

CS248 : PRODUCT DESIGN

FEB 2017



WHY WE'RE HERE

GREAT NEW **PRODUCTS** FROM THE NEXT GENERATION OF STANFORD STUDENTS



MAKE THE MOST OF YOUR INVESTMENT

PRODUCT SENSE IS SOMETHING TO BE EXERCISED

INTRODUCTION

STEPHEN LIM
LEAD OF R&D, RIOT GAMES

CLASS OF 2000, BS CS



KPCB

KLEINER
PERKINS
CAUFIELD
BYERS

INS  MANIAC



FOCUS

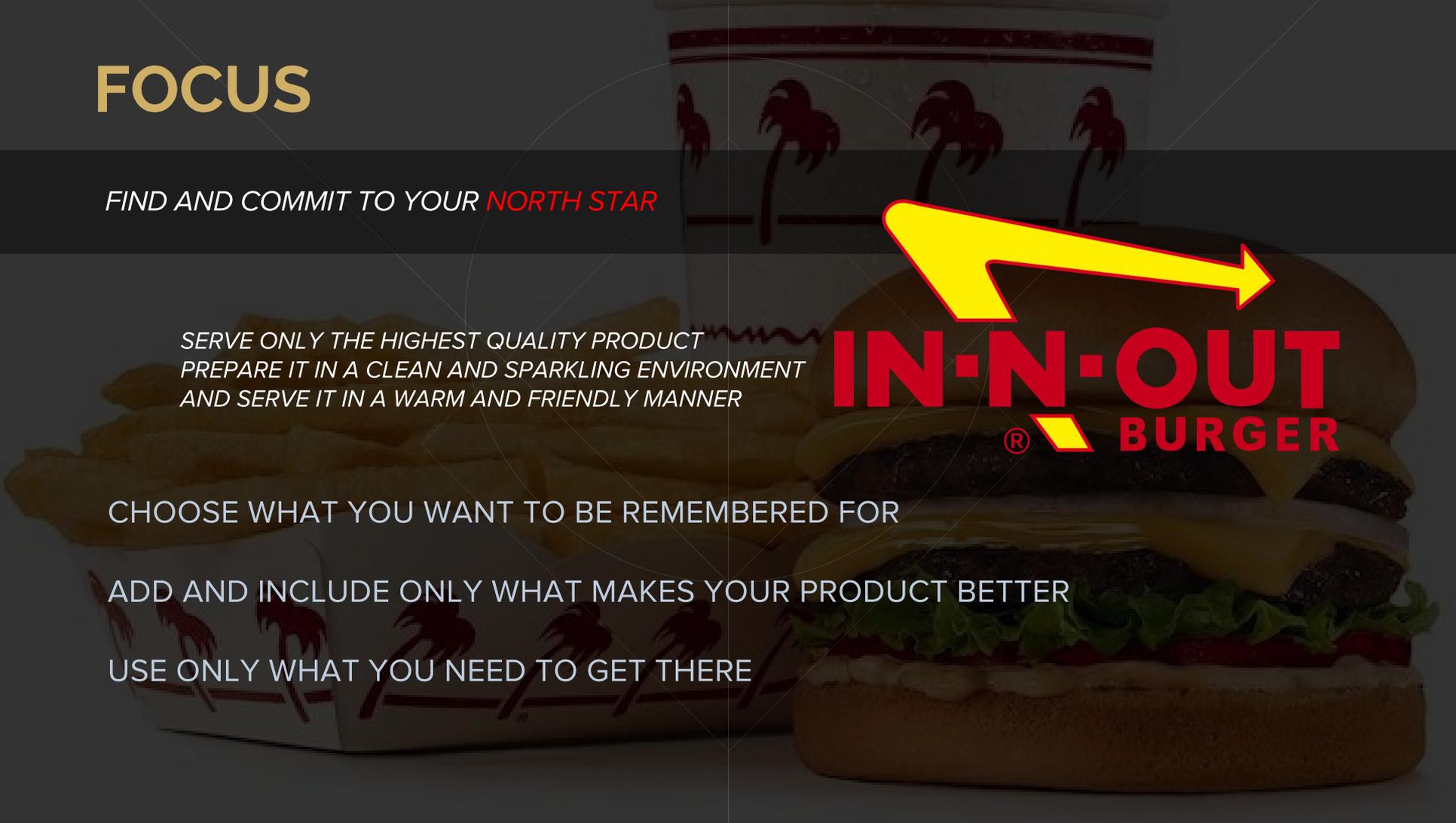
FIND AND COMMIT TO YOUR **NORTH STAR**

SERVE ONLY THE HIGHEST QUALITY PRODUCT
PREPARE IT IN A CLEAN AND SPARKLING ENVIRONMENT
AND SERVE IT IN A WARM AND FRIENDLY MANNER

