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TC-211
Knukow Games Branding and Social Media
05/01/19

## DISCUSS

Come up with more than one question for each of these information gathering
question words. Develop as many questions as necessary to get a full picture
of the project. Keep in mind, however, that you will need to balance the number
of questions with your client's interest and the duration of the meeting:

- a. **Who?**
    - i. *Who started Knukow Games?*
        1. Steven Lukow and Geoffery Knox
    - ii. *Who is the target audience?*
        1. Mobile and VR Gamers
- b. **What?**
    - i. *What should be emphasized the most?*
        1. Innovative
        2. Never been explored before
    - ii. *What should be emphasized the least?*
        1. Lack of content
    - iii. *What is the overall vibe of Knukow?*
        1. Personal
    - iv. *What is the company about?*
        1. It's a game development company
            a. Software dev/utilities
    - v. *What would you like to see on the website?*
        1. Company portfolios
        2. Sample projects
        3. Devs
        4. Current projects
        5. Road map
    - vi. *What social media platforms would Knukow use?*
        1. Progress images(screen caps), timelines, working, team pictures.
        2. Patreon
        3. YT
        4. Twitch
        5. Discord server
- c. **Where?**
    - i. *Where is Knukow planning to post their content?*
        1. Android app store/iOS store/Steam
    - ii. *Where has been the most influential places?*
        1. The coding competitions at New Mexico Tech inspiredthem to follow the software development.
- d. **When?**
    - i. *When was Knukow established?*

1. July 2018
    ii. *When is Knukow planning on publishing their first product?*
        1. They are planning on publishing something within the next ten years
  e. **Why?**
    i. *Why is Knukow doing what they do?*
        1. Prestige
        2. personal/professional pride
        3. Passion
        4. Opportunities
        5. nostalgia
  f. **How?**
    i. *How does Knukow want to connect to their audience?*
        1. Start with a website to direct people to
        2. Dev blog
        3. Social medias accounts that focus on gaming

2. **What are your client's vision and purpose? That is, what are their goals for the organization and the products or service they sell.**
    a. Publish products people can download and enjoy
    b. Consistent schedule
    c. Good products
    d. Loyal clients

3. **What are "the inner workings of the organization, its politics, its goals, and agendas." (Baer 2008, 32). This will help you provide better solutions and have a better collaboration with your client.**
    a. Inner Workings: Civil discussion between Geoff and Steven, especially because they're long time friends
    b. Politics: Democracy w/ neutral third party mediator
    c. Goals:  To publish products people can download and enjoy.
    d. Agendas:  Hopefully be able to update consistently. As of right now, it is up in the air, and they only work on it whenever there is free time. College is the priority right now.

4. **What is the internal structure of the organization? That is:**
    a. *What departments will participate in the project?*
        i. Both Steven and Geoff will come up with ideas for a new project. Geoff will do most of the coding while Steven makes the models
    b. *What will their involvement be?*
        i. Produce ideas together
        ii. Steven with art, Geoff with code
    c. *Who has a stake in the outcome?*
        i. 50/50 split between Steven and Geoff
    d. *Have similar projects been undertaken within the organization before?*

      i.    No, this is the first time building up a public presence

e. ***Who participated and will they be involved in this project?***
      i.    Both Steven and Geoff will be involved

f. ***Was the experience positive or negative overall?***
      i.    This experience is positive overall

g. ***What were the roadblocks or challenges?***
      i.    Time
      ii.    College
      iii.    Money
      iv.    Learn everything
            1.   Not a huge part though
      v.    Buying assists
      vi.    Little working details

h. ***How did they measure success?***
      i.    Income
      ii.    Public enjoyment

i. ***Who among your client team understands the project process already, and who can be educated about the process to the point where they will be your best advocate?***
      i.    Both Steven and Geoff are already really good at what they do.

j. ***Who wields the power?***
      i.    Split 50/50

# DEFINE

**DEFINE AUDIENCE**

**Here's what you need to do for this section:**
1. *Identify all possible audiences for your project (for instance, managers, technicians, or lay people? People in the US? which part of the US? People all over the world? Newborns, or 80-year olds? And so on.).*
2. *Ask:*
   a. Cast a wide net, try not to stick to one genre.
   b. People all over the world, IF the game does well in the U.S.
   c. Casual (GA)
   d. 13-25 yo
   e. VR owners

3. *"Why is each audience vital to the client? "Which members of the audience are most important?" (Baer, 36), You may need to have long discussions with your client to bring the list down to a few audiences and hierarchize them. "What does the audience need to know and why do they need to know it?"*

   a. No microtransactions
   b. Like a physical game (get the game, keep the game, complete as is)
   c. Children will buy anything, they are easy targets
   d. Casual gamers on mobile is generally low risk, and many people have smartphones.
   e. VR is high risk high reward.
   f. Make something creators would enjoy
   g. Casual Gamers: Catch all audience
   h. VR: New territory
   i. Teen: 2edge4casual
   j. Important People: most vocal (most likely VR people)
   k. Hierarchy
      i. VR
      ii. Casual Gamers
      iii. 13-25 yo.
   l. Uniqueness, Ideas and Content comes first then everything else.


**Now ask yourselves what you know about the users.**
4. *Learn about their Demographic variables:*
   a. Access to technology cell phones, VR headset, and social medias
   b. Gender

        i. Gender inclusive
- c. Nationality, ethnicity
  - i. English speaking people
- d. Age
  - i. GA, 13-25, VR
- e. Married, single, children… No target audience in this aspect aside from the "age"
- f. Language(s)
  - i. Visual
  - ii. Verbal
  - iii. Technological
  - iv. Users have to be well versed in video games
- g. Literacy/ies Income Social status Religion Disability/ies
  - i. Literate with gaming
  - ii. Middle income
  - iii. not religiously targeted
  - iv. not targeted towards or away from any disability
- h. Mobility (commuting time, transportation, etc.), Education, professional training
  - i. Mobile phone for mobile games, Any education level, no professional training needed

5. *Profession, type of work, etc.*
   - a. Any profession as long as the person enjoys gaming.
6. *Place of residence, place of work, etc.*
   - a. Socorro local
   - b. online global
7. *House (rented, owned,etc.) Etc.*
   - a. House can be rented, owned, or shared.

**Psychographic variables (IAO - interests, activities, opinions)**
8. *Personality*
   - a. Fun
   - b. Personal
   - c. Introverted/extroverted
   - d. Relaxed
   - e. Critical
9. *Values*
   - a. Consistently good content
   - b. Supporting good and honest companies
   - c. Supporting companies that have the same values as them
   - d. A good product always has the user in mind
10. *Attitudes*
    - a. Civil towards each other
    - b. Childlike mindset

     c. Hardworking
     d. Engaged
     e. Nice
     f. Introverted
     g. Extroverted

11. *Interests*
     a. Games
     b. Software
     c. Innovation
     d. Conferences
     e. New releases
     f. Events

12. *Lifestyles*
     a. School
     b. Work
     c. Travel
     d. Retired

## DEFINE CONTEXT

**To understand the context where the audience will use the information, ask:**
1. *When, where, and how will the audiences use the deliverables?*
     a. When: When new content is released, there are updates,and they want to learn more about the company.
     b. Where: They can access these deliverables online.
     c. How: By interacting on the website and social media accounts.
2. *"Are they going to be interacting with the [information) while they're walking, working, or in repose?" "Will they be reading the piece in one sitting, or over time?*
     a. The audience will be mostly interacting with the information in repose and reading the pieces of information as they please, either in one sitting or over time.
3. *"Is the piece meant to be read only once, or will the audience need to refer to it repeatedly?" "Will an older demographic and poor eyesight (hearing or motor abilities] be a factor?" (Baer, 36)*
     a. Updates will probably need to be read repeatedly, but not for new releases.
     b. Reading glasses and far-sighted people will be considered, but not too much as there are already a lot of solutions to the problem already.
4. *"Does this audience like to read?*
     a. Since the audience is such a wide range of people and ages, their preference might depend on age. Regardless, the updates are kept short and if the user wishes to know more they can contact the devs.
5. *"Will the piece be designed and presented in a single language, and if so, will the audience be fluent in that language? Will the piece need to be translated?*

a. Initially, content will be all in English and the audience should have a basic understanding of English, but as the popularity rises, more languages will be added.

6. *"Will the tendency for readers to want to avoid dense material need to be accommodated?" (Baer, 36)*
   a. Yes, as this is mostly a Game and Software Dev. company, people want the information concise and to the point.

7. *Will the context(s) impose constraints on the type and amount of information you need to produce?*
   a. No, each release will have its own targeted audience and will probably have 10-15 pre-release posts and 5-10 post-release posts and then the updates will have as many posts as needed.

## DEFINE PURPOSE

**To define the purpose of your deliverables, ask:**

1. *"How do you want your audience to respond emotionally to the information? Do you want to reassure them? Inspire them? Motivate them to do something?" (Baer, 36). Do you want to inform them? Persuade them to change their opinion? Instruct them? Get them to delegate? Make a decision? Assess something? Believe in something? Be concerned about something? Buy something? Invest in something?*
   a. The goal is for the audience to get excited for new products to be released. Or at least comfortable, just not negative and for the audience to buy the new product. The purpose of the deliverables is for the audience to stay updated when it comes to new updates and products. Helpful information will also be available to the clients through the deliverables.

## DEFINE CONTENT

**The data. Learning as much as possible about your client's history, business, and projects will help you deliver a better project. Ask your client for access to:**

1. *Strategic plans that may affect the project you're doing for them.*
   a. Develop polished demos and apply for grants
   b. Kickstart/IndieGoGo Crowdfund the rest - Really far out

2. *Market research.*
   a. Cell phones: A lot of the population has them so it's a wide audience to target
   b. VR: Really new to the market
   c. Social media accounts, if they decided they'd like to be a part of the community.

3. *Previous versions of the project, as well as materials from previous versions of the project. Look at competitor projects and materials and work with your client to find examples that are most similar to yours. You will gain valuable insights from this.*
   a. Previous projects - Short burst projects with similar long time projects being combined

      b.   Satisfactory/Coffee Stains Studios website - First thing → trailer Then information summary, timeline, humorous but still gets through information, to the point

      c.   Portfolio websites

**Content strategy. Now, ask:**

1. *Whether the goals of the project are clear and well developed?*
   a. Yes, the current goals are:
      i. Make a website
      ii. Make a new logo
      iii. Make the social medias needed
      iv. Get some content in action
2. *"What does the project need to achieve? (This usually includes multiple goals: for the audiences, for the client, and possibly for other constituents.)" (Baer, 44) If the project is successful, what does that mean in practical terms? What will people gain?*
   a. Needs to bring in an audience, any audience
   b. Get the clients products they want to work with
   c. Get the games/software published in a neat way
   d. Get the company on its feet

**Reviewing content. Now that you have all this information, check that:**

1. *The information is complete and clear. Does the information you collected from the client and your own research and analysis match the findings in Step 1?*
   a. Yes, it matches
2. *Is the message appropriate for the audiences?*
   a. Yes, it's a friendly and open minded message for future audiences
3. *Does the message type and style match the brand? Is the amount of writing correct for the space you have in the design, medium, etc?*
   a. Yes, very short and concise, just as the audience would probably like it.

