

Interactingames - Corporate Life

Interactingames is a UK based “gaming” studio. It is involved in developing a vocational game for graduates and millennials in order to assist and train them before they get into the corporate world. Ethan Adams and Darren Richards from Interactingames contacted us while looking for an offshore development team for developing their 3D, multiplayer real-life simulator game called Corporate Life.

Project overview

Corporate Life is a 3D, multiplayer simulation Game with a backend application that simulates a newly graduate life in the corporate world, teaching the core skills to get learners “Work Ready” to succeed in their professional and business services sector. Players learn the core skills through an ongoing series of projects that last for 15 game days that immerses them in real-life challenges. This 3D interactive game is CPD (Continuing Professional Development) certified.

Client Idea:

Ethan Adams, Interactingames Founder and Creative Director, is a mentor and career advisor for students and graduates. He noticed that new graduate recruits within the organizations had no clue or confidence in producing work allocated to them by their senior colleagues. The idea of Corporate Life came about as the right tool to get students “corporate ready”. They wanted to hire an offshore development team for creating a game-based simulation to reach out to all students and graduates that require assistance and guidance in adjusting to corporate life.

Requirements:

The application has various modules developed as follows:

- User website - Front end website for the user to subscribe to the game. User website had these key functions.

Marketing and branding page

Game pricing/subscription information

User subscription to the game

Ability to make an online payment for the game

User registration process

Instruction for game download

- Admin website - For administration purposes

User management

Assessor account moderation

Subscription/ payment reports

Game reports

- Assessor website - For assessor user

Access to user details of assigned groups

Ability to monitor game progress

Review CV/online tests/conduct interviews

- Game application – Installable desktop game application for Windows

Login screen

Loading screen and Interactingames animation

Apply for job

User group creation

Generic gameplay rules

Apartment, City, Office, and Transportation

3D assets- Tube train, Cab, Bus and City traffic

Working on a computer

Meeting module

Mini-projects

Bar/Restaurant/Cafes

Myers Briggs personality test

In-Game videos and questionnaire

Cut-scenes and animation

Game context and features:

- Corporate life is about a private firm in a financial city that has advertised to fill four positions: Junior Business Analyst, Junior Consultant, Junior Reporting Analyst, and Junior Project Coordinator.
- Players will need to apply for a job and submit a CV. If successful, they will level up to the interview stage.
- To get to any destination players can take these 3 different transportation methods - London Black cab, Tube (London Underground) and the bus.
- After successfully passing the interview stage, four players will be paired together and employed by the organization; each player will be introduced to the company and the project they will be working on.
- The projects will be based on solving various business problems, and the game takes the players through the problem-solving journey.
- Players are required to work together in a team to complete individual and team tasks using in-game templates and learning toolkit.
- Players will get detailed feedback at the end of each project
- Players can meet in meeting rooms and can also interact in social settings within the city cafe/coffee shop and bar with the help of audio, and text chat system
- Players will be given 16 questions throughout the gameplay as a part of the Myers Briggs personality test, which will determine their personality at the end of the game.

Various Challenges:

- Technical experience - the Interactingames didn't have a strong technical background with experience in game development. They had a very high level of game requirements and parameters. Breaking down the client's idea and vision into tasks and representing it into a game was a major challenge.
- Replicating every real-life activities and task and incorporating that into the game character was not a feasible option in the given timeline. We had to draw a line to

point out limitations and establish what we can achieve in the game at this particular stage.

- Hardware limitations - The game is completely 3D, the systems that are required to run the game simulation need higher specifications and hardware. So the technical teams had to perform hardware acceleration on the systems and the development team had to break it down and optimize it so that the game is available to users with standard hardware specifications.
- Creating Interactive NPC's and elements like functional transportation (Cabs, buses, tube train) in a closed environment game.
- Short Time Frames - Every input from the client was a top priority and they wanted to see it done soonest with complete testing cycle to be carried out. We went with Unity game engine technology and leveraged on available unity asset packages for buildings, characters and customized them according to the game. It saved us a lot of time which we then utilized to carry out further development of core gameplay and implementing AI of the traffic system.
- Security – Being a multiplayer networking application, security was a key consideration in the application.

Technologies Used:

- Unity game engine - Front-end development
- PUN (Photon Unity Networking) for networking
- Node.js - backend architecture
- Amazon S3 and Amazon EC2 for storage services
- Autodesk Maya, photoshop -Animation
- 3D blender

Our team comprised of:

- Developers: 6
- Designers: 5
- Team lead: 1

- Architects:1
- Testers: 1

Our Role and responsibilities

- Application design
- Project Management
- Release Management
- Development
- Bug fixing

Activities:

- Project Manager planned the releases.
- Daily calls to review the progress, take feedback and understand the business requirement.

Development: It took around 2 years to complete

Remarks: Complete architecture, development, and testing of the application were handled by Logic Simplified. The major challenge was representing the entire idea and replicating real-life activities in a game form. The game was released for Windows desktop with a plan to support the mobile application for Android and iOS phones in future.