

COMM2700

KRAWS

Assessment 1: 3000 Word Documentation

Word Count: 3000

From our first meeting, we were keen on doing the Hasbro brief, so we did a SWOT analysis (figure 1) to evaluate the positives and negatives of this option. The brief was to create a party game for 16 to 26 year olds which should be edgy but not too controversial, unreliant on digital devices and take around 30 minutes to play. Exploring what could hinder our success with this brief was helpful and lead us to realise we could be successful in creating a party game for the brief set by Hasbro.

SWOT Analysis	
Strengths <ul style="list-style-type: none">● Brief asks for film (have <u>film skills</u>)● Lots of options● Can rent equipment● We're inside the age group, so we have insight● Focused market	Weaknesses <ul style="list-style-type: none">● Possibly too many options/too much freedom● Lack of materials● Unable to make a digital side to the game● Timetable organization● Small market
Opportunities <ul style="list-style-type: none">● Could sell the game in the end● Using friends to test the game● Possibility of learning from industry professionals● Can go on CV and portfolio	Threats <ul style="list-style-type: none">● Game idea has already been made● Lots of competitors (both in the class and outside the class)● Deadlines● Ability to stand out of the crowd

Figure 1: SWOT analysis of the brief

After fully getting to grips with what the brief required we did a short profile of the team, where we discussed our past experience, skills and equipment which could be useful for the project. Our develop lead is familiar with Adobe Creative Suite, which includes image editing using Photoshop. Our project lead is familiar with iMovie and video editing, and one of our design leads has a DSLR camera.

Being a group whose members are in the target market and play games themselves was a good base to begin the project, so we begin to come up with ideas by discussing our own favourite games. These included Cards Against Humanity, Articulate, Pictionary - games which had the board or cards as a base but were more about socially interacting with other players – something which was also important to the Hasbro brief. From this we wrote our survey where we asked people within the target market about their game habits, and what they look for in games, as a base for our project decisions.

Research Report

Before we came up with the concept and design of our game, we created a survey to see what kind of board games the people of our target audience preferred to play, and also for marketing purposes we asked how well they responded to advertisements on various platforms. This was shared via Facebook, targeting our demographic. The survey overall collected 151 responses, which allowed us to generalise our findings from a large pool of young adults.

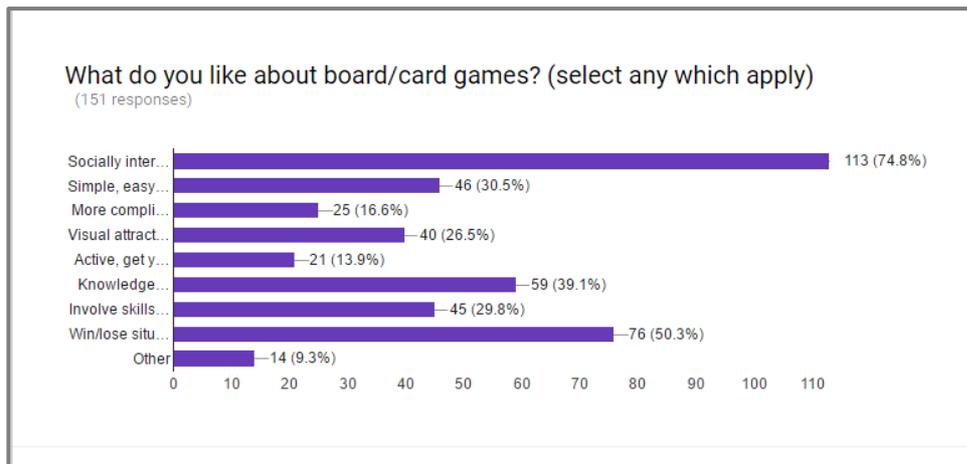


Figure 2: Factors the target audience like in board/card games

One of the most important things we found out was what people like most about games. The top three aspects were 'socially interactive/show personality', 'win/lose situation' and 'knowledge based'. We took this into consideration when designing our board game, as the truth section allows the players to show aspects of their personality through interactive and entertaining categories such as 'draw', the 'quiz' section which allows players to test their knowledge and show their intelligence, and having one winner at the end of the game.

