**PROJECT POSTMORTEM SUBMISSION FRIDAY 10th MAY**

Once you have made your final presentation WE NEED YOU TO SUBMIT THE FOLLOWING COMPONENTS UPLOADED TO A SEPERATELY LABELLED GITHUB FOLDER

1. A SINGLE PAGE OF A4 (MAXIMUM) WHICH LISTS THE OVERVIEW OF THE ASSETS YOU HAVE PRODUCED FOR THE PROJECT, WHETHER THEY HAVE MADE IT INTO THE FINAL PRODUCT OR NOT
2. A COMPLETED REVIEW OF THE PROJECT **USING THE TEMPLATE PROVIDED BELOW**. PLEASE REMEMBER THAT THE MORE DETAIL YOU ADD TO THIS COMPONENT THE EASIER IT IS FOR US TO JUDGE YOUR WORK. SO AVOID SINGLE LINES OF TEXT. **EXPLAIN WHAT YOU MEAN**.

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| **STUDENT NAME** | Amy Potter, S183169 |
| **PROJECT NAME** | Design Masterclass: ‘Farmyard Racers’ |
| What do you think went well on the project? | I feel that we worked well to come up with a unique response to the brief. In addition to this, based on previous experience, I felt that we scoped the project appropriately according to our skillset and this was re-affirmed within our tutor feedback.  Despite being a team of three game design students, I felt that, the team worked well together to create a minimum viable product that maintained a consistent art style and theme, including features that were implemented in accordance with our playtesting and tutor feedback.  Since the team was able to create a working prototype of the game quite quickly, this meant that the game was quite far into development when we showcased it to our tutors for the first time. This allowed us to obtain feedback which proved to be particularly useful and formed the main focal point for the remainder of the development time.  In particular, the team focused on the ways in which we could gamify the experience so that it did not just appear as an interactive quiz, creating a document which listed the different ways in which we could adhere to the ‘7 rules of gamification’. While we were unable to implement all of the features we had hoped, I think that the changes we did make contributed to the final product in a positive way, with our target demographic mentioning that it felt “more like they were in a race” as opposed to just answering a mathematics quiz.  Additionally, with the small amount of user feedback that we did manage to carry out, it was evident that our psychographic enjoyed the thematical elements of the game, making specific comments about the overall art style and being able to play as an animal.  Due to previous experience in working as part of a group and managing a project, the team found it easier to get straight into development and the addition of weekly studio jams meant the team could communicate effectively both amongst themselves and with tutors if needing any feedback. |
| What do you think needed improvement on the project? | While the team was happy with the final product, we felt that the game could have benefitted from some further polish. However, due to the nature in which the game was initially coded, the team hit some limitations in the final development phases which meant that we were unable to implement features, such as animations, which would have added to the overall feel and gamification of the game.  Furthermore, due to the target audience that we chose to cater for, the group found it relatively difficult to obtain playtesting feedback from our psychographic. While tutor feedback proved to be of great help, in the future I think it would benefit us to consider playtesting in the early stages of development, acknowledging the target audience we had in mind and coming up with a solution regarding how we would record their feedback, to avoid having a lack of observation and iteration.  While the weekly studio jams proved to be of particular use to us, I personally feel that the team would have been at an advantage if there had been some improvement in the level of communication outside of the studio environment, particularly during the Easter period, where the team lost out on a portion of development time due to a lack of auditing the project during the course of those three weeks. |
| What do you think of your own contribution to the project? | I believe that I contributed to the project in a positive way, having a primary focus on creating the art assets that would be used to populate the game.  Throughout the project, I used Adobe Illustrator to create vector graphics for the game, which could be used for varying platforms with different screen resolutions. While this gave the team an increased amount of flexibility and allowed me to develop a new skill with a previously unfamiliar software package, this did bring some limitations in that I was personally unaware of how to work around some of the issues I encountered as recorded in the teams meeting minutes.  In addition to this, I also undertook a selection of research tasks focusing on the features that we could incorporate into the game based on our target demographic, as well as identifying any market competitors and trends.  During my management phases of the project, I feel as though I delivered an in-depth set of minutes which outlined the feedback we were given each week (if applicable) and the issues that were encountered during the previous sprint so that the team knew which areas required improvement.  Lastly, I was responsible for coming up with the basis for our game idea, which I then presented to the rest of my group so that we could iterate and develop it to cater for the brief. |
| **OVERVIEW** |  |
| **Thinking about the project you have worked on this year, what are the important lessons that you will take away from the experience for your next group project?** | Through working on this project, I have come to realise the importance of not only identifying a target audience early in development, but also coming up with a solution for obtaining feedback from them, in order to make the appropriate adjustments to the gameplay experience.  Furthermore, while multiple artists can be beneficial in terms of developing assets, I realised that it is particularly important to create documentation, such as an art style guide, so that the artwork produced is consistent.  Lastly, conducting weekly studio jams had an extremely positive impact on the group and so this is something I would continue to implement in my future projects |

Asset list:-

All of the assets that I contributed to the project can be found in the folders marked with my name under the ‘Documents’, ‘Research’ and ‘Art’ directories:

* design-masterclass-l6\_dmc\_02\Art\Amy Potter
* design-masterclass-l6\_dmc\_02\Documents\Amy
* design-masterclass-l6\_dmc\_02\Research\Amy
* Sumo Digital Brief Response (initially posted in the group Discord and uploaded to Github by another team member)