

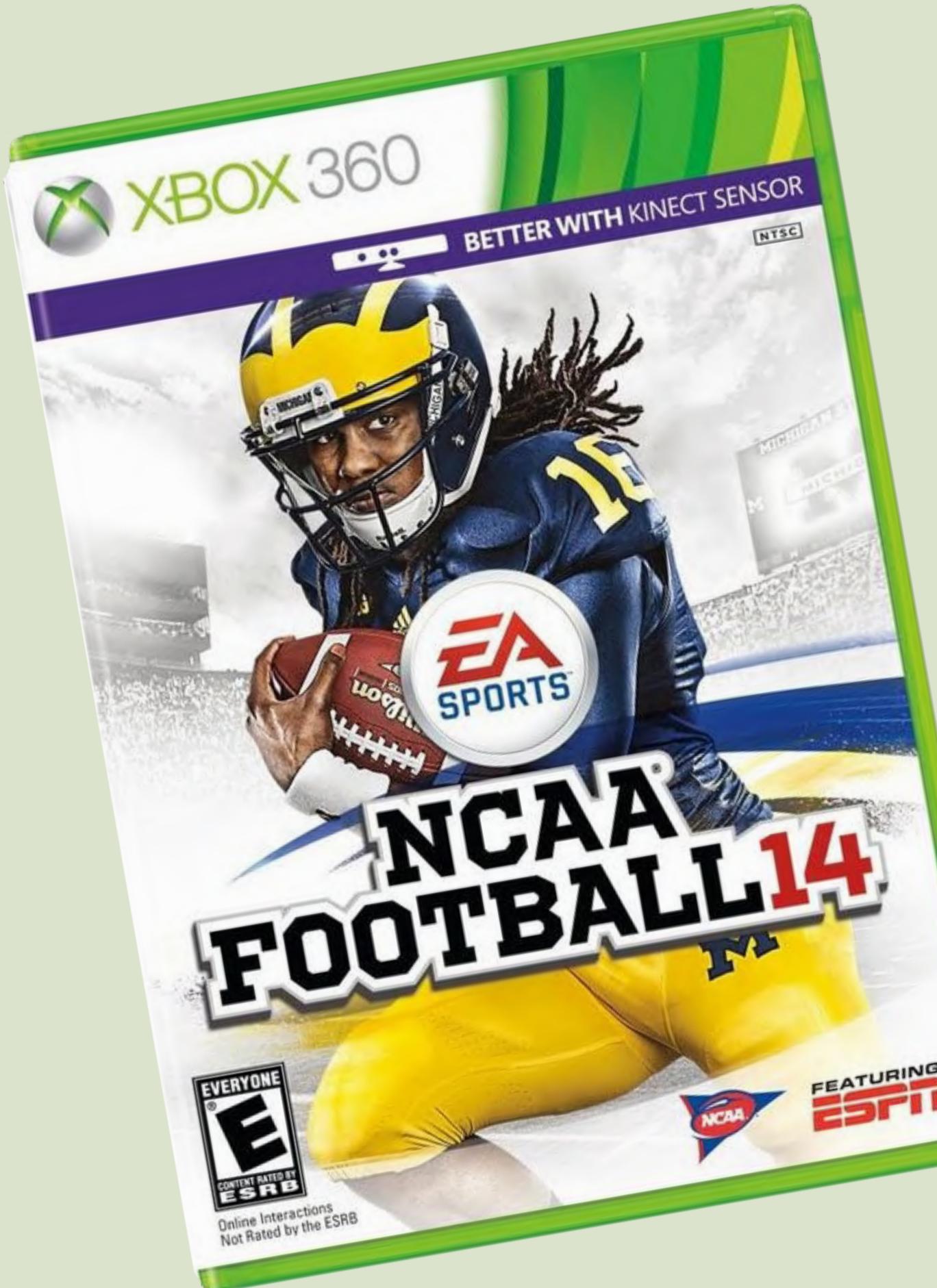


NCAA Football 14

The background of the collage features several football-related images: a Michigan player in a blue uniform with number 77, another player in a blue uniform with number 14, a player in a white uniform with number 30, a referee in a black and white striped shirt, and a Michigan player in a blue uniform with number 22. A large, semi-transparent circular graphic overlays the center of the collage, containing a detailed image of a Michigan football helmet with a blue and yellow marbled pattern. The text "NCAA Football 14" is overlaid on this graphic in a large, white, sans-serif font.

Ever since 1993, the NCAA Football Series has thrived, capturing the college football gameday experience with legendary game modes and customization.

One of the
best sports
video games in
history.



The Series was discontinued in 2014 due to a court case. This deemed NCAA FB 2014 the last of its kind, making it even more legendary.

Name
Image
Likeness



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NCAA Football 14 - Xbox 360

Brand: EA Sports.
Platform : Xbox 360 | Rated: Everyone 811 ratings

Price: **\$392.34** & FREE Returns

I got my hands on this game by borrowing it from my friend who lives in East Lansing.

Get \$100 off instantly: Pay \$292.34 upon approval for the available credit line. Available at a lower price from other sellers that may not offer free Prime shipping.

About this item

- Infinity Engine 2: Experience real time physics and the new Force Impact system as you feel every big hit, collision and tackle; More than 30 new option pitches and improved stiff arm attempts that account for player's size and strength add to the authenticity and innovation
- Enhanced Running Game: Hard run cutting for direction changes and stop on a dime improvements add realism to the running game; Players can now recover from stumbles and fight for extra yards, hurdle over defenders or use the acceleration burst running mechanic to get to the edge
- Playbook number 2 Presentation: NCAA Football 14 gets you closer to the action than ever before and tells the story of every game; Experience the drama of college football from a whole new perspective
- Playbook number 3: NCAA Football Ultimate Team: NCAA Football Ultimate Team brings the fan favorite mode to the collegiate game, allowing you to build up an unstoppable team
- Playbook number 4: Dynasty: There's no single path to success in college football, and NCAA Football 14 allows you to build your program into a powerhouse to fit your play style and strengths by utilizing the brand new Coach Skills
- Playbook number 5 Play a Season: Focus purely on the on field action and take your team to a bowl game; No off field responsibilities, just keep winning and climbing the BCS rankings

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03

Come 2023, the series looks to make a return as the NCAA has finally implemented more fair rules for players to profit off of their name, image, and likeness.