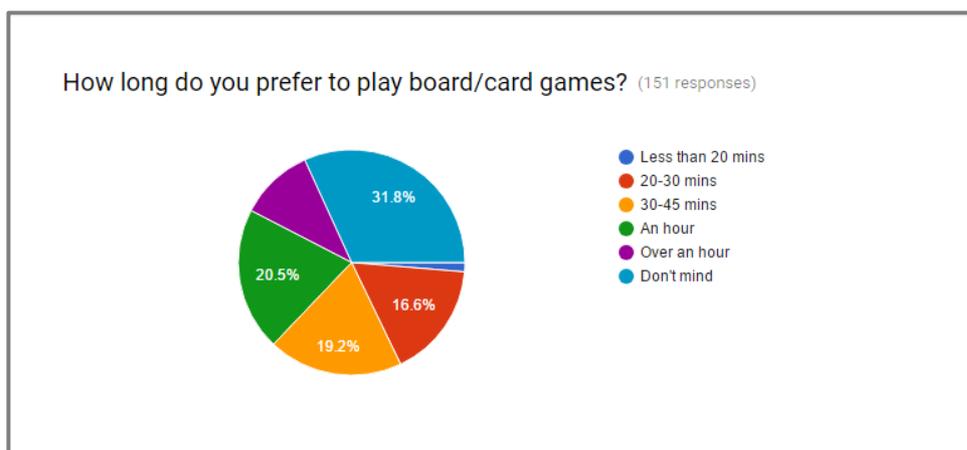


Figure 3: How long the target audience like to spend playing board/card games

The game of the length was also something we realised we must take into consideration when creating our game as this was important to Hasbro, and we wanted to see that people

would be willing to spend time with a game, as our games time could be dependent on the number of players. Most people said that they didn't mind how long the game took to play, the smallest proportions of respondents said that they prefer the game length to be over an hour, so we tried to make our game fit in the length of 20 minutes to an hour to align with this.

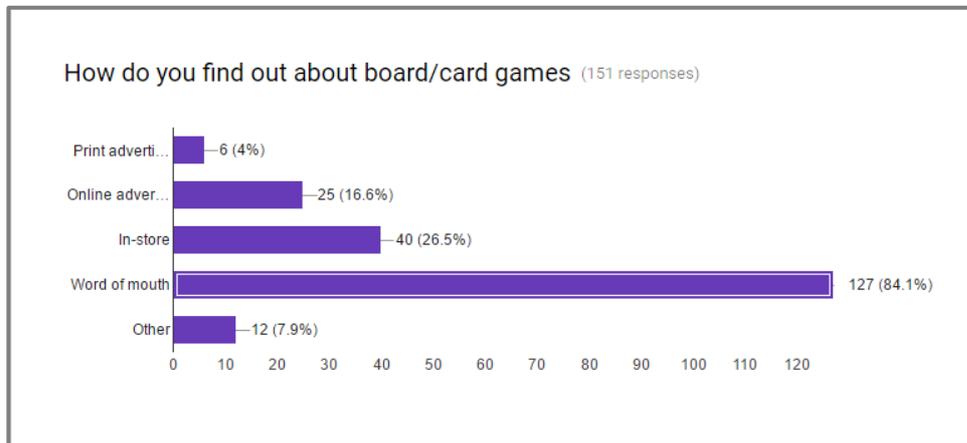


Figure 4: How the target audience finds out about board/card games

Advertising was something we needed to research before coming up with our marketing plan, as different demographics respond to various advertising platforms differently. We found that most people in the target market find out about board games via word of mouth, so alongside our social media campaign, we decided to feature union booths around the country to get university students talking about our game, while also sharing it on social media.

As well as questioning potential consumers, once we had an initial idea and prototype of our game we tested it on groups of people aged 19-21 to get an idea of how well they enjoy the game. We created pre-play and post-play surveys to get an idea of their game habits before playing ours, and then take feedback on whether they enjoyed our game.



Figure 5: First test of our prototype

We tested our game with three different groups and found that overall they found our game enjoyable, the playing time acceptable and would play the game again. In response to their survey, we changed aspects of the game that they found confusing such as who picks the card up on the quiz section. As well as testing it with external groups, we also played the game ourselves to make sure we agreed on the final instructions, and they made enough sense to be understood by the consumer.

In terms of developing our instructions, we added trade ins, changed time limits, added expansion pack options and new rule suggestions. One of the main changes was how the new rule would work - what kind of punishment there would be. We decided that a new rule would last until it was broken, and the person who noticed another player breaking the rule would get to steal the rule-breakers card. Another crucial discussion came from our friends asking how many cards would the final version have, as our prototype only had 15 for each category which would not be enough to play the game again and again and it remain fresh and fun. We decided in our final game we would include 60 cards for each category, including 5 blanks for personalisation, for example you could make it more controversial if that aligns with your humour. We would also offer an expansion pack of 40 extra cards which people could purchase if they feel they have exhausted the game. These expansion packs would also enable us to remain current, for example by using topical questions for our quiz.

Roses friends testing feedback (8th March 2017)

Time based is good - Clockwise - keep with time theme and use timer where possible

New rule first to break gives a card you DONT get a card on your go at new rule

1.30 mins for who am I

Choose hard tile for new rule

Timer on quiz do we need it?

