

# 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)

- Start alone! (5min)
  - Brainstorm game ideas, **try to be innovative**
  - Write them down
  - **Nobody will steal your idea**
  - Keep ideas super simple!
    - Skyrim – **bad**, Pac-man – **good**, Flappy bird – **perfect**
- Continue together (25min)
  - Keep brainstorming, present and discuss ideas
- 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**

1. Control with one finger/button
2. Only 3 colors
3. 60 seconds
4. The more you have, the worse it is
5. Don't stop/can't stop

**Got stuck?**

Add/change constraints: one of the above, genre, art style

# 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 (USP)** 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
  
- Have an idea for a project already?
  - Move on to Task 4

# (Optional – if there's time)

## Task 4 – Idea (20min)

### Write down your idea

- 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