LIBRARY DISPLAY REPORT

Team 8

xFrontier STUDIO

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Show Time：Thursday, June 6, 2024, 5:00 PM - 6:10 PM

Catalogs

1 Introduction

1.1 Background of the event

We are xFrontier STUDIO, and we have developed a TPS game called "Multiverse Survival" using Unity. We would like to thank the "Group Project" course for providing us with the opportunity to showcase our game in the library.

In the game, players will take on roles to embark on adventures, starting with training levels to get familiar with the maps and controls, and then venturing into various corners of the multiverse. The game offers a rich and diverse experience, including exciting shooting battles, desert off-road driving, and captivating puzzle exploration. In addition to the basic gameplay, we support various peripherals such as steering wheels, the Rayfire Rifle, and motion capture to enhance the gaming experience.

Our target users are teenagers and all gaming enthusiasts!

1.2 Objectives

The purpose of this event is to:
• Showcase our studio's game product to fellow students on campus.
• Collect user feedback (from students, teachers, and school leaders)
• Increase the visibility of our game.
• Promote our Computer Science major.
• Introduce the "Group Project" course to sophomore students in advance.

2 Overview of activities

2.1 Time and place of the event

Event Time: Thursday, June 6, 2024 5:00 - 6:10 p.m.
Venue: Beijing Jiaotong University, Weihai Campus, Library, 1st floor
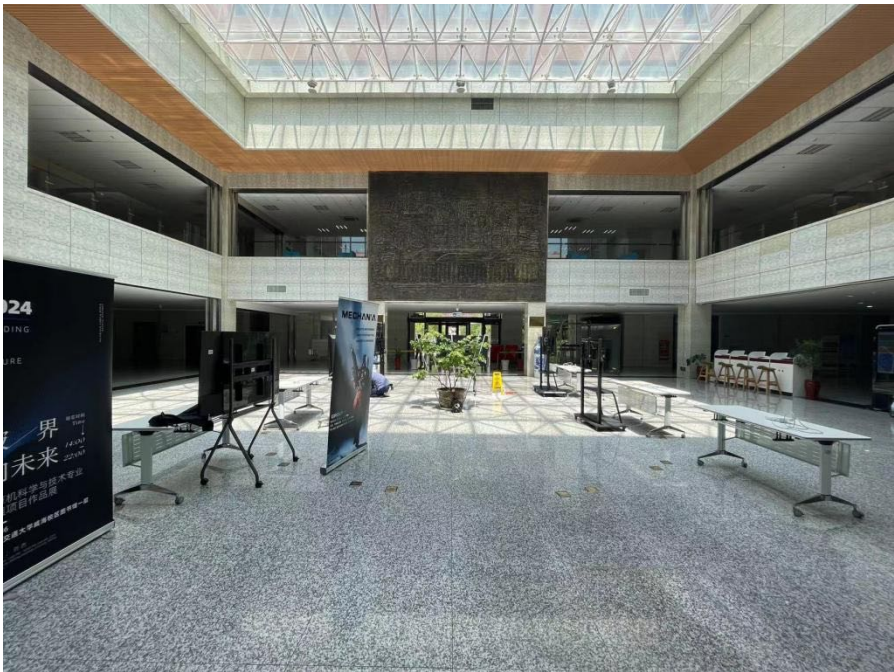

2.2 Preliminary preparation

In the early stage, we did a lot of preparation work.

Studio Team Wear		The shirt's contains elements such as the game's three maps, the game's name, the game engine (Unity) and studio name, and the school's name.

invitation card		• The front of the card has our game cover and game name. • On the back is the text portion of the invitation, stating our time and place as well as the general process and instructor. • We hand them out on campus 3 days before the showcase. • It was given to students, teachers, foreign teachers, leaders, etc.
raffle prize	 	• First Prize: one drink of your choice from the library dessert store • Second Prize: A set of exclusive postcards for the game • Third Prize: Customized cultural and creative products of Beijing Jiaotong University
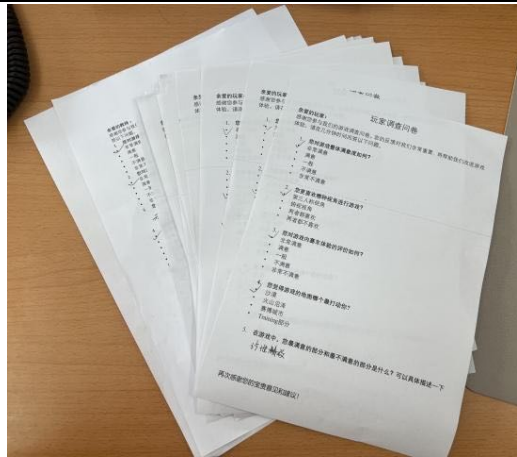
Questionnaire		We designed four different questionnaires, one for teachers and one for students (both in Chinese and English, respectively).
Roll-Up Banner Promotion		Roll-up banners for design and promotion

Social media campaigns		Promote our game on Cloud Campus and WeChat Circle of Friends and urge all students and teachers to come and experience it!

