

Application Help

Project Name:

What is your group/company or game called?

Problem Statement:

DO NOT USE MY WORDS BELOW- DO THE RESARCH AND COME UP WITH YORU OWN. Google problem statements to see samples across different industries but make sure it's your words!

Give a 1 or 2 sentence intro, then what the problem is, and how your game or app will solve the problem or what it will accomplish for its customers.

An example (this should be professional, well written, factual, make sense, and cover all bases):

"Video games are an important part of modern society. The value of play and iteration are becoming well known. Certain psychological needs can be accomplished through gaming. Needs including competence, autonomy, and relatedness can all be accomplished through playing games. Games need to continue to be created. Games that can meet needs like competence in short time periods are especially valuable because adults and students alike have busy lives and often do not have time to play for hours at a time. We propose to create a video game offering short play segments whose badges and levels can be completed in short time periods. We believe our customers will get satisfaction that fills psychological needs playing our game in short periods of time. The game will be developed on XBOX One and any households throughout the U.S. and other countries that have access to an XBOX One console could play the game so that a variety of individuals are receiving the benefits of our game."

References:

Teach Thought. <http://www.teachthought.com/uncategorized/why-people-play-video-games/>

Games do solve problems! It can solve boredom, be entertainment, build social skills, increase spatial reasoning, improved goal setting, increase confidence, etc.

Check out the below articles to help you answer this question. Be sure to cite articles you use!

7 Reasons Video Games Help: <http://www.parents.com/kids/development/benefits-of-video-games/?slidId=37205>

Education Benefits to Games: <http://sheu.org.uk/sites/sheu.org.uk/files/imagepicker/1/eh203mg.pdf>

Cognitive Benefits to Games: <https://www.psychologytoday.com/blog/freedom-learn/201502/cognitive-benefits-playing-video-games>

What Games Teach Us: <https://student.societyforscience.org/article/what-video-games-can-teach-us>

Video Games in Classrooms: <http://www.forbes.com/sites/jordanshapiro/2014/03/19/heres-why-we-need-video-games-in-every-classroom/#6ee1b92d30d3>

Why We Play: <http://www.teachthought.com/uncategorized/why-people-play-video-games/>

Violent Video Games: <http://cognoscenti.wbur.org/2013/01/17/video-games-ethan-gilsdorf>

Why are Games Important: <http://www.gamedevblog.com/2007/08/why-are-games-i.html>

Article on target audience and skills learned: <http://www.gamerefinery.com/know-your-games-competitive-landscape-2-revolutionary-ways-to-categorize-mobile-games-part-1/>

Excerpt from the above article:

“Strategy and puzzle games emphasize cognitive skills, such as tactical thinking, puzzle solving and pattern detection. Endless runners and shooting games on the other hand have emphasis on sensory and motoric (“sensomotoric”) skills like reaction, speed and aiming.”

Goals and Objectives of this project:

Our goal is to create “_____”. One example...“a 2D RPG video game that is entertaining, fun, and enjoyable”. **Come up with your own...don’t use mine!!!**

Product Features Included (what is in scope? What can you accomplish? :

What is within scope in terms of functionality, features, and the deliverables? What are you going to put in your game and able to do in the time allowed? An example (based on the basic lotus flower game I used in our first tutorial) **“Players will enjoy basic features that include picking up rewards and advancing through the game. Users will not experience any bugs or glitches and the deliverable will be an exe game available through Dropbox”**. Your game may have several versions so you could also say that your deliverables would be a “beta” version that is released early and additional developments made before the final RTM version. You will most likely also have greater functionality than what I list above as that game was very simple. **–Use your own words but make it professional! Mention your customer/user/player.**

Identify who your product is intended for:

Outline your target audience and WHY they are your target audience. Who does your game appeal to and why. You must back this up with statistics not just a guess because it’s a game you would like. Use these articles to help:

<http://www.eldergame.com/2008/05/define-your-target-audience/>

<http://www.imediaconnection.com/articles/ported-articles/red-dot-articles/2004/nov/playing-the-video-game-consumer/>

http://media.wix.com/ugd/c0614c_8dacdc9ade2844c7863541a58b0129ee.pdf

<http://www.targetmarketingmag.com/article/a-growing-gold-mine-39127/2/>

http://www.mainstreamdata.com/content-marketing/xbox-reminds-us-that-target-audience-is-important/?doing_wp_cron=1464359788.7795839309692382812500#.V0hbt5MYmPk

Financial Benefit/Impact:

Financial Impact- What is the financial benefit and impact of developing? Are you buying any assets? Are you making it free, freemium, etc.?

Will your product have a high impact, medium impact, and/or low impact? Financial will most likely be low or medium on everyone's unless you are doing an app that you expect could make money. Why does it have this impact? OR if it is free and solves a problem it is more of a financial benefit to those who will use it. Think about all of this.

Can the product be utilized or complimented with other products:

This game (or app) can be leveraged to work or compliment...____? Can this game or app be utilized to compliment an already existing game/app/service? Can the assets be used other places?

An example- think back to my lotus flower game- it took place in a yoga studio- **"Our game could be leveraged to compliment yoga services. An example is that it could be implemented on a yoga studio website or on a tablet in the waiting room of the studio."** Another example is assets that can be leveraged to be used in other games or apps you have in mind. Yet another is that perhaps it can be leveraged to work to build social skills because it is a multi-player game or fosters friendly competition. **Think hard about this question! USE YOUR OWN WORDS- NOT MINE.**

How does your product (game or app) satisfy your target customer's needs?

Exactly as it sounds...how will it makes customers happy and solve the problem it is intended to solve. Not just it's fun- should be professional and in depth.

Not on application but must consider...

Roles:

At a minimum you should have a Project Manager, Developer, Animator, QA Tester, and Database Administrator (DBA). A person can do more than one job and you can have more than one person doing each role EXCEPT for project manager. **You must have ONE Project Manager who needs to be responsible, organized, excellent writing skills, and keep everyone else on track.** The PM must check-in with each team member to ensure they have made progress every week as well as completing any work they may have. Most PM's will have at least one additional role.

Some of the roles can easily be combined- an example is that the DBA will be responsible for backing up all work (each team member's work should be backed up on one common flash drive at a minimum of once a week- daily is preferred). During the week the DBA may not have much to do so they can easily also be the PM, QA Tester, or Animator. I highly recommend the Developer not have any additional jobs as the bulk of the coding falls on them.