

July 3rd, 2013

DESIGNING AND TESTING A STRATEGY GAME

Bart Valks
st. nr. 1503650



Schedule

- Presentation 30 minutes
- Questions 15 minutes
- Deliberation 15 minutes
- Ceremony 30 minutes +

Contents

1. Why?

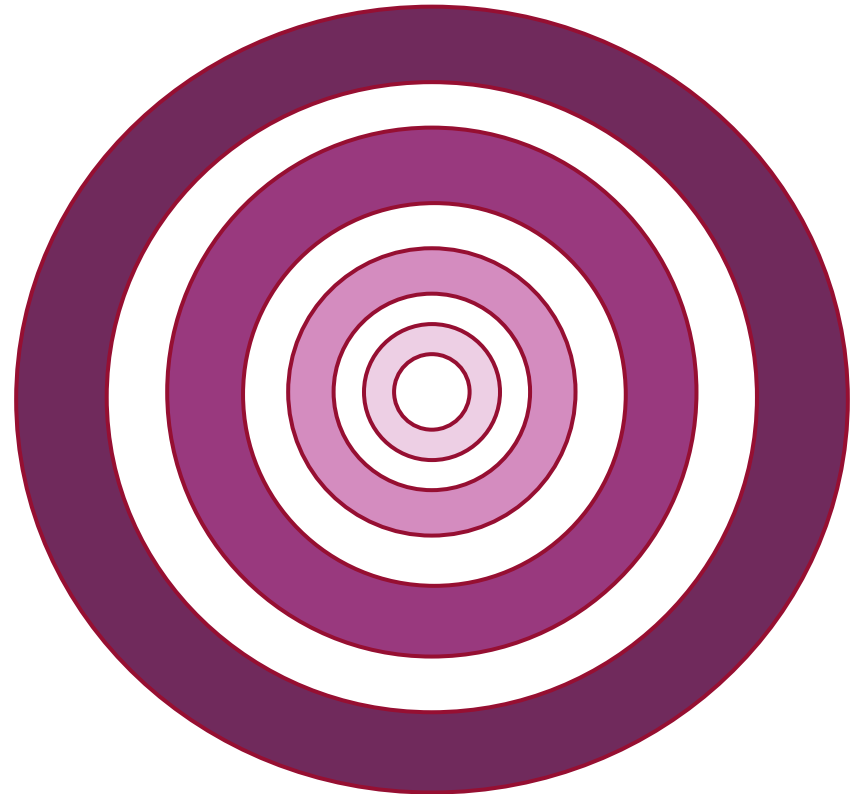
“peeling the onion”

2. How?

3. Who?

4. What?

5. Results/Conclusions



Why

Why do we build what nobody wants?



Why

Efficiency!



