; i-mode was introduced by NTT-DoCoMo into Japan in 1999. i-Mode is also used on the networks of many other countries including Germany, France, Netherlands, Belgium, Italy, Spain, and Australia.

BREW: Zodal has the capabilities to create Flash Lite games for BREW. Based on the J2EE standard and best for mass market deployment. BREW is widely used in North America.

KIOSK, INTERNET and IPTV

Flash Player: Flash has its own scripting language that allows the Zodal programmers to develop reusable interactive scripts. Flash programming is our team choice for interactive and animated game development for Kiosk, Internet and IPTV.

Zodal creates interactive games designed for the Flash Player. These games can be deployed for interactive play on the Internet as a standalone or downloadable game.

CONSOLES

Zodal develops games for handheld devices including game consoles such as Sony's PlayStation Portable (PSP) and MP3 players like the iriver u10 and E10.



MULTI-PLAYER GAMING

Zodal developed a multi-player game framework service that allows 2 players to engage in an Adobe Flash Lite game via their mobile phones as well as send and receive game scores and rankings via a connected database scoreboard.

More research is underway to extend the player capabilities beyond 2 competitors, for Massively Multi-Player gaming, across devices such as mobile, IPTV and PSP.

Proven compatibility also on the JAIN SLEE platform.

Should you require further information about Zodal's game development process, please feel free to contact us.

ABOUT ZODAL

Zodal specializes in the design of visually compelling digital content across devices through the use of innovative technologies and sound usability. Based next to New Brighton Beach, in Christchurch, New Zealand, ZoDAL is uniquely positioned to create a wide range of applications & games that take advantage of the new wave of advanced mobile multimedia handsets hitting the global market. Zodal is New Zealand's leading Flash Lite development house.

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