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**School of Engineering and Built Environment**

**M3G405251**

**INTEGRATED PROJECT**

**SCENARIO**

**Session 2012/2013**

**Request for Proposal: eMotion Design Consultancy**

**1.1 BACKGROUND**

eMotion Consultancy is an award winning game design and usability consultancy with many years experience in designing, developing and evaluating game-based products for clients worldwide. eMotion Consultancy is currently collaborating with Edinburgh-based company Interface 3 (<http://www.interface3.com/>) designing games for a large NHS project to help students cope with the on-going stresses of university life (e.g., from getting coursework done to rising tuition fees, to lack of graduate jobs etc.). You are being contracted by eMotion Consultancy design and prototype a game for this NHS project, and will be required to pitch your idea to Interface 3 as it develops throughout the module. The best 3 projects will be chosen by the client to present exclusively at Caledonian Creates in May, with the best project receiving a prize from the client.

**1.2 REQUIREMENTS**

1.2.1 You have been contracted by eMotion Consultancy to develop a game in one of the following three areas:

1*. To help students cope with the transition to first year of University.*

*2. To help students cope with stresses of university life e.g., exams, fees or revision.*

*3. To help students cope with transitioning from university to the job market.*

1.2.2 Your solution must meet the requirements below:

1. *Unity using SCRUM.*
2. *Your group has to use a version control (such as GitHub) for all code.*
3. *You have to create a facebook page, blog and twitter account for your project, which must be updated during the course of the project.*

1.2.3 Your project work will involve the team developing the following reports:

*N.B. Each group should assign an individual to take responsibility for the completion of the requirements below. Where more than one student is assigned to an area, the students must clearly delegate separate subtasks within that requirement. Designers and PIE students are free to take responsibilities in either/both respective areas, at the group’s discretion. As part of your individual report, you will evidence completion of the specific requirements you took responsibility for.*

1. **Week 2: Project Plan**

Please refer to your Project Plan Document for Guidance. Please ensure your project includes:

* 1. *Platform analysis - Programmers*

Write a review of the different platforms you might develop for using Unity (mobile, tablets, desktop, console). Discuss the technical and game-specific issues involved with developing for each platform. **This document will form part of the Project Scope Section of the Project Plan.**

* 1. *Review of scrum - Programmers*

There are multiple approaches and models a team might adopt when developing software. This year we would like you to adopt the SCRUM method. In your review of SCRUM we would like you to compare and contrast to other agile and non-agile development approaches. Begin by describing the different approaches you could have taken, and then discuss the strengths and weaknesses of each. Reflect on why we have proposed the adoption of SCRUM. You should remember this report will be used to inform the rest of the team about SCRUM, this should be kept in mind regarding the detail of the report. **This document will form part of the Project Organisation Section of the Project Plan.**

*c. Community Management*

Set up the following media outlets for your project:

1. Wordpress site where you will blog progress of your project.
2. FB page where people can discuss your project development.
3. Twitter address so that you can update followers on latest news

*d. Competitor analysis - Designers and PIE*

When developing a new product it is always wise to first audit the current market place. What products out there that will be competing with yours? What are people saying about your competition? Which features do people like/dislike? Which features would you recommend for your product, based upon your analysis of the market? **This document will form part of the Project Scope Section of the Project Plan.**

*e. Audience Profile - Designers and PIE*

What do you know about your target audience? Your task is to administer questionnaires to a small sample of your target audience (at least 10). All questionnaires will be pooled from every group and the combined data made public. You are to then use this data set to draw conclusions and insights about your target audience. What are their preferred play experiences? Etc… **This document will form part of the Project Scope Section of the Project Plan.**

1. **Week 5: Design Document**

Please refer to your Design Document for Guidance, and your advisor for this section Jon Sykes. Please ensure your report includes:

1. **Week 6 and 9: Evaluation Report**

Please refer to your Evaluation Document Guide, and contact your advisor for this section, Gianna Cassidy. Please ensure your document incudes;

* 1. *Concept Evaluation*

*Your team will develop at least 2-3 different concepts. You are to evaluate theses concepts with a sample of your target audience and identify strengths and weaknesses of each.*

* 1. *Development of Player Journey (wireframes)*
  2. *Evaluation of Player Journey (wireframes)*
  3. *Play Test Report at each stage, where appropriate.*

1. **Week 6 and 9: Artist Report**

Please contact Eddie Horn, point of contact for all artists, for details on your expected deliverable, content and guidance.