Average NL: 16% office vacancy, 8% retail vacancy

Why

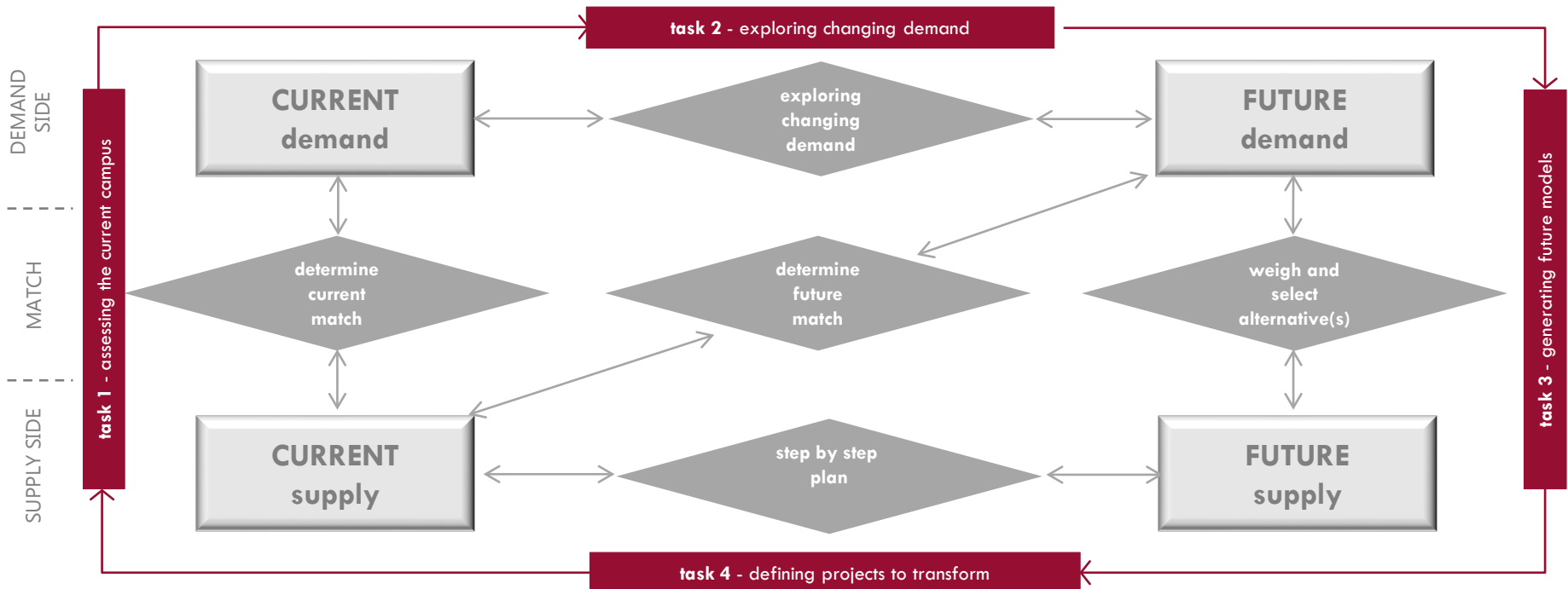
- TU Delft: decrease of public funding in next years
Maintenance budget ↓ , need to invest in the campus ↑



- Increasing pressure on FMVG!
 - Call for a 'state of the art' real estate management solution

