



# Thomas: The Raider

*"More pain, more gain."*

Age: 30

Gender: Male

Location: Massachusetts, USA

Spec: Protection Warrior

Has been playing WoW since 2007.

**Motivations:** Thomas is a casual raider who has been playing the game for almost 10 years. The amount of time per week he has played has varied between 5-7 hours to as high as 20 hours a week. Although Thomas is in a guild, he does not raid with his guild and mainly utilizes the LFR system to find groups to run dungeons and raids. Thomas focuses on improving his character's skills and equipment and his own tanking skills.

**Goals:** Always be improving. Thomas strives to never let his team down. He always thoroughly researches LFR/Dungeons before tanking them in PUGs. He takes his responsibility as a tank seriously and expects the best from the fellow members in his party. This regularly leads to disappointment because other players often fall short of his high standards.

**Desires:** Would like to see his skills and the skills of fellow players improve through more advanced proving grounds. Would also like to see the value of secondary professions increase by increasing their rewards so as to match the effort required to invest in them.

## World of Warcraft Limited User Research Study

A very limited user research study was conducted studying a single, current World of Warcraft (WoW) player. The goal of this study was to determine possible areas for improvement in overall gameplay as well as to prioritize and assess interest in specific feature requests made by the general WoW community. This user research study is composed of a survey completed by the user as well as an interview of the user. An eye tracking component of the study was also initially planned but after testing various free software programs designed to track eye movement using generic webcams, no adequate solution was found that would reliably work. Based on this experience, a dedicated eye tracker device or wearable eye tracker glasses are necessary to achieve usable results.

### User Survey

A survey was created to assess various community generated feature requests and changes to the game. The questions were generated by reviewing posts made in the last 12 months to the r/wow subreddit of the community site reddit.com containing suggestions for changes to be made to the game. The r/wow community is very active and there are approximately 365k members of this subreddit. The user was asked to rate each feature request on a scale from 1-10 based on how strongly they would like to see the specific change made to the game. A numbered list of the suggestions are included below along with a citation to the specific online discussion in which the issue was raised. A copy of the survey and responses are included at the end of this report. Charts of the results from the survey are included on the following page.

1. Characters can fly back to their corpse after dying in Broken Isles.<sup>1</sup>
2. Characters can kill themselves by command.<sup>2</sup>
3. Increase the total number of quests displayed in the Quest Log.<sup>3</sup>
4. Allow characters to be deleted even if they possess heirlooms in their inventory/mailbox or are equipped.<sup>4</sup>
5. Allow characters to transfer from US to EU realms and vice-versa.<sup>5</sup>
6. Allow characters to transfer from US to EU realms and vice-versa if those characters are owned by active duty military members who have recently received deployment orders.<sup>5</sup>
7. Implement an account-wide bank.<sup>6</sup>
8. Remove restrictions on timewalking so players can queue for timewalking all old content at any time.<sup>7</sup>
9. Implement level scaling to cover all quests/zones/mobs worldwide.<sup>8</sup>
10. Implement level scaling when grouping with lower level characters.<sup>8</sup>
11. Add increased filtering options to the Guild Finder tool.<sup>9</sup>
12. Allow players to vote for the best member selected from a random subgroup of a dungeon or raid group. The more often you are selected, the more rewards you receive during dungeons/raids.<sup>10</sup>

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<sup>1</sup> [https://www.reddit.com/r/wow/comments/5aj1h8/can we please get flight while dead/](https://www.reddit.com/r/wow/comments/5aj1h8/can_we_please_get_flight_while_dead/)

<sup>2</sup> [https://www.reddit.com/r/wow/comments/46q9a9/qol request suicide/](https://www.reddit.com/r/wow/comments/46q9a9/qol_request_suicide/)

<sup>3</sup> [https://www.reddit.com/r/wow/comments/5cav3b/these longterm quests that come with every raid/](https://www.reddit.com/r/wow/comments/5cav3b/these_longterm_quests_that_come_with_every_raid/)

<sup>4</sup> [https://www.reddit.com/r/wow/comments/4x3op9/bliz you made heirlooms not cause problems with/](https://www.reddit.com/r/wow/comments/4x3op9/bliz_you_made_heirlooms_not_cause_problems_with/)

