

# **Game Design & Development IV**

## **Professor Morrison**

### **Focus Group Requirements**

#### **Purpose**

Gather recommendations and suggestions from your target demographic. Make objective observations on players' gameplay experiences.

#### **Instructions**

Once the Alpha is complete, conduct at least one focus group session. To do this, your team will need to secure a location as well as secure individuals that fall within your target demographic.

If you select an area, on campus, to conduct your focus group testing, then you will need to make arrangements with the head of whichever department's room you are using. For instance, to use Truman 209, your team will need to make arrangements with Donna Kerns or Phyllis Owens.

Your team should inquire with anyone (even relatives) to participate in this focus group. However, do not force people to come to your title's focus group. People that do not wish to be there are not going to be very useful to your team's research. Consider advertising throughout the campus and concentrate heavily on areas that may have interest in the Game Design program

Create a focus group testing sheet that shall be used during the test. This sheet should contain questions and rankings that are useful to your team. Submit this sheet alongside the Alpha candidate and post the focus group's results via email and on the message boards.