**Looking ahead. To prepare for when the project is out of your hands, ask these and similar questions:**

1. *"How often will the content need to be updated?*
   a. One a month at the latest and as things pick up maybe once a week.
2. *"What type of content will need to be updated? Just text or image also? "Can a non-designer make the updates easily, or will they require professional typesetting and design to ensure the integrity of the piece?*
   a. Text and images (new screenshots as BG images, new game logos), probably will
   b. require an outsourced designer.
3. *"Who will be responsible for gathering or creating material for content updates?*
   a. Both Steven and Geoff will be responsible and if in the future they employee designers or developers, they will be too.
4. *"Will the people updating the content have (or need) access to the software you are using*

to create the original files? "Will multiple users be needed to update the design/information? Is there a workflow process in place to ensure the updates are made correctly and in a timely manner?*

   a. All access to the used software will be given to Steven and/or Geoff initially so they can update what they want as they want to update it

5. *"What are the skill sets of the people updating the content? Will they need to be trained? "How will the updated designs be produced? Will this require additional assistance from a printer or a technical development team?" (Baer, 49)*

   a. Minimal to zero training for the text. Some outside help may be needed for layout and logo design.

6. *The "Form Factor". This term refers to the final form of your deliverable. Take the following into account:*
   *The final form of your deliverable may be different than the one you originally thought. This will be a natural consequence of the discussions with the client and the research you did on the audience, context, and purpose.*
   *Consider how the different budgets will impact your work and prepare it accordingly. The final form of your deliverable will also be greatly affected by how often the content will be updated.*

   a. The final form of our project was affected by our budget constraints. A social media manager was expensive and we couldn't proved the client with one. We also weren't able to produce content for the YouTube channel that we set in place. Everything else was produced smoothly.
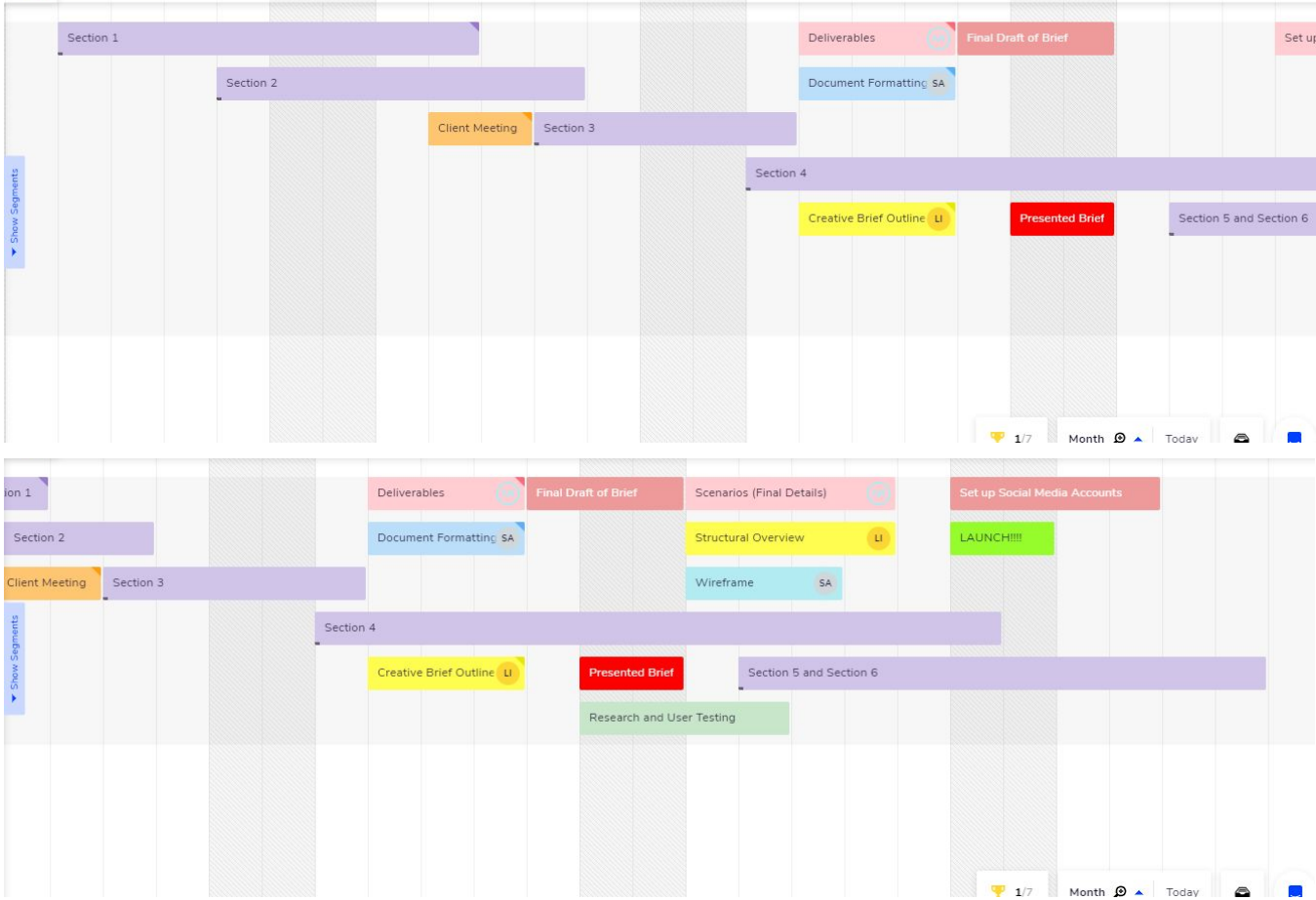
## DEFINE TASKS

**Discuss with your client what their expectations are with regard to the timeline. For each deadline in the timeline, see whether it is fixed or can be changed. To learn this, you will need to speak with your client to understand the reasons for each deadline in the timeline. To keep everyone in sync, develop an outline of the process you are going to follow, and share it with everyone working on the project (both in your own team and the client's team). The outline must clearly**

1. *Show all the steps in the process.*
   a. Section One (Client requirements and desired outcomes): March 14-21
   b. Section Two (Define audience and company): March 18-25
   c. Section Three (Creative Brief): March 25-April 1
   d. Section Four(Design Solution): March-April 8
   e. Section Five (Deliverables and launch): April 8-18
   f. Section Six (Follow-up with the client): April 18-31

2. *Describe each step in detail.*
   a. Section One: March 14, 17, 18, 21
      i. Budgeted 20 hours
      ii. Understanding the client and then establishing what they want out of this project.

    b. Section Two: March 18, 21, 24, 25
        i. Budgeted 20 hours
        ii. Investigating what kind of audience we need to target in order to achieve our set project goals.
    c. Section Three: March 25, 28, 31, April 1
        i. Budgeted 20 hours
        ii. Briefing the client on what needs to be done in order to achieve the project goals, and also getting a go/no go for the established plan of action.
    d. Section Four: March 31, April 1, 4, 7, 8
        i. Budgeted 20 hours
        ii. Fleshing out more concrete pictures of what kind of audience is being targeted, and how to achieve maximum effect on the target audiences in question.
    e. Section Five: April 8, 11, 14, 15, 18
        i. Budgeted 20 hours
        ii. Following through on project goals and creating the necessary deliverables.
    f. Section Six: April 18, 21, 22, 23, 25, 28, 29, 31
        i. Budgeted 20 hours
        ii. Customer satisfaction report, and making final adjustments in case any problems are identified.

3. *Describe what each person's role and responsibilities are.*
    a. All of this information can be found in the Gantt Chart
    b. Mauve and purple-shared tasks
    c. Orange- Client Meetings
    d. Red-Brief presentations
    e. Pink-Shane
    f. Yellow- Lizeth
    g. Blue- Sam
    h. Green- Launch

This Gantt chart follows the deadlines set above, the screenshot from my laptop didn't capture the dates.



**Top chart:**

- Section 1
- Section 2
- Client Meeting
- Section 3
- Section 4
- Deliverables
- Document Formatting SA
- Creative Brief Outline LI
- Final Draft of Brief
- Presented Brief
- Section 5 and Section 6
- Set up

Show Segments

1/7   Month   Today



**Bottom chart:**

- ion 1
- Section 2
- Client Meeting
- Section 3
- Section 4
- Deliverables
- Document Formatting SA
- Creative Brief Outline LI
- Final Draft of Brief
- Presented Brief
- Research and User Testing
- Scenarios (Final Details)
- Structural Overview LI
- Wireframe SA
- Section 5 and Section 6
- Set up Social Media Accounts
- LAUNCH!!!!

Show Segments

1/7   Month   Today

**DEFINE TEAM**

**It's important to know who everyone working on the project is and how people can other people. This means that you will need to "Make a list of everyone's**

1. *Roles*
    a. Shane : Team Lead
    b. Liz : Team Member
    c. Sam: Team Member
    d. Steven: Client
    e. Geoff: Client
2. *Responsibilities*
    a. Shane: Make sure everyone stays on schedule, schedule meetings, contribute to docs
    b. Liz: Update Gantt chart and contribute to documents.
    c. Sam: contribute to the documents.
    d. Steven: Answer questions and provide feedback
    e. Geoff: Answer questions and provide feedback
3. *And contact information, including*
    a. *Email*
        i. Shane: anastasia.heau@student.nmt.edu
        ii. Liz: lizeth.anaya-ojeda@student.nmt.edu
        iii. Sam: samuel.wang@student.nmt.edu
        iv. Steven: steven.lukow@student.nmt.edu
        v. Geoff: geoffery.knox@student.nmt.edu
    b. *Snail mail address (in case you have to ship something overnight),*
        i. Shane: PO Box 2516 i think
        ii. Liz: P.O. Box 2806 Socorro NM, 87801.
        iii. Sam
        iv. Steven PO Box 4054
        v. Geoff PO Box 2784 or something
    c. *Office and cell phone numbers." (Baer, 34).*
        i. Shane: 720 999 7220
        ii. Liz: 505-930-4193
        iii. Sam
        iv. Steven 505 386 0327
        v. Geoff 575 446 2841
    d. *Schedule constraints:*
        i. Any time that is not these times: Sundays TBD, Mondays after 5, Thursdays during class times.
    e. *Determine who the point people on both teams are going to be, and make sure they will keep the project on track.*
        i. Shane
        ii. Steven

4. *You will also need to "set up contact protocols" (Baer, 34) so that everyone knows who they should be in touch with, both in normal work situations and in emergency situations (in emergency situations, the network of contact is broader). A contact protocol is a diagram of who should contact who in different situations. Then tell this to each person on the team. Don't forget to pass on to them the contact information of the people in their network.*
    a. Liz and Sam contact Shane with questions and Shane can then take those questions to the clients.

# REPORT

**Client Information**

    Knukow Games is a company started by two college students, Steven Lukow and Geoffrey Knox, with a love for game development. Knukow's main goal is to develop quality games and mobile apps. They specialize in casual games, mobile apps, and Virtual Reality (VR) games. It is a regional business that has been established for less than a year.

**Client Sector**

    Knukow is in the game and software development sector. Their competition is every other big company (100+ employees). Some examples might be Blizzard, Gearbox, Ubisoft, etc. New content is getting harder to think of as more ideas are coming out. VR is on the rise for popularity and Teen-oriented games are also getting more popular. Knukow sees these categories as an opportunity for growth.

**Competitor Information**

    Descriptions, strengths and weaknesses, and how do they compare to Knukow?
1. Descriptions
    a. Big Companies (Bethesda, Gearbox)
        i. Large companies with huge teams working on projects constantly
    b. Knukow
        i. Two man band working on projects when they have time
2. Strengths and Weaknesses
    a. Strengths
        i. Big Co.
            1. Get good products out quicker

<ol start="2" type="1">
<li>Get ideas out quicker</li>
</ol>

ii. Knukow
1. Personable
2. Really unique ideas

   b. Weaknesses

     i. Big Co.
1. Possible constant conflict
2. Sometimes ideas/design/software is terrible
    a. Fallout 76
3. Can get stuck on one franchise

     ii. Knukow
1. Only two employees
2. Time conflicts
3. School is in the way for right now
4. No money to hire more people
    a. All volunteers/revenue sharing for extra things
      i. Music
      ii. Textures
      iii. Extra hands in general

3. Compare
   a. Games and software devs
   b. Build teams
   c. Get together and make ideas
   d. Sometimes those ideas fall through

**Intended Audiences**

Knukow hopes to reach out to Mobile app users, specifically casual game players, 13-25 yo, and VR players. As app/game users themselves, they see the importance in providing their clients with quality content. In order to build an honest and personal relationship with their audience, they would like to share their progress online. This includes information on new projects, software updates, what's new/up and coming.