CHOOSE WHAT YOU WANT TO BE REMEMBERED FOR

ADD AND INCLUDE ONLY WHAT MAKES YOUR PRODUCT BETTER

USE ONLY WHAT YOU NEED TO GET THERE



IN-N-OUT
® **BURGER**

THE CONCISE PITCH

THIS IS WHAT'S *AWESOME*

VALUE ADD / MISSION STATEMENT

EASIER TO REMEMBER

NECESSARY FOR ALL AUDIENCES

JUDGES, INVESTORS

CUSTOMERS, PLAYERS

ACADEMIC PAPERS

PRODUCTS

STARTUPS



2D SIDESCROLLER: MECHANIC OF USING PREVIOUS DEAD BODIES TO PROGRESS.

3D FRUIT NINJA

HORROR SURVIVAL GAME: ESCAPE MONSTER ON A PROCEDURALLY GENERATED ISLAND

FIGHTING GAME: FIGHT AND ALSO COLLECT FALLING 'ELEMENTS' TO GAIN NEW SKILLS

DODGEBALL: OCULUS TOUCH

3D PUZZLE GAME: MOVE ALONG FACES OF CUBES

INFINITE TEMPLE RUN: DESTROY OBSTACLES WITH BALLS - RESOURCE: HP.

MOBILE GAME: DRAW DRACKS TO GUIDE OBJECTS FALLING DUE TO GRAVITY TO AN END GOAL.

ESCAPE THE ROOM STEALTH CHALLENGE

TRAVEL THE WORLD: MAIN MECHANIC IS TO CHANGE BETWEEN ANIMAL FORMS.

BALL ROLL TO AVOID OBSTACLES/HIT END GOAL

MULTIPLAYER "PORTAL" WAR: DEATHMATCH WHERE YOU SHOOT PORTALS AS A PRIMARY MECHANIC.

2.5D PLATFORMER: CONTROL 2 CHARACTERS AND HAVE THE ABILITY TO MERGE WORLDS

CYLINDRICAL PLATFORMER

VR GAME: SHOOT DOWN IMPENDING OBSTACLES, AVOID COLLISION, COLLECT AMMO.

CITY BUILDING GAME: ONLY FOCUS ON FREEWAY INTERCHANGES.

LOCAL MULTIPLAYER "BOXING" GAME

FISH CATCHING GAME USING FISHING NETS

COOPERATIVE VR GAME (E.G WORK TOGETHER TO MAKE PIZZA).

SKYSCRAPER TYCOON/MANAGEMENT GAME

VR SHOOTING GAME

STEALTH GAME WITH PLAYER REWIND ABILITY

RPG: COMBAT IS CONDUCTED VIA ORIGAMI FOLDS

MOBILE CARTOON SHOOTER

UNDERWATER VR GAME: SOLVE PUZZLES AND FIND TREASURE.

TAXI GAME: PICK UP PEOPLE AND BRING TO DESTINATION BUT ALL CARS TRYING TO RAM YOU OFF THE ROAD.

DEFINED TEMPLE BY ROTATING WALLS TO BLOCK INTRUDERS (INVERSE TEMPLE RUN)

MOBILE GAME: TAP BALLOONS BEFORE THEY REACH TOP OF SCREEN.

