Cover Sheet

Title of Degree: Computer Science BSc (Hons)
Project Title: Taylormade Studios – The Game Behind the Game
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Consultant Name: Joaquin Ollero Garcia
Client Name: Vidal Montgomery (Taylormade Studios)
Project Proposed By: Client
Arrangements for Proprietary Interests: Provided in Client Information Sheet
Any other promises you are making in order to secure acceptance of the project (e.g.
by your consultant): N/A
Word Count: 1543

Proposal

Problem to be Solved

This project is called 'The Behind the Game'. It is based on a physical game created by Taylormade Studios to help people, especially people from marginalised backgrounds, understand how the media industry works and help them with real-life situations they might face. Millennials and members of Gen Z are especially struggling in the current job market, with 3 in 5 16–24-year-olds believing that it is more difficult to find a job now than 10 years ago (Youth Futures Foundation, 2024), and this game aims to help them alleviate their anxiety around the job market and find employment.

The online multiplayer game will be interactive, sort of a Monopoly-style simulation game, and the players will deal with situations within the game as they would in the real world where they will be given the opportunity to learn practical skills that they will need to thrive in the media industry (Taylormade Studios, 2024).

A prototype of the game is to be developed, either a mobile app or a web-based application, using the HEAD Developmental Model, which is defined as Honest, Expression, Awareness, Discipline. **Honest** discussions among developers regarding expectations, **Expression** through understanding and playing the game, **Awareness** of the game's purpose, and **Discipline** in implementing the design (Taylormade Studios, 2024).

Project Objectives

The two main objectives of the project are:

1. **Develop a fully working prototype of the game**: The objective of this project is to develop a working prototype of the game, which can be used as a learning resource, aiding users with their professional development, while being an enjoyable experience. Taylormade Studios also hope to promote to a larger scale audience and gain funding for a more enhanced gaming experience on their platform (Taylormade Studios, 2024). This will be tested by myself and the client initially and then tested by the users after the project is finished, who should find it a useful learning resource.
2. **Secure funding to develop an enhanced game**: This is a hopeful goal of Taylormade Studios in the future, something that many gaming applications have had success with, and the prototype should help Taylormade Studios save time by already having the essential features working, and it being available to play by users should enable Taylormade Studios to pick up on any errors and collect feedback from the users, making the game smoother and targeting investors while having plans of an updated game (Moore, 2025).

Project Beneficiaries

This project mainly benefits:

1. **Taylormade Studios**.
   By the end of the project, Taylormade Studios should be completely satisfied with the prototype, which should help them launch the game and potentially attract further

development funding. They will also provide a letter to myself and the university at the end of the project to confirm that they are happy with it.

2. **The end users of the application.**
   The entire purpose of this project is so that young people seeking job opportunities will be able to practice their business skills, peeking into how the real-life job market looks. If the game is created like we are aiming to do, then the players will gain this knowledge and be able to develop their skillset, with the help of our project. How successful the game is will probably not be known until a few months after the project ends, however.

3. **Future developers**.
   If successful, additional developers will be hired to build a more sophisticated version of the game. This will also probably be seen months after we are finished with the project.

Project Plan

Start Date	End Date	Actions Taken	Outputs	Resources Used
27th January	8th February	Sign NDA and receive game mechanics document.	Better understanding of the game development and what the client expects.	
2nd February	9th February	Submit PDD, resubmit if required.	My project will be approved and I can begin work.	
3rd February	7th February	Meeting with consultant; take minutes.	Adjust project plan accordingly.	
8th February	14th February	Arrange a meeting with the client, to discuss game details, dates of availability to set up regular meetings, and the date we will meet up and play physical version of the game; take minutes.	Defined project details, meeting schedule.	Game mechanics document.
TBA	TBA	Play the physical version of the game.	Understanding gameplay.	
10th February	14th February	Meeting with consultant; take minutes.	Adjust project plan accordingly.	
14th February	21st February	Conceptualization, sketches, mock-ups; send ideas to client.	Concrete game design.	Taylormade Studios' preexisting research, game mechanics document, consultant/client meeting notes.

21st February	10th March	Backend development (server, game logic, databases).	Full backend setup	Still to be discussed with the client.
21st February	29th April	Draft project report alongside coding.		
3rd March	7th March	Meeting with consultant; take minutes.	Adjust project accordingly.	
10th March	21st March	Frontend development (UI, player interactions).	Full frontend setup.	Still to be discussed with the client.
21st March	1st April	Implement real-time multiplayer features.	Functional multiplayer gameplay.	Still to be discussed with the client.
1st April	7th April	Testing and debugging.	Bug-free game.	
7th April	11th April	Meeting with consultant, reviewing Results of report; take minutes.	Adjust project accordingly.	
7th April	15th April	Deployment (frontend-backend integration, server setup).	Live web/mobile app.	Still to be discussed with the client.
14th April	25th April	Meeting with consultant; present final report draft.	Updates based on feedback.	
15th April	22nd April	Final refinements; bug fixes.	Fully functioning prototype.	
--	22nd April	Sumit product package.		
22nd April	29th April	Finish report.	Final report.	
--	29th April	Final project submission		
2nd June	6th June	Project review		