Skipping for a min

Don't go on phone for a round

3 capital cities not in Europe

Bones need an expert - name an arm bone?

No free cards

No impossible cards

3 cards instead of 3 of the same to trade in

Not this card

More fictional characters in who am I

Quiz no time goes round to the next person - or maybe a min anyway

New rule with punishment instead of losing a tile to someone else ?

Include circle whiteboards

Trade deal?

Clockwise - time based so have timers for each round

New rule customisable cards

Always pick up your own card except quiz which passes clockwise

Figure 6: Design lead friends testing

HOW TO PLAY

THE AIM OF THE GAME IS TO COLLECT A TILE FROM EACH CATEGORY AND COMPLETE THE CIRCLE!

- START WITH THE PERSON WHO ATE LAST (OR SOME OTHER ARBITRARY RULE), AND PLAY CONTINUES, YOU GUESSED IT, CLOCKWISE.
- SPIN THE SPINNER!
- THE PLAYER PICKS THE CARD OF THE CORRESPONDING COLOUR AND PERFORMS THE ASSIGNED TASK EXCEPT FOR QUIZ, WHERE THE PERSON TO YOUR RIGHT PICKS UP YOUR CARD AND ASKS YOU THE QUESTION - THE PLAYER MUST COMPLETE THE TASK IN ORDER TO WIN THE CARD
 - **YELLOW** - TRUTH - YOU MUST ANSWER THE CARD TRUTHFULLY. THE MORE DETAILED THE STORY, THE BETTER!
 - **ORANGE** - DARE - DON'T WIMP OUT! TO GET THE TILE, YOU MUST DO THE DARE. IF YOU FAIL THE DARE, YOU FORFEIT THE CARD. IF YOU REFUSE THE DARE, THE NEXT PLAYER/S CLOCKWISE, GETS A CHANCE TO COMPLETE YOUR TASK.
 - **BLUE** - DRAW - DO NOT SHOW OR TELL OTHER PLAYERS - TEST YOUR ARTISTIC SKILLS AND DRAW ON THE WHITEBOARD WHAT'S ON THE CARD. IF THE GROUP CAN'T GUESS IN UNDER ONE MINUTE, YOU FORFEIT THE CARD.
 - **RED** - WHO AM I? - DO NOT LOOK - HOLD AGAINST YOUR HEAD SO THAT OTHER PLAYERS CAN ANSWER YES/NO QUESTIONS AND HELP YOU GUESS WHO YOU ARE WITHIN TWO MINUTES.
 - **GREEN** - PHYSICAL CHALLENGE - MAKE SURE YOU STRETCH FOR THIS ONE! IF YOU CANNOT COMPLETE THE CHALLENGE, YOU FORFEIT THE CARD. IF YOU REFUSE THE PHYSICAL CHALLENGE, THE NEXT PLAYER/S CLOCKWISE, GETS A CHANCE TO COMPLETE YOUR TASK
 - **PINK** - QUIZ - THE PERSON TO YOUR RIGHT PICKS UP THE CARD FOR YOU AND ASKS YOU THE QUESTION - ANSWER WITHIN ONE MINUTE TO GET THIS CARD. IF YOU CANNOT ANSWER, THE NEXT PLAYER CLOCKWISE GETS THE CHANCE TO ANSWER, AND SO ON, UNTIL SOMEONE ANSWERS AND WINS THE QUIZ TILE!
- COLLECT AT LEAST ONE CARD FROM EACH CATEGORY, COMPLETE THE CIRCLE SHAPE AND WIN THE GAME!
 - IF IT LANDS ON THE BLACK SECTION:
 - STEAL! PICK ANY ONE TILE FROM ANY ONE PLAYER IN THE GROUP
 - IF IT LANDS ON THE PURPLE SECTION:
 - NEW RULE! CHANGE THE GAME TO MAKE IT MORE INTERESTING FOR THE GROUP
 - EVERYONE MUST LOOK OUT FOR RULE BREAKERS! THE FIRST PERSON TO BREAK YOUR RULE MUST FORFEIT A CARD TO THE PERSON WHO SPOTS THE SLIP UP, THEN THE RULE BECOMES REDUNDANT
 - THERE WILL BE IDEAS FOR NEW RULES IF YOU CAN'T THINK OF ANY!
 - SWAP-PORTUNITIES - CAN INDEPENDENTLY NEGOTIATE WITH OTHER PLAYERS ON YOUR TURN TO GET THE PIECES YOU NEED
 - TRADE-INS - YOU MAY TRADE THREE OF THE SAME CARD TO GET ANY ONE OTHER COLOR TILE ON YOUR TURN

Figure 7: Our final instructions after playing with multiple groups in the target audience

In terms of competitors, we did research on Kickstarter (recommended by our supervisor) to discover if anyone else had come up with a similar idea, which they hadn't. Another thing we took inspiration from Kickstarter was how new games in their development or early stages are presented, specifically through their promotion videos.

