

Team 2-bit Dev Log

Week 12: 04/12/23 - 08/12/23

Michael Hayes

Overview:

This week I focused more on the marketing sprint for the project as Robin focused more on finishing some outstanding paperwork. Unfortunately, our content creation collaborator has stopped replying and appeared to have left the team, meaning I had to spend this week focusing on our marketing campaign.

Agile Sprint Update:

Sprint: Marketing

To introduce new users to our product, for conversion into downloads.

Links

Link to Minutes and Agenda: [CS2 - Minutes and Agenda](#)

Link to Team's Jira Scrum board:

<https://cs2mr.atlassian.net/jira/software/projects/CS2LVR/boards/2/backlog>

Miro board overview: https://miro.com/app/board/uXjVMj-Nye0=?share_link_id=77318451600

Marketing campaign: [CS2 - Marketing Campaign - Plan](#)

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This week's completed tasks:

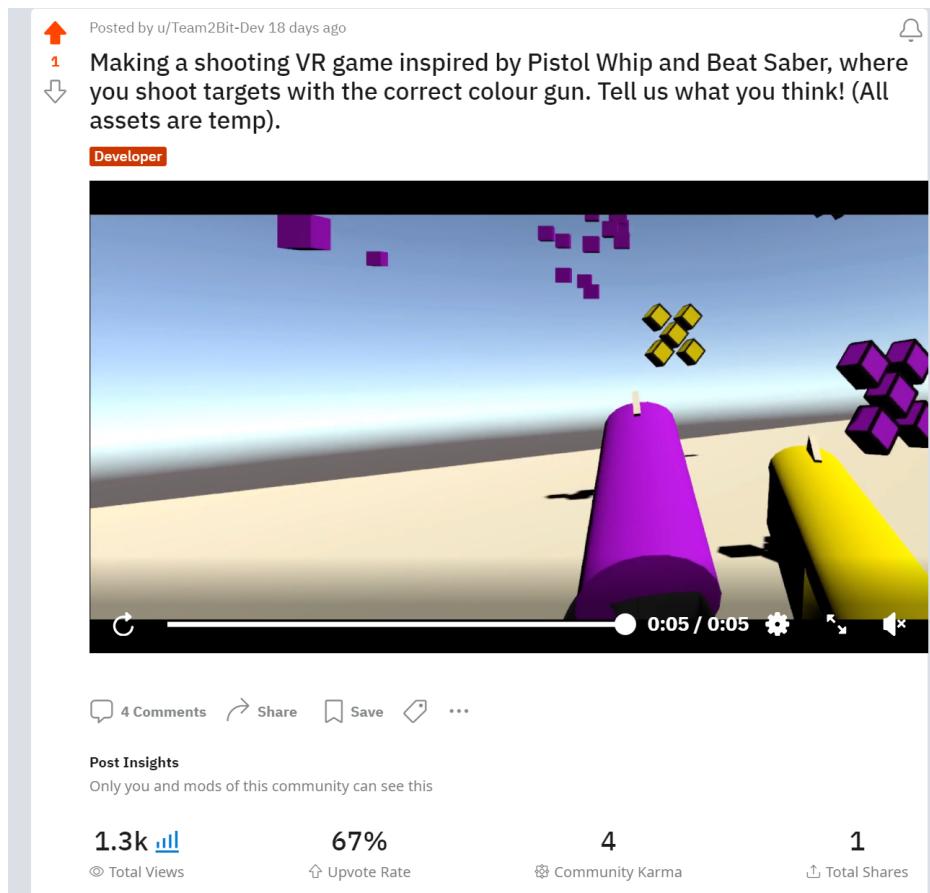
Sprint 9: Marketing

Reddit Posts

Previous weeks reddit post:

As discussed in the previous devlog, the post started off well, reaching 1.2k viewers in the first 48 hours. Since then the traffic has come to a halt and the post has received around 100 more viewers.