2.3 On-site event process

See the appendix for pictures of on-site events.

2.3.1 Trial Station

At the demo station, students can personally experience our TPS game. We have set up multiple computers and game controllers, allowing participants to freely choose their preferred device to play the game. Each demo area has team members nearby to guide players, helping them understand the basic operations, rules, and answering any questions they encounter during gameplay. Through this hands-on experience, players can gain a deeper understanding of the game's storyline, characters, and mechanics.

2.3.2 Game Challenge

The game challenge is a highlight of this exhibition. Within a set time limit, participants need to complete specific tasks or challenges in the game. We will divide the contestants into several

groups, each competing for points and participating in multiplayer matches. The top three scorers will be determined based on their points and will receive prizes. This not only enhances the interactivity and competitiveness of the game but also encourages enthusiastic participation from the students.

2.3.3 Quiz Session

The Q&A session will focus on game-related content and Unity development knowledge. We have prepared a series of questions about the game's background, storyline, development process, and the Unity engine. Students can earn small prizes by answering these questions, thereby deepening their understanding of the game and development technology. This session not only enhances the fun of the event but also serves an educational and promotional purpose.

2.3.4 Raffle Activity

To increase the appeal of the event, we have organized a raffle. Every student who participates in the game demo or other activities will receive a raffle ticket. We will conduct the raffle before the event concludes, randomly selecting a few lucky participants to receive exquisite gifts. The raffle not only adds excitement and anticipation to the event but also enhances student engagement.

2.3.5 Unity Experience Exchange and Game Development

In this session, our team of developers shared their experiences and insights on using the Unity engine for game development. The content covered the entire process from the initial game concept and design to programming implementation, and finally to testing and optimization. We also highlighted some technical challenges encountered during development and their solutions, engaging in interactive discussions with the students. This session greatly benefited those interested in game development and fostered technical exchange and collaboration.

2.3.6 Circle of Friends Send Challenge

To expand the game's influence and promotional impact, we designed a social media sharing challenge. Participants are encouraged to share their game screenshots or experiences on their social media after playing the game. Those who complete the challenge will receive an extra raffle ticket or a small gift. This approach not only enhances the interactivity of the event but also achieves secondary promotion of the game and the event, attracting more attention and participation.

2.4 Participant Information

The number of participants in our game experience was very high. Approximately 70-100 people tried out the game, most of whom were students. Additionally, two foreign teachers and Dean Xiao experienced our game and provided valuable feedback (such as adjusting car parameters and upgrading the practicality of prizes). Other students also filled out questionnaires, giving us their most honest feedback.

3 Game Trial Session

3.1 Trial equipment：

Basic equipment: computers, mice, keyboards, tables and chairs
Extra peripherals: steering wheel, Rifle gunfire (physical gun), Sound box etc.

3.2 Trial Content

We provided a rich and diverse gaming experience for the students. Players could try out the game using computers, keyboards, and monitors. Additionally, we prepared extra peripherals like steering wheels and the Rayfire Rifle to enhance the immersion and experience. The sound system further immerses players in the game.
We recommend the following experience flow for players:

1. Tutorial Level (Starting Map)
2. Desert Map
3. Island
4. Cyber City
5. Multiplayer Mode
6. Car Driving Experience

During the trial, players can experience the carefully designed levels, characters, and weapon systems in the game. They can explore different scenes, complete various missions, and face enemies, enjoying the excitement and fun of a third-person shooter. Whether honing their skills in the training levels or embarking on adventures in the multiverse, players will find game content they love.

3.3 Guidance and support

To ensure players can smoothly enjoy the game demo, we arranged for professional staff to provide guidance and support on-site. Dressed in distinctive team uniforms, they introduced players to the basic operations and rules of the game, offering technical support to resolve any issues that might arise during the demo. Whether new or experienced players, we strive to ensure everyone has the best possible gaming experience.

4 User feedback

4.1 Feedback collection methods

To collect feedback from players about the game, we employed various methods to ensure comprehensive and accurate information:

1. Questionnaire: After the demo, we provided players with a concise yet comprehensive questionnaire, covering aspects such as gameplay experience, controls, and audiovisual effects.
2. Face-to-Face Interaction: On-site, we arranged for dedicated staff to engage in face-to-face conversations with players, listening to their opinions and suggestions to gain a deeper understanding of their thoughts.
3. Online Feedback: Besides collecting feedback on-site, we also set up an online feedback channel, allowing players to continue providing feedback afterward. This way, they have more time to reflect and review their experiences.

