Developing a Serious Game for Business Information Visualization
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Problem and Research Objective

Problem
Business information visualization (BIV) is increasingly recognized by companies as being essential to avoid threats and realize opportunities. However, many companies still do not seem to know how to improve their BIV. Serious games appear to be a promising approach to convey this knowledge.

Research Objective
Develop a serious game that improves players’ BIV skills.

Development Method

To develop a software prototype, the human-centred design process (ISO 9241-210) was employed:

- Plan the human-centred design process
- Designed solution meets user requirements
- Understand and specify the context of use
- Evaluate the designs against requirements
- Specify the user requirements
- Produce design solutions to meet user requirements
- Iterate, where appropriate

Software Prototype

The game features a competition between players across several minigames. Each minigame addresses one specific guideline for proper BIV from the International Business Communication Standards. Four of these minigames are implemented in a software prototype.