**Business Context**

Knukow has decided to develop their brand because they see it as an opportunity to get their name out there. The company developed an application for New Mexico Tech, though the school decided not to move forward just before the project's completion. For the summer of 2019 to the beginning of 2020, Knukow plans to apply for some grants to financially support their development and further their careers in this field.

**Project Information**

Project Overview

1. Make a new logo, a website, and social media platforms for Knukow Games
   a. New logo and title can be seen at the top

       b. Social media platforms will include
  - i. Twitch
  - ii. Patreon
  - iii. YouTube
  - iv. Discord

Key Information and Hierarchy
1. Get all the sections done
2. Make the website and get content on there
3. Make social media accounts

Pieces of info conveyed to the audience for this project?
1. How much progress is getting done
2. What should be expected when
3. What is new with updates

Tone
1. Friendly
2. Open
3. Innovative

**Project Goals and Requirements**

As a team, we must create a website, a logo, and multiple social media accounts. This project presents us with the opportunity to learn Open Broadcaster Software (OBS), Adobe Premier, and different types of social media accounts. Our success will be measured through the completion of our goals and the satisfaction of our client. Some problems that we have come across are time constraints, money constraints, and other classes and the work that comes with them.
Technical requirements which we feel are important for this project are website builders, research on the market and audiences, and understanding the client sector. The project also had some creative requirements which we came across as we were designing the website and the logo.
As for brand guidelines, since Knukow is a fairly new company they would like to keep a more professional look to the content they post online.  Since they only have 2 employees, it will be a good way to be taken seriously whenever they plan to publish a product for purchase. They would also like to be personable and friendly with their customers in order to build a strong relationship with their customers.

What makes them unique?

1. Steven puts his free time into making games even though he's going for EE which isn't usually a major which leads to this industry. When Steven was younger, he took his knowledge from his math classes and applied it towards making game mechanics.

2. Geoff also puts his free time into making games even though he's going for CS which isn't usually a major which leads to this industry. Geoff has made programs for his own benefit to make his life easier and aspires to be self-employed in the future and be able to do and explore what he wants.

3. The company name, Knukow, is pretty unique, "We wanted to start the company together so we found a name that combined both of ours." Steven and Geoff also don't always see eye to eye as business partners, they have had past quarrels about whether to use the Unreal Engine or Unity. They have settled this by programming the two software platforms to communicate with each other.

**Project Logistics**
1. *The specific list of deliverables.*
    a. Website
        - Games
            - Published
            - In development
        - News/Updates
        - About
            - Meet the Team
            - Blog
        - Contact
    b. Social media platforms
        - Twitch
        - Patreon
        - YouTube
        - Discord
    c. Logo/title
        - Futuristic feeling
        - Greyscale with an orange flare
        - "K" to represent the first letter of the company
        - "Whoosh" flare to point above to the future of gaming, software, and the company as a whole
2. *Overview of the Project Team.*
    a. Shane – Project Team Leader
    b. Lizeth – Team Member
    c. Sam – Team Member
    d. Steven – Client
    e. Geoff – Client
3. *Key Dates.*
    a. Section One (Client requirements and desired outcomes): March 14-21
    b. Section Two (Define audience and company): March 18-25
    c. Section Three (Creative Brief): March 25-April 1

     d.  Section Four(Design Solution): March–April 8

     e.  Section Five (Deliverables and launch): April 8–18

     f.  Section Six (Follow-up with the client): April 18–31

4. *Budget Hours.*

     a.  Section One: March 14, 17, 18, 21

        –  Budgeted 20 hours

        –  Understanding the client and then establishing what they want out of this project.

     b.  Section Two: March 18, 21, 24, 25

        –  Budgeted 20 hours

        –  Investigating what kind of audience we need to target in order to achieve our set project goals.

     c.  Section Three: March 25, 28, 31, April 1

        –  Budgeted 20 hours

        –  Briefing the client on what needs to be done in order to achieve the project goals, and also getting a go/no go for the established plan of action.

     d.  Section Four: March 31, April 1, 4, 7, 8

        –  Budgeted 20 hours

        –  Fleshing out more concrete pictures of what kind of audience is being targeted, and how to achieve maximum effect on the target audiences in question.

     e.  Section Five: April 8, 11, 14, 15, 18

        –  Budgeted 20 hours

        –  Following through on project goals and creating the necessary deliverables.

     f.  Section Six: April 18, 21, 22, 23, 25, 28, 29, 31

        –  Budgeted 20 hours

        –  Customer satisfaction report, and making final adjustments in case any problems are identified.

# DESIGN SOLUTION

**DEVELOP PERSONAS AND SCENARIOS**
*Personas (or User profiles)*
  – Creating the personas.

  1. Identify the main types of audiences.
  Speak with your client to learn more about the audiences they want to target and to learn how to hierarchize them.

  Audiences (Hierarchized):
  1.  VR players: 15 – 35
  2.  Casual gamers: 10 – 50+
  3. 'Teen' gamers: 13 – 25

  2. "create a short list of specific attributes for your most common audience types."
  (Baer, 60)
  Speak with your client to learn those attributes. They will be a mix of the demographic and psychographic variables that you already gathered (p. 3 and 4, above), and attributes related specifically to the product or service you are providing. For example, how do the users handle the product? When do they prefer to receive updates? Etc.

  *Chad: kid 6–12 years old, just want to play some games on mom/dad's phone*
  *Age: 10*
  *Occupation: schoolkid*
  *Personality: still young and naive, still attached to mom and/or dad, hasn't really gotten fully into the whole teenage rebellion thing.*

*Game preferences: Prefers simple games with small rewards and frequent praise for achieving simple and straightforward objectives. Cooking Mama, Animal Crossing, Stardew Valley*

## Chad Smith

Extroverted    Rebellious    Active

### Expectations
- Simple games
- Small rewards and frequent praise
- A good story line
- Straight-forward objectives

### Frustrations
- Too much text
- Complicated
- Adds

### Personality

| Introvert | Extrovert |
| Thinking | Feeling |
| Sensing | Intuition |
| Judging | Perceiving |

Age: 11
Occupation: Student
Family: Single
Location: Santa Fe, NM
Character: Laid back

### Motivation
Incentive
Fear
Growth
Power
Social

### Preferred Channels
Traditional Ads
Online & Social Media
Referral
Guerrilla Efforts & PR

*Michael*
*Age: 16*
*Occupation: High School Student*
*Personality: Extroverted, Rebellious, Active*
*Game Goals: Lots of challenges and action, suspense, a good storyline*
*Current Games to look at:*
*Frustrations: Bad quality games and high prices.*

# Michael Anderson

Extroverted    Rebellious    Active

## Expectations
- Lots of challenges and action
- Suspense
- A good story line

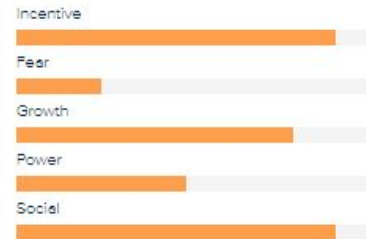## Frustrations
- Expensive add-ons
- Ineffective updates
- Adds

## Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

## Motivation

Incentive
Fear
Growth
Power
Social

## Preferred Channels

Traditional Ads
Online & Social Media
Referral
Guerrilla Efforts & PR

Age: 16
Occupation: Student
Family: Single
Location: Santa Fe, NM
Character: Laid back

*Olivia*
*Age: 25*
*Occupation: Student/Web developer*
*Personality traits: Introverted, creative, empathetic, detail-oriented, critical, etc.*
*Game Goals:*
*Frustrations:*
- *Unimaginative, stale creations.*
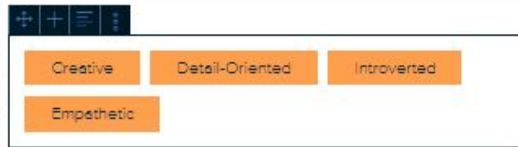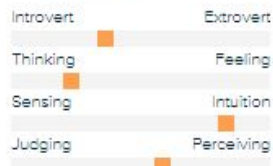- *Poor web experiences.*
- *Hard-to-learn software.*
- *Bugs*

# Olivia the Web Developer

Creative  Detail-Oriented  Introverted
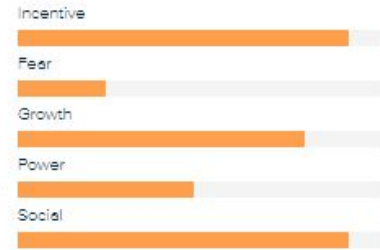
Empathetic

## Goals

- Good story line
- Interesting game mechanics
- Work for Google

## Frustrations

- Unimaginative, stale creations.
- Poor web experiences
- Hard-to-learn software
- Software bugs

*"A quotation that captures this user's personality."*

**Age:** 26
**Work:** Web Developer
**Family:** Single
**Location:** Malibu, CA
**Character:** Laid back

## Personality

| Introvert | Extrovert |
|---|---|
| Thinking | Feeling |
| Sensing | Intuition |
| Judging | Perceiving |

## Motivation

Incentive

Fear

Growth

Power

Social

## Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

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**Scenarios (or Personas in action)**

Scenario 1: There is a major bug in a game.

Chad: Chad would most likely notice the bug and be frustrated with the outcome. He will most likely uninstall the game, but won't report it simply because of his age.

Michael: Michael will notice the bug and possibly report it and may try to find a workaround if possible. If he can't figure one out, he will most likely uninstall the game at this point, but may install it again if the bug is fixed.

Olivia: Olivia will notice the bug and report it to the company. She will most likely keep the game until the issue is resolved and make a choice to uninstall or keep the game when the bug gets resolved.

Scenario 2: There is some controversy with the company and their audience.

Chad: Chad is too young to know the deep intricacies of social media and drama. He may catch wind of what is going on, but will most likely do nothing about it and have no solid opinion.

Michael: Michael will probably hear of the news quite readily and make a snap decision and take a side without looking into what's wrong. He may or may not speak out about it on social media, but will probably have a strong opinion.