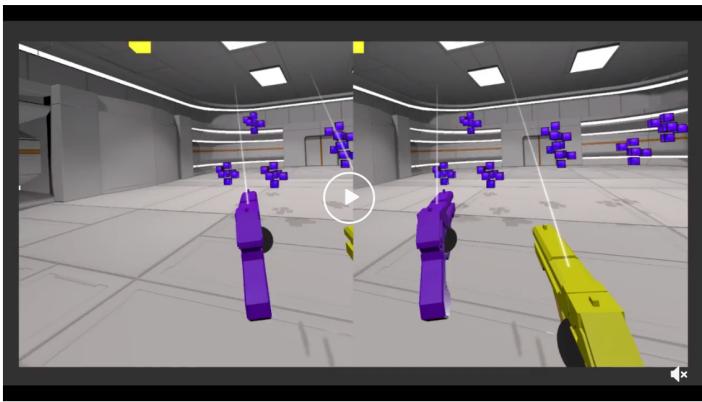
https://www.reddit.com/r/VRGaming/comments/1827yc0/making_a_shooting_vr_game_inspired_by_pistol_whip/



Reddit Post 1:

As the previous week's post to the VRGaming reddit performed quite well in terms of views, I decided to repost an update on this subreddit again. This time performed slightly worse, at 1000 views over the week, however I made sure to add links to the game page directly into the description. This week I also tried to gather playtesters, however unfortunately, it would seem that not many viewers were converted into playtesters.

https://www.reddit.com/r/VRGaming/comments/18c8sqy/update_on_our_laser_beat_vr_project_feedback/



Posted by u/Team2Bit-Dev 5 days ago

3 Update on our Laser Beat VR project! Feedback required :)

Developer

2nd Update on our Laser Beat VR game inspired by Pistol Whip VR and Beat Saber. Love to know what you guys think! If you want to playtest the game, you can find the game page here: <https://mikehayes.itch.io/laserbeat> any feedback would be appreciated!

1 Comment Share Save ...

Post Insights
Only you and mods of this community can see this

1.0k all
© Total Views

100%
Upvote Rate

4
Community Karma

1
Total Shares

About Community

r/VRGaming

Welcome to /r/VRGaming! A neutral zone for fans of all VR devices, specifically made for discussion about virtual reality gaming. Please read the rules before posting. Please read the Guide and check the FAQ before asking questions. zero tolerance for self promotion, check the weekly "self promotion Saturday post" for that.

Created May 6, 2013

115k Members • 130 Online Top 5% Ranked by Size

Joined Create Post

PREVIEW Team2Bit-Dev

COMMUNITY OPTIONS

r/VRGaming Rules

1 Not directly VRGaming related

Reddit post 2:

As in the previous week I only posted to a single sub reddit, this week I wanted to diversify my reach to others, to increase the total number of possible views. Therefore, I posted to the gamedev reddit and the post received a couple hundred views before being removed by moderators for breaking the rules. I am not entirely sure why the post was removed, my guess is because I link to a different page, and against their rule of self promotion.

https://www.reddit.com/r/gamedev/comments/18c8zef/update_on_our_laser_beat_vr_project_help_need/

The screenshot shows a removed post from the r/gamedev subreddit. The post title is "Update on our Laser Beat VR project. HELP! Need play testers :)". A message box indicates the post has been removed by moderators with the reason: "Sorry, this post has been removed by the moderators of r/gamedev. Moderators remove posts from feeds for a variety of reasons, including keeping communities safe, civil, and true to their purpose." Below the message, there is a brief update about the game's progress and a link to its itch.io page for feedback. The post has 0 comments and includes standard Reddit sharing options like Share, Save, and Sort By: Best.

Gamedev reddit rules

The screenshot shows the "r/gamedev Rules" page. It lists seven rules: 1. Be Respectful, 2. Relevant Content, 3. No Show-Off Posts/Comments, 4. No Self-Promotion Without Context, 5. No Soliciting Employment, 6. Source Code & Assets, and 7. Reporting Topics. Rule 4 is expanded, providing a detailed explanation of what constitutes self-promotion without context, emphasizing that it must be meaningful and contribute to the community.

