Fortnite Crew Subscription Box

Process Book

Senior Project
Winter 2022

Eleanora Gravert

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To my parents,
my soon-to-be-husband,
and my little brother.

Thank you for always
supporting, encouraging,
and loving me.

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About Me

Ellie Gravert is a 3rd-year Graphic Communication Major with a Graphics for Packaging Concentration, expecting to graduate in Spring 2022.

She has a love for artistic expression in all forms and finds satisfaction in applying her creative intuition in packaging. Before the pandemic, she expressed her creative passions through Polyphonics in the Cal Poly Choir program as well as through Competitive Ballroom Dancing.

She is a gamer, with Fortnite being one of her favorite video games. Engaged to be married in September 2022, she is looking forward to using the knowledge and skills learned at Cal Poly to begin an exciting new career with her soon-to-be husband.

Ellie Gravert and her fiance in Sam Luis Obispo. She loves Nintendo games and playing on the PlayStation 5.

Abstract

Expand Epic Games' "Fortnite Crew" monthly subscription service to incorporate a deluxe edition which will include physical merchandise as opposed to digital merchandise only. This project will help Epic Games create a more mainstream output of physical products and will help simplify the gamers' search to find and purchase products that are connected with accuracy and quality to the game they enjoy playing. This opportunity is important to me because it allows me to explore my interest in both the gaming industry and the marketing, production, and design field.

Fortnite can be played on PC, Mobile, and Console systems such as the Nintendo Switch, PlayStation, and Xbox.

Problem Statement

The goal of this project is to expand Epic Games' "Fortnite Crew" monthly subscription service to incorporate a deluxe edition which will include physical merchandise as opposed to digital merchandise only.

Epic Games' highly popular game Fortnite is maintaining its popularity with its traditional gameplay but has been gaining additional revenue through its monthly "Fortnite Crew" subscription service. The subscription includes only digital items such as the in-game currency, access to the "Battle Pass", and a new Character Skin for gamers each month. This shows an opportunity to include an additional tier of subscription service which provides physical products such as t-shirts, stickers, pins, and much more to its members.

This will give the users/gamers physical items to enjoy in addition to their digital products. Across all gaming franchises and companies, it is difficult to find companies creating and selling their physical merchandise to fans. Normally gaming companies collaborate with a large-scale retail brand or foreign manufacturer to create products that support their game/franchise. Because they are not made directly by the game makers, these products are often low quality and usually inaccurately or imperfectly resemble the characters or images from the game.

This project will help Epic Games create a more mainstream output of physical products and will help simplify the gamers' search to find and purchase products that are connected with accuracy and quality to the game they enjoy playing. This opportunity is important to me because it allows me to explore my interest in both the gaming industry and the marketing, production, and design field.

Project Scope & Objectives

(Within the Scope)
The project will include a box that holds three physical products. The three physical products include a t-shirt, a bag, and stickers. To produce these four physical deliverables, there will be a total of five digital design files. The box will have two files, a die line file, and a design file. The three physical products each will have a design file.

(Outside the Scope)
This project will not include pricing for the physical subscription box. The overall theme and design will not be aligned with the current Fortnite Crew theme for January, February, and March. I will be creating a theme for the project that will align with Fortnite's identity. The project will not include any safety measures for shipping the package from manufacturer to customer. The package will be created to fit the three physical products and to express the theme of the entire subscription box.

Project Learning Objectives:

Project Management
- The project plan is complete and includes milestones, tasks, and weekly checklists
- The workload is organized, managed, and completed efficiently and effectively

Design
- The design style is consistent across all products
- Aesthetic maintains Fortnite's image and atmosphere
- Font style, color palette, and icons/characters are coherent throughout all products
- Contents are clear, not cluttered, or overwhelming

Packaging
- The box is cut and sized efficiently to properly fit all products with minimal wasted space
- Packaging provides an enjoyable opening experience for user/buyer

Project Scope & Objectives

What The Project Is Supposed To Achieve
This project is supposed to achieve an output of physical products for Epic Games' game subscription "Fortnite Crew" and will help simplify gamers' search for physical merchandise that is connected with accuracy and quality to Fortnite. This project will also allow me to explore my interest in the gaming industry within the design, marketing, and production field.

