

DESIGN BASED RESEARCH

“How might Women in Games International empower underrepresented genders working in gaming to increase DEI within the gaming industry?”

by

Angelika Brownova



International Creative Business Justification Report

**Angelika Brownova
Student #644702**

Class: DHCFTDBR23SEP23B

**Client: Women in Games International
Coaches: Rogier Lanting and Marc Uriot
Second Assessor: Robert Meijn**

**International Creative Business
Inholland University of Applied Sciences
The Hague, Netherlands**

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“Be fearless in the pursuit of what sets your soul on fire.”

Abstract

This thesis report explores the mission of Women in Games International (WIGI) to tackle diversity, equity, and inclusion challenges in the gaming industry. The report utilizes a mixed-method research approach, combining desk research and field research, to provide a comprehensive understanding of WIGI's efforts. The research methodology includes expert interviews, structured questionnaires, and feedback capture grids to gather diverse perspectives and insights. The report highlights the strengths and weaknesses of the research methods used and provides valuable insights into the Level Up! VoIP Social Platform. The findings of the report demonstrate the importance of engaging and educating men in the gaming industry, addressing concerns about potential female-only audiences. The report concludes by providing a foundation for further refinement and development of WIGI's mission to empower underrepresented genders in gaming.

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Context Map Canvas

Note. A context map canvas is a visual tool used in strategic planning and analysis to provide a broad overview of the context in which a particular organization, initiative, or project operates. It typically includes various elements that help stakeholders understand the external environment, key demographics, industry trends, challenges, and opportunities. The canvas is a graphical representation that allows for a quick and comprehensive assessment of the factors influencing the subject at hand (Leahy, 2023).

Figure 219

Business Model Canvas

Note. The Business Model Canvas is a strategic management tool that provides a visual framework for developing, describing, and brainstorming business models. It consists of nine key building blocks (Strategyzer, 2023).

Figure 323

Persona Canvas

Note. A persona canvas showcasing WIGI's target group

Figure 424

Empathy Map

Note. An empathy map is a visual tool that helps teams understand their customers' or users by providing insights into their thoughts, feelings, needs, and behaviors (Browne, 2023).

Figure 530

MoSCoW Model

Note. The MoSCoW model is a prioritization technique used in project management, software development, and business analysis to identify and manage priorities (ProductPlan, 2022).

Figure 629

Frame 1: A Quest for Inclusion: Inclusivity Program for Gaming Industry Professionals

Figure 730

Frame 2: Leading the Change: Training Program

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Frame 3: Level Up Your Gaming Career: Online Team-Based Workshop Program

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Frame 4: Uniti Gaming Convention

Figure 1047*A Quest for Inclusion Frame Board*

Note. A frameboard that identify and visualize different frames or perspectives on a problem or situation, allowing for a more comprehensive understanding of the issue at hand (Unalab, 2023).

Figure 1148*Leading the Change Frame Board*

Note. A frameboard helps identify and visualize different frames or perspectives on a problem or situation, allowing for a more comprehensive understanding of the issue at hand (Unalab, 2023).

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Note. A frameboard helps identify and visualize different frames or perspectives on a problem or situation, allowing for a more comprehensive understanding of the issue at hand (Unalab, 2023).

Figure 1350*Uniti Gaming Convention Frame Board*

Note. A frameboard helps identify and visualize different frames or perspectives on a problem or situation, allowing for a more comprehensive understanding of the issue at hand (Unalab, 2023).

Figure 1457*Harris Profile*

Note. A Harris Profile is a graphic representation of the strengths and weaknesses of design concepts (Erasmus University Rotterdam, 2023).

Figure 1558*Harris Profile Criteria*

Note. A table of criteria to justify the amount of points given to each concept

Figure 1661*Chosen Concept #1 Level Up Your Gaming Career*

Note. A table of criteria to justify the amount of points given to each concept

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Note. Low fidelity prototype of Uniti Gaming Convention

Figure 1867*Feedback Capture Grid Feedback*

Note. A feedback capture grid is a tool used to collect and organize user feedback in a structured way. It is a simple four-question grid that can be used to gather feedback from stakeholders in a quick and constructive way (IxDF, 2023).

Figure 1975

Harris Profile for Level Up Your Gaming Career and Uniti Gaming Convention

Figure 2079*Expert Interview Testing Criteria*

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Figure 2184*MoSCoW Model for Final Prototype*

PHASE 1
DISCOVER

PHASE 1: DISCOVER

In the Discover Phase, diverse research methods will be utilized to understand the client Women in Games International (WIGI), their mission to tackle diversity, equity, and inclusion (DEI) challenges in the gaming industry, and formulate a revised design question centered on empowering underrepresented genders in gaming for increased DEI.

1.1 Methodology

During the Discover phase, various methods were used to investigate the client, target group, and the gaming industry. The aim was to understand the client, their target group, and the industry trends and challenges. Desk research involved examining academic journals, articles, and statistical reports to identify gaps in existing data, forming the basis for field research (Owa, 2023) (*see Appendix C for strengths and weaknesses of desk research*).

The field research phase included qualitative questionnaires made through Google Forms and structured online interviews conducted through Google Meets (*see Appendix A for interview transcripts*). Questionnaires utilized qualitative insights through open-ended questions, ensuring depth and flexibility in responses, and they were distributed through LinkedIn posts and messages (*see Appendix B for questionnaire results*). The online interviews included open-ended questions related to the experiences, challenges, and opportunities faced by the client, target group, and other stakeholders, who were invited for the interviews through LinkedIn messages.

In summary, while both desk and field research methods contribute valuable insights, their respective strengths and weaknesses must be carefully considered to properly understand diversity, equity, and inclusivity challenges in the gaming industry.

Table 1*Discover Phase Methods*

Method	Participants	Role	Length	Date
Questionnaire <i>Women in the Gaming Industry: Experiences, Challenges & Opportunities (see Appendix B)</i>	42 individuals 83.3% Female 7.1% Non-Binary 2.4% Gender-Queer 2.4% Gender Fluid 2.4% Transgender 2.4% Other	Game Development Esports Community Business & Marketing Academia & Education Creative & Writing UX/UI Design	36 days	15/09/2023 until 21/10/2023
Expert Interview <i>(see Appendix A)</i>	Deepanjali Sarna	Associate Game Designer zPride Studio Lead at Zynga	35 mins	09/10/2023
Expert Interview <i>(see Appendix A)</i>	Kara Brown	HR Director @ Beamdog Registered Professional Recruiter	34 mins	02/10/2023
Expert Interview <i>(see Appendix A)</i>	Regina Pietroricca	Project Manager at PlayStation	26 mins	02/10/2023
Expert Interview <i>(see Appendix A)</i>	Alex Hirbe Kristy Custer	Education Integrations Manager at Generation Esports Pres. Educational Innovation at Generation Esports	55 mins	03/10/2023

Note. Methods conducted during the Discover Phase, including the participants, their role, the length of the testing and the date conducted.

1.2 The Client: Women in Games International

The chosen client is Women in Games International, also known as, WIGI. Since 2005, WIGI's mission and vision have been to support women, femme-identifying, and nonbinary professionals through programs, events, and networking to normalize equality in gaming (GuideStar, 2023).



1.3 Initial Problem Statement

Addressing diversity, equity, and inclusion (DEI) in the gaming industry is of high importance, as women and marginalized genders within the industry have been underrepresented, time and time again. According to desk research, women make up only 24% of the gaming industry (Wittenberg-Cox, 2021; Women in Games, 2023), with media bias favoring men, limiting diversity and creativity within the industry (O'Hagan, 2021). WIGI tries to counter these issues with resources, mentorship, conferences, technology workshops, expert panels, and affiliate programs (Brownova, WIGI Interview with Joanie Kraut 2023).

1.4 Current and Desired Situation

After conducting an interview with the client, Joanie Kraut, CEO of WIGI, has mentioned that they aim to boost diversity in gaming but in their current situation, they face challenges due to a limited team in volunteer operations, limited resources for funding, and a lack of industry data that hinders their progression (Brown & Kraut, 2023).

Joanie Kraut's desired situation for WIGI is to ensure diversity, inclusivity, and cultural sensitivity through their programs, events, and networking opportunities for women, femme-identifying, and non-binary gaming industry professionals (Brown & Kraut, 2023). While diversity in the industry as a whole cannot be solved with one concept, the goal of this thesis will be to focus on developing a concept that will enhance WIGI's internal ability to improve DEI in the gaming industry.

1.5 Initial Design Question

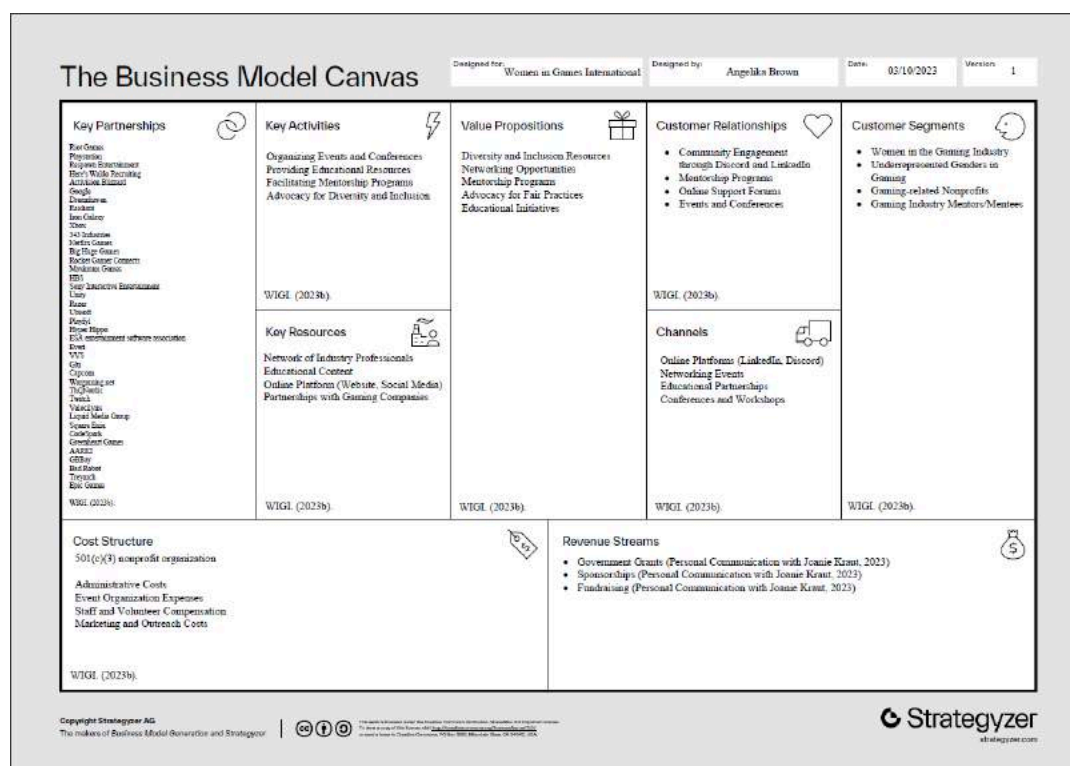
To achieve WIGI's desired situation of ensuring diversity, inclusivity, and cultural sensitivity in their programs, the initial design question is:

"How might Women in Games International implement inclusivity and cultural sensitivity to improve diversity in the gaming industry?"

1.6 Internal Analysis of Women in Games International

To help Women in Games International aid in creating a more diverse and inclusive industry, conducting desk and field research with the client and stakeholders was important (S., 2023). To gain a better understanding of Women in Games International's business processes, values, the impact of their external environment, and customer relationships, it was important to then analyze the client's internal environment (Bright & Cortes, 2019). Following the analysis, it would become possible to develop ideas that could benefit the company and assist them in reaching their objective of increasing diversity and cultural sensitivity.

Figure 2
Business Model Canvas



Note. The Business Model Canvas is a strategic management tool that provides a visual framework for developing, describing, and brainstorming business models. It consists of nine key building blocks (Strategyzer, 2023).

The Business Model Canvas for Women in Games International (WIGI) strategically focuses on diversity and inclusion in the gaming industry. Targeting segments like women in gaming, underrepresented genders, educational institutions, and gaming-related nonprofits, WIGI offers value through resources, networking, mentorship, advocacy, and educational programs (Women in Games International, 2023).

Utilizing platforms like LinkedIn and Discord, networking events, partnerships, and conferences, WIGI engages its community and generates revenue through government grants, sponsorships, donations, and fundraising (Brown & Kraut, 2023).

Key resources include industry networks, educational content, online platforms, and partnerships with gaming companies. Activities involve organizing events, providing resources, facilitating mentorship, and advocating for diversity. Partnerships with gaming companies are crucial for shared goals (Brown & Kraut, 2023).

As a 501(c)(3) nonprofit, WIGI's costs cover administration, events, compensation, and outreach (Brown & Kraut, 2023). The model aligns with WIGI's mission of creating value while advancing diversity in the gaming sphere.

1.7 External Analysis of the Gaming Industry

In the pursuit of understanding gender disparities within the gaming industry, a holistic approach was used, combining insights gathered from both desk research and targeted field research. This research was conducted and analyzed to understand the challenges faced by women and underrepresented genders in gaming.

Insights from Desk Research

Through desk research using academic journals, articles, and statistical reports, the factors attributing the underrepresentation of women and marginalized genders were highlighted.

Key elements shown encompass gender stereotypes, lack of representation, toxic workplace cultures, educational barriers, and limited networking opportunities (Surur, 2017; Michel, 2021; IntentaDigital, 2022; Villapudua, 2022; Luckie, 2023) (*see Appendix C for detailed insights from desk and field research*).

Gender Stereotypes:

- Persistent stereotypes framing gaming as a male-dominated domain are identified. This creates a hostile environment, with survey data revealing significant harassment faced by female and LGBTQ gamers (IntentaDigital, 2022).

Lack of Representation:

- The scarcity of female role models and limited representation in prominent positions compound the challenge. Survey data underscores misrepresentation in games, perceptions of over-sexualized female characters, and mixed sentiments toward female streamers (Villapudua, 2022).

Toxic Workplace Culture:

- Reports of toxic and male-centric workplace cultures, exemplified by cases like Activision Blizzard, contribute to a hostile work environment (Michel, 2021).

Educational Barriers:

- Historical lack of encouragement for women in STEM fields is identified, hindering the necessary educational background for game development (Surur, 2017).

Lack of Networking Opportunities:

- Networking challenges are highlighted as women face obstacles due to underrepresentation, impacting career progression (Luckie, 2023).

Insights from Field Research

Recognizing the limitations of desk research, such as the research not allowing for very specific questions, that needed to be answered for the research of DEI in the gaming industry, targeted field research, including interviews and a qualitative questionnaire, was used to delve into specific details that desk research might overlook.

Gender Stereotypes:

- Insights from interviews emphasize the challenges rooted in gender stereotypes, emphasizing the importance of diverse games benefiting significantly from varied viewpoints. Positive examples, such as Ubisoft's commitment to cultural representation, are highlighted (Brown, 2023k).

Lack of Representation:

- Dominance of senior roles and tokenism emerge as significant challenges. The struggle of insecurity within teams hindered growth opportunities, and the lack of leadership roles represents the need for showcasing diverse professionals at all career levels (Brown, 2023k).

Toxic Workplace Culture:

- Various perspectives on workplace cultures reveal safety concerns impacting women's participation at events. Initiatives promoting a safer atmosphere are recognized, alongside highlighting discriminatory practices, unequal pay, and other toxic workplace elements (Brown, 2023k).

Educational Barriers:

- Insights emphasize the need for basic education on diversity and mentorship. Challenges stemming from societal stigmas impacting early education in STEM fields are discussed, along with efforts by Women in Games Ambassadors in community building (Brown, 2023k).

Lack of Networking Opportunities:

- Challenges in university programs, limiting networking opportunities and hindering career growth, are identified. Struggles with promotion denials, unequal salaries, and the absence of continuous support within the industry are highlighted (Brown, 2023k).

Practical Example of DEI Initiatives in the Gaming Industry

In response to these challenges, a participant working at Zynga gave an example of how Zynga has implemented initiatives to address gender disparities and foster a more inclusive environment. The company's community-building efforts, such as community sessions and activities, aim to enhance cross-functional communication among women, providing valuable networking opportunities. Additionally, Zynga prioritizes empowerment through representation by ensuring diverse team compositions that can serve as role models for aspiring women. By tackling these challenges head-on, Zynga is a great example of how to work towards creating a more supportive and equitable space for women in the gaming industry (Brown & Sarna, 2023).

1.8 Target Group Analysis

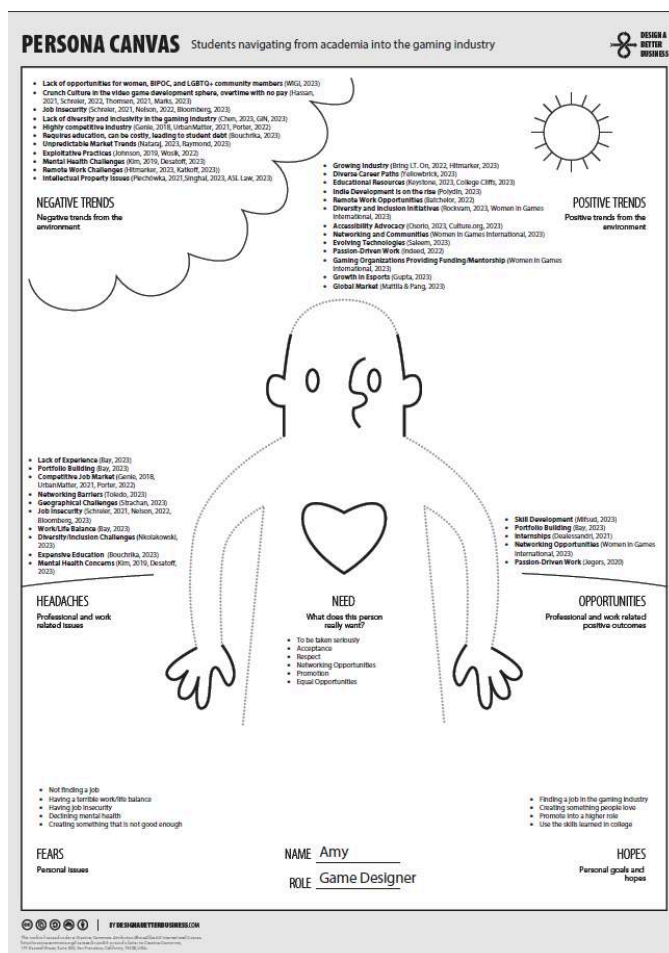
Table 2

Market Segmentation Model

Demographics	<ul style="list-style-type: none"> ● Age: 18-75 years old (Brown & Kraut, 2023) ● Gender Identity: Women, non-binary, femme-identifying (Brown & Kraut, 2023) ● Education: K-12 students, college students interested in gaming, newcomers to the gaming industry, established professionals (Brown & Kraut, 2023)
Psychographics	<ul style="list-style-type: none"> ● Interests: Gaming enthusiasts, aspiring professionals (Brown, 2023k) ● Values: Gender equality, diversity in the gaming industry, career growth (Brown, 2023k) ● Motivations: Learning, advancement, leadership roles, or involvement within the gaming industry (Brown, 2023k)
Behavioral	<ul style="list-style-type: none"> ● Career Goals: Aspiring managers, manager to C-Suite, gaming affiliates (Brown, 2023k) ● Learning: Skill development, networking, leadership training (Brown, 2023k) ● Online Presence: Active in gaming communities, forums, social media, and career platforms (Brown, 2023k)
Geographics	<ul style="list-style-type: none"> ● Diversity: Worldwide reach (Brown, 2023k)

Note. A market segmentation model, based on personal communication with the client and desk research, was developed to better understand the demographics, psychographics, behavioral traits, and geographics of the intended target group for the final concept.

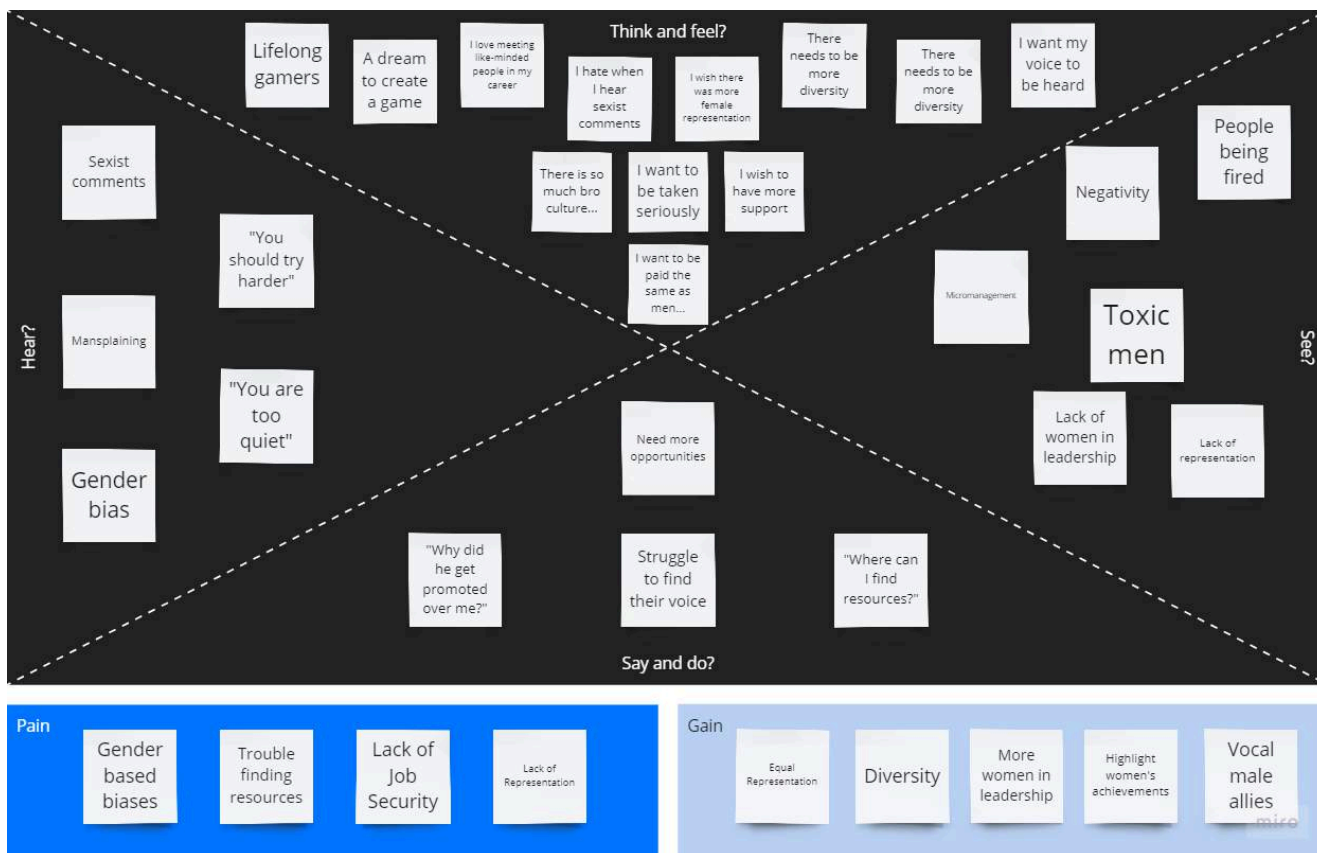
Figure 3
Persona Canvas



Note. A persona canvas showcasing WIGI's target group

The target group persona, based on the template by Strategyzer, centers on underrepresented genders in the gaming industry, highlighting challenges such as limited opportunities for women, BIPOC, and LGBTQ+ individuals. Issues like the prevalent crunch culture, job insecurity, and a lack of diversity further compound the hurdles (Brown, 2023k). Despite these challenges, there is acknowledgment of a growing industry with diverse career paths, particularly in the realm of indie development. The persona highlights the need for educational resources, inclusivity initiatives, and advocacy for accessibility. While navigating mental health challenges and potential exploitation, the persona is the target group's desire for skill development, portfolio building, and networking. Key goals include finding a job in the gaming industry, creating impactful work, advancing into higher roles, and applying learned skills from college. A notable aspiration is the importance of a safe working environment, emphasizing the significance of a supportive and secure workplace (*see Appendix D for Persona Canvas*).

Figure 4
Empathy Map



Note. An empathy map is a visual tool that helps teams understand their customers or users by providing insights into their thoughts, feelings, needs, and behaviors (Browne, 2023).

The empathy map reveals key insights from underrepresented genders working in the gaming industry. Individuals express a love for meeting like-minded people in their careers but emphasize the need for more diversity and a desire for their voices to be heard (Brown, 2023k). The emotional landscape includes dreams of creating a game, frustration at encountering sexist comments, and a wish for increased female representation. Concerns about firings, bro culture, and the desire for equal pay underscore the challenges faced. The target group highlights issues like mansplaining, micromanagement, toxic environments, gender bias, and a lack of representation in leadership. Individuals struggle with being silenced, a competitive job market, and the need for more opportunities. Overall, the map emphasizes a need for support, recognition, and a fair and inclusive industry environment (*see Appendix E for Empathy Map*).

1.9 Summary

Table 3

SWOT Analysis

Strengths <i>(see Appendix F for substantiation)</i>	Weaknesses <i>(see Appendix F for substantiation)</i>
<ul style="list-style-type: none"> ● 10 successful programs (Appendix F) ● Important and helpful sponsors (Appendix F) ● Positive reputation and recognition (GuideStar, 2023) ● Offers valuable networking opportunities for women and minorities (Women in Games International, 2023) ● Offers educational programs, scholarships, and workshops, to empower women (Women in Games International, 2023) 	<ul style="list-style-type: none"> ● Limiting financial and human resources (Brown & Kraut, 2024) ● Areas of improvement with cultural sensitivity (Brown & Kraut, 2024)
Opportunities <i>(see Appendix F for substantiation)</i>	Threats <i>(see Appendix F for substantiation)</i>
<ul style="list-style-type: none"> ● More sponsors (WIGI, 2021) ● Opportunities for funding (WIGI, 2021) ● Diversity Trend (Verizon, 2023) ● Build more programs (Wittenberg-Cox, 2021) ● Improve DEI in the gaming industry (Wittenberg-Cox, 2021) 	<ul style="list-style-type: none"> ● Slow adoption of diversity practices in the industry (Ramanan, 2017) ● Resource constraints (Brown & Kraut, 2024) ● Resistance to change (Ramanan, 2017) ● Competitive DEI non-profits in the gaming industry (Appendix F) ● Dependency on external support (ex. government, donations) (Brown & Kraut, 2024)

Note. A SWOT analysis is a strategic planning tool used to identify and analyze an organization's internal strengths and weaknesses, as well as external opportunities and threats. The acronym "SWOT" stands for Strengths, Weaknesses, Opportunities, and Threats.

Following the internal and external analysis of WIGI's environment, a SWOT analysis was created to weigh its strengths and weaknesses and analyze its opportunities and threats within the gaming industry. The insights gained from the analysis help define their core problem and develop new concepts to solve the problem (Mind Tools, 2023).

In conclusion, Women in Games International (WIGI) has successfully executed 10 impactful programs, supported by important sponsors, showcasing its influential role in gaming advocacy (Women in Games International, 2023). The organization has a positive reputation, offering valuable networking opportunities and educational programs for women and minorities. However, WIGI faces challenges with limited financial and human resources, global reach, and cultural sensitivity (Brown & Kraut, 2023). Despite these challenges, WIGI stands out as a prominent advocate for diversity and empowerment in the gaming industry. Women in Games International (WIGI) has the opportunity to secure additional funding and sponsors, leveraging

the growing trend towards diversity in the gaming industry (WIGI, 2021). However, it faces threats from the industry's slow adoption of diversity practices and resource constraints, which may hinder its progress in the long run. The organization also encounters competition from other diversity, equity, and inclusion (DEI) nonprofits in the gaming industry. While there is a chance to build more programs and further enhance DEI in the industry, they have a dependency on external support, such as government aid and donations, adding an element of risk to WIGI's long-term business sustainability. Navigating these opportunities and threats strategically will be crucial for WIGI's continued impact (*see Appendix F for SWOT analysis*).

Revised Problem Description

After conducting internal and external analyses, Women in Games International (WIGI) aims to tackle significant challenges faced by women and underrepresented genders in the gaming industry. These challenges include gender stereotypes, lack of representation, toxic workplace cultures, educational barriers, and limited networking opportunities (Brown, 2023k). Societal biases and structural issues contribute to the underrepresentation of these groups. WIGI's primary goal is to advocate for diversity, equity, and inclusion (DEI) initiatives, fostering a supportive and inclusive gaming environment for underrepresented genders to thrive (see Appendix G). The organization's SWOT analysis reveals strengths in impactful programs and valuable networking but identifies challenges like limited resources, global reach, and cultural sensitivity (Brown & Kraut, 2023). Strategically addressing these challenges is crucial for WIGI's ongoing success in promoting diversity and inclusivity in the gaming industry.

Revised Design Question

After conducting internal and external analysis of WIGI as a company, as well as speaking with the target group and realizing what their wishes, needs, pains and gains are, during the Discovery phase, it was evident that the design question needed to be revised. Considering WIGI's newfound problem description focuses on addressing the challenges of women and underrepresented genders in the gaming industry, and WIGI's aim to empower these groups, it only made sense to iterate the design question to match the challenge at hand, therefore the design question changed into:

How might Women in Games International empower underrepresented genders in gaming to increase DEI within the gaming industry?

Core Task

To ensure the final product created for WIGI is International Creative Business related, and to maintain focus on the objectives of the design question throughout the design process, a provisional core task has been chosen (Inholland University of Applied Sciences, 2023).

The provisional core task that has been chosen is Core Task 1: Creation. Putting the attention on Core Task 1: Creation is important in the design thinking process for Women in

Games International (WIGI) to advance the organization's objectives. Considering WIGI's mission to enhance diversity and inclusivity in the gaming industry, the ability to create concepts that resonate with the target group is most important. To fulfill the core task, the concepts will be created with strategic factors in mind, creative thinking techniques will be used, testing with the target group and iterations will be conducted, communication will be maintained with all stakeholders, and a creative environment will be organized and managed for the seamless execution of WIGI's initiatives. The goal is to create and develop media concepts that play a pivotal role in empowering underrepresented genders in the gaming industry.

1.10 Quality of Research

In exploring the quality of research, both desk research and field research methods have been used, each with its own set of strengths and weaknesses.

Reliability and Validity of Desk Research

The insights derived from the research conducted are fairly reliable because the research draws from reputable, scholarly sources such as academic journals, articles, and statistical reports that offer diverse perspectives (George, 2023). Validity is shown through consistent sources highlighting key factors contributing to the underrepresentation of women and marginalized genders in the gaming industry. Quantitative data from a US national survey adds support, and real-life examples, like the Activision Blizzard lawsuit, enhance the research (Burton & Carson, 2022). However, negative considerations include slightly outdated sources and the potential of subjectivity in the survey data gathered.

Reliability and Validity of Field Research

In field research on diversity, equity, and inclusivity (DEI) in the gaming industry, interviews and qualitative questionnaires are valid and reliable (Juneja, 2015). By involving various stakeholders across game development, human resources, and esports education, a comprehensive understanding of challenges is achieved. Real-world examples, like Ubisoft's diverse teams, validate gender stereotypes, and participant experiences support insights into underrepresentation, toxic workplace cultures, educational barriers, and networking difficulties. The research effectively highlights DEI challenges and ongoing industry initiatives, such as Zynga's, to address gender disparities.

PHASE 2
FRAME & DEFINE

PHASE 2: FRAME & DEFINE

In the Frame & Define phase, design criteria will be established to create frames that are feasible, desirable, and viable, as well as the creation, testing, and iterating of the four frames from which the final concept will be created. Each frame will serve as a visual representation of the identified problem and will propose potential solutions for the client. The final iterations of each frame will be presented in the main body, while the previous iterations can be found in Appendix H.

2.1 Methodology

The research methods chosen to test the frame boards used both desk research and field research, incorporating expert interviews, questionnaires, and polls. Desk research involved analyzing articles and websites to gain insights into the challenges faced by the target group (Vijayamohan, 2023). Online expert interviews were conducted on Google Meets to delve deeper into the perspectives of underrepresented individuals in the gaming industry (Bhat, 2023). Structured qualitative questionnaires made with Google Forms were sent out to gather insights from a larger target group sample, identifying patterns in their preferences (Pelz, 2023). Additionally, polls were conducted on LinkedIn to efficiently capture overarching public opinion and sentiment from the target group (Pelz, 2023).

2.2 Design Criteria

To create frames that would best suit the challenge at hand, design criteria were established using the MoSCoW Model. The MoSCoW Model is a model that addresses a set of requirements in order of priority, with the most important requirements having to be fulfilled first to guarantee success (Mulder, 2023).

Figure 5

MoSCoW Model



Note. The MoSCoW model is a prioritization technique used in project management, software development, and business analysis to identify and manage priorities (ProductPlan, 2022).

The MoSCoW model for Women in Games International (WIGI) outlines essential priorities to improve diversity within the gaming industry, emphasizing the importance of aligning with the target group's wishes and needs and incorporating diverse voices in development. The must-haves include fostering a supportive environment for underrepresented genders in the gaming industry and ensuring the availability of resources for implementation. WIGI should prioritize transparency, minimize risks, and uncertainties, and have a positive impact on the target audience. Education about opportunities, raising awareness of challenges women face in the industry, fostering connections and community, and increasing women's representation are also crucial. The could-haves suggest exploring opportunities like including vocal male allies, diminishing gender stereotypes, offering mentorship, highlighting women's achievements, promoting collaboration, and addressing toxic work culture. However, the will-not-haves stress that WIGI should avoid sexism, harassment, an absence of diverse voices, negative user experience, a lack of alignment with target audience needs, and any offensive or insensitive practices in its initiatives.

2.3 Frames

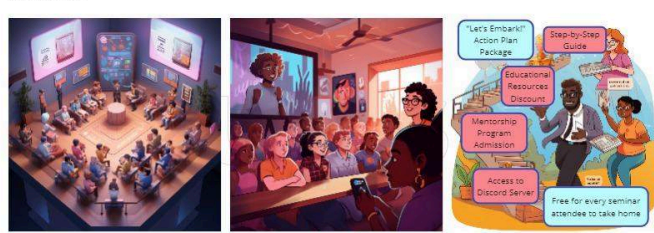
With the design criteria established and a dependable foundation of knowledge from the desk and field research, frames could be created. Framing is important in looking at the issue from various perspectives, to create innovative and original ideas (Gonesh, 2022).

Figure 6

Frame 1: A Quest for Inclusion: Inclusivity Program for Gaming Industry Professionals

Frame
Play any on our wall around the Museum

Solution
The best solution within the frame



Description
A clear paragraph of 100-150 words to describe the solution

"A Quest for Inclusion" is a 3-day long, free, immersive and educational program, hosted at local gaming studios, taught by external specialists.

This program is designed to raise awareness about gender disparities in the gaming industry, in order to foster a gender inclusive workplace.

The program will also include a free action plan package for attendees.

Name
Using easy-to-remember name

A Quest for Inclusion: Inclusivity Program for Gaming Industry Professionals

Tagline
Good to remember as well the overall objective of the aim

Let's Embark on a journey to Improve Inclusivity in the Gaming Industry.

Value proposition
Formulate, present and back up your value proposition (100-150 words)

By signing up for the "A Quest for Inclusion" program, attendees will be offered a **dedicated, action plan package**, while the program itself will educate on how they can take their **next steps**, using their package, to actively contribute to a more gender-inclusive gaming industry.

This action plan package provided to each attendee will offer specific **guidance and support** for individuals aiming to create a more gender-inclusive industry starting from their own workplace.

Stakeholder (-s)
These people will have a positive impact on the product or service. Often that is the customer and/or those that help to create, improve, distribute and/or use the product. Describe any stakeholder by name of (company, organization, individual) and role.

Primary Stakeholders: Income educated on women's challenges in the gaming industry, through the seminar.

- **Hiring Managers:** have influence, but currently need more education
- **Human Resources Managers in Gaming:** important in creating a more inclusive hiring process.
- **Seniors/Leads:** have influence, but currently need more education
- **Employees in Gaming:** providing practical steps for them to create a more inclusive workplace in the future.
- **Women in the Gaming Industry:** their experiences, needs & perspectives are essential in leading the way.

Secondary Stakeholders:

- **Gaming Communities:** substantial role in shaping the culture of gaming, important to engage & influence

Key problem
What are you trying to solve? What is the overall problem for the stakeholders? Explain the frame. The problem should be recognized from a user point of view, particularly your user cases and what the impact is.

Women in gaming encounter distinct challenges such as gender biases, online harassment, limited leadership roles, and unequal representation, which can deter entry and hinder growth (Parks Studios, 2023).

The purpose of the program is to **raise awareness** among all stakeholders mentioned, about **gender disparities** in gaming and its impact on women. The ultimate goal is to **foster a more diverse and inclusive gaming landscape** by addressing these issues.

The program serves both as a platform for **women to recognize their challenges** and for others, such as **HR and hiring managers** to gain a **deeper understanding of how to improve gender inclusion in the gaming industry**.

Solution approach
The line of reasoning that offers guidance to identify solutions, solutions needed for the aim.

The **3 day long program** will provide clear, suitable, and **impactful solutions** through means of **education**.

Solution would be as follows:

- Day 1: **Educational Workshops for Employees**
- Day 2: **Educational Workshops for Hiring Managers**
- Day 3: **Educational Workshops for Human Resources**

The **action plan package** provided to each attendee will offer specific **guidance and support** for individuals aiming to create a more gender-inclusive industry starting from their own workplace.

The action plan package will include **resources**, such as:

- Step-by-step guide to improving inclusivity in their workplace
- Discounts on educational resources (attend fee)
- Free admission ticket into a mentorship program
- Access to a Discord server to follow up on seminars, initiatives, and opportunities related to DEI in the gaming industry

Alternative ideas
Think out of the box solution. The alternative whether it may be a form of product, when more alternatives are possible. Be creative and positive.

Networking Lounge for HR in Gaming
Discord Server for DEI Education
Marketing Campaign
Educational Video



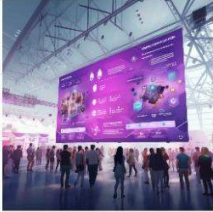



Figure 9
 Frame 4: *Uniti Gaming Convention*

Frame
The way an idea is shaped by the market.

Solution
The idea solution within the frame.

Description
A brief overview of the product/service that is being sold and its value.

The **Uniti Gaming Convention** is a **free-to-attend** gaming convention that **brings together** women, non-binary, trans, **femme-identifying** individuals, **there to acknowledge and celebrate** achievements in gaming, and to **push for** a more inclusive and diverse gaming industry.

This conference would include:

- game exhibits
- esports tournaments
- inclusion panels
- DEI educational programs
- networking lounges
- charity fundraising events
- energy & programming workshops
- recruitment stands

Value proposition
How the product/service is different from what is currently available.

The **Uniti Gaming Convention** unites gaming industry professionals and those alike to **recognize and celebrate** each other's professional achievements in the industry, have some **fun and journey**, advocate for a more diverse and inclusive gaming industry by attending **inclusion panels**, learning about DEI in educational workshops, networking, attending professional development workshops, and donating to DEI causes such as **Women in Games International** at fundraising events.

Name Uniti Gaming Convention
Clear, easy to remember name

Tagline Uniti Gaming Convention: Where Every Player Finds Their Stage
Short, catchy, and full of the product/service's value

Stakeholder (-s)
Those people who are important players in the product or service. Often there is the customer, but it could be not directly. Customers often are stakeholders, but so are employees, investors, the industry, or even a government organization like the EPA.

Primary Stakeholders:
Women, Non-Binary, Trans, Femme-Identifying Individuals in the Gaming Industry: Being recognized and celebrated at the forefront of the convention.
Gaming Industry Companies and Studios: They may sponsor or support the convention, recognizing the contributions of women in gaming aligns with their commitment to diversity and inclusion, and the success of the event can represent their reputation and brand image.
Secondary Stakeholders:
Gaming Community and Fans: They are interested in knowing and celebrating the achievements of women in the industry, as the convention diversity, inspires others, and can lead to more inclusive and diverse gaming experiences.
Event Organizers and Sponsors: The individuals or organizations responsible for organizing and sponsoring the Uniti Gaming Convention and also key stakeholders. Their success is tied to the event's impact and reach, and they have a vested interest in having a memorable and influential celebration of women, non-binary, trans, femme-identifying individuals in gaming.

Key problem
What are you trying to solve? What is the current situation? What are the barriers? The problem or need is described in such a way that it is identifiable and can be addressed through research.

Underrepresented gender's achievements have gone unnoticed and there has been a lack of representation due to the game industry being male-dominated and gender biases prevailing throughout the industry.

Through the convention, a more diverse, inclusive, and thriving gaming industry could be established over time by **addressing the underrepresentation of these groups in the industry and acknowledging and celebrating their accomplishments.**

It can also be used to inspire and encourage the next generation of gaming industry staff.

Solution approach
The way of planning that offers guidance for developing solutions based on research for the users.


By hosting a gaming convention to recognize the achievements of underrepresented genders in the gaming industry, there will be a **sense of empowerment** for those groups currently working in the industry and **inspiration** for the people who want to enter the gaming industry.

It will not only allow them to **celebrate their achievements**, but also **network with other individuals in the industry**, get further **educated into diversity and inclusivity** initiatives, and most importantly, **have fun** with other like-minded individuals within the industry!

As concerns has expressed during field research, there would also be **safety measures for participants** to ensure a safe and inclusive environment for all.

Alternative ideas
What were the best solutions that alternatives explored to solve the problem? What were alternative ideas and possible outcomes explored?

Uniti Games Awards
 Uniti Gaming Showcase
 Uniti Gaming Festival
 Multimedia Campaigns for Showcasing Achievements of Underrepresented Genders



The 'Uniti Gaming Convention', formerly the WIG Awards, is a free-to-attend 2-day gaming convention, that brings together women, non-binary, trans, femme-identifying individuals, and men to acknowledge and celebrate achievements in gaming, and to push for a more inclusive and diverse gaming industry. The current core task that fits the “Uniti Gaming Convention” is Core Task 5: Management and Entrepreneurship, due to its nature of designing and structuring a new event, organizing it, managing it, and taking account of the people involved in it.

2.4 Frame Testing and Iterations

After the four frames were created, it was time to test and iterate the frames based on the feedback received, to determine which frames are best fitting to prototype and execute.

During the testing phase, all interview participants verbally agreed on the tests being recorded and transcribed, for data-analysis purposes, and all participants filling out the questionnaires and polls were informed that the data would be used for this study before filling it out.

2.4.1 Methodology Testing with Target Group

The four frame boards were tested with the target group once per iteration, which comprised individuals of underrepresented genders working in the gaming industry, all contacted through LinkedIn. The questionnaire aimed to evaluate frame boards' effectiveness in addressing DEI in gaming, exploring the board's value proposition, collecting feedback, and measuring resonance with the target audience. All participants offered varying, critical, in-depth perspectives that allowed for the identification of weaknesses in the frame, and an improved direction in how to improve specific aspects and make adjustments to the frames (Indeed, 2023).

Table 4.

Frame & Define Phase: Test #1 and Test #2 Methods

Method & Test	Participants	Role	Length	Date
Questionnaire Concepts for Womxn in Gaming: Frame Board Testing #1 <i>(see Appendix I for results)</i>	7 respondents	Game Development Esports & Gaming Community Business & Marketing Creative & Writing UX/UI Design	21 days	21/10/2023 until 11/11/2023
Questionnaire Concepts for Womxn Working in the Gaming Industry: Frame Board Testing #2 <i>(see Appendix J for results)</i>	7 respondents	Game Development Esports & Gaming Community Business & Marketing Creative & Writing UX/UI Design	30 days	11/11/2023 until 10/12/2023

Note. Methods conducted during the first and second testing with the target group in the Frame & Define phase, including the participants, their role, the length of the testing, and the date conducted.

2.4.2 Methodology Testing with Experts

The four frame boards were also tested by two experts from the gaming industry, one expert per iteration. The experts were people who have had experience within the gaming industry, understand the concept of DEI in the industry, and have encountered challenges surrounding DEI in their careers. The interviews were conducted and asked specific questions to get an understanding of the participants' current experiences and perceptions of inclusivity and support for underrepresented genders in the gaming industry, gather first impressions of the frames, assess the effectiveness of the frames, identify resonant aspects, evaluate the current state of diversity and inclusion, addresses challenges faced, and elicit opinions on the frame's initiatives for empowering underrepresented genders in the gaming industry (*see Appendix K for expert interview transcripts*).

Table 5.

Frame & Define Phase: Test #1 Expert Methods

Method & Test	Participants	Role	Length	Date
Expert Interview Frame Board Testing #1 (<i>see Appendix K</i>)	Ellen Schaefer	Game Designer Bachelor of Arts in Game Design	39 mins	23/10/2023
Expert Interview Frame Board Testing #1 (<i>see Appendix K</i>)	Pinar Arslan	Digital Marketing Customer Engagement Manager at Gameplan	43 mins	23/10/2023
Expert Interview Frame Board Testing #2 (<i>see Appendix K</i>)	Andrea Perez	Narrative Designer at Renaissance Hat Productions Writer at Firaxis Games	34 mins	08/11/2023

Note. Methods conducted during the first testing with experts in the Frame & Define phase, including the participants, their roles, the length of the testing, and the date conducted.

2.4.3 Results of the Target Group Testing #1

Based on the first questionnaire conducted for the frame boards, key findings from the feedback were gathered. Extensive target group feedback and questionnaire results can be found in Appendix I. The insights will be shown per frame, with summarized target group responses from the questionnaire.

Frame 1: A Quest for Inclusion

- Clarify messaging and objectives for the popup stand.
- Advocate for concrete information and clear calls to action addressing gender disparities.
- Emphasize active involvement, networking, and meaningful conversations for "GameHERS at Work."

Frame 2: Leading the Change

- Refine messaging and clarify the popup stand's primary focus.
- Strengthen the value proposition, highlighting benefits for upper management.
- Foster supportive networks and emphasize financial benefits, addressing concerns about training content.

Frame 3: Level Up Your Gaming Career

- Emphasize addressing broader industry issues and hiring practices.
- Provide more detailed program information and data-backed statements.
- Express stakeholder commitment and encourage cross-industry interactions.

Frame 4: Uniti Gaming Convention

- Address concerns about the proposed approach's effectiveness.
- Enhance visuals for vibrancy, clarify the tagline, and improve the value proposition.
- Acknowledge challenges in the awards approach, considering nominations and showcasing success stories.

Overall, the target group believed that there was a need to enhance clarity in messaging and refine approaches to address gender disparities in the gaming industry. They saw the need for clear objectives, direct language, and data-supported statements, advocating for specific solutions, and creating supportive networks for underrepresented individuals. While concerns about potential segregation and skepticism regarding certain proposed approaches came about, the overall sentiment acknowledges the importance of driving substantial change and recognizing the diverse contributions of underrepresented genders in gaming. The iterations aim to address these concerns, to create more impactful initiatives for WIGI, and empower underrepresented individuals in the gaming industry.

2.4.4 Results of the Expert Interviews Testing

Based on the expert interviews conducted for the frame boards, key findings from the feedback were gathered. Extensive expert feedback and expert interview transcripts can be found in Appendix K. The insights will be shown per frame, with summarized expert responses from the interviews.

Frame 1: A Quest for Inclusion

- Ellen emphasizes retention and support for women.
- Pinar suggests extending the initiative to online spaces and including more women and non-binary professionals.

Frame 2: Leading the Change

- Focus on internal training for managers and HR.
- Pinar supports DEI training, emphasizing the impact of certification.
- Suggestion to hire a DEI consultant for external expertise.

Frame 3: Level Up Your Gaming Career

- Ellen emphasizes a focus on hard and soft skills, creating a safe environment.
- Pinar expresses interest in a mentorship program, highlighting its benefits.
- Certification following mentorship is seen as credible.

Frame 4: Uniti Gaming Convention

- Ellen supports WIG Awards, emphasizing the need for recognition.
- Pinar expresses interest in an award show to recognize women's contributions.
- Acknowledgment of potential financial burden but recognizes the initiative's significance.

Overall, the expert interviews highlight the critical need for retention, support, and recognition within the gaming industry. Experts strongly recommend an approach that seamlessly integrates both hard and soft skills training. They acknowledge the significant benefits of implementing mentorship programs as a strategic initiative to address the prevailing gender gap in the gaming sector.

2.5 First Iterations of the Frames

(see Appendix T for frame boards and detailed iterations)

Iteration #1 for Frame 1: A Quest for Inclusion (formerly GameHERS at Work)

Original version: Pop-up stand at a gaming convention

First iteration: "A Quest for Inclusion" seminar during a games conference

Features of the iterated seminar:

- 1-hour duration
- Free action plan package, including:
 - Step-by-step guide
 - Educational discounts
 - Mentorship program admission
 - Access to a Discord Server

Expanded focus on challenges faced by women in gaming:

- Gender biases
- Harassment
- Limited leadership roles
- Unequal representation

Audience broadened to include:

- HR managers
- Women in gaming
- Broader gaming communities

Aim: Further education and inclusivity in the gaming industry.

Iteration #1 for Frame 2: Leading the Change (*formerly Game Changers: Embracing Diversity*)

Visuals Iteration:

- Enhanced visuals for inclusivity.

Name Iteration:

- Changed the name for clarity.

Target Group Iteration:

- Shifted target from companies to key executives.

Value Proposition Iteration:

- Detailed program benefits for executives.
- Added tangible incentives like employee longevity and DEI certification.

Key Problem Iteration:

- Included additional data to support program necessity.
- Emphasized impact of a top-down approach.

Iteration #1 for Frame 3: Level Up Your Gaming Career (*formerly Level Up!*)

Title Iteration:

- Changed the frame title for clarity on the purpose of the online program.

Tagline Iteration:

- Altered the tagline for a more catchy appeal.

Key Problem Iteration:

- Provided additional details and data-backed statements for better insights into gender disparity in leadership roles.

Solution Approach Iteration:

- Transitioned from a broad approach to a specific mentorship approach.
- Implemented online training, communication skills courses, and networking opportunities.
- Shifted focus from women standing up against men to team-based assertiveness training and communication skills coaching.
- Aimed to create diverse career paths for underrepresented genders in the industry.

Iteration #1 for Frame 4: Uniti Gaming Convention (*formerly WIG Awards*)**Conceptual Change:**

- Shifted from an award show to a Women in Games Convention.
- Aimed to bring people together, celebrating women's achievements, and educating on gender-related issues.

Tagline Iteration:

- Changed the tagline to "Celebrating & Uniting Womxn in Gaming" for inclusive language.

Key Problem Improvement:

- Enhanced the key problem by incorporating more specific data on underrepresentation in the gaming industry.

Addressed Issues:

- Identified difficulties with nominations in the award show concept.
- Acknowledged minimal impact on the gaming industry.
- Shifted focus to an event showcasing opportunities for improved representation and addressing core gender inequality issues.

2.5.1 Results of Target Group Testing #2

Based on the second questionnaire conducted for the frame boards, key findings from the feedback were gathered. Extensive target group and expert feedback and questionnaire results can be found in Appendix J. The insights will be shown per frame, with summarized target group responses from the questionnaire.

Frame 1: A Quest for Inclusion

- Target Audience and Approach:
 - Opinions on HR managers' suitability vary; some support, others skeptical.
 - Suggestions to expand beyond HR to diverse leadership roles.
 - Emphasis on engaging and educating men in gaming.
- Seminar Effectiveness and Content:
 - Positive sentiment on raising awareness.
 - Strong emphasis on specificity, clarity, and actionable content.
 - Recommendations for clear definitions to avoid confusion.
- Hosting Environment and Accessibility:
 - Mixed opinions on gaming conference hosting.
 - Suggestions for smaller, focused settings and online accessibility.
 - Recommendations for specialized diversity-focused gaming conferences.

Frame 2: Leading the Change

- Training Program Impact:
 - Varied opinions on impact; potential for awareness and empowerment.
 - Recommendations to broaden the audience and educate those in power.
 - Clarity on program content highlighted for better assessment.
- Diversity, Inclusion, and Equity Training:
 - Mixed reactions on effectiveness for key executives.
 - Suggestions to involve middle management and extend application.
 - Key topics include awareness, biases, softer sexism, and inclusive work cultures.
- Program Impact:
 - Positive views on "Leading the Change" program.
 - Feedback on duration, mandatory status, and alignment with goals.
 - Suggestions for clear action steps, bias deconstruction, and unconventional platforms.

Frame 3: Level Up Your Gaming Career

- Tagline and Format Feedback:
 - Mixed reactions to tagline; some find it corny, others positive.
 - Strong preference (80%) for online format.
 - Suggestions for a more symmetric tagline and concerns about assumptions.
- General Positive Program Feedback:
 - Positive reception, emphasizing coolness and mentorship need.
 - Enthusiasm for industry professionals' involvement.
 - Desire for online availability for wider reach.
- Negative Program Opinions and Alternative Suggestions:
 - Suggestions to address subtle sexism beyond "dude bro-culture."
 - Concerns about efficacy of entirely online program for confidence-building.
 - Emphasis on promoting various communication models, mentorship, and detailed role descriptions.

Frame 4: Uniti Gaming Convention

- Concept Enhancement:
 - Clarify event title for inclusivity (e.g., "Womxn Trailblazer Awards").
 - Strengthen concept with yearly themes, intentional content, and non-binary inclusion.
 - Positive considerations: emphasize recruitment, funding, mentorship, visibility, and confidence-building.
- Attendee Considerations and Safety Measures:
 - Address payment concerns for accessibility.
 - Focus on local networking for impact.
 - Emphasize safety measures, online and in-person, for diverse events.

2.5.2 Results of the Expert Interviews Testing

Frame 1: A Quest for Inclusion

- Andrea suggests focusing on key executives.
- Emphasizes inclusive spaces for transgender women.
- Advocates for an interactive and less forceful approach.

Frame 2: Leading the Change

- Andrea recommends focusing on key executives and making training mandatory.
- Calls for DEI certification and addressing communication, mothers, and discrimination issues.

Frame 3: Level Up Your Gaming Career

- Andrea stresses the need for supportive frameworks for women in leadership.
- Calls for assertiveness and communication skills training.
- Highlights the importance of targeting key executives and mandatory diversity training.

Frame 4: Uniti Gaming Convention

- Andrea suggests a name change for inclusivity and emphasizes safety.
- Commends new features, including networking spaces, themes, exhibitions, and educational programs.

2.6 Second Iterations of the Frames

(see Appendix T for frame boards and detailed iterations)

Iteration #2 for Frame 1: A Quest for Inclusion

Program Evolution:

- Evolved from a one-hour seminar at a gaming conference to a 3-day program at local gaming studios.
- Educational workshops for employees, hiring managers, and human resources introduced.

Language Refinement:

- Language refined from "womxn" to "underrepresented genders."
- "Let's Embark!" Action Plan Package remains consistent, offering a step-by-step guide and educational resource discounts.

Broadened Target Audience:

- Target audience expanded to include hiring managers and seniors/leads.
- Reflects a more comprehensive approach to educating various stakeholders on gender disparities.

Iteration #2 for Frame 2: Leading the Change

Frame Improvement:

- Frame improved based on second-round feedback.
- Expanded DEI training topics introduced for key executives.

Format Modification:

- Program format shifted to one-on-one workshops taught by diverse experts.
- Focus on aligning with company DEI goals by involving key executives.

Mandatory to Encouraged:

- Program altered from mandatory to encouraged to align with participant preferences.

Iteration #2 for Frame 3: Level Up Your Gaming Career

Frame Improvement:

- Frame improved based on second-round feedback.
- Tagline changed to "Take Your Next Steps" for a positive tone.

Focus on Confidence and Assertiveness:

- Retained focus on addressing confidence struggles, backed by previous field research.
- Introduced additional educational topics to counteract the industry-wide "bro culture."

Mentorship and Networking:

- Maintained team-based mentorship structure and added a Discord server for networking.
- Invites to networking events included for all attendees.

Iteration #2 for Frame 4: Uniti Gaming Convention**Name Change:**

- "Womxn in Games Convention" to "Uniti Gaming Convention" for enhanced accessibility.
- Tagline modified to "Where Every Player Finds Their Stage" for inclusivity.

New Features:

- Introduction of networking spaces, yearly theme, game exhibitions featuring female-led studios, esports tournaments, and inclusion panels.
- Inclusion of DEI educational programs, charity fundraising events, coding & programming workshops, and recruitment stands.
- Implementation of safety measures for a safe and inclusive environment.

2.7 Iterated Frames and Second Core Task


Frame 1: A Quest for Inclusion


“A Quest for Inclusion”, formerly known as “GameHERS at Work” started as the Core Task 3: Marketing, due to its nature of marketing the services provided by WIGI through awareness of their programs, but after iterations has now shifted to Core Task 1: Creating, as it has transformed into a 3-day long, free, immersive and educational program, that delivers meaning, value and awareness amongst the target group about the issues of DEI in the gaming industry.


Figure 10
A Quest for Inclusion Frame Board

Frame
The way we see and interpret the situation

Solution
The final solution address the frame







Description
A brief description of the product or service, how it will be sold, and what it delivers

“A Quest for Inclusion” is a 3-day long, free, immersive and educational program, hosted at local gaming studios, taught by external specialists.

This program is designed to raise awareness about gender disparities in the gaming industry, in order to foster a gender inclusive workplace.

The program will also include a free action plan package for attendees.

Name
Clearly, easily to remember name

A Quest for Inclusion: Inclusivity Program for Gaming Industry Professionals

Value proposition
What's in it for you? (customer), (us), (others), (others), (others), (others)

By signing up for the “A Quest for Inclusion” program, attendees will be offered a detailed, action plan package, while the program itself will educate on how they can take their next steps, using their packages to actively contribute to a more gender-inclusive gaming industry.

This action plan package provided to each attendee at the seminar will include opportunities for educational resources, mentorship programs, and step-by-step guide of practical solutions with the aim to address gender disparities effectively in their workplace.

Stakeholder (-s)
Those people who have important stake in the product or service. One that is for customer and/or the user but not always. Sometimes different stakeholders must be addressed. One for every stakeholder for means of revenue, operational, developmental etc.

Primary Stakeholders: become educated on women's challenges in the gaming industry, through the seminar

- Hiring Managers:** have influence, but currently need more education
- Human Resources Managers in Gaming:** important in creating a more inclusive hiring process
- Seniors/Leads:** have influence, but currently need more education
- Employees in Gaming:** providing practical steps for them to create a more diverse workplace in the future
- Women in the Gaming Industry:** their experiences, needs & perspectives are essential in bridging the gap

Secondary Stakeholders:

- Gaming Communities:** substantial role in shaping the culture of gaming, important to engage & influence

Key problem
What we consider to be the central problem for the stakeholder within the frame. The problem situation happens in such a way that it is currently clear what is expected and what is not expected.

Women in gaming encounter distinct challenges such as gender biases, online harassment, limited leadership roles, and unequal representation, which can deter entry and hinder growth (Beki Studios, 2023).

The purpose of the program is to raise awareness among all stakeholders mentioned, about gender disparities in gaming and its impact on women. The ultimate goal is to foster a more diverse and inclusive gaming landscape by addressing these issues.

The program serves both as a platform for women to recognize their challenges and for others, such as HR and hiring managers, to gain a deeper understanding of how to improve gender inclusion in the gaming industry.

Solution approach
The line of reasoning that offers guidance for developer solutions, to solve the problem for the user.

The 3-day long program will provide clear, scalable, and impactful solutions through means of education.

Schedule would be as follows:

- Day 1: Educational Workshops for Employer
- Day 2: Educational Workshops for Hiring Managers
- Day 3: Educational Workshops for Human Resources


The action plan package provided to each attendee will offer specific guidance and support for individuals aiming to create a more gender inclusive industry, starting from their own workplace.

The action plan package will include resources, such as:

- Step-by-step guide to improving inclusivity in their workplace
- Discounts on educational resources about DEI
- Free admission tickets into a mentorship program
- Access to a Discord Server to follow up on actions, initiatives, and opportunities related to DEI in the gaming industry

Alternative ideas
Those need to be best solution, that demonstrates whether or not a firm's products, when many alternative ideas are possible, the frame is produced.

Networking Lounge for HR in Gaming
Discord Server for DEI Education
Marketing Campaign
Educational Video



Note. A frameboard that identify and visualize different frames or perspectives on a problem or situation, allowing for a more comprehensive understanding of the issue at hand




Frame 2: Leading the Change

“Leading the Change” formerly known as “Game Changers: Embracing Diversity”, started off with Core Task 6: Management of value creation, as it was a frame that added value to the current programs WIGI offered, with the addition of training key executives, but since the iterations, the frame has shifted to the Core Task 1: Creating, due to it’s nature of being a one-on-one program that WIGI does not yet currently offer, while ensuring it delivers a new experience, meaning and value to the participants.

Figure 11
Leading the Change Frameboard

Frame
Thinking, acting and measuring the situation

Solution
The best solution within this frame

Name 'Leading the Change' Training Program
Identify what you're doing better

Tagline Lead the way to an inclusive and diverse gaming industry.
Start with the goal to all the solution, expressing its value

Description

About background, the context of how, how it works, and what it solves

"Leading the Change" is an encouraged **comprehensive one-on-one training program** designed to **educate and train key executives** within the gaming industry about the core issues of **diversity and inclusion** in the workplace.

This training program would educate on issues such as:

- awareness of additional bias on marginalized employees
- addressing and deconstructing internal biases
- integrating softer variations of sexism
- encouraging diverse hiring practices
- inclusive parenting support

By addressing gender disparities from top-down (e.g. key executives, HR), a clear path can be paved towards a more equitable and inclusive workplace culture, promoting employee longevity and diverse recruitment.

Value proposition

Identify the customer (or customer segments), the market, and the value proposition

"Leading the Change" helps key executives and HR **employees gain the knowledge and tools they need to foster an inclusive workplace culture, by the means of a comprehensive training program, which is awarded with DEI certification upon completion, and increased chances for enhanced profitability, employee longevity, and a stronger reputation.**

Stakeholder (-s)
Those people who are impacted either in the problem or solution. Often start as the customer, maybe the user, but not always. Sometimes other stakeholders must be addressed. Identified by stakeholders by means of personal, hypothetical, or professional relationships.

Primary Stakeholders:
Key Executives with the Gaming Industry
Human Resources

Secondary Stakeholders:
Womxn in the Gaming Industry
Employees within the Gaming Industry

Key problem
What are we trying to solve? What is the current situation? What is the problem? What is the goal? What is the current situation? What is the problem? What is the goal? What is the current situation? What is the problem? What is the goal?

The gaming industry struggles with a **lack of diversity and inclusivity**, especially in the workplace. Many gaming companies fall short in creating inclusive environments. This problem extends beyond the workplace to **impact employees who face discrimination and exclusion**, leading to adverse effects on their careers and well-being.

"Leading the Change" primarily addresses the need for top-down training in DEI to improve the work life of marginalized employees, deconstruct biases, and pave the way for diverse hiring practices, and introducing inclusive parenting support.


Solution approach
The idea of measuring that effort, distance for how we expect to solve the problem for the user.

By offering a **scheduled one-on-one comprehensive training program with incentives** such as certification and increased employee longevity, we can educate key executives on how to create welcoming environments for women within the industry.

This approach can lead to **increased opportunities, reduced discrimination, improved job satisfaction, professional growth, and a positive overall impact on the gaming industry's diversity and inclusivity.**

Alternative ideas
Brainstorm the best solution, that demonstrates whether or not it is a better alternative, often many alternatives exist for people, the frames, products.

Inclusivity Workshops
Hackathons for Diversity
Peer Mentoring Program
Gender Equity Seminars
Learning Platform



Note. A frameboard helps identify and visualize different frames or perspectives on a problem or situation, allowing for a more comprehensive understanding of the issue at hand (Unalab, 2023).


Frame 3: Level Up Your Gaming Career


“Level Up Your Gaming Career” formerly known as “Level Up!” began fitting Core Task 2: Production, as it was a new program being introduced to WIGI, with a series of workshops, however, as testing and iterations took place, the focus remained the same, with adjustments made to the type of program, yet the production aspect remaining the same, therefore, the core task remained Core Task 2: Production.


Figure 12
Level Up Your Gaming Career Frameboard

Frame
The way we see and interpret the situation.

Solution
The best approach within the frame







Description
A short description of the product or service, how it works and about its benefits.

“Level Up Your Gaming Career!” is an online team-based mentorship program offered to women working in the gaming industry, to work on their professional development and empower them to pursue executive roles, so that they can pave the way for a diverse and inclusive gaming landscape.

This program will introduce diverse communication models, such as team-based assertiveness, inclusive language, cultural competence communication, empowerment communication, and collaborative decision making, with the help of hands-on guidance from fellow industry professionals, to combat industry-wide “bro culture”.

Name
1-3 chars only to establish name

Level Up Your Gaming Career!

Tagline
Short sentence to sell the solution, expressing its value

Take Your Next Step

Value proposition
1-3 (max) verbs, 1-3 (max) to ... (verb) by means of ... (What's in it for them?)

“Level Up Your Gaming Career!” empowers women in the gaming industry to pursue leadership roles through team-based training, mentorship and future networking opportunities.

Stakeholder (-s)
Those people which are important to the product or service. Often that is the customer and/or the social and not always. Sometimes different stakeholders exist to address specific key stakeholders by means of personas, hypothetical archetypes of real users.

Primary Stakeholders:
Women in the Gaming Industry: The primary stakeholders are the women working in the gaming industry who participate in the program. They benefit from the leadership program to gain confidence and advance their careers.
Industry Professionals and Mentors: Experienced industry professionals and mentors who contribute their expertise to the program are key stakeholders. They play a crucial role in guiding and mentoring participants.

Key problem
What we consider to be the essential problem for the stakeholders within this frame. The problem should be expressed in such a way that it's perfectly clear what causes it and what the impact is.

The key problem is **gender inequality** in the gaming industry. The issue is made worse by the **racist disparity in the number of male in leadership positions**. Only 16% of leadership positions are held by women (Women in Tech, 2023). This thus promotes the well-known “bro culture.”

After conducting interviews and surveys with 50+ women in the gaming industry, it was found that **women struggle to find growth opportunities, and present their assertiveness without facing backlash**, in such a “bro culture.”

This culture not only **discourages women from entering companies that lack significant women role models**, but it also results in a **lack of confidence** in standing up to discrimination, resulting in **missed opportunities in career advancement and educational development**. This cycle continues, exacerbating the already-existing diversity gap.

Solution approach
The line of reasoning that offers guidance for developing solutions to solve the problem for the users.


In addition to enabling **industry executives to mentor other women** in a team building environment, the online leadership program for women in the gaming industry gives these women the **chance to develop their confidence and communication skills** and gives them the **tools they need to pursue executive positions** in their companies, which will further their personal and professional development.

The program will provide:

- Online trainings (1-2 hours long)
- Communication Skills Course for their workplace
- Networking Opportunities (Discord server & invites to networking events)

Alternative ideas
Ideas, next to the best solution, that demonstrate alternative or not a frame is productive. What many alternative ideas are possible, the frame is productive.

Professional Development Bootcamps
Interactive Webinars
Mentorship Exchange Program
Job Fair for Women in Gaming



Note. A frameboard helps identify and visualize different frames or perspectives on a problem or situation, allowing for a more comprehensive understanding of the issue at hand (Unalab, 2023).

Frame 4: Uniti Gaming Convention




Similarly to Frame 3, the Core Task for Uniti Gaming Convention, formerly known as the WIG Awards, started off as Core Task 5: Management and Entrepreneurship, due to its nature of being an entirely new business process for WIGI that would need to be organized and managed on a yearly basis, and since the frame remained an organized event, the Core Task remained the same.

Figure 13

Uniti Gaming Convention Frameboard

Frame
The WIGI core and original, the solution

Solution
The best solution within this frame

Name Uniti Gaming Convention
Using easy to remember name

Tagline Uniti Gaming Convention: Where Every Player Finds Their Stage
Start your pitch to sell the solution, explaining its value

Description
A short, attention-grabbing, one-liner, that is evocative about what it delivers

The 'Uniti Gaming Convention' is a **free-to-attend** gaming convention that brings together women, non-binary, trans, femme-identifying individuals, men to acknowledge and celebrate achievements in gaming, and to push for a more inclusive and diverse gaming industry.

This conference would include:

- a yearly theme
- game exhibitions
- esports tournaments
- inclusion panels
- DEI educational programs
- networking spaces
- charity fundraising events
- coding & programming workshops
- recruitment stands

Value proposition
... (Name) (Verb), (adjective) (to) ... (gain) (by means of) ... (How) (doing) (verb)

The 'Uniti Gaming Convention' unites gaming industry professionals and those alike to recognize and celebrate each other's professional achievements in the industry, have some fun, and ultimately advocate for a more diverse and inclusive gaming industry by attending inclusivity panels, learning about DEI in educational workshops, networking, attending professional development workshops, and donating to DEI causes such as Women in Games International at fundraising events.

Stakeholder (-s)
Those people who have important stake in the product or service. Other than the customer and/or the user, but not always. Sometimes a firm's stakeholders must be addressed. Describe the stakeholder's reasons of interest, organizational objectives of the users.

Primary Stakeholders:
Women, Non-Binary, Trans, Femme-Identifying Individuals in the Gaming Industry: Being recognized and celebrated at the booths at the convention.
Gaming Industry Companies and Studios: They may sponsor or support the convention. Recognizing the contributions of women in gaming aligns with their commitment to diversity and inclusion, and the success of the event can impact their reputation and brand image.

Secondary Stakeholders:
Gaming Community and Fans: They are interested in knowing and celebrating the achievements of women in the industry, as this promotes diversity, inspires others, and can lead to more inclusive and diverse gaming experiences.
Event Organizers and Sponsors: The individuals or organizations responsible for organizing and sponsoring the 'Uniti Gaming Convention' are also key stakeholders. Their success is tied to the event's impact and reach, and they have a vested interest in making a memorable and influential celebration of women, non-binary, trans, femme-identifying individuals in gaming.

Key problem
What we consider to be the essential problem for the stakeholder; within this frame, the problem should be expressed in such a way that it is self-explanatory what causes it and needs to be solved.

Underrepresented gender's achievements have gone unnoticed and there has been a lack of representation due to the game industry being male-dominated and gender biases prevailing throughout the industry.

Through the convention, a more diverse, inclusive, and thriving gaming industry could be established over time by addressing the underrepresentation of these groups in the industry and acknowledging and celebrating their accomplishments.

It can also be used to inspire and encourage the next generation of gaming industry staff.

Solution approach
The key, overarching goal, often phrased for a specific solution to solve the problem for the users.

By hosting a gaming convention to recognize the achievements of underrepresented genders in the gaming industry, there will be a sense of empowerment for those groups currently working in the industry and inspiration for the people who want to enter the gaming industry.

It will not only allow them to celebrate their achievements, but also network with other individuals in the industry get further educated into diversity and inclusivity initiatives and most importantly, have fun with other like-minded individuals within the industry.

As concerns were expressed during field research, there would also be safety measures for participants to ensure a safe and inclusive environment for all.

Alternative ideas
Think out of the box solution, that demonstrates whether or not a frame is productive, often many alternative ideas are possible, the future is production.

Uniti Games Awards
Uniti Gaming Showcase
Uniti Gaming Festival
Multimedia Campaigns for Showcasing Achievements of Underrepresented Genders

inholland
hogeschool **miro**

Note. A frameboard helps identify and visualize different frames or perspectives on a problem or situation, allowing for a more comprehensive understanding of the issue at hand (Unalab, 2023).

2.8 Feasibility, Desirability, Viability

To determine if the concepts are worth developing further into prototypes, and if they would properly answer the design question, the feasibility, desirability and viability was analyzed for each frame.

Table 6
Feasibility, Desirability, Viability of the Frameboards

	Feasibility	Desirability	Viability
A Quest for Inclusion	Considering WIGI already has multi-day or multi-week programs that they have implemented, the idea of a 3-day long program is not out of reach of feasibility (Women in Games International, 2023). Additionally, the success of similar educational initiatives in the gaming industry, such as the Global Gaming Women organization providing education and training for women interested in gaming careers, further supports the feasibility of “A Quest for Inclusion” (GGW, 2023).	The overall concept was received positively. 57% of target group has expressed the appeal for the program and the likelihood they would engage with the concept (see Appendix I & J for questionnaire results)	WIGI has been creating and carrying out programs for years on end, and they have an extensive network of sponsors that allow them to carry out these programs thanks to their considerate donations and sponsorships, due to the non-profit nature of WIGI (Esports Insider, 2023; Women in Games International, 2023).
Leading the Change	Considering WIGI already has programs that they have implemented of a similar nature, it is not out of reach for feasibility. Their focus would need to be on hiring DEI experts in each region or company to ensure the content of the program is being taught adequately.	The overall concept was received positively. 84% of participants indicated it would be impactful for key executives, with 42% of respondents indicating they would support or engage with the program, assuming positive changes would be implemented.	The concept is viable as it addresses a crucial need within the industry to address and tackle gender disparities in the gaming industry. As it would be a program that could be carried out time and time again, it is a viable option for WIGI to carry out in the future.
Level Up Your Gaming Career	Considering WIGI has done mentorship programs in the past, “Level Up Your Gaming Career” is not out of reach, in terms of physical and human resources, finances and possibility.	The concept was received very positively, with 85.7% of questionnaire respondents claiming it would aid them in their pursuit for a new leadership role.	The concept is viable as it addresses a crucial need within the industry to address and tackle gender disparities in the gaming industry. As it would be a program that could be carried out time and time again, similarly to their past mentorship programs, it is a viable option for WIGI to carry out in the future.
Uniti Gaming Convention	WIGI has not carried out a project of this scale before. Therefore, it can be said that this concept would be the least feasible of the 4 concepts. It would cost a lot of money for WIGI, and considering they raise money through only grants and donations, it is less feasible.	Over 80% of respondents did show interest in attending the event, but raised concerns about the concept being inaccessible to those not living in the same country (due to travel expenses, and the time needed to travel)	The concept would be somewhat viable, considering the interest, however, if it were to take place yearly, it would need funding yearly and considering the budget would not be set in stone, the concept is lacking in viability.

2.8.1 Budget

Considering Women in Games International is a non-profit organization that hosts and develops extensive programs, it was important to determine the budget for each of the frames to understand the concepts' development costs, return on investment and how those factors impact their feasibility and viability (*see Appendix M for detailed budget breakdown*).

After conducting an interview with the client and CEO of WIGI, Joanie Kraut, she made it known that WIGI is 100% funded through grants, sponsorships, and donations. In order to run a program, they create a budget for direct and indirect costs with a go/no-go point defined. They proceed by finding sponsors or grants to cover the costs. If they are able to raise enough, WIGI runs the program. They do fundraising campaigns to try to create as much of a runway as possible, but they rely on our Board and volunteers to help offset costs as much as possible (Brown & Kraut, 2024).

With that being said, they did receive a monumental grant from Activision Blizzard back in 2021, for 1 million US dollars (WIGI Press Release, 2021), and they have an extensive range of 39 sponsors as shown on their website (WIGI, 2023b).

Table 7

Development Costs and ROI of the Frames

	Frame #1 A Quest for Inclusion	Frame #2 Leading the Change	Frame #3 Level Up Your Gaming Career	Frame #4 Uniti Gaming Convention
Estimated Development Costs	\$21,594 (Chapman Alliance, 2020)	\$21,166 (eLearning Art, 2022)	\$91,957 (eLearning Art, 2022)	\$107,460 (Social Tables, 2021)

Note. An estimation of the development costs needed to carry out the concepts and ROI that the frames provide for WIGI.

Return on Investment

Since WIGI is a non-profit organization, the focus of value shifts from monetary to non-monetary value. In other words, there is a focus on the functional, social and psychological value the concepts bring WIGI and the target group (Indeed Editorial Team, 2023).

A Quest for Inclusion

Functional Value:

Practical Empowerment:

- Attendees receive an action plan package with step-by-step guidance, educational resources, and DEI material discounts.
- Empowers individuals with practical tools to actively contribute to inclusivity.

Social Value:

Community Building:

- Serves as a platform for women in gaming to connect, share experiences, and recognize shared challenges.
- Offers free admission to a mentorship program and access to a dedicated Discord Server.
- Facilitates a supportive social network, fostering a sense of community and collaboration.

Psychological Value:

Awareness and Recognition:

- Raises awareness among stakeholders, including hiring managers, HR managers, and senior leads, about challenges faced by women.
- Contributes to a deeper understanding, empathy, and a more inclusive and psychologically supportive workplace culture.

Leading the Change

Functional Value:

Strategic Knowledge Transfer:

- Provides key executives and HR professionals a comprehensive understanding of diversity and inclusion issues.
- Enables acquisition of practical tools for implementing strategic changes.

Social Value:

Cultural Transformation:

- Aims to create a cultural shift by educating top executives and HR.
- Fosters socially responsible leadership, embracing diversity and reducing discrimination.

Psychological Value:

Enhanced Reputation:

- Equips executives with skills for inclusive leadership, offering DEI certification and incentives.
- Enhances reputation, instills a sense of accomplishment, and contributes to job satisfaction.

Level Up Your Gaming Career

Functional Value:

Professional Development:

- Offers online training sessions and a Communication Skills Course for skill enhancement.
- Empowers women in the gaming industry for career advancement through enhanced skills.

Social Value:

Combatting "Bro Culture":

- Addresses industry-wide "bro culture" through diverse communication models.
- Fosters social inclusivity through team-based training, mentorship, and networking opportunities.

Psychological Value:

Confidence Building:

- Provides a supportive environment for women to develop confidence and communication skills.
- Equips participants with tools for pursuing executive positions, fostering personal and professional development.

Unity Gaming Convention

Functional Value:

Inclusive Networking:

- Offers networking spaces, recruitment stands, and professional development workshops.
- Provides opportunities for career advancement for underrepresented genders.

Social Value:

Recognition and Celebration:

- Serves as a platform for recognizing and celebrating achievements of underrepresented genders.
- Fosters a sense of community, inspiration, and shared celebration among professionals and enthusiasts.

Psychological Value:

Empowerment and Inspiration:

- Empowers current industry professionals and inspires the next generation.
- Addresses the psychological impact of being overlooked, fostering pride, belonging, and motivation.

In conclusion, the investment costs for Women in Games International's initiatives are justified by the invaluable non-monetary returns they offer. The focus on functional, social, and psychological values ensures a meaningful impact beyond financial considerations. From empowering individuals through action plans and inclusive training to initiating cultural transformation in leadership, combatting biases, and fostering a more diverse and supportive gaming community, these initiatives align with WIGI's mission. The long-term benefits, such as improved workplace cultures, empowered individuals, and a more inclusive industry, validate the considerable development costs, establishing these programs as a worthwhile investment for Women in Games International.

2.9 Design Criteria

A Quest for Inclusion:

The design of "A Quest for Inclusion" aligns with design criteria, utilizing an action plan package to raise awareness about gender disparities. The program caters to the target group's desires for internal education, prioritizing diverse voices and representation through the hiring of experts. The initiative actively addresses challenges and creates a deeper understanding of inclusivity in the gaming workspace.

Leading the Change:

"Leading the Change" effectively meets design criteria, addressing diversity challenges through one-on-one training for executives. Iterative changes in visuals and program format align with the wishes and needs of underrepresented genders. Diverse voices are emphasized through the inclusion of diverse experts as instructors, actively addressing challenges and promoting diverse hiring practices for an inclusive gaming industry.

Level Up Your Gaming Career:

"Level Up Your Gaming Career" aligns with design criteria, evolving to tackle gender disparities in the gaming industry. Feedback-driven adjustments address concerns about condescension and clichés, prioritizing diverse voices through improved clarity, inclusivity, and educational topics. The program empowers underrepresented genders by focusing on gender imbalances, mentorship, and practical training for career advancement in the gaming sector.

Uniti Gaming Convention:

The "Uniti Gaming Convention" demonstrates alignment with design criteria, evolving from an award show to a convention emphasizing celebration and unity among underrepresented genders. Responding to feedback, the convention ensures inclusivity through name shifts, modified taglines, and the introduction of networking spaces. Diverse voices and representation are emphasized through features like game exhibitions, inclusion panels, and esports tournaments, addressing gender inequality issues within the gaming community.

2.10 Quality of Research

The quality of research for the frames "A Quest for Inclusion," "Leading the Change," "Level Up Your Gaming Career," and "Uniti Gaming Convention" show various aspects related to reliability, validity, strengths, and weaknesses.

2.10.1 Reliability and Validity

All four frames were tested using interviews and questionnaires, which are recognized as reliable and valid methods for qualitative data collection (Clements & Rajagopal, 2023; Gorvine et al, 2023; Lindemann, 2024). All target group participants and respondents were contacted to participate through the gaming industry and WIGI community on LinkedIn. The use of multiple methods to test, as well as the encouragement of honest responses from participants, enhanced the overall reliability and validity of the research findings (Haradhan, 2017). For example, all frames were tested using interviews for in-depth exploration and questionnaires for structured data collection, ensuring diverse perspectives and evident data patterns. The iterative design thinking approach and two rounds of testing in the four frames show the commitment to iterating the frames based on varying perspectives and opinions, enhancing their reliability and validity (IxDF, 2024).

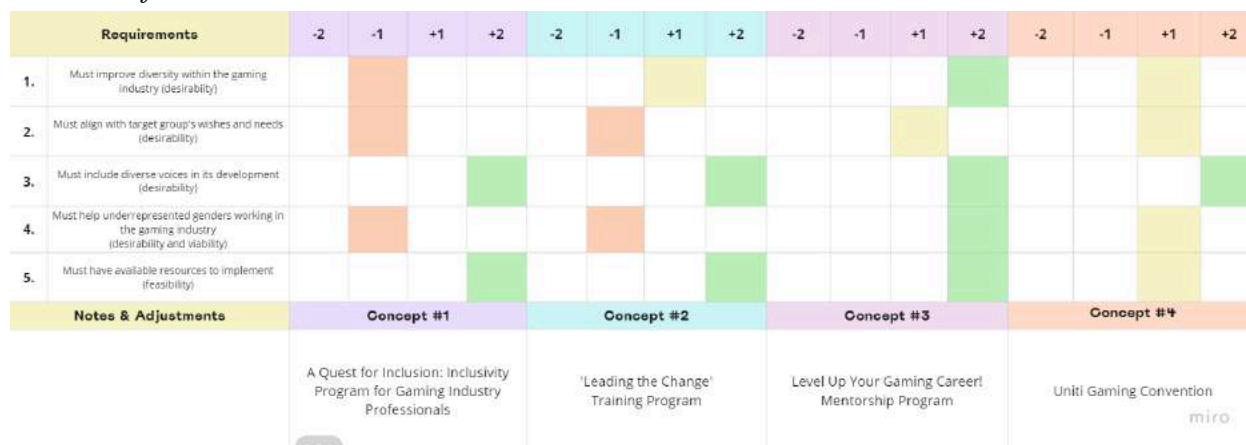
2.11 Conclusion

After doing desk and field research, testing the frames with stakeholders and iterating all four frames in hopes of finding the concepts that best can answer my design question of "How might Women in Games International empower underrepresented genders working in gaming to increase DEI within the gaming industry?", two frames were chosen to further develop and test two more times. The frames chosen were "Level Up Your Gaming Career" and "Uniti Gaming Convention".

The two concepts were chosen as they were deemed the most desirable by the target group in the final phase of testing. Although it is important for the frames to be desirable for the client and target group, an evaluation of which concepts best fit the design criteria was done using a Harris Profile (*see Appendix L for design criteria*).





A Harris Profile is a graphic representation of the strengths and weaknesses of design concepts (Erasmus University Rotterdam, 2023). A number of criteria is used to evaluate the design alternatives. A four scale scoring is used for all criteria. The scale is coded -2, -1, +1, and +2, from the worst to best fit of the criteria (*see Appendix N for Harris Profile Criteria*).

Figure 14
Harris Profile



Note. A Harris Profile is a graphic representation of the strengths and weaknesses of design concepts (Erasmus University Rotterdam, 2023).

Figure 15
Harris Profile Criteria

	Must improve diversity within the gaming industry	Must align with target group's wishes and needs	Must include diverse voices in its development	Must help underrepresented genders working in the gaming industry	Must have available resources to implement
 -2 points	Would not improve diversity in the gaming industry in any manner	Is not desirable to the target group's wishes and needs at all	No diverse voices are present in the development of the concept	Does not make any impact for the careers of underrepresented genders working in the gaming industry	Requires an unrealistic time and financial investment
 -1 point	Would not improve diversity in the gaming industry in a noticeable manner	Meets barely any of the wishes and needs of the target group	Very few diverse voices are present in the development of the concept	Barely makes any impact for the careers of underrepresented genders working in the gaming industry	Requires a moderate time and financial investment
 +1 point	Has the potential to improve diversity in the gaming industry slightly	Aligns with the target group's wishes and needs	Many diverse voices are present in the development of the concept	Positively impacts the careers of underrepresented genders working in the gaming industry	Requires minimal time and financial investment
 +2 points	Has the potential to improve diversity in the gaming industry tremendously	Aligns with the target group's wishes and needs tremendously	The majority of people present in the development of the concept are diverse	Positively impacts the careers of underrepresented genders working in the gaming industry, leading to further opportunities	Is easily achievable with WIGI's current time or financial resources

Note. A table of criteria to justify the amount of points given to each concept

Based on the Harris Profile shown, “A Quest for Inclusion” resulted in 1 point, “Leading the Change” Training Program received 5 points, “Level Up Your Gaming Career” got 9 points, and finally, “Uniti Gaming Convention” received 6 points in the Harris Profile. Therefore, the two concepts that best fit the Design Criteria were “Level Up Your Gaming Career” and “Uniti Gaming Convention”, meaning they would be the concepts for further development (*see Appendix O for Harris Profile Concept Justification*).

PHASE 3 DEVELOP

PHASE 3: DEVELOP

The third phase will highlight the development of the frames. Out of the four frames, two frames were chosen to start prototyping in the Develop stage, Level Up Your Gaming Career and Uniti Gaming Convention. It was now possible to test them two more times, iterate and develop them further into concepts. In the design thinking process, a concept is scaled-down version of a product or service, used to investigate the ideas, which can take form of a low-fidelity prototype (Interaction Design Foundation, 2024). The two frames were developed into low-fidelity prototypes, such as mood and concept boards, while keeping the second core task, design criteria and findings from the previous design phases in mind.

3.1 Methodology

In order to turn the frameboards into concepts, low-fidelity prototypes in the form of mood boards and concept boards were created for the two chosen frames. Mood and concept boards were chosen as they are an efficient tool to convey a certain message and design ideas to the target group (Chapman, 2018). Mood and concept boards are also useful during the divergent stages of the design process, as they allow for quick testing and the ability to discard bad ideas more easily than high-fidelity prototypes (Yang, 2023).

The research methods chosen to test the mood boards used both desk research and field research, incorporating expert interviews, questionnaires and feedback capture grids. Desk research involved analyzing articles and websites to gain insights into the challenges faced by the target group (Vijayamohan, 2023). Online expert interviews were conducted to delve deeper into the perspectives of underrepresented individuals in the gaming industry (Bhat, 2023). Structured qualitative questionnaires were sent out to gather insights from a larger target group sample, identifying patterns in their preferences (Pelz, 2023).

Feedback capture grids are valuable for structuring prototype feedback. These sheets, divided into quadrants (Likes, Criticisms, Questions, Ideas) with simple symbols, organize feedback systematically during or after testing. This method promotes systematic thinking, making it particularly beneficial for written or formal feedback, ensuring structured documentation throughout the process (Dam & Siang, 2024).

Strengths of the Research:

- The emphasis on low-fidelity prototypes like mood and concept boards allows for quick testing and efficient communication of design ideas, demonstrating a strength in the early stages of concept development (Sampleboard, 2023).
- The use of feedback capture grids contributes to structured documentation and systematic thinking, enhancing the strength of the feedback collection process (IxDF, 2023).

Weaknesses of the Research:

- While low-fidelity prototypes have strengths in the design process, they might lack the detail needed for in-depth evaluation, potentially limiting the depth of insights (Tan, 2021).
- The potential for bias in the feedback capture process, even with a structured approach, could introduce weaknesses in the interpretation of feedback (IxDF, 2023).

3.2 Concept #1

Figure 16

Chosen Concept #1 Level Up Your Gaming Career

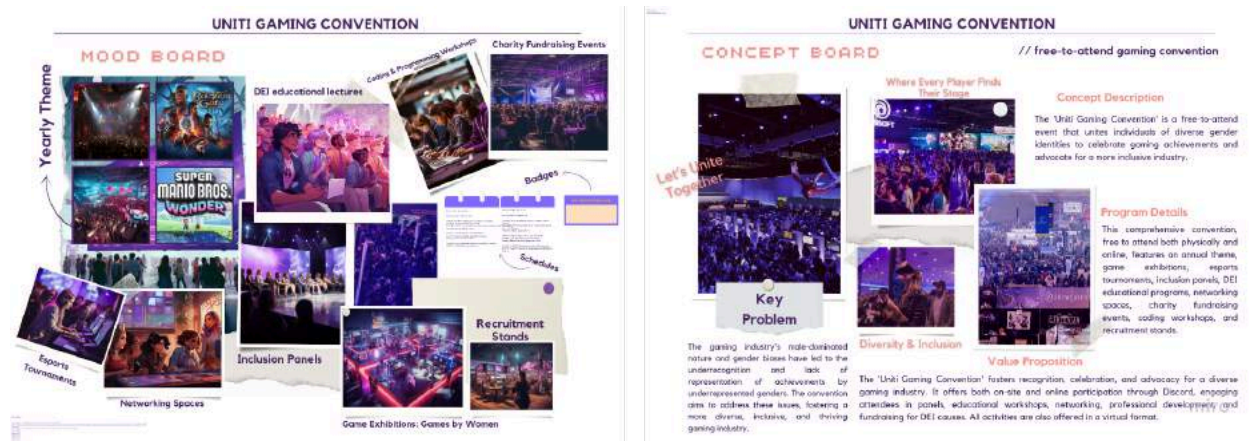


Note. Low fidelity prototype of Level Up Your Gaming Career

3.3 Concept #2

Figure 17

Chosen Concept #2: Uniti Gaming Convention



Note. Low fidelity prototype of Uniti Gaming Convention

3.4 Mood Board Testing and Iterations

After the two concepts were chosen to develop, they underwent two more tests and iterations. The feedback was then summarized, in order to choose one final concept to develop into a high-fidelity prototype, that would make the most feasible, desirable and viable end product.

During the testing phase, all interview participants verbally agreed on the tests being recorded and transcribed, for data-analysis purposes, and all participants filling out the questionnaires were informed that the data would be used for this study before filling it out.

3.4.1 Methodology Testing with Target Group and Experts

The two mood boards were tested with the target group, which comprised of individuals of underrepresented genders working in the gaming industry, all contacted through LinkedIn.

Table 8

Develop Phase Testing Methods

Method & Test	Participants	Role	Length	Date
Questionnaire (Target Group) Concept Development #1: "Level Up Your Gaming Career" vs. "Uniti Gaming Convention" #1 <i>(see Appendix P)</i>	5 respondents	Video Game Tester Programmer Developer Experience Engineer Game Designer Product Manager	10 days	13/11/2023 Until 23/11/2023
Questionnaire (Target Group) Concept Development #2: "Level Up Your Gaming Career" vs. "Uniti Gaming Convention" #2 <i>(see Appendix Q)</i>	5 respondents	Video Game Tester Programmer Developer Experience Engineer Game Designer Product Manager	10 days	24/11/2023 Until 04/12/2023
Expert Interview <i>(see Appendix P)</i>	Alex Stramrood	Video Game Producer	47 mins	24/11/2023
Feedback Capture Grid <i>(see Appendix Q)</i>	2 respondents	Game Artist Narrative Designer	5 days	25/11/2023 Until 20/11/2023

Note. Methods conducted during the testing in the Develop phase, including the participants, their role, the length of the testing and the date conducted.

3.4.2 Results of the Testing and First Iteration

(see Appendix P for detailed target group and expert feedback and iterations)

Target Group Feedback

Mood Board #1: Level Up Your Gaming Career:

Mixed Feedback:

- Some suggest a similar program for men.
- Concerns about participant burden and a call for balance.
- Emphasis on leadership, communication, and assertiveness.

Structural Recommendations:

- Minimize time commitment, space out sessions.
- Enhance diversity representation and visuals.
- Positive responses to the communication skills course.

Empowerment and Networking:

- Crucial skills for women's advancement.
- Interest in networking, local participation.
- Positive impact on personal and professional development.

Mood Board #2: Uniti Gaming Convention:

Legal and Logistical:

- Address potential legal issues with the name "Unity."
- Acknowledge logistical challenges, suggest online elements.
- Recommendation for cost reduction and improved accessibility.

Decentralized Model:

- Suggest smaller, decentralized conventions worldwide.
- Recognize benefits in global exchange of ideas.
- Acknowledge the proposal's "nice to have" nature.

Diversity and Inclusion (DEI) Aspects:

- Recognize industry achievements and inclusivity panels.
- Emphasize differentiation and fulfilling specific needs.
- Communicate commitment to DEI with gender diversity representation.

Expert Feedback:

● Positive Feedback:

- Importance of active participation.
- Appreciation for focus on skills and assertiveness.
- Support for online availability.

● Constructive Criticism:

- Suggestions for role-playing and course workbook.
- Emphasis on more engaging methods.
- Caution regarding potential confusion with the Unity engine.

Level Up Your Gaming Career Iteration #1:*(see Appendix P for detailed iterations)***Expanded Inclusivity:**

- Broadened scope to include underrepresented genders and men.

Two-Sided Approach:

- Empowerment for women in executive roles.
- Mentoring for men to enhance skills.

Program Structure Enhancement:

- Introduced diverse communication models.
- Sessions every two weeks for practical application.
- Increased session frequency to three.