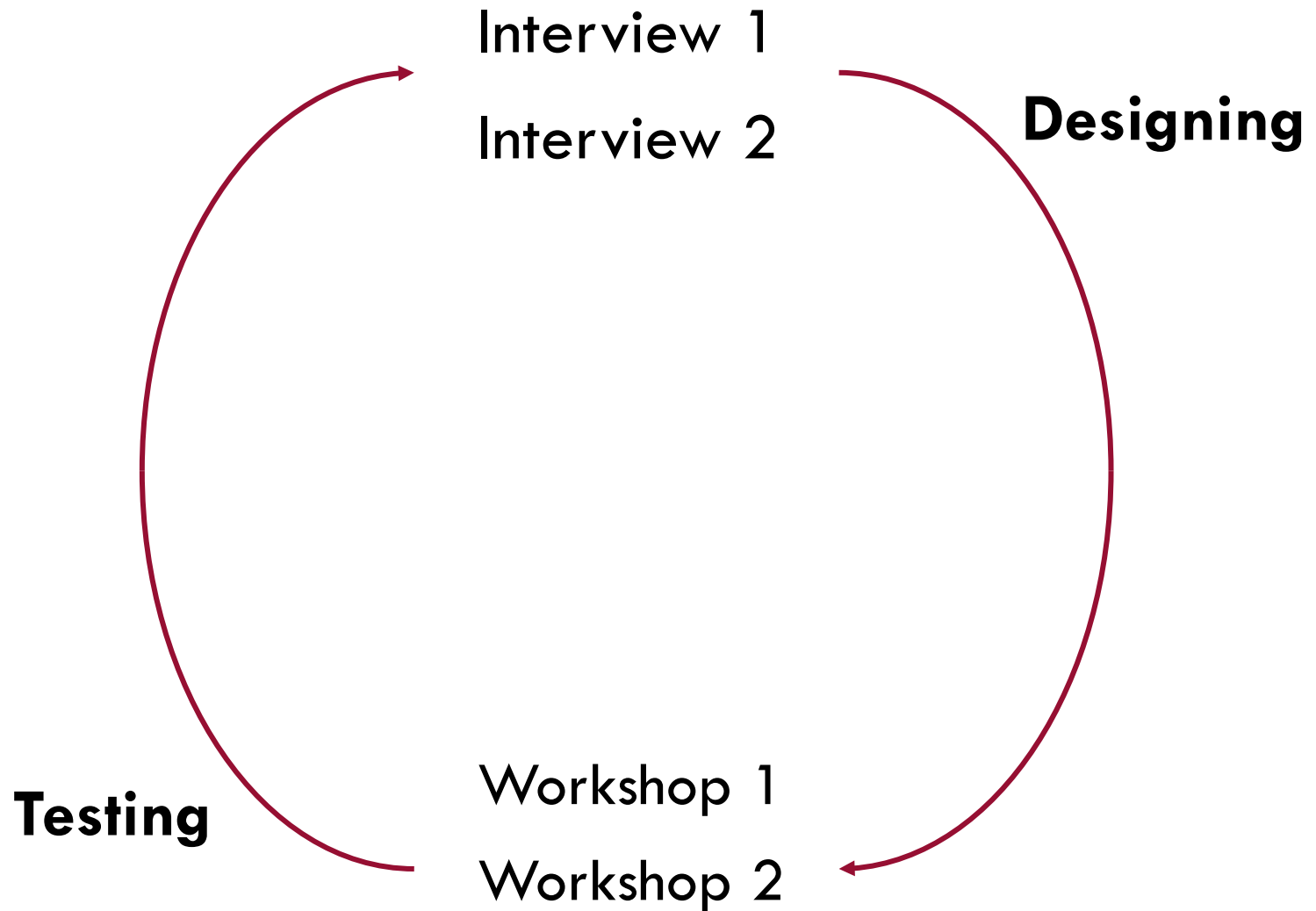
How

Matching supply and demand



DAS Frame by de Jonge et al. (2009)

How



How

PROBLEM: Complexity in decision-making is increasing!

- Hypothesis: gaming can help users to comprehend this complexity

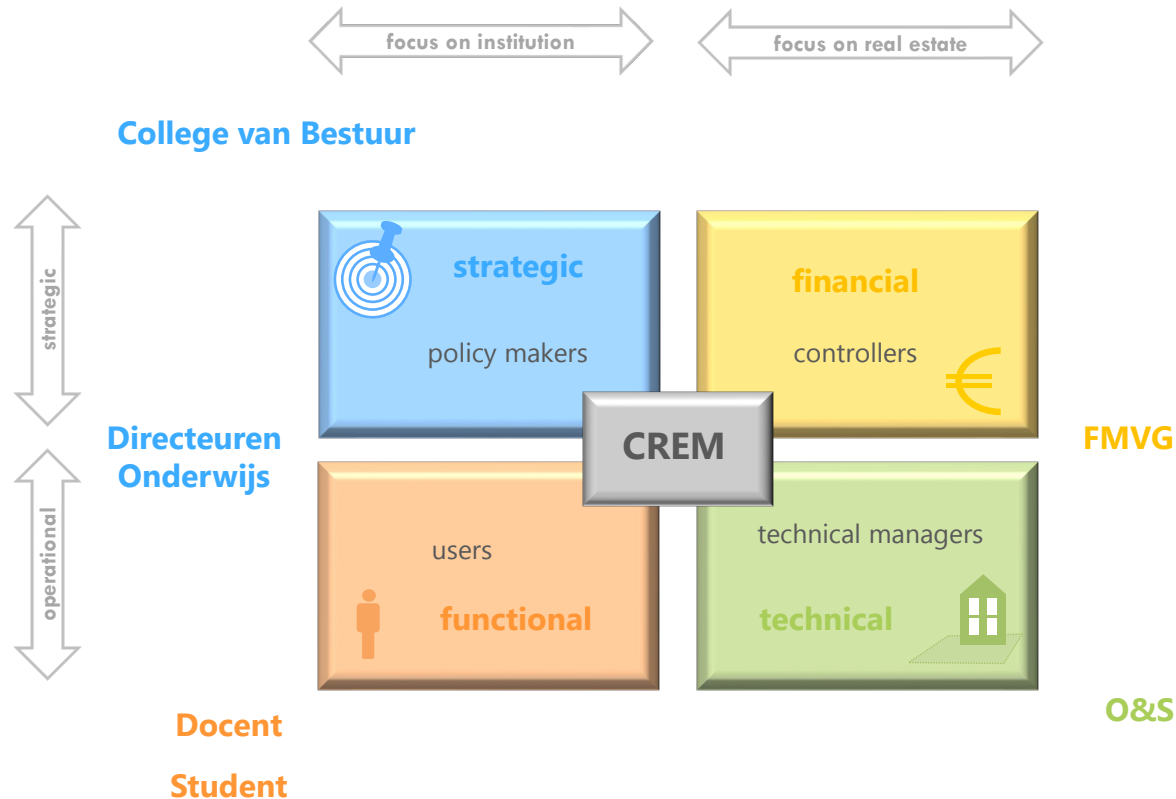
...but *how*?

