



# let's all play the game!

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blauw

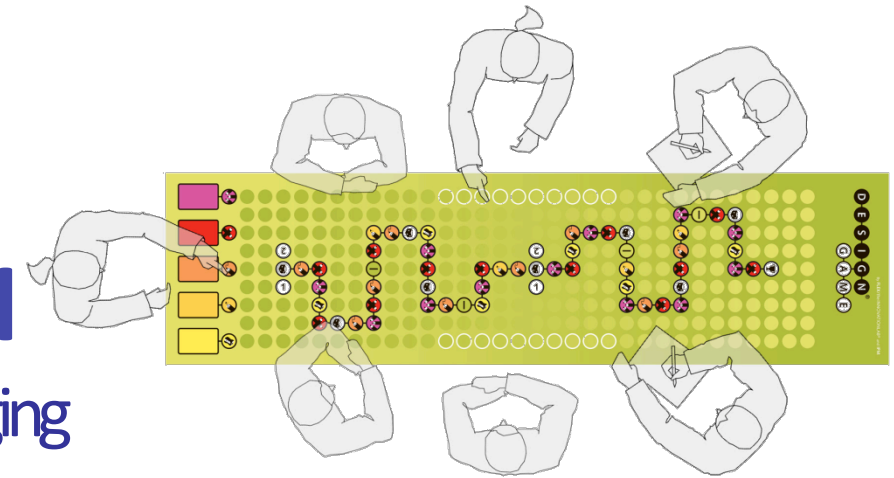


research

design game

## co creation tool

ideas generation for products and packaging



5 years experience

respondents play a game **for 2 hours**

2 teams of 2/3 people complete **game tasks**

**analysis** phase to identify issues

**synthesis** phase to develop solutions

**review** phase – to review!

generated some **very successful** products

design game

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**highly productive**

clients love it


different

**engaging**

**fun**

hard work

easily the best thing I've done **in years!**



**so why not play a game instead  
of following a discussion guide?**

the pros

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## more productive

50% more content by volume

75% more content by topic

all participants are **fully engaged**

## more insightful

cognitive focus

minimal apprehension blocking

the cons

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## client **acceptance** and **risk**

it's a **game** (but isn't a focus group just a fireside chat?)

not suitable for all qualitative assignments

(fine for the majority of standard assignments)

lacking scope for **detailed probing**

more expensive?      purists wouldn't like it?

## examples

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**Discussion Guide:** 'What are the sorts of things that frustrate you when shopping online?'

**Game Play:** 'In the next 60 seconds I want you to list as many things as you can that frustrate you when shopping online. The team with the highest number wins the round'

**Game Play:** 'What are your top 3 frustrations and give 3 reasons for each, you have 60 seconds'

## examples

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**Discussion Guide:** 'OK so you mentioned security as a big issue when shopping online, how might this be overcome?'

**Game Play:** 'Security has been identified as a major issue when shopping online. In the next 2 minutes you need to design a new security system and give 3 reasons why it is an improvement on the current system. The team with the best solution wins a token'




## examples

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**Discussion Guide:** 'I have several ideas for new internet security systems to show you and I want to know what you think of each one'

**Game Play:** 'Here's an idea for a new security system, what are the main positives and negatives? You have 60 seconds to list as many positives and negatives as you can, the team with the highest number wins the round'



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# questions?

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