

Airman Challenge Rebuild

RFP Response | October 5, 2016

What are we presenting

What are we creating?

Audience
Mission Structure
Mini Games

Process

Phase 1 / Preproduction
Phase 2 / Development
Phase 3 / Delivery
Phase 4 / Maintenance

Logistics

Budget
Timeline
Questions



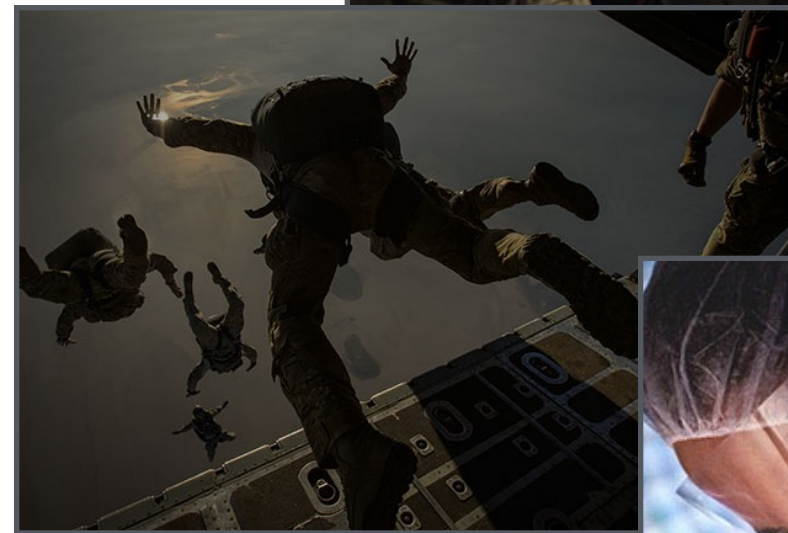
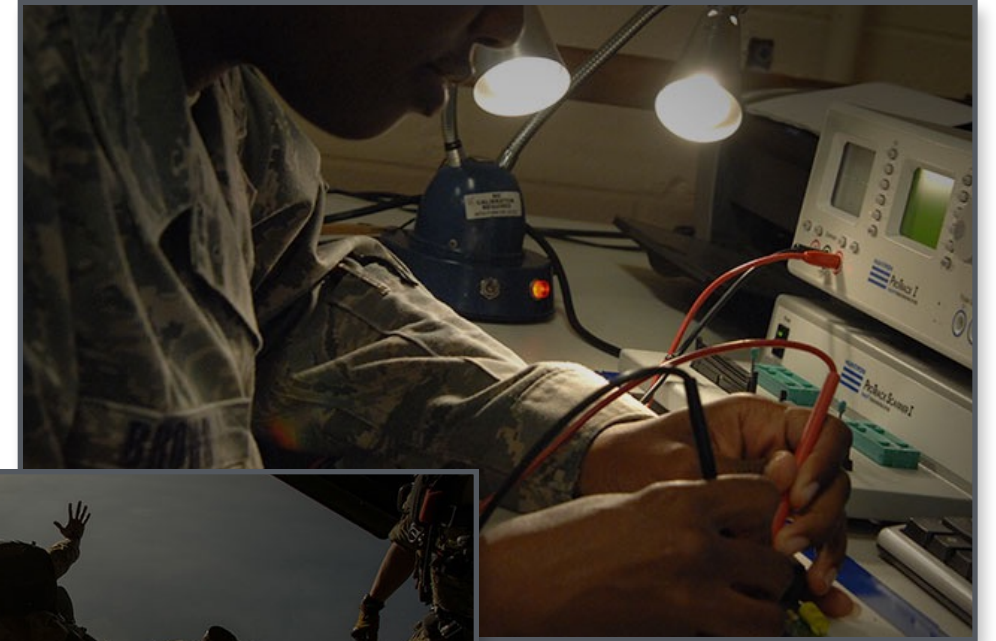
WHAT ARE WE
CREATING?

Why do they play?

What does Airman Challenge provide to our audience?

- Provides context to careers
- Illustrates collaboration & coordination
- Shows breadth of Air Force missions

By understanding the bigger picture, potential recruits learn how they can apply their own interests and talents to the U.S. Air Force.



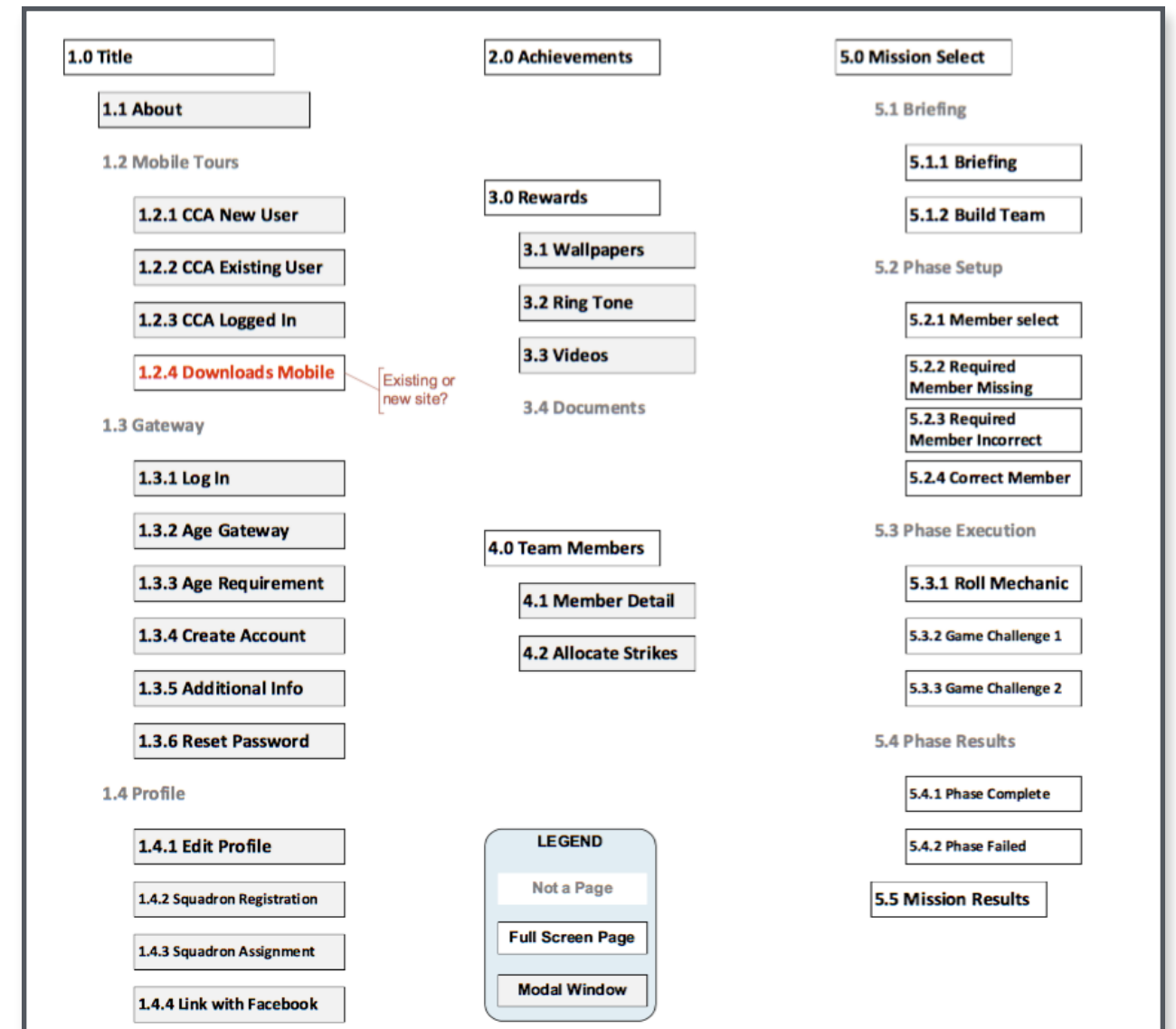


Mission Design

Retaining Design Elements

Airman Challenge has many strengths that are important to retain to ensure continued success.