Olivia: Olivia will catch wind of this news while it's hot and popular, but will wait until there is more information out and do some of her own research about the controversy. She will make her decision about continuing to support the company or not and possibly make one or two posts on social media.
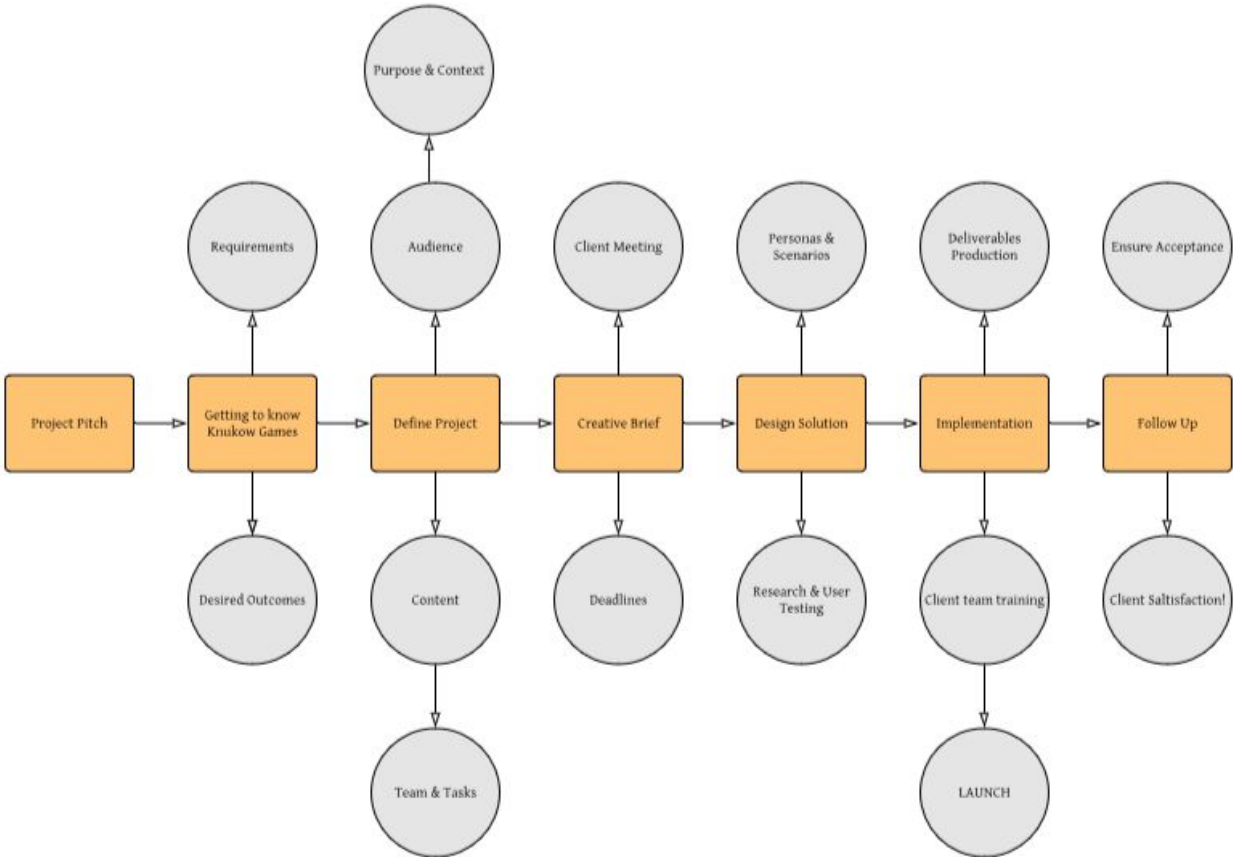
Scenario 3: The newest game idea is overdone, but the company had to put something new out.

Chad: Chad probably doesn't care if the idea is overdone. Simple game concepts with frequent rewards are what keeps him reeled in. He's not concerned with what has and has not been done.

Michael: Michael will probably buy and download the game for a few minutes to check it out and see what unique qualities the company has put in. If his interest still stands, he will most likely keep the game if it lines up with his likes.
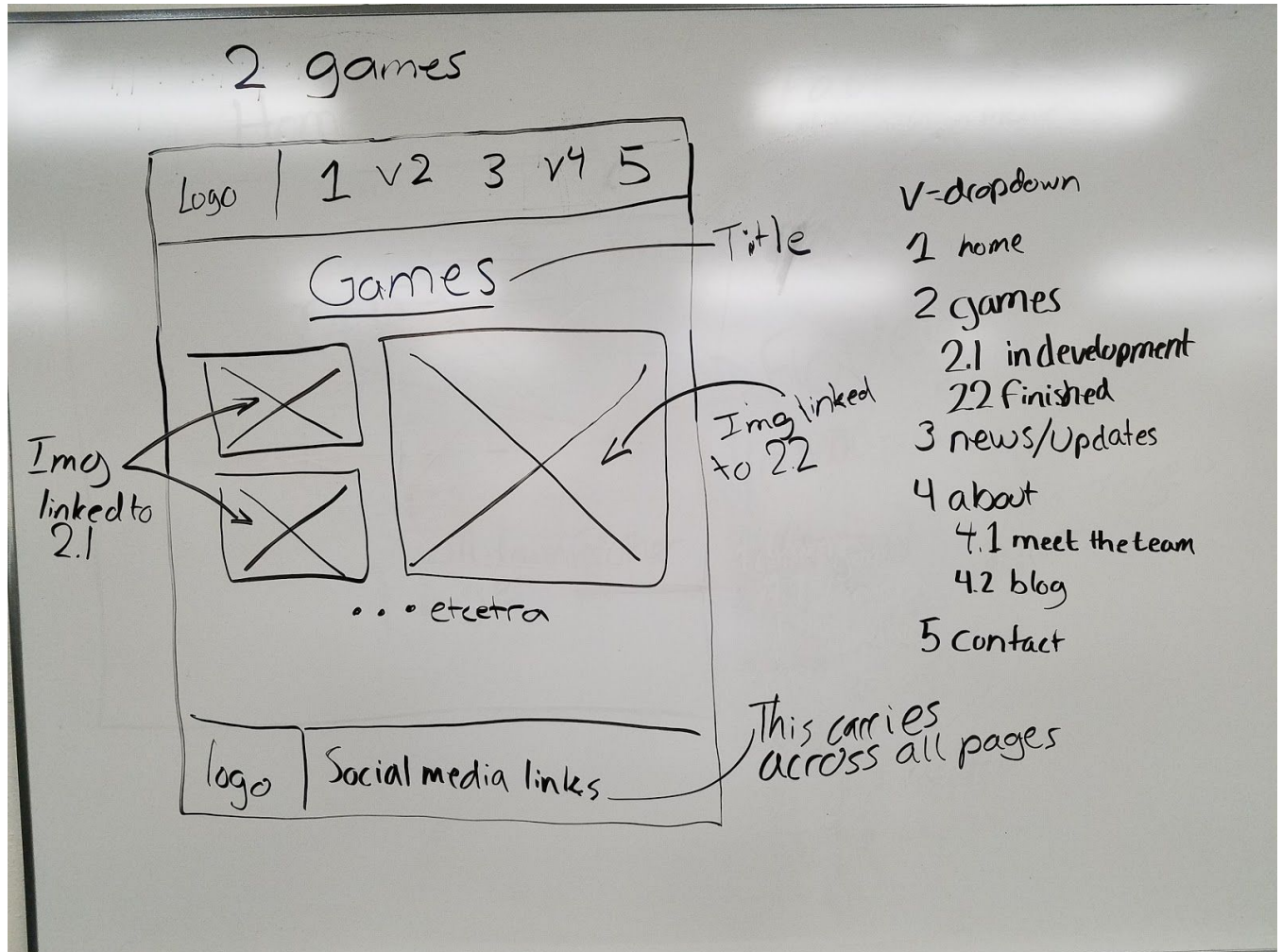
Olivia: Olivia will notice the overdone concept and realize this is for a quick money grab while the company is probably working on bigger things, but will ultimately ignore the overdone game.
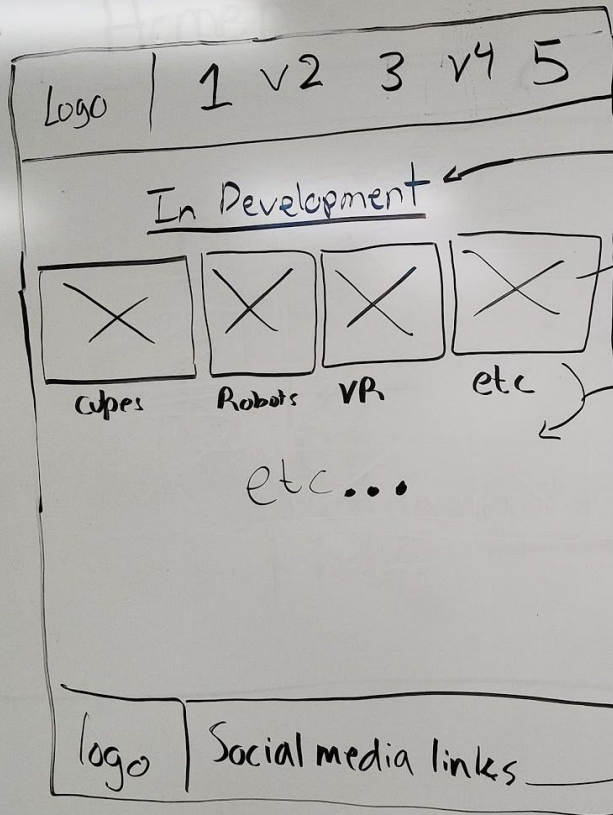
# DEVELOP STRUCTURAL OVERVIEW

**Develop Wireframe/Blueprint**

2 games

Logo | 1 v 2 3 v4 5

Games — Title

Img linked to 2.1

Img linked to 22

... etcetra

logo | Social media links — This carries across all pages

V-dropdown
1 home
2 games
  2.1 in development
  22 finished
3 news/updates
4 about
  4.1 meet the team
  4.2 blog
5 contact

2.1 In Development

Logo | 1 v 2 3 v4 5

Title

In Development

☒ ☒ ☒ ☒

Cubes    Robots   VR    etc

etc...

