# Board Game Research Methods:

Throughout this semester, our group has done a lot of research to create a board game for Gen Z. We used the CMD method and the Double Diamond design process to guide our work.

First, we created survey and asked students on campus to share their thoughts on board games. This gave us a different opinions from people with different backgrounds. One key finding was that Monopoly was both the **most loved and hated game**, while Catan was popular for its strategic gameplay.

We joined board game nights that we organized for Proxy study Association. This helped us see how people play, interact, and have fun with different games. We learned a lot about group dynamics and what makes a game enjoyable in a group setting and we have made an observation research on here.

As for me, I did research on our main target audience – Gen Z. I wanted to see what they like, how they spend their time, and what kind of games they enjoy. I looked at their favorite **social media platforms like TikTok, Instagram**, and checked their digital habits. This helped me understand what type of game might interest them the most and what kind of device we should use for them.

Using the Double Diamond framework, we moved through four stages: Discover, Define, Develop, and Deliver. In the Discover phase, we collected data from surveys, observations, and online research. In the Define phase, we used this information to identify what makes a game enjoyable and what to avoid (Rulebook). During the Develop phase, we started brainstorming game ideas based on our findings. Finally, in the Deliver phase, our next steps will be to test and refine our game to ensure it is fun and engaging for our target players.
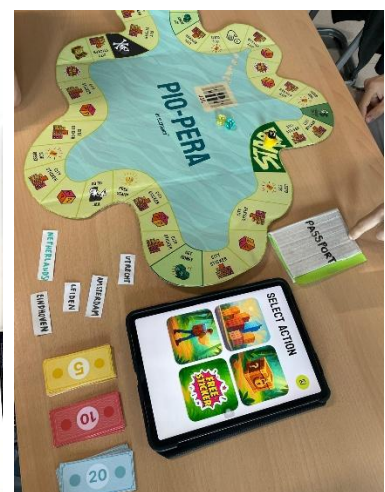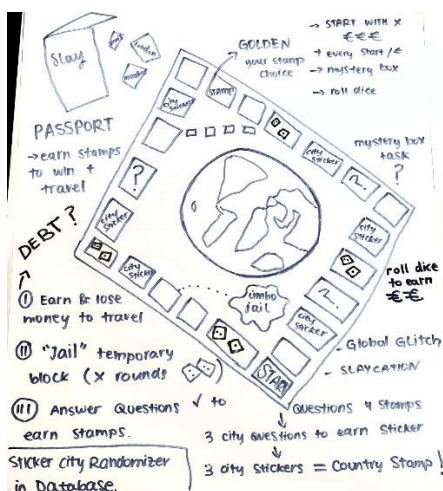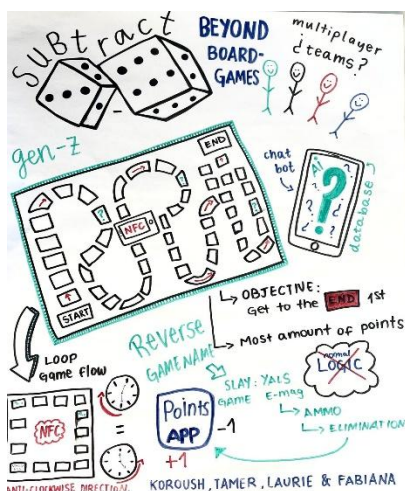
Overall, this research has given us a goal for our game. It has helped us understand our tagret audience and make better design choices to match their interests.