Reddit Post 3:

Next was another playtest request and promotion on the indie games sub reddit. This post was leaning towards playtesting as we need feedback for our game and the post received a sizable 400 views over the week.

https://www.reddit.com/r/indiegames/comments/18c997f/check_out_our_new_vr_game_laser_beat_help/

Posted by u/Team2Bit-Dev 5 days ago

Check out our new VR game Laser Beat. HELP playtesting welcomed!

Public Game Test

Our new VR game Laser Beat is a high energy VR game where you shoot targets with a matching colour gun. Our goal is to leave the player feeling more energised after the experience than they did before it.

The game needs a lot more work. If you would like to help playtest please check this link out, there is also a feedback form that would help us improve the game and decide on what we need to work on next :) The youtube link has the game page and music.

1 Comment Share Save ...

Post Insights
Only you and mods of this community can see this

400 Total Views
100% Upvote Rate
0 Community Karma
0 Total Shares

About Community

Indie Games
Created Jan 14, 2009

181k Members • 58 Online Top 1% Ranked by Size

Joined Create Post

PREVIEW Team2Bit-Dev

COMMUNITY OPTIONS

r/indiegames Rules

- Must include an image/gif/video showing game footage
- Evasive automod
- Don't be posting offers for services
- Don't overpost. Post 3-4 times per week
- No adult content
- No crossposting

Reddit Result:

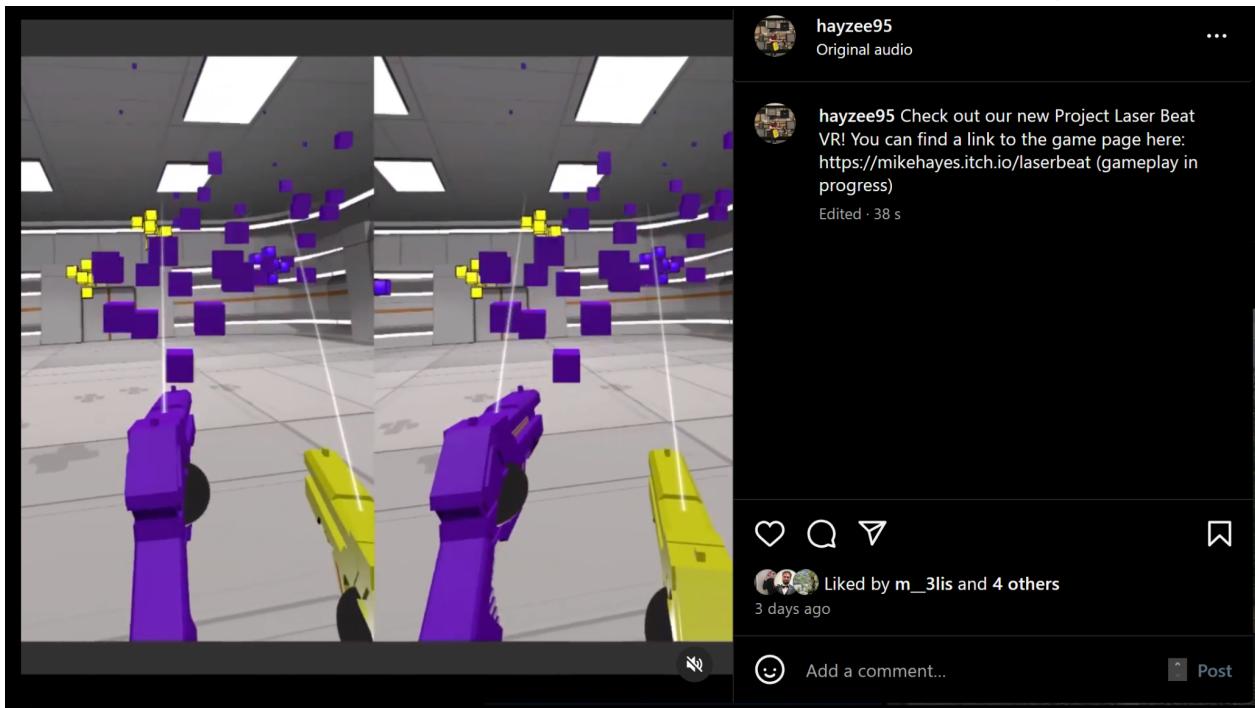
Over the week we received 1400 total views + some hundred that are not accounted for with the removed post. Overall this is an improvement over the previous weeks single post and shows the benefits of diversifying our marketing strategy in case one place's post gets removed.

