GDD

Game-Design-Document

By: High-Sky Studio's

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Intro to design philosophy

Why are these requirements, actually requirements? What motivated us to work on them?

The goal of this project is to create a game suitable for airplane passengers of KLM. Air travel can often feel long, uncomfortable, and stressful, so the game should help improve the passenger experience by making time go by faster while maintaining comfort and preventing motion sickness.

During our first meeting with our client Francois, we identified important design directions. The game should be suitable for all ages. And be accessible even for non-gamers. While also avoiding themes that could cause stress and fear.

Design Requirements

The requirements are listed below, but we miss knowledge on how to solve this mission so far. The next chapters detail how we find out more about these requirements, and how to best avoid or make use of them in our final product.

-Passenger comfort

The game must create a calm experience

Air travel can already cause stress or discomfort. So, games must not create feelings like fear or nausea.

-Avoiding motion sickness (nausea)

Screen motion can cause nausea.

Fast camera movement, falling, or disorientation should be avoided.

-Avoiding common fears

Many passengers have fears related to flying (heights, crashing, claustrophobia).

Games that trigger these fears (falling, plane-related danger, tight spaces) must be avoided

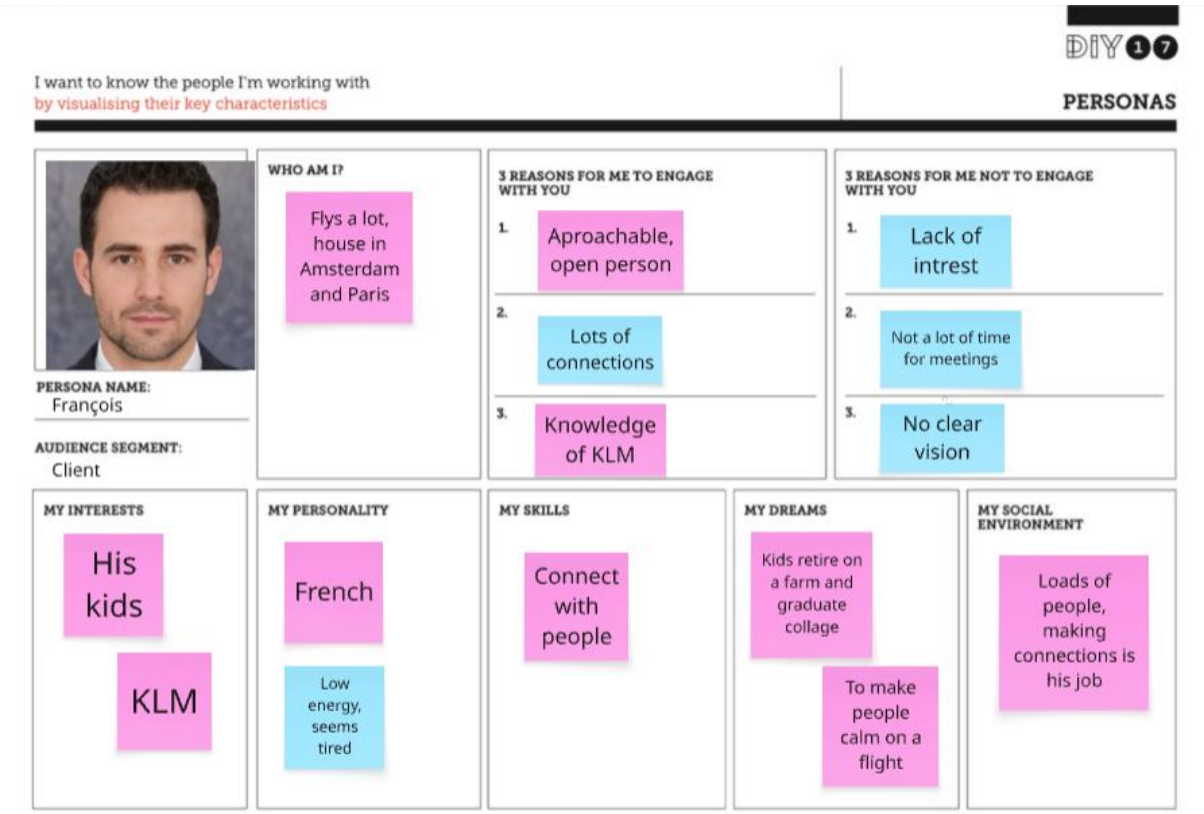
-Target audience

Airplane entertainment systems are used by a wide demographic, so it's important to narrow down to a specific age group.

-Time perception

The main goal is to make flights feel shorter.

So, games should be addictive and time-consuming.



Target audience

From our client, we have been tasked with the mission to reduce stress and provide entertainment for those who most need it during long intercontinental flights. To determine our target audience, we needed to answer the question: "*Who currently suffers most from boredom and stress inside the plane?"*

Methods of research

To determine our target audience, we went for fly-on-the-wall research. We did not want to influence the behaviour of the people we observed, as the "Hawthorne Effect" would have altered our results.

Results

Our target audience will be centred towards 25-35 year olds. This means younger Millennials (1981-1996) as of 2026 aged 30-45 and older Gen Z (1997–2012) aged 14-29

Based on the "Fly on the Wall" observation that we have done previously we concluded that: - The people who were on their phone most were the solo travellers - The solo travellers were mostly young adults - Parents with little kids seemed more stressed out The objective of our game is to calm people down and to distract their attention from flying. The most stressed age category was parents with little kids who tend to be in their 30's which fits perfectly for our age range. Other than that solo travellers who were usually in their 20's-30's were the group that spent the most time on their phones during our observations. That makes us think that because of the lack of company they would be more likely to play games on the plane.

Another reason for choosing this age range is their familiarity with technology and games. Millennials were the first generation to grow up being surrounded by these technologies. Additionally they were also the generation when YouTube and gaming content became popular. Other than that Generation Z actively engages with the virtual gaming world. They are able to connect with friends and even strangers creating a bond that acts as a social media platform.

The constantly expanding market and increasing sales prove the demand for games.

25-35 years olds make sense for our target audience since they are frequent travellers who were socialised in technology and are familiar with the gaming world.

Design documents

Below follow the documents that led to these results. Every document has been created by a member of this team, and have observed both Schiphol and airport Eelde, on different dates to obtain the most accurate results.

1: Viki and Maddy (fly on the wall)

Fly on the wall research

Hypothesis before the observation:

- Age: In my opinion it is mostly going to be adults and then children
- Activity: Most people are going to be on their phone
- Emotions: I expect most people to be stressed or tired
- Groups: I think most people will arrive in groups

1st observation

Age

Children: 22	Teenager: 14	Adult: 58	Elderly: 10

Activity

Talking: 20	Standing: 6	On the phone: 9

Emotions

Happy: 24	Stressed: 2	Tired: 16	Sad: 2	Lost: 5

Groups

Solo: 10	Duo: 8	Group: 20

Other observations:

- Most people look happy because we were at arrivals
- The sad was a bittersweet sad when people said goodbye
- Solo people looked tired mostly
- Most people reunited with family -> happy

2nd observation

Age

Children: 16	Teenager: 7	Adult: 65	Elderly: 7

Activity

Talking: 10	Standing: 2	On the phone: 7

Emotions

Happy: 3	Stressed: 13	Tired: 4	Neutral: 3	Relieved: 3

Groups

Solo: 23	Duo: 7	Group: 16

Other observations:

- People who came from behind us looked happy/ relieved -> arrivals
- Solo people were more likely to be on the phone
- People who walked towards departures looked more stressed
- Most people were just walking (activity)

Final numbers

Age

Children: 38	Teenager: 21	Adult: 123	Elderly: 17

Activity

Talking: 30	Standing: 8	On the phone: 16

Emotions

Happy: 27	Stressed: 15	Tired: 20	Neutral: 3	Relieved: 3	Sad: 2	Lost: 5

Groups

Solo: 33	Duo: 15	Group: 36

Conclusion:

With this “Fly on the Wall” observation I wanted to get to know how people act at the airport. What are they doing? How are they feeling? And how the age groups divide. I separated my research into 4 areas which were: Age, Activity, Emotions and Groups.