Target Audience Refinement:

- Expanded to 50+ underrepresented individuals.
- Emphasis on struggles and assertiveness in the "bro culture."

Inclusive Networking Opportunities:

- Added breakout rooms for networking.

Updated Value Proposition:

- Emphasizes empowering underrepresented genders.
- Facilitates men in enhancing team-based skills.

Uniti Gaming Convention Iteration #1:*(see Appendix P for detailed iterations)***Online Edition:**

- Made available online to address concerns.

Game Exhibitions:

- Focus on games developed by underrepresented genders.

Recruitment Stands:

- Included to improve job opportunities.

3.4.3 Results of the Testing and Second Iteration

Mood Board 1: Level Up Your Gaming Career

Questionnaire #2 Feedback: *(see Appendix P for questionnaire results)*

Program Effectiveness:

- Varied perceptions on program effectiveness, with 60% considering it moderately effective in addressing challenges faced by underrepresented genders.
- Team-based training and mentorship are widely viewed as impactful, with 80% finding them very or extremely impactful.

Inclusivity Through Men's Participation:

- 100% agreement that including men in the program contributes positively to fostering an inclusive and safe working environment for underrepresented genders.

Communication Models and Format:

- Diverse communication models are seen as valuable, with 60% considering them very valuable.
- Mixed opinions on the visual aspects, with a suggestion to include photos of various roles in gaming beyond the traditional "gamer" focus.
- The proposed format of three sessions every two weeks receives generally positive feedback for its effectiveness in practical application and knowledge sharing.

Figure 17

Feedback Capture Grid Feedback (see Appendix Q for feedback grid results)

<p>Likes what did you like? what works well?</p> <ul style="list-style-type: none"> • I like the message • I like the calm theme 	<p>Wishes give some constructive criticism. what does not work well? what do you wish it had?</p> <ul style="list-style-type: none"> • I guess maybe be a bit more specific on what kind of skills • I think you could do more with the background 
<p>Questions what questions came up as you looked at the concepts?</p> <ul style="list-style-type: none"> • To what extent can this problem be tackled by learning stuff to women 	<p>Ideas what ideas came up while looking at the concepts? what ideas can you suggest?</p> <ul style="list-style-type: none"> • Make two different workshops for men and women, since the problems for the genders are quite different • Try to make it clear with the visuals aswell  <p style="text-align: right;">miro</p>

Note. A feedback capture grid is a tool used to collect and organize user feedback in a structured way. It is a simple four-question grid that can be used to gather feedback from stakeholders in a quick and constructive way (IxDF, 2023).

Mood Board 2: Uniti Gaming Convention

Questionnaire #2 Feedback:

Mixed Effectiveness Perception:

- Varied opinions on the convention's effectiveness in addressing challenges for underrepresented genders in the gaming industry.
- 40% find it moderately effective, with 20% each considering it very effective, slightly effective, and not effective.

Positive Resonance with Mission:






- Positive feedback on the mission and community-building aspects of the convention.
- Some participants express challenges in reading the text, suggesting a need for improved communication.

Importance of Hybrid Participation:

- Strong consensus on the importance of combining on-site and online participation for accessibility and engagement.
- 40% view it as very important, 40% as moderately important, and 20% as slightly important.

Figure 18

Feedback Capture Grid Feedback (see Appendix P for feedback grid results)

<p>Likes what did you like? what works well?</p> <ul style="list-style-type: none">• The different events• The font 	<p>Wishes give some constructive criticism, what does not work well? what do you wish it had?</p> <ul style="list-style-type: none">• I feel like it doesnt really tackle the issue• Calmer theme like the last one 
<p>Questions what questions came up as you looked at the concepts?</p> <ul style="list-style-type: none">• How exactly does this tackle the issue? 	<p>Ideas what Ideas came up while looking at the concepts? what Ideas can you suggest?</p> <ul style="list-style-type: none">• none really• Looks clear  

Note. A feedback capture grid is a tool used to collect and organize user feedback in a structured way. It is a simple four-question grid that can be used to gather feedback from stakeholders in a quick and constructive way (IxDF, 2023).

Mood Board 1: Level Up Your Gaming Career *(see Appendix P for Iterated Mood Boards)***Target Audience Refinement:**

- Maintained focus on SO+ underrepresented individuals.
- Emphasized common struggles, growth challenges, and assertiveness.

Program Structure Enhancement:

- Increased sessions to 6 per group.
- Categorized sessions for men, underrepresented genders, and combined.
- Offered practical application, knowledge settling, and networking.

Inclusive Language and Content Focus:

- Shifted to more inclusive language.
- Streamlined content on key team-based skills.
- Addressed the prevalent "bro culture" in gaming.

Mood Board 2: Unifi Gaming Convention *(see Appendix P for Iterated Mood Boards and detailed iterations)***Communication Enhanced:**

- Improved readability with larger fonts and clear visuals.
- Adjustments for accessibility based on specific feedback.

Effectiveness Optimized:

- Conducted post-convention survey for improvement.
- Enhanced program elements based on participant feedback.

Hybrid Participation Refined:

- Optimized online platform with live Q&A and virtual networking.
- Seamless integration of on-site and online experiences.
- Prioritized engagement and accessibility for all participants.

3.4.4 Feasibility, Desirability, Viability

To determine which concept is worth developing into a high fidelity prototypes and if the concept would properly answer the design question, the feasibility, desirability and viability was analyzed for the two concepts.

Table 9

Feasibility, Desirability Viability of the concepts

	Level Up Your Gaming Career	Uniti Gaming Convention
Feasibility	<ul style="list-style-type: none"> • Online mentorship format overcomes geographical barriers, organized sessions facilitate effective planning, and professional involvement adds credibility. 	<ul style="list-style-type: none"> • Inclusive theme and offerings feasible with a focus on diversity, safety measures ensure a secure environment, and varied program elements contribute to engagement.
Desirability	<ul style="list-style-type: none"> • Addresses crucial aspects of professional development, resonates with the industry's need for cultural change, and offers a platform to celebrate achievements and promote inclusivity. 	<ul style="list-style-type: none"> • Desirable for its inclusivity, skill development, and advocacy for a more diverse and inclusive gaming industry.
Viability	<ul style="list-style-type: none"> • Clear value proposition aligned with industry trends, hybrid learning with varied experiences, and stakeholder alignment support its viability. 	<ul style="list-style-type: none"> • Viability supported by a clear value proposition, hybrid learning experiences, targeted research, stakeholder alignment, industry support, and potential impact on reputation.

Note. A table showing the feasibility, desirability, and viability aspects of Level Up Your Gaming Career and Uniti Gaming Convention

3.5 Design Criteria

Prior to one of the concepts being developed into a high-fidelity prototype, it was important to see if the concept still meets the following design criteria, that would allow it to answer the research question.

Table 10

3.5.1 Design Criteria for Level Up Your Gaming Career

Design Criteria	
Improve Diversity in the Gaming Industry	Targets underrepresentation, supporting underrepresented genders in pursuing leadership roles for a more diverse gaming landscape and countering "bro culture."
Align with Target Group's Wishes and Needs	Tailored to the wishes and needs of underrepresented individuals in the gaming industry, focusing on team-based skills and offering structured sessions with practical application and networking opportunities.
Diverse Voices and Representation	Incorporates diverse voices through industry professionals leading sessions and ensures representation with dedicated sessions for both men and underrepresented genders.
Must help underrepresented genders in the gaming industry	Centered on empowering underrepresented genders with targeted training, mentorship, and networking opportunities, addressing common struggles and fostering career growth in the gaming industry.

Note. A table showing how Level Up Your Gaming Career fits the Design Criteria

Table 11

3.5.2 Design Criteria for Uniti Gaming Convention

Design Criteria	
Improve Diversity in the Gaming Industry	Unites diverse genders to celebrate gaming achievements, advocates for inclusivity, and addresses industry underrepresentation.
Align with Target Group's Wishes and Needs	Meets the desires of diverse gaming individuals by offering recognition, celebration, networking, education, and advocacy.
Diverse Voices and Representation	Represents and celebrates diverse voices, recognizing achievements and promoting diversity within the gaming community.
Must help underrepresented genders in the gaming industry	Empowers and inspires underrepresented genders by acknowledging their achievements, fostering networking, and providing education and inspiration.

Note. A table showing how Uniti Gaming Convention fits the Design Criteria

3.6 Quality of Research**3.6.1 Reliability and Validity****Reliability:**

- The use of mood and concept boards aligns with design efficiency and offers a visually engaging method for conveying ideas, contributing to the reliability of the prototypes (Arhipova, 2021).
- Incorporating expert interviews, questionnaires, and feedback capture grids provides a multi-method approach, enhancing the validity by triangulating data from different sources (Zohrabi, 2013).

Validity:

- Reliability might be challenged due to the subjective nature of qualitative data gathered through expert interviews and questionnaires, potentially impacting the consistency of findings (Explorable, 2024).
- The reliance on online methods for expert interviews and questionnaires might introduce selection bias, limiting the generalizability of results (Greenacre, 2016).

3.7 Conclusion

The Develop phase refined "Level Up Your Gaming Career" and "Uniti Gaming Convention" following the testing using mood boards, expert interviews, questionnaires, and feedback capture grids. Positive testing feedback and assessments confirmed their potential success. Design criteria prioritized industry alignment and diversity commitment. Varied research methods enhanced reliability, acknowledging potential biases. While strengths of low-fidelity prototypes and structured feedback were evident, limitations like potential bias and detailed evaluation gaps were recognized. In summary, Phase 3 successfully refined concepts, paving the way for high-fidelity prototyping in the Deliver phase.

PHASE 4
DELIVER

PHASE 4: DELIVER

In the fourth and final phase of the Design Based Research, called “Deliver”, a final concept needed to be chosen to further develop and turn from a low-fidelity prototype to a high-fidelity prototype. At the end of the phase, a high fidelity prototype is presented, in the form of a clickable demo for Women in Games International in order to help them understand the visual aspects of the prototype, get a feel the user experience through the clickable features, and gain insight into the potential of the platform.

4.1 Choosing the Final Concept

Following the development and testing of the two prototypes, one concept needed to be chosen on the basis that it has the most potential to be the ideal concept to solve WIGI’s challenge of empowering underrepresented individuals in the gaming industry. It was important to analyze which concept is the most preferred by the target group and other stakeholders, as well as which concept was the most feasible, desirable and viable of the two, based on the design criteria. Therefore, another Harris Profile was conducted.

4.1.2 Harris Profile

A Harris Profile is a graphic representation of the strengths and weaknesses of design concepts. A number of criteria is used to evaluate the design alternatives. A four scale scoring is used for all criteria. The scale is coded -2, -1, +1, and +2, from the worst to best fit of the criteria (see Appendix N for Harris Profile Criteria).

Figure 19

Harris Profile for Level Up Your Gaming Career and Uniti Gaming Convention

Requirements		-2	-1	+1	+2	-2	-1	+1	+2
1.	Must improve diversity within the gaming industry (desirability)								
2.	Must align with target group's wishes and needs (desirability)								
3.	Must include diverse voices in its development (desirability)								
4.	Must help underrepresented genders working in the gaming industry (desirability and viability)								
5.	Must have available resources to implement (feasibility)								
Notes & Adjustments		Concept #1				Concept #2			
		Level Up Your Gaming Career! Mentorship Program				Uniti Gaming Convention			

Based on the Harris Profile shown, “Level Up Your Gaming Career” got 10 points, and finally, “Uniti Gaming Convention” received 2 points in the Harris Profile. Therefore, the final concept that best fit the Design Criteria was “Level Up Your Gaming Career”, meaning they would be the

concept for high fidelity prototype development (*see Appendix R for Harris Profile Concept Justification*).

4.2 Chosen Concept

As concluded in the Harris Profile model, the chosen concept to develop into a high fidelity prototype was Level Up Your Gaming Career. As the low-fidelity prototype did not fully encompass the potential of the concept, focusing on the experience and social value rather than functionality and practicality, it was logical to develop the concept into a high-fidelity prototype that would properly encompass and showcase the concept and achieve the goal of empowering underrepresented genders, therefore, the chosen prototype was a clickable demo of a VoIP social platform. The prototype was created to bring together underrepresented genders and male allies in a non-intimidating, educational and network setting. The end goal being to empower underrepresented individuals to pursue leadership roles, as well as educate men in the workforce by introducing diverse communication models through team-based training, workshops, and networking opportunities offered within the platform. The goal is to foster an inclusive, safe, and collaborative working environment for underrepresented individuals.

4.3 Methodology

The research methods chosen to test the high-fidelity prototype used both desk research and field research, incorporating expert interviews and questionnaires. Desk research involved analyzing articles and websites to gain insights into the strengths and weaknesses of creating a VoIP social platform (Bajaj, 2023). Online expert interviews were conducted to delve deeper into the perspectives of underrepresented individuals in the gaming industry (Bhat, 2023). Structured qualitative questionnaires were sent out to gather insights from a larger target group sample, identifying patterns in their preferences (Pelz, 2023).

Strengths of the Research Methods:

- **Mixed Method Approach:** The integration of both desk research and field research allowed for a holistic understanding of the VoIP social platform concept.
- **Expert Insights:** The expert interview provided nuanced perspectives, offering in-depth insights into user experiences and expectations.
- **Diverse Respondent Pool:** The questionnaire reached a diverse group of respondents, including professionals with different roles in the gaming industry, enriching the data.

Weaknesses of the Research Methods:

- **Limited Sample Size:** The expert interview involved a single participant, and the questionnaire, while diverse, had a relatively small sample size (5 respondents), potentially limiting the generalizability of findings.

- **Subjective Responses:** The questionnaire and expert interview relied on subjective responses, introducing the possibility of individual biases influencing the results.
- **Time Constraints:** The expert interview, conducted over 43 minutes, might have had time constraints influencing the depth of exploration in certain areas.

4.4 High Fidelity Prototype

4.4.1 Methodology Testing

Table 12

Deliver Phase Testing Methods

Method & Test	Participants	Role	Length	Date
Expert Interview <i>(see Appendix S for interview transcript)</i>	Malia Knapps	Gamer & Writer UC Berkley Graduate WIGI Mentee	43 mins	29/12/2023
Questionnaire <i>Prototype Testing: "Level Up" Version 1</i> <i>(see Appendix S for questionnaire results)</i>	5 respondents	Video Game Producer Product Strategy & Partnerships Founder Narrative Designer UX Designer	10 days	01/01/2024 Until 11/01/2024

Note. Methods conducted during the testing in the Deliver phase, including the participants, their role, the length of the testing and the date conducted.

4.4.2 Testing Results of Level Up! VoIP Social Platform by WIGI

The high-fidelity prototype underwent testing, incorporating feedback from expert interviews and questionnaires. The questionnaire feedback highlighted positive aspects related to intentional design and diversity, while also identifying areas for improvement, such as information in the user interface. Mixed perceptions on the platform's empowerment potential and varied opinions on communication skills improvement showed the need for further changes. The expert interview with Malia Knapps offered valuable positive feedback, emphasizing empowerment, networking, and ease of use. However, uncertainties regarding the platform's role in educating male allies and concerns about platform fatigue were identified.

Questionnaire Feedback (Brown, 2023l):

(see Appendix S for detailed target group feedback)

Intentionality and Diversity:

- Positive feedback on intentional design for women.
- Acknowledgment of valuable features and presentation.

Constructive Criticism on Information Architecture:

- Recognition of intentional features.
- Suggested reordering for better user experience.

Comparison to Existing Platforms:

- Comparisons to Slack, Discord, Instagram.
- Considerations on uniqueness and benefits.

Empowering Underrepresented Genders (Brown, 2023l):

Mixed Perceptions on Empowerment:

- Varied opinions on empowerment.
- Suggestions for adding "empowerment sauce" and DEI content.

Networking and Career Advancement:

- Positive views on networking.
- Recognition of valuable resources and career features.

Communication Skills Improvement (Brown, 2023l):

Potential for Improvement:

- Optimism about training impact.
- Emphasis on practical conversation practice.

Value and Engagement (Brown, 2023l):

Perceived Value and Interest:

- Recognition of features and navigation.
- Interest due to feeling like a personal space.

Potential Diverse User Base (Brown, 2023l):

Optimism about Attraction:

- Optimism about diverse user base.
- Concerns about platform fatigue and engagement.

Impact on Male Allies (Brown, 2023l):

Positive Impact:

- Positive feedback on safe environment.
- Recognition as a potential space for education.

Uncertainty and Positioning:

- Uncertainty on educating male allies' role.
- Emphasis on marketing and user acquisition.

Expert Interview Feedback:

Figure 20

Expert Interview Testing Criteria

Empowerment		Empowerment
How do you perceive the prototype's potential to empower underrepresented genders for executive roles in the gaming industry?	☆	Users anticipate the prototype's potential to empower underrepresented genders for executive roles.
Communication Skills Improvement		Communication Skills Improvement
In your own words, can you describe whether the prototype suggests opportunities for significant improvements in communication skills, especially in interactions with male colleagues?	☆	Users recognize the prototype's potential for significant improvements in communication skills, particularly with male colleagues.
Networking Benefits		Networking Benefits
Please share your thoughts on whether the prototype seems to offer valuable networking opportunities and benefits for career advancement within the gaming industry.	☆	Users believe the prototype offers valuable networking opportunities and benefits for career advancement.
Value Perception		Value Perception
Can you provide insights into the aspects of the prototype that you find valuable? What specific features or elements contribute to this perceived value?	☆	Users express positive anticipation and perceive value in the prototype concept.
Intent to Engage		Intent to Engage
Do you find yourself genuinely interested and inclined to actively engage with the platform? Please elaborate on your reasons.	☆	There is quantifiable interest and expressed intent among users to actively engage with the platform.
Diverse User Representation Interest		Diverse User Representation Interest
Do you believe this prototype could capture the interest of a diverse user base, including underrepresented genders in the gaming industry. Why or why not?	☆	The high-fidelity prototype attracts interest and positive feedback from a diverse user base, including underrepresented genders.
Education Impact		Education Impact
From your perspective, how might the prototype positively impact the education and collaboration among male allies in the gaming industry?	☆	Users foresee a positive impact on educating and fostering collaboration among male allies in the gaming industry.

Note. A checklist created to measure how much the concept meets the desires of the expert

In order to ensure the prototype was desirable by the expert, a list of questions were created and a checklist was made to check off during the expert interview, based on the response and sentiment of the expert, as they clicked through the clickable prototype. Firstly, it helps to ensure that all necessary aspects of the prototype are tested, reducing the risk of overlooking important features or functionalities. Secondly, it provides a structured approach to testing, making it easier to identify and document issues and areas for improvement. Thirdly, it helps to ensure consistency in the testing process, reducing the risk of bias or variation in the testing approach. Finally, it can help to streamline the testing process, making it more efficient and effective. The stars in the right image indicate that the response of the expert was positive, meeting the criteria corresponding to it (ProProfs, 2024) (*see Appendix S for detailed expert feedback*).

Empowerment and Confidence (Brown & Knapps, 2023):

- Prototype empowers underrepresented genders, fostering confidence and community.
- Incentivizes participation for easy engagement.

Recommendation: Add discoverability features for enhanced networking.

Communication and Networking (Brown & Knapps, 2023):

- Improves communication skills, offering less intimidating interactions.
- Provides connection requests, networking events, and reminders for accessibility.

Recommendation: Introduce an intro survey for better user connections.

Intent to Engage in Level Up (Brown & Knapps, 2023):

- Expresses strong desire to use the platform, finding it approachable.

Diverse User Representation Interest (Brown & Knapps, 2023):

- Expresses interest in the platform's diverse user representation.

Educational Impact (Brown & Knapps, 2023):

- Holds men accountable, fostering collaboration and understanding.

Event Reminders and Resources (Brown & Knapps, 2023):

- Incentivizes engagement with reminders and resources.

Frequency of Events (Brown & Knapps, 2023):

- Recommends two weekly trainings for consistency.
- Suggests scheduling events from 11:00 AM to 2:00 PM.

Accessibility (Brown & Knapps, 2023):

- Recommends making the platform accessible globally with courses in different time zones.

4.4.3 Final Iterations and Future Iteration Recommendations of Level Up!

Table 13

Implemented Iterations and Future Recommendations

Implemented Iterations <i>(see Appendix T for prototype iterations)</i>
<p>First Impressions:</p> <ul style="list-style-type: none"> Onboarding process now emphasizes intentional design and colorful interface elements. The unique value proposition of the platform compared to existing ones is clarified. <p>Discoverability:</p> <ul style="list-style-type: none"> Implemented detailed user profiles with interests, expertise, and industry information. Integrated a search feature with advanced filters for precise results. Create categories or groups based on industry, interests, or affiliations with suggested groups. <p>Empowerment for Underrepresented Genders:</p> <ul style="list-style-type: none"> Messaging has been strengthened to clearly communicate the platform's potential to empower underrepresented genders. Unique value propositions are highlighted to distinguish the platform from other social media platforms. <p>Communication Skills Improvement:</p> <ul style="list-style-type: none"> The platform now emphasizes its role in enhancing communication skills through targeted training sessions. Practical scenarios showcasing distinct advantages in communication have been incorporated. <p>Networking Opportunities and Career Advancement:</p> <ul style="list-style-type: none"> Specific features making networking less intimidating than LinkedIn are highlighted. Emphasis on networking hooks, career development opportunities, and resources for advancement is implemented. Initial steps towards adding discoverability features and personalized connections are taken.
Recommended Future Iterations for WIGI <i>(see Appendix U for functional specifications document)</i> <i>(Brown & Knapps, 2023; Brown, 2023)</i>
<p>Recommendation Algorithms:</p> <ul style="list-style-type: none"> Personalized connections, featured experts, and machine learning for refined recommendations. <p>Engagement:</p> <ul style="list-style-type: none"> Emphasize organizational ease, strategize for active engagement, and reinforce personal space. <p>Diverse User Base:</p> <ul style="list-style-type: none"> Reinforce impact on industry diversity, prevent perception as another channel, and foster community. <p>Education and Collaboration:</p> <ul style="list-style-type: none"> Highlight a safe environment, develop a clear strategy for impact, and refine onboarding. <p>Functionality and Design:</p> <ul style="list-style-type: none"> Showcase unique features, refine onboarding, and appreciate additional features. <p>Diversity and Inclusion:</p> <ul style="list-style-type: none"> Revise messaging, enhance diversity through events, and classes. <p>Communication Skills:</p> <ul style="list-style-type: none"> Incorporate features for improved communication, implement searchable notes, and refine networking. <p>User Engagement:</p> <ul style="list-style-type: none"> Develop strategies for managing multiple tools, sustain community engagement. <p>Mentorship Opportunities:</p> <ul style="list-style-type: none"> Implement mentorship approaches, promote mentorship connections for diverse user base. <p>Functionality Specifics:</p> <ul style="list-style-type: none"> Clarify Collections functionality and develop a tool for tracking interactions. <p>Platform Management:</p> <ul style="list-style-type: none"> Emphasize platform usefulness, address concerns about multiple tools. <p>Career Advancement:</p> <ul style="list-style-type: none"> Highlight potential through networking and mentorship, capture diverse perspectives.
<p><i>Note.</i> Iterations implemented based on final testing feedback and future iteration recommendations based on expert feedback</p>

4.5 Final Concept

The final concept and prototype, the Level Up! VoIP Social Platform by WIGI, has undergone substantial testing, receiving positive feedback on intentional design catering to underrepresented genders and acknowledgment of valuable features. Constructive criticism prompted significant iterations, clarifying the platform's unique value proposition, enhancing discoverability, and strengthening messaging for underrepresented genders. The prototype showcases promising networking opportunities and career advancement features, though future recommendations focus on refining recommendation algorithms, emphasizing engagement, fostering a diverse user base, and enhancing education initiatives. Overall, the iterative process has resulted in positive improvements, and the platform holds the potential to empower underrepresented genders working in the gaming industry, with ongoing enhancements meant to further elevate its impact on diversity, communication skills, and career advancement in the industry.

4.6 Deliverables

To ensure WIGI would be able to implement the prototype in the future, a deliverable was created. The deliverable is the [clickable, interactive demo prototype](#) of the VoIP social platform created by Adobe XD, with an overview of each app page that WIGI can replicate.

4.7 Second Core Task

The core task that is most suitable for Level Up remains Core Task 6: Management of Value Creation, due to its nature of being a new opportunity for value creation with added goals, products, and processes, in comparison to their current programs, since it is a whole new platform being introduced. The prototypes were built iteratively and innovatively, via creative thinking techniques and based on the industry trends, target group preferences, expert insights, design criteria, and desk research. The creative process was managed and organized independently, and the communication with the target group and stakeholders remained professional through LinkedIn and online meetings. The main indicators that were central to ensuring the development and the creation of the prototypes are:

- *1.2 The professional creates and develops innovative, technical, and/or economically appealing concepts*
- *1.2d Independently creates relevant concepts based on an appraisal of strategic factors*
- *1.2e Applies substantiated creative thinking techniques.*
- *1.2f Iteratively designs simple (media) concepts*
- *1.4b Manages the independently designed and organised creative process*
- *1.4c Communicates in a professional manner with the parties involved*

(DBR Manual, 2022)

4.8 Quality of Research

4.8.1 Reliability and Validity

The research methodology employed a combination of desk research and field research, ensuring a comprehensive approach. Desk research involved analyzing articles and websites, contributing to the reliability of the background information (Owa, 2023). The inclusion of expert interviews and structured questionnaires added depth to the research, enhancing the validity by capturing diverse perspectives (FieldStat, 2023). The expert interview with Malia Knapps, a gamer and UC Berkeley graduate, provided valuable insights into user experiences and preferences, contributing to the robustness of the findings. The questionnaire, administered to a varied group of respondents, further ensured diverse and reliable data (Lindemann, 2024).

Quality of Research Conclusion:

The research methodology demonstrated a thoughtful combination of desk and field research, incorporating expert insights and user feedback. While the strengths lie in the mixed-method approach and diverse respondent pool, limitations include a relatively small sample size and potential subjectivity. The testing results reflected a positive reception of certain aspects of the high-fidelity prototype, guiding future iterations. Overall, the research provided valuable insights into the Level Up! VoIP Social Platform, forming a foundation for further refinement and development.

4.9 Conclusion

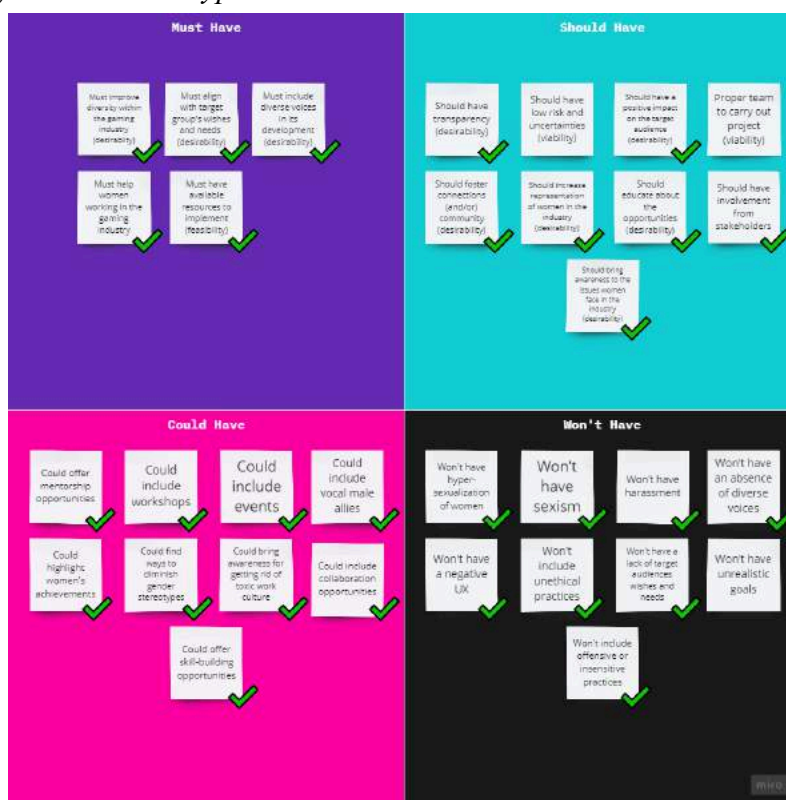
The Level Up! VoIP Social Platform by WIGI, as seen in the high-fidelity prototype, strongly aligns with the outlined design criteria. It effectively addresses critical "Must Have" elements, including improving diversity in gaming, meeting target group needs, and ensuring prototype implementability. Selected through the Harris Profile model, the prototype showcases high feasibility, desirability, and viability.

Expert-validated intentional design elements positively impact diversity by catering to underrepresented genders. Iterative improvements, driven by user feedback, ensure a positive user experience. The platform's potential in empowering underrepresented genders, facilitating networking, and providing valuable resources closely aligns with the targeted design criteria.

In summary, the Level Up! VoIP Social Platform not only meets essential design criteria but also incorporates iterative enhancements based on user insights. The prototype emerges as a promising solution to empower underrepresented genders in the gaming industry, embodying the project's core objectives.

Figure 21

MoSCoW Model for Final Prototype



Note. A MoSCoW Model showing how the final prototype meets all the design criteria

5.0 Design Based Research Conclusion

The Design-Based Research (DBR) process has culminated in the creation of the "Level Up VoIP Social Platform by WIGI," a final prototype that directly answers the design question of empowering underrepresented genders in the gaming industry to enhance Diversity, Equity, and Inclusion (DEI).

Iterative refinement, fueled by stakeholder feedback, expert insights, and thorough testing, has shaped the prototype to effectively address the challenges faced by underrepresented individuals in gaming.

This final prototype, proving feasible, desirable, and viable, aligns with Women in Games International's objectives and resonates with the aspirations of the target group. It caters to specific needs, emphasizing team-based skills, structured sessions, practical application, and networking opportunities.

The 'Level Up' prototype holds promise in improving diversity within the gaming industry. It provides a platform for targeted training, mentorship, and networking, countering the prevalent "bro culture" the target group struggles with.

In summary, the iterative DBR process has yielded a high-fidelity prototype, a feasible, desirable, and viable solution for empowering underrepresented genders in gaming and advancing DEI within the industry. This culmination not only reflects extensive research and design efforts but also underscores Women in Games International's commitment to forging an inclusive and diverse gaming landscape.

Word Count: 11,990

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Appendices

Appendix A: (Phase 1: Discover) Interview Transcripts

Interview with Alex Hirbe and Kristy Custer from Generation eSports

[0:13] Kristy: Hello, everyone. I'm here with Kristy Custer, the President of Educational Innovation at Generation ESports

[0:20] Alex: I'm Alex Herbe, the Education Integrations Manager.

[0:24] Angi: Can you both share a bit about your roles?

[0:32] Angi: It seems like you two work closely together. Alex, you're based in Kansas City?

[1:08] Angi: Interesting to learn more about the esports scene in Kansas City. Now, let's delve into how you both got involved in the gaming industry and what motivated you to pursue careers in it.

[2:19] Christy: I'll start since my journey directly impacted Alex's. I was an educator for 24 years, spending the last 12 as a principal in an alternative school. Dropout prevention was our main goal. About seven years ago, I hired a social studies teacher, Michael Russell, who was passionate about video games. We developed an esports curriculum aligned with business standards. Microsoft featured it, and Generation E Sports noticed us. Now, I write curriculum full time for them.

[7:08] Alex: My connection with Christy comes from being a teacher for 10 years, teaching shop and computer science. I was approached to teach esports about three years ago. Initially reluctant, I eventually agreed, thinking it would be a simple plan to play games with students. However, when new administrators came in, they wanted a detailed curriculum. I googled esports curriculum, found Mike and Christy's book on Microsoft Store, and that's how we got started.

[9:05] Angi: Fascinating journeys! Christy, your story about the alternative school is inspiring. Now, let's move on to the next part of your experiences.

[9:14] Angi: Alex, can you share your journey into esports and instructional design?

[9:19] Alex: Sure, I downloaded it and sent it off, not thinking much of it. In August, when I opened it up and looked at it, I thought, "This is really good stuff." It covers character education, digital citizenship, life skills, leadership, communication—all these things. I decided to put it on our LMS and Canvas for our school. But I wanted to check for copyright and permission, so I

contacted Mike and Christy and asked if I could put it on our LMS. They were surprised that I liked putting things on the LMS, and then they asked if I wanted to work with them. After COVID, I was looking for a change from teaching, so I said yes. That's how I ended up working for an esports company doing instructional design.

[10:49] Angi: That's quite a journey. Thanks for sharing. Kristy, what's your story?

[10:53] Kristy: Well, that's my backstory and how it connected. So okay.

[10:59] Angi: Unexpected, but sounds awesome. So, if I understand correctly, it's mainly for high schools, and it stemmed from a desire to keep students engaged. Can you elaborate?

[11:20] Kristy: Yes, it can be for K12. We have middle school and high school curriculum, working primarily from grades 6 through 12. It even extends to elementary school with Minecraft. It's nice to hear insights from a younger demographic.

[12:08] Angi: That's interesting. So, what's the main focus of your work?

[12:12] Alex: We're essentially developing a pipeline, a digital framework catering to what kids want right now in education. They need instant relevance, and that's what esports provides.

[13:00] Angi: Fascinating. So, you're adapting to how kids learn today. How does this translate to bridging the gap in education?

[13:57] Kristy: Kids today seek relevance in their education. They want something applicable to their lives. Video games, with their widespread popularity, offer that relevance, making it an effective tool in education.

[14:37] Angi: Impressive. So, beyond high school, how does this journey extend into college and careers?

[14:53] Alex: Esports degrees are emerging in colleges, but even without those degrees, the skills learned are valuable and can lead to scholarships.

[15:51] Angi: Kristy, do you believe it's crucial to highlight opportunities in the industry for underrepresented groups?

[16:12] Kristy: Absolutely. Traditionally, education emphasized specific trades, but as we enter a new era, blended skills become crucial. Esports is inclusive, providing opportunities for various skills and backgrounds.

[17:25] Alex: Competitive esports is male-dominated, but introducing esports in classrooms makes it a learning opportunity for girls. They can quickly pick up skills, and esports offers various career paths beyond playing the games.

[18:37] Angi: That's incredible. Have you implemented initiatives to raise awareness about diverse opportunities in esports beyond playing?

[19:07] Kristy: Yes, starting with the curriculum.

[19:08] Angi: Kristy, it's clear that the curriculum is making significant strides. Can you elaborate on its impact and your focus on getting it into schools?

[19:42] Kristy: Absolutely. The curriculum is now a class open to all, fostering curiosity. Our goal is to have caring adults facilitating mentorship, especially for girls, encouraging them that they can excel. In our courses, around 80% of high school teachers, who are mostly women, teach. This visibility inspires girls to pursue esports.

[21:27] Angi: It's fascinating to see the integration of traditional standards in esports education. The emphasis is on skills like streaming and shoutcasting. It's not about making better gamers but teaching valuable skills using video games as a hook.

[22:20] Angi: I've gained a better understanding of the curriculum's purpose. Now, let's discuss any barriers or obstacles you've encountered. Alex, you mentioned competitors. Christy, anything else?

[23:14] Kristy: Indeed, competitors are a challenge. Some replicate our model but focus more on generic life or video game skills. A broader barrier is the traditional gender divide in CTE classes, where females are a minority. We emphasize inclusivity, removing the stereotype that esports is only for boys.

[25:30] Alex: Additionally, we face challenges in shifting the perception of esports classes. There's a stereotype that esports is only for competitive play, which can discourage female participation. We work to convey the inclusivity and diversity in our courses.

[27:32] Kristy: Practical challenges include ensuring schools have the right equipment and overcoming the stigma that esports isn't a viable career. Slow adoption is common in education due to the responsibility of dealing with students, making it crucial to have one-on-one conversations with administrators, teachers, and parents.

[28:06] Angi: It's clear there's a need for ongoing education and conversation to dispel misconceptions about esports education. Now, Alex, how does the curriculum work in practice? How are students graded or recognized for completing it?

[29:04] Alex: The curriculum varies between schools. In some, it's an elective contributing to graduation requirements. Others align it with traditional courses like journalism or public speaking. Grading depends on the school's approach, allowing flexibility in how students engage with and benefit from the curriculum.

[29:43] Alex: In our curriculum, it resembles a traditional class structure. There are coursework, discussion boards, quizzes, and project-based learning. Students create logos for their esports teams, write papers on esports benefits, and delve into topics like color theory in video games.

[30:16] Alex: Beyond reading, students learn to interpret colors in games. Streaming and shoutcasting involve learning OBS, video editing, audio editing, streaming technology, various platforms, social media, and addressing toxic gaming. Grading is flexible, with teachers deciding how to evaluate assignments.

[30:47] Kristy: California recognizes our streaming course as English credit (A-G category). We offer dual credit in interactive media, allowing high school and college credits simultaneously. The structure mirrors traditional education to ease adoption and normalize esports for students.

[32:02] Kristy: We aim to normalize esports in schools, making it an ordinary part of students' lives. Esports teams provide an inclusive environment, allowing students to represent their schools proudly. Mental health is also a focus, with added moments significantly boosting self-esteem across various populations.

[35:04] Kristy: The mental health piece, often overlooked, has been crucial. Our curriculum, coupled with esports inclusivity, positively impacts students' mental health. Creating a comfortable and inclusive environment is vital for fostering self-esteem, particularly in the LGBTQ population.

[37:23] Alex: Esports breaks barriers by focusing on skills rather than physical attributes or stereotypes. It provides a platform where individuals are recognized for their abilities, fostering inclusivity and breaking down biases.

[38:47] Angi: Amazing insights! Alex, Christy, this conversation has reshaped my research focus. Initially centered on women transitioning from academia into the industry, I now see the importance of exploring the pre-industry experiences, particularly the impact of initiatives like yours. The inclusivity and skill-based nature of esports are truly transformative.

[39:33] Kristy: Indeed, there's no doubt that the journey from academia to the esports industry involves navigating various challenges. We're here to share our experiences and insights, and it's fantastic to see your interest expanding to encompass the broader landscape of esports education and its influence on industry inclusion.

[39:34] Kristy: I don't want to downplay the lived experiences of women in esports; it's rough. But it's always been part of the challenge. Being a girl or a mom, it's hard, and I can't fully relate. My research focuses on women and games internationally, and I've noticed programs often cater to those already in the industry, lacking options for high schoolers.

[40:47] Alex: Breaking into gaming in college might be challenging as students are already focused on career decisions. Our curriculum emphasizes career connections, showcasing diverse job opportunities in the esports industry. There's a need for paths tailored to younger individuals, providing avenues before college.

[42:25] Angi: More than 80% of women in my survey hadn't pursued STEM education, adding complexity to the issue. It's vital to understand why women may not pursue STEM or enter gaming early on. What you're doing with the curriculum offers younger people an avenue, steering away from the traditional college-first approach.

[44:23] Kristy: Recognizing the efforts of men supporting women in the industry is crucial. They contribute significantly, pushing for inclusivity. Esports faces similar challenges to other fields where gender disparity exists, and acknowledging this is essential.

[47:06] Angi: Getting perspectives from both genders is crucial. I've achieved my goal of connecting with people globally and gaining diverse insights. It's now about making sense of the complexity and ensuring the research contributes positively to the field.

[51:50] Kristy: Initiatives like Girls in Gaming mirror past efforts for girls in STEM. The push for change often starts in the industry, influencing education and creating a vertical pipeline. Industry trends, or "Esports Anomics," shape educational initiatives. Understanding these dynamics is crucial for impactful research.

[53:58] Alex: I'll email you resources, including our Girls in Gaming webinar, and course details. We're here for any questions or information you need. Good luck with your research, and feel free to reach out.

[55:09] Angi: Thank you both for the valuable insights. I'll make sure to utilize the resources and may have more questions in the future. It was great meeting you. Have a wonderful day. Bye!

Interview with Deepanjali Sarna, Associate Game Designer and zPride Studio Lead at Zynga

[0:01] Angi: Hi, this is Angi. I'd love to start by introducing yourself and your role in the industry.

[0:11] Deepanjali: I'm Deepanjali Sarna, an Associate Game Designer at Zynga. I also manage Z Pride, an employee resource group for queer individuals, and I'm a Women in Games ambassador, overseeing Women in Games India.

[1:00] Angi: How did you enter the industry, and what motivated your career choice?

[1:24] Deepanjali: Growing up playing games, my passion turned into a desire for a gaming career. Initially considering game journalism, I discovered a specialization in gaming within a computer applications course. After participating in game jams, learning Unity, and attending Indian GDC, I landed my first job at ScopeLee as a technical artist. Transitioning to a startup, I explored game design, ultimately leading me to my current role.

[3:19] Angi: Did you pursue journalism in college?

[3:20] Deepanjali: No, I completed a Bachelor's in Computer Applications.

[4:02] Angi: Regarding diversity efforts, what positive experiences or initiatives have you encountered in your career?

[4:33] Deepanjali: In college, noticing the lack of diversity, I aimed to change this. Joining Women in Games helped me build a support system, leading to my job at Zynga. In Zynga, I took over Z Pride, focusing on educating about diversity. Despite the challenges of the pandemic, our initiatives led to increased sensitization, evident in our successful events.

[9:26] Angi: Did Z Pride exist before your involvement, or was it something you initiated?

[9:51] Deepanjali: Z Pride existed globally, but my impact began after organizing a successful Pride month lunch. The subsequent year witnessed a series of events with significant participation and positive engagement. Sensitization and education became key aspects of our initiatives, making a notable difference over the year.

[10:32] Deepanjali: Another positive experience I'd like to share is from my college days, specifically during a game jam in 2018. I noticed a low count of women participants, and when I later organized game jams, I discovered that women often felt unsafe staying overnight. By taking on the responsibility and announcing my presence throughout the event, we saw a

significant increase in women participants, with 80% choosing to stay. This progress was personally fulfilling, creating a safer space for women in the industry.

[13:20] Angi: You mentioned the importance of mentors. Do you believe having a mentor is crucial for entering the industry comfortably?

[13:29] Deepanjali: Absolutely. Having a mentor is vital. In my early job, I was hesitant to open up and communicate. A mentor provides a support system, helping newcomers navigate challenges and break stereotypes. It's essential to have someone to talk to about problems, even if it's just for sharing thoughts without seeking a solution.

[15:25] Angi: Besides the initial hesitation to talk, have you faced other negative experiences in your pursuit of improving diversity?

[15:53] Deepanjali: One significant negative experience was the expectation of sexual favors for job opportunities, a traumatizing aspect I encountered after college. This experience motivated me to focus on diversity, particularly for the sake of my younger sister and others entering the industry. The lack of women in leadership roles remains a challenge, but diversity programs are gradually making a positive impact.

[17:31] Angi: You highlighted the importance of women in leadership roles. Are there other ways the gaming industry can attract new and diverse talent?

[18:00] Deepanjali: Companies must prioritize diversity by including individuals from various backgrounds. Diverse perspectives are crucial in game design, ensuring a better understanding of characters and narratives. For example, Horizon Zero Dawn gained popularity due to its well-crafted character, showcasing the impact of diverse perspectives. Focusing on diversity hiring, not just limited to women, but also including trans, non-binary, and marginalized gender individuals, can bring positive changes.

[20:32] Angi: There's a concern that some companies might only hire diverse talent for appearance rather than valuing their contributions. How does Zynga address this issue?

[20:51] Deepanjali: In Zynga, we have an employee resource group for women, providing a support system and mentorship opportunities. The focus is not just on hiring but creating a nurturing environment where diverse talents are valued for their skills and contributions. The goal is to have these initiatives go beyond being mere statistics and truly contribute to a closely-knit and inclusive workplace.

[21:23] Deepanjali: If a woman is facing issues with her manager or unfair distribution of opportunities, she can raise the concern with leads who will investigate and address the matter. There's a focus on finding solutions, such as team reassignments, rather than asking the person to leave.

[22:27] Angi: Is there someone leading the resource group, or is it a collective effort to address issues?

[22:37] Deepanjali: There's a committee with members, including HR representatives, to address issues. Community members can volunteer, and communication channels help discuss and resolve problems. Each team at Zynga ensures a representation of women across different functions.

[25:29] Angi: I've identified five key topics: awareness, empowerment, education, representation, and safe spaces. Which, in your opinion, is most crucial for improving the well-being of women already in the industry?

[27:03] Deepanjali: Education and empowerment are vital. Educated individuals can create safe spaces, and empowering women helps overcome imposter syndrome, fostering their confidence and ability to pursue leadership roles.

[31:01] Deepanjali: Zynga's diversity and inclusion training went beyond traditional methods. It involved dramatizing real incidents, allowing participants to engage actively in the learning process. The sessions were mandatory and organized in batches to ensure maximum participation.

[33:38] Angi: Having trained individuals for diversity and inclusion is crucial, as seen in Zynga's case. It's essential to make education impactful, making people actively involved in the learning process.

[34:42] Angi: Thank you for sharing your insights. Women need empowerment and education for a step-by-step process towards creating a safe and inclusive space in the gaming industry.

[35:22] Deepanjali: It's a step-by-step process, and we've started with baby steps in education and awareness. Now, it's time to take leaps for substantial change and start the transformation.

[35:28] Angi: Thank you for your time today. I appreciate your valuable insights, and I may reach out for more information in the future.

Interview with Kara Brown, HR Director @ Beamdog Registered Professional Recruiter

[00:00]

Angi: How are you?

Kara: I'm good.

[00:05]

Angi: Thank you for reaching out and being willing to help me with my research. It means a lot.

Kara: No worries.

[00:14]

Angi: Is it okay if I record just for my own, like, transcript purposes?

Kara: For sure.

Angi: Yeah?

Kara: Go ahead.

[00:22]

Angi: Great. Thank you so much. I guess the first thing I want to know is, obviously, can you just introduce yourself and describe your current role within the industry?

Kara: Yeah. My name is Kara Brown. I'm the Director of Human Resources at Beam Dog. Beam Dog has been around in the game industry since 2009. We're most well-known for our work on the enhanced editions of the Baldur's Gate Collection of Games, and we recently released our first original IP called Mythforce. So I've been at Beam Dog for just about five years, and as the HR director there, I oversee all recruitment things like employee performance, management culture, and building policies, etc.

[01:06]

Angi: All right, that sounds. I didn't know that Beam Dog had anything to do with Baldur's Gate, so that's cool because I personally like Baldur's Gate, so that's nice to know.

Kara: That's awesome, yeah.

[01:17]

Angi: How did you first get involved within the industry and what motivated you to pursue a career in it?

Kara: So I have always been a gamer, you know, nerdy kid used to spend my weekends and evenings gaming with my guy friends instead of, you know, going home partying. I've got a long career in HR. I've been in HR for 13 years now, and I saw an ad for an up-and-coming little organization called Beam Dog. It was a very bad ad. Clearly, they needed some HR help, and so I applied and got the job, and that was kind of my first in into the industry.

[02:16]

Angi: Nice. I mean, it's nice to know that a lot of people have their own way of getting into the industry because I feel like I've seen a lot of people go from doing something that's completely unrelated to the gaming industry and then somehow making their way also into the industry.

Kara: Absolutely, yeah. You do not have to be a programmer to work in the games industry. There are so many ways to get into the industry and there are so many support functions that are not traditional video game careers that people can absolutely do within games.

[02:35]

Angi: Can you give some examples maybe of what those kind of avenues could be?

Kara: Yeah, like business development for people that have a background in marketing and sales, finance, you know, there's payroll administration and there's HR, there's lots of different finance functions. Obviously, human resources, there's just the recruitment side, there's talent management, there's training and learning development. I'm friends with someone who just had a background in organizational development and continued education and learning, and they got in a very large company essentially creating their own internal training platforms. So there's things like that. There's also, you know, in the inter-function, there's talent and culture, you know where you can do things like social events and activities. Some of the larger organizations have facilities managers and operators for their large facilities, you know, and then just even people, I think still sometimes discount some of the art streams and how, like valuable and integral they are to games. And so, you know, there's lots of people who take art degrees and don't know that, like that degree could be really valuable to getting them into games, right?

[03:57]

Angi: I mean, that's cool. Good to know because I currently am doing, like, creative business. And it's not necessarily anything very specific to gaming. But as a gamer myself, I hope to somehow get into the industry that way. But I think with some, like, of my, let's say, social media background, maybe that'll somehow play a part one day. We'll see.

Kara: Absolutely. Like, absolutely. There's so many opportunities like influence their marketing, right? And especially if you have that creative business aspect to it, there's tons of marketing community management, there's lots of opportunities there.

[04:34]

Angi: Nice. All right. Well, can you share any of, like, your most memorable moments or projects that you've done within your career in the industry?

Kara: I think launching Myth Horse was really cool for Beam Dog. First off, it was our first IP. It's an '80s cartoon theme. So from an art aesthetic, it's absolutely spectacular, really stands out. The art is absolutely exceptional. And I think just for me, you know, being able to hire pretty much the entire team that created that game was pretty cool and defining. When I started at Beam Dog, I think it was like the 14th person on their staff list. And then we got all the way up to like 90 people. So building that team from the ground up, hiring people that are in leadership positions now was really, really cool.

[05:26]

Angi: Yeah, that's growing a lot. I feel like from 14 people to, you said 90, it was, wow. Okay, love that. I haven't heard or seen much about it, but I did see when I looked at your profile that that was like your main thing currently. But it looks really cool. But I haven't seen it. I'll have to look into it. But it looks really nice from my art standpoint for sure.

Kara: It kind of reminds me of, like, certain TV shows, kind of like giving that He-Man the whole Masters of the Universe kind of thing.

Angi: Yeah, I can definitely tell.

[06:03]

Angi: Can you give, from your perspective—I don't know if you have, I'm assuming since you're in HR you kind of have some sort of perspective on DEI in the industry—so diversity, equity, inclusion.

Kara: Absolutely.

Angi: Do you have any perspective, sorry, my words, do you have—sorry, brain go boom?

[06:24]

Angi: Yeah, what does that mean from your perspective for the industry?

Kara: And so I think that's evolved as I've spent more time in the industry. You know, at first, you can kind of look at the just surface level of it, which is, you know, having more people of diverse backgrounds in the industry. Well, it's easy to say, but the fact of the matter is, is that A, the video game industry is very small and B, we tend to just really steal internally from each other. So if you look at a lot of the roles that are posted currently and that are open in the industry, they are all for senior roles. All the places that are hiring right now, senior roles and they expect you to have, you know, many years in the industry already. Well, the problem with that is that A, this industry was essentially created and really, you know, in North America it's a

lot of, you know, like cis men who are Caucasian. So when you're talking about just the fact that we're only hiring for senior roles currently because there's layoffs happening left, right, and center, really the amount of diverse hiring that's going on is very low. So where the industry needs to kind of focus on and make a change right now is looking at, well, how do we expand and change the way we look at these roles. Do we really require some of these, you know, experience levels that we're seeing or can we, you know, perhaps widen our search and look for, like, you know, some more intermediate people or give opportunities to people to get entry-level into the industry. It's so hard to break into this industry, but I think that what the industry right now isn't doing a good job at is cultivating talent that is diverse. And what I mean by that is making sure that we are taking the time to do education into students that are really young to show them that there's a way to get into games, right?

[09:00]

Angi: Right.

Kara: You know, what I noticed hiring in Edmonton was that a lot of the hiring that we found was really easy was directly from our local university here, which is University of Alberta. But overwhelmingly the students coming out of that program are male, like 95% male. But then within that category of men, it's even like you're not seeing a huge diverse population. It's still a lot of white men and that's a privilege to be able to have that university degree. But that is a standard to be able to become a programmer, right? And that's not something we can just say, well, you take that qualification away because you still do need to have that degree to be a programmer. You still need to have that education, that experience and that knowledge base. So we need to take that back a little further and go, well, women in STEM is, is an issue, has been an issue for a long time. How do we make sure that then we're setting more women up for success by younger, by, you know, attracting women who are younger and letting them know way earlier that there is a career and a pathway in games for them, right?

[09:49]

Kara: And then I think that taking that a little bit further after we've kind of looked at our in our first like recruitment issue, it's well, if we have women that are in the industry which you know every single studio has a diversity initiative and a lot of them, the really big AAA studios have diversity issue initiatives that are measured and monitored. So you know they have to hire this amount of women or they have to have this amount of people that are BIPOC. Well, again, with the industry being small, often what you see is once people hit that senior talent level, we're just stealing the same people back and forth. So we're not actually bringing in any new talent, we're just kind of shifting who, who's at which location currently to hit our own DE and I goals. Well, it's not really helping the community at all. And also if we're just taking those women and putting them into the same roles and we're not making it meaningful, what are we really doing to advance women in games? So I think it's we really need to be focusing on A, going really back

to the drawing board and looking at our recruitment initiatives and seeing what we can do to make sure that we're not just pigeonholing these like senior talent roles that really the only people who are qualified for them are, you know, white males who have these years of of industry experience. And then B, we need to be making sure that when we have roles for women in the industry, we're not just stealing from other studios to create that talent pool, but when we do have them, when we do hire them, we're giving them meaningful representation and meaningful work. So we're doing things to actually promote those women, actually give them more training, actually make sure that they have a voice rather than just becoming a statistic. What I mean by that is like, you know, you bring them in the door, you're like, hey, we hit our DE and I goals. Well, okay, great. How many of those women are becoming leaders? How many of those women are getting continuous learning, education, and development? How many of those women actually have a voice within the games? I mean, if you look at how many women are CEOs or executives in the industry, it's very low. Very, very low. So what that says to me is that how many women have a meaningful voice in games is actually the bigger issue than just having a diversity number, right?

[11:44]

Angi: No, that's actually really important. I feel like while I'm trying to research, obviously I'm trying to kind of figure out not only what is like the main I guess thing that's creating the issue within the industry, but the by the ways you're saying it basically sounds like not only you have people coming in that are now just currently somewhat statistics, but we should be focusing more on the fact that they actually have a meaningful role or and also that there's a way to kind of convince the younger generation to actually want to enter the industry.

[12:17]

Angi: So would you feel like, do you feel like there's a big gap somewhere between when people are graduating college and getting into the industry that there's not much of—I guess, push for more women to join the industry, like even in high school, for example?

[12:34]

Kara: Well, I think it even comes to the stigma of like women gaming in the 1st place, right?

[12:39]

Kara: Because I think women don't take creating video games seriously as an interesting because we're not taken seriously when we play games.

[12:46]

Kara: You know, we're told that we don't actually play games because we're playing mobile comfort games, right?

[12:51]

Kara: Like, you know the kind of rhetoric around games and what's popularized are those, you know, like big shooters.

[12:59]

Kara: You know your your games that are those E Board style, Well, your Stardy Valley or your Animal Crossing or your Candy Crush is just as valid.

[13:09]

Angi: Those are absolutely games.

[13:11]

Kara: You're just tally behind those who have made them.

[13:13]

Kara: There's a lot of work into those games and you playing them is you being a gamer.

[13:18]

Kara: So because we're teaching women that the games that they're playing aren't really valid games, and they're not really games, why would they want a career in that industry if they're already being told that they're not as valid as a gamer?

[13:30]

Kara: They're not as welcome as a gamer because they're not into, you know, the newest Call of Duty.

[13:36]

Kara: They're not into playing Fortnite, They're not as much of A gamer, so why would they pursue it?

[13:43]

Kara: You know, why would they pursue a career in something they're already being told is invalid?

[13:49]

Angi: That is true.

[13:50]

Kara: Sorry, my cat.

[13:50]

Kara: Also passionate saw that.

[13:54]

Angi: Yeah.

[13:54]

Angi: So would you say at least?

[13:59]

Angi: I don't know if there's anything much that I mean, I guess there is.

[14:02]

Angi: But from a from a company point of view or like as someone in your position, for example, do you feel like there's anything that companies can do kind of, I guess, almost help break that stigma?

[14:14]

Angi: Because obviously it's kind of right now just being pushed out down our throats that we're not valid for playing certain games or for even pursuing something in STEM, for example.

[14:25]

Angi: So would you say there's anything that the companies themselves should really try to push for or try to, I guess, improve in a way, Absolutely.

[14:35]

Kara: So I think the first thing is just visibility, you know, making sure that we are not just creating positions for women in games, we're elevating them or we're supporting them.

[14:48]

Kara: So a lot of women that are working in games are still full time moms or they still have a lot of other emotional labor that they're taking off.

[14:56]

Kara: Are we supporting them when they hit those roles?

[14:57]

Kara: Are we elevating them into those roles and then just leaving them out to dry?

[15:01]

Kara: Essentially by not giving them the training and the support that they need.

[15:05]

Kara: So well, making sure that as an organization you are giving them a meaningful position by giving them not just that seat at the table but supporting that seat at the table so that they're not set up to fail.

[15:17]

Kara: That's number one thing that you can do as an organization.

[15:19]

Kara: Don't give someone a role just to like you know, fulfill Eddie and I initiative and then not give them support that they need.

[15:26]

Kara: Oftentimes one will need more support in those leadership roles.

[15:30]

Kara: They will need more initial training because we're so often taught, you know, not to use our voices, not speak up at a table.

[15:37]

Kara: So you know, teaching women how to become a, you know, a presence in the workplace, how to, you know, how to speak with confidence and how to have resilience of those are important things that we need to be training and supporting off the get go rather than just, you know, oh look, someone got promoted to a X title position, right?

[16:03]

Kara: You need to be actually supporting those roles.

[16:04]

Kara: So that's one thing that we can be doing for studios to help support internal roles externally in terms of hiring etcetera.

[16:13]

Kara: Obviously doing things like looking at how we're advertising, are we advertising just through, you know, referrals, which if you have a whole bunch of men who are working in games, they're going to refer their male friends.

[16:24]

Kara: Are we just doing it that way?

[16:26]

Kara: Are we, you know, only posting roles that are catered to men in terms of what language that we use?

[16:32]

Kara: When we're going to universities and we're creating, you know, connections there?

[16:38]

Kara: Are we only doing it in a way that attracts more male colleagues?

[16:44]

Kara: You know, what are we doing to elevate the games industry and let everyone know that everyone is welcoming games?

[16:50]

Kara: Are we creating games that you know are just catered towards men?

[16:56]

Kara: You know, the industry has taken some steps in terms of having like female centric roles by pox centric roles.

[17:03]

Kara: But you know, we still see a lot of pushback from the community about that.

[17:07]

Kara: Once you've created that game, what are you doing to support that and make sure that we say like, yes, we stand by this choice.

[17:13]

Kara: You know, playing a female character is just as valid and just as important.

[17:17]

Kara: You do not have to have a white male character as your main character all the time, you know.

[17:23]

Kara: So I think just we need to be more vocal as an industry about the fact that diversity in games is so important.

[17:30]

Angi: And would you say that because you mentioned like, you know, playing a female character in video game, would you say that that is also, I guess important in terms of like representation for.

[17:42]

Angi: So that women kind of feel like they are?

[17:45]

Angi: Yeah.

[17:46]

Angi: Seen in a way.

[17:47]

Angi: Because I've seen, based on my surveys that I did prior, I saw a lot of feedback that, you know, there weren't enough options or that they people didn't feel like they were, I guess connecting to the game as much because there wasn't so much of like a representation for them within the game.

[18:01]

Angi: Would you say that?

[18:03]

Kara: Yeah.

[18:03]

Kara: So it's one of the, I think it's one of those things that's beyond just representation.

[18:08]

Kara: It's well, OK, you have a female character in the game, but what does that female character do?

[18:13]

Kara: Are they just a main character who's there to look pretty and to die, Right, Because that is an actual thing, right?

[18:19]

Kara: You can have all these women characters in a game, you know?

[18:23]

Kara: To me, the standout memory that I have about female characters being games is as a little kid I used to play Gauntlet with my brothers who had it for the like, Nintendo GameCube and the women who were in that game.

[18:37]

Kara: Technically, you could pick a woman as your main character, but like, they were ridiculously clothed and the sounds that they made when they recovered health was so sexual, right?

[18:51]

Kara: So it was the only representation of a woman in that game was this, like, ridiculously sexual character.

[18:58]

Kara: Well, I don't think that's true, the representation, because what that is is just sexualization.

[19:03]

Kara: So if you're putting a woman in a game or making a female as a main character, do they actually advance the storyline?

[19:10]

Kara: Do they actually add worth or are they just there as a, you know, kind of beauty markers the game, right?

[19:18]

Kara: That makes sense.

[19:20]

Kara: We want to, yeah.

[19:21]

Kara: We want to make sure that if we're putting female perspectives into games and we're putting, you know, minority perspectives in the game or bipod perspectives in games, or, you know, we're we're having a game that pulls from different cultures, that those cultures, those different diversity groups probably should be involved in the creation and representation of that game, right?

[19:48]

Kara: Because then that's the reason why we end up with overtly hypersexualized women in games is because they're made by, from specifically a male case and a male perspective.

[19:58]

Kara: So if we're only creating games from that perspective, they're all going to look the same and that representation is just going to be flat.

[20:05]

Kara: Because to me, having that female character in Gauntlet wasn't representation and it didn't, I didn't look at that as a like, young woman and go, Oh yeah, women can be in games in a meaningful way.

[20:15]

Kara: No, I was just like, Oh yeah, hot chicken games.

[20:18]

Kara: That makes like very, very sexual noises.

[20:20]

Kara: Check.

[20:21]

Kara: You know, like it wasn't.

[20:23]

Kara: It didn't actually do anything to trigger a thought pattern for me, which was, oh, look at this, like powerful female character, or look at this meaningful female character.

[20:32]

Kara: We need to make sure that the representation of minorities, women, anyone who's in games, is not just there as a placeholder or a marker.

[20:43]

Kara: That makes sense.

[20:44]

Kara: Yeah.

[20:44]

Kara: And I've also heard a lot recently, like ever since I started researching into this, I've heard a lot of new terms come up.

[20:51]

Kara: And I I heard, I guess phrases and I've heard a lot that like diverse people create diverse games.

[20:56]

Kara: So like when when speaking in terms of, you know, bringing more people, diverse people into the industry, which in my head, yeah, I never really thought about it that way.

[21:04]

Kara: But it's it's actually like it makes a lot of sense like you're not going to create a video game set in certain country and not have people from there creating that game or at least like, you know, getting that culture correct, if that makes sense.

[21:18]

Kara: Yeah.

[21:19]

Kara: One of the things I will give to the Ubisoft team is because they pull from a lot of cultures and from direct history that they kind of riff on or the Assassin's Creed games, anything that they did a lot of work to make sure that they had diverse teams and diverse groups working on that.

[21:36]

Kara: Because there are so many landmines that they could have stepped on.

[21:41]

Kara: Because of the fact that the cultures that they're dealing with are very deep rooted.

[21:45]

Kara: The themes that they're dealing with are very deep rooted.

[21:49]

Kara: And you can see it in games where the research hasn't been done.

[21:53]

Kara: And it's just very, you know, kind of surface level where there's a game that's taking place in a certain setting, time zone, geographical location.

[22:02]

Kara: And the team that has made it has knows nothing about, you know, that's something better.

[22:08]

Kara: So absolutely diverse games are made by diverse groups

[22:16]

Angi: And would you say at least from your perspective or just if you know of any, has there any been any initiatives to promote DE and I within the industry from like have you experienced any or have you known anyone that's experienced initiatives?

[22:34]

Kara: Yeah, I think like, you know, having groups like the Women in Games Ambassador program is huge.

[22:40]

Kara: You know, it's an amazing opportunity to be able to know that there are other women out there who are actively working at advancing the position of women in games.

[22:49]

Kara: There are a lot of, you know, large studios that are creating internships or scholarships specifically for the buycrop community, which I think is absolutely exceptional.

[23:03]

Kara: And that's the way to get them in the industry right.

[23:06]

Kara: And that's what we want.

[23:06]

Kara: We can't have those diverse people making those games if we're not letting them into the industry.

[23:11]

Kara: So doing things like that to set them up for success is absolutely vital.

[23:15]

Angi: And when it comes to being a women and games ambassador, what does that usually entail?

[23:20]

Angi: Because I've obviously seen a lot about it, but I myself, since I'm not an ambassador, don't know kind of what goes on.

[23:27]

Angi: Like, do you have any specific, I guess like I don't, I can't find words today, but just anything you have to do specifically to be an ambassador or what that entails.

[23:37]

Kara: Basically, I felt like there's like a checklist of you, like you must do **** but they kind of have a manifesto of how you know how you should be promoting and elevating other women in games.

[23:50]

Kara: And they do have some asks about like, you know, you should be maybe attending or sponsoring or these many events or conversations or, you know, small groups per year.

[24:04]

Angi: So the ask is that you?

[24:06]

Angi: You help elevate other women in games by helping to either organize or speak at or promote other events that that help women in within the industry.

[24:19]

Kara: So for me, speaking engagements that speak about specifically issues that are relevant to women in games is something that I've done over the last couple years to, you know, elevate that cause.

[24:35]

Kara: And I think there's a lot of other ways like, you know, you can sponsor a game jam for women or you can attend a game job for women or you can, you know, go and speak at a, you know, school or at a event that's specifically about, you know, how women can get into games or some of the issues that women in games might face, etcetera.

[24:56]

Angi: OK.

[24:56]

Angi: That makes more sense.

[24:57]

Angi: Like I I don't know what I thought it was.

[25:01]

Angi: I kind of just when I hear ambassador, I just think like existing, you know, I never think about like what actually goes into being an ambassador for something.

[25:09]

Kara: So it's it's it's less existing but it's about elevating and community building.

[25:15]

Kara: That's really kind of the core focus there is like build the community, elevate the community.

[25:20]

Angi: And would you say like there's anything, any sort of in your opinion like events or initiatives that you think women could do to kind of help other women have an easier time getting into the industry or just like maybe so that they understand like, hey, this is something you can actually do.

[25:44]

Kara: Yeah.

[25:44]

Kara: I think that there are, you know, like locally almost in every country there are organizations that are specifically catered to just that.

[25:51]

Kara: I know here in Canada there's a really great up and coming organization.

[25:57]

Kara: The specifically run by I believe her name is Jessica Mcbiros here in Canada called them gaming.

[26:04]

Kara: And it's all about getting women into competitive gaming esports because that that's her specific passion.

[26:11]

Kara: You know, So you can find something like that or you know just right here in Edmonton there's a female producer who's really into elevating women in gaming who runs a monthly gamers meet up.

[26:25]

Kara: You know, there's a lot of different small ways that we can do that.

[26:28]

Kara: So that's just making sure that like from the corporate side as an organization, well, what are we doing to support those small up and coming startups of groups of women that are trying to really help other women getting into games, right.

[26:40]

Angi: And because because I'm I'm assuming like if you're running some sort of organization that helps women get into the gaming that you have to have some sort of connections to bigger companies, let's say, or just find a way to kind of really transition them into that.

[26:57]

Kara: Well, I think that there's, you know, community building doesn't have to be in locks up with solely the big organizations.

[27:04]

Kara: There's a lot of different small groups that you can join Facebook groups, Discord groups, you know, like you can find communities on Reddit.

[27:12]

Kara: There's a lot of different ways even, you know, like LinkedIn, if you want to get into games, follow your top five.

[27:18]

Kara: Like find 5 females that you really admire that work in the game industry and follow them or connect with them and send them a message and say, hey, you really inspire me, Can we connect?

[27:29]

Kara: And they're more than happy to do that because women in this industry understand how tough it can be for other women in the industry.

[27:36]

Kara: And they are very willing to, you know, like band together and help elevate each other.

[27:41]

Kara: So there's some recommendations I have is, you know, like join small local groups because they do exist.

[27:46]

Kara: You just have to find them.

[27:48]

Kara: But social media is a great way to be able to find those groups and you'll be able to join those groups, right?

[27:54]

Angi: Yeah.

[27:54]

Angi: I'm glad that that I at least exists now, because I can't imagine what it would have been like before the Internet.

[28:02]

Angi: I would like.

[28:04]

Angi: I'm obviously born in 2000, so I kind of grew up with that, like Access, but I can't imagine what it would have been like back before when I don't want to think about it.

[28:16]

Kara: But yeah, it's true, right?

[28:17]

Kara: Like, my perspective is as someone who's born in the 80s is.

[28:20]

Kara: When I started gaming, I only had one other female friend who was into games, and that's the person who got me into playing video games in the 1st place.

[28:28]

Kara: But who did I play with?

[28:30]

Kara: For years and years it was all my male friends, right?

[28:32]

Kara: Like none of the other women that I knew played video games.

[28:35]

Kara: But that's different now.

[28:36]

Kara: Women play a lot of video games.

[28:38]

Kara: But again, it's that kind of classification of like, OK, well, are the games that women are playing considered valid games by the male perspective?

[28:48]

Kara: So doesn't make us any less gamers.

[28:50]

Kara: There are a lot of women who gain, right?

[28:53]

Angi: Yeah.

[28:54]

Angi: Ever since I started researching this, I realized how deep everything is.

[28:57]

Angi: Like just how many shoes as well.

[29:01]

Angi: How deep?

[29:03]

Angi: Anytime that you get into a conversation like this, it's there's so much more than the service level and there's so many kind of rabbit holes that you can go down to as to the causality of how something got into this situation right and you can't fix them all at once.

[29:18]

Angi: There are so many different reasons as to why, you know, we're in this in this position where, you know, it's hard to have diversity in games.

[29:28]

Angi: But we also need to remember that these are issues that have existed for a long time outside of games and we still haven't solved them outside of games.

[29:35]

Angi: But how can we as people who represent games, which is like very future forward and very tap forward, how can we create a pathway to show other, you know, other industries that are still a little more conservative in the way that they look at DE and I or a little, you know, further back in the way that they interact with technology?

[29:57]

Kara: How can we blaze a trail and show them that there could be a different way or a new way to look at this, right.

[30:03]

Angi: Yeah.

[30:04]

Angi: And I mean, I I keep getting reminded of this as well because obviously I'm going into doing my thesis and I have coaches that are obviously male as well and they even they are, you know, like well this is just a overall issue, not just in the gaming industry.

[30:20]

Angi: Well, like yeah, I know.

[30:22]

Angi: And I think like one of my biggest issues of coming into researching it is I obviously have to kind of find a narrower perspective, not just like a super broad one.

[30:31]

Angi: But then as you said that there's so many different, I guess like the reasons as to why things are the way that they are and like different avenues to go down that I'm still trying to figure that out.

[30:43]

Angi: So it's mainly why I'm doing interviews like this with you, for example, because I'm trying to figure out like okay, well, where can I somehow make a difference and in what way?

[30:52]

Angi: Because there's just, you know, at first I wanted to do something with financing and then I wanted to do something with, I don't even know, just like specifically women in university.

[31:04]

Angi: And now I'm just like, I don't know where to go with this.

[31:07]

Angi: But I know that by doing these interviews and kind of getting a better insight into what the actual issues are, that hopefully I can narrow it down.

[31:17]

Angi: But right now it's like a huge, just like what am I going to focus on because the entire industry needs help in a way.

[31:27]

Angi: But I mean, I guess with that being said, my final question is what advice would you give to individuals that from underrepresented backgrounds who aspire to get into the industry, I would say field the community.

[31:42]

Kara: So again, tapping into various social media platforms and groups that exist out there, Facebook groups, you know, Discord channels, etcetera, you can get a lot of information.

[31:53]

Kara: And then from the professional side, LinkedIn is a great way to follow your top five.

[31:58]

Kara: You know, find people who work in the industry that speak about the industry or that, you know, you really admire.

[32:05]

Kara: They made one of your favorite games.

[32:07]

Kara: Follow them because they'll often post about their experiences.

[32:11]

Kara: And then beyond that, for anyone who you know is female by pocket, etcetera, there are subsidies that exist, there are scholarships and there are internships that that exist for you.

[32:25]

Kara: So go out and find those and then join groups like women in games.

[32:29]

Kara: Join groups that are specifically female led and female.

[32:35]

Kara: You know, therefore the elevation of of women because they will help you.

[32:41]

Kara: That's that's the point.

[32:42]

Kara: Like we want to make sure that we're helping others so they will be there to give advice.

[32:46]

Kara: We're not gatekeeping here.

[32:48]

Kara: You know, even just if you saw how many people respond to your post, this industry is not a whole bunch of people who want to gatekeep on how to get into games.

[32:55]

Kara: We want other people to get into games because we love it.

[32:58]

Kara: That's why we got into it, too.

[33:01]

Angi: Yeah.

[33:01]

Angi: No, that was when I saw how many people responded to my post about like, yeah, just having interviews.

[33:07]

Angi: I was shocked.

[33:08]

Angi: I was like, first I was overwhelmed because I was like, did not expect that at all.

[33:13]

Angi: I thought I'd get maybe like two or three people or something.

[33:16]

Angi: And so it was crazy, like seeing.

[33:18]

Angi: And I mean from all sorts of parts of the world, companies, everything.

[33:23]

Angi: I was like, did not know that was going to happen.

[33:26]

Angi: But I'm glad that it is, because now I can get perspectives from people, not just from the US, but yeah, like like where you're from Canada and like all the way to India, people from Turkey.

[33:38]

Angi: Like, it's crazy.

[33:38]

Angi: I don't know.

[33:39]

Angi: It's wild.

[33:40]

Angi: But I'm glad that at least there is such a community.

[33:43]

Angi: At least, yeah, there is a community now.

[33:46]

Angi: But I want to find a way to make it better.

[33:48]

Angi: We'll see.

[33:50]

Kara: Great.

[33:51]

Kara: You know, that's a great endeavor and I'm glad that I can write a thesis about it too.

[33:56]

Kara: And hopefully at some point in this, I will be able to publish it and you'll be able to know that you also helped me with it because I'm definitely looking forward to seeing it.

[34:07]

Kara: I'll read it when you publish.

[34:08]

Angi: Thank you so much.

[34:09]

Angi: And yeah, that's all I have.

[34:12]

Angi: If there's any questions you have or any notes you'd like to add, just let me know.

[34:19]

Angi: But yeah, Thank you so much for helping.

[34:21]

Angi: And yeah, you're very welcome.

[34:24]

Angi: Good luck with the thesis.

[34:26]

Angi: I I hope that it, it turns out very well for you.

[34:28]

Kara: And yeah, again, if you have any more questions or want to just like chat about anything else, some of you must have done LinkedIn.

[34:33]

Kara: I'm happy to help out.

[34:34]

Angi: Great.

[34:34]

Angi: Thank you so much and have a great rest of your day.

[34:37]

Kara: You too.

[34:38]

Kara: Bye, Angi.

[34:38]

Kara: Thank you.

[34:38]

Angi: Bye, bye.

Interview with Regina Pietroricca, Project Manager at PlayStation

[0:01]

Angi: All right.

[0:02]

Angi: Well, I guess the first question I just have is, can you just introduce yourself and tell me a little bit more about your own experience in the industry?

[0:11]

Regina: Sure.

[0:11]

Regina: So my name is Regina Pietroricca.

[0:15]

Regina: I am a project manager with 10 years of combined experience in advertising, gaming and production, and I got my start in production from a random Craigslist ad that I responded to to become a PA at a 3D conversion studio.

[0:38]

Regina: So that was my start over 10 years ago.

[0:40]

Regina: And so I started out as a PA and, you know, made my way into becoming a project manager on AAA gaming titles.

[0:52]

Angi: Nice.

[0:53]

Angi: And what?

[0:54]

Angi: What motivated you to pursue a career in that direction?

[0:58]

Regina: So I was kind of already in an unconventional place in my life.

[1:04]

Regina: I had gone to college a couple times and just hadn't finished.

[1:08]

Regina: I was working a minimum wage retail job in LA and I was kind of at the point where I felt like if this is all that I am doing, like I should just go home.

[1:22]

Regina: But before I go, I just want to wing it and just throw something out there into the universe, something that, you know, I can really put all of my time and energy behind.

[1:35]

Regina: And so that was kind of my primary motivation was that not wanting to go back home to my very small town and do just my same old usual small town things, right?

[1:47]

Angi: Makes sense.

[1:47]

Angi: I mean, if same with me, like I instantly got out of my small town and I grew up in Germany, but I grew up like in a military area.

[1:58]

Angi: Yeah, the American military.

[2:00]

Angi: And it was just like a small town and I was like, I need to get out of there.

[2:03]

Angi: So I understand completely.

[2:07]

Angi: You said so you're a project manager.

[2:09]

Angi: So what does that entail, basically?

[2:12]

Regina: So project management is, you know, a variety of things.

[2:16]

Regina: Yes, it's scheduling, organizing, task management for the team.

[2:22]

Regina: But there's also hidden elements of, you know, your emotional intelligence and being highly empathetic and being intuitive and meeting people's needs, anticipating them before they even ask.

[2:35]

Regina: So I like to joke that it's my secret, my secret psychic power.

[2:40]

Regina: But really it's just a decade of experience, right?

[2:45]

Angi: And what would you say is like your most memorable moments?

[2:47]

Angi: Or I guess, yeah, since you're project manager, I'm assuming you have projects.

[2:51]

Angi: So what would you say are your most memorable ones within?

[2:57]

Regina: So I will start with the one of the more recent projects I worked on was the Last of Us PS5 remake.

[3:07]

Regina: And So what was incredibly memorable about that is a blast of us low.

[3:13]

Regina: I remember what, you know, that game didn't come out all that long ago, but really it had come out like 2 consoles ago at that point.

[3:22]

Regina: So to see something that was so significant and, you know, really changed how people viewed narrative games and then to be part of that was just incredible.

[3:39]

Regina: And interestingly enough, I had the opportunity to work on that in 2020.

[3:46]

Regina: So fully remote.

[3:48]

Regina: Yeah, fully remote.

[3:49]

Regina: And not having worked on any AAA title before then.

[3:55]

Regina: And yeah, it was great.

[3:58]

Angi: Wow.

[3:58]

Angi: I I can't even imagine also what it would have been like working it remote in this industry.

[4:05]

Angi: Like, I don't know.

[4:06]

Angi: I feel like obviously.

[4:08]

Angi: I feel like it's more of an industry that's kind of, I guess I would just say like lenient on working remote, or at least it's more possible, but just sounds surreal.

[4:18]

Angi: Also just funny because it's Last of Us, so it's kind of like apocalypticish, you know?

[4:22]

Regina: Right, Exactly.

[4:25]

Angi: And I'm assuming since you're a project manager, you've had some sort of experience or your own perspectives on diversity, equity and inclusion within the industry.

[4:37]

Regina: Yes.

[4:37]

Regina: So I have seen many different people over my time and I think that's something that I really love and appreciate in the entertainment industry is it is a place where anybody with any background can come and be a part of a team and their experience in their history is just as valued as somebody else who did take a more traditional route of going to college, doing the internship etcetera, right.

[5:09]

Angi: And I guess from your perspective, what does that mean to you?

[5:13]

Angi: So as someone in a project manager role, is there any initiatives, I guess that you try to, I guess focus on to ensure that there is sort of this equity and inclusion taking place within at least your own environment?

[5:30]

Regina: Sure.

[5:30]

Regina: So within my own scope of working with other project managers or associate project managers or coordinators, one of the things that I am always mindful of and very transparent about is my journey to the position that I have currently and taking on that mentorship myself and saying, like, look, if you want to take these steps in your career, not one way works for everybody.

[6:03]

Regina: I lived that experience and I'm happy to share it with other people and develop them and just kind of put them on the right path.

[6:12]

Angi: And obviously since you came from a more like, I guess you would say like nontraditional route, you kind of just got this opportunity on a whim almost.

[6:23]

Angi: What would you say have been some like positive experiences and or also the negative experiences that came from that?

[6:31]

Regina: So the positive experiences is again, just meeting a diverse bunch of people with nontraditional backgrounds and seeing them in a variety of roles.

[6:44]

Regina: You know, I was a coordinator at that time, but there were people who were all the way in, like supervisor roles who hadn't from the traditional four year college and things like that and just kind of translated based on whatever their passions were at the time that led them kind of to the same place that I found myself in.

[7:07]

Regina: So that's certainly the positives.

[7:09]

Regina: I think some of the challenges are, especially in gaming, is there's a lot of, well, how long have you been a gamer and how passionate are you really.

[7:23]

Regina: So there's an element of like that one true stocksman where you know it can feel like you are not enough, even if you are in the same place with every everybody else.

[7:37]

Regina: Because perhaps you, you know, didn't start gaming until later in life or you are in a nontechnical role of gaming.

[7:44]

Regina: So you're not in the coding or the software development or engineering and things like that, right.

[7:50]

Angi: And I've heard a lot that there's kind of this like a lack of new and diverse talent coming into the industry, but rather kind of let's say sharing between companies, just kind of people moving from company to company and instead of it kind of becoming more diverse.

[8:11]

Angi: So you, because I've heard that there's like a lot of barriers kind of you have to have a certain education or be a certain way or whatever to get into the industry.

[8:23]

Angi: Would you say that it's kind of a challenge to get new people, especially diverse people, into the industry?

[8:29]

Regina: I think that the industry is still finding its way on how it's trying to message and foster diversity.

[8:36]

Regina: And so part of what I see a lot of, you know, maybe 5, even 10 years ago, was a real push to look for diversity in coding and development.

[8:51]

Regina: So you know, girls who code black, black and coding boot camp and like things of that nature, but people find the technical element very overwhelming and kind of misunderstand how important that knowledge is.

[9:14]

Regina: And the fact of the matter is, you don't need a highly technical, proficient background to come work in this industry.

[9:23]

Regina: You know, we need writers, we need producers, we need project managers, we need more niche roles such as like coordinating mocap shoots and things of that nature.

[9:35]

Regina: You know, it's not all highly technical, but it does feel gate capped behind.

[9:41]

Regina: Well, you need to code, you need to know design languages and all these other things.

[9:48]

Angi: But simply not true.

[9:50]

Angi: And in what ways do you think at least the companies or the industry themselves can kind of find ways to get the people that don't maybe only think that the only option is coding?

[10:02]

Angi: How do you think they can?

[10:04]

Angi: Yeah, bring the other creatives in, let's say.

[10:09]

Regina: So I know that that right now there's a big focus on internships.

[10:14]

Regina: I think that's great.

[10:15]

Regina: That's certainly the biggest, you know, pull of new graduates and diversity.

[10:22]

Regina: But I think also highlighting people who maybe took an atypical path to get where they are and people of all levels.

[10:31]

Regina: So you know, you do see in those newsletters or in those spotlights, you see people who are, you know, director level and above, which is great.

[10:42]

Regina: I think you do need to see a lot of diversity at those levels.

[10:45]

Regina: But I think it's more accessible for people to see somebody who is a coordinator and how did they get their start, you know, what are some non-technical roles in the industry, seeing more

[11:08]

Angi: And do you think there's, I guess, actions that companies can take to, I guess, promote it in a way because I mean, there's internships and, you know, initiatives in that regard.

[11:23]

Angi: But I feel like at least I've heard, based on also the surveys I've done, a lot of people say that there's a kind of barrier in the sense of younger women don't even know that this is something they can, I guess, achieve or do or you know, there's this, I guess, fear of not being taken seriously as a woman coming into the industry.

[11:48]

Angi: So do you think, at least, I don't know, in the places you've worked, has there been any sort of initiatives done to kind of foster that sense of, Oh well, this is something I can achieve as a woman.

[12:04]

Regina: I think that there's a lot of really great internal initiatives.

[12:07]

Regina: And I think that is the challenge is taking those initiatives that you don't care about unless you work there, unless a friend of a friend tells you and there are now more digital networking events.

[12:23]

Regina:: But even that is still like Okay.

[12:26]

Regina: Here's the here's an executive producer who's been in the field for 20 years.

[12:32]

Regina: You know, we just don't get a chance to see or highlight a young audience just getting their start.

[12:40]

Regina: And, you know, I think the other thing too is a lot of people think okay.

[12:46]

Regina: Well, again, I feel like a lot of industry vets are I I don't want to say gatekeeping because it's not so intentional, but, you know, kind of doing that check of like, oh, how long have you been a gamer?

[13:04]

Regina: You know, name every game ever made ever.

[13:09]

Regina: And I think just kind of being more transparent about like cozy gamers and not only big AAA titles, like focusing more on indie gamers and what they're all about and what they bring to the table and just remaining open to fostering discussion with people.

[13:32]

Regina: Even if it's not a hiring event to just get more people through the door, Like just having more awareness based events.

[13:43]

Regina: And I guess, yeah, I tried to figure out where to go from there because obviously, yeah, it's important to get that discussion out there.

[13:56]

Regina: I guess.

[13:56]

Angi: In what ways do you think that that could be done?

[14:02]

Angi: I've heard some people mention, you know, online communities, but have you ever seen anything sort of like physical like actual events taking place that kind of promote like graduates let's say.

[14:16]

Angi: Because I guess obviously a huge part of the people working in the industry will either come from, yeah, a non educational background who just want to get into it, but also from like university background.

[14:29]

Angi: So the people that maybe are taking into like STEM education, do you think having some sort of events or like some sort of, I guess, awareness initiative to kind of be like, hey, this is the thing, this is a role that we need filled.

[14:48]

Angi: Do you think something like that would work or have you seen anything like that?

[14:50]

Angi: So kind of like hiring events, I guess.

[14:53]

Angi: Yeah.

[14:54]

Regina: So I think instead of just having hiring events, like one way that you can have a physical presence is through an activation event, which is showing up with a small team, having some kind of physical medium to engage with.

[15:13]

Regina: So you know if you walked around the floor at like E3 and they would have demo booths for new games and things like that.

[15:20]

Regina: It doesn't have to be that intense if you don't have to demo a new game, but you can have like a really cute like, oh retro gaming and just like have like the old school like pixel type of see, I'm like making up like an activation event on the spot.

[15:39]

Regina: But really what you want is small digestible awareness events that foster engagement, get people curious and them down the path of I would like to learn more.

[15:52]

Regina: I think when you start with this is a hiring event, obviously that's great, especially if you're at the colleges targeting the STEM students.

[16:04]

Angi: But are you, you know, targeting the communications majors and the, you know, business management and business and sales and things like that?

[16:14]

Regina: You know, I'm not sure, but I imagine just a hiring event and you know the strength of your own brand might not be enough to kind of reach that talent.

[16:27]

Regina: That is what would be on the fringe of the what we assume is the industry, right.

[16:35]

Regina: We think computer science, computer animation, that's what we want to market to, but really we want to market to everybody.

[16:44]

Regina: We want you know that young diverse talent to come through the door and they might be majoring in communications.

[16:52]

Regina: Man, that is like, it's like complicated at the face of it because it's like there's so many different people that can work in the industry, but then figuring out how to make it all known for them.

[17:07]

Regina: It's like, because I personally haven't never seen any sort of, I guess like from my own standpoint, I mean, I'm doing creative business.

[17:16]

Regina: It's not necessarily anything specific to gaming, but I personally haven't seen any sort of like call to the industry in a way.

[17:25]

Angi: So I feel like that's something I'm also still trying to figure out is kind of finding a way to like obviously I'm not going to make a huge difference in the industry, but I want to be able to research into it to be like how can we bridge this gap.

[17:36]

Angi: I think that gap is the most important, right, because if you are majoring in, it was creative business is your major.

[17:46]

Regina: I mean there's plenty of, I mean just the marketing opportunities alone that would be available to you, some to you or everybody else in your major, but that's not really made public like you're thinking I'm a I'm in creative business, but that's not really gaming.

[18:08]

Regina: But it is like, you know, there's the elements of that in gaming like it needs everybody to run.

[18:16]

Regina: And so kind of bridging that gap between like beyond STEM, you know, beyond computer animation, like getting creative with our outreach.

[18:27]

Angi: Yeah, I feel like that's huge.

[18:28]

Angi: And I feel like now I'm now I'm like so focused on that, but I need to kind of still research and still figure out like okay, what is the actual stem of the problem, let's say.

[18:38]

Angi: But have you personally had any sort of, I guess, role models or mentors that kind of helped you personally get into the industry or like not even just get into the industry but kind of like make your way through it?

[18:52]

Regina: Sure.

[18:53]

Regina: So my number one advice professionally, this isn't even like gaming specific, but you know, when you're working with people, you never know where they're going to net out.

[19:03]

Regina: And you know, to your earlier point, gaming is actually quite a small industry.

[19:09]

Regina: I'm based in San Diego.

[19:10]

Regina: So pretty much you are following people from one studio to the next and you simply don't know when you know you'll run into somebody again.

[19:21]

Regina: So you want to make those connections, You want to foster those friendships.

[19:26]

Regina: You know, networking is in a quid pro quo type of exchange.

[19:32]

Regina: It's a legitimate friendship.

[19:34]

Regina: And those friendships are going to follow you for a long time.

[19:39]

Regina: So if you can find a mentor that's great, that is absolutely very valuable to one's career, but more importantly, just building authentic friendships with your peers who are actively engaged with the industry, you know, participating in sharing news and things like that.

[20:02]

Regina: And if they get hired, you know, they'll think of you and be like, oh, hey, I saw this great opportunity like, come on, let's go.

[20:11]

Angi: So you think basically networking and actually taking it seriously in a way that would be like the most beneficial form of getting into the industry.

[20:20]

Regina: Yes.

[20:21]

Regina: I think that because there is such a struggle to bridge that gap with reaching a more diverse range of candidates, you really want to go through your relationships that you have currently fostered and see where it leads.

[20:41]

Regina: You know, because a mentor can get you so far in your own personal and professional development, but they may not really have the immediate access to opportunities, which is really what you need to combine with your education.

[20:58]

Regina: You need that practical experience and networking can kind of help you get your foot in the door through any means.

[21:09]

Angi: Yeah, I I've heard a lot about that since I started researching like networking, networking, networking.

[21:13]

Angi: And in my head I was like really like, I guess it makes sense.

[21:18]

Angi: But when I first started it, I didn't expect that to kind of be like such a huge, yeah, like big point within the industry.

[21:25]

Angi: Like everyone was saying, like, yeah, just network, just do this.

[21:28]

Angi: I'm like really?

[21:29]

Angi: OK, like if you say so, but yeah, I don't know if I have any more questions at the moment.

[21:39]

Angi: I had many questions, but I realized that they're kind of repetitive and if I keep saying them, then it'll just like be all the same points.

[21:47]

Angi: But I guess if you have like any additional I guess advice or just some points that you think are really important for me to like research more into, if you could share anything.

[22:03]

Regina: I guess the only other advice that I have is, you know, risk is going to be something that you're going to have to take for an opportunity.

[22:13]

Regina: You know, you may not have the perfect internship job that goes straight to full time employment, but it's worth taking the risk to build that practical experience.

[22:26]

Regina: At the same time, you might get a contract role that you might have to move for.

[22:32]

Regina: I had to, you know, pack up my life in two soup box suitcases and just drive down to San Diego.

[22:40]

Regina: I'd never even visit San Diego in my life until that point.

[22:45]

Regina: So just having really good risk analysis, going for those opportunities and fostering those relationships along the way because you never know.

[22:55]

Regina: And who doesn't want to make more friends?

[22:58]

Angi: True.

[22:59]

Angi: I feel like the more community we have can also hopefully foster like a better sense of diversity or just better diversity in general in the future.

[23:07]

Angi: Because right now it seems as though it's just, yeah, white men hiring a lot of white men.

[23:15]

Angi: And I don't want it to be being that way because I I want everyone to get a chance.

[23:20]

Angi: And that's why I'm doing.

[23:23]

Angi: Obviously, I'm not one to kind of, I mean I am a woman, but I I'm white and I don't face the same struggles that a lot of other people go through in the industry.

[23:33]

Angi: So I want to find a way to like obviously I'm not going to make a huge difference in the industry, but I want to be able to research into it to be like how can we bridge this gap.

[23:42]

Regina: So for sure, yeah, I think that is an important question.

[23:45]

Regina: I think your research will be never ending.

[23:48]

Angi: You're going to, you know, continue to come across a variety of perspectives.

[23:54]

Regina: Some may validate what you already know.

[23:56]

Regina: Some things might throw you for a complete loop.

[23:59]

Regina: But, you know, I am very excited for your research.

[24:03]

Regina: I think it's very valuable.

[24:05]

Regina: And I thank you for your time and your efforts.

[24:08]

Angi: Yes, you as well.

[24:09]

Angi: I value every insight I get because, I mean, at this point I thought I had a clear path going for my research.

[24:16]

Angi: But the more I talk to people and the more you know the insights I get, I'm like, kind of like what you said.

[24:21]

Angi: I'm already being thrown for a loop because I'm like, wow, there's so many ways I could go and I have to just figure out which one I'm going to focus on.

[24:29]

Regina: So we'll see where it takes.

[24:31]

Regina: But yeah, and I truly hope that the accessibility into the industry, I would truly love to see it become even more defined.

[24:43]

Regina: But until then, like, don't be afraid to take a risk.

[24:46]

Regina: Not every opportunity is the same.

[24:49]

Regina: Don't look at other people and compare your journey to theirs.

[24:53]

Regina: And you know, I'm sure you're seeing in the news with all the layoffs and things like that, you know, it's disheartening.

[25:00]

Regina: But these things are a cycle.

[25:03]

Regina: You know, layoffs happen and then surges happen and then we repeat this cycle and sometimes that cycle breaks and things change for the better.

[25:13]

Regina: But you've got to be able to ride it out and never take it personal, never take it.

[25:20]

Regina: It's your journey.

[25:21]

Regina: You know, make the most of your opportunities go out there and get it.

[25:25]

Regina: But rejection is redirection.

[25:28]

Regina: You can't internalize it.

[25:30]

Regina: You can't personalize it.

[25:31]

Angi: So definitely going to need to remember that because I was astonished at the amount of a layoffs that I saw happening and like just how much every person in the industry goes from project to project.

[25:44]

Angi: Basically I was like, wow, I did not realize that's how the industry was.

[25:48]

Angi: So it's quite an eye opener, but it it's not necessarily scaring me away.

[25:52]

Angi: So I'm hoping I can also get in there somehow and and hopefully, you know, I'm trying to work on this thesis with Women and Games International, the organization and I'm hoping that I can give them some ideas I guess.

[26:10]

Angi: So better help all the people trying to get into the industry.

[26:14]

Angi: So thank you so much for your time.

[26:17]

Regina: And thank you so much.

[26:21]

Regina: And hopefully we can speak again about the history.

[26:26]

Angi: Love it.

[26:28]

Angi: Yeah.

[26:28]

Angi: So have a great rest of your day.

[26:30]

Regina: Thank you.

