

Peer Reviews

Assignment 4 – Final Project Documentation

INFT575 Preparation of Final Business Case

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25 June 2019

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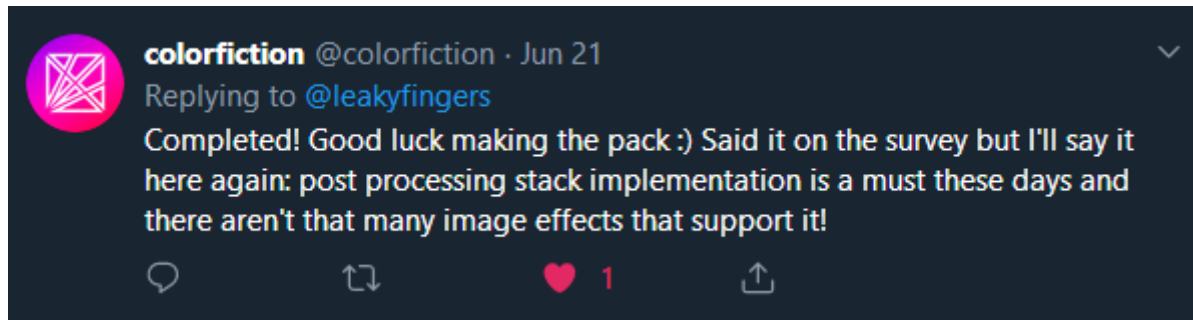
Method

The method that I used for my peer reviews was to post a publicly-available survey using SurveyMonkey. It gave each reviewer a chance to read a short description/elevator pitch for my product before answering several questions including whether or not they liked the product concept, how familiar they were with using Unity for game development, and how much they would be willing to pay for the finished product. I posted a link to the survey and asked for feedback in the three places that I figured would get the most traction, as well as being the most likely to reach developers who fell into my target market:

- The AIE discord channel where the students of the Bachelor course correspond
- A private discord channel that I was invited to join a while back that's specifically dedicated to developing indie horror games in the style of the original PlayStation – i.e. my exact targeted audience for the product
- On my personal game developer twitter account

Results

At the time of writing this document there has been 12 respondents to my survey. Notably, one of them was Colorfiction who is one of the indie game developers that I researched while creating the concept for my product.

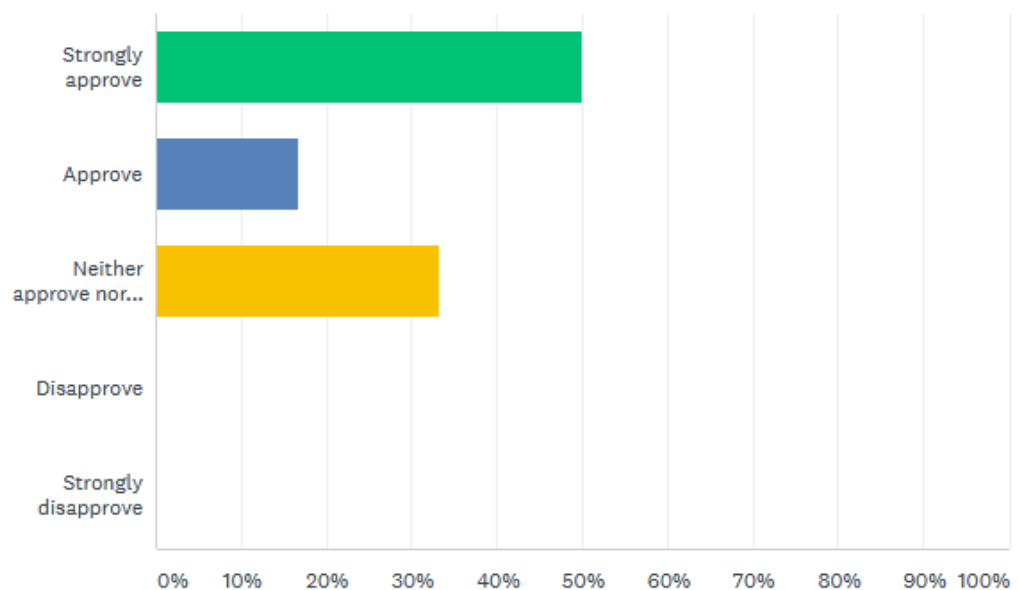


The results for the survey are as follows:

Question 1:

How do you feel about the visual style of early 3D games?