We did consent forms for all participants who helped us test out our game prototype.

Implementation Plan

Taking the results of our survey into account, we decided to create our marketing campaign around today's main forms of communication and advertising. Things like newspaper ads or posters were found to not be as effective at capturing the attention of our desired audience

(figure 8). Response was much higher in social media, especially Facebook (figure 9), Instagram and Snapchat.

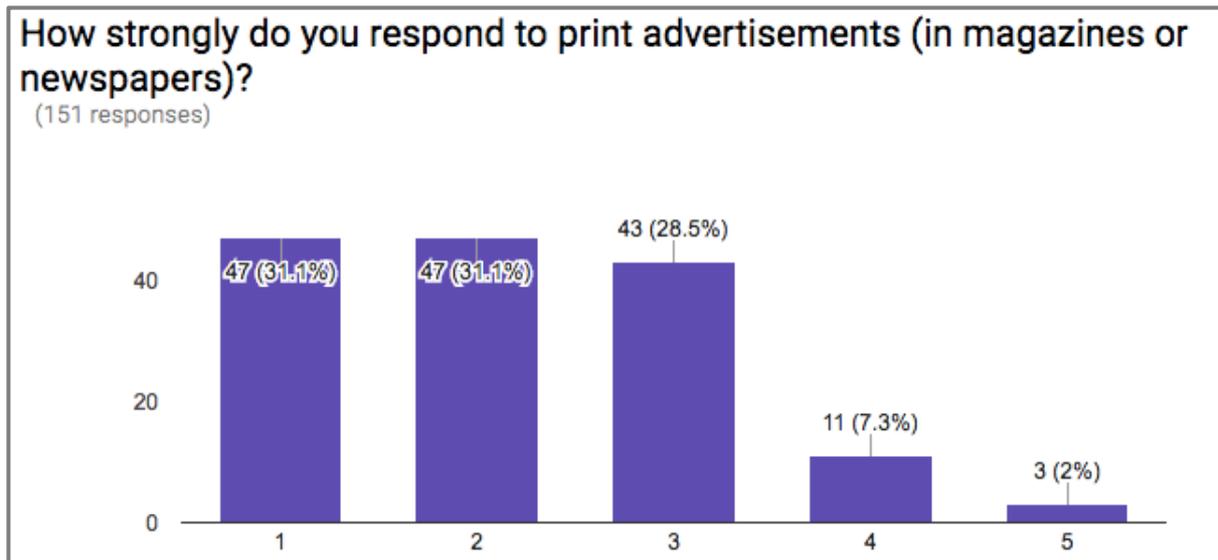


Figure 8: Survey response to advertising in print (newspapers and magazines)

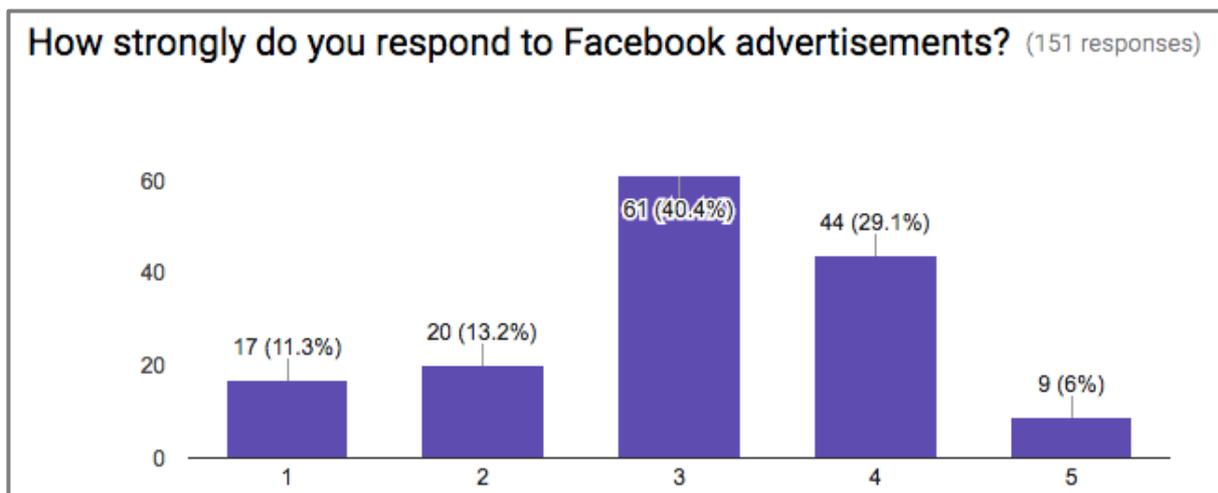


Figure 9: Survey response to advertising on Facebook

Social media is huge in the lives of 16-26 year olds. It has become not only the main way to share our lives, but everyday communication overall. Snapchat is almost solely for communication, Facebook has Messenger, and even Instagram has a message box. Word of mouth is also very important. People trust recommendations from friends more than advertisements. Even something as simple as getting people to know the name increases awareness and helps our brand image.