- Keep all 16 missions & 34 phases
- Maintain mission structure
- Showcase image composites & mission map
- Reduce some complexities



Mission Structure

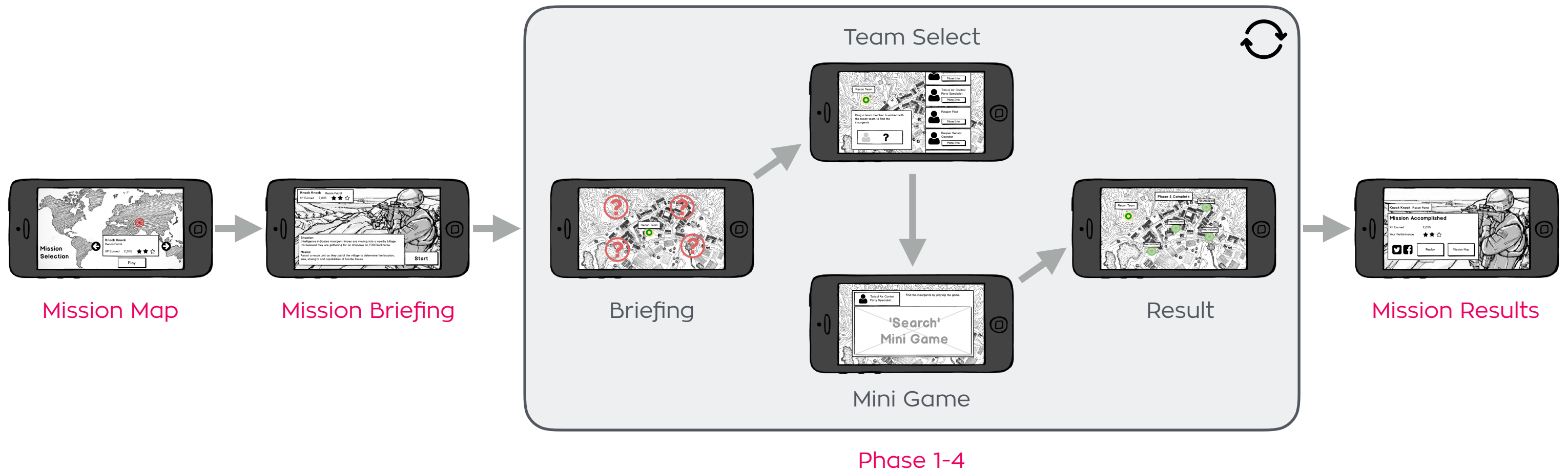
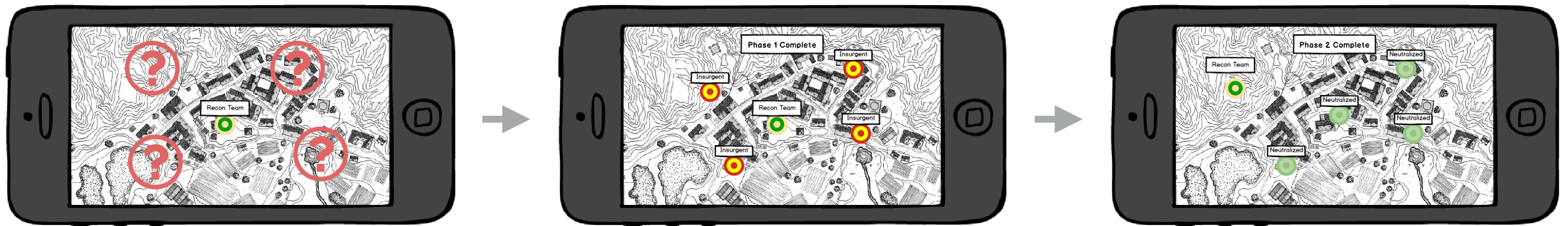


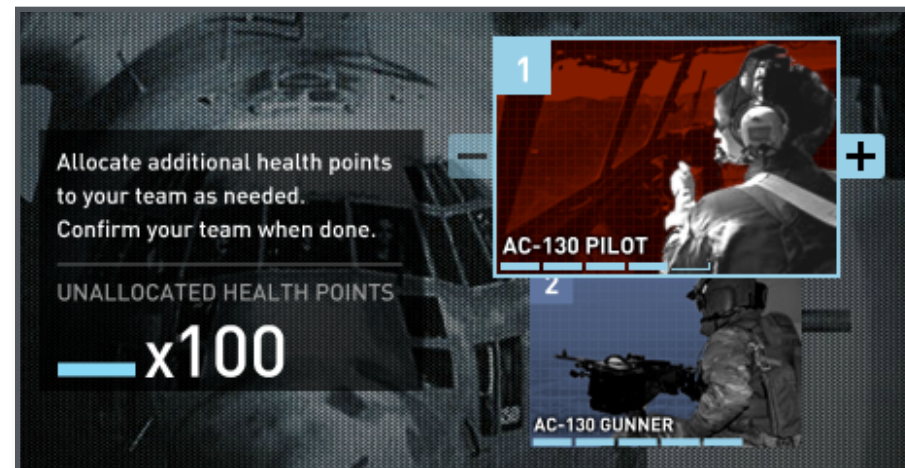
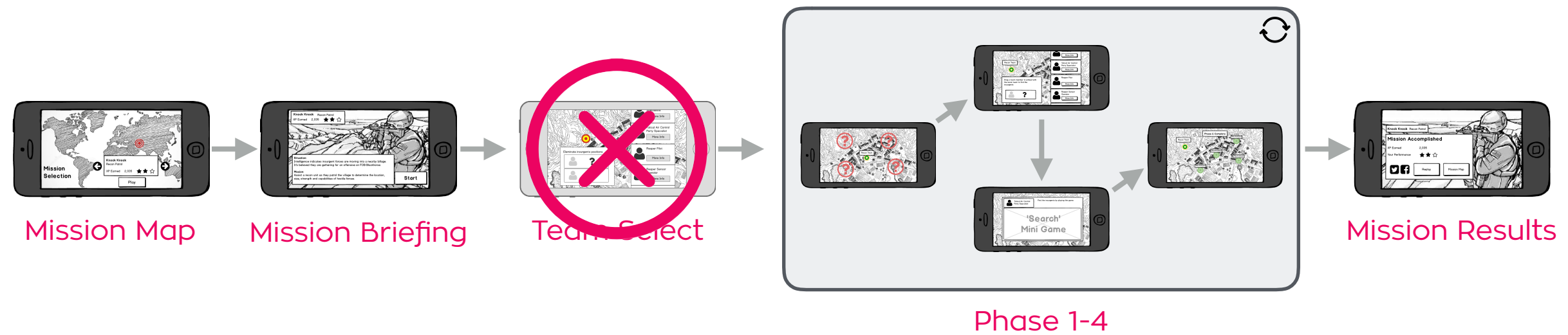
Image Composites



Mission Maps



Reduce Complexity

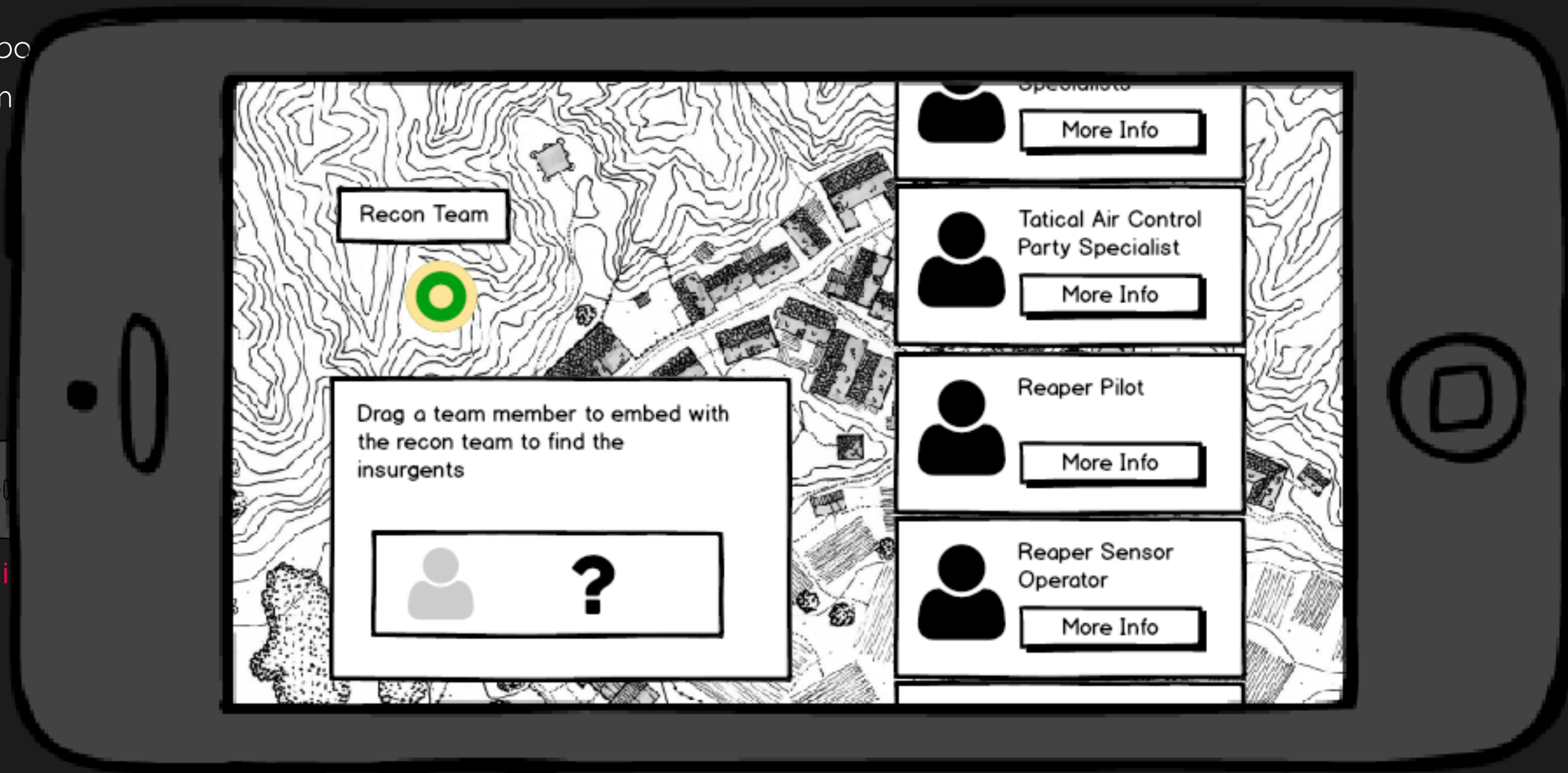


Question

Have you thought about what happens if we remove the team



Mission Map



Mini Games

Design 5 New Mini Games

Example Careers

Search	Pararescue, Geospatial Intelligence, TACP Specialist, Fire Protection
Pilot	AC 130 Pilot, C17 Pilot, A10 Pilot, Pave Hawk Pilot, LC130 Pilot, F22 Pilot
Targeting	Aerial Gunner, Security Forces, Inflight Refueling, Precision Air Drop
Repair / Program	Aerospace Maintenance, Cyber Surety, Surgeon, Electrical Power Production
Coordinate	Combat Controller, Logistics Officer, Air Traffic Controller, Range Control Officer

