TIMELINE

PLANNING
LOOK AT THE SCOPE

Understand and determine the scope of your game. Knowing this allows you to finalize needs for testing, QA, and release management.

> 1 YEAR

BUDGETING
CRUNCH SOME NUMBERS

Keeping in mind the scope of your game, ensure your goals are attainable within your budget. Map out how you'll allocate this in your dev cycle and beyond.

< 1 YEAR

INTEGRATION
KNOW PLATFORM NEEDS

Determine what needs to be integrated on what platforms and allow ample time to have them integrated properly.

32 WEEKS

24 WEEKS

RELEASE PLAN
HAVE AN ACTION PLAN

Plan out the timeline (we can help) to ensure you'll hit your desired dates and have everything you need to do so.

20 WEEKS

TESTING
TEST THE CORE LOOP

Are you in Beta? Basic Systems working? Test them and allow time for feedback, especially for UX.

16 WEEKS

RATINGS
(AND MORE TESTING)

Get your ratings and test your game to make sure it complies with all the necessary items needed for your platform.

8 WEEKS

SUBMIT TO CONSOLE
WAIT FOR APPROVAL

Your title is now tested, working, and ready to go, so submit it to your platform and wait for their approval.

PASS SUBMISSION
PREPARE FOR LAUNCH

You passed submission(huzzah!). Make sure to allow time to prepare other launch materials, such as your store page, and ample time for your last marketing push.

4 WEEKS

RELEASE!
YOU DID IT!

Congrats! You released your game!

0 WEEKS

POST-RELEASE
PATCH YOUR GAME

Depending on your game you may have a Day 0/1 patch, or multiple post-release patches.

PLAN FOR TIME AFTER RELEASE!