

Night of the Nerds

Our stand:

Great opportunity to pitch our board game to the target audience. Some teachers also visited us. What I realised is that younger generations have a short attention span. So we had to pitch the idea within the duration of a TikTok video. Some kids who are interested in board games played the game for longer, which was an opportunity for us to observe them and see if there was anything unclear with the rules, or if there was anything wrong with the app.

The group of kids who stayed longer enjoyed the game a lot. They connected to the game quickly, and they kept laughing and joking around. The side quest we had made it even more interactive, with quests like push-ups, dances, etc. They kept suggesting the game to other friends, and we got more and more testers. Each of these groups stayed and played the game for around 30 minutes. More than half of the visitors asked us about the release date of the game because they wanted to purchase it :)

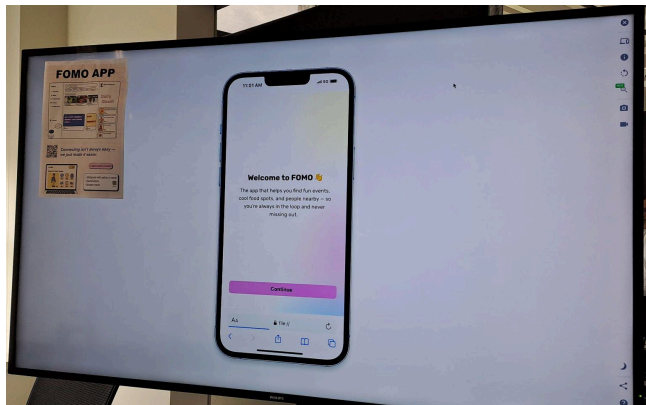


For the game, we need to make small changes, such as starting with more money, adding more mystery boxes and side quests.

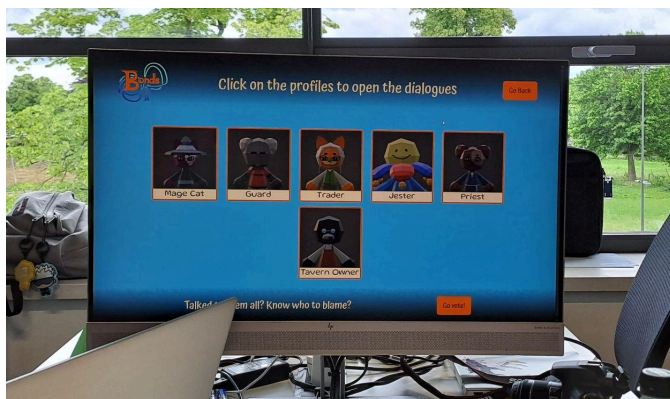
Other stands:

I visited other projects, including those of our classmates. They have improved a lot after the feedback from the showcase event.

The Fomo app had some inconsistencies in its design, but now they have fixed it, and the app looks amazing with so many functionalities.



The group Bonds now has the digital version of their game. They have made it 3D in Unity. You can go around and talk to NPCs, which is cool. They have the part where you talk to NPCs on a different device, which is fine for a demo, but they need to integrate it into their Unity game. They have improved well since the showcase event, where they just had a prototype



Reflection: Most kids did know English, but they were too afraid to speak. I believe it would be more beneficial for us to attend more of international events rather than Dutch-only ones. But still, it was a great opportunity to test our game with the target audience. I want to keep attending these kinds of events.