

Lab 02 – Brainstorming & Market Research

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

- Can be same groups as last time

Task 1 – Brainstorming (30min)

- Brainstorm game ideas
- Write them down
- **Nobody will steal your idea**
- Keep ideas super simple!
 - Skyrim – bad
 - Pac-man – good
 - Flappy bird – perfect
- No evaluating of ideas at this stage
 - Try building on other ideas instead

Having trouble brainstorming?

Add constraints

Constraints

- Pick one, you have 60 seconds
- Control with one finger/button
- Only 2 colors
- 60 seconds
- The more you have, the worse it is
- Combine two incompatible genres

Task 2 – Market Research (30min)

Work alone, but stay in groups

1. Take the idea you think has the **most potential**
 - 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 & market research in the group
- Give feedback to your peers
- Take notes

(Optional – if there's time)

Task 4 – 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 points