

## IT'S GAMING JIM BUT NOT AS WE KNOW IT: Large Scale Interactive Gaming Platform

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Murray has been a pleasure to work with; very professional and helpful.

We are delighted with this new promotional tool and look forward to working with the Otago Polytechnic to further this promotional tool with a range of easy games.

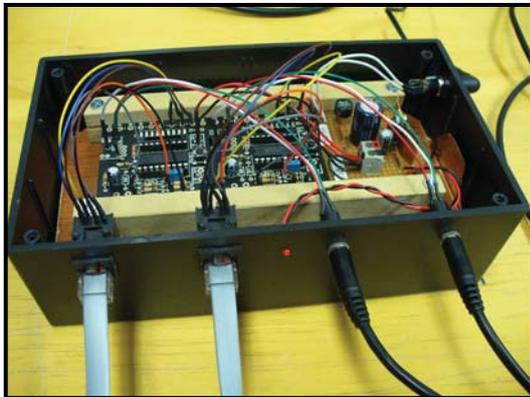
### Client Brief

The client (Radioworks Otago) wanted to provide businesses with the opportunity of generating increased revenue through a unique and focused medium. Each station targets a different audience so the platform needed to enable them to offer businesses a unique, targeted and cost effective radio advertising option.

### Business Opportunity

The client wanted a promotional tool for use in outside broadcasts. They have past experience with the Otago Polytechnic's 'KnightsMove' game and the 'Blimp' and wanted a gaming platform developed that could be configured to a wide range of situations.

The use of the gaming platform would ultimately increase RadioWorks public profile and their market share as well as their clients, providing greater returns for both parties.



### Methodology

The focus of the project was the development of a robust system. The project was developed over three iterations.

- The first iteration was to develop understanding and build a relationship between the developer and the client.
- The second iteration was to design and release a system that met many of the functional requirements.
- The outcome of the third iteration was to have reviewed the success of the second iteration in meeting the business requirements, review the functional requirements and delivery a robust and stylish implementation.



### Results

The success of promotional activities is based largely on numbers – the more people that can be involved, the more successful the campaign. It has been proven that the gaming platform generates a lot of interest and enthusiasm from the general public.

Through the addition of actual gaming software, and therefore greater user interaction, it is clear that the platform will become an even more popular and sought after attraction. This popularity can only boost the demand for RadioWorks services amongst both existing and future clients and therefore increase revenues for all parties.