INTERACTIVE AR PICTURE BOOK

3D SIDE SCROLLER THAT USES MSPAINT TOOLS TO MANIPULATE THE WORLD TO SOLVE PUZZLES

MULTIPLAYER GAMES WHERE PLAYERS SHAPE THE TERRAIN

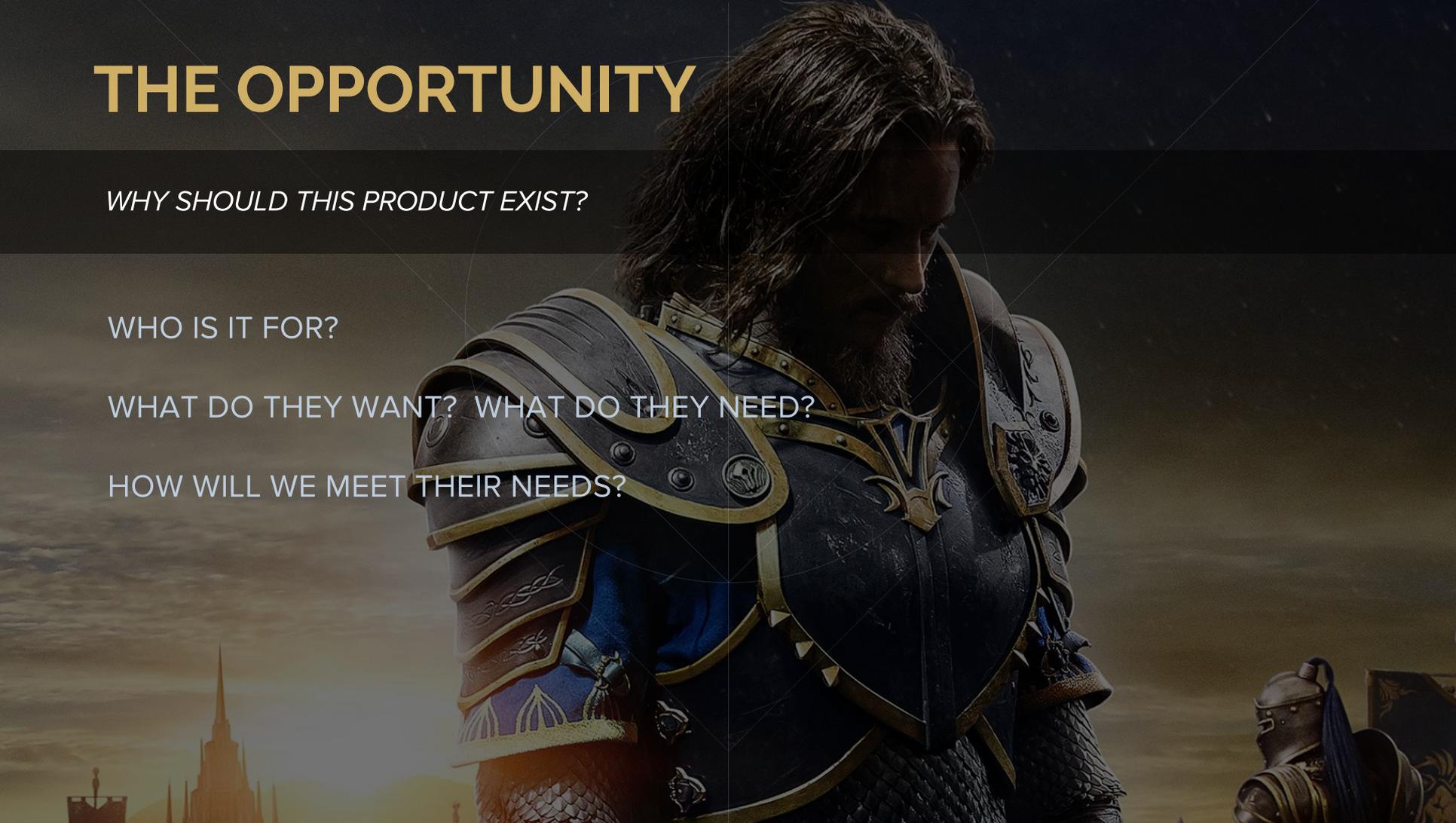
PRODUCT DESIGN

OPPORTUNITY

EXECUTION



THE OPPORTUNITY

A knight in ornate, dark blue and gold armor is shown in profile, looking down. The armor features intricate designs and a large, ornate pauldron on the shoulder. The background is a dark, atmospheric landscape with a silhouette of a castle or city in the distance under a hazy sky.