The Return.





How EA Sports College Football Will Compare To Madden NFL

by Michael Straw ⌂ Dec 1, 2021 ⌂ 11

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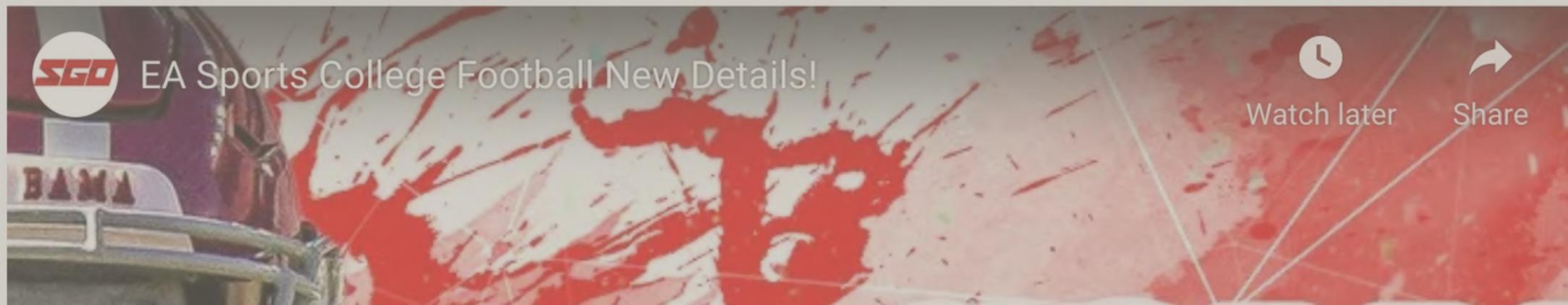
1 2



When EA Sports College Football releases in 2023, longtime players of the Madden NFL series will be right at home with how it plays. That's because the game will utilize a lot of the same core gameplay as Madden when it launches.

The game will have a separate development team to handle College Football-specific features, modes, and elements. However, the gameplay team will utilize the same technology that Madden has. That means the same engine, animation technology, and more.

Should the studio decide to change game engines down the line, the assumption is that both games will change at, or around, the same time.



[WWE 2K22 Patch Update 1.07](#)

⌚ Mar 29, 2022

[Forza Horizon 5 Patch Notes and Details](#)

⌚ Mar 28, 2022

Die hard fans are passionate about NCAA FB staying away from Madden NFL series's technology. Since its birth, NCAA has been made with different engines and more love than Madden. In anticipation of its return, fans are pessimistic about this news. **How can we ensure that they'll be happy come 2023?**

impact.



With such a highly anticipated return, NCAA Football 2023 cannot disappoint. Whether it's a success or failure, this verdict will be in the hands of die-hard fans. To top a game as legendary as NCAA 14, we must ideate with the fans themselves; this way, we can truly grasp the question: What must we keep? change? update?

Keep. Change. Update.

What aspects of NCAA FB 14 help
create the college football
atmosphere?

In what ways can **tech advancements** improve the experience?
In what ways are the **NCAA and Madden** series different?
How has the **CFB scene** evolved since 2014?

Participants

I set out to learn from die-hard NCAA FB fans (my friends), because they're the ones anticipating its return.



Blake Evans
Lifelong MSU Fan



Alex VanNocker
Lifelong MSU Fan



Gurbaz Singh
Lifelong UofM Fan



Aayush Unadkat
Lifelong UofM Fan

Logistics

2/16-3/30

wk 1	wk 2	wk 3	wk 4	wk 5	wk 6
2/16-2/22	2/23-3/1	3/2-3/8	3/9-3/15	3/16-3/22	3/23-3/29

Research Plan

Research Scoping

Pitch

Data Collection

Data Analysis

Presentation Prep

Research Plan

Method to the madness!

01

REKINDLE Playtest

Rekindling with the game, subjects played and engaged in think-aloud protocol; meanwhile, I observed to see what keeps them on the edge of their seat.

02

THEN & NOW Video Game Trailers

Showing these short trailers helps prime subjects with how NCAA and Madden brands are different, and most importantly, how technology has changed from 2014-2022.

03

DEBRIEF Group Conversation

This opens the floor to reflect on the in-game experience; I used informal interview questions to dig one level deeper.

04

CRAZY EIGHTS Participatory Design Ideation

This picks from the brains of die-hard fans to ideate around the next game; in particular, using MoSCoW prioritization, what's a must-have to make them happy?

Study Design

I conducted 2 sessions on pairs of die-hard fans.
Each session demanded 1.5 hours of fun!

00:00 - 30:00

Order Food

30:00 - 1:00:00

🎮 Play 1 Game of NCAA FB 14



Trailers

1:00:00 - 1:30:00

💡 Design Ideation

💬 Group Conversation Questions

Pitch

Think-aloud Protocol

Here's some strategies I took to facilitate the playtest with think-aloud protocol.

Building Rapport

- Served them pizza
- What's your favorite memory of this game?
- What's your favorite thing about this game?
- What should kept, changed, or updated?

Follow-up Questions

- Earlier, you said [x]. Could you tell me more about that?
- Earlier, you were saying [x]. What did you mean by that?
- Could you be more specific?

Informal Interview Questions

These questions helped reach the heart of die-hard fans' wants and needs.

Before

- What was it like for you when you watched and listened to the pre-game presentation?
- Tell me about a time when you felt immersed in the CFB environment during the game?
- Give me an example of an aspect of the game's presentation that made you feel immersed in the game?
- What is your favorite part of the game's presentation?

After

- What's an aspect of NCAA Football 14 that is unique to the college football xp?
- How has the college football scene changed since 2014? Give me one example of how this change might be implemented in the NCAA FB.
- In what ways are the Madden and NCAA Series' different?

Participatory Design Ideation?