Images

repeat

logo | Social media links

This carries access
To all pages

V-dropdown

1 home

2 games
  2.1 in development
  2.2 finished

3 news/updates

4 about
  4.1 meet the team
  4.2 blog

5 contact

# Home page

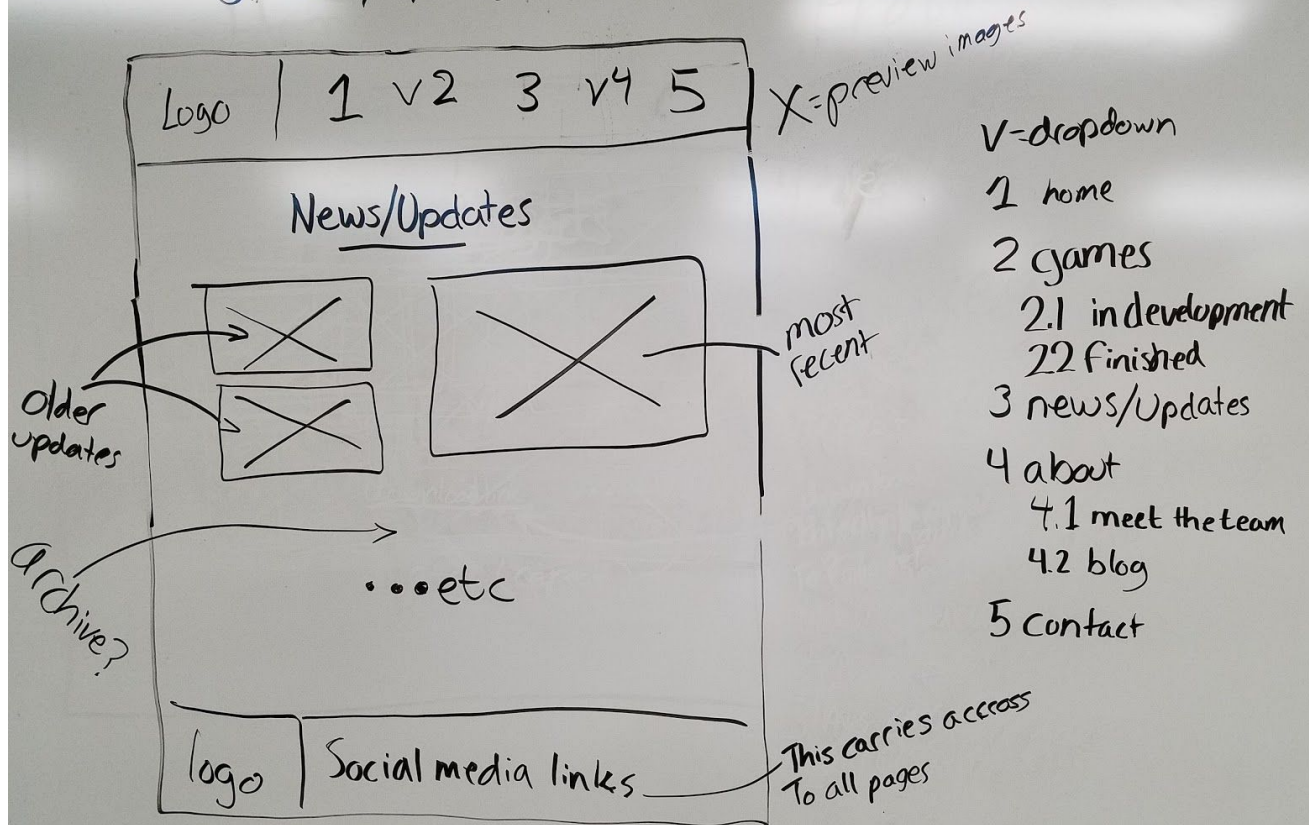V = dropdown menue

1 V2 3 V4 5    Toolbar
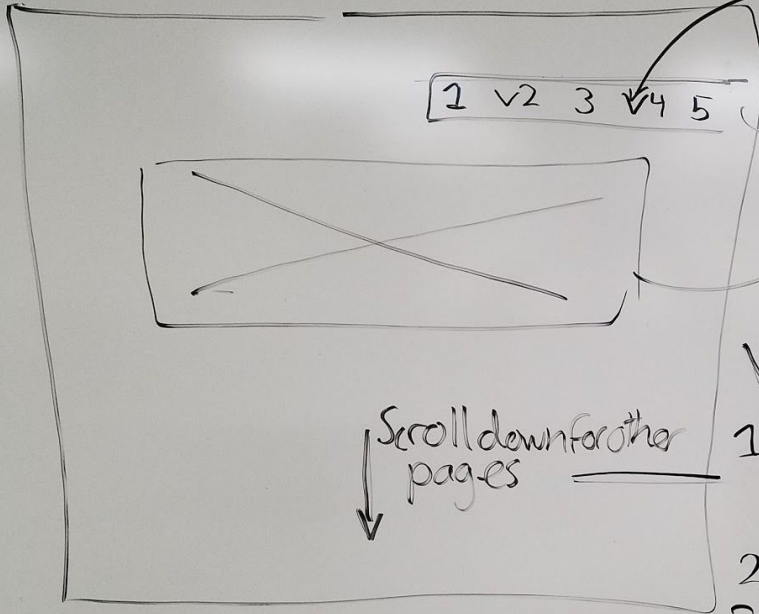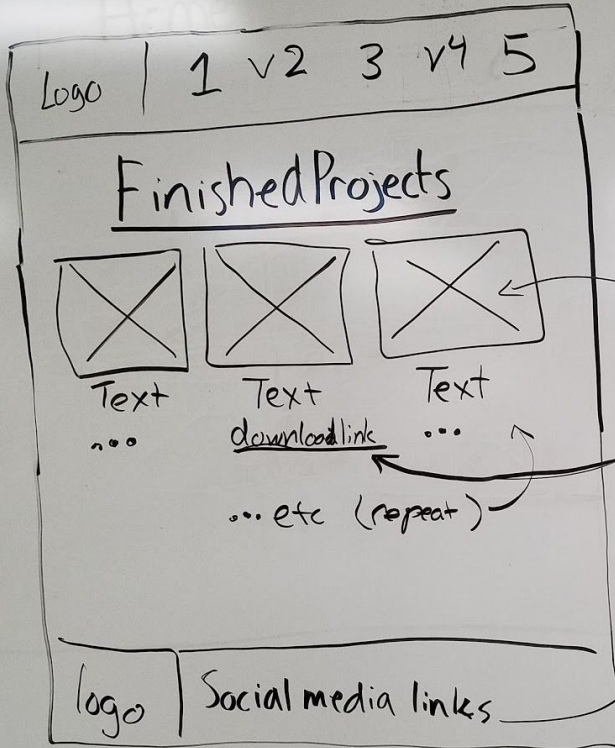
Figure of

Vr headset

This image is inert

Scroll down for other pages ↓

1 Games
  1.1 Finished
  1.2 In development
2 new updates

3 About
  3.1 Meet the team
  3.2 Blog
Contact

3. news/updates

Logo | 1 ∨2   3  ∨4  5

X = preview images

News/Updates



Older updates

most recent

archive?

...etc

logo | Social media links

This carries across to all pages

V - dropdown

1 home

2 games
   2.1 in development
   2.2 finished

3 news/updates

4 about
   4.1 meet the team
   4.2 blog

5 contact

**2.2 Finished**

Logo | 1 ∨2 3 ∨4 5

## Finished Projects

Text          Text          Text
...       download link      ...

... etc (repeat)

Preview Images

downloads directly To Computer

logo | Social media links

This carries access To all pages

V-dropdown

1 home

2 games
   2.1 in development
   2.2 finished
3 news/updates

4 about
   4.1 meet the team
   4.2 blog

5 contact

**RESEARCH AND USER TEST**

User testing questions/instructions:
- Find Knukow's social media accounts.
- Send in a question to Knukow.
- Find the link to buy *No Depth Perception.*
- Tell me what the company is about.
- Tell me who the co-devs are and some details about their about page.
- Overall thoughts about the layout?


User 1:

- Started with the website and was told to find the social medias
  - The user went to the "Blog" tab and found the social media links at the bottom of the page
- Send in a question to Knukow
  - The user went to the "Contact" page and sent in the question
- Find the download link to No Depth Perception
  - The user went to the "Finished Games" drop down
- Go to the about page and tell something about each co-dev and the company.
  - The user went to the "Meet the Team" drop down, but couldn't find the "About" for the company as a whole. Tried clicking the title on the front page.
- Final thoughts
  - Not bad, very intuitive, likes the No Depth Perception page, a little bland

User 2:

- Started with the "#general" text channel on Discord and was told to find the link to the Website.
  - The user went to the "#welcome" channel, then the "#announcements" channel, and then finally the "#rules"
- Was told to go to the YouTube channel
  - The user scrolled to the bottom of the "Home" page on the website and clicked on the YouTube logo
- From the YouTube page, find the Twitch channel
  - The user went to the "About" tab on the YouTube page and then clicked the link to the Twitch channel
- Go back to the website and send in a question to Knukow
  - Scrolled to the bottom of the "Home" page to find the contact form
- Final thoughts
  - Would like to see the images more spread out and not so compacted, likes to scroll around a lot, overall: easy to navigate

User 3:

- Find Knukow's social media accounts.
  - The user clicked the 'Contact' page and was confused when they didn't find them at first. They searched further down the page and found them at the footer.
- Send in a question to Knukow.
  - Clicked on 'Contact' page a filled out a contact form.
- Find the link to buy *No Depth Perception.*
  - Clicked on the 'Games' page and found the link right under the picture.
- Tell me what the company is about.
  - Was confused about the 'About' tab and the drop down.
- Tell me who the co-devs are and some details about their about page.
  - Clicked on the drop-down attached to the 'About' tab, and selected 'Meet the Team.'
- Overall thoughts about the layout?
  - Very smooth, design for the no depth perception was confusing, the 'About' and drop down can be improved, and the pictures and games can use more descriptions.

User 4:
- Find Knukow's social media accounts.
  - The user went straight to the footer.
- Send in a question to Knukow.
  - User scrolled down to the bottom of the page where the contact form is located.
- Find the link to buy *No Depth Perception.*
  - The user clicked on the 'Games' tab and didn't like the three panels for the game picture and suggested the link be a button. The user also didn't like that there was no description. The user was confused.
- Tell me what the company is about.
  - The user clicked on the 'About' tab and found their story.
- Tell me who the co-devs are and some details about their about page.
  - used the dropdown on the 'About' tab to access the 'Meet the Team' tab.
- Overall thoughts about the layout?
  - The user would not spend much time here because they don't play games.
  - The home page was nice.
  - News and updates could use descriptions as well as other pages.

User 5:
- Get to Knukow's social medias.

- ○ User actually went to the blog first. Then they went to the contacts tab and found the form. They then scrolled until they actually found the links at the bottom of the page.
- Send in a question to Knukow.
  - ○ The user just went to the contacts tab and then started filling it out.
- Find the link to buy No Depth Perception.
  - ○ The user went to the games section and clicked on the first one, which was finished games. Once they identified the game, they then clicked on the picture, not the underlined text.
- Find the About page and tell me about what the company is about as well as the co-devs.
  - ○ The user immediately went to the About tab but didn't actually click on the tab, instead of using the dropdown and clicking on meet the team. They didn't think that the About tab was actually clickable, instead of attempting to find a link to an actual About page on the meet the team and blog.
- Overall thoughts about the layout?
  - ○ The user apparently is just a peculiar kind of person. The header bar is fine.
  - ○ Thinks that the social media links should be in a place that is more immediately seeable.

User 6:
- Get to Knukow's social medias.
  - ○ When attempting to navigate to social medias, the user first attempted to scroll down but did not scroll all the way to the bottom. The user attempted to click on the picture of devs first. Then navigated to the contacts page. Then navigated to "meet the team" and then finally scrolled all the way down to find the actual social media links.
- Send in a question to Knukow.
  - ○ User navigated to the contacts page.
- Find the link to buy No Depth Perception.
  - ○ User navigated to games dropdown menu and clicked on "finished games" and then clicked on the download button.
- Find the About page and tell me about what the company is about as well as the co-devs.
  - ○ User navigated to the head bar, and then used the dropdown menu to go to "Meet the team" however, the user was not able to find the "about" page until prompted that the "about" was actually clickable.
- Overall thoughts about the layout?
  - ○  thinks that the website looks decent and cited the fact that pictures swap sides which drew the eyes to those pictures.

# IMPLEMENT SOLUTION

**PRODUCE DELIVERABLES**

How to upload a video to **YouTube**:
1. Log in to Knukow Games youtube account.
2. Select *Upload.*
3. Select the *Public* option under the video privacy settings menu.
4. Select a video you'd like to upload from your computer, import from Google Photos, or export from video editing software application.
5. As the video uploads, you can add a description and useful links to website and social medias.
6.  Click *Publish* and you're done!

How to access the **Discord** server:

1. Access the Discord web app from the computer .exe or from the website.
2. Use the designated E-Mail and Password when prompted provide one.
3. Access channels from the menu by clicking on the names. Channels marked with a # are text channels. Channels marked with a megaphone are the voice channels.
4. When using a text channel, click on the text box at the bottom and type normally. When using a voice channel, speak normally.
5. In order to leave a voice channel, click on the button containing a phone with an x. This will "hang up the phone" on that channel.
6. When you are done, click on the user settings icon. Scroll down and then click on the red "log out" button.

How to edit the **Website:**

1.  Log into the Knukow Games Google account
2.  Click on the *website form*
3. Choose which section you would like to modify
4.  When you are done modifying, click *Publish* and the website will update.