WHY SHOULD THIS PRODUCT EXIST?

WHO IS IT FOR?

WHAT DO THEY WANT? WHAT DO THEY NEED?

HOW WILL WE MEET THEIR NEEDS?



TESLA'S MISSION IS TO ACCELERATE THE WORLD'S TRANSITION TO SUSTAINABLE ENERGY.

WHY?

HUMANITY ON EARTH IS DOOMED AT OUR CURRENT RATE AND METHOD OF CONSUMPTION.

WHO IS IT FOR?

HUMANS

WHAT DO THEY WANT? WHAT DO THEY NEED?

COOL SHIT, MOAR POWER

TESLA

TESLA, INC

HOW WILL WE MEET THEIR NEEDS?

IMPROVE ENERGY PRODUCTION TO SUSTAINABLE METHODS

MEET HUMANS WHERE THEY CONSUME

18% COMMERCIAL, 21% HOUSEHOLDS, 28% TRANSPORTATION

HIGH QUALITY, DESIRABLE PRODUCTS

\$\$\$ TO \$\$ TO \$

REDUCE COSTS

GOVERNMENT SUBSIDIES, \$ GENERATION / SOLAR CITY,
GIGAFACTORY, AUTOMATED DRIVING

The image features a dark night sky with a bright, glowing arc of light representing a rocket's trajectory. The arc starts from the bottom left and curves upwards and to the right. In the background, a body of water reflects the light from the launch. The SpaceX logo is positioned in the upper left, and the text 'PLAN B' is in the upper right. A faint, large circular graphic is centered in the background.