5 : 00

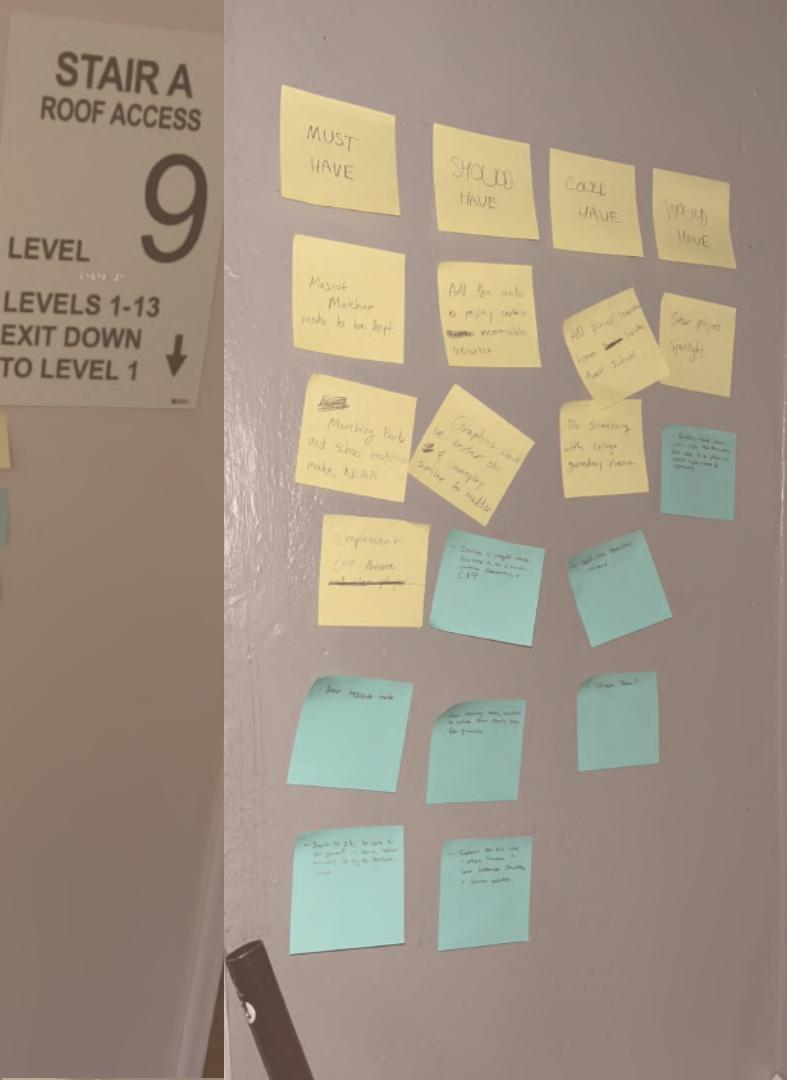
You have 5 minutes to sketch as many ideas as possible.

One idea per sticky

One idea per sticky

One idea per sticky

One idea per sticky



Playtests

Themes

Playtest Think-aloud

The following themes arose from think-aloud conversation during playtests.