4.2 Feedback summary

Player feedback on the game was overwhelmingly positive.
➢   100% of participants rated their overall satisfaction with the game as "very satisfied."
➢   100% of participants highly praised the game's perspective.
➢   100% of participants showed great interest in the racing component of the game.
➢   100% of participants gave high ratings to the game's maps.

After summarizing and organizing the collected feedback, we found:

- **Visual and Audio Quality**: Players universally praised the game's visual quality and audio effects, considering its audiovisual performance to be outstanding.
- **Gameplay Controls**: The game controls were well-received, described as simple and smooth, allowing players to quickly get into the game and enjoy it.
- **Level Design**: The level design was appreciated for its creativity and moderate challenge, which sparked players' desire to explore and made the gameplay more engaging.

Here is the summarized text version of the players' comments:

沙漠地图很精致
整体都很不错，非常有创意
能看到子阔学长，太爱了~
游戏很流畅！
开车的部分很炫酷，体验感很好
第三人称视角不太方便，但是很好看
希望汽车部分可以加入弹射起步
开车居然还有方向盘、离合、油门、刹车、挂挡！

赛博朋克部分的人物描边可以再优化
出现了碰撞和穿梭的问题，需要再优化一下
刹车速度可以调整，现在过快

4.3 Feedback analysis

Through categorizing and analyzing the feedback, we have drawn the following conclusions:

Strengths of the Game:

*   Excellent Visual and Audio Quality: The game provides an outstanding audiovisual experience.
*   Simple and Smooth Controls: The intuitive controls and creative level design keep players engaged.

Areas for Improvement:

*   Optimize Game Performance: Address issues like screen lag and other technical problems to enhance smoothness and stability.
*   Enhance Game Features and Systems: Address specific player complaints to improve overall game quality.

Features Players Care About Most:

*   Graphics and Smooth Controls: Players highly value the visual effects and fluidity of controls, seeking a better overall gaming experience.
*   Weapon Systems and Special Effects: Players look forward to experiencing a variety of rich and colorful combat scenarios.
*   Driving System and Multiplayer Mode: Players are particularly interested in these aspects and hope to experience more peripheral integrations.

5 Interactive Session

5.1 Interactivity

During the exhibition, we designed several interactive sessions to closely engage with players and enhance their participation and experience. Here are the interactive activities we set up:

Q&A Session: We arranged a Q&A session where players could ask questions about the game. These questions covered various aspects of the game, such as story background, character design, and gameplay. This allowed players to learn more about the stories and design concepts behind the game while interacting directly with us.

Quiz with Prizes: To increase the fun of the interaction, we set up a quiz with prizes. In this session, we asked players some game-related questions, and those who answered correctly had the chance to win small gifts or game merchandise. This not only boosted player participation but also added a touch of competition and fun to the event.

5.2 Interactive effects

These interactive sessions had a significant impact, greatly enhancing the interactivity and atmosphere of the event:

Increased Participation: Through the Q&A session and quiz with prizes, we attracted a large number of players to actively engage. Players eagerly asked questions and shared their opinions, showing a strong interest in the game.

Engaging Atmosphere: The interactive sessions created a lively and dynamic environment. Players discussed and exchanged ideas with each other and interacted closely with our staff, fostering a friendly and harmonious atmosphere. This made the entire event more interactive and enjoyable.

6 Summary and outlook

6.1 Overall Effect

Through the demo stations, participants experienced the diverse gameplay of "Multiverse Survival," including multiverse exploration, shooting battles, desert off-road driving, and puzzle-solving. The team members' on-site guidance helped players quickly get started with the game and understand the basic operations and rules. The vast majority of participants reported that the game was rich in content and smooth in operation, greatly enhancing their recognition and appreciation of the game.

6.2 Reward

In terms of the game, through this exhibition event, we collected a large amount of user feedback and gained insights into players' real experiences and opinions on aspects such as operation experience, game content, and difficulty settings. Additionally, through the trial process, we verified the game's performance and stability in different environments.

In terms of expansion, through participants' trials and feedback, we gained a better understanding of the needs and preferences of our target users (teenagers and game enthusiasts). This will help us better cater to the market in game design and content expansion, further advancing the productization and commercialization of the game.

For our development team, by participating in the event, team members accumulated valuable experience in showcasing and promoting the game, enhancing the team's event organization capabilities and user interaction skills.

6.3 Next Steps and Directions for Improvement

1. **Optimize the Existing Game:** For example, based on the suggestions from Dean Xiao and the students, we will optimize the parameters of the vehicles in our game and adjust the weapon balance to make their physical characteristics more apparent, thereby making the driving experience more realistic and smoother. Additionally, we will further optimize the bugs discovered by players during the trial process to enhance the game's robustness.
2. **Expand the Game:** We will add new game level modes to expand the playable formats of the game. The game plot will be enriched with additional character backstories to give players a deeper sense of immersion. Furthermore, we will provide more customization options, such as character customization, allowing players to improve their game experience according to their preferences.
3. **Promote Game Commercialization:** We plan to hold more exhibition and promotion activities to increase the game's exposure and user engagement. Additionally, we will establish a dedicated community platform where players can exchange insights and share their gaming experiences.