SPACEX

PLAN B

EXECUTION

THE **OPPORTUNITY** AND YOUR **AUDIENCE** ARE YOUR NORTH STAR

EXPERIENTIAL

THEMATIC

MARKETING
GAMEPLAY MECHANICS

ART

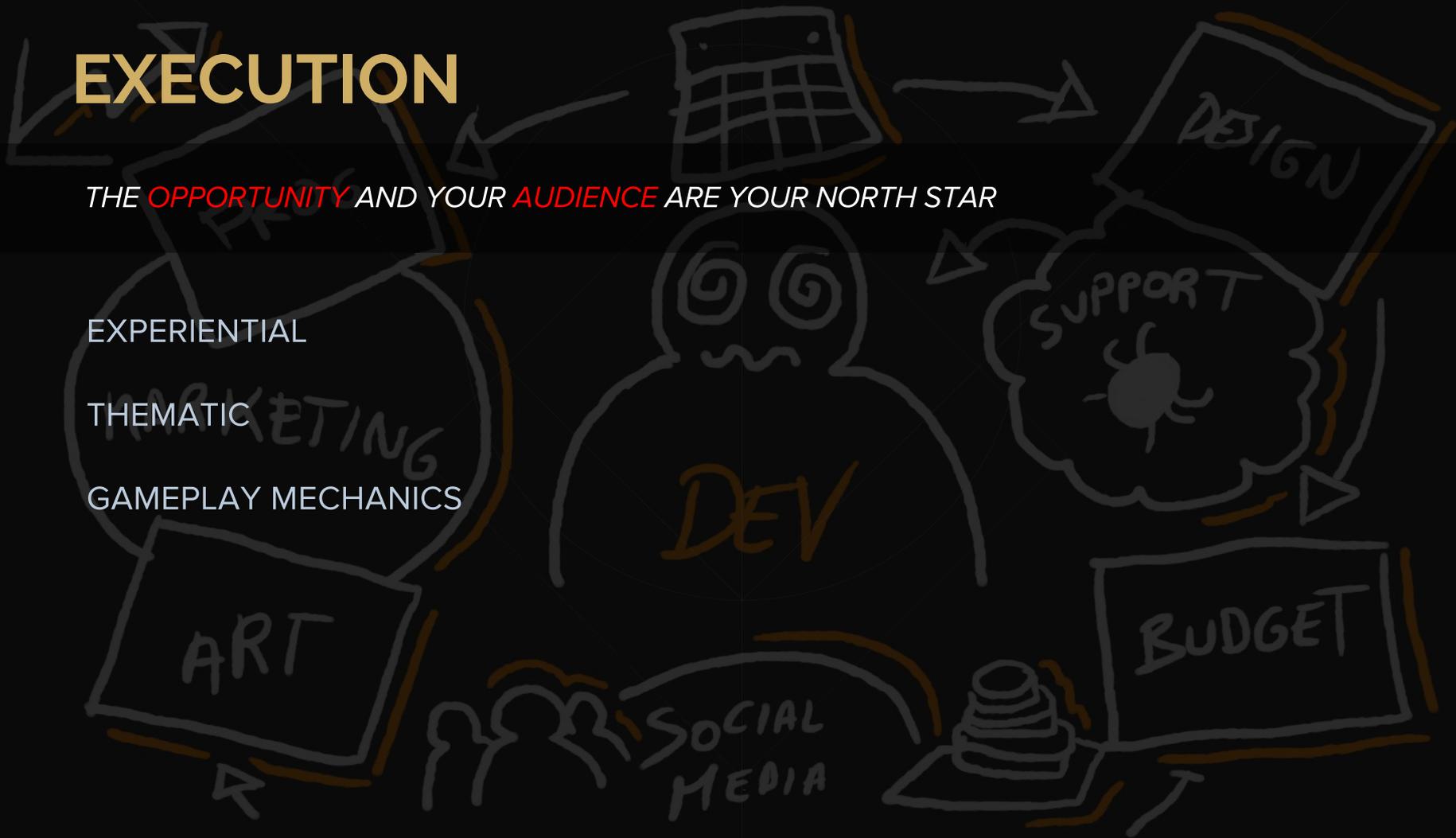
DEV

SUPPORT

DESIGN

BUDGET

SOCIAL
MEDIA





EXPERIENTIAL

WHAT IS THE *STORY* THEY TELL?



COMPETITIVE?

ACHIEVEMENT?

RANK?

HORROR / SURVIVAL / STRESS?

RELATIONSHIPS?

H1Z1
KING OF THE KILL.

THEMATIC



OBSESSED LUNATIC

GENRE

STYLE

MOOD AND TONE

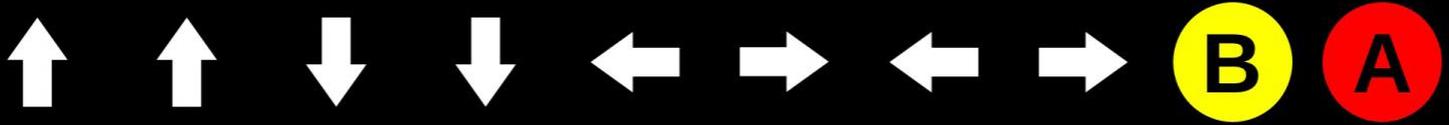


MENACING



HIP HOP GANGSTA

GAMEPLAY MECHANICS



RUN, ROLL >> JUMP

MELEE / RANGED HIT

PHYSICS (ROLLING, FALLING, COLLISION)

LINE OF SIGHT (SHOOTING, BLOCKING, STEALTH)

