Research - Beyond Boardgames

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Introduction

This document is composed by several products I've worked on for this project, Beyond Boardgames. It explored several aspects of integrating the modernity of technology and traditionality of boardgames to enhance gameplay, accessibility and user experience. Following the Double Diamond Method, we explored the market, checked out competitors, and talked to stakeholders (Petra and Maikel) to understand what our clients want. Additionally, I put together a SWOT Analysis, an Advisory Report, Ethical Considerations and used Scrum to stay organized and manage our progress as a team. This report sums up the key insights and recommendations for making our board game more modern and accessible while keeping it fun and engaging.

Double Diamond Method

1. DISCOVER (Research Phase)

❖ **Market Research**

- Utilize Statista, IBISWorld, and Newzoo to analyse trends in board games and technological integration.
- Identify market segmentation: age groups, spending habits, preferred game mechanics.
- Research existing board games that incorporate technology (e.g., Chronicles of Crime, Unlock! Mansions of Madness).

❖ **Competitor Analysis**

- Analyse successful board games that combine traditional and digital elements.
- Identify common pain points and desires in the market.

❖ **Interviews**

- Conduct structured interviews:
    - Board game enthusiasts (hardcore and casual players).
    - Stakeholders (Petra and Maikel).

Triangulation was applied by cross-referencing insights from all three methods to ensure a balanced perspective on market trends and user needs.

2. DEFINE (Synthesizing Data)

❖ **Empathy Maps**

- Categorize user insights based on:
    - Thinks
    - Feels
    - Does

- Frustrations

❖ **Personas**
❖ **Customer Journey Mapping**

- How users engage with board games:
  - Discovery
  - Purchase Decision
  - Playing Experience
  - Post-Play Engagement

3. DEVELOP (Ideation Phase)

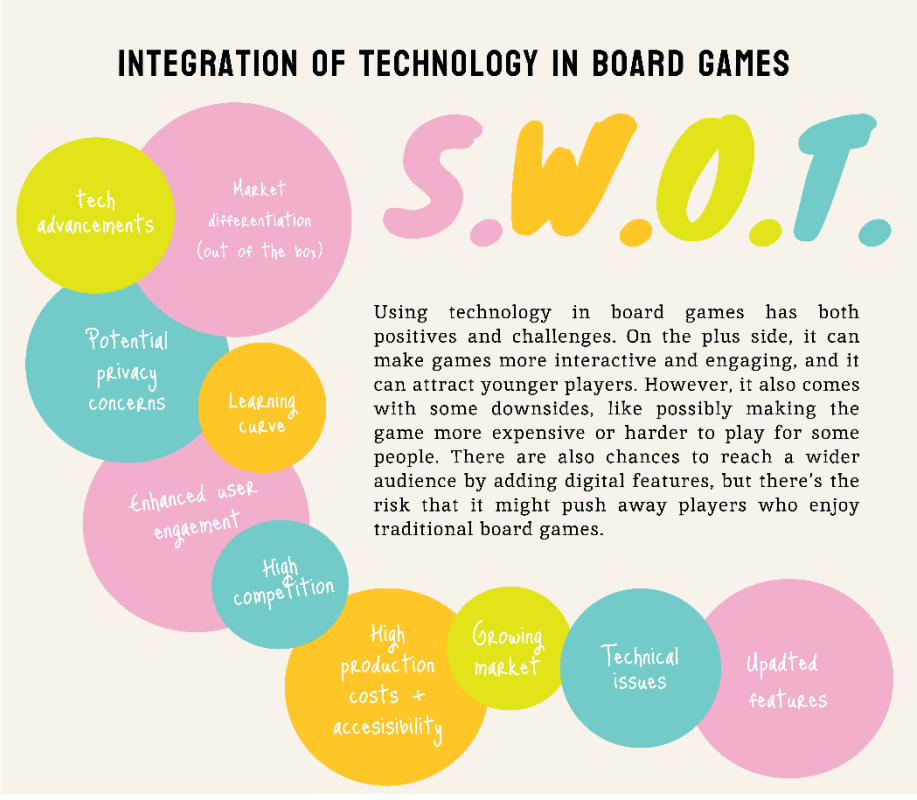
- Brainstorm solutions based on audience insights.
- Prototype different game ideas.

4. DELIVER (Prototype & Testing)

- Low-fidelity prototypes (paper sketches, digital wireframes).
- Conduct playtesting sessions with target audience.
- Gather feedback, iterate, and refine game mechanics based on user experience.

SWOT Analysis

I created a visual SWOT to analyse strengths, weaknesses, opportunities and threats when combining technology and boardgames.



Advisory Report

Every day, technology becomes more of our daily lives, so it only makes sense to integrate it in the creation of our Boardgame. This report looks at the benefits and challenges of adding tech features to board games and gives some advice on how to approach it.

RECCOMENDATIONS:

1. *Find the Right Balance:* We need to find a way to incorporate tech in a way that enhances the game without losing the essence of a traditional board game.
2. *Prioritize Simplicity:* Keep the technology simple and easy to use, making sure the game remains fun for everyone even though our target audience is specifically Gen-Z.
3. *Use Feedback to Improve:* Collect feedback from stakeholders, teachers and our colleagues to see how players are interacting with the game and make improvements based on their experiences.

Conclusions

Technology can bring a lot of new possibilities to board games, but it's important to approach it carefully. By focusing on simplicity and user experience, game designers can create an engaging and modern game that still feels familiar to board game fans.

SCRUM

Because this project includes a lot of research and iterations, SCRUM provides a structured way for our team to manage tasks and keep track of feedback to adjust our ideas. By breaking our workload in sprints, we ensure continuous progress.

- *Plan Sprints (every 1-2 Weeks)*
- *Weekly Stand-ups (15 min): Quick updates on progress, roadblocks, and next steps.*
- *Sprint Planning: Define what will be worked on in the upcoming week.*
- *Retrospective: Reflect on what worked well and what needs improvement.*
- *Track Progress (Teams)*
  - *To Do*
  - *In Progress*
  - *Completed work*
- *At the end of each Sprint, present results, test the product, and gather feedback.*