Starting with age I found that the adults were an outstandingly large group that was followed by children and then a small number of teens and elderly. So my hypothesis was correct regarding this.

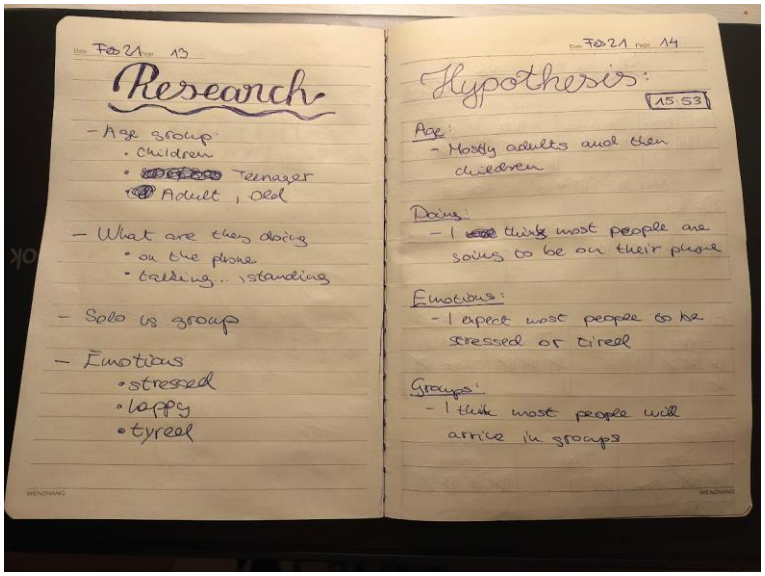
Secondly with peoples action, talking was the most often seen, this for obvious reasons happened with duos and groups. Not as many people were on their phones as I expected. This activity was mostly done by solo travellers or passengers who seemed lost.

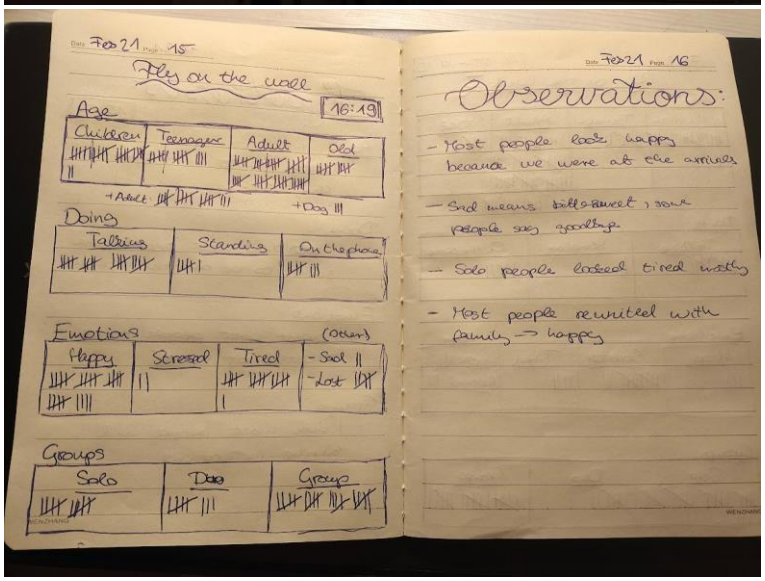
Thirdly for emotions the one that achieved the highest number was happy, but that could be significantly affected by us doing the first observation at arrivals where people tend to be in a better mood. The one that followed was tired and stressed which were my initial predictions for this category.

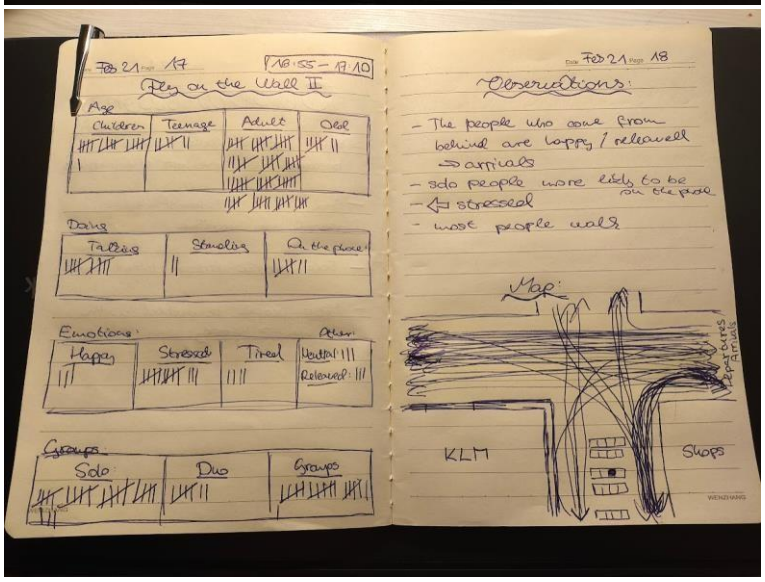
And finally the amount of people I saw in groups and solo almost came out the same. (I counted groups as a whole not as individually per person.)

To conclude this research helped me find answers for a potential target audience and to get into the head of the passengers a bit more.

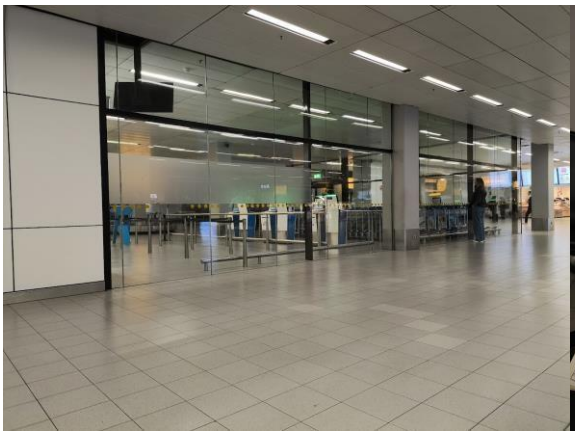
Notes:


Research
- Age group
• Children
• Teenager
• Adult, Old
- What are they doing
• on the phone
• talking.. standing
- Solo vs group
- Emotions
• stressed
• happy
• tyreal
Hypothesis:
15:53
Age:
- Mostly adults and then children
Doing:
- I think most people are going to be on their phone
Emotions:
- I expect most people to be stressed or tired
Groups:
- I think most people will arrive in groups


Fly on the wall
16:19
Age
Children
Teenager
Adult
Old
+Adult
+Dog
Doing
Talking
Standing
On the phone
Emotions
(other)
Happy
Stressed
Tired
- Sad
- Lost
Groups
Solo
Duo
Group
Observations:
- Most people look happy because we were at the arrivals
- Sad means sad-sweet, some people say goodbye
- Solo people looked tired mostly
- Most people reunited with family → happy


Fly on the Wall II
16:55 – 17:10
Age
Children
Teenage
Adult
Old
Doing
Talking
Standing
On the phone
Emotions
Other:
Happy
Stressed
Tired
Relaxed
Groups
Solo
Duo
Groups
Observations:
- The people who come from behind are happy / relaxed
→ arrivals
- solo people more likely to be on the phone
- ⇦ stressed
- most people walk
Map:
KLM
Shops
Departures

The process:



2: Levi (fly on the wall)

Purpose

The purpose of this observation was to understand how people at the airport cope with stress and to identify which groups of travellers appear to experience the most stress. Using the fly-on-the-wall method, we observed people in the airport environment without interacting with them, focusing on their behaviour, body language, and coping strategies.

