

PH.D. PROGRAM IN EMPOWERMENT INFORMATICS THE 6TH MEETING OF EMP COLLOQUIUM SERIES

DATE & TIME NOVEMBER 30, 2016 14:00 - 16:00

VENUE NOMADO-TYPE LABORATORY, EMPOWERMENT STUDIO,
DAI-SAN AREA, UNIVERSITY OF TSUKUBA

Agile Mobile Game Development at Zynga



PRESENTER

Brian Morishita

Senior Software Engineer at Zynga

Brian has seven years of industry experience in console and mobile game development in Silicon Valley and the San Francisco Bay Area. He is a seasoned graduate of University of California, Santa Barbara in computer science and is currently a Senior Software Engineer at Zynga, a leader in social gaming that runs mobile and Facebook gaming franchises including Words With Friends, Farmville, and Zynga Poker. Brian is responsible for Zynga Poker.

▶ ABSTRACT

This talk will share experiences and insights on what its like to work in the mobile gaming industry. The mobile gaming segment has rapidly expanded over the past eight years, projected to surpass traditional PC and console games in 2016. Companies like Zynga have needed to quickly adapt development to mobile platforms, while leveraging and refining existing social game design and business strategies in this process.

At a high level, we will look at the feature development cycle to see how interdisciplinary teams collaborate to bring a concept to a releasable feature. More specific focus will be given to points including:

- Overview of key business metrics that dictate feature design and expected outcomes.
- How team members of different disciplines contribute to the development process.
- How success or failure of a feature is measured after it has been released.