**BRAVE FRONTIER - Part 2: Focus Group Questions**

**Interviewer:**

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**Gameplay:**

1. **How long have you played Brave Frontier?**

* All players have been playing for 1-2 years
  1. **How did you first get to know about the game?**
* Majority of players learned about the game through friend introductions or by watching friends play.
  + Note that most of the participants were young < 22 which may indicate higher socialization than with other age groups.
* A few saw the game on the iOS or Google App Stores.
  1. **What appealed to you when you first saw the game to make you want to download it?**
* “I’m a fan of RPG, I liked the artwork, and character colors were very vibrant.”
* “I liked the screenshots and liked the explosions.”
* “It looked cartoony. It reminded me of Maple Story.”
* “The mechanics of brave burst and because the game had turn based battle.”
* “I liked all of the different types of units I saw in the game.”

1. **How much money have you spent in the game?**

* $500
* $1k
* > $5K. I’m ashamed of it.
* >$1K
* About $150-$200
* I spend about $100-$150 per month. Definitely over $1k.
* $500 total
* Over $1K
  1. **What package did you buy the first time you paid for something in game?**

* 50 Gem = $34.12
* 100 Gems = $64.99
* $3.99, and then quickly again the next day.
* 100 gems
* I go for the bundles. Started with 100 gems
* Bundles. 50 gems.
  1. **Do you remember why you made the first purchase?**
* “For the new metagame. When new units came out I wanted to get further in the game and needed those units to progress.”
* “The game was very hard at the beginning. I used gems constantly.”
* “I wanted to progress through the story. The story was very interesting.”
* “When I like a game I want to support creators. I wanted energy refill.”
* “I had a weak squad and wanted to improve it.”
* “Summons.”
  1. **What do you typically purchase now or after the first purchase?**
* “Rare summons. I also spend on expanding item and monster inventory but I usually only spend gems I earn from the game on that.”
* “Summons mainly but also unit/item capacity as needed.”
* “Today I just bought the 3 bundles. Gems and summon tickets. The 3 packs were $34.99, $16.99, and $3.99. I usually just look for good deals.”
* “Energy purchase.”
  1. **How do you usually spend your gems in the game? (e.g., Summon only or increase unit capacity, stamps, anything else?)**
* Mostly for summons <- almost everyone said this
* “It all goes to rare summon. Sometimes in Frontier Hunter I’ll have to refill energy. You definitely need to gem to get to higher levels.”

1. **What do you like the most about the game?**
   1. **What are the top 3 things specifically that you like most about the game? e.g.,**
2. Artistic parts of the game
3. Evolving units into something colorful and vibrant
4. Strategy - what composition of teams to build. For Frontier Hunter and Trials trying to figure out what to use
5. Artwork, I really like it a lot
6. The combat system and that the game is team based
7. The wide variety of units and skills
8. Story. I really want to know more
9. Animation and artwork
10. Auto battle because it saves you time
11. “It’s addictive. Progressing is really cool. It’s kind of like Pokemon.”
12. “Characters and how the game looks.”
13. “Competition in Frontier Hunter. Trying to beat others in the ranking system.”
14. “Summons to get a better squad.”
15. “I like competing against friends.”
16. “Frontier Hunter.”
17. “Uniqueness of characters.”
18. “Sharing with local friends.”
19. “Competing with local friends.”
    1. **What keeps you playing the game?**