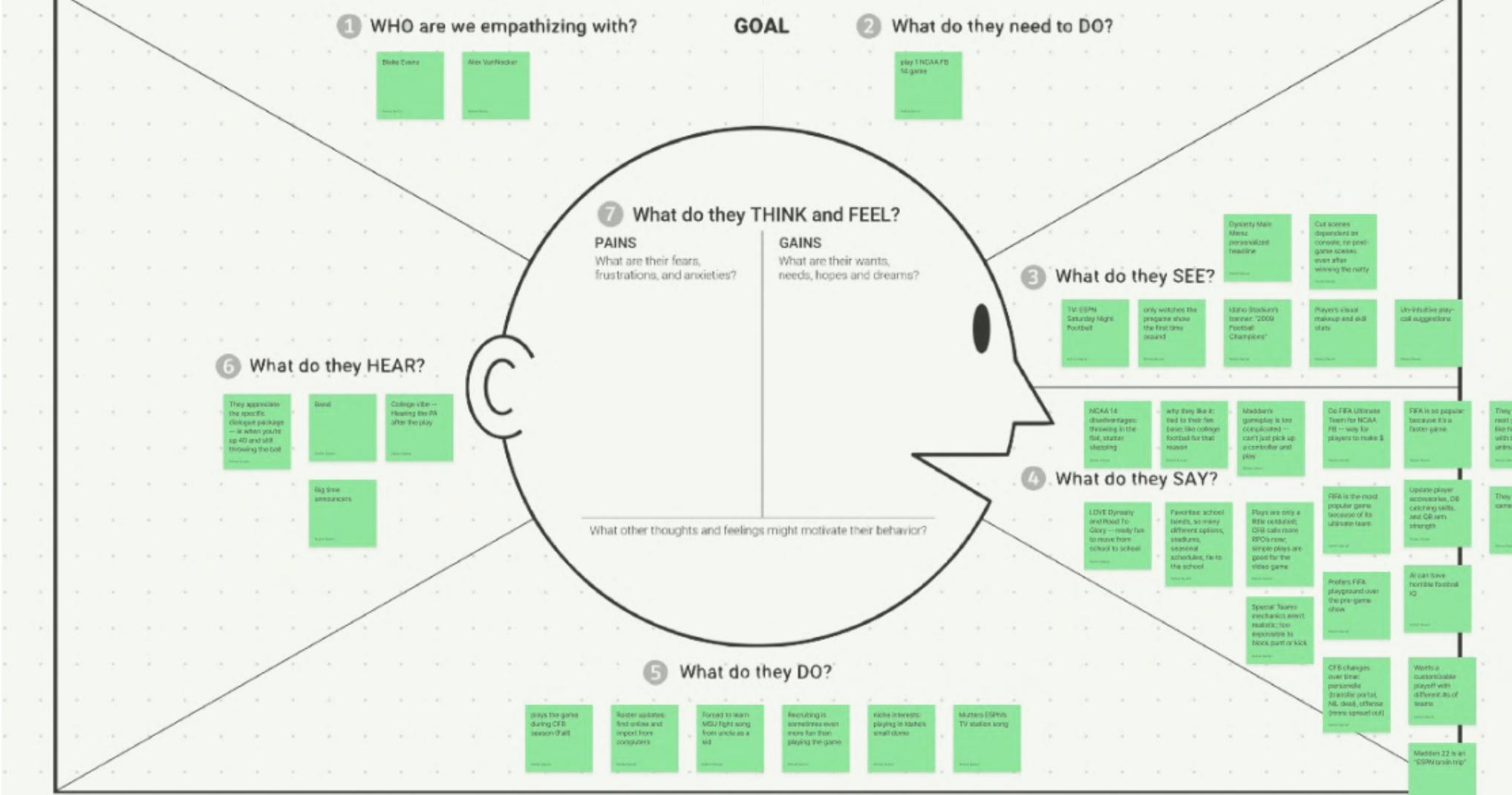
School Affiliation

Game Options & Customizability

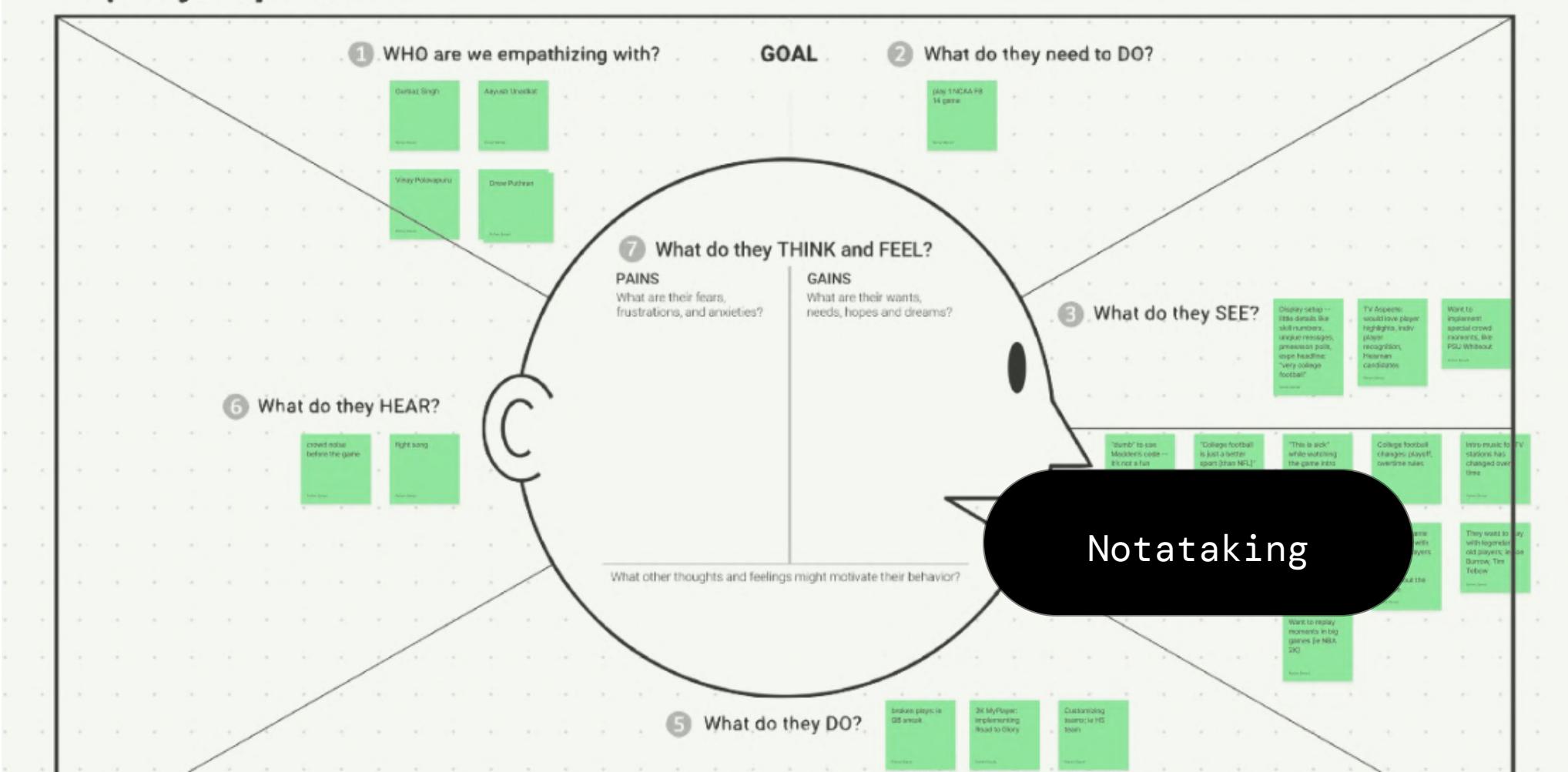
Sports Game Analogies

TV-like Experience

Audial Elements



Empathy Map Canvas



Notataking

School affiliation brings heart to the game.

The NCAA Football series captures what it means to be a fan. Throughout my research, participants described their love for the game in relation to school affiliation.

First, players love hearing their school's band play. They love how every stadium is tailored to perfection. They even experiment with being fans of different schools, calling out game aspects from the school-branded dashboard for Dynasty Mode to unique banners and dome-like structure to Idaho Football's stadium.

One fan mentioned that he only plays this in the Fall season. Come 2023, this game should be released in the Fall.



Game Modes & Customization

Another theme that makes this series "built with love" is the great extent of game modes and customization. Road to Glory, Dynasty Mode, and customized rosters all make NCAA 14 so legendary.

One player describes enjoying the recruiting portal in Dynasty Mode even more than playing the game itself. On and off the field, every game mode matters; from uploading yearly rosters to creating online sensations like "Coach Duggs", this series will continue its success via customizability.