BUILD / PLACEMENT / ORIENTATION

NUMBERS

FEEDBACK

426714
2016-07-01
17:27:20Z
Lek182

UI

AUDIO / VISUAL EFEFCTS

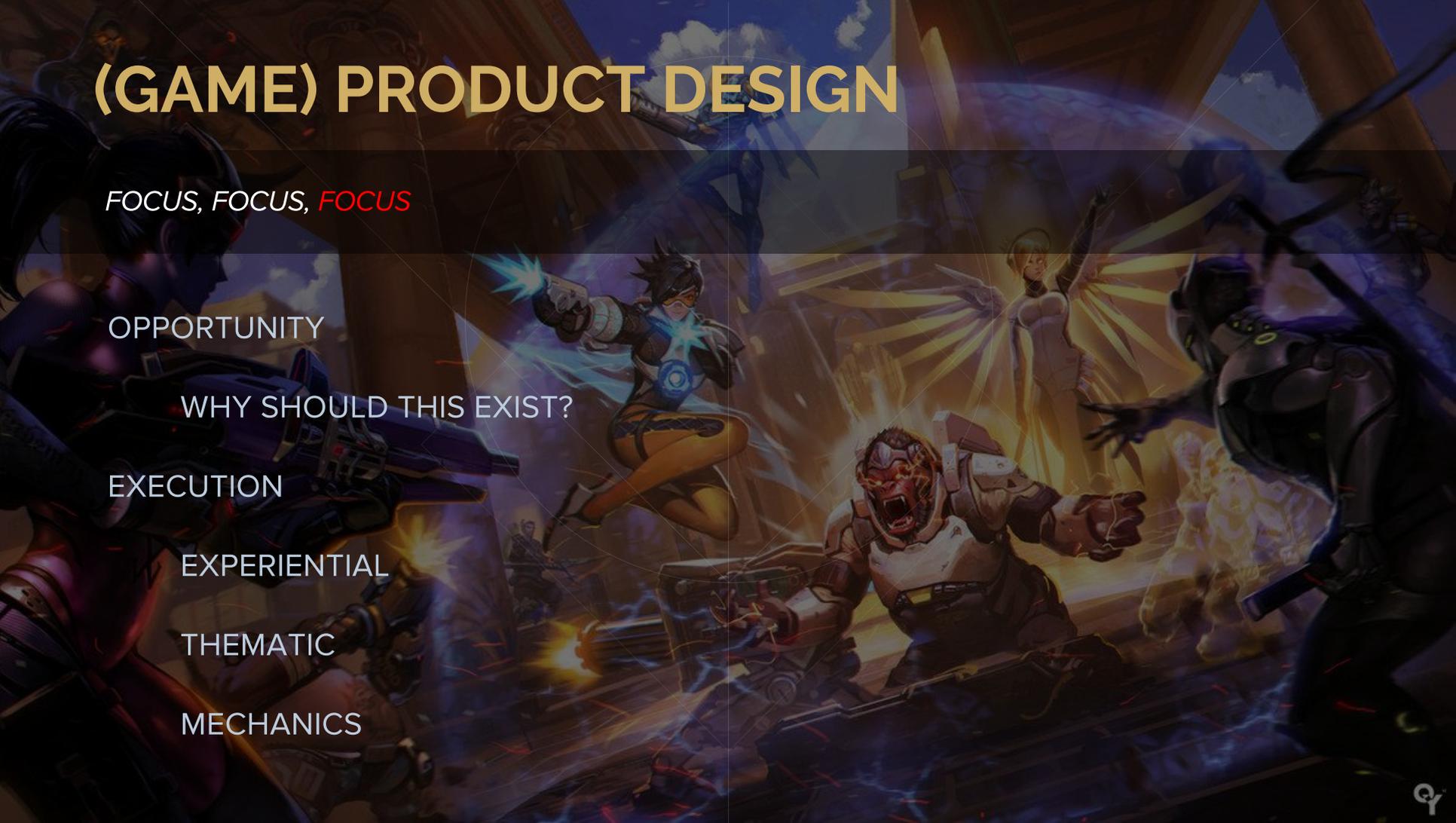
DEVICE / HAPTIC

- bassssmatlan ★
- Sldzorr
- Lek182
- Spuk7

32 / 128

30+

(GAME) PRODUCT DESIGN



FOCUS, FOCUS, FOCUS

OPPORTUNITY

WHY SHOULD THIS EXIST?

EXECUTION

EXPERIENTIAL

THEMATIC

MECHANICS

PORTAL (2007, 2011) ¹

3D PUZZLE GAME WITH PERSONALITY

THE OPPORTUNITY
EXTREMELY NOVEL PORTAL MECHANIC

THEMATIC
DYSTOPIAN, WITTY HUMOR

GAMEPLAY MECHANIC
PORTALS, JUMPING

~25 DEVS, ~9 MILLION COPIES @ \$10, ~8.5 MILLION COPIES @ \$10-20

PORTAL



INSIDE (2016)