7 Acknowledgments:

8 Appendix

8.1 Activity photos

Fig.1 Students gathered around to watch our game

Fig.2 Mr. Liu Jie guided our game on the spot

Fig.3 Team photo

Fig.4 Group photo of the team with the instructor

Fig.5 School District Leader Dean Xiao Experiencing Our Game - Driving Experience

Fig.6 Students picking out prizes for the raffle

Fig.7 Staff help experience users to adjust the equipment

Fig.8 Exchange Unity development and game design techniques with classmates.

8.2 Questionnaire Documentation

There are four types of questionnaires that will be listed here.

玩家调查问卷

亲爱的玩家：
感谢您参与我们的游戏调查问卷。您的反馈对我们非常重要，将帮助我们改进游戏体验。请花几分钟时间回答以下问题。

1. **您对游戏整体满意度如何？**
- 非常满意
- 满意
- 一般
- 不满意
- 非常不满意

2. **您更喜欢哪种视角进行游戏？**
- 第三人称视角
- 俯视视角
- 两者都喜欢
- 两者都不喜欢

3. **您对游戏内赛车体验的评价如何？**
- 非常满意
- 满意
- 一般
- 不满意
- 非常不满意

4. **您觉得游戏的地图哪个最打动你?**
- 沙漠
- 火山沼泽
- 赛博城市
- Training部分

5. **在游戏中，您最满意的部分和最不满意的部分是什么？可以具体描述一下**

再次感谢您的宝贵意见和建议！

Player Survey

Dear Player:

Thank you for participating in our game survey. Your feedback is very important to us and will help us improve the gaming experience. Please take a few minutes to answer the following questions.

6. How satisfied are you with the overall game?
- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

7. Which perspective do you prefer for playing the game?
- Third-person perspective
- Top-down perspective
- Like both
- Dislike both

8. How do you rate the in-game racing experience?
- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

9. Which game map impressed you the most?
- Desert
- Volcano/ Swamp
- Cyber City
- Training section

10.   What are the parts of the game you are most satisfied with and least satisfied with?

Thank you for your valuable feedback and suggestions!

教师版调查问卷

亲爱的教师：

感谢您参与我们的游戏调查问卷。您的反馈对我们改进游戏体验非常重要。请花几分钟时间回答以下问题。

11. 您对游戏的整体技术质量（如稳定q性、加载速度、无bug等）有何评价？

- 非常满意
- 满意
- 一般
- 不满意
- 非常不满意

12. 您对游戏的美工设计（如视觉效果、艺术风格、界面设计等）有何评价？

- 非常满意
- 满意
- 一般
- 不满意
- 非常不满意

13. 您认为游戏在技术/美工设计上有哪些方面可以改进？请具体说明。

14. 您觉得游戏的整体体验如何？

- 非常满意
- 满意
- 一般
- 不满意
- 非常不满意

15. 您在游戏过程中是否遇到过技术问题（如崩溃、卡顿、错误信息等）？如果有，请具体描述。

16. 您认为游戏的剧情引导和关卡设计是否吸引人？

- 非常吸引人
- 吸引人
- 一般
- 不吸引人
- 非常不吸引人

17. 您是否认为这款游戏可以用于教学目的（如展示、讲解、引导学生设计更好的游戏）？

- 非常适合
- 适合
- 一般
- 不适合
- 完全不适合

18. 您认为这款游戏在展示和讲解中有哪些内容是值得大家学习模仿的？请具体说明.

Teacher's Survey

Dear Teacher:

Thank you for participating in our game survey. Your feedback is very important to us and will help us improve the gaming experience. Please take a few minutes to answer the following questions.

19. How do you rate the overall technical quality of the game (such as stability, loading speed, presence of bugs, etc.)?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

20. How do you rate the art design of the game (such as visual effects, art style, interface design, etc.)?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

21. In your opinion, what aspects of the game's technical/art design could be improved? Please specify.

22. How do you feel about the overall game experience?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

23. Have you encountered any technical issues during the game (such as crashes, lags, error messages, etc.)? If so, please describe them in detail.

24. Do you find the game's storyline guidance and level design engaging?

- Very engaging
- Engaging
- Neutral
- Not engaging
- Very unengaging

25. Do you think this game can be used for educational purposes (such as demonstrating, explaining, guiding students to design better games)?

- Very suitable
- Suitable

- Neutral
- Not suitable
- Completely unsuitable

26. What aspects of this game do you think are worth learning and emulating in demonstrations and explanations? Please specify.