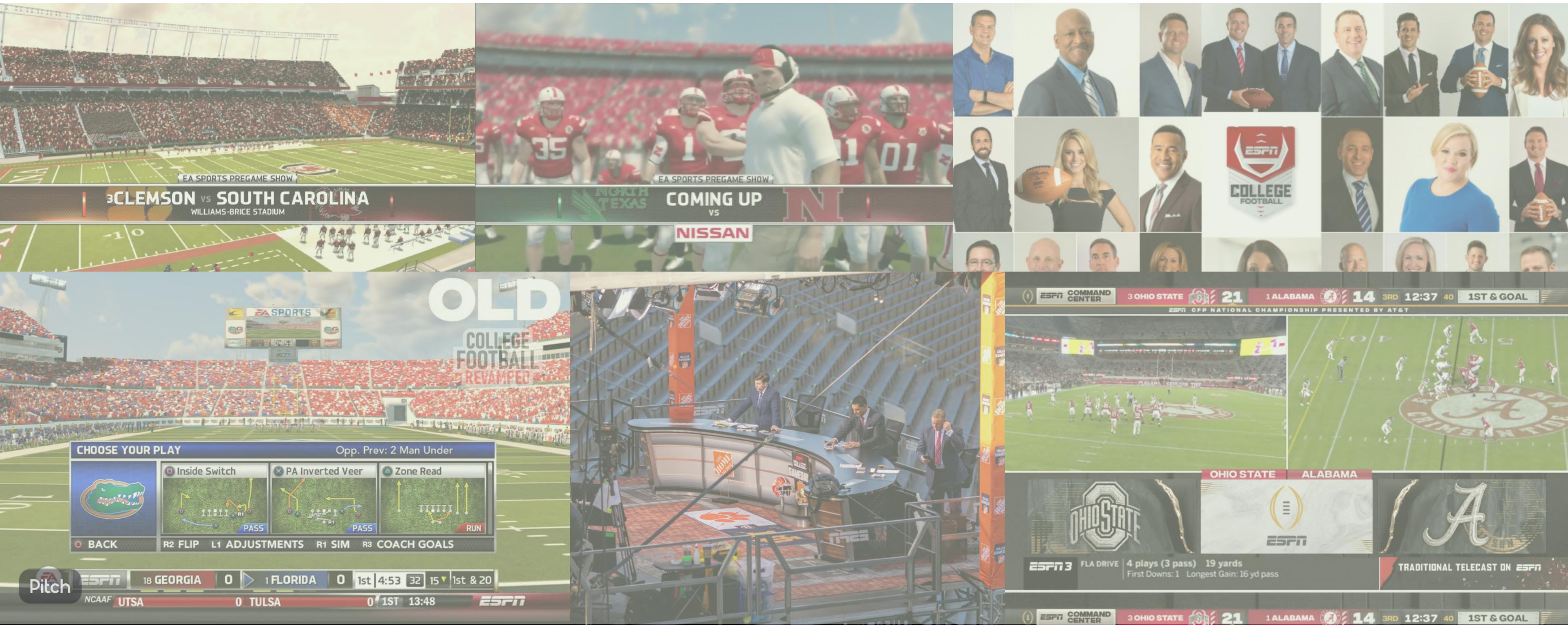
Drawing Inspiration

Participants liked to draw analogies from FIFA and NBA 2K in their ideation for NCAA FB '23.



TV-like experience

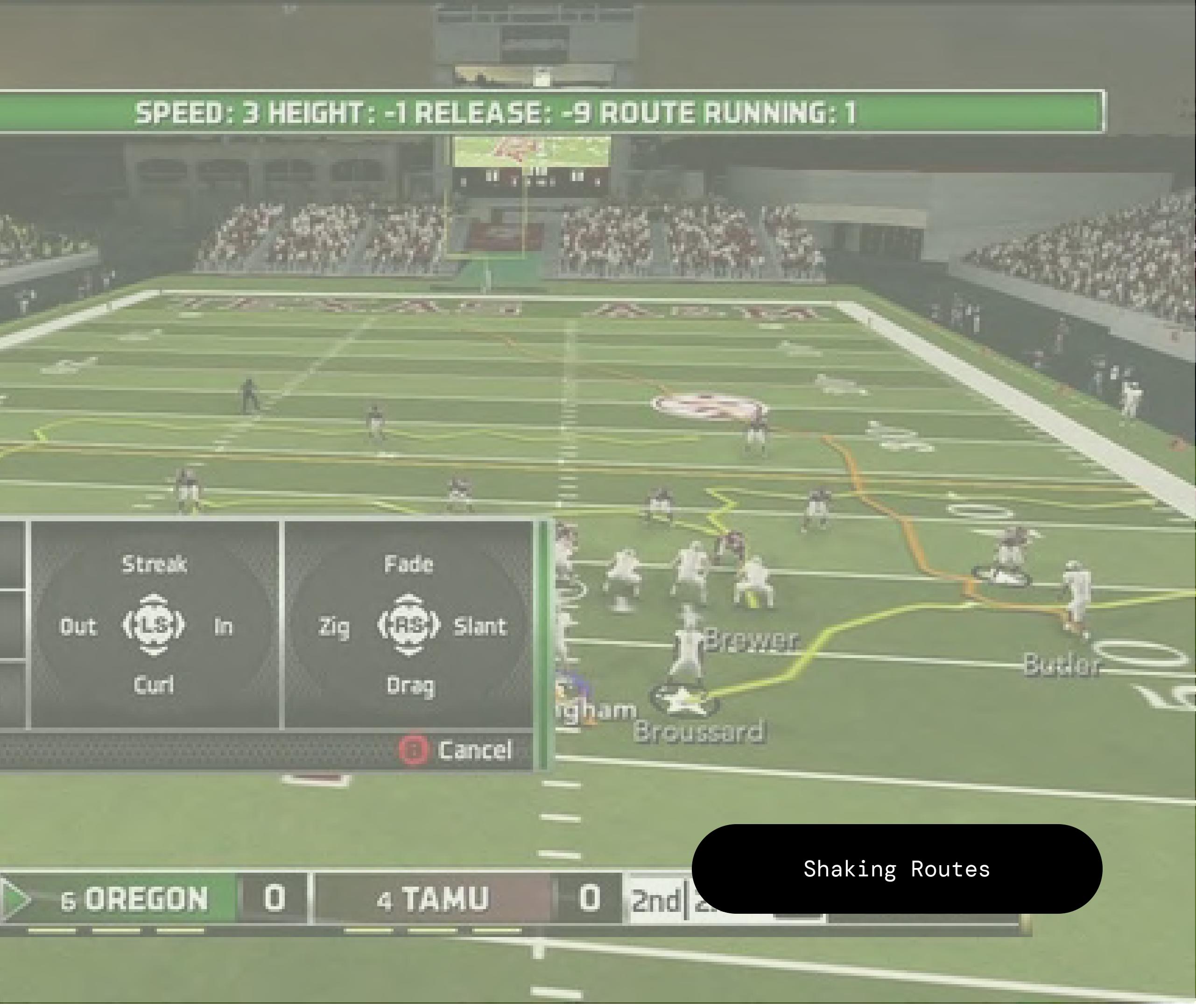
From commentary to pre-game shows and even the scoreboard, the game's presentation is essential to its brand.



