



# Game Engine

Explore the best games for you

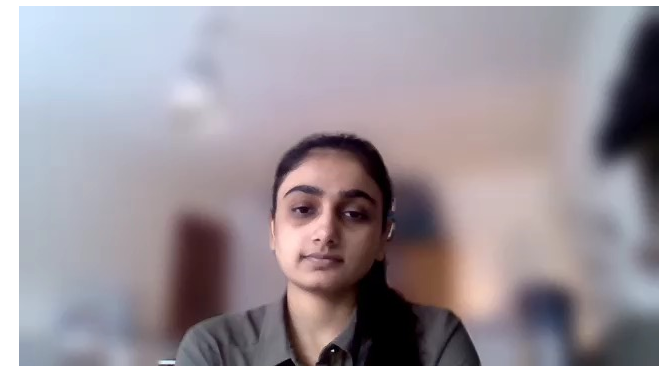
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# Why

- Consumers should have the ability to search and explore the right kind of games in a gaming console.
- This allows consumers to enhance their gaming experience and spend money wisely.



# Briefing

- **Target group:**

- Age: 12+ year olds
- Interests: Entertainment
- Motivation: Search & Exploration of new and relevant games
- Fears & Pains: Bad recommendation, high costs of games

- **Behavior:**

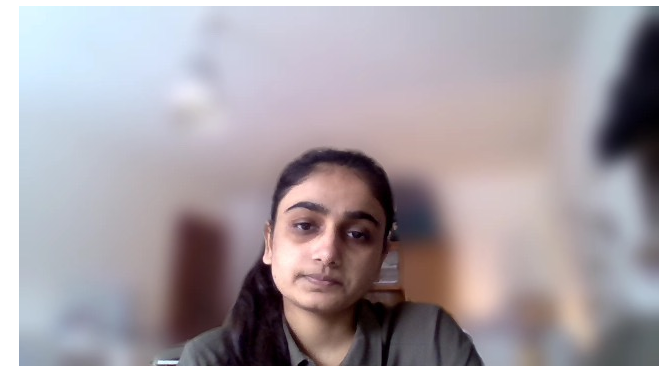
- Increase: Fun & Entertainment
- Decrease: Unsuitable recommendations

- **Context:**

- Stakeholder: Gaming Companies
- Organization: Gaming Companies
- Budget: Gaming Companies
- Time: Around 1 year

- **Assignment:**

- Enhance game recommendations tailored to user's interest.



# Misfits

## Game is too easy

- Searching for games is effortless for the players involved

## Game is too predictable

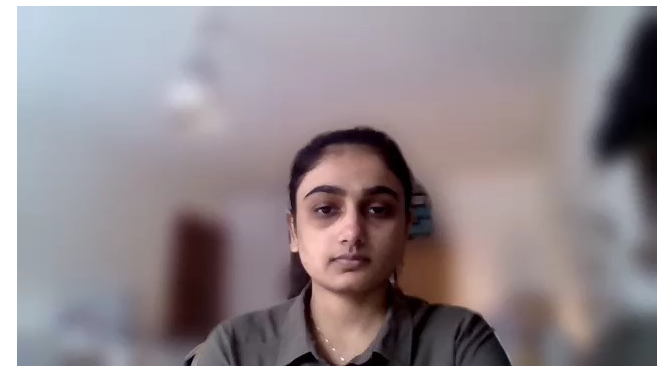
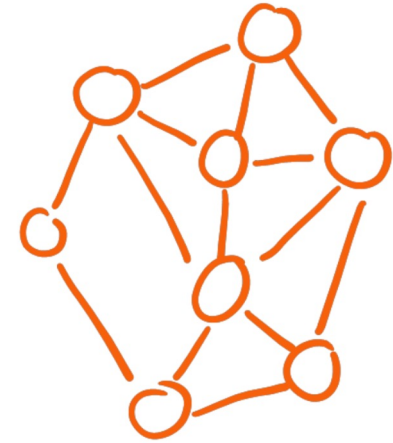
- Same games found repetitively found in suggestions. Only limited games are available for a specific genre.

## Game duration is too long

- Infinite recommendations could lead to a wastage of time

## Game situation is unclear

- Customer could have difficulty choosing the right game. the selection can depend on price/genre



# Elements

## Game is too easy

- Victory Condition (recommendation and eventual purchase of game)