Project Limitations & Risks

Risk Information Sheet - 1

Priority/Impact: (Low, Medium, High)
Medium

Risk Description:
Not becoming confident in a design and becoming stuck, exceeding the timeline for designing.
Or becoming lost in a "perfectionist" mindset and not reaching the end of designing within the timeline.

Consequence:
Fall behind schedule and not have enough time to print all deliverables

Mitigation Strategy:
When taking breaks between designing, reach out to the accountability group to ask for feedback. Ask family and friends for feedback.
This will help me understand others' perspectives and prevent any mistakes. Hearing feedback will motivate me to strive for completion.

Project Limitations & Risks

Risk Information Sheet - 2

Priority/Impact: (Low, Medium, High)
High

Risk Description:
Conflicting schedules with UGS.
Not able to meet for meetings, proofing, and/or printing.

Consequence:
Will not have enough time to print every deliverable.

Mitigation Strategy:
Will make myself available as much as I can.
Place my senior project as a priority in my schedule.
Continuously reach out to UGS to find times to continue the printing process.

Update Feb 8th, 2022:
In addition to the other mitigation strategies
for Risk Information Sheet 1, I will also use
the resource Linked In Learning to gain
helpful tools and practices I can incorporate
into my designing process.

Research

Resource 1: Fortnite Crew Subscription Description & Review
Citation:
Esports.Net. (2020, Nov 25). Is The New Fortnite Crew Subscription Worth The Money? Retrieved from: https://www.esports.net/news/is-fortnite-crew-worth-it/
Summary:
This article explains the Fortnite Crew monthly subscription and discusses if it is a reasonable purchase for the gamer. The subscription costs $11.99 and includes the "Battle Pass", "V-Bucks" (the game's currency), and exclusive cosmetics. The author suggests that this is marketed towards the younger supporters of the game as well as the parents of young supporters. They conclude that they do not promote purchasing or decline to purchase.

Resource 2: Fortnite Crew Subscription Status Update
Citation:
Epic Games. (2021, Jan 14). Fortnite Crew January 2021 Status Update and What's Next Retrieved from: https://www.epicgames.com/fortnite/en-US/news/fortnite-crew-january-2021-status-update-and-whats-next
Summary:
Epic Games addresses the issues that had been occurring for Xbox supporters when trying to cancel their subscription. Included in their apologies and contact support, Epic Games releases an exclusive emote that every member will receive until a specific deadline. They also include a description of how the monthly subscription works and what is included.

Resource 3: Fortnite's Competitors
Citation:
Ggrecon. (2021, July 2). What Games are Fortnite's Biggest Rivals? Retrieved from: https://www.ggrecon.com/guides/what-games-are-fortnite-s-biggest-rivals/
Summary:
This author narrows down Fortnite's competitors to the popular Battle Royale genre. They concluded that Call of Duty Warzone, Realm Royale, Apex Legends, PUBG, and H1Z1 is the top five competitors to Fortnite. I needed this resource to narrow my search for gaming subscription services that are a competitor to Fortnite's monthly subscription. Call of Duty Warzone and Realm Royale does not offer any subscriptions.

Resource 4: Competitor Apex Legends' Equivalent Service
Citation:
EA. (2022, Jan 5). Apex Legends - Legend Editions Retrieved from: https://www.ea.com/games/apex-legends/legend-editions
Summary:
Apex Legends provides exclusive packages that include their currency, and exclusive cosmetics that can be used in their game. This service is not a monthly subscription but it is the closest competition to an exclusive service that provides users the game's currency and exclusive digital products.

Research

Resource 5: Competitor PUBG's Equivalent Service
Citation:
SlashGear. (2019, Apr 2). PUBG Mobile Prime subscriptions: What you need to know
Retrieved from: https://www.slashgear.com/pubg-mobile-prime-subscriptions-what-you-need-to-know-02571868/
Summary:
Playground's Unknown Battlegrounds (PUBG), offers a mobile subscription named PUBG Prime. It offers two tiers of subscription services with Prime at $0.99 a month and Prime Plus at $9.99 a month. The subscription service includes the game's currency and experience points, both services include the same products just an increased amount for the higher tier subscription. This service is only offered to mobile gamers which excludes PC and console gamers.

