

Lab 01 – Game Analysis

Návrh a vývoj počítačových hier
Tvorba a dizajn počítačových hier
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Task 1 – 20min (groups of 6)

1. Find a game you **all** played and **really liked**
2. Each separately list 3 reasons why you **like it**
3. Each separately list 3 reasons what **you don't like about it**
4. Cross-match your lists and write down 3 lists
 - Things you **all** liked
 - Things you **all** disliked
 - Emotions you share and emotions you don't share
 - You will present these lists at the end of the Lab

Task 2 – 30min (same groups of 6)

1. Find a game you **really like** and your partners **have never played**
2. Watch your partners' games on YouTube – ideally trailers
 1. No interaction during the videos
3. Write down why you would/would not play the game (while watching the trailer)
4. List 2-3 reasons why you think your partner likes it
5. Discuss with your group and write down your findings
6. Select one game for presenting to all students

Send a link to the trailer to us

Task 3 – Rest of the Lab

- Present your findings from Task 1
 - ~3min per team
- Watch trailers of other teams from Task 2
- Present your game from Task 2

Unique Selling Points

Why will I buy your game instead of X?

Deliberate Game Design

If I add X to the game, what am I hoping to achieve and how?

(Backup – if there's time)

Task 4 – 10min (same groups of 6)

1. Pick a game you all like (different than the game in Task 1)
2. List 3 things that you most dislike about it and why
3. Write down why you think 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

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 – Present your findings

Reflection – 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

Reflection – 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 – Task 4

- 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 reasons for design decisions
 - **Introspection** – learn to observe yourself while playing