Observed Stress Behaviours

During the observation, several behaviours indicated that travellers were experiencing stress Many passengers repeatedly looked at their phones or travel documents, possibly checking flight information or gate updates. Some travellers moved quickly through the terminal, often looking around or scanning signs, which suggests time pressure or uncertainty. body language such as frowning, tense posture, crossed arms, or sighing suggested frustration or anxiety.

Coping Strategies Observed

Passengers appeared to use different methods to cope with stress Many travellers used smartphones, listened to music with headphones, or watched videos. This seemed to distract them from the stressful environment. Some people chose to sit down at cafés or restaurants, which may help them relax while waiting. Some people tried to rest, close their eyes, or sit calmly while waiting.

Groups Showing the Most Stress

Based on the observation, the following groups appeared to show higher stress levels: Families with young children Parents often had to manage luggage, documents, and children at the same time, which created visible stress and multitasking. Passengers dealing with time pressure Individuals who arrived close to boarding time or had connecting flights often showed the most urgent behaviour.

3: Jovani and Steven (fly on the wall)

Schiphol fly on the wall

We conducted a series of observations at Schiphol Airport, where we analysed the behaviour of travellers before and after their flights. Based on what we observed, we identified several patterns among both adults and children.

Starting with adult travellers before their flight, we noticed that many people appeared excited about their trip, but this excitement often came with visible nervousness. These nerves sometimes seemed to develop into stress, particularly during security checks and the boarding process. Many travellers showed signs of worry, such as frequently checking their belongings or looking at departure boards, which suggested concerns about forgetting something or being late. However, once passengers had boarded and settled into their seats, most individuals appeared to relax, and their stress levels seemed to decrease.

After flights, especially long ones, adult travellers generally appeared tired. Since there are limited activities available during a flight aside from resting or watching movies, many passengers seemed fatigued upon arrival.

When observing children, we noticed different patterns. Before flights, children were generally calm and occupied, often using phones or tablets. Unlike adults, they did not seem to display noticeable stress or anxiety. After flights, children also appeared tired but remained relatively calm, often continuing to engage with their devices. Overall, it seemed that children experienced more tiredness than stress, and long flights mainly led to fatigue rather than anxiety.

Additionally, we observed that many travellers brought their own forms of entertainment for use during flights. These ranged from books to portable gaming devices, helping them pass the time during the journey.

These observations were later discussed and confirmed with a member of the Royal Marechaussee, who verified that our findings aligned with their professional experiences.

4: Levi (focus group interviews)

Danielle

26 years

Son 6 years

Not stressed, just bored.

Muziek voor zelf, zoontje gedownloade tekenfilms.

Games zijn saai en lastig.

Kinderspelletjes moeten komen

Mark

42 jaar

Vliegt elke week voor werk

Moordpodcasts

Nieuws lezen

Geen stress

Geen games

Klm alleen touchscreen op meeste nieuwe modellen

Zuri

21

Brings laptop for roblox

Didnt know planes had games

Lubanzi, zuri's brother

27

Hates roblox

Cant play shooters with no good connection

Sleeps on plane

Johan

35

Kijkt lord of the rings elke vlucht

Spel moet helpen tijd te vergeten. Niet veel nadenken.

Leid brein af, overwelm met kleur.

Kinderen zijn luid, laat ze winnen zodat geen huilen.

Mohammed

19

Laptop truck simulator

Calm games to reduce stress

No naussea problems

Joey

21

Slaapt op vliegtuig

Pillen tegen misselijk

2,5d is prima als scherm niet schud

Klm alleen touchscreen op meeste nieuwe modellen

Avoidances

While making the game, there are important factors to avoid, such as nausea and fear, since those are common factors that will make players avoid touching this game. *“What themes should we avoid when making this game?”*

Methods of research

To find out what to avoid, we have mostly used desk research, and cultural probes. As we are limited to a small team and a short amount of time, we had to resolve to reading about people’s experiences online, and trying to match that with the few people we observed in the field.

Results

Our client advised us to avoid anything to do with planes and airports in general, but we have found that aerophobia is only caused by internal factors of the person itself, and external effects only happening while flying. This means we can still keep the players immersed safely, if we provide them with a game about an airport, for example a management game or escape-room.

Besides fear, we had to research what causes nausea while flying. While the largest causes are first person perspectives, fast camera movements and motion blur, we have a detailed list below. Using these clues, we picked out games for our testers during the cultural probes, and confirm these findings.

Lastly, there are some smaller factors to avoid. The game cant rely on sound, as headphones aren’t always included. Turbulence will make games with precise movements unplayable, and there are constant sounds and distractions around them, so a loss of concentration should not be punished.

Design documents

Below follow the documents that led to these results. Every document has been created by a member of this team.

1: Steven (Cultural probe)

Cultural probe testing on nausea

Testing scenario: Making people stand in the part of the bus that is the shakiest, the part of the bus that turns. Then making them play 3 different

games that will test nausea among the people. These games are: Marvel Contest of Champions, Clash Royale and Plants vs Zombies.

After making them test the game on a bus ride of 20 minutes, seeing on a scale of 1-10 how much nauseous it made them feel.

Results

Person 1

Name: Thijmen

Age: 26

Marvel Contest of Champions: 3/10, from the quick movement.

Clash Royale: 0/10, The camera making everything feel slow.

Plants vs Zombies: 3/10, Some of the zombies' movements induced nausea.

Person 2

Name: Noah

Age: 31

Marvel Contest of Champions: 0/10, Was not bothered by anything, was too focused.

Clash Royale: 0/10, Camera made it not nauseous at all.

Plants vs Zombies: 0/10, Felt like a really relaxing game.

Person 3

Name: Guus

Age: 28

Marvel Contest of Champions: 4/10, Quick movements and fast camera work.

Clash Royale: 1/10, Some jumping heroes induced a really small amount of nausea.

Plants vs Zombies: 6/10, Zombie with the pole and certain other zombies induced nausea.

2: Sebastiaan (personal experience)

Differences between gaming in a KLM plane and gaming at home

After doing some desk research of gaming while on a plane, these are the findings compared to gaming at home.

downsides:

Limited arm space

Turbulence

Screen is a fixed distance

Shared armrests

Constant noise (engine sounds, people talking, announcements)

No included headphones

Limited performance /game selection

Mostly casual games

Motion sickness can be an issue

According to Rosen aviation, most airplane seatback systems only offer a pre-installed selection of simple games such as puzzles, trivia, and arcade-style games, due to hardware and system limitations (Rosen Aviation, 2023).

Conclusion

This comparison shows that gaming on a plane is more limited and less immersive due to physical constraints, noise, and technical restrictions. Gaming at home provides a more comfortable and controlled environment.

However, gaming on a plane is still useful to pass time during long flights, even if it is not ideal for most genres of games.

Sources

Rosen Aviation. (2023, August 18). The future of gaming devices and advanced gaming technology in commercial airline IFE. https://www.rosenaviation.com/blog/the-future-of-gaming-devices-and-advanced-gaming-technology-in-commercial-airline-ife/

3: Steven (desk research)

What causes nausea in games

Even though the idea is for people in the plane, I looked at people with motion sickness playing games, to find out what causes nausea in general. This helps further our understanding of nausea and how to avoid it.