	Search	Pilot	Targeting	Repair	Coordinate
Mission 1	●		●		
Mission 2		●	●		
Mission 3			●	●	
Mission 4				●	●
Mission 5		●	●		
Mission 6				●	●
Mission 7			●		●
Mission 8				●	●
Mission 9		●			●
Mission 10	●	●			
Mission 11	●				●
Mission 12				●	
Mission 13	●	●	●		
Mission 14			●	●	●
Mission 15	●	●	●		
Mission 16		●	●	●	●



Question

How would you improve game play?

The RFP asked for a rebuild, but what creative or game play improvements would you make if you could?

How would you encourage repeat & continued game play?

HOW DO WE
CREATE IT?

Phase 1 - Preproduction

What we'll do

①

Kickoff Meeting

This is an opportunity for all vendors and leads to get on the same page as to the scope, goals, and expectations.

Roles and responsibilities will be defined and **rough timeline** will be set for remainder of discovery phase.

②

In-depth Work Sessions

Does the rebuild of Airman Challenge need achievement badges? Is 5 mini games going to be sufficient?

To answer questions like these, the core design team (AstroMutt & GSD&M) will need to break out for a deep dive into every aspect of Airman Challenge 1.0.

We will review **existing wireframes**, **flow documentation** and **analytics of performance** to aid in the evaluation of features & functionality.



Question

How do you plan to evaluate the current game during the discovery phase?

Are there specific metrics or indicators you'd be looking for?

What we'll do

③

Functional Recommendations

As a result of in-depth work sessions, AstroMutt will provide **functional recommendations** of what ACI.0 features to keep and which to table for future iterations.

④

Technical Requirements

AstroMutt, in collaboration with other vendors, will prepare a **hosting plan**, **database requirements** and a list of **web technologies** planned for use.

AstroMutt will coordinate with MediaMonks to define technical requirements for integration into Airforce.com website.

⑤

Creative Resources

GSD&M will provide **pre-existing style guides**, **Airforce.com design files**, **branding resources**, and other **creative assets**.

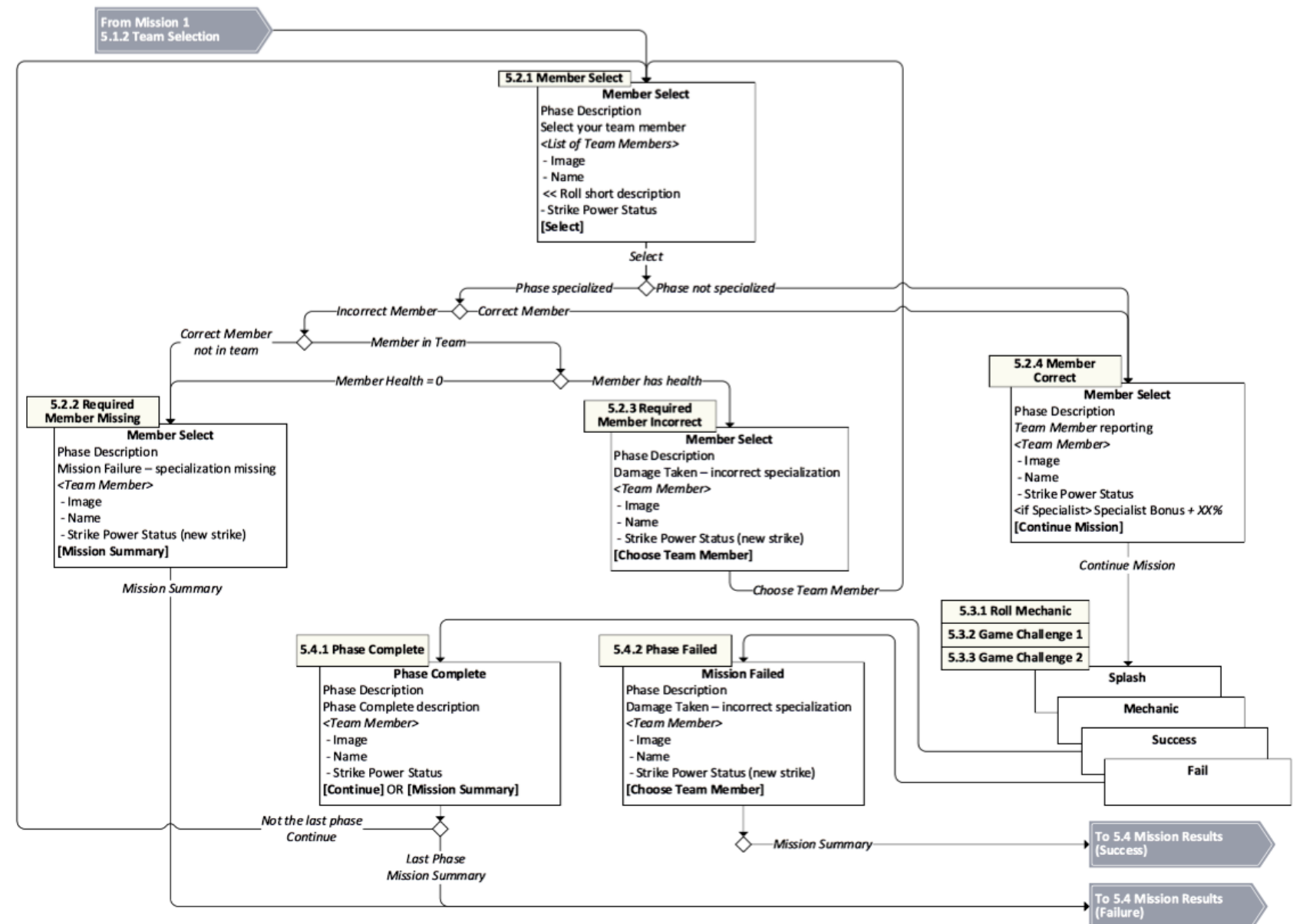


What we'll do

6

User Flow Documents

Functional flowcharts allow developers & programmers to understand the functionality of every button and navigational option available to the user. It not only defines where buttons navigate to, but how the application should react in different application states.