Tick-Tok and Instagram

This week I also decided to post to both instagram and ticktok, to further diversify our marketing campaign.

Instagram Post

https://www.instagram.com/reel/C0lsWKhobb_/?utm_source=ig_web_copy_link



Tick tock post

Posts Actions Status Privacy

 NEW VR gameplay, Laser Beat VR!
Check out the game page here:...
00:06

0 0 0 0 0

Posted Dec 8, 2023 10:40 AM Everyone

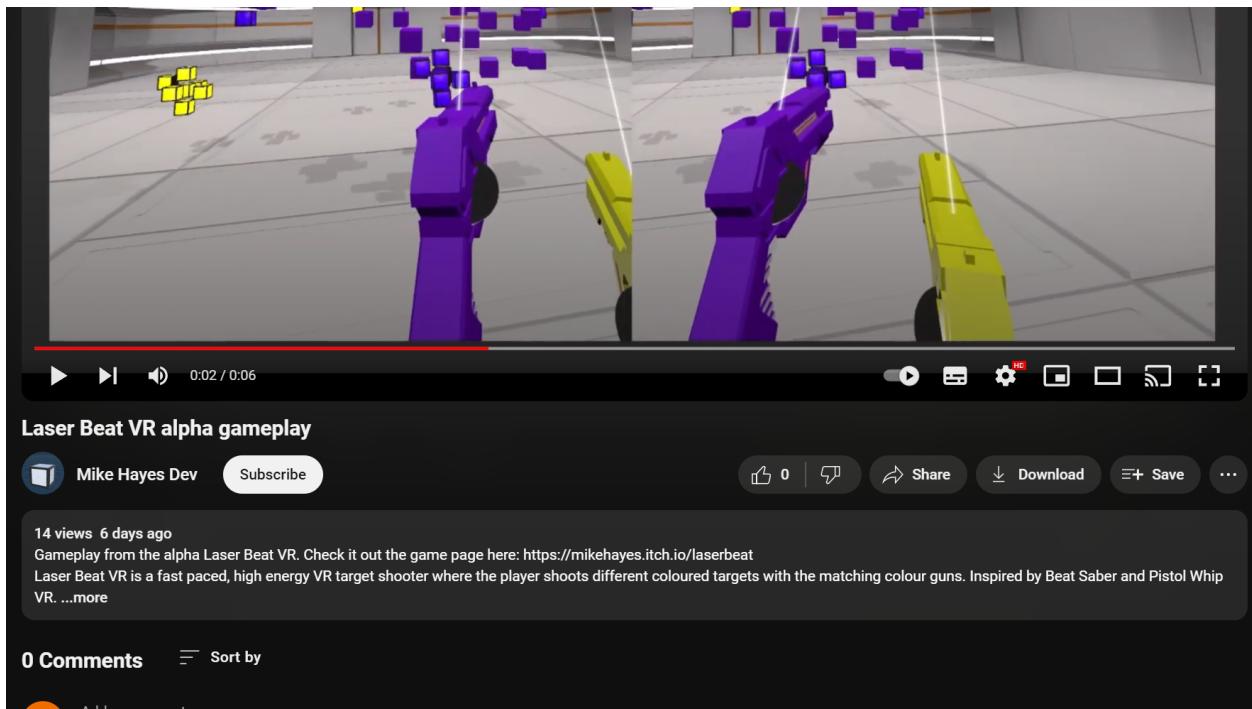
Results:

Unfortunately, both the instagram and ticktok posts did not perform well at all. They were posted at around 10am whereas the reddit posts were posted around 5 - 6pm. This may be the reason these posts drastically underperformed compared to the reddit posts or perhaps they are less forgiving platforms for posting on a new account.

