

Lab 01 – Game Analysis

Návrh a vývoj počítačových hier

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Task 1 – 15min

Work in **pairs**

1. Find a game you **both** played and **really liked**
2. Each separately list 3-5 reasons why you like it and emotions it creates
3. Cross-match your lists and write down
 - Things you **both** liked and disliked
 - Emotions you share and emotions you don't share

Task 2 – 15min

Work in pairs

1. Find a game you **really like** and your partner **has never played**
2. Watch your partner's game on YouTube
 - No interaction during the videos
3. Write down why you would/would not play the game
4. List 3-5 reasons why you think your partner likes it and emotions it creates in them
5. Discuss with your partner and write down your findings

Task 3 – 10min

Work individually

1. Think of your most favorite game
2. List 3-5 things that you most dislike about the game with explanations
3. Look at your list and try to add explanations why these things were put in the game

Hint: If you have no idea, imagine the game without it. Try to think of how the absence will affect the game

Task 4 – Rest of the Lab

- Present your findings in teams
 - ~3min per team

Reflection

- What was the point of the exercise?
- Task 1 – Find common game & why we like it
- Task 2 – Get recommended a game & figure out why it's good
- Task 3 – Find unwanted features in a liked game
- Task 4 – Present your findings

Unique Selling Points

Why will I buy your game instead of X?

Reflection

- What was the point of the exercise?
- Task 1 – Find common game & why we like it
 - Players are vastly different with different tastes
 - 90% of you picked AAA games, mostly RPGs
 - You are very similar gamers & have very high standards
 - Difficult hard-core audience, don't target it
 - You're going up against AAA games as a beginner!
- Target a **Niche** instead that's used to playing more games
 - Smaller player base, easier to target
 - Rewarded for innovation



PLAY
LEADERBOARDS
OPTIONS
EXIT GAME

 **RETURN**

SELECT 

Reflection

- What was the point of the exercise?
- Task 2 – Get recommended a game & figure out why it's good
 - Did you understand why your partner likes that game?
 - Did any of you dislike the game their partner gave them?
 - Was your first impression of any game **Wow! Awesome!?**
 - First impressions of a game are key
 - People come for the visuals/recommendation/reviews/audio
 - People stay/recommend/review for gameplay
 - Player motivation in a game changes over time
 - Core gameplay
 - Meta gameplay
- If it looks bad, you won't succeed

Reflection

- What was the point of the exercise?
- Task 3 – Find unwanted features in a liked game
 - Did someone find a feature that is definitely useless & annoying?
 - You most likely were analyzing a game that was mostly well-designed
 - You should be looking at games that failed as well
 - Figure out why the game is broken
 - Try to avoid it
 - If it cannot be avoided, try to fix it
 - Lol+DotA vs. Heroes of the Storm
 - Find the reasons for design decisions
 - Introspection – learn to observe yourself while playing

GOOD THEFT	VS.	BAD THEFT
HONOR		DEGRADE
STUDY		SKIM
STEAL FROM MANY		STEAL FROM ONE
CREDIT		PLAGIARIZE
TRANSFORM		IMITATE
REMIX		RIP OFF



Deliberate Game Design

If X does not have a purpose in the game,
why even make it?