



MED GAIMS

# GAME DEVELOPMENT FRAMEWORK

## Template

## Instructions:

The Game Development Framework (GDF) is intended to identify the set of choices and considerations when designing games, the methodology used, and the challenges faced in the preliminary phase of game development.

Instruction for filling the Game Development Framework:

THE GDF can be developed by responding to a set of questions. The document as a whole addresses 4 elements:

1. Why were **DESTINATIONS & SITES** chosen;
2. Why were **GAMES** chosen;
3. How did you make these **CHOICES & DECISIONS**;
4. Which overall **STRATEGY** (joint criteria, objectives, expectations) justifies the proposed solutions and decisions.

## Questions:

1. DESTINATIONS: Why were the destinations chosen?
2. SITES: Why were sites chosen?
3. SITES: Were any other sites considered but discarded? Which, why.
4. GAMES: Which factors were considered in choosing game ideas, which were the most important? Please explain.

Examples:

- Physical characteristics of the site (indoor/outdoor, infrastructure, wifi, ...)
- The geographic location of the site
- History of the site
- Means of transport that visitors use to come to the site
- Type of visitors that already come to the site
- Type of visitors that you would like to attract
- Nationality of visitors
- How the game can make visitors stay longer
- How the game can be linked to other tourist experiences
- How the game can be linked to local businesses
- How the game can help visitors remember the site after they've left
- How the game can be linked to advertising and destination marketing
- How the game is played: easy to understand, (non) physical, (non) competitive, etc.



- The atmosphere of the game: fun, silly, serious, interesting, historically correct, culturally respectful, etc.
  - The purpose of the game: entertainment, information, education, etc.
  - The business model to financially sustain game operation
  - The number of jobs directly created by the game
  - The cost of game development
  - The cost of game operation and maintenance
  - Physical or sensory disabilities of players
  - Gender issues
  - Environmental protection
5. SITES AND GAMES: Did you encounter any obstacles when deciding on the sites and/or on the game concepts? Which solutions or adjustments were applied?
6. METHODOLOGY: Who was involved in decision-making, and how? (Specify for in-house and subgrant games).

Example:

- Owners of the tourism site
  - Managers/operators of the site
  - Technical game developers
  - Creative game developers
  - Local business community in/near the site
  - Local/regional/national interest groups
  - Local residents
  - Children
7. STRATEGY: Are individual games part of a general tourism strategy and/or theme? Please describe how and why this strategy was chosen.
- Do your two destinations apply the same, linked strategy, or are you testing separate strategies?
  - Did you apply the same criteria and strategy for in-house and subgrant games?
  - Does your strategy focus on specific visitor target groups or off-season issues?
  - Has your strategy changed due to the COVID19 pandemic?
8. STRATEGY: When comparing to the other 3 countries how is your strategy different/similar? (based on information from their Annex C, bi-weekly meetings, discussions with partners etc).