How to post content on **Patreon**:
1. Log into the Knukow Games Patreon account
2.  Click the *pencil icon* to make a post
3.  Choose if you would like the post to be *public* or *Patreon exclusive*
4.  Type out your message
5.  Click *post*

How to post content on **Twitch**:
1. Log into the Knukow Twitch account
2. Have OBS running with content ready
3. Click *start stream*
4. When you are finished streaming click *end stream*

**TRAIN CLIENT TEAM**

The client is familiar with all social media platforms and the website. We still provided instructions for all social media accounts in case they do expand their team in the future and want to train new employees. The training was more on what type of content to upload and on the social media presence, they aspire to have when connecting with clients.

**LAUNCH PRODUCT**

Launched on April 25, 2019

# FOLLOW UP

**ENSURE ACCEPTANCE AND GOOD USE OF DELIVERABLES**

Immediately after launch: Client is using the deliverables properly and they are very satisfied with the deliverables handed over to them. No questions came up so far. They understand the material and how to update each platform accordingly.

**ENSURE CLIENT SATISFACTION**

Hello Knukow Games,

We are so happy to be a part of your launch and would like some feedback on the website and your choice of social media platforms. Along with this, we have attached how to use each of the social media platforms.

Website:
1. Log into the Knukow Games Google account
2. Click on the website form
3. Choose which section you would like to modify
4. When you are done modifying, click Publish and the website will update

Patreon:
1. Log into the Knukow Games Patreon account
2. Click the pencil icon to make a post
3. Choose if you would like the post to be public or Patreon exclusive
4. Type out your message
5. Click post

Twitch:
1. Log into the Knukow Twitch account
2. Have OBS running with content ready
3. Click start stream
4. When you are finished streaming click end stream

YouTube:
1. Log in to the Knukow Games YouTube account
2. Select Upload
3. Select the Public option under the video privacy settings menu
4. Select a video you'd like to upload from your computer, import from Google Photos, or export from video editing software application
5. As the video uploads, you can add a description and useful links to website and social medias
6. Click Publish

Discord:
1. Launch the Discord app either on mobile, the desktop app, or the webpage

2. Log in to the Knukow Games Discord account
3. Bots will automatically post when there is a new video in the YouTube channel and when you have started a stream in the respective channels
4. Post other announcements and updates in the #announcements text channel
5. Go to the settings and log off of the account when you are done

If you have any other questions or concerns regarding the social media platforms or the website, please do not hesitate to send an email.

Thank you for working with us,

Shane H., Lizeth A, Samuel W.
_____
Hello all,

Thank you for working with us at Knukow and helping us build our company and brand further.

Thank you for the instructions, we are so happy with the results of the project. We will make sure to keep in touch and send in questions when they come.

Sincerely,

Knukow Games
Steven L. and Geoffrey K.


## PROJECT CLOSURE REPORT

For the client branding and social media project, our client was Knukow Games. Knukow Games was established in the summer of 2018. The owners/clients Steven Lukow and Geoffrey Knox, are students at New Mexico Tech. They wanted to participate in this project because they want to build a social media and overall presence for their company. The company had never participated in a branding project and this was all new to them. Our team was made up of Shane, Sam, and Liz. Shane was team lead and she was in charge of organizing and setting up meetings and deadlines. As team members, Sam and Liz contributed to the documents. The clients knew exactly what they wanted from the beginning: a logo, a website, and social media accounts. Before working on the deliverables, we had to do some research on market sectors and client demographics. After our research, we composed a document with all our findings and set that all deliverables were to be directed towards the gaming community. We looked for social media platforms that were

popularly used by gamers. After some research, we found the following: Discord, Patreon, Youtube (gaming community), and Twitch. For the website, they wanted a crisp and clean layout with pictures and short descriptive text. We had multiple designs for the logo that we presented the client and let them decide. We made sure we had feedback every step of the way while creating the deliverables. Once the project kicked off, we set up a Gantt chart with tentative deadlines and tried following them throughout the process.

**Lizeth Anaya**:

My contributions to the project consisted of maintaining the Gantt chart, partially writing the creative brief, creating the structural overview, creating the personas, and partial user testing. For the Gantt chart, I decided to use Teamweek, an online resource that allows other members to edit as well. The creative brief was outlined and filled by me and feedback from my teammates. While creating the structural overview, I decided to create a flow chart. For our project, this seemed like the best option because our timeline was sequential. Since this is a birds-eye view of the whole project, I wrote it so that is was easy for the client to understand where we were at and what we were doing. The personas were each created by every team member and once I had the necessary information, I created the persona profile on Xtensio. The user testing was split up evenly between all team member and we were able to test six users. The testing was done using a set of questions and instructions developed by the team. The questions/instructions were:

     a. Find Knukow's social media accounts.
     b. Send in a question to Knukow.
     c. Find the link to buy *No Depth Perception.*
     d. Tell me what the company is about.
     e. Tell me who the co-devs are and some details about their about page.
     f. Overall thoughts about the layout?

This project helped me learn a lot about myself, including strength and weaknesses. For example, my time management skills always seemed to be a problem and I'd fall behind on the Gantt chart or my teammates didn't get the information on time. I also didn't feel engaged with the project at times because of how heavy this semester was. A strength of mine was my ability to stay organized. I also took the lead on some parts of the project because I felt my skills would be helpful. This project has prepared me for professional relationships with clients and teammates. Although our client was laidback and available at any time. I tried restricting myself to limited contact and only ask questions when there were scheduled meetings. It has made group work more enjoyable and has made me a better team member. There are aspects of the project that I would do differently. For user testing, I would have a longer list of instructions and different starting points for each user. This would help us ensure that all social media platforms lead back to the website. I would add more details to the structural overview so that the client has a deeper understanding of this process. When it comes to the website, I would have liked to upload more content and do more than a minimalistic design.

My desire to implement these changes came from the feedback my classmates gave me and everything I learned from them and their projects. This assignment has given me the opportunity to work with an actual client early on in my college career. It has taught me the importance of professionalism. As for life lessons, it taught me giving up is NOT an option.

**Samuel Wang**:

My major contribution to the project consisted of creating the wireframe for the website, and creating and configuring the discord server, as well as a third of the user testing. In addition to those, which were my main responsibility, I contributed generally to several sections and cleaned up some of the formatting early on in the project when the documentation had a ramshackle look, and we needed it to have a visual coherence. For the most part, I largely made myself available for tasking and was assigned to whatever job required doing, as I left the larger scope and direction of the project to our team's boss. I did engage in a bit of tech talk with the client though. I do not know how much that helped, but I think that helped build a bit of confidence in our clients that we knew what we were doing, and that were at last somewhat literate in the industry that they were working with. When we were brainstorming personas, I also provided some examples of actual games which would seem to fit into the personas that we had actually come up with, and various software that each persona would actually be looking for if they were real people.

One of the choices I made early on was that I would allow the direction of the project to be directed by our team leader who had unique insight into the client and also had direct contact so that she would be able to get a much clearer picture of the end result.

Over the course of the project, I felt that I encountered more of my weaknesses than my strengths which largely lay in giving my insight as to how a gamer looks at the world, seeing as how the clients are also gamers. One of my largest weaknesses however, was probably time management, namely my time and attempting to juggle other TC courses alongside the physics course, which was compounded by needing to relearn calculus which I had taken early college and had since forgotten. While time was less of a concern, I needed to manage my stress so that I didn't simply burn out during the semester, which would have dropped my workload considerably.  My largest failing however, may be the fact the I was largely passive in the project, and not really asserting myself when discussion about the project came up. While I did give input on how some of the site should look, largely the games sections, I didn't exactly have much to do with the general look and feel of the site.

Seeing how it turned out though, I don't think I would have done anything different. The site and the deliverables seem to line up exactly with what the client wants, and with no absolutely egregious faults with the website, which I consider a success. However, I imagine that my teammates would have liked it had I been more proactive with the project rather than simply getting tasked out for whatever needed doing at the time. I would also need to manage my time better, as I was juggling multiple obligations that I needed to keep.

One thing that I learned from this project is that it is actually possible to make websites on google, which actually somewhat boggled my mind, as up until that point, I had almost never used the "show more" option when using google drive. However, knowing that there was a lot more than simply sheets and word opened up a world of options.

**Shane Heau**:

   From the beginning of this project, since I knew the clients personally, I was assigned as the team leader. As the team leader, I scheduled meetings, assigned tasks, looked over everyone's work, and communicated our progress with our client. I made a group chat with everyone to schedule and assign tasks there. I also posted meeting notes in the group chat so everyone can refer back to what was talked about during that meeting. I also sent out reminders between meeting times to remind my team members what should be accomplished by the next meeting. I also checked in with each of my team members individually to see how far they have come along and what they have worked on before the next meeting and if they needed help with any part of their tasks. For the sections and deliverables, I helped with parts of all the sections. I also made the website, the Patreon page, and the Twitch. Making the deliverables was not difficult and I am very happy we got every section done on time and put together. With the deliverables, I checked in with the client to make sure they were happy with the work we were doing and to get their insight on what they wanted to be displayed and what information they wanted to be reflected upon them and the company as a whole. There were occasional roadblocks communicating with our client, but it could have gone worse.

   Some of the choices I made towards the project and the group did not always line up with what others wanted but had to be done for the betterment of the project. I suggested certain things for the client to implement for their company, but ultimately left it to their choice and complied with what they chose while also trying to guide them in the right direction. Certain choices I wanted the client to make landed on me. This is partially due to our client being not as lenient and having a heavy semester which put this project at the bottom of their lists; however, it was not a large problem in the end and they are very happy with the end result. There were other decisions I had to implement such as what rewards would go on the Patreon page. I was not sure what the client wanted, so I had to guess what would be closest to what they would like as examples. The client did not show much sway or opinion one way or another to the examples I gave, so I stuck with the examples I made. This is just one example of me having to make decisions for the benefit of our client.

   Throughout this project, I was able to reflect on my strengths and weaknesses as a team leader and a team member. Some of my strengths were time management (which I feel I improved greatly on this semester throughout this project), communication with my team members, and visual communication and design. The first strong point I mentioned – time management – I feel is a strength I have recently gained because I was able to schedule with my team members and make sure each section was done one time despite having to change clients and being set back two weeks. I was able to make sure my team caught up to where we were supposed to be with accuracy and precision. I am proud to say this is a strong point of my team. Another great strong point for not only myself, but my team as well, would be communication. We were able to talk to each other when we had questions, ask others for their opinions on our own sections, and correct each other when we felt the other team member was in the wrong. Communication is an integral part of having effective team synergy. Maybe my team did not quite reach that point, but I think with a whole semester of

teamwork, we would have gotten there. The third strength I mentioned was my personal improvement in visual communication and design. I think I have always had a knack for creating visually beautiful projects, but this project (alongside the Visual Communications course) helped me immensely. I am more confident in my abilities to create a layout for a website or social media platform which reflects what I have learned throughout the semester. Even though I have learned a lot throughout the semester, there are some aspects I would change looking back.

Even though I feel like I have done a great job with the client project, there are features I would have done differently whether it would be with the layout of the deliverables or handling the client and my own team members. One aspect I would change with the deliverables would be the platform it was done on. Google Sites is easy to work with, but in my opinion, it made a bland, minimalistic website that was not very interesting. I think a company like Knukow Games which focuses on looking at the future of gaming should have a more interesting website with more features to look at. Otherwise, I am happy with how everything else turned out. Another aspect I would have handled differently would be the treatment of our clients. Our clients were very laidback and agreed to a lot of the changes we were implementing into their company; however, this was also very difficult for us because there were times we wanted them to make a decision on something and neither party on the client's side would feel very strongly about one decision or another. Looking back, I should have doubled down on them to make them choose something or have a stricter opinion on how they wanted something accomplished. The third aspect I would change looking back on the semester would be the treatment of my team members. Sometimes when the team was stressed with outside work, we would lose motivation on the client project which would put us behind a day or two. It did not affect us greatly in the end, but it was something I was not happy about. I should have voiced my thoughts at those times, but when the team was focused and working together we worked great. At the time I felt bad if I voiced my negative thoughts to my team because they worked hard every other time. In the future, I will try to be more confident in my decision to push my team a little bit to stay on schedule.