For social media, we focused on three platforms, Facebook, Instagram, and Snapchat. Facebook has a very straightforward advertising service, complete with carousel ads with multiple pictures, and even video options. Instagram has a similar service, likely due to them being owned by Facebook, which reaches another chunk of the market. Snapchat allows for users to generate their own Geo-Filters, which are borders or images people can add to their pictures based on their current location. These are very popular, so we decided to

make a series of filters that would follow us as we travelled to different student unions to promote our game.



Figure 10: Our filter for Snapchat, featuring logo and slogan

We would have union stalls (figure 11) at universities up and down the country. Here we would have participants take one turn of the game, trying a card and seeing if they like the game, while raising awareness for our brand. We would also give them the opportunity to enter a competition to win a free copy of the game by letting us take their picture with their card, and have their friends like or share the picture on Facebook. The person with the most likes or shares would win. This contest would be completely optional, but if users took part it would be great for spreading our brand image to a further audience on social media. These events would not only be useful to directly promote our game, but would generate some knowledge among the students at the university, hence word of mouth.

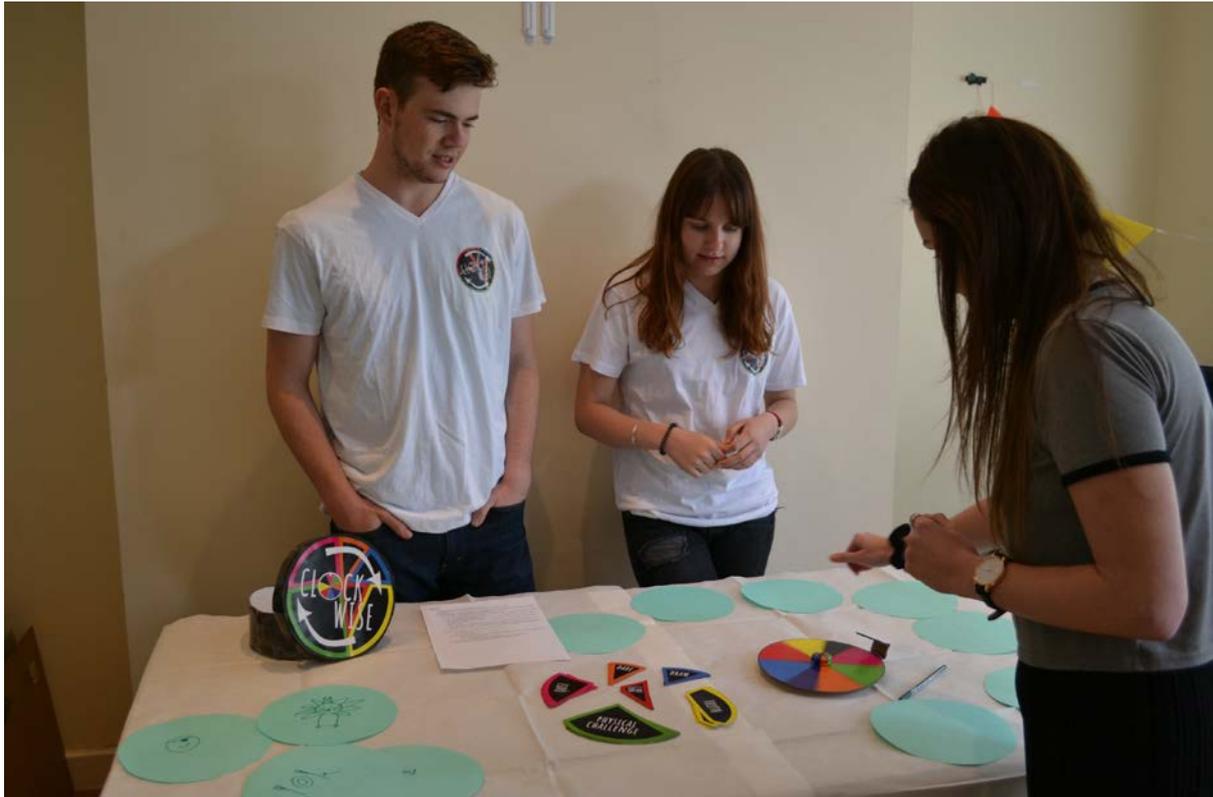


Figure 11: Example of how our union stall would look



Figure 12: Screenshot from our short promotional video

We also have a 30-second promotional video for our game, which includes the objective of the game and shows people enjoying playing. It is meant to present the game as easy enough to play, and that people will have fun playing. Our supervisor recommended we research games that have succeeded/are trying to succeed, and find how they do promotion. We did this research through Kickstarter.com, and we realised each one had a

video of some kind.

