Video Game Add-ons Checklist

Pre-Production Planning

☐ Analyze player data to identify key features or content that players use most.

☐ Review community forums and social media for direct feedback and content requests.

☐ Define the specific type of add-on (e.g., narrative expansion, cosmetic pack, new game mode).

☐ Create a detailed design document outlining the scope, features, and assets required.

☐ Establish a clear budget and timeline for the entire development cycle.

Development & Production

☐ Assemble a dedicated team for the add-on, assigning roles to artists, developers, and QA.

☐ Develop a phased production schedule with internal milestones.

☐ Conduct rigorous alpha and beta testing to identify and fix bugs early.

☐ Develop a phased production schedule with internal milestones.

☐ Gather feedback from beta testers to make final adjustments before launch.

Sales & Platform Integration

☐ Select an e-commerce platform that can handle global sales for video games, (e.g, PayPro Global)

- [ ] Integrate a solution or a dedicated Merchant of Record to manage global sales tax and compliance.

- [ ] Set up multiple checkout types, including in-game, iFrame, and pop-up options.

- [ ] Enable a wide range of local payment methods to cater to a global audience.

- [ ] Configure automated license delivery to grant instant access to the add-on upon purchase.

- [ ] Implement a dunning management system for subscription-based content like a season pass.

Marketing & Launch

- [ ] Create a comprehensive marketing calendar leading up to the release date.

- [ ] Produce high-quality marketing assets, including a cinematic trailer, a gameplay trailer, and key art.

- [ ] Build a dedicated landing page for the add-on with clear information and a call to action.

- [ ] Engage with your community on forums and social media to build anticipation.

- [ ] Reach out to gaming influencers and content creators for pre-launch coverage.

- [ ] Announce a specific launch date and time to create a sense of event.

Post-Launch & Analysis

- [ ] Monitor sales data and revenue reports daily for the first week.

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- [ ] Review player reviews and feedback on all platforms and social channels.
- [ ] Use data to inform future content decisions and pricing strategies.
- [ ] Plan for future upgrades or additional add-ons based on what resonated most with your players.