The processes of the artists in the group is slightly different when it comes to IP3, you will not be generating as much documentation as the rest of the group but you are expected to take ownership of sections of the various reports that have any art focus.

In addition to contributing to the report you will also be carrying out the following tasks.

1. *Generate multiple pieces of concept art(Week 3)*

Based on discussion with the rest of the group you should start developing concept art which will give an idea of the visual style of your game project. These concepts can range from simple sketches to mock-ups in a game environment.

A range of the best concepts should be shown as part of the pitch in Week 3, a good group would also use these concepts in the presentation slides.

1. *Develop and Evaluate mood boards(TBC)*
2. *Develop iterations of artwork(on-going)*
3. **Final Group Report.**

Please refer to your IP3 Guidance Document for information. Your project plan will form and basis of your final report, upon which you will build each week, until your final report which will include all work to date as it evolves.

**1.3 GROUP ORGANISATION**

* 2 programmers, 2-3 designers, 1 PIE students and 2 artist.
* Each group will be assigned a supervisor with whom YOU MUST organise 4 meetings, one in Week 2 Tuesday/Wednesday/Friday to discuss your project plan; Week 5 to discuss your design document; Week 8 to discuss your beta delivery; Week 10 to discuss your final progress.
* Announce your Team. You must do this by posting a Word document into the GCU Learn Post Games Team Profiles Here Assignment, which can be found in the Assignments area. The document might be titled IP3-Game-Team-Profile, and must: (i) contain the names and Caledonian email addresses of all Team members (ii) identify the Team's Point of Contact (iii) will eventually be populated will all submitted work.

**1.4 PROJECT ASSESMENT**

The elements contributing to the overall assessment broadly reflect the required deliverables, as follows:

1. *The Technical Solution, as detailed in the Groups Final Report, Social Network Player Championing and GCU Digital Repository: This element will contribute 60% of the overall marks available.*
2. *The ‘Pitch” of the Solution and Demonstration of the Prototype to the Customer: This element will contribute 20% of the overall marks available, and will task the form of a Dragon’s Den pitch to your clients. The winner will receive a prize, and the 3 best projects will be invited to present at Caledonian Creates in May.*
3. *Individual Report and Self Assessment: This element will contribute roughly 10% of the overall marks available. This will require each individual to evidence their individual contribution to the project from Week 1.*

Full details on how each element will be assessed (i.e. the marking scheme) will be issued in Week 4 following the issuing of further details on the nature of each of the deliverables:

**1.5 MILESTONES AND HAND-INS**

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| **HANDIN/PRESENTATION** | | **DATE** | **POC** |
| **Week 2** | Project Plan | Lecture 11am Wednesday | Supervisor |
| **Week 3** | Project Plan Update and Design Doc | Lecture 11am Wednesday | Supervisor |
| **Week 4** | Design Doc Submission and Pitch | Wednesday 11am | Supervisor |
| **Week 5** | Feed Back on Design Document | Wednesday 11 am | Supervisor |
| **Week 5-8** | Workshop: Group Focus on Project | Wednesday 12-2.30pm | TBC |
| **Week 7** | Pitch Playable Prototype | Wednesday 11am | Client Group |
| **Week 10** | Beta Delivery | Wednesday 11am | Supervisor |
| **Week 12** | Final Documentation Submission | Friday 12pm | Supervisor |
| **Week 13** | Final Pitch | Thursday/Friday TBC | Client Group |

**1.5 SUPPORTING DOCUMENTATION**

You will be issued with supporting documentation at each stage, including:

1. Week 1: Project Plan guide and check list.
2. Week 2: Design Document Guide and checklist.
3. Week 3: Prototype Guide and Checklist.

Evaluation Guide and Checklist.

Art Guide and Checklist.

1. Week 4: Module Guidance Document: i. Group Repot Guidance ii. Individual Report Guidance iii. Presentation Guidance.