

Idea factory

- Contents
 - Create a new game with self-interview and groupwork
 - Describe / Analyze your game using a Game Design Document
- Goals
 - Experience creativity as iterative processes
 - Learn to think link an analyst

The Idea factory process

- Individual work allows concentration on the task
 - Brain storming from scratch in groups is not as efficient as initial individual brainstorming
 - If all are responsible → no one is responsible
- Cooperative work allows context switching for recombination of ideas
- Step by step refinement leads to tiny improvements which may sum up to breathtakingly new ideas

Ideas ...

- should be
 - User – centric
 - Touch yourself (either positive or negative)
- Can be
 - Completely strange
 - All ideas are welcome

Games Step 1

- Individual Task
- Take 3 sheets of paper and write down all games you now, either sport-, computer-, parlor or card games
 - Start with games you love or like or to which you are addicted (on one sheet)
 - Go on with games you hate or you would wipe out if you could (on the second sheet)
 - Finish writing down all games that you neither hate nor love, hence those you don't care about

Games Step 2

- Group Task, work with your neighbor
- Interview your neighbor for finding out his or her feelings, the reason why he/she loves/hates a game
 - Follow up interesting feelings and find out how he/she is personally related to the game
 - Please use polite questions and guide the interview with caution

Games Step 3

- Individual task
 - Take one or more games from the love-list
 - Combine those games to a new game / topic
 - use your last interview to make a game that your neighbor would possibly like
 - Create as much new games as you can (the more the better)
 - If you sketch your ideas your are faster
 - The aim is to create many new ideas

Games Step 4

- Group Task, work with your neighbor
- Present all your game ideas to your neighbor
 - Write down his/her reaction to your ideas (positive as well as negative using plus or minus signs)

Games step 5

- Individual task
 - Select the game with the most positive reaction
 - Complete that game by thinking about
 - User interface and controls (how to play the game)
 - Different levels with increasing difficulty
 - Rewards for good actions and punishments for failed user actions (remember the hate-sheet)
 - A background story

Done