Trailer

To further diversify the marketing campaign and to provide a trailer for the itch game page, I created and uploaded a gameplay video of the current build of the game to youtube. This post received 14 viewers over the week.

<https://youtu.be/5aMwEeU-DU4?si=QRLTP5JmxasEFINg>



Itch page

As I was posting more on social media this week, we needed to make the product page more visually appealing. First I created a draft page that contains the basic information, screenshots and a trailer. This allowed viewers to access information whilst I updated the page.

Laser Beat VR

A downloadable game

[Download Now](#) Name your own price

About us

This project is under development in the Alpha stage. We are a 2nd year university team from SAE London & Liverpool campuses creating a VR energy experience. This project was created in 13 weeks.

Gameplay

Shoot the correct colour targets with the matching colour gun to destroy them.

After all targets are destroyed

Want to play test?

Download the APK file and install it onto the correct hardware to run. After playing it please fill out the feedback form below to help us improve this experience. Thank you so much!

<https://docs.google.com/forms/d/1VnxJ5ZPBpa2goi1MbNKYA6PeirBabfNzwvaF-h2-WF4/edit...>

Meet the team

Thanks to the team for all the hard work!

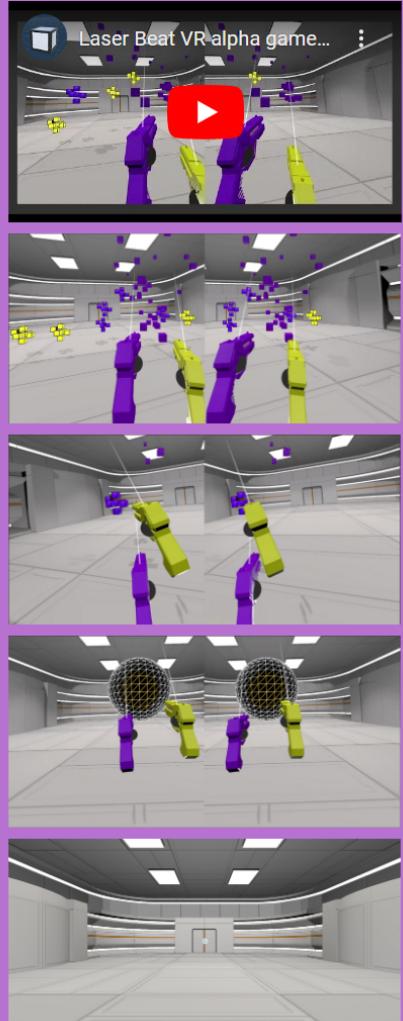
Name	Role
Michael Hayes	Co-Lead / Scrum Master / Programmer - Created shootable targets, implemented shooting mechanics & environment design
Robin Pound	Co-Lead / Product Owner / Programmer - Implemented robust spawning system that is influenced by the songs bpm. Created particle effects and final target.
David	SFX sounds (Laser & Target Destroy sounds)
Savio	Music Track

Thanks to Liminal VR team for all the critiques, advice and help!

