

Case Study – Daisy Ale Soundworks

Can people with visual impairment play video games? Brian from Daisy Ale Studios is making sure they can.

Brian attended the huge consumer-focussed gaming conference PAX East in Boston, but with a unique concept in game design. With his International Access Pass grant, Brian purchased a booth at the conference to promote his game *Lost and Hound*.

The unique feature of *Lost and Hound* is that gamers can play it as a normal game, using the canine senses of a cute dog to solve problems and find people and things, but the game can also be played in the same way by people with visual impairment, even those who are totally blind.

This innovation resulted in Brian being accepted as a presenter in the highly-competitive PAX East speaker program.

Lost and Hound plays with the theme of losing and finding things both literally and metaphorically: mainly people, important items, youth, direction and relationships with loved ones, and uses a pleasant humming sound as part of the experience, allowing people with vision impairment to play.

Prior to attending PAX East, Brian says his game was seen as niche, with a small potential audience.

“The reaction from people at the conference proved this wasn’t the case,” Brian says.

“As I set up my booth to allow people to play the game, hordes of people tried it out and went to social media in droves to say how much they loved the game.”

“The way these international gamers responded verifies that my game has a larger potential market, it legitimises my work.”

In addition to delivering his presentation on the future of an accessible games sector, Brian undertook a number of media interviews, including one with the premier online game store, Steam.

“Overall, the exposure I have gained from PAX East is invaluable.”

“I have used snapshots of the social media feedback to demonstrate the potential of my game to future investors and contributors.”

“I also now have a database of more than 500 people who have stated they are ready to buy when *Lost and Hound* is ready, and I’ll be putting this information to good use when I complete my development work.”