**SUMMONERS WAR - Part 2: Focus Group Questions**

**Gameplay:**

1. How long have you played Summoners War? (in months)

* 7, 6, 6, 6, 7, 9, 5, 5, 5, 5, 3
  1. How did you first get to know about the game?
* From a friend x8
* Cross-promo from Heaven's War game
* Apple App Store
  1. What appealed to you when you first saw the game to make you want to download it?
* “Seemed different from other games.”
* “Art style”
* “Skill based system and cooldowns.”
* “Recommendation from a friend.”
* “Friends. Watch them playing the game and then asked them about it.”
* “I tracked the game on Touch Arcade and App Annie. It seemed to be doing well so I tried it.”
* “I liked the RNG aspect. It’s a gambling feeling.”

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

* $70, $100, $0, $0, $100, $300, $0, $20, $30, $35, $260
  1. What package did you buy the first time you paid for something in game?
* $10 for 250 crystals
* Double XP event for more energy
* A $70 package on sale for $30
* Monthly bonus package - 3K crystals + bonus
* Starter pack
  1. Do you remember why you made the first purchase?
* Most players mentioned desire to summon
* “It’s a gambling addiction.” <- comment about summoning
* “Wanted energy.”
* “To support the game company. It felt fun. I also wanted an edge.”
* “I wanted a 5\* for arena. Wanted to help my friends.”
  1. What do you typically purchase now or after the first purchase?
* “Look for bargains. Some packages aren’t worth it like the rune packages.”
* “Mana crystals sometimes runes to beef up a new summon but it’s really expensive.”
* “I look for a good deal. Like I just paid $35 for something that usually costs $120.”
  1. How do you usually spend your crystals in the game? What do you use them for primarily?
* Most people mention summons
  + “Summons but sometimes spend for energy”
* “Mana but sometimes runes. I usually have enough energy to play as much as I want.”

1. What do you like the most about the game? What are the top 3 things specifically that you like most about the game? e.g., graphics, battle system, strategy, story, etc.
2. Turn-based battle. You have to think to do well.
3. Arena because you need to have strategy for what to use
4. Meeting new people through the guilds
5. Diversity of monsters
6. Crappy random number generator
7. Final fantasy type of feeling. Battles and turn-based.
8. Community. I made a lot of friends through random channels.
9. Hope of getting a good monster
10. Leveling up monsters
11. Info. Getting recommendations about which runes to use. Monster debates.
12. Collecting good monsters
13. Strategy - Figuring out how to make good teams
14. Lots of different systems to play in the game
15. Summoning
16. Auto play
17. That there was thinking involved
18. When it’s tough I could manually control
19. It’s somewhat difficult to get to the endgame.
20. After volcano last stage it felt really good.
21. “Guild wars. Making it more cooperative. Now you could play with other people.”
22. How to setup runes
23. Banking on RNG
24. You have to plan everything out. Use haste to speed up or how team synergizes.
    1. What keeps you playing the game?

* Just want to keep leveling up my monsters x3
* Balance between Pay2Play and Free2Play. Some payers complain: “Spent $2K and got nothing.”
* Community is very easy to communicate with
* Trying to reach the endgame stage
* Guardian top 100 in arena
  1. Have you ever recommended the game to a friend? How would you describe this game when you recommend it?
* I usually just show the game. It’s hard to describe
* I just tell friends my monster can wipe out an entire team and it’s a difficult game.
* You can enjoy the game but it’s not so hands on. You can just use the auto feature.
* Get stuff every day just for coming in
* Yes. A good monster game like Pokemon, but better. For older people.
  1. On a scale of 1-10 how strategic do you consider the game?
* This is more of a possession game and not as strategic. CoC is much more strategic.
* Strategy is in PVE
* Arena is like 5-6, PVE is 7, Guild Battle is 8
* 7 overall
* “At the beginning it was a 9. Now with other games out there a 6-7.” <- he means beginning as in game launch date
* 8-9
* “Beginning you can just auto-play, but later it becomes a 9.” <- he means when you first start playing the game
* 8-9
* “It depends if you have a good monster pool you can be more strategic.”
  + 1. Do you like this level of strategy or do you want more less?
* Right level of strategy
* At the beginning it was ok but it’s pretty simple now. (Note: This is from a former top 200 player who quit to play Unison League).
* It’s about right
* I like the current level. If less it would be too easy.
  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?
* “It’s pretty simple now.”
* “It’s a good level. It was a little hard to understand at the beginning but it’s fine now.”
* “About a 6. It’s not that hard. It’s pretty average.”