Through my research and looking at what people have stated online about their own personal experiences. From this, I found the following game concepts that mostly induce nausea in people after playing games and then the opposite options of what reduces nausea in games.

What induces nausea:

- Almost all first-person perspective games

- Fast camera movements

- Racing/ flying games

- Some third-person games

- Motion blur

- Sitting in a dark room while playing a game

- Some colour palettes

- Low FPS

These of course don’t go for everybody as you can read from the sources below. It really differs per person and some people are unable to play first person games at all no matter what. Now what helps reduce motion sickness or games that people with motion sickness can comfortable play.

What reduces nausea:

- Isometric camera view

- No motion blur

- Wide field of view

- Low poly games

- Slow games

- Disabling bobbing/ head bobbing

- Smaller window size

- A lot of post processing effects like depth of field, chromatic aberration and bloom

I might have missed some options since there are many things that go into a person becoming nauseous. This is just desk research and not in person research by asking a person. This list is just to scratch the surface and get a better understanding of nausea.

Sources are not APA since I value personal experiences from gamers over researched documents in this case. This is about how people feel, which cannot be measured by research since it is different for every individual.

https://www.reddit.com/r/Games/comments/13kulc6/how_have_you_overcome_nausea_ motion_sickness_when/
https://www.reddit.com/r/gaming/comments/1heziwa/recommended_games_for_someo ne_who_suffers_from/
https://www.reddit.com/r/GirlGamers/comments/s6j4nk/games_for_people_who_get_mo tion_sickness/
https://steamcommunity.com/discussions/forum/12/620712364020151839/
https://www.quora.com/What-type-of-console-game-should-I-play-to-avoid-motionsickness
https://www.reddit.com/r/truegaming/comments/7fmnfx/fov_not_the_only_reason_causi ng_motion_sickness/

4: Maddy (desk research)

Fear of flight - what and why, how to treat, game themes

The fear of flying is a recent yet prevalent phobia amongst the human populus. It was first acknowledged as a phobia during the first world war, when English Army Doctors began diagnosing soldiers with "Aero-neurosis", a fear of flight (Oakes & Bor, 2010a). Aero-neurosis, now named "Aerophobia" only afflicts a small percent of society yielding a smaller side of research and studies though it remains a strong subject, due to the prevalence of air travel.

The fear itself can be described as both a symptom and a diagnosis. Diagnosis in such a way that the phobia meets certain criteria in the Diagnostics and Statistics Manual of Mental Disorders (DSM-V, OR as a symptom / comorbid of other psychological disorders ie; Anxiety or panic attacks. Across many different reports and research cases, it is generally understood that there are a multitude of factors concerning Aerophobia, from mental and physical state, external vs internal, etc. On top of the emotion, some fear might present somatically ie stomach ache, headache, nausea etc.

Distinction in cause

External stress

Fears and Stressors of external origin may look like fear of crashing, of equipment failure, disaster weather, human incompetence, fear of death.

Internal ;

Physical manifestation of somatic issues (psychosomatic) ie; headache, nausea, upset stomach, air sickness.

Treatment of Aerophobia is incredibly varied (Oakes & Bor, 2010b). It is not a topic that is often studied hence there is no one standardized method of treating it. The efficiency of any one treatment is marked by an increase of flight activity and or decrease in anxiety surrounding flying, but it isnt at an exact scale either.

The different methods of treatment are (as reported by Oakes & Bor, 2010b)

1. Therapeutic exposure (going on location, flight simulator, VR simulation)
2. Cognitive techniques (cognitive behavioral therapy)
3. Providing Information (Extra literature on flight safety and psychology of fear)
4. Relaxation training (Breathwork, grounding)
5. Multi component Group Program. (a community to experience the previously mentioned methods together)

There is no conclusive definite best, as most treatments work even better when done in tandem, and also work in different times and spaces from one another. A combination of pre treatment, being informed and relaxing training can all better alleviate the burden of fear.

Based on the above research, an in-flight entertainment system should steer clear from themes and ideas of Illness, violence, mechanical failure, disaster weather, death, and nausea.

References

Oakes, M., & Bor, R. (2010a). The psychology of fear of flying (part I): A critical evaluation of current perspectives on the nature, prevalence and etiology of fear of flying. *Travel Medicine and Infectious Disease*, *8*(6), 327–338. https://doi.org/10.1016/j.tmaid.2010.10.001

Oakes, M., & Bor, R. (2010b). The psychology of fear of flying (part II): A critical evaluation of current perspectives on approaches to treatment. *Travel Medicine and Infectious Disease*, *8*(6), 339–363. https://doi.org/10.1016/j.tmaid.2010.10.002

Directions

Now we know our target audience, and what themes to avoid. But when making a game, we need to coordinate ourselves on where to go and what to embrace. *“What genres and styles should we embrace to create the perfect game?”*

Methods of research

During this research, we have used a variety of A/B testing, cultural probes, and desk research. Our goal was to give our testers the freedom to choose, which is important when trying to determine what interests them, or what they are missing.

Results

Our goal is to expand on the current game library in KLM planes, and a lot of our results mention solutions to stress and boredom that don’t yet exist in their current library.

One of our studies has shown that games that are more engaging, and keep the player distracted, help pass the time and reduce boredom way longer then relaxing games. Another motivates us to follow a unique art style to pull in players, but most importantly, one of the pilots informed us that Touchscreen without a remote, is what KLM currently uses, so we will have to build our entire system around that.

In the next chapter, we will introduce which games fall under these categories.

Design documents

Below follow the documents that led to these results. Every document has been created by a member of this team.

1: Jovani (cultural probes)

Research of what kind of games people would play for longer amounts of time

I researched which type of games are the best to play during long travel by having some pre-installed games of our choosing on an iOS device. The person I was able to conduct this research on was able to choose which one she found

the most interesting and could play it on a long train ride as much as she felt like was enjoyable.

The person I conducted this research on is a female, age 26, is currently a student and has not played a lot of games during her life. This way we can test what games would interest the average person, whether they play games or not.

There were:

- Delicious world – cooking game
- Bluey's quest for the gold pen
- Ponchorado
- 50 tiny room escape
- Driving school 3d simulator

She was able to pick from this selection of games. The game she first started up and tried was Ponchonado. This is because of the unique 80's cartoon art style. she liked the levelling up and roguelike aspect from this game and felt like she could have kept going but wanted to try the other games as well.

The second game she tried was the 50 tiny rooms, as it looks appealing. However, the game did not run or function well enough and felt clunky to play for longer number of times, which led to this being her least favourite.

The final game she tried and played was Bluey's, which she very much liked, she mentioned she could've kept on playing. This is due her liking the art style as well as the mechanics that lead to diversity. She liked that there was a lot of different mechanics, that led to diversity. Making her feel like she could play a longer amount of time.

She did not try the others as it wasn't appealing to her, she either thought the game looked bad or just didn't like the mechanic or style from the other games.

I concluded from this research, is that diversity, puzzles and some rogue like elements. Were the most important for her to play longer amounts of time. She liked games that had a unique art style as well as they drew her in to start the game in the first place.

2: Levi (A/B testing)

A/B testing. I have decided to use this method, to test if playing engaging games or calming games help pass the time. I will tell the testers to sit in the bus and they are not allowed to look at the time, only play the games provided. After which, they will guess how long they have been on the bus. The group that answers the longest time was likely the most bored. They will be asked their boring level too.

Group A, relaxing games

Group B, engaging games

During, the players will write every 15 minutes on what level (scale 1/10) how bored they are. The players will help us learn which type of game makes the players bored quicker, when the boredom really starts. I ask it while sitting next to them, so they wont know the time.

I will use phone games, as the console in the plane only has touchscreen.

