
Stakeholder Analysis Using the 10 C's Framework

Introduction to Haotai's FYP:

I am making a factorial-like city building game. The player's goal is to build different buildings and try to get as many resources as possible, and build up prosperity, then try to defend the enemies at the same time!

1. Collateral

- The only group that came to my mind is 'General Public'? But sorry Chris, I don't have any ideas about collateral.

2. Commissioners

- Investors: Entities that finance the project expecting a return on investment from the publication of my game.

- Benefit: Financial returns and contributions.

- Harm: Potential financial loss if the game does not meet commercial expectations.

3. Customers

- 3A Game Enthusiasts: Individuals who are always seeking those games with nice gameplay and design.

- Benefit: Better gaming experience with advanced features.

- Harm: Disappointment or frustration if the game doesn't meet expectations.

4. Collaborators

- Development Partners: Other developers, artists, and technologists collaborating on the project.

- Benefit: Professional growth, financial compensation, and contribution to an innovative project.

- Harm: Intellectual property disputes or project failure impacting their reputation.

- Subgroups: Freelancers might have different contractual protections compared to full-time collaborators.

5. Contributors

- Community Content Creators: Those providing narratives, artwork, game mods development or game mechanics.

- Benefit: Exposure, royalties, and being part of a groundbreaking project.
- Harm: Potential undervaluation of their contributions or misuse of their content.

6. Channels

- Distributors and Retailers: Platforms and stores distributing the game.
- Benefit: Profit from sales and association with an innovative gaming solution.
- Harm: Financial loss if the product fails or conflicts with existing offerings.
- Subgroups: Online platforms vs. physical stores might have different stakes in game's success.

7. Commentators

- Critics and Reviewers: Influential voices in the gaming community providing feedback and opinions such as IGN.
- Benefit: Content for their platforms and influence on the game's development through their critiques.
- Harm: Credibility risk if their assessments are misaligned with public reception.
- Subgroups: Established critics vs. new bloggers may have different levels of influence and risk.

8. Consumers

- Gamers: Players who will be engaged with the game.
- Subgroups: Disabled players might not get benefit from the basic gameplay.

9. Champions

- Advocates and Supporters: Individuals or groups promoting the game within and beyond the gaming community.
- Benefit: Personal satisfaction from supporting innovation and potentially influencing the project's direction.
- Harm: Potential disillusionment if the project fails to live up to its promises.

10. Competitors

- Similar Projects and Companies: Companies who are also working on a game which has a similar game genre?
- Benefit: The project could push the entire industry forward, creating new opportunities.
- Harm: Loss of market share or obsolescence if the project sets a new industry standard.