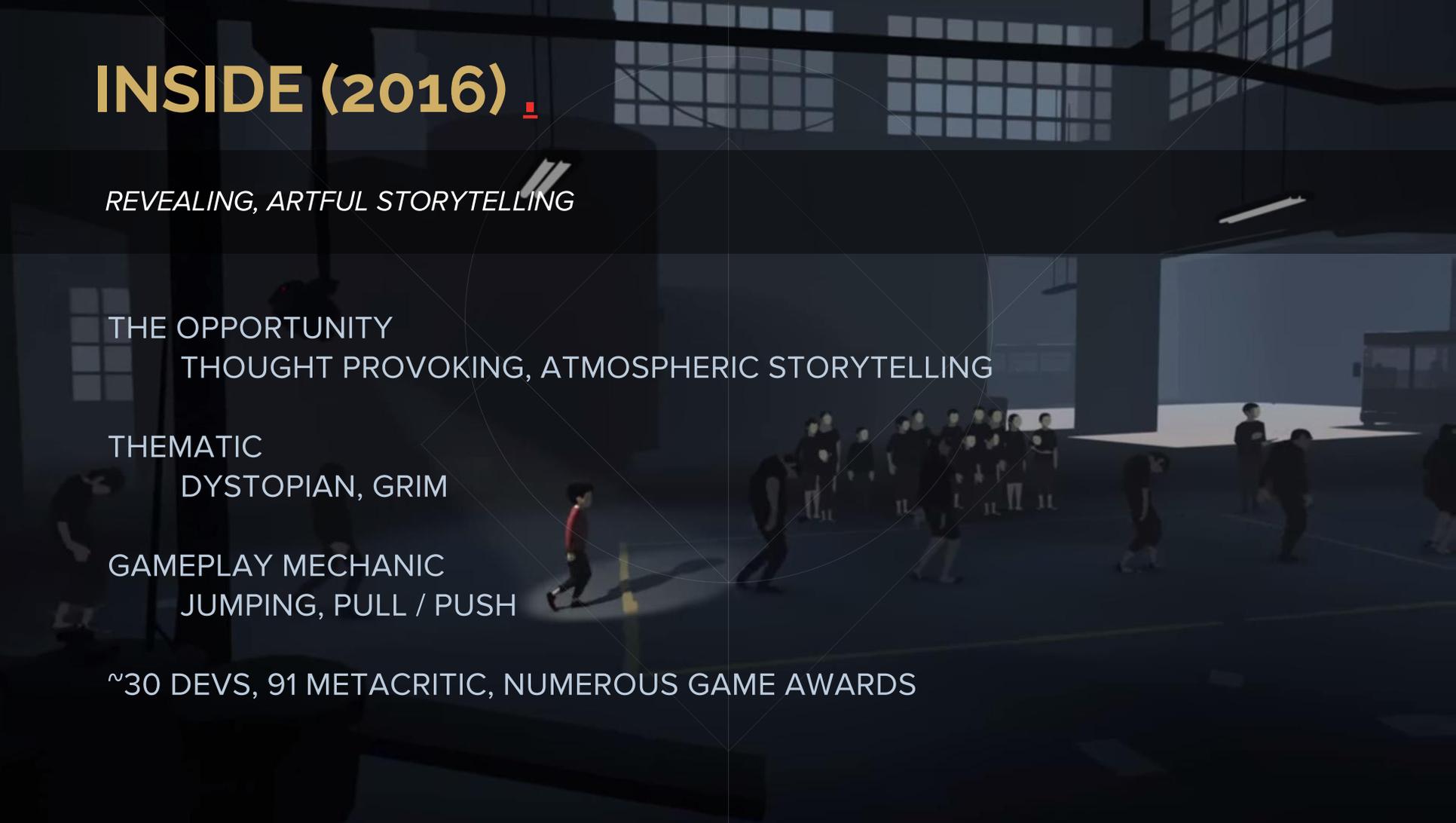
REVEALING, ARTFUL STORYTELLING

THE OPPORTUNITY
THOUGHT PROVOKING, ATMOSPHERIC STORYTELLING

THEMATIC
DYSTOPIAN, GRIM

GAMEPLAY MECHANIC
JUMPING, PULL / PUSH

~30 DEVS, 91 METACRITIC, NUMEROUS GAME AWARDS



AGAR.IO (2015)