* “There aren’t as many games that put enough time into characters… I played Heroes Charge and the art is not good. It’s not creative… Zel Knights and King of Thieves when evolved the art is very cool.”
* “There’s new content every 2-3 weeks especially Trials.”
* “Summons. When they release a new batch it keeps me going for a few months”
* “Events and new trials.”
* “Once I got towards the end I stopped playing. I only play once in a while now.”
* “Storylines.”
* “Competition”
* “It’s really fun evolving the units and leveling up.”
* “I like competing with my brother and friends.”
  1. **Have you ever recommended the game to a friend? How would you describe this game when you recommend it?**
* “The best RPG game you can play on mobile. It’s easy. If you don’t want to pay attention you can auto battle. Storyline is ok. A lot of deceit and betrayal in the game.”
* “4 of my friends play. 2 are heavy players. I don’t describe it I just show them.”
* “I mainly just show them my units and what they can do. And then gameplay.”
  1. **On a scale of 1-10 how strategic do you consider the game?**
* 8
* “I’d rate it an 8. SOmetimes it’s too easy. Can easily read attack patterns. Ultimate attack -> Regular attack -> Ultimate attack.”
* “At the beginning it’s not really strategic at all. About 1/3rd in you really start needing to know a lot. From there it’s like an 8.”
* 7.5-8
* 8
* 7
* 7
  + 1. **Do you like this level of strategy or do you want more less?**
* “About right.”
* “This level is enough.”
* “From the business side, I’m not sure if a lot of players will like it, but from my own competitive side, I like it.”  
  1. **On a scale of 1-10 how complex do you consider the game? Do you like this level of complexity or do you want more less?**
* In general most responses stated they do not consider the game to be very complex.
* Generally around 5
* Note most of the players had friends who introduced them to the game
* Some noted that early on the game was difficult but then easy once they learned the system
* “I’d like lower complexity. I have to go to forums to figure out what’s going on a lot.”
* “The game is pretty easy. I don’t think it needs to be less complex.”

1. **What do you dislike the most about the game?**

* “At first slow content.”
* “Summoning is very expensive.”
* “Town is not very interactive.”
* “Wish the leveling was harder. Going from 1 to 50 is too much. Makes the game too easy.”
* “Summons. It sucks you into buying more gems. Been trying to get the rare blue hair girl and dark hair guy. (Note: I believe he was referring to the summon event)”
* “Well for a long time I was upset about the starter units not being very powerful, but that got fixed. They got an upgrade.”
* “The game is based too much on hit counts and spark damage.”
* “I’m on android and the battle effects really lag the game.”
* “In summoning when I get the same unit over and over again.”
* “When you summon 5 and get 1 free it’s usually garbage.”
  1. **Can you name a few features or improvements you want in the game?**
* “Arena AI control is not very good. Maybe if I could set my team if I could see other team’s leaders.”
* “Frontier Hunter is good for rewards but takes too much time. Each run takes 15-20 minutes. It’s not fun. Requires spark for bonus points.”
* “Customer service. Don’t respond to tickets very well.”
* “Trade, talking, and more summon control - I mean when new paid summon, the more money you spend you are guaranteed a high level unit.”
* “The game should be more cooperative. Raid battle for example is not cooperative enough, there isn’t enough working together.”
* “Something should be done about battle effects. Battle effects really lag the game.”
  1. **Have you stopped playing the game? If so, why?**
* “From my friends, we had 1 person who stopped playing and 1 who is not very active anymore. The game is better with local friends.”
* “I felt like I got to the end it got frustrating. The game took up way too much time like 3-4 hours per day. After playing Frontier Hunter I also got in trouble at work.”
* “When my friends stopped playing I definitely got a lot less active. You can tell who’s active by just looking at their lineups. If they have outdated units you know they aren’t playing.”

