Career Focus - Competitor Analysis Document

## Overview

When planning your future after graduation, it is important that you avoid relying on assumptions and carryout thorough research to inform the decision making process. There are a variety of approaches that might be used for this task but as game developers we already have a set of techniques and processes that can be very useful. One such research technique is called a competitor analysis. According to, Jovan Johnson in an article for Gamasutra[[1]](#footnote-1):

“The goal of competitive analysis is to look at what your competitors are doing and use that information to decide how you are going to proceed with your game development and marketing endeavours.”

The process allows you to investigate what’s going on in the industry and then respond accordingly. In the context of this document, avoid the negative connotations of the term ‘competitor’. Instead, we might consider it coequal analysis, peer analysis or potential co-worker analysis. We are simply peering into the industry and trying to find the people or organisations that we might like to work with in the future.

## Activity

This document is based on a pretty standard competitor analysis template. The only omission is that the market segmentation section has been left out.

To complete this document, find three examples of individuals or companies out in the industry. They should have a role or position in the industry that aligns with your current aspirations for the future. Once you have made your selections, carryout research to fill in the various sections of the table below. Leave the last column about yourself until the end and then use your research to inform what you write about yourself. Use the SWOT analysis section about yourself as a chance to reflect on your performance over the course of your degree. Be as honest as possible and use the research carried out about your competitors to inform what you write about yourself.

To conclude the document and as a response to your research, create five SMART goals that will focus your efforts in order to prepare yourself for the future after graduation.

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| --- | --- | --- | --- | --- |
|  | **#1 COMPETITOR** | **#2 COMPETITOR** | **#3 COMPETITOR** | **YOU** |
| **Overview**  **&**  **Profile** | Elliot Padfield  Ba Animator and freelancer | Chris Bourassa  Co founder of red hook studios | Mike Krieger  Co founder of Instagram. | Dean Harland  Bsc Computing for Games |
| **Competitive**  **Advantage** | Has 2 years experience as freelancer working in Autodesk Maya and unity 3d.  He is a 3d generalist(jack of all trades) and is not stuck in one route.  He enjoys animating outside of work gaining more experience for doing the thing he loves. | known as a top-tier creative director, art director and concept artist, with key involvement in the acclaimed animated TV series reboot "Max Steele", Eidos' "Monster Lab" franchise, and Disney's ill-fated (but beautiful) "Pirates of the Caribbean: The Doomed Armada.  Years in the games industry. | Tutor for communication skills.  Has extensive experience in designing and engineering products.  Stanford degree. | Fresh and ready to learn.  Had the chance to experience a multitude of programming languages such as Java,6052, python, JES, C++. |

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| --- | --- | --- | --- | --- |
|  | **#1 COMPETITOR** | **#2 COMPETITOR** | **#3 COMPETITOR** | **YOU** |
| **Target**  **Market** | Ma Launch pad | The gamer base.(Sales) | Instagrammers. | Ma Launch Pad  Ma in Nottingham |
| **Marketing**  **Strategies** | Show and build upon his portfolio.  Indicating all strengths of his proactive independencies of searching and completing work.  Letters of recommendations/reviews from previous works. | A marketing team that creates trailers and commercial adverts for the company/game.  A dev blog that goes into the updates and creation of the game. | A marketing team that creates adverts.  Professional business profiles on various websites. | Build a strong portfolio showing off the range of projects I have worked on.  Take leadership and business entrepreneurship courses |

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| --- | --- | --- | --- | --- |
|  | **#1 COMPETITOR** | **#2 COMPETITOR** | **#3 COMPETITOR** | **YOU** |
| **Products**  **&**  **Services** | Created asset pack for the unity store.  3d rigging and animation.  Consulting clients on animation and technologies. | Darkest dungeon.  8 other games. | Instagram.  Oral communications tutor. | Rowing simulator. |

## SWOT Analysis

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|  | **#1 COMPETITOR** | **#2 COMPETITOR** | **#3 COMPETITOR** | **YOU** |
| **Strengths** | Communication with his clients.  Extensive technical knowledge in his field.  Always ready to learn new techniques.  Able to manage his time to complete the tasks. | Excellent communicator and team lead, with a firm grasp of game conventions and narrative design. I have extensive experience in IP branding, establishing and maintaining art direction, providing outsource feedback and giving presentations. | Years of experience allows him to have a professional manner when dealing with his work.  Communications skills with the team. | Keen to learn new skills.  Communication and leading skills. |
| **Weaknesses** | Spends more time animating without much down time for him self. |  |  | Time management. But working on resolving this weakness. |
| **Opportunities** | The use of up work and gaining a lot of experience.  Skills in a professional manner before going into the industry. | Has professional profiles on a multitude of websites.  Has released multiple games. | Has professional profiles on a multitude of websites.  Networked with a lot of people. | Young and fresh, allowing the chance to fail and succeed. |
| **Threats** | Other freelancers undercutting for the job.  More experienced free lancers. | Other directors who have amassed more years in the games industry. | Other social media companies. | Other programmers with more experience and drive. |

## Specific, Measurable, Achievable, Relevant and Time-Bound (SMART) Goals

|  |  |
| --- | --- |
| **GOAL 1** | To build 2 game mechanics, one complex movement system and the second being a stealth system to put on my portfolio by the end of the year. |
| **GOAL 2** | Within the next 2 months contact the head of the course of Ma Launch pad to discuss course entry requirements and what the course is looking for in their students. |
| **GOAL 3** | Within the next 2 months find 4 Ma courses in Cornwall or Nottingham that interest me and read into them. |
| **GOAL 4** | During the last year of university, spend at a minimum of 3 hours a week studying C++ which would result in building up my knowledge and practical skills in it. |
| **GOAL 5** | During the last year of university, spend at a minimum of 3 hours a week reading unrelated technical papers/blogs so that I will broaden my knowledge of the technical world. |

## Useful Resources

**Competitor Analysis:**

Udemy Article - <https://blog.udemy.com/competitive-analysis-example/>

Jovan Johnson - Gamasutra Article: [link](https://www.gamasutra.com/blogs/JovanJohnson/20150529/244635/How_to_Beat_Out_Your_Mobile_Games_Competitors_with_Competitive_Analysis.php)

<http://blog.clientheartbeat.com/downloads/Competitive-Analysis-Template.pdf>

**SMART Goals**

Mind Tools article: <https://www.mindtools.com/pages/article/smart-goals.htm>

1. .https://www.gamasutra.com/blogs/JovanJohnson/20150529/244635/How\_to\_Beat\_Out\_Your\_Mobile\_Games\_Competitors\_with\_Competitive\_Analysis.php [↑](#footnote-ref-1)