[26:32]

Regina: You're welcome.

[26:32]

Regina: Have a nice day.

[26:33]

Angi: Bye, bye.

Appendix B: Discover Phase Questionnaire Results

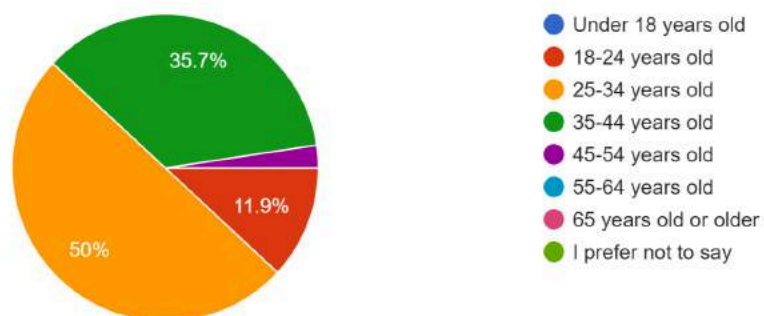
Women in the Gaming Industry: Experiences, Challenges & Opportunities

Link to spreadsheet:

<https://docs.google.com/spreadsheets/d/1kuc7ltuHYm8RczXkrsH8nSJqeyZaW7dpzvQjDVo3Dok/edit?usp=sharing>

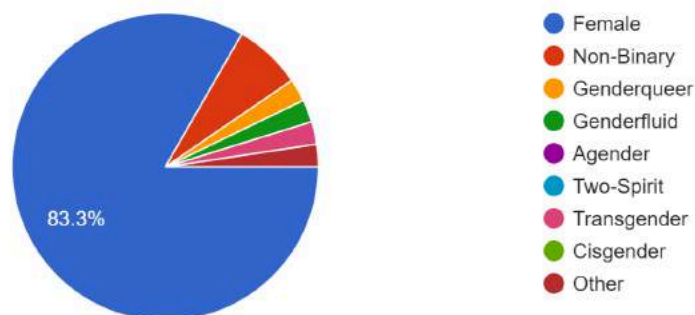
What is your age?

42 responses



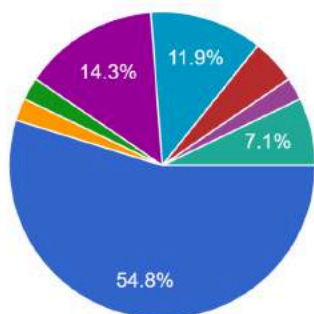
What is your gender?

42 responses



What is your ethnicity?

42 responses

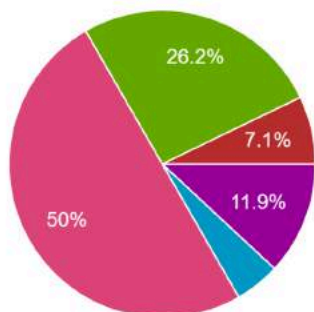


- Caucasian
- Black
- African American
- Hispanic
- Latino/a/x
- Asian
- Native American or American Indian
- Pacific Islander

▲ 1/2 ▼

What is your highest level of education completed?

42 responses

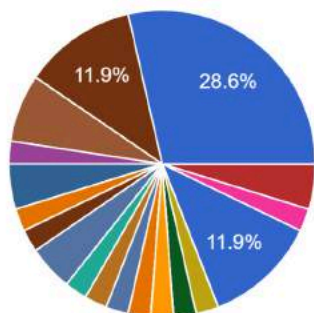


- No formal education
- Elementary school (e.g., primary school)
- Middle school (e.g., junior high school)
- High school diploma or equivalent (e.g., GED)
- Some college or vocational training, b...
- Associate's degree (e.g., A.A. or A.S.)
- Bachelor's degree (e.g., B.A. or B.S.)
- Master's degree (e.g., M.A. or M.S.)

▲ 1/2 ▼

Where are you currently based?

42 responses



- Afghanistan
- Albania
- Algeria
- Andorra
- Angola
- Antigua and Barbuda
- Argentina
- Armenia

▲ 1/25 ▼

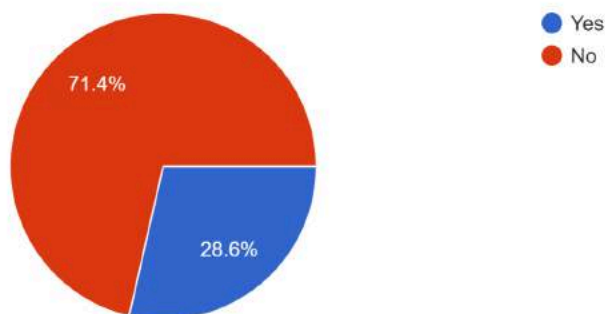
Please provide your job title and a brief description of your current role in the gaming industry.

1. Solo developing mini games
2. Twitch streamer and gaming content creator; mentee at Queer Women of Esports
3. Associate Producer - indie video games publisher. I work with developers to ensure their games are carried through the entire video game development cycle, providing support, insights, and connections when necessary.
4. Founder, Gaming Culturist, LLC - I help consult organizations about the benefits of bringing all types of gaming into their work. I perform keynotes, sit on industry panels, host sessions at conferences, etc.
5. I am currently a co-owner of an esports organization, a competitive apex player and content creator as well as a phd candidate.
6. I'm a producer, narrative designer, and game writer.
7. Project Manager -- responsible for overseeing the schedule and deliverables for the Art team.
8. customer experience lead
9. Broadcast op, operating esports broadcasting for riot games. Professional esports player too
10. Sr Technical Writing Manager - leading a team of 6 FTEs + 1 contractor on a global 3D engine documentation team.
11. Community Manager, Director of Community Engagement, Consultant, Producer
12. Digital Process Responsible. Business Analyst and manual tester
13. Founder
14. Women in Games Ambassador, Professional Mentor-Game Design-Professional Teacher-Game Making for kids, Video Games Ambassador
15. Head of Global Retention and Bonus Analytics.
16. Looking at data to identify opportunities to better target our customers and drive business growth
17. UX/UI designer / generalist
18. game designer
19. Art Producer - Producer - Project Manager
20. Postgrad Student Games Design
21. Player Experience, Player Support Lead - Leading a team of senior support agents helping to deliver a better player experience on our products
22. Currently I work at New Balance as an Associate Marketing Manager of the Gaming and Web3 team. We are new team (est Jan 2023) and my current role is to manage our relationships with content creators/talent, independent publishers, and manage the operations of our online gaming tournaments.
23. Technical Artist
24. Senior Product Marketing Manager, Streamers and Creators

25. I am between roles, looking for my next narrative gig in an extremely dismal landscape of form-rejections, ghostings, and no-responses. I have 17 years of experience in game writing, narrative design, and creative direction, as well as QA and 3D modeling experience.
26. Customer Success, Marketing and Content writing in an esports education platform
27. Lecturer in Esports
28. Digital marketing manager
29. I work as the Events Lead in a collegiate Esports and gaming program
30. PhD Student & Exercise Physiologist - researching female esports athletes
31. Unreal Engine Artist Intern
32. Lecturer in visual media and culture, abertay University. Education. I teach people to make games and I am a women in games ambassador
33. HR Manager
34. Associate UI Technical Artist - implementing and programming UI screens and widgets
35. I'm currently employed as a Games and XR developer. Although my current role requires me to build serious games, outside of work, I like building more casual games.
36. Creative Strategy Lead at Twitch - I do creative proposals for brands that invest in advertising on Twitch
37. Director
38. i am a philippine based esports journalist, in one of the major local news outlets
39. Research Director of an academic games user research center working primarily with the gaming and esports industries
40. Junior Gameplay Programmer
41. Games curation of a leading games platform, prev marketing and dev.
42. 3D artist - Environment modeler
43. Product Development Manager; within my role I define the direction of the product through means of research, vision-setting, alignment and prioritization.

Did you go to college and graduate from education in STEM (Science, Technology, Engineering, and Mathematics)?

42 responses



How did you become interested in pursuing a career in the gaming industry?

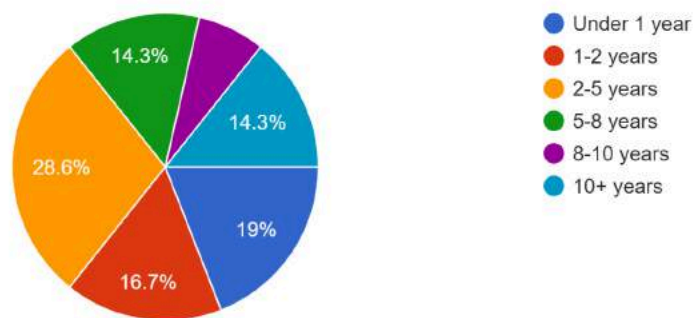
1. While working my first business operations 9-5 job, I realized that I hated what I was doing and that I could not imagine myself doing that everyday for the rest of my life. At that point the difficulty of breaking into gaming, which had always been a lifelong dream of mine. seemed worth the effort rather than working everyday in a job I hated just because it was a more normal path.
2. During COVID, I found it as a great way to connect with other like-minded individuals who share the same interest in gaming and social connectivity within gaming. This eventually led to me becoming interested in pursuing things on a more "corporate" level, hence joining the Queer Women of Esports mentorship program to have more of an educational background in the industry.
3. I wanted to be happy :D I was in tech for a while, surrounded by men that didn't care for my opinion and in a role that was being eliminated at the end of the year. As I started my job search, I focused on what brought me joy in life and made the connection that video games could be a place for me! Doing more research, I found that there were roles for someone of my skillsets, which came as a surprise. I was never taught or told that careers in games were so varied, and that there was something for everyone.
4. I've been a gamer since I was a little girl. I started gaming with my (11 years) older brother and fell in love with it ever since. Much of my early friend group revolved around us being gamers. I wanted to go to school for game design, but life events changed my path, so I went into computer operations and business management instead. Luckily, I held on to my passion for gaming and found opportunities to integrate it in my work with a couple of organizations and now own my LLC consulting company.
5. I started streaming as a way to heal from a brain injury and just stumbled into the world of gaming. When I wanted to really get into the industry I met WIGI and have been in the scene since.
6. I grew up playing games, but I didn't know I had the chops to make them until quite recently. I spent many years as a game journalist (on the business side), which led to my work in business analysis, consulting, and eventually game production. As with many folks over 35, I fell into games completely backwards.
7. I've been a gamer for literally 30 years, and decided I had enough professional experience to make the leap.
8. it was by a chance.
9. gaming saved my life and somewhere along the way i realised i was good enough at it to compete at the highest level
10. Have always been a gamer. I grew up playing PC games (Starcraft era) and just never wanted to do anything else. I tried, it didn't stick, so I jumped into games as soon as I had an opportunity.

11. Gaming has always been a dear hobby for me, and its benefits for health, cultural aspects, education etc are fascinating. It felt like a natural choice especially after I wasn't able to continue my earlier career (teaching & carpenting)
12. I'm a gamer girl for 20 years. I have always been interested. Once programming was included in my career, I started to see a different sight to explore.
13. I love trivia but to update it with photos so jumped into game to make a brand-new trivia mobile game.
14. My Childhood Dream to create a game
15. By chance, through a friend, taught me how to code and got a job as a junior analyst
16. Ive always enjoyed playing games and I had strong passions for justice and ensuring people felt connected and seen. I actually became interested in the games industry as a career because of my partner. They showed an interest in programming and it made me think about how I have many skills and passions that line up with a designer. It was when I started asking questions at a university open day that I began to realize how well this specific role suited my interests.
17. ive always wanted to work both with technology and creativity, plus i wanted to be the change i want to see in the world.
18. I love games
19. Lifelong gamer
20. I've loved games all my life, and so when I was just a wee babe (18) and a friend told me of an opportunity to work in the industry, I jumped at it. Started off in Quality assurance, ended up in Player Experience so far.
21. I've been a gamer my entire life and I happened to be pitching a Roblox concept to the company I was with prior to New Balance when the role I currently have at NB opened up. I was denied my Roblox pitch and just kind of went after this role at New Balance, I put my heart and soul into every single life and was so excited about the fact that I was going to marry my love for footwear and passion for gaming.
22. I've always loved video games, during covid i got the time to reconnect with it and realized that making these games is what I wanted to do.
23. I'm passionate about gaming
24. When I beat Zelda: Ocarina of Time on the N64 at 10 years old and saw the credits scroll by, I realized that *people* make games, and I could do that when I grew up. So it's been the dream for 25 years.
25. I have been a gamer since I was five. I realized that in order to have a content career I should pursue a career that includes something I love doing.
26. I have always had an interest / hobby in gaming. I was provided with the opportunity to teach Esports in 2022.
27. I am a video gamer since I was born

28. My friend I thought I'd be good at planning events and said I should apply for the role. He knew I had a love of OW and WoW so he thought I'd be a good fit. The community I found has engaged me more than I ever expected
29. I've been a gamer my whole life - the idea of combining my health and research degree/career with gaming and esports to help support fellow females & women was dream job status for me! So, I started a PhD.
30. I love games and was always tech savvy, games are fun and too entertaining to dismiss
31. I was a comics PhD student and became interested in all kinds of creative industries. I became a creative industries researcher and now educator
32. Personal interest (player)
33. Lifelong interest in games and tech
34. I began my career as a developer of interactive applications. However, during that phase, I started thinking about incorporating some kind of gameplay to make the interactive experience more fun. While doing this, I got very interested in coding games, and that's how I pursued my career in the gaming industry.
35. I've been a gamer my entire life and love it
36. my business partner wanted to create a video game company
37. It was an opportunity given to me given the unsaturated opportunities in sports
38. Life long gamer
39. I always loved video games and knew I wanted to program them for a living when I started playing around with UE4 when I was in highschool.
40. Since playing games as a child
41. I like games, I am good at 3d and softwares in general, my first graduation was an architect and the 3D modeling was the part I liked the most, since Canada has industry for that when I moved from brazil I decided to pursue a career in art/games
42. Love for media, originally wanted to pursue a career within the creative sector focused on film and television.

How long have you been working in the gaming industry?

42 responses



What aspects of your career in gaming have been most fulfilling or rewarding for you?

1. Being able to see ideas and drafts come together into a playable enjoyable thing.
2. I have met some very inspiring, creative women who bring the space so much light in so many unique ways. Since this industry is so male-dominated, it's inspiring to see people I can identify with taking over the space and sharing their talents. I've also had the pleasure of contributing my own abilities to the space to promote inclusivity in my community and it's been such a pleasure!
3. Seeing a direct response to a feature I produced. It was amazing knowing all the hard work that went behind it and seeing it received so well.
4. Helping other female-identifying or marginalized gender identities feel like they belong, they have a voice, and are needed in the STEM field.
5. As a content creator building a community has been so rewarding. The community I made in 2018 is still going strong. Seeing viewers from years ago pop in to check on you really makes you feel awesome. I think as an owner of an esports org its to pave the way for others ladies to get involved and that is rewarding.
6. Mentoring has been one of the most fulfilling things about working in and around games for as long as I have. My door is always open for developers, writers, and producers from underserved communities so that I can make connections and grease wheels with my rather enormous rolodex of contacts.
7. I'm fully passionate about the product and seeing it in the hands of fellow gamers.
8. being the lead of the team where I started my career in gaming after several years
9. representing my country twice and winning 2 international awards. Being able to help other women and marginalised genders feel welcome in esports.
10. Finding the right bosses and company to work for. Being able to lead a team so I can start shielding some very talented people from the BS coming from higher above. Finally earning enough money to not leave paycheque to paycheque anymore.
11. Helping others. Seeing voices of unheard to be heard. Witnessing the industry getting more diverse. It brings sense of community and hope in the world.
12. Work should be something I can find motivation and have fun. Gaming is fulfilling that part with all the aspects of this industry. Character modelling, back end development, mechanics, external connections... I find it thrilling to explore. What is rewarding is to see the final product, where you see the faces of many people as a result of your efforts.
13. Getting to work with other women in games. Women help women, it's true, and it's been invaluable to my games career.
14. I have done many freelance projects in game industry.Participated in Gamescom 2022 Singapore as a trade conference delegate
15. Constant learning and improvement
16. Support from various colleagues
17. Designing spaces to include as many different people as possible within the world building and user experience. Landing a job that works in EDI training.

18. seeing players interact with what ive created
19. Working with talented people
20. Creating amazing gaming experiences, bringing people together
21. Seeing good people grow. By that I mean, seeing good people & people that I respect & admire get promoted, get paid more, get their dues where they're owed after the hard work they've put in.
22. So far, honestly having a voice at the table has been the most rewarding. I'm viewed as an expert, not a backup dancer. I'm given the chance to speak up, voice my opinion, and have my ideas be implemented on what we do and how we activate in this space.
23. Seeing my hard work come together in a medium that can bring people joy.
24. Working with similarly minded people
25. Being able to provide players an escape from the day-to-day drudgery of life on planet Earth. It's hard being a human — games give us a break, change our perspective, challenge us to think about something outside of our own problems.
26. It does not feel like a job. Everything has been related to esports and gaming and I could not be more thrilled to work.
27. Teaching the next generation about games / esports
28. The fact that I am a video gamer myself. So, it is rewarding to be both a consumer and marketing strategist
29. The building of community. Having a place where you feel you belong is crucial, and I wanted to make a space where all types of gamers on that college campus could find community
30. Personal fulfilment - getting to begin research in an area that I believe has great needs
31. Seeing my creations come to live bit by bit
32. Having students make a game based on my research findings and helping inspire students to think about the significance of what they make
33. working with/for people in an creative environment
34. Meeting other likeminded individuals, improving existing skills
35. I was given the opportunity to pursue new platforms and tools for building games. While doing so, I began the process of blogging about my experiences and started speaking at conferences. The fact that people started recognizing my work gave me higher motivation to keep getting better at my game building skills. This part of my journey has been the most fulfilling.
36. Being able to do fun things and to help out the community through good experiences
37. when someone plays our video games
38. being able to write about stories as they happen, especially those in our country who have made it from rags to riches due to gaming.
39. Contributing new knowledge to the corpus while also producing artifacts for use in the industry

40. I left my first job during the trial period because it was the opposite of fulfilling. I was working remotely and I had no access to the game's code. I was asked to work on small modules that could be integrated to the game by other members of the team and to do things such as tools for which I was not payed enough for. On the other hand, I loved being a part of a team during my studies and seeing the game come to life as it was being made, that felt truly rewarding after the many hours of work.
41. Meeting like-minded people, working with great products
42. I really love creative jobs, telling stories and working on a team.
43. Seeing the response of players on features that you helped create

Have you encountered any positive experiences or support networks within the industry that have helped you in your career?

1. no
2. Yes
3. There have been a lot of people who have been willing to extend me their time and talk to me about their careers in gaming and what to expect changing careers.
4. Thanks to Queer Women of Esports, not only have I found a community within our program and my fellow mentees, but it's provided me the opportunity to meet industry leaders who are working with me to build more repertoire and expand my connections as I grow.
5. I was a mentee in Women In Games International where I was paired with a mentor and attended focused on women in games. I'm also an ambassador for Women In Games. I'm also part of the Game Production Community Discord where we discuss production topics and share our experiences to help others. The first studio I worked at was large, so the people there had all kinds of experience to help me in my career.
6. YES! Many, and it's in a large part due to those orgs that I've stayed in the industry. WIGI has been a fantastic connection point for me, as well as Girls Who Game, and other professional organizations.
7. The gameHERs and wigi have been the most positive experiences and supported
8. I'm sad to say... no, not really. I have friends that have helped me, but because I came up through journalism (and it's very cutthroat, which is ultimately why I left it) there weren't a lot of professional development options for me. I'm doing my best to participate in more groups (and talk to more folks trying to transition away from media) so I can help make a better reality for younger women.
9. Yes! I joined the Black at Playstation crew early on, which introduced to me lifelong friends.
10. yes, femme gaming, wigi, women in games, women in esports. Theres loads of us
11. Just individuals. My first technical writing managers (non-gaming company) were incredibly supportive individuals whose teachings I still apply to this day. My current boss is a gem, too. He wanted to make sure I'm going where I want to go from the very

- first 1:1 we had together, which is grand, 'cause other bosses never ask, just assume (or, worse, they sabotage you).
12. Yes. I got lots of support from some amazing individuals who guided me to be part of certain groups and networks. It was very important at the start of my career.
 13. My supervisor tells me that I have good eyes to details.
 14. WIGI and Women in Games (UK). Get mentorship from 3 other women in games.
 15. Yes. Women in games international
 16. Courses in management really helped become a better boss.
 17. Meeting inspiring people
 18. Yes, my course director and community liaison were fantastic. The LinkedIn community to a degree has been great in learning about shared experiences as well as networking.
 19. yes
 20. No yet
 21. Peers and mentors, organisations in gaming, friends
 22. As a woman, this is actually the part that I find the most lacking. Maybe it's because I don't know where to look, or it's the nature of our jobs, but it rarely feels like I've had a deep, mentor-esque connection with another woman in this industry. There are a lot of women that I admire, respect, care about, and would love to sit down and chat with, but I have no idea how/where to start.
 23. Not yet, but I'm still early in this career!
 24. WIG has definitely helped me network more with others that feel the same struggles. The connections with my program director from school was also invaluable and is the reason I have a job today.
 25. No
 26. Absolutely — I've been extremely humbled by the support of my extended community on LinkedIn as I search for my next role. I've also been very lucky to have worked with some fantastic mentors throughout my journey in games.
 27. Yes, a lovely woman helped me land this job. S
 28. Yes - industry professionals
 29. Yes but in the end not so impactful or useful
 30. Yes, I have made a lot of positive connections in the industry
 31. Yes, my supervisor has been incredible! He's backed my decisions and research topic 100% of the way
 32. Women's Creators Program with UEFN has been amazing to me, especially to newcomers!
 33. Women in games helped me find research participants on the uk, sweden and China. It has also helped me meet people at my university.
 - 34.
 35. Grads in games has been good. As have games for good.

36. Yes, I've had peers and coworkers who motivated me to excel at my work. The awards that I have won for my games and that I have been able to represent has helped people recognize my work and in turn has helped my career.
37. Yes!
38. No, it wasn't, that's why I started a community of women in Mexico. Here I met many magnificent women who support me a lot.
39. yes
40. Not really outside of my school's network.
41. I've enjoyed events I've been to, but it's difficult to find the time - and allowance from companies, to go to them
42. My college and co-workers on the internships I worked on were my main support network
43. I was lucky enough to have an indirect mentor during my internship, she was a producer that knew how to best tackle criticism and deal with all sorts of feedback. Really helped me stand my own.

Have you faced any challenges or obstacles related to your gender while working in the gaming industry? Please describe.

1. A lot of programs or talks to help marginalized groups break into gaming tend to be women, cis or trans, only.
2. I've found that finding a job within the industry that isn't within a womxn-led company is a lot more competitive, and it's more likely that womxn will be laid off over men from games industry roles—such as my previous company which hosts a live streaming software. It's unfortunate to feel like we have to do double the work to prove ourselves and find a place where we feel that sense of belonging but also a feeling of job security.
3. I found it a bit difficult to transition into the industry, not having any experience or connections, but I'm not sure if that was due to my gender. When I was in the process of negotiating a contract, the recruiter mentioned that it would be useful that I was a person of color and a woman to try and negotiate higher. While I appreciate her efforts to try and get me the best offer, I didn't know if using that as a trump card was good or not. I wanted to earn the contract because I deserved it, not just because of what makes me who I am.
4. I have not faced as many struggles during my work experience as I did / have with my personal gaming experience. Being called names, people dropping out of my party once they figure out I'm a girl, etc.
5. I faced a lot of antisemitic messages as well as sexist comments. When I game I cannot use my microphone or I get really sexist comments that make me want to not play anymore.
6. Of course. I came up through game journalism and no one hates women in game journalism more than the audience that they're/we're speaking to. I transitioned into

business journalism and my life got a lot friendlier. There were certainly times when the C-Suite tried to make me feel small in interviews (which may or may not have been because of my gender), but I always shook it off and roasted 'em anyway.

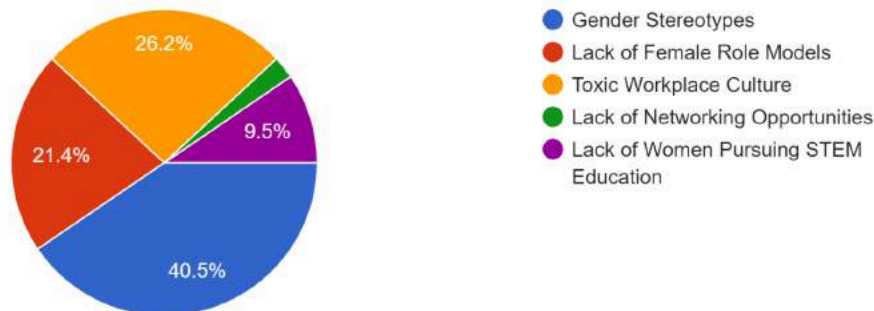
7. I think there are less challenges these days, but 5-10 years ago, it was difficult to network with other women in the industry. To this day, I think women are mostly in production roles, I rarely see them as creative leaders.
8. your words or thoughts can be underestimated or dismissed comparing a male.
9. everyday. You can never have a bad day as a women its always because of who you are.
10. I was typically the only femme person in a room in a lot of places, but that's never bothered me since I'm nonbinary and, despite my gender presentation, I lean heavily masculine in my tone of voice, attitude, assertiveness, etc.
- 11.
12. HOWEVER, I've had cis-female bosses who took issues with my being "adversarial" explicitly because of my gender while cis-male colleagues with the same or worse kind of attitude were given a free pass. When I asked why, I was given the typical BS that society uses to excuse this kind of male behavior (he's under a lot of pressure, he didn't actually mean it like that, it doesn't matter what he does but what you do). It's been years and it still stings.
13. I was in politics when I was younger, and I've faced similar belittling attitudes ("you simply cannot understand because you aren't a man"). I've also faced sexual harrasment, verbal, despite I work from home.
14. I have not.
15. Being a woman founder, it became repetitive that 3 different men I hired ghosted me for days by not replying or missing meetings when asked to give updates on their work/progress. Not a single woman I hired has ever done that, women email back and respond, even if it's to say I'm still working on it and it's taking longer than I thought.
16. Yes. Stereotype Judge in a game competition said women cannot perform well when it comes to coding. Some men think women should not play games. My lecturer was like that
17. No actually. Quite the opposite as a woman in data I was pushed to go up and get a higher role/more visibility
18. Not within my job role but during my course I faced a a small amount of gate keeping mentality from my peers early in the degree. Which made it difficult to feel free to build my own confidence and knowledge around areas of games I haven't been involved in like mmo's.
19. male coworkers do this funny thing where they always think i need help, they pity me, they overexplain things to me, but they dont do the same for fellow males. they also cut me off during meetings and undervalue my opinions.
20. Mansplaining - Micromanagement
21. Availability of roles and support, skills support, mentorship network

22. Lack of representation, lack of communication, lack of networking maybe. I described a challenge in the previous answer.
23. There have definitely been male-dominated or male-led teams from some bigger publishers in the space who act differently when I'm on a call vs my boss (who's a male). However my boss has been so good about inserting me into these conversations and ensuring these teams know to come to me for collaborations, answers to questions, etc.
24. I do find that I'm not always taken as seriously as my male counterparts, despite sometimes being more knowledgeable in an area. It takes a while for me to have to "prove" myself and that they can trust me. Once I gain that trust though, it tends to be smooth sailing.
25. yes, bro-culture is prevalent, tone policing and men making literal jokes about harassment training.
26. Countless. From men assuming I don't play games, to men joking about monetizing abortion as a feature of a life sim game, to men promoting other men over me when I was the one putting in the work behind the scenes... to other women being threatened by me and trying to block my success and input, so it's not always men. I could go on for pages.
27. 90% of the company is white males. I have been left out of important meetings about projects that I am doing. They host the meetings without me and tell me their opinions about the project I AM supposed to be leading. I also need to try extra hard to be included in social situations and chats. I have been told by a colleague that they did not know how to work with woman.
28. Yes - individuals not taking you seriously for being a woman in gaming
29. Unfortunately yes.
30. I am the only woman in the all company and most of the times I feel like I receive a mansplaining treatment, not to mention all the sexual jokes and the feeling I am underestimated
31. Men look down on me sometimes or don't listen. I was once talking about how proud of my team I was and a man wouldn't stop looking at the small bit of cleavage I had. I also had a co-worker who would explicitly ignore my suggestions and requests, we believe because I am a fem-presenting person
32. I'm still very new to the industry (began PhD ~6 months ago) and haven't experienced any explicit challenges personally. However, getting involved with my local University womens esports team, I've been able to see firsthand the difference in access to resources and funding from the University sports department and how this has affected viability of the team.
33. For now no
34. Yes. I have been undermined by male colleagues and students about my legitimacy as a teacher and academic because of my gender.
35. No, but this may come with the role, HR is a kind of 'female' position
36. Thankfully, no

37. Yes, initially during my career, it was hard to prove my skills to my seniors especially when it came to communication and presentation at events and conferences. Opportunities to participate in these was always offered to male colleagues. I had to fight my way through to prove myself equally worthy. I currently see myself go through the same process of having to prove myself everyday in the field of XR - a platform which is relatively new to me.
38. Yes, I have been questioned about my knowledge and sexualized by other people
39. It happens to me that I feel uncomfortable in face-to-face events where there are many men, where you have to show that you know about development or that you know about games you have played.
40. my ex business partner, burdened me with more responsibilities, expecting me to solve everything
41. personally none as my circles there are generally inclusive but probably the male-female ratio in gaming being 80-20.
42. Yes - male coded work cultures reward more aggressive communication styles, which I find put minoritized and marginalized people at a disadvantage in having their voices heard
43. I don't know if the issue I previously described (not having access to the code and only working with small modules) had anything to do with me being a woman but I did ask myself that question several times as the team didn't really communicate with me and left me to work rather independently as if I had been a contractor rather than a team member.
44. Being paid less for the same job, sexual harassment and assault, bad comments
45. My first internship was in a very sexist game which I didn't feel much comfortable working on. but since I had to impress people on the project I had endure it. I tried multiple times to point out to the project leader better ways to approach the game but they never listened which was quite frustrating. Not me or any of the other students participating on that project feel comfortable of putting that work in our portfolio. I got pretty conflicted at the time, but the experience helped me to be on the radar, and get better internship experiences.
46. I've had encounters with male colleagues that 'assumed' I was either in marketing or customer service because I'm a woman. They are always surprised when it turns out I am on the product side of things.

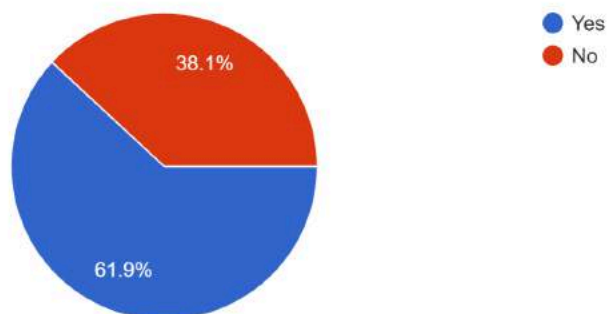
Taking into account your personal experiences, what do you feel is the leading cause for underrepresentation of women in the gaming industry?

42 responses



Have you ever experienced gender-based discrimination or harassment in your workplace or within the gaming community?

42 responses



If yes, please briefly describe your experience.

1. n/a
2. Livestreaming on Twitch prompts constant harassment from people who seek out creators using the LGBTQ+ tag, or simply seeking out someone who appears female-presenting in their thumbnail—regardless of their stream title or tags. I've definitely had my moments of being targeted by hateful individuals in my chat posting negative things or full-on "hate raids" with awful usernames.
3. I was a Twitch streamer before. Often times, strangers would enter my chat and say that this wasn't a place for female gamers.
4. I've been in game lobbies where there is name calling, harassment / unkind language towards females, and experienced multiple times where participants will drop out once they see or hear I'm a female player

5. I had deep fake adult content made with my face on a random body. When I spoke out about it some people said I deserved it and others said I should be happy I am getting attention. The website it was posted on was also hacked so there was no way to take it down. It was also sent to my parents. It was truly one of the hardest things I had to go through as a creator.
6. Absolutely in the gaming community but never in the workplace.
7. i have recieved all kinds of abuse for being who i am. Ranging from death threats to less extreme insults.
8. I conceal my gender when I play multiplayer games and never use voice chat because my voice is feminine. The last time I told a guy in League of Legends I'm not a dude, he added me and proceeded to drop hints. I've had the same kinda shit from third-party connections on LinkedIn (cis males) who wanted to flirt and sometimes sent very explicit messages. These days, my LinkedIn name is gender neutral and I set my profile photograph to not show to anyone who's not in my network. I'd rather be misgendered than have to deal with that sh!t.
9. Sexual comments, insisting to go on a date even after saying clearly No, rape threats, belittling. This happens mostly in gaming communities, but I've also faced this in professional setting such as LinkedIn.
10. My work is all remote
11. Not giving gaming products to women .My lecturer was like that.Also tried to harass me when he was shaking hand to wish me when we get the certificate,
12. me and my all-female group were harrassed during a game jam because our male colleagues couldnt grasp the fact that we were an all-femme group and kept on pestering us with questions, offers for help, unsolicited advice, and mostly back-handed comments like "but do you reaaaally know how to do this? do any of you code? are you sure you can do this?"
13. Women are not taken seriously
14. Lack of support from senior leader who was only supporting male colleagues
15. Within the gaming community yes, and I'd say maybe only once within a company. Within the gaming community (that is, online games) I almost never use my mic. Ever. There's too many people who think it's okay to ask for socials/personal information/questions related to personal information just because I have a higher registry voice.
- 16.
17. I've had one boss, shortly after being hired, tell me to lead a project with a client, but not to be "too crazy".?????.?
18. Tone policing
19. I have so many stories from 17 years of working in games. I wouldn't even know where to begin.

20. Hesitancy to communicate with me because I am a woman, not inviting me to important meetings and basically leaving me on my own to figure things out.
21. As above. Really annoying and makes feel alone. I do not have any concrete support
22. I have had two managers explicitly ignore me or discount me. One manager said "I know how hard it can be for you women," when I had mono. Another manager was known for mainly listening to the men on the team, despite the majority of the team being women
23. As a gamer in online environments (not work related) I have experience the typical discrimination/sexual harassment that most femme-identifying people have e.g. feeling unwelcome/like I don't belong in gaming, being told I can't game because I'm a girl, verbal sexual harassment, being asked to play the support roles etc. It really made me move away from multiplayer games to single player games (for which I have a much better relationship with my gaming now).
24. Not at all at my workplace and any kind of harassment is not tolerated at all. But in the gaming community it's still 'normal'. 'Girls can't play/are worse players' or sexual harassment because guys still think that women only play because they're lonely
25. I have been harassed by other men in the industry taking advantage of the fact that they are clients
26. Run of the mill misogyny
27. I have had to deal with some level of misogyny, being mansplained some game concepts (including of games I knew better than the people I was speaking to), being laughed at if I wasn't playing at the same difficulty level as some of the men I knew. I have on the other hand never been harassed although I stay off the vocal coms when I play with strangers and do not know how they would act if they knew they were playing with a woman.
28. Being touched, inappropriate behavior and comments, talked over, squished into a tiny meeting room with loads of men spreading their legs , etc etc
29. A colleague told me to keep the opinion to myself, because he is the boss and as he is a man the stakeholders would appreciate his opinion more

How has the lack of gender diversity in the industry affected your work or experiences?

1. It has been difficult to find or talk to gender-queer professionals about their careers and experiences. While women's input is helpful, there are certain experiences that are not 100% shared.
2. Not having had a sense of security within my direct team of colleagues (aside from my direct manager at my last role, whose hands were often tied as well and is a woman) made me feel like I couldn't pursue growth opportunities or similar goals without being stopped in my tracks.
3. I've been fortunate enough to work at places that had more women than men, but it's always men that are in charge or have the leadership roles. As someone new to the industry, it would be great to see more women in these roles to help promote the idea that women have a seat at the table.

4. It's hard to be the only woman at the table in many IT jobs. You have to get a thick skin and be able to stand confidently on your own two feet. It's taken me many years in the tech industry to be able to stand up for myself and say no, that's not right.
5. Lots of times its in the form of not knowing how to communicate to women when in the world of gaming
6. It's made me feel like I have to work twice as hard just to get a little ahead.
7. It's limited my job search because some studios have fostered a toxic culture in the absence of gender diversity.
8. your voice can be limited if you do not have power
9. its been hard, but i want to make a difference.
10. It doesn't really bother me in my current job because we're a gender-diverse leadership team (all three of us are gender-nonconforming), and we're actively striving to attract diverse talent whenever we get headcount. If anything, the presence of gender stereotypes in lieu of actually gender diverse folks is a nuisance, because there's this tacit expectation that "a female colleague would do THESE things but not THOSE things" (e.g. be a conciliator, take notes, act as the team's therapist).
11. Sometimes it feels like the common public isn't still seeing women as a natural part of the industry.
12. Software part has male dominated field unfortunately.
13. It just make me purposefully search out women and minorities to hire.
14. No female gamers in gaming competition.
15. Lacking a female role model had originally stopped me from acknowledging how far I can go. The C suite was all white middle aged men. Can women have kids, can they really progress in their careers?
16. It's made me feel inadequate and under educated, I've not had any specific role models to aspire to. In a room with all masculine identifying people I often would feel drowned out or unable to speak up.
17. its mostly demotivating since i dont have any role models or similar people that i can talk to you and really share experiences. its also frustrating because i just want to do my job.
18. Cis people only
19. Less belief in ability to progress or that there will be support
20. Extra difficulty getting a promotion, having to put in twice or three times the work of male counterparts who sell themselves better, etc.
21. The lack of diversity has made me feel like women don't feel welcomed here. We need more women in executive roles and management roles in the gaming industry so women have a voice and women have someone to look up to
22. It makes it hard to relate to others sometimes when there are no fellow women to work with. Sometimes my coworkers won't understand things like having to be more careful when I navigate through networking, as a lot of the ways they use to build a relationship

with someone is often seen as flirty if done by me, or the other party thinks I'm interested in dating them as opposed to simply being a friend.

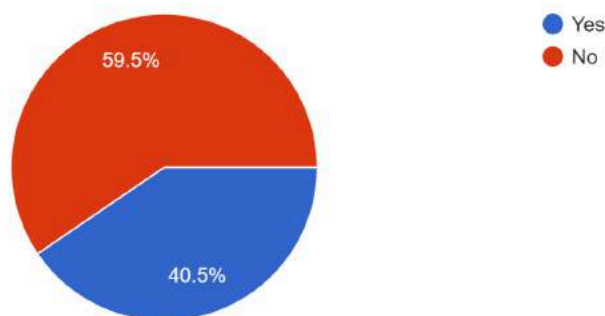
23. Lack of gender diversity in leadership has led to complaints not taken seriously.
24. Either I'm "the bitch" because I match the assertive energy of my male peers, or I'm "too quiet" because men dominate the conversation. That's just the tip of the iceberg.
25. Immensely. I can see that most colleagues believe woman will not perform as well as males in the sector. "The Boys Club"
26. No
27. Nobody really understand the situation or I have any example or similar situation to compare mine
28. In my current workplace in the industry, it is actually quite diverse. Women and NB is less represented but we all feel included
29. No explicit effect as of yet, however I feel privileged in that there are many female researchers in the esports health space so I've been fortunate to have incredible role models getting started in this area.
30. I've been lucky until now to have a diverse community, I think one reason might be my country has been diverse
31. Men dont understand everything. Students dont respect you and tend to give you worse reviews than your male colleagues
32. I definetely look twice if a woman applies for an open position and check the CV more intense
33. It does make me feel a bit more apprehensive about how I and/or my work may be perceived, especially when compared to male peers
34. Not really. The struggle to have a foothold was initial in my career. Once I proved my capabilities, I never experienced any lack of gender diversity.
35. I used to have a women leader and she was amazing, as soon as a men took her role I stopped being supported and my achievements became basically invisible within the org
36. the lack of creating new experiences or narratives
37. when giving out opinions there's always this fear of being counted out because it's probably something that isn't manly enough or if the approach, for these men isn't at par with their standards.
38. Tokenism means my gender is frequently referred to in professional environments. I'm often asked to speak at events simply becaues I'm a woman and not necessarily because I'm an expert. My CV is full of "Women in Games" panels, which is fine, but I'd like to participate as a professional without reference to my gender.
39. It's not much of a problem as I tend to easily make male friends but I wish there were more than a couple of girls (me included) in the groups I've worked with. I gets lonely to not be able to talk with people who can really understand the struggle of being a woman in this kind of environment.
40. With only men in charge, no one takes women's concerns seriously

41. I always feel like people look at me as if I entered on the wrong room.

42. No, I wouldn't let it.

Have you encountered any barriers to career advancement or equal opportunities based on your gender?

42 responses



If yes, please briefly describe the barriers you have faced.

1. n/a
2. I've found that, despite getting better reviews and feedback from clients, there would oftentimes be promotions given to men who didn't get better reviews and it felt like they were stunting my growth and using the excuse of me being a "new" employee when I had vast experience under my belt before I even joined the team.
3. I've had at least two instances in my career where I was supposed to get a promotion and have certain people (male-identifying) on my team...but those males pushed back and argued against being a subordinate to me, instead requesting that I report to them.
4. See above about being considered adversarial solely because I'm femme (while other male colleagues weren't given that feedback despite being worse).
5. I've gotten less salary than my male colleagues.
6. Many of them think games are for kids and no recognition for a woman game developer in our country. They don't see as a profession but they think playing games and making games are Childish.
7. I think I was lucky that my company saw the underrepresentation of women in the workplace and as such I was promoted to tick some boxes.
8. Mansplaining starts in education.
9. Gender stereotypes
10. It's incredibly difficult to find resources tailored to me to get a better understanding of how to go about a lot of "basic" requests; how to interview well/confidently, how to ask for a raise/salary increase, etc. Sure, you can apply the same tactics as a man, but when you do you're often regarded as bitchy/bossy/overconfident/cocky, or their perception of

you because you haven't had any complaints it or brought problems to your boss is always "they're a good worker, quiet, gets the job done. Doesn't need a promotion/raise because I don't hear enough of them"

11. It wasn't in my gaming career, but in my footwear career I have. I haven't gotten opportunities that males have, I've been overlooked for promotions, and have been told as a woman I need to "do more to stand out amongst men"
12. The person who has told me that they did not know how to work with woman happens to be in the management board. My work tends to go unnoticed or someone else takes credit for it. I have try really hard and go above and beyond to prove that I can do same things they do.
13. I cannot do any work travel otherwise people "makes strange ideas between me and my male colleagues"
14. Not yet! If I do i will rage
15. as the only woman among the managers I earn way less and I'm taken less serious
16. I have found little to no interest in men to open paths for my development
17. Despite having more experience and a terminal degree, I am paid around 30% less than my male peers in the same rank, with the same experience, with fewer degrees
18. Being paid less for the same job

Are there any workplace cultures or practices within the gaming industry that you find particularly challenging or problematic?

1. N/A
2. Growth opportunities and women empowerment (instead of sexualization as a form of "empowerment") are the biggest pain points I've experienced and/or heard about within my experience of meeting folks within the industry.
3. I've been sharing my experiences on LinkedIn recently, and while I haven't received any backlash, I've witnessed other women get told that their opinions don't matter, that they should go back to wherever they came from, this isn't a place for them, etc. because of the games they work on or the studios they work for. it's so surprising to me because it's a place where you want to present your best self, and these people risk their integrity by shaming others.
4. Often times, there's a "good old boys" type club... male-identifying workers that have been in the industry a long time and "look out for each other" and make sure that they get opportunities over newer, younger women.
5. The frat boy mentality is really problematic. Even with more opportunities for women the frat boy mentality makes working hard.
6. Crunch culture is probably the worst. It's discriminatory against anyone who isn't young, single, and/or childless.
7. n/a

8. stereotyped approach to the roles. women can be better in communication not in data or engineering.
9. its very ladish and us girls get treated alot differently to boys, thers alot more innapropriate flirting and touching
10. Slightly unrelated, but the US-American focus *really* bothers me. It's even reflected in this survey. I'm not "Caucasian" but Eastern-European, yet to Westerners we fall in the same bucket despite the fact that we're not the same (neither ethnically nor historically).
- 11.
12. I find that American issues always cannibalize those of folks from non-US and non-Western countries. When they don't, those issues are at most approached through a very US/Western-specific lens that minimizes erases any experiences not fitting that specific lens.
13. Silent acceptance of sexualising women.
14. I have not very much experience in the workplace but whenever I'm playing games, once my teammates hear my voice, I'm immediately humiliated verbally which demotivates me to play more. The cultural diversity should balance this inequality and normalize what is supposed to be seen in games.
15. NA
16. Yes. Work permit is not given by certain companies and lack of remote work
17. During meetings that I am the only woman, men talk to themselves about topics outside the meeting and eventually disegard/disrespect me
18. I don't know many lead roles led by feminine presenting / identifying people. I suppose that feels like something that is out of reach for my career aspirations. I can't really say I've had a good exposure to workplace cultures, as the one I'm in is fantastic and incredibly supportive and progressive.
19. i think all of the gender assumptions are still there, but they're more subtle now. a male coworker will never look you in the eye and tell you that you're dumb because you're a woman, but he'll overexplain things to you all the time and act like you dont know what you're doing. i feel like the lack of effort from men to educate themselves and come to terms with the fact that there are women/femme people working in the gaming industry is the main point.
20. Lack.of moderation in chats or social networks I gu
21. Gender stereotypes, lack of support for women or any initiatives to help women being very superficial efforts
22. "don't ask don't tell" when it comes to discussing salaries with peers. "behind the nda" /"stay silent for fear of getting fired" if it comes to protecting yourself from harassment, even after bringing it to HR. There are so many
23. Not yet, I'm not at a gaming company so it's hard to say
24. I think that largely depends on the studio, but I can't think of any universal traits.

25. Getting leadership to take bro culture seriously and not write us off when we say there is a general toxic culture problem. Just because there isn't explicit harassment doesn't mean there aren't general culture problems in the ways women are treated.
26. The virtue-signaling of "we hire diverse teams, we promote female/non-binary/femme-identifying people" and then doing absolutely none of that and continuing to hire and promote men. Studios and hiring teams get to pat themselves on the back for putting out messaging, and nothing changes.
27. I have observed that most of the industry claims to care about equity, diversity etc. But I fail to see any meaningful initiatives about it. Feels like tokenism. They do not practice what they preach.
28. Lack of individuals available to provide their experiences
29. On a cultural level, there are several problems and I think there it is also a national problem here
30. Not enough men speak up for the women and NB people. We can try to have a voice, but it is concerning to me that "advocates" don't actually advocate for us
31. I think majority of the problems are due to implicit bias - even individuals who are quite aware and aim to work and conduct themselves in the 'right way', there's still this systematic, background gender bias that has a massive impact on the way women/females are able to progress with their careers in the space. I will say that visibility of women in professional spaces (especially in esports EXCEPT for the players themselves) has improved in the last 12 months.
32. For now no
33. Hiring practices tend to discriminate against women with caring responsibilities or those who might become pregnant in the future
34. as HR Manager in a small company (102) I'm in a kind of save space, apart from the above mentioned everything is ok
35. The toxic masculinity culture of a lot of bigger game studios, I find very offputting to any prospective female/femme/LGBTQIA+ employees. Viewing women as sex objects, casual homophobia/racism/transphobia, you name it
36. None
37. Sexualization, need to demonstrate your knowledge, need to open your own opportunities
38. Scalability in a company.
39. Competition within companies.
40. Lack of training for healthy work relationships.
41. probably the double standards between manly fandoms and those with effeminate ones.
42. Whatever Blizzard is up to
43. Being constantly questioned when you're a woman is unfortunately rather common everywhere. And you don't see many women in Programming and even less making it to lead programmer. I'm slightly worried about my carrier and future opportunities when I read the credits on every game I play.

44. Still a horrible culture, men in charge think they can get away with anything
45. The game industry can be very cruel, with layoffs and all. Bro culture and crunch culture are also scary. I think I wouldn't work on a mainly predominant male studio if I had the choice.
46. If you are slightly emotional in response then that's because you're a woman.

What changes or initiatives do you believe would make the gaming industry more inclusive and welcoming for women?

1. Companies to better showcase and highlight those who work on games. There is diversity within the field, it's just never highlighted or showed. I think it would be helpful to not highlight women only to say 'we have women', but to also do so while placing them an equal footing as their male colleagues.
2. I think that having more employer-based or industry-based spotlights for women would allow us to highlight our achievements and get in front of the eyes of more companies who would allow us to feel belonging and give us a space to thrive.
3. It sounds silly, but I can tell a lot about a place from the interview process. Seeing who they have involved and who's making the decisions will tell me the kind of workplace it is for women. I've interviewed at places where women were only part of panel interviews and only got to ask a few questions, but they were always the best ones. On the flipside, I've also interviewed at places where women were the decision makers. Things like this will affect someone's perception of the studio, and the gaming industry as a whole. I was less interested in the male-dominated interview process studios, therefore not actively pursuing those roles in the industry.
4. More women in leadership! More male allies being vocal about wanting to lift up female-identifying employees and speak their names in rooms of opportunity.
5. I think supporting all the initiatives currently are important and should be a focus because they exist but aren't widely known. I see so many events that have these initiatives but not a lot of engagement.
6. Fire. Toxic. Men. Stop giving them second chances and just get rid of them. Make them change and then they can come back.
7. It would be great to see more women in leadership that have a proven background in DEI.
8. positive discrimination for women can make difference.
9. more role models. investment and publications
10. Sometimes there's a hyper-focus on bringing in women and femme folks with zero consideration of how they'll fare once they're in a gaming job.
11. We need to take the opposite approach: a zero-tolerance (and I mean ZERO-tolerance) policy towards sexist bullshit from people in the industry, be they men, women, or GNC. (Again, the worst sexism I've received was from cis women. The place where that

happened had zero accountability provided for in the company culture, and HR just shrugged and said it wasn't an issue.)

12. Sexism needs to have tangible consequences: reprimands, bonus cuts, disciplinary action up to and including termination. The only way this is going to happen is with systemic support within and outside the workplace, and by getting buy-in from the people at the top. Corporate culture lives or dies by the decree of people at the C-level.
13. We just have to talk about it, no matter how sick we are of talking about it. Game studios have to actively show their support and draw a hard line on abuse and harrassment of any kind.
14. Introducing a role model at work, adding more diversity in games. When people announce conferences, women less likely join in so those kind of events and initiatives should be more welcoming and spark interest to women. A woman speaker, a female mc in the game mainly introduced in a gameplay conference can normalize.
15. More meetups, social events and more women creating successful games.
16. Remote jobs for many countries, Sponsorship for jobs
17. Involve men into diversity courses to understand why it is important to have different points of view. Show that women can create a family and also get to the top level in their careers. (eg. My company has a female ceo and we're a top 100 ftse company not sure she has a family, so it would be nice to know that you can get to that level and still make it work)
18. More exposure to young people, having roles more public in the sense that its not so secretive in what people can do in the games industry. Seeing more studios have lead positions filled by women.
19. MORE LEADERSHIP ROLES TO WOMEN!!!!!! tell the men to listen to us!! we're here and we know things!! let us participate!!
20. Hire women in management roles
21. Women in Games manifesto and more initiatives to support women - especially female students
22. More non-average-white-male representation. More inclusion of top board executives/directors that don't fall into the avg-white-male category. More *genuine* support for people instead of the business/profit. Transparency around the #of women to men, different cultures/nationalities/presentations ratio. Transparency around pay equity, benefits, etc, all before being hired.
23. Initiatives to get more women at the head of some major gaming companies and publishers. It's far too dominated by white males. There's not enough diversity and not enough women at the top.
24. More women in lead roles at studios that aren't built around being women-friendly. I think having that lead representation in the typical large studios such a Ubisoft, blizzard, etc would be good, and I think they need to be the ones to go to conferences and do talks,

because even if there are many women in lead roles there, it's often the men that I see as speakers.

25. Real commitment to DEI in the workplace, not just statements on a website.
26. Honestly, society needs to change. Society needs to recognize female/non-binary/femme-identifying people as equal to men. When the societal attitudes change, it trickles down into every industry. I don't think there's anything we can do at the games industry level to eschew those stereotypes in any meaningful way that actually contributes to change.
27. Hiring more women for starters. Making sure that there are strict rules and consequences for harrasment and discrimination.
28. Inform others that it is for everyone and not just the male demographic
29. Please more research like this ;) are a valuable starting point
30. Erase stigmas
31. Continued initiatives (especially on socials) that highlight and spotlight women/female professionals in the gaming and esports space. Much like has just happened for the women's FIFA World Cup, with appropriate marketing, funding, sponsorship and attention to build hype (especially for women esports athletes) I truly think we can work our way towards a kind of equality in representation and career opportunities. Additionally, there needs to be more transparency in corps and orgs regarding their gender- related policies for hiring, HR processes, and wages, and more openness and acceptance for calling our gender bias (with less fear of harsh repercussions I.e. cancel culture, and more normality that education and awareness is the best way to move forward)
32. Discussions that are open to everyone equally
33. Complete cultural shift around women working maternity and paternity cover, child care costs. I've got a paper on this that I can send you!
34. I think it already starts with education and gaming experience. Apart from that show more that gaming industry isn't only about programming but also graphic design, hr, qa, video, sound, community management. to have more diversity show how diverse the jobs are.
35. Stronger anti-bullying/harassment measures
36. Having women mentors and programs focused on encouraging women to be confident and find a voice for themselves.
37. More women leaders, people sponsoring women, consequences for people that harass women, companies need to be clear about the zero tolerance for discrimination violence and harassment
38. support groups or communities so that women can begin to enter groups that normally feel intimidating.
39. having gender sensitivity seminars not as a knee-jerk approach to harrasment but as a pre-requisite to any job in gaming. beyond that, there should be frequent discussions on

correcting toxic masculinity because for most of them, this is a learned trait that may be a bit challenging to unlearn.

40. More women in leadership plus oversight boards (women can be cruel to women, too)
41. Encouraging more women to study this industry, making more female lead projects and teams. Encouraging men to speak up and support their female coworkers to make for a safer environment where everyone has its place and can evolve with the support they need.
42. More women in leadership roles, better training for managers and CEOs
43. Definitely having more women working specially on higher positions. And of course not only women, what we need is diversity.
44. Celebrate 'female' achievement within gaming more.

How can the industry better promote gender diversity and representation, both in terms of its workforce and game content?

1. Game content tends to hyper sexualize feminine characters. While not inherently bad as people are free to wear whatever they want, it raises questions when feminine characters dress or behave as such, while male characters dress or behave more neutrally.
2. Social media posts (especially on LinkedIn, where other industry professionals can view them) are always a great start, but I find that starting from within and breaking those barriers of only providing this kind of recognition to men would help promote change across the board.
3. Letting these voices be heard. The majority of gaming industry awards are male-centric, having only men guests, speakers, hosts, etc. when there were probably women on those teams that were more than capable of speaking as well. It may seem trivial, but it's something people pick up on.
4. Less hyper-sexualized female characters in games. More female-identifying or marginalized gender identities giving keynotes, speeches, and being a face or representative for the brand / company. Strict and enforced anti discrimination policies, both in hiring and in game play.
5. Seeing representation promotes it, in my opinion. When we can have the representation and it becomes normal I think the workforce and gaming content will be in a better place.
6. I think we're slowly getting there in terms of game content, but we've got a long way to go in terms of workforce. The best way to do this is to promote more women and gender diverse people into leadership roles, especially creative/studio direction and management. We also need investment options for equity funding and VC that uplift women and their studios, rather than just giving the same millions to the same men.
7. I think the more studios focus on inclusive content, the more accessible it will be, and the less "foreign" ; exposure therapy of sorts
8. by empowering women leaders, so they can challenge the others
9. mixed leagues

10. Workforce: Relax certain entry-level criteria like X years of experience for junior positions or requiring a STEM or CS degree, to start.
- 11.
12. Game content: Yeet any executive who says "audiences won't relate to (anything other than cishet white dude or Barbie-doll pretty girl)" into the sun. And, while we're at it, actively call out and discourage blatant catering to the male gaze wherever it borders on the inappropriate. (See League of Legends' latest champion, who looks like a young teen but is still pretty damn sexualized in her splash art, almost loli-style.)
13. Hire diverse workforce and consultants, and listen to them. Diverse people make diverse games.
14. The game content can prioritize flexibility in the main story-telling, bringing a unique story that likely catch player's attention immediately. (For example: LGBTQ+ contents or non-Damsel in Distress kind of)
15. Big name corporations need to actively hire diverse talent.
16. Giving opportunities
17. In terms of game content, softer gaming would be my answer, slower, more colourful, more bonus rounds
18. Including options to choose a player's own Character; gender identity, race, sexuality.
19. Including inclusive vernacular both in internal workforce but also in content.
20. listening to women/femme people. believing in what they have to say. taking their opinions into consideration.
21. Hire women in creative roles
22. Women in Games manifesto and more initiatives to support women - especially female students
23. Have a highly diverse team working on the product. I don't just mean hire consultants to talk about their lived experiences, though this also works, I also mean take a good look at your employees, internally. You have a POC employee, and you're making a POC character? Ask them about their experiences, first. Do this only if they're willing & have consented of course, & then hire consultants. Be up front and explain what the end goal is, so that the person can decide if they want to be part of the process. If it's a new hire or an intern, include them in the thought process so they can see how to do better/good. Treat people like people, pay them a livable wage so they don't have to have 4 room mates in a place meant for 2 people, for example.
24. By being more vocal. Even having female commentators at esports events makes a big difference. We need to show more women in these roles to empower and encourage the future generation.
25. I think I touched on the workforce a bit in my previous answer, but in terms of game content I think it's as simple as giving these options or creating diverse characters
26. Hire and keep women. Let them be spokespeople for your organization. Give them leadership roles.

27. Hiring female/non-binary/femme-identifying people — diverse teams make diverse content — but see previous point.
28. Content created by women would be a good start
29. Use more females in the industry rather than males - better representation in esports too
30. Events, workshops, recruitment activities
31. Im not really sure
32. More funding towards sustained marketing, sponsorships and spotlights on women in industry/esports professionals for representation; improved processes and transparency in organisations; education regarding what implicit gender bias can look like (and how to address it) in organisations; improved access to platforms for discussions about gender bias/discrimination within professional spaces, including openness in these spaces to allow conversations without threat of repercussions or disciplinary action
33. Look at people's works before their profile
34. To get more diversity in games you need to have more people already working in games with diverse backgrounds
35. game content is easy: no over-sexualised characters e.g. EA made a good move by adding female teams to EA FC (former Fifa).
36. the creative assembly website is a good example for both women and men talking about the company in a video.
37. Not overlook prospective employees based on race, gender, or sexuality; create more media (advertisement campaigns, promotional material etc.) featuring gender-diverse imagery
38. I think we need to stop building games where women are stereotyped. Also to give an example of a gaming company I worked at for 3 months, their approach was to assign action and racing games to male producers and beauty and fashion games to female producers. The top leaders in the gaming industry need to be less gender biased with their employees.
39. transparency, setting goals for equality, diversity teams, sponsoring women to develop their careers, supporting mothers
40. training the entire company, there is no point in bringing diversity to the teams if the work environment is toxic
41. more serious sanctions when it comes to harrasment and other related issues. and promotion of diversity related game content beyond awareness months (i.e. what riot did with the killjoy and raze kiss photo which, you'd probably normally see during pride month.)
42. no clue
43. More games with female protagonists (and no male counterpart). Men need to learn to identify to women as we have identified to male protagonists. They need to understand us if we are to work together in harmony. If women feel they are understood by men, it will be easier to reach parity.

44. Stop hiring horrible people. This could be done with balanced hiring processes
45. Having a safe and reliable way to receive complaints to be able to solve the issue. Assure people that they won't be harassed for asking for help. Having different people from different backgrounds, beliefs, etc. will make sure that the game will pass by multiple eyes, and different filters before being launched, avoiding the common errors and making sure that the message we want to pass rings with the same timbre in every ear. Or at least the closest as possible!
46. Stop falling into stereotypes and tropes

Are there specific policies or programs that you think gaming companies should implement to address gender disparities?

1. I think companies can hold each other accountable for misogynistic behaviors such as cutting people off, stating the same ideas louder, active dismissal, etc. These behaviors continue because they can in the workplace
2. I think having chapters similar to Latinas in Tech but within the workplace rather than for outside networking can help grow that start from within and help bring these ideas forward, but in a group, for more impact and a greater sense of intention.
3. Partnering with organizations like Women In Games, Women In Games International would be a good start. I also think they could form their own employee-led organizations to give their employees that voice to address what they want, share ideas, make an impact.
4. Equal Pay for Equal Work, equal maternity and paternity leave options, flexible work arrangements especially for childcare / pickup purposes, support groups and communities for marginalized genders
5. I think the ones being adopted now should have time to see if they are actually working in the intended way.
6. Have parental leave, not just maternity leave. Ensure there are SIGs within your company for women and gender nonconforming folks to simply... be. Get rid of crunch -- hire better producers that leadership will LISTEN TO and watch how women will stay. Create systems that help gender minorities feel safe when they need to report someone for harassment or unfair treatment in the workplace; this needs to be removed from HR and given to third-parties.
7. I think including more DEI initiatives that pair fun with conscientiousness would be incredible.
8. I don't know
9. Publishers need to do more, they have all the details of everyone being abusive. Harsher bans.
10. Every workplace should have a women/femme ERG, and those ERGs should be empowered to hold anyone (anyone!) at the company accountable for their behavior, up to and including the CEO. (John Riccitello comes to mind and how everyone at Unity

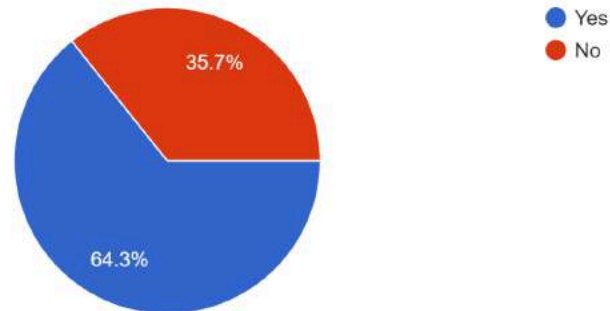
was basically told "it wasn't sexual assault, shut up and go back to work." - source: I worked there.)

11. Safe space policies are a good start.
12. A leader who can welcome different ideas. Global interships that care deeply about the advancement in gaming which will give different ethnic people the opportunities in this industry. I'm Turkish and I'd be thrilled to be able to work in that kind of place. Cultural difference will bring different ideas which can also address the gender disparities.
13. I think remote work is a gamechanger for this area. As for programs, let's keep this conversation going at event gaming event.
14. Yes. Women scholarships
15. Visibility of pay gap across the senior levels
16. I like the idea of having a mentorship program for young people being able to see the possibilities of each department / role within a games studio. It can be very inspiring so see passion, and discover passion.
17. more affirmative job openings for women
18. Missing
19. Women in Games manifesto and more initiatives to support women - especially female students, hire support
20. Internal trust & safety programs. I don't just mean moderators, I mean women, minorities, marginalized folks, BIPOC, LGBTQIA2+, and more are statistically proven to receive more harassment/racist remarks/subtle racist aggravations directed at them by *external* people - folks *within* the community, the player base, other game Devs - and most companies have absolutely zero policy or understanding on what to do, & how to protect their employees from stuff like that. But they absolutely should, & need to. I would not work at a company that does not have an employee policy or procedure on how to effectively deal with death threats, harassment, attempts at doxxing ones personal information when it comes to this industry. As much as I love it, there have been too many times where people have been swatted & killed, or people have been harassed so much that they have to give up their livelihood & basically everything they know in order to restart in a completely different industry, because of bad actors.
21. I think support groups for women are always so helpful, encouraging female employees to be a part of groups like WIGI
22. None that I can think of
23. Open salary brackets and clear role descriptions
24. Wouldn't it be nice to see a studio that insists on 33/33/33 representation of male, female, and non-binary people? That would never happen, but it would be nice.
25. Can't think of anything right now
26. n/a
27. More transparency with salaries and growth opportunity

28. I think women/nb focused programs for new grads or interns would be great for recruiting and promoting diversity
29. Gender ratios for hiring (until better process exist that tackle implicit bias in hiring processes), transparency in wages/salaries. For esports tournaments, inclusion of unisex tournaments that REQUIRE gender ratios in teams, similar to the approach for Singapore Esports Olympics.
30. Community sharing or bonding sessions which includes everyone
31. Unfortunately I would say quotas for 50/50 representation
32. After what happened at Ubisoft, EA and Blizzard (and many more i suppose) it's important for companies to state clearly that and kind of harassment will not be tolerated in any way or form. It's also important to encourage girls in schools study games related subjects when they're interested in it.
33. As above, stronger anti-harassment measures; stronger screening of potential employees
34. We need an organization focused on holding programs and trainings specifically for the gaming industry to bring awareness to address gender disparities.
35. all of the above
36. If they exist, and they must adapt to the labor, cultural and social context of each country, take into consideration multinational companies.
37. as mentioned above, more serious sanctions towards people in gaming who are embroiled in harassment and a mechanism to maybe, transmit all of this information to other companies in the field
38. I have no idea what might actually work
39. More interviews to raise awareness on gender disparities. Have both women and men talk (honestly and without filter or script) of how things are and how they can be made better. Lower salary inequalities to make everyone paid as they should be and give equal opportunities to those who deserve it.
40. Transparent pay, actually firing men or holding them accountable when they are pests.
41. not sure.
42. Transparency in pay

Have you had mentors or role models in the gaming industry who have supported your career development?

42 responses



If yes, please briefly describe their impact on your career.

1. n/a
2. They helped me to see the attainability and game plan my career in the industry
3. My mentor and the program director of Queer Women of Esports work within the mental wellness space of the games industry. Their insight has allowed me to see livestreaming in a new light, where navigating burnout and other concepts that affect creators on a regular basis feel more manageable. They've allowed me to see my potential beyond the bullet points on my resume and have talked me out of my bouts of imposter syndrome time and time again.
4. I've had a mix of mentors, some through an actual mentorship program, some that were assigned for training at a new studio, or just some that I really clicked with and talked to. The ones that I clicked with have had the most impact on me, as I feel like they really take the time to listen and understand what I'm going through and use their experiences to guide me.
5. These mentors and role models have often helped me with coaching, mental and emotional support, connecting me with other companies or opportunities, being inspiring with their examples
6. Any questions I had I could go to someone who I knew I could trust. The industry has a lot of gurus but finding reliable information could be hard.
7. I've had two men -- my partner and my best friend -- help me build my career as a game journalist when no women were interested in helping me learn. I've honestly only had men take me under their wings, other than when I started developing a keen interest in narrative design. Once I did that, women were very helpful and wonderful in making connections and opening doors. For whatever reason, that wasn't the case when I was trying to break into game journalism or production.
8. they helped me find my feet and really stand out with my own brand

9. My first two technical writing managers (one cis female, one cis male) were both great mentors and role models, just in different way. The first one taught me how to be poised, professional and assertive. The second one showed me that a man in a position of power can still be empathetic, show emotion where appropriate, and model radical candor.
10. My mentors/role models helped me to understand that the critique is rarely personal, it's about the bad attitudes of people, about ignorance. I stay true to myself and things work out eventually.
11. My mentors gave me referrals and allowed me to name drop so that my emails were actually replied to, a huge benefit.
12. Mentor-IGDA,Ukraine projects,Finland projects etc
13. My mentors / sponsors we're men. They assisted me in seeing a bigger picture around my work and not focus so much on the detail
14. I've had a couple, and I always take the bits and pieces of the parts where I like interacting with them the most & incorporate that into how I work/manage. They're people I still look up to & think about on a weekly basis, as they've had such a profound effect on my personal growth, too.
15. I haven't, but I really wish I did.
16. They saw my potential and hired me after graduating. They are also extremely helpful and willing to connect me with others in their network.
17. They have helped me be more confident in the work I do
18. Role models yes, mentors no. I've really looked up to Nicole Lapointe Jackson (EG CEO) and Caitlin McGee (esports physician for IHP) as I've stepped into the esports research space. Seeing these incredible women making such headway amongst male peers has given me massive motivation and encouragement that I've got the potential to be successful and influential in this space.
19. They gave me a lot of learning opportunities, chances to try new things and help with building my career
20. Both male and female mentors have helped me navigate academia and push for what I want and not get pushed around.
21. Helped me see that I was not alone in wanting to pursue game development as a woman
22. Huge impact on my confidence and opened opportunities to develop my ideas and gave me international recognition among my team
23. Many women have helped me believe in my abilities, they have helped me with training
24. The primary benefit is networking, in my experience. Meeting the right people and being introduced by the "right" people.
25. I've had one mentorship session with a very senior member of staff. It has been relieving (but, also a little sad?) to see that she too struggles to get her voice heard.
26. Teachers my college Program coordinator. They scouted me on the students and recommended me to internships. I worked hard and got well known enough to be recommended for a full time opportunity after graduation. I am grateful for their help.

Pretty sure that if I didn't have their assistance I would be unemployed as the majority of my colleges

27. They recognized and nurtured my skills while at the same time giving me the tools on how to deflect or handle any negative criticism.

What are your thoughts on mentorship programs and their potential impact on gender diversity in the gaming industry?

1. Support can go a long way for helping people feel heard, seen, and how to navigate situations.
2. I may be biased, but I think they're the best thing that could exist within our space. I highly recommend joining one, even if you have some experience in the industry, because there's always room to learn more!
3. I think these mentorship programs are a great way to network and find people that you might never run into. However, I do think it's worth noting that not everyone is fit to be a mentor. I believe a mentorship is a two-way relationship, and it's important to give mentors a guide of their role and how they can be effective. I've been paired with mentors before that I never kept in touch with because they never let me speak, only cared about themselves, and made me feel bad about my feelings and personal situations.
4. I think mentorship programs are incredibly important. Having both female and male mentors has been an important part of my career development
5. These programs are creating progress to a better industry.
6. Mentorship is INCREDIBLY important. Without mentorship, folks will just flounder and continue to stay in the shadows.
7. They can be great for entry level, but they're difficult to access at mid-level career or higher.
8. It would be really good especially women who struggle in EMEA.
9. there invaluable. Honestly we need more.
10. They're really important. Seeing someone who looks like you or from the same background as you who's already successful is a great motivator. One of the reasons I work where I am today is because one of the interviewers was also a nonbinary person with colorful hair and a no-nonsense attitude (like me!) and that's what made me decide to take their offer over another, more financially advantageous one from a different company.
11. Fully support them! I had amazing mentors and now I mentor others. It is crucial to have this kind of concrete support systems.
12. I have suggested this in the previous question. Cultural disparity will bring many ideas.
13. Essential!
14. Helpful

15. I'm a mentor currently (to a woman) and it's a great way for women to be able to talk about their problems from inside and outside the workplace and how that affects their performance
16. I think they're great I just wish I knew about them earlier
17. it can be powerful tools if done right
18. Positive
19. Can help a lot to have someone support you and genuinely care
20. Love them. We need way more of these. Connect with someone, set up weekly/bi-weekly/monthly calls, and just speak to each other like humans. Sometimes it's a call to catch up, other times it's a call to share our experiences and offer suggestions/advice on how to navigate different types of relationships. Other times, it's neither of those, and it's focused purely on venting frustrations about our every day. But we absolutely need more of these.
21. I think they're great and can have such a big, positive impact on gender diversity
22. I think they're fantastic and should be more known
23. I'm sure they can help
24. Mentorship only goes as far as society will allow it.
Female/non-binary/femme-identifying people can mentor each other all day long, but we're still at the whims of the men around us.
25. Incredibly important. When you can not find the support and guidance you need from your network, a mentor can positively impact your journey and help you see your strengths.
26. it would be great to have this available
27. I do not find them really valuable
28. I think its very helpful to have mentors in general. The gaming industry is no exception
29. Haven't had much exposure to them - I think (much like with representation in role models) it has huge potential for encouraging more women/females to take that step into the industry if they've been unsure of their worth/potential in this industry.
30. Positive, in the long run, we will definitely see the impact and result
31. I think they can be good, but might cause more work for already overworked women
32. i don't know how it is in other countries, but in germany it's always ambivalent. there's always the idea of 'she's only getting ahead because she knows xy' or 'she wouldn't be there if it weren't for the mentor' or 'because the company has this idea of diversity'. at least here, this does no one any favours, quite the opposite. the people concerned then have to work twice as hard.
33. I think they are very important and can be very impactful.
34. I think mentorship programs are important because it gives women guidance and hope for making it into the gaming industry. It also helps them to understand the challenges they face and ways to overcome it.

35. I think it's important but as important as having a sponsor, someone who actually opens up paths and network within your org, not just guidance
36. They are very useful, when the training is given by women, the women themselves express themselves more easily and feel freer to carry out activities.
37. mentorship programs are really important because, some misogynistic traits are learned. A more intimate mentor-mentee relationship will help the mentee have a role model and at the same time have someone to check up on their progress from time to time.
38. They are fantastically important
39. I think they are too often used as a politically correct front and don't have a real enough impact. I understand that not everyone can attend but if the goal is to help minorities get in, then more people should be accepted and the follow up should be greater.
40. I feel like they are good, but it's almost like we're asking women to solve our own problems. I don't think they will have the big impact we need. But a nice to have. I would love to mentor someone but I am already overworked -as women tend to be.
41. I was interested on participating on a mentorship, I might still do. It seems a good idea.
42. They can be very positive, but they aren't a means to an end. They only give the individual the tool, but do not necessarily combat the bigger problem within companies that is toxicity, gender pay disparity, stereotyping etc.

How can existing professionals in the industry better support and mentor women who are starting their careers in gaming?

1. Provide them support on how to manage misogyny and other poor behaviors in the office
2. Mentorship programs are always helpful, but I can see how they get costly and can become a lot to manage. I think that 1:1 mentorship can be a good base to start as you connect with more professionals who can help build out a program WITH these professionals.
3. I think it's important to remember their experience starting out may be different from today's world. Taking the time to learn about the issues today can help them put things into perspective. Also creating and championing resources and organizations will amplify the need for this support!
4. Offer quick and free mentoring services, record videos and post them on linkedin for women to watch asynchronously, share tidbits in bite sized chunks frequently
5. Have a way people can contact you and ask questions. If we can help other women we can make change happen.
6. Take mentees a couple of times a year. Open up your calendars for a few days a month to talk to young women, just to field questions. Show up at networking events ready to help open doors and make connections. Be vulnerable, be kind, be generous.
7. I think either becoming a mentor or referring mentorships would help a lot.
8. by being mentors of them
9. listen, and stand up when they hear something toxic. Be willing to learn

10. Open doors. Make introductions. Throw their weight behind candidates who are applying, advocate for them, make sure their resumes don't get chucked on discriminatory criteria (sexism, ageism or classism, in that order).
11. Talking about it in public is a great start.
12. Encourage them, make small talk with them like a TedTalk, give many opportunities to test them and see how they explore, how they are motivated. We shouldn't be looking for "senior", we shall see fresh starters and their ideas in our footing. The generation is changing, so is this industry.
13. Offering to pass their resume on to their own company. Calling the HR for the applicant just to make sure their resume actually gets looked at. Word of mouth is still the best way to get hired.
14. Guide them. Mentorship program. Help them to get a job
15. Speak out and make sure it's okay to bring their whole selves to work. Give them the skills they need to excel and understand every person has different ambitions and may go at different speeds at different stages of their lives. And to make clear that's Okay.
16. Talking about their roles offering guidance and advise. Talking to schools. Talking to young graduates. Knowing they are there is so important.
17. have more women mentors
18. Talks
19. Offer more mentoring opportunities, be open to helping with networking and upskilling
20. Make some purposeful time to reach out to people you've connected with, & gauge their interest. If they're interested, then schedule a time and just do it.
21. Give them more opportunities to be a part of mentorship's. I only know about the program that the WIGI puts on, but if there's others I'd love to know about them because I apply every 'season' to WIGI and I have never gotten in
22. I think helping them by connecting them with others in the industry would be a great start - especially if they have a specific goal and the mentor has people in their network whose knowledge aligns best.
23. Listen and believe them.
24. Men could champion for women, but who would do that at the sake of their own roles and livelihood? What man would say, "No, please, I'll quit so we can hire this woman and make our leadership team more diverse." It's too endemic a problem. I hate to sound so pessimistic, but it's reality.
25. -
26. providing insight into their own experiences / tips to get into the industry
27. Bringing their example and sharing their experience
28. Advocate for the incoming professionals
29. Be visible! Get on socials and make you face and name known (something I intend to do once I strike up the courage)

30. Give opportunities, understand our needs like period days and do not penalty us for that, don't be too strict to us, second chances and allow us to learn from our mistakes
31. Childcare and paid maternity leave
32. above all, tear down the 'glass ceiling' that still means that women can only climb the career ladder up to a certain point, and only by making a lot of concessions and working twice as hard. in this respect, the gaming industry is in no way different from others.
33. the attempt to make a career often is nipped in the bud if you know what's behind it.
34. Be there, listen, not dismiss the (legitimate) concerns of women or tell them they're "wrong" just because of their identity
35. This needs to start at universities which provide game based education. They need to invite more women professionals for inspiration and guidance.
36. Sponsoring them, guide them, give them safe spaces, sharing their work
37. seek to open spaces for communication offered mainly by women who work in those companies
38. simply put: be a role model. Give them a voice.
39. Participate in professional organizations, like Special Interest Groups, and their auxiliary programming, like mentorship programs
40. By teaching them how to behave in order to be taken seriously. In a world where you have to negotiate your salary, women are at a disadvantage due to how they are raised to accept anything and keep a low profile. A woman can be as talented as a man and be less paid because she didn't dare ask more and the company took advantage. Mentors need to teach how to be more confident not only to survive but gain the power to change thing for the better.
41. Companies should create mentoring schemes where it is taken into consideration for performance reviews or additional pay/bonuses.
42. mentorships, being accessible and providing feedback seems a nice start.
43. Giving them a chance, calling out colleagues and others that actively mistreat women of feme-identifying individuals within gaming. Basically daring to take a stand for them.

How have you grown and developed professionally and personally since starting your career in gaming?

1. Yes
2. Being a streamer and being in close contact with streamers for so long has allowed me to push past that "stage fright" of wanting to seek out more within my networking opportunities. I'm very proud of how much I've moved past my introverted nature to find the answers I need in order to grow.
3. I'm still new, so still in the process of growing and developing! I was scared because I heard horror stories of people in toxic studios and environments but my experience so far has been the complete opposite. I feel more confident talking about my experiences and

know more about the industry and how gaming works that I want to tell others about it and inspire them to join too! Still a lot of learning to do of course.

4. I've grown and developed personally by learning about the wide variety of aspects of gaming - video games, esports, tabletop gaming, etc. I've also been able to work with hundreds of orgs and schools and learn more about what concerns they have, how to overcome them, and how to work together to make real change.
5. I went from an affiliated twitch streamer to content creator with sponsorships to owning an esports organization. The growth has been rapid but I am so grateful to be on this wild and I'm so thankful.
6. I've been in and around games for 15 years. I'm not even the same person I was 15 years ago, between the personal and professional changes. I'm more honest, kinder, more transparent, bolder, and more ferocious (especially when I'm being protective of my team).
7. I've established myself as a mentor in order to pay forward the opportunities that I received.
8. continuous curiosity and learning.
9. Big time
10. Pardon my French - I have far fewer f*cks to give. At the start, I tried to please everyone and be liked by everyone. These days, I do the job, do it well, and go to mat for my team. If someone takes issue with it, I remind myself I have every right to be where I am and to do what I do - I earned this, and I'll damn well use it.
11. I've learned to say No. I've finally understood that I don't have to drain myself to prove my worth.
12. I haven't started in this road yet, but what motivates me is to explore this industry. Sky is the limit to me.
13. I grew an appreciation for the different avenues that Gaming offers, how much it values artists and creators.
14. Started as a gamer, Competitor and freelance game tester and many roles and now as a mentor
15. In many ways. Worked hard, had good mentors that pushed me, got a lit of promotions
16. A hell of a lot yes, I feel so comfortable in my role advocating for our team's designers to push the ideas of accessibility and representation in our games. It's started great conversations and new workflows. I've done this through observing and offering feedback on current designs/previous designs. I'm starting to feel more confident in my self and my designs, but as a whole I'm still very unsure of myself because I'm comparing myself to very experienced people in my network.
17. ive learned how to better comunicate with colleagues, how to stand my ground and defend my ideas and how to feel confident in what i do
18. I worked in animation
19. Thanks to great peers and female mentors, own efforts, research

20. I've had an early start to my career in gaming, since I've been in this industry since 18. However, there have been a lot of ups & downs, personal life changes, professional life changes, & growth that I've undergone during that time. Under/overconfident, young, naïve, unsure, etc. Imposter syndrome is a big thing, but being underconfident was a much larger problem. I'd say I'm "average" confidence now, in that if I don't know the answer, I can find out, and it's not the end of the world if I don't know it on the spot.
21. I've been more outspoken than ever before. I'm not afraid to speak my mind and stand up for myself
22. I think I've become more open to criticism and willing to listen to others opinions. Before switching careers I was very closed minded and always wanted to do things my way - that doesn't really work in this industry and I think it's helped me for the better.
23. Promoted to a senior role
24. Yes, of course.
25. I have become more resourceful. This is relatively a new industry and sometimes you must do many things alone and you find a lot of ways and tools to do your task.
26. more creative
27. Yes but I feel very slowly cause I am a woman
28. Being in the gaming industry actually forced me to be more inclusive. Professionally and personally, my homophobia I had had to be addressed because I work in an environment with queer individuals. Skill wise, I feel I can adapt very quickly to new information and games. I have to plan events around games, so I must learn fast
29. I'm still very fresh in the industry, but so far it's been very exciting and I've felt personally fulfilled to finally get started in this space (no regrets). Professionally, still a long way to go!
30. I have only just started my career
31. I've learned a lot! Mostly about boundaries so that I can keep doing my job
32. i started with hr administration and now i'm the hr manager:
33. personally, I am disillusioned above all - what is shown on the outside is rarely what is lived on the inside. not so much in our company, but in most other companies.
34. A lot!
35. I'm constantly upgrading my programming skills. I used to blog frequently which I think is an excellent way to articulate your thoughts clearly about the subject. I have stopped writing and need to start writing again about game development.
36. I have grown a lot since my role is leading a team regionally
37. A lot, after starting the women's community, I realized the ability I have to do things, things that I had never felt before, after spending 6 years with my company.
38. ive personally grown as a writer, learning from my peers and exploring different styles.
39. The PhD helped a lot for lending more credibility to me. Using the title, as a woman, has been crucial to being heard. Otherwise, becoming a better researcher and carving out a reputation so that work comes to me.

40. I have gained a certain level of self confidence I didn't always have or at least showed others. I have learned many useful professional skills including in communication because I know the only way to gain respect is to be better than others and show it.
41. Wait for people to leave and take their job, and/or switch companies to get better pay. Companies won't reward you for loyalty.
42. I just get the stuff done. If I don't know how to do, I research, I ask around and I learn.
43. Then I go back and get the stuff done. That is how I work. lol sometimes can be stressful and chaotic but is also fun. And working with others that are willing to teach is always nice.
44. Over the last 10 years I went from community manager that was purely operational to product development manager who know works within the most important company stakeholders on a daily basis. It's an amount of trust that required a lot of hard work to earn and even more to keep.

In your opinion, what skills or qualities are crucial for success in the gaming industry, and how have you cultivated them?

1. Flexibility, creativity, and ownership of ideas. Through my personal game development and interactions with other professionals
2. Beyond the technical skills that go into the kind of work you want to do, I think having a solid sales pitch is key to start. This industry is very competitive, so having a keen attention to details that the company wants you to note about them and sharing those details as you share your pitch can help massively. Networking is massively helpful as well, so being a social butterfly will always help. I find that a lot of games industry professionals are pretty active on Twitter (X) so curating a space where people feel welcome to chat with you and can find appeal in that content can always help as well. It's taken me time to cultivate these things, but it all started with forming a sense of community with my supporters. Your vibe is your tribe!
3. Reading the room - there can be difficult conversations, and it's important to listen and understand everyone's feelings in order to effectively help the situation. I have a psychology background, specifically in research, so I've been trained to be perceptive of these kinds of things but I think it's important to be cognizant of your presence in a group setting.
- 4.
5. Be proactive - lots of things can happen and change, so it's important to be proactive and have plans rather than be reactive, which can have short and long-term consequences.
6. A constant curiosity! The world of gaming is always changing and evolving, so you have to stay curious and be willing to constantly update your understanding and skills. I do this by watching different experts in the fields, reading news articles from trusted publications either in print or online, and trying out the latest games or innovations myself to be able to give real feedback.

7. Communication is key and still needs to be worked on so we can all improve the scene.
8. Soft. Skills. People always talk about technical skills, but those can be taught and learned. It's harder to teach soft skills. Be a good team player by setting and following boundaries. Call people in, rather than calling them out. Learn how to listen. Hold YOURSELF just as accountable as you hold everyone else. Realizing that you don't have to be the smartest person in the room is freeing because it allows you to help others shine as brightly as you do.
9. Opportunities won't be perfect, so the person who can recognize the potential of something new and make it work for them will find success. For me, this has been taking on short contracts and free mentorship programs.
10. it depends on the role itself.
11. thick skin, willingness to learn and take feedback. positive attitude
12. Grit and resilience are two big ones. Nobody owes you anything, so you have to reach out and take it (or at least ask). If you do neither of these things, that's on you, so stop expecting and start doing. I had to fight tooth and nail at a few different points in my career and I'm glad I didn't give up where I'm pretty sure a Westerner would have, because the messaging a lot of these girls and women grow up with is already tainted: "This industry is incredibly hostile to you, you will struggle, be prepared to put up with sexism etc., you're going to have a horrible time." Had I grown up with the same, I probably wouldn't be here.
13. Resilience. Co-operation and communication skills. This one is tricky to answer since I'm autistic, I don't know what I'm doing haha. I'm just being myself, and try to treat everyone with kindness, empathy and respect.
14. Communication, soft skills and good marketing
15. The skills of being connected and knowing what's trending in the industry.
16. Game Development, Designing -Self learning
17. Keeping an open mind, being curious, try to understand how the company and other functions work, how you can contribute, etc..
18. Problem solving, collaboration, communication.
19. My team mostly works remotely, and we have a virtual office that allows us to chat and collaborate. When I started I noticed no one used this and everyone was working separately and meetings felt longer and less information was being passed through multiple channels. I initiated open collaboration by sitting in the virtual office and streaming my workflow, eventually everyone began joining into this space where we all spoke and collaborated and we began connecting as people and shared experiences and feedback. This made the team feel more connected but also more knowledgeable in what was happening in each department and each project. Meetings became shorter and moral and team connectedness went up. People were more willing to openly collaborate and problem solve.
20. creativity and proactivity

21. Security and Communicative
22. Motivation, drive, ambition, learning
23. Both soft and hard skills. The ability to know how to lead & effectively manage a team for growth. I've cultivated this by being put into these positions, and given the opportunity to grow and learn and make mistakes and fail without being berated, without having my head on a chopping block and/or worrying about other negatives. You need to make mistakes to learn and grow, but you also need someone to actually be able to guide & direct you, tell you you're headed in the right direction, let you figure things out yourself sometimes but not sweep in the correct mistakes all the time. Not learning from your mistakes, not asking for help, are huge detriments to anyone, and women notoriously will not ask for help because they think they "should" be able to do it all, but the truth is most effective leaders delegate well.
24. I think confidence is key, creativity, public speaking skills, being persistent, and empathy
25. Adaptability and willingness to learn.
26. This is too broad of a question. I am in marketing specifically but every company wants "experience" in the industry so if you can volunteer or do contract work for an indie game, do that.
27. Collaboration — cultivated through experience.
28. Being tech savy is a must. This is something that one should keep up to date with in everyday life.
29. communication, creativity, research
30. Resilience, curiosity, willing to constant learning
31. Resilience. This industry is ever changing and can be very competitive. You must be resilient and adaptable. I've cultivated this by putting myself into hard situations and been willing to accept failure if thats what it comes to
32. Soft skills - self-confidence to feel like I actually belong in this space. Having supportive networks (both professionally and personally) was crucial for this
33. adaptability, capacity to learn in a short time, communication
34. Perseverance
35. as in any other industry: try to stay yourself and don't get lost in the ideas and imaginations of others.
36. if you are only fighting against obstacles, maybe it's the job that's wrong, not you.
37. An open mind, friendly demeanour, approachability, and curiosity to learn more
38. It's important to know what skill you can offer. It can be design, art, programming, managing people, managing projects and many more. It is important to keep building those skills by learning, failing and re-trying until you succeed. Basically, it is important to be persistent. It is also important to be well informed about the trends in gaming.
39. I don't see much difference from other industries to be honest. It's more about corporate culture in general. The skills I would rank first is confidence.

40. self-confidence, believing in your own abilities, having the ability to believe that you are capable of that and much more
41. skills include being tough-skinned, and having to ask crucial questions.
42. Honestly, knowing your worth and when to leave. If a place is toxic and unhealthy for someone - especially if that's related to their identity - then leave. No single person will change that culture and the trauma incurred is not worth trying. If someone has the ability to go someplace else, then know when to cut bait.
43. Whatever your job requires and enough communication and negotiation skills to come out on top. My school had us coached for the latter.
44. Being able to talk over and interrupt people, networking effectively, self-advocacy, this comes from experience.
45. being able to communicate, to give and receive feedback, and to have the will to study new tools all the time.
46. The ability to communicate effectively, build trust, and foster collaboration. For me this meant taking the hospitality approach, that means that when the team works hard, you are there with them, in the trenches. It shows them respect and with that you get trust in return. KPIs are vague terms for a lot of people, so I try to openly communicate them as much as possible and really foster this feedback culture where mistakes are allowed to be made. It makes the team better together. Obviously I approach this from a leadership position now, but before when I was in the trenches, these 3 things were the things I appreciated in my managers.

What are some ways companies can aid in the development of skills for women within the gaming industry?

1. Providing support and in-house mentorship
2. Mock interviews, 1:1 mentorship (or short programs), resume building sessions, internship programs, and other similar benefits can go a long way for younger individuals (especially college graduates) who are trying to find their footing in the space. These aren't necessarily skills that are taught in university, so having that 1:1 experience to help women find their niche can go a really long way!
3. Sponsoring them to attend workshops and events to develop skills! Hold internal events with guest speakers or organizations that will allow them to develop skills. Giving them access to resources like GDC Vault, Udemy, Coursera, other professional education sources would greatly help, as those are expensive.
4. I worked at a studio where they would shut down for a week and people would have free reign to go learn a new skill, attend a workshop, read a book, do something they don't have time to do. This was really valuable.
5. providing mentorship opportunities for women from both females and males in the industry, hosting webinars to learn and grow, encouraging their recruiters to take applications from female applicants seriously and provide good solid feedback on how

- they can improve, hosting industry info nights and making sure their employee resource / support groups are front and center of marketing and recruiting.
6. Having mentorship programs or the ones like respawn and wigi did for girl gamers.
 7. Invest in them. Have budgets for professional development, set aside protected time for skills development, and ensure that (if you're a large corp) you're setting up mentoring opportunities for cross-disciplinary training. Most importantly: listen to women. We will tell you what we need.
 8. I think being more transparent about the variety of roles in gaming, and that not every path is set in stone. I see a lot of groups centered around women in coding, engineering, etc but you don't have to be a technical contributor to have a career in gaming.
 9. approaching equally in hiring for all of the roles.
 10. investment, groups, competitions, safe spaces
 11. Learning and training budgets for existing employees, paid mentorship opportunities, paid apprenticeships (always pay people for their time and labor!), outreach to women's groups and participation/visibility in industry conferences (e.g. Lesbians Who Tech).
 12. Make sure that the language they use, and all comms in general, are welcoming. Programs focused on women seem to be very successful.
 13. Making small instructive projects while at the same time taking women's ideas in bringing.
 14. Holding speaker panels with all women/transgender speakers. Building WIGI into a much bigger organization (like a Lean In) would be a huge benefit.
 15. Scholarship and opportunities
 16. Offer more courses to enhance their skills. Partner with courser, udemy, LinkedIn learning to help them enhance their skillset and feel more confident in pursuing higher roles
 17. Offering mentorship along side roles, offering support and reassurance.
 18. training, mentoring, no salary gap
 19. Contests - Creative Portfolio - Technical tests for recruitment
 20. Free workshops and programmes, mentorship programme, promotion tracks
 21. Give them the promotion, and teach/guide/mentor them.
 22. Give them access to mentorship programs, support groups, career development seminars with other gaming companies, without any additional cost
 23. I think networking events are great, but the current ones seem to be just talks of the things we've already heard many times. I think setting up time to speak to people one on one would be great.
 24. Offering online coursework or real support for continuing education.
 25. Hiring them to begin with.
 26. Treat women no differently than they would do to their male colleagues.
 27. provide training specifically for women
 28. I am not sure about it

29. Mentorship and internship programs with up and coming college students
30. Improved marketing and visibility of pre-existing programs; more opportunities for young women (high school/university level) to get exposure to the industry
31. free trainings, more opportunities to join talks, seminars and networking sessions
32. Upskill people who may not be the perfect hire
33. work more with universities or even schools to show what career opportunities there are in the gaming industry. to all universities, not just SAE institutes etc. Here, the students already know what's possible.
34. Offer financial support to those pursuing further education
35. I don't think I am aware of any focused on women specifically. If development of skills is provided by a company, it will be equal for all genders.
36. Setting equality goals, opening sponsor programs, transparency, setting programs for harassment protection
37. soft skills development
38. They should have their backs in moments of harassment.
39. A lot of places do women-focused networking events and groups, and that's probably fine. I, personally, think the ubiquity of those only serves to further silo women and bring gender to the forefront as the main defining piece of their identity. I would really like to see other types of engagements that don't hinge on MUST BE WOMAN.
40. Mentorship, classes, conferences or changing the system completely so that everyone has their chance based on skill instead of who they are
41. Signing them up for speaking events, workshops and classes. At one company I asked to go to a women in games event as someone was offering me a ticket for free, but I was told it must come out if my holiday
42. maybe when they have training, try to open some spots for external students, and keep the students very diversified.
43. Training programs, more internship positions in any department, more guest lectures in schools

Appendix C: Desk and Field Research in the Discover Phase

Desk Research

The key findings presented while examining academic journals, articles and statistical reports showed that theoretically the underrepresentation of women and marginalized genders can be attributed to gender stereotypes, lack of representation and role models, toxic workplace cultures, educational barriers due to lack of support, and a lack of networking opportunities (Surur, 2017; Michel, 2021; IntentaDigital, 2022; Villapudua, 2022; Luckie, 2023).