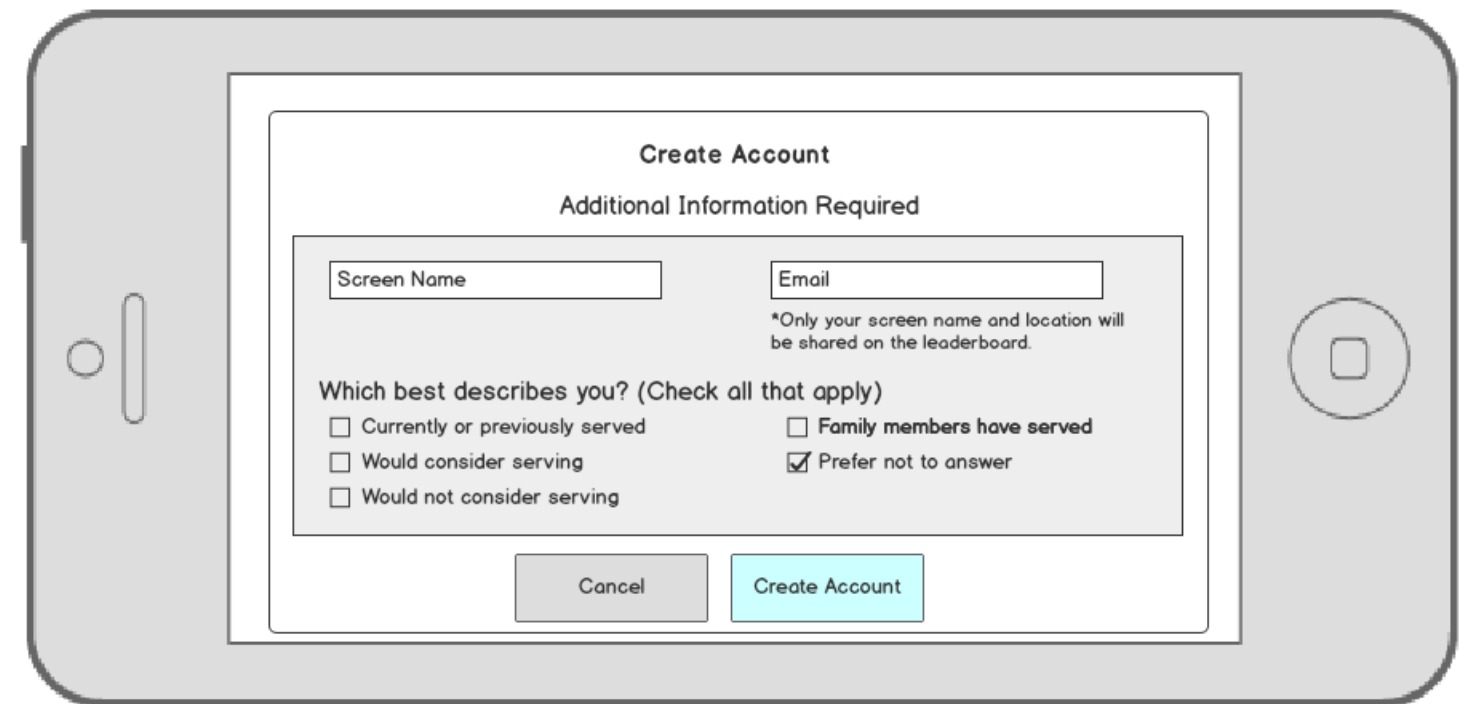
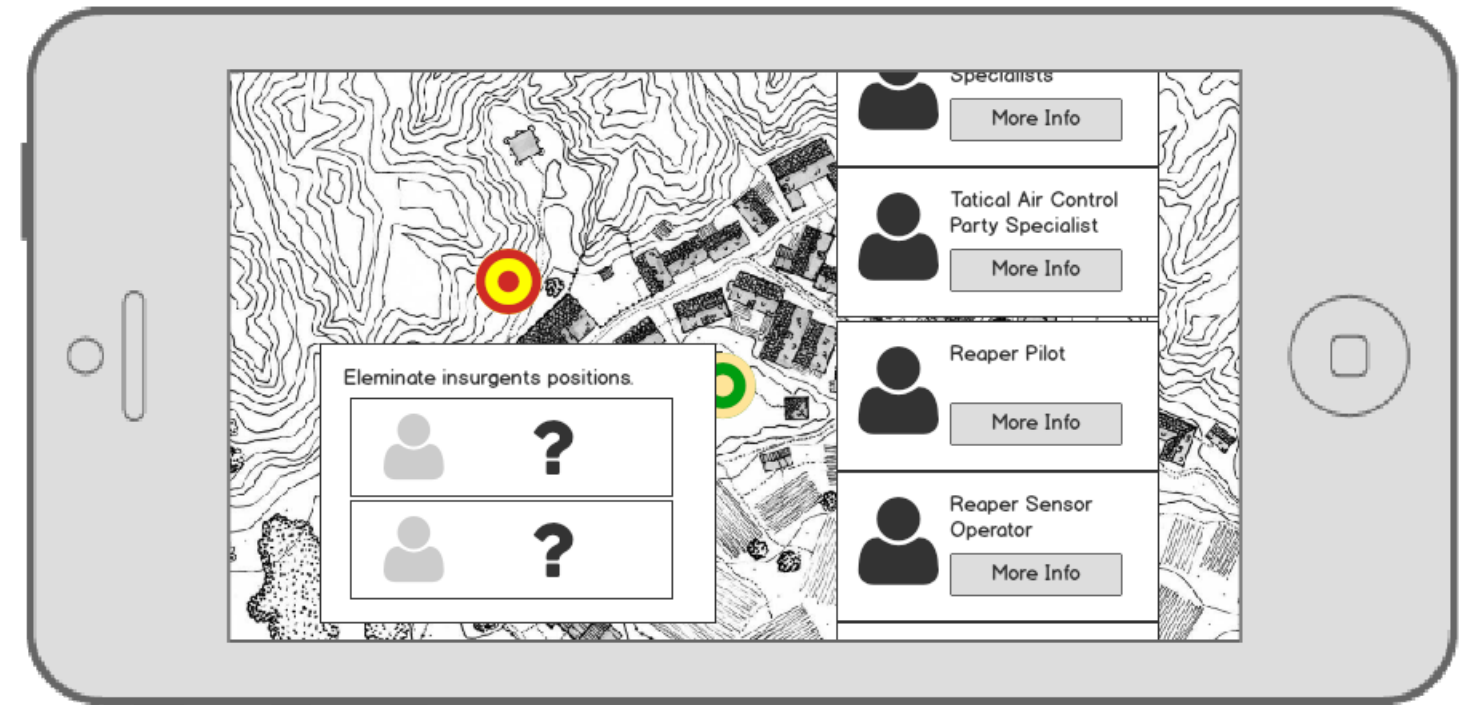


What we'll do

7

Wireframes

Wireframes provide a general idea of how information and interactive elements will be laid out on a screen. They are not meant to indicate final creative design, but rather its organization and functionality.

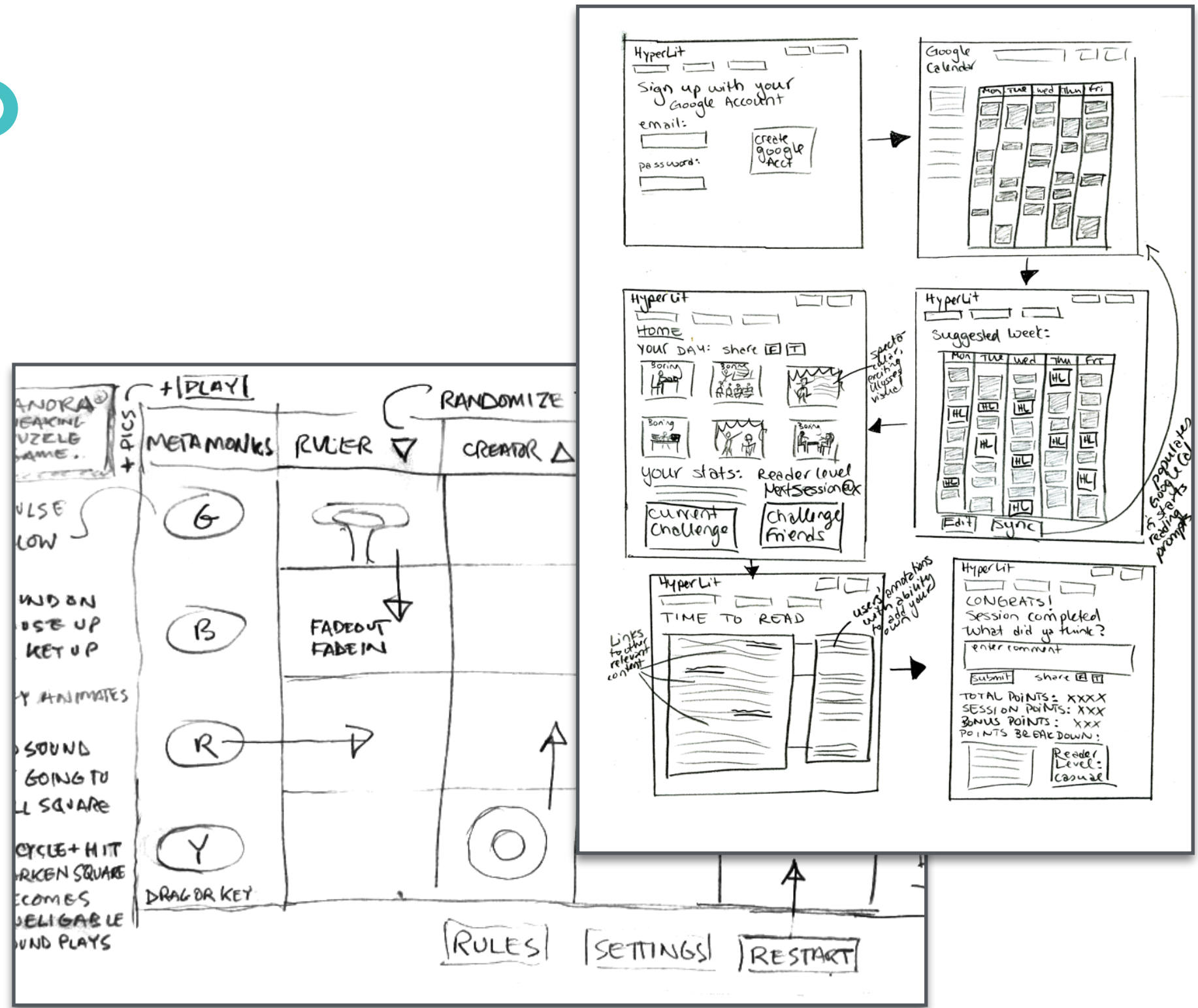


What we'll do

8

Game Mechanics for Mini Games

While preparing this document, we identified five (5) mini game themes that will accentuate the existing 16 missions. During preproduction, we will determine the specific game mechanics that will conform to those themes.



