

Designing a Simulation Game about Perfumer Profession

Design Methodology

Research

Data collection conducted with perfumers, aromapreneurs, and perfume workshop educators. In addition, field observations were conducted by visiting one event that focused educating perfumery and one that specifically curated various local brands.

- Survey
- Interview
- Observation
- Existing Study
- Reference Study
- Brand Mandatory

Setting Player Experience Goals

To ensure that the design is in accordance with the design target, user personas are created by considering their needs and desires through previous step that has been analyzed and processed.

- Empathy Map
- User Persona
- User Journey
- Information Architecture
- Flowchart

Brainstorming

Developing visual design of simulation game by exploring ideas and concepts using keywords and imagery that are related to perfumery.

- Mindmap
- Big Idea
- Tone of Voice
- Moodboard
- Color
- Typography
- Character
- Background

Prototyping

The prototype was created for mobile view. Visuals and texts must have clarity and efficient readability. Periodic checks are often done by opening the prototype via mobile device.

- Wireframe
- Grid & Layout
- Sketch
- Low Fidelity
- High Fidelity
- Secondary Media

Playtesting

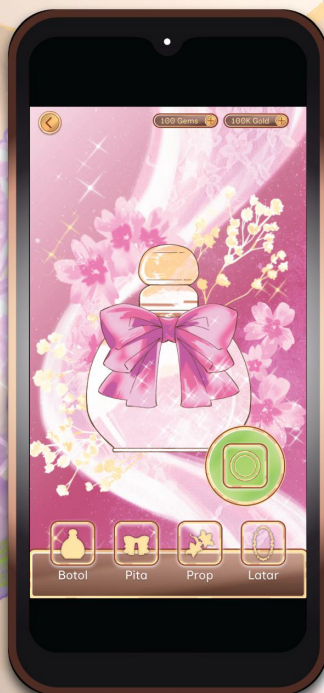
Based on the feedback results, further development is needed for the game's interface and gameplay. In a more refined version, user testing was conducted on high school student who were currently choosing out their future career path.

- Alpha Testing
- Beta Testing

Iteration

Evaluation based on feedback results. Improvements and modifications will be made until they achieved positive results in the simulation game. This iteration process also involves thorough review from specialized advisors, game artists, and narrative designers to optimize the performance of the game experience.

Design Solution



Link to Game



Design Document

Design Strategy

Objective

Increasing awareness of the next generation towards the perfume industry, so that Indonesia has qualified and competent human resources in it.

Message

Introducing the profession of perfumer by providing information on the perfume creation process and building a perfume brand image.

Target

Male and female, 15-25 years, Jabodetabek, and showing interest in perfume and the perfumer profession.

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Clara Ajeng Pungus, Ester Anggun Kusumaningtyas

Indonesia local perfume industry is still in its early stages of development. The requirement for human resources with high competence and adequate capacity in Indonesian perfume industry will be highly sought to take an important position in it. Perfumer is a profession where someone has the skills to mix and identify ingredients in perfume. Information about the perfumer profession in Indonesia is still very limited. Simulation game is an interactive learning media by integrating experiences from the real world. The simulation game provides an overview of how one becomes a perfumer, the self-preparation that needs to be done, and deciding to join the perfume industry. Data collection was carried out with a questionnaire aimed at understanding what information people know about the perfumer profession. Interviews, observations, and literacy studies aim to explore information about the experience of the perfumer profession and the perfume making process. Existing studies and reference studies are needed as a reference to create information media for the introduction of the perfumer profession in the form of effective simulation games. According to the results of alpha and beta test the simulation game was received positively in providing information about perfume learning. To support its effectiveness, secondary media was created in the form of advertisements, social media content, and merchandise design.