Gender Stereotypes

Persistent stereotypes that gaming is a male-dominated hobby can discourage women from considering careers in the industry. These stereotypes can create a hostile or unwelcoming environment. In a US national survey, around 41% of female gamers and 37% of LGBTQ gamers were harassed about their gender and sexual orientation (IntentaDigital, 2022).

Lack of Representation

The scarcity of female role models in prominent positions within the industry can make it difficult for women to envision themselves pursuing careers in gaming. This lack of representation can also extend to the types of characters and narratives present in video games (Villapudua, 2022). 49% of women feel misrepresented in games, 76% of gamers think female characters are over-sexualized, and there are mixed feelings toward female streamers within the industry. Some find them inspiring, while others think they simply reinforce gender stereotypes (Villapudua, 2022).

Toxic Workplace Culture

Reports of toxic and male-centric workplace cultures within some gaming companies can deter women from pursuing careers in the industry. Instances of harassment and discrimination have been reported, contributing to a hostile work environment. One example is Activision Blizzard's male employees being sexist, racist and homophobic toward colleagues, leading to a lawsuit (Michel, 2021).

Educational Barriers

Historically, there has been a lack of encouragement and support for girls and women to pursue STEM (Science, Technology, Engineering, and Mathematics) fields, which are closely related to game development. This can lead to fewer women having the necessary educational background to enter the industry. According to the U.S. Department of Commerce, women currently hold less than 25 percent of STEM jobs. And, globally, only 16 percent of female students graduate from STEM subjects, according to the World Economic Forum (Surur, 2017).

Lack of Networking Opportunities

Finally, The gaming industry heavily relies on networking and connections to secure job opportunities. Women may have fewer opportunities to network and make industry connections due to their underrepresentation, which can hinder career progression (Luckie, 2023).

Strengths and Weaknesses of Desk Research

Desk research is a great method for its cost-effectiveness and efficiency, using existing data to establish understanding and identify knowledge gaps (Aela, 2022). It minimizes risks associated with data collection but its weakness lies in the inability to ask specific questions and may lack the most up-to-date information (Gell, 2023). The method depends on online and literature data, introducing biases and limitations in exploring internal experiences, especially for women in the gaming industry (Gell, 2023).


Strengths and Weaknesses of Field Research Methods

Field research, utilizing interviews and questionnaires, strengths lie in its inclusion of diverse stakeholders, providing a comprehensive understanding of challenges in the gaming industry (Juneja, 2015). Qualitative insights and real examples enhance reliability (Armstrong et al., 2024). However, potential weaknesses arise from the subjective nature of qualitative data, introducing bias. The need for quantitative data raises concerns about objectivity and representativeness in these methods (Juneja, 2015).

Appendix D: Persona Canvas

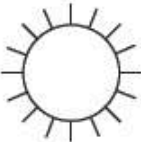
PERSONA CANVAS

Students navigating from academia into the gaming industry



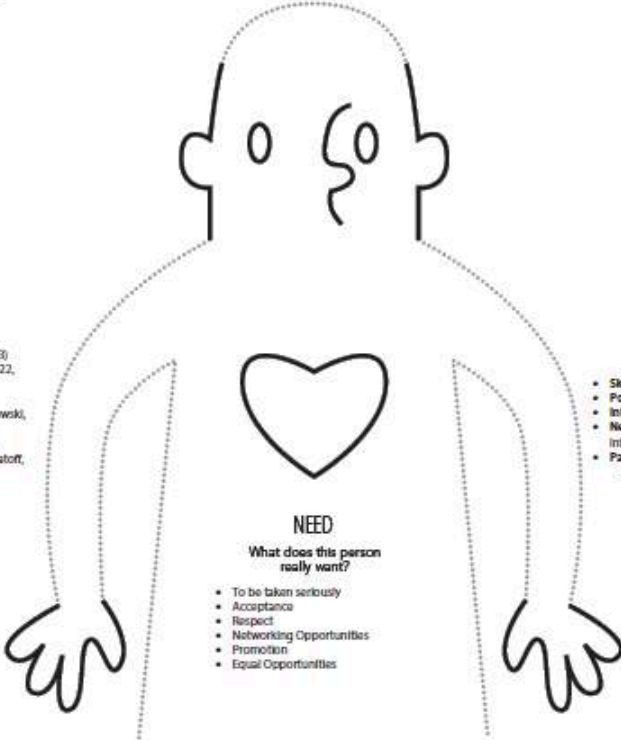
NEGATIVE TRENDS
Negative trends from the environment

- Lack of opportunities for women, BIPOC, and LGBTQ+ community members (WIG, 2023)
- Crunch Culture in the video game development sphere, overtime with no pay (Hassan, 2021, Schreier, 2022, Thomson, 2021, Marks, 2023)
- Job Insecurity (Schreier, 2021, Nelson, 2022, Bloomberg, 2023)
- Lack of diversity and inclusivity in the gaming industry (Chen, 2023, GIN, 2023)
- Highly competitive industry (Genie, 2018, UrbanMatter, 2021, Porter, 2022)
- Requires education, can be costly, leading to student debt (Bouchrika, 2023)
- Unpredictable Market Trends (Nataraj, 2023, Raymond, 2023)
- Exploitative Practices (Johnson, 2019, Wosik, 2022)
- Mental Health Challenges (Kim, 2019, Desatoff, 2023)
- Remote Work Challenges (Hitmarker, 2023, Kalkoff, 2023)
- Intellectual Property Issues (Flechdwika, 2021, Singhal, 2023, ASL Law, 2023)



POSITIVE TRENDS
Positive trends from the environment

- Growing Industry (Bring LT, On, 2022, Hitmarker, 2023)
- Diverse Career Paths (Yellowbrick, 2023)
- Educational Resources (Keystone, 2023, College Cliffs, 2023)
- Indie Development is on the rise (Polydtr, 2023)
- Remote Work Opportunities (Salcheor, 2022)
- Diversity and Inclusion Initiatives (Rockvam, 2023, Women In Games International, 2023)
- Accessibility Advocacy (Ciarlo, 2023, Culture.org, 2023)
- Networking and Communities (Women In Games International, 2023)
- Evolving Technologies (Salom, 2023)
- Passion-Driven Work (Indeed, 2022)
- Gaming Organizations Providing Funding/Mentorship (Women In Games International, 2023)
- Growth In Esports (Gupta, 2023)
- Global Market (Mattila & Pang, 2023)



NEED
What does this person really want?

- To be taken seriously
- Acceptance
- Respect
- Networking Opportunities
- Promotion
- Equal Opportunities

HEADACHES
Professional and work related issues

- Lack of Experience (Bay, 2023)
- Portfolio Building (Bay, 2023)
- Competitive Job Market (Genie, 2018, UrbanMatter, 2021, Porter, 2022)
- Networking Barriers (Tokedo, 2023)
- Geographical Challenges (Schohan, 2023)
- Job Insecurity (Schreier, 2021, Nelson, 2022, Bloomberg, 2023)
- Work/Life Balance (Bay, 2023)
- Diversity/Inclusion Challenges (Nikolakowski, 2023)
- Expensive Education (Bouchrika, 2023)
- Mental Health Concerns (Kim, 2019, Desatoff, 2023)

OPPORTUNITIES
Professional and work related positive outcomes

- Skill Development (Wfsud, 2023)
- Portfolio Building (Bay, 2023)
- Internships (Deakessandri, 2021)
- Networking Opportunities (Women In Games International, 2023)
- Passion-Driven Work (Jagers, 2020)

FEARS
Personal issues

- Not finding a job
- Having a terrible work/life balance
- Having job insecurity
- Declining mental health
- Creating something that is not good enough

HOPES
Personal goals and hopes

- Finding a job in the gaming industry
- Creating something people love
- Promote into a higher role
- Use the skills learned in collage

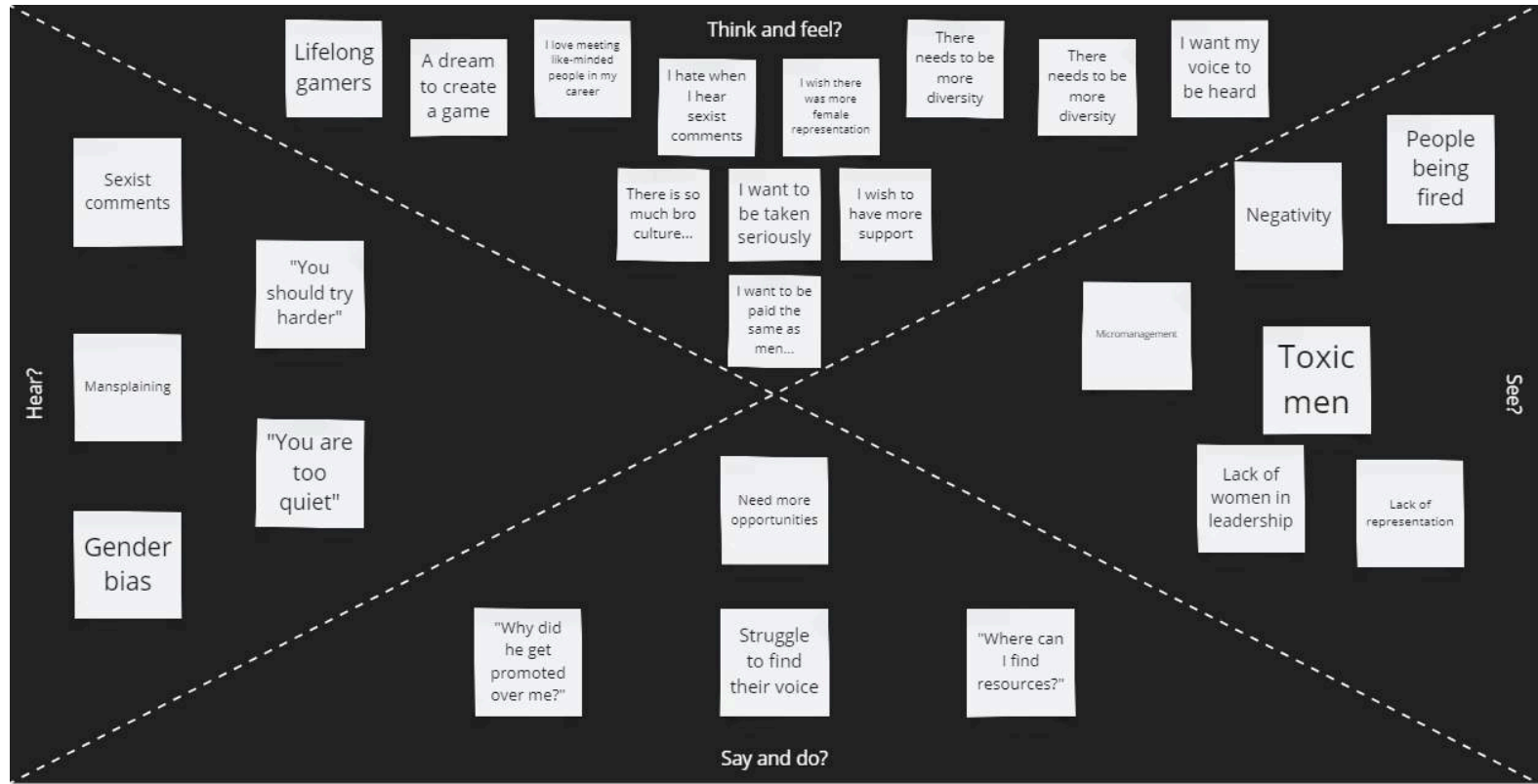
NAME Amy

ROLE Game Designer

BY DESIGNABETTERBUSINESS.COM

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179 Grand Street, Suite 802, San Francisco, California, 94103, USA.

Appendix E: Empathy Map



Appendix F: SWOT Analysis

Strengths:

10 successful programs

- a. [Mentorship Program](#)
- b. [Get in the Game](#)
- c. [Stat Boost](#)
- d. [Power Leveling](#)
- e. [Cheat Codes](#)
- f. [Open World Dialogue](#)
- g. [Speaker Sessions](#)
- h. [Affiliates + Allies](#)
- i. [Networking Events](#)
- j. [Dear Ally](#)

Women in Games International. (2023). *Women in Games International Programs*. WIGI. <https://www.getwigi.com/programs>

Important and helpful sponsors

- k. Riot Games
- l. Playstation
- m. Respawn Entertainment
- n. Here's Waldo Recruiting
- o. Activision Blizzard
- p. Google
- q. Dreamhaven
- r. Raidiant
- s. Iron Galaxy
- t. Xbox
- u. 343 Industries
- v. Netflix Games
- w. Big Huge Games
- x. Rocket Gamer Connects
- y. Maximum Games
- z. HBS
- aa. Sony Interactive Entertainment
- bb. Unity
- cc. Razer
- dd. Ubisoft
- ee. Playfyl
- ff. Hyper Hippo
- gg. ESA entertainment software association
- hh. Everi
- ii. VVS
- jj. Glu
- kk. Capcom
- ll. Wargaming.net

- mm. ThQNordic
 - nn. Twitch
 - oo. Velocilynx
 - pp. Liquid Media Group
 - qq. Square Enix
 - rr. CodeSpark
 - ss. Greenheart Games
 - tt. AARKI
 - uu. GBBay
 - vv. Bad Robot
 - ww. Treyarch
 - xx. Epic Games
 - yy.
- Women in Games International . (2023). *Sponsors*. WIGI.
<https://www.getwigi.com/sponsors>

Positive reputation and recognition

1. GuideStar. (2023). *Women in games international*. Women in Games International - GuideStar Profile. <https://www.guidestar.org/profile/27-0903040>
2. Esports Insider. (2023, June 23). *Getting Wigi with it: Who are women in games international?*. Esportsinsider.
<https://esportsinsider.com/2023/06/who-are-women-in-games-international-wigi>

Offers valuable networking opportunities for women and minorities

1. WIGI. (2023a). *Get in the Game*. <https://www.getwigi.com/get-in-the-game>

Offers educational programs, scholarships, and workshops, to empower women

- Women in Games International. (2023). *Women in Games International Programs*. WIGI.
<https://www.getwigi.com/programs>

Weaknesses

Limiting financial and human resources

“We are 100% funded through grants, sponsorships, and donations. In order to run a program, I create a budget for direct and indirect costs with a go/no-go point defined. Then I find sponsors or grants to cover the costs. If we’re able to raise enough, we run the program. We do fundraising campaigns to try to create as much of a runway as possible, but we rely on our Board and volunteers to help offset costs as much as possible.” (Brown & Kraut, 2024)

Areas of improvement with cultural sensitivity

“Making sure we are being culturally appropriate and inclusive - time inclusivity for all regions (bad time for Asia and the Middle East), being aware of cultural norms - how can we make it work for everyone (how can we do that in a meaningful way?)” (Brown & Kraut, 2024)

Opportunities

- More sponsors (WIGI, 2021)
- Opportunities for funding (WIGI, 2021)
- Diversity Trend (Verizon, 2023)
- Build more programs (Wittenberg-Cox, 2021)
- Improve DEI in the gaming industry (Wittenberg-Cox, 2021)

Threats

Slow adoption of diversity practices in the industry (Ramanan, 2017)

Resource constraints

“We are 100% funded through grants, sponsorships, and donations. In order to run a program, I create a budget for direct and indirect costs with a go/no-go point defined. Then I find sponsors or grants to cover the costs. If we’re able to raise enough, we run the program. We do fundraising campaigns to try to create as much of a runway as possible, but we rely on our Board and volunteers to help offset costs as much as possible.” (Brown & Kraut, 2024)

Resistance to change (Ramanan, 2017)

Competitive DEI non-profits in the gaming industry

- Women in Games (UK-based, founded in 2009) (Women in Games, 2023)
- Ubisoft (Ubisoft, 2023)
- Electronic Arts (Employee Resource Groups) (Electronic Arts, 2023)
- Microsoft (inclusion programs and partnerships) (Xbox, 2023)
- Girls Who Code (college and career programs) (Girls Who Code, 2023)
- Blizzard Entertainment (inclusion events, employee networks) (Activision Blizzard, 2023)
- Games for Change (inclusion initiatives and programs) (Games for Change, 2023)
- [AnyKey](#)
- [Black Girls Code](#)
- [Crash Override Network](#)
- [Feminist Frequency](#)
- [Gamer Women](#)
- [IGDA: Women in Games](#)
- [The 22 Percent Project](#) (Gram Games)

Dependency on external support (ex. government, donations)

“We are 100% funded through grants, sponsorships, and donations. In order to run a program, I create a budget for direct and indirect costs with a go/no-go point defined. Then I find sponsors or grants to cover the costs. If we’re able to raise enough, we run the program. We do fundraising campaigns to try to create as much of a runway as possible, but we rely on our Board and volunteers to help offset costs as much as possible.”
(Brown & Kraut, 2024)

Appendix G: Client Briefing

Client Briefing with Joanie Kraut, CEO of WIGI

- Women were being left out of credits in games (2003)
- Not true that women are ‘just now getting in games
- 2005 panel - we need to create more resources → WIGI
- ERG (employee resource groups) → bring women together in the community, focus on resources → community (learning, mentorship program, access to technology to those that can’t afford it, getting more women into the industry, see more women
- Joanie (4 years ago) - CEO - what can we create? - what is that change? - last year (90 programs on mentorship, programs, tearing down barriers)

Issues:

- 100% volunteer, received a big grant last year, trying to figure how to keep running programs - 3 revenues (fundraising, sponsorships, grants) - grants take a long time (exhausting) and a small team - 1 avenue - figuring out funding opportunities and strategy opportunities
- Making sure we are being culturally appropriate and inclusive - time inclusivity for all regions (bad time for Asia and the Middle East), being aware of cultural norms - how can we make it work for everyone (how can we do that in a meaningful way?)
- Data - who is in the industry? No one wants to give numbers. What data can we start using to move forward? Is there a better way to do a project? Where can we get the most information? Comparing data between pc, mobile, and tabletop gaming
- Target Group: 18-75 years old (women, non-binary, fem identifying), women in school (K-12 grade), women getting into the gaming industry for the first time, women already in the gaming industry who want to become managers, women in the gaming industry who want to go from C-Suite to Co-founder
- <https://www.getwigi.com/> (programs page)
- No Women No Panel (speak on expertise) - any questions?

1. Women in Games International is volunteer-based and seeks sustainable funding and strategy opportunities, facing challenges due to limited revenues (fundraising, sponsorships, grants), time-consuming grants, and a small team.
2. The organization strives for cultural appropriateness and inclusivity, navigating time differences and cultural norms to ensure meaningful engagement for everyone.
3. The lack of data on women in the games industry hinders progress, requiring better data collection methods for industry demographics, including pc, mobile, and tabletop gaming comparisons.

How might Women in Games International incorporate inclusivity and cultural sensitivity to enhance equality and diversity within the gaming industry?

How might Women in Games International proactively infuse inclusivity and cultural sensitivity within their operations to drive positive changes in equality and diversity within the gaming industry?

Demographics:

- Age: 18-75 years old
- Gender Identity: Women, non-binary, femme-identifying
- Education: K-12 students, newcomers to the gaming industry, established professionals

Psychographics:

- Interests: Gaming and gaming industry enthusiasts, aspiring professionals
- Values: Gender equality, diversity, career growth
- Motivations: Learning, advancement, leadership roles

Behaviors:

- Education Stage: K-12 students, industry entrants, established professionals
- Career Goals: Aspiring managers, C-Suite to co-founder transitions
- Learning: Skill development, networking, leadership training
- Online Presence: Active in gaming communities, forums, social media, career platforms

Geography:

- Diversity: Worldwide reach across regions and countries
- Urban & Rural: Representation from urban and rural areas

Appendix H: Frames & Methodology


Strengths of the Frame Research

The strengths of the research include iterative and participatory approaches, incorporating industry insights, and involving multiple rounds of feedback and testing. "A Quest for Inclusion" demonstrates strength through its participatory approach, leading to program improvement. "Leading the Change" benefits from a mixed-methods approach and the incorporation of industry insights. "Level Up Your Gaming Career" showcases strengths in iterative improvements and a commitment to stakeholder input, while "Uniti Gaming Convention" stands out for its responsiveness to feedback and commitment to inclusivity.

Weaknesses of the Frame Research

Potential weaknesses include small sample sizes and biases in participant selection. The need to align program iterations closely with original research findings poses a challenge for "A Quest for Inclusion." "Leading the Change" faces weaknesses in the small sample size and potential participant bias. "Level Up Your Gaming Career" has weaknesses in the limited exploration of other interventions and the absence of a deep dive into potential program impacts. "Uniti Gaming Convention" shares similar weaknesses of small sample size and inadequate exploration of financial and logistical challenges, impacting the generalizability and long-term viability of the event. In conclusion, each frame exhibits a commitment to diverse perspectives, iterative improvements, and stakeholder input, contributing to the overall quality of the research. However, addressing weaknesses related to sample sizes, participant biases, and logistical considerations would further enhance the robustness and applicability of the findings.

Frame
The presentation design for the business



Description

"Game Changers: Embracing Diversity" is a training program aimed towards companies and organizations in the gaming industry, educating on topics of diversity and inclusion to help create a more inclusive workplace culture from the inside out.

Name Game Changers: Embracing Diversity

Tagline Where Diversity Drives Creativity & Innovation.

Value proposition

A training program about diversity and inclusion allows companies and organizations in the gaming industry to foster an inclusive workplace culture. The unique selling point is providing comprehensive training on diversity and inclusion, equipping teams to create a more welcoming environment for all. Ultimately, enhancing creativity, innovation, and productivity in the gaming industry.

Stakeholder (-s)

Gaming Industry Associations: Associations that represent the gaming industry have an interest in promoting diversity and inclusion, as it can enhance the industry's image and success. **Diversity and Inclusion Advocacy Groups:** may collaborate with or support this program to further their goals. **Employees and Professionals in the Gaming Industry:** The program's success ultimately affects the experience and opportunities of employees and professionals working in the gaming industry.

Key problem


The gaming industry faces a significant problem of lacking diversity and inclusion. This is because many gaming companies do not create inclusive workplaces, resulting in less creativity, innovation, and potential harm to their reputations. The issue extends to industry associations, diversity advocates, and employees who face discrimination and exclusion, affecting their careers and well-being. In short, the higher ups in the industry need training in DEI in order to improve inclusivity and diversity in the workplace.

Solution approach

By developing a training program, companies and organizations will be able to understand how to create a welcoming environment for women in the industry, ultimately leading to increased opportunities, reduced discrimination, improved job satisfaction, professional growth, and an overall positive industry impact with diverse talent.

Alternative ideas

- Inclusivity Workshops
- Headshots for Diversity
- Peer-Mentoring Program
- Gender Equity Seminars
- Learning Platform



During the Discover phase, insights were gathered through interviews and questionnaires from 50+ people of underrepresented genders across various gaming industry roles, from managers to founders of gaming companies, to get a better understanding of their challenges in the gaming industry, and their wishes and needs coming out of those struggles (*see Appendix A and B for insights*).

Based on the insights gathered, "Leading the Change" was created. It was formerly known as "Game Changers". "Leading the Change" is an encouraged comprehensive one-on-one training program designed to educate and train key executives within the gaming industry about the core issues of diversity and inclusion in the workplace. According to Bryan Wirtz from GameDesigning.org, the gaming industry struggles with a lack of diversity and inclusivity, especially in the workplace (Wirtz, 2023). Many gaming companies fall short in creating inclusive environments (Intenta Digital, 2022). This can be seen in 2018 at Riot Games, where 5 female employees left the company, sued over discrimination and harassment and dozens of workers joined in protest - creating the largest walkout in gaming industry history thus far (Edidin, 2014). This problem extends beyond the workplace to impact employees who face discrimination and exclusion, leading to adverse effects on their careers and well-being (Intenta Digital, 2022).


"Leading the Change" primarily addresses the need for top-down training in DEI to improve the work life of marginalized employees, deconstruct biases, and pave the way for diverse hiring practices, and introducing inclusive parenting support (*see Appendix H for frame boards*). The current core task that fits "Leading the Change" is Core Task 6: Management of

value creation, due to its nature of being a new opportunity for value creation with added goals, products, and processes, by focusing on educating key executives instead.

Frame

The way we see and understand the problem

Solution
The way we see and understand the solution



Name Level Up!
Only only for development

Tagline Unlock your potential and level up your career.
Only for development in the gaming industry

Description
Only for development in the gaming industry

Level Up! is a series of online skill-building workshops offered to women working in the gaming industry, who want to enhance their skills in game development, design, and leadership, with the help of hands-on training and guidance from fellow industry professionals.

Value proposition
Only for development in the gaming industry

Level Up! empowers women in the gaming industry to excel in game development, design, and leadership through women's guidance and hands-on training.

Stakeholder (-s)
Only for development in the gaming industry

Women in the Gaming Industry: The primary stakeholders are the women working in the gaming industry who participate in the program. They benefit from skill-building workshops, guidance, and networking opportunities to advance their careers.

Gaming Companies and Studios: They develop future skilled and diverse talent pool in the industry. They may also be involved as partners or sponsors.

Industry Professionals and Mentors: Experienced industry professionals and mentors who contribute their expertise to the program as key stakeholders. They play a crucial role in guiding and mentoring participants.

Gaming Industry Associations and Organizations: They collaborate with the program to support and promote gender diversity and professional development in the field.

Key problem
Only for development in the gaming industry


The overarching problem revolves around the industry's struggle to achieve diversity and inclusion, impacting women, and their opportunities to succeed in their career and become further educated in their field.

Solution approach
Only for development in the gaming industry

By providing online skill-building workshops for women in the gaming industry, it not only allows industry professionals to share their knowledge and teach others, but gives the women being taught, an opportunity to grow their skills and empower them to continue their personal and professional development.

Alternative ideas
Only for development in the gaming industry


- Professional Development Bootcamps
- Diversity and Inclusion Certification
- Interactive Webinars
- Funding Women-Led Startups
- Mentorship Exchange Program
- Hackathons for Social Impact



Frame

The way we see and understand the problem

Solution
The way we see and understand the solution



Name WIG Awards
Only only for development

Tagline Celebrating Women in Gaming
Only for development in the gaming industry

Description
Only for development in the gaming industry

WIG Awards is an award show that would be hosted to recognize and celebrate women in gaming for their impactful contributions within the gaming industry.

Value proposition
Only for development in the gaming industry

The "WIG Awards" is an award show dedicated to recognizing and celebrating the outstanding contributions of women in the gaming industry. The award show will spotlight the incredible achievements and positive impact of women in gaming, offering a platform where their talents, knowledge, and dedication are acknowledged and celebrated. This will inspire the next generation of women gamers and industry professionals, and promote diversity and inclusivity.

Stakeholder (-s)
Only for development in the gaming industry

Women in the Gaming Industry: Being recognized and celebrated by the award show.

Gaming Industry Companies and Studios: They may sponsor or support the award show, recognizing the contributions of women in gaming, which can lead to diversity and inclusion, and the success of the women can impact their reputation and brand image.

Gaming Community and Fans: They act as a catalyst in knowing and celebrating the achievements of women in the industry, as the promotion diversity, inspire others, and can lead to more inclusive and diverse gaming experiences.

Event Organizers and Sponsors: The individuals or organizations responsible for organizing and sponsoring the "WIG Awards" are also key stakeholders. Their success is tied to the event's impact and reach, and they have a vested interest in making a memorable and influential celebration of women in gaming.

Key problem
Only for development in the gaming industry


The gaming industry's male-dominated culture, biases, and stereotypes have led to a key problem of gender bias and inequality. Women have been traditionally underrepresented, overlooked, and faced fewer equal opportunities in gaming due to these persistent biases. The "WIG Awards" takes a pivotal role in promoting diversity and inclusion within the gaming industry.

Solution approach
Only for development in the gaming industry

By hosting a game awards to recognize women's achievements in the gaming industry, there will be a sense of recognition for the women currently working in the industry and by the women who want to enter the gaming industry. It will not only allow them to celebrate their achievements, but also promote diversity and inclusivity, showcasing diverse talents and ideas for some networking for women within the industry.

Alternative ideas
Only for development in the gaming industry

- Virtual Reality Workshops
- Interactive Game-to-Development Pipeline
- Masterclass Certificates for Developing
- Online Competitions to promote networking
- Game Devs with Friendly Panels, Seminars, etc.




First Iteration


Frame


The way we see and interpret the situation

Solution

The best solution within the frame







Name

Calls to key stakeholder name

A Quest for Inclusion: Inclusivity Seminar for Gaming Industry Professionals

Tagline

Short sentence to sell the solution, expressing its value

Let's Embark on a Journey to Improve Inclusivity in the Gaming Industry.

Description

A short description of the product or service, how it works and what it delivers

"A Quest for Inclusion" is a **free, immersive and educational seminar**, hosted during a games conference, designed to **raise awareness about gender disparities** in the gaming industry, in order to foster a culture of inclusivity in the workplace.

The seminar will be **1 hour long** and include a **free action plan package** for attendees.

Value proposition

Describes how customer (or customer proxy) is benefited

By signing up for the "A Quest for Inclusion" seminar, attendees will be offered a **detailed, action plan package**, while the seminar itself will educate on how they can take their **next steps**, using their package, to actively contribute to a more inclusive gaming industry.

This action plan package provided to each attendee at the seminar will include opportunities for **educational resources, mentorship programs, and step-by-step guide of practical solutions** with the aim to address gender disparities effectively in their workplace.

Stakeholder (-s)

Those people who have impacted stakeholders the product or service. Often that is the customer and/or the user but not always. Sometimes different stakeholders may be interested. Describe key stakeholders by name, or category, topological relationship of relationship.

Primary Target Audience/Stakeholders:

- **Human Resources Managers in Gaming:** to become educated on women's challenges in the gaming industry, through the seminar
- **Women in the Gaming Industry:** their experiences, needs & perspectives are essential

Secondary Target Audience/Stakeholders:

- **Gaming Communities:** substantial role in shaping the culture of gaming, important to engage & influence

Key problem

What we consider to be the central problem for the stakeholder within the frame. The problem should be expressed in such a way that it is perfectly clear what causes it and what the impacts.

Women in gaming encounter distinct challenges such as gender biases, online harassment, limited leadership roles, and unequal representation, which can deter entry and hinder growth (ReX Studios, 2023).

The purpose of the seminar is to **raise awareness** among all stakeholders mentioned, about **gender disparities in gaming** and its impact on women. The ultimate goal is to **foster a more diverse and inclusive gaming landscape** by addressing these issues.

The seminar serves both as a platform for **women to recognize their challenges** and for others, such as **HR managers, to gain a deeper understanding of the gender disparities** in gaming.

Solution approach

The line of reasoning that offers guidance for developing solutions to solve the problem for the user.

The seminar will provide clear, scalable, and **impactful solutions** through means of **education**.

The **action plan package** provided to each attendee will offer specific **guidance and support** for individuals aiming to create a more diverse and inclusive industry, starting from their own workplace.


The action plan package will include **resources**, such as:

- Step-by-step guide to improving inclusivity in their workplace
- Discounts on educational resources about DEI
- Free admission ticket into a mentorship program
- Access to a Discord Server to follow up on actions, initiatives, and opportunities related to DEI in the gaming industry

Alternative ideas

Ideas next to the best solution, that demonstrate whether or not a theme is productive, when many alternative ideas are possible, the better is productive.

Networking Lounge for HR in Gaming
Discord Server for DEI Education
Marketing Campaign
Educational Video





Frame


The way we see and interpret the situation

Solution

The best solution within the frame







Name

Calls to key stakeholder name

"Leading the Change" Training Program

Tagline

Short sentence to sell the solution, expressing its value

Lead the way to an inclusive and diverse gaming industry.

Description

A short description of the product or service, how it works and what it delivers

"Leading the Change" is a comprehensive, mandatory training program designed to educate and train key executives within the gaming industry about the core issues of diversity and inclusion in the workplace (e.g. issues such as the wage gap, stigmas, etc.)

By **addressing gender disparities from top-down** (e.g. key executives, HR), a clear path can be paved towards a more equitable and inclusive workplace culture, promoting employee longevity and diverse recruitments.

Value proposition

Describes how customer (or customer proxy) is benefited

"Leading the Change" helps key executives and HR employees **gain the knowledge and tools they need** to foster an **inclusive workplace culture**, by the means of a comprehensive training program, which is awarded with **DEI certification** upon completion, and **increased chances for enhanced profitability, employee longevity, and a stronger reputation**.

Stakeholder (-s)

Those people who have impacted stakeholders the product or service. Often that is the customer and/or the user but not always. Sometimes different stakeholders may be interested. Describe key stakeholders by name, or category, topological relationship of relationship.

Primary Stakeholders:

Key Executives with the Gaming Industry
Human Resources

Secondary Stakeholders:

Women in the Gaming Industry
Employees within the Gaming Industry

Key problem

What we consider to be the central problem for the stakeholder within the frame. The problem should be expressed in such a way that it is perfectly clear what causes it and what the impacts.

The gaming industry struggles with a **lack of diversity and inclusivity**, especially in the workplace. Many gaming companies fall short in creating inclusive environments, which can **hinder creativity and innovation**, while also harming their reputation. This problem extends beyond the workplace to **impact employees who face discrimination and exclusion**, leading to adverse effects on their careers and well-being.

"Leading the Change" primarily **addresses the need for top-down training** in diversity, equity, and inclusion to improve workplace inclusivity and diversity.

Solution approach

The line of reasoning that offers guidance for developing solutions to solve the problem for the user.


By offering a comprehensive training program with incentives such as certification and increased employee longevity, we can empower companies and organizations to create welcoming environments for women within the industry.

This approach leads to increased opportunities, reduced discrimination, improved job satisfaction, professional growth, and a positive overall impact on the gaming industry's diversity and inclusivity.

Alternative ideas

Ideas next to the best solution, that demonstrate whether or not a theme is productive, when many alternative ideas are possible, the better is productive.

Inclusivity Workshops
Hackathons for Diversity
Peer Mentoring Program
Gender Equity Seminars
Learning Platform



Frame

The way we see and interpret the situation.

Solution

The best solution within the frame



Description

A short description of the product or service, how it works and what it offers.

"Level Up Your Gaming Career!" is an online team-based leadership development program offered to womxn working in the gaming industry, to empower them to pursue executive roles.

This will include team-based assertiveness training and communication skills coaching, with the help of hands-on guidance from fellow industry professionals, to combat industry-wide "bro culture".

Value proposition

... (benefit) helps ... (customer) to ... (gain) by means of ... (unique selling point) ... (differentiator).

"Level Up Your Gaming Career!" empowers womxn in the gaming industry to pursue leadership roles through team-based training, coaching, and mentorship opportunities.

Name

Level Up Your Gaming Career!

Can be used to refer to the name

Tagline

Grow Your Confidence, Get That Role!

Short description to sell the product, emphasizing its value.

Stakeholder (-s)

Those people who have important stake in the product or service. Often that is the customer, though the user, but not always. Sometimes different stakeholders must be addressed. Focus on key stakeholders by means of personal, hypothetical viewpoints of role-players.

Primary Stakeholders:

Womxn in the Gaming Industry: The primary stakeholders are the women working in the gaming industry who participate in the program. They benefit from the leadership program to gain confidence and advance their careers.

Industry Professionals and Mentors: Experienced industry professionals and mentors who contribute their expertise to the program are key stakeholders. They play a crucial role in guiding and mentoring participants.

Key problem

What we consider to be the essential problem for the stakeholders within the frame. The problem should be expressed in such a way that it's perfectly clear what needs to be solved or improved.

The key problem is **gender inequality** in the gaming industry. The issue is made worse by the **notable disparity in the number of male vs leadership positions**. Only 16% of leadership positions are held by women (Women in Tech, 2023). This thus promotes the well-known "bro culture."

After conducting interviews and surveys with 50+ women in the gaming industry, it was found that **women struggle to find growth opportunities, and present their assertiveness without facing backlash**, in such a "bro culture".

This culture not only discourages women from entering companies that **lack significant women role models**, but it also results in a **lack of confidence** in standing up to discrimination, resulting in **missed opportunities in career advancement and educational development**. This cycle continues, exacerbating the already-existing diversity gap.

Solution approach

The line of reasoning that offers guidance for developing solutions to solve the problem for the users.

By providing an online leadership program for women in the gaming industry, it not only allows industry executives to **share their knowledge and give advice** in a team-building setting, but it gives the women an **opportunity to grow their confidence and assertiveness** and empower them to continue their personal and professional development, by pursuing executive positions in their companies.

Alternative ideas

Ideas next to the best solution, that demonstrate whether or not a theme is producible, when many alternative ideas are possible, the frame is produced.

- Professional Development Bootcamps
- Diversity and Inclusion Certification
- Interactive Webinars
- Mentorship Exchange Program
- Job Fair for Womxn in Gaming

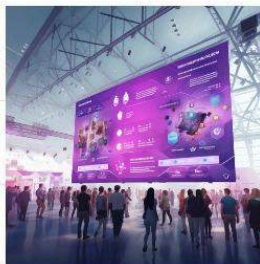


Frame

The way we see and interpret the situation.

Solution

The best solution within the frame



Description

A short description of the product or service, how it works and what it offers.

The "Women in Games Convention" brings together women and men to **acknowledge and celebrate women's achievements in gaming**, and to push for a more inclusive and diverse gaming industry.

This conference would have:

- game exhibitions
- all women experts tournaments
- inclusion panels
- DEI educational programs
- networking spaces
- charity fundraising events

and more!

Value proposition

... (benefit) helps ... (customer) to ... (gain) by means of ... (unique selling point) ... (differentiator).

The "Women in Games Convention" brings together women in gaming to **recognize and celebrate each other's professional achievements** in the industry, have some fun, and ultimately **advocate for a more diverse and inclusive gaming industry** by attending inclusion panels, learning about DEI in educational workshops, and potentially **donating to Women in Games International** at fundraising events.

Name

Womxn in Games Convention

Can be used to refer to the name

Tagline

Celebrating & Uniting Womxn in Gaming

Short description to sell the product, emphasizing its value.

Stakeholder (-s)

Those people who have important stake in the product or service. Often that is the customer, though the user, but not always. Sometimes different stakeholders must be addressed. Focus on key stakeholders by means of personal, hypothetical viewpoints of role-players.

Primary Stakeholders:

Women in the Gaming Industry: Being recognized and celebrated at the booths at the convention.

Gaming Industry Companies and Studios: They may sponsor or support the convention. Recognizing the contributions of women in gaming aligns with their commitment to diversity and inclusion, and the success of the event can impact their reputation and brand image.

Secondary Stakeholders:

Gaming Community and Fans: They are interested in knowing and celebrating the achievements of women in the industry, as this promotes diversity, inspires others, and can lead to more inclusive and diverse gaming experiences.

Event Organizers and Sponsors: The individuals or organizations responsible for organizing and sponsoring the "Women in Gaming Convention" are also key stakeholders. Their success is tied to the event's impact and reach, and they have a vested interest in making it a memorable and influential celebration of women in gaming.

Key problem

What we consider to be the essential problem for the stakeholders within the frame. The problem should be expressed in such a way that it's perfectly clear what needs to be solved or improved.

Womxn's achievements have gone unnoticed and there has been a **lack of representation** due to the **game industry being male-dominated and gender biases** prevailing throughout the industry.

Through the convention, a more diverse, inclusive, and thriving gaming industry could be established over time by **addressing the underrepresentation of women in the industry and acknowledging and celebrating their accomplishments**.

It can also be used to inspire and encourage the next generation of gaming industry staff.

Solution approach

The line of reasoning that offers guidance for developing solutions to solve the problem for the users.

By hosting a gaming convention to recognize women's achievements in the gaming industry, there will be a **sense of empowerment** for the women currently working in the industry and **inspiration** for the women who want to enter the gaming industry.

It will not only allow them to **celebrate their achievements**, but also **network with other women in the industry**, get further **educated into diversity and inclusion** initiatives and most importantly, **have fun** with other like-minded individuals within the industry.

Alternative ideas

Ideas next to the best solution, that demonstrate whether or not a theme is producible, when many alternative ideas are possible, the frame is produced.

- Women in Games Awards
- Women Gaming Showcase
- Women in Gaming Festival
- Multimedia Campaigns for Showcasing Womxn's Achievements




Second Iteration


Frame

The way we see and interpret the situation

Solution

The best solution to the problem



Description

A short description of the product or service, how it works and what it delivers

"A Quest for Inclusion" is a 3-day long, free, immersive and educational program, hosted at local gaming studios, taught by external specialists.

This program is designed to raise awareness about gender disparities in the gaming industry, in order to foster a gender inclusive workplace.

The program will also include a free action plan package for attendees.

Name

A Quest for Inclusion: Inclusivity Program for Gaming Industry Professionals

Description

A short description of the product or service, how it works and what it delivers

Tagline

Let's Embark on a Journey to Improve Inclusivity in the Gaming Industry.

Value proposition

By signing up for the "A Quest for Inclusion" program, attendees will be offered a detailed action plan package, while the program itself will educate on how they can take their next steps, using their package, to actively contribute to a more gender-inclusive gaming industry.

This action plan package provided to each attendee at the seminar will include opportunities for educational resources, mentorship programs, and step-by-step guide of practical solutions with the aim to address gender disparities effectively in their workplace.

Stakeholder (-s)

Those people who have important stake in the product or service. Often that is the customer and/or the user, but not always. Sometimes different stakeholders must be addressed, describe key stakeholders by means of personal, hypothetical, or general responses.

Primary Stakeholders: become educated on woman's challenges in the gaming industry, through the seminar

- Hiring Managers: have influence, but currently need more education
- Human Resources Managers in Gaming: important in creating a more inclusive hiring process
- Seniors/Leads: have influence, but currently need more education
- Employees in Gaming: providing practical steps for them to create a more diverse workplace in the future
- Women in the Gaming Industry: their experiences, needs & perspectives are essential in bridging the gap

Secondary Stakeholders:

- Gaming Communities: substantial role in shaping the culture of gaming, important to engage & influence

Key problem

What we consider to be the essential problem for the stakeholder(s) within the frame. The problem should be expressed in such a way that it is perfectly clear what causes it and after the impact.

Women in gaming encounter distinct challenges such as gender biases, online harassment, limited leadership roles, and unequal representation, which can deter entry and hinder growth (Risk Studios, 2023).

The purpose of the program is to raise awareness among all stakeholders mentioned, about gender disparities in gaming and its impact on women. The ultimate goal is to foster a more diverse and inclusive gaming landscape by addressing these issues.

The program serves both as a platform for women to recognize their challenges and for others, such as HR and hiring managers, to gain a deeper understanding of how to improve gender inclusion in the gaming industry.

Solution approach

The way of reasoning that offers guidance for developing solutions, to solve the problem for the user.

The 3-day long program will provide clear, scalable, and impactful solutions through means of education.

Schedule would be as follows:

- Day 1: Educational Workshops for Hiring Managers
- Day 2: Educational Workshops for Employees
- Day 3: Educational Workshops for Human Resources

The action plan package provided to each attendee will offer specific guidance and support for individuals aiming to create a more gender inclusive industry, starting from their own workplace.

The action plan package will include resources, such as:

- Step-by-step guide to improving inclusivity in their workplace
- Discounts on educational resources about DEI
- Free admission ticket into a mentorship program
- Access to a Discord Server to follow-up on actions, initiatives, and opportunities related to DEI in the gaming industry

Alternative ideas

Brainstorm to find the best solution that addresses whether or not a firm's productive, when many alternative ideas are possible, the frame is productive.

Networking Lounge for HR in Gaming
Discord Server for DEI Education
Marketing Campaign
Educational Video





Frame

The way we see and interpret the situation

Solution

The best solution to the problem

Description

A short description of the product or service, how it works and what it delivers

"Leading the Change" is an encouraged comprehensive one-on-one training program designed to educate and train key executives within the gaming industry about the core issues of diversity and inclusion in the workplace.

This training program would educate on issues such as:

- Awareness of individual bias on marginalized employees
- Addressing and deconstructing internal biases
- Recognizing softer variations of sexism
- Encouraging diverse hiring practices
- Inclusive parenting support

By addressing gender disparities from top-down to e.g. key executives, HR, a clear path can be paved towards a more equitable and inclusive workplace culture, promoting employee longevity and diverse recruitments.

Name

'Leading the Change' Training Program

Description

A short description of the product or service, how it works and what it delivers

Tagline

Lead the way to an inclusive and diverse gaming industry.

Value proposition

"Leading the Change" helps key executives and HR employees gain the knowledge and tools they need to foster an inclusive workplace culture, by the means of a comprehensive training program, which is awarded with DEI certification upon completion, and increased chances for enhanced profitability, employee longevity, and a stronger reputation.

Stakeholder (-s)

Those people who have important stake in the product or service. Often that is the customer and/or the user, but not always. Sometimes different stakeholders must be addressed, describe key stakeholders by means of personal, hypothetical, or general responses.

Primary Stakeholders:
Key Executives with the Gaming Industry
Human Resources

Secondary Stakeholders:
Women in the Gaming Industry
Employees within the Gaming Industry

Key problem

What we consider to be the essential problem for the stakeholder(s) within the frame. The problem should be expressed in such a way that it is perfectly clear what causes it and after the impact.

The gaming industry struggles with a lack of diversity and inclusivity, especially in the workplace. Many gaming companies fall short in creating inclusive environments. This problem extends beyond the workplace to impact employees who face discrimination and exclusion, leading to diverse effects on their careers and well-being.

"Leading the Change" primarily addresses the need for top-down training in DEI to improve the work life of marginalized employees, deconstruct biases, and pave the way for diverse hiring practices, and introducing inclusive parenting support.

Solution approach

The way of reasoning that offers guidance for developing solutions, to solve the problem for the user.


By offering a scheduled one-on-one comprehensive training program with incentives such as certification and increased employee longevity, we can educate key executives on how to create welcoming environments for women within the industry.

This approach can lead to increased opportunities, reduced discrimination, improved job satisfaction, professional growth, and a positive overall impact on the gaming industry's diversity and inclusivity.

Alternative ideas

Brainstorm to find the best solution that addresses whether or not a firm's productive, when many alternative ideas are possible, the frame is productive.

Inclusivity Workshops
Hackathons for Diversity
Peer Mentoring Program
Gender Equity Seminars
Learning Pathways



Frame

The way we see and interpret the situation

Solution

The best solution within this frame



Description

A short description of the product or service, how it works and what it delivers

"Level Up Your Gaming Career" is an online team-based mentorship program offered to women working in the gaming industry, to work on their professional development and empower them to pursue executive roles, so that they can pave the way for a diverse and inclusive gaming landscape.

This program will introduce diverse communication models, such as team-based assertiveness, inclusive language, cultural competence communication, empowerment communication, and collaborative decision making, with the help of hands-on guidance from fellow industry professionals, to combat industry-wide "bro culture".

Value proposition

... (name) help ... (customer) to ... (verb) by means of ... (method)

"Level Up Your Gaming Career" empowers women in the gaming industry to pursue leadership roles through team-based training, mentorship and future networking opportunities.

Name

Usability: easy to remember name

Level Up Your Gaming Career!

Tagline

Start somewhere to take the next step, expressing its value

Take Your Next Step

Stakeholder (-s)

Those people who have important stake in the product or service, other than the customer might be the user but not always. Sometimes there are stakeholders that are addressed by the product but are not the primary stakeholders by means of personal, hypothetical, or societal roles of each user.

Primary Stakeholders:

Women in the Gaming Industry: The primary stakeholders are the women working in the gaming industry who participate in the program. They benefit from the leadership program to gain confidence and advance their careers.

Industry Professionals and Mentors: Experienced industry professionals and mentors who contribute their expertise to the program are key stakeholders. They play a crucial role in guiding and mentoring participants.

Key problem

What we consider to be the essential problem for the stakeholders within this frame. The problem should be expressed in such a way that it is perfectly clear what success is and what the impact is.

The key problem is **gender inequality in the gaming industry**. The issue is made worse by the **visibility disparity in the number of male in leadership positions**. Only 16% of leadership positions are held by women (Women in Tech, 2023). This thus promotes the well-known "bro culture".

After conducting interviews and surveys with 50+ women in the gaming industry, it was found that **women struggle to find growth opportunities, and present their assertiveness without facing backlash**, in such a "bro culture".

This culture not only discourages women from entering companies that lack significant women role models, but it also results in a **lack of confidence in standing up to discrimination, resulting in missed opportunities in career advancement and educational development**. This cycle continues, exacerbating the already-existing diversity gap.

Solution approach

The kind of reasoning that offers guidance for developing solutions to solve the problem for the user.

In addition to enabling **industry executives to mentor other women** in a team-building environment, the online leadership program for women in the gaming industry gives these women the **chance to develop their confidence and communication skills** and gives them the **tools they need to pursue executive positions** in their companies, which will further their personal and professional development.

The program will provide:

- Online trainings (1-2 hours long)
- Communication Skills Course for their workplace
- Networking Opportunities (Discord server & invites to networking events)

Alternative ideas

What, next to the best solution, that demonstrates whether or not a frame is productive. When many alternative ideas are possible, the frame is productive.

- Professional Development Bootcamps
- Interactive Webinars
- Mentorship Exchange Program
- Job Fair for Women in Gaming

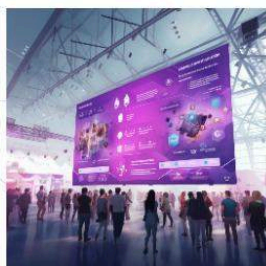


Frame

The way we see and interpret the situation

Solution

The best solution within this frame



Description

A short description of the product or service, how it works and what it delivers

The 'Uniti Gaming Convention' is a **free to attend gaming convention** that brings together women, non-binary, trans, femme-identifying individuals, men to **acknowledge and celebrate achievements in gaming**, and to push for a more inclusive and diverse gaming industry.

This conference would include:

- a yearly theme
- game exhibitions
- esports tournaments
- inclusion panels
- DEI educational programs
- networking spaces
- charity fundraising events
- coding & programming workshops
- mentorship events

Value proposition

... (name) help ... (customer) to ... (verb) by means of ... (method)

The 'Uniti Gaming Convention' unites gaming industry professionals and those alike to **recognize and celebrate each other's professional achievements in the industry**, have some fun, and ultimately **advocate for a more diverse and inclusive gaming industry** by attending industry panels, learning about DEI in educational workshops, networking, attending professional development workshops, and donating to DEI causes such as **Women in Games International** at fundraising events.

Name

Usability: easy to remember name

Uniti Gaming Convention

Tagline

Start somewhere to take the next step, expressing its value

Uniti Gaming Convention: Where Every Player Finds Their Stage

Stakeholder (-s)

Those people who have important stake in the product or service, other than the customer might be the user but not always. Sometimes there are stakeholders that are addressed by the product but are not the primary stakeholders by means of personal, hypothetical, or societal roles of each user.

Primary Stakeholders:

Women, Non-binary, Trans, Femme-identifying individuals in the Gaming Industry: Being recognized and celebrated at the booths at the convention.

Gaming Industry Companies and Studios: They may sponsor or support the convention. Recognizing the contributions of women in gaming aligns with their commitment to diversity and inclusion, and the success of the event can impact their reputation and brand image.

Secondary Stakeholders:

Gaming Industry and Fans: They are interested in knowing and celebrating the achievements of women in the industry, as the promotes diversity, inspires others, and can lead to more inclusive and diverse gaming experiences.

Event Organizers and Sponsors: The individuals or organizations responsible for organizing and sponsoring the "Uniti Gaming Convention" are also key stakeholders. Their success depends on the event's impact and reach, and they have a vested interest in making it a memorable and influential celebration of women, non-binary, trans, femme-identifying individuals in gaming.

Key problem

What we consider to be the essential problem for the stakeholders within this frame. The problem should be expressed in such a way that it is perfectly clear what success is and what the impact is.

Underrepresented gender's achievements have gone unnoticed and there has been a lack of representation due to the game industry being male-dominated and gender biases prevailing throughout the industry.

Through the convention, a more diverse, inclusive, and thriving gaming industry could be established over time by **addressing the underrepresentation of these groups in the industry and acknowledging and celebrating their accomplishments.**

It can also be used to inspire and encourage the next generation of gaming industry staff.

Solution approach

The kind of reasoning that offers guidance for developing solutions to solve the problem for the user.

By hosting a gaming convention to recognize the achievements of underrepresented genders in the gaming industry, there will be a **sense of empowerment** for those groups currently working in the industry and **inspiration** for the people who want to enter the gaming industry.

It will not only allow them to **celebrate their achievements**, but also **network with other individuals in the industry**, get further **educated into diversity and inclusivity initiatives** and most importantly, **have fun** with other like-minded individuals within the industry.

As concern was expressed during field research, there would also be **safety measures for participants** to ensure a safe and inclusive environment for all.

Alternative ideas

What, next to the best solution, that demonstrates whether or not a frame is productive. When many alternative ideas are possible, the frame is productive.

- Uniti Games Awards
- Uniti Gaming Showcase
- Uniti Gaming Festival
- Multimedia Campaigns for Showcasing Achievements of Underrepresented Genders



Final 2 Chosen Concepts

Frame


The way we see and interpret the situation

Description

A short description of the product or service, from a user's and what it solves

Solution

The core solution within the frame



Level Up Your Gaming Career!

(Name, city, city to emphasize value)

Tagline Grow That Confidence, Get That Role!

Short sentence to sell the solution, responding to value

Value proposition

(Browse here... (customer) to... (goal) by means of... (Unique Selling Point) (U.S.P.))

"Level Up Your Gaming Career!" empowers women in the gaming industry to pursue leadership roles through team-based training, mentorship and future networking opportunities.

Frame

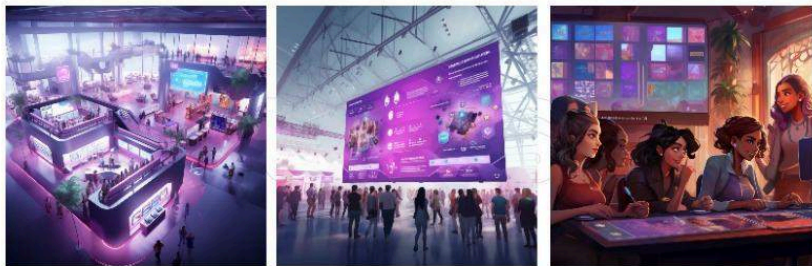
The way we see and interpret the situation

Description

A short description of the product or service, from a user's and what it solves

Solution

The core solution within the frame



Uniti Gaming Convention

(Name, city, city to emphasize value)


Tagline Uniti Gaming Convention: Where Every Player Finds Their Stage

Short sentence to sell the solution, responding to value

Value proposition

(Browse here... (customer) to... (goal) by means of... (Unique Selling Point) (U.S.P.))

The 'Uniti Gaming Convention' unites gaming industry professionals and those alike to recognize and celebrate each other's professional achievements in the industry, have some fun, and ultimately advocate for a more diverse and inclusive gaming industry by attending industry panels, learning about DEI in educational workshops, networking, attending professional development workshops, and donating to DEI causes such as Women in Games International at fundraising events.



Appendix I: Frame & Define Test #1 Feedback and Results

Feedback on Frame 1: A Quest for Inclusion (formerly GameHERS at Work)

Enhance Clarity in Messaging:

- Request clearer communication about the objectives of the popup stand and its impact on addressing gender issues.
- Seek more direct language and data-supported statements in key problem statements and taglines for better understanding.

Provide Specific Solutions for Gender Disparities:

- Express the need for more concrete information on addressing gender disparities in the gaming industry.
- Advocate for clear calls to action, alternative approaches like networking lounges and resources, and a focus on inclusivity, particularly for trans and queer femme identities.

Engage and Resonate with "GameHERS at Work":

- Express appreciation for the initiative but request clearer and more specific goals for "GameHERS at Work."
- Emphasize the importance of active involvement, networking opportunities, and meaningful conversations at events, highlighting the desire for substantial change in the gaming industry, especially for trans women.

The target group feedback shows the importance of enhancing clarity in messaging by emphasizing clear objectives, direct language, and data-supported statements, while also advocating for specific solutions to address gender disparities in the gaming industry and emphasizing the need for clearer and more specific goals to engage and resonate with the audience of "GameHERS at Work," with a focus on active involvement and creating meaningful change in the industry.

Feedback on Frame 2: Leading the Change

Refine Messaging and Clarity:

- Clarify the primary focus of the popup stand to address confusion about its role.
- Provide data-supported statements to reinforce the impact of diversity on creativity and innovation.

Strengthen Value Proposition and Implementation:

- Emphasize high-level benefits for upper management and specify how the initiative will achieve its goals.
- Elaborate on how the training program enhances creativity and innovation, addressing concerns about its contents.

Foster Supportive Networks and Financial Benefits:

- Encourage and facilitate supportive networks among women in the gaming industry.
- Highlight tangible financial benefits and reinforce the importance of a top-down approach for effective change.

In summary, the target group feedback highlights the need to refine messaging and improve clarity in Frame 2 by clarifying the popup stand's primary focus, providing data-supported statements, and strengthening the value proposition and implementation plan, with a specific focus on emphasizing high-level benefits, addressing concerns about the training program's contents, and fostering supportive networks and tangible financial benefits for effective change in the gaming industry.

Feedback on Frame 3: Level Up Your Gaming Career

Industry Approach and Diversity Representation:

- Target group emphasizes addressing broader industry issues and hiring practices rather than solely focusing on women's skills.
- Strong advocacy for diversity in images and tagline adaptation to include the word "gaming" for explicit relevance.

Clarity Enhancement and Data-Backed Statements:

- Participants appreciate the clarity in the tagline but desire more information on program administration, funding, and eligibility.
- Concerns raised about the problem statement underscore the importance of data-backed statements for transparency.

Cross-Interaction Advocacy and Contribution Commitments:

- Stakeholders express support for the "Level Up!" program, intending to contribute through mentoring, teaching, coaching, and promotion.
- Desire for a more team-oriented approach and recommendations to encourage cross-interactions within different areas of the gaming industry.

In conclusion, feedback on Frame 3 highlights the importance of advocating for diversity representation, enhancing clarity through more detailed program information, emphasizing the need for data-backed statements, and expressing stakeholder commitment to support the "Level Up!" program with a preference for a more team-oriented approach and cross-industry interactions.

Feedback on Frame 4: Uniti Gaming Convention (formerly WIG Awards)

Concerns about Fundamental Change and Segregation:

- Stakeholders question the effectiveness of the proposed approach in addressing the fundamental issue of gender bias and inequality.
- Desire for more colorful and futuristic visuals to align with the gaming industry's vibrant nature.
- Concerns about potential segregation and whether the awards encourage equality.

Mixed Feedback on Tagline and Value Proposition:

- While the tagline is considered straightforward by some, concerns are raised about its effectiveness in addressing the root problem of gender inequality.
- Uncertainty about how the value proposition achieves recognition and addresses underlying industry issues.
- Mixed opinions on the clarity of the WIG acronym and a suggestion to make it more explicit, such as "Womxn in Games."

Challenges in Awards Approach and Recognition:

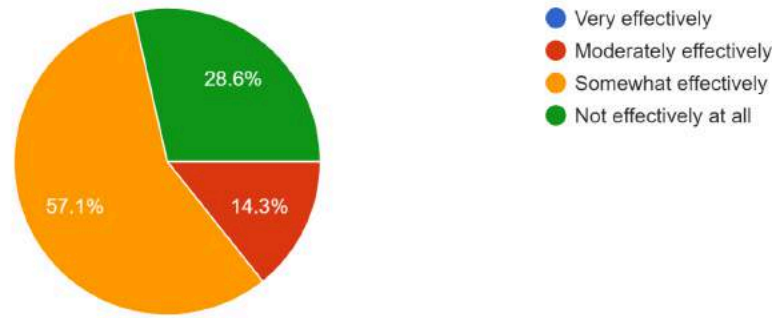
- Challenges with the awards approach, including the need for nominations and potential unnoticed contributions.
- Recognition of ongoing issues faced by women in the industry, such as lower pay, job titles, perks, and the perceived lack of diversity and inclusion messaging.
- Mixed feelings about the potential isolation of women in a separate club and a desire for success stories to inspire and showcase achievement.

In summary, feedback on Frame 4 highlights concerns about the proposed approach's effectiveness in addressing fundamental gender bias, desires for more vibrant visuals, and mixed opinions on the tagline and value proposition, pointing to challenges in the awards approach and recognition, including the need for nominations, addressing ongoing industry issues, and a call for success stories for inspiration.

Frame #1: GameHERS at Work

How well does the frame board convey the key problem of gender inequality and exclusion in the gaming industry, as described in the provided information?

7 responses



Please elaborate on how effectively the frame board communicates the key problem of gender inequality and exclusion within the gaming industry

Please share your assessment of how well the frame board conveys the issue of gender inequality and exclusion in the gaming industry as described in the provided information

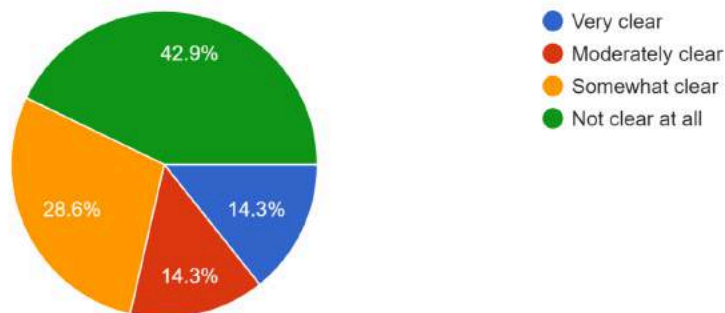
Include specific details and observations.

1. From the frame board, it's unclear to me who is the target audience of the event stand. Is it for Womxn to know their issues are recognised by the industry or is it to education people other than womxn of the problems faced by womxn in the industry? I would also like to understand the actions of the popup stand, for example, is it networking & connections, informative or sign ups? I would like clear outcomes for the stand & how those outcomes would affect the issues facing womxn
2. My perspective is that this frame board concept is inadequate for succeeding on your mission for the following reason: This solution will not generate significant interest in an intense, highly sensory game environment. The atmosphere of game convention attendees is to see the most elaborate booths with new technology or exciting new game demos being presented. They are also looking for celebrity appearances and marketing events such as gaming contests. The idea may have a little validity in terms of off-floor seminars specifically for HR management, but since everyone in the industry know this problem already, the focus should be on the specific facts/evidence of the bias, and should be solution-oriented that HR and Management can implement.
3. TagLine is vague. Perhaps a sub tagline that's direct would help to understand their message. Like "Together we can make gaming inclusive"
4. Key Problem: very vague. This is a generic statement that's been shared in the past 7-8 years across the industry. It needs to be better specified and backed with data.

5. The flow of the board doesn't make sense, My eyes go to the bottom left corner and read left-to-right. So I start with Stakeholders, then trace to Alternative Ideas, then go up to Description. Maybe make the Name and Description larger in the top left hand corner and use colour to make the eye lead there. The text is hard to read but luckily I could zoom in. The text is simple but your point is made.
6. There's too much text. A convention is FULL of professionals running around trying to get to games and meetings. They don't have time to stand around and read so much. The images also make it look like a game, so the few people who stop to look might think they're reading about a game or program or service and feel cheated that it's not. Long story short, it's not clear what the board wants to tell people. Also you have the added problem that the people at game conventions aren't likely to be the right people. They're not the hiring managers or CEOs. Many people in game either already agree with your message or don't care. The issue is, how do you get the people who don't care to care? Not with sob stories but showing how diversity improves the workplace and profits.
7. There is a huge disparity of trans women in the gaming industry. As a trans woman myself, the lack of respectful representation in gaming, barriers to entry into careers in gaming, and inclusion as part of the community of gamers needs to be addressed. It would be awesome to see symbols such as the trans, lesbian, and queer flags, have respectful representations of queer and trans accessories for avatars, and ways to help trans women network to be able to break into the gaming industry.

Based on the information and the frame board, how clear is the value proposition of "GameHERS at Work" in addressing gender disparities in the gaming industry?

7 responses



Please elaborate.

Explain the extent to which the value proposition is evident and comprehensible.

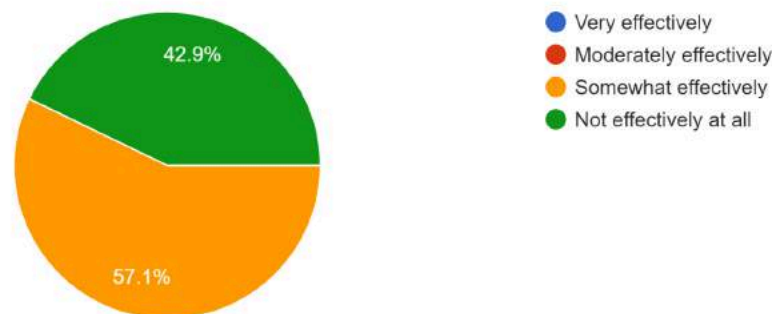
If you find it unclear, kindly elaborate on the aspects that contribute to this perception

If you believe it's clear, provide specific examples or elements that support your viewpoint.

1. As above, I think the overall idea is strong, but from this survey alone I'm unclear what "GameHERS at Work" would specifically be or what it's trying to achieve and therefore it's hard to evaluate the value proposition. More specificity would help.
2. The issue with the value proposition is not its clarity. It just is not strong enough as it is presented. Perhaps, it could make some impact with specific facts such as "In 2023, the share of female Google employees worldwide in leadership positions amounted to 25.3 percent." [Source: Statista. <https://www.statista.com> › Internet › Online Search]
3. Value is clear because connecting + meeting will foster a conversation about gaming inclusivity, and that's always a good thing :)
4. Value Proposition: this is not a unique proposition. It's the TLDR of what D&I is and has been shared by companies and organisations for many years already. You will need to have an edge that grabs attention.
5. I don't quite know what will be on the pop up, or how this will positively affect the community. Are you highlighting successful females in game, providing resources to mentorships, providing personal experiences that impact the reader, etc.? Is this more to provide womxn with aid, or educate the non-womxn community?
6. I mentioned this in my answer above.
7. It is clear that there is a message to improve visibility, but there are opportunities to improve what actions can be taken as next steps or actions to be taken to keep the momentum going. What happens after we are made aware and think of solutions? Who is going to implement them? how?and how do we follow on progress?

Does the frame board effectively communicate the solution approach of raising awareness about gender disparities and fostering inclusivity in the gaming industry?

7 responses

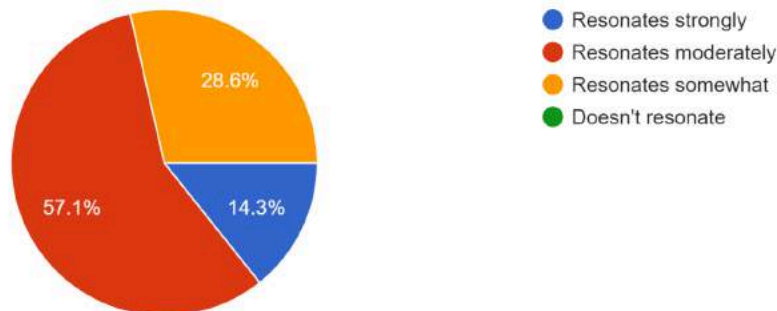


Provide any additional comments and alternative ideas/suggestions as to what you believe would help raise awareness about gender disparities and foster inclusivity within the gaming industry.

1. Same as above, feels quite general - I would prefer more specificity in the frame board
2. As mentioned before, hard facts about how significant the disparity is, and specific ideas about what is needed to change the situation.
3. I don't see proposed solutions anywhere. What is GameHers doing specifically? Taking donations, holding classes, outreaching, etc. I don't see the call to action.
4. Solution Approach: interesting angle but not a scalable solution. Needs a clear call to action and how you will be offering additional guidance and education. Pop ups are boring event marketing ways to pursue audiences. It is not very esports and gaming friendly but can work at general conventions.
5. If you're trying to foster a positive space for women, doing a small and casual networking lounge is great, providing resources like portfolio reviews, Q&A's, links to resources like conferences and website especially those providing grants for womxn, that's all great. If you want to make an educational impact it will be a lot harder to those outside the audience, but potentially providing ways for people to sign up to be mentors, and telling stories on some hardships. We all have our stories.
6. See above reply. Long story short, you want a clear message targeted at the people in hiring and management positions on how diversify can benefit them.
7. In addition to these boards, maybe have people join a liminal space like a discord server or social media page to keep people up to date and keep the ideations going. Bring in trans and queer fem identities, and join groups such as the lgbtq center to help trans and queer women be a part of the solution building. Have workshops, seminars, and job fairs with opportunities for interviews, employment, and more. Have game dev contest, internships, and hackathons as followups. Turn these into social media campaigns and followup events. We want careers in games and our community hold a deep relationship with gaming- but we cant even break into the industry because of the amount of discrimination against us. And a community of womxn that excludes trans women will forever remain a barrier to change and progress that is necessary to create a safe, equitable, inclusive, diverse, and thriving workforce in the gaming industry.

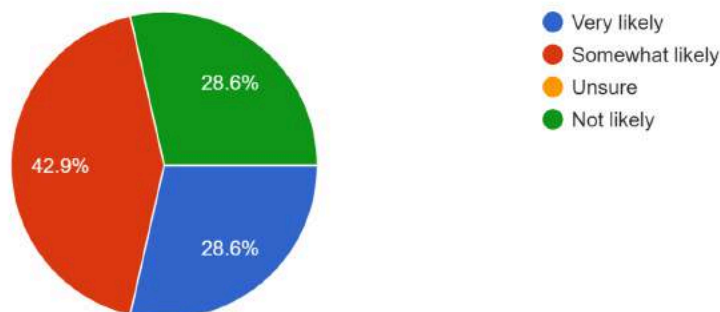
To what extent does the tagline, "Shattering Barriers, Forging Futures," resonate with the concept of addressing gender disparities and promoting inclusivity in the gaming industry?

7 responses



Based on the frame board and description, how likely are you to engage with "GameHERS at Work" to support their mission of addressing gender disparities in gaming and fostering inclusivity?

7 responses



Please explain your decision.

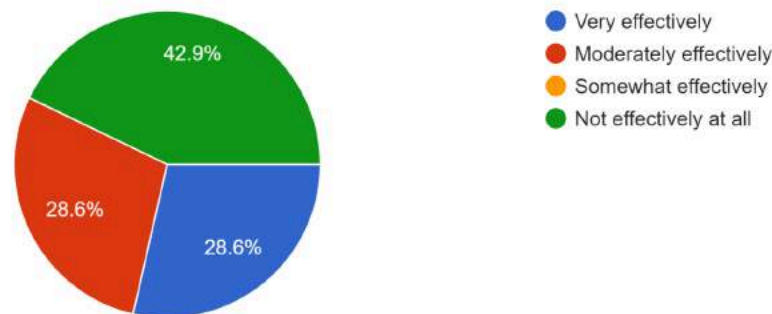
1. Overall seems like a good initiative, but a bit vague. There are so many similar initiatives that I would like to see something more specific and measurable if possible
2. Explained above, it is not strong enough and provides no suggestions for change.
3. Just seeing GameHers at conferences + events means I'll want to engage. It's always about meeting more people in games this allows for meaningful conversation + connection.
4. I would love to collaborate and provide coaching in the D&I area but I don't believe that there are open opportunities for community members to engage on that level outside of being supporters to a cause.
5. I support inclusion at work
6. See above

7. I love the phrase- but what does it do to dismantle the barriers? We are not just looking for visibility. We are looking for a paradigm shift in work cultures through DEI & B initiatives, through hiring and retaining more trans women and fem identifying persons, by unionizing, by creating more thriving csuite roles with women, by uplifting indie game devs, by co-creating with one another. Because the phrase "at work" implies that women are already there. But as a trans woman, I struggle to get into an interview for even an entry level position with a masters. And in general there are not enough womxn working and thriving in the game industry. Its still a bloody boys club.

Frame #2: Game Changers: Embracing Diversity

How well does the frame board communicate the key problem of lacking diversity and inclusivity within the gaming industry, as described in the provided information?

7 responses



Please provide additional details explaining your choice.

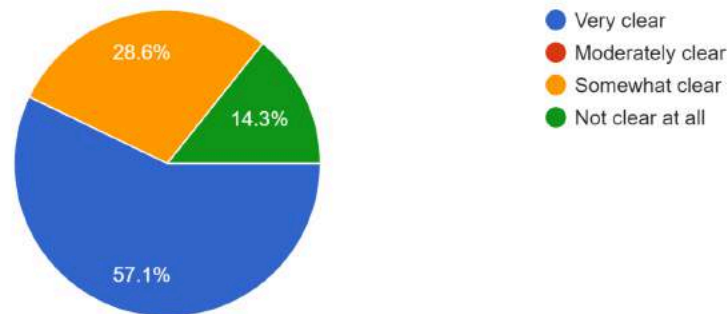
1. I feel the majority of issues facing womxn are internal to games companies, here we can start tackling the core of the problem.
2. The strongest point in this position is the tagline "Where Diversity Drives Creativity & Innovation." However, this approach is also too soft, unless the training is delivered to all Key Execs, Financial stakeholders, and HR, with a proposition that diversity will increase employee longevity and profits through better openness for unique strategies and thinking.
3. It's positive, direct messaging. I like it a lot!
4. Addresses the issue in the center of the problem zone but it is confusing. "Resulting in less creativity, innovation, and potential harm to their reputation." this is a strong assumption. Is there data to back it up? As an HR I might say that this is because of the quality of training in the company and has nothing to do with diversity. Please reframe. What is the main issue? Higher ups need training or womxn supporters' wellbeing?
5. Diversity training is a common practice. My sister does it for work and says the wage gap isn't a salary thing, but women are more likely to take time off to be mothers which leads

to lesser pay in their lifetime. These items are important to talk about in a corporate structure as there are a lot of stigmas still present.

6. It's not effective for the same reasons. Too much text. Also it's really boring to read.
7. I honestly want to say ditch the avatars and add real people. Womxn who are queer, trans, disabled, cis/het, and bipoc.

Based on the information and the frame board, how clear is the value proposition of "Game Changers: Embracing Diversity" in addressing diversity and inclusion within the gaming industry?

7 responses



Please elaborate.

Explain the extent to which the value proposition is evident and comprehensible.

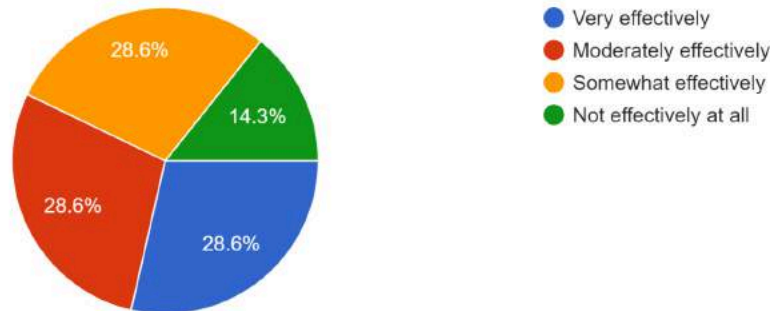
If you find it unclear, kindly elaborate on the aspects that contribute to this perception

If you believe it's clear, provide specific examples or elements that support your viewpoint.

1. I've seen examples of this kind of training in other companies - there's a limit to how much they can achieve, but I do appreciate that they're targeting a specific problem
2. As mentioned above, it has to have specific high-level benefits that are important to higher management, such as employee longevity and profits. The source of the change has to be top-down, so upper management needs the benefit to be very clear and important.
3. It's clear because both Name + TagLine show a call to action.
4. Needs more specific details on the "HOW"
5. I like the alternative ideas, I've done multiple female competitions and gamejams and have made many connections from this. So love the push for this!
6. Again, hard to read. Message is unclear.
7. Its clear about what it intends to do for DEI- my only comments would be why its important for the gaming industry to change to remain relevant to consumers so they know that change is necessary. If it doesnt hit their pockets- nothing will change.

Does the frame board effectively communicate the solution approach of developing a training program to create a more welcoming environment for womxn in the gaming industry?

7 responses

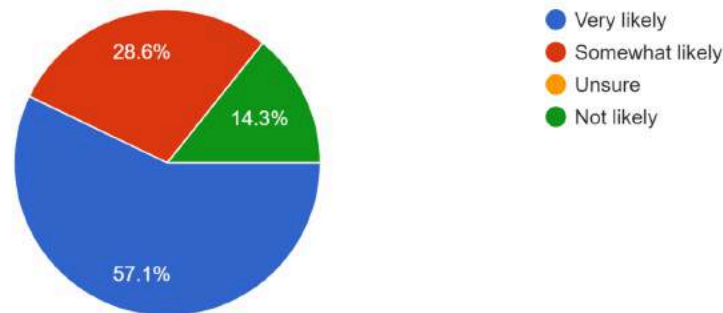


Provide any additional comments and alternative ideas/suggestions as to what you believe would help create a more welcoming environment for womxn working within the gaming industry.

1. I would hope that solid training programs could help leaders realise where their biases are affecting womxn outcomes in work
2. As mentioned, the focus needs to be top-down and needs to go beyond a "welcoming environment" to provide specific incentives to company management.
3. It doesn't have to be one-on-one, this solution is good for conference and groups too.
4. e.g. "Tagline: Where Diversity Drives Creativity & Innovation." unsure if this will be included somewhere but it is a stand alone sentence with few to no references. I'd add more detail to elaborate how creativity and innovation can be improved
5. Yes, but I still don't know the specifics of what you're going to do
6. Training at game companies is a much better idea, but I don't know where the frame board comes in. Would you hand it out as a flyer to managers and employees? Or do you mean the frame board is only for this questionnaire?
7. My struggle is why would they embrace this change? I feel the solution needs some what to force accountability on part of studios and maintain visibility to consumers.

How likely are you to support or engage with the "Game Changers: Embracing Diversity" training program, based on what you've seen in the frame board and description?

7 responses



Please elaborate on your choice.

1. Seems like a good initiative, though one I've seen elsewhere
2. Not hard-hitting as described.
3. I seek out women in games at conferences because it's more comfortable, this is right on par with messaging and purpose in gaming.
4. As a D&I advocate for many years I have already worked in this direction with my employers and partners. I'd take an opportunity to support the cause further.
5. Education is Key
6. Direct training and seminars is more effective but I'm still unsure how the frame board is supposed to be used. The questionnaire makes it seem like you want to use it in the seminars?
7. Womxn need to support womxn in the game industry. After shit that studios pulled like the cosby room, physical assault in the work place, and so much more- we need change.

As a stakeholder in the gaming industry (e.g., employee, diversity advocate, association representative), how do you believe engagement with the "Game Changers: Embracing Diversity" program could impact diversity and inclusion in the gaming industry?

Please provide your thoughts and suggestions on how this concept could be improved to be more effective.

1. From my experience, most of my challenges have come from conscious or unconscious bias from those above me, hopefully a program like this could make a difference
2. Needs to be a top/down strategy with real (ie: financial) benefits.
3. It will allow for anyone hesitate to go into gaming, a chance to find their gaming job, purpose, or niche.
4. Driving awareness and acceptance to the new status quo where womxn are an active and recognized working force in the industry. Improving diversity in the higher positions in

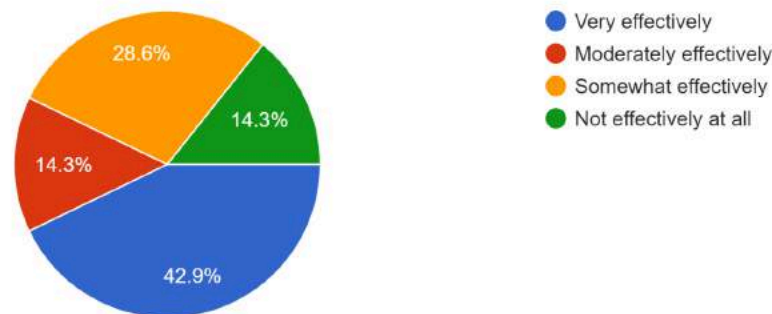
the industry. Attracting more diverse members in the gaming/esports community.
Encouraging womxn to aim higher.

5. These items provide valuable experience people can put on their resumes, and provide references for applying to jobs
6. To be honest, not very effective. It doesn't have a good proposal for effective education or for convincing people why diversity is needed.
7. I feel this would be the start of something. It will evolve as it moves forward- but it will get womxn to

Frame #3: Level Up!

How effectively does the tagline, "Unlock your potential and level up your career," resonate with the concept of the "Level Up!" program and its goals?

7 responses

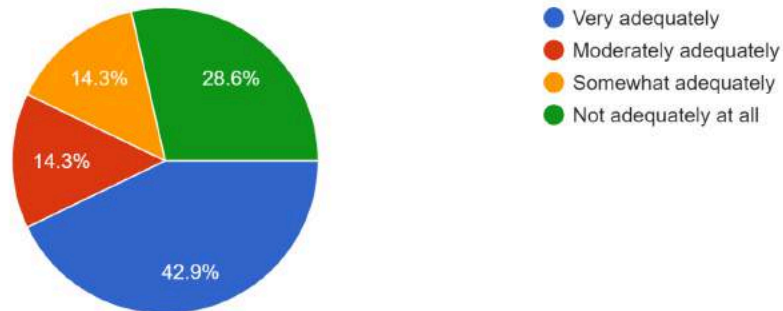


Please elaborate or give a suggestion on how to improve the tagline.

1. Seems solid, though I dislike the implication that womxn need better skills, rather than their skills simply not being recognised or valued as highly as non-womxn
2. I feel the tagline is acceptable, but the approach is not strong enough since it places the "career disadvantage" on women. A better workshop would be to be team oriented with both men and womxn on a team, and with professional backgrounds of game development, operations, financial, and marketing since those are the important cross-functional areas.
3. Add word "gaming" = ...level up your gaming career.
4. relevant topic
5. Love love love this
6. Direct skills training is great but you haven't laid out HOW you'll do this. With volunteers? Pay speakers? Have bespoke courses created?
7. Girl. All the womxn in the visuals white? There is no leveling up without diversity- bipoc, disabled, and trans/queer identities.

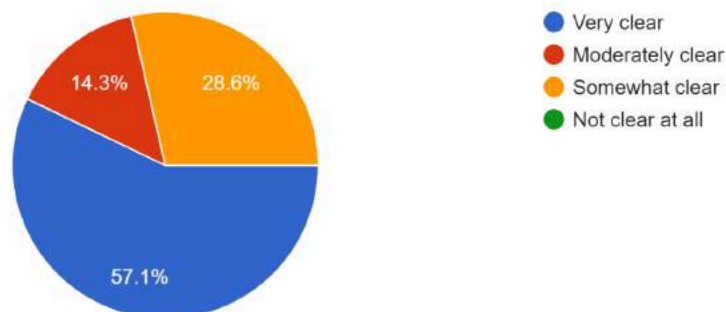
Does the frame board adequately communicate the key problem of diversity and inclusion challenges in the gaming industry, as described in the provided information?

7 responses



How clear is the value proposition of "Level Up!" in empowering womxn in the gaming industry to excel in game development, design, and leadership through expert guidance and hands-on training?

7 responses



Please elaborate.

Explain the extent to which the value proposition is evident and comprehensible.

If you find it unclear, kindly elaborate on the aspects that contribute to this perception

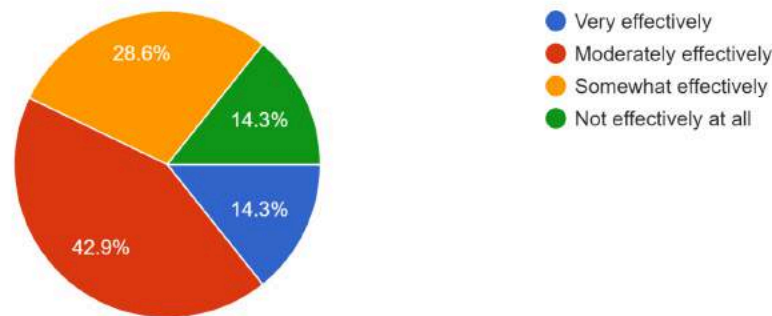
If you believe it's clear, provide specific examples or elements that support your viewpoint.

1. I think it's clear, but it plays into the problem that people feel that womxn are not as good as their male peers - which is not the case. And while any training & mentoring is good, the issue is not with the womxn but with the industry & the hiring managers
2. The source of the problem is that more men are in the game development, operations, and financial areas of the industry with marketing having a better balance of men/women (at least through mid-management). Therefore, the solution is for both men and womxn to become more knowledgeable in the areas outside of their expertise and see the value of all of the areas.
3. It's clear that it offers online workshops

4. Spot on
5. As a solution forward person, I love the alternative Ideas page, it's pretty much the only one I care to read. This plus the description is the only things I need to read to understand the message and you less so need the others unless you're applying for grants where this is a business model. I would love to know some more ideas, who will run this, who will fund this, when will these things happen, who's eligible. Those are the things I care about, but this is great for a top down overall view
6. This is the SAME problem as before and it's not backed by data just a blanket statement.
7. Clear that youre supporting which roles through hands on trainings. Please... please diversify the images. Nothing feels like more of an obstacle to career development when you see one body type and race for an advertisement. It screams "this is for white, conventually attractive, able bodied cishet women."

To what extent does the frame board effectively communicate the solution approach of providing online skill-building workshops to empower womxn in the gaming industry?

7 responses



Provide any additional comments and alternative ideas/suggestions as to what you believe would help empower womxn in the gaming industry

1. I would prefer and approach that tackles the other side of the problem, eg not the womxn.
2. Cross-interactions between game development, operations, finance, and marketing employees so women have more opportunities to be a voice in the company.
3. It's fantastic and clear, great images!
4. Again a bit generic and slightly confusing. I'd rewrite this part and avoid "not only but" structure for clarity.
5. More details on the how
6. You only say "we need training" without explaining why it's needed. What do current training programs lack? How do they not reach or help diverse people? How would this help with any of that?
7. Change the images- show actual workflows for game dev by diverse fem identities.

As a stakeholder in the gaming industry (e.g., a woman in the gaming industry, a gaming company representative, an industry professional, or an association representative), how do you see your potential engagement with the "Level Up!" program contributing to diversity and inclusion within the gaming industry?

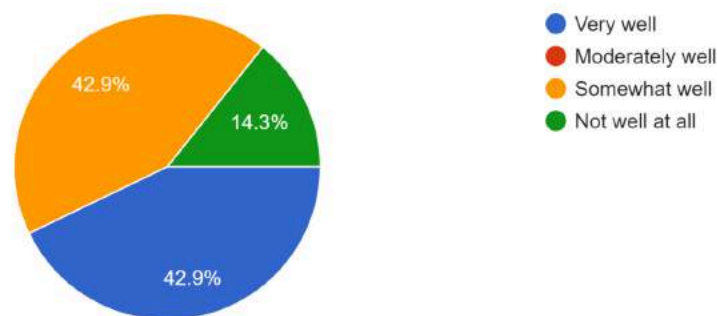
Please share your insights.

1. I'm happy to support it, I've mentored many under represented groups, but I still feel that the problem lies elsewhere
2. This is closer than the first two, but not expansive enough, and women could feel that they are being 'targeted' as lesser employees.
3. I'd try to contribute by recommending Level Up + promoting their events on my social media. As a woman in games who attended online workshops by WIGI - I'm a strong believer in them! Yes, let's get many more women in games!
4. Teaching and coaching young professionals
5. Yes, Experience is key
6. No. Your proposals are very surface level and you don't seem to understand (or have explained well) WHY there are diversity issues and concretely HOW we can fix them.
7. If some revisions are made- I could imagine this creating a lot of career paths for womxn.

Frame #4: Womxn in Gaming Awards

How well does the tagline, "Celebrating Womxn in Gaming," reflect the essence and purpose of the "WIG Awards" as described in the provided information?

7 responses



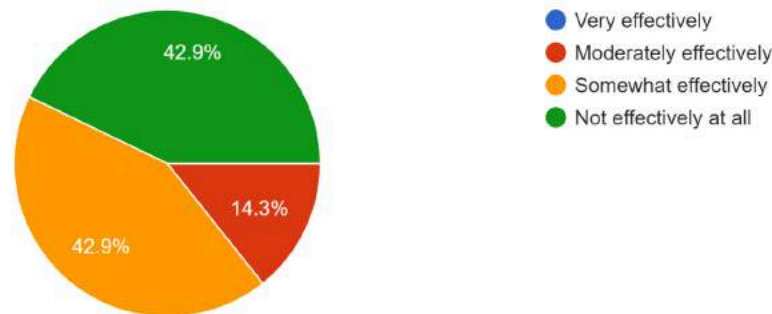
Please elaborate or give a suggestion on how to improve the tagline.

1. Seems simple & straightforward
2. This approach would make womxn more proud and confident, but doesn't get at the real problem.
3. Tagline is perfect
4. if we want equality we shouldn't encourage segregation

5. Text is super hard to read. I also don't know what this does differently than other programs available. Toronto has a lot of celebrating womxn events, social media posts, panels, podcasts, etc. What will yours provide to the community that isn't already there?
6. Segregating awards doesn't help.
7. N/A

Does the frame board effectively communicate the key problem of gender bias and inequality in the gaming industry, as described in the provided information?

7 responses

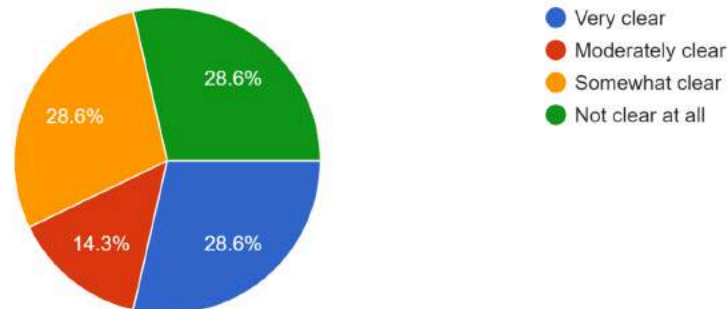


Please provide additional details explaining your choice.

1. This is a good stopgap measure until we see womxn winning major awards in non-gendered events.
2. This approach will not change Exec Mgt's or men's mindsets enough to initiate solutions to the basic issue.
3. Images are exactly like any other award show. Blue coloring is all wrong. Gaming is colorful, passionate + futuristic, where's some purple at least?
4. if we want equality we shouldn't encourage segregation
5. Saying something is male dominant is super vague. What's the percentage of womxn entering education for this, who's gaining jobs, what's the retention rate, why do womxn leave these jobs and how do we fix that?
6. Na
7. The text is clear- but there are no visuals to support this.

How clear is the value proposition of "WIG Awards" in recognizing and celebrating womxn's contributions in the gaming industry, as explained in the description?

7 responses



Please elaborate.

Explain the extent to which the value proposition is evident and comprehensible.

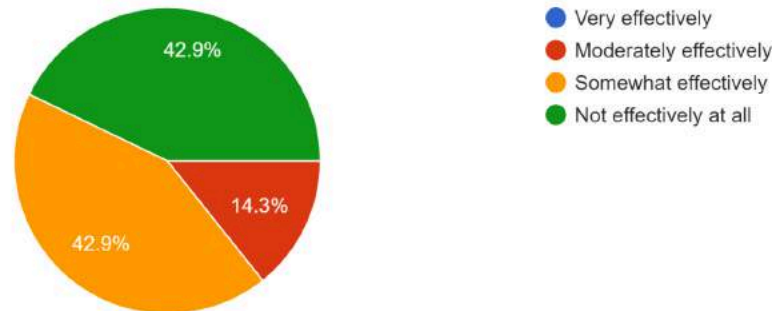
If you find it unclear, kindly elaborate on the aspects that contribute to this perception

If you believe it's clear, provide specific examples or elements that support your viewpoint.

1. It's pretty clear, I just wish it wasn't necessary to have a separate event.
2. I feel it is unclear how this will solve the underlying problem.
3. Gaming hasn't been around long enough for non-gamers to know WIG. Womxn in Games is clear
4. I see what the goal might be - i.e. creating a safe space and a forum for women but again if we want diversity we should not encourage segregation
5. I don't know what awards will be provided other just participation. I would prefer a list of awards like "Best Podcast hosted by a Womxn", or "Best Nominated Mentor" which doesn't need to be female as inclusiveness to those supporting is also great. "Best Company Initiative" for more corporate stuff
6. Same as before
7. Its straight forward. Maybe name drop some womxn and their roles?

To what extent does the frame board effectively communicate the solution approach of hosting the "WIG Awards" to promote diversity, inclusivity, and inspire womxn in the gaming industry?

7 responses

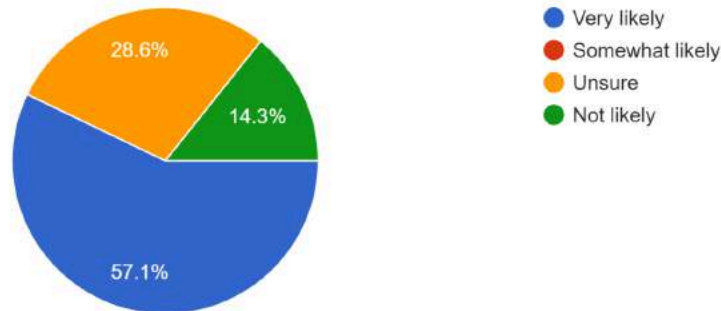


Provide any additional comments and alternative ideas/suggestions as to what you believe would help promote diversity, inclusivity, and inspire womxn in the gaming industry.

