**CHAPTER 27 Your Game Will Probably Have a Client**

**Summary**

This chapter outlines the importance of dealing with clients. Unless we are developing the videogame as a hobby or for free, the client will have majority of control over what the game looks like, which is understandable given that he is paying for it.

The main drawback of this is that clients are often unexperienced in game design and may suggest or even demand contents of game that simply don’t make sense at all. If this client voices his opinions strongly, then unexperienced game designers may panic due to fear of offending or disappointing the client.

It is for this situation that the chapter advises further questioning the client and helping him discover why he is suggesting what he is suggesting. Accepting or rejecting are both bound to fail: the first by compromising on quality of game, and the second by further isolating the client and making his demands more incessant.

By recognizing that the client isn’t interfering but trying to help and in some cases, express his creativity, the game designer can make his own life easier. As a client, he too has three levels of desires, which the game designer must recognize and work to fulfill: words, mind and heart. ‘Words’ refers to what the client is saying, ‘mind’ refers to the what the client is thinking specifically about the game content, and ‘heart’ is the broader thoughts of the client about himself which he brings as baggage to the discussion table.

**Implementation**

Currently, we cannot implement this into our project as we do not have a client who has agreed to fund the development of the game or outline his expectations of what kind of game he expects. This means that we are the ‘independent developers’ talked about in the book, who are free from having to deal with the above-outlined issues of dealing with clients’ conflicting demands.

However, in the near future, we will be developing software or video games so this chapter’s findings will prove useful in that case. It may even be so that this project is taken up by an impressed client, who wants to see it further developed and modified according to his own tastes. In that case, we would have an opportunity to further develop this game and sell it. To deal with that client’s suggestions, this chapter will again be useful.