Relaxing games

Cut the rope

Angry birds

Skincare time

Drop the cat

Candy crush

Bitlife

Trivia crack

Engaging games

Head ball 2

Clash royale

Kingdom rush

Brotato

Bloons td 6

Group A - Relaxing games (3 people)

Group B - Engaging games (2 people)

Participants were not allowed to check the time. Every 15 minutes, they recorded their boredom level (1-10).

At the end, they guessed how long they had been on the bus.

Average Boredom Levels Over Time (x/10), r = relaxing, e = Engaging

15 min, r3, e2

30min, r5, e3

45min, r6, e4

60min, r7, e5

Boredom faster if relaxed and not distracted enough.

Group A thought the trip was 67min, group B thought 62 min.

Engaging games help better.

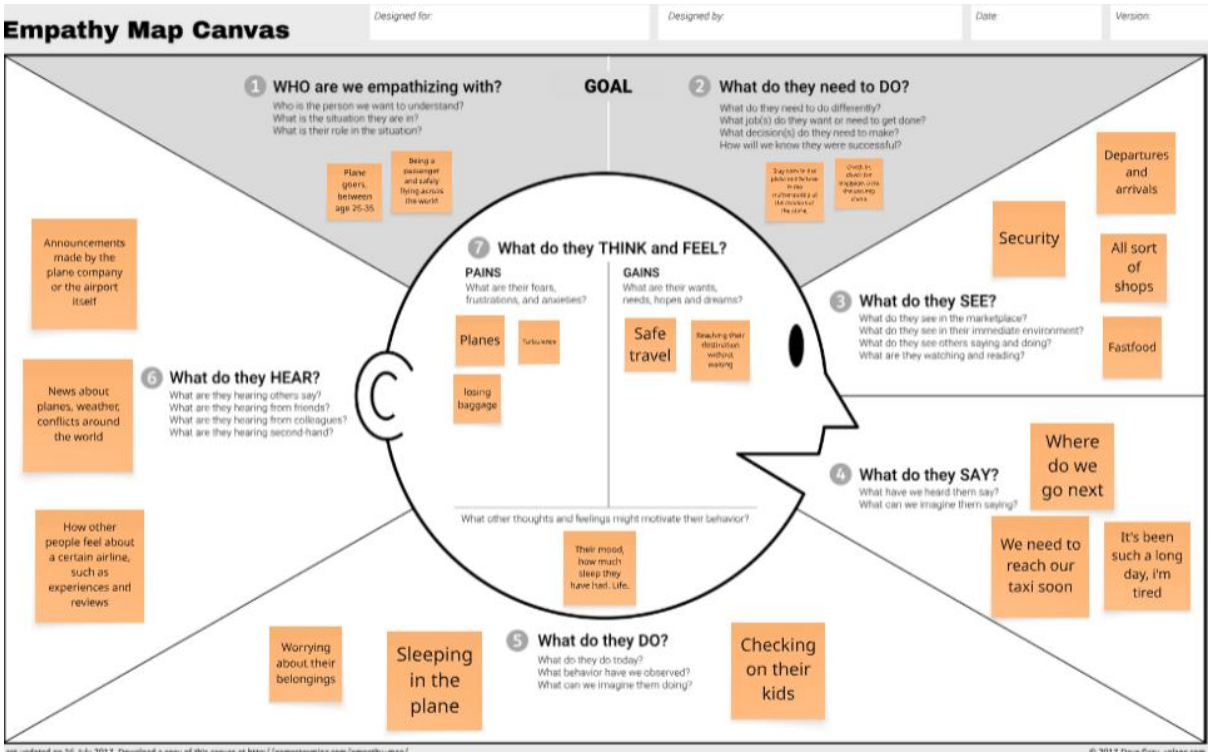
Conclusion,

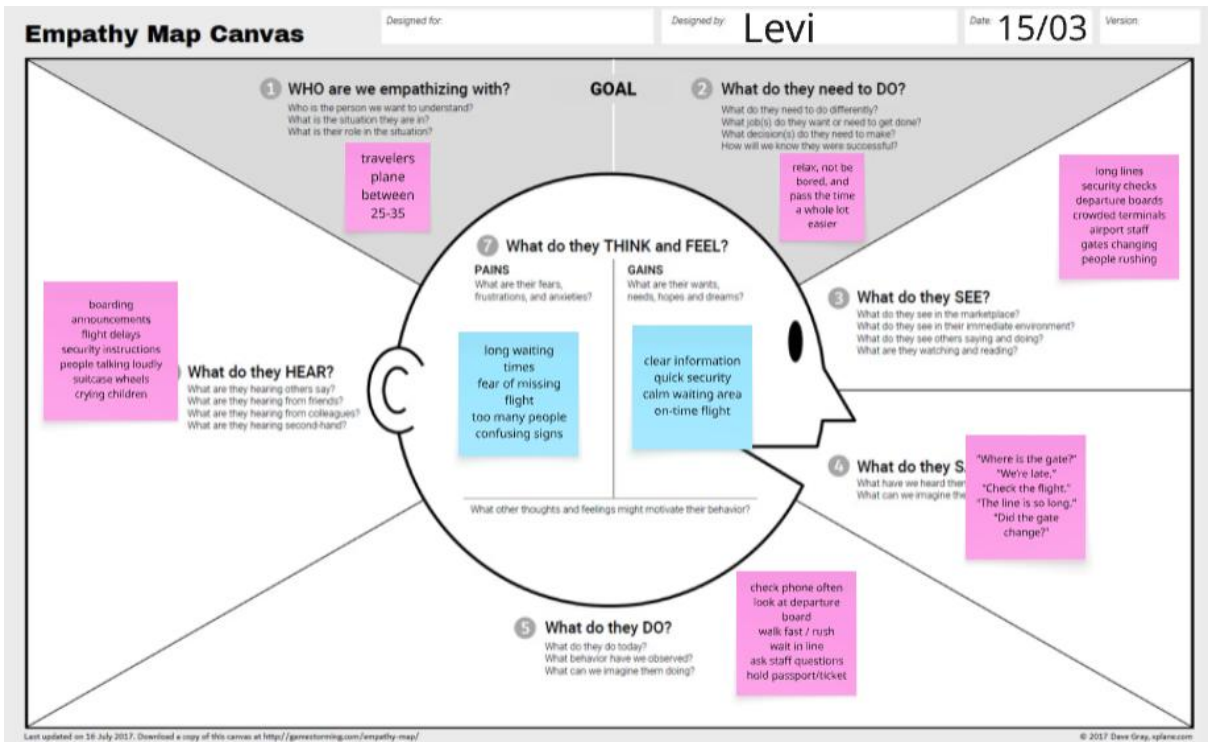
games reduce boredom more effectively.