1. Seems a nice idea, though it's hard with awards ceremonies, as the womxn need to be nominated & often the issue is that their contributions go unnoticed.
2. Womxn in the industry are already inspired and work harder than the typical men for less pay, lower job titles, less perks, and less recognition. This only solves the last (and least important) aspect of the issue.
3. The messaging of diversity + inclusion isn't depicted anywhere, not with blue colors + a generic set.
4. same as above. There is not much inspiration for me if I see that women still have to host their own awards for contribution in the "shared" gaming industry
5. This is just my opinion, but this seems like something isolated makes our own little club and doesn't provide inclusiveness. Depends on how you do it, just could easily be celebrating participation instead of achievement
6. Na
7. Talk about the success of some diverse womxn in the game industry, their roles, and game titles. Show some diverse womxn holding an award.

How likely are you to support or engage with the "WIG Awards" as a stakeholder in the gaming industry (e.g., a woman in the industry, a gaming c...at you've seen in the frame board and description?

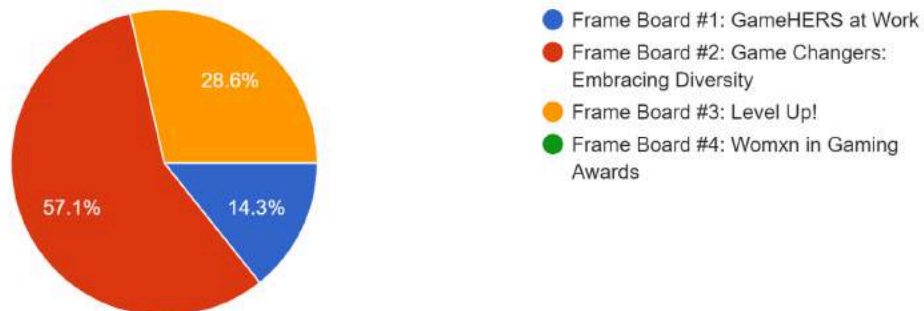
7 responses



Please provide your thoughts and suggestions on how this concept could be improved to be more effective, or of a different concept that would achieve the same goal of promoting diversity, inclusivity, and inspiring womxn.

1. As part of this, please go to companies and actively advocate that they nominate their womxn for these events, most companies I've worked in don't bother & it ends up being necessary that the womxn nominate themselves, which can be uncomfortable & placing too much burden on the individual
2. This is better than doing nothing, but it doesn't improve the real problem.
3. I think Award shows are great for media buzz in growing the women in games industry.
4. shared thoughts above
5. I would rather read a highlight post then attend an event
6. Same as above.
7. Show us diverse, inclusive, and inspiring womxn. And give us a path join this quest.

In your personal observation, which frame board do you believe currently best suits the design criteria? The frame MUST include the criteria in ...tely SHOULD NOT include criteria from "won't have"
7 responses



Appendix J: Frame & Define Test #2 Feedback and Results

Target Group Feedback for Test #2

Feedback on Frame 1: A Quest for Inclusion

Target Audience and Approach:

- Divergent opinions on whether HR managers are the right audience for the seminar, with some supporting their role in creating change and others expressing skepticism.
- Suggestions to expand the target audience beyond HR managers to include various leadership roles, emphasizing a more comprehensive approach.
- Emphasis on the importance of engaging and educating men in the gaming industry, addressing concerns about potential female-only audiences.

Seminar Effectiveness and Content:

- Positive sentiment towards the seminar's potential impact on raising awareness about gender disparities in the gaming industry.
- Strong emphasis on the need for specificity, clarity, and actionable materials within the seminar to ensure meaningful change.
- Recommendations to provide clear definitions and terminology to avoid confusion and misinterpretation.

Hosting Environment and Accessibility:

- Mixed opinions on hosting the seminar at a gaming conference, with suggestions for smaller, focused settings and online accessibility.
- Concerns raised about potential overshadowing at gaming conferences and the need for safe and inclusive spaces.
- Recommendations for specialized gaming conferences focusing on diversity and inclusion in the gaming industry.

Feedback on Frame 2: Leading the Change

Training Program Impact:

- Opinions vary on the program's impact, acknowledging its potential for raising awareness and empowering change.
- Recommendations include broadening the audience for a more diverse perspective and recognizing the need for education, especially for those in positions of power.
- Clarity on program content is highlighted as a common need for better assessment.

Diversity, Inclusion, and Equity Training:

- Mixed reactions on the effectiveness of such training for key executives, with emphasis on potential engagement challenges.
- Suggestions include involving middle management, promoting diversity in leadership, and extending the training's application.
- Key topics identified for DEI training encompass awareness, implicit biases, softer forms of sexism, and benefits like creating inclusive work cultures.

Program Impact:

- Positive opinions on the "Leading the Change" program as a valuable initiative for diversity and inclusion.
- Constructive feedback focuses on the program's duration, whether it should be mandatory or encouraged, and aligning with business goals.
- Alternative suggestions propose clear action steps, deconstructing internal biases, diverse hiring practices, and unconventional platforms like a TikTok channel for influence.

Feedback on Frame 3: Level Up Your Gaming Career

Tagline and Format Feedback:

- Mixed reactions to the tagline, with some finding it corny and others expressing positivity.
- Strong preference (80%) for an online format, indicating a desire for broader accessibility.
- Suggestions for a more symmetric tagline, concerns about confidence assumptions, and an alternative tagline emphasizing specific steps to leadership roles.

General Positive Program Feedback:

- Positive opinions on the concept, emphasizing its coolness and the recognized need for mentorship, especially for women.
- Enthusiasm for the involvement of industry professionals and mentors in the program.
- Desire for online availability to ensure a wider reach and accessibility.

Negative Program Opinions and Alternative Suggestions:

- Suggestions to address more subtle forms of sexism in addition to the "dude bro-culture."
- Concerns about the efficacy of an entirely online program for confidence-building.
- Emphasis on promoting various models of communication without assimilation, paired with recommendations for mentorship, detailed role descriptions, and references to effective programs like "Emerge."

Feedback on Frame 4: Uniti Gaming Convention**Concept Enhancement:**

- Clarify the event title for inclusivity, considering alternatives like "Womxn Trailblazer Awards."
- Strengthen the concept with yearly themes, intentional content, and resources for code and programming.
- Ensure non-binary inclusion through language that celebrates underrepresented genders.

Positive Considerations and Recommendations:

- Emphasize recruitment, funding, mentorship, and awards to support and celebrate women in the gaming industry.
- Acknowledge the event's potential for networking, visibility, and confidence-building.
- Promote games by female-led or non-binary-led studios, challenging stereotypes in the gaming industry.

Attendee Considerations and Safety Measures:

- Address concerns about payment implications to ensure accessibility.
- Focus on local networking opportunities for a more impactful experience.
- Emphasize safety measures, both online and in-person, to protect attendees, especially in events celebrating diversity.

Expert Feedback for Test #2**Feedback on Frame 1: A Quest for Inclusion****Target Audience and Focus:**

- Andrea mentioned that the concept should be focused on key executives

Inclusive Spaces:

- Andrea suggested for more inclusive spaces to support transgender women

Approach:

- Andrea mentioned that the concept should be interactive and less forceful

Appeal and Effectiveness:

- Andrea highlighted to make diversity and inclusion appealing without forcing them onto people

Feedback on Frame 2: Leading the Change**Target Audience and Focus:**

- Andrea mentioned that the concept should be focused on key executives
- Training program should be mandatory

Approach:

- The training program should provide certification for DEI.

Framework:

- Andrea mentioned that training program should also address issues such as how to best communicate, provide a healthy framework for mothers to work effectively, and provide a safe framework for women who are immigrants navigating the system
- The training program should also address issues of discrimination and microaggressions towards Latin Americans

Feedback on Frame 3: Level Up Your Gaming Career**Emphasis on Supportive Frameworks:**

- Andrea emphasizes the need for supportive frameworks for women in leadership and executive positions
- The program should include trainings for assertiveness and communication skills with hands-on guidance from other women in the industry
- Emphasis is placed on the importance of having supportive frameworks for women in leadership and executive positions to create a trickle-down effect

Target Audience and Focus:

- The program should be aimed at key executives 5.
- Mandatory diversity training should be included to address core issues of diversity.

Feedback on Frame 4: Uniti Gaming Convention

Emphasis on Inclusivity and Safety:

- Andrea would appreciate a name change and tagline modification for enhanced accessibility and inclusivity.
- She would encourage that safety measures be implemented

New Features and Programs:

- Andrea would commend the introduction of networking spaces, yearly themes, game exhibitions, esports tournaments, inclusion panels, DEI educational programs, charity fundraising events, coding & programming workshops, and recruitment stands.

Frame and Define: Test and Iteration Summaries

Frameboard 1: A Quest for Inclusion: Inclusivity Program for Gaming Industry Professionals

Feedback	Test #1	Iteration #1	Test #2	Iteration #2
Overall Content	Concerns about clarity of target audience and objectives.	Improved clarity; name changed to "A Quest for Inclusion.	Diverse opinions on target audience and objectives; emphasis on practical measures.	Language refined; more detailed schedule; key stakeholders broadened.
Communication of Gender Inequality	Participants expressed concerns.	Key problem improved with data; further explanation provided.	Mixed opinions on the target audience; practical measures beyond awareness suggested.	Language refined; more specific goals and actionable content included.
Value Provided	Emphasis on improvements in visual elements and relevance.	More detailed value proposition with stronger impact and incentives.	Mixed feedback on HR focus; calls for a broader audience.	More detailed schedule and broader key stakeholders introduced.
Likelihood to Engage	Desire for impactful value proposition with clear call-to-actions.	Clear call-to-action and impactful solution introduced	Positive overall; suggestions for refining language and goals.	More specific and actionable content introduced.
Solution Approach	Perceived as somewhat effective; emphasis on specificity.	Clear call-to-action and impactful solution introduced.	Mixed feedback on hosting at gaming conferences.	More detailed schedule and online accessibility emphasized.
Tagline Resonance	Tagline resonated somewhat.	Tagline language refined for inclusivity.	Concerns about the term "womxn"; calls for inclusive language.	Language refined for inclusivity.
Interest in Involvement	Interest in active involvement and substantive change.	Clear call-to-action and desire for substantive change.	Mixed feedback on hosting at gaming conferences.	Emphasis on online accessibility and actionable solutions.

Overall Impact and Development	Feedback provided valuable insights for development.	Frame improved with inclusive language and more detailed information.	Positive overall; suggestions for refining language and goals.	Further refinement with detailed schedule and broader key stakeholders.
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Frameboard 2: Leading the Change Training Program

Feedback	Test #1	Iteration #1	Test #2	Iteration #2
Communication of Diversity Issues	Appreciation for direct messaging and tagline; concerns about clarity of key problem; call for data support	Visuals changed for inclusivity; name clarity improved; target group specified to key executives	Potential seen in raising awareness; mixed views on effectiveness of diversity training; suggestions for broader audience inclusion	Further topics introduced for DEI training; emphasis on recognizing softer variations of sexism; format changed to one-on-one workshops with diverse expats
Clarity of Value Proposition	Value proposition somewhat clear; call for specific high-level benefits for upper management	Value proposition improved with details on tools and tangible incentives	Importance of DEI training highlighted; suggested benefits include meeting DEI initiatives, certification, and creating inclusive work cultures	Encouragement for diverse hiring practices; inclusive parenting support introduced
Effectiveness of Solution Approach	Hope for bias awareness and top-down strategies; call for specific incentives	Name change to clarify purpose; value proposition refined	Impactful for raising awareness; suggestions for longer duration; consideration for mandatory versus encouraged participation	Format changed to one-on-one workshops; encouragement instead of mandatory
Tagline Resonance	Mixed reaction to program's impact	Tagline resonance improved	-	-
General Opinions	Recognized as a good initiative; concerns about educational proposal and frame board's purpose clarity	Emphasis on specific details, clarity, and tangible benefits	Suggestions for additional topics; call for clear action steps; considerations for mandatory versus encouraged participation	Clear action steps introduced; DEI training format changed to individual workshops
Overall Impact and Development	Importance of specific details, clarity, and tangible benefits emphasized	Visual improvements; name and target group clarification; detailed value proposition	Potential seen in raising awareness; suggestions for longer duration; call for clear action steps	Frame improved with additional DEI topics; format changes for better alignment with DEI goals

Frameboard #3: Level Up Your Gaming Career

Feedback	Test #1	Iteration #1	Test #2	Iteration #2
Tagline Resonance	Positive feedback; concerns about potential reinforcement of gender stereotypes	Tagline changed to be more catchy.	Diverse feedback; some found it condescending	Tagline changed to "Take Your Next Steps" to avoid sounding condescending.
Communication of Diversity Challenges	Recognized gender imbalance; concerns about reinforcing stereotypes.	Key problem shared further details and data-backed statements.	Concerns about confidence assumptions for marginalized genders.	Focus remained on addressing confidence struggles; additional topics added.
Clarity of Value Proposition	Consensus on clarity; concerns about potential stereotyping	Value proposition included more details and incentives for executives.	Some found it condescending; reservations about confidence-building online.	Maintained focus on team-based assertiveness; added educational topics.
Solution Approach Communication	Desire for team-oriented approach; emphasis on cross-interactions.	Changed from a broad approach to a specific mentorship approach.	Praise for the concept and industry involvement; reservations about online confidence-building.	Retained team-based mentorship approach with added networking opportunities.
Overall Impact and Development	Support for the program; concerns about potential stereotyping.	Changes made to address concerns; commitment to recommend and promote.	Enthusiasm prevails; emphasis on nuanced issue addressing.	Improved frame with added educational topics and networking opportunities.

Frameboard #4: Uniti Gaming Convention

Feedback	Test #1	Iteration #1	Test #2	Iteration #2
Tagline Alignment	Praised for simplicity; concerns about potential segregation.	Changed to "Celebrating & Uniting Womxn in Gaming" for inclusion.	Generally perceived as clear; suggestions for alternative titles.	Changed to "Where Every Player Finds Their Stage" for accessibility.
Communication of Gender Bias	Criticism for temporary approach; lacks unique visuals	Shifted from award show to convention; improved key problem with data.	Positive feedback on effectiveness; suggestions for improvements.	Introduced networking spaces, a yearly theme, and various activities.
Clarity of Value Proposition	Varies; solution approach seen as somewhat effective.	Clarified value proposition with a shift in concept.	Positive views on boosting confidence and visibility.	Introduced specific activities and measures to enhance inclusivity.
Solution Approach Communication	Somewhat effective; challenges with nominations and potential isolation.	Focused on showcasing opportunities and core gender inequality issues.	Effective in providing visibility, boosting confidence, and facilitating networking.	Introduced various activities and measures to enhance inclusivity.
Overall Impact and Development	Viewed as a step in the right direction; concerns about core gender inequality.	Shifted focus for a more impactful event; emphasis on improvements.	Positive start to opening up conversations and creating a space for celebration.	Introduced safety measures and activities for a more inclusive environment.

Frame & Define Feasibility, Desirability, Viability Elaboration:

Frame #1 A Quest for Inclusion

Feasibility	Considering WIGI already has multi-day or multi-week programs that they have implemented, the idea of a 3-day long program is not out of reach of feasibility (Women in Games International, 2023). Additionally, the success of similar educational initiatives in the gaming industry, such as the Global Gaming Women organization providing education and training for women interested in gaming careers, further supports the feasibility of “A Quest for Inclusion” (GGW, 2023).
Desirability	The overall concept was received positively. 57% of target group has expressed the appeal for the program and the likelihood they would engage with the concept (<i>see Appendix ___ for questionnaire results</i>)
Viability	WIGI has been creating and carrying out programs for years on end, and they have an extensive network of sponsors that allow them to carry out these programs thanks to their considerate donations and sponsorships, due to the non-profit nature of WIGI (Esports Insider, 2023; Women in Games International, 2023).

Frame #2 Leading the Change

Feasibility	Considering WIGI already has programs that they have implemented of a similar nature, it is not out of reach for feasibility. Their focus would need to be on hiring DEI experts in each region or company to ensure the content of the program is being taught adequately.
Desirability	The overall concept was received positively. 84% of participants indicated it would be impactful for key executives, with 42% of respondents indicating they would support or engage with the program, assuming positive changes would be implemented.
Viability	The concept is viable as it addresses a crucial need within the industry to address and tackle gender disparities in the gaming industry. As it would be a program that could be carried out time and time again, it is a viable option for WIGI to carry out in the future.

Frame #3 Level Up Your Gaming Career

Feasibility	Considering WIGI has done mentorship programs in the past, “Level Up Your Gaming Career” is not out of reach, in terms of physical and human resources, finances and possibility.
Desirability	The concept was received very positively, with 85.7% of questionnaire respondents claiming it would aid them in their pursuit for a new leadership role.
Viability	The concept is viable as it addresses a crucial need within the industry to address and tackle gender disparities in the gaming industry. As it would be a program that could be carried out time and time again, similarly to their past mentorship programs, it is a viable option for WIGI to carry out in the future.

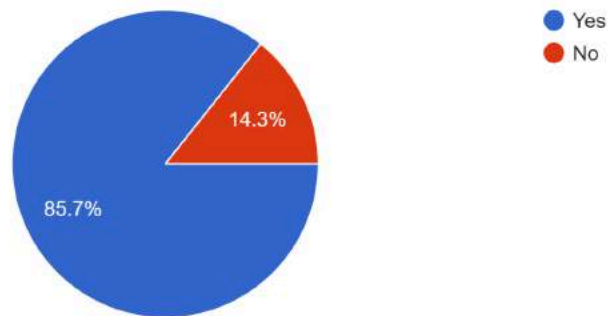
Frame #4 Uniti Gaming Convention

Feasibility	WIGI has not carried out a project of this scale before. Therefore, it can be said that this concept would be the least feasible of the 4 concepts. It would cost a lot of money for WIGI, and considering they raise money through only grants and donations, it is less feasible.
Desirability	Over 80% of respondents did show interest in attending the event, but raised concerns about the concept being inaccessible to those not living in the same country (due to travel expenses, and the time needed to travel)
Viability	The concept would be somewhat viable, considering the interest, however, if it were to take place yearly, it would need funding yearly and considering the budget would not be set in stone, the concept is lacking in viability.

Frame Board #1: A Quest for Inclusion: Inclusivity Seminar for Gaming Industry Professionals

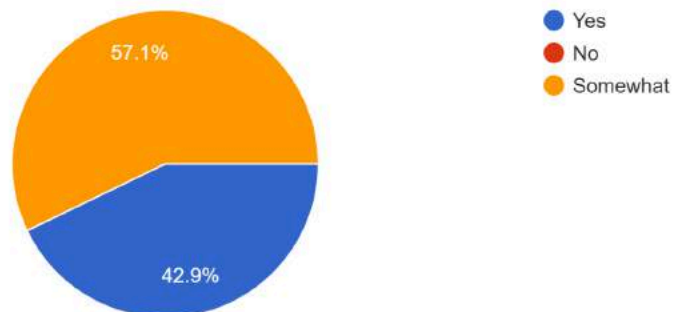
Is the target group of "A Quest for Inclusion" clear to you?

7 responses



Is the purpose of the concept clear to you?

7 responses



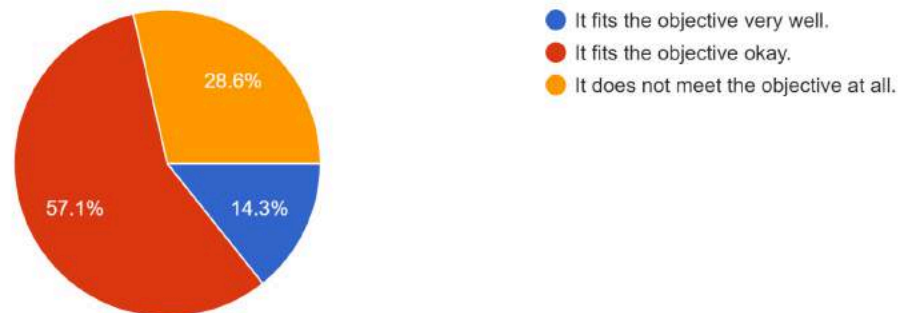
If not, explain why.

1. It might be wishful thinking but from my experience it is the male coworkers that would actually be in need of more education. Having HR and womxn as the primary target makes sense, of course, since they are the ones most impacted by lack of inclusivity. But those are also the groups who are probably most aware of the problem already.
2. Just to start, I know that your intention of this project is good but just want to take some time to inform you of the following. The term 'Womxn' is inherently transphobic. It implies that trans women are not considered women and that the x needs to be added to show the separation, along with viewing non-binary femme presenting individuals as 'women light'. I am a queer, mexican, and trans individual who is also a DEI specialist, I'd love to talk further about better language to use to convey the message you're going for.

3. I think that general "education" only goes so far, and that at this point- the awareness of the gender representation gap in the games industry is widely known. What is not widely known are how to implement inclusive hiring processes, and develop recruiting outreach strategies, that specifically combat bias and raise more awareness of our industry to underrepresented groups of talent. Hiring Managers can be anyone at a studio- the Lead Technical Artist becomes hiring manager for a Jr. Environmental Art role. Do they know how to interview? Are they only interviewing direct referrals? How many of the candidates are sourced from conferences and special interest groups? Is there a repeatable structure to the interviews that makes them consistent across teams?
4. If you are offering actionable solutions, then the seminar should be named something like Steps to Inclusion.. or Action Plan for Inclusion...

How well does the concept fit with the objective of educating human resource managers about gender disparities in gaming and their impact on women?

7 responses



Please elaborate on how effectively the concept would achieve the goal of raising awareness of the gender disparities in the gaming industry.

Include specific details and observations.

1. In many ways, HR serves as the gatekeeper to companies because of their frontend role in hiring processes. By educating HR professionals and giving them the knowledge they need to actively create change through their own actions, communities within their companies will begin to shift over time. If done right, these HR professionals will also have the tools needed to help support the inevitable challenges that come with shifting to a more diverse and inclusive environment.
2. I would say partly. For the womxn, it would be a great opportunity to share their own experiences and to network. For HR it could help to make their goal of promoting inclusivity more specific. On the other hand, those who need more lessons in topics such as sexism, discrimination and inclusivity would be the men in the studio
3. Language shifts primarily is all I can see

4. I think that presentations about this kind of thing are important, as awareness is vital. I'd love to see this concept really focus on actionable solutions, not just for HR professionals, but for everyone in the industry (including team leadership, management, etc) to make things a more inclusive space. HR is helpful for hiring, but everyone is responsible for intention.
5. Making this workshop about general education of the issue, and only towards HR teams, has the danger of preaching to a choir. Organizations need more people aware of how to hire and help diverse teams succeed, so across the organization people can think critically about the impact they can make and support HR/People Ops teams when it's time to make big policy decisions. Things like Employee Resource Groups are another great way to start movement towards inclusive hiring practices- and that is an initiative that employees themselves often have to take on and show interest in first.
6. We have been relying on HR managers to lead the journey of inclusion for years and it never works. HR managers are not representatives for employees. They work for an employer and goals of that employer will always override those of the employees. What womxn in games needs are actual action plans they can utilize with their teams first. HR managers should be a secondary audience because they will never make changes without the approval of their employers who are just focused on keeping the lights on right now (except for Apple and maybe Microsoft).
7. "Include specific details and observations" is pretty ironic here. This seems like boilerplate/ AI written copy on "how to teach DEI", with no details on what the actual frameworks or methodologies that will be taught. Awareness is mostly useless for HR managers & those working for DEI; what kinds of steps are in the Action Plans? What actual resources are provided to combat systemic obstacles?

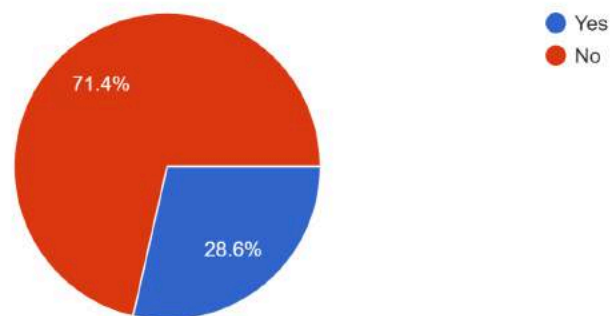
What is your opinion about the seminar being hosted at a gaming conference? Do you think there is a better setting to host such a seminar? Please describe.

1. I think the idea is brilliant. I would expect you to see some particular archetypes of individuals at the seminar if it is hosted as a standalone event. By building it into a gaming conference, you are raising the likelihood of people attending just because they're already in the space which will help broaden the reach of the seminar's message.
2. Gamig conference sounds good. What I could imagine as an addition would be a 3rd party workshop directly in a studio.
3. I would also provide the seminar online to folks who cannot attend these gaming conferences. Both pre-recorded and live sessions.
4. I think hosting it at a gaming conference is fine, I would just suggest that it be simultaneously streamed somewhere like YouTube or Twitch (and a VOD uploaded) or for a recording to be immediately uploaded to similar platforms so that it is accessible to all.

5. At a Gaming Conference is great, but recording it and making it accessible to non-attendees would be even better!
6. This is a great way to get butts in seats, but it is very difficult to create a female-only audience at a game conference. We are fighting for equality, but want a session that is not equal? If you are pitching AT the audience without requiring feedback, why would you make this just for women? Men also need to know how to think about inclusion. If you are positioning this as an interactive audience asking specific questions, it's better to have it all women in a safe space.
7. What does *a gaming conference* mean in this context? If it's GDC, then very few HR people can actually afford to go. Cons like PAX might be slightly less expensive, but are less likely to have professionals go to them. If this is for HR folks, hosting this at a HR professional development conference makes more sense than a gaming one.

Do you think the target audience (human resource managers) are the right audience to target for these seminars?

7 responses



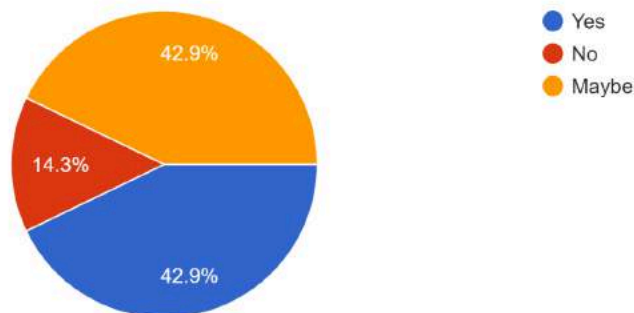
Please explain your choice.

1. I think they are at least part of the right target audience for the reasons I listed in my previous response about HR serving as the gatekeepers to companies. It will also be important to have folks who identify within the womxn spectrum present to ensure their variety of voices and experiences are heard.
2. As a preface, my opinion is highly subjective and might be jaded from my own experience with sexism in the industry. From my personal observation, your target audience is already aware of the issue. At least here in Sweden, every studio is promoting inclusivity and equal opportunity, and that can make it tricky to distinguish if it's done as earnest effort or as window-dressing. The ones who would profit from the education offered in your seminar are sadly also the ones who think they don't need it - middle-aged white dudes in middle-management positions. But I have no idea HOW to raise their awareness

3. I believe the audience for these seminars would benefit many fields within the gaming industry. I do think human resource managers would be a wonderful start, while also outreaching to hiring managers, community organizers, and so on. However, that can be promoted to the human resource managers to hold within their own companies.
4. As mentioned previously, I think it is important for HR professionals to be included in the target audience, but not the sole audience. Hiring is a critical step to making sure more people of marginalized genders get in the door, but where the industry really seems to struggle is retention. Making the industry more hospitable and equitable is everyone's responsibility, as so many non-cis-men leave after "death by a thousand cuts."
5. I think it could be anyone who is currently in, or aspires to be in leadership at a game studio. That could be team leadership, department leadership, etc. Human Resource Managers are not hiring game developers all by themselves- they have a hiring manager on the development team that is making the final decision, they have a team of developers conducting the interviews, etc. Way more people have a direct role in hiring outcomes than just the HR department.
6. See above. Audience should be females and male leadership at game developers and publishers.
7. So many people think DEI work and dismantling systemic injustice can be done "grassroots" and by an impromptu committee. The frameworks that perpetuate sexism (and white supremacy) in most industries are economic in nature; it's cheaper to keep the status quo a lot of the time. Intelligent folks will point out in the long term diversity is more profitable, but that's long term investment. In any case, HR professionals usually have more agency to enact policy changes than engineers, artists, or designers at a studio. Obviously studio heads & execs are the best targets, but frankly few of them will attend DEI workshops.

Do you think hosting a seminar at a gaming conference would be an appealing and adequate environment, specifically when targeting HR employees?

7 responses

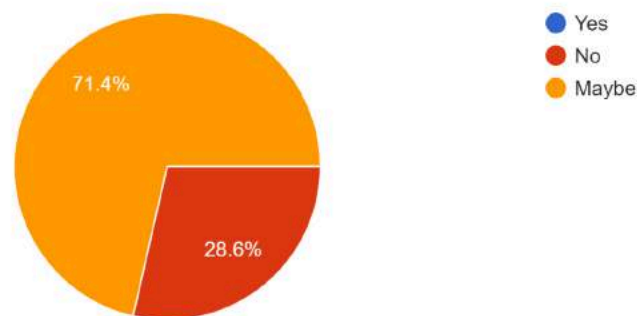


Why or why not? Please explain.

1. I think hosting it at a conference is fine with the caveat that it is also immediately available on demand on websites like YouTube or Twitch. I'm not sure how often HR professionals attend conferences, but making the talk more accessible is a net-good.
2. I'm not sure how much game conferences really appeal to recruitment and HR teams beyond actual networking with talent. It would be great to see a games conference that was specifically focused on culture building and diversity in the industry.
3. I think when it comes to HR, a smaller, more focussed setting would be best. That's why an additional workshop would be a great supplement because it could be tailored to the specific studio the HR-person is working for
4. If they are working at gaming companies, there is a high likelihood that they'll attend gaming conferences in general.
5. See above
6. It would be a space for both HR employees to attend and others who would see themselves within the field and/or benefit from this seminar.
7. See answer above.

Do you think the "A Quest For Inclusion" seminar would raise enough awareness about gender disparities to actively contribute to a more inclusive gaming industry?

7 responses

**Why or why not? Please give details.**

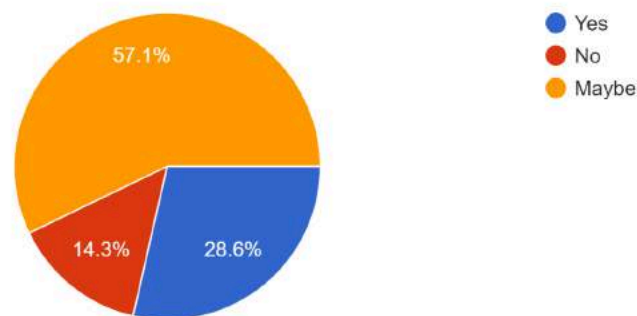
1. I think maybe specifically calling out that this is for gender inclusion may be of good benefit here, as there are many intersecting issues (such as race, class, etc) that may not be included in the scope of this talk. I like the idea of framing it as a quest though!
2. The more specific and actionable the materials and concepts, the better. This material seems so general that it may not translate to action .
3. Believe me, I wish my answer was different. Personally, I'd say we are moving into the right direction and things are slowly improving. But we are still at the beginning of this positive change and the people who block the progress are sadly unaware that they are the speedbumps. One thing that apparently was pretty efficient to make a positive change

within a studio was the evaluation by a 3rd party that specifically aimed at making things more equal. But trying to make a change from within can be pretty challenging, even if the HR person is educated in matters of inclusivity

4. Without seeing the full content, it's hard to say how much of an impact it could have. That being said, any positive impact is still growth in the right direction and has immense value.
5. It will take a multitude of solutions to lead to DEI in gaming. A 1-hour seminar is not enough time to address, discuss and communicate all of the perils of DEI in gaming.
6. I believe it's a wonderful start and we need more spaces like this. I just would like to see language shifts and outreach action plans.
7. Beating the drum of Awareness had been happening for decades. At this point, especially with younger generations, people are aware. The problem is changing power structures that don't want to change requires huge effort. Much of that effort needs to be financial in nature. Awareness doesn't increase budgets.

Do you think a package such as the "Let's Embark Action Plan Package" given to each attendee would provide enough education & guidance...sive industry, starting from their own workplace?

7 responses



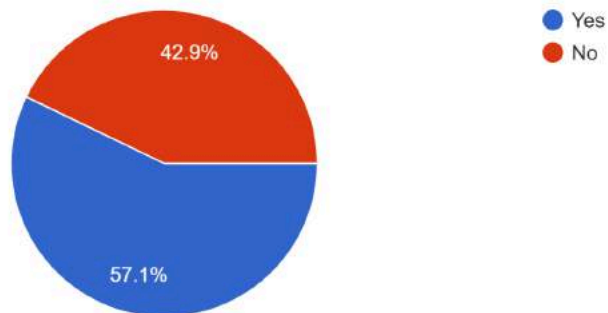
Why or why not? Please give details.

1. Providing actionable solutions is always important, IMO. It also helps keep the doomerism at bay. People like feeling like there is something they can do to help combat issues!
2. (answers above go into more detail)
3. Once again my personal opinion but I imagine an additional workshop, based on the content of the seminar would be helpful. Something that takes longer than the initial 1 hour seminar and can be done within the HR person's studio (a workbook maybe?)
4. Without seeing the full content, it's hard to say how much of an impact it could have. It would be a good start to have a resource like it available even if it just gives folks a place to begin building their toolkit.
5. See above

- 6. I believe it's a wonderful start and we need more spaces like this. I just would like to see language shifts and outreach action plans.
- 7. What are the details of that package? It's advertising copy, not actual information.

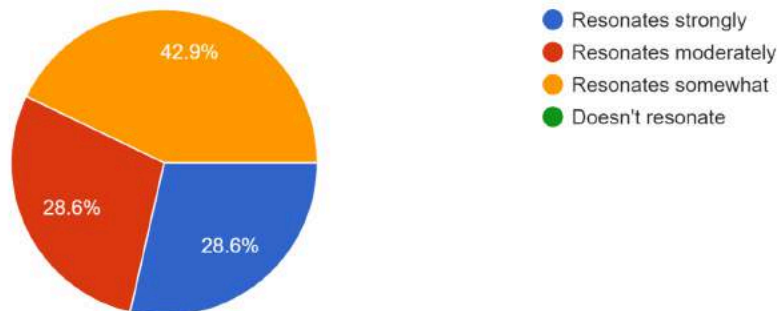
Does the "Let's Embark Action Plan Package" include enough resources and benefits, to be appealing for HR employees to want to join the educational seminar?

7 responses



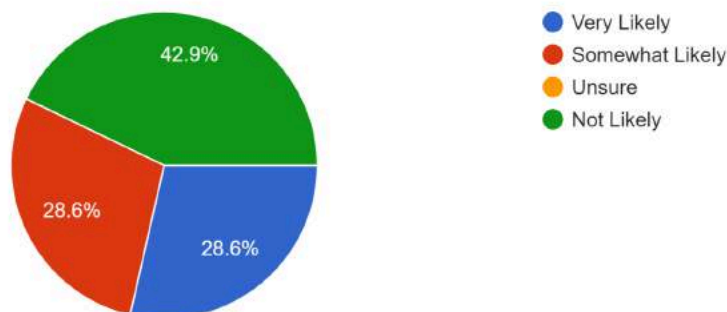
To what extent does the tagline, "Let's Embark on a Journey to Improve Inclusivity in the Gaming Industry" resonate with the concept of addressing gender disparities in the gaming industry?

7 responses



Based on the frame board and description, how likely are you to engage with "A Quest For Inclusion" to support their mission of addressing and educating about gender disparities in the gaming industry?

7 responses



Please explain your decision.

1. I'm all for boosting inclusion efforts with actionable steps!
2. I think a little more thought needs to be put into the specific goals- if it is about targeting gender disparities only, then words like "inclusion" are a little bit misleading- since there are a lot of other disparities that also need to be improved in the gaming industry. People of Color, or other specific groups (disabilities, working parents, etc.) may feel like their experiences are not included in what "inclusion" looks like. I think the materials (and titles) need to clearly state that the focus of this particular seminar and resource is for increased gender representation and gender diversity. OR. The materials need to reflect the intersections of other factors besides gender, and call out/clearly define what an "inclusive organization" means and what "diversity" means in the context of the work you are trying to achieve.

3. Might sound strange because my stance towards the presented seminar was rather sceptical. But I really really want to shake things up for the better
4. A Quest For Inclusion is something that is definitely needed in the industry and I think it has the potential to create long-lasting positive impact for a lot of individuals who have been historically sidelined and mistreated.
5. I believe that women need action items of things to do at work to help with DEI: remind your male coworkers that they cannot hear our voices as well on video conferences, so be sure to check in with females on the line; create a system for meetings to be sure everyone is heard; ensure that if you are hiring a new employee that at least one candidate has to be a female, person of color, etc.
6. Primarily due to the language used, as a queer and trans individual within the gaming space it comes off as uninformed about the hurt 'Womxn' has caused many individuals to feel. In full transparency, I would not feel this would be a safe and inclusive safe for me.
7. I'm aware of gender marginalization and it's methodologies. If I hear your action plan has content that has not been provided by the myriad of other organizations in the game industry, wider tech, or just in the wider professional world, then I might reconsider.

What are your general positive and negative opinions about the concept after reading the description and seeing the concept's frame board? Please give detail, and do not hold back!

1. Over all, I think the concept is solid. As mentioned, it's nice to bring awareness to these concepts and immediately propose actionable solutions that people can do on an individual level. Otherwise it can feel helpless and confusing. I think expanding the scope of who is the target audience to include things like team leadership and senior/lead developers will also help, as they play a critical role in culture-building and thus ultimately retention of marginalized groups.
2. I am torn between your program needing to cast wider (not just HR focus, not just gender focus) or specifically narrowing down to actionable hiring and networking resources, and clarifying your focus group ("this seminar is specifically about gender diversity, although we know there is a lot of work to do in all areas of representation in the game industry." etc.).
3. I would say it serves as a good base. To actually achieve a long-term change, a longer and more individual framework would be a good follow up. Having the seminar during a game conference is a bit of a double-edged sword as well. On the positive side, it maximises your potential audience. But since it's one of many presentations, I see the potential risk of the seminar being overshadowed by the mass of other impressions
4. Overall I feel positive about the concept! I'll definitely be keeping an eye out to follow the initiative and hope to support in the future!
5. I think that HR managers are the wrong audience for this. If you are in HR and don't already know of the gender disparities in games, then you should not have your job. It's a common topic of interest and is often addressed at game companies. The only HR

managers who may not be aware of the tools to implement may work at indie development studios. If so, then target your audience to them.

6. My answers above can for sure answer any of the critics I have however I do want to send praise over how important this work is and how NEEDED it is within these spaces. You're opening up such a critical conversation that needs to continue, I would just love to see some consultation on how to hold these spaces better for all involved.
7. As previously stated, it feels like boilerplate corporate DEI marketing copy that has no specific information on the types of direct action that will be taught or recommended.

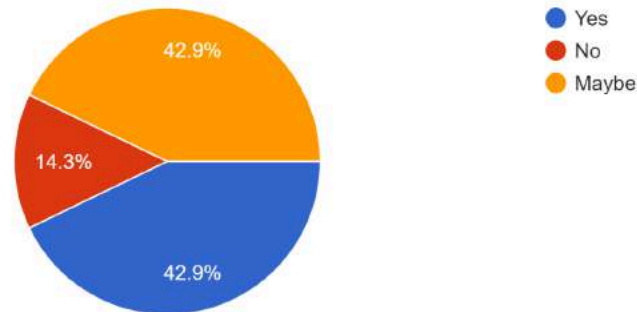
Provide any alternative suggestions as to what you believe would help raise awareness about gender disparities and foster inclusivity within the gaming industry.

1. I would strongly suggest leaning away from the verbiage of "womxn." While I understand this is to promote inclusivity, activists in the nonbinary community have said that this actively can erase non-binary/Two-Spirit individuals. Namely: they are not women, and spelling it with an x does not erase that. Additionally, there is some elements of stereotyping that nonbinary is "women-lite," which it is not, as it is its own individual class of genders, of which there is a lot of variety. Instead, I would strongly suggest using "people of marginalized gender" or "people of underrepresented genders," or even "non-cis-men" to ultimately be more inclusive.
2. First things first is we have to keep talking about it, keep trying new programs, new methodologies, make mistakes along the way and keep moving forward. This is a great start!
3. Some kind of educational programme of longer duration (1 week? 1 month?) that can be done directly at a studio, possibly with its own workbook to help evaluate the studio's inclusivity status. Additionally, consult a specialist from outside of the studio and let them observe/ evaluate the situation within the studio and make suggestions. Sometimes the team pays more attention to what an outside party has to say because they consider it to be more objective.
4. I think the concept is a great starting point. I would love to see opportunities arise in the future for womxn to share out their experiences at the seminars and maybe even have an affinity group linked to it. Excited to see where this initiative goes!
5. Have a session focused towards women in gaming: How to be heard in a meeting, How to get a promotion, How to become a Producer, How to have a family and work in gaming, etc.
6. I'm not sure at the moment on what else to write down haha I would love to talk further though on the subject and have an interview together!
7. Women and HR professionals are mostly aware. They don't need classes on awareness. We live this. What we need are tools that are like, "how do we get our small to mid size studio to invest in better health care coverage, so recruiting more women with families is viable?" That just scratches the surface.

Frame Board #2: 'Leading the Change' Training Program

Do you think the training program would be impactful for key executives and human resources employees?

7 responses



Please elaborate.

1. I think a lot of people in positions of power (HR, execs) know that there IS a problem with gender-based inclusion, but they aren't necessarily sure what to do about it. Having a training program where they can be educated on actionable solutions would likely help them be more aware and more proficient at navigating that issue.
2. This training program seems very vague in what it offers- so I genuinely can't tell if it would be impactful.
3. Good idea in general because educating people is always a plus. I think it should include a broader audience though
4. I have often times seen entry-level staff being required to attend DEI trainings but very rarely have I seen upper leadership attend and actively participate to find value in the work. A mandatory training would require them to at least hear the information and hopefully raise some self awareness and empower them to lean into change.
5. If you want to reach execs, you need to hold a dinner or go directly to them. They are too busy at conferences to attend a panel.
6. Key executives truly do need further understanding of the important DEI work that can increase positivity within the work space. However, I do think if these seminars are being held that not just cis women are speaking on this experience and there should be diversity within the trainers.
7. What does "mandatory" mean? Who is mandating this? What certifications will be provided? Once again, this feels written by AI and is vague.

What is your opinion on diversity, inclusion and equity training for key executives?

1. I think it's very important - I think it's also important that they are encouraged to hire people of diverse/underrepresented backgrounds to higher positions (like managers and even execs) to help build the culture from the top down, not just try to mitigate it after the fact.
2. I think anyone that will ever be involved in the interviewing or hiring process needs to go through the training, as well as generally making it a part of company/organizational values alignment in onboarding training. An additional training for executive leaders also sounds great, but not without a broader application as well.
3. I think the seminar should include people in middle-management. I might be biased because those were the ones who displayed the most questionable behavior
4. It usually either doesn't apply to them as far as making it a priority to attend, or they're completely coddled and not challenged to lean into the learning experience for fear that they'll get offended and nix it.
5. DEI should be included as a KPI for them to get their bonuses or stock awards. That's how serious they should take it. If they say they cannot find women and people of color to work as game developers, then they should be responsible for creating that funnel of employees by offering scholarships, working with universities, etc. Again, tie executive pay in with DEI KPI's.
6. See previous answer
7. This is absolutely necessary work; the SheGeeksOut crew did it at our studio. There are quite a few different companies offering, we got price comparisons from at least 5. What are you offering that is different from them?

What are some important topics that should be cover in DEI training for key executives?

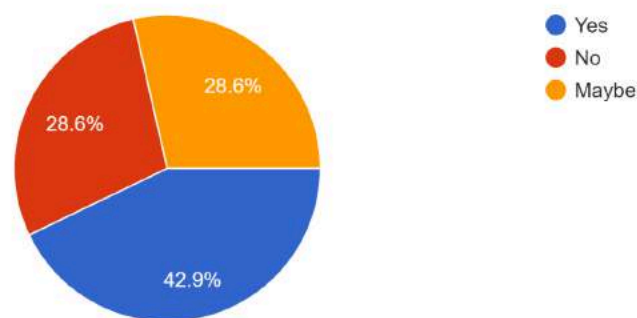
1. Sexual harassment in the workplace, the intersection of race and gender and how that impacts people in the workplace, non-binary/Two-Spirit and trans issues in the workplace, internet harassment and what studios can do to help curb it and support employees facing it
2. *Interrupting/ reducing the impact of unconscious and implicit bias in hiring *Creating consistent interview process and outcome standards *how to create an environment where people can grow their careers and succeed beyond just getting the job (ie: how do you hire more inclusively, and also create a work environment that retains diverse talent?) *inclusive parenting support- different types of parental leave or return to work programs that can support mothers and gender diverse parents in the workplace *How to recognize toxic work environments/toxic communication/toxic leadership etc. and how to move forward
3. What I would like to be covered is the topic of implicit biases because it was the problem I have seen most frequently. Related to that topic would be the theme of 'softer' variations of sexism. Many people who treat others in a sexist manner would be indignant to be

called a sexist because they have a very narrow perception of what 'sexism' includes (e.g. outright hostile behavior - but not talking over a woman who is speaking).

4. A big one is being conscious of the additional load your staff take on when they are from historically marginalized or underrepresented communities in your work place. They should not always have to be the loudest one in the room advocating for themselves or others like them. It's also not their job to educate you or the team, if you ask them to lead the charge on something like a DEI discussion, policy changes, etc. that fall outside of their role, you should be compensating them appropriately for that work and understand that being in that space can be incredibly demanding and emotionally draining. Additionally, it can also put them at odds with work peers who may feel threatened by DEI conversations.
5. How to educate male employees on how women think. I believe women should also be educated on how female employees should understand how men think. It's a lack of understanding most of the time.
6. Language shifts, personal experiences from differing perspectives, exercises within seminar, historical information, statistics on difficult topics
7. How investment in DEI causes long term financial profits. How products with diversity in the creation team perform better in the marketplace. The financial risks of DEI lawsuits. How unconscious bias can lose a studio money. If we could solve institutional sexism with an appeal to empathy or greater humanity, we would have done it already.

Do you think this training program offers enough benefits (DEI certification upon completion, and increased chances for enhanced profitability, employ...n.) for key executives to be willing to participate?

7 responses



If not, what benefits do you think would encourage key executives to participate in DEI training to improve inclusivity in the workplace?

1. I believe those already listed are sufficient!
2. DEI framework is moving away from using profitability as a core motivator. It's not something you can really promise, no matter how many trainings a team takes. I also don't know if executive level leaders are concerned about certificates? There should be more of an emphasis on creating inclusive work cultures that people want to be a part of, and an appreciation/excitement around how incredible our industry is and the capacity it has to change people's lives.
3. I suspect DEI training would be popular with key executives, even if it's just for window-dressing to seem more progressive
4. In large part, I think this will really depend on the company and the individuals working there. Where are the companies at in terms of their DEI initiatives and journey? On paper the incentives will be enough for some places simply because they can check the boxes and say that they did it. Unless there are clear steps in place and follow up on progress, it's hard to say if the benefits will be of true value.
5. They won't attend a seminar. You need to address your core audience where they are. I have never seen Phil Spencer attend a session at GDC unless he was keynoting. I think you will also struggle to get competing execs in the same room at the same time (truthfully, this might spark the SEC into a frenzy if they think that the execs may be colluding on the topic of DEI). You will have to go where they are, or get all of their COB's to agree that this should be required. For small companies, I still think you will struggle to get the right people in the room because they are super busy at game shows raising money, pitching games, meeting with potential hires, etc.
6. N/A
7. Those are great taglines, but don't have context. "On average, using these methods, employee longevity increased by 3.7%." What is backing up these claims?

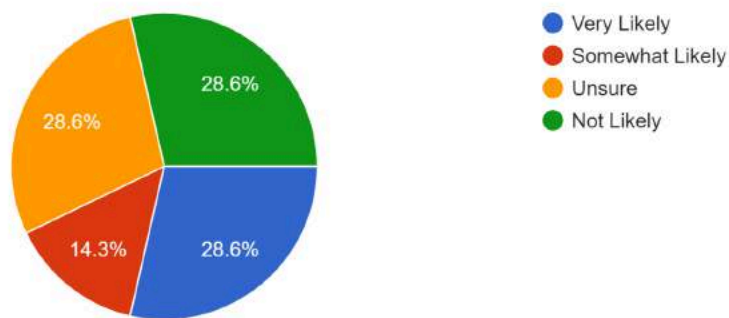
How do you believe engagement with the "Leading the Change" program could impact diversity and inclusion in the gaming industry?

Please provide your thoughts and suggestions on how this concept could be improved to be more effective.

1. Hopefully those who engage with the course are going to be likely to act on the solutions given - and if so, steps on an individual level can ultimately make great contributions to culture and hiring processes.
2. n/a
3. Offer individual workshops for the studios
4. The biggest pieces are having the captive audience and raising awareness for the executives - both of themselves and the teams they lead.
5. If it's instructional, it may help.
6. Yes, the more people aware of these issues the more difference can be led within the gaming industry.
7. It could, with more specificity. Right now there's not enough information to make an analysis of its efficacy.

How likely are you to support or engage with the "Leading the Change" training program, based on what you've seen in the frame board and description?

7 responses



What are your general positive and negative opinions about the concept after reading the description and seeing the concept's frame board? Please give detail, and do not hold back!

1. I'm curious if making it not mandatory but highly encouraged would make a difference in the type of people to show up. I know it's a "you can lead a horse to water" kind of scenario, but I'm curious if the mandatory nature of it might impact its effectiveness. Maybe something to look into?
2. Too general
3. Same as mentioned in the previous section: definitely a good start point. Would need to be longer and onsite to have more of a lasting impact
4. I think the initiative is worthwhile! When all is said and done, the depth to which the materials go will likely be the biggest factor in the amount of potential change that is seen.
5. See above
6. See previous answers
7. See above.

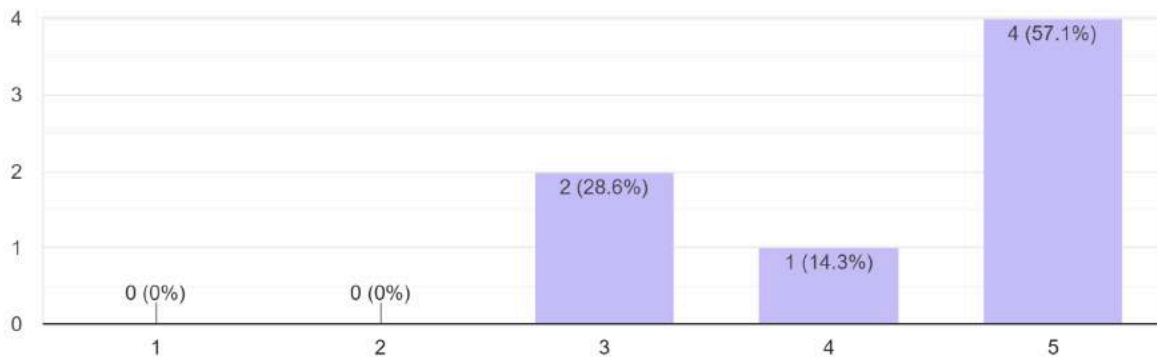
Provide any alternative suggestions as to what you believe would address gender disparities and foster inclusivity within the gaming industry.

1. Encourage people at the top to hire people of color and people of underrepresented gender at the top (studio leadership, execs, etc)!
2. n/a
3. I'd say something that deconstructs internal biases. In the cases of gender inequity I have witnessed, the victims were discriminated against for seemingly "objective" reasons. Female artist is introvert who rarely speaks up? "Oh, maybe she isn't suited for this competitive sportgame she's working on and should go back to the project with the cute bunnies" Female programmer would prefer to work from home? "But how can I be sure she uses the time to work and not to gossip online?" There is a clearly skewed perception but for the person who has made those "observations" everything was a totally justified critique
4. Add in clear steps for companies and how-to guides for how to actively create change. The trainings should help move people from potential ignorance to a place of understanding and then into real action.
5. A Tik Tok channel of satirical videos on Tik Tok to influence the game community and a session at a think-tank (Aspen) with direct instructions on how to fix it (no recommendations...Just actionable instructions)
6. N/A
7. As previously stated, vague statements that don't have data or sources to back it up are pretty meaningless. DEI work is now a competitive marketplace, and there are people who've been doing it longer who provide more data than this.

Frame #3: Level Up Your Gaming Career!

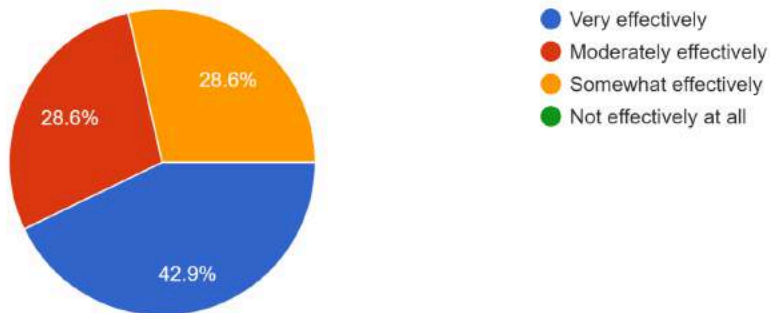
How well does the concept fit with the objective of empowering womxn in the gaming industry to pursue leadership roles?

7 responses



How effectively does the tagline, "Grow Your Confidence, Get That Role!" resonate with the concept and its goals?

7 responses

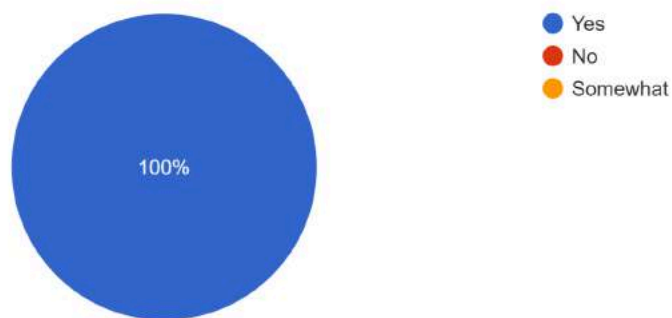


Please elaborate or give a suggestion on how to improve the tagline.

1. I think this title runs the risk of assuming that people of marginalized gender aren't confident or that we are unsure about being here. And while that may be the case for some, I think a decent amount of confidence is already needed just to exist in this space. I think maybe just "Get That Role" would suffice.
2. I like it!
3. Intuitively, I would expect a more "symmetric" tagline? Either "Grow Your Confidence, Get Your Role" or "Grow That Confidence, Get That Role"...
4. I'm not sure that I have a better tagline in mind, but this one is a little corny. It should be something hard-hitting but not condescending.
5. It's not always about a lack of confidence...How about something like "Specific steps to leadership roles in gaming."
6. N/A
7. It's as cliché as "Lean In". Once again intimating that the glass ceiling and systemic sexism can be solved by chutzpah and Girl Power. But, I *might* be a cynic

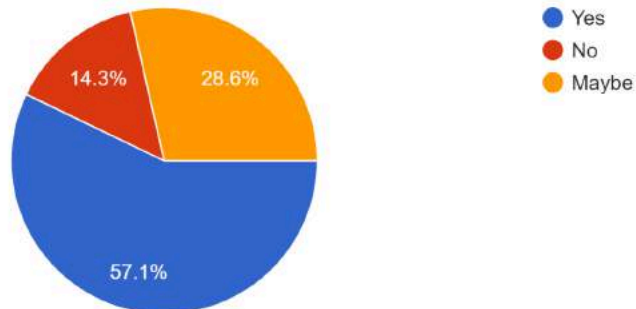
Is the purpose of the concept clear to you?

7 responses



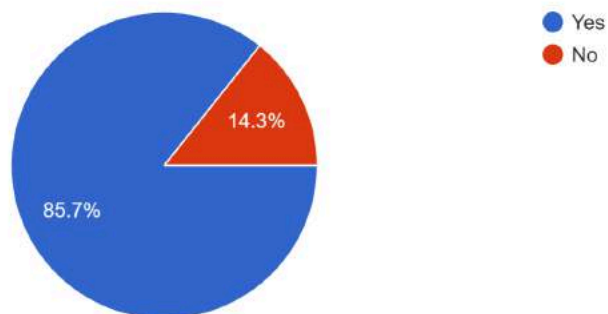
As a womxn in the gaming industry, do you think a program such as "Level Up in Your Gaming Career" would improve your confidence and asserti...owards backlash from male peers in the industry?

7 responses



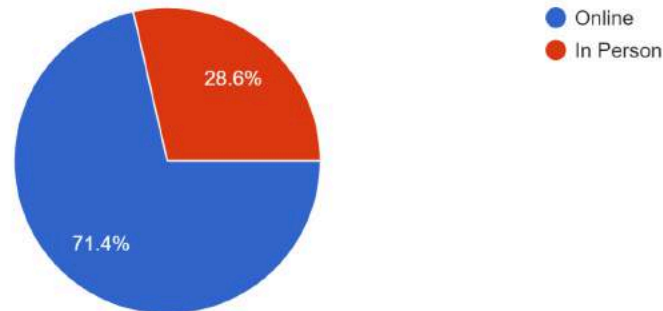
As a womxn in the gaming industry, do you think a program such as "Level Up in Your Gaming Career" would helpful in aiding a pursuit for a leadership role in a company?

7 responses



Would you prefer a team-based training program to be online or in-person (followed by a curriculum)?

7 responses



What are your general positive and negative opinions about the concept after reading the description and seeing the concept's frame board? Please give detail, and do not hold back!

1. I love that the concept has leadership involved, as people of marginalized gender often face different leadership challenges than cis men. I'd love to see the talk be online as well, so that more people can attend!
2. I would say just be careful about promoting the idea that women and gender non conforming people have to assimilate to masculine communication strategies. Learning assertiveness is great, but there are many ways to communicate with strength and confidence and you should promote more than one model.
3. I like it overall but I think it should cover other, more subtle forms of sexism in the workplace as well, not just the dudebro-culture. Additionally, I'm not sure if the programme could be done completely online, since exuding confidence has a big physical component.
4. This is a cool concept. It can be difficult to find mentorship as womxn in the industry and that can have a huge impact on the course of someone's career. I love this idea and would 100% want to participate.
5. Take a look at the "Emerge" program <https://emergeamerica.org/>. It's a very specific training program to get women to run for Democratic offices across the board. The former 2x Mayor of Oakland participated in this program. It's amazing and the women in the games industry would benefit from something like this.
6. N/A
7. Confidence building and teaching interviewing and networking tools is definitely important. I found Jean Leggett had given some of the best "getting into the industry" advice I've seen, and it's effective. But getting into the industry and getting into leadership are two different things. I want to see workshops for women to start their own studios, including how to get investment and provide networking for studio.

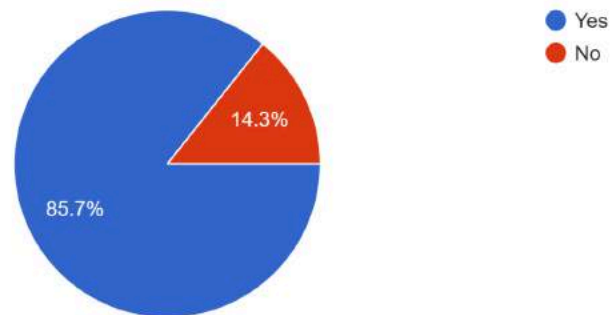
Provide any alternative suggestions as to what you believe would empower womxn in the gaming industry to pursue leadership roles.

1. N/A
2. See above
3. n/a
4. I'm just speaking for myself here, but the abstract concept of "leadership" can sound intimidating if you don't really know what it includes on the practical side. So maybe some detailed descriptions of what exactly a womxn in a lead positions does would help to demysify "leadership" and make it more achievable
5. Mentorship paired with future opportunities to network with other womxn in the industry would be incredible.

Frame #4: Womxn in Games Convention

Is the purpose of the concept clear?

7 responses

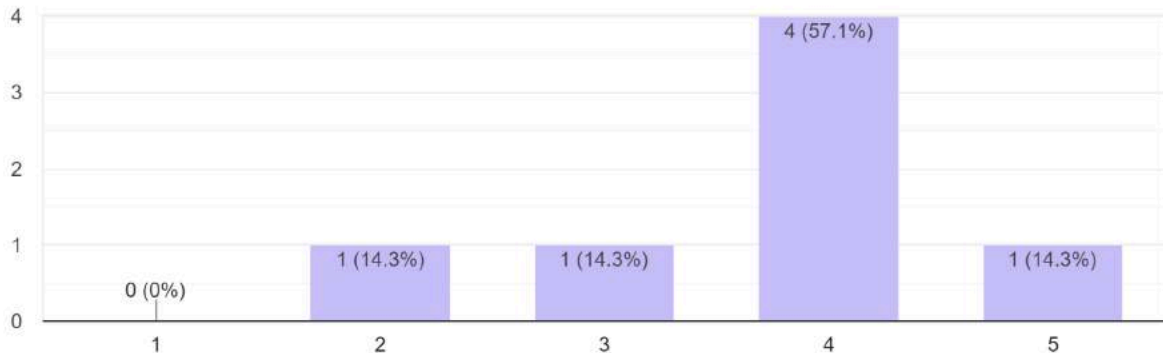


If not, explain why.

1. I can't tell if the title is "Celebrating & Uniting Womxn in Gaming" or "Womxn in games convention." I think the word "celebrating" makes the event more clearly for everyone- since we can all support and celebrate the accomplishments of womxn. If you are looking for something more catchy, it could be like "Womxn Traiblazer Awards" or something similar.

How well does the concept achieve the purpose of bringing together women and men in gaming to recognize and celebrate womxn's achievements in t...or a more diverse and inclusive gaming industry?

7 responses



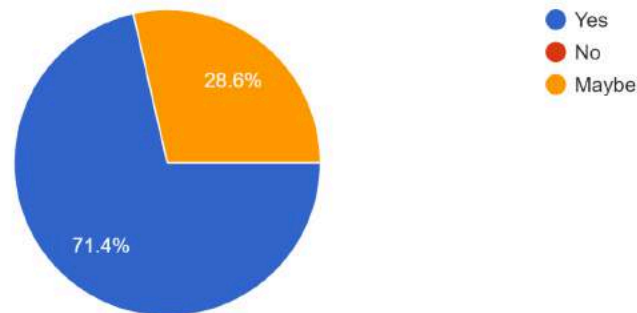
Please elaborate on how effectively the concept would achieve the goal of recognizing and celebrating womxn's achievements in the industry, leading to a more diverse and inclusive gaming industry.

Include specific details and observations.

1. It would be very cool to have a conference dedicated to people of underrepresented genders specifically!
2. I think it would give organizations the opportunity to highlight and celebrate womxn in their studios, and it would give the opportunity for womxn to celebrate each other, network, and skill/knowledge share their amazing accomplishments.
3. I like it overall. It could profit from including something focussed on code and programming since that is the most male-dominated field
4. Just from a visibility standpoint, this would be incredible. To be able to see something like this just for womxn in the industry making waves could serve to be a huge confidence boost and also provide spaces for us to connect with new folks, build new relationships, and see all of the innovation taking place.
5. If the goal is to get more women in gaming, this conference should be focused on recruiting, getting female led companies funded (VC pitches and matchmaking with angel investors), mentorship, etc. There should also be awards given to women in the industry as a way to raise their profiles.
6. It is a great start to opening up the conversation and providing a space for celebrate. I believe there needs to be some changes in action prior to presenting the concept that can provide a better held space for all individuals involved.
7. Do women attend for free, or will they be required to pay money to celebrate their achievements?

Although this concept does not solve the entire issue of gender inequality, do you think it is a step in the right direction?

7 responses

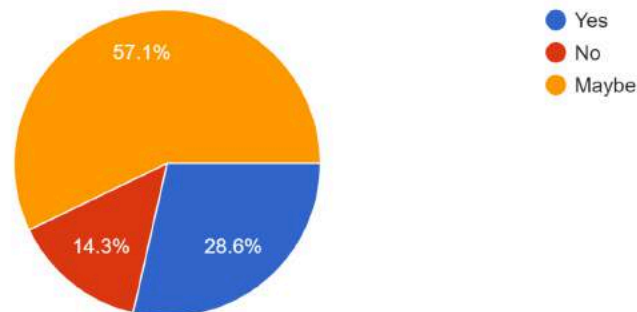


What would make the concept even stronger, in tackling the issue of gender inequality?

1. I think this is neat, however I think it's important to not lump nonbinary people in with women in this instance. I have heard so many of my non-binary friends complain about being invited to "women"'s spaces when they themselves are not women! So I just think that the verbiage associated with such an event needs to be carefully chosen to make sure that women are being represented OR that it is changed to celebrate those of underrepresented gender in general and not use the term "womxn."
2. n/a (that's a big question- would need to think for a while)
3. Offer resources for womxn interested in code and programming, especially groups that are in the womxn's area. Learning and networking is much more efficient if you have people closeby
4. It would be great to have very intentionally chosen content and booths being featured, maybe some kind of yearly theme.
5. See above
6. N/A
7. So, women aren't the primary problem with gender inequality. Being recognized sure does feel good, but a convention to just celebrate women doesn't do anything to actually address the root causes of gender inequality.

As a womxn in the gaming industry, would you attend "Womxn in Games" convention?

7 responses



Why or why not? Please explain.

1. It would depend on where it is, how much it is to attend, etc, but I would be interested!
2. Depends on price, if it is remote, etc.
3. While I would attend in any case, I feel the networking part is most efficient if it happens onsite
4. Just from a visibility standpoint, this would be incredible. To be able to see something like this just for womxn in the industry making waves could serve to be a huge confidence boost and also provide spaces for us to connect with new folks, build new relationships, and see all of the innovation taking place.
5. Love seeing all of these ladies.
6. N/A
7. I have limited time and resources, this doesn't seem worth mine.

What are your general positive and negative opinions about the concept after reading the description and seeing the concept's frame board?

Please give detail, and do not hold back!

1. I think it's very cool, but please see my other comments about the use of the word "womxn." Going into such an event, I think planning should be had from the getgo to ensure the safety of attendees, both online and in person. Having events which celebrate diversity like this can become a target for people who harass devs of marginalized backgrounds.
2. thoughts above :)
3. Not sure what the best approach would be but I think something that helps attendants network locally would make a bit difference.
4. I love this idea and would definitely want to attend something like this. It sounds like an incredible opportunity for networking and knowledge-building withing the womxn's gaming community.
5. See above
6. N/A
7. Mostly meh? I'm not excited about it.

Provide any alternative suggestions as to what you believe would effectively recognize and celebrate womxn in the gaming industry.

1. N/A
2. n/a
3. This is maybe just a small change but promoting games that were developed by female-led/ enby-led studios or maybe even all-female/enby teams. Some people (usually guys) like to point out that womxen might nearly be 50% of the playerbase but ooh, they don't play "real" games and they don't create games either.
4. Thank you for all of the intentionality behind this study! All four initiatives are worthwhile and will have positive impact!
5. See above

Appendix K: Frame & Define Expert Feedback and Expert Interview Transcripts

Feedback on Frame 1: A Quest for Inclusion (*formerly GameHERS at Work*)

Retention and Support:

- Ellen emphasizes the importance of retention and support for women in the gaming industry. She mentions that while there is a focus on getting women into the industry, there is a lack of attention on retaining them. Ellen stresses the need for proper support to keep women in the industry.

Recognition and Support:

- Ellen suggests the idea of recognizing and supporting women's achievements in the industry. She mentions the potential impact of seeing women celebrated for their achievements as a motivator for others to enter the industry. Additionally, she highlights the importance of creating incentives for the industry to further support its developers.

Empowerment and Skill Building:

- Ellen expresses the need for empowering women in the gaming industry through skill-building workshops. She mentions the importance of providing resources for women to improve their skills in game development, design, leadership, and other areas. Additionally, she emphasizes the significance of self-advocacy, support, and navigating organizational structures.
- Pinar suggests the pop-up stand at a gaming convention could empower women and provide a sense of safety and security.

Education:

- Pinar recommends having someone behind the stand to explain the issues to visitors.

Online Extension:

- Pinar believes the initiative could be extended to online spaces for increased visibility, and expanding the initiative to other settings, such as online conferences, to reach a wider audience.

Inclusivity:

- She emphasizes the importance of including more women and non-binary professionals in the network.

Feedback on Frame 2: Leading the Change (*formerly Game Changers: Embracing Diversity*)

Internal Training Program:

- Ellen emphasizes that the program should be targeted at managers, HR, and those responsible for training employees.

Working from the Inside Out:

- Ellen mentions the need for training courses directed at the higher-ups in companies who have the power to change things. Ellen stresses the importance of

directing efforts at those in leadership positions to create a more inclusive environment.

Support for Training Program:

- Pinar expressed support for the idea of a training program aimed at educating companies on diversity, equity, and inclusion (DEI) topics to foster a more inclusive workplace culture.

Impact of Certification:

- Pinar believed that a certification program would have a more significant impact than simply attending webinars or conferences, emphasizing the importance of tangible credentials in this context.

Suggestion for Consultant:

- Pinar suggested that hiring a consultant to provide training on DEI topics would be beneficial, indicating a need for external expertise in addressing these issues.

Feedback on Frame 3: Level Up Your Gaming Career (*formerly Level Up!*)

Hard and Soft Skills:

- Ellen suggests that the online skill-building workshop should focus on both hard and soft skills, including self-advocacy, support, and navigating organizational structures.

Safe Environment:

- Ellen emphasizes the importance of creating a safe and inclusive environment for women in the gaming industry and providing resources for women to improve their skills in various areas.

Recognition:

- Ellen suggests recognizing and celebrating women's achievements in the industry to motivate others to enter.

Interest in Mentorship Program:

- Pinar expressed interest in the concept of a mentorship program tailored for women in the gaming industry, indicating a positive reception to the "Level Up" initiative.

Benefits of Mentorship:

- Pinar highlighted the potential benefits of mentorship programs for women who are new to the industry, emphasizing the value of access to resources, connections, confidence building and support.

Investment in Mentees:

- Emphasizing the significance of genuine mentorship, Pinar stressed the need for mentors who are willing to invest time and effort into their mentees, going beyond surface-level guidance.

Certification:

- Receiving a certification following the mentorship is more credible.

Addressing Gender Gap:

- Pinar noted that mentorship programs could play a role in addressing the gender gap in the gaming industry by providing women with enhanced opportunities for development and advancement.

Feedback on Frame 4: Uniti Gaming Convention (formerly WIG Awards)**Recognition:**

- Ellen expresses enthusiasm for the idea of the WIG Awards and emphasizes the importance of creating recognition for the nominees and winners to motivate women in the industry.
- Pinar expressed interest in the idea of an award show to recognize and celebrate women's contributions in the gaming industry.
- Pinar noted that in her experience, recognition for women's contributions in the industry often comes from other women, rather than from companies or other individuals in the industry.
- Pinar suggested that an award show could help address this issue by providing more visibility and recognition for women's work.

Gaming Contributions:

- Ellen suggests that the WIG Awards should recognize and celebrate women's contributions in various aspects of the gaming industry, including game development, sound design, and more

Finances:

- Ellen also discusses the potential financial burden of the award show but acknowledges the significance of the initiative and its potential impact on the industry.

Frame Testing #1***Interview with Ellen Schaefer, Game Designer - Original Frame Boards***

Create a transcript using this interview transcript, include timestamps, and assign names to the text: Angi is the interviewer, Ellen is the interviewee answering the questions

Angi: So the first concept that I have is called Gamers at Work or Gamers at work and it's basically in summary a pop up stand at a gaming convention that would be used to raise awareness about gender disparities.

[0:41]

Angi: So it would basically have a person like a spokesperson, I guess, standing at the stand and have, you know, infographics that have information and kind of just basically educate the people that are around there.

[0:55]

Angi: And assuming they're at a gaming convention, I would assume that people in the industry are also there.

[1:02]

Angi: So it's kind of like the target group.

[1:05]

Angi: So, yeah.

[1:06]

Angi: Is that clear?

[1:08]

Ellen: Yeah.

[1:10]

Angi: All right.

[1:10]

Angi: Yeah.

[1:11]

Angi: It's like raising awareness and also maybe talking about like, what can you do about it?

[1:15]

Ellen: Yeah, exactly.

[1:16]

Angi: So with that being said, I want to know what your current experiences have been in the gaming industry and how do you perceive the level of inclusivity and support for women in the field.

[1:28]

Ellen: So I will preface this by saying I haven't technically entered the industry.

[1:32]

Ellen: I am a pretty fresh graduate.

[1:33]

Angi:: That's fine.

[1:35]

Ellen: Sorry if that's not quite what you're looking for.

[1:37]

Angi: No worries.

[1:38]

Ellen: Yeah, I graduated about six months ago and I have been reluctantly, job searching mess.

[1:43]

Angi: I should have.

[1:44]

Angi: I should have graduated six months ago, but I'm about to graduate as well, so that's so valid.

[1:51]

Ellen: Again, this is a weird industry.

[1:53]

Ellen: This is a weird field of study.

[2:00]

Ellen: I'd say on a policy level, my school is pretty supportive.

[2:03]

Ellen: It depends specifically is where I went.

[2:05]

Ellen: But yeah, on a policy level, they're doing their best.

[2:08]

Ellen: On a community level, there's a lot of stuff baked into the kind of people who are attending a school to study game design.

[2:15]

Ellen: And I'm not saying it's inherent to the people I've been saying.

[2:17]

Ellen: It's just an aspect of the socialization that draws of like again, the gaming populace and the game design populace is pretty male dominated right now and prone to some questionable views and behaviors.

[2:33]

Ellen: So like on a policy level very supportive.

[2:36]

Ellen: But yeah, the populace itself not always doing the best and there weren't necessarily always a lot of avenues for reporting things like beyond.

[2:47]

Ellen: And yeah it's like there was a reporting structure but they're just I feel like there wasn't enough encouragement to use it.

[2:54]

Ellen: Like, I feel like people only feel, people only feel like they can report things if they're very minor.

[2:59]

Ellen: So I know very major like it.

[3:02]

Ellen: People only report things once they get to the breaking point, not before then when it's building up.

[3:07]

Ellen: And I feel like there needs to be more encouragement to report things in the build-up stage before they hit that breaking point, right.

[3:13]

Angi: Makes sense.

[3:15]

Ellen: Yeah.

[3:16]

Ellen: But yeah, that's good.

[3:19]

Angi: And if you have any questions about that, I'd be happy to elaborate.

[3:22]

Angi: I'm just not sure what you're looking for at the moment, You know, no worries, no worries.

[3:26]

Angi: Might come up that if you don't know how to answer a question, that's fine as well, you know?

[3:30]

Angi: So don't worry I guess.

[3:32]

Ellen: Yeah.

[3:32]

Angi: What was your first impressions of the concept?

[3:36]

Angi: Good and bad.

[3:41]

Ellen: So good.

[3:42]

Ellen: So good impressions.

[3:44]

Ellen: It seems like a really good idea.

[3:46]

Ellen: Main main pseudo negative impression.

[3:50]

Ellen: It feels like it's been done before, right?

[3:53]

Angi: Yeah, yeah.

[3:54]

Ellen: But again, there's always ways to improve it.

[3:56]

Ellen: There's always ways to improve the concept.

[3:58]

Ellen: You just need to keep iterating and implementing on it.

[4:01]

Ellen: Like it's just like game design.

[4:05]

Ellen: Yeah, I I didn't know, like I had a hard time coming up with anything that hasn't really been done before because I feel like there's obviously been steps to.

[4:15]

Ellen: Yeah.

[4:16]

Angi: And a few of the things I will mention have been done before.

[4:19]

Angi: But it's a matter of just like from my client's perspective specifically, like some of the stuff that I have created or come up with hasn't been something they've done but has been done and makes sense.

[4:32]

Ellen: Yeah.

[4:32]

Ellen: So it's kind of like it's been done, but it exactly.

[4:35]

Ellen: It's been done, but it needs to be more done.

[4:38]

Angi: Yeah, exactly.

[4:40]

Angi: Do you think that this would effectively raise awareness about the issues that women face in the industry?

[4:47]

Ellen: I'd say, yeah.

[4:48]

Ellen: Yeah.

[4:49]

Ellen: It's like there's always someone who doesn't know.

[4:51]

Ellen: It's like it's like it's not quite the same vibe of positivity, but it's like congratulations, you're one of today's lucky 10,000 of like you're the you get to discover this thing today.

[5:01]

Angi: Exactly.

[5:02]

Angi: It's like more knowledge.

[5:04]

Angi: Here you go have it.

[5:07]

Angi: What aspects of this initiative resonates with you and what kind of additional support or resources would you find valuable like at least to also include or implement into this kind of concept.

[5:20]

Ellen: So first of all, obviously it's provide resources for to get women into the gaming industry and you know, provide them avenues of being able to report, provide them avenues of being able to self empower.

[5:33]

Ellen: But that said, I feel like there is a lot of onus placed on us as women in the games industry to empower ourselves and there's not enough actual support from the industry.

[5:43]

Ellen: It's like it's like there's two halves of the equation get women into tech and the one that's not actually being enforced is get misogyny out of tech.

[5:51]

Ellen: That's true where it's like there needs to be there needs to be proactiveness on both sides like both women's self empowering but also the establishment like cleaning itself out.

[6:01]

Ellen: So also provide resources for like like show like what policies have worked in other places to like let company to like help companies clean themselves out to encourage women to self empower, but also encourage companies to clean house kind of like work more from like the internal side of things and then like work your way out kind of, yeah, be proactive work from the outside in and the inside out, right.

[6:29]

Angi: OK that makes sense.

[6:30]

Angi: And so I don't know if you can see it from like how small it is, but I basically came up for every concept I came up with.

[6:39]

Angi: I also came up with like some alternative ideas.

[6:41]

Angi: So basically things that could get the same goal across but just like in a different format.

[6:48]

Angi: So my current alternative ideas for this are just conferences, online discussions, a marketing campaign, a website and or like a video.

[6:58]

Angi: Do you think any of those alternative ideas would better suit the like value proposition of this or do you think like the pop up stand would be the best way to get this issue across?

[7:10]

Ellen: Yeah, I don't think it's necessarily like they all provide different things and frankly the best thing would be to do them all at different points.

[7:17]

Ellen: But yeah, for what you're trying to do, I think having the pop up stand, having women there to tell their own stories would be most effective.

[7:25]

Ellen: Like studies show that the most effective way to raise awareness about like negative topics is to have people share their stories directly and how it impacts them.

[7:33]

Angi: Right.

[7:35]

Knowledge.

[7:35]

Yeah.

[7:36]

Angi: It's like being able to being able to have that personal in your face connection right there.

[7:41]

Angi: And do you think, 'cause obviously this is something that's like physical, it's like in person.

[7:46]

Angi: So if it were to be like an online alternative, what do you think would be like a like, out of the ideas that I came up with, what do you think would be like a more effective way if it's not something that's on site, for example, probably like a panel maybe or like a panel discussion start.

[8:04]

Ellen: Yeah.

[8:04]

Like similar setup, like start with a presentation and then just like transition into just a discussion where it's like you can have participation and like direct interaction or as direct as you can get right over at the Interwebs.

[8:19]

Ellen: I mean, I mean, at least people can.

[8:20]

Ellen: A lot of people can attend that from anywhere, basically.

[8:24]

Ellen: But just like this one would be more for the local people.

[8:29]

Ellen: But, you know, if it became a big thing, you could go wherever it wanted to go, I guess.

[8:33]

Ellen: But, you know, heck, yeah.

[8:35]

Angi: All right.

[8:35]

Angi: So we're going to go to frame #2.

[8:39]

Angi: I call this Game Changers embracing diversity.

[8:42]

Angi: It's basically this is specifically for companies, so a training program within the company to educate on topics of DI to create a more inclusive workspace and this would be mostly targeted to like managers, you know, whoever trains people.

[9:00]

Angi: I guess HR, I don't know, you can tell, I haven't entered them yet.

[9:05]

Angi: But it's like it's mainly aimed towards them to basically educate the people in the workforce so that they are more inclusive and hopefully, you know, create a more welcoming environment for women entering the industry.

[9:20]

Angi: Yeah, this is exactly what I was talking about earlier, working from the inside as well as the outside.

[9:25]

Angi: And yeah, it's like, it feels like so many of these training courses are directed at like the major workforce, whereas like the higher ups, you actually have the power to change things, never get it directed at them.

[9:35]

Angi: And so I like that you're discussing that where it's like, like the the people with the power to make change need to be the ones knowing what changes need

[9:43]

Angi: That is true because.

Ellen: So yeah, how else is it going to change?

Angi: Exactly.

Ellen: So I like that you brought that up.

Angi: Hell, yeah.

Ellen: I.

Angi: Yes.

[9:52]

Angi: And yeah, I know you haven't entered the industry yet, but how do you currently perceive the state of diversity and what challenges maybe you've maybe encountered in your study or just like what barriers have you faced specifically incremental progress is being made.

Ellen: I'd say it's like it's slow going and it's not always linear, but it's being made.

Angi: It's like it's not like we've solved it, but it's also not like it's as bad as it was.

Ellen: But yeah, no, definitely.

Angi: It's like, yeah, one thing I find interesting is it's less a problem of getting women into game design and more a problem of keeping them there and like, giving them a credit because women have always been involved in the tech process.

Ellen: It's just that they never get credited or stay in the industry because they get driven out, right?

[10:40]

Angi: Yeah, I've heard, I've heard about that.

Angi: I couldn't find like a lot of data to support it.

Angi: Like in terms of like, I feel like when I was doing my desk research, I had a lot of like just the same data being thrown around a lot and not like new data or like just like I've only just heard it from everyone.

Angi: You know, like women aren't being credited necessarily.

[11:09]

Ellen: Yeah, I mean like way back in the day on like, I think it was Street Fighter Two.

Ellen: Most of this, like all of the sound design was done by a group of women.

Angi: But like, the game was only ever credited to the company or to pseudonyms.

Ellen: And so and so like, this entire group of incredible sound designers never got credited.

Angi: That's crazy.

Angi: I wonder why.

[11:30]

Angi: There's really no reason for that.

Ellen: But, you know, yeah, well, back in the day, back in those days, like video games were credited pretty much exclusively to companies.

Angi: And if there were credits at all, they were exceedingly brief and probably only credited leads.

Ellen: Right.

Angi: Makes sense.

Ellen: Yeah.

[13:00]

Angi: So people like, get the basics down.

Ellen: And if they like and if you design it well, it's like people who are like, interesting, tell me more about that.

Angi: They can continue on.

Ellen: Right.

Angi: True.

[15:14]

Angi: Do you think any of the alternative ideas would work better at achieving this goal of creating a welcome work environment?

Ellen: I'm not sure any of them would work better.

Ellen: Again, they all serve like slightly different functions.

Ellen: So yeah, it's like, I think those are things that could work in tandem, like after you do the training program, you could have these as options.

[16:01]

Angi: That is true.

Ellen: Yeah, that could be useful.

Angi: Yeah.

Ellen: It's like it's like train them early that like these people in the industry, it's like these are people you're just going to be working with, you know?

[17:33]

Angi: No, I get that.

Ellen: Yeah.

Angi: Yeah.

Ellen: No, that was some That was some *****.

Ellen: Pardon my French, but don't worry, it's the most accurate term, right?

Angi: Yeah, no worries.

[18:32]

Angi: So with that being said, yeah yet again what are your first impressions?

Angi: This is already something.

Angi: Also that kind of exists, and even my client kind of does stuff like this.

Angi: But you know, I just wanted to do an online version.

Angi: They've done online versions too, but I don't know in my head, I thought it was unique for a moment.

[18:56]

Angi: It's basically an online skill-building workshop to empower women.

Angi: So whether they want to improve in game development, design, leadership, things like that, just like literally anything they want to get better at within the industry.

Angi: And yeah, the main goal being to empower them because I've heard a lot in my previous like interviews back when I was doing my first research phase is basically like women don't feel empowered enough or they don't even have a voice to be able to, I guess, excel in their career.

Angi: So with that being said, yeah yet again what are your first impressions?

[18:38] Ellen: Yeah, definitely a good idea.

[18:40] Ellen: Along with like work skills, hard skills, encourage things like self-advocacy, how to support your fellow people in the industry, and not just women.

[18:49] Ellen: You know, just like it's like learn support, you know learn how to utilize your support systems.

[18:56] Ellen: So you think just besides just having like the hands-on skills, more so.

[19:01] Ellen: Also having like the stuff that people kind of overlook.

[19:04] Ellen: So just like you said, advocating for yourself and for others and things like that.

[19:08] Ellen: Yeah.

[19:09] Ellen: And like here's how to navigate an org chart so you know who to report to if things go to **** that is true.

[19:15] Ellen: That would be helpful.

[19:17] Ellen: Like I, I, I still to this day wouldn't know who to report to in my job.

[19:20] Ellen: So, you know, that's fine.

[19:22] Angi: Yeah, exactly.

[19:22] Angi: So it's like teach them like the basics of like figuring that out and just like here's how you figure out how to do that.

[19:30] Ellen: Yeah.

[19:31] Angi: Because again, it's like every company's going to be a bit different, but it's like how you figure that stuff out.

[19:34] Angi: It's like you can teach that.

[19:36] Ellen: Exactly.

[19:37] Angi: And with that being said, what do you feel?

[19:42] Ellen: Wait, no problem seeing words but not seeing where they go.

[19:51] Angi: Yeah, OK.

[19:52] Angi: What kind of challenges do you think that something like an all nine skill-building workshop would help overcome within the industry?

[20:01] Ellen: I think, well, again, depending on who's in the class and who's teaching the class, hopefully you could overcome things like women not wanting to speak up in class.

[20:10] Ellen: Like, just like, I know there's a lot of times where I've, like, not wanted to answer a question in class because I wasn't sure of myself.

[20:19] Ellen: Meanwhile, like, meanwhile, guys in my class who like, we're barely paying attention, We're throwing their hands up.

[20:24] Angi: Yeah, no, just having like the.

[20:28] Angi: Yeah.

[20:29] Ellen: It's like, yeah, it's like decreasing.

[20:31] Angi: It's like creating that space where women can speak up for themselves.

[20:34] Ellen: Yeah, that is true.

[20:35] Angi: Yeah.

[20:35] Ellen: Yeah.

[20:35] Angi: And I feel like it's like reading that having sorry, sorry, I think it's there's a slight delay.

[20:41] Ellen: But yeah, I think, yeah, just having like maybe also having their building, their confidence and their skills as well and like it's hands-on, then you know, they're maybe it's less, I don't know, intimidating.

[20:57] Ellen: I don't know.

[20:58] Angi: Yeah, creating that space where you can collaborate with your fellow students and your professors without, like, fear.

[21:04] Angi: Yeah, exactly.

[21:06] Angi: And if you were to do a workshop like this, so just anything within game development or leadership, things like that.

[21:15] Angi: What type of skills and expertise would you be most interesting and or interested in gaining through the workshop?

[21:23] Angi: What do you think you would need?

[21:28] Ellen: Well, some of the stuff I mentioned earlier with like navigating work charts and like learning to support others.

[21:32] Ellen: But also, sorry, I'm just getting distracted by things.

[21:48] Angi: Yeah, collaborative skills, collaborative skills, perhaps.

[21:56] Ellen: Like, just like, again, that kind of ties into learning to speak up for yourself.

[22:01] Ellen: But also just like, here's how to manage A-Team.

[22:06] Ellen: Yeah, it's like, here's how to manage being on a team.

[22:08] Angi: And like, again, it's like, who do you talk to about X?

[22:13] Angi: Yeah, exactly.

[22:14] Angi: All right.

[22:21] Angi: Yeah, I know that it's already answered.

[22:24] Angi: Well, with that being said, there's also more alternative ideas I have for this, which would then betray the same exact values, I guess.

[22:33] Angi: But I some things like professional development, boot camps.

[22:37] Angi: So that's kind of, I think combining kind of what some of the stuff you said.

[22:41] Angi: There's diversity, inclusion, certification, which you know, a lot of people nowadays are getting certification for things.

[22:47] Angi: Then there's just webinars, maybe some funding for women LED startups.

[22:52] Angi: So that's more of a financial thing.

[22:55] Angi: Mentorship, exchange program and hackathons for social impact.

[22:59] Angi: Those are kind of some like alternative ideas to help empower women.

[23:04] Angi: Are there any of those ideas that you like better or I know you'll probably say they serve different purposes, but for the sole, I know the same thing for like empowering.

[23:13] Angi: So what do you think would be the most effective?

[23:19] Ellen: I like the dev boot camps.

[23:21] Ellen: I like the DEI certifications.

[23:25] Ellen: Yeah, one thing with funding women LED start-ups, I definitely support it.

[23:30] Ellen: It's just that when one thing, a boundary you need to draw there is when like a big company swoops in and like does that support thing, there can be a sense of they're your boss now and like you have to listen to them.

[23:44] Ellen: And that just goes further to silence the voices of these people that you're trying to support.

[23:48] Ellen: So there has to be like a boundary on that where it's like you need to impress upon them that like we are supporting them.

[23:54] Ellen: We are not their boss now, so it makes sense.

[23:57] Ellen: We are not.

[23:58] Ellen: It's like we are not their patron who like gets to demand things of them.

[24:02] Ellen: It's like we will.

[24:03] Ellen: We are supporting them because we want to listen to them, not the other way around, right, If that makes sense.

[24:08] Angi: I can see how that could be interpreted that way for sure.

[24:12] Angi: I never really thought about it that way.

[24:14] Angi: So that's yeah, that's worth it.

[24:16] Angi: Do you think like things like the boot camp and certification would provide any sort of like further sense of kind of like empowerment?

[24:27] Angi: I'd say with the certification, it needs to be made clear that like this is not like the end-all be-all, it's like you.

[24:33] Angi: It's like this certification needs to be thorough and it needs to impress upon them.

[24:37] Angi: Like just because you have this certification now does not mean like you're somehow an expert or like the end-all end, all authority.

[24:43] Angi: Especially because you cannot argue with people's lived experiences.

[24:47] Angi: Yeah, same deal.

[24:50] Angi: It's like we're training you to listen, not to like be the expert, right?

[24:53] Ellen: Makes sense for sure, because I feel like that would only kind of separate people more in a way.

[25:00] Angi: Exactly.

[25:00] Angi: They just think like, oh, I'm inclusive now, but then they don't actually do anything to me.

[25:05] Angi: Exactly.

[25:06] Ellen: It's like we did it, Patrick.

[25:07] Ellen: We saved the city.

[25:08] Angi: City's still on fire.

[25:09] Ellen: Yeah.

[25:10] Ellen: Literally, it's like, I hope people don't think I'll be like that after my thesis.

[25:15] Ellen: Like, no, but not again.

[25:17] Ellen: Could happen.

[25:19] Angi: All right.

[25:20] Angi: Well, I think now we have the final one, which I think is my favorite in terms of just coolness.

[25:26] Angi: Obviously, we've seen The Game Awards before, but I was thinking of doing like a women in gaming awards.

[25:33] Angi: So it's basically just an award show to recognize and celebrate women's contributions in the industry, whether that be, I don't know, game dev, game development, the, you know, sound design, like quite literally anything and everything.

[25:47] Angi: That would be the goal.

[25:48] Angi: If it's also the most, yeah, prestigious idea or like financial, also like a burden, but it's a it's an idea nonetheless.

[26:00] Angi: Yeah.

[26:00] Angi: What do you think?

[26:02] Ellen: Yeah, it's like, I love this.

[26:04] Ellen: I'd love to see it become like an auxiliary to the actual game awards or things like that.

[26:08] Ellen: But but it would also be great on its own.

[26:10] Angi: Yeah, it's like, either way, it's great.

[26:13] Angi: Yeah, it's like create that recognition.

[26:17] Angi: It's like create recognition for the nominees and the winners and like, raise up these voices and create that motivation for women to be like, I want to win that.

[26:27] Ellen: That's true.

[26:28] Angi: I think that's really important.

[26:30] Ellen: It's like that's a thing I could do because it's like, it's like when I found out there was a BAFTA for video game writing, that was just more motivation for me to be like, okay, this is actually a thing that can be recognized.

[26:41] Ellen: It's like it creates that legitimacy for the idea.

[26:45] Ellen: It creates that motivation.

[26:46] Ellen: And I think like obviously, I'm, I'm not entirely sure, but just based on what I've seen in research and stuff, it, it seems like there aren't very many opportunities for women to feel like they are recognized or at least a lot of women haven't noticed or seen something like that.

[27:01] Ellen: So I think having something that is very public could be a solution indeed.

[27:10] Angi: Yeah.

[27:10] Angi: How do you personally, I kind of just said my own opinion, but how do you personally see the current status of recognition for women in the industry?

[27:17] Angi: I mean, obviously, you know that women in the past haven't been credited in games, but is there anything else you've seen in terms of like, yeah, just inequality issues when it comes to recognition?

[27:36] Ellen: I this is like a thing that I've been like noodling with my brain for a while.

[27:42] Ellen: It's like the balance between like actual recognition and uplifting.

[27:46] Ellen: And then it's like token just tokenization, where it's like it's a woman doing a thing.

[27:51] Ellen: Isn't that cool?

[27:53] Ellen: Yeah.

[27:54] Ellen: Again, it's like you need to have find that balance.

[27:57] Ellen: But gosh, so many things to think about.

[28:01] Angi: Yeah, culture.

[28:04] Angi: Yeah, I I've also already been getting like a lot of different opinions on the way things are perceived in the industry because of just being a woman.

[28:15] Angi: And that's already like, eye-opening for me.

[28:18] Angi: Like I had someone say something about like my skill-building workshop and say something like say like almost that I'm implying that women don't have skills

[28:28] Angi: It's like that's not exactly my purpose here.

[28:30] Angi: But I can see why.

[28:32] Angi: Like, that's maybe a thing in the industry.

[28:34] Angi: You know, people do things just because they want to show that, like, women are they like, oh, we hired a woman or, you know, just like something to show it off but not actually provide any value there.