<sup>5</sup> [https://www.reddit.com/r/wow/comments/539zcw/i guess this is goodbye/](https://www.reddit.com/r/wow/comments/539zcw/i_guess_this_is_goodbye/)

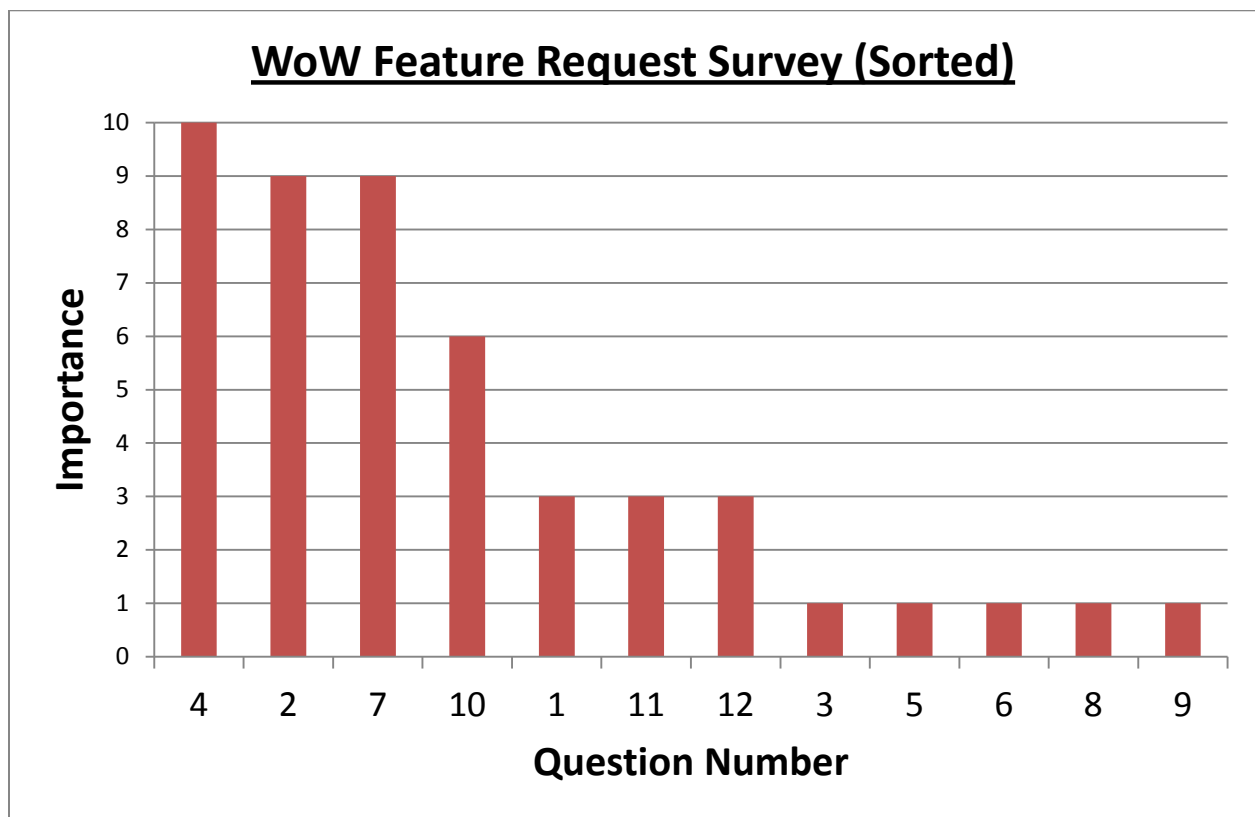
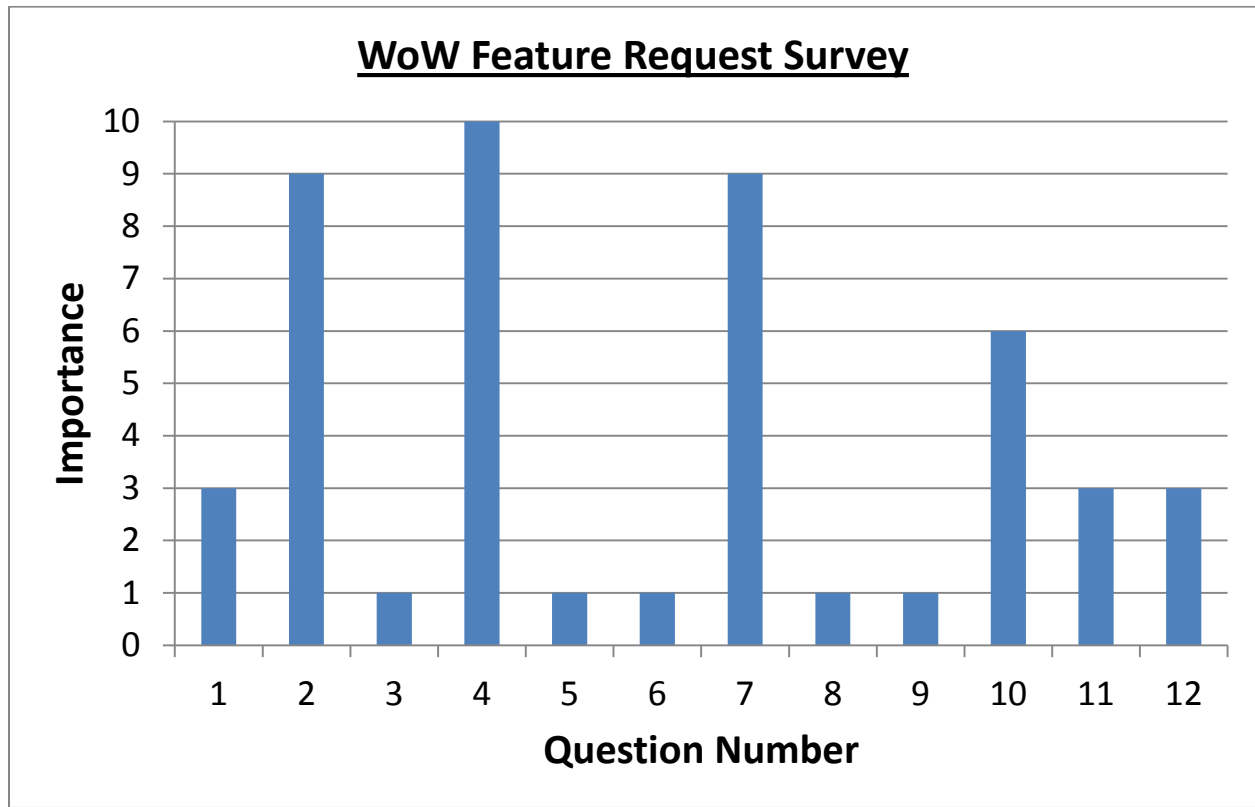
<sup>6</sup> [https://www.reddit.com/r/wow/comments/5407fx/what quality of life changes would you like to see/](https://www.reddit.com/r/wow/comments/5407fx/what_quality_of_life_changes_would_you_like_to_see/)