EAT OR BE EATEN

THE OPPORTUNITY
MULTIPLAYER COMPETITIVE AND COOPERATIVE IN ITS PURIST FORM

THEMATIC
MEMES

GAMEPLAY MECHANIC
BALL FOLLOWS MOUSE, BIG EATS SMALL, SMALL IS FASTER, SPLIT IN HALF

1 DEV, 19 YEAR OLD BRAZILIAN
~ 1 WEEK DEVELOPMENT CYCLE, APRIL 2015
\$100K - \$500K / MONTHLY

Leaderboard

1. TEXAS NINJA
2. lkg
3. Shalom
4. nigg
5. Sir
6. Ø
7. SPIRO
8. W = Alliance
9. yolo :D D:
10. mario

STARDEW VALLEY (2016)

The background is a pixel art scene from the game Stardew Valley. It depicts a farm with a barn on the left, a wooden house in the center, a mailbox on the right, and a field of crops in the foreground. A character is visible near the house, and there are various farm items like a mailbox, a wooden chest, and a fence.

GROW, HARVEST, BUILD

THE OPPORTUNITY

FRIENDLY CRAFT AND COLLECT (HARVEST MOON) ON PC

THEMATIC

CUTE PIXEL NOSTALGIA

GAMEPLAY MECHANIC

MOVE, EQUIP, SWING

1 DEV, FRESH GRAD, 4 YEARS

2.5 MILLION COPIES @ \$15

ARK (2015)

COOPERATIVE SURVIVAL WITH DINOSAURS

THE OPPORTUNITY

HIGHER PRODUCTION VALUE, MORE APPROACHABLE SURVIVAL GAME

THEMATIC

ADVENTUROUS, WONDER

GAMEPLAY MECHANICS

MELEE, JUMPING, FLYING, BUILDING (PLACEMENT, ORIENTATION)

13 DEVS, ~20 CONTRACTORS

8 MONTH DEVELOPMENT CYCLE, OCTOBER - MAY 2015

~5 MILLION COPIES @ \$20-30

CHIVALRY (2012)



VISCERAL, FIRST PERSON MELEE FIGHTING

THE OPPORTUNITY
FIRST PERSON MELEE SKILL

THEMATIC
EUROPEAN MEDIEVAL

GAMEPLAY
SWING SWORD, FACING, PARRY

~14 DEVELOPERS

~4 MILLION COPIES @ \$15-25

FOR HONOR (2017)



VISCERAL, THIRD PERSON MELEE FIGHTING

THE OPPORTUNITY
HIGH PRODUCTION VALUE MEDIEVAL FIGHTER

THEMATIC
MEDIEVAL MELEE COMBAT

GAMEPLAY
STANCE, HIT, BLOCK, COUNTERS

~400 OF DEVELOPERS, 78 METACRITIC
~400K COPIES (?CONSOLE) @ \$60, 2 WEEKS

SIMCITY (2013)



COOPERATIVE BUILDER AND MAYHEM

THE OPPORTUNITY
MULTIPLAYER CITY BUILDER

THEMATIC
MODERN, CITY SIMULATION

GAMEPLAY
PLACEMENT, ORIENTATION, DISASTERS

~80 DEVS, 64 METACRITIC

~2 MILLION COPIES @ \$40-60

CITIES SKYLINES (2015)

An aerial view of a simulated city in the game Cities: Skylines. The city features a dense central business district with numerous skyscrapers of various architectural styles, including cylindrical and rectangular towers. The surrounding areas are filled with smaller residential and commercial buildings, interspersed with green spaces, trees, and winding roads. In the background, there are rolling green hills and a river, with several wind turbines visible on a ridge. The overall scene is presented in a dark, cinematic lighting style.

BUILD FOR THE SIMULATION

THE OPPORTUNITY
CITY BUILDER ON SIMCITY'S FAILURES

THEMATIC
BRIGHT, MODERN

GAMEPLAY MECHANIC
PLACEMENT, ORIENTATION

~13 DEVS, 85 METACRITIC

~3 MILLION COPIES @ \$20-30

SMOOTH
GAMEPLAY

ULTRA SETTINGS

MULTI-MONITOR

CHERRY MX

MODS

MOUSE
ACCURACY

HIGH RES TEXTURES

DISCORD

slim@riotgames.com

144 HZ

4K

300+ FPS