I learned and grew a lot during this project. I learned how to make a website on Google Sites, I learned how to handle a professional team in the real world, and I learned how fortunate I was to have such amazing clients. The first lesson I learned to make a website on Google Sites does not seem like much, but I am planning on using this skill in the near future. Having this project as a stepping stool to learn and use the skill set I have gathered was a great help for me and I am very happy I now have it under my belt. I also learned how to handle a team of professionals in a real-world type of setting. Of course, we are still students, but this was a fantastic opportunity to take lessons we have learned in the classroom and actually apply what I learned. Personally, it is the best way for me to learn and it helped an actual company in the gaming sector. The third most important lesson I think I learned would be how fortunate as a team we were to have great clients. I have heard from other professionals in the industry working with certain clients can be tough. Either they have a strict vision in mind (which can be helpful in sitting down and getting exactly what they want to be done), the client changes their mind constantly, or the client hates everything that was done. Having laidback clients who encouraged us and supported our

decisions and doings was great. We had some creative liberties while also putting in the visions the client had in mind. In this way, we were very fortunate as a team.

This project contributed to Knukow Games in a huge way. Our client was not looking at setting up their branding for another long time. As a team, we have made a website, a Patreon page, a Twitch account, a YouTube account, and a Discord server which is all linked to its own company email. Having this opportunity available to them was beneficial to them and us. Our client is happy with all the deliverables and the outcome of this project. The outcome of this project could not have gone better for us, we completed our project on time and our client is satisfied with our work. Looking into the future, we will help guide Knukow Games to where they can sufficiently take care of all of their social media accounts and website for themselves. We will also be there for the company to ask any questions they may have. The client project went well for everyone involved and we are happy to have been a part of the process.
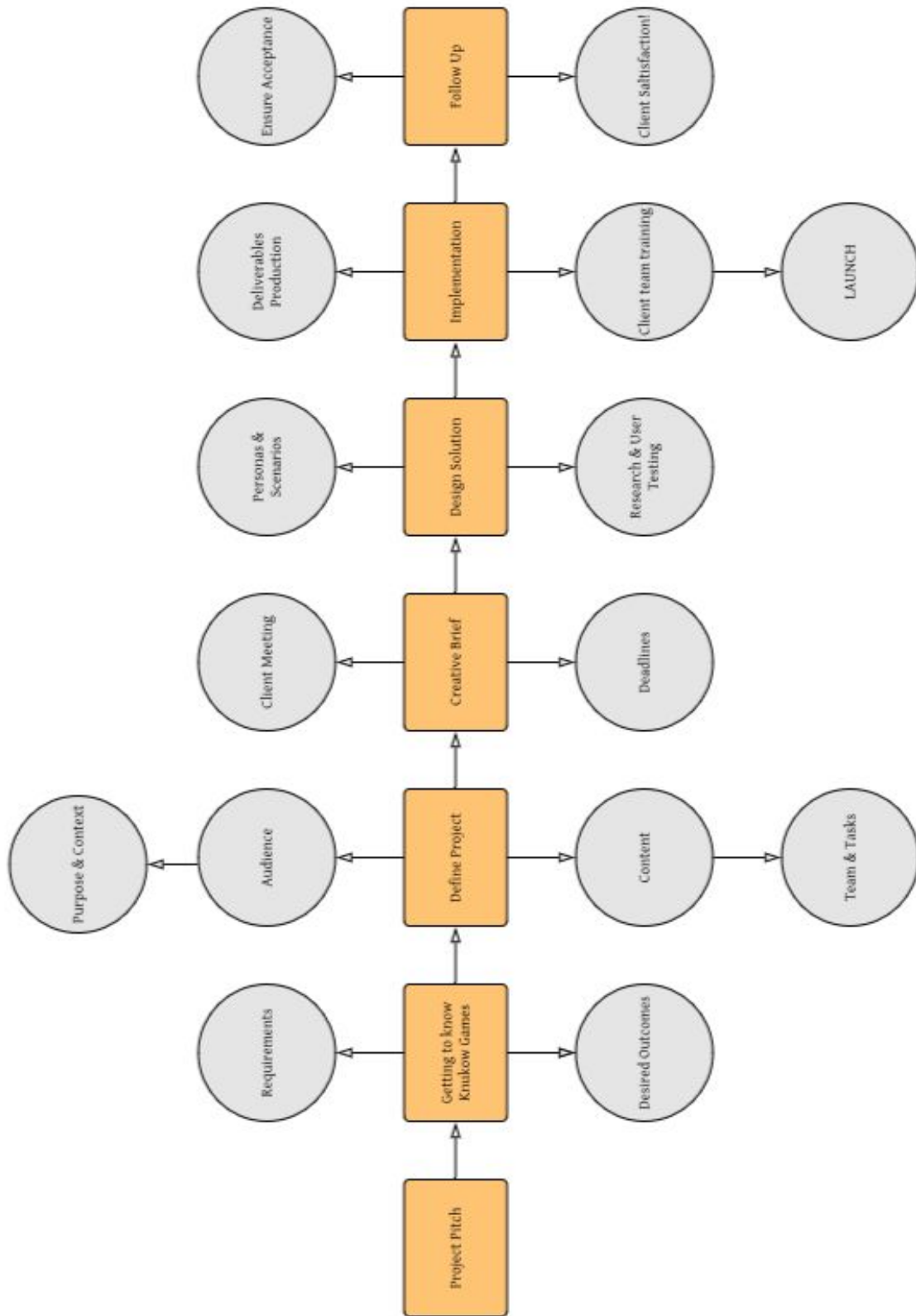
**TITLE:**

**LOGO:**



**LINKS:**

Website: https://sites.google.com/view/knukowgames/
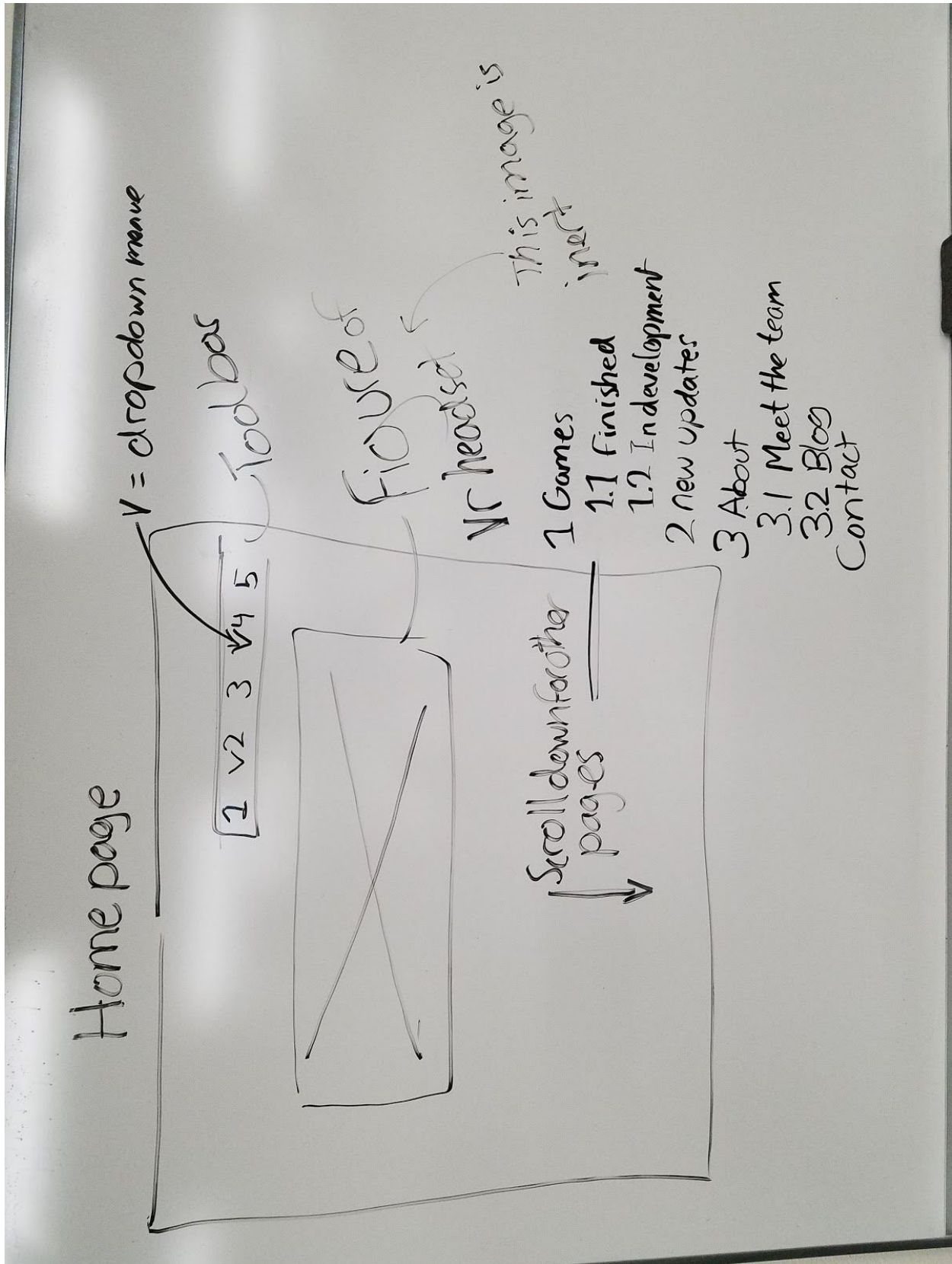Patreon: https://www.patreon.com/knukowgames
Twitch: https://www.twitch.tv/knukowgames
YouTube: https://www.youtube.com/channel/UCcCmBiWnPQFU1-7HPKAGRzQ
Discord: https://discordapp.com/invite/FfpbZTA

