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BTEC National 90 Credit Diploma in Creative Media Production

Unit 3: Research techniques

Unit 3 Evaluation

# Most effective research

The most effective piece of research I did was the focus group, as I found out the testers thought the art style and gameplay were great and that is perfect, as I wanted to base my game off Kamiko. Although I would add more classes, a bigger map but keep what was good about the game which is the art style and gameplay while improving on it by adding different tactics needed to defeat every enemy like many other great games. It was also a reliable method of getting detailed information quickly.

# What would I change?

If I were to carry out this investigation, again I would redo our focus group and allow the testers to play the game for longer to get better results. In addition, if I were to redo the focus group it would mean there would be sound so the testers could hear the game music as before it would not work, creating more informed and useful results.

# Problems

I had a few problems while finding out research in this unit firstly my group and me struggled to find participants to fill out our survey on surveymonkey.com. Secondly, the music for our test game would not work with the projector so we had to carry out the focus group without sound providing less accurate results.

# Other forms of research

Another form of research we considered was interviews as they can give very detailed information, which could have spawned some good ideas for our game. However, we decided against that, as it would take too long and we would want a majority’s opinion not a singular that is why we went with a focus group, as it is quicker than singular interviews.

# Limitations

During our focus group, we had specific limitations for example we could only allow the testers of the game about 2 – 5 minutes to play the game due to time restraints meaning that the testers did not get the full experience of a level in the game.

# Teamwork

I believe we had good teamwork in my group as we completed all the work and worked together in the focus group. However, I felt that I had to push my team members constantly into doing work; otherwise, they would become easily distracted. Overall, I am glad I had my team members, as I could not have completed the work to the standard it is at now without their help.

# Summary

Overall I found out that research is widely important in the games industry and should always be completed to find out what your specific target audience is so that you know who to market your game to which could increase your sales. Through this unit, I have learnt how to work efficiently in a group while also learning how to find useful research for my work.