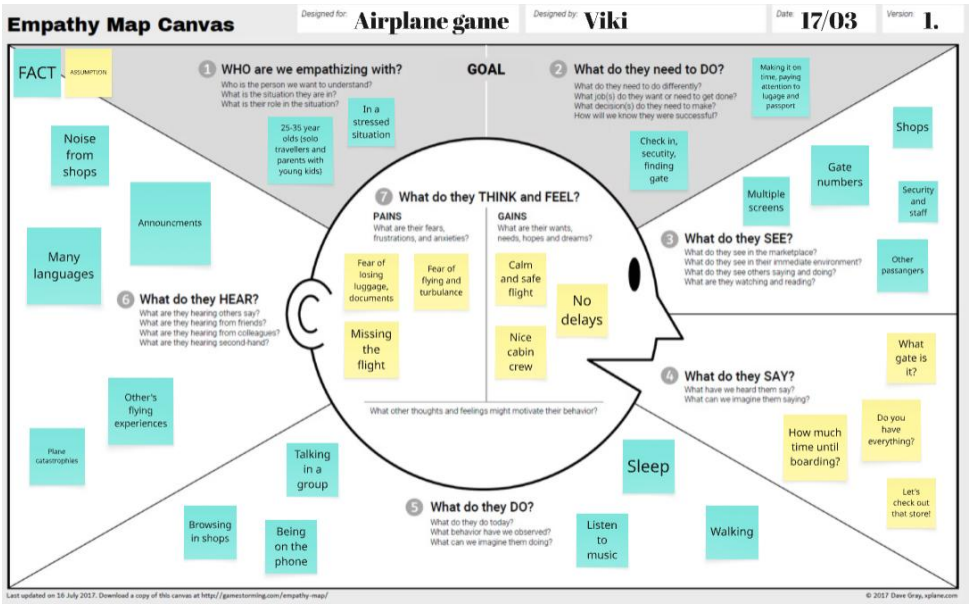
Players lose track of time more easily when playing engaging games.

Relaxing puzzle games become repetitive after around 30 minutes, which increases boredom.

Competitive or engaging games keep attention longer.


Empathy Map Canvas
Designed for:
Designed by:
Date:
Version:
1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?
GOAL
2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?
Plane goers, between age 25-35
Being a passenger and safely flying across the world
Announcements made by the plane company or the airport itself
News about planes, weather, conflicts around the world
How other people feel about a certain airline, such as experiences and reviews
7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?
Planes
losing baggage
Safe travel
6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?
3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?
Departures and arrivals
Security
All sort of shops
Fastfood
4 What do they SAY?
What have we heard them say?
What can we imagine them saying?
Where do we go next
We need to reach our taxi soon
It's been such a long day, I'm tired
What other thoughts and feelings might motivate their behavior?
Their mood, how much sleep they have had. Life.
Worrying about their belongings
Sleeping in the plane
5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?
Checking on their kids


Empathy Map Canvas
Designed for:
Designed by: Levi
Date: 15/03
Version:
1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?
GOAL
2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?
travelers plane between 25-35
relax, not be bored, and pass the time a whole lot easier
long lines
security checks
departure boards
crowded terminals
airport staff
gates changing
people rushing
boarding announcements
flight delays
security instructions
people talking loudly
suitcase wheels
crying children
7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?
long waiting times
fear of missing flight
too many people
confusing signs
clear information
quick security
calm waiting area
on-time flight
6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?
3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?
4 What do they S
"Where is the gate?"
"We're late."
"Check the flight."
"The line is so long."
"Did the gate change?"
What other thoughts and feelings might motivate their behavior?
5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?
check phone often
look at departure board
walk fast / rush
wait in line
ask staff questions
hold passport/ticket


Empathy Map Canvas
Designed for: Airplane game
Designed by: Viki
Date: 17/03
Version: 1.
FACT
ASSUMPTION
1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?
GOAL
2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?
In a stressed situation
25-35 year olds (solo travellers and parents with young kids)
Making it on time, paying attention to lugage and passport
Check in, secutity, finding gate
Shops
Gate numbers
Multiple screens
Security and staff
Other passangers
Noise from shops
Announcments
Many languages
7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?
Fear of losing luggage, documents
Fear of flying and turbulance
Calm and safe flight
No delays
Missing the flight
Nice cabin crew
What other thoughts and feelings might motivate their behavior?
3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?
6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?
4 What do they SAY?
What have we heard them say?
What can we imagine them saying?
What gate is it?
Other's flying experiences
How much time until boarding?
Do you have everything?
Plane catastrophies
Let's check out that store!
Talking in a group
Sleep
5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?
Browsing in shops
Being on the phone
Listen to music
Walking
Last updated on 16 July 2017. Download a copy of this canvas at http://gamestorming.com/empathy-map/
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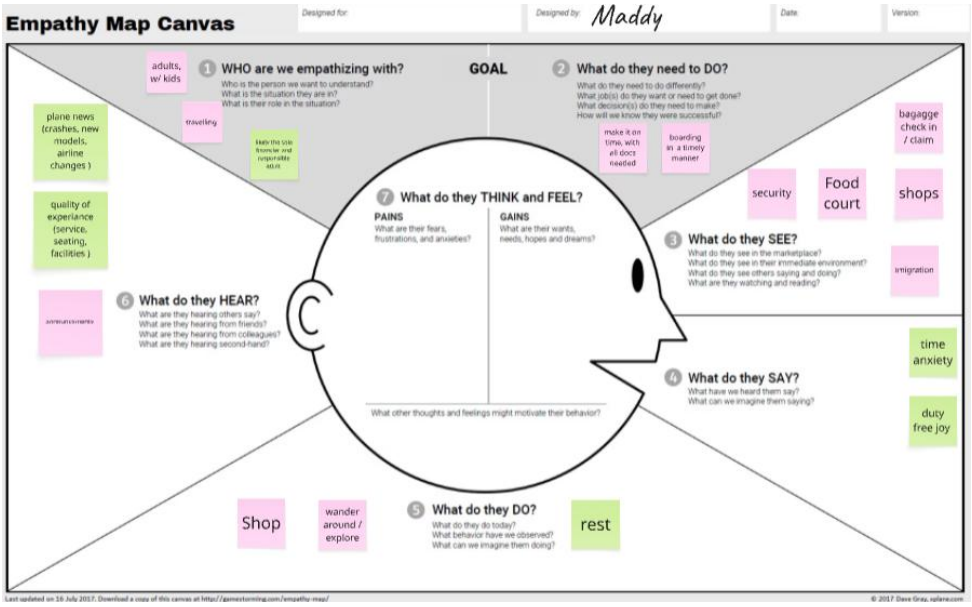
Empathy Map Canvas
Designed for:
Designed by: Maddy
Date:
Version:
adults, w/ kids
1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?
GOAL
2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?
travelling
plane news (crashes, new models, airline changes)
quality of experiance (service, seating, facilities)
make it on time, with all docs needed
boarding in a timely manner
bagagge check in / claim
security
Food court
shops
7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?
3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?
immigration
6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?
time anxiety
4 What do they SAY?
What have we heard them say?
What can we imagine them saying?
What other thoughts and feelings might motivate their behavior?
duty free joy
Shop
wander around / explore
5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?
rest
Last updated on 16 July 2017. Download a copy of this canvas at http://gamestorming.com/empathy-map/
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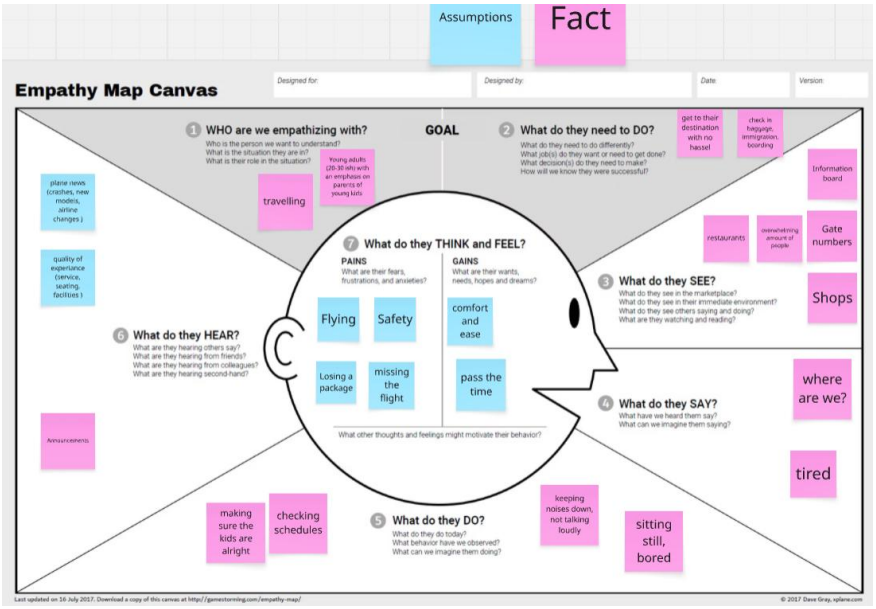
Assumptions
Fact
Empathy Map Canvas
Designed for:
Designed by:
Date:
Version:
1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?
GOAL
2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?
get to their destination with no hassel
check in, baggage, immigration, boarding
travelling
Young adults (20-30 ish) with an emphasis on parents of young kids
Information board
plane news (crashes, new models, airline changes)
quality of experiance (service, seating, facilities)
restaurants
overwhelming amount of people
Gate numbers
7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?
Flying
Safety
comfort and ease
3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?
Shops
6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?
Losing a package
missing the flight
pass the time
where are we?
4 What do they SAY?
What have we heard them say?
What can we imagine them saying?
What other thoughts and feelings might motivate their behavior?
Announcements
tired
making sure the kids are alright
checking schedules
5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?
keeping noises down, not talking loudly
sitting still, bored
Last updated on 16 July 2017. Download a copy of this canvas at http://gamestorming.com/empathy-map/
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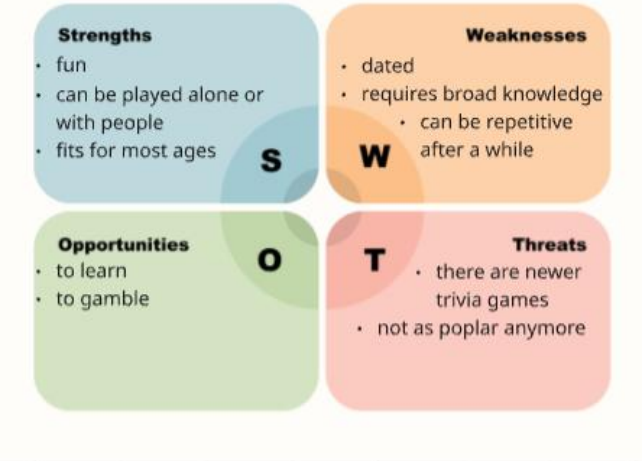
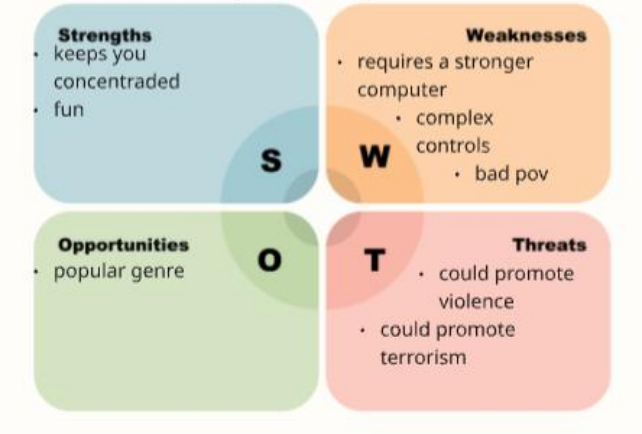
KLM - Jovani, Maddy, Viki