Project Risks

There are many risks that could arise with my project, especially since I must finish it within 3 months. The main risk that could arise, as with any project, is that of loss or theft of my laptop which I will use to work on the project, which is why I will use GitHub, or some other version control app, for every step of my project, which I will keep public or give access to my consultant from the start. Another major issue I could face is the lack of resources, both technical and unavailability of the client of consultant. Since I have not discussed technologies and tools to be used with the client, it might be that I have it decided too late, I will therefore start working with the technologies I have used before if the schedule is not followed and recommend these to the client. As for unavailability of the client, I will schedule all meetings initially and rely on other available sources until I receive answers. The backend could provide severe delays since it is a significant piece of code and in that case, I will restructure my plan, working on UI and backend together. If my code provides too many errors, I will reevaluate and remove non-essential features. Multiplayer gaming can also provide many issues, I would speak to the client and suggest web-based applications as I have worked on those before, and they provide less latency issues. I will also discuss with the

client, if, for the prototype, they are alright with a single-player game as that might make things a lot easier, if we are struggling to follow the deadlines.

Legal, Social, Ethical and Professional Issues (LSEPI)

Legal Risks

The two forms of legal risks that my project poses are in terms of the IP and the NDA, and data protection laws. As for the IP, the client and I have come to an agreement that they own copyright of the game, whereas I retain copyright of the code. When provided with the NDA, I will read it thoroughly and ensure I comply with all regulations. I will also be using open source libraries and applications to develop the game to avoid any other copyright issues. For user data protection, we have to comply with the GDPA and also will require no personal data from the users to access the game, I will also use secure authentication methods for the game.

Social Risks

The game needs to include proper accessibility features, such as readable fonts, so that everyone can play it without struggle. The game also aims to simulate real-world challenges but may struggle to implement the realities of how complex the industry is, since the logic behind that will be based on the physical version of the game by Taylormade Studios, which already exists, those risks have already been mitigated. In the online version, there can be a clear disclaimer saying that the game is just supposed to be used just as a learning resource.

Ethical Risks

The game may also misrepresent industry insights or have bias inbuilt in it, so the game should be completely based on real industry data and the players should also be able to submit feedback so these things can be fixed.

Professional Risks

The most important thing is to prevent bugs and crashes that could affect the game, thorough testing must therefore be done before the game is launched. There are also security concerns as with any application, that need to be resolved by using secure authentication and appropriate encryptions. There could be many delays in the project, so the focus will be to ensure regular communication with my client and keep working hard on the game.

References

1. Taylormade Studios (2024) "Project decryption document" *The Game Behind The Game*. Available at: https://moodle4.city.ac.uk/pluginfile.php/1093065/mod_folder/content/0/Taylormade Studios - The Game Behind The Game.pdf (Accessed: 20 January 2025).
2. Youth Futures Foundation (2024) *One in eight young people across the UK not in work or education.* Available at: https://youthfuturesfoundation.org/news/youth-employment-2024-outlook-report/. (Accessed: 20 January 2025).
3. Moore, D. (2025) *Why it pays to write a working MVP / prototype before seeking investment.* Available at: https://www.evolved-ideas.com/post/why-it-pays-to-write-a-working-mvp-prototype-before-seeking-investment (Accessed: 21 January 2025).

Research Ethics Checklist

PART A: Ethics Checklist

A.1 If you answer YES to any of the questions in this block, your consultant/supervisor must have obtained approval for the project from an appropriate external ethics committee, and you need to have received written confirmation of this from him/her. Students cannot themselves apply for ethics approval in this case as the project is considered high risk". This type of research is not covered by City's process, and external approval from an appropriate institution is required.		*Delete as appropriate*
1.1	Does your research require approval from the National Research Ethics Service (NRES)?	**NO**
1.2	Will you recruit participants who are covered by the Mental Capacity Act 2005?	**NO**
1.3	Will you recruit any participants who are covered by the Criminal Justice System, for example, people on remand, prisoners and those on probation?	**NO**
A.2 If you answer YES to any of the questions in this block your consultant/supervisor must have obtained appropriate ethics committee approval		*Delete as appropriate*
2.1	Does your research involve participants who are unable to give informed consent? *For example, people who may have a degree of learning disability or mental health problem, that means they are unable to make an informed decision on their own behalf.*	**NO**
2.2	Is there a risk that your research might lead to disclosures from participants concerning their involvement in illegal activities?	**NO**
2.3	Is there a risk that obscene and or illegal material may need to be accessed for your research study (including online content and other material)?	**NO**
2.4	Does your project involve participants disclosing information about protected characteristics (as identified by the Equality Act 2010)? *For example: racial or ethnic origin; political opinions; religious beliefs; trade union membership; physical or mental health; sexual life; criminal offences and proceedings*	**NO**
2.5	Does your research involve you travelling to another country outside of the UK, where the Foreign & Commonwealth Office has issued a travel warning that affects the area in which you will study? *Please check the latest guidance from the FCO - http://www.fco.gov.uk/en/*	**NO**
2.6	Does your research involve invasive or intrusive procedures? *These may include, but are not limited to, electrical stimulation, heat, cold or bruising.*	**NO**
2.7	Does your research involve animals?	**NO**
2.8	Does your research involve the administration of drugs, placebos or other substances to study participants?	**NO**
A.3 If you answer YES to any of the questions in this block, then unless you are applying to an external ethics committee or the Senate Research Ethics Committee (SREC), you must apply for approval from the Computer Science Research Ethics Committee (CSREC) through Research Ethics Online -		*Delete as appropriate*