## Game is too predictable

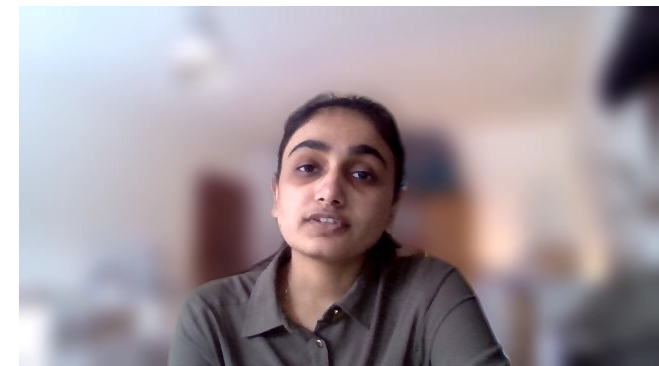
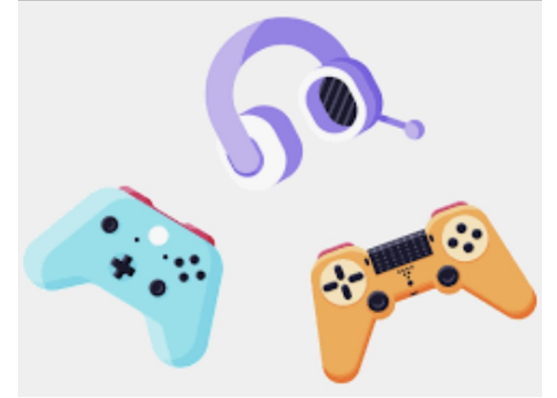
- Feedback (ratings can help with selection of games)

## Game duration is too long

- Time Limit (seasonal offers)

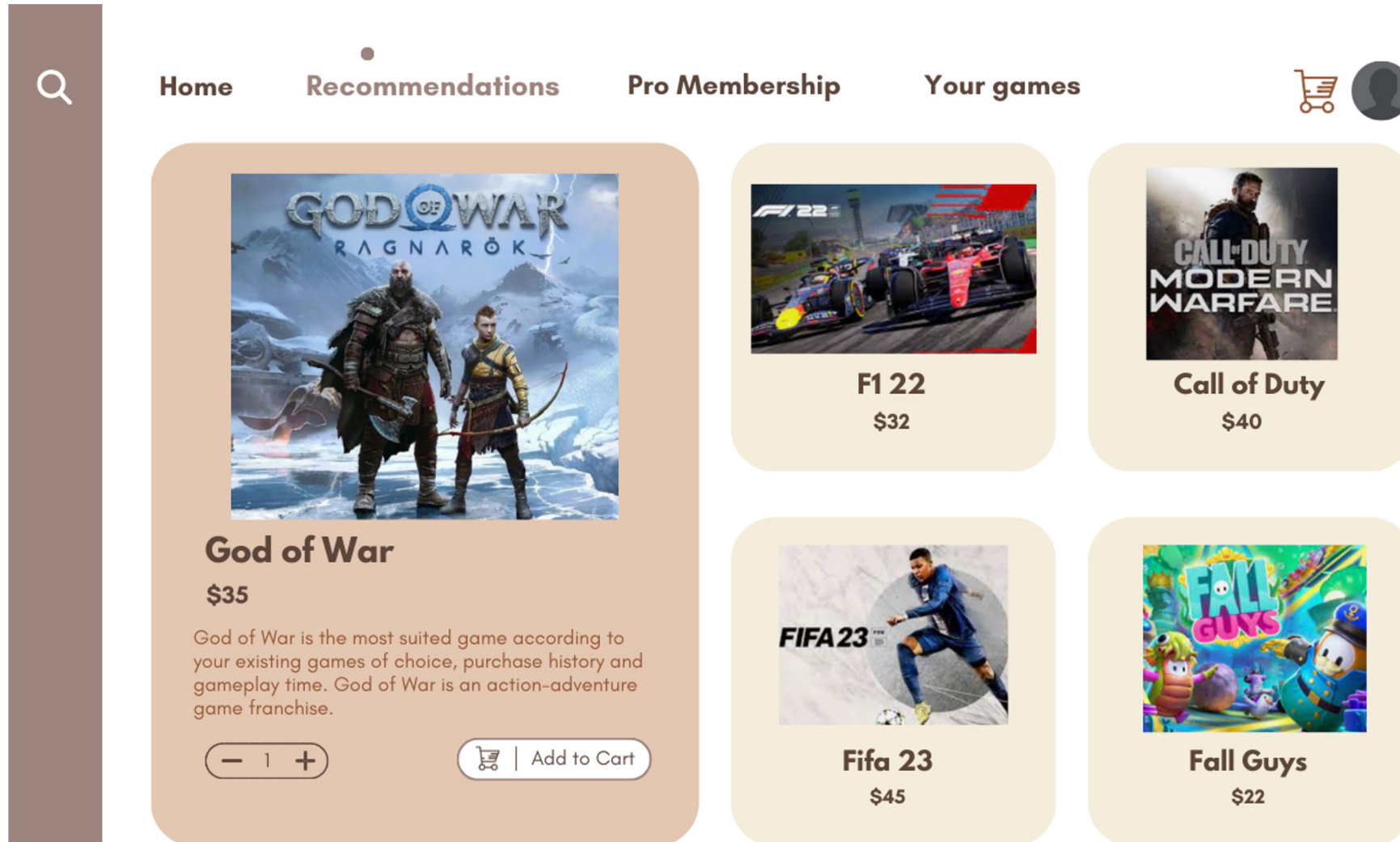
## Game situation is unclear

- Reward (discount, sale, offers)





# Prototype



# Motivation

Four key motivation elements for the structure and the implementation of our idea.

