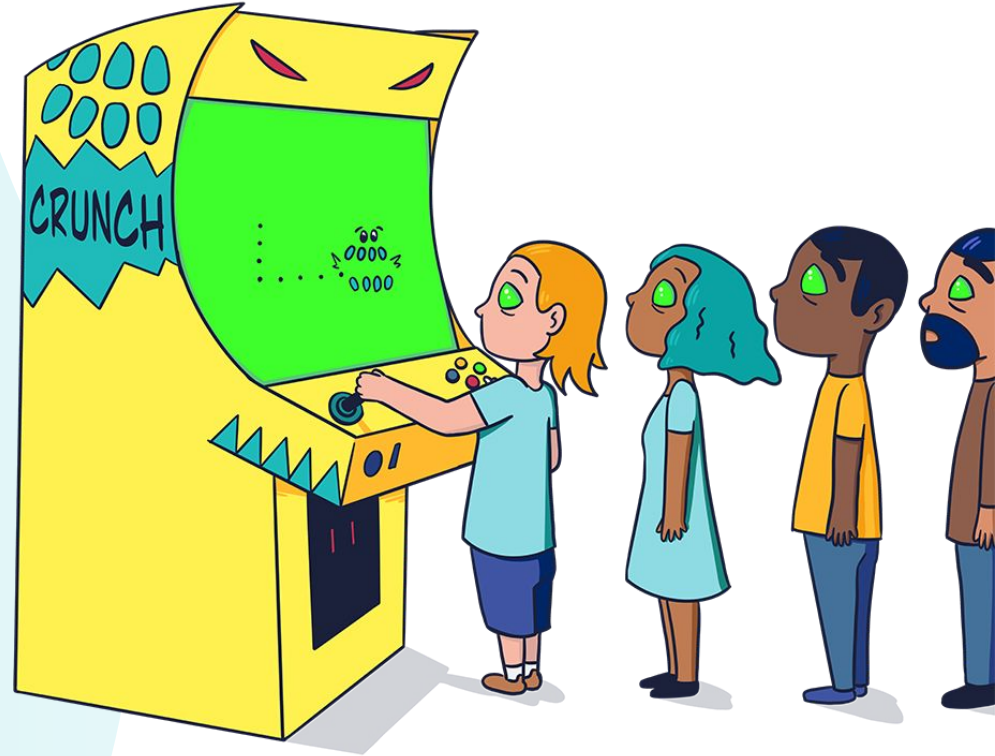# You Don't Have to Crunch

How to avoid Crunch, and how to Crunch well if you didn't.

Tiny Hydra

Crunch!

An ugly monster that eats time, money, and energy; then spits out buggy games and unhappy employees!

Why Crunch Happens

Because you suck, your teams are awful, and you're all just really bad at making games?

...obviously not

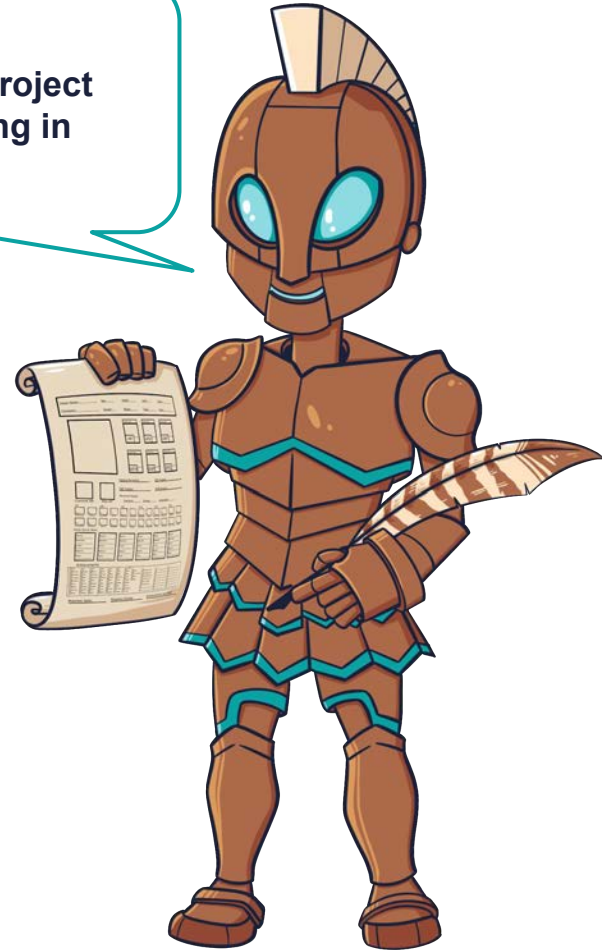Crunch usually comes down to one or more of these things:

1. PPP
2. Scope Creep
3. Poor Communication

Predicting Crunch

It's important to know when you're likely to Crunch, and why.

According to my calculations this project will begin crunching in September.

Iteration is Key

Have you built iterative development into your way of working?

Iteration.You keep using that word...

I do not think it means what you think it means

Communicate Well

Does your team throw things over "the wall?"