1. What do you dislike the most about the game?
2. Violent runes
3. RNG (random number generator) aspect of the game
4. Ways to be OP
5. Everything is expensive
6. Even after putting a lot of time in the game still not very powerful
7. % chance of getting 5 star is very low
8. I really don’t pay attention to the the story. The dialog is very corny. It feels like it’s targeted towards 10-15 year olds.
9. Game is pretty expensive to get good monsters
10. Story not very good.
11. Game needs more co-op
12. Wish we could do more things with Guild
13. RNG.
    1. Can you name a few features or improvements you want in the game?

* “Probability of getting good monsters.”
* “Balance high powered monsters.”
* “Customize own monsters.”
* “Trading monsters… but this may be potentially hackable”
* “In-game chat. We usually use Line chat to talk because the in-game chat isn’t very good.”
* “In Soccer Spirits there’s a mileage system. After 100 points and you don’t get something good you get a consolation prize like a 4 star. So nobody is on the shit end of RNG.”
* “In guild wars you’re still battling AI. That’s not strategic enough.
  1. Have you stopped playing the game? If so, why?
* “I’m up and down. I’ll use 20 mystical scrolls and with no good summons I’ll stop playing for like a week.”
* “I stopped playing because I was looking for a game that was more synchronous where I could play against another human on the other side. I’m now playing Unison League for the synch play. I’m really into real time battle.”

1. How many times per day do you play?

* All the time
* I just leave it on
* I just wait for energy
* I constantly jump in
* Any time I have a few minutes break. At work in between meetings.
* 3-4x per day
* 2-3x per day
* 1 short session in the morning and 1 really long session at night
  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 play from the moment I wake up. Just do the initial challenges and finish those. Then I’ll leave it on. I literally have it open at work and play. At night I do guild battles.
* It depends on what I’m trying to do at the moment. Depending on whether I’m power leveling my lower level monsters, going for awakening, going for runes, trying to buy something from glory shop, or whatever else.
* For me I guild battle in the morning because of the time limit and my guild members are in a different time zone, later I’ll play on the bus. During the day I’ll go for faster dungeons and farming ones. Late at night when I have more time I’ll do dungeons that take more time.
* I play at work and am just farming volcano all the time. When I have more time I’ll do guilds and TOA.
* I like to try to add people who have found a dungeon and then show them what units I have.
* I play right when I wake up. I’ll check the shop, use arena invites and keep playing on the way to work.

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

* Most players mentioned they had a large number of 5\* with fewer having many 6 star units: “I don’t want to lose my 5 star units to get the 6 star unit.”
* The real goal however is “natural 5\*”. One group of 4 friends mentioned that only 1 of them had gotten a natural 5\* amongst themselves with everyone playing for 5 months.
  1. How do you know what unit combinations to use for specific instances or dungeons? From the game? Attributes/Skills? From the web? Forums?
* Trial and error. It’s easy to get through so long as you have certain monsters
* I talk to friends
* There are a lot of guides online
* Forums
* I use forums like Something Awful and App Invasion
* Reddit
* Youtube
  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?
* Strategy. You need to have the right monster and the right runes
* You definitely need the right monster for the right situations but it’s easy to understand.
* It isn’t so much battle strategy but about understanding runes and which monsters to use in specific situations. Also some monsters go well together in the right combinations.
  1. Which monsters do you think is the best to use or own?
* Healer, Nuker, and Tank. You just need one of each type.
* Defense, attack and support.
* Natural 5\* or specific lower ranked monsters. For example, even some 2 or 3 star monsters like FIre Epikion Priest, Wind Warbear, Fire Minotaurs for debuff and stun, Wind Living Armor, the Wind Yeti, the Water Garuda. Also depends on what you want to do: PVE, Arena offense or defense. Also, some monsters are good for late game but not good early on.
* Dark and Light are difficult to get
* Chloe and Zaiross.
* Dark Chimera
* Any of the Dragons
* Depends on the skills and synergy with the team
  1. Do you think dark series monsters are useful?
* Yeah especially the two most sought after which are the Dark Chimera because it does a lot of damage and the Dark Valkyrie because of the leader skill which adds speed for Arena
* Dark and Light are more rare and look cool but nothing particular about Dark vs. Light I can think of as more useful.
* Rare but always useful.
* Dark and Light are pretty difficult to get.
  1. Which monsters do you think look coolest? Do you think it’s important for the monster to look cool?
* “I prefer stats.”
* “I’m 50/50 stats and looks.”
* “I prefer the aesthetics because it is a collection game.”
* “A lot of them are really cool. Archangel, Inugami, Ninja, Ifrit, Samurai, a bunch of them are pretty cool. Stats are more important but it helps if they look cool.”
* “Dark Chimera. Any Chimera.”
* “Yes. This is what appeals you to the game. I spent $1k on Soccer Spirits because the girls look good.”