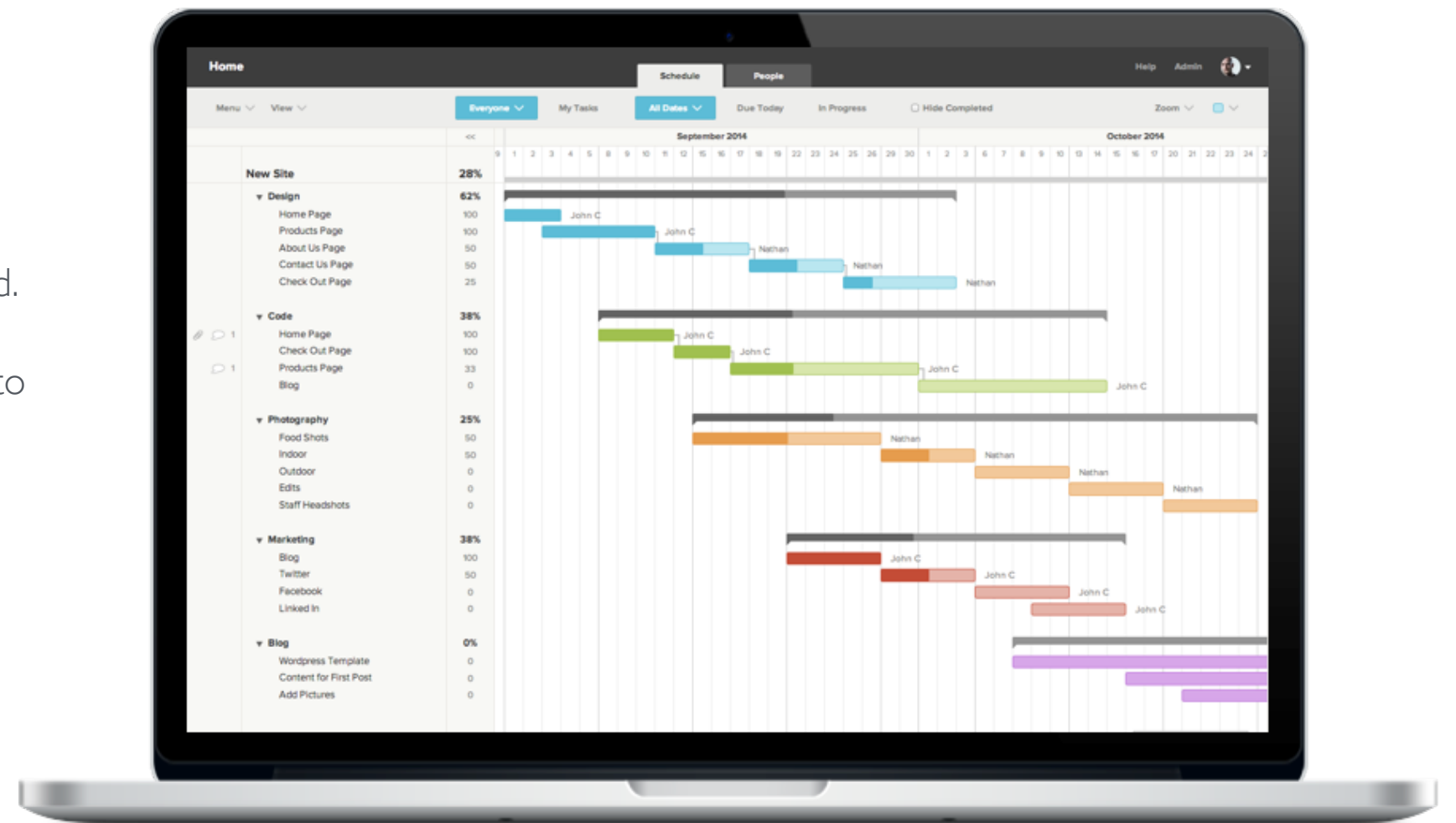
What we'll do

9

Detailed Schedule & Budget

After completing the discovery deliverables, the final scope of production should be known and all questions will be answered.

A **detailed schedule** and any **budget adjustments** will be made to the development phase of the Airman Challenge Rebuild.



Phase 2 - Development

Question

How far do you think we can take the design/creative within the scope?

What we'll do

①

Creative Concepts

We start with creative concepts. Using the look and feel established on Airforce.com, we'll create a cohesive design language that works for the functionality requirements of Airman Challenge, but will feel right at home on the Airforce.com website.

②

Front End Development

The features & functionality defined in preproduction will be implemented using HTML/CSS/JavaScript. Specific libraries used will be defined during preproduction.

Final implementation will be responsive to multiple mobile and desktop screen sizes. Because of the nature of the game design, some aspects of the experience may require either a landscape or portrait orientation. This will be finalized during Creative Concepts.

③

Server-side Development

Database and server-side development required to support the features and functionality defined during preproduction will be compatible with the selected hosting and database requirements.



What we'll do

④

Mini Game Development

There will be five (5) mini games that will abstractly represent skills typical of U.S. Airmen.

- Search
- Pilot
- Targeting
- Repair / Program
- Coordinate

⑤

Social Network Sharing

Sharing will be available within Airman Challenge. We will work with GSD&M to evaluate the social sharing performance of the existing Airman Challenge by reviewing analytics and the results generated from each of the Facebook touch points. From this analysis, we will determine the best social network strategy to implement in the Airman Challenge Rebuild.

⑥

Sound Effects

AstroMutt will provide sound effects & music from our royalty free library of sounds and music. If sounds provided do not meet client requirements, GSD&M can provide additional sound assets for integration.



What we'll do

⑦

Google Analytics

When approaching analytics, we start by collaborating with GSD&M's analytics team to define the specific type of behavior we want to learn about a user. Once behaviors are identified, AstroMutt can identify the events that need to be tracked, and describe how their measurement identifies a particular behavior. Once the individual events are agreed to, GSD&M will define the specific tags in a spreadsheet and AstroMutt will implement them in the code.

⑧

Custom Reporting System

If required, AstroMutt will create a system to generate reports derived from database data that cannot be created from Google Analytics alone.

Requirements for custom reports will be defined during preproduction.



Phase 3 - Delivery

What we'll do

①

Quality Assurance

Quality assurance is performed throughout the development process, mostly in the form of unit tests. The final round of testing is when all features and functionality are completed and are running on a production server

②

Device Compatibility

When developing responsive applications, testing on multiple devices and browsers is key to ensuring the application is viewed as intended.

We will ensure the application is tested across iOS, Android, Windows and Mac operating systems as well as phone and tablet variants.



What we'll do

③

Quality Assurance Response

Finding issues is one thing, fixing them is something else. We always budget time for the full team to ensure we can address problems with a coding fix or alterations to creative or design decisions.

④

Server Migration

Will work with relevant vendors to prepare, deploy, test and launch the game and all its dependencies to the production environment.



Phase 4 - Maintenance

What we'll do

We expect maintenance needs to mature given time. AstroMutt will serve as your main point of contact for maintenance requests and will manage the execution of requests.

①

Initial launch monitoring

2-4 weeks after launch.

We recommend close monitoring of performance and server logs immediately following launch for a duration of 2-4 weeks until we're confident everything is working according to plan.

②

User behavior review

1-2 months after launch.

AstroMutt will collaborate with GSD&M's analytics team to help evaluate user behavior and make recommendations on user experience or game mechanics modifications that may help drive behavior in desired directions.

③

Maintenance requests

Ongoing on an as-needed basis.

AstroMutt is flexible on arrangements for normal maintenance requests. We are happy to provide maintenance on an as-needed basis at an hourly rate, or as a monthly invoice that guarantees a maximum number of hours.



Phase 5 - Squadron Kit Version

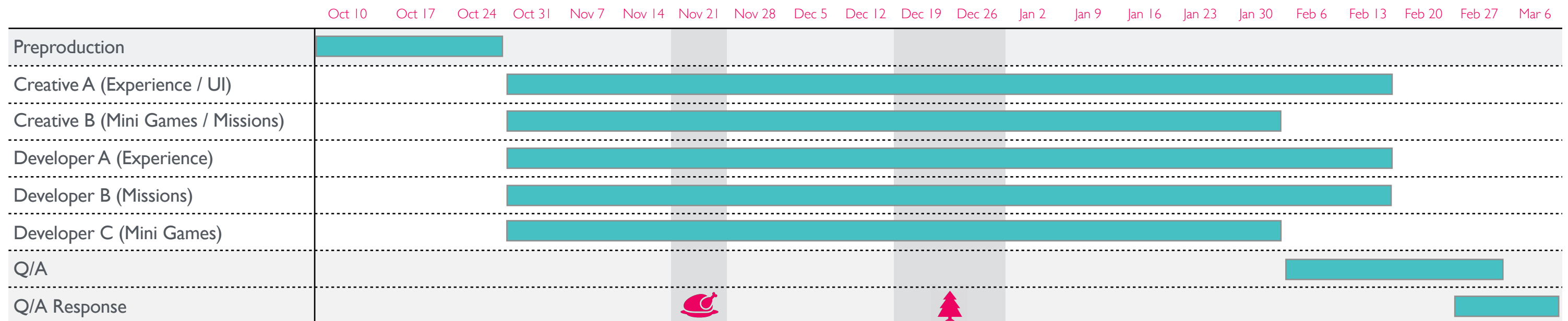
Complete missions together



BUDGET & TIMELINE

What's the budget & timeline?

