Offering external development in the game industry?

Here are 40 Key Questions you need to be prepared to answer.

I created this checklist to help those seeking new collaborations and projects win those opportunities.

Don't forget: be proud of your specificities, of what makes you unique.

Strengthening your own identity will make you stand out. Work on these questions, reuse them, and repurpose your answers.
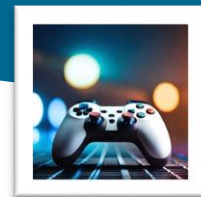
Drop me a line if you think it's been helpful!

Take care.

Víctor Alonso Lion – victor.alonso.lion@eproyecto.com
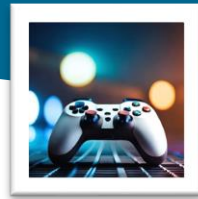
General Questions

General questions you need to be ready for.
If no questions are asked (we've all been in that kind of meetings...), just go through these to kick off the conversation.

Questions to be ready for:	What are buyers looking for, when asking these questions?
Tell us about your company's background and experience.	*The purpose of this question is for the partner to understand the context, your expertise, and your reliability.*
Can you provide details on your team's experience in game development?	*Purpose is to assess team's experience to ensure they have the necessary skills and knowledge.*
What are your competitive advantages in the game development outsourcing industry?	*The opportunity for you to showcase what sets you apart from competitors.*
How do you ensure data security and compliance with industry regulations?	*They are inquiring about data security. This is crucial.*
Can you share some success stories or client testimonials from your previous projects?	*They are asking for past successes and testimonials to demonstrate the company's track record and client satisfaction.*
What technology stack do you utilize for game development?	*They are inquiring about their technology stack to ensure compatibility and modern development practices.*
How do you address potential risks in game development projects?	*This question allows to assess the risk management strategies, and the response to issues.*
What is your company's long-term vision?	*Don't be afraid to share your long-term vision. Everyone understands you are in the industry to make games.*
How do you plan to expand your client base and grow your business?	*The objective is to understand the flexibility, scalability, and also stability of the team.*
Is there any additional information or services you would like to highlight?	*Your chance to share unique offerings or innovations.*

Technical Capability Questions
(Pick the ones that apply)
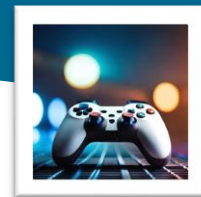
Software Development

Questions to be ready for:	What are buyers looking for, when asking these questions?
Can you provide details about your preferred game engines and development platforms?	*Buyer wants to understand the technologies you are more used to, your preferences. If you have the chance to investigate the buyer preferences, do it.*
What programming languages and frameworks do your developers specialize in for game development?	*A follow-up question to validate your programming expertise.*
How do you handle version control and code repository management for collaborative development?	*Key question to evaluate code management best practices.*

Game Design and Prototyping

Questions to be ready for:	What are buyers looking for, when asking these questions?
What is your approach to game design and prototyping?	*The objective is to learn about your game design processes. Make sure to elaborate on your answer.*
Can you describe your process for creating game mechanics, levels, and gameplay systems?	*They are trying to assess your capability to design engaging gameplay.*
How do you ensure the scalability and flexibility of game design to accommodate changes during development?	*Change requests will happen. The purpose is to evaluate your adaptability.*

Technical Capability Questions
(Pick the ones that apply)
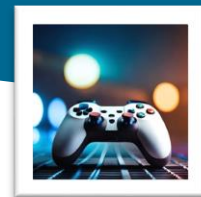
Art and Animation

Questions to be ready for:	What are buyers looking for, when asking these questions?
What tools and software do you use for 2D and 3D art creation?	*The objective is to understand your art creation capabilities.*
How do you optimize art assets for different platforms and resolutions?	*A way to assess your skills for different platforms and optimization needs.*
Can you provide examples of your character modeling and animation work?	*Nothing better than a good art portfolio to assess character modeling and animation quality.*

Quality Assurance and Testing

Questions to be ready for:	What are buyers looking for, when asking these questions?
What methodologies and tools do you use for game testing, including functionality, performance, and compatibility testing?	*General question to start evaluating your experience and evaluate your testing processes.*
How do you address bug tracking and resolution during development?	*They will most probably impose their system on you, but they want to understand your approach to bug management.*
Can you explain your process for ensuring a smooth and bug-free gameplay experience?	*This question goes in the line of assessing your commitment to quality gameplay.*

Technical Capability Questions
(Pick the ones that apply)
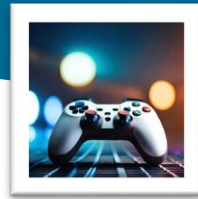
Multiplatform Development

Questions to be ready for:	What are buyers looking for, when asking these questions?
How do you ensure cross-platform compatibility for games targeting various devices and operating systems?	*Initial question to understand how experienced you and learn about capabilities related to multiplatform development.*
Can you describe your experience in developing games for consoles, PCs, mobile devices, and VR/AR platforms?	*More on your experience with different gaming platforms.*
What strategies do you employ for optimizing game performance on different platforms?	*Question to evaluate your performance optimization methods.*

Game Monetization

Questions to be ready for:	What are buyers looking for, when asking these questions?
What expertise do you have in implementing in-game monetization models such as ads, microtransactions, and premium purchases?	*This question helps assessing your monetization knowledge.*
Can you share examples of successful monetization strategies you've implemented in previous games?	*The opportunity to show your experience and track record of effective game monetization strategies.*
How do you balance monetization with providing an enjoyable gaming experience?	*They are making sure you understand the need to maintain a good player experience.*

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Technical Capability Questions
(Pick the ones that apply)

Emerging Technologies

Questions to be ready for:	What are buyers looking for, when asking these questions?
Are you experienced in developing games for emerging technologies like blockchain, virtual reality, or augmented reality?	*Objective: Assess your capabilities in working with cutting-edge technologies.*
How do you stay updated with the latest trends and technologies in the gaming industry?	*It's a way to evaluate your commitment to staying current.*
Can you provide examples of projects involving cutting-edge technologies?	*Your opportunity to showcase your related portfolio or explain your approaches.*

Performance Optimization

Questions to be ready for:	What are buyers looking for, when asking these questions?
How do you approach optimizing game performance, including frame rate, load times, and resource management?	*Explain your performance optimization strategies here.*
Can you share instances where you successfully improved the performance of a game project?	*The purpose is to understand your track record in enhancing game performance.*
What tools and techniques do you use for profiling and optimizing games?	*They want to learn about your technical tools for performance improvement.*

Server-Side Development

Questions to be ready for:	What are buyers looking for, when asking these questions?
Do you have experience in developing and maintaining server-side components for online multiplayer or cloud-based games?	*General question to assess your capability in server-side development.*
How do you handle server scalability, security, and real-time synchronization?	*Question to understand your server-related expertise.*
Can you provide insights into your server architecture and technology stack?	*They want to learn about your server infrastructure and technology choices.*

Documentation and Collaboration

Questions to be ready for:	What are buyers looking for, when asking these questions?
How do you document code, design, and development processes to ensure transparency and knowledge transfer?	*They want to calibrate your documentation best practices.*
What collaboration tools and practices do you use for efficient communication within your team and with clients?	*It's a way to understand how you approach communication and collaboration.*
Can you share examples of comprehensive technical documentation from previous projects?	*Does not need to be the extensive, NDA protected documentation on your last project, but show some examples so they can evaluate your documentation quality and completeness.*

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