Answered: 12 Skipped: 0

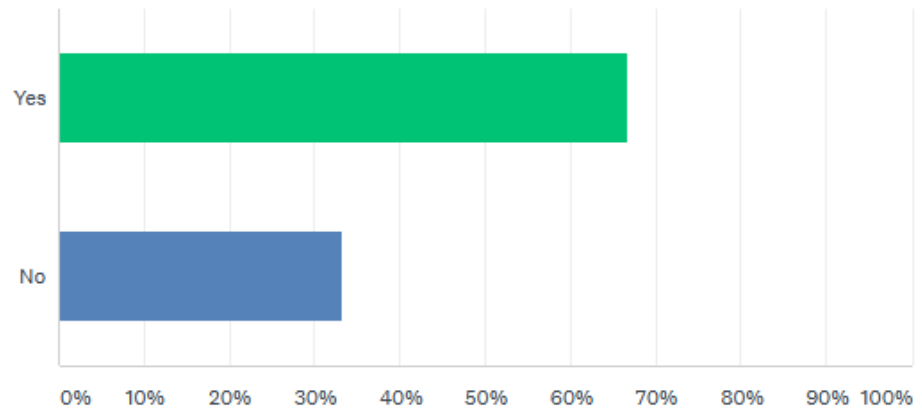


The fact that 50% of respondents said that they 'strongly approve' of retro-3D visuals and that the weakest responses were indifferent rather than negative shows that the potential market among indie devs for my product is very promising.

Question 2:

Have you played any modern games which imitate this style?

Answered: 12 Skipped: 0

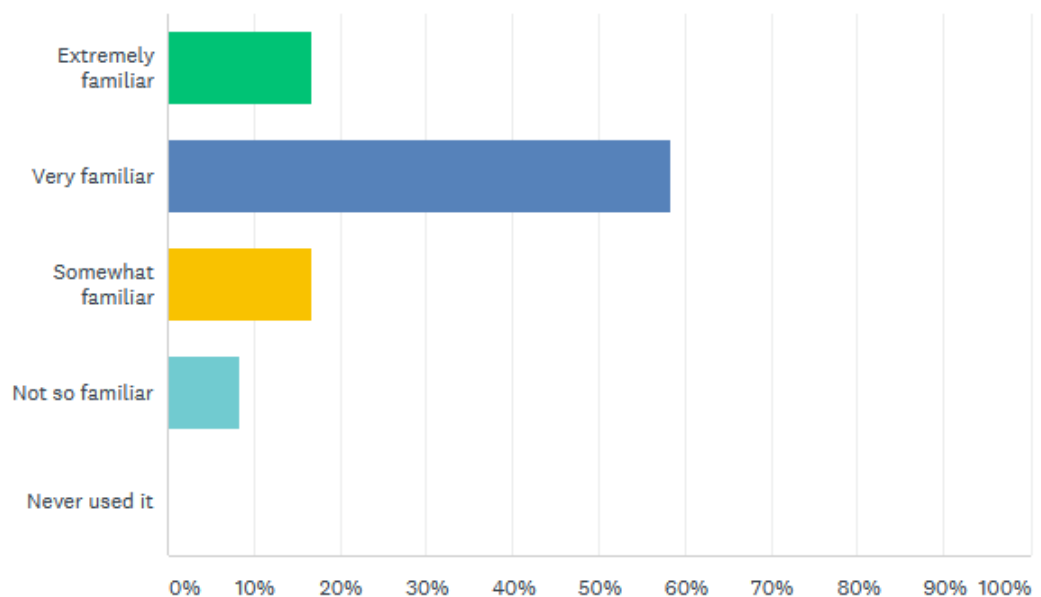


This result shows that two-thirds of the survey respondents are likely to already have an interest in modern games with retro-3D visuals. When combined with the fact that all the respondents are game developers, this shows that the majority of those surveyed fall into the target market for my product.

Question 3:

How familiar are you with using Unity for development?

