

Lab Session 2 – Incorporating a revenue strategy into a mobile game design.

.Objectives

The objectives for this week are:

- Investigating different monetisation strategies and how they can be implemented.
- Understanding the process of implementing different revenue strategies.

.Tasks

Task 1 (20 – 30 Minutes)

- Come together in groups of 3-4 members.
- List a mobile game from each of the below categories:
 - **Puzzle**
 - **Arcade**
 - **Adventure**
 - **Role Play Game**
- Take a look at Google Play and other resources, where necessary.
- For each of the games, list:
 - **Target audience**
 - **Revenue strategy** (Reference the pre-reading document, if necessary)
 - Does the target audience expect to pay for games in this way? Is this the norm? Add a comment about this.
 - **Marketing strategies**
 - What marketing strategies do these games use?

Mobile Games

- Add your comments to the “strategy” discussion board.
- **This will be discussed with the rest of the group and the lab tutor.**

Task 2 (15 - 20 minutes)

- It is important when producing a revenue strategy to consider the competition.
- In your groups, list:
 - Where does the game you listed rank in the App Store / Google Play?
 - The defining features of the games that you listed.
 - Four competitors for the games that you have listed and the defining features of those games.
- Add your comments to the “competition” discussion board.
- **This will be discussed with the rest of the group and the lab tutor.**

Task 3 (30 - 40 minutes)

- You will be given / asked to take an item from the supplied box.
- Using this as inspiration, in your groups, define the first element of a game concept document. This is a short paragraph that summaries the game for a reader.
- The paragraph should be inspirational for the reader. It should define the games outline. Make sure that you take into account mobile considerations.