[28:49] Ellen: Exactly.

[28:49] Angi: I'm finding that out a lot in the research, unfortunately.

[28:54] Angi: Yeah.

[28:54] Angi: Yeah, one thing.

[28:55] Angi: Sorry, go ahead.

[28:57] Ellen: So just one thing.

[28:58] Ellen: I've been one thing that's been like floating around in my brain and all this is so while back well by senior year and it's still going.

[29:08] Ellen: One of my favorite professors founded this group called WITCH the Women in Tech Connection hub.

[29:13] Ellen: It's and it's just a place for like women but also like supportive men and non binary folks as well to just connect and like be uplifted in the gaming industry and discuss like all this stuff you know how to get better.

[29:27] Ellen: But it took her years to even be able to found this organization in the school that's supposed to be all like, oh we're supporting everybody.

[29:36] Ellen: Where again it's like I said that's like there's good a lot of policy support because there's.

[29:42] Ellen: And it's like I heard like this one professor kept going off about like reverse sexism and just like Oh dear God.

[29:48] Ellen: And I was just like I used to respect you professor.

[29:51] Ellen: Who did that no longer that's yeah no you can't I feel like.

[29:59] Ellen: But that I feel like that happens anytime, like any attention is taken off of men for something.

[30:05] Ellen: Yeah, it's like we're it's like more rights for us does not mean less rights for you.

[30:10] Ellen: It's not like a cake.

[30:11] Angi: It's it's a renewable rights are renewable resources.

[30:15] Ellen: Exactly.

[30:16] Ellen: Now that's unfortunate.

[30:17] Angi: Sounds like you have a lot of interesting stories about college from different places, colleague.

[30:27] Angi: Literally.

[30:28] Angi: I don't have as many cool stories, unfortunately.

[30:30] Ellen: But you know, I would not call my stories cool.

[30:33] Angi: But yeah, well, they're, they're interesting, definitely different.

[30:37] Angi: Yeah.

[30:37] Angi: Don't know what to call it, but something the vibe is the vibe is a vibe.

[30:43] Angi: Yeah, there's, there's aspects, yeah.

[30:47] Angi: In terms of the Game Awards, again, what specific aspects do you think like resonate with you and how do you think that could, like, impact the career of women in the industry?

[30:59] Ellen: Again, it's like I think seeing women be celebrated for their achievements specifically could be like a really great motivator for people to come into the industry.

[31:08] Ellen: And also it would be and also it would be like a show of support.

[31:12] Ellen: And like it would create incentive for the industry to further support their devs.

[31:17] Ellen: If done right, 'cause?

[31:18] Angi: If 'cause, they could also take away the message that like, oh, it's like, this is a thing now.

[31:23] Angi: It's been fixed.

[31:25] Ellen: Yeah.

[31:25] Ellen: So it's like, at the awards, you probably need to talk about, like, how?

[31:28] Ellen: Like at the awards ceremony itself, you probably need to like every year, Like, talk about, like, we do this because the problem isn't fixed.

[31:35] Angi: True.

[31:37] Ellen: It's like, yeah, why are we doing it and for what purpose?

[31:39] Ellen: Because yeah, it could be taken, It could be taken wrong

[31:43] Ellen: Make your make your message abundantly clear.

[31:47] Angi: Yeah.

[31:47] I think some people so far have kind of taken it again also in like a wrong way.

[31:52] Ellen: Like, why does it have to be separated?

[31:54] Ellen: Well, for obvious reasons, it's like if it's not being shown in what we typically view or typically to like consume, then you know, got to highlight it somehow.

[32:07] Ellen: And you know, so it may be separated, but at some point it will all be together.

[32:15] Ellen: You know, the inclusivity will be there at some point, Yeah.

[32:21] Angi: Yeah.

[32:23] Ellen: And like, one thing I would just that just came to mind is like, do you include, like, how much do you include men in this like, ceremony?

[32:32] Ellen: Do you have male presenters?

[32:34] Ellen: Do you like, like if someone, if a man writes a really good female protagonist, do you celebrate that?

[32:41] Ellen: It's kind of like, 'cause you should also celebrate like support an allyship.

[32:46] Ellen: But again, it's like that should not eclipse, like the fact that we're trying to uplift women, not the men who support women right now because it's like they're supposed to be supporting the women, right.

[32:56] Ellen: That is a good point actually, because that's very, I think that's very important itself as well that that gives me something to think about if I decide to go on with this concept later.

[33:07] Angi: We'll see, Yeah.

[33:10] Angi: What categories or criteria do you think would should be, like included in the Game Awards?

[33:14] Angi: Because obviously we have like Game development, but do you think there's like other areas that you think women should be celebrated for?

[33:22] Ellen: Well, celebrate companies that do good DEI and inclusion.

[33:25] Ellen: But again, that gets into the weeds of like, do you celebrate men for supporting women or should we just consider that the bare ***** minimum to treat women like people?

[33:33] Angi: Yeah, true.

[33:37] Angi: So yeah, so yeah, So companies as a whole, if it's possible, it's like maybe give them a shout out, but not an award.

[33:47] Angi: You know, where it's like if someone at the company wins this award, it's like because they were and it's like mentioned like if they were supported well or if they did this in spite of the situation that they were in.

[34:01] Angi: It's like I it's like I won this award despite the fact that my company tried to block me every ***** step of the way.

[34:07] Angi: It's like, call them the ***** out, right?

[34:13] Angi: Yeah.

[34:14] I have more alternative ideas that's very small on this page, so I'm going to go back to the one before.

[34:22] Angi: These ones are a little random, but bear with me.

[34:24] Angi: We have a virtual reality workshop.

[34:27] Angi: So in my head it would be kind of similar to like in A Game Awards, but it would be more like some sort of recognition, but through VR.

[34:38] Angi: So yeah, similar.

[34:40] Angi: Then there would be like a interactive game to overcome gender bias, but that one would be interesting and it would, yeah, I don't know how many people would play it, but it's an option.

[34:51] Angi: We have multimedia campaigns for storytelling, so maybe to just to recognize the stories of women that have been in the industry and their stories of getting through what they had to go through and their achievements based on that.

[35:04] Angi: Basically creative competitions to promote inclusivity.

[35:09] Angi: So kind of just like encouraging people to create an idea that could foster more inclusivity and then making it like a competition.

[35:17] Angi: So having some sort of award at the end and finally just game events with inclusivity panels and sessions, things like that.

[35:27] Angi: Are there any of those alternative ideas do you think would better recognize and celebrate women?

[35:45] Ellen: All good ideas.

[35:46] Ellen: I'm just going to squint real quick.

[35:47] Angi: Oh wait, go back.

[35:47] Angi: Sorry.

[35:52] Angi: I'm sorry about that.

[35:58] Ellen: I had a thought and then I lost it.

[35:59] Ellen: But I will say the other thought.

[36:01] Ellen: One thing I'd like about the virtual reality events is includes is like the ID, like the idea of making like this, the wig awards like something that was held virtually could also like gain you coverage in the in terms of like even if they don't want to cover like an event about women in games.

[36:24] Ellen: It's like if it's the first completely virtual reality award show, then it's like a milestone in another way and you kind of have to cover it.

[36:35] Ellen: Sorry, but yet.

[36:38] Ellen: Yeah.

[36:39] Angi: When you were listing off those ideas, it's like I had a thought and it was right there.

[36:42] Ellen: Don't worry about it.

[36:44] Angi: I understand.

[36:46] Ellen: If I think of it, I will tell you, don't worry.

[36:50] Angi: Well, I'll just ask again basically if any of those do you think would be better, do you think, I mean you said that virtual reality would also be like something in itself.

[37:01] Angi: Do you think just a like a appeal wise, do you think any of those are more appealing or do you do you, would you, for example, watch or go to something like The Game Awards or the Wig Awards, not the Game Awards?

[37:17] Ellen: Yeah, yeah.

[37:18] Angi: Again, these all have their own appeals.

[37:20] Angi: But for what I think you're trying to do, I do think that like a lot of those other ideas, like those, the competitions feel like something that would achieve a different goal.

[37:31] Angi: For what I think we're trying to do, what I think we're trying to do, I think this is kind of the best idea.

[37:35] Ellen: Cool.

[37:37] Angi: Yeah.

[37:37] Angi: That's all I really needed to know.

[37:40] Angi: All right.

[37:41] Angi: Yeah.

[37:41] Angi: Well, thank you

[37:42] Angi: That's all I had.

[37:44] Angi: Thankfully, only four frames.

[37:45] Angi: Otherwise I would go on forever.

[37:48] Angi: No problem.

[37:48] Angi: It was nice to hear your perspective.

[37:50] Angi: I'm glad I'm getting perspectives from, like, you know, all sorts of people, whether they're in the industry or trying to get into the industry, things like that.

[37:58] Angi: So although you weren't in the industry, that's completely fine.

[38:03] Angi: And yeah.

[38:04] Angi: So thank you for being up early on in your day off to talk to me about it.

[38:10] Ellen: No problem.

[38:11] Angi: All right.

[38:12] Angi: And if you.

[38:13] Angi: Thank you very much, If you do care to see my research later on, I probably at some point in like January will have like my actual thesis up on LinkedIn.

[38:21] Ellen: But you know, oh heck yeah, I'd love to see it.

[38:24] Angi: You'll be able to see the result of what I chose in the end, some sort of variation of whatever this was at some point, so.

[38:31] Ellen: Oh, yeah.

[38:31] Angi: Yeah.

[38:32] Angi: All right.

[38:32] Angi: Well, I hope you have a good rest of your day.

[38:35] Ellen: Thank you very much.

[38:36] Ellen: I'm going to go do some grocery shopping and get myself a nice sandwich.

[38:39] Ellen: Yay.

[39:01] Angi: Have a great day.

[39:02] Ellen: Bye.

[39:02] Angi: Bye.

[39:03] Ellen: Signing off from the closet.

[39:05] Angi: Have a good one.

[39:05] Ellen: Bye, bye.

Interview with Pinar Arslan, Digital Marketing at Gameplan - Original Frame Boards

[0:00] Angi: I'm going to try and make sure that I can actually present this because I have a presentation, but I was seeing something that it didn't let me use my mic while I did it.

[0:09] Angi: So I'm just going to try and see if it works.

[0:13] Angi: Let's see.

[0:16] Angi: OK, Are you able to still hear me?

[0:20] Pinar: Yeah, I am/

[0:21] Angi: OK.

[0:22] Angi: So I don't know if I already explained it to you, but basically what I'm going to be doing is presenting 4 concepts that I believe would help somehow improve diversity, equity and inclusion within the gaming industry.

[0:40] Angi: And each of them are very different from each other.

[0:41] Angi: And basically, I'm just going to ask you some questions to kind of get a better insight into what it is you think about it.

[0:51] Angi: Of course, let me see.

[0:52] Angi: I wish I could see while I did this, I can only see my presentation, but maybe I can put you over here.

[1:01] Angi: All right.

[1:02] Angi: I think it works.

[1:04] Angi: I might as well now.

[1:04] Angi: All right.

[1:08] Angi: OK, So oh, is it working?

[1:11] Angi: Please work.

[1:13] Angi: Ah, there we go.

[1:14] Angi: OK.

[1:15] Angi: So my concept number one or frame number one as I like to call it, is basically a pop up stand at a gaming convention.

[1:23] Angi: And the overall goal so that you don't have to read literally everything on there is that it's to raise awareness about gender disparities within the industry.

[1:32] Angi: So as you see here, I kind of have some images of what it would look like and it would basically just be a stand at, for example, a gaming convention that would highlight the, the struggles that women face within the industry in order to kind of address and confront those issues and hopefully then raise awareness so that change can be made.

[2:00] Angi: Yeah.

[2:02] Angi: I don't know if you, if you understand it and if you do, yeah, I got it.

[2:05] Angi: Questions.

[2:06] Angi: All right, great.

[2:07] Pinar:: I, I got it.

[2:08] Angi: Yeah, it's a lot of information, but I'll just summarize it.

[2:11] Angi: So the questions that I have in relation to this concept, the first one being, what are your current experiences in the gaming industry and how do you perceive the level of inclusivity and support for women in the field?

[2:23] Pinar: OK, so I've been a gamer for more than 20 years with the gaming industry or the E sports industry.

[2:29] Pinar: I'm in for almost three years, a little bit less than three years.

[2:33] Pinar: But so the level of inclusivity and sports, I'm seeing a lot of projects and a lot of non profit organizations like learning games in social media because I follow it.

[2:47] Pinar: But within the industry I'm not seeing a lot of inclusivity or support or any initiatives like that.

[2:55] Pinar: This could be because I work at a very small company or just could be because of the events.

[3:00] Pinar: Some of the events that I attended are in Turkey and that's really a lot, a lot of a big male population going on.

[3:10] Pinar: So I would say the level of inclusivity and support, I think it's, I perceive it very little as that the terminology, the troubles of being speaking more than one languages.

[3:23] Pinar: But yeah, that's how I pursue it.

[3:26] Angi: Well, that's good.

[3:29] Angi: Good to know because then I know that my research hasn't led me to believe that it's some sort of, you know, perfect industry, let's say.

[3:38] Angi: So what were your first impressions of the concept?

[3:40] Angi: So just tell me kind of the good things and if there was any bad things, let's say I haven't seen the other friends yet.

[3:49] Angi: I guess there's four, right?

[3:50] Angi: But this one I was like, yes, this is what's needed because everyone knows and talks about diversity, equality, equity and inclusion.

[3:59] Angi: But it's always in a couple of sentence sentences in a meeting or when you're chatting with a colleague and they mentioned it sometimes, but it's in public events like these or conferences or networking events or whatever they are called.

[4:13] Angi: I I didn't really see much of.

[4:16] Angi: I've never seen anything like it.

[4:17] Angi: I am sure there are some examples on other countries, but I've never seen anything like this.

[4:22] Angi: And I think it could be important for people to see that, maybe get a brochure, maybe just stop by and learn more about it so they can start applying that today or every day today or everyday lives.

[4:34] Angi: So I love that.

[4:36] Angi: I don't have any negative confidence for this one.

[4:38] Angi: Good to know because I feel like at least a lot of things I heard in the beginning phase of my research was that, you know, there's also just a lack of awareness.

[4:46] Angi: So I feel like bringing that awareness in some way would maybe potentially like be like a catalyst for change, you know, to kind of help things actually change.

[4:55] Angi: Absolutely.

[4:56] Angi: Yeah.

[4:56] Angi: So it's, I mean it's not good to know that there hasn't been something like this, but it's good to know that it's a possibility basically, I guess, but it kind of already answers the next question.

[5:06] Angi: But do you feel like this concept would effectively raise awareness about the issues?

[5:12] Pinar: Yes, absolutely.

[5:13] Pinar: Because, you know, sometimes people do ask me, my colleagues or people in my network, hey, they sometimes don't know about these concepts.

[5:22] Pinar: And that's OK not to know.

[5:23] Pinar: But they ask me and I feel like I'm not the best.

[5:27] Pinar: What is it?

[5:28] Pinar: I'm not the best explained person sometimes because the first don't come to me.

[5:32] Pinar: But I feel like this isn't not my job.

[5:34] Pinar: Like I it's not my job to educate you on this subject.

[5:36] Pinar: You can do your own research.

[5:38] Pinar: So I think this could be a good incentive for them to get to know about this topic.

[5:43] Pinar: And I I think it's also important for women to see or female identifying or other non binary professionals in the network as well.

[5:52] Pinar: I if I saw something like this, I would be oh that's I would feel more empowered or more safe or secure.

[5:59] Pinar: Yeah, that's that's my answer for that one.

[6:03] Angi: It's not a question written down but it just came into my head.

[6:05] Angi: Do you feel like this being set up at like for example a gaming convention would be like the proper setting for this or do you think there's any like other settings that maybe you've experienced where I feel like this would be a a good initiative to have it, you know at that place or at that event.

[6:23] Angi: Are you asking for specific event names or are you asking for in general just like in general?

[6:28] Angi: So like I thought it would be good for like a gaming convention because it's obviously in a place where people that are in gaming or like gaming come to like browse and learn.

[6:41] Angi: But is there any other setting that you think would where this could apply?

[6:49] Pinar: That is a good question.

[6:50] Pinar: I would love to think more of that because I probably will come up with something better.

[6:54] Pinar: But although it's the same thing, there are a lot of online conventions that I watch and I feel like if there was a, what do they call it, You know, I'm sure you've been at online conferences before, so you can click on booths and you can visit them and they talk to you about whatever they are talking about.

[7:15] Pinar: So I think in online spaces as well, if there's a booth like this or stand like this, it could be great so that it gets more visibility.

[7:23] Angi: Cool, great.

[7:25] Angi: That's that's perfectly fine to know.

[7:30] Angi: Yeah, I guess what parts of this initiative resonate with you and what additional like support or resources would you find valuable or that you feel like could be added to a concept like this to make it even better?

[7:49] Pinar: Well then I I I guess I would have another question to answer that what's does this booth or whatever, what was it that you called it, a stands or place recognition, a pop up stand.

[7:57] Angi: So just a pop up stand.

[8:00] Pinar: OK.

[8:01] So what is the main purpose of it?

[8:04] Pinar: What is being discussed or what?

[8:07] Pinar: Who's the target demographic for that?

[8:08] Angi: Yeah, so the target demographic would then just be women working within the industry or at least people working in the industry because obviously you're educating more than just women.

[8:21] Angi: It's more so for the people that don't understand what's going on.

[8:25] Angi: And it would just be basically there to educate and to, yeah, show exactly what the issues are there would in my head be someone there to kind of explain it to people.

[8:41] Angi: So kind of like a host, let's say, or like a someone that is behind the stand kind of, yeah, more insight basically.

[8:53] Pinar: Well, I think that's a good point to start.

[8:55] Pinar: I'm not sure if I have any other comments for the last question that you asked, no worries.

[9:02] Angi: And I have also here on the like thing.

[9:06] Angi: I don't know if you can see it at the moment, but I had to basically come up with alternative ideas that could potentially achieve like the same goal.

[9:14] Angi: And so listed here I have conferences, online discussions, a marketing campaign, a website and just like an online video.

[9:23] Angi: And do you think any of those alternative ideas it would be better to achieve the goal of addressing judge disparities or do you think like this one would be I guess the more optimal choice or the the better choice, right.

[9:38] Pinar: So I think they're all great and awesome choices.

[9:42] Angi: But if you're asking me, I think the main purpose that I would be attending then attending more, supporting this would be so that it reaches more people.

[9:51] Angi: So maybe online discussions or online conferences would be a great addition so that it reaches more people, right.

[9:58] Angi: OK, sure I wrote conferences but I didn't think online, but that's a good thing.

[10:04] Pinar:: Sorry.

[10:05] Pinar:: I I saw that just now.

[10:06] Pinar:: I I so small.

[10:08] Angi: If I saw that it said conferences, I wouldn't have mentioned that.

[10:11] Angi: I'm just saying that now.

[10:12] Angi: No, no worries.

[10:14] Angi: Yeah.

[10:14] Angi: No, I think because it is such a big issue, it is important to kind of cover a lot of people or to make a lot of people aware of it.

[10:21] Angi: So that is a perfectly good point.

[10:24] Angi: All right, We'll go on to the next concept.

[10:27] Angi: So frame #2, call it game changers, embracing diversity.

[10:33] Angi: So this is basically a training program that would be then created for companies to use internally.

[10:41] Angi: So within the company typically like managers, things like that, whoever has some sort of authority and it would basically be used to educate on topics of DEI in order to create a more inclusive workplace culture.

[10:56] Angi: Yeah, in short that's that's what it would be.

[11:01] Angi: So with that being said, the questions I have is, I think you kind of sort of already answered it, but just like the current state of diversity within the industry and if you personally have ever faced any specific challenges, yeah, related to your career, yeah.

[11:18] Pinar: So I have two things to say.

[11:20] Pinar: One, I'm sick right now, so I'm sorry for my voice and I'm a bit slow to understand some stuff.

[11:25] Pinar: And the 2nd is this video is being recorded.

[11:28] Pinar: I'm assuming that's because of the research, but is this also going to be published or published in any way?

[11:36] Angi: I was curious just before I answer that the only thing that will be used from this is I will have to create transcripts in order to prove that I basically did an interview.

[11:48] Angi: But the the actual videos itself will not be.

[11:52] Angi: And I'm not even sure if I will have to include the actual transcripts within the actual thesis document.

[11:57] Angi: I will just have to turn it into my university basically as like a proof.

[12:02] Pinar: No, no, that's OK You can share it with the university.

[12:04] Pinar: I think you would.

[12:05] Pinar: I was just curious maybe if you're gonna do a video edit of people answering these and uploading it to Linkin or whatever, because I was gonna adjust the response.

[12:14] Angi: It's just the transcript basically.

[12:19] Angi: OK.

[12:19] Angi: So the first of all, if there is ever a company that's doing these sort of trainings, I would like to be your first customer.

[12:28] Pinar:: I'll tell the company about this so that we can get a training like that.

[12:31] Pinar: But so just to give you a clear idea, maybe you know this because I filled out your form, but I live in Turkey, I was born and raised here, I live in Istanbul, but I work for a country in Europe every monthly.

[12:48] Pinar: So this is a start up and it's we're not doing games, we're doing E sports education.

[12:52] Pinar: So I'm not a game designer or developer coder or whatever.

[12:56] Pinar:: So the whenever I answer these questions I have I feel like a narrower perspective.

[13:08] Pinar: You know it's probably differs from people who have more experience than me or who are working directly within the gaming sector.

[13:13] Pinar:: So my answer to the current state of diversity and inclusion it this is the company that I work for.

[13:22] Pinar: We are a very male dominated company.

[13:24] Pinar: I would say there are maybe two to three women and 20 to 25 males in the company, which is, I'm not complaining because it was so these people were friends and they started it together and they're all perfectly great, awesome.

[13:38] Pinar: I love working with them, but it also brings specific challenges within the industry.

[13:45] Pinar: I guess working remote also brings that challenges, but so the barriers.

[13:50] Pinar: Or I'm answering the first question right?

[13:53] Pinar: Am I answering it wrong?

[13:54] Angi: OK, so the specific challenges would be that I have this fear of losing this job I have all the time.

[14:02] Pinar: And whenever I encounter a problem that's related with my gender and not with the work, with the work I produce, I get really nervous speaking up about it because I'm thinking, what if they don't like this answer?

[14:16] Pinar: And what if they perceive me as this aggressive person and they let go of me because I need this job.

[14:22] Pinar: So that's, I think, one of the specific challenge I face.

[14:28] Pinar: It's difficult to sometimes communicate issues regarding gender and diversity and inclusivity because I'm afraid that it'll come off as aggressive or it'll come off as like I'm complaining.

[14:41] Pinar: Whereas most of the times I'm trying to actually, I don't want to educate but I want us to because this this sports education, you know, we're doing students, teachers, schools.

[14:52] Pinar: I want us to be more inclusive and diverse with both our product within our styles.

[14:58] Pinar: But it's difficult to do.

[15:00] Pinar: So I think that's why if maybe there is something like this, I haven't looked at it, if he could hire a consultant for this, you know, you know, they do this at companies, they give people's training.

[15:12] Pinar: It's like a presentation or they could visit us so that people would actually listen.

[15:17] Pinar: And it doesn't have to be me, it's a professional, someone that knows what they're talking about and I feel like they will be more heard and they they would understand it better, right?

[15:27] Angi: Yeah.

[15:28] Because I feel like there has to be someone that knows that, like what's going on to be able to train, I guess.

[15:35] Angi: Yeah, I feel like obviously, I wouldn't know for every company, but I feel like that's something that a lot of companies lack.

[15:41] Angi: It's just they don't have that kind of knowledge or sort of, yeah, expertise in the field to be able to actually train it.

[15:52] Angi: Yeah.

[15:52] With that being said, what were your first impressions of the concept?

[15:57] Pinar: The first impressions, It's great.

[15:59] Pinar: I think being able to, if companies have this access to, you know workshops, I think I can read it a little bit of so tiny gender equity seminars then it doesn't have to be what's the word preach to my employees.

[16:20] Pinar: Rather I can just send the management, maybe this concept, this workshop, this program, this seminar and they could just take it from there And that's I think it would affect every female identifying people on the company better about it.

[16:36] Pinar: That's the good part.

[16:39] Pinar: The bad part, I honestly don't have any bad comments about this because everything you mentioned, maybe it's because I'm in a region that's not super good on concepts like this.

[16:48] Pinar: Everything you mentioned, I'm like, wow, awesome, we should have this.

[16:51] Pinar: So I don't know any.

[16:52] Pinar: Yeah, I don't know any negative comments about it.

[16:55] Angi: And would you say that this maybe would be something that should be like a mandatory thing for companies or it should be like for example, like participation from employees?

[17:05] Angi: Do you think that should be something that they choose to participate in or do you think that should be something mandatory that yeah, has to take place?

[17:13] Angi: So I'm even new to the gaming sector, but I was an HR professional before and I think overall every company just doesn't.

[17:22] Angi: I know your research is about gaming industry, but it has to be 100% mandatory, not participatory, because I don't think people will take it that seriously and the participation will not turn out so big.

[17:34] Angi: So I think it has to be mandatory, mandatory training, maybe even people.

[17:38] Angi: When new employees come, that should be one of the mandatory trainings that they go through.

[17:43] Angi: True.

[17:43] Angi: OK, good.

[17:44] Angi: Good to know.

[17:44] Angi: I just want to make sure that's, you know, what's the word, ethical.

[17:49] Angi: But I've heard a lot of people say that, like, stuff like this should be mandatory.

[17:54] Angi: So it's good to see.

[17:55] Angi: Yeah, I think it's ethical.

[17:56] Angi: All right, cool.

[17:59] Angi: I guess.

[17:59] Angi: Yeah.

[18:01] Angi: The next question is kind of already covered it, So I'll just go on to the one after that.

[18:05] Angi: What do you think or what topics and areas of diversity do you think would be most crucial for companies to address?

[18:22] Pinar: And how do you think they can impact the experience of the workers working in these industries?

[18:28] Angi: OK, let me just read that one more time myself.

[18:33] Angi: Yeah.

[18:33] Angi: So the number one area that comes to my mind is hiring more women.

[18:38] Angi: And I know that can be difficult for the gaming industry because they go with this argument, but we only got let's say 20 applications and 19 of them are men with this, one or two of them are women.

[18:50] Angi: So we're just going to go with the best one and that's results with 90% male hiring processes.

[18:56] Angi: So I think it could be good for companies to understand that how you can, if they know how to hire.

[19:05] Angi: Not just because someone is a woman or a female I don't think or non binary, but how can you address those issues in your hiring processes so that you have a more diverse workforce and how you can implement that as such.

[19:18] Pinar: I think that could affect me.

[19:21] Pinar: I need more colleagues who are women and I I think it could also help with people finding jobs because I have a lot of female friends who are having difficulty in finding a job in this field because they don't have a lot of experience because they're new to this like I am.

[19:39] Pinar: So it's the IT becomes this chain cycle.

[19:44] Pinar: They can't get into the field, but then since they can't get into the field, it's creates this process of a lot of it's like a male dominated field and it doesn't get better when it's like that.

[19:56] Angi: That's true.

[19:58] Angi: Yeah, I am.

[19:59] Angi: I can't even imagine like I haven't even graduated yet, but I don't even want to know what it's like out there.

[20:06] Angi: But now I have a clue because I've been asking a lot of people.

[20:08] Angi: So yeah, do you think any of the alternative ideas listed?

[20:13] Angi: I can also read them again because I probably can't see them would be would better achieve the goal.

[20:20] Angi: Creating, creating an inclusive workspace.

[20:23] Angi: We have inclusivity workshops, so it'd be somewhat similar.

[20:27] Angi: We have hackathons for diversity, which I don't really know how applicable this would be, but just getting, for example, game developers to kind of create like some sort of diversity campaign themselves.

[20:40] Angi: We have peer mentoring programs, so kind of the internal things.

[20:44] Angi: So people mentoring each other seminars and some sort of learning platform.

[20:54] Angi: Yeah.

[20:54] Pinar: So I think the fastest and the easiest way to reinforce this concept would be inclusively workshops and gender equity seminars.

[21:02] Pinar: Because I'm thinking if it's a platform, people will think that there's more work to do in that maybe you would have to pay or it's maybe too long to deal with.

[21:12] Pinar: But a workshop or seminar is really easy to enroll and it's just you listen and TuneIn and then you get some idea about it.

[21:20] Pinar: I think those are the best two ideas.

[21:22] Pinar: I didn't say hackathon for diversity, mainly because I'm not eligible for that.

[21:29] Pinar: I can't join hackathons and stuff, but I'm sure that could also be the best answer for someone who's working in a bit of a different field.

[21:39] Angi: And do you think cuz I feel like the training program would be more towards or more so aimed towards like the higher ups in a company?

[21:48] Angi: And I feel like the workshops and the seminars would be more for well, the higher ups and also just the other employees.

[21:56] Angi: Do you think like which one I guess from those would be your favorite or what do you think would can achieve that goal better?

[22:07] Pinar: So I think the management teams are usually more aware of these problems and they usually think more about what can we do better or what are we not doing in the sake of diversity and equity.

[22:23] Pinar: But I think it could be better if the other workforce, the employees, colleagues joined the seminar.

[22:29] Pinar: I think it would be more effective or the sake of this frame.

[22:34] Angi: All right, Sounds good.

[22:37] Angi: And we'll go to the third concept.

[22:39] Angi: We have frame #3 level up.

[22:43] Angi: It's basically just online skill building workshops that would just be offered to women within the industry to improve their skills.

[22:51] Angi: So whether that's game development, design, leadership, even just like anything that maybe they don't have an opportunity to do in their day-to-day work life.

[23:01] Angi: Yeah, Yeah.

[23:03] Angi: So, yeah, first impressions.

[23:07] Angi: Yeah.

[23:08] Angi: So finally that this is also A-frame, by the way.

[23:11] Angi: Do you reveal the frames in the meetings?

[23:14] Angi: Right.

[23:14] Angi: Because I checked your profile and that's the notion I got so that I didn't ask before the meeting.

[23:20] Angi: I can actually, did I reveal it mainly so that there's just like a more authentic reaction?

[23:27] Angi: Yeah, I feel for it.

[23:29] Angi: Yeah, OK.

[23:30] Angi: Good to know.

[23:30] Angi: I was about to regret that.

[23:32] Angi: I didn't ask if that was an option so that I could have asked it better somehow.

[23:37] Angi: But funny that you mentioned this because I've recently signed up for something similar in Turkey.

[23:45] Pinar: It's Google Turkey hand in hand with the Ministry of Technology in Turkey.

[23:50] Pinar: It's called.

[23:52] Pinar: This is a very poor translation, but if you need it I can send you the link like a game and application Academy.

[23:57] Pinar: That's what they call it.

[23:58] Pinar: It's a six month long program.

[24:00] Pinar: They teach you how to create games or applications with the help of AI.

[24:05] Pinar: It's free, but they only accept 2000 people.

[24:09] Pinar: A lot of applications go in as you can imagine.

[24:12] Pinar: But the part that I wasn't going to apply.

[24:15] Pinar: But then I was reading through the list and it say it said the 50% of the class will be made out of women.

[24:23] Pinar: And I was like, oh, there's my chance, I'm not lying Not not only I thought now I have more chance because I thought this was going to be like 90% male students who are interested in Turkey and 10% maybe with women who are in development or similar fields.

[24:40] Pinar: But then I saw that and I was like I have more chance because maybe they're accepting other fields, etcetera.

[24:47] Pinar: And that was one of the first programs that I saw that I could apply because I don't have any form or experience in coding or development.

[24:58] Pinar: And to see that 50% of it is going to be women really was a good incentive.

[25:03] Angi: Right.

[25:04] Pinar: So if there are other programs like these such as like professional development, boot camps or certification programs, I would feel a big push to apply because I love working on myself, learning more things, but I would also feel more confident.

[25:21] Pinar: I think this is one of the things that I lack and that is one of the reasons that I don't apply to these things because I think that people or people will see that I'm not that knowledgeable so they will not accept me.

[25:35] Pinar: But I see that I guess this is I'm talking about sisterhood or something here.

[25:40] Pinar: But I like maybe maybe in programs like these they will give people a chance because they, I don't know if have the necessary qualifications and not they're not going to just see me as so this person doesn't know coding and they're a female person so maybe we shouldn't accept her.

[26:00] Pinar: So this was this left a very good impression on me.

[26:04] Angi: Right.

[26:05] Angi: Do you think because it was like, yeah, like you said because it was also stated that it would be 50% women.

[26:11] Angi: That was in itself as well.

[26:14] Pinar: Absolutely.

[26:14] Angi: Yeah.

[26:15] OK.

[26:15] Angi: I mean the reason I applied.

[26:17] Angi: Yeah.

[26:17] OK.

[26:17] Angi: All right.

[26:17] Pinar: Awesome.

[26:19] Angi: Do you think, at least, obviously you're in esports education, but do you think you've faced any struggles in terms of developing your skills within the industry?

[26:28] Angi: Like, have you not found enough opportunities? Well, besides this program that you applied for, of course, but do you think that's something you've struggled with?

[26:37] Angi: So within the company, no, because I've worked with three different divisions. From the day I started, I started from content, then I moved to customer success, and now I'm doing digital marketing.

[26:49] Angi: So whenever I say that I'm interested in this, they go, you can do it, and then if you do it, mainly because we're a startup, so there's a lot of opportunity to learn and grow.

[26:58] Angi: But the one thing that lacks a lot is that everyone's so young, and being young doesn't mean you don't have a lot of experience, but I think the mentorship opportunity is non-existent.

[27:10] Angi: This was something that I always had access to in my corporate days in HR, but now I don't have it, and I sometimes need some mentoring or coaching career-wise because I'm facing some special problems, maybe due to gender or lack of qualification for the Swamp project that I'm doing, for instance.

[27:30] Angi: But it's impossible to find, and that was one of the challenges I've faced.

[27:37] Angi: OK.

[27:38] Angi: Yeah, that makes complete sense.

[27:39] Angi: And I feel like if there's more programs out there like this, then maybe that 5%.

[27:47] Angi: Yeah.

[27:48] Angi: For what you need to actually gain more.

[27:56] Angi: Yeah.

[27:56] Angi: With that being said, what type of skills and expertise would someone like you be interested in gaining through workshops like these?

[28:00] Angi: So as I said, if I think Women and Games have a program for this anyway, but career coaching or mentorship is very valuable because I'm sure I'm not the only one who doesn't have access to this at the moment, and I can't pay for it at the moment.

[28:13] Angi: So maybe if there are free programs that you can get involved in or material that you can read, that will be very helpful.

[28:19] Angi: But also, since I don't know any coding and anything regarding that, I can't even come up with a good example.

[28:26] Angi: I think if there are more boot camps or certification programs able to just get me started so that I'm more knowledgeable, I will be very interested in that.

[28:36] Angi: I think that's the skill I like.

[28:37] Angi: Cool, nice.

[28:37] Angi: Good to know.

[28:37] Angi: Yeah, we kind of went through all these.

[28:38] Angi: Yeah.

[28:38] Angi: So I mean, you've made it pretty clear that you think like the certification in boot camps would also be like a really good alternative idea.

[28:54] Angi: So I don't know if you want to delve in further into why you think those would also be a good idea.

[29:02] Angi: Otherwise, yeah, I'm just going to ask you basically which ones you think would achieve the goal better, if any of them.

[29:14] Angi: Yeah, one second.

[29:14] Angi: Let me just try to see.

[29:22] Pinar: These are all personal questions, right?

[29:23] Pinar: I'm just answering based on my perspective.

[29:26] Pinar: Is that what you're looking for in the research?

[29:27] Angi: Yes.

[29:27] Angi: So just, yeah, basically just personal opinion of what you think would empower women.

[29:39] Angi: OK, education, let's say.

[29:40] Pinar: So I think the first two, professional development boot camps and diversity and inclusion certifications, would impact me and would like me the most because saying that you attended a webinar or you attended a conference is one thing, but getting a certification of paper, a piece of paper, that's more credible, and I think you have more to show for it with that.

[30:02] Pinar: So I think that will be more impactful.

[30:04] Angi: Yeah.

[30:05] Pinar: And you said that basically the boot camps would allow you to get a start into that as well, to kind of get more experience.

[30:13] Angi: Yeah, definitely.

[30:14] Angi: Yeah.

[30:14] Angi: Gaming skills.

[30:15] Angi: All right, cool.

[30:16] Angi: All right.

[30:16] Angi: We just have one more concept, and I used actual pictures of game awards that have already happened because it's the best way for me to, I guess, show it.

[30:29] Angi: But the 4th concept is basically an award show.

[30:34] Angi: A lot would go into that.

[30:35] Angi: But to recognize and celebrate women's contributions in the industry, basically because I feel like it's important that we bring awareness to what women are doing in the industry as a way to also highlight what they're doing and make them feel, I guess.

[30:53] Angi: Yeah.

[30:53] Angi: Empowered and feel like they're doing something for a reason.

[30:57] Pinar: Yeah.

[30:57] Angi: I feel like in my past research, it seemed like a lot of the women's voices weren't heard or their efforts weren't seen as much as, yeah.

[31:07] Angi: Proposed like their male colleagues.

[31:08] Angi: So yes.

[31:13] Angi: Is that clear?

[31:14] Angi: Yes.

[31:15] Angi: I'm taking notes so that I don't forget what I wanted to say.

[31:18] Angi: Don't worry.

[31:20] Angi: All right.

[31:21] Angi: So with that being said, yes, as all the rest, what were your first impressions?

[31:27] Angi: First impressions?

[31:28] Pinar: Perfect.

[31:29] Pinar: I don't know.

[31:31] Pinar: I'm sure there are some awards for that, but I've never come across an award show specifically for what we're talking about.

[31:38] Angi: And I think it would be very encouraging to see, not only for me but for other women as well, that's we are also getting some recognition and oh, maybe I will get some inspiration or she did it, I can do it.

[31:52] Pinar: I think that's very important.

[31:53] Pinar: So it's a great, it left a great impression on me.

[31:56] Angi: And with that being said, do you think, obviously, you say you haven't really seen something like this, but how do you perceive the current status of recognition just as a whole within the industry currently?

[32:09] Angi: Do you think this could basically address those, you know, inequality issues that we face?

[32:19] Pinar: So I'm seeing the recognition I see is usually coming from other women.

[32:23] Pinar: So women show other women recognition, but I didn't really see much of recognition from companies or other people in the company trying to give credit or recognition to female employees.

[32:37] Pinar: And this could be because I really don't come across a lot of posts like these, be it LinkedIn or social media.

[32:45] Angi: I don't know, maybe I should be searching for these specifically.

[32:48] Angi: But maybe the reason that I can't don't come across these things is that they are not very common, and that's maybe I that that's the reason that I don't see it.

[32:59] Angi: So what was the exact question that I answered that I forgot you had no idea, basically answered it.

[33:08] Angi: OK, perfect.

[33:09] Angi: Yeah.

[33:09] Angi: What aspects of this concept do you think would resonate with you as a woman in the industry?

[33:15] Angi: And how do you think the award show could inspire and impact the careers of women in the gaming industry?

[33:24] Pinar: So, other than motivation and seeing that they did it, I can do it, I think if it—which it probably is—but if it's including a lot of different categories, so not just game development or game design, but other people that are coming from a field like mine because they're also marketing or HR jobs in the gaming industry or esports industry.

[33:46] Pinar: So if it's not just for the developers, I think that could be more helpful, and then we could potentially grow the community because I didn't really feel included in like women in games, such as these kind of communities because I thought I'm not a game designer or game developer.

[34:05] Pinar: So that's they are probably not looking for women like me, you know, But I'm still in a discourse ever or whatever.

[34:11] Pinar: So I think if a lot of categories are included, and I'm not sure if Women in Games is specifically for Europe, I forgot.

[34:22] Pinar: I don't know if you know, but the client that I'm working with currently is in the US There is an association that's in the UK, but I'm not even quite sure about, yeah, the rest of Europe, for example.

[34:37] Angi: OK, OK, well, well, then this doesn't really matter much.

[34:39] Pinar: But I was going to say if it worked for shows like these potentially include more regions, more communities, I think it would also be good because so obviously the US and Europe are more interested in gaming and esports, esports and education, but the work that I'm doing.

[35:01] Pinar: But other communities, other continents may not be that privileged.

[35:06] Pinar: So if they, the companies or women who are also working in that industry in those continents or regions, if they also get some recognition or category-specific category or even get in mind that I think that would be pretty good.

[35:21] Angi: But it's just if it's just yes, I can't say anything about that but yeah, I just want to comment that as well.

[35:27] Angi: So with that being said, besides involving other continents and things like that, what other categories or criteria do you think should be included in something like this to ensure that basically the whole industry of women is properly recognized?

[35:48] Pinar: Well, good question.

[35:49] Pinar: It could be.

[35:50] Pinar: So it could be project-based.

[35:52] Pinar: It could be maybe the best HR project in the gaming industry award.

[35:57] Pinar: I think it could just take inspiration from other award shows and other industries.

[36:02] Pinar: It doesn't have to be just game awards, sorry, it doesn't have to take inspiration from other game awards, but it can take inspiration from other award shows in general.

[36:14] Pinar: So nothing specific comes to mind.

[36:17] Angi: I just wish that as I said other careers in marketing, HR, or even accounting is people do work in accounting there there's a whole sports ecosystem.

[36:29] Angi: So even if they get some seats, I think even that will be because I don't, I'm sorry at this moment I don't have any specific recommendations for categories.

[36:41] Angi: I'm terrible at spontaneous answering, so I'm sorry if I'm like, answering poorly or whatever.

[36:47] Angi: No, it's perfectly yet.

[36:50] Angi: Perfectly yet, you know, sufficient.

[36:52] Angi: All right, fine.

[36:52] Thank you.

[36:52] Angi: So you have, I have alternative ideas for this as well, but they're very small.

[36:58] Angi: So let me just go back for a moment.

[37:00] Angi: Yeah.

[37:00] Angi: Where they're a little, slightly bigger.

[37:01] Angi: So we have virtual and reality workshops.

[37:05] Pinar: Yes.

[37:05] Angi: Which are a little extensive, but now we have an interactive game that would be its own development in a sense.

[37:13] Angi: Multimedia campaigns to kind of tell a story, to recognize women, competitions or creative competitions to promote inclusivity.

[37:24] Angi: And finally, yeah, just game events with inclusivity panels, sessions, things like that.

[37:29] Angi: So kind of something similar to, like Comic Con or something, but like related to gaming and inclusivity and things like that.

[37:38] Angi: You think this concept would be the best for recognizing and celebrating women?

[37:45] Angi: Or do any of those other alternative ideas sound like that could be like a oh, that could work as well?

[37:52] Pinar: Yeah.

[37:52] Pinar: Can we go back to the bigger picture so that I can read a little.

[37:55] Pinar: OK, what exactly is a virtual reality workshop?

[38:00] Pinar: Yeah.

[38:00] Angi: So in my head it was kind of like literally using virtual reality and then kind of almost like you were to have a a word thing but in virtual reality, if that makes sense.

[38:18] Angi: So kind of a showcase of, like, the work that women have done, but in a virtual reality kind of space, right.

[38:26] Pinar: So yeah, something of that nature.

[38:30] Angi: OK.

[38:31] Angi: So no to that, that seems like it's, it almost makes it, it's always kind of productive because it's then in my mind becomes this smaller event that less people attend because I feel like in order for us to promote more diversity, equity and whatever, this needs to be as big as it can get.

[38:53] Angi: So for instance, these are very like big examples, but Blisscon or Twitchcon or other big gaming events, everyone knows about them and we mark our calendars or try to attend or whatever.

[39:05] Angi: So if this event is more similar to that, so I think that would be then game events with industry panel sessions etcetera.

[39:14] Angi: It can be on specific con or convention or it can be a panel as it states here.

[39:22] Angi: I think that would be the best way to come back this frame IRL.

[39:28] Angi: All right.

[39:29] Angi: So do you think the, the panels and things would also just be more realistic than having a like whole award show?

[39:35] Angi: I mean obviously budget wise and production, yes, but base, if you were to just take away the concept of the, let's say feasibility of it, which one do you think would be more appealing?

[39:51] Angi: That could also include the original.

[39:55] Angi: So the awards themselves, award shows.

[40:01] Angi: So maybe hold on.

[40:03] Angi: Can you ask that again, just so that I can think at the same time?

[40:06] Pinar: Yeah.

[40:06] Angi: So which concept, disregarding the feasibility of it, do you think would be the most appealing or like what would you attend?

[40:22] Pinar: So I will not attend a virtual reality workshop, I will attend the others, but I have to pick one and I picked it again the game events and inclusivity panels such as, etcetera.

[40:35] Pinar: And I think that should also be accessible online because not everyone will be able to go in person, but that event should be not online but a real life event.

[40:45] Pinar: And I think that would be the one that's most appealing to me because then I would also try to go not join online, participate online, which I usually do because it's difficult to travel.

[40:55] Pinar: I would just want to go there and meet as women as I can.

[41:01] Pinar: And I would like to extend my horizons and get illuminated and inspired.

[41:05] Angi: All right.

[41:08] Angi: Yeah.

[41:08] Angi: Well, thank you.

[41:10] Angi: That those were all my concepts that I have come up with and it was really nice to hear your perspective on it.

[41:17] Angi: I'm basically going to take everything you said and everything that everyone else is saying and basically either continue with some of them or completely scrap them and then develop it from there.

[41:31] Angi: So by the time my thesis is done and hopefully I can publish it on my LinkedIn, you'll be able to kind of see what I actually went with in the end.

[41:41] Angi: But with that being said, I think you're opinions are very valuable and I can actually now think about something like, oh, how can I improve this or is this worth improving?

[41:52] Angi: So thank you for being here to talk to me today.

[41:57] Pinar: Well, thank you for sparing the time to talk to me.

[41:59] Pinar: I think what you're doing is very important.

[42:01] Pinar: I'm also trying to write my own thesis in gaming, any sports industry not specifically related to gender, but it's been very difficult.

[42:10] Pinar: This is a long journey and I just can't wait for you to publish this.

[42:15] Pinar: I will definitely share both your research and your call for meeting participants only That and with my colleagues and I just can't wait to read it.

[42:25] Angi: I hope my answers were OK or useful.

[42:28] Pinar: And if I if you need anything, I'm always here And yeah, nice to meet you.

[42:33] Angi: Thank you so much.

[42:35] Angi: You as well.

[42:35] Angi: I'm I'm glad that my thesis journey has also kind of provided some connections with people on LinkedIn as well because I kind of started from Ground Zero, having no sort of knowledge, no connections to the industry, anything.

[42:48] Angi: So it's really nice that I get to talk to people like you as well and kind of get a more in depth look into it and just get meet people from the industry.

[42:58] Angi: Same here.

[42:58] Angi: I learned a lot of stuff in this meeting.

[43:00] Angi: So perfect.

[43:00] Angi: That's very useful.

[43:01] Angi: Great.

[43:01] Angi: Thank you so much and thank you.

[43:02] Angi: I'll let you know if I ever need to hear more from you.

[43:08] Pinar: Of course I'll be here.

[43:09] Angi: Great.

[43:09] Angi: Thank you.

[43:11] Pinar: Thank you.

[43:12] Angi: Thank you.

[43:13] Angi: Bye, bye.

Frame Testing #2***Interview with Andrea Perez, Creative Director and Narrative Designer - 1st Iteration Test***

Create a transcript using this interview transcript, include timestamps, and assign names to the text: Angi is the interviewer, Andrea is the interviewee answering the questions:

[0:01] Angi: Recording.

[0:02] Angi: All right.

[0:02] Angi: Then let me present.

[0:05] Angi: All right.

[0:06] Angi: So basically what it's going to be.

[0:08] Angi: I don't know if you've seen my surveys before that I've done, but basically just going to be showing you my frame board that has a concept on it and just asking you some questions.

[0:18] Angi: So yeah, pretty straightforward.

[0:22] Angi: And you could just say whatever your opinion is on it, So.

[0:24] Angi: Yeah, the 1st frame is basically it's called A Quest for Inclusion and it's a free immersive educational seminar with the purpose of raising awareness about gender disparities.

[0:38] Angi: Basically it would be a one hour long seminar that's hosted during like a games conference and that would also include a action plan package.

[0:47] Angi: Oh God, what just happened?

[0:49] Angi: OK, sorry.

[0:50] Angi: It like went to a different screen for me.

[0:52] Angi: Yeah.

[0:53] Angi: So basically it would have a free action plan package for attendees, which would basically just include like a step by step guide that would allow them to make changes in their workplace.

[1:04] Angi: So like resources, educational resources, mentorship programs, like tickets to those or whatever you need for those.

[1:13] Angi: And yeah, just a guide basically.

[1:17] Angi: So yeah, is that kind of clear at least what it is?

[1:23] Angi: Yeah, that seems clear enough.

[1:24] Angi: All right.

[1:26] Angi: And As for questions, I just want to know like what your current experiences are in the gaming industry and how do you perceive the level of inclusivity and support for women in the field?

[1:36] Andrea: So I have a lot of feelings about those because like, not only am I.

[1:40] Andrea: So for context, I I'd say that I've started like getting into game jams and stuff since 2018, and then eventually got to the game industry in 2022 while I was working at fire races for about a year.

[1:54] Andrea: And there's an interdisciplinary component to my experience where like because I'm Latina and then I'm also an immigrant, then my experience is different than that of like other women.

[2:05] Andrea: And I have nothing but good things to say about fire Axis.

[2:09] Andrea: And something happened there that like, you know, it's very commonplace, which is that, you know, we're talking about a project, we're very excited about it.

[2:16] Andrea: So men tend to talk over women.

[2:19] Andrea: So we developed this unwritten rule because there weren't a lot of women.

[2:22] Andrea: And sometimes I'd be the only woman like Latina or not in the room where essentially would be like hey so and so was trying to say something let's hear her out or like hey

this wasn't, I think she wanted to say something was that you wanted to say so we would have this system so women could actually, you know like reiterate and speak and what not despite, you know, being talked over, which helped a lot because we do have a lot.

[2:48] Andrea: We did have a lot of women in leadership positions, which was great because then, you know, the frameworks took into consideration sort of like, you know, some hardships that perhaps women who maybe had to take care of children had in addition to also having to undertake like duties and, you know, clearing JIRA tickets.

[3:09] Andrea: And then, yeah, so I mean, I didn't really face any, like, issues being Latin and stuff.

[3:15] Andrea: Like, you know, sometimes I could only, like, I could speak in Spanish and then people won't understand me because I would like, you know, like I would ask my boss what the time was like.

[3:25] Andrea: Also Colombian.

[3:26] Andrea: Well, he still is.

[3:27] Andrea: And I'd be like, hey, what's the name of this person in Spanish?

[3:30] Andrea: Because, you know, I didn't want them to know that because that may be perceived as like, oh, she just got in or oh, she's seen experience and that type of stuff.

[3:39] Andrea: So it was great having a support system for being Latin American.

[3:45] Andrea: I just felt like at times people didn't quite understand the immigration system or like because there would be things that HR would think like, Oh yeah, don't worry about it.

[3:59] Andrea: It's like, no, no, that's actually a source of concern because like, you know, we need to have a Plan B, Plan C, if, you know, this thing doesn't work out and everything worked out in the end.

[4:08] Andrea: But I definitely wish that there was like more training in place regarding like what the immigration system is like, what procedures to take, especially because, you know, not every visa, not every immigrant is the same, right.

[4:21] Andrea: So basically you had like a, a system in place for women to maybe basically be able to speak more or speak up more.

[4:31] Andrea: And you didn't really have much of, like, a negative experience, too much with like, like within the workplace other than maybe just a cautionary like, you know, if I speak my own language, then, like, how will I be kind of perceived in a way is what I'm getting.

[4:48] Andrea: Yeah.

[4:48] Andrea: All right.

[4:49] Andrea: Yeah.

[4:50] Andrea: And also, of course, there was also like, how do I say, like, there were moments where you could definitely feel that in especially like, when it came to writing.

[5:00] Andrea: Like, there needed to be more people who knew about Latinidad and who knew about nuance.

[5:07] Andrea: Because, again, like if, for example, somebody had an idea about developing like a Latin American character, then you want there to be as many people who are from Latin American vote so that you know you have a successful representation and not a harmful one, right.

[5:25] Angi: Makes sense as as it should be.

[5:28] Angi: Unfortunately, I don't think in every place it's like that yet.

[5:30] Angi: But, you know, we'll get there eventually.

[5:33] Angi: With that being said, what were your first impressions of the concept, the good and the bad, if any?

[5:40] Andrea: I like I I really like the concept.

[5:43] Andrea: The thing like what I I guess my thoughts on it are one that I I feel like there needs to be more of an emphasis on having supportive frameworks for women in leadership and executive positions.

[5:57] Andrea: Because if we have that said then we can see a trickle down effect similar to how for example in Spain City project read in a handful of studios people are now saying that if you are won't or like if you get a period then you don't have to show up to work which is understandable because it's very painful.

[6:15] Andrea: And if, you know, when leadership is predominantly male, male, we don't see that or especially in the era of Roe V Wade, like we need somebody who understands this intimately and can act decisively to, you know, best support all women and all of their circumstances.

[6:31] Andrea: The other thing too is I think that you may want to sort of like be aware of like what conferences you're talking about.

[6:37] Andrea: Because if, for example, you give this talk at AGDC panel for inclusivity, it's going to have a different effect than if you were to do this at a panel about E Sports or a conference that's tailored.

[6:50] Andrea: Like.

[6:52] Andrea: It's a very slight difference, but they're also two different industries and people are going to be in an E Sports conference more so for the competition and the matches and attorneys.

[7:00] Andrea: And unfortunately not like the inclusivity, like incentives.

[7:05] Andrea: I do like I mean I have mixed feelings about the fact that you know a lot of organizations like women in games, the ERG groups that a lot of studios have code COVID.

[7:17] Andrea: I think there's an E sports and coffee thing that also does like you know events for women and marginalized genders.

[7:23] Andrea: The woman game jam.

[7:25] Andrea: I love those events my have a couple of thoughts on them.

[7:30] Andrea: First, it's like the same thing that, you know in September, you know what Latin Americans go through where why is it that, you know, women have to like, shoulder, like the diversification, the like inclusivity incentives?

[7:46] Andrea: Because that's extra labor, that's extra work that you're not being paid for or not compensated fairly, I don't think.

[7:54] Andrea: And then there's also like the whole, like, I understand being inclusive to, like other marginalized genders.

[7:59] Andrea: But there's a certain point.

[8:01] Andrea: For example, in the woman game jam, we had a lot of men join and then they would take up.

[8:06] Andrea: Like, it's one thing if you join as a mentor, but they would take up spot in the live stream away from women away and not focus on the theme.

[8:14] Andrea: Some even have like hand down the portfolio that show women being subjected by for some reason.

[8:19] Andrea: So yeah, weird experience to put it very kindly.

[8:24] Andrea: But again, like I again, I understand having spaces for allies, but there's a difference between a space for an ally and then just like somebody completely, you know, taking over a space that's not theirs, right.

[8:37] Angi: Yeah, no, I completely agree.

[8:40] Angi: So with that being said, so basically the kind of conference that I should probably focus on having this at is some sort of conference that's already focused on inclusivity or is there maybe like a larger one where it would still be like relevant?

[8:58] Andrea: So I think that there's some like there.

[8:59] Andrea: I believe that there are some conferences that because of how large they are, then there's already a good framework for inclusivity.

[9:05] Andrea: So take PAPS Unplugged or GDC into consideration, maybe Gamescom would also be a guest of mine.

[9:15] Andrea: What's another one I know that safe Point is also like a good and DIG are good sort of like reference points, not conferences, but just like you know, they have diversity be sort of like incentives as well.

[9:28] Andrea: And I think that's in gaming as well.

[9:30] Andrea: DDOCI think it would be very well received since they do a lot of sort of like, you know, it's all about uplifting marginalized genders and communities.

[9:38] Andrea: And I think that not being a woman falls into that.

[9:43] Andrea: But that would be my.

[9:45] Andrea: Yeah, those would be like, my suggestions, what else.

[9:50] Andrea: Pat's West.

[9:51] Andrea: Pat's East, I think should also work.

[9:55] Andrea: Trying to think because there's some, like events that because there's so many game industry professionals, it almost seems like a game event, like the Austin Film Festival.

[10:07] Andrea: It's technically just for film, but there's a lot of people who are both like, screenwriters, playwrights, and also narrative designers that are attending that, right?

[10:16] Angi: OK, that sounds good.

[10:17] Angi: Then I'm going to have to do some research into that because I kind of went in with a blind eye, just kind of like, Oh well, this is kind of the setting, but I don't know exactly like specifics.

[10:26] Angi: But I think if I go into specifics it would probably help raise like clarity I guess as well.

[10:31] Andrea: Yeah.

[10:32] Andrea: And also the Latinates in gaming they have like a lot.

[10:37] Andrea: What was it Latinates games Festival which even though it's like to like showcase indie games and stuff could might have like a space for like a panel.

[10:46] Andrea: They also have an like Oneidos which just passed and what was the other one Games Nets and maybe BlizzCon because some companies really want to sort of like go above and beyond.

[10:59] Andrea: So connecting with ERGSI think like there's take two as a woman

[11:10] Angi: So those are definitely some like avenues that you could navigate and maybe having like what's it called like a Google form and asking people like, hey, where do you think it would be the best received, right.

[11:24] Andrea: True that's yeah, 'cause I I want to hear from people that have been to also been to certain conferences or events because otherwise, yeah, I myself, I wouldn't know because I haven't been to any.

[11:34] Angi: So I was like, yeah, I wouldn't have any idea.

[11:38] Andrea: Yeah.

[11:38] Andrea: With that being said currently the primary like target group for this concept is aimed towards human resource managers, but it's come across, it's definitely been received with mixed emotions.

[11:54] Angi: So what do you think is like the proper do you actually who do you, who should I educate basically I personally wouldn't send it to HR.

[12:07] Andrea: I think that certain conventions are the best place because and also like, you know there's events like what's it called any a panel by Code Coven.

[12:20] Andrea: I think Indie Game Academy also has a few every now and then, but it's more to tailor towards like learning.

[12:26] Andrea: And the reason I say this is because like to a in a convention, when somebody shows up to you like your panel, it's because they want to learn.

[12:34] Andrea: And if you just pitch like you know the idea to somebody from HR, it'll be routine to them and they'll probably forget about it.

[12:42] Andrea: Like, I don't want to be a pessimist, but you know, they probably have enough other plays with layoffs happening, I'm not sure.

[12:50] Andrea: But just yeah I I would recommend like educating other game developers and raising awareness bring highlighting resources for women to you know know or having

suggesting for example you know perhaps hey you know if I want is trying to talk then you know do XY CS so you know you let her talk and you don't talk over her.

[13:13] Andrea: So providing that, and I know that it would be like a very niche thing, but I'm sure that there's a lot of leadership collectives or like, you know, conferences, retreats, what have you, where they may be willing to learn that so they can provide a better support framework for their female employees or even female executives.

[13:35] Andrea: And there are some talks like what was it?

[13:38] Andrea: Women in games internationals should have some in leadership with women and stuff.

[13:43] Andrea: So.

[13:46] Andrea: All right.

**[13:46] So basically just women and potentially men who want to be more educated in this topic or like make sort of like make that change within their industry that they're already working.

[14:01] Andrea: Yeah.

[14:01] Andrea: Exactly.

[14:02] Andrea: All right.

[14:03] Andrea: Yeah.

[14:03] Andrea: That.

[14:04] Andrea: Yeah.

**[14:04] Makes sense because at first, when I first did this concept, I don't even remember what the initial target group was.

[14:10] Andrea: But after the 2nd like iteration, people were saying human resource managers, and now everyone is saying not human resource managers.

[14:20] Andrea: So I'm like, hmm, I don't know anymore, But I think that makes sense.

[14:23] Andrea: Like the people that don't already hear about it all the time, kind of.

[14:27] Andrea: So yeah, OK, makes sense, yeah.

[14:31] Andrea: What aspects of this initiative resonate with you and what kind of additional support or resources would you find valuable in regards to this concept?

[14:42] Andrea: I mean, I like it because I find it useful and resourceful.

[14:45] Andrea: You know that it's there to like help other women.

[14:52] Andrea: And I think again, like having sort of like workshops and seminars to not only provide resources for women and like, hey, you know, if you go through a Title 9 infraction here, so you can navigate that, Here's how to report to HR.

[15:06] Andrea: Here's how to you know, without blacklisting or, you know, like offering an alternative of paths to navigate.

[15:13] Andrea: Just being a woman in games, it's very helpful.

[15:16] Andrea: I think that also we say sort of involving people who want to get into games that are hesitant because of say the Kotaku and the scandals and what have you, that would also be helpful.

[15:34] Andrea: Again, like my only grip is that I'm not sure how to best navigate it.

[15:37] Andrea: I know that there's some men who and other allies that you know would be willing to help, but I just kind of it feels weird that you know the, again, the primary labor of these, you know, incentives has to be women.

[15:51] Andrea: But why do we have to take up like that extra mantle?

[15:53] Andrea: And I don't really have a good suggestion for that other other than trying to delegate the tasks to, like men.

[15:58] Andrea: You know, maybe like the not necessarily like the part where like you're hosting the panel because how else would you, you know, have a, you know, an event for women, if not by a woman.

[16:09] Angi: Right.

[16:09] Andrea: Right.

**[16:11] Now that would be like like an alpha male podcast or something.

**[16:15] Yeah.

**[16:15] No, no.

**[16:17] Yeah, that's a it.

**[16:20] It makes sense.

**[16:21] I think it's a good point.

**[16:23] You made that kind of the women don't have to bear the load of it all.

**[16:28] So maybe there's something I can do with that.

**[16:29] I don't know.

**[16:30] We'll see.

**[16:31] Yeah.

**[16:31] So I the last thing about this concept, I had written some alternative ideas which are basically just similar ideas that would get across somewhat of the same message but just differently.

**[16:44] I don't know if you can see them currently, but basically one of them's a networking lounge, a Discord server, as plain as it is marketing campaign, and like educational video.

**[16:57] They're obviously alternative ideas because they're not as cool in my opinion, But what are your thoughts on those?

**[17:02] Do you think any of them would be a better alternative or maybe just like an addition?

**[17:08] Yeah, what are your thoughts?

[17:10] Andrea: I think that having all of them would definitely be accessible because, you know, there may be well that because of different time zones cannot sort of like make it to the same hour unless you have like different sessions.

[17:20] Andrea: But then I feel like that would be too harsh on you.

[17:24] Andrea: So yeah, I would definitely try to explore like other venues because, you know, you need to make sure that people with hearing disabilities, visual disabilities and any other impairments are able to like digest the information and then also share it in an accessible manner.

[17:40] Andrea: Having all texts will also be helpful.

[17:43] Andrea: Captions, that type of stuff should be OK, right.

**[17:48] Yeah, makes sense because I feel like especially I think this one at least this concept is like also in person.

**[17:54] So maybe having that like online version where people can access it and also like you have the subtitles, things like that would probably be of some sort of value.

**[18:07] All right.

**[18:07] Then we'll go on to the next one.

**[18:11] This is also, it's a little bit similar but different.

**[18:15] It's basically a training program.

**[18:18] This is aimed towards key executives, so basically anyone let's like higher up in a company and this would basically be a like mandatory training program to train them about the core issues of diversity.

**[18:33] And basically they're you know, cuz a lot of what I the feedback I got from previous was that it kind of has to be top down.

**[18:40] So like the the issues have to be what's the word?

**[18:47] Sorry, I keep.

**[18:51] Yeah.

**[18:51] So basically the problems have to be taken down from top down basically, let's say.

**[19:00] Yeah.

**[19:00] And basically the whole benefit of this would just be for them to, well get the education, but also they would receive some sort of certification afterwards for DEI.

**[19:10] And also just hope that comes to the benefits of, you know, profitability, employee longevity, things like that.

**[19:22] Yeah, I think that that's a very good incentive.

**[19:25] And it's like, it's also something that I've been struggling with, like finding the answer to where, like how do you have, how do you make, you know, subjects like diversity, Title 9, infraction, prevention and that kind of stuff seem appealing and not like a chore, like, without forcing it onto people.

[19:44] Andrea: Because you don't want them to have, like a negative, like, association with, you know, essentially feminism and whatnot.

[19:51] Andrea: But you also want them to, you know, be active and proactive, like as an ally and helping out.

[19:57] Andrea: So it's a tough thing to balance, but something that I try to do was like making like a quote, UN quote, fun simulation that was very interactive, very narrative heavy, so that people actually felt like they were.

[20:11] Andrea: Sort of like have navigating an office space with, you know a male superior harassing them or what have you so they know how uncomfortable that can be.

20:20

Angi: So basically just having something that doesn't feel forced that kind of is more appealing to the people so that they.

20:29

Andrea: Yeah.

20:29

Angi: It feels weird.

20:30

Andrea: Yeah.

20:30

Angi: So they don't get a bad impression and then it make it like worse in some way.

20:36

Andrea: Yeah.

20:36

Angi: OK Yeah.

20:40

Angi: So I guess, yeah, you kind of already answered a bit, kind of how well this would work.

20:46

Angi: Because you, you know, you think what keeps happening?

20:48

Andrea: Sorry, my, Oh my screen.

20:50

Angi: It keeps like switching pages.

20:52

Angi: Yeah, you kind of already explained that.

20:53

Angi: Basically it would probably have to be something that's more interactive, more less forceful.

20:58

Angi: But with that being said, what kind of topics do you think are like the most crucial to address in these kind of trainings?

21:07

Angi: I've gotten several different kinds of responses, but like, from your own experience, what do you think is like, what do these higher-ups kind of need to know in order to achieve kind of, well, positive diversity?

21:23

Andrea: Let's say, how to best communicate, How to provide a healthy framework for mothers to be able to work effectively, How to provide a safe framework for women who are immigrants navigating the system?

21:37

Andrea: Those would be like the subjects on my like that I can think of or also how to like this is more of like a race thing maybe, but also how to how to prevent like discrimination or like microaggressions to any Latin American you know, like don't bring up drugs or you know the cartel like things like that of the sort where one would think they're, you know, basic common sense.

22:03

Andrea: But you'd be surprised.

22:05

Angi: Yeah.

22:05

Andrea: No, I mean, just from not even, not even having entered the workforce yet, just being around like an International School my whole life, you know, you get people that make comments about, well, wherever you're from, in my case, like, you know, being an American even, it's like Europeans think very obvious things about your America.

22:27

Andrea: So it's like I I completely understand where you're coming from.

22:32

Angi: All right.

22:32

Angi: Yeah.

22:32

Angi: And I also, for this one, had some alternative ideas.

22:39

Angi: So those are inclusivity workshops.

22:43

Angi: So more hands-on rather than just like a training program, hackathons for diversity, A peer mentoring program, gender equity seminars and some sort of learning platform.

22:57

Angi: Don't really know what else about that, but just at the very basic of it, just like, yeah, a learning platform.

23:04

Angi: What do you think of those?

23:05

Angi: And do you think any of those will work better for this kind of same goal?

23:09

Andrea: I think that one that you should definitely need not, I think, is promoting STEM for women.

23:19

Andrea: Because, God, I cannot tell you like how difficult it was in women in games to like in the women in Game Jam, how to find a female programmer.

23:30

Andrea: Because, you know, there's not that many like education.

23:33

Andrea: Like now there's, you know, schools that are starting to, you know, incorporate women in games, ambassadors and what not.

23:39

Andrea: But even then it's a struggle finding somebody like a woman who can program.

23:45

Andrea: Because, you know, usually we see them as designers, community managers, social media managers.

23:50

Andrea: Nothing wrong with that.

23:51

Andrea: But then you know, if say that you're making a a game where the protagonist is female and there's certain, like features and mechanics that the programmer needs to understand fully, then if it was a guy, then no matter how good your communication is, then sometimes because you don't have the experience, like it falls flat or it's not as authentic and it doesn't feel as real or immersive.

24:15

Andrea: Then if a woman had done it right.

24:18

Angi: OK, yeah.

24:19

Angi: And I mean, as far as I understand, there's like large lack of any sort of women in STEM as much as, I mean one of my surveys, I think like 70% of them hadn't had education in STEM.

24:34

Angi: So I think, yeah, that is.

24:36

Angi: And then of those, how many have a master's degree?

24:39

Andrea: True.

24:40

Angi: Yeah, I didn't ask that.

24:41

Angi: But like, I mean I think I know I did ask that, but I don't remember.

24:46

Angi: I think it was a very small percentage.

24:48

Angi: I think bachelor's was, you know, still up there and like there was still a good amount.

24:52

Angi: But yeah, Masters was very small.

24:56

Angi: So, yeah.

24:57

Angi: No, it makes sense.

24:58

Angi: All right.

24:58

Angi: So you think that would kind of fit into, like, would that fit into, like, the hackathon for diversity or like, the workshop?

25:06

Andrea: Yeah, it would.

25:07

Andrea: Absolutely.

25:08

Angi: Nice.

25:09

Angi: All right, Well, I guess, Yeah, That's all I really need to cover about this one.

25:16

Angi: Yeah.

25:16

Angi: So frame #3, this is AI feel like a lot of these just end up being some sort of program.

25:22

Angi: But this is an online team-based leadership development program.

25:28

Angi: So the main goal for this would just be to include trainings for like assertiveness and communication skills with hands-on guidance from like other women in the industry.

25:41

Angi: So because I've heard a lot about there being this kind of like bro culture and kind of like, yeah, like even like you said, the sorry voice is kind of being almost diminished because of the whole, Yeah, men just being overpowering in that sense.

25:58

Angi: So these workshops would basically just be there to for women that maybe aren't comfortable speaking up to allow them to learn how to.

26:09

Angi: Yeah.

26:09

Angi: So what are your first impressions?

26:10

Andrea: Again, Like, I I like that idea and I do also.

26:18

Andrea: Another idea that it came to mind was perhaps having like trans inclusive spaces and how to sort of like best support transgender women because especially with, you know, like the incoming bills that are coming through in the United States, then that's something that I think is needed now more than ever.

26:36

Andrea: But yeah, I mean, I I like the idea would fully support it.

26:40

Angi: Nice.

26:43

Angi: Have you yourself had any, I guess I'm sorry, stupid thing.

26:51

Angi: Have have you had any issues or like challenges that you face in regards to, yeah, issues of being assertive or like, communicating?

26:59

Angi: Because I know you mentioned it a little bit earlier, but well, you again labeled as, oh, you're being too emotional or like, why are you raising your voice lower down, your voice quiet down?

27:12

Angi: Because people are just not used to women being loud or people or women being assertive.

27:17

Andrea: But there's one where you have to be assertive and you have to sort of like stand your ground.

27:22

Andrea: Like especially like in meetings and stuff without being like because you also you can't be as competitive or conflicted as a guy because that just, you know paints you as sort of like this you know angry woman made this like Femi Nazi or whatever serious if they want to like you know put on you.

27:42

Andrea: And I've even like how do I say this like I've had to navigate like men just like straight up DM ING me without like me agreeing and then saying that Oh yeah I was talking to you just like you know them testing me that and I'm like you know that's kind of messed up especially like you know post Gamergate.

28:00

Angi: Right.

28:01

Angi: And then it's like, oh, you're being too emotional.

28:03

Angi: It's not that big of a deal.

28:04

Angi: Like, you know, it's and they were trying to defense stalking and you know what I mean?

28:10

Andrea: So it was very strange.

28:13

Andrea: But what can you do?

28:17

Andrea: I was just trying to learn unreal and get that happened.

28:22

Andrea: But so yeah, I guess also like having trainings on, like what is proper like etiquette, especially with people who seek mentorship.

28:32

Andrea: Because despite being a mentor, I've had mentee sort of like completely disregard my advice or talk over me or say like or just be defensive about feedback.

28:44

Andrea: And despite me telling them like, hey, you cannot have an this is a real story.

28:48

Andrea: Somebody had a 900 page Google Docs portfolio.

28:55

Andrea: And The thing is each page had like a link to like 1000 other pages.

29:02

Andrea: It had game design, narrative design, game journalism, IT.

29:06

Andrea: And I'm thinking my brother in Christ, you know, I didn't think like that.

29:11

Andrea: But I did tell them like, hey, you may want to consider disability because here's like, here's the, you know, reality of it.

29:19

Andrea: You're going to be one in 3000 because you have no experience formally as an aerial designer and you're out here with this 900 page portfolio.

29:31

Andrea: No recruiter is going to spend that much time.

29:32

Andrea: They might actually discard it because you don't know how to best pitch yourself or what your best things are and not everything.

29:39

Andrea: Some of them were like high school projects, for God's sake.

29:41

Andrea: Yeah, I don't really need those anymore at that .0.

29:46

Andrea: That's wild.

29:47

Angi: All right.

29:48

Angi: Yeah, yeah, with that being sorry, I just like lost my train of thought after that.

29:53

Angi: That's that's crazy.

29:55

Angi: I thought my like 3 page like CV was too much at some point.

30:00

Angi: But anyways, yeah, with that being said, yeah wait, I'm like reading my own questions as if I don't remember them anymore.

30:15

Angi: Yeah.

30:16

Angi: Do you think this would be or like be able to create some sort of like supportive or empowering environment for women in the gaming industry And yeah, if so or yeah, just let me know like, do you think this would help create an empowering environment or because I feel like some women also saw this as a almost, I don't know what the word is.

30:40

Angi: Yeah, A negative thing because they they assumed, like, does this mean we don't have skills?

30:47

Angi: That's kind of the way they took it.

30:48

Angi: Oh, the pygmies, Let's be honest.

30:51

Angi: It's happened several times so far.

30:54

Andrea: No.

30:54

Andrea: And I'm like, no.

30:55

Andrea: Like, I've had people sort of like, say that like, oh, yeah.

30:58

Andrea: But as a woman, I can work with guys.

31:00

Andrea: And I'm like, that's fine, good for you.

31:03

Andrea: But if there's a space that's for women and marginalized genders, do you think that a guy should be there?

31:10

Angi: It's a yes or no point blank question, right?

31:14

Andrea: Yeah.

31:15

Andrea: I mean, I can see where they're coming from, but the vast majority of women would disagree with that.

31:22

Andrea: In my opinion, just because, like, again, we kind of need these events because if not, like, if not us, then who will do them?

31:35

Angi: Kind of, Yeah, that's true.

31:37

Angi: Yeah.

31:38

Angi: So you would say that it's better to kind of offer this rather than just not do it at all.

31:45

Andrea: Yeah.

31:45

Andrea: Some people think it's almost condescending for like me even to, like assume that, you know, that women need these skills.

31:54

Andrea: But then I've also had women say, like, I need these skills.

31:58

Andrea: So it's like, which one is it?

32:02

Andrea: I don't know.

32:02

Andrea: So it's good to know that at least you think that.

32:05

Angi: Yeah, like the the weird.

32:06

Angi: I mean the only things that I that would like, I mean not be negatives but like maybe like mini cons, if that makes sense.

32:15

Angi: Let's see.

32:17

Angi: I think that how do you say basically it's a shame that we need these events because if it's kind of like enabling men to continue their status quo while we're the ones doing the labor again gives us extra work.

32:35

Angi: But they're necessary though, right?

32:38

Andrea: Yeah, OK, good to know, good to know.

32:40

Angi: Then I don't have to like think too too deeply into this.

32:44

Angi: Yeah.

32:45

Angi: So with this I also have alternative ideas as I do for every concept.

32:49

Angi: And basically something similar would be a professional development boot camp who knows how long.

32:56

Angi: Just a longer version, basically just simply providing ADI certification.

33:04

Angi: Then there's webinars, mentorship, exchange programs and simply just a job fair to like, you know, if women want to achieve these or pursue these executive roles, they have like a quite literally just A to B way of doing that by going to a job fair.

33:25

Angi: Do you think any of these alternative ideas you were cutting now?

33:29

Angi: Yeah, so basically for alternative ideas, I just have well, boot camps for professional development, DI certification, webinars, mentorship, mentorship, exchange program and a job fair.

33:47

Angi: Are any of those do you think would be I guess a better?

33:53

Angi: Am I still cutting out, By the way?

33:54

Angi: I don't know if you can still hear me.

34:24

Angi: Hello.

34:25

Angi: Hello.

34:27

Angi: Hello.

34:28

Angi: Can you hear me now?

34:30

Angi: Yep.

34:32

Angi: All right.

34:32

Angi: Yeah.

34:32

Angi: So I don't know how much you heard, but not much.

34:40

Angi: Yeah.

34:40

Angi: So I as the other concepts, I have also alternative ideas for this one and basically that.

34:50

Angi: The other ideas would be professional development, boot camps, DEI certification, interactive webinars, mentorship exchange program and job fair.

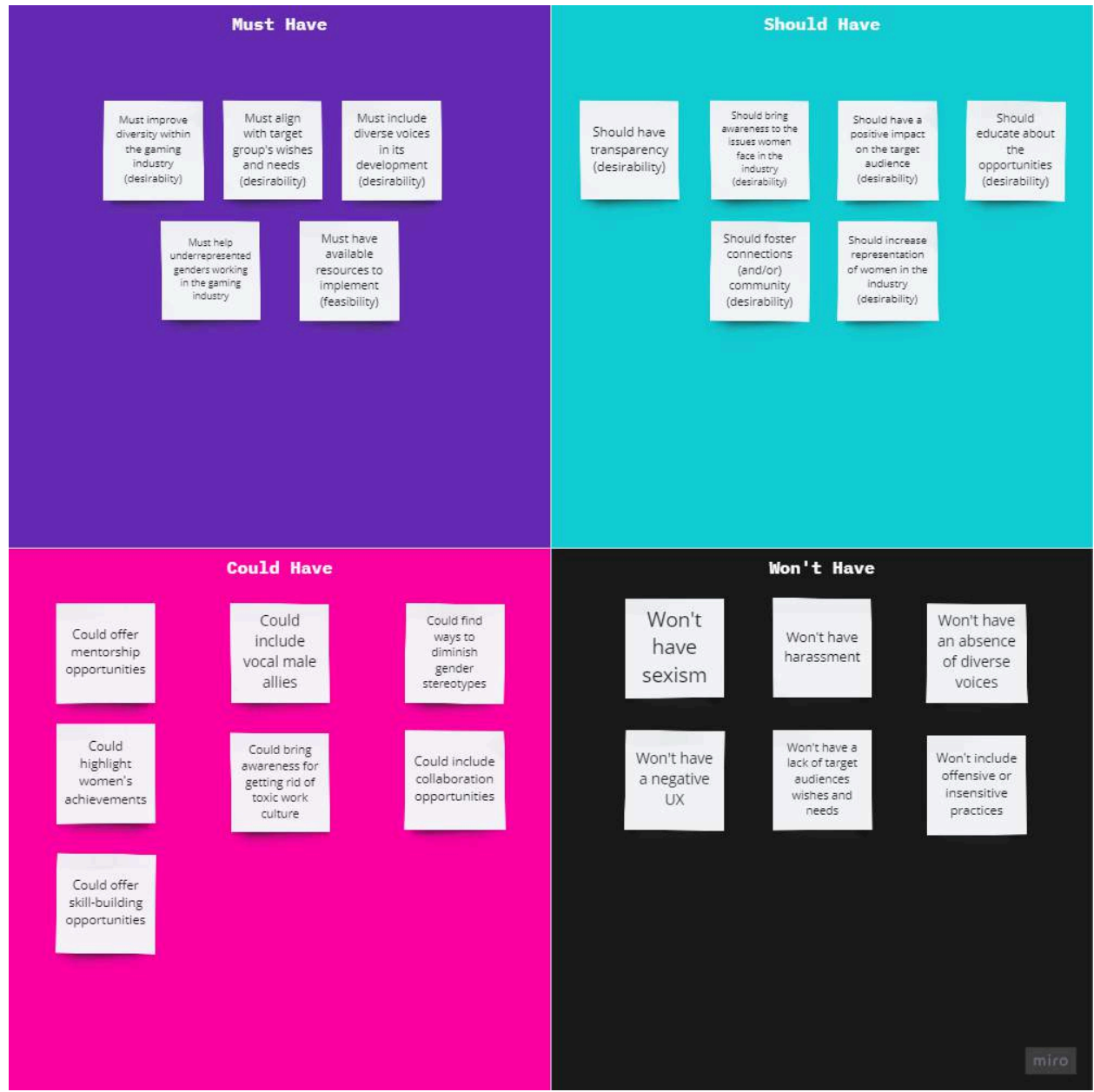
35:02

Angi: Are any of those do you think would better achieve the goal of empowering women?

35:07

Angi: Or do you think like this is the best, yeah, way to go, let's say.

Appendix L: Design Criteria (MoSCoW Model)



Appendix M: Budget Breakdown

A Quest for Inclusion:

Front End Analysis: \$3,695

Instructional Design: \$4,722

Lesson Plan Development: \$3,492

Action-Plan Package: \$2,331

PowerPoints: \$4,667

Project Management: \$1,987

Other: \$700

TOTAL: \$21,594

(Chapman Alliance, 2020)

Leading the Change:

Course Length: 60 (minutes)

Development Time: 127 hours

Hourly cost of training development: \$166.6625 (per hour)

TOTAL: \$21,166

(eLearning Art, 2022)

Level Up Your Gaming Career:

Course Length: 320 (minutes)

Development Time: 2485 hours

Hourly cost of training development: \$37 (per hour) (Salary.com, 2023)

TOTAL: \$91,957

(eLearning Art, 2022)

Uniti Gaming Convention: (Social Tables, 2021)

Venue: \$24,700

Speakers and Presenters: \$45,000

Additional staff: \$24,960

Advertising: \$5,000

Printed Brand Elements: \$3,600

Rentals: \$4,200

TOTAL: \$107,460

Appendix N: Harris Profile Criteria

	Must improve diversity within the gaming industry	Must align with target group's wishes and needs	Must include diverse voices in its development	Must help underrepresented genders working in the gaming industry	Must have available resources to implement
 -2 points	Would not improve diversity in the gaming industry in any manner	Is not desirable to the target group's wishes and needs at all	No diverse voices are present in the development of the concept	Does not make any impact for the careers of underrepresented genders working in the gaming industry	Requires an unrealistic time and financial investment
 -1 point	Would not improve diversity in the gaming industry in a noticeable manner	Meets barely any of the wishes and needs of the target group	Very few diverse voices are present in the development of the concept	Barely makes any impact for the careers of underrepresented genders working in the gaming industry	Requires a moderate time and financial investment
 +1 point	Has the potential to improve diversity in the gaming industry slightly	Aligns with the target group's wishes and needs	Many diverse voices are present in the development of the concept	Positively impacts the careers of underrepresented genders working in the gaming industry	Requires minimal time and financial investment
 +2 points	Has the potential to improve diversity in the gaming industry tremendously	Aligns with the target group's wishes and needs tremendously	The majority of people present in the development of the concept are diverse	Positively impacts the careers of underrepresented genders working in the gaming industry, leading to further opportunities	Is easily achievable with WIGI's current time or financial resources 

Appendix O: Harris Profile Justification

Frame 1: A Quest for Inclusion

Must improve diversity within the gaming industry: (-1)

- Justification: The program has the potential to improve diversity by addressing gender disparities in the gaming industry. However, the impact is not noticeable, so it is rated as having the potential to improve diversity in a noticeable manner.

Must align with the target group's wishes and needs: (-1)

- Justification: While the program is designed to address gender disparities, it's essential to ensure it aligns with the specific wishes and needs of the target group. At the end of testing, target group has mixed reactions, hence rated as meeting the needs but not to a tremendous extent (Brown, 2023m).

Must include diverse voices in its development: (+2)

- Justification: The concept specifically mentions external specialists, indicating the involvement of diverse voices in the development of the program. This commitment to diversity in development is clear, earning it the highest score.

Must help underrepresented genders working in the gaming industry: (-1)

- Justification: While the program aims to positively impact the careers of underrepresented genders by providing resources and education, the specific outcomes and long-term impact are not clear in the concept's current state. Therefore, it's rated as having the potential to make only a noticeable impact.

Must have available resources to implement: (+2)

- Justification: The program is described as a 3-day long, free initiative with an action plan package. It offers educational workshops and resources, making it seemingly achievable with minimal time and financial investment. Therefore, it scores a high +2 on this criteria.

Frame 2: Leading the Change

Must improve diversity within the gaming industry: (+1)

- Justification: The program focuses on educating key executives and HR on diversity and inclusion issues, potentially leading to more inclusive workplace cultures and diverse hiring practices. It has the potential to improve diversity in the gaming industry slightly.

Must align with the target group's wishes and needs: (-1)

- Justification: While the concept addresses the need for top-down training, the extent to which it aligns with the wishes and needs of key executives and HR is not explicitly detailed. The -1 rating is based on the results of final frame testing showing that it may not fully meet these needs (Brown, 2023m).

Must include diverse voices in its development: (+2)

- Justification: The personal one-on-one comprehensive training allows for diverse voices to be involved for each attendee and their coach, therefore, it is given a +2 rating

Must help underrepresented genders working in the gaming industry: (-1)

- Justification: The concept aims to positively impact the work life of marginalized employees, but the specific outcomes and long-term impact is not strong. Therefore, it's rated as -1 for the potential to make a noticeable impact.

Must have available resources to implement: (+2)

- Justification: While the training program is one-on-one and tailored, potentially being resource-intensive, the potential for increased profitability and employee longevity suggests a positive return on investment in the future, therefore it gets a +2.

Frame 3: Level Up Your Gaming Career

Must improve diversity within the gaming industry: (+2)

- Justification: The program is specifically designed to address gender inequality in the gaming industry by empowering women to pursue leadership roles. It has the potential to make a tremendous impact on improving diversity by providing training and mentorship opportunities.

Must align with the target group's wishes and needs: (+1)

- Justification: The program directly addresses the needs identified through interviews and surveys with women in the gaming industry, providing solutions to

challenges such as lack of growth opportunities and assertiveness in a "bro culture." While it aligns with the wishes and needs, it may have additional room for iterations based on individual needs (Brown, 2023m).

Must include diverse voices in its development: (+2)

- Justification: The frame focuses on collaboration with industry professionals and mentors. The involvement of experienced individuals from the gaming industry shows the possibility of the involvement of diverse voices.

Must help underrepresented genders working in the gaming industry: (+2)

- Justification: The program explicitly aims to positively impact the careers of underrepresented genders in the gaming industry by providing them with confidence-building tools, communication skills, and networking opportunities. It is likely to lead to further opportunities for career advancement.

Must have available resources to implement: (+2)

- Justification: The program is online, offering training sessions, communication courses, and networking opportunities. It seems easily achievable with the current time and financial resources, making it a feasible concept.

Frame 4: Uniti Gaming Convention

Must improve diversity within the gaming industry (+1):

- The convention promotes inclusivity by specifically targeting underrepresented genders in the gaming industry. It aims to acknowledge, celebrate, and address the achievements and challenges faced by these groups, contributing to the improvement of diversity within the gaming industry.

Must align with the target group's wishes and needs (+1):

- The convention directly addresses the wishes and needs of its primary stakeholders, including women, non-binary, trans, and femme-identifying individuals in the gaming industry. By providing a platform for recognition, celebration, and networking, it caters to the wishes and needs of the target group (Brown, 2023m).

Must include diverse voices in its development (+2):

- The concept involves diverse voices significantly in its development. As it aims to celebrate underrepresented genders, it's crucial that the planning and execution of the convention include perspectives from various backgrounds, ensuring a well-rounded and inclusive event.

Must help underrepresented genders working in the gaming industry (+1):

- The convention positively impacts the careers of underrepresented genders by recognizing and celebrating their achievements. By providing networking opportunities, professional development workshops, and acknowledgment, it contributes to the advancement and empowerment of individuals in the gaming industry.

Must have available resources to implement (+1):

- The concept can be achievable with Women in Games International's (WIGI) current time and financial resources. While it involves various components such as game exhibitions, esports tournaments, and DEI educational programs, these elements are common in gaming conventions, and WIGI's experience in organizing events shows it can be a feasible implementation.

Appendix P: Develop Phase Test #1 Feedback, Test Results and Mood Board Iterations

Mood Board 1: Level Up Your Gaming Career

Questionnaire Feedback:

Program Design and Participant Concerns :

- Mixed feedback on the exclusive focus on women, with a suggestion for a similar program for men (Brown, 2023f).
- Concerns about potential participant burden and recommendations for a balanced, two-sided approach (Brown, 2023f).
- Emphasis on the importance of leadership, communication skills, and assertiveness in addressing gender inequality (Brown, 2023f).

Structural Recommendations and Visual Enhancements:

- Suggestions to minimize participant time commitment and space out sessions for practical application (Brown, 2023f).
- Recommendations for enhanced diversity representation, game-oriented visuals, and more vibrant promotional materials (Brown, 2023f).
- Positive responses to the communication skills course and a desire to include leadership as a focal point (Brown, 2023f).

Empowerment and Networking Preferences:

- Recognition of crucial skills for women's advancement in gaming, including communication, networking, empathy, and openness (Brown, 2023f).
- Interest in networking events, local participation, and additional features like advocacy for allyship and career guidance (Brown, 2023f).
- Positive feedback on the program's contribution to personal and professional development, with recognition of benefits to career trajectory (Brown, 2023f).

Expert Interview Feedback:

Positive Feedback:

- Alex acknowledges the importance of ensuring every participant participates actively in the sessions (Brown, 2023o).
- Alex appreciates the focus on communication skills and assertiveness in the training program (Brown, 2023o).
- Alex supports the idea of making the training available online to accommodate more people, while also highlighting the need to consider different time zones (Brown, 2023o).

Constructive Criticism:

- Alex suggests incorporating role-playing sessions and providing a communication skills course workbook for the attendees (Brown, 2023o).
- She expresses the need for more engaging and interactive training methods, such as role-playing, to enhance the effectiveness of the program (Brown, 2023o).

- Alex points out the importance of avoiding quiet participants and emphasizes the value of role-playing in training sessions (Brown, 2023o).

Mood Board 2: Uniti Gaming Convention

Questionnaire Feedback:

Legal and Logistical Considerations: (Brown, 2023f)

- Identification of potential legal issues with the name "Unity," emphasizing the need to avoid trademark conflicts.
- Acknowledgment of logistical challenges, highlighting funding, exclusivity, and affordability concerns.
- Recommendation to incorporate online elements for cost reduction and improved accessibility.

Decentralized Convention Model: (Brown, 2023f)

- Suggestion for smaller, decentralized conventions worldwide to enhance inclusivity.
- Recognition of benefits in connecting mini conventions, sharing content, and fostering a global exchange of ideas.
- Acknowledgment that the proposed convention may be more of a "nice to have."

Diversity and Inclusion (DEI) Aspects: (Brown, 2023f)

- Recognition of existing achievements and inclusivity panels in the gaming industry.
- Emphasis on differentiation and fulfilling specific needs in the proposed convention.
- Effective communication of commitment to DEI with recommendations for more gender diversity representation.

Expert Interview Feedback:

Positive Feedback: (Brown, 2023o)

- They like the idea of like celebrating women and marginalized communities in one space, but it is a far-fetched idea. Have smaller conventions around the world instead.
- She appreciates the effort to create a convention that is larger in scope and recognizes the potential impact of the event.

Constructive Criticism: (Brown, 2023o)

- Alex suggests reconsidering the name of the convention to avoid potential confusion with the Unity gaming engine.
- She highlights the importance of addressing potential backlash related to the event's name, indicating a need for careful consideration of terminology.
- Having structured networking experiences would be really nice

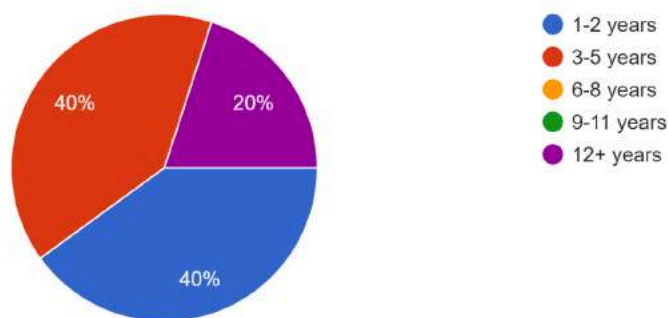
Concept Development #1: "Level Up Your Gaming Career" vs. "Uniti Gaming Convention" #1

What is your current role in the gaming industry?

1. I test video games to look for bugs or other problems
2. Game play programmer
3. Developer Experience Engineer
4. i'm a game designer
5. Product Manager

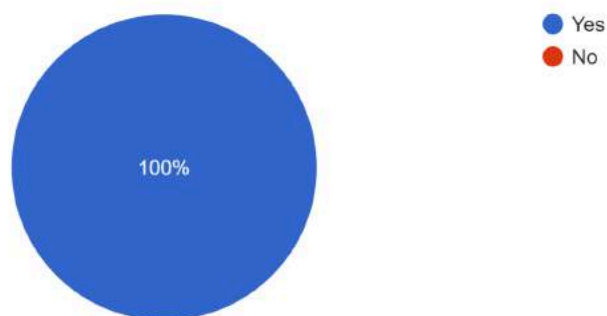
How many years of experience do you have in the industry?

5 responses



Have you faced any gender-related challenges in your career?

5 responses



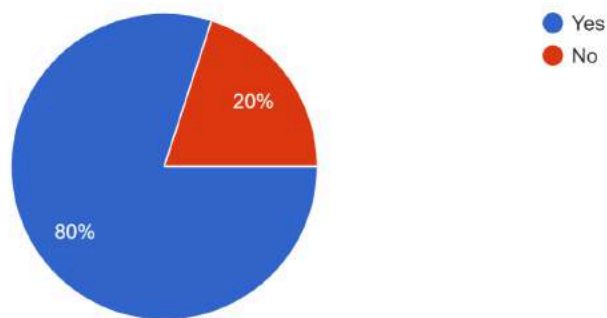
Level Up Your Gaming Career Questions

What are your initial thoughts and feelings when you look at this mood board?