Answered: 12 Skipped: 0

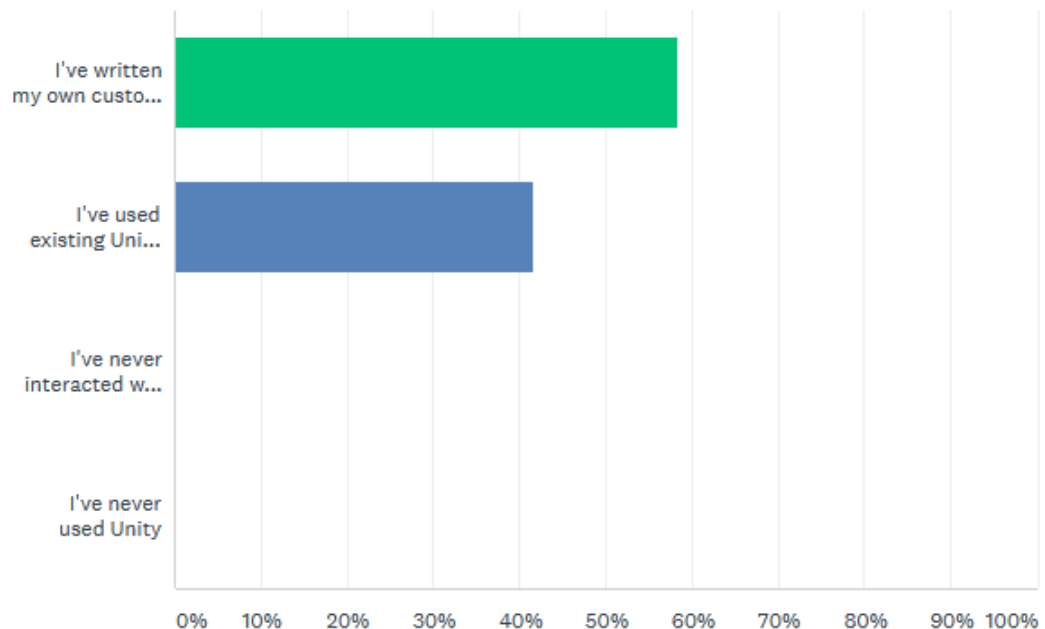


Similar to the results of the above question, this further solidifies that most of the survey respondents fall within my target market which means that these survey results are more valuable than they otherwise would be.

Question 4:

How familiar are you with using shaders in Unity?

Answered: 12 Skipped: 0



These results show that most of the respondents know how shaders in Unity work, which means that their other answers in the survey carry more weight because they know what they're talking about.

Question 5 – Have you used products from the Unity Asset Store before? If so, what did you like or dislike about the experience?:

The two major common points shared by the answers included:

- *Disliking products without documentation/highlighting how useful it is when assets include both documentation and some kind of demo scene* – thankfully I'd already realised this could be an issue and the timeline for my project includes time dedicated to developing both documentation and a demo/example scene.
- *Issues with compatibility when Unity is updated* – this is an issue I hadn't considered, so I'll be sure to note it down and include it as part of the post-release support plan after the project is completed.

Question 6 – Have you ever used a third-party shader/FX pack? If so, what did you like or dislike about the experience?:

The three main points of the responses to this question were:

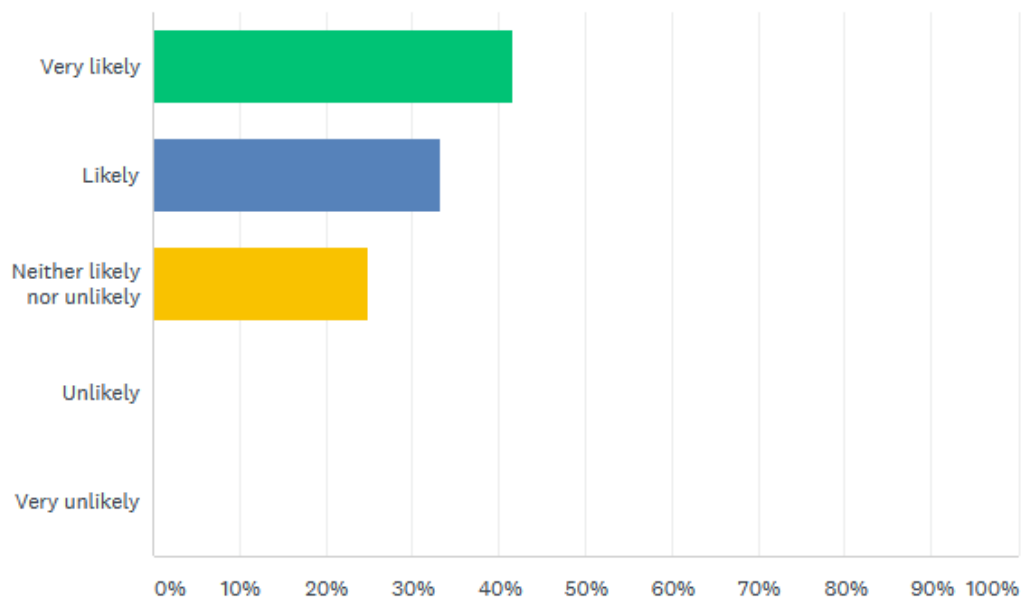
- *Highlighting the need for documentation (similar to the above question)*
- *Users wanted more extensibility* – some of the respondents had issues with the fact that it was difficult to modify the code for their own needs. This is good for my project, where one of the core goals is making it both easy to use and flexible – in this case, the extensive code documentation will help devs who want to modify the code.