[More information](#) ▾

Download

[Download Now](#) Name your own price



Logo Design

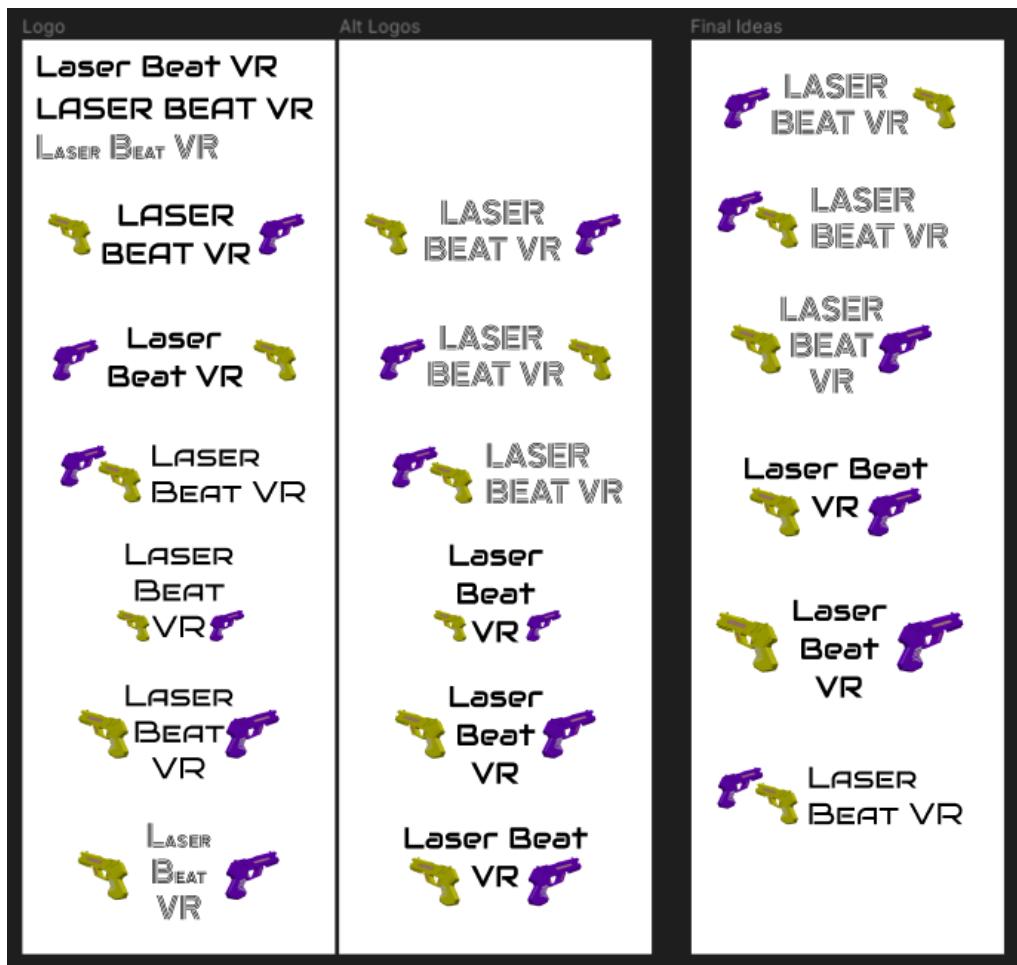
To make the gamepage and future promotional material more official, I decided to create a logo for the game. First I need to find a font for the name. The process for this was creating a list of texts possible text blocks and deciding with the team and outside help to help choose an impactful design. From the below list, the 1st, 4th and 2nd to last texts were chosen as the top 3 texts.

Laser Beat VR
Laser Beat VR
Laser Beat VR
LASER BEAT VR
Laser Beat VR
Laser Beat VR
LASER BEAT VR
Laser Beat VR
LASER BEAT VR
Laser Beat VR

Then I created some logo ideas using the main part of the game, the laser guns. For now I have taken a screenshot in game and then using the pen tool on Figma, created a layer mask of the gun so I can remove the background of the image. This also allows me to create a simple block colour option of the logo



Next, I created multiple versions of the logo with the chosen text formats and guns in different positions and chose my favourites with the team (column on the right).



Next, I experimented with adding some colour to the logo.



Updating the itch page

Finally, I updated the itch page with the new logos. At first I kept the colours the same as the original page, however I opted for a more simpler aesthetic and kept just the white background.

The image shows a screenshot of the 'Laser Beat VR' itch page. The page has a purple header section with the title 'LASER BEAT VR' and two stylized laser guns (one purple, one yellow). Below this is a section titled 'WHAT IS LASER BEAT' with a video thumbnail showing a player in a VR environment. To the right of the video are six smaller screenshots of the game in progress, showing various stages of the shooting mechanics. The main body of the page is purple and contains sections for 'HOW TO PLAY', 'WE NEED YOU', and 'MEET THE TEAM'. It includes descriptive text, a feedback form link (<https://docs.google.com/forms/d/1VnxJ5ZPBpa2go1MbNkYA6PclrBabfNzwvJF-h2-WF4/edit>), and a table of the team members and their roles.