1. Seems like a good thing to implement
2. Curious and trying to understand it
3. Feel encouraged, hopeful
4. I like it! I think it encompasses a lot of the things i'm missing right now, like a female network and communication platform
5. I like the text but don't feel at all represented in the images. Everyone looks super feminine and many of them look like they work in professional/corporate style office settings, which is only one arena of the games industry. I also don't get enough sense visually of what they're able to do (ie seeing them coding, running meetings, working in Jira or Unity or with animation or graphics programs). I know there are limitations and this is a good start, but it seems exclusive to cis, femme, straight-reading corporate style women. It's great to see the racial diversity, but the gender diversity and job style diversity seems lacking.

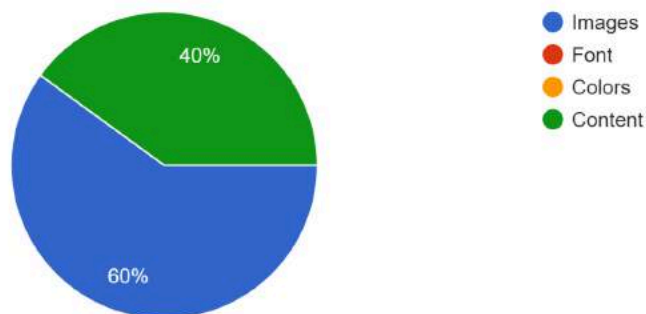
Does the mood board accurately convey the concept and purpose of "Level Up Your Gaming Career!"?

5 responses



Which elements on the mood board catch your attention the most?

5 responses

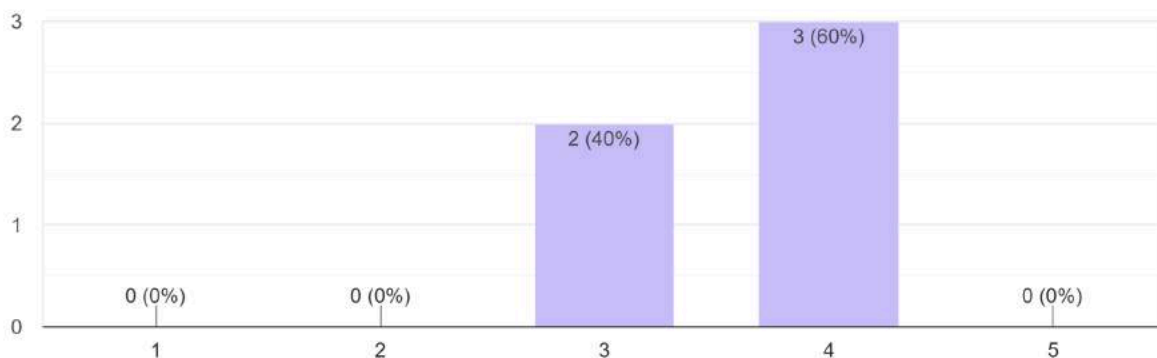


Are there any specific colors, images, or graphics that you find visually appealing or unappealing?

1. I would use some bright neon colors
2. The colours are cool I love them
3. I did like the images with diverse groups of women
4. The purple! I think it balances male and female and gives an open tone
5. See above.

How well do you think the mood board represents the theme of empowerment and confidence?

5 responses

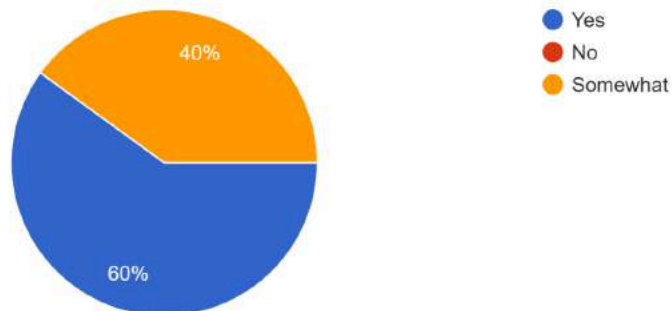


Are there any changes you would suggest to enhance the sense of empowerment?

1. Not atm
2. See above.

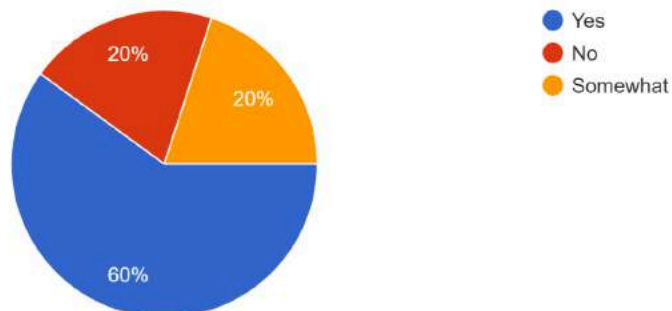
Does the mood board effectively communicate the program's commitment to diversity and inclusion?

5 responses



Does the mood board capture the aesthetic of the gaming industry appropriately?

5 responses

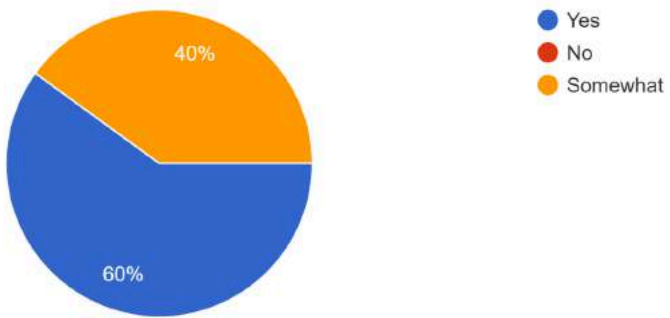


Are there specific gaming elements you feel are missing or could be emphasized?

1. I do not remember anything gaming related. Maybe the pic of the women in front of a monitor with headphones on, but besides that it did not read gaming to me. Could have been any computer related program -- excel, word etc
2. I think it is pretty clear
3. Mentioned above. Showing more of what the roles could entail. Could also be useful to show screenshots from some games with mentions of what key roles women played in development.

Do the visuals convey a sense of teamwork and collaboration?

5 responses

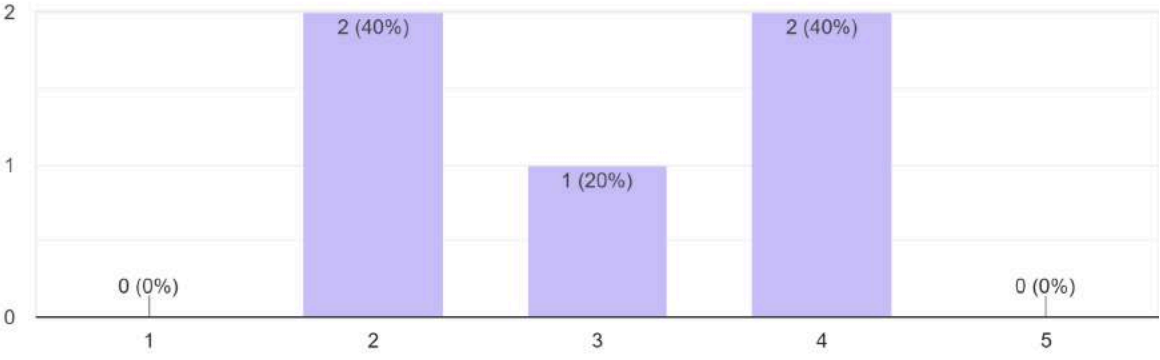


Are there other images or symbols that could enhance the representation of mentorship and collaboration?

- 1. A meeting room with people interacting, raising hands for example
- 2. Maybe some images of womxn gaming together?
- 3. Seeing more senior leaders working with younger people might enhance some of this. Collaboration felt more clear than mentorship. Also possibly seeing any images of conferences where women are lead speakers/experts in their field.

How well does the mood board communicate the online learning and technology aspects of the program?

5 responses

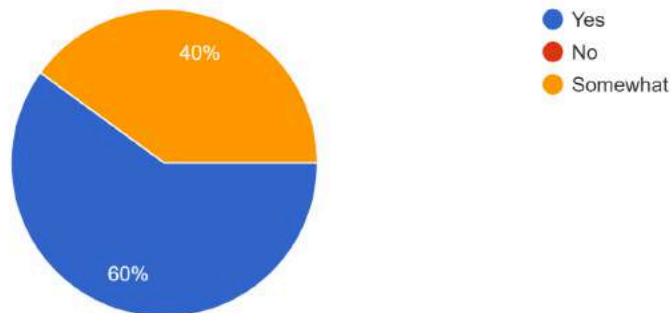


Are there additional elements that could highlight the virtual nature of the program?

1. Hm, don't remember anything online related
2. Not that i can think of
3. Seeing any over the shoulder view of someone on the computer.

Do the visuals effectively represent networking opportunities?

5 responses



Are there specific networking aspects you believe should be emphasized or clarified?

1. Maybe show a conversation with someone online/add linkedin
2. More outside of work events.

Based on your overall impression, are there specific changes or additions you would recommend?

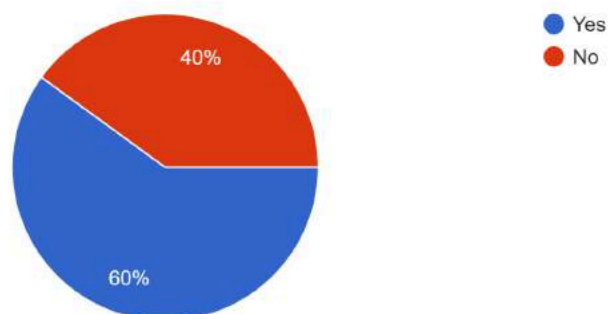
1. A way to get people aware of this idea
2. Nothing I can think of right now
3. More images of the content.
4. No, this is clear for me
5. Mentioned above.

Are there elements that could be removed or modified to enhance the overall effectiveness of the mood board?

1. Make sure the colors 'pop' more
2. No nothing
3. There were a lot of pictures of individuals, maybe more pics of groups? Or more images about the actual content, like a slide or a video meeting?
4. No
5. Anything overly corporate - feels like one image of that is enough.

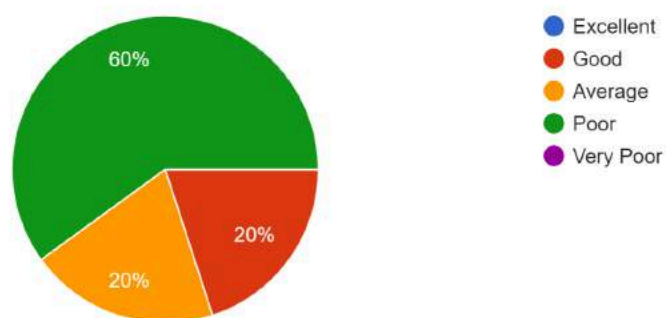
Are you familiar with Women in Games International (WIGI) and its initiatives?

5 responses



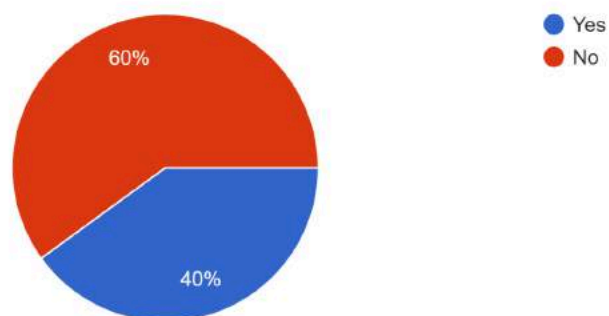
What is your perception of the current state of gender diversity and inclusion in the gaming industry?

5 responses



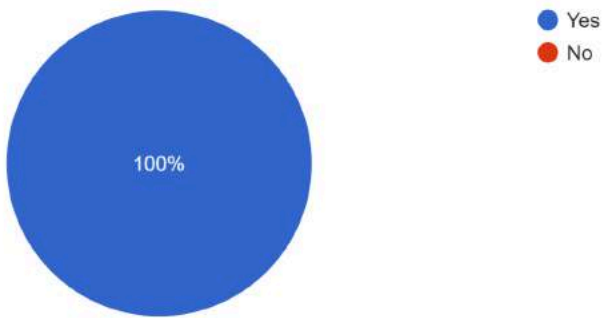
Are you aware of existing programs or initiatives aimed at empowering women in gaming?

5 responses



Have you personally experienced challenges related to gender inequality in the gaming industry?

5 responses

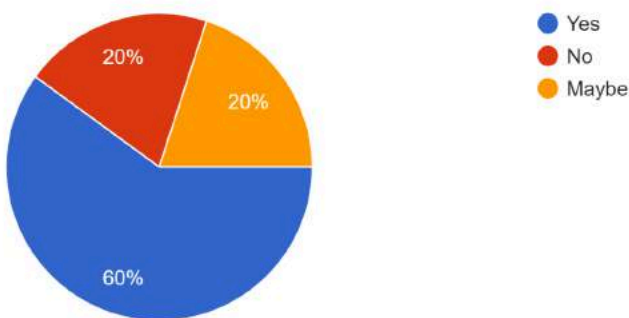


In what areas do you feel the industry can improve in terms of gender diversity and inclusion?

1. Sexists comments by men
2. More training, mentorship program and meetups
3. Encourage more players to become employees. In the end, we need to increase our numbers to show and feel that we are not the minority.
4. Pretty much in all, I always feel underestimated
5. Specifically, image representation. The expectation that men can show up to work in jeans and a hoodie and get promoted but women have to wear feminine clothing and makeup to be taken seriously in leadership is a problem.

Have you ever felt the impact of the "bro culture" in your workplace?

5 responses

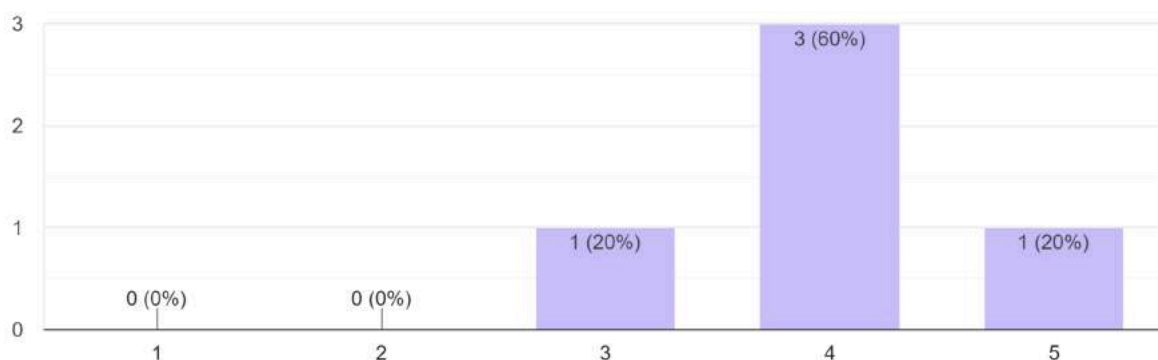


What specific skills or support do you think are crucial for women's career advancement in the gaming industry?

1. A women's club where we can talk and share our experience freely
2. Networking, more communication and collaboration
3. Understanding that women express achievements as team achievements, not personal achievements. Women don't want to be _the_ hero, they want to contribute to a well-oiled functional team that is able to discuss and handle differences skillfully.
4. I think empathy and openness
5. Honestly, I think men need to learn to treat women as equals. I don't think women lack any necessary skills.

How important is mentorship in your professional development?

5 responses



What kind of resources or programs would you find most beneficial in addressing gender-related challenges?

1. A safe way where we can talk about these issues and actually address them
2. Acceleration, and events
3. Increasing the workforce: Invite players to become employees through education programs, Career joiners: Mentors to make them feel supported to keep them in the industry. Improving the workplace: Womxn allyship programs to actively reform work culture. For experienced workers: Being able to mentor and educate others was a huuuuuge boost for me. I can pass on what I know or found out on my own. I can give my mentees more confidence and knowledge that I lacked on my way, I can give them a role model so they see that they is a career path for them. I don't get these opportunities in my career often, so having these programs available outside of work is great!
4. Programs by women for women

5. As men probably won't ever train themselves to change, women I guess could learn stronger negotiation skills with gender bias taken into account. Unfortunately that would mean reinforcing the status quo, but I'm not sure there's another way.

Based on the provided concept, how valuable do you think a team-based mentorship program like "Level Up Your Gaming Career!" would be for women in the gaming industry? Please elaborate.

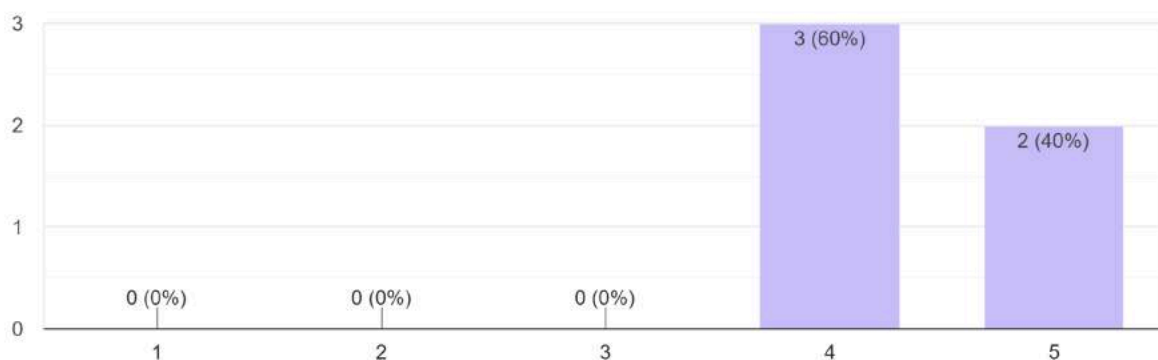
1. Yeah it's important to have someone by your side who can help and guide you through the maze of the industry.
2. Building confidence by skills development
3. Very! Love the approach. This is exactly what I am missing: Learning to work as a team. In companies you often have pillars and guidelines but no actual action items to improve team work (other than the good ole party or free alcohol opportunities). I often find that I think that my voice would get heard more if I knew how to express myself better or had tools to make myself heard besides raising my voice or repeating myself a hundred times.
4. I think it is valuable, since it empowers womxn to have a space and be themselves and help each other
5. I think it's generally helpful for women to get to know other women in their field, and any networking and collaboration opportunities are great. Beyond that, I don't know how helpful it would be, as it still requires dismantling oppression outside of the program.

What aspects of the program do you find most appealing or relevant to your needs?

1. A safe space
2. Skill development hence building my confidence
3. Learning to communicate and to collaborate
4. The community of womxn to communicate with and have a level of understanding, relatability or support
5. Meeting others in the industry.

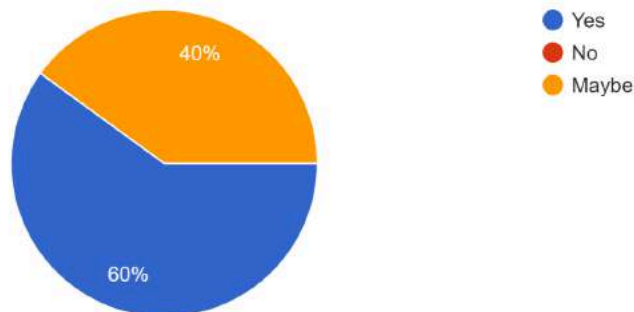
How important is networking in your career development?

5 responses



Would you be interested in participating in networking events or joining a dedicated community, such as a Discord server, to connect with industry professionals?

5 responses



If not, what other ways of networking would appeal to you? Please elaborate.

1. Local events in my city to meet others in my field.

What additional features or components would you like to see in a program aimed at empowering women in the gaming industry?

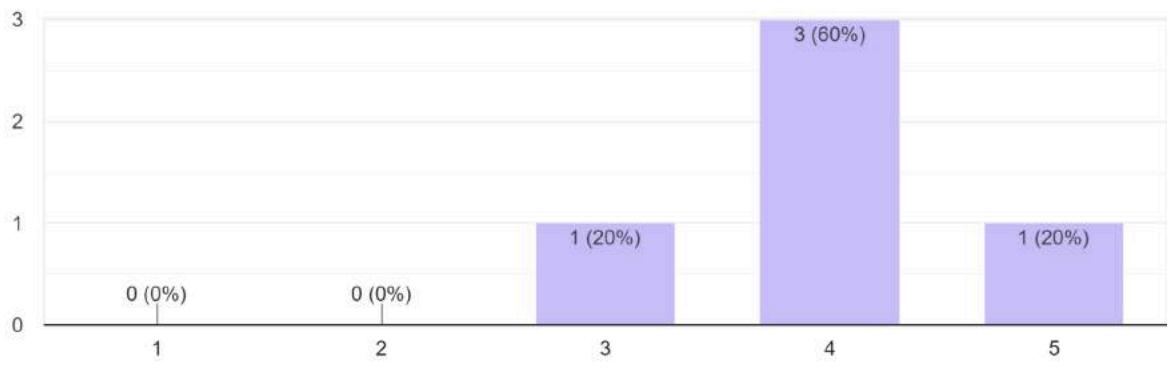
1. More promo and marketing about the opportunities
2. Skill development
3. How to advocate for allyship
4. Career guidance maybe? But that's not a must
5. More local leadership opportunities.

How can organizations like WIGI better support women in gaming?

1. Make us aware of it
2. By reaching and empowering every woman in gaming world wide
3. Programs like these are great, where we learn how to assert ourselves. Where we network with other womxn, where we feel supported, seen, and understood
4. By having more visible initiatives
5. While it's great for women to have our own organizations, it feels like men are more in need of bias training, and that's not happening (or it's dismissed as silly when it does happen).

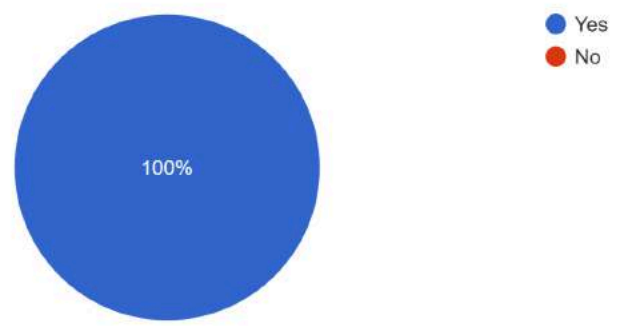
How likely are you to participate in an online mentorship program for women in the gaming industry?

5 responses



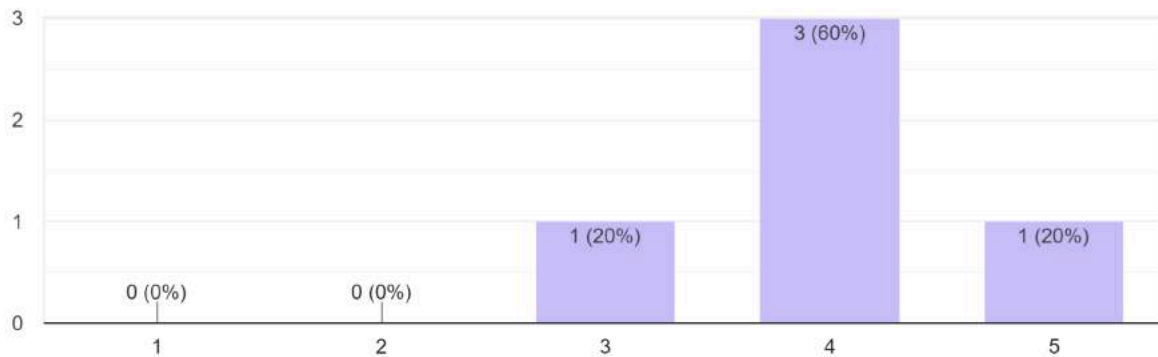
Do you have access to the necessary technology and internet connectivity to engage in online training sessions?

5 responses



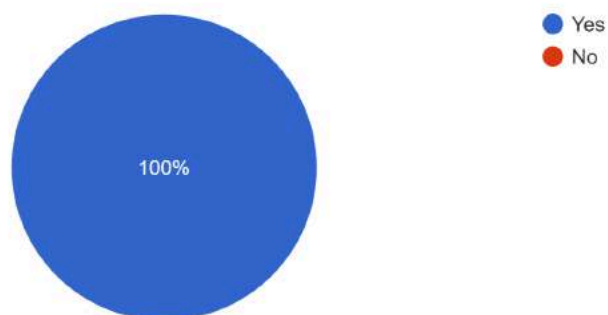
How willing are you to commit 1-2 hours for online training sessions as part of a mentorship program?

5 responses



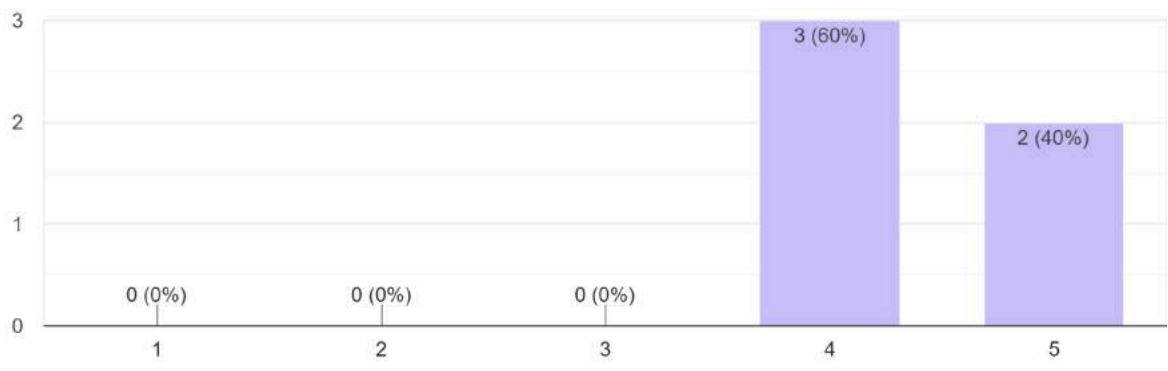
Do you believe that the proposed time commitment is feasible for women working in the gaming industry?

5 responses



How accessible do you find the proposed online training sessions and networking opportunities?

5 responses

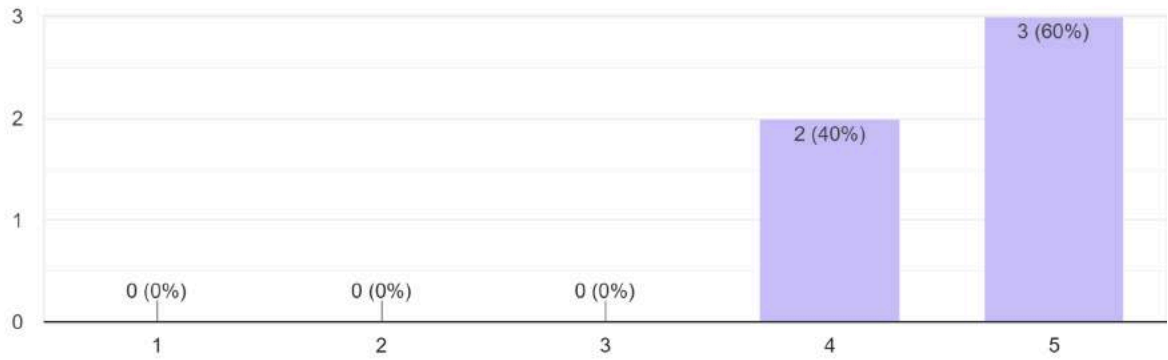


Are there any potential barriers or challenges you foresee in accessing the resources provided by the program?

- 1. Timezones maybe?
- 2. Nothing for now
- 3. Might miss the announcements.
- 4. Maybe the household and my personal life, as I also have those responsibilities, but that shouldn't be an issue
- 5. Not for me personally.

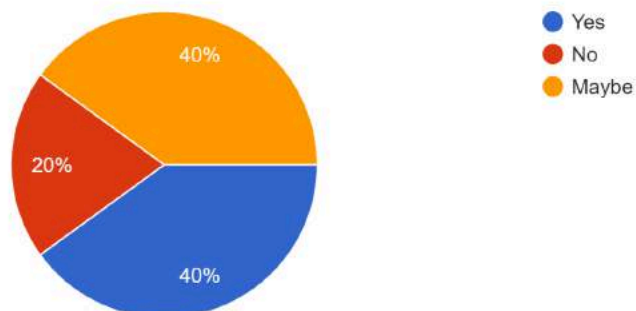
How important is it for you that experienced industry professionals are involved in mentoring programs?

5 responses



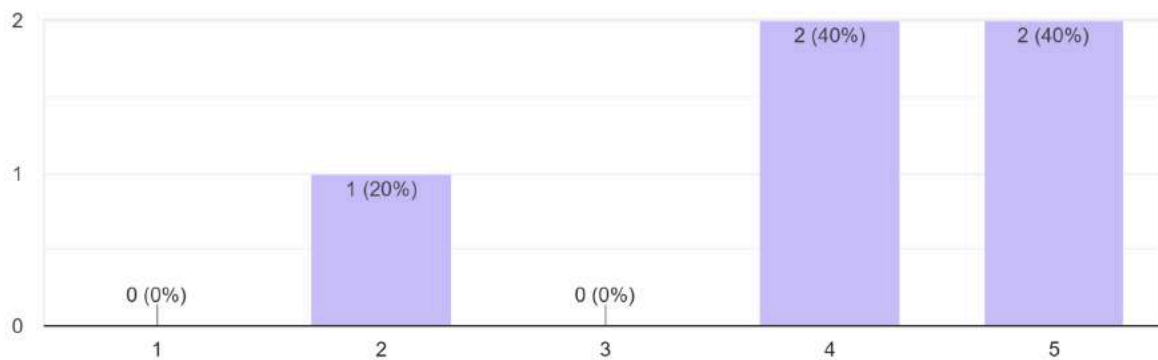
Would you be more likely to participate if the program had endorsements from well-known figures in the gaming industry?

5 responses



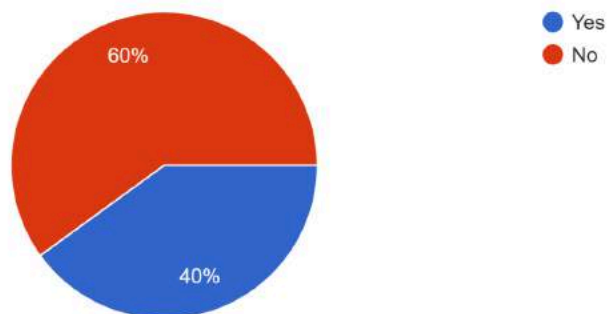
In your opinion, how likely is a program like "Level Up Your Gaming Career!" to have a positive impact on the gender diversity and inclusion landscape of the gaming industry?

5 responses



Can you foresee any challenges in sustaining the program's impact over the long term?

5 responses

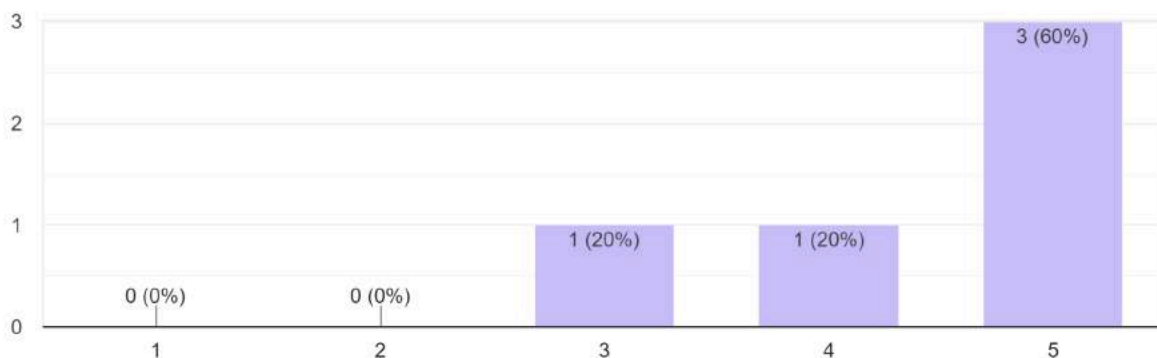


If yes, please elaborate.

1. The trained womxn might feel that they are not supported in applying the trained concepts in the workplace. It's one thing to feel empowered in a education program, it's quite another to apply it in a toxic environment that is used to ignore and undermine you.
2. Again, without the active and willing participation of men in these programs, nothing will change.

How relevant do you find the communication skills courses and diverse communication models proposed by the program?

5 responses



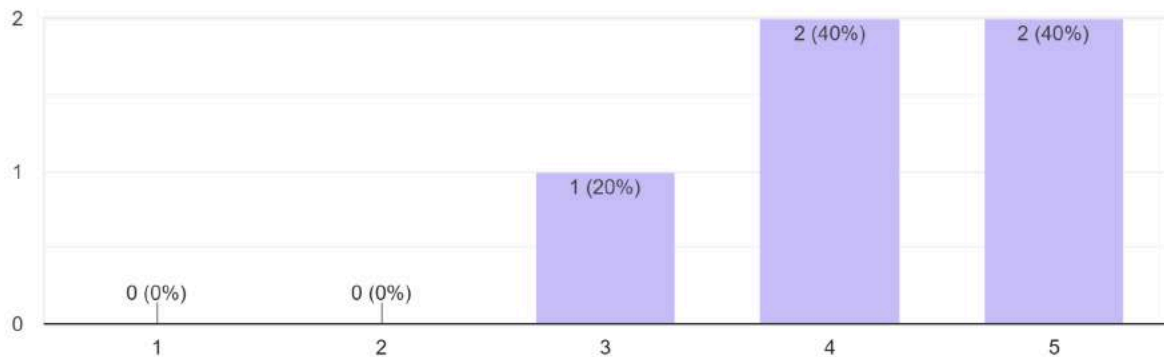
Are there specific topics or skills you would like to see covered in such a program?

1. How to set boundaries and stand up for myself
2. Team working, time management , skills development and business in gaming
3. How to be heard without raising the voice. Learning patience, planting seeds as a strategy.

4. Topics related to womxn in the industry and how to navigate that
5. Negotiation tactics and change leadership.

How much do you believe a program like this would contribute to your personal and professional development?

5 responses



In what ways do you think participating in such a program would benefit your career trajectory?

1. Make me stronger
2. Better understanding of the entire landscape of game development aside skills development
3. I have problems with expressing myself in a way that other's want to collaborate with me. I think I don't seem inviting or easy to approach. When I talk about a topic that excites me, I get loud and unruly, I cut people short and only want to get my opinion and view across. Either that or I am silent and keep my opinions to myself. I get impatient with the lack of accommodations for me to be able to collaborate or contribute in a meaningful way. I leave companies usually after two years in the hope to find something more suitable. I am realizing now (after more than 12 years) that this cuts out opportunities for career development. People that stay longer in a company get promoted quicker than me. You have to build trust with your leads and managers. This happens with good communication over a long period of time.
4. Learning from the experiences of the other womxn is so useful when finding my own way. Plus the network is quite nice
5. Always helpful to learn more in any capacity, and communication is key to all success.

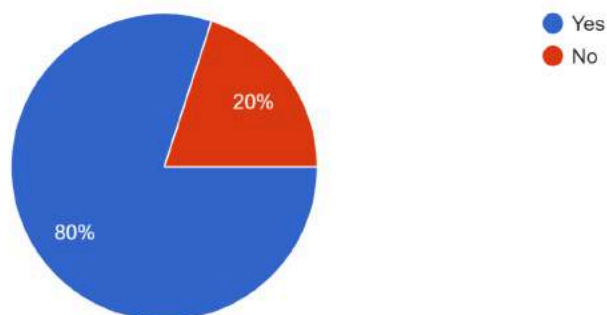
Uniti Gaming Convention Questions

What are your initial thoughts and feelings when you look at this mood board?

1. It looks better than the first one
2. Purple is cool but the text are harder to look at
3. encouragement, belonging
4. I really like it, good job!
5. Once again, feels like anyone who isn't femme isn't there (except for maybe one masculine or male-reading person).

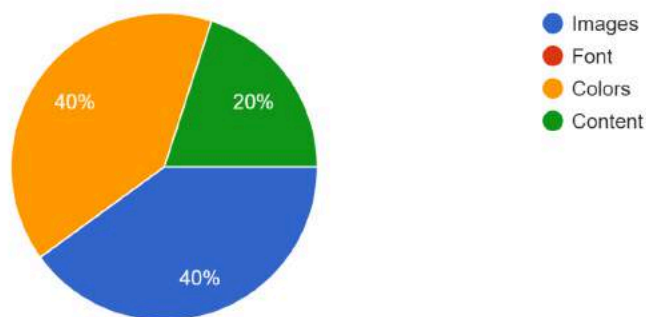
Does the mood board accurately convey the concept and purpose of "Uniti Gaming Convention"?

5 responses



Which elements on the mood board catch your attention the most?

5 responses



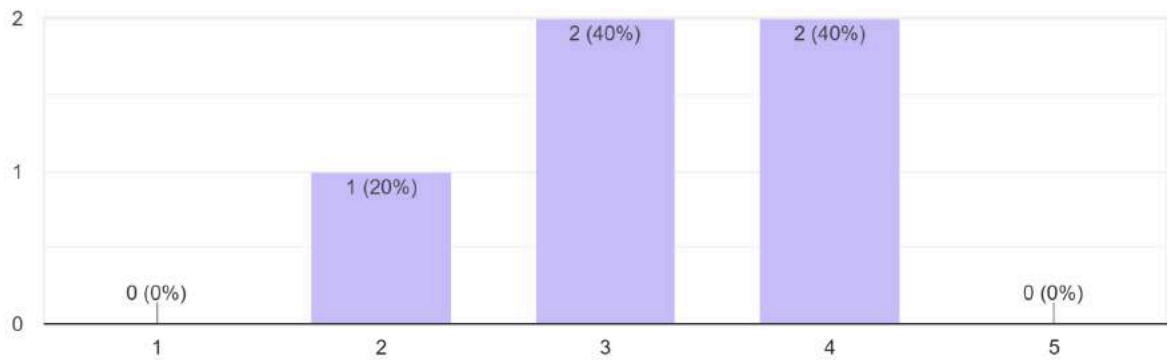
Are there any specific colors, images, or graphics that you find visually appealing or unappealing?

1. Purple is cool
2. no
3. The images of the convention look appealing

- 4. I like a lot of it, and it feels good to see people working on computers, but again lacks gender diverse representation.

How well do you think the mood board represents the theme of recognizing and celebrating women's achievements?

5 responses

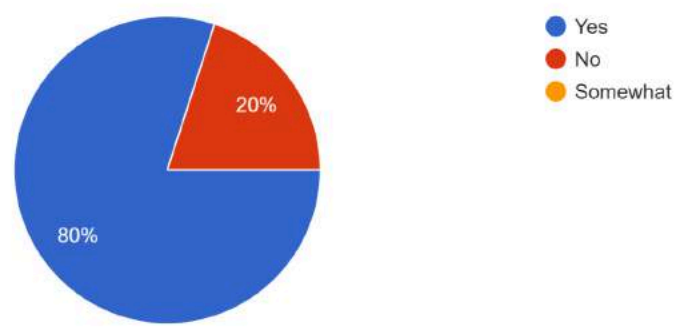


Are there any changes you would suggest to enhance the sense of recognition and celebration?

- 1. hm, do not remember anything specifically related to that
- 2. Maybe put more womxn in?
- 3. Again give more insight into the ways women have excelled in games.

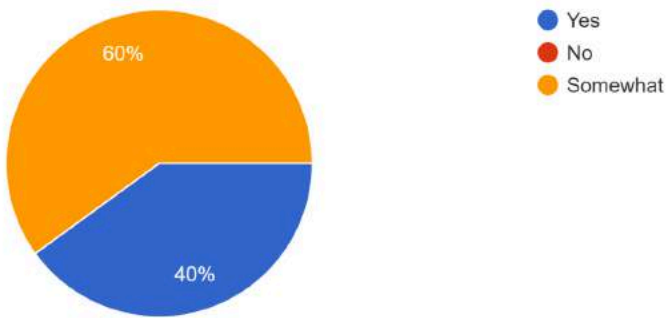
Does the mood board effectively communicate the event's commitment to diversity and inclusion?

5 responses



Does the mood board capture the aesthetic of the gaming industry appropriately?

5 responses

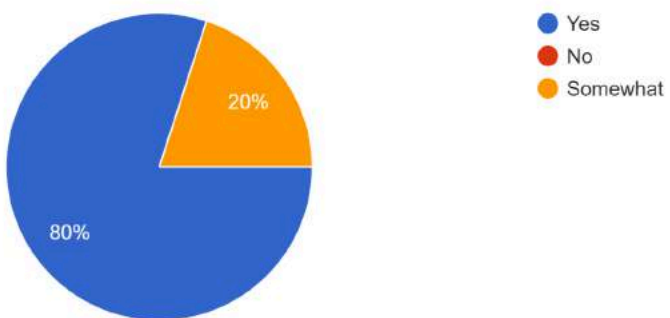


Are there specific gaming elements you feel are missing or could be emphasized?

- 1. Not sure I saw anything related to gaming specifically

Do the visuals convey a sense of unity?

5 responses

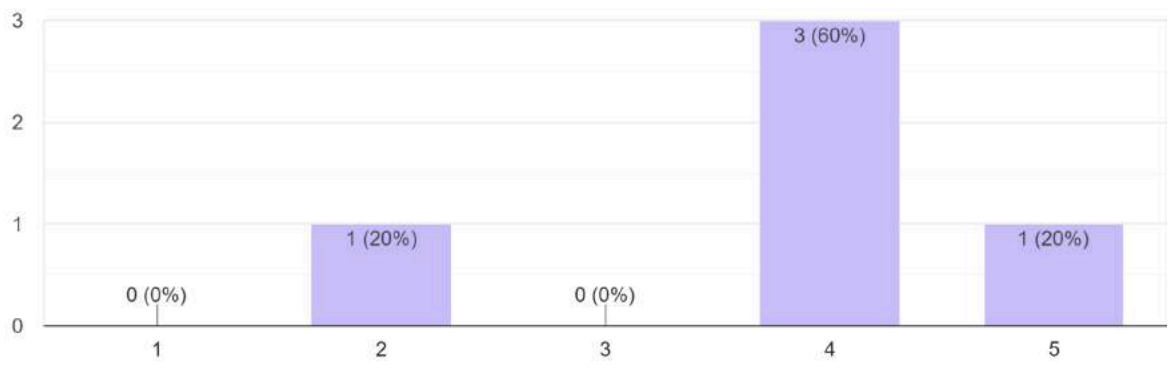


Are there other images or symbols that could enhance the representation of unity between gaming industry professionals?

- 1. people interacting with each other

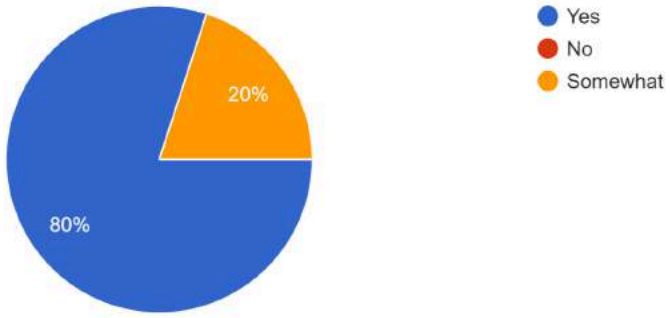
How well does the mood board communicate the DEI aspects of the events?

5 responses



Does the mood board effectively communicate key information, such as event schedules, themes, and highlights?

5 responses

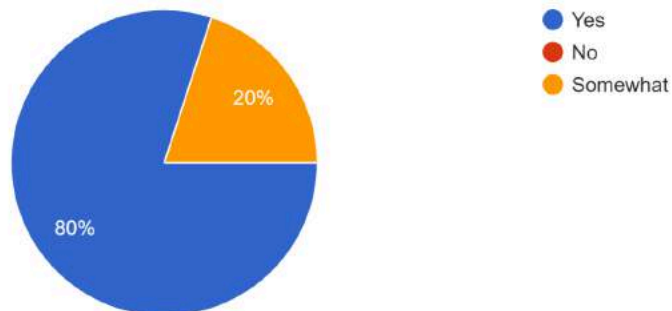


Are there elements that could be clarified or emphasized for better understanding?

- 1. do not remember seeing event schedules, only images of people

Are there an appropriate balance and flow of elements, considering the various aspects of the convention (exhibitions, esports, panels, etc.)?

5 responses

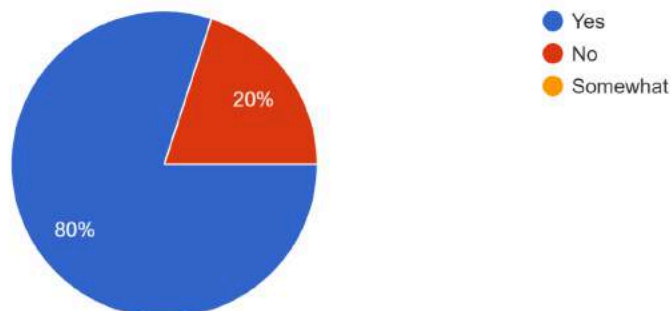


Do any elements appear overpowering or insufficient in representation?

1. How will sponsoring be integrated? I was on an event recently and felt like it was more of an ad campaign than an inclusivity event. (The highlight was winning hair straighteners)

Does the mood board encourage engagement and convey a sense of interaction for attendees?

5 responses



Based on your overall impression, are there specific changes or additions you would recommend?

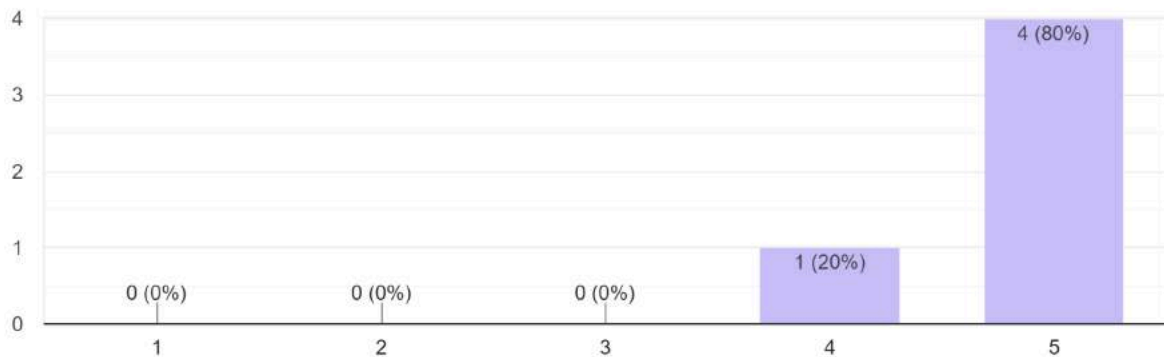
1. I like the font and colors
2. The text colour are harder to read
3. a pic of a speaker. maybe it was there and I missed it
4. No, I think it's clear!
5. See above.

Are there elements that you think should be modified to enhance the overall effectiveness of the mood board?

1. Nope
2. Text colour
3. the colors are quite distracting, they capture my attention over the content of the pictures
4. -
5. See above.

How valuable do you think a free-to-attend gaming convention focusing on underrepresented genders in the industry would be?

5 responses

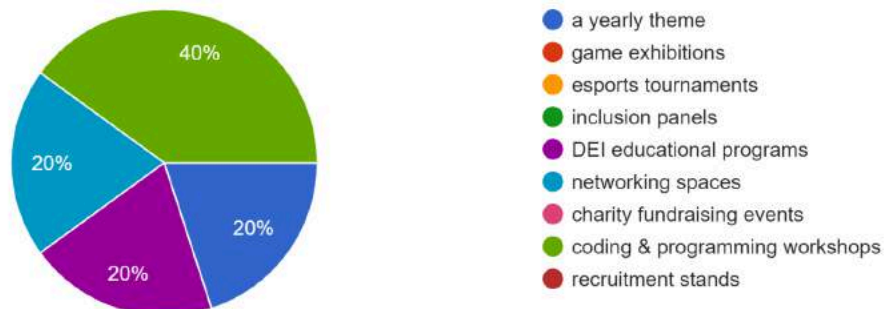


In what ways do you believe such a convention could contribute to a more inclusive and diverse gaming industry

1. By targeting women
2. For growth, opportunity and mentorship
3. Boost feeling of belonging, see that there is a career paths for people like. See that there are big things that can be achieved by people like me
4. By showcasing achievements of underrepresented groups, we can showcase our talents and engage with others
5. Allowing networking opportunities so when major industry events occur, women and femmes have a support group they can turn to for assistance in finding jobs or succeeding in their current roles.

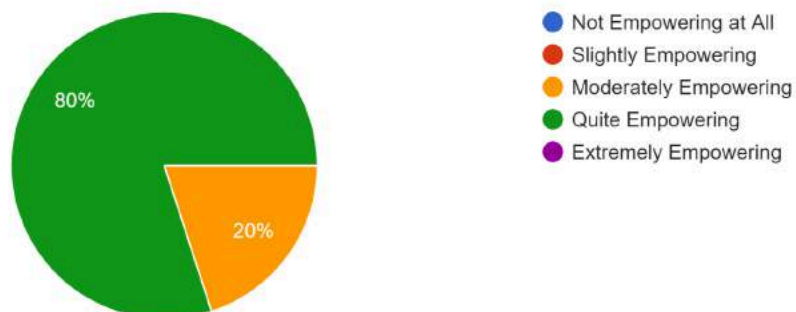
Which components of the 'Uniti Gaming Convention' do you find most appealing and relevant to your interests or professional development?

5 responses



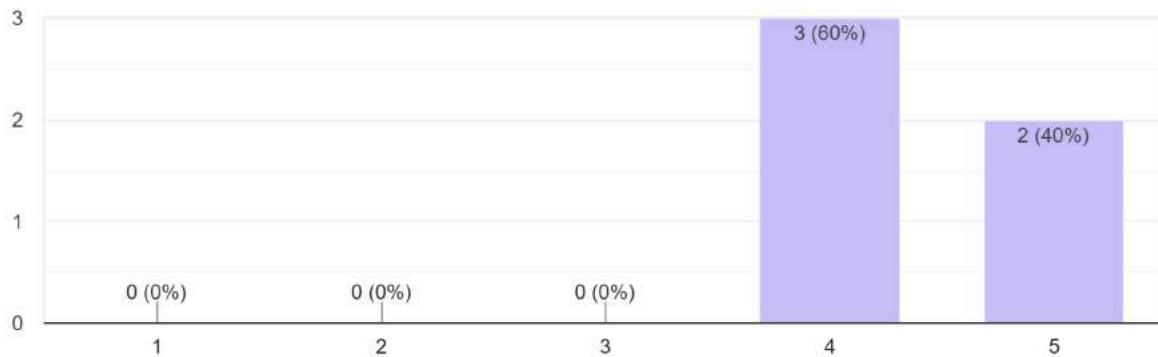
To what extent do you think events like the convention can empower underrepresented genders in the gaming industry?

5 responses



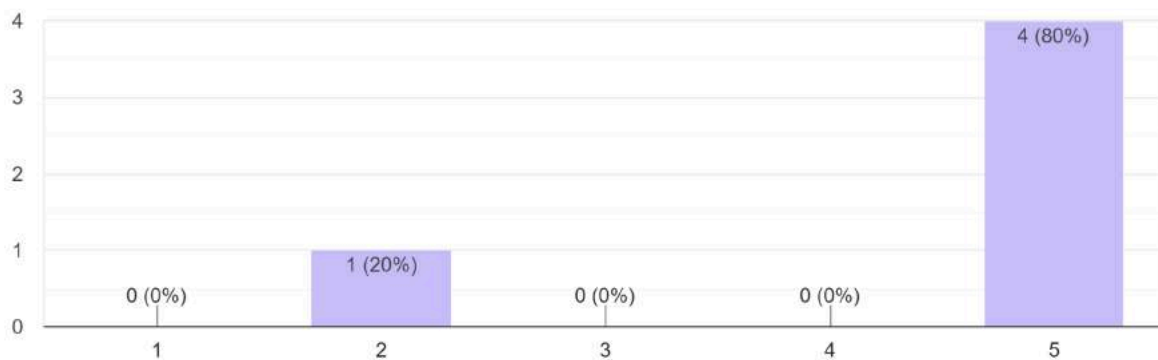
How important are recognition and celebration events for individuals working in the gaming industry?

5 responses



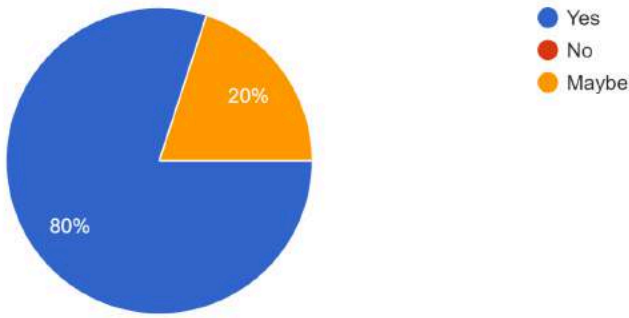
How interested are you in attending DEI educational programs and workshops at the convention?

5 responses



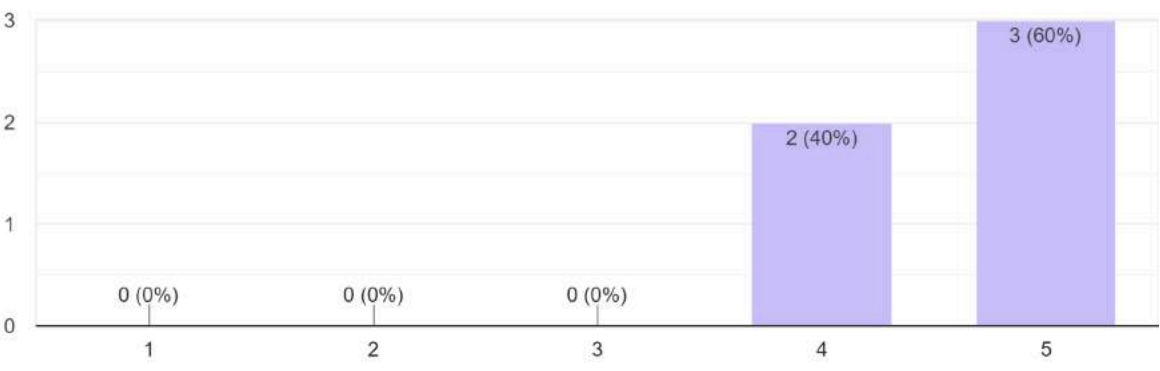
Do you believe that DEI initiatives, such as inclusion panels and educational programs, are essential for fostering a more inclusive gaming industry?

5 responses



How likely are you to participate in a gaming convention that focuses on diversity and inclusion in the industry?

5 responses

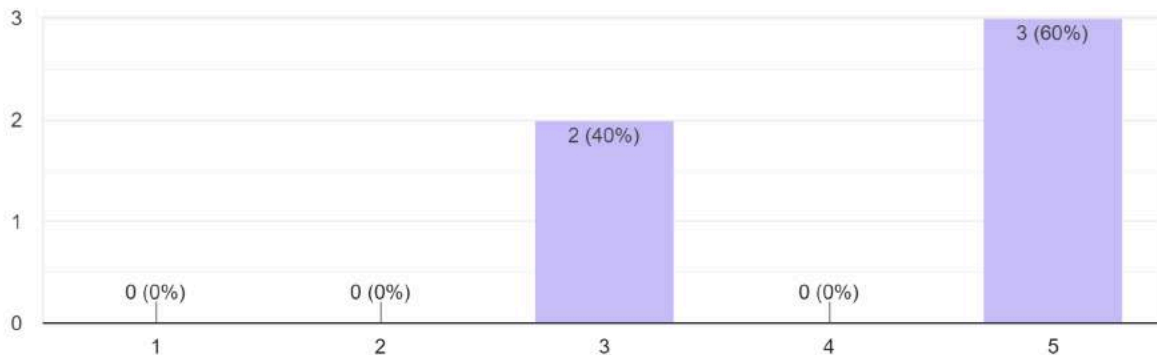


Do you foresee any challenges or barriers that might prevent your participation in such an event?

1. Timezones and distance
2. Not at the moment
3. Organizing getting to and staying at the event location. Travel time. Booking hotel rooms.
4. Time wise, but I am sure that's not an issue
5. Location and cost to get there.

How important are safety measures and an inclusive environment for your decision to attend such an event?

5 responses

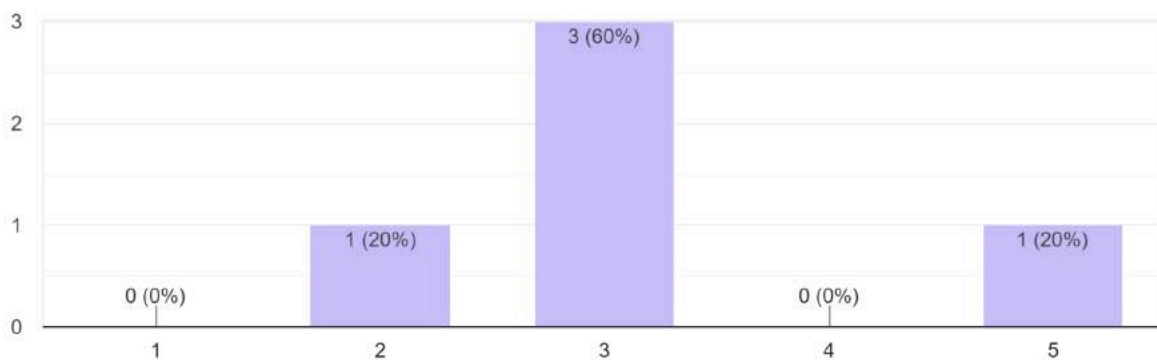


What specific safety measures would make you feel more comfortable attending the convention?

1. Overall general safety
2. Having guards or a hotline?
3. Not sure.

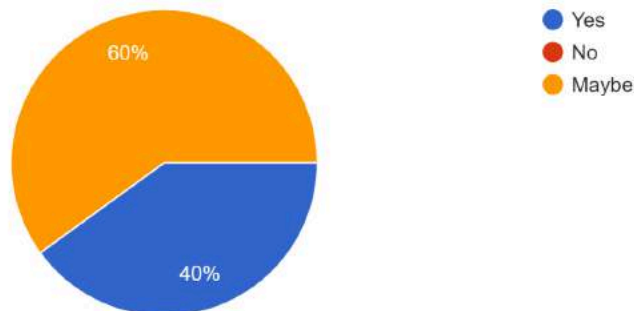
How likely are gaming industry companies and studios to support or sponsor an event like the 'Uniti Gaming Convention'?

5 responses



Do you think the involvement of industry professionals and companies would enhance the viability of the convention?

5 responses



In your opinion, how can events like this contribute to the long-term goal of increasing diversity, equity, and inclusion in the gaming industry?

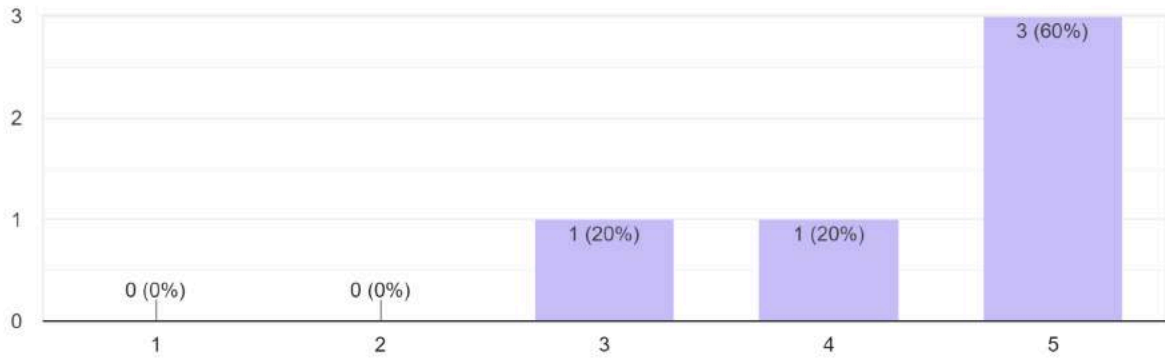
1. By keep trying to target them
2. Collaboration and access to talents for future work
3. Creating connections, learning skills, creating allies. All this gives us a ground to stand on. Being a part in presenting successes or sharing skills and experiences would give us something to aspire to. Online events are great but they are missing the actual human connection.
4. Having this event gives underrepresented groups a platform to showcase their skills, network and help with finding a place in the field
5. I don't know.

What factors do you think would determine the success and sustainability of the convention over time?

1. Results
2. Sustainability: someone has to pay for it, please don't involve companies selling products.
3. Social media, updates, etc
4. Sponsors and industry leaders in attendance. Possibly major announcements or awards during the event.

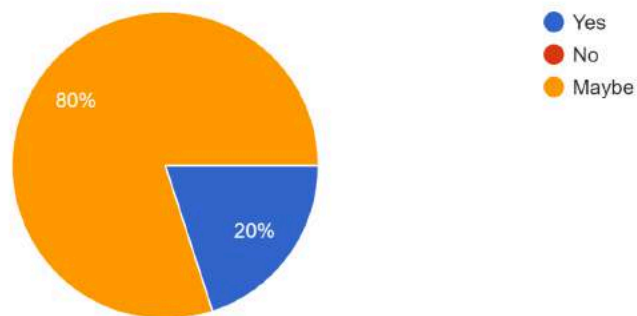
How interested are you in attending networking spaces and engaging with professionals in the gaming industry?

5 responses



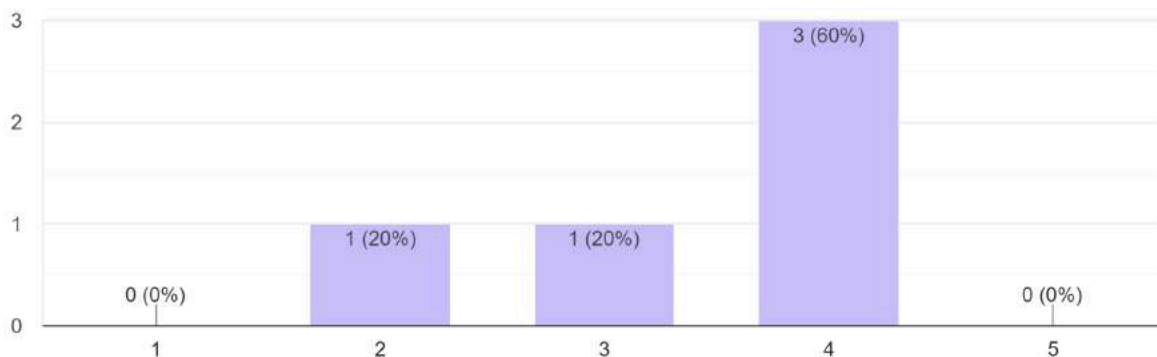
Would you be willing to participate in charity fundraising events or donate to DEI causes during the convention?

5 responses



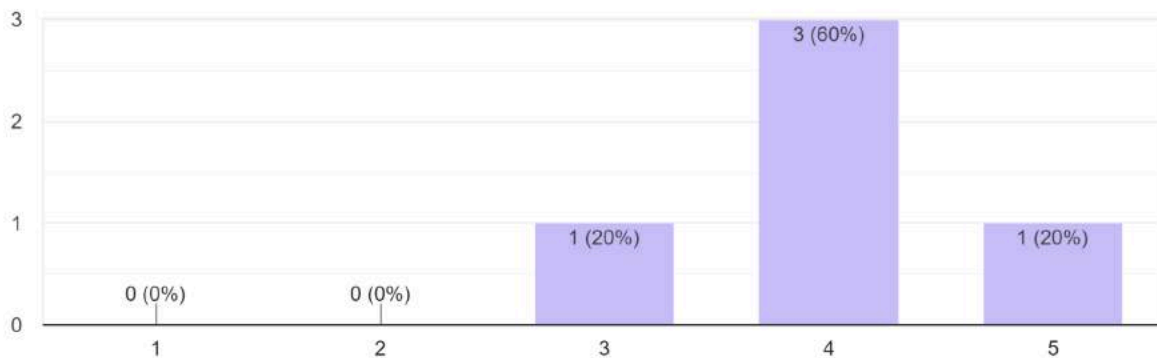
How likely do you think the convention is to appeal to the broader gaming community and fans?

5 responses



How likely do you think the convention is to appeal to women, non-binary, trans, femme-identifying individuals working in the gaming industry ?

5 responses



What elements of the convention do you believe would resonate most with women, non-binary, trans, femme-identifying individuals working in the gaming industry?

1. A way where you can interact with people who know what it's like
2. Networking
3. Being with people like oneself, learning new skills, hearing about experiences of people that are underrepresented in other conventions. learning about companies that are moving away from bro culture.
4. The showcase and networking
5. Networking opportunities. DEI panels feel silly for people who are underrepresented to be honest. We usually aren't the ones who need to be trained in these issues. It's fine to

have, but recognize that it can seem condescending to teach underrepresented people that they're underrepresented. We already know.

Expert Interview Transcript with Alex Stramrood
Interview with Alex Stramrood, Video Game Producer

[0:01]

Angi: All right.

[0:02]

Angi: So I don't know if you understood exactly what exactly we're going to do today.

[0:07]

Angi: So I'm just going to explain it.

[0:09]

Angi: Basically, I'm going to show you 2 concepts that I came up with that aren't, like, completely new to the industry.

[0:16]

Angi: So, you know, don't be prepared to be blown away or anything, but it's basically just with the goal of the first concept to empower women and the second concept to recognize and celebrate women in the industry.

[0:30]

Angi: And then I'm just going to ask you questions and get your thoughts on it.

[0:34]

Alex: OK, sure.

[0:35]

Angi: If you also want to give some insight into your own background and what your role is in the industry, OK.

[0:43]

Alex: So I am a producer in the industry I work at.

[0:51]

Alex: Currently I'm working at an incubator in the industry, sort of taking people that are not from within the industry and don't have access to the courses in the industry and taking them and trying to get them more knowledgeable about the tools of the trades in the video game industry.

[1:12]

Alex: So that's what I'm doing right now.

[1:14]

Alex: And it also involves a little bit of project coordination, and I'm giving them basically inputs because it was started by people who are not from within the video game industry.

[1:25]

Alex: So they sort of need my inputs in terms of how to structure the incubator, 'cause it's been going really badly, yeah, But they started like a year or something ago, and they only thought of bringing someone in now that is knowledgeable about the process.

[1:45]

Alex: So yeah, so they wasted quite a bit of time.

[1:48]

Alex: But I'm trying the best that I can as a producer.

[1:51]

Alex: But I've been a producer for many years now.

[1:55]

Alex: I started off as an admin person in the industry and then I sort of saw a gap and I sort of immediately just automatically filled like a project management role.

[2:10]

Alex: And then someone called me a producer and then that was it.

[2:14]

Alex: So yeah, so then I saw that wow, it's actually a role in the industry and I can actually upskill in it and further my career in IT.

[2:29]

Alex: But I didn't start off.

[2:31]

Alex: I took the admin job after I job shadowed.

[2:33]

Alex: So I job shadowed in the industry first before they offered me the admin role because I wanted to get into like game creation, making games, so learning the arts side and the coding side and things like that.

[2:46]

Alex: So that's why I job shadowed.

[2:47]

Alex: But then they expanded and they needed someone to be an admin and I needed the money.

[2:53]

Alex: So that's how I started.

[2:56]

Angi: That's fair, completely understandable.

[2:58]

Angi: So it's basically what I understand.

[3:00]

Angi: It's basically like a place that kind of helps people make their way into the industry.

[3:05]

Angi: And you're kind of the person that, like, facilitates that.

[3:09]

Angi: If I understand.

[3:10]

Alex: Yes.

[3:12]

Alex: Yes.

[3:12]

Angi: All right, perfect.

[3:14]

Angi: That's good to know.

[3:16]

Angi: At least I'm talking to someone that's relevant to this, this project.

[3:21]

Angi: All right, So let's get started.

[3:24]

Angi: This thing will let me.

[3:25]

Angi: All right.

[3:27]

Angi: So this is not the concept that I'm going to show you, but this is an information behind the concept.

[3:34]

Angi: OK, just so you know what, I'm going to be showing you my like prototype of.

[3:41]

Angi: So basically the first concept is called Level Up Your Gaming Career.

[3:45]

Angi: Because I come up with a better name and it's a online team-based mentorship program, and it would basically offer communication skills training.

[3:57]

Angi: So things like assertiveness, inclusive language, cultural competence, empowerment, and collaborative decision making basically because during my field research women said that they had trouble kind of, yeah, being assertive in the workplace in like what they call a bro culture, you know, with men everywhere and just, you know, standing up for themselves or going after the goals of like getting a higher position for example.

[4:24]

Angi: So I thought, oh, having some sort of training to build the confidence would allow them to get where they want to get to.

[4:34]

Angi: This would also offer networking opportunities, so obviously Discord server and also invites to other networking events so that the women can, you know, talk with each other, network with each other.

[4:46]

Angi: And yeah, like I said, the goal is to empower women to pursue executive roles in the workplace.

[4:52]

Alex: Yeah.

[4:52]

Angi: And I tried to make this as I guess, non.

[4:57]

Angi: What's the word like?

[4:58]

Angi: Non.

[4:59]

Angi: Make it not look too big?

[5:02]

Angi: Because some people were worried that calling it like a leadership program would make it sound too, like, frightening in a way

[5:09]

Angi: I don't know.

[5:10]

Angi: OK, OK, so this is the mood board that I came up with, and I have a mood board and a concept board.

[5:17]

Angi: OK, So I'll just let you take a look for any moment, all right?

[5:22]

Angi: Get the vibe?

[5:24]

Alex: OK, yeah.

[5:27]

Angi: So what I found through 'cause I run the women's game jam in my country as well, and a lot of them, a lot of them are sort of scared to sign up and put themselves out there.

[5:41]

Angi: So that's also something that I've noticed and a lot of, like impostor syndrome things going on.

[5:47]

Angi: And yeah, and it's actually funny, 'cause one of the women game jam people that I had now took part in a normal game jam with me.

[5:58]

Angi: And then something happened and then she said, like, this is exactly why I prefer the woman game jam.

[6:04]

Angi: It's because the guy.

[6:06]

Alex: Yeah, it's because the guy is very like, assertive.

[6:11]

Alex: And we sort of struggled being assertive like back or sort of there's this internal conflict that happens when you're being assertive as a woman, which is weird.

[6:23]

Angi: But yes, that happens.

[6:25]

Alex: So she, like almost cried because of that situation.

[6:30]

Angi: Yeah, yeah.

[6:31]

Angi: You see, literally, you see well, although I wish it wasn't an issue.

[6:37]

Angi: I'm glad to see that.

[6:38]

Angi: I, you know, I can understand that it's actually happening because obviously I haven't.

[6:42]

Angi: I'm not in the industry yet, so I'm just going based on what people are telling me.

[6:45]

Angi: So yeah, yeah, And this was a game jam.

[6:48]

Angi: This is not even a work situation.

[6:50]

Angi: So even this happens in like a fun space as well, which makes it hard for women to to participate fully in the space.

[7:02]

Angi: That's that's really unfortunate.

[7:05]

Angi: But yeah, so this is the mood board.

[7:07]

Angi: And then the next one basically is just kind of like the first thing I showed you.

[7:12]

Angi: But it has like the information kind of laid out in case you I I basically already told you everything, but it's just more information, more pictures, you know, getting kind of my feeling.

[7:27]

Angi: OK, yeah, like I you're not sharing your screen.

[7:30]

Angi: I'm just.

[7:31]

Angi: Oh, am I not?

[7:31]

Angi: You're not sharing.

[7:32]

Angi: OK.

[7:32]

Angi: Oh, my goodness.

[7:32]

Angi: I'm sorry.

[7:34]

Angi: I thought you were.

[7:34]

Angi: I'm so sorry.

[7:34]

Angi: I did not even know that.

[7:38]

Angi: Oops.

[7:38]

Angi: OK, well, let's backtrack a little bit.

[7:41]

Angi: I'll.

[7:41]

Angi: I told you everything, but I will show you it now.

[7:43]

Angi: Yes.

[7:43]

Angi: OK.

[7:44]

Angi: OK.

[7:44]

Angi: My gosh, it's early for me.

[7:49]

Angi: No worries.

[7:49]

Angi: I just went to bed.

[7:50]

Angi: So late.

[7:51]

Angi: Anyways, so this is what I initially showed you.

[7:54]

Angi: OK.

[7:54]

Angi: Oh, OK.

[7:55]

Angi: OK, Great.

[7:55]

Angi: Good to know that I'm actually sharing my screen now.

[8:00]

Angi: Yeah.

[8:00]

Angi: So this is the mood board.

[8:04]

Angi: So you can kind of get a feeling what I'm trying to convey, I guess, or hopefully you get a feeling what I'm trying to convey.

[8:12]

Angi: Yeah.

[8:12]

Angi: Vibes things.

[8:14]

Angi: Yeah, The vibes.

[8:15]

Angi: The vibes are coming here.

[8:17]

Angi: Yeah.

[8:17]

Angi: And yeah, basically what I had told you earlier.

[8:21]

Angi: So the thing the trainings would offer things like the certain of training, inclusive language, things like that that's put on there so that it's hopefully obvious.

[8:32]

Angi: And then I'm trying to go to the next one.

[8:34]

Angi: This is the second board, it's a concept board.

[8:37]

Angi: It just has more information And like I told you as well, the basically all this information also comes from the fact that I did do interviews and surveys with over 50 women and they did find struggles with the assertiveness and facing backlash and brokers as we described as well.

[8:56]

Angi: So this is the vibe we're going for and I can now if you're ready, I can go to the questions.

[9:05]

Angi: All right, sure.

[9:07]

Angi: I'm just asking out of curiosity, why have this program for women and not one for men?

[9:15]

Alex: I think because mainly like I don't, I mean could be wrong.

[9:19]

Alex: Again, I'm not in the industry yet, but I feel like, so men don't receive the kind of backlash that women get when they try to, like, present their assertiveness in the workplace.

[9:31]

Angi: No, no, no, no, no.

[9:32]

Angi: I don't mean that.

[9:33]

Angi: I mean, like, why not tell men that they need to be, that they need to listen more, that they need to be more like how to make this not an issue for women kind of thing, Right.

[9:48]

Angi: Right.

[9:48]

Angi: Makes sense I think Because like, although that is a very valid point and I feel like that should be the case, I previously did other concepts.

[10:01]

Angi: So in the earlier process of this I had you know, I'd had like 4 different options and when I

was doing the research one of them was kind of a similar thing, but I made it for like higher ups and especially men.

[10:15]

Angi: So it was kind of like a similar thing, but this time it was for men and to kind of like make them change their ways instead, if that makes sense.

[10:25]

Angi: But a lot of also the women that I was asking about it, one of the issues that came up a lot was, how are you going to make them do this, you know?

[10:35]

Angi: And I was like, that's tricky because obviously I don't want women to bear the weight of it because that's like an issue that comes up a lot.

[10:42]

Angi: It's like, oh, we have to change their ways.

[10:47]

Angi: But it was more like, if we can't change the way the men are acting, at least right now, then at least women can learn to stand their ground.

[10:57]

Angi: And I feel like the more that women are able to stand their ground and able to, well, not care what the men think and like just, you know, be empowered in their own way, then I my hopes, of course, would be slowly men don't continue being this, like, obnoxious thing trying to burn down the women.

[11:23]

Angi: So that's just like one of the issues I faced was like, how do we get the men to do this in the 1st place?

[11:27]

Angi: And I was like, yeah, well, incentives, I guess.

[11:30]

Angi: But also that could be like it was just it was a harder thing to, I don't know, solve.

[11:36]

**Yeah, OK.

[11:38]

**But I think a lot of women, not just me or you think, like, yeah, why should we have to do this?

[11:43]

**But unfortunately, this is just what we're in right now.

[11:48]

Angi: And I think if we at least give women the opportunity to feel more confident, then I feel like that's a good thing to have other than just like let them deal with the without the ability.

[12:03]

Angi: Not that they don't have the ability, but the just, you know, like if I went into an industry and a man was talking down to me, I I don't know what I would do.

[12:10]

Angi: Like I genuinely would just like let it happen.

[12:13]

Angi: And I just don't want women to have to feel that way.

[12:17]

Angi: So that's kind of the, the goal.

[12:21]

Angi: So there's a lot of like, I don't know what you would say, like a lot of like lines and ways this can go because I heard them all at this point.

[12:28]

Angi: But this is just kind of what I settled with.

[12:30]

Angi: But that's a good point to make.

[12:31]

Angi: And that's exactly why I'm testing this right now is to see, like, maybe there's a way I can kind of for my, like, final choice, whatever concept I choose, I can iterate it in a way that caters to that as well.

[12:45]

Angi: So we'll see.

Interview Transcript

[5:09]

Angi: OK.

[12:47]

Angi: But yeah, I'm ready.

[12:48]

Alex: Yes.

[12:49]

Angi: Perfect.

[12:49]

Alex: OK.

[12:49]

Angi: So it's kind of a lot of questions.

[12:52]

Angi: I'll just go basically one by one and hopefully we can get this done in 30 minutes.

[12:58]

Angi: I don't know.

[12:59]

Alex: Yeah.

[12:59]

Angi: So what are your initial thoughts and feelings about it?

[13:04]

Alex: Yeah, I think I've already conveyed my initial sort of thought about it.

[13:08]

Alex: Like the sort of thing that we've already discussed.

[13:11]

Alex: Like, why is the burden on women to go through extra courses just to get better at dealing with the men just to have like an average day and not have to deal with crap?

[13:25]

Angi: Yeah, so that's kind of the initial thought.

[13:28]

Angi: The other thought was that how is this different from what's already being provided out there?

[13:36]

Angi: I guess the fact that there is because there are mentorship opportunities in the industry, is it that this one specifically focuses on leadership, leadership and influence and assertiveness?

[13:53]

Angi: Is it, is that the difference?

[13:56]

Angi: And yeah, what can I get?

[13:59]

Angi: Like what can I get through this that I can't get through the other mentorship programs?

[14:04]

Angi: Basically, Yeah.

[14:06]

Alex: Yeah.

[14:07]

Angi: To answer that, I did also, I was also kind of struggling at some point to kind of like make it different.

[14:14]

Angi: But as you said, I I kind of did make it or want to make it more towards like leadership and you know, the communication skills.

[14:24]

Angi: And I was a little, I was only a little worried about doing this because it's not so different.

[14:28]

Angi: But I heard so many women talk about this issue that I was like may as well.

[14:35]

Angi: But I am also, I guess still in the process of kind of making it whether I choose this concept or not for my final like thesis presentation thingy, I'll have to probably make it different somehow.

[14:49]

Angi: So, yeah, that's where we're at right now.

[14:54]

Angi: But yeah, and how effectively do you think this would address the gender inequality or like the pro culture issues in the gaming industry?

[15:05]

Alex: Oh, that's a tough question.

[15:10]

Alex: Like, I think that I think that it has to come from both sides.

[15:15]

Alex: Like women need this, but there also needs to be an awareness of this from the male side.

[15:23]

Alex: So I think it does need to come from both sides.

[15:26]

Alex: I think that I think it'll help a little bit if women are less negatively impacted by how assertive men can be and if they are more assertive themselves.

[15:40]

Alex: I definitely think it can help a little bit, yes, and just better communication skills.

[15:46]

Alex: How to get your point across.

[15:48]

Alex: I do think that that will help a little bit, but it's still, yeah, I think it's, it still has to work both ways.

[15:59]

Alex: But yes, I do think that there is a space for it.

[16:01]

Angi: Nice.

[16:03]

Angi: All right.

[16:03]

Angi: And yeah, so are there any specific elements?

[16:08]

Angi: I guess you kind of already covered this a bit, but are there any specific elements that you think like tackle the issues or.

[16:16]

Angi: And do you see any areas that kind of need more emphasis or need more, I guess change I guess to in order to for it to work more effectively?

[16:26]

Angi: I mean, like you said, you said it could go both ways, but is there anything else you think could be added?

[16:35]

Alex: It's hard to say.

[16:36]

Alex: Yeah, it's hard to say because I'm not quite sure what the mentorship entails like the details of it.

[16:42]

Alex: So it would be hard to say what specific elements are missing.

[16:49]

Alex: Yeah.

[16:50]

Alex: So yeah, maybe if you can tell me a little bit more about like what the specifics are of what goes into the mentorship, then I'll be able to share more.

[17:01]

Angi: I think I, I was not sharing my screen when I showed this.

[17:06]

Angi: Oh, OK.

[17:07]

Angi: So I had kind of a, this is what they call A-frame board.

[17:11]

Angi: It's basically where I lay out all the information, OK.

[17:15]

Angi: But it would basically be like online trainings that are one to two hours long and it would provide also a like communication skills course for the workplace because a lot of people said maybe having something to also bring back to their workplace would help.

[17:31]

Angi: Yes.

[17:33]

Angi: And then also just the like I said before like a networking opportunities for women to be able to continuously talk with each other about it and OK yeah that's kind of I didn't that's basically OK and it's it's basically just in a an online setting with team based.

[17:55]

Angi: So it would be with many women all at once.

[17:58]

Angi: OK OK.

[17:59]

Angi: It was more or less intimidating than like a one-on-one thing.

[18:04]

Angi: So that's basically where, OK and there would be like group meetings, it won't just be like a a Discord server and that's it.

[18:14]

Angi: There would be like dedicated, yes.

[18:16]

Angi: So there would be the the online trainings that would be one to two hours long would be with the group, OK And that's where they would have the communication skills training.

[18:27]

Angi: And the reason I also included a like skills course for the workplace is because some women said like, they're it might be hard to kind of convey things like assertiveness or, you know, empowerment, communication and stuff like that online.

[18:45]

Angi: So to also allow them to work on it physically.

[18:50]

Angi: That's where the, like communication skills course thingy would come into play.

[18:55]

Angi: So, yeah, together.

[18:57]

Angi: All together online and then also in your workplace, if you feel like it kind of thing.

[19:03]

Angi: OK, Yeah.

[19:05]

Alex: So a little more information.

[19:08]

Angi: Thank you.

[19:08]

Angi: So for the two hour sessions, how many months will that continue on for?

[19:14]

Angi: Or that's a good question.

[19:16]

Alex: I don't know why I didn't specify that.

[19:19]

Angi: Maybe that's something I should look into specifying.

[19:23]

Alex: Yeah, I think I had it in like a previous iteration, but then I just, OK, forgot to include it.

[19:28]

Alex: I was thinking this could be more like over the course of a week kind of thing.

[19:34]

Alex: So yeah, kind of like a program, but like a shorter one.

[19:40]

Alex: So something like a week but not a day because women said that a day was too short, obviously.

[19:46]

Alex: And I don't want it to take up so much time, so much of their time especially.

[19:51]

Alex: So I would say like 2 hour long sessions, like three to four times in a in a in one week.

[20:00]

Angi: OK.

[20:01]

Angi: So yeah.

[20:02]

Angi: I think that like, OK, this is just my opinion, so like you are the expert, I'm just giving my opinion.

[20:10]

Angi: So I think that less sessions during a longer period of time will be more beneficial because then you have the opportunity to sort of practice in your workplace what you've learnt through the sessions.

[20:29]

Angi: I feel like if it's and also it takes some time for the knowledge to actually like fester and get implemented and yeah, so and there might not be an opportunity that week during the workplace where something happens where you can voice your thing.

[20:46]

Angi: And it also gives an opportunity, if it's spaced out, for women to come to the sessions with their experiences and how they might have dealt with something using the new tools that were provided, kind of thing.

[21:01]

Angi: And then they can learn from each other through that.

[21:05]

Angi: Right now, that makes complete sense.

[21:06]

Angi: Honestly, I never even thought about it that way.

[21:08]

Angi: But it makes sense.

[21:09]

Angi: So we'll have to definitely consider that.

[21:12]

Angi: OK, cool.

[21:12]

Angi: Because yeah, knowledge needs to be in the brain.

[21:15]

Angi: And then also practice for it to be practice.

[21:18]

Angi: Yeah.

[21:19]

Angi: And yeah.

[21:20]

Angi: Yeah.

[21:21]

Angi: And also like, so yes, also like in practice and then they can bring back their experiences and talk to the group about it.

[21:32]

Angi: Because my experience with Discord servers, it's like it's nice, it's there, but not all members are like super active on it all the time and sometimes it just fades into the background.

[21:46]

Angi: And yes, so I think having like online face to face sort of sessions over more months for two hours a session that will that will be great awesome if I was yeah I know for sure.

[22:01]

Angi: And I think yeah I also want to put emphasis on having separate sessions because I feel like yeah like you said Discord servers can be kind of dead sometimes but I think having also just keeping them there just in case, you know like if you do want to talk about things it's always good.

[22:16]

Angi: Yeah.

[22:17]

Angi: But yeah like you know maybe during that.

[22:20]

Angi: That you're, you don't have the sessions, for example.

[22:22]

Angi: It could be, yes, that makes sense.

[22:25]

Angi: Hopefully.

[22:27]

Angi: I don't know anyways.

[22:28]

Angi: Well, that makes sense.

[22:29]

Angi: That makes a lot of sense.

[22:32]

Angi: Yeah.

[22:32]

Angi: Next question.

[22:32]

Angi: I don't even know where I was.

[22:35]

Angi: Yeah.

[22:35]

Angi: So you kind of already said what value you see in this in terms of like, yeah.

[22:44]

Angi: So I'll ask about the visuals.

[22:45]

Angi: How well do you think the visuals represent the theme of empowerment, diversity and inclusivity in the gaming industry?

[22:53]

Angi: Just like on a scale of one to five, five being best, five being worst, 5 being best, one being worst in the game industry, the mood board visuals and I would say 2.5 and what?

[23:14]

Angi: What could be improved?

[23:17]

Alex: So difference I guess different sort of.

[23:23]

Alex: So I know it's a woman's program, but it would be good if they were like more diversity and not only like women specifically, even if it's a woman program, but we're trying to get everybody to be equal.

[23:41]

Alex: So it would be good if there was like more diversity and and more racial diversity and ability diversity and.

[23:52]

Alex: Yeah and a little bit more.

[23:56]

Alex: Yeah that's that's as far as I can tell and maybe a little bit more gamey little bit more game maker rather than corporate cause I'm gonna have to like if you are I'm gonna have to like scour the Internet.

[24:13]

Alex: You know how you know how many like generic images there are of like yeah I'm like I can't believe this there needs to I need to go out and make photos myself or something at this point.

[24:21]

Alex: Yes.

[24:22]

Alex: There's just so much yeah of like the same repeatedly used images that I was like I was struggling.

[24:30]

Alex: I was like how do I convey this properly.

[24:32]

Alex: But I I am gonna try my best to take.

[24:35]

Alex: Yeah.

[24:35]

Alex: I think if you.

[24:37]

Alex: Yeah.

[24:37]

Alex: I think if you go out and get pictures and I think or if you Commission an artist to do pictures that will, that will be good.

[24:45]

Alex: Right.

[24:45]

Alex: Yeah.

[24:45]

Alex: So just to get more diversity for sure because it was it was definitely hard trying to get some that are like stuck image related because it's like yeah there's no.

[24:55]

Alex: I can imagine especially I can imagine.

[24:59]

Alex: Yeah.

[24:59]

Alex: Especially in diversity terms.

[25:01]

Alex: Oh yeah, for sure.

[25:02]

Alex: No I I might have a friend that might be able to help me out.

[25:05]

Alex: So we'll see.

[25:07]

Alex: No, that's a good point.

[25:10]

Alex: Yeah.

[25:11]

Alex: Yeah.

[25:11]

Alex: So what aspects of the program do you think should be kept the way they are?

[25:16]

Alex: And what aspects do you think should be?

[25:20]

Alex: Yes, I definitely think the core is good.

[25:22]

Alex: Like, I definitely think the core of working on communication skills and assertiveness.

[25:28]

Alex: I definitely think you hit the nail on the head there with focusing on those two things.

[25:33]

Alex: So I Yeah, perfect.

[25:38]

Alex: So and do you like the fact the fact that it's online as well, so that kind of more people can join it?

[25:45]

Alex: Yeah, I like that as well.

[25:48]

Alex: You just need to be mindful of time zones, different time zones and accommodating that.

[25:53]

Alex: But I like that it's online.

[25:57]

Alex: And do you think things like the, for example, the communication skills like course that I want to also give to the attendees, Do you think that would actually be of use?

[26:07]

Alex: Like if you were doing the training and you received something like that or like it's kind of like a workbook almost.

[26:13]

Alex: Would you.

[26:14]

Alex: Yeah, use it or do you think that would be valuable to the people that are attending?

[26:20]

Alex: Yeah, definitely, definitely.

[26:22]

Alex: It would definitely be valuable to the people attending.

[26:25]

Alex: I can think of like, I know two women that struggle with communication in the corporate space and industry and that's just off the top of my head.

[26:35]

Alex: So I definitely think it'll be valuable.

[26:37]

Alex: I don't know if you have Toastmasters in your country.

[26:41]

Alex: Toastmasters, OK.

[26:43]

Alex: Never heard of it, OK.

[26:46]

Alex: So they also help you with your, like public speaking.

[26:49]

Alex: That's more a public speaking thing.

[26:52]

Alex: So yeah, I think they'll they can definitely benefit from having that workbook and it's also it's also helpful to have a workbook as a guideline and and when you don't have the sessions then you can like look at the workbook and refer back to it.

[27:09]

Alex: So I think that that will be helpful.

[27:13]

Alex: And do you think that considering that is a part of the concept, should I also maybe show that in a way more in the mood boards?

[27:19]

Alex: Or do you think like that's not really like a main focus and like it's, I don't think the mood board, Yeah, it's OK if it's not in there.

[27:30]

Alex: Yeah, the mood board is just like what's visually.

[27:35]

Alex: Mood board should just give you a sense of what's going on visually and doesn't include the details necessarily.

[27:45]

Alex: Yeah, I would definitely include, like, I would definitely include leadership as a thing if it's not already here.

[27:52]

Alex: So you have assertiveness and communication, but I don't see leadership as a thing here, so maybe include that.

[28:00]

Alex: That's just my opinion.

[28:02]

Alex: And yes, I think, I think it'll be good also to in the sessions have like make sure every participant participates, not have a quiet participant.

[28:15]

Alex: And and and to have every and to have maybe like role-playing sessions in the session with the participants, I think that'll also be helpful, right.

[28:29]

Alex: I've heard, I have heard that before as well from someone else that they actually did something like that before in their workplace and it was OK.

[28:36]

Alex: They actually got the men to also be into it, which was interesting and it was like a mandatory thing.

[28:41]

Alex: So I found that interesting, but I have heard that role-playing does actually help.

[28:46]

Alex: So I will.

[28:47]

Alex: Yeah.

[28:50]

Alex: I guess the questions, the other questions are kind of things we already answered.

[29:00]

Alex: So I can probably go on to the next concept.

[29:02]

Alex: I realize a lot of these questions almost sound the same to each other, but it's fine.

[29:06]

Alex: I'm, I'm not great at this kind of thing.

[29:10]

Alex: I need this training for myself.

[29:14]

Alex: Yeah.

[29:14]

Alex: So concept #2, this is the frame board with more information but summarize basically I call this Unity Gaming Convention.

[29:22]

Alex: Something very much larger than this other thing basically that might not be the best name for it because people will just think that is related to the gaming engine.

[29:33]

Alex: I know I was trying.

[29:35]

Alex: I was like maybe if I change the Y to an I I was like maybe I yeah, it used to be called like women in games convention.

[29:43]

Alex: But then there was a lot of also backlash on the term woman.

[29:46]

Alex: And also I all then tried using the word woman with an X instead of an E and that was also not good enough.

[29:54]

Alex: So I was like what do I call this thing if I want to specifically bring together, you know, like, yeah, women, non binary trans Femi identifying individuals, you know, I didn't know what to call it.

[30:08]

Alex: So I called it unity with an I.

[30:09]

Alex: So that unity wouldn't unity wouldn't, you know, sue you, Sue me.

[30:14]

Alex: Yeah.

[30:15]

Alex: So that's what it is right now.

[30:16]

Alex: If you ever if you have any suggestions, please tell me.

[30:19]

Alex: But I yeah, that's what I like stuck to.

[30:23]

Alex: Yeah.

[33:49]

Angi: Where would this convention be?

[33:51]

Alex: Yeah, that is a good question.

[33:56]

Alex: While I was coming up with this concept, I'd never really thought of like location wise because yeah, because it was just like a very initially it was just a very skeleton version of it.

[34:08]

Alex: But I guess in my head the 1st place I would think of is somewhere in America but or like somewhere like Germany where they already have, you know, pretty large gaming conventions.

[34:23]

Alex: But yeah, somewhere world, world based.

[34:27]

Alex: I don't know.

[34:28]

Alex: Haven't really talked about.

[34:29]

Alex: Yeah, so so The thing is like the convention is a huge, huge undertaking and there's like a lot of money behind it, right.

[34:41]

Alex: And you need a lot of money to start this up.

[34:44]

Alex: And and also the reach is not gonna be, it's not gonna be as inclusive as the first one because it's it's gonna take place in a certain location and then you need to you have to have

people with enough money to buy plane tickets and to afford accommodation for that period of time.

[35:10]

Alex: So it's not going to be as far reaching as the first idea.

[35:16]

Alex: Yeah, I mean, I I like the idea of like celebrating a woman and other sort of what do you call it, marginalized communities in one space.

[35:32]

Alex: That's sort of a nice idea.

[35:34]

Alex: But I think that this is a little bit very far out there.

[35:40]

Alex: I think that there's a little bit harder to implement than the other idea.

[35:46]

Alex: It's definitely a would be nice thing, but it's also very you want it to be more inclusive.

[35:54]

Alex: But then it's going to exclude a large portion of the people that you're trying to target, because it's going to exclude people who are from different parts of the world or who don't have enough money to get to the convention.

[36:10]

Angi: Oh yes.

[36:11]

Angi: And then the ticket for the convention is also expensive, usually because it's just so much money.

[36:17]

Alex: Yeah, I made it at least for the ticket.

[36:19]

Alex: I made it so it was free for that purpose.

[36:23]

Angi: What do you think about?

[36:25]

Angi: Obviously it wouldn't solve everything and it would definitely change, like the experience.