- *Other packages didn't take advantage of the the post-processing stack* – this was Colorfiction's response. From some quick research, the Post-Processing Stack is an old Unity feature that allows the user to combine post-processing effects into a stack that is executed in a single pass and includes UI support (Unity Technologies 2019). It's not included in Unity by default any more, but it has continued to be updated and is available for free on GitHub – I'll definitely have to mess around with it and see what it can do.

Question 7:

How interested would you be in using this product?

Answered: 12 Skipped: 0

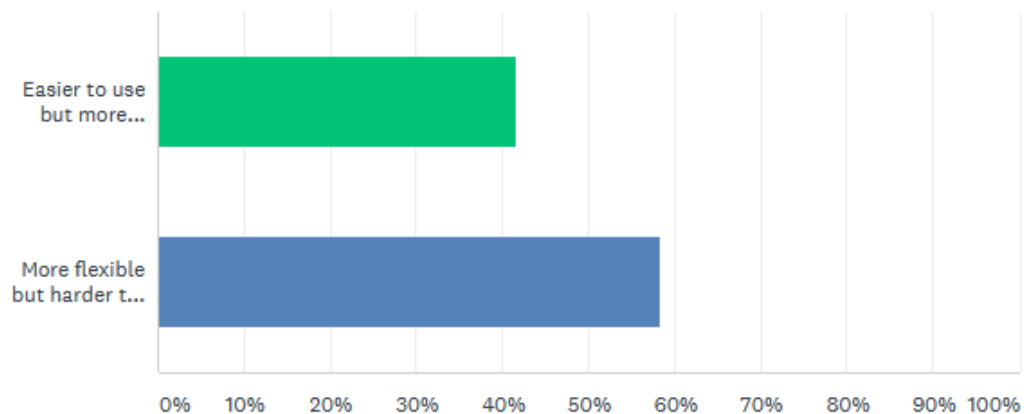


75% of respondents being interested in using the product is good!

Question 8:

Would you rather it be easier to use or more flexible?

Answered: 12 Skipped: 0

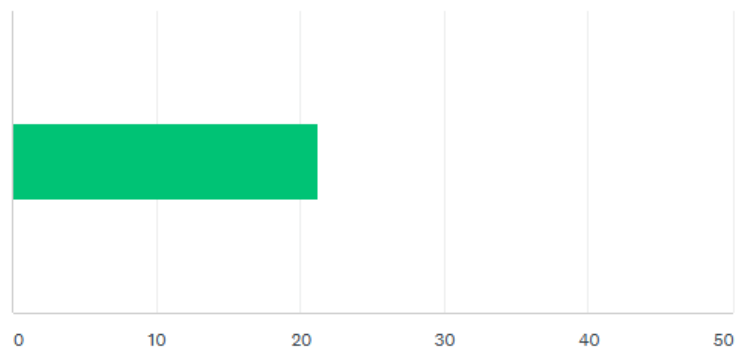


The results for this question aren't really definitive, so I'll continue progressing on the current design for the project. If the results were far more skewed, I might consider changing the amount of time allocated to documentation.

Question 9:

What price would you be willing to pay for the product as described above? (AUD)

Answered: 12 Skipped: 0



I already expected the price to fall somewhere between \$20-\$25 as this would be in line with the similar existing products I found.

Question 10 – Additional thoughts/comments:

Pretty much all the responses were saying that they liked the idea and were interested to see how it turned out, which is a positive sign!

References

- Unity Technologies, 2019, *Post Processing Stack*, viewed 24/06/19, <https://assetstore.unity.com/packages/essentials/post-processing-stack-83912>