Audial elements are essential to the game's presentation.

Here's a list of some things that subjects had a liking for:

- Crowd Chants
- ESPN's college football theme song (one player muttered the song after it was played)
- Pre-determined commentary or "dialogue package"
- Band playing the school's fight song
- The PA announcing what happened after the play
- Ambient noise during play-call; helps them focus on picking a play



Design Ideation

Sticky notes!

5:00

Must Have

Should Have

Could Have

Would Have

Must Have

Should Have

Could Have

Would Have

Update: add new things; live playoff, transfer portal, new styles of offense and defense
Rohan Barad

Update: dynamics and graphics
Rohan Barad

Keep: game modes like Dynasty and Road to Glory that have recruiting and seasons
Rohan Barad

Keep: college traditions, branding, things like rivalries, band, bowl games
Rohan Barad

Update: AI/ CPU for commentary and game play
Rohan Barad

Update: special teams mechanics
Rohan Barad

Add playoffs and transfer portal to career mode
Rohan Barad

Update: essentially remaster NCAA 14; touch things up
Rohan Barad

Use real players
Rohan Barad

Mascot matchup needs to be kept
Rohan Barad

Implement College Football Playoff Theme
Rohan Barad

Marching Band and school tradition make NCAA
Rohan Barad

Similar to 2K, be able to put yourself in iconic football moments to try to recreate them
Rohan Barad

Keep Mascot Mode
Rohan Barad

Add post-game content
Rohan Barad

Keep same gameday presentation with up-to-date scoreboard and commentary
Rohan Barad

Add ultimate team similar to FIFA that has players and updates throughout the season
Rohan Barad

Keep: simple controls and game flow
Rohan Barad

Keep: marching band, expand to include team chants, song, fan gimmicks
Rohan Barad

Implement new NIL rules + player likenesses to have customized characters + Heisman predictions
Rohan Barad

Include a playoff mode that plays the last 2 weeks, conference championship, and CFP
Rohan Barad

Graphics should be better obvi & gameplay similar to Madden
Rohan Barad

Add the mode to replay certain memorable scenarios
Rohan Barad

Update: player models and accessories
Rohan Barad

Update: graphics from fans because fans make college football
Rohan Barad

Add player interview from inside their school
Rohan Barad

Do something with college gameday theme
Rohan Barad

Ultimate Team
Rohan Barad

Half-time coaches interview
Rohan Barad

Add targeting rule
Rohan Barad

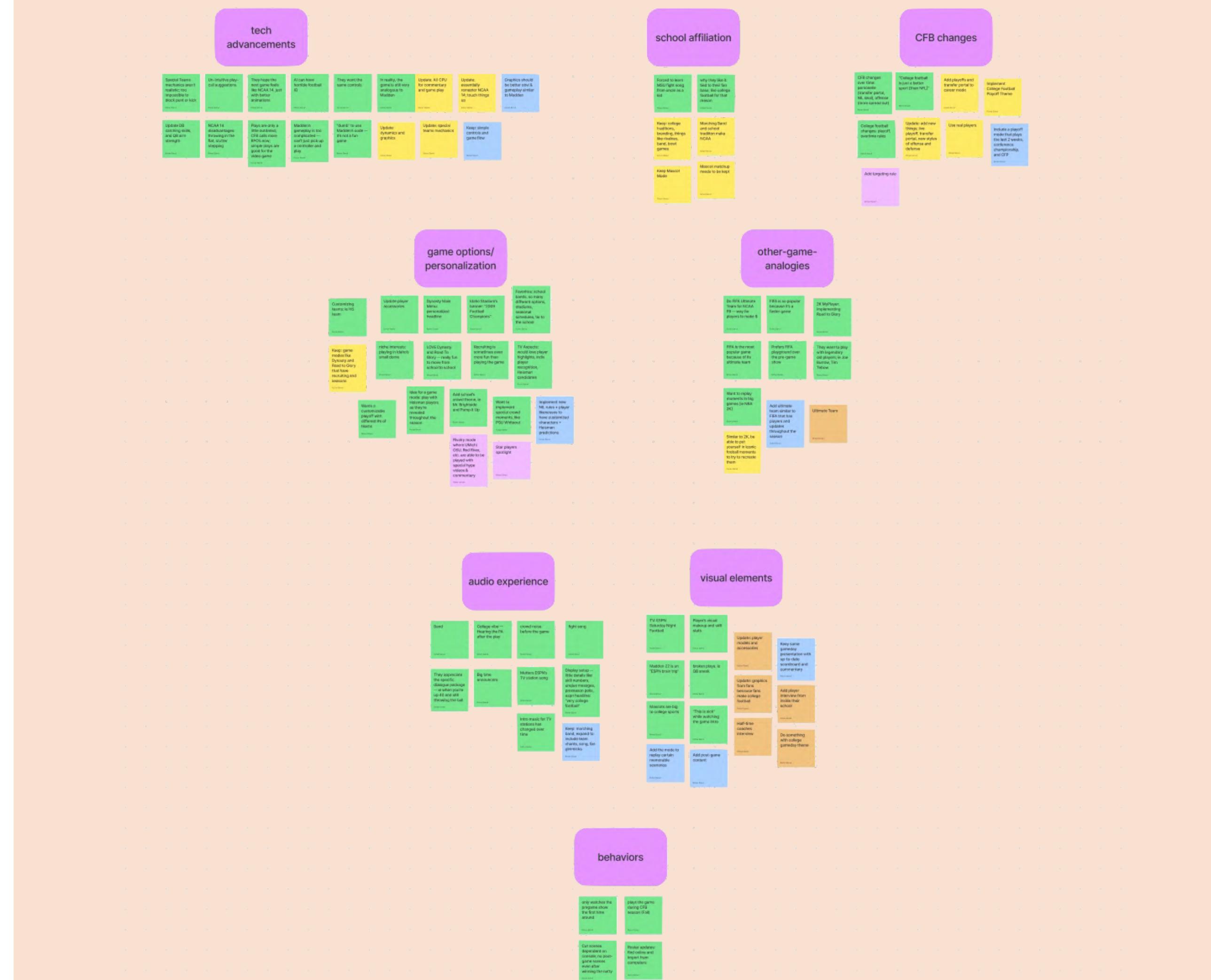
Star players spotlight
Rohan Barad

Rivalry mode where UMICH/ OSU, Red River, etc. are able to be played with special hype videos & commentary
Rohan Barad

Affinity Diagramming & Severity

Together, the ideas generated during playtests and design ideation produced lots of data.