**Specific Gameplay:**

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

* One bad part is that I get an attachment to some, then I can’t get them back. I wish there was an alternative fusion material because I do get attached.
* It’s ok. I don’t really think about it much. So many games have this kind of a system.
* Feel it’s good.
* Good because it’s an option
  1. Have you tried other hero upgrade systems like in Heroes Charge? How do you compare other games hero upgrade systems to unit fusion?
* Most players except for a few have ever heard of Heroes Charge.
* “Heroes Charge was fun at the beginning. Only problem they make new servers so fast. People keep hopping servers because if you’re late to a server even by a few days it’s too late to be competitive. The game overall is too simplistic.”
  1. How do you feel about the Gacha system?
* This question answered in other areas but prevailing opinion: mixed feelings but tended to be slightly on negative about RNG aspect. It does help keep the balance between F2P and paying players. Almost all players at least state that they are not happy with summoning quality and drop of high level monsters. But they also say they are happy the game is difficult.

1. What % of your time do you play arena vs. map encounters?

* I just do arena for the Glory shop. It’s really not that fun
* I only do arena for achievements.
* I do 70% map and 30% arena
* For me everything is the same
* Guild battle is the only time I do arena
* I try to do everything but will focus depending on what my goal is for the day
* Depends on the stage of the game. If competitive then Arena mainly.

1. What is most interesting to you? Why?

* Events. All of them are cool.
* Chat
* Dungeons and events but I probably like summoning and trying to get higher level monsters the most.
* Arena. This is where most strategy comes in.
* TOA, because it’s hard.

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

* Events are ok. If there’s an event going on I’ll take a look at it and play if it’s worth it.
* Whatever is available

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

* 7, 6, 8, 5.
* “I like the speed aspect.”
* “The battle system is a little bit boring but I just auto through it.”
* “It’s ok. I like Unison League better because we play real people.”

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

* “I normally just auto until I lose a battle and then switch to manual or try to figure out why I lost.” <- typical response
* “I usually Auto until I hit a boss.”
* “Manual on TOA, auto everywhere else.”
* “AI is not smart at all so I like to manual a lot.” <- Only 1 person used manual mostly

1. How do you like the loot drop system? Do you feel rewards are too much or too few? Do you like the loot/reward systems in other games better? If so which one?

* “It feels pretty good. I like that we can get a variety of standard drops like mana and even crystals and then the treasure chest at the end is what I look forward to.”
* “It depends on what you’re farming for. For runes, drops are not good enough.”
* “I don’t like the drop system for the essence system. Don’t get enough essences.”

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

* “It’s crap. I can’t talk to them, they are just there.”
* “Bringing friends monster I get a taste for how it is.”
* “It could definitely be better but I’m not sure of any other games doing it better.”
* “It’s not that great. You can’t communicate directly with one person. There are also no saved messages in Guild Chat. We usually just use LINE.”
  1. Do you like other player’s units involved in battle with your group?
* “Yes. But if you have strong friends it breaks the game balance a bit.”
* “It’s good and bad. Helpful when trying to beat someone. If you have lots of level 40 friends then you just blow through the game.”
  1. How often do you send/receive gifts

1. Are you part of a Guild?

* Almost all are part of a guild
* “Guild shop is good.”
  1. What do you like and dislike about the Guild?
* “I wish it were more synch and able to coordinate more like Unison League.”
* “You can’t really do much with a guild. Only guild battles.”

**Units:**

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

* Nothing in particular that I dislike.

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?
2. 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 the right amount.”
* “I want to see more.”
* “There’s a decent size monster pool.”
* “One problem is that they more they have, it’s harder to pull what you want.”

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

* “Mainly damage dealers. I try to choose opponents wisely. Choose opponents without a lot of offensive monsters.”
* “I just look for teams where the monster combinations don’t make sense.”

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?

* Almost everyone didn’t understand this question and then spoke to different parts of the game when asked.

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?

* “The graphics and animations are all pretty good.” <- typical response
* “Animations are pretty nice. Some of the special skills look pretty cool. But honestly, if we could just instantly complete I’d like that more.”

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?

* “Rock, scissors, paper is good but some monsters it doesn’t matter even with elemental advantage.”
* “You can’t use it to some degree because you only can work with monsters that you own.”
* “For less than level 37 elemental advantage doesn’t matter very much. For competitive level 40 it matters. For example, Lucien destroys everyone. So you need to get fire type defenses to protect against Lucien.”
* “It’s good. Reminds me of the Pokemon aspect.”
* “Good but for certain monsters you expect like water to beat fire, but the fire monster is so powerful it doesn’t matter.”
* “It doesn’t have enough effect. It’s more about skills.”
* “It does have some impact on PVP but otherwise not much.”

1. Do you adjust your formation before every combat? What strategy do you use? Or what are the main considerations for each strategy you use?

* “I don’t have enough monsters to change formations very much.”
* “Well different formations are used for different parts of the game, but I’m typically using the same formation normally. Some difficult parts of the game will require switching up teams a bit.”