

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
- 30min Brainstorming
- 30min Market Research
- 20min Discussion
- 20min Idea

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

1. Control with one finger/button
2. Only 3 colors
3. 60 seconds
4. The more you have, the worse it is
5. Two incompatible genres

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