Resource 6: Competitor H1Z1's Equivalent Failed Service
Citation:
GamingBolt. (2015, Mar 21). H1Z1 Was Trying To Switch To A Subscription Model, But Backtracked Due To Backlash
Retrieved from: https://gamingbolt.com/h1z1-was-trying-to-switch-to-a-subscription-model-but-backtracked-due-to-backlash

Summary:
In 2015, H1Z1 wanted to convert to a subscription model rather than a free gameplay model. It began with the restriction of the Battle Royale mode to only top-ranked players. To get past this restriction a subscription was offered for $6.99 a month. H1Z1 faced immediate backlash by their supporters and soon later removed the subscription and restriction to their Battle Royale mode.

Resource 7: Delay of Video Game Merchandise
Citation:
Printesome Insights. (2019, Apr 24). Why video game merchandise lags behind
Retrieved from: https://blog.printsome.com/video-game-merchandise/

Summary:
Beginning with the history of merchandise, the article then compares it to the gaming merchandise that is now mostly digital (DLC). The author also explains a small case study of the game Angry Birds and how it was a huge success for video game merchandise. Since then the most recent gaming merchandise has been eSports t-shirts with the supporter community rapidly growing. The article ends with the promotion of their t-shirt printing services.

Research

Resource 8: History of Gaming Merchandise
Citation:
Medium. (2017, Oct 18). A History of Gaming Merchandise (And It's Future) Retrieved from: https://medium.com/shopify-gaming/a-history-of-gaming-merchandise-and-its-future-141880871c67

Summary:
This article goes through the history of video game merchandise and how it has changed and developed into what it is now. Today it is easier for companies to monetize other retail companies to produce their gaming merchandise and supporters themselves are creating their merchandise. They also mention the case study of the mobile game, Alto's Adventure.

Resource 9: Case Study: Alto's Adventure
Citation:
Shopify. (2017, Sept 7). How This Indie Game Made 60% of It's Annual Merch Revenue in 30 Days Retrieved from: https://www.shopify.com/blog/altos-adventure-game-unity-buy-sdk

Summary:
The company of Alto's Adventure, Snowman, and about how one co-founder came up with the idea of this mobile game. It also goes into how the co-founders went about monetizing the mobile game to gain profit. The merchandise that Snowman created became a bridge between the gaming world and the real world. They did this by creating products that would appear as they came from the world of the game. Rather than a logo or image printed on a clothing item, Snowman invested high-quality craftsmanship into their products such as Alto's Lost Llamas.

Research

Resource 10: 4 Video Game Brands Merchandise
Successes
Citation:
Alistdaily. (2016, Nov 30). 4 Video Game Brands
Powering UP With Branded Merchandise Retrieved from:
https://www.alistdaily.com/strategy/video-game-brands-
power-ecommerce/
Summary:

This article showcases four video game brands that have
successful physical merchandise. Square Enix, Capcom,
Bandai Namco, and Nintendo are successful brands, each
of them has different tactics to maintain their successes.
Such as Nintendo collaborating with other brands such as
Hasbro and Mattel to bring their "intellectual property to
some of their game elements".

Selected Resources

Case Study: Alto's Adventure
Shopify. (2017, Sept 7). How This Indie Game Made 60% of It's Annual Merch Revenue in 30 Days Retrieved from: https://www.shopify.com/blog/altos-adventure-game-unity-buy-sdk

I found this resource incredibly helpful not only as a successful physical gaming merchandise case but how unique and out-of-the-box it is. Snowman created merchandise that would be as if bringing items from the game into the real world, such as the Lost Llamas. Supporters would have merchandise that is not very obvious of what the meaning/reference is but it is an icon from the game, it takes an observer to know the game well to understand and appreciate the merchandise's meaning. This will create a sense of community between the supporter and the game. I want to include this experience into my project by designing my stickers to be items from Fortnite that gamers/supporters will understand and appreciate.
The weakness that this unique idea creates is the struggle that family and friends of a supporter may experience. Such as a parent of a kid who is a fan of a particular game does not understand the value and appreciation of the item and will not purchase the item for the kid. This can be avoided by providing a title/name of the item that helps the family or friend members of a supporter to understand. I intend to include a title/name on the sticker so that it can be understood by non-supporters/gamers if looked closely. This will still include the sense of community with the stickers but will also allow others to understand the item.