	https://researchmanager.city.ac.uk/. **Depending on the level of risk associated with your application, it may be referred to the Senate Research Ethics Committee (SREC).**	
3.1	Does your research involve participants who are under the age of 18?	**NO**
3.2	Does your research involve adults who are vulnerable because of their social, psychological or medical circumstances (vulnerable adults)? *This includes adults with cognitive and / or learning disabilities, adults with physical disabilities and older people.*	**NO**
3.3	Are participants recruited because they are staff or students of City, University of London? *For example, students studying on a particular course or module.* *If yes, then approval is also required from the Head of Department or Programme Director.*	**NO**
3.4	Does your research involve intentional deception of participants?	**NO**
3.5	Does your research involve participants taking part without their informed consent?	**NO**
3.5	Is the risk posed to participants greater than that in normal working life?	**NO**
3.7	Is the risk posed to you, the researcher(s), greater than that in normal working life?	**NO**
A.4 If you answer YES to the following question and your answers to all other questions in sections A1, A2 and A3 are NO, then your project is deemed to be of MINIMAL RISK. **If this is the case, then you can apply for approval through your supervisor under PROPORTIONATE REVIEW. You do so by completing PART B of this form.** **If you have answered NO to all questions on this form, then your project does not require ethical approval. You should submit and retain this form as evidence of this.**		*Delete as appropriate*
4	Does your project involve human participants or their identifiable personal data? *For example, as interviewees, respondents to a survey or participants in testing.*	**YES**

PART B: Ethics Proportionate Review Form

B.1 The following questions must be answered fully. All grey instructions must be removed.		*Delete as appropriate*
1.1.	Will you ensure that participants taking part in your project are fully informed about the purpose of the research?	**YES**
1.2	Will you ensure that participants taking part in your project are fully informed about the procedures affecting them or affecting any information collected about them, including information about how the data will be used, to whom it will be disclosed, and how long it will be kept?	**YES**
1.3	When people agree to participate in your project, will it be made clear to them that they may withdraw (i.e. not participate) at any time without any penalty?	**YES**
1.4	Will consent be obtained from the participants in your project? Consent from participants **MUST** be obtained if you plan to involve them in your project or if you plan to use identifiable personal data from existing records. "Identifiable personal data" means data relating to a living person who might be identifiable if the record includes their name, username, student id, DNA, fingerprint, address, etc. *If YES, you must attach drafts of the participant information sheet(s) and consent form(s) that you will use in section B.3 or, in the case of an existing dataset, provide details of how consent has been obtained.* *You must also retain the completed forms for subsequent inspection. Failure to provide the completed consent request forms will result in withdrawal of any earlier ethical approval of your project.*	**YES**
1.5	Have you made arrangements to ensure that material and/or private information obtained from or about the participating individuals will remain confidential?	**YES**

B.2 If the answer to the following question (B2) is YES, you must provide details		*Delete as appropriate*
2	Will the research be conducted in the participant's home or other non-University location? *If **YES**, you must provide details of how your safety will be ensured.* **Safety will be ensured as this will be conducted in the client's office where all the standard UK office safety regulations apply.**	**YES**

B.3 Attachments **ALL of the following documents MUST be provided to supervisors if applicable.** **All must be considered prior to final approval by supervisors.** **A written record of final approval must be provided and retained.**	*YES*	*NO*	*Not Applicable*
Details on how safety will be assured in any non-University location, including risk assessment if required (see B2)			✓
Details of arrangements to ensure that material and/or private information obtained from or about the participating individuals will remain confidential (see B1.5) *Any personal data must be acquired, stored and made accessible in ways that are GDPR compliant.* **This will be ensured as the information (only contact emails) will be anonymised**.	✓		
Full protocol for any workshops or interviews**			✓
Participant information sheet(s)**		✓ **Will be provided later.**	
Consent form(s)**		✓ **Will be provided later.**	
Questionnaire(s)** *sharing a Qualtrics survey with your supervisor is recommended.*			✓
Topic guide(s) for interviews and focus groups**			✓
Permission from external organisations or Head of Department** *e.g. for recruitment of participants*			✓