

# The Black Debt

Marketing Document

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## Project Summary

This section is concerned with the purpose behind the project, and why it is being developed

### Project Rationale

“The Black Debt” seeks to provide high school educators and students in Year 11 with an option that may be used to enhance their knowledge with regards to Accounting and finance, in method that is more palatable to the average adolescent than the current alternatives. It seeks to provide an environment in which the Student might feel engaged to study and retain information beyond what was capable with traditional pen and paper methods.

As educators and students have a vested interest in achieving a passing grade during high school ATAR examinations, “The Black Debt” will succeed in providing the ideal environment in which the Year 11 Student will retain the maximum amount of information in the shortest span of time. Morris, Lummis & Lock (2014) identify that the adolescent brain has a great amount of neuroplasticity, however it lacks the ability to focus on tedium; a trait that prohibits the rote-learning methods employed in more classical teaching methods. My alternative is to provide students with an experience that is as engaging as it is educational, in order to maximize their potential.

This software draws inspiration from some of the most successful strategy games on the market, and seeks to marry that wholly with intuitive mechanics that adhere strictly to the learning outcomes of the “Year 11 Accounting and Finance” syllabus compiled by the “School Curriculum and Standards Authority” of the “Government of Western Australia”.

### Product Details

“The Black Debt” is a video game designed to be played on most school systems, both for PC and Mac computers. It is an educational strategy game, presented in the traditional top-down view, with mechanics that replace traditional stats and figures with accounting knowledge. The game features a bright and colorful, yet mature aesthetic, with a good amount of intractable features to ensure the students always have something to do.

The final product will be available for purchase for digital download from my personal website, as well as physical copies being mailed on request. In addition, classroom licenses will be available when provided with a staff email, allowing the instructor to install the game on multiple computers with a single license. The game will be as optimized as possible, meaning most school provided desktops and laptops will be able to run the game without issue.

### Product Distinguishing Features:

Currently there is no game on the market that is attempting to meld these two genres together; with the colorful aesthetic and seamless integration of mechanics working to create a truly unique experience. The closest competitors to this product are the Quiz game “Bank On It” (2014) and the simulation software “GoVenture”(2010). Unlike both competitors, this game aims to be more than a list of questions dressed up to appear like a game, but intends to approach the issue from a direction that relies on player immersion to motivate their learning. Therefore this game will serve not as another educational tool, but for a way to motivate students to learn without constant motivation from their instructor.

## Target Audience Rationale

This section will analyse the target market, and show why they would want this product.

### Target Audience Identification

The target audience is twofold; High school teachers and Year 11 high school students. This demographic is primarily concerned with achieving immediate academic success, either for their own sake or for the sake of their students. Student psychographics are best shown by Morris, et al. (2012) as having little personal stake in academic success outside influences put on them by others. This does not line up with the expectations of this year group, thus leading to the ideologies of “Boring Study”

### Target audience wants/needs

The video shown by IGEA “Games Based Learning, Games in the Classroom” based on the 2016 survey, shows that educators are willing to employ educational methods involving game-based learning, as they have a desire first and foremost in making sure their students are given the best education possible. Likewise the same statistical analysis published shows that 35% of students already employ some form of game-based learning in their curriculum. This goes to show there exists a market that is willing to use a product like this.

### Supporting Research

All research available into this field may be found on the IGEA Survey linked.

## Marketing Strategies

This section has to do with the analysis of the market opportunities.

### Advertising Vectors & Market Reach

Advertising will be done often in person, with a sales-pitch to high-schools that may be interested in this offer. In addition, a letter may be sent to the School Curriculum and Standards Authority informing them of this product, possibly allowing it to be added to the curriculum.

### S.W.O.T. Analysis

The product strength is mainly in its nature; it will not have any direct competitors, as nothing yet exists that is attempting to create an accounting game that melds accounting mechanics with a traditional strategy game world. The weakness is in the size and scope, given the timeframe there is little ability to ensure that it is comprehensive enough to satisfy the strict curriculum required by most high schools.

There is currently an opportunity to establish a foothold in classrooms as the go-to software for teaching this discipline, and if established as an element of the curriculum it may sell extremely well. The Threat is primarily from the stigma that surrounds video games; traditionally they have not been seen as a tool for education, and overcoming this stigma will be difficult.

### Product Delivery Vector

Products will be shipped via digital download to all paying customers on my website, likewise physical copies will be available upon request. The cost will not be prohibitive, a single license will be roughly \$35 and a class will be \$150.

## Support and Customer Care

There will be a contact forum on my website through which anyone may send me issues that they experience throughout the game. Likewise I will continue to support development through digital downloads as I add more features.

## References:

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