Design report

The brief allowed us to use existing ideas in a new way, “Reimagining or subverting an existing game can be a good place to start” (Hasbro Brief), so by considering our favourite aspects of our favourite games we found a way to bring these together in a new and exciting edgy concept that remained original.

We began by thinking of shapes, like Tetris or Jenga style but where you have to complete a task to get a shape and build a final bigger shape. We liked the look of tangrams, and thought using this might create an edgy image for odd shaped cards coming together to form a larger shape.

Variation (Still needs name)
Building blocks, tetris shapes. Have to make a set image the fastest. Each block has a task/dare/question that must be completed before it can be used.
spinner/color coordination
Task options
Pictionary
Quizmaster
Truth
Dare
Possibly more
Articulate
New rule
Physical challenge
Forehead detective

Figure 13: Brainstorming game ideas

We liked the idea of using various tasks to bring different fun aspects of games together, instead of just completing the same type of task to win a card (e.g. A quiz game like Trivial Pursuit). The game logistics would work around a spinner, where players would spin to decide which task they would complete. To make our game more interesting, competitive (because people enjoy a win/lose situation) and better flowing (to speed up the process of collecting cards); along with the categories we also had a ‘new rule’ section and a ‘steal’ section.



Figure 14: Post from our Facebook page showing how our concept of mixing other game ideas is popular

When looking at general board games for all ages, and Hasbro, we noticed that there was a massive focus on primary colours, however, most board games are family oriented. We decided to reimagine this colour scheme in a more sophisticated way that would fit our target market. A lot of games for young adults e.g. Cards Against Humanity keep to black and white which gives a simple, grown up aesthetic to the game. We decided to combine these two themes to ensure that we fit both the Hasbro brand and the target market. Our first prototype (figures 15 & 16) incorporated this by having black and white as the main colours with a small amount of colour round the outside to distinguish categories. We had this prototype ready by our first meeting, once we got feedback and tested it we went onto make a new one following advice given. We decided to make a thicker band of colour to make the categories obvious but decided to stick with the dark design to make our second version of the game.

