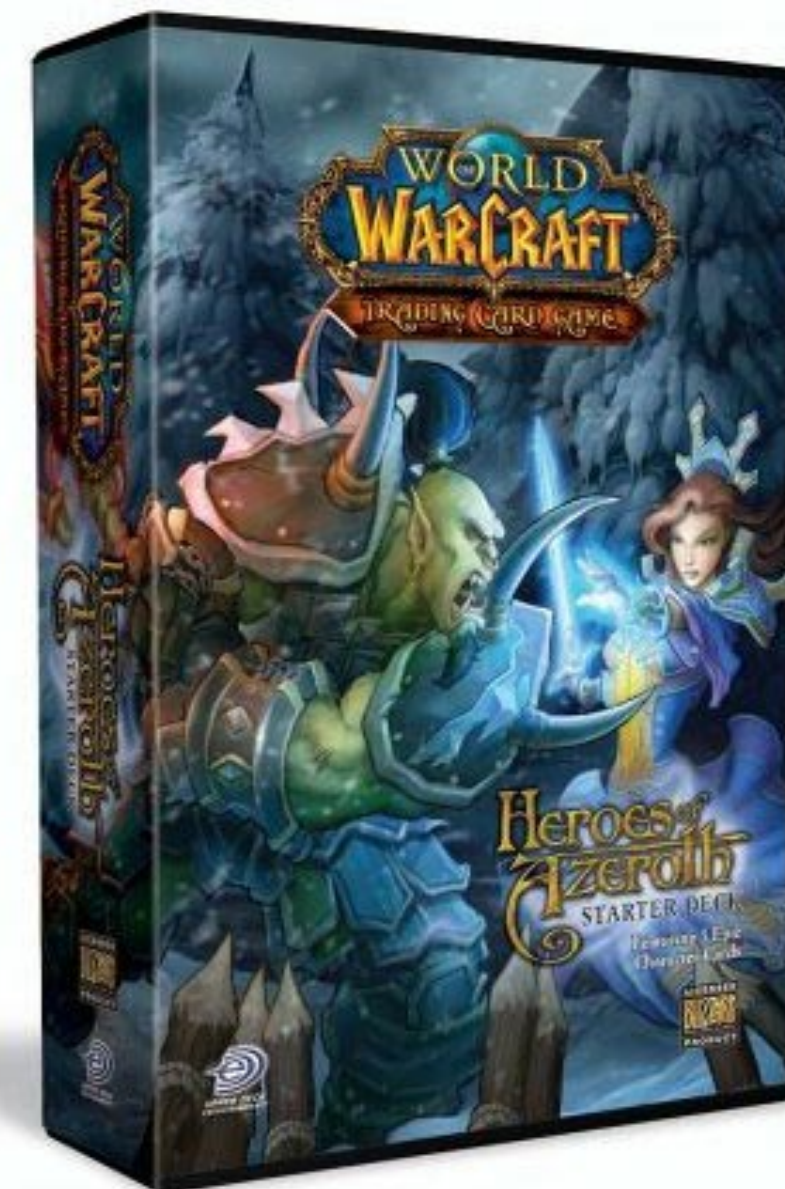


# ***Choose Your Own Adventure: Academics and Gaming***

# *In the “Real World”*



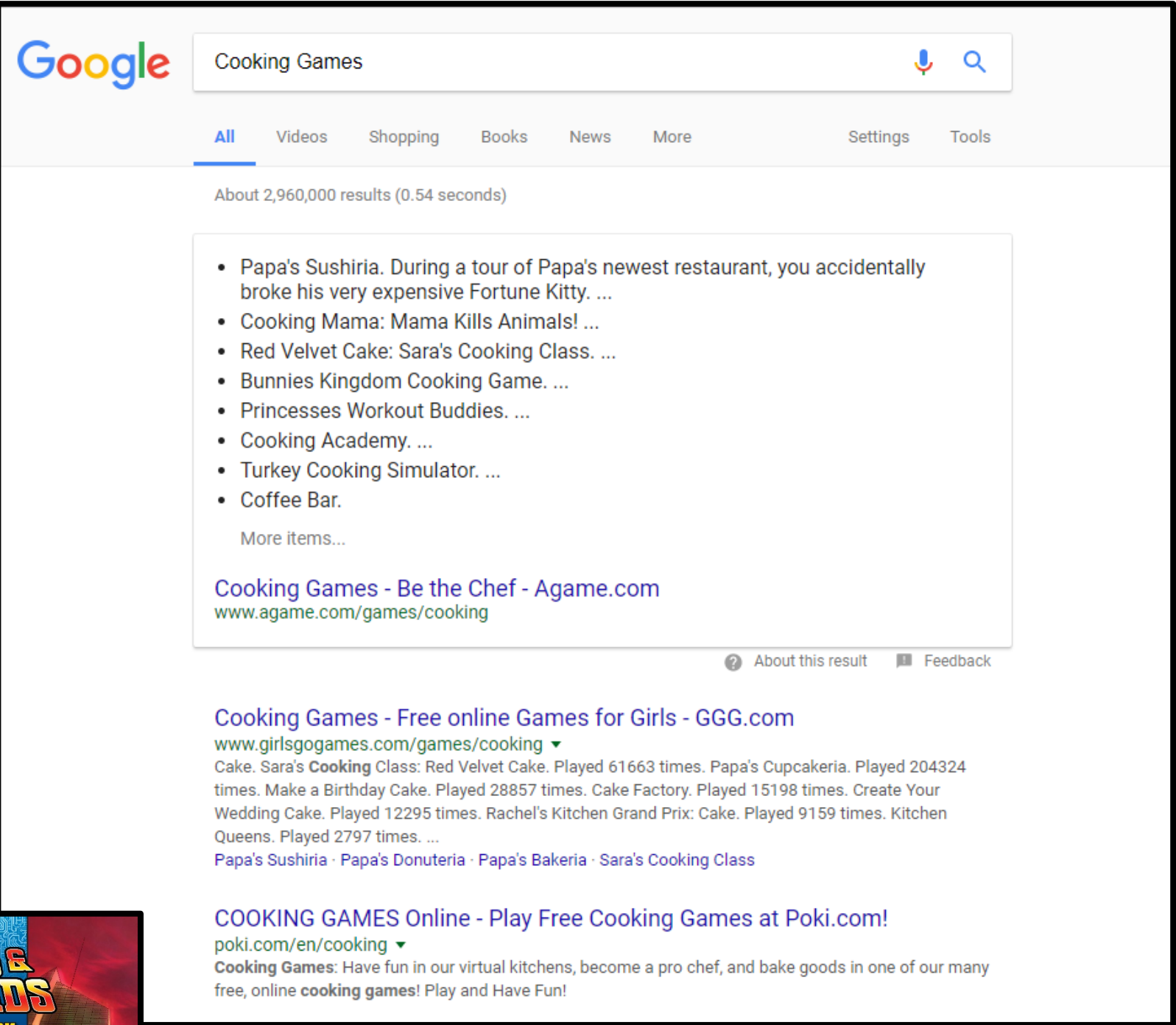


# Master's Degree (Info Management)



Video Game  
Producers

Electronic  
Game  
Commerce



Tabletop  
Game  
Publishing





# *Master's Capstone*

## **RISK management in video game development PROJECTS**




MARC SCHMALZ  
AIMEE FINN  
DR. HAZEL TAYLOR

 Information School  
UNIVERSITY of WASHINGTON





# Master's Capstone


**RISK MANA**  
**video**  
**developme**



## RISK SOURCES

Source (2014)	Source (2003)	Definition
Software Studio	Vendor	The organization employing the producer
User	Client	The end user or player
Partner	Client	An external organization exerting control
Contractor	Third Party	An external organization





INFORMATION SCHOOL  
UNIVERSITY of WASHINGTON



# Master's Capstone

**RISK MANA**  
**video**  
**developme**



## RISK

Source (2014)	Source (2003)
Software Studio	Vendor
User	Client
Partner	Client
Contractor	Third Party