	Preproduction	Development	Delivery	Total
Duration	3-4 weeks	11-12 weeks	3-5 weeks	22 weeks
Cost	\$36,000	\$285,000	\$57,000	\$377,000



QUESTIONS

Thank You.

Paul Medcalf / User Experience

Jeremy Moore / Web Development

ASTROMUTT

APPENDIX

Schedule

What's the cost?

Looks like about **\$377,000**.

	Preproduction	Development	Delivery
Duration	3-4 weeks	11-12 weeks	3-5 weeks
Cost	\$36,000	\$285,000	\$57,000
Scope	<ul style="list-style-type: none"> • Work Sessions • Functional Requirements • Technical Requirements • User Flows • Wireframes • Mini Game Design (Gameplay) 	<ul style="list-style-type: none"> • Creative Design • Front End Development • Mini-game Development • Social Network Sharing • Sound Effects • Google Analytics / Reporting 	<ul style="list-style-type: none"> • Quality Assurance Testing • Launch

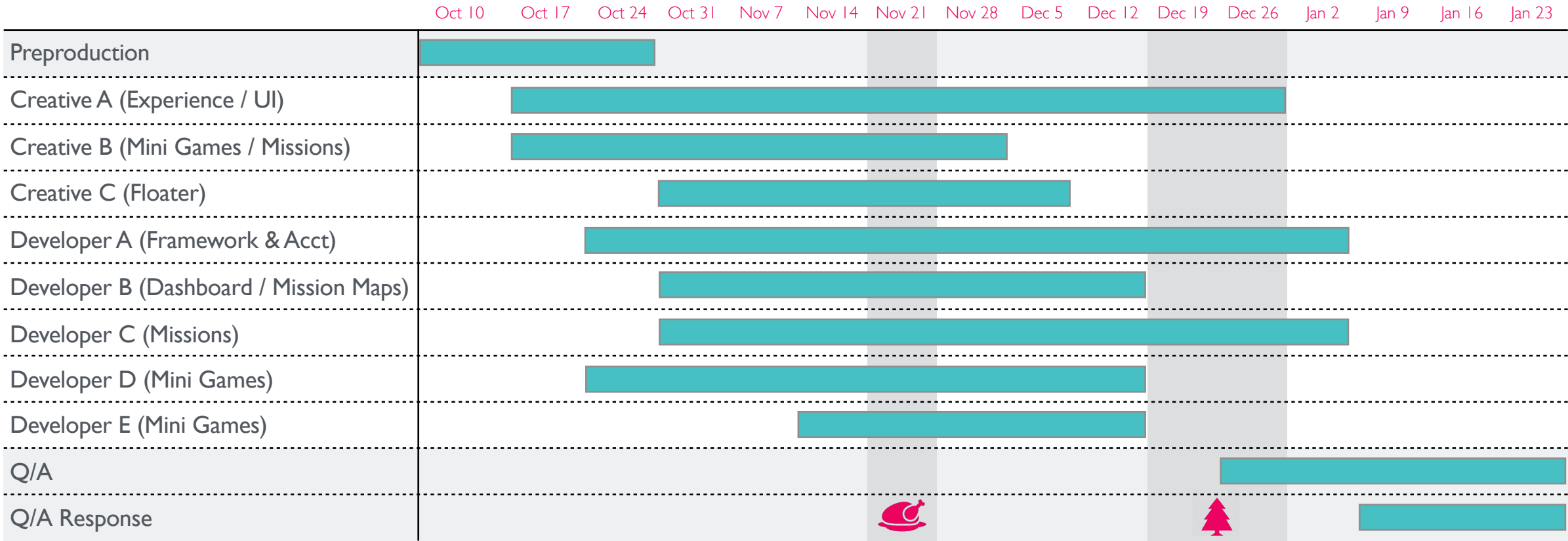


How long will it take?

16 Weeks.

This timeline illustrates the resources required to deliver the **targeted launch date in the RFP.**

NOTE: It assumes development starts **before the completion of Preproduction, 3 creatives & 5 developers.**



Wireframes

Mission Map



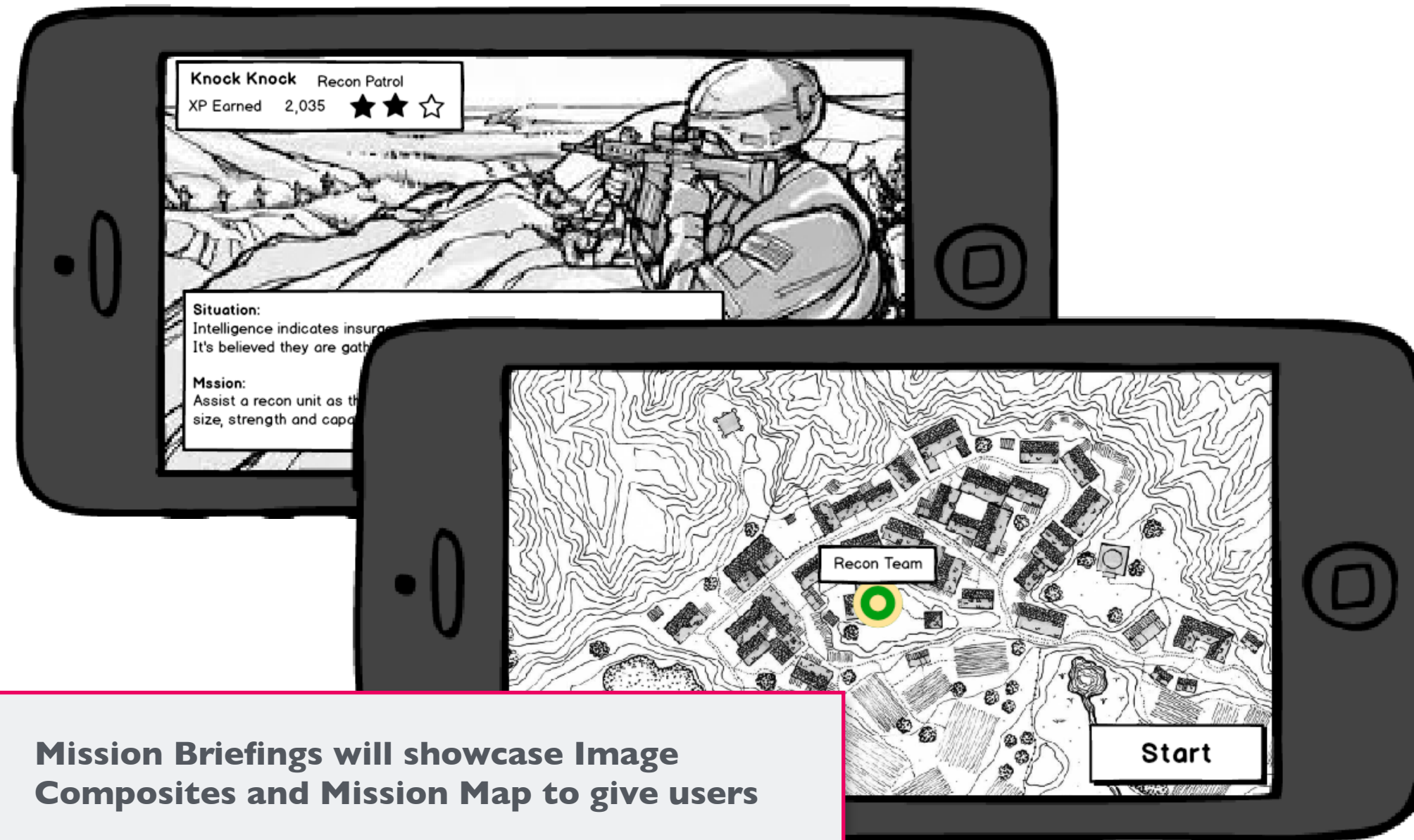
Remove rollovers from mission

Existing Voice Over

Hello Airman, glad you're hear. There's a lot going on in the world, and quite frankly not everybody is up to the task of dealing with it. But you've gotten this far, so maybe you can go all the way.

Just pick a mission to get started.

Mission Briefing



Existing Voice Over

Let's start you off with an easy mission. Intelligence indicates a nearby village has seen an influx of insurgents and we believe they're forming up for an imminent assault on FOB Blackhorse so a recon unit is heading in to gather intel.