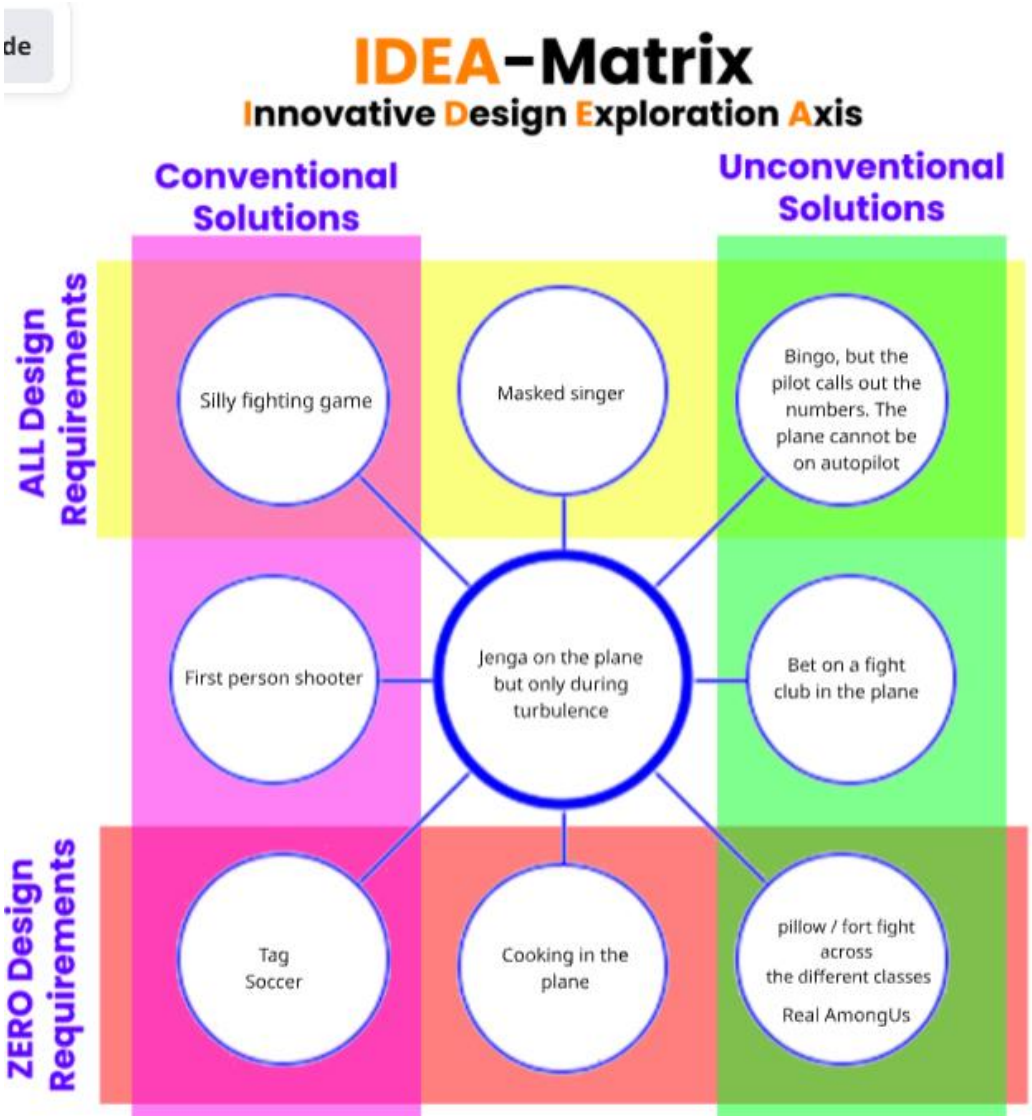
good	hidden objects games puzzle games battleship who wants to be a millionaire mahjong (digital)	zuma arkanoid pong arcade games chess (digital) sudoku	solitaire pac man tetris
mid	story games music games fighting games		
bad	FP games horror games any shooter game grindy games		

