

Board Game Name Iterations

Iteration 1

We first wanted to give our old studio's name, "Beyond", to the game. We were hoping this would not raise any confusion since we rebranded to "Slayagency".

Peer Feedback (Sem3 student)

Isn't "Beyond" your studio's name? Why do you still call yourselves "Beyond" if you guys have rebranded to something completely different?

Feedback Analysis

It does indeed raise confusion. We need to come up with something original that would also sound like a game name. It can be a word that does not even have a meaning.

We kind of ran out of inspiration. The reason might be that we really like the name "Beyond" because of its meaning.

Research Board Game Names (for inspiration)

First game to be researched, of course, Monopoly.

Wikipedia:

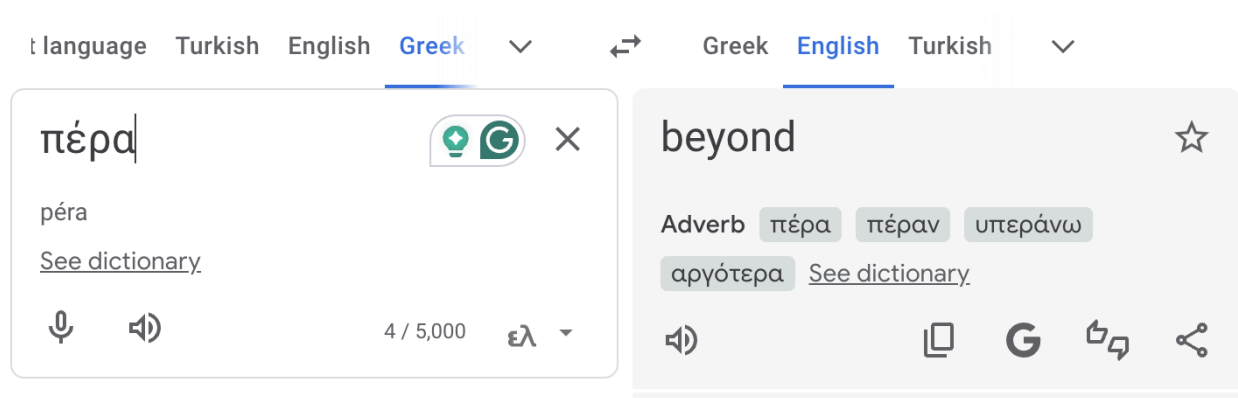
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A **monopoly** (from **Greek** *μόνος*, *mónos*, 'single, alone' and *πωλεῖν*, *pōleîn*, 'to sell') is a market in which one person or company is the only supplier of a particular good or service. A monopoly is characterized by a lack of economic **competition** to produce a particular thing. a

Findings

This research took me less time than expected, around 30 seconds. Apparently, monopoly is not a random word and has some meaning in Greek. Many things just have some meaning in Greek or Latin.

Iteration 2

Based on the findings of the research, we are going for "Beyond", but in Greek. And my reason is that the most popular board game, monopoly, is named in this way.



Peer Feedback (Spanish)

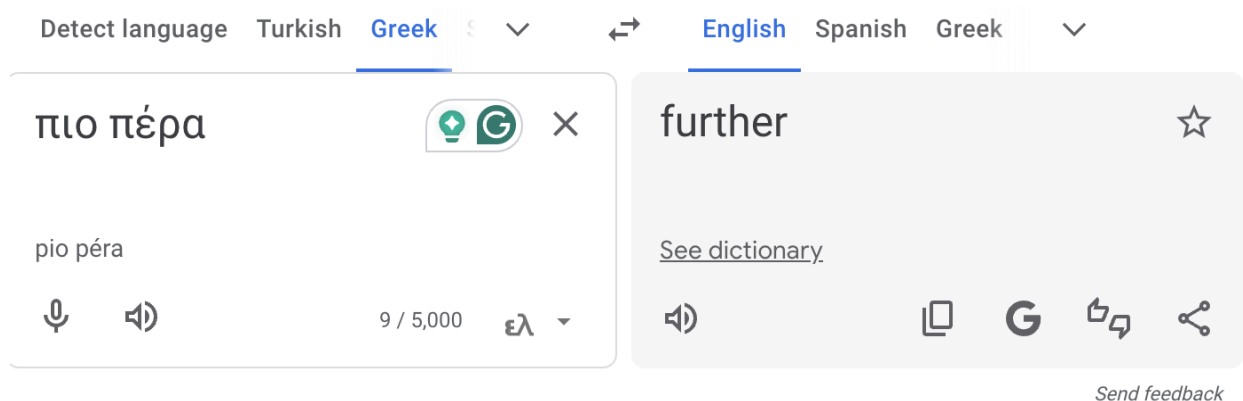
In Spanish, “pera” means pear. It will be confusing for many people, since the game has nothing to do with fruit. You are still saying just “beyond”, do something more than that.

Feedback Analysis

There are more people who speak Spanish than Greek, and we need to do something “more than beyond”. I will keep it Greek, but add something to it.

Iteration 3

More than beyond? More beyond? Beyond? -> πιο πέρα (pio pera) = further.



Feedback (Stakeholder, teachers, students)

In the showcase event, I explained the meaning of the name by going through the iterations. Everyone liked the idea and the process. Our stakeholders did not have any constructive feedback either.

Feedback Analysis

Everyone is happy with the current name, so we should keep it.

Reflection

I realised later that this process is a strong candidate to be proof for LO3 iterations. I saw that iterating on not only design, but also in other areas is crucial. Everyone has a different point of view in different cases. That is why in my next projects, I will keep asking for feedback on whatever I am working on.