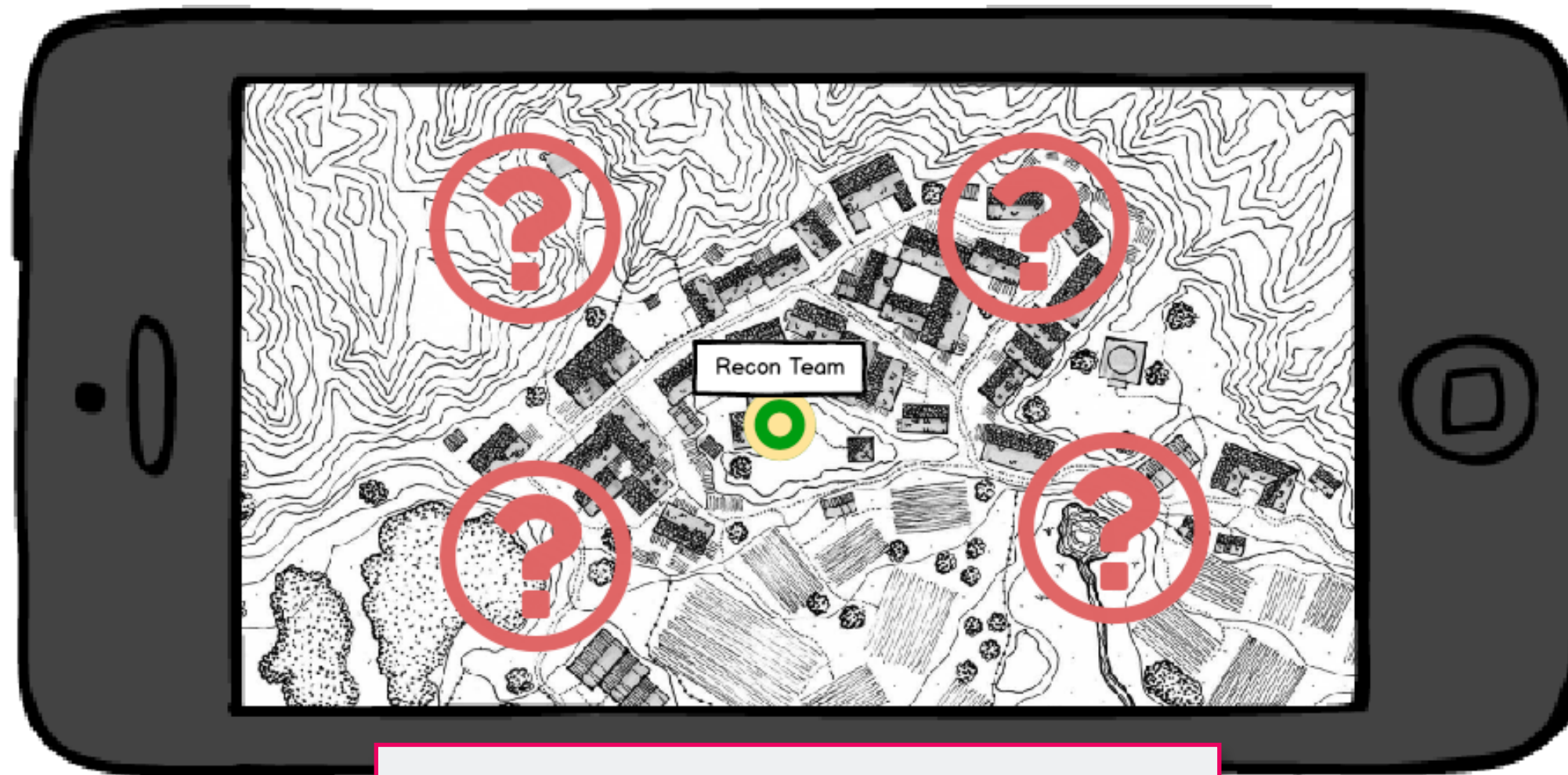
Your mission is to select a team of airmen to support the recon unit and ensure they get in and out safely. Sounds easy enough.

~~Just click 'Select Team' and choose your airmen. What could possibly go wrong.~~

Mission Briefings will showcase Image Composites and Mission Map to give users



Phase 1 - Briefing

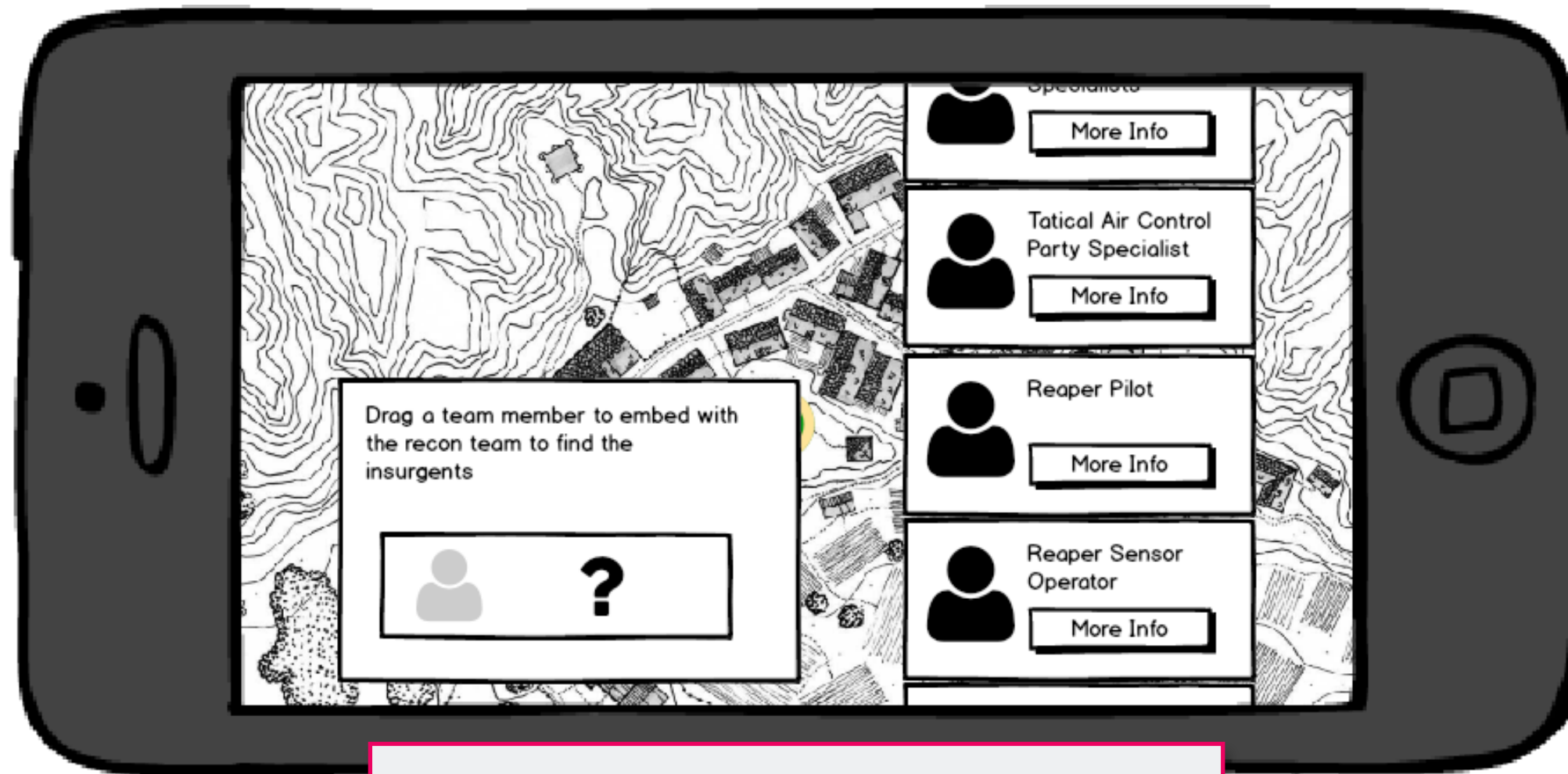


The Mission Map is a constant design element and will update throughout

Existing Voice Over

Listen up! The Recon Unit is on the com. They didn't find the insurgents, the insurgents found them. The unit's taking heavy fire from multiple directions. Activate one of your team members, and find those insurgents.

