**CMP 4271: Session 10 Online Diary – The Client**

**6.0 Game Idea**

The client is a team made up of marketing staff, promoting and selling games, and game developers. From interviewing the client, it was found that the game is an online multiplayer strategy game targeted at teenagers and is playable on mobile devices. The game had already been developed and launched, and was popular on release onto the main mobile application stores. However, the team had difficulties in maintaining player base and generating revenue at the projected rate. Therefore, the team needed to find a way to bring players back and generate revenue from within the game again. A budget of £5,000 - 50,000 was also outlined.

**6.1 Eliciting Clients’ Requirements**

During the interview, 7 questions were asked to gain information from the client about the game and what is needed from the team. For example, the first question asked was “What’re the mechanics of the game?”. The answer informed the team that the game is a strategy game with a battle royale foundation. Most questions asked extracted important information from the client, however the quality and effectiveness of questions could have been improved, as the main premise of the game was not disclosed, besides the fact that the game had a battle royale foundation. This made it difficult for the team to improve the game in a significant way, such as adding/improving mechanics.

**6.2 Game Improvements and Result of Final Idea**

The final idea consisted of multiple additions to bring back the player base, and to bring in more revenue. One way that was suggested to bring players back was having daily and weekly rotations of activities, missions, and maps, as well as monthly updates and events. For example, each game has a chance to be played on any of the available maps, each day there would be three missions to complete to earn rewards, such as “Use x weapon”, “Get y eliminations” and “Win a game”. To increase revenue, it was suggested that cosmetics for both characters and weapons should be added and could be purchased using real money, allowing players to customise their game. Any financial investments using real money would not give the player an advantage in game, and would be for cosmetic items only. This is so that the game remains fun, to help keep the player population high.

These ideas were accepted by the commissioning team and audience.

**6.4 Problems Encountered**

Because the client could not be contacted after the interview, the team had to predict the main layout of the game, as well as what mechanics were already in the game. As most strategy games are 3D top down isometric games, it was assumed that the game would be similar to this and was treated as such. The team also assumed that the aim of the game is for players to move around the map collecting items and weapons, eliminating other teams until they are the last ones standing. Being unable to communicate with the client was the main problem encountered, but in an actual real-life setting, this would very likely not be an issue.

**6.5 Improving the Experience**

To improve this process for future tasks, the team should ask more specific questions, to gain more information with better detail. This would allow the team to make more efficient improvements to the client’s game.

**6.6 Team Members**

Steve Yap Hou Yuen

Steven Smith

Rowan Noble