



Stanford eCorner

Team Size and Product Development

Nick Earl, *Electronic Arts*; Arcadia Kim, *Electronic Arts*; Erin Turner, *Electronic Arts*

November 12, 2003

Video URL: <http://ecorner.stanford.edu/videos/721/Team-Size-and-Product-Development>

Turner explains that while console teams can be upwards of 100 people, GameBoy games can be built with 10-15 people. This core group of people is divided up into engineering, art, animation, game design, and production. The product cycle was optimized to get the best product out as quickly as possible by condensing the concept cycle, focusing on a target, and rapidly incorporating feedback, she says.



Transcript

One of the contrasts to the console, which Arcadia is going to talk about, is the team size. The scale is remarkably different. With the console games you're talking about revenue along the lines of 200 million and team sizes upwards at hundred people. And with GameBoy, you could build a whole game with 10-15 people. And personally, I really enjoy that. That's kind of the way it used to be with games where you could have a small team that was divided up into engineering, art, animation, game design and basically the producer, and with that core set of people, put together a piece of software that is played by hundreds of thousands of people. So what we tried to do then was we optimized a product cycle to meet the business imperatives of this product. We needed to get out in five months, we needed to take the best of what the console had to offer and pack that into a small cartridge. So we condensed the concept cycle and we looked at who the target was which is different from the console, much younger audience, brought them in. And as soon as we had the first playable, we got them to give us feedback on that.

And it arrayed on that very rapidly until we had the first mapped down and then we broke out the rest of the others.