1. **How many times per day do you play?**

* 2x per day
* 4-10x
* 1-2x per day
* 15-20x per day
  1. **How do you play it typically? What do you do at what times? e.g., battle vs. farming vs. ? Where do you play and when (e.g., commuting/at home/at work/over lunch)? Do you do the same activities every session or battle vs. farming vs. something else? How long?**
* “I turn it on when I wake up. I do 3 arena battles. Auto battle for PVE. When Frontier Hunter is up I will play it constantly.”
* “I usually do the same thing every session.”
* “I play at home or outside, really any free time I have. I usually multi-task while I play.”
* “I always start by checking events. Watch for event dungeons. Then check inventory. What am I low on? I’ll then try to restock on them. After that I’ll do arena until I’m out of orbs. Unfortunately, I can’t control my units there. After that Vortex Gate and Quests.”
* “I play... just check based on energy. Whatever I haven’t done just based on timers.”
* “I play everywhere. When I wake up. On the way to work. At work. On the way home. At girlfriends place. I usually start playing by going to town to collect and then check for in game updates. Then check for gifts/send gifts. Then arena. If farming for material just go to that quest area.”
* “I’m always auto battling, farming.”
* “I play all the time because I’m bored at work.”
* “I play during breaks, before bed, when I wake up I open the game and get ready for work.”

1. **How many high level units do you have (e.g., 4, 5, 6, 7 star units)?**

* Have a ton
* I have 18 7 stars
* 50-60 7 stars
* Full squad of 7 stars
  1. **How do you know what unit combinations to use for specific instances or dungeons? From the game? Attributes/Skills? From the web? Forums?**
* “I just figure it out on my own. You need each element squad. For example, Selena boosts to water attack. I just think about how each element will benefit everyone else.”
* “I use forums.”
* “I follow a guy on tumblr.”
* “I just think about what leader skills and brave burst I need. I usually have one element on each squad.”
  1. **Do you think it’s more important to have the right combination/right strategy/just high enough levels of the monster to win a battle?**
* “Yes, strategy. Every area you need something a little different. Arena does more hits to drop more crystals to do brave burst. For Trials whatever is needed versus the boss. For Frontier Hunter, survive waves. A lot of hit counts, a lot of damage and combo hits.”
* “You need the right combos. You can’t pass trials without it.”
* “It’s really all about the right combo and strategy.”
  1. **Which monsters do you think is the best to use or own?**
* “No top choices.”
* “Trial units. The units from the storyline.”
* Loden
* Quayde, Ruby
  1. **Which monsters do you think look coolest? Do you think it’s important for the monster to look cool?**
* “I think more about the benefits and how they look.”
* “Dark units. It’s somewhat important.”
* “I like Aaron and Ruby.”
* “Appearance is really important. It makes you feel good inside.”
* “I started mono dark because it looked the coolest.”

**Specific Gameplay:**

1. **How much do you like the unit fusion system (let’s say on scale of 1-10)?**

* “I like it. Maybe a 7. I like the great success rate vs. success system. I like the random chance part.”
* “I’m neutral. It’s almost a given in every game. Just something you have to do.”
* “It’s cool. Leveling up Brave Burst takes forever though.”
  1. **Have you tried other hero upgrade systems like in Heroes Charge?**
* Most respondents haven’t tried it although some have seen it or heard about it.
  1. **How do you compare other games hero upgrade systems to unit fusion?**
  2. **How do you feel about the Gacha system?**

1. **What % of your time do you do the following game activities?**
   1. Quest
   2. Vortex
   3. Raid Battle
   4. Imperial Capital Randall
   5. Arena

* I spend most of my time in Vortex like 70%, Imperial Capital 15%, Arena 10%, Quest 5% and I don’t do Raid Battle at all. It’s not interesting.
* “30-40% arena, vortex 10%, I don’t really do Raid, Imperial when available 100%, and quest the remainder of the time.”
* “It depends on what’s out. When FH is out I’m doing that constantly. Besides that Vortex 1, Trials 2, and Quest 3.”

**What is most interesting to you? Why?**

* Not sure
* Frontier Hunter

1. **How important are game events to keep you playing the game? Which events do you play the most? Why?**

* “Very important. I mainly look for ½ off of energy, double XP, and super boss summons when available.”
* “Not important. 3/10. I do collect because of events.” <- This guy also says he plays Frontier Hunter all the time.
* “Frontier Hunter.”
* “Mainly Monday Dungeons for Karma. Easiest to level up.”