Research

Selected Resources
Fortnite Crew Subscription Description & Review
Esports.Net. (2020, Nov 25). Is The New Fortnite Crew Subscription Worth The Money? Retrieved from: https://www.esports.net/news/is-fortnite-crew-worth-it/

This resource effectively described in detail what the Fortnite Crew subscription includes. The strength that the article mentions are the digital exclusive cosmetics that are included in the subscription that are all cohesive with one another. The exclusive cosmetic set has one theme, such as a consistent color palette. For example, the exclusive set's theme is "galaxy", so the cosmetics will all include a dark, purple color palette with white stars as the accent. I want to keep this strength by having the physical products be consistent with the digital products.
The weakness that is described in the resource, is that the subscription each month includes the same type of products. There is no variation of the type of items that are included in the subscription. To improve this weakness, the physical products will change from month to month. For example, if one subscription box includes a water bottle and shirt, the next box will not include another shirt and water bottle. Perhaps the following box will include a bag and a hat so that the type of products will change monthly. This will encourage supporters to continue their subscriptions longer.

Deliverables

The end result of this product will be a fully designed subscription box including three products: a shirt, stickers, and a bag. The box will be fully functional and ready for transportation with the three products packaged for an exciting opening experience for the receiver.

The tangible items for this project are:

- An aesthetically pleasing box design suitable for the large age-range audience that will mimic the current identity of Fortnite.

- A t-shirt design to be screen printed that is appropriate for supporters.

- A drawstring bag design to be screen printed that supporters would want to carry with them in various settings.

- A sheet of stickers to be printed that are enjoyable for supporters and represent Fortnite in an appealing and eye-catching way to advertise the game.

Success Criteria

- Paperboard box that is printed, cut, and folded appropriately without errors or excessive utilized materials.

- Shirt, bag, and sticker design files that are formatted correctly to begin the process of printing with UGS.

- All three products printed correctly without any errors or any factors taking away from the aesthetic appeal.
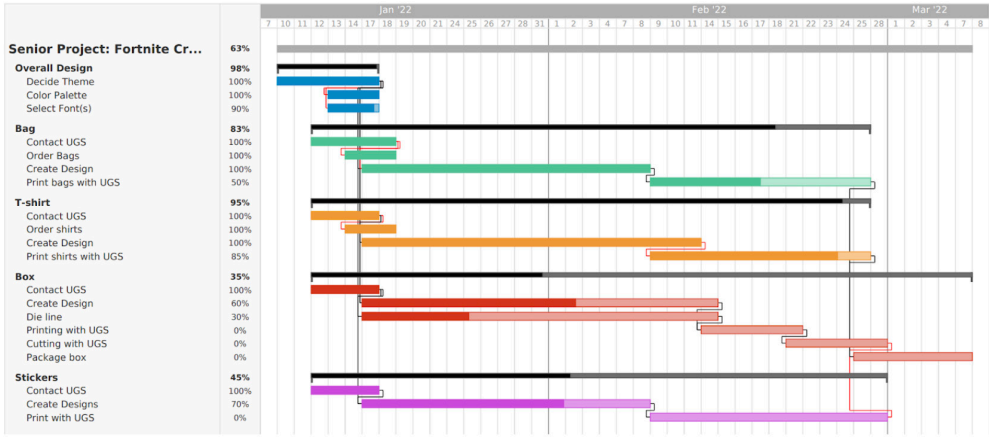
Gantt Chart