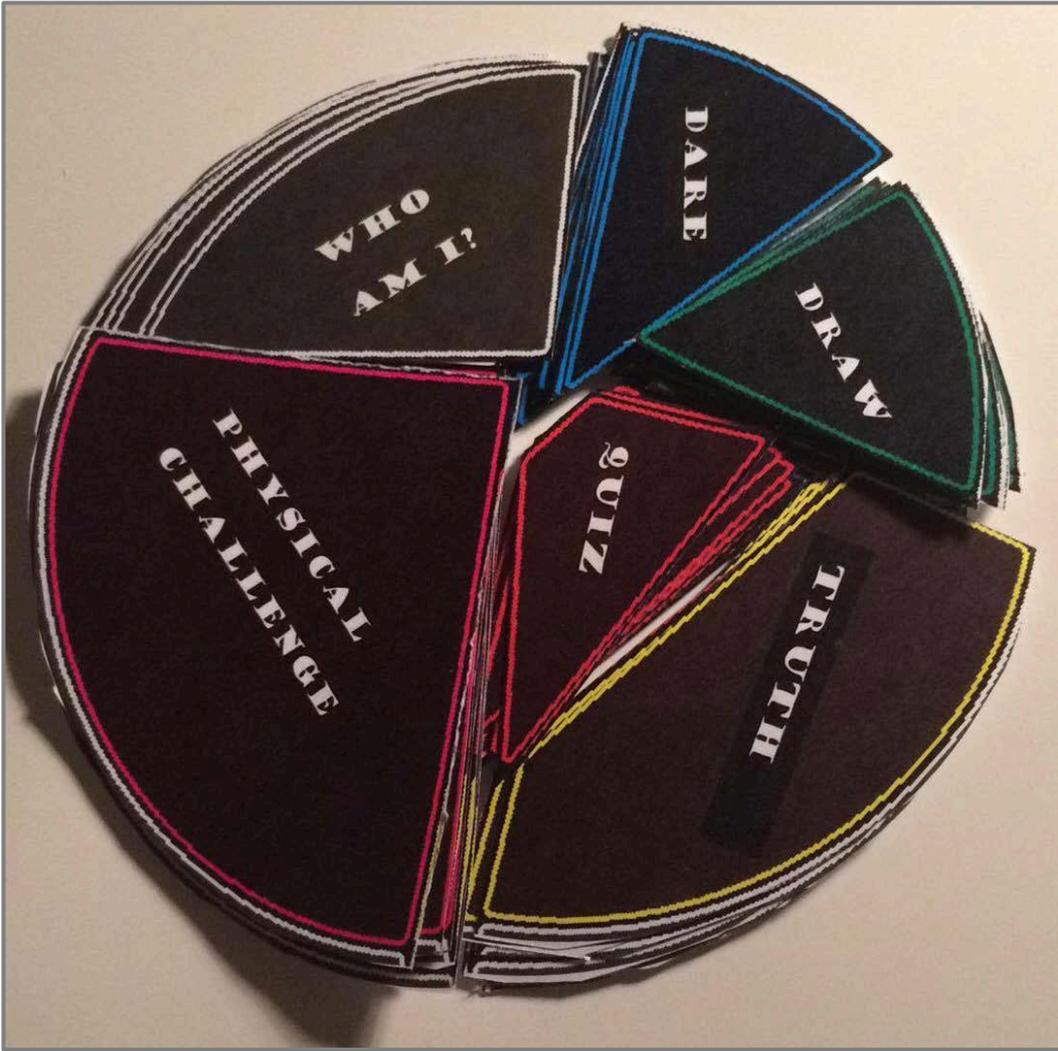


Figure 15: First prototype cards using tangrams inspiration for the shape



Figure 16: Our first prototype with spinner and cards, the game we used for testing



Figure 17: Final prototype printed including spinner, logo for box, and cards

When deciding on our brand identity we chose to keep with the circular theme, we wanted to pick a name to encompass this so we thought about words relating to circle and circular. We decided on “Clockwise” as a name, because most of our categories are time-based, where you must complete the task before the timer runs out. This idea also worked as we thought the sections on the spinner made it look a bit like a clock. We incorporated this into the gameplay by suggesting that the game is played in a clockwise direction. The name helped us further the game design. We added arrows in a clockwise direction onto the logo and the circular theme helped us come up with our slogan "Spin it, Win it" which is also our hashtag on social media. Because the circular theme is a crucial design element we created a circular box which fits all our pieces, our spinner, new rule suggestions card, sand timer, mini whiteboard and whiteboard pen (for draw). It has our logo on the top with the clockwise arrows and card outlines, and instructions on the back so people can easily read what our game is all about and understand how simple it is to get to grips with. This box with final cards and spinner included will be handed in physically, but the printed design can be seen in figure 17, and can be seen in motion in our promotional video.



Figure 18: Our logo

The design of the logo was created on Illustrator to make the outline shape and text, then put into Photoshop to add the colours and save as an appropriate file type, which could be shared on social media. We decided to have the game cards shape design for the background and the spinner inside the 'O' of the Clockwise text, therefore both main elements of the game were shown.

To create social media images for Facebook and Instagram carousel advertisements, we photographed individuals acting out each category of the game. The development lead then used Adobe Photoshop to edit the shape of the same game piece into the background of the image and added the text of which section it was displaying. This idea was successful as the objectives of the game are made clear to the viewer and it looks fun for young people to play.



Figure 19: Example of an image for our carousel ad, edited with Photoshop



Figure 20: Advertising poster before editing

The carousel ad images show how much fun you can have with each different category of the game. By singling out each pose we have created an intriguing campaign that persuades

you to want to scroll along and discover what our game is all about. We researched how the set-up of this advertisement would work (figure 21), and discovered you can tailor an advertisement to target people who have interests in board and card games, and we could also select locations to market to, which we could align with where our game would be distributed. We would put out this advert at the same time as our snapchat filter and promotional video so people will have our brand in their heads from being shown our image over all the platforms they use multiple times a day.

