

# Lab 02 – Brainstorming & Market Research

Návrh a vývoj počítačových hier  
Tvorba a dizajn počítačových hier  
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# Work in groups

- Same groups as last time

# Task 1 – Brainstorming (30min)

- 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
- 60 seconds

# Task 2 – Market Research (30min)

Work alone, but stay in group calls

1. Take the idea you think has the **most potential**
  1. Does not have to be from brainstorming
2. Find 1 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?

# Task 3 – Discuss (20min)

- Present your idea in the group
- Give feedback to your peers
- Take notes

# (Optional – if there's time)

## Task 3 – Idea (20min)

- What is the core idea?
- How do you control it?
- SHOW ME A PICTURE
- It should be super simple - embarrassingly
- Genre, platform, target audience, (business model)
- Closest competitor (gameplay)
- Why would I play your game instead of the closest competitor?
  - Unique selling point