Main Research Question:

How can the use of gaming in real estate decision-making models help users to better understand the increasing complexity in real estate management?

Who

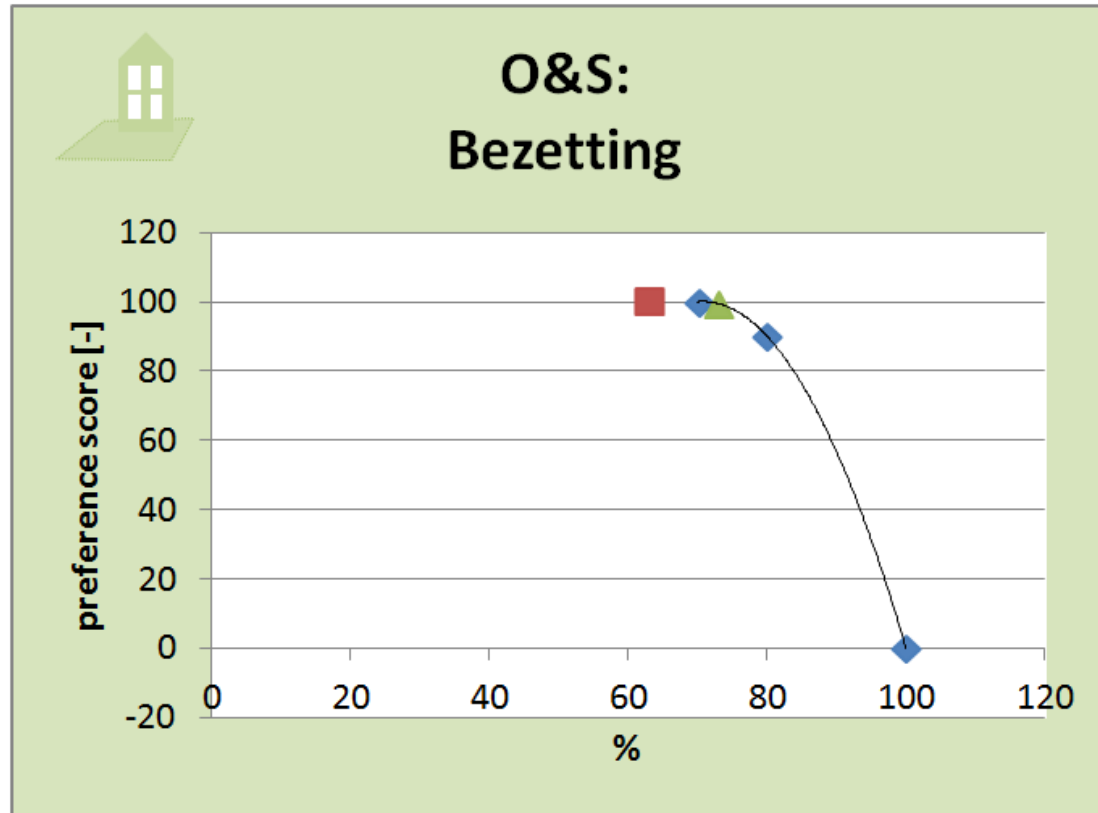
Incorporating relevant people and information