## MITIGATING FUN-RELATED RISK

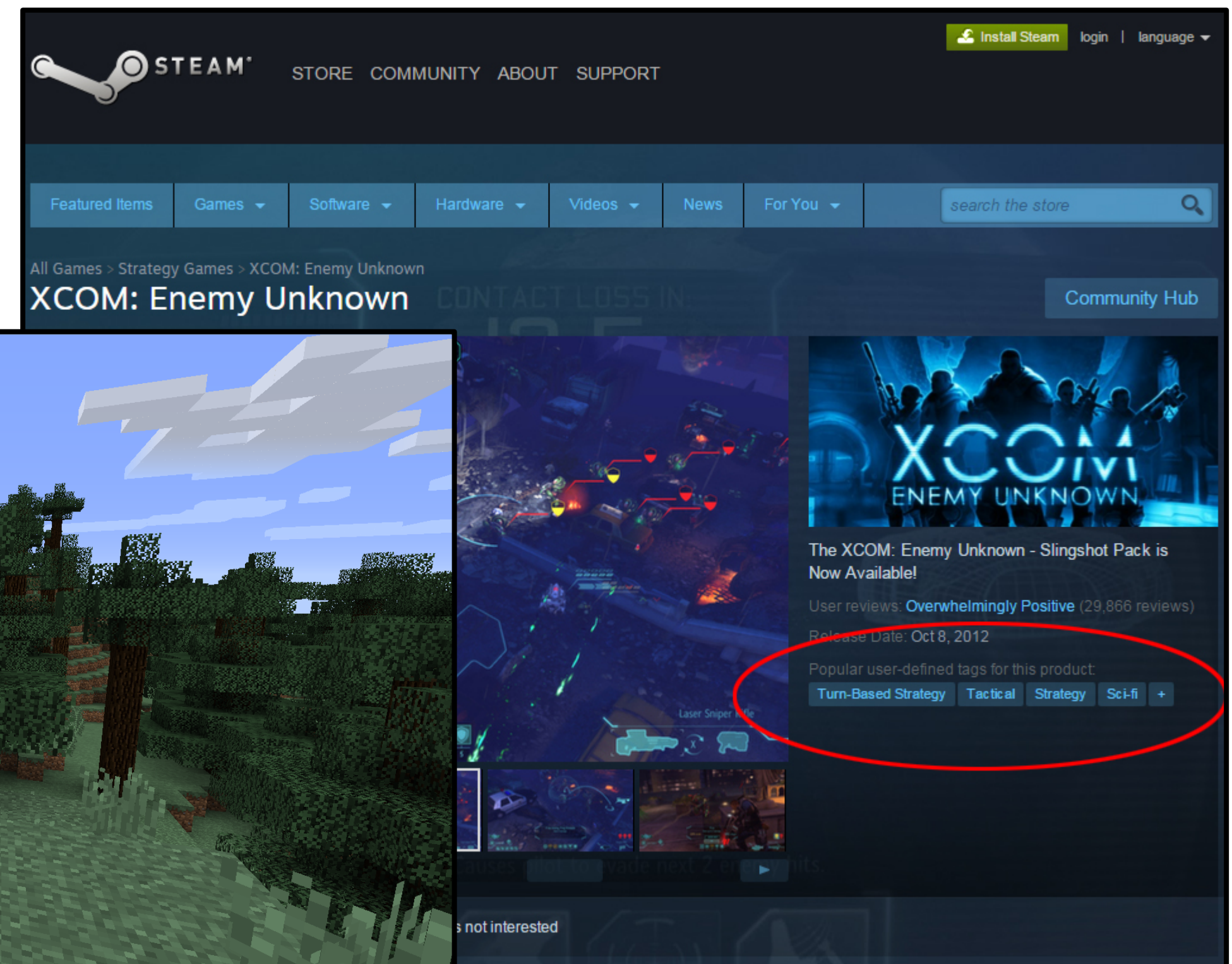
- Focus on prototyping and pre-production
- Cancel projects early (75%)
- External testing programs
  - Focus groups
  - Closed betas
  - Open betas
  - Downscale, low-cost initial launches (including “Canadian betas”)