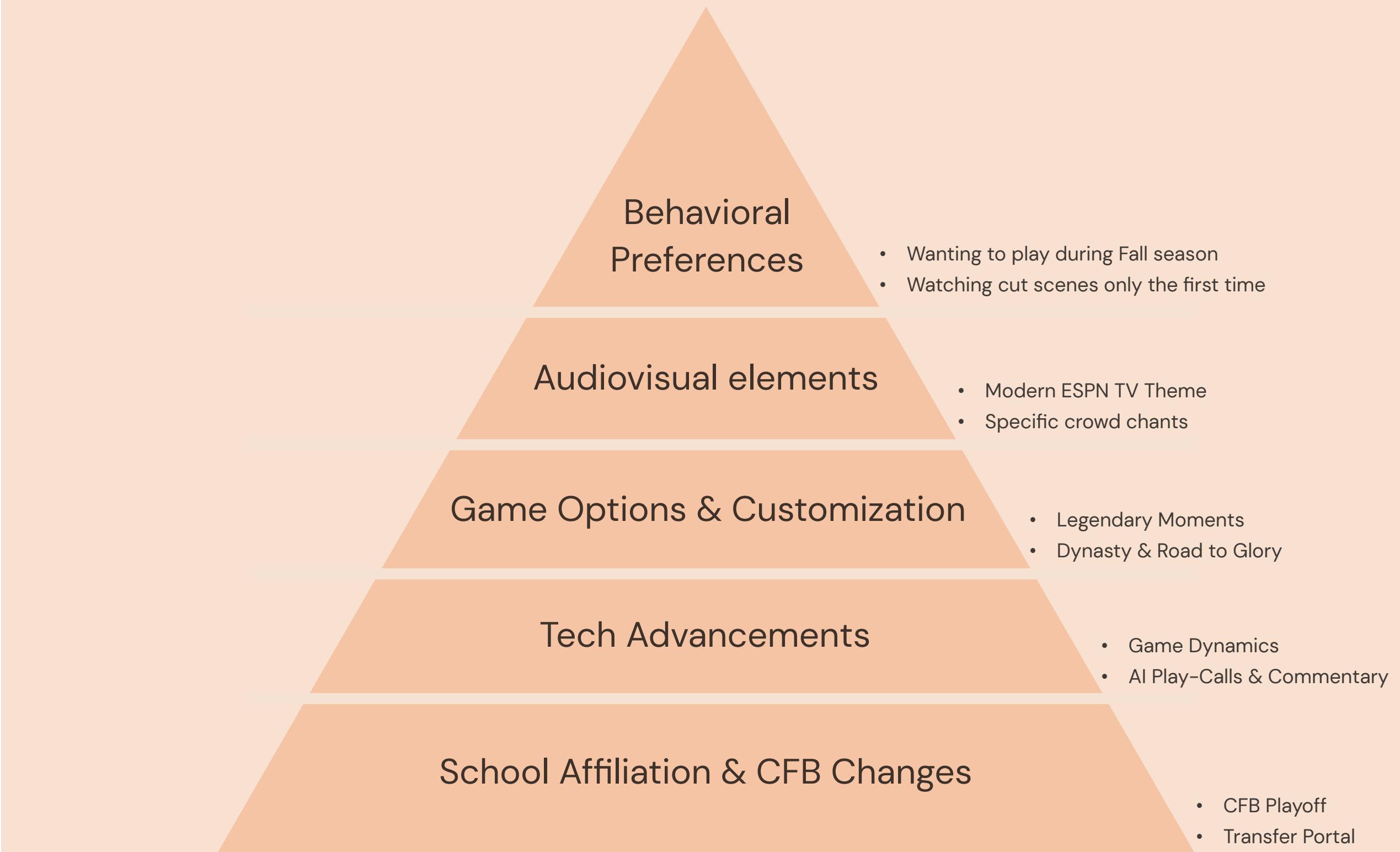
Organizing this by theme, it can be seen that different themes have different levels of severity; after all, participants' ideas in yellow and blue are more important to them than those in brown and purple.



Hierarchy of Needs

Drawing from the previous slide's prioritization, the organization of themes can be flipped on its nose to represent a hierarchy of needs.

For NCAA Football 2023, game designers should work from the bottom upwards. One by one, these themes effectively recreate the magical college gameday experience. From school fandom to crowd-specific chants, this hierarchy is a helpful guide to processing an influx of feature ideas.



School Affiliation & CFB Changes

01

keep

- School-specific dashboard in Dynasty Mode
- Emphasis on stadium design
- Asking the player what their favorite team is
- All Division I Schools

02

change

- Implement more crowd themes, like chants and colors (like PSU's whiteout)
- Add Division II and Division III
- Add legendary players for each program (like Denard Robinson, Charles Woodson)

03

update

- School traditions
- Add new in-game opportunities for players to profit from their N.I.L.
- Implement NIL Deals in recruiting

Tech Advancements

School Affiliation & CFB Changes

01

keep

- Infinity engine of game dynamics – flows nicely into the NCAA Football Series brand
- Simple gameplay – don't make it too complicated
- Game controls

