

COMP240: Game Development I: Production

1: Markets and Business Cases

Essential Resources

- ▶ Hague & Hague, 2004. Market Research in Practice. MRS.
- ▶ Osterwalder & Pigneur, 2010. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley and Sons.

Learning Outcomes

- ▶ **Explain why** market evaluation is important
- ▶ **Explain how** to conduct a market evaluation
- ▶ **Analyse** the **key** points of consideration involved in market evaluations and business cases in games industry contexts

Value of Market Evaluation

Engage in **dialogue** with your peers on the importance of evaluating markets
(40 minutes)

Write up notes on key points from the dialogue
(5 minutes)

How To Evaluate Markets

Engage in **dialogue** with your peers on *how* to evaluate markets
(15 minutes)

Write up notes on key points from the dialogue
(5 minutes)

Case Study: PCG Tools

Engage in **dialogue** with your peers on the potential markets and business cases for procedural content generation and related tools
(20 minutes)

Write up notes on key points from the dialogue
(5 minutes)

Case Study: Virtual Reality

Engage in **dialogue** with your peers on the potential markets and business cases for virtual reality technologies (40 minutes)

Write up notes on key points from the dialogue (5 minutes)

Essential Practice

Please review this week's essential practice tasks on the LearningSpace. These are *mandatory* and should be completed this week.