Gantt Chart as of Jan 10th, 2022
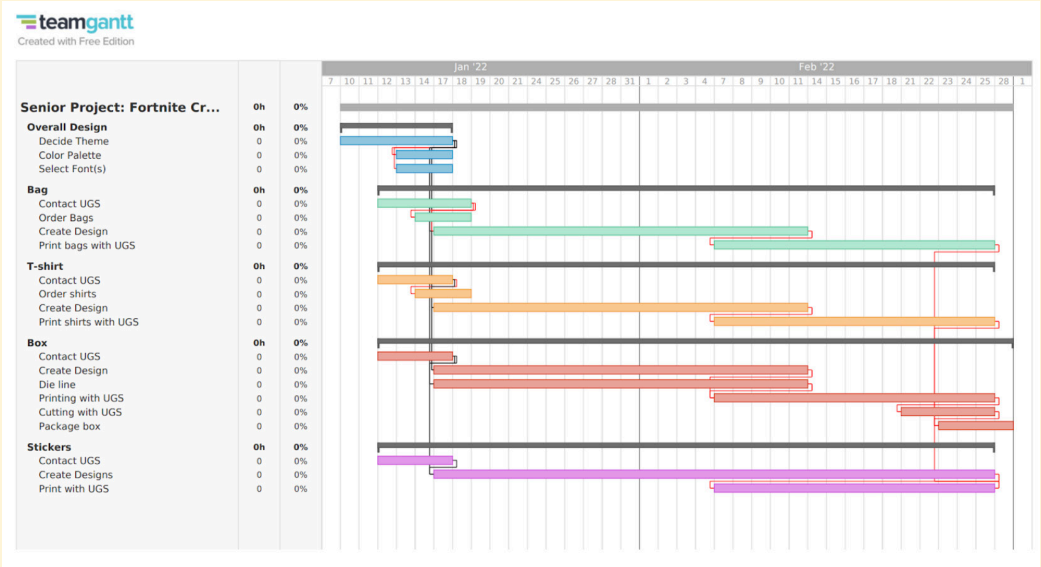
Gantt Chart as of Feb 8th, 2022
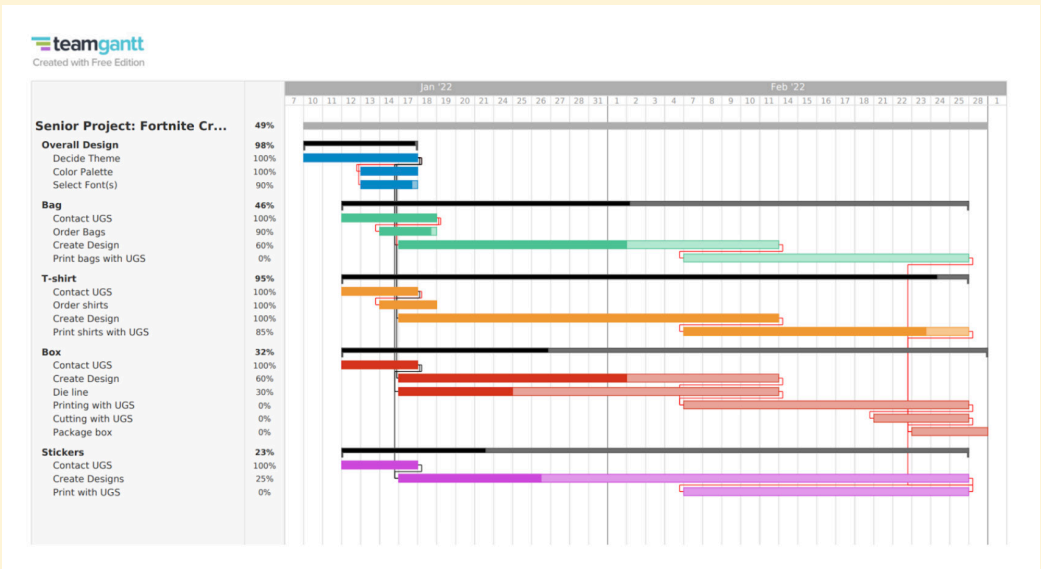
Gantt Chart as of Feb 9th, 2022

The Gantt Chart was the foundation of scheduling all the tasks in order to complete the entire project on time. It helped relieved stress and maintained productivity.

Results

Subscription Box
Achieved:

- Design File & Die Line was formatted correctly

- Aesthetic maintains Fortnite's image and atmosphere
        - Includes characters across multiple seasons

- Correct & Clear Print

Changes/Improvements:

Unable to print inside box it was not possible
- Design outside the box was enough and there was no
need to print on the inside

Results

Shirt
Achieved:

- Design File was formatted correctly

- Aesthetic maintains Fortnite's image and atmosphere
       - Includes same characters featured on the box

- Correct & Clear Print

Changes/Improvements:

Originally wanted to Screen Print
- After contacting UGS, screen printing would be too expensive and not meet deadline

- Decided to use Dye Sublimation using a heat press

Results

Stickers
Achieved:

- Design File was formatted correctly

- Aesthetic maintains Fortnite's image and atmosphere
        - Contains many types of references: items, characters, & logos

- Correct & Clear Print

Changes/Improvements:

Included names and titles in some of the stickers
- In order to be inclusive for people who do not understand the reference and can still know what the sticker is

Originally wanted a sticker sheet, but instead printed individual stickers
- Changing the format made printing go easier and it allowed the stickers to be bigger

Results

Tote Bag
Achieved:

- Design File was formatted correctly

- Aesthetic maintains Fortnite's image and atmosphere
    - Contains references across seasons

- Correct & Clear Print

Changes/Improvements:

Originally selected a drawstring bag to print on. After conducting a survey it was decided to select a tote bag - Survey was very informative and helpful

Project Reflection

Things that went well:
I was very excited to be in an independent project where I could schedule my own deadlines and work at my own pace. Being able to create my own schedule, using the Gantt Chart, I was able to give myself time to have breaks and allow myself space in case I was unable to complete a task that I desired to finish that day. What saved me the most time was being able to harness my momentum of motivation in order to be productive and get ahead of schedule as much as possible. The most difficult challenge was getting out of the slump of indolence caused by my anxiety. Reminding myself of the goal and the excitement I had when beginning the project helped me gain motivation and start gaining momentum to work.

Helpful Tips & Techniques:
1. Gantt Chart
Using the Gantt Chart helped me lay out my work and clearly showed the process and steps that I needed to complete. This document was created in the beginning of the quarter and it was the one I frequently looked back on to see if I was staying on track. It relieved my stress and maintained my productivity throughout the quarter.

2. Researching successful games
Researching before beginning my project was very helpful. At first, I did not want to conduct any research and thought I already had a well-thought-out idea and plan. After researching competitors I was able to see what they were lacking in their service and try to include the missing pieces into my project. Researching successful gaming merchandise refocused my perspective of what my project is aimed to produce. After researching I had a clearer understanding of how I wanted to complete my project and what I needed to include in order to achieve it.

3. Bag Survey
Conducting a small survey was spontaneous and something that I did not originally plan on including. I was unsure what type of bag I wanted to include in the subscription box. I was stuck and this decision prevented me from beginning my designing process for the bag deliverable. After creating a survey and sending it out to peers, family, friends, and classmates, I was able to gain enough responses to decide what type of bag to select. Doing this survey was very helpful because the bag that the participants selected was not at all an option in my mind. After designing and printing, I am very glad I listened to the responses and selected a tote bag as my bag deliverable.

Project Reflection

Problems & Challenges Faced:
1. Contacting University Graphic Systems
It was a challenge to get in contact with UGS (University Graphic Systems) and stay communicating with them. After many emails and calls to the front desk, I asked for help from Dr. Ma and she suggested just going in person. Once I was communicating with a manager face-to-face, I was able to start the printing process.

2. Creating the bag design
Once the survey was completed and the tote bag was selected, I still did not have any ideas for what the design should be. I decided to ask for feedback and suggestions for what the design should be. I asked my fiance and brother, both fans of Fortnite, what they would like to see on a bag if they would be receiving a monthly subscription box. With their suggestions, feedback, and ideas, I was able to begin sketching and creating a design with multiple references and staying consistent with the overall theme of the subscription box.

3. Completing designs in time for printing
The challenges continued with UGS with scheduling when to print all my deliverables. They had a tight schedule and already had many other jobs that needed to be completed. I was able to find a time to print, but the designs were not completed when I scheduled the printing date. I ended up staying up late and waking up early to complete all the designs and format them so that the file would be ready to print. This could have been avoided if I was more ahead of schedule and did not jump the gun for scheduling when to print.

Things I would do differently:
I would create a strict and structured weekly schedule for completing the tasks listed in my Gantt Chart. This would have prevented me from rushing to complete designs so that they could be printed. This weekly schedule would help prevent burnout and help me maintain the momentum of my motivation and productivity. I would also have gone in person to UGS the first week of the quarter rather than waiting for an online or over-the-phone response. This would have created smoother communication between me and UGS as well as created a clear schedule of when to print so that I can complete the designs on time. I also would have reached out for feedback sooner so that I would have all the design ideas ready to be created.

Credits

Project and Process Book By Eleanora Gravert

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Winter 2022