**STRUCTURAL OVERVIEW:**

**WIREFRAMES**

Home page

V = dropdown menue

[2 √2 3 √4 5]  Tool bar

Figure of

Vr headset

This image is
inert

Scroll down for other
pages

1 Games
  1.1 Finished
  1.2 In development
2 new updates

3 About
  3.1 Meet the team
  3.2 Blog
Contact

2 games



Logo | 1  v2  3  v4  5

Title

**Games**

Img linked to 2.2

Imges linked to 2.1

... etcetra

logo | Social media links

This carries across all pages
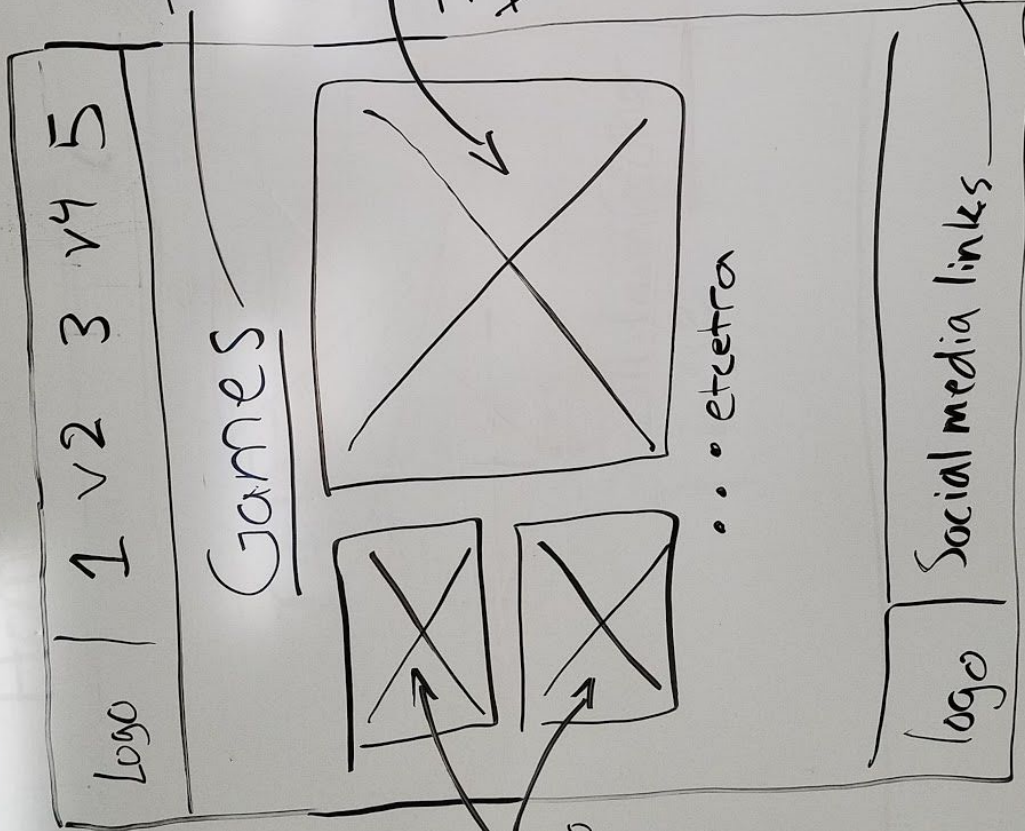
V-dropdown

1 home

2 games
  2.1 in development
  2.2 finished

3 news/Updates

4 about
  4.1 meet the team
  4.2 blog

5 contact

2.1 In Development

Logo | 1  √2  3  √4  5

In Development
[X] [X] [X]  → Title
Codex  Robots  VR  Images
         etc

etc...
                    ← Repeat

logo | Social media links
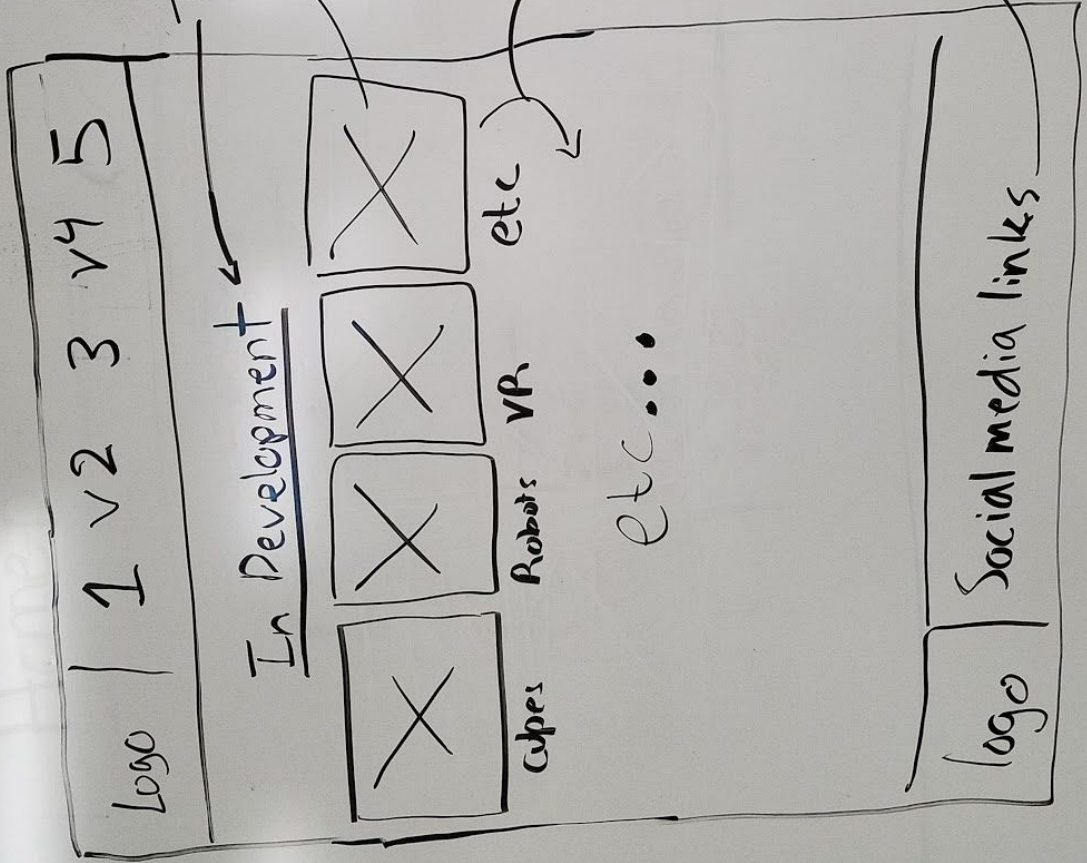
V-dropdown
1 home
2 games
2.1 in development
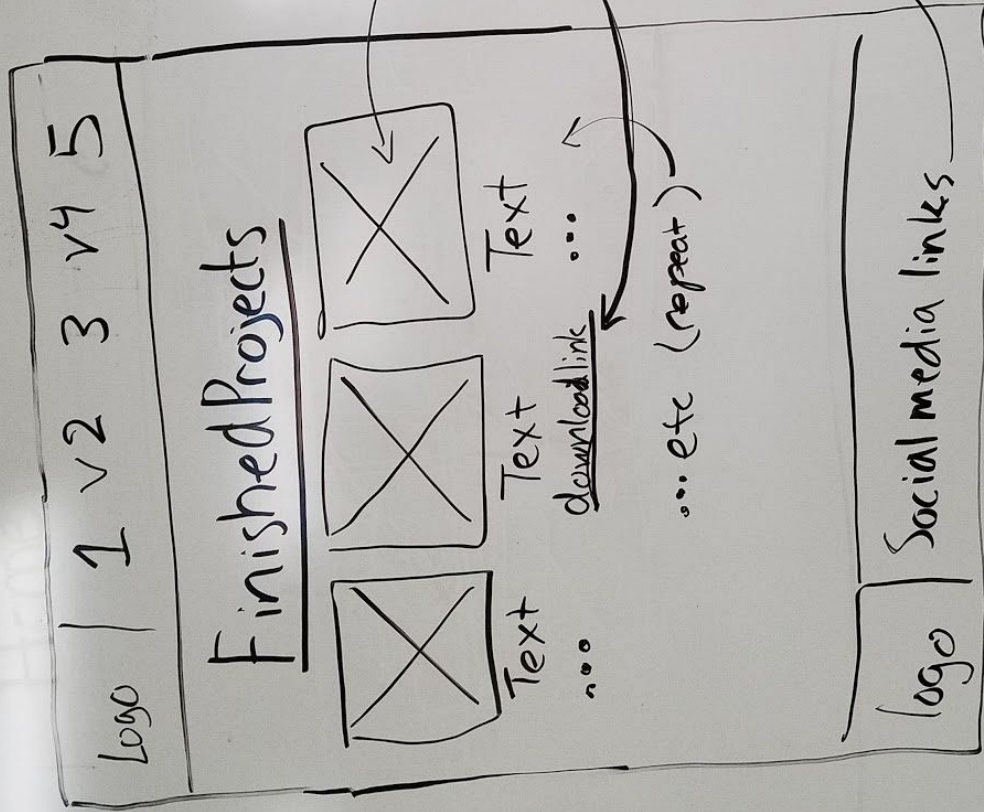2.2 finished
3 news/Updates
4 about
4.1 meet the team
4.2 blog
5 Contact
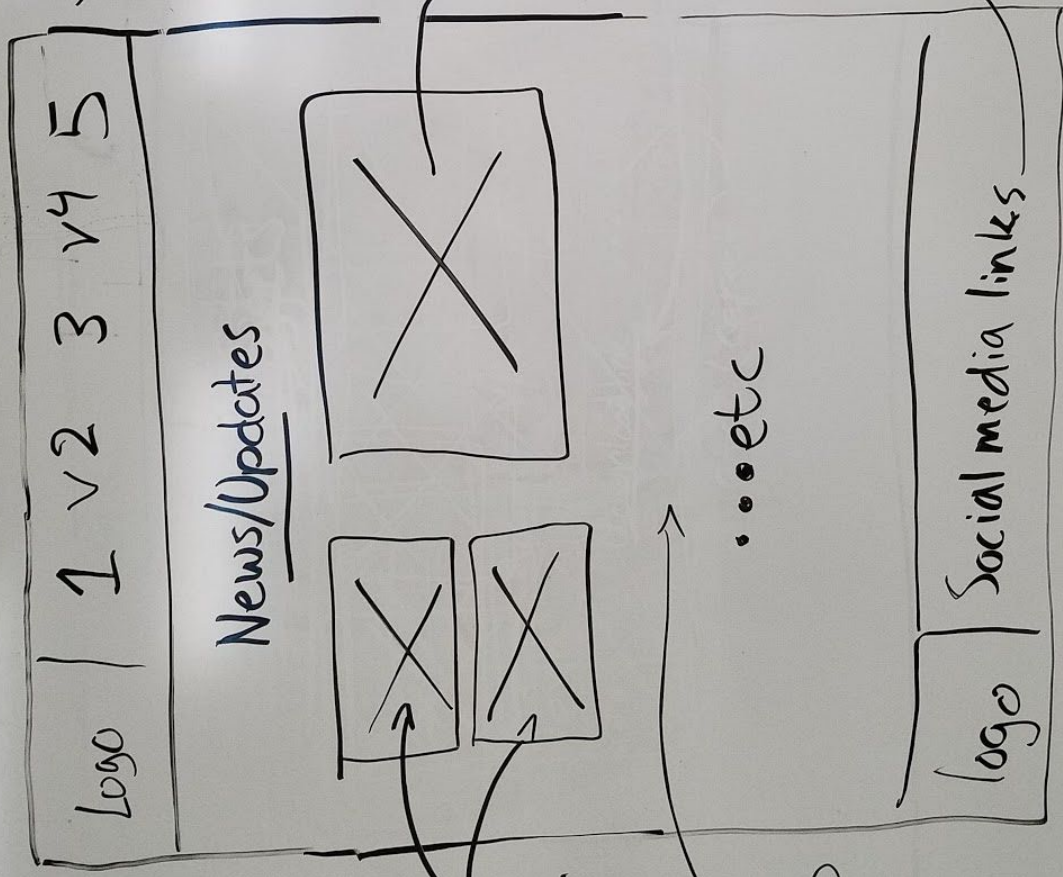
This carries across
To all pages

2.2 Finished

Logo | 1 √2 3 √4 5

V - dropdown
1 home
2 games
2.1 in development
2.2 finished
3 news/updates
4 about
4.1 meet the team
4.2 blog
5 contact

## Finished Projects

Text
...

Text
download link

Text
...

Preview
Images

downloads
directly
To Computer

... etc (repeat)

This carries across
to all pages

logo | Social media links

3. news/updates

V-dropdown

1 home

2 games
 2.1 in development
 2.2 finished

3 news/Updates

4 about
 4.1 meet the team
 4.2 blog

5 contact

X = preview images

| Logo | 1  v2  3  v4  5 |

News/Updates

most recent



...etc

Older updates →

archive?

| logo | Social media links |

This carries across to all pages