

Lab 02 – Idea & viability

Návrh a vývoj počítačových hier

Michal Ferko

27. 9. 2018

Task 1 – 20min

- Work in groups of **4-5 people**
- Brainstorm game ideas
- Write them down if they're good
- **Nobody will steal your idea**
- Keep ideas super simple!
 - Skyrim – bad
 - Pac-man – good
 - Flappy bird – perfect

Having trouble brainstorming?

Add constraints

Constraints

- Pick one, you have 60 seconds
- Control with one finger/button
- Only 2 colors
- Only 3 rules
- 60 seconds

Still having trouble?

You have chosen one

- Control with one tap/button
- Only 2 colors
- Only 3 rules
- 60 seconds

Pick a genre for it (60sec)

- Action
- Platformer
- Puzzle
- Strategy

Task 2 – 20min

Work alone

1. Take the idea you think has the **most potential**
 2. Find its closest competitor online
 3. Write down what the competitor's **unique selling points** you think are – the trailer/store page usually outlines them
 1. Why would someone buy it?
 2. Would someone buy something else instead?
 4. Can you change to create new ones?
- Identify/create **unique selling points**
 - Why will I buy your game instead of its competitor?

Task 3 – remaining time

- Work in groups as before
- Each present your findings
- Select 1 game idea per team you think has the most potential
 - Has the strongest USPs