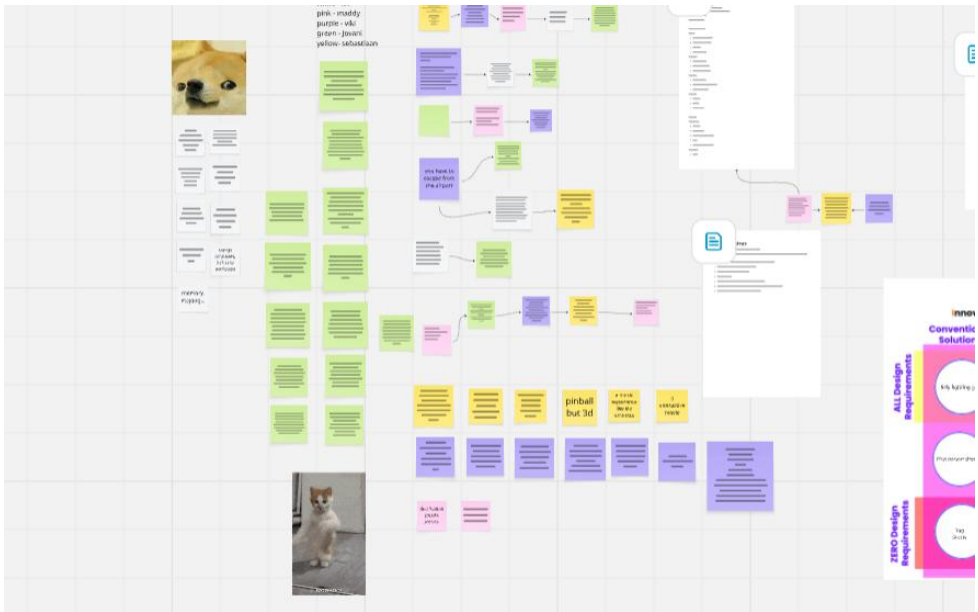
Good: Who wants to be a millionaire



Bad games : FPS game







Ideas, ideas, and more ideas.

One-Pagers

Zoo Builder

You win the lottery! and the prize is... your own zoo? turn this wreck into a money making enterprise that brings fun to children!

Mechanics

-manage customers

-take care of your animals

-build your own map

-discover fun facts

Maybe Airport builder instead?

--Race The Sky--

Race across the world with on different flight maps

Play against friends with various obstecles and weather difficulties

Fight the other players in ariel combat

Pirate's legacy

Build your legacy as a pirate in this playfull sandbox game!

Sail the seas for treasure

Sail around the seas on your pirate ship, Fight other ships on the sea or search for islands.

Plunder towns for treasure

plunder towns for treasure and find legendary weapons to upgrade your character.

Upgrade your ship and notoriety

upgrade your ship to continue sailing and build your influence on the world while, getting hunted by other pirates and navy.

Increase your bounty as high as you can

Increase your bounty by pirating and building influence, gain titles on the sea and become the most feared pirate on the sea.
How high can you get your bounty?

ESCAPE FROM THE AIRPORT

STORY

You **fall asleep** at the airport and when you wake up **everyone is gone**. You have to figure out what happened based on clues

MECHANICS

- Interactible items
- Different outcomes
- Flashbacks

FIGURE OUT WHERE EVERYONE HAS GONE!

Ragdoll Rumble

A fighting game that combines the intensity of classic titles like Guilty Gear with the playful chaos of ragdoll physics.

Game Mechanics

In **Ragdoll Rumble**, players take control of a series of colorful and eccentric characters, each with their own unique skills and moves. What sets the game apart is the use of ragdoll physics, giving fights a dynamic and often hilarious twist.

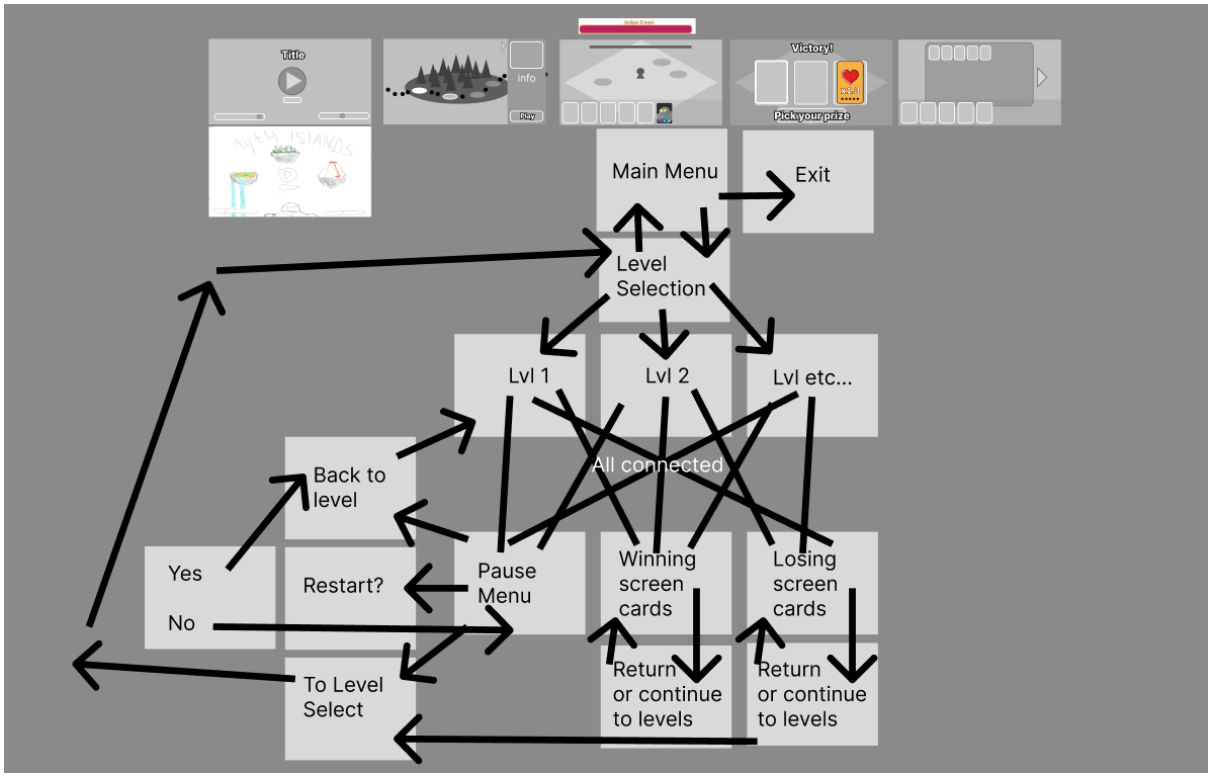
- **Characters and Skills**: Each character has a unique set of moves and combos that players can master. From flashy attacks to powerful throws, the possibilities are endless.
- **Ragdoll Physics**: This technique ensures that characters react realistically to attacks, leading to unpredictable and often comedic situations.
- **Strategic Play**: Despite the chaotic nature of ragdoll physics, the game requires strategic thinking and agility to win. Players must outsmart their opponents and choose the right moments to attack or retreat.

Visual Style

Ragdoll Rumble stands out with its vibrant and detailed graphical style, reminiscent of anime-inspired games like Guilty Gear. The environments are rich and detailed, with dynamic backgrounds that contribute to the overall atmosphere of the game. Each fight is a visual spectacle, with light effects and animations seamlessly coming together.

Multiplayer Mode

The real strength of **Ragdoll Rumble** lies in its multiplayer mode, where players can compete online against each other. The competition is fierce but always entertaining, thanks to the unpredictable nature of ragdoll physics. Players can participate in tournaments, hone their skills, and showcase their ragdoll masterpieces.


Title
info
Play
Victory!
Pick your prize
Main Menu
Exit
Level Selection
Lvl 1
Lvl 2
Lvl etc...
All connected
Back to level
Yes
No
Restart?
Pause Menu
Winning screen cards
Losing screen cards
To Level Select
Return or continue to levels
Return or continue to levels