Phase 1 - Select Member

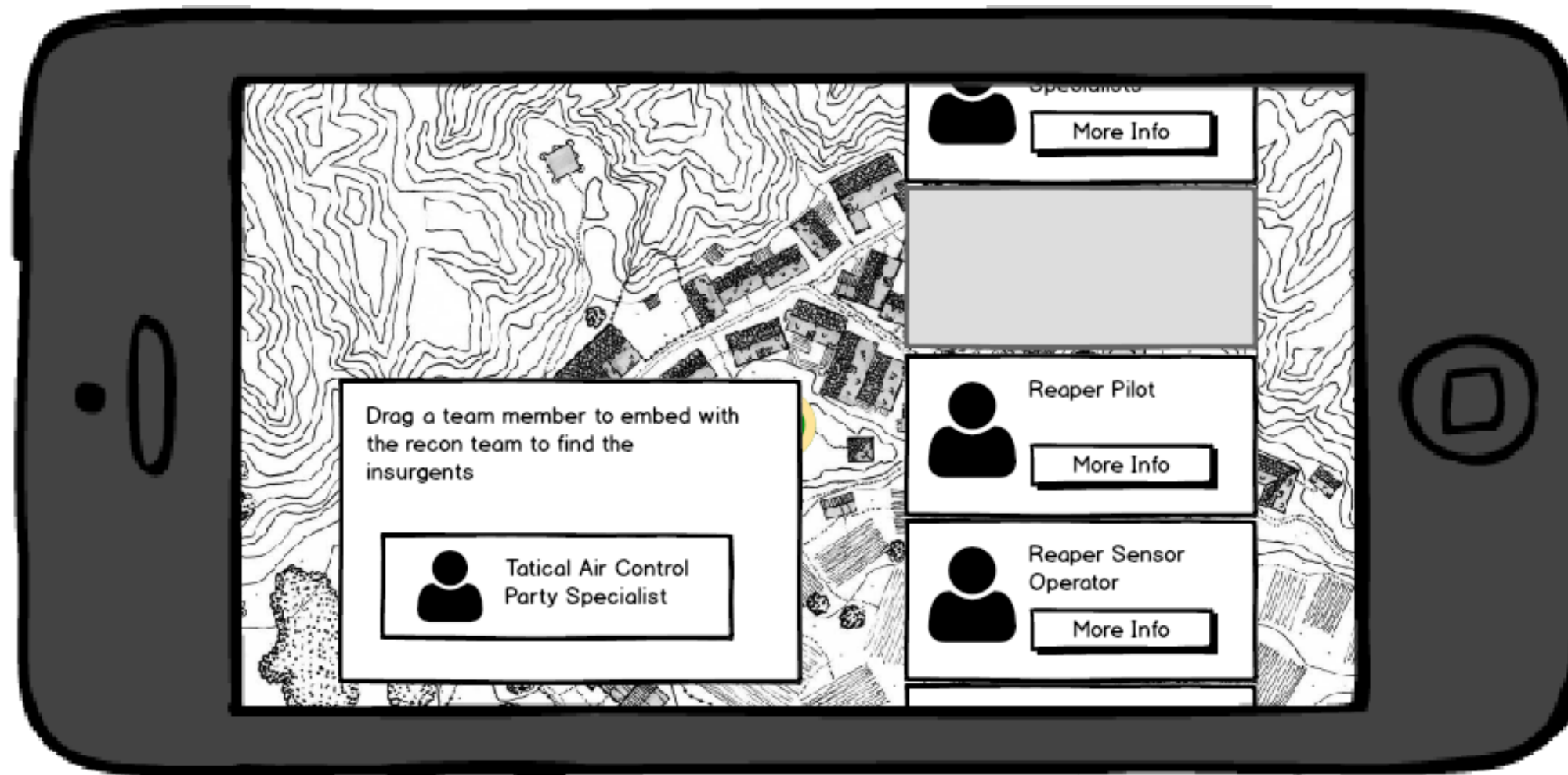


The user is presented with a list of Airmen and need to drag and drop the

Existing Voice Over

<No voice over>

Phase 1 - Member Correct



Existing Voice Over

A Tactical Air Control Party Specialist embedded with a recon patrol gives them the ability to call in pinpoint airstrikes on enemy targets. Exactly what's called for in this situation.

Phase 1 - Game



The 'shapes' activity & other mini games are replace with new mini games...

Existing Voice Over

The world is not a first person shooter. Real battles are won with skill and smarts. This little test is designed to show us how much you have of both.

~~To mark the insurgents, loek the shapes in the center square. Of course, messing up means you take a hit. Take 5 hits, and you fail the mission.~~

Ready when you are.

Phase 1 - Complete



Existing Voice Over

Nice work airman. The insurgents are spotted and tagged. Now, let's take care of them and get our team home safe and sound.

Phase completion will update the



Phase 2 - Game



**For multi-phase missions,
different mini games will be**

Existing Voice Over

Eliminate the insurgent forces before they overrun the recon team.

Phase 2 - Complete



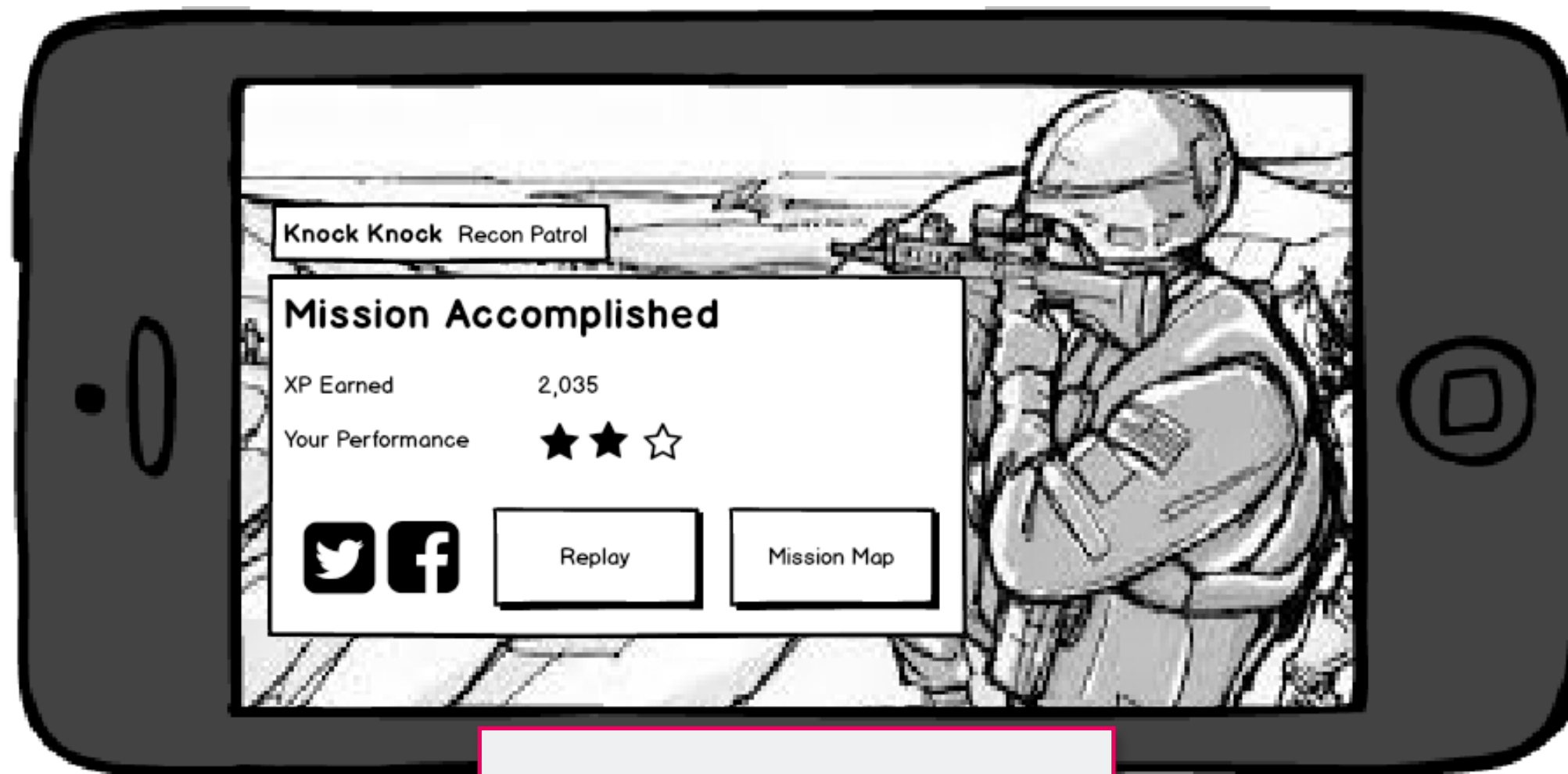
Existing Voice Over

The insurgents have been eliminated. The recon unit is on its way home.

Mission Map continues to tell the story of the



Mission Accomplished



Final summary will allow share buttons and other

Existing Voice Over

Not bad for your first mission. Hopefully this encounter was enough to send the insurgents packing. But FOB Blackhorse is going maintain Force Protection Condition Delta just in case they get bold.

In the mean time, go back to the mission map and select your next mission.



The Team

The Expertise You Need

①

User Experience Lead

Collaborate with GSD&M and AstroMutt creative teams to define features and functionality. Creates user flow and wireframe documentations.

②

Visual Design Lead

Concepts, designs, and develops visual assets to support end-user interactions and client content requirements.

③

Game Design Lead

Crafts the game mechanics and creates the game design documentation that describes the rules that govern game play success and failure.



The Expertise You Need

④

Full-Stack Web Engineer

Provides the technology leadership and execution necessary to build and maintain a scalable and engaging application experience. They will implement the designs in a responsive web experience that works across multiple browsers and devices.

Our engineers use technologies like PHP, NodeJS, Angular and ReactJS to develop rich user experiences. Will work with other GSD&M vendors to ensure the user experience is tracked in the full suite of AFRS tools.

⑤

Game Development

Develops the 5 mini game mechanics showcased in the missions.

Because of the high level of interaction necessary for the mini games, the mini games will be developed using a Canvas JavaScript library like PixiJS.