LASER BEAT VR

WHAT IS LASER BEAT

This project is under development in the Alpha stage. We are a 2nd year university team from SAE London & Liverpool campuses creating a VR energy experience. This project was created in 13 weeks.

HOW TO PLAY

Shoot the correct colour targets with the matching colour gun to destroy them!

WE NEED YOU

Download the APK file and install it onto the correct hardware to run. After playing it please fill out the feedback form below to help us improve this experience. Thank you so much!

<https://docs.google.com/forms/d/1VnxJ5ZPBpa2go1MbNkYA6PclrBabfNzwvJF-h2-WF4/edit>

MEET THE TEAM

Thanks to the team for all the hard work!

Name	Role
Michael Hayes	Co-Lead / Scrum Master / Programmer - Created shootable targets, implemented shooting mechanics & environment design
Robin Pound	Co-Lead / Product Owner / Programmer - Implemented robust spawning system that is influenced by the songs bpm. Created particle effects and final target.
David	SFX sounds (Laser & Target Destroy sounds)

After looking at the page, I found the gun logo was too overused and the detailed image took too much away from the logo. Therefore, I decided to use the targets for the subheading icons and remove the detail from the laser weapons.

The screenshot shows a mobile-optimized website for "Laser Beat VR".

- HOW TO PLAY:** Features a yellow icon of stacked cubes and the text "Shoot the correct colour targets with the matching colour gun to destroy them!". To the right is a vertical stack of six screenshots from the game showing hands holding colored guns (purple and yellow) aiming at various targets in a futuristic room.
- ABOUT US:** Features a purple icon of stacked cubes and the text "This project is currently under development in the Alpha stage. We are a 2nd year university team from SAE London & Liverpool campuses creating a VR energy experience in collaboration with Liminal VR. This project was created within 13 weeks."
- WE NEED YOU:** Features a yellow icon of stacked cubes and the text "Download the APK file and install it onto the correct hardware to run. After playing it please fill out the feedback form below to help us improve this experience. Thank you so much!" followed by a link: <https://docs.google.com/forms/d/1VnxJ5ZPBqa2eo1MbNkYA6PeirBabfNzwaf-h2-WF4/edit>.
- THE TEAM:** Features a purple icon of stacked cubes and the text "Thanks to the team for all the hard work!":

Name	Role
Michael Hayes	Co-Lead / Scrum Master / Programmer - Created shootable targets, Implemented shooting mechanics & environment design
Robin Pound	Co-Lead / Product Owner / Programmer - Implemented robust spawning system that is influenced by the songs bpm. Created particle effects and final target.
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Savio	Music Track

At the bottom, there is a note: "Thanks to Liminal VR team for all the critiques, advice and help!" and a link: [More information](#).

Team Members:

Robin Pound - Co-lead

David - SFX

Savio - Music

Next Week's Goals:

Complete the outstanding tasks for the marketing sprint.

- Create press kit
- Make final trailer

Projects / 2-Bit Scrum Board (Mike & Robin)

Marketing

Commence the marketing campaign for the project

Search MH RP Filter Sprint 1 Clear filters

TO DO IN PROGRESS 2 OF 7 DONE 6 OF 16 +

Category	Task	Status	Owner
IN PROGRESS	Create Press kit	CS2LVR-190	MH
	Make Trailer	CS2LVR-191	MH
DONE	Review test reddit post and identify how to improve	CS2LVR-187	MH
	Create Itch.io page	CS2LVR-186	MH
	Make new reddit post	CS2LVR-188	MH
	Create tick-tok and Instagram posts	CS2LVR-189	MH
	Make gameplay video	CS2LVR-204	MH
	Make Screenshots	CS2LVR-192	MH

Log No. 12 - 5SAE0PE102 23T3 [LON]

Feedback and Comments: