COMM2700 Working in Digital Media

Student Numbers:

200771648, 201076349, 200990980, 200926793, 201088464, 200855008

Team Project – 5 Girls + Scott

Word Count: 3,033

Contents Page:

Project Management Documentation:

Checklist

What to include according to brief:	Completed:
Hasbro Gaming brand identity	✓
Make sure it is a party game	✓
Target audience: 16-26 year olds	✓
Innovative and exciting	✓
Offline and app-free	✓
Edgy but not too controversial	✓
Check your game is original	✓
Keep it simple	✓
2+ people, 2 minutes to learn, 20 minutes to play	✓
Branding	✓
Packaging	✓
Can explore digital extensions or apps	✓
Well-designed gameplay	✓
Game promotion	✓

Content Strategy:

Below is the content strategy devised in the first week used in order to keep us on track for an early completion date, giving us more time to prepare and work on our hand in deliverables and rehearse our pitch.

	Week 14	Week 15	Week 16	Week 17
Scott	Assistance to both researchers and designers.	Assistance to both researchers and designers.	Assist designers	Assist the designers by beginning to help with some of the workload
Georgia	Begin to think about logo ideas and brand schemes	Use work of researchers to develop design ideas	Put together logo	Begin branding booklet
Bea	Begin to think about logo ideas and brand schemes	Think about typography and colour schemes	Put together card design and mock-ups	Begin social media mock-ups for launch
Lucy	Begin research: Design fundamentals and target demographic	Research copyright on Twitter. Complete a focus group with mock cards to get general thoughts.	Ensure that designers and running to research ideas	Ensure that designers are running to research ideas
Emily	Begin research: Best places for advertising/launch and Hasbro's brand guidelines	Complete a focus group with mock cards to get general thoughts.	Compile research and authorisation sheets	Ensure that designers are running to research ideas
Julia	Research: Focus group	Complete a focus group with mock cards to get general thoughts.	Overview of design choices and ensure people are working to time limits	Overlook design ideas and ensure that they meet the project vision.

	Week 18	Week 19	Week 20	Week 21
Scott	Film and begin to edit video Begin work on mock-up website (UI)	Finish video editing Finish work on mock-up website (UI)	Make any fixes required to ensure highest quality materials are achieved.	Make any fixes required to ensure highest quality materials are achieved.
Georgia	Feed design elements to Scott for use in the UI and video	Feed design elements to Scott for use in the UI and video	Make any fixes required to ensure highest quality materials are achieved.	Make any fixes required to ensure highest quality materials are

				achieved.
Bea	Feed design elements to Scott for use in the UI and video	Ensure Scott's work meets design requirements	Make any fixes required to ensure highest quality materials are achieved.	Make any fixes required to ensure highest quality materials are achieved.
Lucy	Feedback on UI and Video progress	Feedback on UI and Video progress	Delegate fixes to design and development deliverables.	
Emily	Feedback on UI and Video progress	Ensure video and UI match research	Ensure all research is signed off	Delegate fixes to design and development deliverables.
Julia	Track progress of whole group	Track progress of whole group	Point out fixes and tell everyone which task to work on at which time	Point out fixes and tell everyone which task to work on at which time

For weeks 21-23 all members were focused on creating the presentation and rehearsing our pitch.

Code:

- Research
- Design
- Development
- Perfecting

Research Documentation:

Hasbro:

We studied the official Hasbro website to get an idea of the brand's identity. It was obvious that Hasbro mainly targets a young audience. However, our brief specified that the age we should be targeting was 16-26 years of age. Therefore, we had to think of a new and innovative game that would attract young adults whilst keeping Hasbro's entertaining and party-orientated characteristics. I had a look at the games suitable for adults on the website which included puzzles, board games, war games and role-playing games. We could see a gap in Hasbro's market for a new card game as there are very few on the website.

A further reason for choosing a card game, is that most of the games on their site are priced between £10-£20, inferring that we should try and stick in that price margin. Thus, we should avoid making it too extravagant, in terms of production.

Inspiration/ideas of existing games online:

We carried out research online, in toy shops, Amazon.com, and 'games of the year' pages for inspiration.

'Cards Against Humanity' inspiration:

- Novelty-based humour;
- Simplistic but effective design;
- Free download online;
- Expansion packs;
- Option for players to create their own cards

'What Do You Meme?' inspiration:

- 'Millennial' topic (memes);
- Expansion packs

The memes idea is based on the millennial trends occurring at the moment which inspired us to look at what people from 16-26 were interested in. Therefore, our idea to use our celebrity quotes from social media developed.

The name of our game and the strapline were inspired by other adult party card games. Most of these games featured a bold name and short, but witty, strapline. The brief
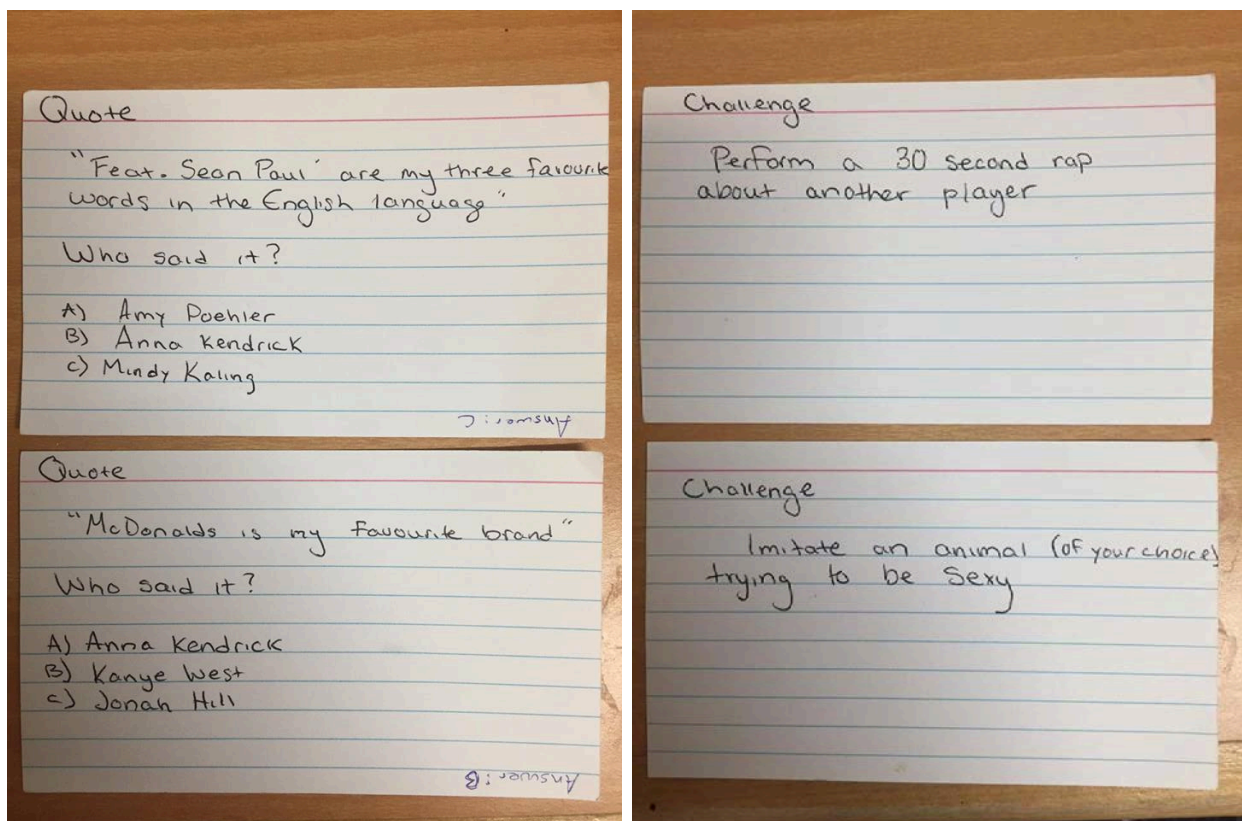
suggests that people need to get off social media and interact with one another. Therefore, we have put technology on paper.

Primary Research/Surveys:

After carrying out a prototype game with 16 consenting participants, we received anonymous feedback from them in the format of surveys, using Word Document. Here are the results:

Age	Would you play this game with friends?	In what setting would you play this game?	Do you see this game as a 'knock off' of any other game?	Does this seem suitable for the age group?	How long did it take you to learn the rules and objective of the game?	How much would you be willing to spend on the game?
18-22	100% **YES**	93.75% **Games night/party atmosphere**	93.75% **NO**	100% **YES**	93.75% **30 seconds - 2 minutes**	87.5% **£10 - £20**

Our prototype cards:

Quote

"'Feat. Sean Paul' are my three favourite words in the English language"

Who said it?

A) Amy Poehler
B) Anna Kendrick
c) Mindy Kaling

Answer: C

Quote

"McDonalds is my favourite brand"

Who said it?

A) Anna Kendrick
B) Kanye West
c) Jonah Hill

Answer: B

Challenge

Perform a 30 second rap about another player

Challenge

Imitate an animal (of your choice) trying to be sexy

Here is a copy of the instructions that were read to the participants:

The University of Leeds

UNIVERSITY OF LEEDS

'They Said What?' Instructions

Age: 16+
Players: 2+
Playing Time: Approx. 30+ mins

The aim of the game:
Guess which celebrity said the quote correctly to avoid receiving celebrity related challenge cards. The winner is the person with the least amount of challenge cards in their possession after the quote deck has ended.

Step-by-step instructions:
- Any player can begin by reading a quote card to the player on their left
- If the player answers correctly, they pick up a question card to read to the player on their left and so on
- If the player answers incorrectly, they pick up, and *keep*, a challenge card and carry out the challenge. This player then picks up a question card for the player on their left
- After the quote cards have been read, they are placed to the side
- At the end of the deck, whoever has the least challenge cards wins

All participants were issued with an information sheet and consent forms (see below).

Information Sheet:

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Information Sheet

1. Research Project Title:
'They Said What' Hasbro Card Game Sampling Research

2. Invitation
You are being invited to take part in a research project. Before you decide it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

3. What is the purpose of the project?
We are conducting preliminary research following the development of a new *Hasbro* card game targeted at adults from 16-26 year old. Our aim is to find out whether this game is enjoyable for the said age group and to receive constructive feedback to improve our prototype. The duration of this project should take no longer than 45 minutes, including filling out forms, playing a short version of 'They Said What?' and providing feedback in a questionnaire.

4. Why have I been chosen?
You have been chosen as you fit the age group category and have shown interest in testing out a new game. Approximately 20 other participants will be recruited.

5. Do I have to take part?
It is up to you to decide whether or not to take part. If you do decide to take part you will be given this information sheet to keep (and be asked to sign a consent form) and you can still withdraw at any time without it affecting any benefits that you are entitled to in any way. You do not have to give a reason.

6. What do I have to do?/What will happen to me if I take part?

You will be required to stay for a 45 minute session to test out the game and give feedback. After this, your information will be anonymously used in our research until 04/05/17.

After reading this information sheet and filling out a consent form, you will be joined by other participants (focus groups will usually consist of 4-6 participants). You will then be read out instructions on how to play and the game will proceed. Subsequently, you will be asked to provide feedback on given questionnaires, to the best of your ability. Your participation will not be needed hereafter.

There are no lifestyle restrictions as a result of participating.

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7. What are the possible disadvantages and risks of taking part?
No foreseeable discomforts, disadvantages or risks to participants are likely to occur after taking part.

8. What are the possible benefits of taking part?
Whilst there are no immediate benefits for those people participating in the project, it is hoped that this work will help towards developing a new, exciting and innovative card game.

9. What happens if the research study stops earlier than expected?
If this is the case the reason(s) will be explained and you will be notified.

10. Will my taking part in this project be kept confidential?
All the information that we collect about you during the course of the research will be kept strictly confidential. You will not be able to be identified in any reports or publications. Your information will be kept in a secure database and will not be shown to anyone other than the researchers. Your information will only be released as anonymous data in our project presentation and documents.

11. What type of information will be sought from me and why is the collection of this information relevant for achieving the research project's objectives?
The only information we will ask for is feedback on your thoughts about the 'They Said What?' prototype that you will play. Your feedback will be beneficial in improving our prototype to ensure we make a game that will have maximum enjoyment for 16-26 year olds. Moreover, it will help to legitimise our card game concept.

12. What will happen to the results of the research project?
The results of this research are likely to be published before 04/05/17 which is when we will be submitting all of our documents to a module leader. If you would like to receive a copy of

13. Who is organising and funding the research?
As students of the University of Leeds, we are organising the research and collecting the data for our project in our Working in Digital Media module.

14. Contact for further information

Research Lead: Emily Edwards - me15ee@leeds.ac.uk
Research Lead: Lucy Stephens – me15l3s@leeds.ac.uk
Supervisor – Ana Ozimek csamo@leeds.ac.uk
Address: The University of Leeds, Leeds LS2 9JT

Project title	Document type	Version #	Date
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If you are happy with the above information, please fill out a consent form.

Thank you for taking the time to read through the information sheet. You will be given a copy of the information sheet and a signed consent form.

Project title	Document type	Version #	Date
'They Said What?' Hasbro Card Game Sampling Research	Information Sheet	1	25/02 /17

Market Research – Demographics:

In order to target our audience effectively, it was important to gather demographic and psychographic information on the group we are selling to. In their brief, Hasbro outlines the game should be aimed at 16-26 year olds - men and women. As a young adult's party game, we believe our product best belongs to the university student and young professional, who enjoys socialising and interacting with their peers.

Demographic Information:

Age: 16-26 year olds
Sex: Men and Women
Marital Status: Unmarried
Income: Middle class income earners
Level of Education: Sixth-form/college, Students, young professionals

Psychographic information of target audience (Values, interests, attitudes, personality traits):

- Sociable
- Hedonistic
- Thrill Seeker
- Fun loving
- Aspirational
- Educated

The target group's interests lie among popular culture and the texts that they

consume centre on celebrity, whether it be through the TV, print media or digital media. With the sales and demand for physical games declining, it was important for our product to reflect the attitudes and behavioural patterns of millennials. By focusing on contemporary social media tweets, the game challenges players, while appealing to their knowledge of more recent events in the world of celebrity. This allows for players to be drawn to the game by popular culture references. We believe, therefore, that this traditional format can appeal to a modern and notoriously difficult to reach audience.

Design Documentation:

Branding: Colour Palette

Credit: The Logo Company

Initial Colour Options:
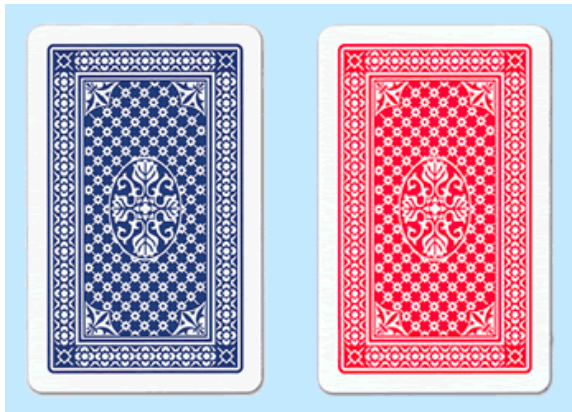
We decided to avoid navy blue and red cards as they are most recognisable as plain old 'playing cards'. Many brands of playing cards, including Bicycle, Bee, Hoyle, and Kem were produced by 'The United States Playing Card Company'. Established in 1867, The United States Playing Card Company created strong brand with the colours red and blue.

We then considered different options:

Initially we wanted to work with black and yellow based branding. Yellow for the quote cards and black for the challenge cards.

Yellow produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy. Yellow is often associated with food. Bright, pure yellow is an attention-grabber, which is the reason taxicabs are painted this colour.

Black is a mysterious colour associated with fear and the unknown (black holes). It usually has a negative connotation (blacklist, black humour, 'black death'). Black denotes strength and authority; it is considered to be a very formal, elegant, and prestigious colour (black tie, black Mercedes). In heraldry, black is the symbol of grief.

However, after testing out this colour palette, we found it didn't really work well with our concept. We soon realised that our brand (including our colour palette) should tie in together with the theme of our game: social media.

After doing some research, we found that blue is the most prevalent colour in social media platforms. From this, we decided that a blue colour palette would be the perfect option for us:
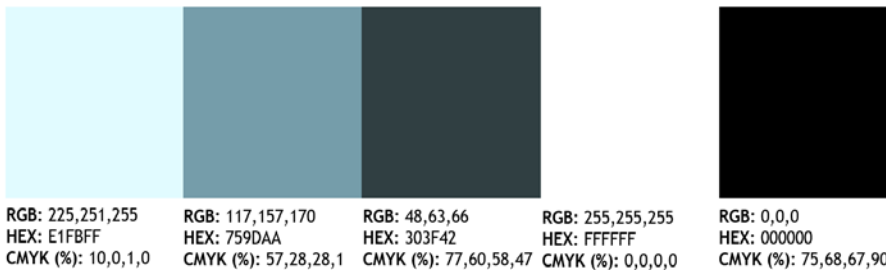
We initially chose this palette, but then realised some brighter colours would need to be added in order to make it more vibrant and attractive to a young audience, and so we chose to combine it with these tones:

RGB: 225,251,255	RGB: 117,157,170	RGB: 48,63,66	RGB: 255,255,255	RGB: 0,0,0
HEX: E1FBFF	HEX: 759DAA	HEX: 303F42	HEX: FFFFFF	HEX: 000000
CMYK (%): 10,0,1,0	CMYK (%): 57,28,28,1	CMYK (%): 77,60,58,47	CMYK (%): 0,0,0,0	CMYK (%): 75,68,67,90

Initial logo designs

We started brainstorming some logo options, and came up with these initial sketches:

From those, we selected a few options and made them into proper designs:
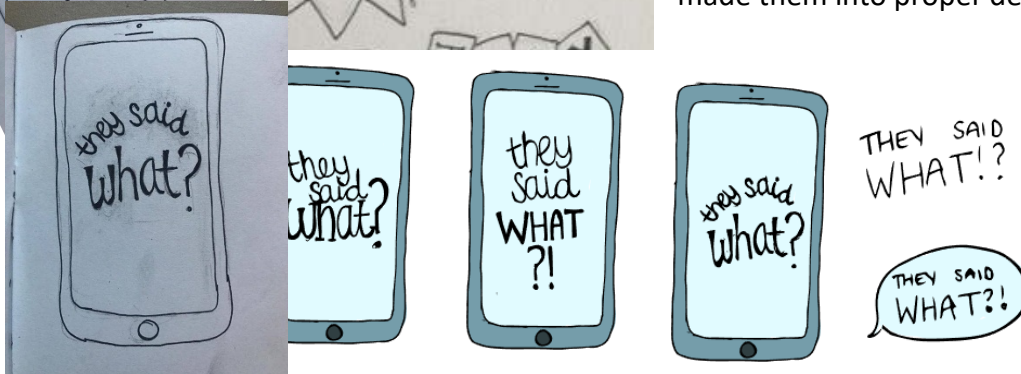
We thought the concept of the phone worked well with our concept, since it's played around with the idea that you're playing a game about social media, something usually consumed through your phone, but off-screen. We therefore thought it would be a good idea to use that design for the back of our cards, making it seem as if the cards were your phone:
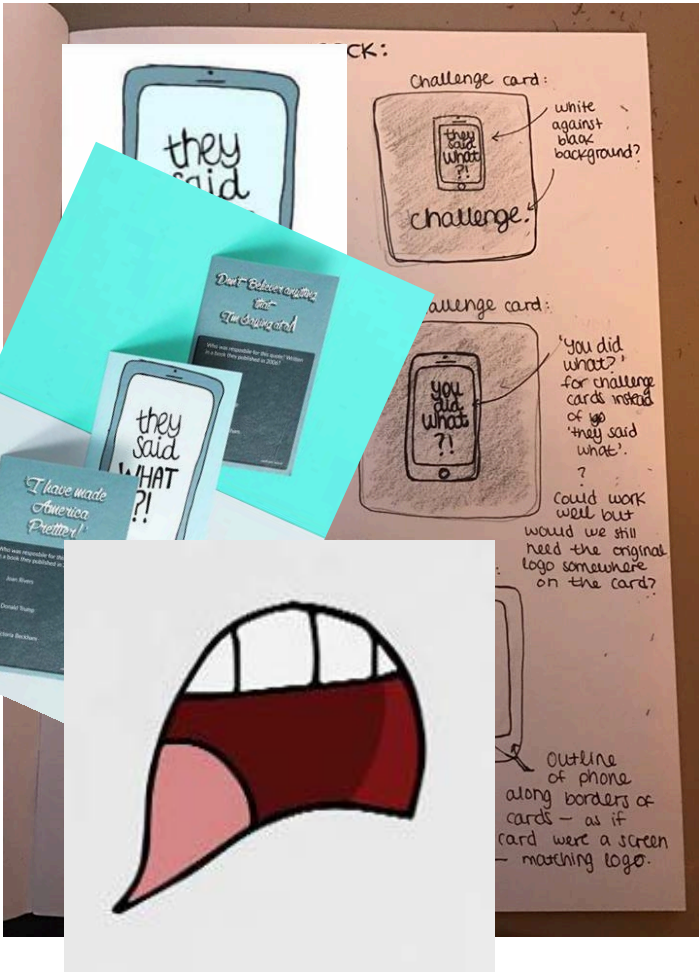
Final logo:

We agreed that our logo should break away from the simple design of the cards and add a younger, edgier, fun feel to the game. We liked the mouth logo design because we thought it did this perfectly. Its thick black lines contrasted against its red tones to create a vibrant look. The fact that it's a mouth that looks like it's shouting out, or saying something outrageous, suited our game.

The red colour palette used in the logo also breaks away from our chosen blue colour palette for the rest of the game. This worked well because it doesn't only make the logo stand out, it adds vibrancy to the design.

For our typography, we thought it should be of a handwritten style, to tie in with our card design (which is handwritten), and also to allude to the 'young and casual' nature of our game.

After trying out these different options, we decided on the last font, as we found it to be the most complimentary to our logo. We liked its fun, slightly wackier feel. We then completed

our final logo:

They Said What?

Packaging design:

Finally, once our logo and cards were finalised, we designed our packaging:
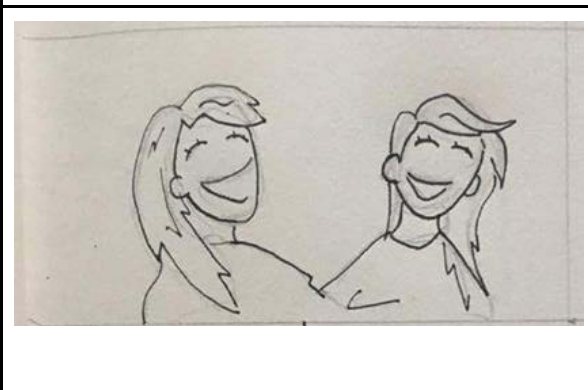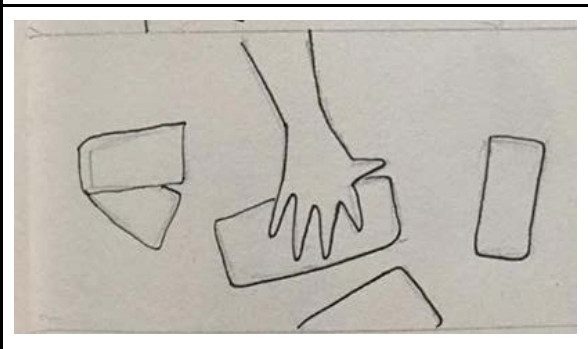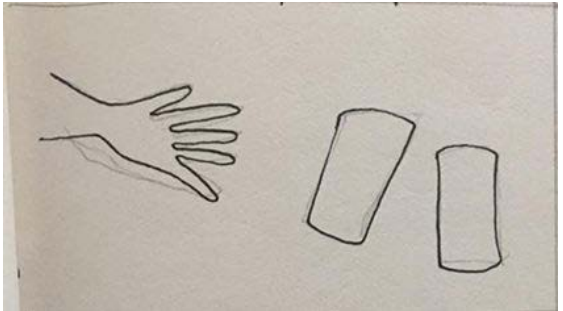
We used bright blue tones, and decided to feature our logo and name in large to keep it simple yet bright, vibrant and attractive to young people.
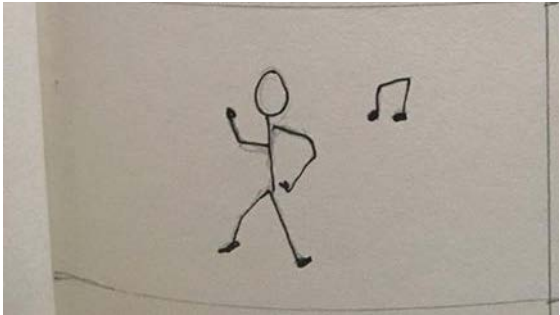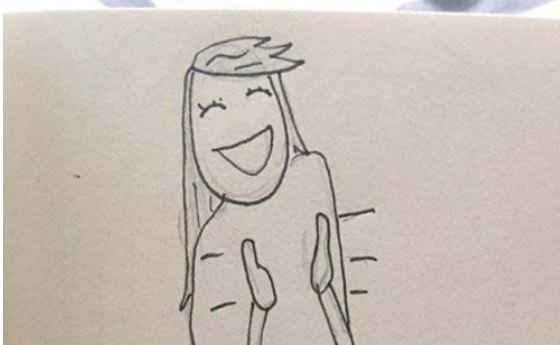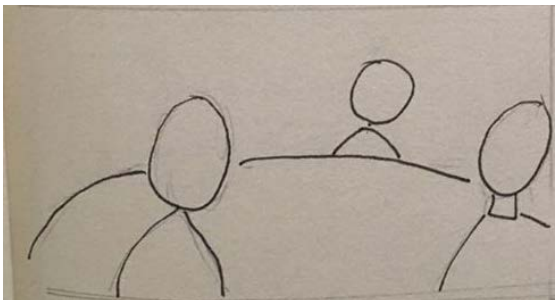
Development Documentation:

Video section

STORYBOARD

	Frame Number: 1 **Movement:** Fade to transparent **Details:** Logo on black fade to transparency with video footage **Shot type:** N/A **Spot length:** 2 Secs
	Frame Number: 2 **Movement:** Slow pan right **Details:** Girls sat around table, laughing and joking **Shot type:** MCU **Shot length:** 4 Secs
	Frame Number: 3 **Movement:** N/A **Details:** Hand taking a challenge card from the table. Text overlaying video: "Step 1: Pick a card and guess who said the quote!" **Shot type:** BCU

	Shot length: 4 Secs
	Frame Number: 4
	Movement: N/A
	Details: Asking question from the card, other person waiting to answer
	Shot type: MCU 2 shot
	Shot length: 3 Secs
	Frame Number: 5
	Movement: Subject movement - celebration
	Details: Celebrating getting the question right. Text overlaying video: "If you got it right, celebrate!"
	Shot type: MCU 2 shot
	Shot length: 3 Secs
	Frame Number: 6
	Movement: Subject movement - reaching for cards
	Details: Picking a dare card from the pile. Text overlaying video: "If not… Step 2: Choose a challenge card"
	Shot type: BCU
	Shot length: 3 Secs
	Frame Number: 7
	Movement: Subject movement - eating mayo
	Details: Eating a spoonful of mayo to demonstrate a dare card.
	Shot type: MCU
	Shot length: 4 Secs

|	
	Frame Number: 8 **Movement:** Subject movement - dance **Details:** Doing a dance to depict another dare card challenge. Text overlaying video: "Make it funky" - Gradient over this text. **Shot type:** LS **Shot length:** 3 Secs
	Frame Number: 9 **Movement:** Subject movement - clap **Details:** Clapping once someone has done their dare - shows good spirits. Text overlaying video: "Once the dare is completed, keep the card" **Shot type:** MCU **Shot length:** 4 Secs
	Frame Number: 10 **Movement:** N/A **Details:** Someone embarrassed - shows that dares can be both fun and embarrassing. Text overlaying video: "Step 3: Count the cards - whoever has least wins!" **Shot type:** MCU **Shot length:** 3 Secs
	Frame Number: 10 **Movement:** Fade to black **Details:** People socialising around a table, socialising, talking. Overlay They Said What logo. **Shot type:** MCU **Shot length:** 5 Secs

	Frame Number: 11
Let's make social media social again! #TheySaidWhat	**Movement:** Fade to black **Details:** Campaign slogan, including hashtags. Final view of video. **Shot type:** N/A **Shot length:** 3 Secs

User Interface (UI)

Plan

S — — — IQ

1

2

4

S HOW TO PLAY

6

?

7 EXPANSIONS

8 — — — —

9

10
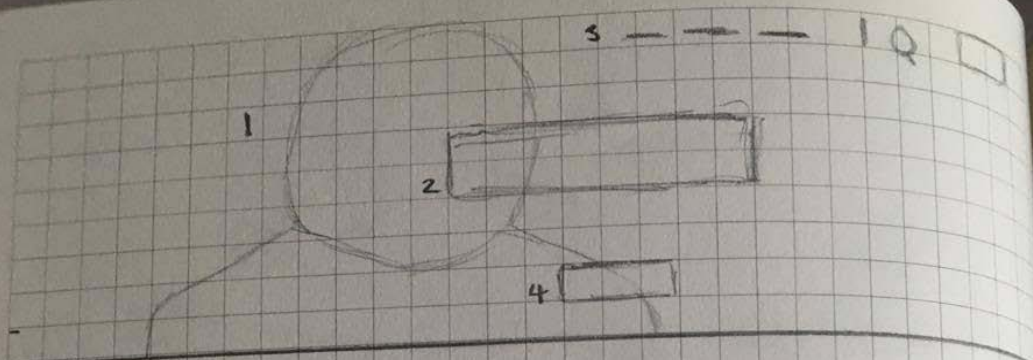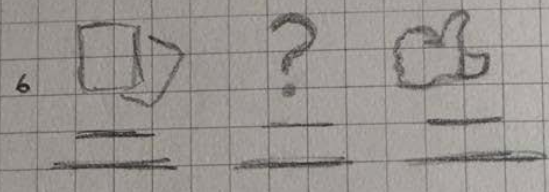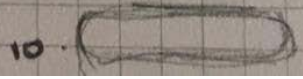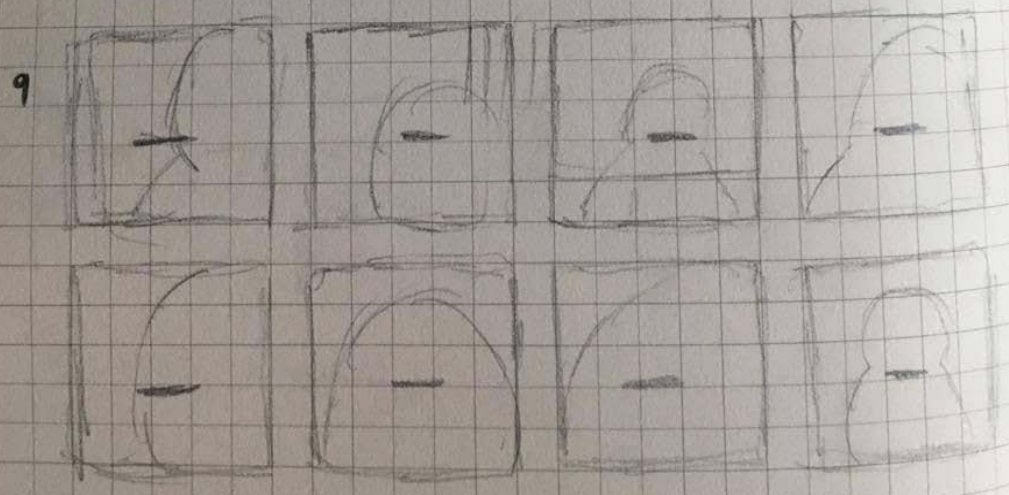
11 HOW DO THE
EXPANSIONS WORK ?
___

THE 2000s
OR FOOTBALLERS .

_____
_____

13
14 [_____]   12

MEET THE TEAM 15
_____
__

16
17
18

19
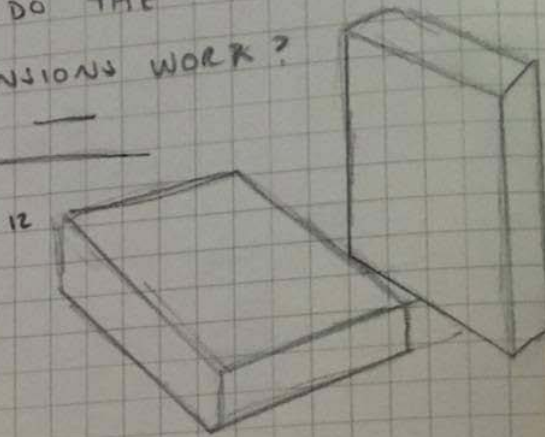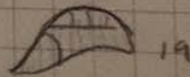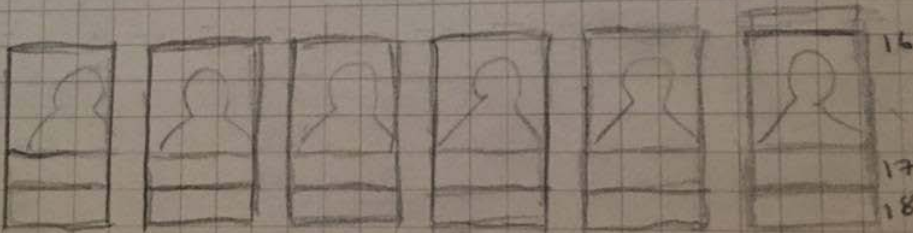
WHAT are you WAITING for 20
(_____) 21

SUBSCRIBE TO OUR NEW ___
___ 22
LINKS
23   CONTACT US
24   2
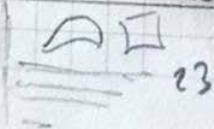
Key:

1. Background image of controversial figure - Trump (?)
2. Typographic logo
3. Page links / search bar / login button
4. Read more skip link
5. How to play title
6. Icons for play instructions + Descriptions
7. Expansions title / intro
8. Categories of expansions
9. Images representative of categories
10. More categories button
11. Expansion explaination title
12. Image of packaging
13. Intro to expansions text
14. Browse add-ons button
15. Meet the team title / intro
16. team member images
17. team member names
18. team member roles
19. Hasbro / TSW logos, grayscale
20. CTA title / intro
21. Web store button
22. Newsletter sign-up button
23. Hasbro / TSW all rights reserved text
24. Page links
25. Contact links and button / social media buttons