[36:29]

Angi: But what do you think?

[36:31]

Angi: Could it potentially be improved if there were online elements to it?

[36:35]

Angi: So things like for the panels or the lectures or maybe even like the workshops, if there was some sort of online aspect of it where people could join from other parts, yeah mm hmm, yeah, there that would be that would solve some of the issues.

[36:57]

Angi: But an online convention is never the same as an in person one, but that would solve some of the issues.

[37:04]

Angi: Maybe you can have like, this is also just a suggestion.

[37:09]

Angi: Maybe you can have like smaller, smaller versions of the convention but all across the world.

[37:17]

Angi: Like it's more spread out rather than centralized.

[37:21]

Angi: Yeah.

[37:22]

Angi: And that way that's it'll improve the reach of it.

[37:25]

Angi: And also just yeah, it'll improve the reach of the convention itself as well.

[37:31]

Angi: Yeah, And getting more different people involved because of each location will have like its own speakers, which will.

[37:41]

Angi: Yeah, which you can.

[37:42]

Angi: And then you can also connect via like playing, playing, playing different convention stuff at the other spaces during like breaks and things like that, so that you can actually see what the other countries are up to, things like that.

[38:00]

Alex: That's actually a good point.

[38:02]

Alex: I wonder if there's like a smaller word than convention, Mini convention, I don't know, mini convention, Yeah, we can pioneer the mini convention, yeah.

[38:14]

Alex: And and it'll.

[38:15]

Alex: Yeah, and it'll actually contribute to then you actually don't have to plan as much for one thing, 'cause you can get input from different countries and their panels and their.

[38:30]

Alex: Yeah to yeah.

[38:31]

Alex: So yeah, that's just.

[38:36]

Angi: Yeah, well, obviously besides the limiting factors about it, do you think, how well do you think this caters to like the interests and needs of women and marginalized genders in the community?

[38:53]

Angi: I'm not like I think the first again, I think the first one like recognition and stuff are nice.

[39:04]

Angi: That's nice and but we already have like panels on inclusivity at some of the bigger

conventions and we do have we do have sort of steam or we have sort of smaller things that recognize that recognize like queer game makers and things like that.

[39:28]

Angi: It doesn't all happen at the same space but there are there are things like this.

[39:34]

Angi: I think yeah, it's again a hard question I don't I think that the other one addresses a more immediate need a more dire need than than this.

[39:50]

Angi: I think this is like a nice to have.

[39:52]

Angi: Makes sense, yeah.

[39:54]

Angi: So just just like a little extra sprinkles on top kind of thing rather than the other, Yeah, it'll be like very cool.

[40:01]

Angi: It would be very cool and it would definitely be like helpful for people in the industry.

[40:08]

Angi: But I don't think that this is like resolving the primary issue, right?

[40:13]

Angi: Makes sense, but it might come to me.

[40:17]

Angi: Yeah, no, for sure.

[40:22]

Angi: Yeah.

[40:25]

Angi: So we kind of already spoke about the fact that like, yeah, that basically making this if, if it was still a concept, making it kind of smaller scale and all over the world would kind of help you think like enhance the impact of its purpose basically.

[40:44]

Angi: Yeah.

[40:44]

Angi: But you were saying, do you think, Yeah, do you find the variety of activities such as the exhibitions, the E Sports tournament panels and workshops appealing and engaging?

[40:58]

Angi: Or is there something like that maybe you haven't seen before at a convention that you think would be important to have, especially at a convention that's like meant for inclusion.

[41:26]

Alex: I think having like specific sort of networking activities and and things that facilitates networking activities 'cause I know at conventions it's like, Oh yeah, go out there and network, but a lot of, but it gets dominated very quickly by a lot of.

[41:48]

Alex: I can only speak from like a woman's perspective.

[41:50]

Alex: So I don't know how it is for other people, but and from a neurodiversity perspective.

[41:58]

Alex: So I know that a lot of the networking and stuff becomes very intimidating very quickly or you don't really know what to say or how to say it.

[42:07]

Alex: And so I think, like, maybe networking as a thing, but then have it structured networking or like, like, I don't know, playing games with the person that you're partnered up with or just to get the conversation going.

[42:23]

Alex: Like having not conversation prompts or maybe even conversation prompts, but having like a structured networking experience would be like something really nice that I would appreciate in a space like this makes sense.

[42:37]

Angi: I mean, like, I'm also a nerd, divergent.

[42:39]

Angi: And I also just like don't like talking to people.

[42:41]

Angi: So I probably should have thought, like, that would be my worst nightmare.

[42:45]

Angi: Probably.

[42:46]

Angi: So I should have thought about that.

[42:47]

Angi: But that's a good point.

[42:49]

Angi: So having something that's like structured and also allowing people to, yeah, do it comfortably in a way.

[42:56]

Angi: And it.

[42:57]

Angi: Yeah, will.

[42:58]

Angi: But also, yes, still having that, like still having that structure there.

[43:03]

Angi: So they know what to do.

[43:04]

Angi: Yeah, Yeah, OK, that makes sense.

[43:06]

Angi: I don't even know if I included that in my description or not, but I probably should because like, I think I thought about it, but I didn't even.

[43:14]

Angi: OK.

[43:15]

Angi: So that's a good point and I should emphasize that because I think that's if it's an inclusion like convention, it's probably a good thing to have.

[43:26]

Angi: Yeah.

[43:27]

Angi: What aspects of the convention do you think should be kept as they are?

[43:32]

Alex: Yeah, I think like what you've touched on, like the the E sports, the tournaments, the panels, the workshops, they're all like appealing.

[43:41]

Alex: So I think that they can be kept.

[43:44]

Alex: I just want to add the structured networking thing.

[43:47]

Angi: Perfect.

[43:48]

Angi: Yeah, makes sense.

[43:49]

Angi: I'll definitely add that for sure.

[43:54]

Angi: Let's see.

[43:55]

Angi: Yeah, I mean, again, questions kind of similar to before.

Interview Transcript

[43:59]

Angi: You mentioned you mentioned having it smaller and potentially all over the world.

[44:04]

Angi: So that would be like a way to enhance it.

[44:06]

Angi: But also, yeah, do you think there's anything else that could enhance it?

[44:12]

Angi: And you said the networking thing already, so that kind of makes sense as well.

[44:18]

Angi: But as like a final, yeah, final statement, is there anything that you think, like, assuming I don't completely get rid of this concept, is there something that you think could like, revolutionize this, being more accessible, maybe more appealing in general?

[44:38]

Alex: Yeah.

[44:40]

Alex: Well, I think having like smaller all over the place worth an online component, if that's like we're talking about dreams now.

[44:48]

Alex: So if that happens, then, then yes, that'll be great.

[44:53]

Alex: So yeah, that'll be first prize.

[44:58]

Alex: But yeah, nothing else.

[45:01]

Angi: Perfect.

[45:03]

Angi: Well, that's it for me.

[45:05]

Angi: Thank you.

[45:06]

Angi: Thank you so much for participating.

[45:07]

Angi: Your input was actually very valuable and I can learn a lot from what you, you know, shared with me as well.

[45:14]

Angi: So that's good.

[45:15]

Angi: That's what I need.

[45:16]

Angi: Because basically I need to decide which one of these I'm killing and and then which one of these I am improving and making.

[45:25]

Angi: Wouldn't say making it possible, but making it potentially possible.

[45:30]

Angi: Yeah, yeah.

[45:30]

Angi: Thanks a lot for being here and you don't have to like you don't have to like kill the one in favour of the other.

[45:37]

Angi: Maybe you can just start with one and then do the other.

[45:42]

Angi: Well for the sake of my thesis report, but for like, you know, future purposes.

[45:50]

Angi: Obviously, like all my 4 ideas I initially had, I liked.

[45:54]

Angi: So I was like, you know, I wouldn't actually just completely forget about them, but for the sake of writing my report, I unfortunately had to kill one of them and just go with the other and hope for the best.

[46:06]

Angi: So, OK, yeah, that's that's where I'm going to be going now.

[46:11]

Angi: Yeah.

[46:11]

Angi: Just out of curiosity, before we before we wrap up, just out of curiosity, are you going to like let the participants do a test before, for example, the mentor, the mentorship one, Are you going to let them do a test before and then after the sessions or how are you going to measure the impact?

[46:30]

Angi: That's good.

[46:32]

Angi: That's a good question.

[46:33]

Angi: That's something else I did not think about but should definitely think about.

[46:39]

Angi: OK.

[46:39]

Angi: You gave me a lot of things to think about.

[46:41]

Angi: OK, that's good.

[46:44]

Angi: I some women have said, like, in the past, like, how are you going to measure impacts?

[46:48]

Angi: But it's not really something that like, stuck to my brain.

[46:50]

Angi: I was like, you know, I was thinking of all the other.

[46:53]

Angi: Yeah, all the other aspects.

[46:55]

Angi: No, for sure.

[46:56]

Angi: Things that stood out to me.

[46:57]

Angi: But that's actually a good point.

[46:58]

Angi: You know, how would I measure it?

[47:00]

Angi: And how would I even know it's working and effective and worth my time?

[47:04]

Angi: Makes sense.

[47:05]

Angi: Yeah.

[47:05]

Angi: So perfect.

[47:06]

Alex: But yeah, do reach out, do reach out.

[47:08]

Alex: If you need any further assistance or with the program itself or with the conventions or whatever, I'm here to assist you.

[47:14]

Angi: Great.

[47:15]

Angi: Thank you so much and thank you for your time.

[47:16]

Angi: Sure.

[47:17]

Angi: Good luck.

[47:18]

Alex: Bye.

[47:18]

Angi: Thank you.

[47:19]

Angi: Bye, bye.

Mood Board 1: Level Up Your Gaming Career

Iteration #1: (*see Appendix P for Iterated Mood Boards*)

Expanded Inclusivity:

- The first iteration of the mood board broadened its scope to include not only women but also underrepresented genders and men in the gaming industry.

Two-Sided Approach:

- The revised concept introduced a two-sided approach, addressing the empowerment of women towards executive roles and mentoring men to enhance skills for a more equitable gaming environment.

Program Structure Enhancement:

- Program details included the introduction of diverse communication models through presentations, workshops, and role-playing sessions. The frequency of sessions was specified as one every two weeks, providing practical application, knowledge settling, and networking opportunities in breakout rooms.

Increased Session Frequency:

- The number of sessions was increased from the initial concept, now having three sessions instead of the unspecified frequency in the original board.

Target Audience Refinement:

- The target audience analysis expanded to include 50+ underrepresented individuals in the gaming industry, emphasizing their struggles in finding growth opportunities and presenting assertiveness in an industry plagued by "bro culture." This refined analysis informed the program's tailored approach.

Inclusive Networking Opportunities:

- The addition of breakout rooms at the end of each session was introduced as a networking opportunity for participants, fostering connections and community building.

Updated Value Proposition:

- The value proposition was adjusted to emphasize empowering underrepresented genders in the gaming industry and facilitating men in enhancing their team-based skills to create an inclusive and safe working environment.

Mood Board 2: Uniti Gaming Convention

Iteration #1:

Online Edition:

- The convention was iterated to be made available online through streaming platforms to combat concerns of timezones, travel logistics, time-constraints, location and cost of the convention.

Game Exhibitions:

- Included game exhibitions but with a focus of games developed by underrepresented genders

Recruitment Stands:

- Included recruitment stands to improve job opportunities for attendees who are trying to enter the industry but have missed opportunities

Mood Boards 1st Iteration



Mood Board 1: Level Up Your Gaming Career *(see Appendix Q for Iterated Mood Boards)*

Iteration #2:

Target Audience Refinement:

- The second iteration maintained a focus on SO+ underrepresented individuals in the gaming industry, emphasizing common struggles faced by underrepresented genders, such as challenges in growth opportunities and assertiveness in a "bro culture."

Program Structure Enhancement:

- The program evolved with an increased number of sessions per group (6 sessions), providing a more comprehensive approach. Sessions were categorized for men, underrepresented genders, and combined sessions, offering practical application, knowledge settling, and networking opportunities.

Inclusive Language and Content Focus:

- The concept shifted to more inclusive language, emphasizing "underrepresented genders." The program content was streamlined to focus on key team-based skills like assertiveness, inclusive language, and collaborative decision-making, addressing the prevalent "bro culture" in the gaming industry.

Mood Board 2: Uniti Gaming Convention *(see Appendix Q for Iterated Mood Boards)*

Iteration #2:

Communication Enhanced:

- Readability and clarity of convention materials were improved, incorporating larger fonts, clear visuals, and concise language.
- Specific feedback on communication challenges was gathered, leading to adjustments that ensured accessibility for all participants.

Effectiveness Optimized:

- A post-convention survey was conducted, identifying specific areas of improvement based on participant feedback.
- Program elements, including content, workshops, and networking opportunities, were enhanced to address identified concerns and improve overall effectiveness.

Hybrid Participation Refined:

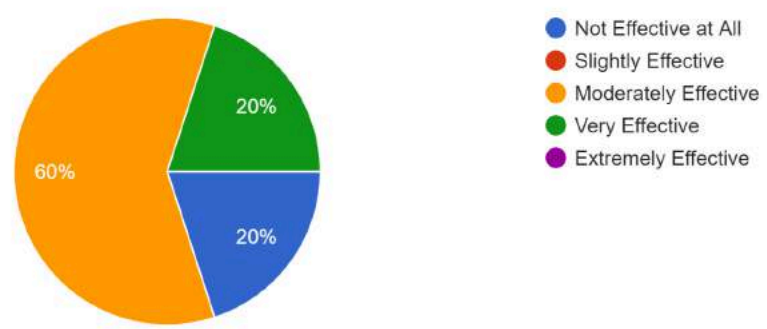
- The online platform for hybrid participation was optimized, incorporating features like live Q&A, virtual networking, and accessible resources.
- On-site and online experiences were seamlessly integrated, prioritizing engagement and accessibility for all participants.

Appendix Q: Develop Phase Test #2 Results

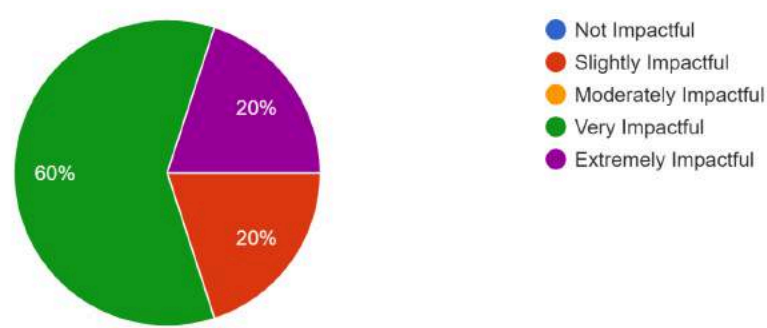
Concept Development #2: "Level Up Your Gaming Career" vs. "Uniti Gaming Convention"

Level Up Your Gaming Career Results

How effectively does the concept of "Level Up Your Gaming Career!" address the challenges faced by underrepresented genders in the gaming industr...ncerning growth opportunities and assertiveness?
5 responses

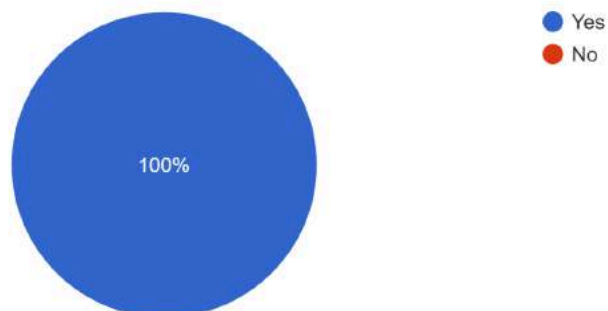


In your opinion, how impactful is the team-based training and mentorship aspect of the program for individuals striving to pursue leadership roles in the gaming industry?
5 responses



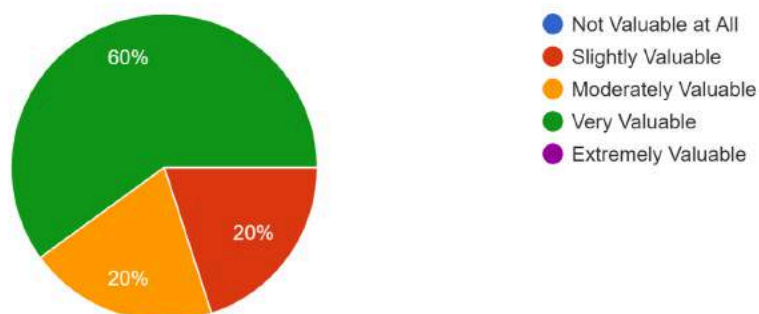
Do you believe that the inclusion of men in the program, with a focus on enhancing their team-based skills, contributes positively to fostering an inclu... working environment for underrepresented genders?

5 responses



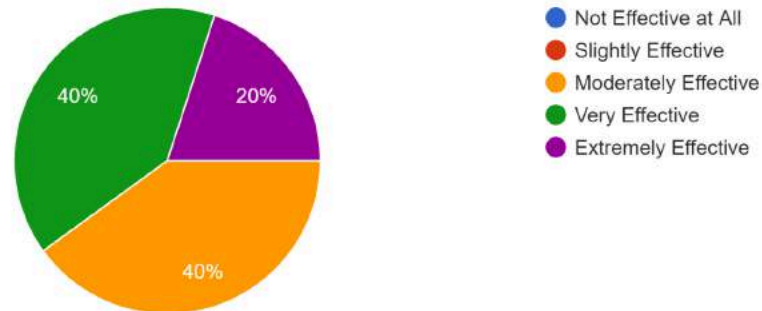
How valuable do you find the proposed approach of introducing diverse communication models, including role-playing sessions, to combat the perceived "bro culture" in the gaming industry?

5 responses



Considering the proposed structure of three sessions every two weeks, with breakout rooms for networking, how do you think this format enhances ..., and sharing of experiences among participants?

5 responses



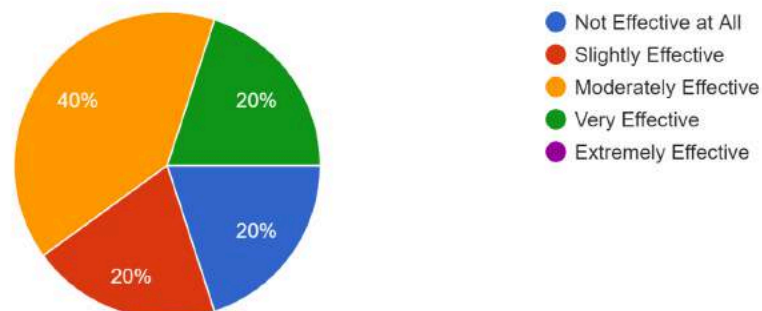
If any, what recommendations would you have for improved the visuals of the mood and concept board?

1. I Feel like its to much text.
2. I love it actually, especially the colors
3. the career boards all appear to be focused on the "gamer" and not photos of careers in gaming, which includes everything from animation, design, audio, level design , producers, project managers, marketing etc. would be more helpful to see photos of people doing that.
4. no recommendations

Uniti Gaming Convention Results

How effectively does the concept of the 'Uniti Gaming Convention' address the challenges faced by underrepresented genders in the gaming industry, particularly concerning recognition and opportunities?

5 responses

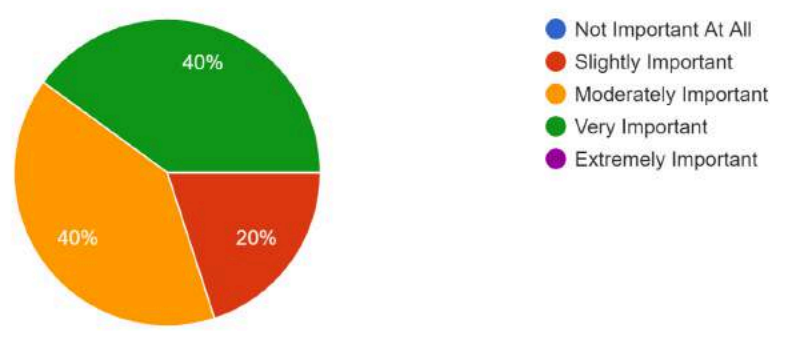


What aspects of the convention's value proposition resonate most with you, considering its goals of fostering diversity and inclusivity in the gaming industry?

1. Not sure having a hard time reading the text.
2. The fact that it creates a community
3. I like the mission
4. Besides it being for a good cause, it also seems fun to attend

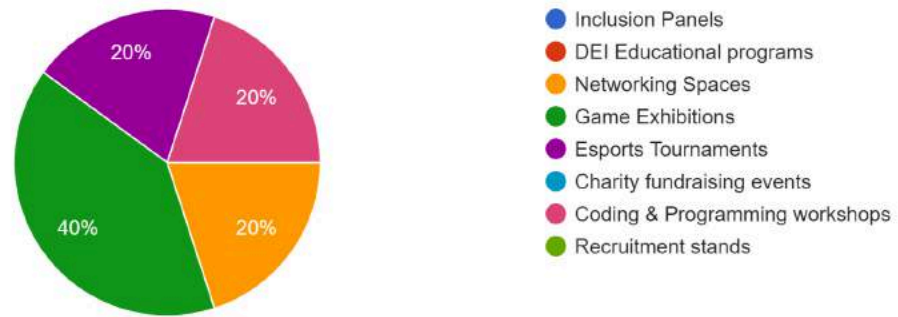
How important do you believe the combination of on-site and online participation is for ensuring accessibility and engagement in the 'Uniti Gaming Convention'?

5 responses



Which specific components of the convention, such as inclusion panels, DEI educational programs, or networking spaces, do you find most appealing or valuable for your participation?

5 responses



In your opinion, how could 'Uniti Gaming Convention' balance physical and online elements to create an environment that celebrates gaming achievements while advocating for a more inclusive and diverse industry?

1. make a discord guild run raids, events, and lan parties.
2. By still allowing them to interact somehow
3. You need a mix of seasoned and entry level people
4. The Esports tournaments could be a mix of online and physical teams

If any, what recommendations would you have for improved the visuals of the mood and concept board?

1. Again maybe less text.
2. Looks good !
3. Maybe use photos of existing conventions as a guide.
4. none





Mood Board Iterations

Mood Boards 2nd Iterations








Feedback Grid Feedback

Level Up Your Gaming Career

<p>Likes</p> <p>what did you like? what works well?</p> <ul style="list-style-type: none">• I like the message• I like the calm theme 	<p>Wishes</p> <p>give some constructive criticism. what does not work well? what do you wish it had?</p> <ul style="list-style-type: none">• I guess maybe be a bit more specific on what kind of skills• I think you could do more with the background 
<p>Questions</p> <p>what questions came up as you looked at the concepts?</p> <ul style="list-style-type: none">• To what extent can this problem be tackled by learning stuff to women 	<p>Ideas</p> <p>what Ideas came up while looking at the concepts? what Ideas can you suggest?</p> <ul style="list-style-type: none">• Make two different workshops for men and women, since the problems for the genders are quite different• Try to make it clear with the visuals aswell  <p>miro</p>

Uniti Gaming Convention

<p>Likes what did you like? what works well?</p> <ul style="list-style-type: none">• The different events• The font 	<p>Wishes give some constructive criticism. what does not work well? what do you wish it had?</p> <ul style="list-style-type: none">• I feel like it doesnt really tackle the issue• Calmer theme like the last one 
<p>Questions what questions came up as you looked at the concepts?</p> <ul style="list-style-type: none">• How exactly does this tackle the issue? 	<p>Ideas what ideas came up while looking at the concepts? what ideas can you suggest?</p> <ul style="list-style-type: none">• none really• Looks clear  

Appendix R: Deliver Phase Harris Profile Justification

	Must improve diversity within the gaming industry	Must align with target group's wishes and needs	Must include diverse voices in its development	Must help underrepresented genders working in the gaming industry	Must have available resources to implement
 -2 points	Would not improve diversity in the gaming industry in any manner	Is not desirable to the target group's wishes and needs at all	No diverse voices are present in the development of the concept	Does not make any impact for the careers of underrepresented genders working in the gaming industry	Requires an unrealistic time and financial investment
 -1 point	Would not improve diversity in the gaming industry in a noticeable manner	Meets barely any of the wishes and needs of the target group	Very few diverse voices are present in the development of the concept	Barely makes any impact for the careers of underrepresented genders working in the gaming industry	Requires a moderate time and financial investment
 +1 point	Has the potential to improve diversity in the gaming industry slightly	Aligns with the target group's wishes and needs	Many diverse voices are present in the development of the concept	Positively impacts the careers of underrepresented genders working in the gaming industry	Requires minimal time and financial investment
 +2 points	Has the potential to improve diversity in the gaming industry tremendously	Aligns with the target group's wishes and needs tremendously	The majority of people present in the development of the concept are diverse	Positively impacts the careers of underrepresented genders working in the gaming industry, leading to further opportunities	Is easily achievable with WIG's current time or financial resources 

Concept 1: Level Up Your Gaming Career

Must improve diversity within the gaming industry: (+2)

- Justification: The program is specifically designed to address gender inequality in the gaming industry by empowering women to pursue leadership roles. It has the potential to make a tremendous impact on improving diversity by providing training and mentorship opportunities.

Must align with the target group's wishes and needs: (+2)

- Justification: The program directly addresses the needs identified through interviews and surveys with women in the gaming industry, providing solutions to challenges such as lack of growth opportunities and assertiveness in a "bro culture." While it aligns with the wishes and needs, it may have additional room for iterations based on individual needs (Brown, 2023m).

Must include diverse voices in its development: (+2)

- Justification: The frame focuses on collaboration with industry professionals and mentors. The involvement of experienced individuals from the gaming industry shows the possibility of the involvement of diverse voices.

Must help underrepresented genders working in the gaming industry: (+2)

- Justification: The program explicitly aims to positively impact the careers of underrepresented genders in the gaming industry by providing them with confidence-building tools, communication skills, and networking opportunities. It is likely to lead to further opportunities for career advancement.

Must have available resources to implement: (+2)

- Justification: The program is online, offering training sessions, communication courses, and networking opportunities. It seems easily achievable with the current time and financial resources, making it a feasible concept.

Concept 2: Uniti Gaming Convention

Must improve diversity within the gaming industry (-1):

- The convention only very slightly promotes inclusivity by specifically targeting underrepresented genders in the gaming industry. It aims to acknowledge, celebrate, and address the achievements and challenges faced by these groups, but does not do so enough, according to the target group.

Must align with the target group's wishes and needs (-1):

- The convention barely addresses the wishes and needs of its primary stakeholders, including women, non-binary, trans, and femme-identifying individuals in the gaming industry, after several testing phases. While it provides a platform for recognition, celebration, and networking, it does not do so on a large, wordly or impactful scale that the target group is looking for (Brown, 2023m).

Must include diverse voices in its development (+2):

- The concept involves diverse voices significantly in its development. As it aims to celebrate underrepresented genders, it's crucial that the planning and execution of the convention include perspectives from various backgrounds, ensuring a well-rounded and inclusive event.

Must help underrepresented genders working in the gaming industry (+1):

- The convention positively impacts the careers of underrepresented genders by recognizing and celebrating their achievements. By providing networking opportunities, professional development workshops, and acknowledgment, it contributes to the advancement and empowerment of individuals in the gaming industry.

Must have available resources to implement (+1):

- The concept can be achievable with Women in Games International's (WIGI) current time and financial resources. While it involves various components such as game exhibitions, esports tournaments, and DEI educational programs, these elements are common in gaming conventions, and WIGI's experience in organizing events shows it can be a feasible implementation.

Appendix S: Deliver Phase Test Results, Feedback and Prototype Iterations

Target Group Feedback

Questionnaire Feedback: (Brown, 20231)

Intentionality and Diversity:

- Positive feedback on the intentional design and features catering to women facing workplace challenges.
- Acknowledgment of valuable features and themes, including a colorful presentation.

Constructive Criticism on Information Architecture:

- Recognition of intentional communication features but constructive feedback on information architecture, suggesting a need for reordering elements for better user experience.

Comparison to Existing Platforms:

- Comparisons to existing platforms like Slack, Discord, and Instagram, with considerations on the platform's uniqueness and potential benefits.

Empowering Underrepresented Genders in Gaming: (Brown, 20231)

Mixed Perceptions on Empowerment:

- Varied opinions on the platform's ability to empower underrepresented genders in pursuing executive roles.
- Suggestions for adding an "empowerment sauce" and emphasizing content related to diversity, equity, and inclusion.

Networking Opportunities and Career Advancement:

- Positive views on networking opportunities, particularly highlighting less intimidation compared to LinkedIn.
- Recognition of valuable resources, workshops, and potential career advancement features.

Communication Skills Improvement: (Brown, 20231)

Potential for Improvement in Communication Skills:

- Optimism about improvements through training participation, but mixed opinions on the overall impact on communication skills.
- Emphasis on the need for practical conversation practice, especially around negotiations and feedback.

Value and Engagement: (Brown, 20231)

Perceived Value and Interest:

- Recognition of valuable features such as centralized educational resources and ease of navigation.
- Interest expressed due to the platform feeling like a personal space and its potential to enhance confidence in professional roles.

Potential Diverse User Base:

- Optimism about attracting a diverse user base, especially those committed to promoting diversity in the gaming industry.
- Concerns about platform fatigue and the need for active community engagement.

Impact on Male Allies in the Gaming Industry: (Brown, 2023)

Positive Impact on Education and Collaboration:

- Positive feedback on the safe and open environment, providing opportunities for non-intimidating conversations and skill practice.
- Recognition of the platform as a potential safe space for education and collaboration among male allies.

Uncertainty and Product Positioning:

- Some uncertainty on the platform's role in educating male allies, with emphasis on the importance of marketing and user acquisition.

Expert Feedback

Empowerment and Confidence Building: (Brown & Knapps, 2023)

- The prototype helps build confidence and community, empowering underrepresented genders in the industry.
- It facilitates networking, skill-building, and resource sharing among users, allowing them to take charge and find resources.
- The platform's community-oriented design and features make it more approachable than LinkedIn and less personal than Discord, creating a perfect blend of professional and approachable.
- It incentivizes people to participate and use resources, making it easier to become interested and engage with the platform.
- Malia suggests adding discoverability features, such as matching users with similar career paths or roles, to enhance networking opportunities.

Communication and Networking: (Brown & Knapps, 2023)

- The prototype improves communication skills and allows for less intimidating communication with like-minded people.
- It offers connection requests, networking events, and event reminders, making networking more accessible.
- The platform's straightforward design and accessibility features make it easier to find and utilize resources.
- Malia suggests adding an intro survey to match users with potential connections.

Intent to Engage in Level Up: (Brown & Knapps, 2023)

- Malia expresses a strong desire to use the platform and have something like it.
- She notes that the platform's all-in-one design and accessibility features make it more comfortable and less intimidating to interact with.

Diverse User Representation Interest: (Brown & Knapps, 2023)

- Malia expresses interest in the platform's diverse user representation

Educational Impact: (Brown & Knapps, 2023)

- The prototype holds men accountable and ensures they are learning to communicate with underrepresented genders.
- It breaks the divide and allows everyone to work towards bridging the gap.

Event Reminders and Educational Resources: (Brown & Knapps, 2023)

- The platform's event reminders and educational resources incentivize users to engage with the platform

Frequency of Events: (Brown & Knapps, 2023)

- Malia suggests having two trainings per week over two weeks for consistency and desire to continue, without overwhelming users.
- She suggests scheduling events from 11:00 AM to 2:00 PM.

Accessibility: (Brown & Knapps, 2023)

- Malia suggests making the platform accessible for people in other regions by offering courses and events for different time zones.

Interview with Malia Knapps, Writer

5:20

Angi: All righty, Are you ready?

5:27

Malia: I'm sorry.

5:27

Malia: I had myself muted.

5:28

Angi: I am all right.

5:30

Angi: So I also forgot to disclaim that not every feature is clickable.

5:35

Angi: But I like, I try to get almost, you know, I try to get it there as much as I could.

5:41

Angi: But yeah, so I guess before I get into the really deep questions, I'll just ask you kind of like what your first impressions are and what you like and didn't like about it.

5:55

Malia: Yeah, I definitely was really intrigued by the layout.

6:00

Malia: I thought the color scheme was really nice.

6:05

Malia: I think the one thing.

6:06

Malia: Let me see.

6:10

Malia: Oh wait, wait, never mind.

6:11

Malia: That makes sense actually.

6:12

Malia: Yeah.

6:13

Malia: The Little 4 shots, I was like oh like what's that at first?

6:18

Malia: But it makes sense in terms of the different channels and accessing that compared to like the home button that's there.

6:27

Malia: I think the one thing I was curious about in terms of like the calendars was like its sync ability to things or like being able to connect with Google calendars, have it show up there.

6:42

Malia: Or did you want it to kind of just be like, you know, that's your calendar, this is exactly where it's showing up and you know, having it just be there or.

6:52

Malia: Yeah, I think that was like the one question I had in regards to the calendar.

6:58

Malia: Because I know there are some people who do like to sync their calendars up and I think

they like to do that via the link and then just kind of paste in the calendar link from like whatever app they're using into like Google Calendar or any other calendar.

7:15

Malia: So that's like the one question I had in regards to that.

7:19

Malia: I really liked the Wiggy workshop area.

7:24

Malia: I think that's really cool in terms of being able to access things.

7:29

Malia: And also I like how you have the Join Now and then the code down at the bottom and then also like if you're registered or unregistered, I think that's really cool.

7:43

Malia: And then yeah, I think the collections as well is also really cool.

7:48

Malia: Cats, it doesn't scroll.

7:51

Angi: Yeah I know, so sad.

7:56

Malia: But yeah, I think it's really cool.

8:00

Malia: I think it would definitely be beneficial as well for like Wiggy and then anything that you know you want to do with that because I think having a hub for this is really cool.

8:18

Malia: So, and I think it kind of builds on community and connecting everyone a little bit more.

8:26

Malia: And it kind of combines both kind of that LinkedIn aspect and that Discord aspect that I think kind of LinkedIn is lacking a bit.

8:36

Malia: And then also Discord is lacking in some areas as well.

8:39

Malia: And kind of combining the two I think is really good.

8:42

Malia: So yeah, I really like it.

8:44

Angi: Thank you.

8:45

Angi: I'm glad that you picked up on that because that was kind of the goal that I had to create like several programs in one.

8:52

Angi: And I think the comment you made about the calendar like sync ability is also very important.

8:56

Angi: I obviously didn't go that far, but it's a good point to make.

9:00

Angi: So yeah, I'll go into the deeper questions now, like the ones I have to have, let's say, Yeah.

9:06

Angi: How do you perceive the prototype's potential to empower underrepresented genders for, you know, gaining their executive roles in the industry?

9:15

Angi: So like, I phrased that weird.

9:18

Angi: But like, I'm so used to the word, like level up now because I've been using that like phrase for months.

9:27

Angi: What's what's the word?

9:28

Angi: Promotion.

9:29

Angi: There we go, Yeah.

9:30

Angi: How do you feel like this could help empower underrepresented people in the industry to kind of gain the confidence to get promotions and like stand up for what they do you think this educates them or what do you, how do you perceive it?

9:51

Malia: I was like, yeah, tell me, Oh yeah.

9:52

Malia: I honestly think the way in which this is designed is perfect in regards to building that confidence because I think it's very community oriented.

10:04

Malia: And I think when you utilize platforms such as LinkedIn, it's so professional and you may not know how to like approach having conversations with some people.

10:18

Malia: And then if you're utilizing Discord, sometimes that can feel a bit like, you know, very, very personal.

10:26

Malia: And so having something like this, like I said before that combines both of those aspects of LinkedIn and Discord together.

10:34

Malia: I think it creates a really good hub to kind of have a perfect blend of like professional and yet it's still approachable for folks to really take on their careers and locating resources and then as well too, having the connections there and being able to maybe approach it a little bit differently, Yeah, I think I think that's so important.

11:05

Malia: So I think kind of seeing it from my perspective as someone who is trying to like break into the industry, I think having something like this would be way less intimidating than reaching out to someone on LinkedIn and really, like struggling to figure out, oh how am I going to approach them?

11:27

Malia: Like is this creepy?

11:29

Malia: Like, is this too much?

11:30

Malia: But having a platform like this where people are on it already, you can reach out to them, you can get connected, you can see your request, you can also see you know what events irritating like that helps.

11:46

Malia: So for me, I I think that it not only will build confidence within women and other underrepresented people, but I think it's going to build that community aspect and allow folks to actually build some of those skills up in terms of networking, in terms of willpower and taking charge of, you know, locating resources, sharing resources and getting connected with one another to actually, you know, if need be take the conversation off of, you know, the platform.

12:20

Malia: And if they need to get connected with someone else like via LinkedIn, like that's that option there as well.

12:25

Malia: I think I saw something a couple of slides ago where it was like a little conversation.

12:32

Malia: Oh, yeah, there it is right there.

12:33

Malia: Max B, what's your LinkedIn?

12:35

Malia: Let's connect on there?

12:36

Malia: And I can connect you with some other narrative designers.

12:39

Malia: Like, I think that that within itself is like really impactful there.

12:46

Malia: So yeah, I think that it would definitely help a lot of underrepresented people achieve their goals within the industry and just, yeah, all of that.

12:57

Malia: So I think it's amazing.

12:58

Angi: Perfect.

12:59

Angi: Thank you.

13:01

Angi: So next question for, for context, I think I have about 6 more questions.

13:07

Angi: So not too many, but just letting you know.

13:10

Malia: OK, yeah.

13:11

Angi: So in your own words, can you describe whether the prototype suggests opportunities for significant improvements in communication skills, especially in interactions with male colleagues?

13:29

Angi: Let's see.

13:32

Angi: You said male colleagues.

13:34

Angi: Yeah.

13:34

Angi: So especially with male colleagues in terms of like, yeah, is it, does it improve communication skills with them?

13:44

Angi: And does it make it easier to communicate with them?

13:47

Angi: Because in case you need context, just basically a lot of the women I talked to said that they had a lot of difficulties talking with men in their field because they weren't taken seriously and things like that, just issues like that.

14:04

Angi: So would you say this, how can you describe that this like improves that if it doesn't right?

14:11

Malia: I think it definitely does.

14:14

Malia: I think that having a hub like this really, I mean, it's for folks who want to be there.

14:22

Malia: And so I think having—I don't want to say like-minded people, but having people there, whether they're male or any other gender.

14:32

Malia: I think just kind of highlights, you know, the willingness to be able to communicate with each other.

14:39

Malia: So I think as well, the way in which this is all set up is also, I think it's helpful in terms of being able to communicate in a manner that is less intimidating.

14:52

Malia: Like I brought up earlier, like I think this is way less intimidating compared to like messaging someone on LinkedIn.

15:02

Malia: And so I think being able to have a flowing conversation is super important.

15:08

Malia: And I think, from everything that I've, I've looked at, like you're able to do that and you're also able to.

15:18

Malia: Yeah, I don't even know. I just think that the way in which this is set up is perfect for allowing conversations to flow with folks who actually want, you know, to support each other and be there.

15:35

Malia: So I think that this is like the perfect platform to do so, especially with male colleagues in the industry.

15:42

Malia: So I think it supports that for sure.

15:46

Angi: And would you also agree with that in terms of because the wiki workshops cover a lot of topics? I don't know if you noticed, but there's, you know, workshops like collaboration skills and things like that, things of that nature.

16:08

Angi: So I'm guessing you would also agree that maybe that helps like it does since everyone wants to be there and they're participating in the workshops, hopefully that allows them to kind of gain that knowledge and be able to, mm hmm, break that barrier slightly.

16:29

Malia: Yeah, for sure.

16:29

Angi: I definitely, yeah, agree to that for sure.

16:31

Malia: Yeah.

16:31

Angi: Keep that in mind for the next questions as well because I, yeah, I should have made like a whole paragraph before I even started this meeting.

16:41

Angi: But basically what this concept used to be, mm hmm, was just a program for like a like a six-session program for like communicate, like yeah, communication skills basically.

16:58

Angi: So it was like things like assertiveness, inclusive language, collaborative decision-making.

17:06

Angi: So that's what it was before this whole platform.

17:11

Angi: So the focus was a lot on like bringing underrepresented genders as well as men together to kind of work on those skills because that's something that the field is lacking, as it seems based on the people I talk to.

17:28

Angi: So that's what it used to be.

17:29

Angi: Now it's a whole one hub like place.

17:34

Angi: Yeah, just for context, I need to add a lot of context.

17:39

Angi: I forgot.

17:40

Angi: Yeah.

17:41

Angi: OK.

17:41

Angi: Well, next question, and I think you kind of already dabbled a little into this, but please share your thoughts on whether the prototype seems to offer valuable networking opportunities and benefits for career advancement within the industry.

17:58

Angi: I definitely think it does.

18:01

Malia: I think being able to like, I don't know if I exactly saw it, but like just from like the connection request and the networking events, the event reminders and stuff like that, I definitely think that like, it's all right there.

18:23

Malia: It's so accessible to me that I think that it, you know, it really shows that like you can find everything here because I think looking elsewhere like on LinkedIn and all of that trying to search for resources like you eventually come across them.

18:42

Malia: But it takes a lot of hard work and effort.

18:45

Malia: So to have everything like right there, have like networking, have chats going smoothly, resources and just various other things.

18:56

Malia: It's.

18:56

Angi: So I think it allows you to like actually become interested because you're not doing any extra steps or extra work to locate it like it's all right there.

19:08

Malia: So I think it creates, like, a I think it incentivizes folks to actually be like, OK, like I don't have to do any extra steps.

19:17

Malia: I can just, you know, click on this one part on the app or the site, and it's all right here.

19:25

Malia: And that allows them to like actually take charge and like utilize the resources.

19:30

Malia: And then I think as far as networking like, once again, I think that the way in which it's set up is really effective.

19:38

Malia: I don't know if there's like and that may be too much and thinking way ahead but like a discoverability piece to like the networking on here in terms of like, you know, here are other people who are like interested in the same career path or field or like position or role.

20:00

Malia: But that also might be because I don't think I saw it.

20:03

Angi: I mean, that's a good point.

20:04

Angi: So I'm totally willing to take any amount of ideas you have or like, yeah.

20:11

Angi: Add-ons because that's also the goal here is like tell me what is wrong with it.

20:15

Angi: Not wrong with it, but what could be yeah like make the experience yeah beneficial.

20:22

Angi: So yeah like discoverability feature.

20:25

Angi: Yeah.

20:26

Angi: And I don't know if that's just like with the well, I think amongst each other as well like a cohort would be really cool.

20:31

Angi: But I think as well too, like folks who are already established, I think is great as well.

20:39

Angi: But yeah, that discoverability piece I think might be really key as well in terms of like maybe having something of like, oh like what are you interested in?

20:52

Angi: Are you interested in like, you know, game development?

20:56

Angi: Are you interested in like, community management and then like taking that off and then maybe like showing the list of people who are either interested in that or that's what they're already doing and having that be a way to be like, OK, like here are a list of people who either are interested in that or doing that.

21:16

Angi: Like, do you want to connect?

21:19

Malia: Yeah, I think might be helpful in a way if you're driving for more of a like networking and connection piece outside of like the events and like maybe the resources that might list folks.

21:35

Angi: Yeah, definitely.

21:36

Angi: I think that would be very valuable possible because I think like although the workshops are very important for this, I think it's important to have the people to do the workshops as well.

21:51

Angi: So yeah, having some sort of like networking ability to like maybe you're not all, you don't all have to be strangers kind of thing, right?

22:00

Angi: Or well, you start off as strangers, but then, you know if you have some sort of way to match with people, then you can do it with people that are there for the same reasons, let's say.

22:11

Right.

22:11

Angi: All right, perfect.

22:12

Angi: Amazing.

22:13

Angi: Thank you for that.

22:14

Angi: The next question is, you kinda already said this.

22:22

Angi: I asked it slightly different in the beginning of things you find valuable, but I think you covered that mostly.

22:30

Angi: Unless there's anything else you want to say if there's any specific features or elements that you think make this valuable.

22:35

Angi: But I think you covered it so you don't have to worry about that.

22:44

Angi: All right.

22:45

Angi: Third to last question.

22:47

Angi: Do you find yourself genuinely interested and inclined to actively engage with this platform?

22:52

Angi: And please elaborate on your reasons.

22:55

Malia: Yeah, I definitely do.

22:57

Malia: I think that I would love to have something like this, honestly because I think the Wiggy Discord, while it's helpful, there's like so much to like navigate and of course like, yeah.

23:12

Malia: And then like some of the information does disappear after a good amount of time, I think after we're done, like the recordings and stuff.

23:21

Malia: So I think having everything all in one place, that's like Wiggy's own platform.

23:29

Malia: I think what is definitely really cool and like incentivizes me to like wanna interact with it and be a part of it.

23:38

Malia: Because honestly, yeah, like I think the Discord is slightly just a bit overwhelming and intimidating.

23:47

Malia: I think especially when I like, I had questions and I was like like where do I go?

23:52

Malia: Like who do I ask like which like which channel is the right channel to ask this.

23:58

Malia: So I think having it like this is really cool, and I think as well too.

24:05

Malia: Just having like, these, like is so helpful, so helpful, so cool.

24:14

Malia: I think.

24:15

Yeah.

24:15

Malia: And then like the resources for job posting, the introductions, so you get to know everyone, ask the experts.

24:24

Malia: Like, I think for me as someone, once again who's heavily seeking like the resources to break into the industry, seeing it all right here is way less intimidating.

24:39

Malia: And I actually feel or would feel more comfortable interacting on this platform versus like Discord where it's kind of like, you know, a little scary.

24:54

Angi: Yeah.

24:56

Angi: So yeah, I think this is like, this is really cool.

25:00

Angi: I think the one thing is what I was really curious about is, for like a disability lens of things for other folks, like how is assistive technology, like how would that be handled on the platform?

25:17

Angi: Would IT support it?

25:19

Angi: Yeah.

25:20

Malia: So that's something I thought about, but I literally only thought about that like yesterday.

25:26

Malia: So I have, I have thought about it, but I haven't like implemented anything.

25:31

Angi: So it's good that you bring that up just as like a reminder for myself as well in terms of accessibility because I also I think have to kind of look into that myself as well.

25:42

Angi: Like I know obviously there's accessibility in terms of like, you know, auditory but then also visual.

25:50

Angi: So I would have to really look into that.

25:52

Angi: But I think I think considering I'm trying to create an inclusive space, that would make sense, right.

26:01

Angi: So yeah, good point.

26:03

Angi: I will write that down.

26:05

Angi: Accessibility features.

26:06

Angi: There we go.

26:09

Angi: Right now it does not have any of sorts.

26:15

Angi: Yeah, that's very important.

26:16

Angi: All right, next question then.

26:28

Angi: You can kind of stem off what you just said to this one as well, but this is more general.

26:35

Angi: Do you believe that this would capture the interests of like a diverse user base, including underrepresented genders in the industry?

26:41

Angi: Why or why not?

26:44

Malia: I think it definitely will.

26:48

Malia: I think as someone who is underrepresented and marginalized, the one thing that I have trouble with and I think I've constantly missed out on opportunities because of it because I don't know where to look.

27:04

Malia: And it's so frustrating because you miss out on so many cool opportunities or so many ways to build skills and find resources and learn about so many new things because not knowing where to look and not having that community as well to like point you in that direction.

27:24

Malia: So I think having something like this gives you everything that you need, you know where to look, you have a community, you have like-minded people like it's all there.

27:39

Malia: And I think that it's way less hard to miss out on things, whether it's opportunities like job postings or like different fields or like any of that.

27:52

Malia: Like, it's I think you would not miss out on things as much compared to like if I were to do LinkedIn and I'm like putting in like, oh, community management, like resources or like how do you break into community management.

28:09

Malia: Like, I'm not gonna get that much, but I think having like this right here, the collections, all the items, job postings, resume examples, skill building things, and then like of course like the workshop resources, the event reminders actually kind of incentivizes me to prioritize.

28:33

Malia: Like, oh, like it's all here.

28:35

Malia: Like I don't have to take any extra steps.

28:38

Malia: I don't have to be confused or lost about what exactly I'm needing because it's all right here.

28:44

Malia: It's accessible language.

28:47

Malia: I can click on things.

28:48

Malia: I can, you know, Yeah.

28:50

Malia: So I think for me, I think that this is perfect in terms of garnering the interests of underrepresented people because it's just once again, it's all right there.

29:03

Malia: So I think that I I think that it, it definitely will take off with folks for sure.

29:12

Malia: And I think definitely would be heavily utilized.

29:17

Angi: Yeah, amazing to piggyback off of that.

29:21

Angi: I may recall what I was going to ask because I almost forgot, but it's like you sparked some question in my own brain.

29:38

Angi: What was it?

29:39

Oh my goodness.

29:40

Angi: I literally don't remember.

29:51

Angi: It was such an important question.

29:53

Oh no, no.

29:54

Angi: But it was like when I came up with on my own, you know, I didn't come like, I didn't have it written.

29:59

Angi: So I'm like, I'm like trying to like really remember Oh my God.

30:09

Angi: I know.

30:10

Like if I don't think of it in the next few minutes while I'm asking you the last question, I'm going to remember it tomorrow.

30:17

But I might have to go to the next question and hope to God I just remember it after all.

30:23

Right.

30:26

OK.

30:27

So the final question from your perspective, how might the prototype positively impact the

education and collaboration among male allies in the gaming industry or you can just men in the industry.

30:47

Malia: I think it honestly, I think it would maybe hold them, I don't want to say test standard but hold them accountable in terms of utilizing maybe I don't want to say male privilege, but utilizing maybe their upper hand in the industry to actually you know utilize it on a platform like this and you know connect with folks, pass along resources and help folks network.

31:15

Malia: And I think as well too, it also makes sure as well that they're learning how to communicate with, you know, women and also underrepresented genders as well too and built that community that you often 'cause I think there can be a disconnect sometimes in terms of especially in the gaming industry where it feels like it is very male dominated.

31:45

Malia: And so often times it feels like as women or as like films and non-binary folks like you can't approach men in the industry or it just seems unattainable for you to be in that same space.

32:00

Malia: So I think having a collaborative space like this that's very community-centered and like-oriented kind of breaks that divide that's there and allows everyone to kind of make sure that they're working towards you know bridging that gap that exists and work on the skills of communication, community, and all of that.

32:23

Malia: So I think it's really effective in that as well.

32:27

Malia: And once again allowing folks to network and find any resources that they need within that too perfect, that's actually a good good point.

32:38

Malia: I think like the the way you said like breaking the divide, that might just have to be like my slogan or something.

32:44

Malia: I'll have to credit you royalty because that's that's that's actually a really good point that you make.

32:53

Malia: And I think that's something.

32:54

Yeah.

32:54

Malia: I'm gonna have to highlight for sure I've remembered my question.

32:59

Yeah.

32:59

Yeah.

33:00

So.

33:01

So as you know there's obviously the events and there's the workshops and everything.

33:06

As someone cuz like I'm sorry I didn't even ask.

33:09

I should have Are you currently working in the industry or are you trying to like get into the industry.

33:14

I'm trying to get into the industry.

33:16

So it's funny cuz I think Wiggy kind of helped me realize this, but I had just started my like first job after college and I was very unhappy.

33:27

And so during that time I was working that job, the wiggy sessions were happening and I think hearing there was someone similar, they worked for EA, they're a recruiter, and they were sharing about kind of a very similar situation that I was experiencing with my job.

33:45

That led them to kind of, you know, leave that position and push into the industry like work towards that kind of inspired me and I was like, wait a minute, like, I like, I'm not happy.

33:57

This isn't what I want to do, actually.

33:59

Like gaming.

34:01

All these months I've been like job hunting.

34:04

After I job hunt, I go and I game and I was like, why don't I just do that?

34:08

Like, it seems very unrealistic and I don't know where my skills are, like transferable, but like, let me just try.

34:16

So yeah, going to the sessions inspired me to quit my job and actually see if I could, you know, find a way to get into the industry.

34:25

So that's currently what I'm doing.

34:27

Yeah, I was actually at that same workshop, that same, whatever you call it, session.

34:35

Yeah, it was funny enough.

34:37

I could only attend like the first two and that was like just the one I happened to be at and I loved it as well.

34:42

I mean, I already knew I wanted to be in the industry, but I it kind of like motivated me more as well.

34:48

So that's cool.

34:50

Angi: With that being said, obviously you don't know exactly yet how busy it is in the industry, but I'm assuming in just regular day-to-day life you have schedules of some sort.

35:05

Angi: How often do you think these events inside the program should happen like because I think right now the way it was initially was I was going to have like 6 sessions over the course of like 2 and then two in one week and then another two weeks later have another two.

35:25

Angi: But I don't like, what would you say is ideal in terms of like how often should these trainings and workshops be happening for someone that's, you know, wanting to get into the industry or even working in the industry already.

35:38

Angi: Because I'm assuming people have lives, right?

35:41

Angi: So yeah, how often do you think they should happen and like, at what times of the days And just like what do you think?

35:51

Malia: Yeah, honestly, I think that the two like workshops or the two trainings is really cool.

36:00

Malia: I think it builds up that consistency and that want to like continue attending and also as well if maybe you're not able to attend one, maybe you can attend the other if they're on separate days and all of that.

36:17

Malia: As far as timing, I know there are some people who do mornings.

36:25

Malia: I know kind of the sweet spot is like maybe from 11:00 AM to I would say 2:00 PM.

36:39

Malia: I've seen a lot of kind of events and workshops run during those times because it's like you know, not exactly like morning, morning and it's not exactly like you know, late in the afternoon or evening.

36:57

Malia: But also I think as well too it, it heavily depends on like the folks you're serving and where they're like where they're coming from, like if they're in another country, all of that.

37:10

Malia: So working around that as well and maybe gauging that is possibly a thing that might be helpful.

37:17

Angi: I'm just seeing where the users are from.

37:21

Angi: So that demographic thing right there, like, yeah, I I think that that's really good time or those really good times.

37:32

Angi: And then I think, yeah, I think the way you like, the idea of the way you're spacing it out is also really cool and really important because it's not too much like you're you're getting, you're

going to continue to get something and it's not going to be like, oh, like I don't know when, like the next one will be like, you know, when it's coming.

37:59

Angi: So I think that that's also really important too, in terms of like helping people continue that that want to continue to like show up.

38:13

Angi: So yeah, I I think that as well is really helpful and important for sure.

38:20

Angi: And do you think, 'cause I think, like, that's very important because obviously there'll be people from all over the world.

38:26

Angi: And I think right now what Wiki does is, I mean, I think they just typically choose a pretty safe time to host their sessions.

38:36

Angi: But like for me, because I live in the Netherlands right now, it was like, I think 6:00 PM or so when the sessions would begin.

38:44

Angi: For me, it's like, would you say, how do you, how do you see it?

38:48

Angi: Do you think maybe just having the same sessions and stick to a time that's like western based or should there be like the same workshops but done at like different times of the week, like maybe one that's held for like the Europeans for example, or the Asians like you know like different, different like committing to different time zones.

39:11

Angi: Do you think like that would be valuable as well or should it just be like for like simplicity purposes?

39:16

Angi: Should it just be like this is the time and this is the event and show up or don't or do you think it should be like on over and over again?

39:25

Malia: That's a really good question I want to say.

39:33

Malia: I think like if there were to be like a separate thing for like folks in different countries like or continents like in Europe, like, I think definitely if that was like the case, like, oh, like maybe the like even our training this week is specifically for like how to break into the industry specifically in Europe or like Asia.

39:59

Malia: Like that might be helpful in terms of like 'cause I think as well too, you won't, maybe you won't fully know until like you kind of get some feedback, but I think maybe after feedback from other folks in different countries in places like.

40:20

Malia: The idea of establishing like, oh, maybe like let's center it a bit around like where they're from and like their time zone might or yeah, their timing might be a bit more effective.

40:35

Malia: But I also know as well since I'm I think coming from like America and being very I guess used to being centered in things like I think as well too, it might be tough to speak to that

because maybe for some people that might be very frustrating that they're constantly operating around that Western time.

40:57

Malia: So I think as well too, like I think while it's great to build community especially a global community amongst each other.

41:07

Malia: I think also taking into account other folks' opinions from different places because I I do feel as well too having consistency is great because it allows you to maybe say like say like oh like you know I have this event at this time.

41:25

Malia: So like let me schedule my week around that or like let me make time so that I can attend that event since it's at this set time.

41:33

Malia: But once again, like if you are in like Europe or Asia and like it's 10:00 PM or like midnight that that may be a little frustrating.

41:45

Malia: So, yeah, I definitely think that feedback piece from folks from different places as well is probably going to be really important as you kind of embark on figuring out that that timing situation.

42:00

Malia: And yeah, but I I think having a good balance of both and maybe having specific, if it's not too much like maybe specific workshops or events for different continents as well might be, might be really cool too.

42:18

Malia: Because I think I'm learning as well as I'm trying to break into the industry that different like countries and and places kind of maybe operate a little differently in terms of like, oh, like you may need an apprenticeship for this.

42:36

Malia: You know, if you want to break into like a certain role in gaming in like Europe or something versus America, like you like you may not be able to even find that type of internship or apprenticeship.

42:52

Malia: But yeah, I think as well maybe considering that that type of stuff too.

42:57

Malia: But yeah, that that was a long explanation in rambles.

43:01

Malia: But I mean, I think, yeah, because yeah, it's a good, it's a good thing, very important topic that I think even Wiggy was also wondering, yeah, like, how do we fix this?

43:12

Malia: It's like, well, good question.

43:15

Yeah.

43:15

Yeah.

43:17

That's amazing.

43:20

That's actually all I needed from you.

43:20

So I'll stop the recording.

Prototype Testing: "Level Up" Version 1 Results

What are your overall first impressions of the concept and its prototype?

1. very valuable for women struggling with their workplace environment due to men, like the features, theme
2. very colorful
3. First off, my impression is that this is super intentional which is the basis of anything great. Second, I think it's great that you're considering various ways for people to communicate. My sense is people will message first and once they get comfortable with someone they'll graduate to voice and video. Third, the information architecture didn't hold it all together to the degree I would have hoped. Navigation on the left rail is solid, recent messages seems ok, but any message longer than the allowed space would require a click I'm assuming to open the message. Meanwhile, your center pane is a list of people. I think I'd probably reverse those. The messages themselves seem like they would be more front and center than the names of the people. I'd probably consider putting the people on the left, the messages in the center. As for the right rail, it seems connection requests would just be a message type, not its own section per se. Event reminders on the right seems to make sense. I might actually take a step back and ask what is the one thing you want to do well to realize the impact or outcome. If it's to empower people I'd ask what is more empowering in this prototype than say a LinkedIn group? I might answer that by saying it could be empowering to actively drive valuable connections between people. To do that, what might you do? Maybe you'd create a discovery feed of people to get them in front of other people to browse and see what they might share in common? Just thinking outloud.
4. It literally reminds me of some mashup of Slack, Discord and Instagram, except slightly more organized and it has a different color palette.
5. Looks very similar to Discord which raises the question, could you achieve your goals using preexisting software? There is a barrier to usage whenever you introduce a new tool/platform that requires users to learn new navigation. That said, I do like having the additional calendar, education, and collection features.

How do you perceive the prototype's potential to empower underrepresented genders to pursue executive roles in the gaming industry?

1. the workshops and trainings can give us the ability to gain confidence in standing up to our male colleagues, which can in turn empower us more
2. I like seeing faces and profile pics
3. The prototype doesn't speak to me as a way to empower underrepresented genders to pursue executive roles. You have a comms machine here, but I think it's missing the empowerment sauce. Sort of like I mentioned in the prior question.
4. It just seems like your normal social media platform. At best, it's a LinkedIn for people in the gaming industry or some combination of Discord and Instagram.
5. I didn't really get the sense that the prototype does anything to further that specifically unless you mean the content in the education/collections area. I think this will largely be driven by the event and classes that are offered as well as discussions with DEI thought leaders.

In your own words, can you describe whether the prototype suggests opportunities for significant improvements in communication skills, especially in interactions with male colleagues?

1. it will lead to improvements in communication skills, if someone participates in the trainings, and if they didn't previously know how to collaborate with their male colleagues
2. i see a lot of women which is great
3. No, I'm not seeing how this accomplishes that, but I could very well be missing something.
4. I think it's about the same as talking with anyone else online elsewhere, to be honest. I don't see a lot of ways it has any significant improvements in communication skills.
5. I think the key will be providing opportunities for practicing conversations around negotiations, interviewing, giving/receiving feedback. But every person is different in terms of what approaches work best so lots and lots of practice would be useful.

Please share your thoughts on whether the prototype seems to offer valuable networking opportunities and benefits for career advancement within the gaming industry.

1. it is less intimidating than LinkedIn, and still allows you to meet new people and connect and network with them in a safer and less intimidating environment
2. There are plenty of networking hooks in the prototype yes. If the event reminders are an indication of career development opportunities, then yes, but not completely obvious.
3. The resources and workshop sections would definitely be helpful for career advancement.
4. If the community is built with members who are active and responsive to others' reaching out, there can be great networking done here. Personally, I would like to see a function that would allow me to put searchable notes on each member's profile (visible to myself

only). This way if I talk with someone and learn that they are interested in transmedia IP development or Producer work with Indie studios, I would be able to follow up with them or facilitate intros to others with them in the future. This is one of the shortcomings of LinkedIn. I had about 100 mentoring conversations last year but had to build a separate spreadsheet to track what we talked about, the jobs they are pursuing, and what we are going to follow up on.

Can you provide insights into the aspects of the prototype that you find valuable? What specific features or elements contribute to this perceived value?

1. having all of the educational resources in one place, as well as a place to join the trainings without having several programs
2. makes it less scary to talk to people
3. People, events, resources, communications tools all help contribute to this value.
4. See my above answer. To expand on it, the resources area would be a good place to compile resources for others to find easily and use to advance in various aspects of the gaming community. Categorizing them in by different desired positions (UX writer, narrative design, etc.) could be very helpful though.
5. I would like to learn more about the Collections functionality and where or not this is curated by the WIGI team or something I can build/control. Being able to track people, topics, content of interest and find it later would be valuable.

Do you find yourself genuinely interested and inclined to actively engage with the platform? Please elaborate on your reasons.

1. because everything is in one place and easy to navigate, I would be generally interested to engage, learn more and become more confident in my role in my team
2. yes because it feels like a personal space
3. Not me specifically, but I'm also not likely in the target market.
4. With the way it is overall, not really. Maybe I'd pop in for workshops and/or occasional discussion, as well as any resources, but that's it.
5. I would be interested in trying it out and connecting with others on it. The primary difficulty comes from having multiple tools and platforms to interact with. I generally spend about 90% of my social media time on Linked in (where all of my mentoring calls initiate) even though I have Facebook, X, Twitch, Discord, The X Place, and Slack communities. Keeping the community robust and active will be key to keep the community coming back to this once it launches.

Do you believe this prototype could capture the interest of a diverse user base, including underrepresented genders in the gaming industry?

Why or why not?

1. yes, it would be very useful for people that want to make a change in the diversity of the industry, including under represented genders and male allies, and hopefully would encourage people who do not know much about diversity to also join when they see improvements being made
2. yes it should be very helpful
3. I'm not really sure. It's a communications platform that connects people, resources, events. I'm just not sure where that ingredient to underrepresented genders in the gaming industry come in.
4. No, because it's just another social channel meant to be LinkedIn for people in the gaming industry and it can be tiring to keep track of another one.
5. Possibly. Connecting your audience with mentors of all ages and genders could help open doors to the game industry. I could see mentoring happening in two ways. 1) having introductory short, one-time calls with multiple (10+) different mentors to get a variety of perspectives. This also allows mentors to meet with people from a variety of backgrounds and learn about experiences that differs from their own. 2) finding 1-3 mentors that would be willing to meet periodically long-term to discuss action plans that are geared to careers in the gaming industry

From your perspective, how might the prototype positively impact the education and collaboration among male allies in the gaming industry?

1. the safe and open environment of the program allows for non-intimidating conversations, ability to practice skills learned in workshops, and being able to see all the events in the calendar allows for more incentive to participate in the programs time and time again
2. its a safe space
3. I'm not sure, I think this part has to come from product positioning, marketing and acquisition of users.
4. I don't know.
5. As white male in my 50s (and working in games for 19 years), the best education comes from direct conversations with individuals to learn from their life experiences, the unique challenges they faced, and identify where I could make an impact to create a more positive experience for them.




Appendix T: Frame & Define Frame Boards and Iterations Made

Frame

The way we see and interpret the situation.

Solution

The best solution within the frame.

Name GameHERS at Work
Catchy, easy to remember name

Tagline Shattering Barriers, Forging Futures.
Short promise to all the stakeholders, expressing its value

Description

A short description of the product or service, how it works and what it delivers.

A pop-up stand at a gaming convention to raise awareness about gender disparities in the industry to foster a culture of inclusivity.

Value proposition

(Target Market, Customer Segment) (Gain) by means of ... (Unique Selling Point), it ... (Implementation)

"GameHERS at Work" helps womxn in gaming thrive in a supportive, inclusive, and equitable environment that can lead to personal and professional growth, reduced barriers, and increased opportunities for success, by means of actively addressing and confronting gender disparities in the gaming industry through public engagement and awareness-building efforts

Stakeholder (-s)

Those people who have important stake in the product or service. Often that is the customer, within the scope but still distinct. Sometimes different stakeholders must be addressed. Describe key stakeholders by means of personas, typical roles or archetypes of real users.

Womxn in the Gaming Industry: their experiences, needs & perspectives are essential
Game Developers and Studios: high impact on industry culture and practices
Gaming Communities: substantial role in shaping the culture of gaming, important to engage & influence
Educational Institutions: preparing the next generation of professionals, can ensure a diverse talent pipeline

Key problem

What we consider to be the essential problem for the stakeholder to which the frame. The problem should be expressed in such a way that it is perfectly clear what causes it and what the impact is.

Gender inequality and exclusion persist throughout the gaming industry, impacting women's experiences, creativity, inclusivity, and education at various levels within the industry. Addressing these issues is crucial for fostering a more diverse and inclusive gaming landscape, exposure to inclusive content and perspectives

Solution approach


The line of reasoning that offers guidance for developing solutions to solve the problem for the users.

The pop-up stand will raise awareness of gender disparities. This will allow womxn working in the gaming industry to be able to grow personally and professionally in a supportive and inclusive environment, empower womxn to succeed, and ensure an equitable future.

Alternative ideas

Ideas, next to the best solution, that demonstrate whether or not a frame is productive. When many alternative ideas are possible, the frame is productive.

- Conferences
- Online Discussions
- Marketing Campaign
- Interactive Website
- Online Video

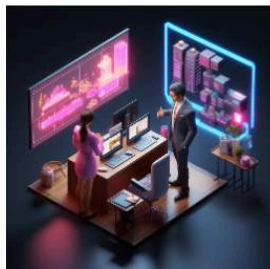


Frame

The way we see and measure the situation.

Solution

The best solution within this frame.



Name Game Changers: Embracing Diversity

Catchy, easy to remember name

Tagline Where Diversity Drives Creativity & Innovation.

Short punchline to sell the solution, expressing its value

Description

A short description of the product or service, how it works and what it delivers.

"Game Changers: Embracing Diversity" is a training program aimed towards companies and organizations in the gaming industry, educating on topics of diversity and inclusion to help create a more inclusive workplace culture, from the inside out.

Value proposition

1. (Benefit) What... (Customer) To... (Gain) Or (Pain) of... (Unique Selling Point) If... (Implementation)

A training program about diversity and inclusion allows companies and organizations in the gaming industry to foster an inclusive workplace culture. The unique selling point is providing comprehensive training on diversity and inclusion, equipping teams to create a more welcoming environment for all, ultimately enhancing creativity, innovation, and productivity in the gaming industry.

Stakeholder (-s)

Those people who have an impact on the product or service. Often that is the customer and/or the user, but not always. Sometimes different stakeholders must be addressed. Describe key stakeholders by means of persona: (typical) roles, activities of non-users.

Gaming Industry Associations: Associations that represent the gaming industry have an interest in promoting diversity and inclusion, as it can enhance the industry's image and success.

Diversity and Inclusion Advocacy Groups: may collaborate with or support this program to further their goals.

Employees and Professionals in the Gaming Industry: The program's success ultimately affects the experience and opportunities of employees and professionals working in the gaming industry.

Key problem

What we consider to be the essential problem for the stakeholder(s) within this frame. The problem should be expressed in such a way that it is perfectly clear what system it is and what the impact is.

The gaming industry faces a significant problem of lacking diversity and inclusion. This is because many gaming companies do not create inclusive workplaces, resulting in less creativity, innovation, and potential harm to their reputation. The issue extends to industry associations, diversity advocates, and employees who face discrimination and exclusion, affecting their careers and well-being. In short, the higher ups in the industry need training in DEI in order to improve inclusivity and diversity in the workplace.

Solution approach

The line of reasoning that offers guidance for developing solutions to solve the problem for the users.

By developing a training program, companies and organizations will be able to understand how to create a welcoming environment for women in the industry, ultimately leading to increased opportunities, reduced discrimination, improved job satisfaction, professional growth, and an overall positive industry impact with diverse talent.

Alternative ideas

Ideas, next to the best solution, that demonstrate whether or not a frame is productive. When many alternative ideas are possible, the frame is productive.

Inclusivity Workshops
Hackathons for Diversity
Peer Mentoring Program
Gender Equity Seminars
Learning Platform

holland
hogeschool **miro**

Frame

The way we see and measure the situation

Solution

The best solution within this frame



Name Level Up!

Catchy, easy to remember name

Tagline Unlock your potential and level up your career.

Short sentence to sell the solution, expressing its value

Description

A short description of the product or service, how it works and what it delivers

"Level Up!" is a series of online skill-building workshops offered to women working in the gaming industry, who want to enhance their skills in game development, design, and leadership, with the help of hands-on training and guidance from fellow industry professionals.

Value proposition

... (benefit) taken ... (customer) to ... (gain) or (prevent) ... (pain) (avoiding) ... (implementation)

"Level Up!" empowers women in the gaming industry to excel in game development, design, and leadership through expert guidance and hands-on training.

Stakeholder (-s)

Those people who have an impact on the product or service. Often they're the customer and/or the user, but not always. Sometimes different stakeholders must be addressed. Describe key stakeholders by means of personae (typical actual or potential users).

Womxn in the Gaming Industry: The primary stakeholders are the women working in the gaming industry who participate in the program. They benefit from skill building workshops, guidance, and networking opportunities to advance their careers.

Gaming Companies and Studios: helps develop a more skilled and diverse talent pool in the industry. They may also be involved as partners or sponsors.

Industry Professionals and Mentors: Experienced industry professionals and mentors who contribute their expertise to the program are key stakeholders. They play a crucial role in guiding and mentoring participants.

Gaming Industry Associations and Organizations: may collaborate with the program to support and promote gender diversity and professional development in the field.

Key problem

What we consider to be the essential problem for the stakeholder(s) within this frame. The problem should be expressed in such a way that it is perfectly clear what causes it and what the impact is.

The overarching problem revolves around the industry's struggle to achieve diversity and inclusion, impacting womxn, and their opportunities to succeed in their career and become further educated in their field.

Solution approach

The line of reasoning that offers guidance for developing solutions to solve the problem for the users.

By providing online skill-building workshops for women in the gaming industry, it not only allows industry professionals to share their knowledge and teach others, but gives the women being taught, an opportunity to grow their skills and empower them to continue their personal and professional development.

Alternative ideas

Ideas, next to the best solution, that demonstrate whether or not a frame is productive. When many alternative ideas are possible, the frame is productive.

- Professional Development Bootcamps
- Diversity and Inclusion Certification
- Interactive Webinars
- Funding Womxn-Led Startups
- Mentorship Exchange Program
- Hackathons for Social Impact



Frame

The way we see and measure the situation.

Solution

The best solution within this frame.



Name

Catchy, easy to remember name.

WIG Awards

Tagline

Short punchline to sell the solution, expressing its value.

Celebrating Women in Gaming

Description

A short description of the product or service, how it works and what it delivers.

WIG Awards is an award show that would be hosted to **recognize and celebrate women in gaming** for their impactful contributions within the gaming industry.

Value proposition

... (opens) later ... (continued) to ... (good) to (more) of ... (unique selling point) ... (inspiration)

The "WIG Awards" is an award show dedicated to **recognizing and celebrating** the outstanding contributions of women in the gaming industry. The award show will spotlight the incredible achievements and positive impact of women in gaming, offering a platform where their talent, innovation, and dedication are acknowledged and celebrated. This will inspire the next generation of women gamers and industry professionals, and promote diversity and inclusivity.

Stakeholder (-s)

Those people who have an impact, share in the product or service. Often they're the customer and/or the user, but not always. Sometimes different stakeholders must be addressed. Describe the stakeholders by means of personae, specified and/or not specified.

Women in the Gaming Industry: Being recognized and celebrated by the award show.

Gaming Industry Companies and Studios: They may sponsor or support the award show. Recognizing the contributions of women in gaming aligns with their commitment to diversity and inclusion, and the success of the event can impact their reputation and brand image.

Gaming Community and Fans: They are interested in knowing and celebrating the achievements of women in the industry, as this promotes diversity, inspires others, and can lead to more inclusive and diverse gaming experiences.

Event Organizers and Sponsors: The individuals or organizations responsible for organizing and sponsoring the "WIG Awards" are also key stakeholders. Their success is tied to the event's impact and reach, and they have a vested interest in making it a memorable and influential celebration of women in gaming.

Key problem

What we consider to be the essential problem for the stakeholder(s) within this frame. The problem could be expressed in such a way that it is perfectly clear what exists and what the impact is.

The gaming industry's male-dominated culture, biases and stereotypes have led to a key problem of gender bias and inequality. Women have been traditionally underrepresented, underpaid, and deprived of equal opportunities in gaming due to these persistent biases. The "WIG Awards" plays a pivotal role in promoting diversity and inclusivity within the gaming industry.

Solution approach

The line of reasoning that offers guidance for developing solutions to solve the problem for the user.

By hosting game awards to recognize women's achievements in the gaming industry, there will be a sense of inspiration for the women currently working in the industry and for the women who want to enter the gaming industry. It will not only allow them to celebrate their achievements, but also promote positive role models, encourage diversity, raise awareness and allow for some networking for women within the industry.

Alternative ideas

Ideas, next to the best solution, that demonstrate whether or not a frame is productive. When many alternative ideas are possible, the frame is productive.

Virtual Reality Workshops
Interactive Game to Overcome Gender Bias
Multimedia Campaigns for Storytelling
Creative Competitions to promote inclusivity
Game Events with Inclusivity Panels, Sessions, etc.

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Iteration #1 for Frame 1: A Quest for Inclusion (*formerly GameHERS at Work*)

Original version: Pop-up stand at a gaming convention

First iteration: "A Quest for Inclusion" seminar during a games conference

Features of the iterated seminar:

- 1-hour duration
- Free action plan package, including:
 - Step-by-step guide
 - Educational discounts
 - Mentorship program admission
 - Access to a Discord Server

Expanded focus on challenges faced by women in gaming:

- Gender biases
- Harassment
- Limited leadership roles
- Unequal representation

Audience broadened to include:

- HR managers
- Women in gaming
- Broader gaming communities

Aim: Further education and inclusivity in the gaming industry.

Iteration #1 for Frame 2: Leading the Change (*formerly Game Changers: Embracing Diversity*)

Visuals Iteration:

- Enhanced visuals for inclusivity.

Name Iteration:

- Changed the name for clarity.

Target Group Iteration:

- Shifted target from companies to key executives.

Value Proposition Iteration:

- Detailed program benefits for executives.
- Added tangible incentives like employee longevity and DEI certification.

Key Problem Iteration:

- Included additional data to support program necessity.
- Emphasized impact of a top-down approach.

Iteration #1 for Frame 3: Level Up Your Gaming Career (*formerly Level Up!*)

Title Iteration:

- Changed the frame title for clarity on the purpose of the online program.

Tagline Iteration:

- Altered the tagline for a more catchy appeal.

Key Problem Iteration:

- Provided additional details and data-backed statements for better insights into gender disparity in leadership roles.

Solution Approach Iteration:

- Transitioned from a broad approach to a specific mentorship approach.
- Implemented online training, communication skills courses, and networking opportunities.
- Shifted focus from women standing up against men to team-based assertiveness training and communication skills coaching.
- Aimed to create diverse career paths for underrepresented genders in the industry.

Iteration #1 for Frame 4: Uniti Gaming Convention (*formerly WIG Awards*)**Conceptual Change:**

- Shifted from an award show to a Women in Games Convention.
- Aimed to bring people together, celebrating women's achievements, and educating on gender-related issues.

Tagline Iteration:

- Changed the tagline to "Celebrating & Uniting Womxn in Gaming" for inclusive language.

Key Problem Improvement:

- Enhanced the key problem by incorporating more specific data on underrepresentation in the gaming industry.

Addressed Issues:

- Identified difficulties with nominations in the award show concept.
- Acknowledged minimal impact on the gaming industry.
- Shifted focus to an event showcasing opportunities for improved representation and addressing core gender inequality issues.

Frame

The way we see and measure the situation

Solution

The best solution within this frame



Description

A short description of the product or service, how it works and what it delivers.

"A Quest for Inclusion" is a free, immersive and educational seminar, hosted during a games conference, designed to raise awareness about gender disparities in the gaming industry, in order to foster a culture of inclusivity in the workplace.

The seminar will be 1 hour long and include a free action plan package for attendees.

Value proposition

... (benefit) ... (customer) ... (good or benefit of) ... (unique selling point) ... (implementation)

By signing up for the "A Quest for Inclusion" seminar, attendees will be offered a detailed action plan package, while the seminar itself will educate on how they can take their next steps, using their package, to actively contribute to a more inclusive gaming industry.

This action plan package provided to each attendee at the seminar will include opportunities for educational resources, mentorship programs, and step-by-step guide of practical solutions with the aim to address gender disparities effectively in their workplace.

Name

Catchy, easy to remember name

A Quest for Inclusion: Inclusivity Seminar for Gaming Industry Professionals

Tagline

Short punchline to sell the solution, expressing its value

Let's Embark on a Journey to Improve Inclusivity in the Gaming Industry.

Stakeholder (-s)

Those people who have an impact on the product or service. Often that is the customer and/or the job, but not always. Sometimes different stakeholders must be addressed. Describe key stakeholders by means of personae, supported by sketches of personas.

Primary Target Audience/Stakeholders:

- **Human Resources Managers in Gaming:** to become educated on womxn's challenges in the gaming industry, through the seminar
- **Womxn in the Gaming Industry:** their experiences, needs & perspectives are essential

Secondary Target Audience/Stakeholders:

- **Gaming Communities:** substantial role in shaping the culture of gaming, important to engage & influence

Key problem

What we consider to be the essential problem for the stakeholder(s) within this frame. The problem should be expressed in such a way that it is perfectly clear what aspect it addresses and what the impact is.

Women in gaming encounter distinct challenges such as gender biases, online harassment, limited leadership roles, and unequal representation, which can deter entry and hinder growth (Rekt Studios, 2023).

The purpose of the seminar is to raise awareness among all stakeholders mentioned, about gender disparities in gaming and its impact on womxn. The ultimate goal is to foster a more diverse and inclusive gaming landscape by addressing these issues.

The seminar serves both as a platform for womxn to recognize their challenges and for others, such as HR managers, to gain a deeper understanding of the gender disparities in gaming.

Solution approach

The line of reasoning that offers solutions for developing solutions to solve the problem for the users.

The seminar will provide clear, scalable, and impactful solutions through means of education.

The action plan package provided to each attendee will offer specific guidance and support for individuals aiming to create a more diverse and inclusive industry, starting from their own workplace.

- The action plan package will include resources, such as:
- Step-by-step guide to improving inclusivity in their workplace
 - Discounts on educational resources about DEI
 - Free admission tickets into a mentorship program
 - Access to a Discord Server to follow up on actions, initiatives, and opportunities related to DEI in the gaming industry

Alternative ideas

Ideas, next to the best solution, that demonstrate whether or not a frame is productive. When many alternative ideas are possible, the frame is productive.

- Networking Lounge for HR in Gaming
- Discord Server for DEI Education
- Marketing Campaign
- Educational Video

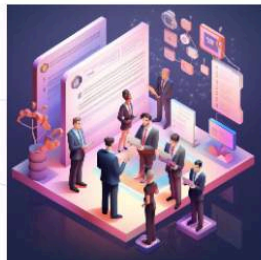


Frame

The way we see and measure the situation

Solution

The best solution within this frame



Name "Leading the Change" Training Program

Catchy, easy to remember name

Tagline Lead the way to an inclusive and diverse gaming industry.

Short sentence to sell the solution, expressing its value

Description

A short description of the product or service, how it works and what it delivers

"Leading the Change" is a comprehensive training program designed to educate and train key executives within the gaming industry about the core issues of diversity and inclusion in the workplace (e.g. issues such as the wage gap, stigmas, etc.)

By addressing gender disparities from top-down (e.g. key executives, HR), a clear path can be paved towards a more equitable and inclusive workplace culture, promoting employee longevity and diverse recruitments.

Value proposition

Expected value, customer to... (gain) or money of... (save) (value) (benefit)

It... (implementation)

"Leading the Change" helps key executives and HR employees gain the knowledge and tools they need to foster an inclusive workplace culture, by the means of a comprehensive training program, which is awarded with DEI certification upon completion, and increased chances for enhanced profitability, employee longevity, and a stronger reputation.

Stakeholder (-s)

Those people who have impact on, own or the product or service. Often they are the customer and/or the user, but not always. Sometimes different stakeholders must be addressed. Describe key stakeholders by means of personae (typical roles/employees of non-users)

Primary Stakeholders:
Key Executives with the Gaming Industry
Human Resources

Secondary Stakeholders:
Womxn in the Gaming Industry
Employees within the Gaming Industry

Key problem

What we consider to be the essential problem for the stakeholder(s) within this frame. The problem should be expressed in such a way that it is perfectly clear what caused it and what the impact is.

The gaming industry struggles with a lack of diversity and inclusivity, especially in the workplace. Many gaming companies fall short in creating inclusive environments, which can hinder creativity and innovation, while also harming their reputation. This problem extends beyond the workplace to impact employees who face discrimination and exclusion, leading to adverse effects on their careers and well-being.

"Leading the Change" primarily addresses the need for top-down training in diversity, equity, and inclusion to improve workplace inclusivity and diversity.

Solution approach

The line of reasoning that offers guidance for developing solutions to solve the problem for the users.

By offering a comprehensive training program with incentives such as certification and increased employee longevity, we can empower companies and organizations to create welcoming environments for women within the industry.

This approach leads to increased opportunities, reduced discrimination, improved job satisfaction, professional growth, and a positive overall impact on the gaming industry's diversity and inclusivity.

Alternative ideas

Ideas, next to the best solution, that demonstrate whether or not a frame is productive. When many alternative ideas are possible, the frame is productive.

Inclusivity Workshops
Hackathons for Diversity
Peer Mentoring Program
Gender Equity Seminars
Learning Platform

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Frame

The only way to win is to change the situation

Solution

The best solution to this frame



Name Level Up Your Gaming Career!

Clearly easy to remember name

Tagline Grow Your Confidence, Get That Role!

Short, punchy to sell the solution, emphasize its value

Description

A short description of the product or service, how it works and what it delivers

"Level Up Your Gaming Career!" is an online team-based leadership development program offered to women working in the gaming industry, to empower them to pursue executive roles.

This will include team-based assertiveness training and communication skills coaching, with the help of hands-on guidance from fellow industry professionals, to combat industry-wide "bro culture".

Value proposition

... (Share) Help... (improve) to... (good) to (make) of... (show) (bring) (have)... (experience)

"Level Up Your Gaming Career!" empowers women in the gaming industry to pursue leadership roles through team-based training, coaching, and mentorship opportunities.

Stakeholder (-s)

Those people who have impacted/ share in the product or service. Often that is the customer, though the user, but not always. Sometimes different stakeholders must be analyzed. Consider key stakeholders by means of various hypothetical experiences of users.

Primary Stakeholders:

Women in the Gaming Industry: The primary stakeholders are the women working in the gaming industry who participate in the program. They benefit from the leadership program to gain confidence and advance their careers.

Industry Professionals and Mentors: Experienced industry professionals and mentors who contribute their expertise to the program are key stakeholders. They play a crucial role in guiding and mentoring participants.

Key problem

What we consider to be the essential problem for the stakeholder(s) with this frame. The problem should be addressed in such a way that it is a problem for one, who caused and solved the problem.

The key problem is **gender inequality in the gaming industry**. The issue is made worse by the massive **disparity in the number of male in leadership positions**. Only 16% of leadership positions are held by women (Women in Tech, 2023). This thus promotes the well-known "bro culture."

After conducting interviews and surveys with 50+ women in the gaming industry, it was found that **women struggle to find growth opportunities, and present their assertiveness without facing backlash**, in such a "bro culture".

This culture not only **discourages women from entering companies that lack significant women role models**, but it also results in a **lack of confidence in standing up to discrimination, resulting in missed opportunities in career advancement and educational development**. This cycle continues, exacerbating the already-existing diversity gap.

Solution approach

The line of reasoning that offers guidance for determining solutions to solve the problem for the user.

By providing an online leadership program for women in the gaming industry, it not only allows industry executives to **share their knowledge and give advice in a team-building setting**, but it gives the women an **opportunity to grow their confidence and assertiveness** and empower them to continue their personal and professional development, by pursuing executive positions in their companies.

Alternative ideas

Brainstorm the best solution, but demonstrate whether or not a frame is productive. When many alternative ideas are possible, the frame is productive.

- Professional Development Bootcamps
- Diversity and Inclusion Certification
- Interactive Webinars
- Mentorship Exchange Program
- Job Fair for Women in Gaming

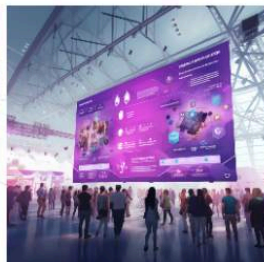


Frame

The way we see and measure the situation

Solution

The best solution within this frame



Name Womxn in Games Convention

Catchy, easy to remember name

Tagline Celebrating & Uniting Womxn in Gaming

Short purchase to sell the solution, expressing its value

Description

A short description of the product or service, how it works and what it does.

The 'Women in Games Convention' brings together women and men to acknowledge and celebrate women's achievements in gaming, and to push for a more inclusive and diverse gaming industry.

This conference would have:

- game exhibitions
- all women esports tournaments
- inclusion panels
- DEI educational programs
- networking spaces
- charity fundraising events

and more!

Value proposition

1. Shared value, 2. Customer fit, 3. Good fit, 4. Unique selling point, 5. Implementation

The 'Women in Games Convention' brings together women and men in gaming to recognize and celebrate each other's professional achievements in the industry, have some fun, and ultimately advocate for a more diverse and inclusive gaming industry by attending industry panels, learning about DEI in educational workshops, and potentially donating to Women in Games International at fundraising events.

Stakeholder (-s)

Those people who have an impact, claim to the product or service. Other than a like customer and/or the job, but not always. Sometimes different stakeholders must be addressed. Describe key stakeholders by means of names, functional categories or roles.

Primary Stakeholders:

Women in the Gaming Industry: Being recognized and celebrated at the booths at the convention.

Gaming Industry Companies and Studios: They may sponsor or support the convention.

Recognizing the contributions of women in gaming aligns with their commitment to diversity and inclusion, and the success of the event can impact their reputation and brand image.

Secondary Stakeholders:

Gaming Community and Fans: They are interested in knowing and celebrating the achievements of women in the industry, as this promotes diversity, inspires others, and can lead to more inclusive and diverse gaming experiences.

Event Organizers and Sponsors: The individuals or organizations responsible for organizing and sponsoring the 'Women in Gaming Convention' are also key stakeholders. Their success is tied to the event's impact and reach, and they have a vested interest in making it a memorable and influential celebration of women in gaming.

Key problem

What we consider to be the essential problem for the stakeholder(s) within this frame. The problem should be expressed in such a way that it is perfectly clear what aspect is not what the impact is.

Women's achievements have gone unnoticed and there has been a lack of representation due to the game industry being male-dominated and gender biases prevailing throughout the industry.

Through the convention, a more diverse, inclusive, and thriving gaming industry could be established over time by addressing the underrepresentation of women in the industry and acknowledging and celebrating their accomplishments.

It can also be used to inspire and encourage the next generation of gaming industry staff.

Solution approach

The line of reasoning that offers guidance for developing solutions to solve the problem for the users.

By hosting a gaming convention to recognize women's achievements in the gaming industry, there will be a sense of empowerment for the women currently working in the industry and inspiration for the women who want to enter the gaming industry.

It will not only allow them to celebrate their achievements, but also network with other women in the industry, get further educated into diversity and inclusivity initiatives, and most importantly, have fun with other like-minded individuals within the industry!

Alternative ideas

Other, non-to-the-best-solution, that demonstrates whether or not a frame is productive. When many alternative ideas are possible, the frame is productive.

Women in Games Awards
 Women Gaming Showcase
 Women in Gaming Festival
 Multimedia Campaigns for Showcasing Women's Achievements



Iteration #2 for Frame 1: A Quest for Inclusion

Program Evolution:

- Initially, "A Quest for Inclusion" was a one-hour seminar at a gaming conference.
- It evolved into a 3-day program at local gaming studios, taught by external specialists.
- The iterated program includes educational workshops for employees, hiring managers, and human resources on specific days.

Language Refinement:

- The language was refined from using "womxn" to "underrepresented genders."
- The "Let's Embark!" Action Plan Package remained consistent, offering a step-by-step guide, educational resource discounts, and free admission to a mentorship program.

Broadened Target Audience:

- The target audience was broadened to include hiring managers and seniors/leads.
- This reflects a more comprehensive approach to educating various stakeholders on gender disparities and fostering inclusivity in the gaming industry.

Iteration #2 for Frame 2: Leading the Change

Frame Improvement:

- Based on second-round feedback, the frame of the program was improved.

Expanded DEI Topics:

- Additional topics for DEI training were introduced, including awareness of additional load on marginalized employees, addressing and deconstructing internal biases, recognizing softer variations of sexism, encouraging diverse hiring practices, and inclusive parenting support.

Format Modification:

- The program format shifted from a group setting to one-on-one workshops taught by diverse experts, focusing on key executives.

Alignment with DEI Goals:

- The modification aimed to ensure alignment with company DEI goals by involving key executives in the one-on-one workshops.

Mandatory to Encouraged:

- The program was altered from being mandatory to being encouraged, aiming to prevent any distaste towards the topic of DEI.

Iteration #2 for Frame 3: Level Up Your Gaming Career

Frame Improvement:

- Based on second-round feedback, the frame of the program was improved.

Tagline Modification:

- The tagline was changed to “Take Your Next Steps” to avoid sounding condescending and to promote pursuing new roles.

Focus on Confidence and Assertiveness:

- Despite concerns about confidence levels, the program retained its focus on addressing struggles women face with confidence and assertiveness, backed by previous field research.

Expanded Educational Topics:

- Additional educational topics were introduced, including team-based assertiveness, inclusive language, cultural competence communication, empowerment communication, and collaborative decision-making, to counteract the industry-wide "bro culture."

Mentorship and Networking:

- Responding to participant desires, the program maintained its team-based mentorship structure and included a Discord server for networking, along with invites to networking events for all attendees.

Iteration #2 for Frame 4: Uniti Gaming Convention

Name Change:

- "Womxn in Games Convention" to "Uniti Gaming Convention" for enhanced accessibility and a sense of safety for underrepresented genders.

Tagline Modification:

- to "Where Every Player Finds Their Stage" to ensure inclusivity.

New Features:

- Introduction of networking spaces, a yearly theme, game exhibitions featuring female-led studios and games by women, esports tournaments, inclusion panels, DEI educational programs, networking spaces, charity fundraising events, coding & programming workshops, and recruitment stands based on target group's desire for more networking opportunities.
- Implementation of safety measures to foster a safe and inclusive environment for all attendees.

Appendix U: Prototype Iterations

Why "Level Up"?

Welcome to Level Up - the groundbreaking social platform designed to empower and elevate underrepresented genders in the gaming industry!
At Women in Games International (WIGI), we're excited to have you join a community committed to improving diversity, new learning skills, and advancing careers in the gaming industry.


Unlocking Your Potential
Our platform is more than just a social space - it's a dynamic hub designed with your needs in mind. We've strengthened our messaging to clearly convey how Level Up empowers underrepresented genders, distinguishing it from other platforms. You're not just joining a community; you're embracing a unique opportunity to thrive in the gaming industry.

Learn New Skills
Communication is key, and Level Up is your playground for enhancing those skills. Our targeted training sessions, coupled with practical scenarios, are crafted to propel your communication abilities to new heights. Whether it's negotiation tactics, feedback delivery, or assertiveness, Level Up is here to support your journey.

Networking Opportunities & Career Advancement
Navigating career paths can be challenging, but Level Up makes networking less intimidating than ever before. Forget the complexities of LinkedIn - here, you'll find networking hooks, career development opportunities, and valuable resources for advancement. We're taking the first steps towards personalized connections, ensuring your professional growth is at the forefront.


Why Level Up?
What sets Level Up apart? It's a question we're ready to answer. By joining us, you're stepping into a realm where your professional journey is prioritized. From discoverability features to personalized connections, Level Up is designed to cater specifically to you, addressing the unique challenges faced by underrepresented genders in the gaming industry.

Next




What will you be joining Level Up for?


We will be using this to develop your user profile and recommend workshops especially for you!
Click all that apply.




Networking



Education



Productivity



Community

Next

What is your current or desired job role in?

We will be using this to develop your user profile and recommend workshops especially for you!

Click all that apply.



Next

Which skills would you like to improve in?

We will be using this to develop your user profile and recommend workshops especially for you!


Click all that apply.



Next

Discover New Connections

Profile



Joan G.

ABOUT ME
I am a game developer working for EA. In my free time, I love playing The Sims and chilling with my cat!


PRONOUNS
she/her

INDUSTRY
Game Development

INTERESTS
Gaming, cooking, writing

MEMBER SINCE
15 January, 2024

Profile



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