<sup>7</sup> [https://www.reddit.com/r/wow/comments/4457i2/with unlimited resources how would you change the/cznle3j/](https://www.reddit.com/r/wow/comments/4457i2/with_unlimited_resources_how_would_you_change_the/cznle3j/)

<sup>8</sup> [https://www.reddit.com/r/wow/comments/4457i2/with unlimited resources how would you change the/](https://www.reddit.com/r/wow/comments/4457i2/with_unlimited_resources_how_would_you_change_the/)

<sup>9</sup> [https://www.reddit.com/r/wow/comments/2u0grv/the guild finder is absolutely useless/](https://www.reddit.com/r/wow/comments/2u0grv/the_guild_finder_is_absolutely_useless/)

<sup>10</sup> [https://www.reddit.com/r/wow/comments/4457i2/with unlimited resources how would you change the/cznle3j/](https://www.reddit.com/r/wow/comments/4457i2/with_unlimited_resources_how_would_you_change_the/cznle3j/)



The top 3 rated feature requests include the ability to allow characters to be deleted even if they possess heirlooms in their inventory/mailbox or are equipped (#4), the ability for characters to kill themselves on command (#2), and an account-wide bank (#7). With regards to request #4, online discussions raising that issue repeatedly mention automatically receiving The Fleet Commander's Hat (Item # 128364 and 128365) as a cause for consternation due to the fact that players are unable to delete newly created Pandaren and Demon Hunter characters because of their inability to access a mailbox until after completing a partial quest line.

