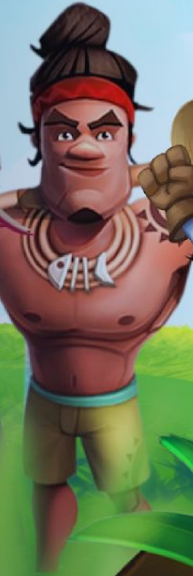




ZYNGA  
RESOURCE  
CENTER

By  
Artha Vriddhi



Problems

## PROBLEM #1

# Reinventing the wheel

Silo Teams - Information islands & duplication of work

- New Game - Runner
  - Runner Engine (+180h)
  - ZDK & Compliances (+100h)
- LiveOps
  - Leaderboard (+200h)
  - Spin the Wheel (+160h)
  - List goes on...

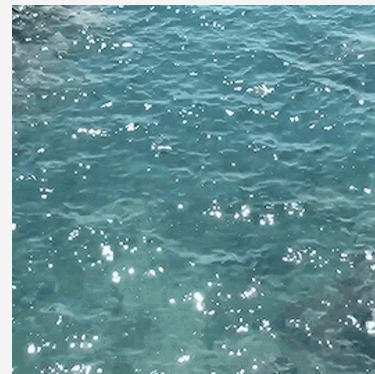


\* The numbers are from our experience on Battle Troops and Match Games

## PROBLEM #2

# Unavailability of Specialized Talent

- There is a significant Impact of unavailability of specialized talent on team's progress
  - VFX
  - Animation
  - Shaders
  - Tool
  - Engine/ Architecture
  - SFX



## CURRENT GAPS

# Why build something new?

- Existing internal tools (or in market) don't address all the things which synergizes to make it an effective platform
  - Reachability
  - Discoverability / Searchability
  - Trustability
- Apart from it we are also focusing on
  - Reduced Friction to Entry
  - Adoption



Idea

ZRC

## The best quality resources to aid in new game development and expedite liveops games

- Catalog of assets from multiple games & studios
- Share any type of asset across the entire community
  - Art, Animation, VFX, SFX, Engines, Templates, Libraries, etc.
- Breaks down many barriers
  - Single Repository (Accessibility)
  - Well Indexed and Categorized (Discoverability)
  - Reviewed and Endorsed by experts (Trustability)
- Improve productivity by minimizing duplicate efforts
- Enforce standards & principles
- Best-in-class UX - Simple & Contextual

**ZYNGA**  
**RESOURCE**  
**CENTER**

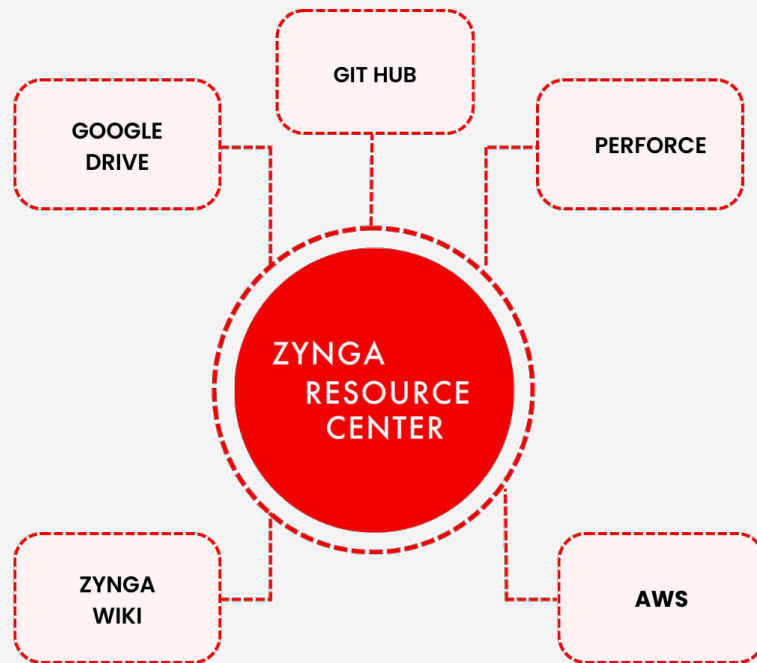
Innovation



## BREAKING THE BARRIERS

### Seamless collaboration & knowledge sharing

- SSO Enabled
- Slack, GIT, Perforce Integration
- Auto Asset Labelling (Tagging) through AI
- Familiarity & Zero learning curve
- Custom Internal Platform - no malicious code or copyright infringement
- Compliant with Zynga Standards and Guidelines
- Previews



GREAT QUALITY

## Gating & Expert Endorsements

- All submissions go through quality gates
- Functional experts review and endorse submissions
- Metrics to show top quality assets

- ❑ Likes
- ❑ Favorites
- ❑ Downloads
- ❑ Page views
- ❑ Derivatives



## DRIVING ADOPTION

### A rewarding experience - emotionally and monetarily

- Impact beyond your game & network
- Peer Appreciation
- Expert review, feedback & endorsements
- Quarterly/Annual recognition & rewards
- Hall of Fame
- Evangelism - Meet JFA demands



SHIPPING

## Likelihood to ship - "Very High" with ZERO cost to Business, as a side project

- Landing
- Upload
- Download
- Search



**V1 Prototype, Aug 2023**

*(Limited Availability)*

Ready submissions:

- Starter Kit (Client , Server Auth, Admin Tool, Compliance)
- 8 Tools
- 5 Engines
- 8 Themed Bundles
- 15 to 20 commonly used Animations, VFX

- SSO & Auth
- Profile & History
- Filter & Advanced Search
- FAQs, Help
- Links and redirections



**V2 MVP, Dec 2023**

*(Open to couple of studios)*

- Each Game's Asset Universe
- More Engines & Starter Kits
- High volume of reusable assets

- Gating & Review
- Feedback and Enhancements
- Weekly Digest
- Chatbot
- Unity Widget etc..



**V3 WWL, June 2024**

GROWTH POTENTIAL

## Unlocking Unlimited Possibilities

- Efficiently reusing work from any function
- Any team can use the platform to showcase new products/solutions
- Be the knowledge hub for all studios
- Share best practices
- Assured quality
- Establish standards & guidelines
- Metadata tags help train machine learning models
- Serve as an inspiration



## THE VALUE PROPOSITION

# Great value for all stakeholders

(Business, Employees & Players)

- 40% less time on new Game development
- 10-15% improvement on live-ops games (feature development)
- Level playing field - resources are available for everyone
- Upskill by learning from works submitted by in-house experts
- Will enable and significantly amplify evangelism which is already a part of JFA for Principal and above roles across all functions



Frontend: <https://github-ca.corp.zynga.com/ByteGarage/zynga-asset-store-ui>

Backend: <https://github-ca.corp.zynga.com/ByteGarage/zynga-asset-store>