

Rice Games Internship Session 5M

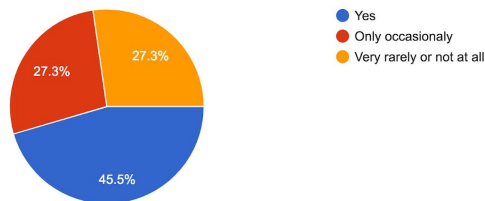
Design & Fieldwork

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As discussed in my final report, I conducted a survey to ask people I knew about their interest in *Shujinkou* and language learning video games in general. Although the individuals surveyed do not nearly represent all potential customers, it does provide some understanding about the kinds of people Rice Games would want to target marketing towards and thoughts on Rice Games's focus in development. Of the eleven individuals polled, over two thirds responded that they actively played video games or occasionally played video games. Even though it is not unexpected for the majority of these college students to play video games, it is important to understand if those who do not play video games would still be interested in *Shujinkou*. Additionally, over half of the subjects had used a language learning service, such as Duo Lingo, before, so many of these users have tried learning language using platforms that have a similar mission.

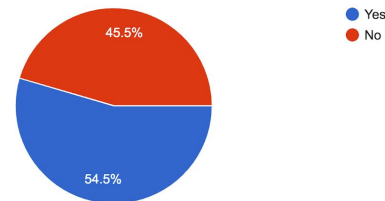
Do you play video games?

11 responses



Have you ever tried using a learning service? (e.g. Duolingo, etc.)

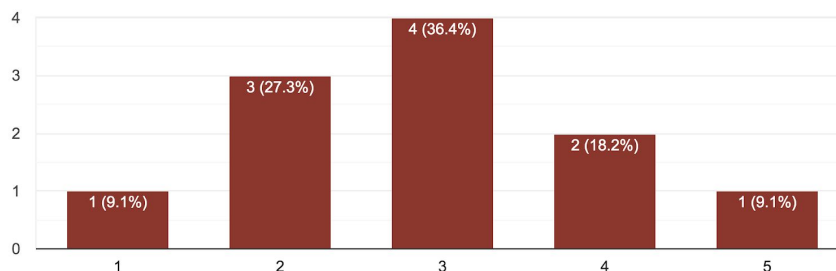
11 responses



Next, I asked users how interested they were in learning Japanese. As seen below, there was a wide distribution of users response. Many responded with a three, in the middle between one and five, meaning they are somewhat interested. I believe these are the type of responders that would say hypothetically they want to learn Japanese, but would not actually undertake the journey to learn a language unless it were required less effort or was more engaging. Since there were many responses with three and above, seven out of eleven, *Shujinkou* should first target these potential customers' pains and gains before pursuing those less interested in learning Japanese. Additionally, the number one answer for users when they were asked why they had not pursued learning Japanese was time, which made up five out of eight of the responses.

How interested are you in learning Japanese?

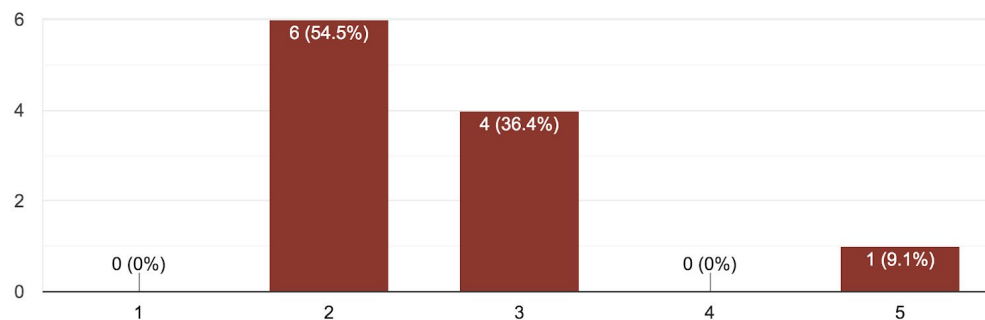
11 responses



This next graph visualizes data on one of the most difficult questions Rice Games has to grapple with throughout *Shujinkou*'s development, balancing gameplay with language learning. Based on this data, both are very important, but the gameplay is slightly more important. The user that put a five, meaning to only focus on language learning, does not play video games and put a two for interest in learning Japanese. The respondents that said they only occasionally played video games always put a two, meaning they were more interested in gameplay. Those that actively play video games put either two or threes. This could mean that those that actively play video games would choose *Shujinkou* even if the gameplay was not the only draw while casual gamers would be more willing to buy the game if the gameplay was the main focus. Despite this, the difference between two and three on this portion of the survey may not be significant enough to alter Rice Games's focus.

How important is gameplay compared to a language learning experience for you? (3 - both matter equally)

11 responses



Note: 1 - Gameplay matters much more | 5 - Language learning matters much more

The final question, visualized below, was meant to determine what amount of content Rice Games should aim to create to maximize the amount of Kickstarter backers. Examining the data reveals that the majority would want to try the game out themselves to determine if it is worth the investment. Additionally, one user said they would want a detailed video of gameplay. Moreover, it is fantastic that over seventy percent of those polled are interested in *Shujinkou* and one respondent said they were already interested in backing.

Shujinkou is planning on running a Kickstarter Campaign. What amount of preliminary content would make you likely to back?

11 responses