CREM Model by Den Heijer & De Vries (2005)

What

Making explicit what you want



Preference-based Design by Binnekamp (2010)

What

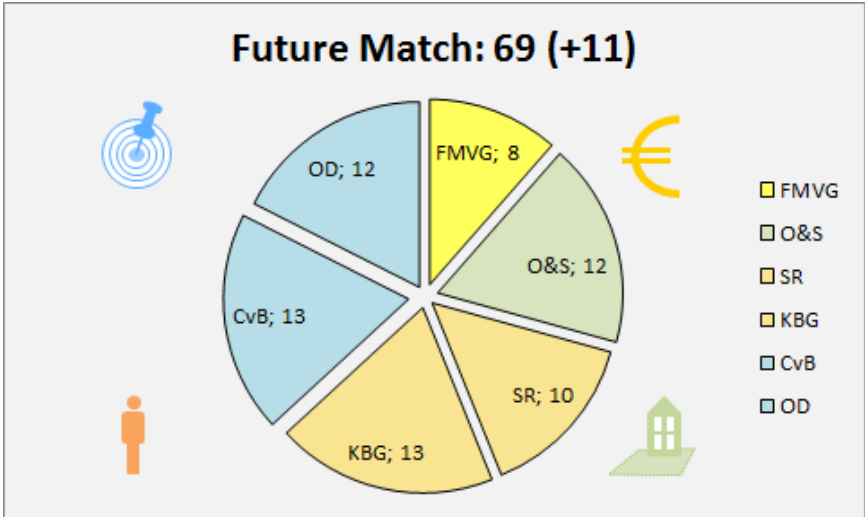
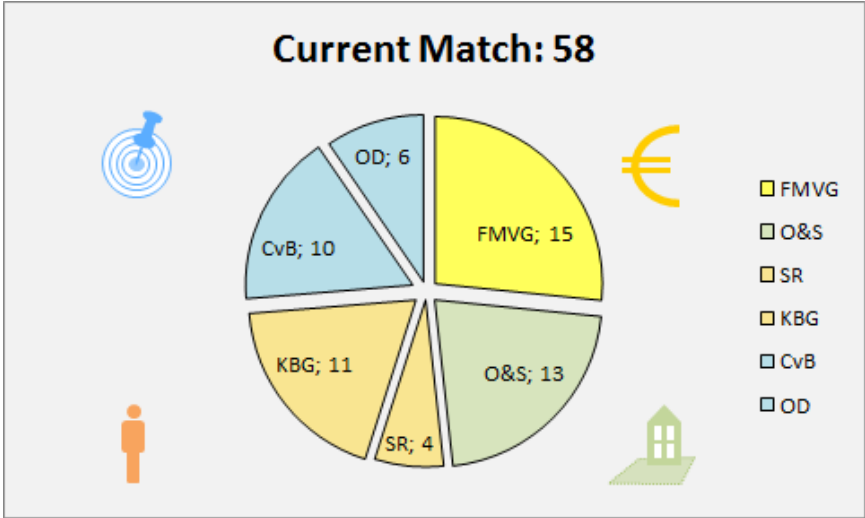
- ❑ Current supply does not meet requirements
- ❑ The new bachelor curriculum will lead to a change in demand
- ❑ There are too few types of lecture halls to support this change in demand
- ❑ The current supply is being used ineffectively

Results



Are we solving the problem?

Results



Results

1. Experiences with the model

“This model is ideal to have the discussion about what we need”

O&S

2. Attractiveness of the method

“The methodology is the most important aspect”

Director of Education

3. Perception of effectiveness of the method

“The process is faster, more to the point and more transparent”

Student Council

Conclusion

Main Research Question:

How can the use of gaming in real estate decision-making models help users to better understand the increasing complexity in real estate management?

- Iterating helps stakeholders to understand what they really want
- It helps them to understand how this affects the overall result
- Because the results are not final, they can experiment in a safe way

Questions?

- Thank you for your time and attention!