Eliminate your Bottlenecks

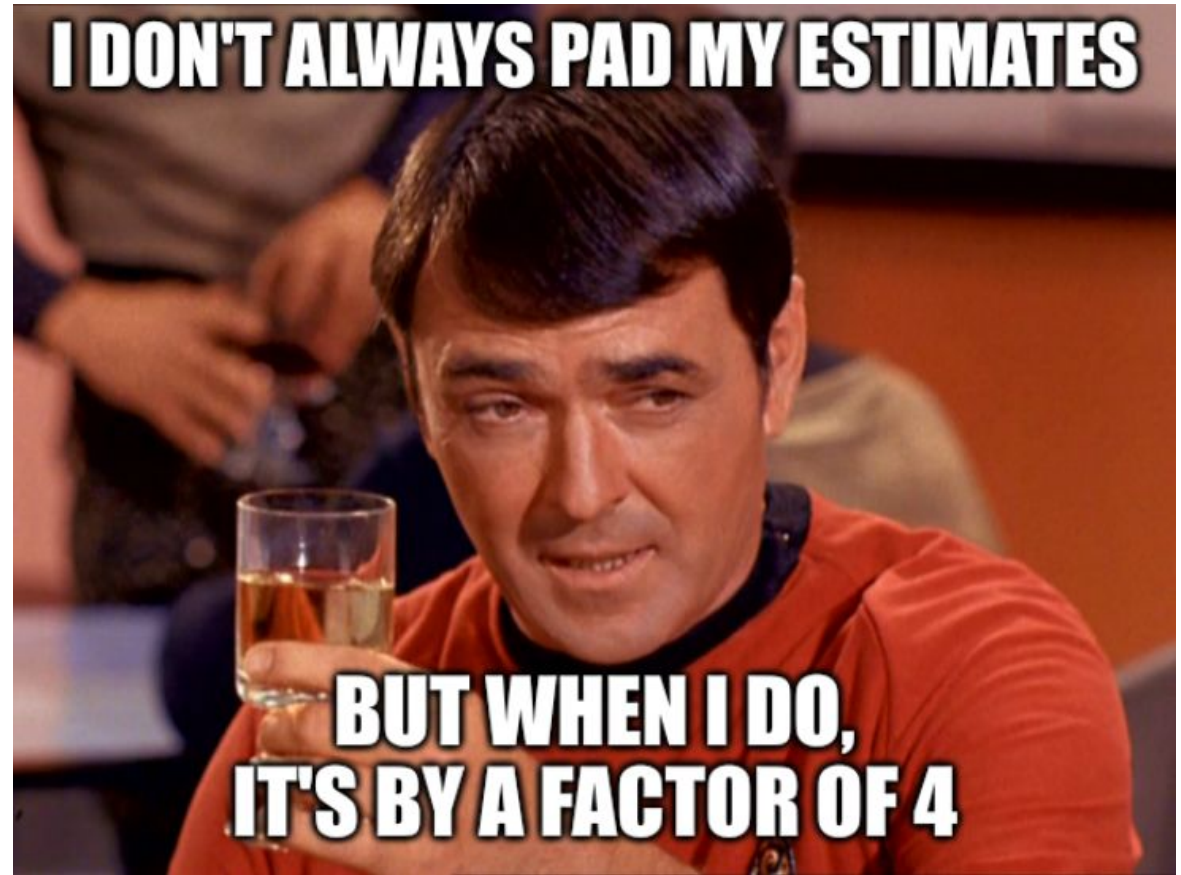Bottlenecks are for killing zerg not making games.

Combating Crunch

The only way to win is to deny it battle.

The Scotty Principle

We don't actually suggest multiplying your estimates by 4, but we do think by 1.3 - 1.5 is appropriate.

Marketing is a Bad Driver
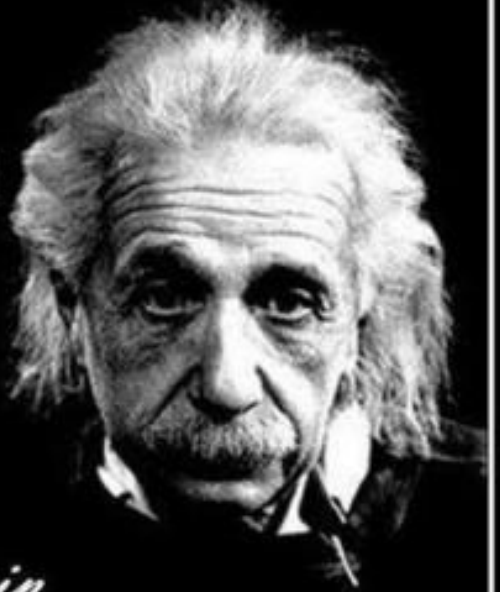
Don't let your marketing people lie.

Think Different

We, as an industry, are adopting a cultural shift in thought and deed.

That has to continue.

So You're Crunching

If there is no avoiding it, you're already in it: here's how to do it.

- Avoid layoffs

- Keep crunch periods short

- Make it optional

- Pay overtime

- Lead from the front

- Safeguard mental and physical health

You could also contact us, we may be able to help: tinyhydra.com

Tiny Hydra

Resources

We all know that Crunch is horrible and damaging, but you don't have to go it alone.

Help and Advice
- Mental Health Advocacy Groups
  - Take This. (takethis.org)
  - Safe In Our World (safeinourworld.org)
- Advice
  - IGDA (igda.org)

Articles Referenced (tinyhydra.com)
- Tinyhydra.com
  - How to Predict If Your Game Will Need to Crunch
  - Guideline and Best Practices for Crunching Ethically
  - The Scotty Principle: Handling Time Estimates During Game Development
- Take This.
  - 2019 Whitepaper
- Gamesindustry.biz
  - Careers Survey: An industry driven by passion, not pay
- IGDA
  - 2017 IGDA Survey

Me, Myself, and I

GDBAY: @MMITTNER

Linkedin: in/mmittner/

Email: martin@tinyhydra.com

Download this deck: tinyhydra.com/gdbay/

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