### User Interview

A brief user interview was also conducted focusing on possible improvements to the game. An audio file of the interview is available [here](#) and a transcript of this interview is included at the end of this report. The user particularly enjoyed the addition of class halls to the game. The user made no specific recommendations regarding improving usability and was completely satisfied by the current default layout of the interface. In addition, the user did not significantly modify the display using addons. The user made several recommendations for possible gameplay improvements including more advanced proving grounds that would test players by having AI teammates making common mistakes that human players make during group play. Another suggestion was to make secondary skills more valuable to players by increasing their rewards. The user mentioned that First-Aid, Fishing, Cooking, and Archeology should return a greater value to players for the amount of time and effort that players invest in developing those skills.

## WoW Feature Request Survey Questions

Rate how strongly you would like to see the following changes made to World of Warcraft (1-Not a priority/Do not care, 10-Highest priority/Should be changed immediately).

1. Characters can fly back to their corpse after dying in Broken Isles.  
1    2    3    4    5    6    7    8    9    10
2. Characters can kill themselves by command.  
1    2    3    4    5    6    7    8    9    10
3. Increase the total number of quests displayed in the Quest Log.  
1    2    3    4    5    6    7    8    9    10
4. Allow characters to be deleted even if they possess heirlooms in their inventory/mailbox or are equipped.  
1    2    3    4    5    6    7    8    9    10
5. Allow characters to transfer from US to EU realms and vice-versa.  
1    2    3    4    5    6    7    8    9    10
6. Allow characters to transfer from US to EU realms and vice-versa if those characters are owned by active duty military members who have recently received deployment orders.  
1    2    3    4    5    6    7    8    9    10
7. Implement an account-wide bank.  
1    2    3    4    5    6    7    8    9    10
8. Remove restrictions on timewalking so players can queue for timewalking all old content at anytime.  
1    2    3    4    5    6    7    8    9    10
9. Implement level scaling to cover all quests/zones/mobs worldwide.  
1    2    3    4    5    6    7    8    9    10
10. Implement level scaling when grouping with lower level characters.  
1    2    3    4    5    6    7    8    9    10
11. Add <sup>increased filtering options to</sup> a Guild Finder tool.  
1    2    3    4    5    6    7    8    9    10
12. Allow players to vote for the best member selected from a random subgroup of a dungeon or raid group. The more often you are selected, the more rewards you receive during dungeons/raids.  
1    2    3    4    5    6    7    8    9    10

## Transcript of World of Warcraft User Interview

Interview conducted at 11/9/2016 in user's home office. Question and answer responses arranged by topic/subject for readability. Audio of the interview is available [here](#).

I first explained the interview process and encouraged the user to ask follow up questions if he was confused.

Q: How old are you?

A: 30

Q: Where are you from?

A: I am from Methuen, Massachusetts.

Q: What is the highest level of education you have completed?

A: I have a Juris Doctor degree, I went to law school.

Q: What do you do for a living?

A: I am a lawyer.

Q: How long have you been playing WoW?

A: Since the Burning Crusade expansion. I think I started around 2007.

Q: Do you play with anyone in particular?

A: My wife on occasion.

Q: Are you in a guild? How big is it?

A: Yes, the guild has 185 separate characters in it.

Q: What character and class do you play?

A: My main is a Protection Warrior.

Q: How much time have you played on your main?

A: I have played a total of 57 days.

Q: How many characters do you have?

A: I have close to 30 across all realms. I have 1 main character that I devote 99% of my time to. Perhaps when I reach the end of the solo quest line, I will play my other characters more but I feel there is still enough to be done on my main character.