02

change

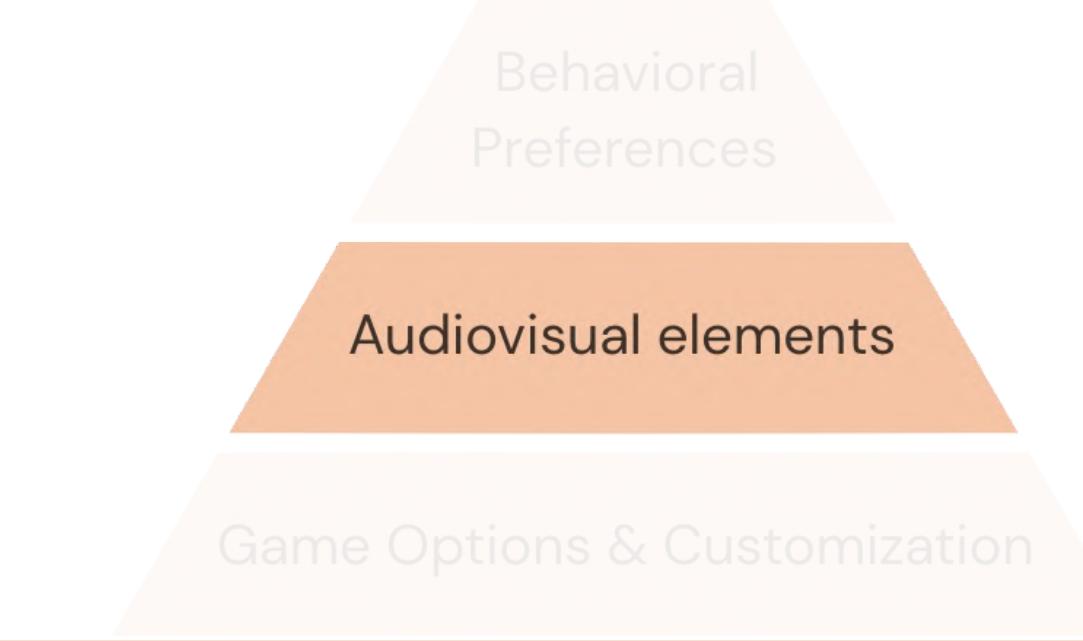
- QB intuition
 - Running from the pocket
 - Throwing in the flat
- Defensive Catching Ability
- Special Teams playcall
- Offense: spread it out and add run-pass options

03

update

- Options to share game experiences on social media
- AI-based playcall suggestions (football IQ)
- Player image quality
- Animations
- Make the dialogue package more advanced





01

keep

- Pre-game Show
- Stadium makeup (banners)

02

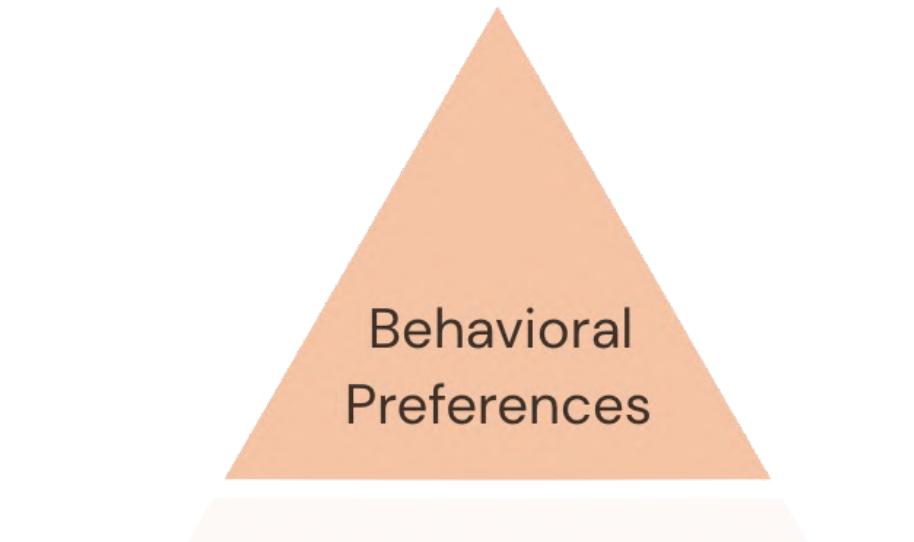
change

- Add trophy presentations after championship games
- Consider implementing a "FIFA-like Training Challenge" as the game loads
- Add school-related music to the PA system, like Mr. Brightside and Pump It Up

03

update

- ESPN's Saturday Night Football game presentation (theme song, scoreboard, interface)
- Number of commentators
- Player Accessories
- Update College Gameday theme/ branding
- Add halftime coach's interview



01

keep

- Stats & analytics – gives a college football feel

02

change

- Release the game during Week 1 of the College Football Season (September 2023)
- Focus on the first impression for cut scenes, because players only watch them the first time

03

update

- Add special cut-scenes for rivalries – players love setting up rivalry games
- Add post-game content – players tend to keep the TV on after finishing a game

Next Steps

School Affiliation & CFB Changes

The next steps are laid out by the pyramid, starting bottom-up. Researchers should start validating assumptions about what players want at each step. Thus, to assess how players enjoy their school affiliation and the current college football scene, researchers should hold **user interviews** with die-hard fans to understand whether their ideas are favorable.

On this note, it is important to assess the release date of 2023. If the game is not ready, it should not be sped up and released. What's most important is that the game is likeable; fans have already waited for 8 years and counting, so they wouldn't mind waiting an extra year. The reason I am addressing this is because with the Madden engine, it's highly likely that NCAA Football 2023 will not be received well. After all, die-hard fans have a strong dislike for Madden, and would rather prefer a re-release of the 2014 game over any sort of Madden technology. With the pyramid, each step will ensure that players receive the game well; slowly, but steadily, the next iteration of this series will be a hit with through further research of players' assumptions and behaviors related to these steps.

Icebox

Here's a sneak peek into the surface-level of some really neat ideas that came up!

NCAA Ultimate Team

Crowd-Specific Chants

College Playoff with any number of teams (not just 4)

Road to Glory: Transfer Portal

In-Season Heisman Candidate Highlights

Conference Championships

Replay Iconic Real-Life Game Moments

Training Activities as the Game Loads

Post-Game Cut Scenes

Halftime Coach's Interview



College Football
is coming back.



COLLEGE
FOOTBALL