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CIM316.2 Antville Example 1

Matthew Giovannangelo

SAE University College

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Welcome To
ANTVILLE
PLANNING DOCUMENT



PREPARED AND PRESENTED BY
JADE CHISLETT

Use of AI Tools Declaration

Note: You must complete this section accurately in order for your work to be assessed

Declaration

I declare that I **have** used Generative OR Assistive AI within this project in accordance with SAE Academic Integrity Policy.

Details

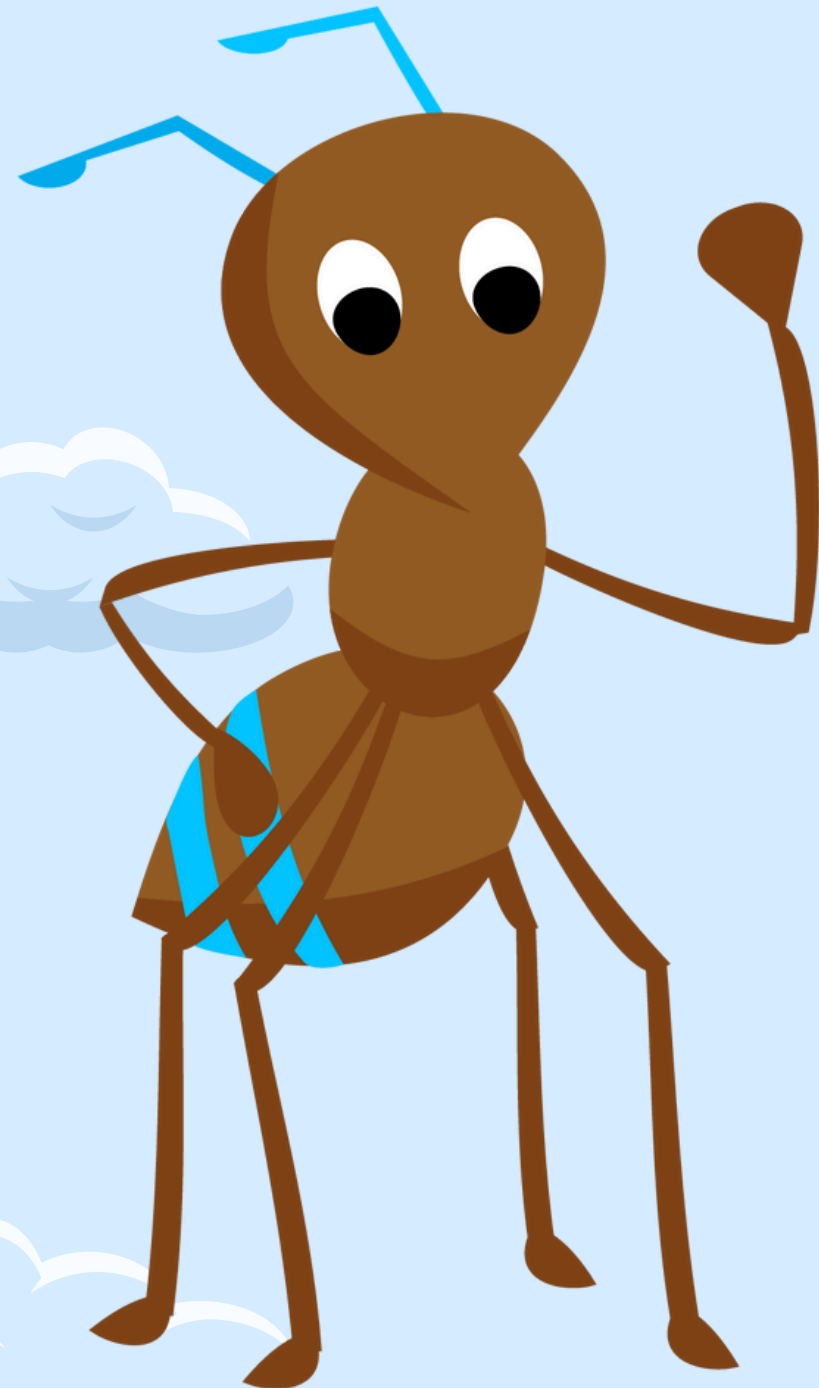
- MyBib - Project Reference Collation
- Chat GPT - Term Clarification - Example: 'What is dissonance in regards to game development'
- Grammarly - Spelling and Punctuation

Student Signature:

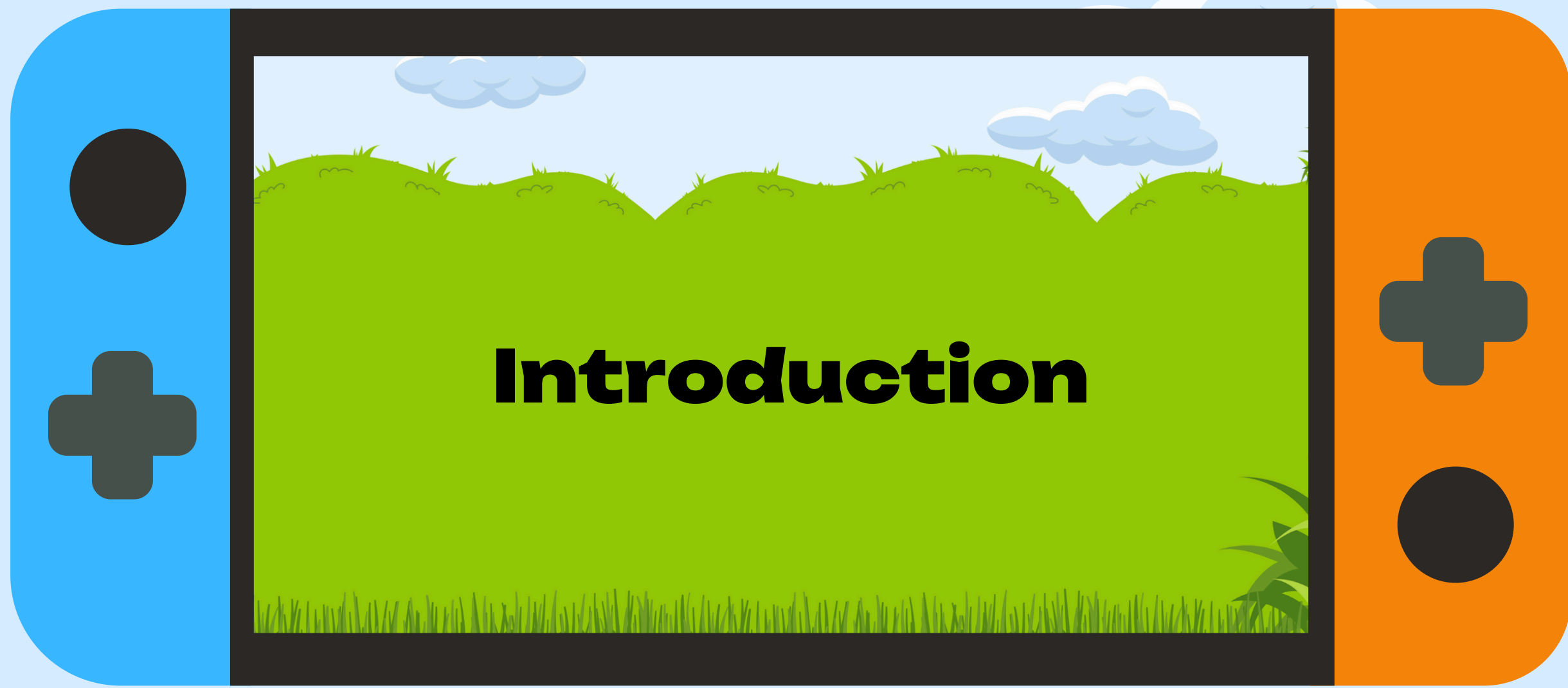
Jade Christett

Date: 17/08/2024

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Introduction

Project Overview

The concept of Antville is a cooperative video game dedicated to boosting social skills and teamwork among children. Inspired by the Young Minds Matter survey, which reveals a gap in social skills development for kids aged 4-12 (The Australian Institute of Health and Welfare, 2020), Antville will address these social skill deficits through game mechanics informed by scholarly research.

The capstone deliverables for this project include a professional pitch deck designed to secure grant funding or investment, refined game mechanics, dynamics, and aesthetics (MDA) as a result of further rounds of paper prototyping, and a set of sprites ready for digital prototyping. Additionally, my user testing audience will be expanded into my local community, where I can gain further feedback on all aspects of my MDAs.

Additional stretch goals will include producing an animated video trailer that features simulated in-game play and showcases the game's potential and educational benefits. This trailer will help strengthen the Antville pitch deck by conveying the concept and design to potential investors and will also be used to receive feedback from my target audience on the effectiveness of my chosen style of game design.

This document outlines the project's scope, aesthetic choices, target audience, asset development, methodologies, risk assessments, and preliminary marketing strategies, culminating in a comprehensive distribution and market engagement plan.



Image 1 - Simulated Antville Game play



**Aesthetic and
Target Audience**

Target Audience Overview

Antville is a multi-platform console game with a hidden agenda - fostering the development of social skills in children aged 4-12, making it a tool that could be of benefit to neurodiverse children, especially those diagnosed with ADHD (Deboo & Prins, 2007).

Benefitting the whole family, Antville proved during its early prototyping that it was successful in creating a gaming atmosphere that forced users to change their mindset from a competitive individual to a collaborative team member.

The collaborative mindset fostered in Antville supports early social skill development in younger children and enhances the game's appeal as a shared, cooperative experience for families. The structured interaction within the game encourages cooperation among siblings and parents, making it a valuable educational tool that leverages gameplay for social learning (Go et al., 2012, p.746-747).



Image 2 - Children playing digital game
(Canva, 2022)



Charlie

The Young Explorer

“I like games where I can have fun and play with my family.”

Name: Charlie
Age: 6
Occupation: Kindergarten Student
Location: Brisbane Australia

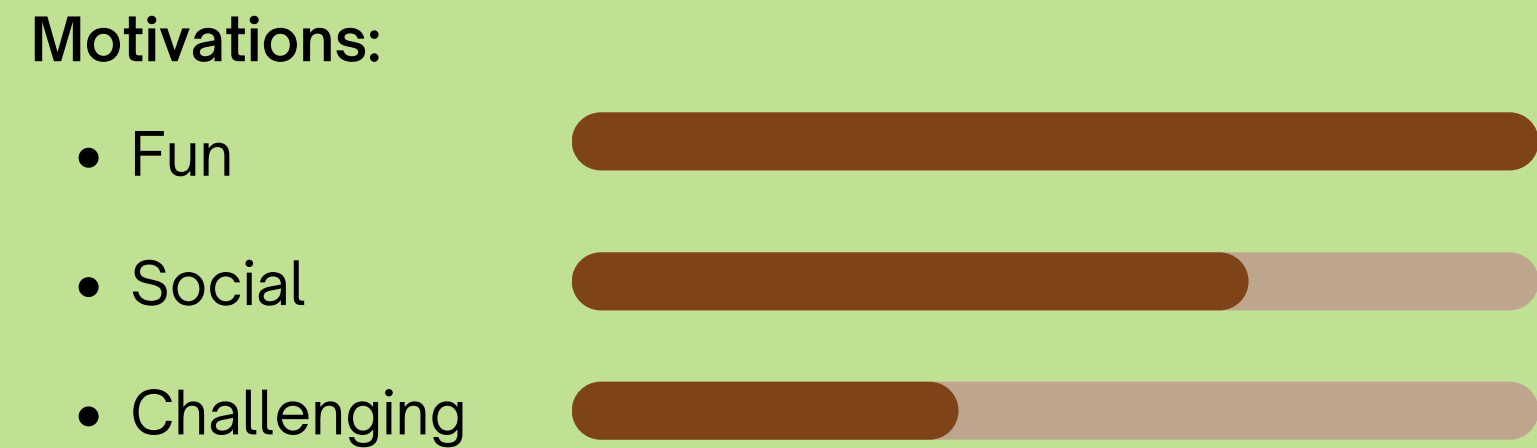
User Description
A young child with a vivid imagination, loves interactive and engaging activities.

- Frustrations**
- Easily Bored
 - Short Attention Span
 - Limited Screen Time

- Personality**
- Curious
 - Energetic
 - Playful

- Interests**
- Animals
 - Drawing
 - Stories

- Goals**
- Find fun activities
 - Make new friends





Mia

The Social Butterfly

“I want fun games that I can play with my friends”

Name: Mia

Age: 11

Occupation: Primary School Student

Location: Melbourne Australia

Frustrations

- Lack of challenging games
- Lack of games that allow for socialising

Goals

- Make school captain
- Get good grades

Personality

- Social
- Intelligent
- Leader

Motivations:

- Fun
- Social
- Challenging



User Description

Mia is an active schoolgirl who thrives in social settings and that loves a good challenges.

Interests

- Sports
- Puzzles
- Leadership



David

The Supportive Parent

“I search for fun and safe games that help my kids learn and play together.”

Name: David

Age: 35

Occupation: Accountant

Location: Sydney, Australia

Frustrations

- Time Constraints
- Overly Competitive Games

Goals

- Raise Good Kids
- Encourage Positive Play

Personality

- Supportive
- Busy
- Protective

Motivations:

- Fun
- Social
- Challenging



User Description

A devoted father interested in games that foster development and family bonding.

Interests

- Reading
- Family Time
- Education



Emily

The Innovative Educator

“I need games that are fun, foster social skills, and challenge my students.”

Name: Emily

Age: 29

Occupation: Primary School Teacher

Location: Perth, Australia

Frustrations

- Limited Resources
- Unengaging Educational Games

Goals

- Engage Students Effectively
- Integrate New Learning Tools

Personality

- Innovative
- Dedicated
- Caring

Motivations:

- Fun
- Social
- Challenging



User Description

An educator passionate about creating an engaging learning environment.

Interests

- Technology
- Education
- Creativity

Multi-Platform Development

Using GameMaker for the development of Antville has significant advantages, particularly for ensuring the game's accessibility across multiple platforms. GameMaker simplifies the game development process, allowing for efficient design and deployment on various devices—from desktops to mobile platforms. This cross-platform capability is crucial in making Antville accessible to a broader audience, effectively reducing financial barriers to access and promoting inclusivity. The flexibility offered by GameMaker in creating games that function seamlessly on different systems ensures that all players, regardless of their device type, can enjoy a uniform gaming experience. This aligns with the industry trends towards more inclusive gaming environments, where the technical and economic barriers are minimised, ensuring that children and families from various socioeconomic backgrounds can access and enjoy the game (Bruins, 2014).

The implementation of a centralised server in Antville enhances the gaming experience by enabling seamless cross-platform play across different devices, such as Xbox, PlayStation, and computers. This approach allows family and friends, regardless of their console preference, to connect and interact in real-time, effectively removing hardware barriers and fostering a more inclusive gaming environment. By integrating this feature, Antville caters to its diverse audience, making the game accessible to a broader player base and enhancing social interactions, which are crucial for the development of children's social skills. Furthermore, using a centralised server aligns with modern gaming trends where accessibility and social connectivity are prioritised, thus positioning Antville as a forward-thinking project in the digital entertainment space. This methodology not only appeals to the target audience by simplifying access but also supports Antville's educational goals by facilitating cooperative play and communication (Boronat et al., 2021)

Antvilles Original MDA Framework

Mechanics, Dynamics and Aesthetics

Antville's design strategically integrates game mechanics and dynamics, such as countdown timers and unexpected challenges, like sudden spider appearances, which are critical in fostering teamwork and rapid strategic thinking. This approach not only captivates but also aligns with the developmental needs of children, reinforcing crucial social behaviours like empathy, cooperation, and communication. Antville effectively addresses potential dissonances such as sibling rivalry, promoting a harmonious and collaborative gameplay environment by necessitating collective effort and strategy among players. This focus on cooperative gameplay profoundly resonates with children's intrinsic need for social connection and is a direct response to enhancing social skills in a supportive manner (Feenstra, 2024, p. 58). Integrating these gameplay elements with Antville's educational objectives ensures that the game is enjoyable and an effective tool for social skills development, making it a valuable addition to family game time and beneficial for young learners' growth.

Antville's design also emphasises supporting independence and enhancing problem-solving skills, which are crucial for the personal development of young learners. According to Xsolla (2021), children prefer games that promote independent play and creative problem-solving, aligning perfectly with Antville's design, which includes hidden challenges and dynamic team-based obstacles that encourage children to think independently and devise strategies for overcoming difficulties. This design philosophy empowers young players and aligns with developmental preferences for self-directed play, enhancing engagement and educational value.

Further refining the MDA through additional rounds of paper prototyping in my capstone project is essential for honing Antville's mechanics, dynamics, and aesthetics to serve our target audience better. This iterative process, supported by principles from the Interaction Design Foundation (2016), highlights the importance of revisiting design phases to integrate real-world feedback from an expanded community beyond initial user groups. Such feedback ensures that gameplay elements are optimally tuned to enhance the educational impact. By continuously iterating on these foundational components, we can address emergent challenges or opportunities, thereby improving the overall gameplay experience and ensuring that Antville remains aligned with the evolving needs and preferences of young players. This meticulous approach is crucial to ensure the game entertains and achieves its educational objectives with maximum effectiveness.

Visual Research

Flat design is a distinctive visual style characterised by its minimalist approach, employing simple shapes and vibrant colours to create clean and bold graphical elements (Mouquet, 2021).

According to Evans (2015), this visual style is not only appealing but also supports cognitive development by focusing children's attention and simplifying their interaction with the game environment. By aligning the design style with the developmental needs of children helps to ensure the game is both visually appealing and functionally supportive of learning through interactive play. The personification of characters adds an emotional dimension that fosters engagement and empathy, crucial for games focused on social skills development.

Ben And Holly's Little Kingdom



The Fruit Harvest

Hey Duggee



Series 1 The Food Growing Badge

Milo



Milo The Judge

Peppa Pig



Guinea Pigs

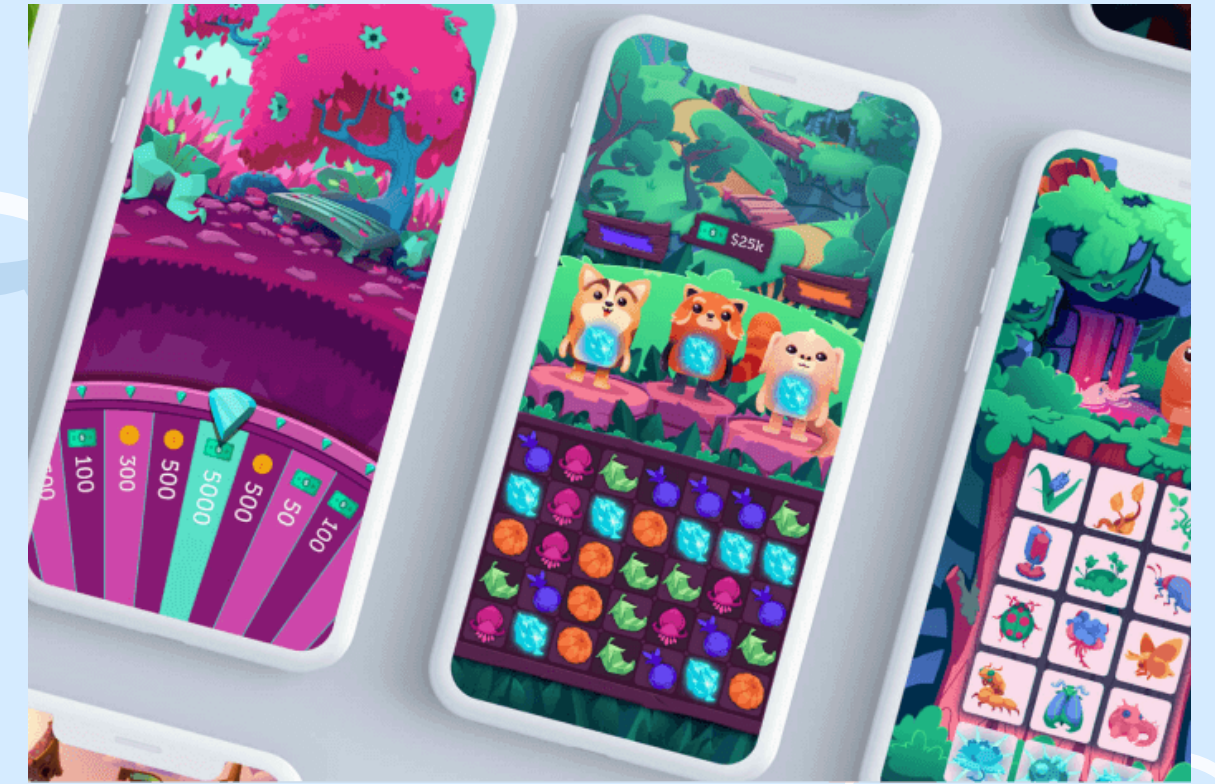
Image 3:6 - Children's television series using flat design (ABC, 2024)

Visual Research

Flat design is a distinctive visual style characterised by its minimalist approach, employing simple shapes and vibrant colours to create clean and bold graphical elements (Mouquet, 2021).

FG Factory (2023) supports the use of Flat Design graphics in gaming stating that it strips away unnecessary details, enhancing the gaming experience by reducing distractions and emphasising gameplay. They also state this design style is popular amongst developers due to its adaptability across platforms.

The effectiveness of flat design in creating a sleek, modern look that captivates players is well-demonstrated in titles like *Monument Valley* and *Limbo*, which leverage this style very successfully (FG Factory, 2023).



Images 7:10 - Examples of flat graphic design in gaming (FG Factory, 2023)



Deliverables

CIM330 Deliverables

Game Assets

Ant Base

- Colour Variations
- Animations
- Shovel/Rock/gem interaction
- Alarm Signal

Backgrounds

- Menu
- Game Scene Example
- Loading Screen
- Results Page

Other

- Spider + Web
- Rocks + Boulder
- Gems
- Coins
- Timers
- Menu Buttons
- Game Panel + Elements (Timer, score board, alarm)

Prototyping Report

Expanded Audience Testing

- Multiple rounds of paper prototyping to individually test game mechanics, with a comprehensive report documenting feedback and required iterations.

Pitch Deck

Investor Focus

- A refined and polished pitch deck tailored to secure funding for digital development of Antville.

Pitch Deck Strategy

Aligning with Funding Criteria

Creating a refined and polished investor-focused pitch deck for the digital development of Antville aligns well with industry standards for securing project funding. As noted in the "Back in the (funding) Game" report from GCAP (2022), a compelling pitch deck is essential for effectively communicating project value and potential to potential funders and stakeholders.

This approach is also underscored by application requirements detailed by The MVP Ventures Program (Investment NSW, 2024b) which specify that a well-crafted pitch deck is crucial for presenting a game's development progress and its commercial potential. Focusing on a meticulously designed pitch deck not only meets formal funding criteria but also strategically positions Antville to attract the necessary investment for its successful development.



CIM330 Stretch Deliverables

Animated Trailer

- For inclusion in the pitch deck, featuring simulated 'in-game' play to showcase Antville's potential and educational benefits.

Brand Guidelines

- Compilation of audience feedback using refined sprites and the animated trailer to assess the design and style of Antville assets.

Feedback Report

- Compilation of audience feedback using refined sprites and the animated trailer to assess the design and style of Antville assets.

Marketing Assets

- Creation of social media posts including a product trailer, video clips featuring animated ants, and user interaction posts.



Timeline and Processes

Processes

Project Management

For my capstone project's management, I've chosen to implement the Agile approach, specifically the Scrum methodology. This choice was made to effectively navigate the dynamic and iterative nature of game development. Scrum's support for frequent reassessment of the project's progression and rapid adjustments in response to new insights or changes is a key factor in our project's success. This flexibility is crucial in a developmental environment where adjustments are often necessary to align with evolving project requirements and stakeholder feedback. The structured yet adaptable workflow facilitated by Scrum ensures that each phase of the development is reflective and responsive, enhancing overall productivity and project outcomes (Coursera Staff, 2024).

Time Management

To effectively manage my tasks and timeframes for the Antville project, I utilise the project management software Monday.com. This tool is instrumental in organising my workflow, allowing me to set deadlines and track progress meticulously. By visualising my tasks and timelines on Monday.com, I can maintain a clear overview of each project phase, ensuring that I adhere to my set milestones and stay on schedule. This structured approach aids in maintaining focus and efficiency throughout the development process, which is crucial for meeting the project's goals and timelines.

Operative Cycles

The development process for Antville follows a structured cycle, which is crucial for maintaining focus and efficiency. This cycle encompasses initial design, prototyping, testing, and iterations. The initial preparations involve coordinating with schools and community groups for appropriate testing venues. Simultaneously, time is devoted to researching and solidifying game mechanics, alongside constructing paper prototype assets and setting up a detailed documentation system to efficiently track feedback and outcomes. The project incorporates two rounds of user testing focused on the mechanics, allowing for subsequent refinements based on received feedback. As the project nears completion, a final round of user feedback assesses the visual design style to ensure it aligns with user expectations and the project's aesthetic goals. This feedback is strategically timed to coincide with the finalisation of design assets, providing critical insights for last-minute adjustments. Finally, the project culminates in the aggregation of all research and feedback into a comprehensive report, which will inform the creation of a polished pitch deck, encapsulating the rigorous development and refinement process that characterises the Antville project.

Processes

Technical Skills Application

For the Antville project, I'll be leveraging a suite of design and development tools that integrate seamlessly into my workflow, enabling efficient creation and refinement of game assets, interfaces, and mechanics. Here's how each tool fits into the production process:

Game Assets:

- I will use Adobe Illustrator to create scalable vector graphics for all game assets. This choice ensures high-quality, scalable game elements that can maintain fidelity across various screen sizes and devices.

Paper Prototyping

- For a hands-on approach to testing game mechanics and layout, I'll employ my Cricut machine to cut precise game components from SVG files designed in Illustrator. This allows for tangible interaction with the game elements, facilitating effective user testing and iteration.

Report Document:

- To compile and present findings from paper prototyping and user feedback efficiently, I will utilise design tools like Canva or Adobe InDesign. These tools support the creation of visually engaging and informative reports that clearly communicate the testing outcomes and insights gained.

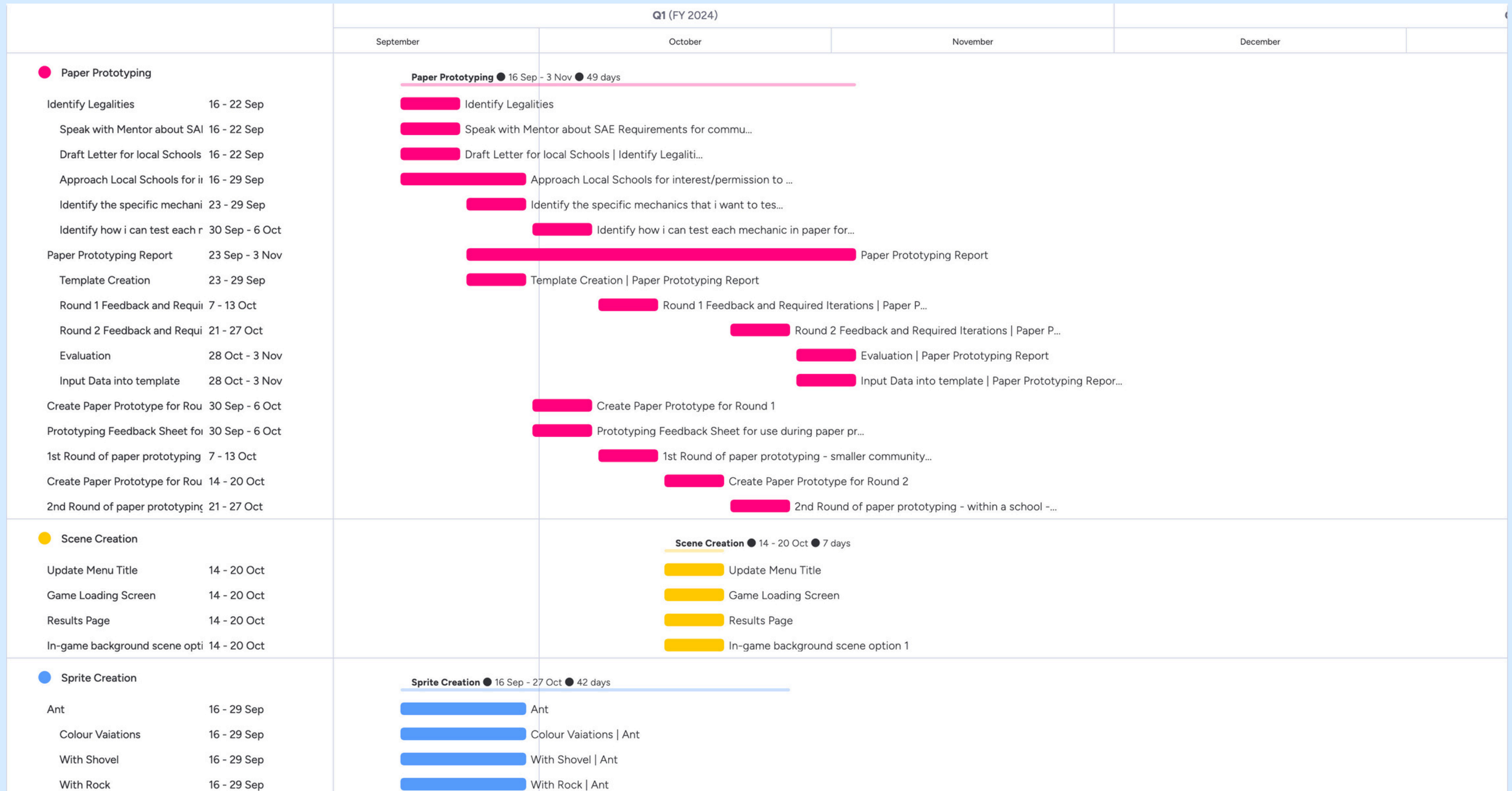
Pitch Deck

- For developing a compelling pitch deck to secure funding or support, I'll apply my graphic design skills using either Canva or Adobe InDesign. This ensures the creation of a professional and visually appealing presentation that effectively conveys the value and potential of Antville.

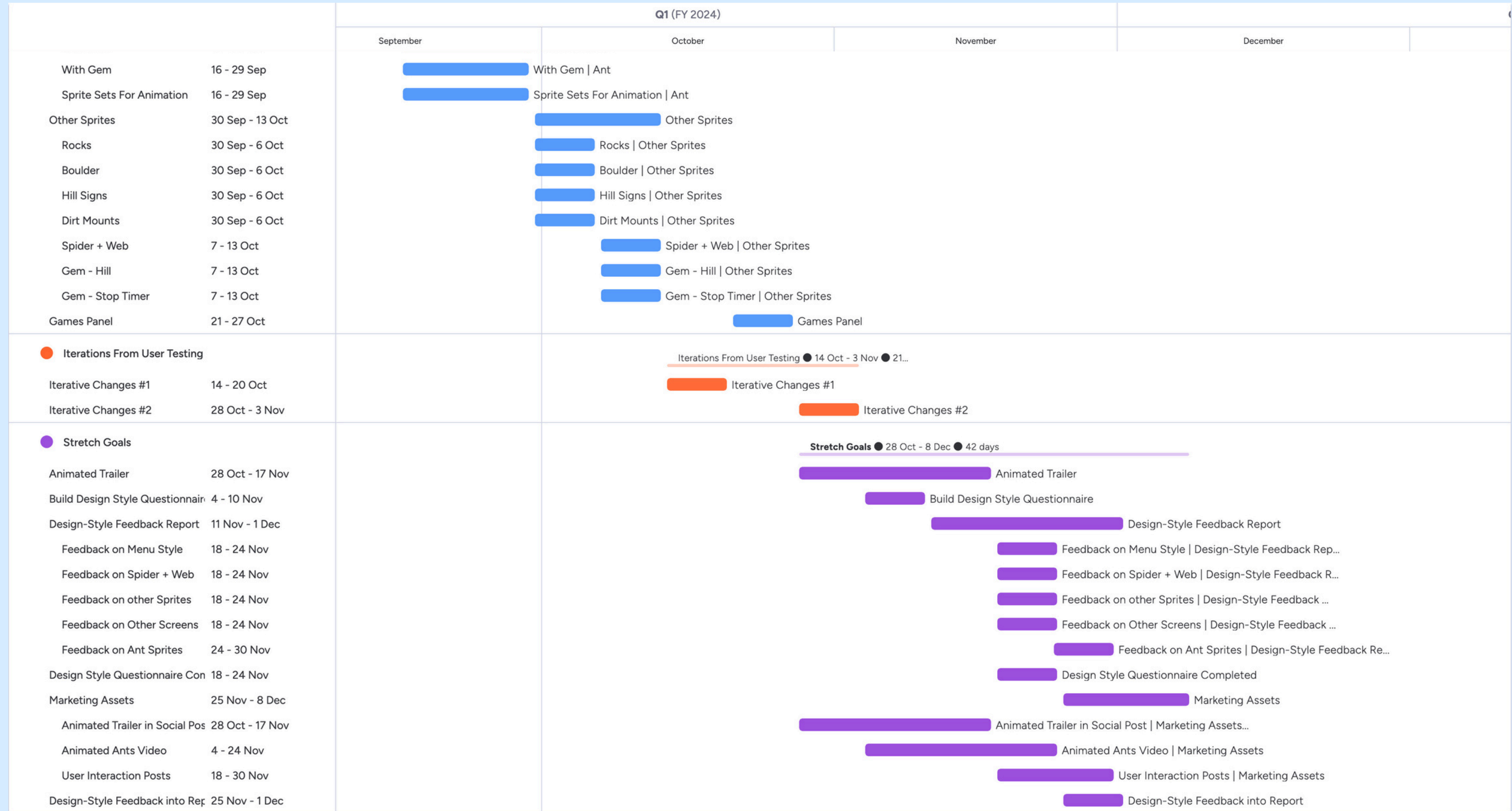
Animation and Marketing Assets

- A combination of Adobe Suite products—including Photoshop for image editing, After Effects for animations, Premiere for video editing, and Audition for audio enhancements—will be used. This robust toolkit supports the production of dynamic marketing materials and an animated trailer, crucial for engaging potential investors and marketing the game effectively.

Timeline



Timeline continued...





Risk Assessment

RISK	RISK DETAILS				MATRIX	MITIGATION
Personal Illness	Becoming sick or having a flare up of my medial condition, which could delay project milestones and affect overall timelines.	4	4	16	High	<ul style="list-style-type: none">Self Care Plan: minimise stress, ensure breaks to eat and restProject Buffer: Incorporate additional buffer time in the project timeline to accommodate potential downtime due to health issues.Use SAPD and Student Advisors if needed
Parental Responsibilities	My children getting injured or sick, particularly during user testing sessions, which could lead to delays and ethical concerns.	5	3	15	High	<ul style="list-style-type: none">Project Buffer: Incorporate additional buffer time in the project timeline to accommodate parental responsibilities.Scheduling: Family communication and organisation strategies <p>(Katz, 2023)</p>
Work Placement	The demands of work placement may interfere with my ability to complete any project work during that time.	5	3	15	High	<ul style="list-style-type: none">Time Management: Organise a strict schedule that allocates specific times for project work outside of work placement hours.Communication: Communicate with lecturers and coordinators. Utilise Student Support Coordinator <p>(Duffy & Pathak, 2024)</p>
Incomplete Pitch Deck	Failure to complete a professional pitch deck due to lack of content or design skills.	4	3	12	Medium	<ul style="list-style-type: none">Research: Use scholarly sources to investigate what should be included in a pitch deck aimed at grant applicationsPeer Review: Regularly review progress with peers and mentor for feedback and guidance.
Delays in Asset Development	Delays in creating or refining game sprites and other assets could impact project timeline.	3	4	12	Medium	<ul style="list-style-type: none">Schedule Buffers: Build extra time into the project schedule for asset development.Use Monday.com to monitor tasks and deliverables to help keep things moving on schedule.
Project Scope Creep	Expanding project requirements and features beyond initial plans, affecting timelines.	3	4	12	Medium	<ul style="list-style-type: none">Clear Documentation: Maintain clear documentation of project requirements and boundaries.Regular Reviews: Hold regular project reviews to manage and mitigate scope creep
Insufficient User Testing	Inability to conduct extensive user testing within the community due to lack of volunteers or resources.	3	3	9	Medium	<ul style="list-style-type: none">Community Partnerships: Partner with local schools or community centres to facilitate testing.Start Early: Engage with community places early in the project to allow enough time to find alternatives
Unit Workloads	Academic or personal projects could become time-consuming, diverting attention and resources away from this project.	3	3	9	Medium	<ul style="list-style-type: none">Prioritisation and Time Management: Prioritise tasks and set strict boundaries between academic, personal, and project responsibilities.Regular Review Sessions: Schedule weekly review sessions to assess progress and adjust workloads as necessary to stay on track.
Data Privacy Issues	Non-compliance with data protection laws during user testing.	3	3	9	Medium	<ul style="list-style-type: none">Legal Consultation: Consult with SAE about requirements went doing user testing within the communityLetters of Acknowledgement: Get all parties involved to sign a letter agreeing to participateLimit the collection of personal identifiable information
Feedback Implementation	Receiving critical feedback that requires significant changes to the game design or mechanics, impacting deadlines and workload.	2	3	6	Low	<ul style="list-style-type: none">Project Buffer: Allow adequate time for iterative process and develop a method to incorporate the feedback in manageable incrementsStructured Feedback Mechanisms: Develop a structured approach to collect, review, and prioritise feedback to make informed decisions about which changes to implement. <p>(Mifsud, 2023)</p>
Ineffective Marketing	Marketing strategies fail to generate interest and awareness of the project.	2	3	6	Low	<ul style="list-style-type: none">Marketing Plan Review: Review and adjust marketing plans based on research and feedback



**Marketing and
Distribution**

Brand Identity

Although the initial design style for Antville was developed in earlier units, my capstone project focuses on further refining the brand. This involves creating a brand guidelines and style board to ensure consistent development of the project moving forward as my previous approached has resulted in the need for constant iterations as my design style changed.

If i am able to complete my stretch goal of conducting a user feedback cycle on the design style, this will also influence further design style iterations.

Title **KAPSALON**

Subtitle Open Sauce Light

Heading **Grandstander Bold**

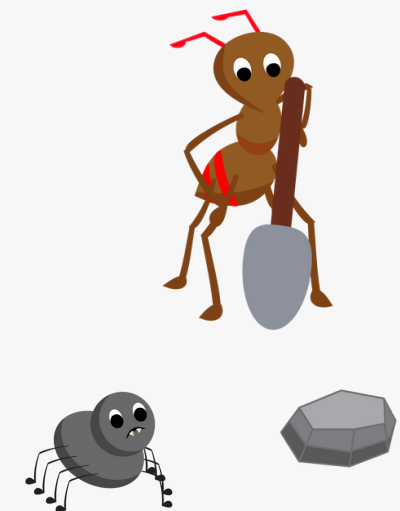
Section Header **Open Sauce Bold**

body font Open Sauce Regular



Flat Graphic Design Attributes:

- Minimalistic
- Bright colours
- Limited Colour Palette
- Shades used to create shadowing
- No Outlines or black borders
- Mostly straight lines



HEX CODE
#92C808



HEX CODE
#4E7F1C



HEX CODE
#935D25



HEX CODE
#7F4318



HEX CODE
#CAE4FA



HEX CODE
#000000

Potential Funding Targets

The Games Production Fund

The Games Production Fund, as part of Australia's national cultural policy "Revive: a place for every story, a story for every place," administered by Screen Australia, offers a unique opportunity for the development of Antville. This fund allocates up to \$100,000 to support Australian independent game studios, particularly beneficial for projects like Antville that require substantial development to reach significant milestones. Such funding could propel Antville towards critical development phases such as creating a polished prototype or achieving a market-ready game version, enhancing its prospects for success in the competitive digital games market. With the ability to access up to \$12 million over four years specifically earmarked for the digital games sector, the potential for Antville to leverage this grant for advancing its development is substantial, aligning well with the strategic goals of enhancing its visibility and market readiness (Screen Australia, 2024).

The MVP Ventures Program

The MVP Ventures Program, as facilitated by Investment NSW for the 2024-2025 period, presents a promising opportunity to secure essential funding for the development of Antville. This grant program is specifically designed to support innovative products through their early to mature stages of commercialisation, offering financial assistance ranging from \$25,000 to \$50,000. By applying for this grant, Antville could benefit significantly, enabling further development and refinement of game mechanics, dynamics, and aesthetics in line with market expectations and technological advancements. The support from this program would not only facilitate the progression of Antville along the Technology Readiness Level (TRL) scale but also enhance its potential for attracting subsequent large-scale private investment, aligning perfectly with the project's long-term objectives (Investment NSW, 2024b).

The Boosting Business Innovation Program

The Boosting Business Innovation Program, particularly through its TechVouchers scheme, offers an excellent opportunity for the development of Antville by providing funding support for collaborations between Small and Medium Enterprises (SMEs) and Publicly Funded Research Organisations (PFROs). This program is tailored to foster innovation and facilitate the commercialization of new technologies and services, making it an ideal fit for a project like Antville that seeks to enhance its technological base and design through advanced research partnerships. With grants of up to \$50,000 covering up to 50% of project costs, this initiative not only aids in mitigating financial constraints but also opens up avenues for leveraging cutting-edge research to refine game mechanics and user experience. By engaging with research institutions, Antville can integrate scientific insights and innovations into its gameplay, thus enhancing its educational and entertainment value to meet the developmental needs of children effectively (Investment NSW, 2024a)

Marketing Approach

As I navigate through the foundational stages of developing Antville, my primary focus is not immediate market entry but establishing a solid base for future success. This involves strategic planning and preparation, crucial for launching a complex multiplayer game with centralised servers.

Future Marketing Strategies:

Funding and Collaboration

I aim to secure funding and build partnerships with industry professionals to support both the technical and marketing dimensions of Antville. This includes pursuing opportunities such as the Screen Australia grant and connecting with potential collaborators at industry events and SAE student showcases.

Pilot Testing and Feedback Loops

My strategy involves conducting targeted pilot tests to collect player feedback, which will be invaluable in refining the game to meet market and player expectations.

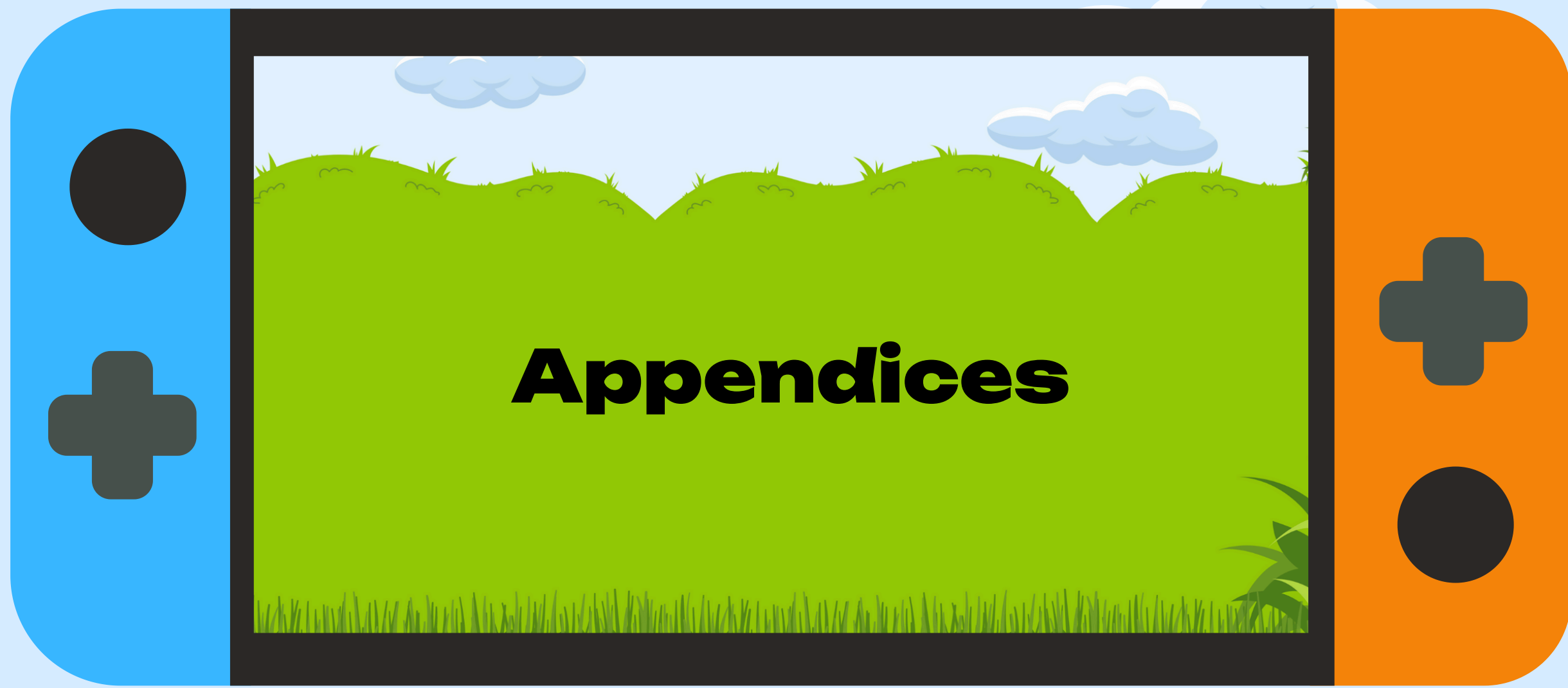
Launch Readiness

I am committed to ensuring that all aspects of the game—from development to compliance with relevant laws—are fully addressed to facilitate a smooth and successful launch.

Promotional Strategies

Developing a robust marketing plan is crucial. I plan to leverage digital marketing and social media to build excitement and engage with the gaming community effectively.

In summary, my current efforts are geared towards laying the groundwork necessary for Antville's success. By focusing on these strategic areas now, I am setting the stage for a successful launch, ensuring that Antville not only meets but exceeds the expectations of its future players.



Appendices

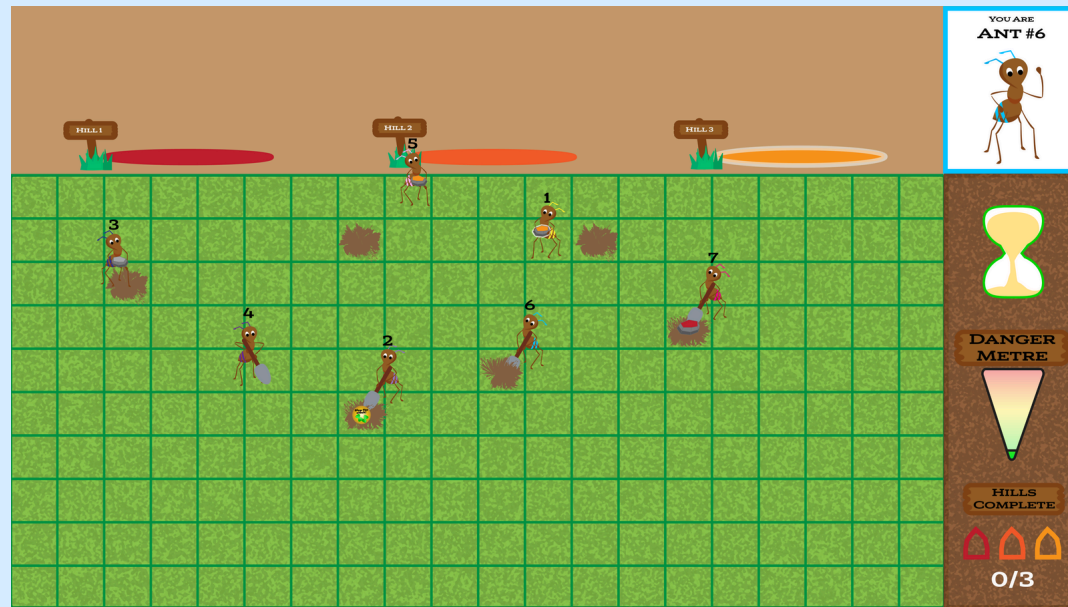


Image 11 - Iteration 1 of in-game simulation

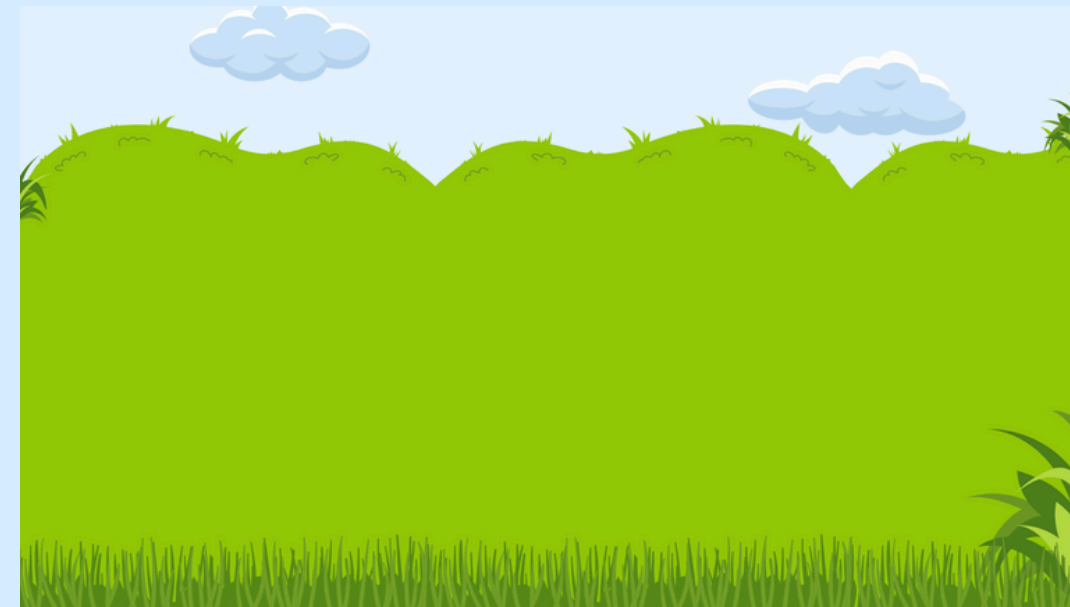


Image 12 - Iteration 2 of in-game simulation

Iterations of background scene

Influenced by my research on my target audience and aesthetics i have further refined my design style, this can be seen in images 11 and 12. This iteration allows for better clarity during game play and incorporates brighter colours that will be more intriguing to the target audience. Green is also known to increase concentration which will help our users to maintain focus during the game (Shift eLearning, 2021).



Image 13 - Iteration 1 of in-game simulation



Image 14 - Iteration 1 of in-game simulation

Iterations of the title scene

As with the background scene, the research i conducted this trimester confirms my previous iterations of my menu scene to include assets that are in more appealing colours and is more interactive and will enhance its story telling capabilities.

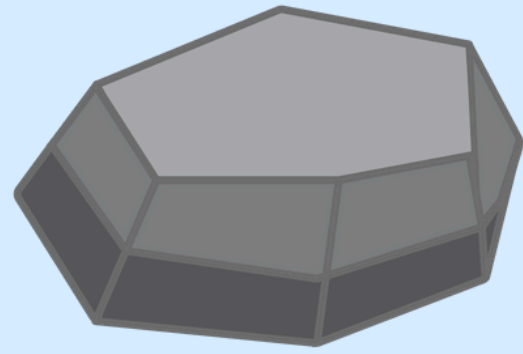


Image 15 - Iteration 1 of in-game simulation

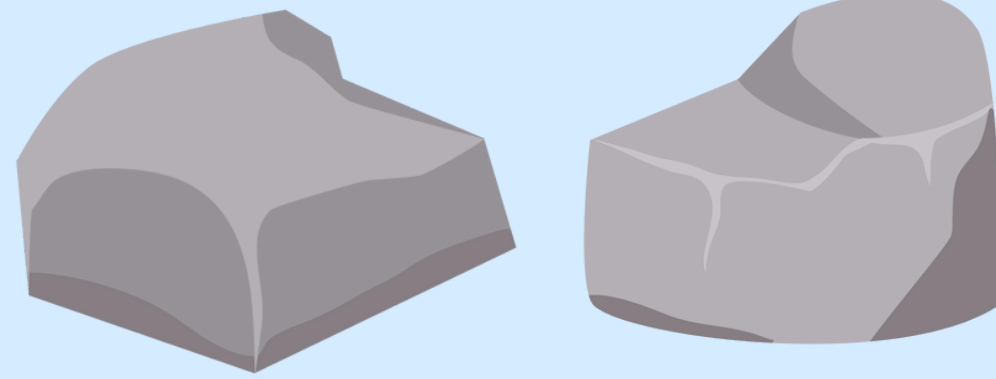


Image 16 - Iteration 2 of in-game simulation

Iterations of the rock sprite

The iterative process for my rocks meant that I was able to develop rock sprites that are more aligned to my chosen game design style.

Iterative process of trialling different design styles applied to my Ant Sprite.



Image 17
Clay Style



Image 18
Cartoon Style



Image 19
3D Style

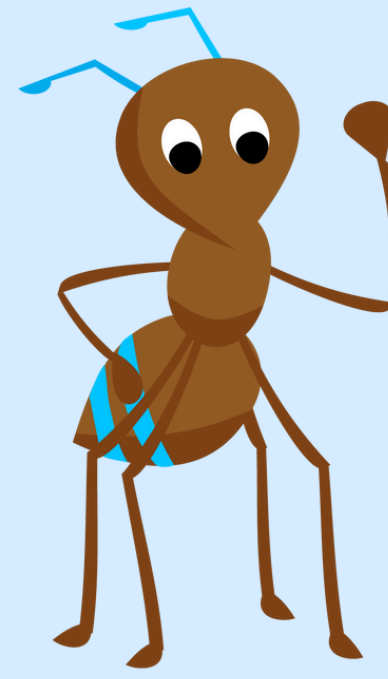


Image 20
Current Sprite

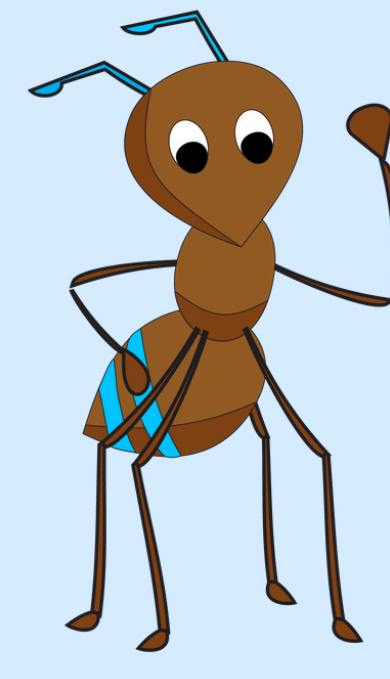


Image 21
Black Outline



Image 22
Shade Outline

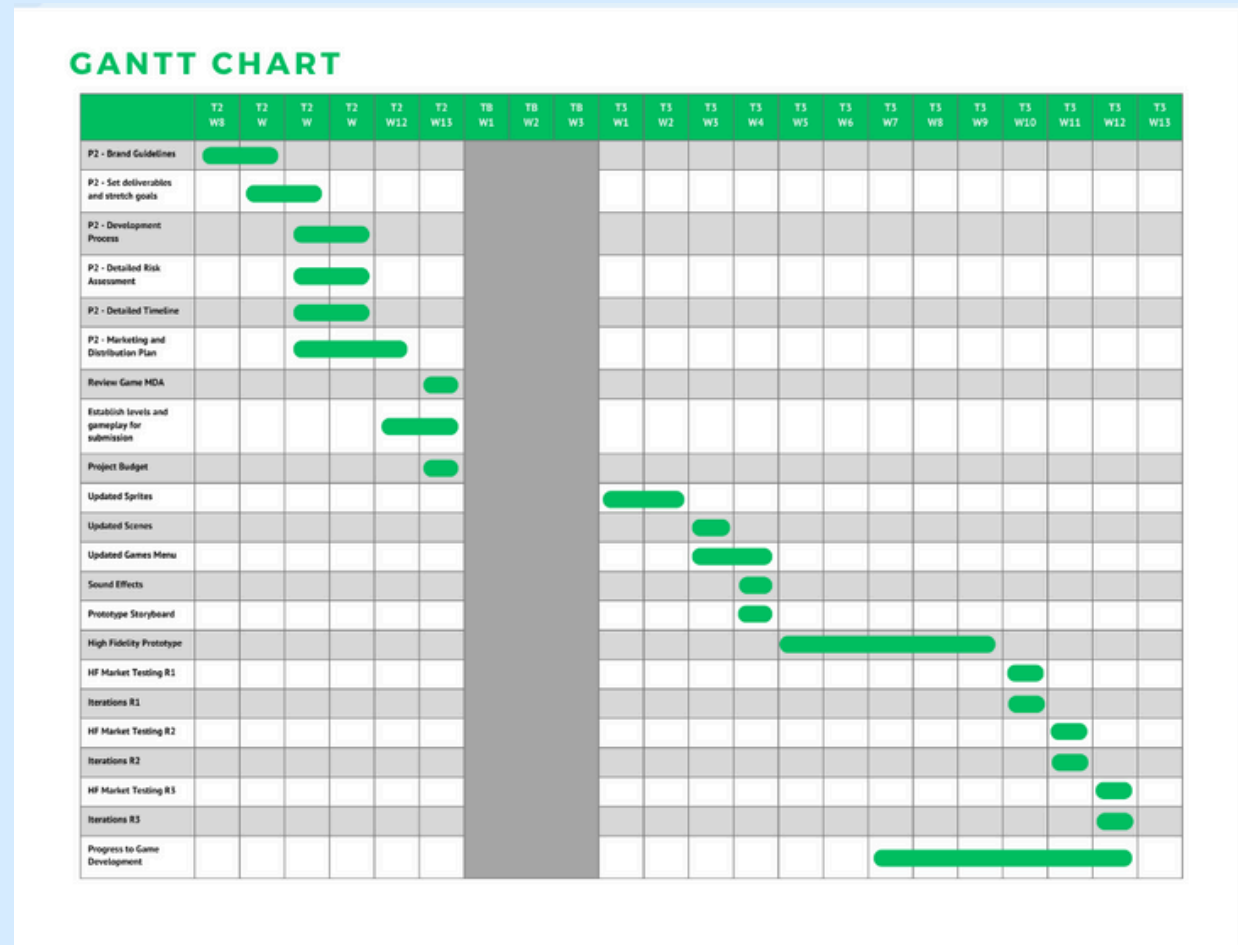


Image 22 - Previous Project 1 Gantt Statement

Now that i have focused my project delivers to have much more realistic deliverables I have been able to refine and develop my gantt chart beyond my original timeline from project 1.

Antville User Testing

ROUND 1

1030981@student.sae.edu.au [Switch account](#)

Not shared

CREATED BY
Jade Chislett
and Wicked Impact Design Studio

Next Page 1 of 3 Clear form

Antville User Testing

1030981@student.sae.edu.au [Switch account](#)

Not shared

* Indicates required question

HOW DID YOU FIND THE ANTVILLE GAME?

Once you have finished testing the game, please complete the questions the best you can.

DID YOU FIND ANTVILLE FUN?

Yes
 No
 Sometimes

IF YES, WHAT DID YOU FIND FUN?

Your answer

HOW DID YOU FIND THE DIFFICULTY LEVEL?

Too Easy
 Just Right
 Too Hard

DID YOU UNDERSTAND HOW TO PLAY THE GAME?

Yes
 No

WERE THE INSTRUCTIONS AND TUTORIALS CLEAR AND HELPFUL?

Yes
 No

DID YOU FIND THE GAME?

Too Fast
 Too Slow
 Just Right

WOULD YOU PLAY ANTVILLE AGAIN? WHY/WHY NOT?

Your answer

WERE THE BUTTONS EASY TO USE?

Yes
 No
 Sometimes
 I Don't Know

DID YOU FIND IT EASY TO MOVE AROUND THE GAME?

Yes
 No
 Sometimes
 I Don't Know

Image 23 - Original User Testing Questionnaire

This was the original design of the questionnaire. Now that i have changed my focus to go back to paper prototyping i will be looking at collecting feedback on my core game mechanics rather than the functioning of a digital game.

Mood Board

1

Ant Sprite Development: I will need font, side and back poses as well as interactions with the shovel, rocks, gems, spider, dirt and hill.

2

A will need a variety of rocks for the ants to dig up as well as to build the ant hills with.

3

I will need gemstones that coordinate with the hill colours(Gems are found and played to add bonus rocks to the hill.

4

Elements of the in game panel that will hold items such as the timer and danger metre.

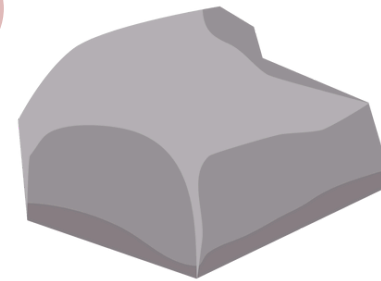
5

I will need to continue iteration to find a suitable spider to be my games villan.

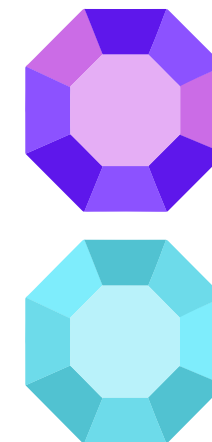
1



2



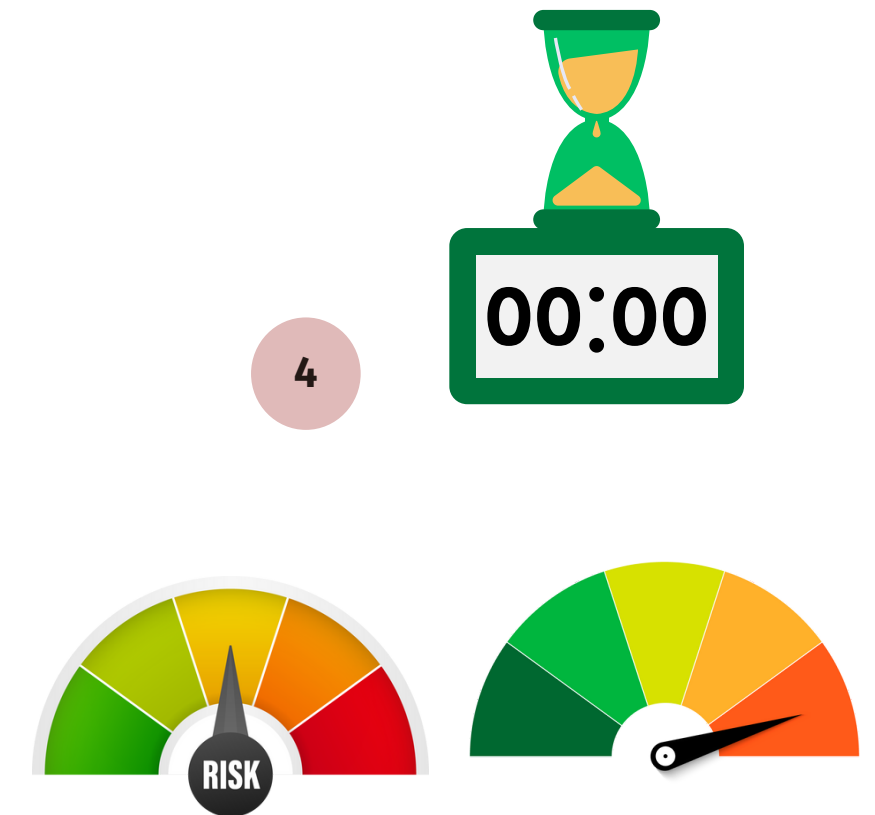
3

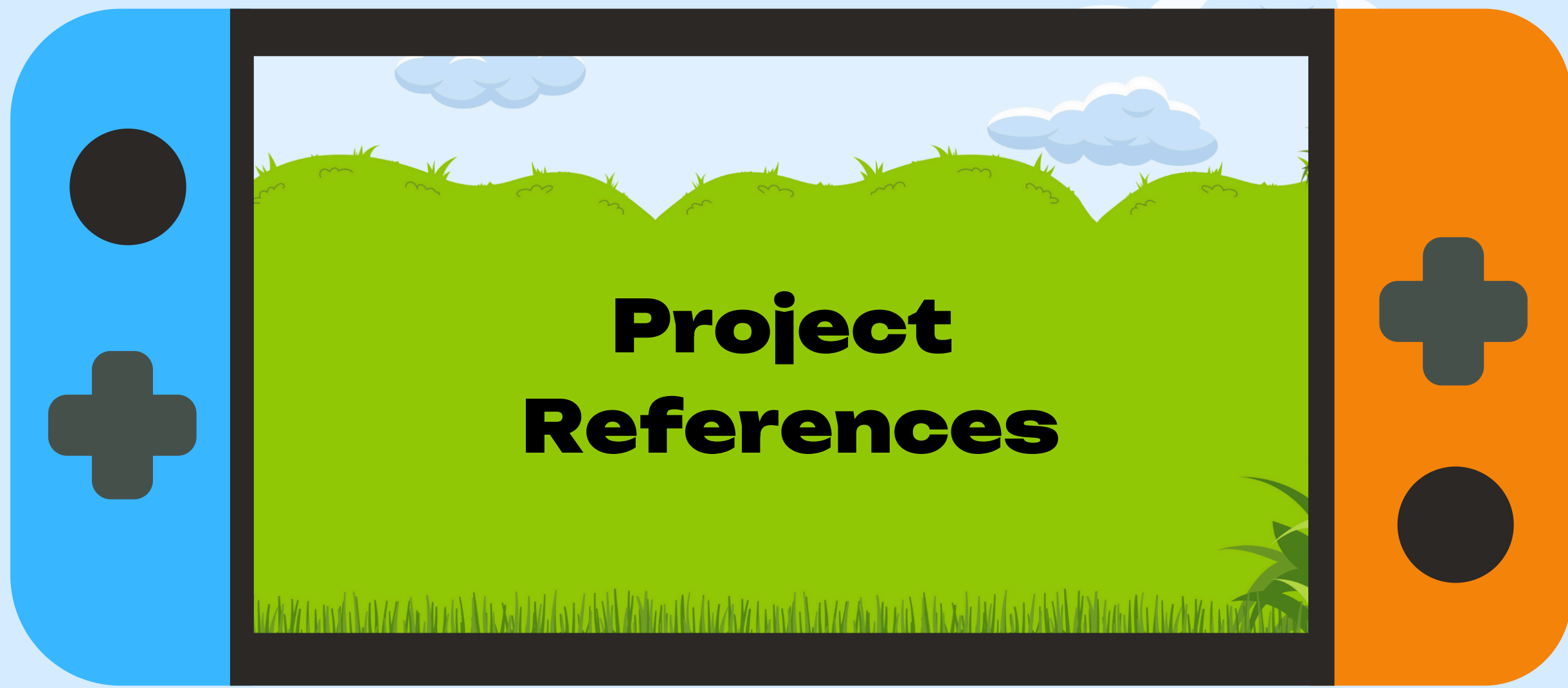


5



4





**Project
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