# PhD So Far (Info Science)









# PhD Right Now

TEEN

TM

T

Mild Fantasy Violence

Mild Language

Suggestive Themes

ESRB CONTENT RATING

[www.esrb.org](http://www.esrb.org)



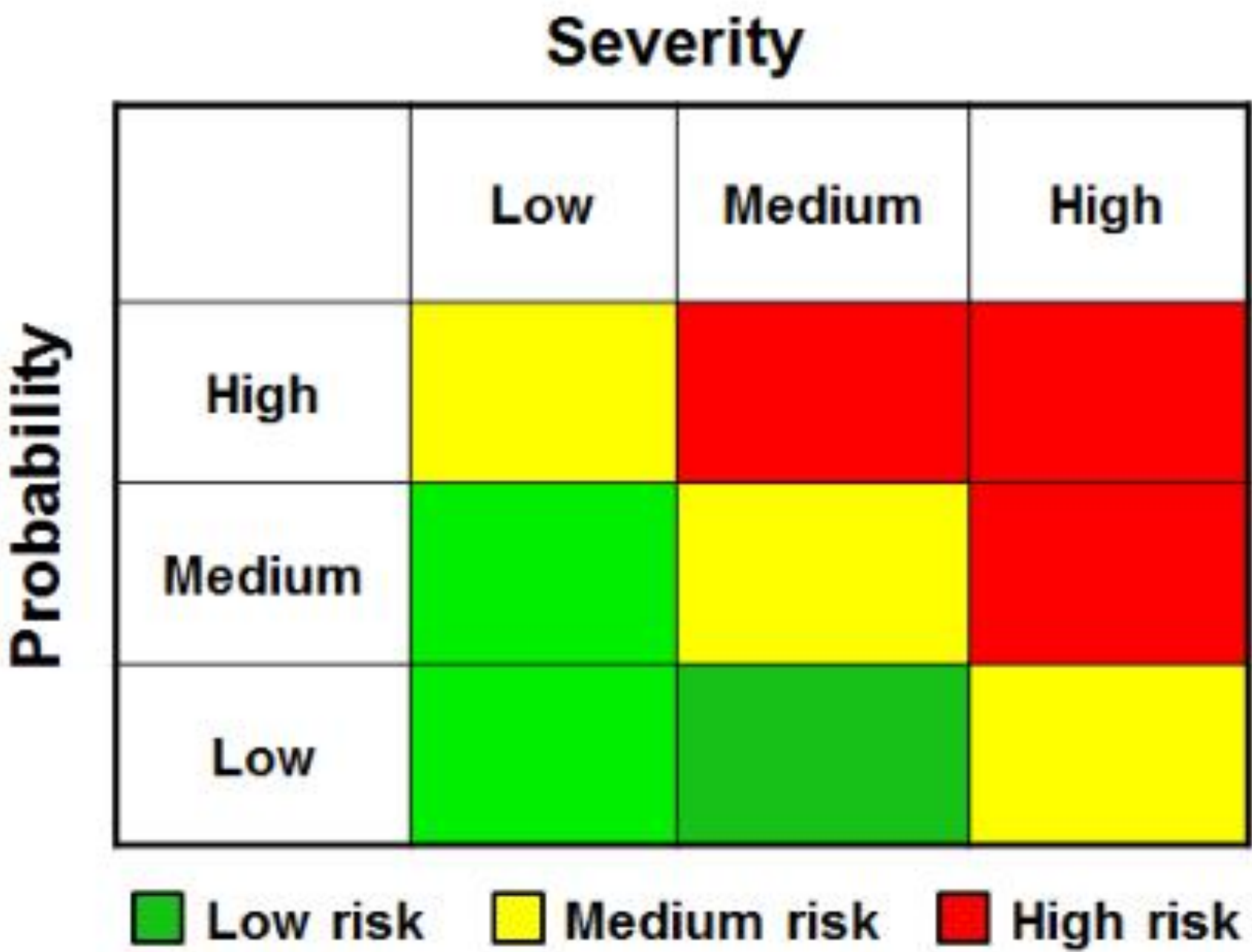
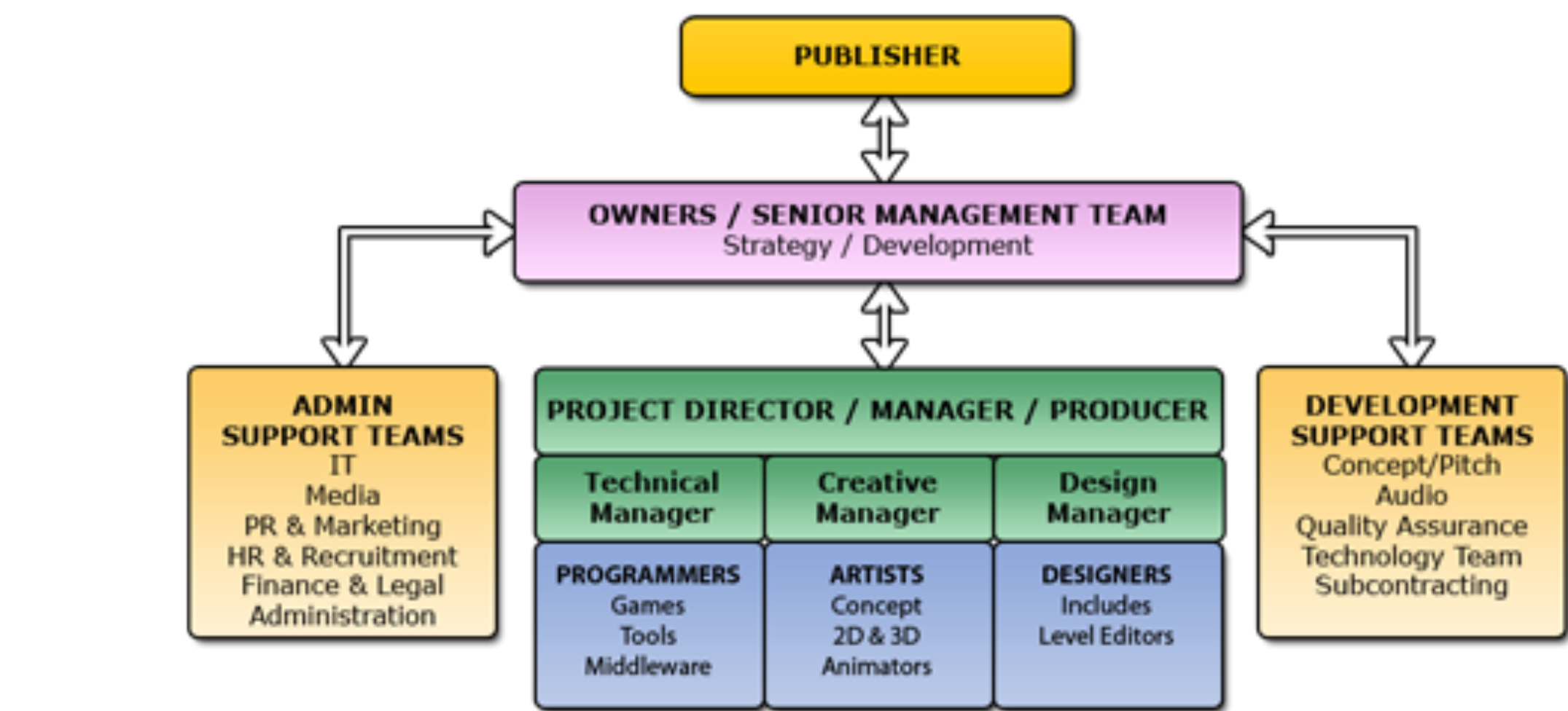


# *Dissertation*





# Dissertation





# ***Your Adventure***