1. **How good would you rate the battle system in the game (vs other RPG games)?**

* 9/10
* 8/10
* “I don’t like it because the AI for arena really sucks.”
* “I love it.”
* “Love it”
* “I think it’s ok.”

1. **When you battle do you battle manually or use Auto feature? When do you use both systems?**

* “I usually just auto. I only manual if auto doesn’t win.”
* “I like to auto and basically just do homework while doing Auto.”
* “I usually auto but sometimes the AI is very bad. It doesn’t use the special and sometimes just attacks randomly.”
* “For quests I usually auto and for Frontier Hunter always manual. I’d like more control over auto battle because I need spark damage to hit properly.”
* “I always auto except for hard parts particularly Trials.”

1. **How do you like the loot drop system? Do you feel rewards are too much or too few?**

* “Think it’s good.”
* “It’s ok but I’d prefer more loot.”
* “It’s ok but arena takes a long time to go up.”
  1. **Do you like the loot/reward systems in other games better? If so which one?**
* No responses.

1. **How do you feel about the social friends system?**

* “Wish we could talk to other people in the game.”
* “I wish it were more interesting. It’d be better with more friends or forums.”
* “It’s terrible. You see someone’s leader you want to ask friends to change their leader.”
* “It’d be nice to request units.”
* “There’s no form of communication so it’s pretty bad.”
  1. **Do you like other player’s units involved in battle with your group?**
* “It’s necessary. You may need to change your leader based on this.”
  1. **How often do you send/receive gifts**
* “Every day”

1. **Do you wish there were a Guild system?**

* “I really wish there was a guild system.”
* “Yes. definitely.”
* “I want something here.”
* “Well one advantage is that because of the disconnect of the Internet, we’re forced to local play.”

**Units:**

1. **Which units do you like and dislike the most? Why?**

* “I like Elza and Maxwell. Dislike Golem units because hit counts are too low.”
* “Love Aaron. A mitigator and does good damage.”
* “I hate Thunderbird. Has the weakest stats in the game.”

1. **Are the appearances of the units consistent with their attributes? Please name a few you think are good/bad in this respect? Do you think this is important?**

* “Doesn’t matter.”
* “I collect based on appearance and use based on function.”
* “Appearances are more important at first but then need to be more competitive later and then it shifts.”
* “I think appearances match for the most part. Some are a bit off, but doesn’t matter.”
* “Appearance and skill doesn’t matter.”

1. **Are there enough units in the game to satisfy your need for your team, any particular attributes/skills of units you think the game should add?**

* “It’s ok. No problems here. There’s enough units to do whatever I need right now.”
* “I just go with the flow. Whatever comes out just use it.”

1. **What is your team composition for PVP games? Why do you think it’s a good combination? How do you use the combinations?**

* “Whatever hits the hardest.”
* “I personally like dark units because they look the coolest. I go for glass cannon builds.”
* “Rainbow - 1 of every element.” <- a few people said they do this

1. **Do you think the game is well balanced? if not, why? Where do you think the game can improve in terms of game balance?**

* This question was not well understood generally but 1 response…
* “Everything just keeps getting stronger and stronger. First 5 star then 6 star and then 7 star.”

1. **Do you like the animations of the attack/skills/critical hits? Are they up to your expectations and is consistent with the damage done?**

* “Like it.”
* “Love it.”
* “I usually turn it off because it makes my phone lag.”
* “It’s cool but I’d prefer if it were faster. Just get to the result faster.”

1. **Are you aware of the elemental property system and how they counter each other? Do you think this is reasonable? And how do you utilize this in combat?**
2. **Do you adjust your formation before every combat? What strategy do you use? Or what are the main considerations for each strategy you use?**

* “Every time I get a new unit it’s like building a house. If it’s a rainbow team, then you need a powerful unit of each type. Every time I get a new unit I try it out and evolve all the way.”