**Client**

The idea of ​​the game based on the interview is to create a racing game with tested models based on available car models and designed to look like real versions with 3D scanning technology for photos and real details. It is a real-life racing model in tournaments and national competitions. Has leaderboards, competition times and is aimed at teenagers and adults with a passion for the game. From that idea, the team realized that it was a good idea that needed further development in the graphics and logic of the game to develop objects in play. Moreover, through the tasks outlined in the question, it is reasonable to evaluate customer requests through surveys and chat channel interviews to make direct contact with customers quickly. From questions prepared to customer survey such as: “What do you want most when playing a racing game?”, “What quality do you expect in a new game”, or “Do you have money to upgrade them?”. From the available questions, it will form and evaluate players' psychology and their wishes, so that the team can research the direction to develop this racing game genre.

After discussing and making implementation options, customers also accept in-game priced packages such as they can come up with the designs according to their wishes and can be easily used in the game according to their ideas. Besides, the team also listened to customers' expectations about the quality of the experience such as speed, image quality, and reasonable game rules. From there, it is possible to meet customer needs, increase the number of followers, and maintain loyal customers. According to Berry and Parasuraman (1997), listening to customers is a decisive factor for the survival of a business, a group because of such a special factor when doing research. Moreover, developers are always listening and improving their strategy to suit customers as fair value is converted from money to bonus, the lifting factor levels of gear, and goals or strategies for each competition to diversify the genre of play.

The problem encountered when making the game is funding support for capital. When conducting research and research projects, it is necessary to have real testing and evaluation in terms of time and product quality before delivering to consumers. Through the product quality testing, and evaluation this time, I wish that in the future if implementing this game development process, there is a need to come up with a more rational system of survey questions and have a better quality scale in each aspect. Through this, I also learned lessons about negotiating with customers and know how to create product value for consumers. Therefore, there is a need for more serious research on customer and product-related issues.

The members group: James Wilson, Connor Hadley, Zakaria Ahmed, Ngoc Huy Nguyen

**Reference:**

Berry, L. and Parasuraman, A. (1997) Listening to the customer--the concept of a service-quality information system. *MIT Sloan Management Review*, *38*(3), p.65.