## Autonomy

Common Playing Field  
(Common Platform)

## Competence

Feedback (Ratings/Reviews)

## Relatedness

Constrained Communication  
(Referral)

## Meaning

Victory Points (Reward  
points)

### Competence

We experience  
ourselves as capable of  
learning and acting to  
achieve the desired  
results.

### Relatedness

We feel connected and  
accepted and recognized  
by others.

### Autonomy

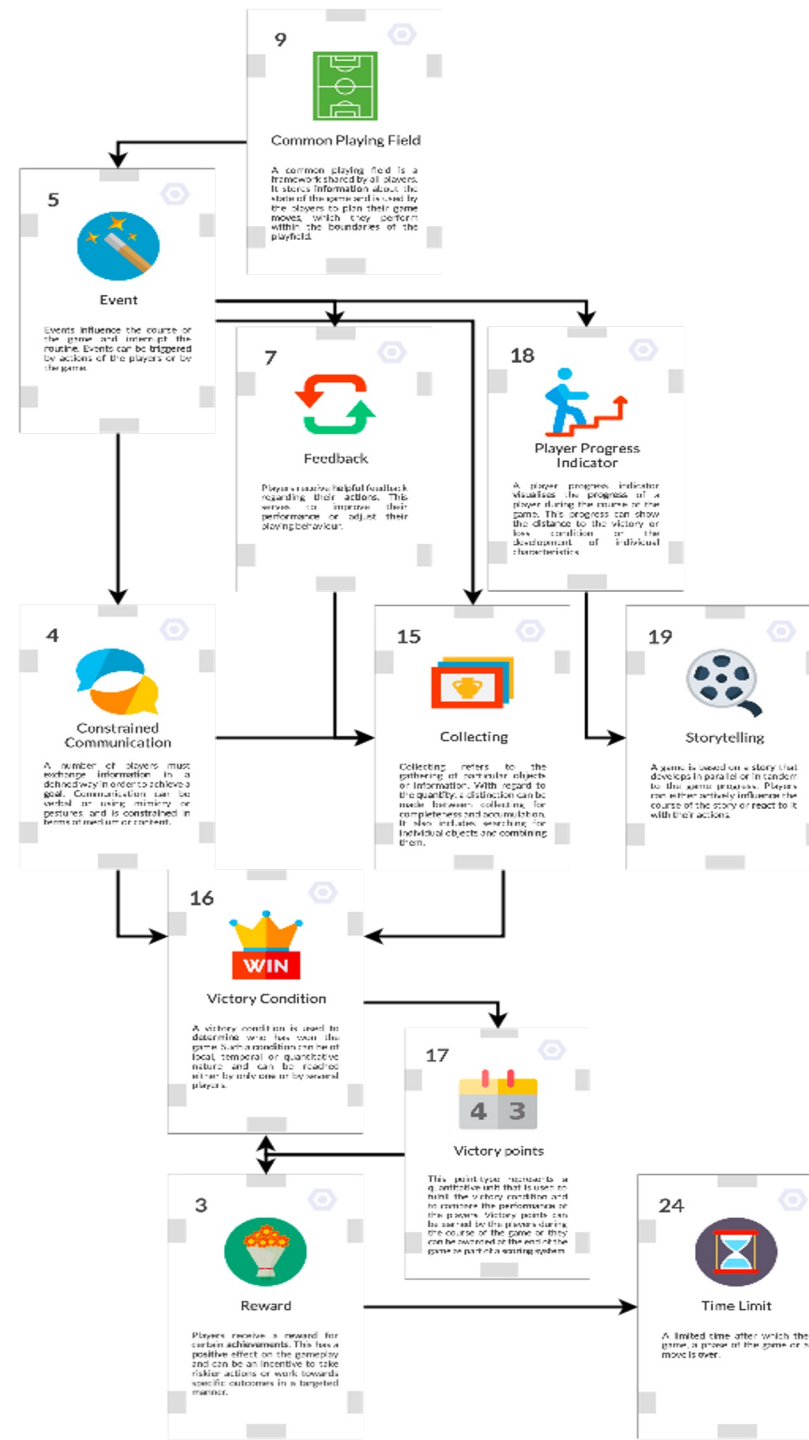
We experience ourselves  
as self-determined and  
not externally  
determined in what we  
do.

### Meaning

We experience our actions  
as meaningful, because  
what follows from them is  
important for us or others.



# Network





# Future work

In the future, our vision is to develop the following Game Elements for our game. This will provide players with a more robust and wholesome game experience.

- **Competition:** Victory Points achieved from Referrals
- **Resources:** During the course of the game we give rewards if you use our recommendation
- **Badge:** Users can become game influencers if they reach to achieve a considerable amount of Victory Points



**Thank you!**