Q: About how many hours a week do you play?

A: When the expansion first came out, it was probably 20 hours a week. Now that we've hit the end and I've hit the roadblock of needing to complete a lot of raids that I haven't been able to do yet and that I have a max level character and I am not working on an alt, I play around 5-7 hours.

Q: What type of WoW player are you?

A: During Cataclysm, I was a casual raider. I would get into PUG groups to do raids once in a while but I didn't have a set team or anything like that. During Mists of Pandaria, I was in a guild that did raiding on a regular basis. Now, I'll do a pick up raid now and then, just for fun, nothing serious. I try to do the World Quest dailies every day if it is a faction that I am not yet exalted with. I only PvP when it's the weekly World Quest or if its required for a legendary quest line other than that, I don't really bother with it.

Q: What add-ons do you use?

A: Deadly Boss Mods is extremely useful. I also use a damage meter.

Q: How do you usually control your character in fights? Click-caster? Use macros?

A: I usually click the action bar and then click a target, with few exceptions.

Q: In terms of usability or the interface, do you feel there are any areas for improvement?

A: I have never had problems with the user interface even at the highest level of raiding. I have raided as DPS, Tank, Healer, I have never had issues with doing what I need to do in a timely fashion. I have no problems processing the information on my screen and doing exactly what I need to do at exactly the time I need to do it.

Q: Since 2007, have you taken any time off from World of Warcraft?

A: Yes, the only real time I took time off from the game was during the previous expansion, Warlords of Draenor.

Q: Do you remember why you took a break from WoW?

A: It was a combination of me feeling like the game had become stagnant if I wasn't going to have the time to do raiding which is what I did previously and my real life didn't allow me to have time to do raiding anymore so I felt like that there wasn't anything to do.

Q: Have you returned to World of Warcraft? Why did you return to the game?

A: Yes, I wanted to see what the new expansion was all about and I felt like that there would be better opportunities for solo play regardless of what time constraints I would have in my real life.

Q: Have you played other MMOs? Did you stick with those?

A: Yes, I played the Star Wars Old Republic and Elder Scrolls Online. I come and go with those. Occasionally, I'll get the craving to play either one of them but I've never even maxed out a character.

Q: What do you think Blizzard should do to improve the game?

A: One thing I enjoyed that they started back in Mists of Pandaria was that they put in the Proving Grounds which, apart from being able to tell who has been able to complete those things, taught people how to play their class...I would like harder proving grounds covering more advanced situations. For example, Proving Ground scenarios where the AI players make common mistakes that human players commonly make and would test the player's ability to improvise correct those mistakes in order to keep their group alive. Example: Playing as a tank, DPS pulls random mobs that the tank is not trying to pull at that moment or people who threat off of you. Playing as a healer, tanks who don't use their cooldowns at appropriate moments and DPS who pull aggro.

Q: Are there other areas you would like to see changes in?

A: LFR system is too easy. Players can make egregious mistakes and/or AFK during fights and it makes no difference. I want to see the level of skill of other players to improve. If you are a casual player, you should not be doing a raid. LFR is too easy and too forgiving. It's supposed to teach people about their class and how the boss fights work but oftentimes people ignore the mechanics and succeed anyway; it teaches nothing. The mechanics should more closely align to the mechanics in a normal raid. There should be consequences for making a mistake in LFR rather than tanking and spanking everything which is what all LFR is.

Q: Are there any other areas you would like to see improvement?

A: First Aid is useless. It doesn't heal enough. I would like to see a way to bring in First-Aid so that it actually helps characters during fights. I would like First-Aid to have more value.

Q: Are you happy with the garrison system?

A: I like the new one, the class halls are a much, much improved version. If you want to do anything, you have to leave it. Whereas in the past, I felt like I could log in, do what I need to do in a day, and never leave the place.

Q: What is the worst part of WoW? What bothers you the most right now?

A: The secondary professions feel unnecessary. I've done very little fishing, minimal cooking, first-aid, and archeology in this expansion and it hasn't detracted from my experience whatsoever; It feels tacked on....would like to see more value from developing secondary professions because you spend an awful lot of time doing it for not much reward in my opinion.