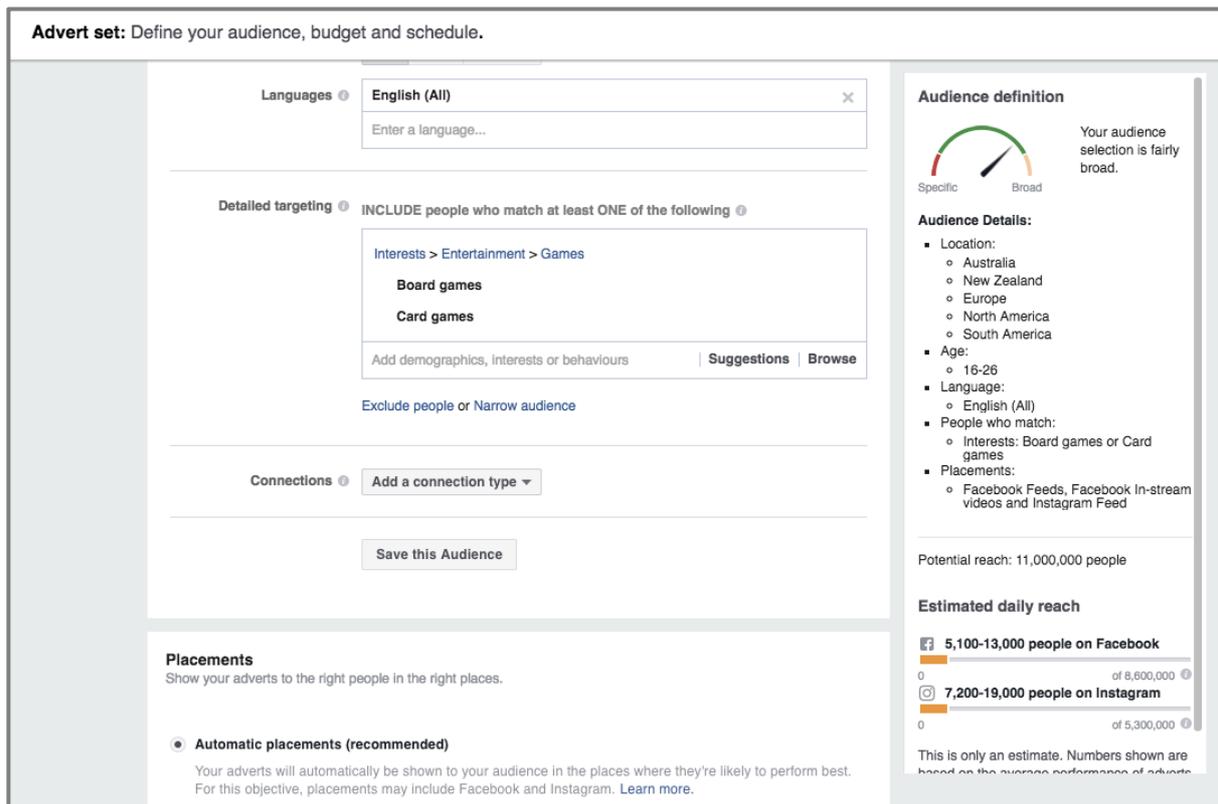


Figure 21: Setting up the carousel advertisement

Stall Risk Assessment

You will find a hard copy of the university's risk assessment for union stalls presented as part of our final document, we would sign similar ones as we tour student unions around the country. This is a personal risk assessment we would follow also:

Risk and consequence	Probability	Impact	Priority	Mitigation Response
Slipping on wet floor (walked in from bad weather), could lead to injury	3	3	9	Provide wet floor signs. Assess situation and take appropriate action, e.g. first aid. Ring for medical advice if needed.

Fire	1	5	5	Do not use flammable materials. Be aware of all fire exits and exit the building safely
Someone hurting themselves during physical challenge	4	3	12	Make sure they have done activity before, e.g. Star jumps. Assess the situation, call 111 if further medical advice is needed.
Terrorist attack	1	5	5	Don't advertise the event with slanderous statements. Evacuate the area as safely as possible

Presentations and the final pitch

Our supervisor meetings were very useful in gaining feedback for our game development and preparing for the final pitch. It was during the creation of the presentation for our supervisor meetings that we found the font “Amatic SC” which became part of our image, as the font for our logo, slogan “Spin it, Win it” all contributing to Clockwise’s identity. We felt this font was unique so a bit edgy (not a classic like Helvetica), and its rounded edges implied fun and an inviting design.



Figure 22: Our presentation for supervisor meetings using our font in the words and the logo

Our supervisor gave us the advice to make our presentation fun, snappy and not to talk about research or our process in depth, more to wow people with our brilliant solution to the brief. We also discussed potential questions we might be asked in order to be fully

prepared (figure 23), and we met in a lecture theatre 3 days before the pitch to test the technology and practice in the real environment.

POSSIBLE QUESTIONS

Why do you think the marketing approach to this campaign is a good one

Why do you think is game is original/creative

How does it fit the brief requirements

How does it work with the target audience

How your marketing campaign will help to promote this

Copyright questions

Clarify rules of the game

Why is this better than other hasbro games

Figure 23: Potential questions we can anticipate for the final pitch

Our pitch went as planned. We looked stylish with t-shirts we had printed displaying our logo, we were confident in our concept and we were well rehearsed. We also felt we dealt with difficult questions well.

Bibliography

D&AD New Blood Awards 2017 Big Potato brief in collaboration with Hasbro gaming

Clockwise Facebook page <https://www.facebook.com/clockwiseboardgame>

Hasbro board/card games initial research survey

https://docs.google.com/forms/d/1ei5kju0w7Guy5CTC-8ILMMYUoADt6Jv7yrA1N_csE8U