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1. User Personas

a) Mention the questions and players feedback on them

1. *What is the most recent game that you played?*

Players have played games like **GRID Autosport**, **F1 Mobile**, **Clash of Clans**, **Call of Duty**, **Valorant**, **Genshin Impact**, **BGMI**, **2048**, and **Forza Horizon 5**.

2. *What is the best part of that game?*

- **GRID Autosport**: The graphics and UI that make it realistic.
- **F1 Mobile**: The physics and turn handling.
- **Clash of Clans**: Engaging gameplay.
- **Call of Duty**: Variety of weapons and customizability.
- **Valorant**: 5v5 gameplay with friends.
- **Genshin Impact**: World-building, lore, and character depth.
- **BGMI**: Graphics.
- **2048**: Beating the high score.
- **Forza Horizon 5**: Attention to detail and realistic game mechanics.

3. *What feature in this game attracts you the most?*

- **GRID Autosport**: Real physics involved in the game.
- **F1 Mobile**: Passion towards F1 and racing.
- **Clash of Clans**: Gameplay and storyline.
- **Call of Duty**: Beautiful graphics and smooth UI.
- **Valorant**: Using various abilities, decision-making, and 5v5 gameplay.
- **Genshin Impact**: Beautiful character graphics and interactions.
- **BGMI**: Graphics.
- **2048**: UI.
- **Forza Horizon 5**: Controller support for PC.

4. *What feature in this game makes you angry/frustrated?*

- **GRID Autosport**: Difficult levels and difficulty in upgrading cars.

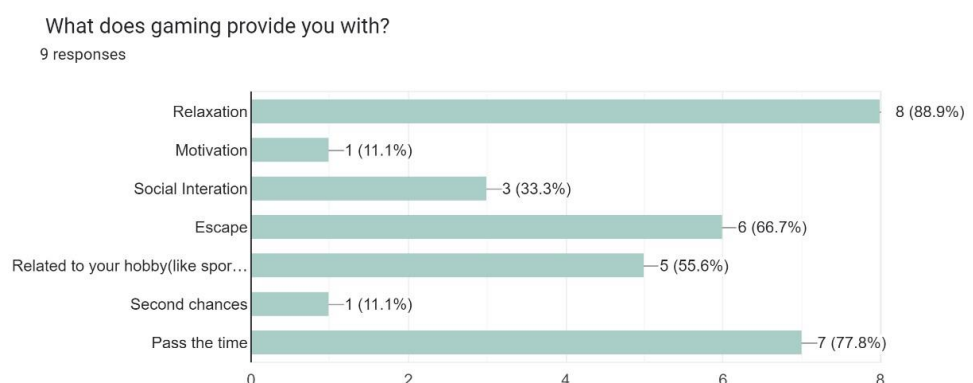
- **F1 Mobile:** Having to download the race track every time before racing.
- **Clash of Clans:** Laggy interface and low-quality graphics.
- **Call of Duty:** Redundant bugs and glitches.
- **Valorant:** Dishonest behavior of other players.
- **Genshin Impact:** Time required to be spent on the game to get good.
- **BGMI:** Lag issues.
- **2048:** Ads.
- **Forza Horizon 5:** Laggy servers.

5. *Name at least 3 games that you love.*

Players mentioned games like **GRID Autosport, Real Racing 3, Asphalt 8, Clash of Clans, F1 Mobile, Need for Speed, FIFA, Call of Duty, Chess, Valorant, Dark Souls III, Tomb Raider, Genshin Impact, Raid Shadow Legends, Minecraft, BGMI, EA FC, 2048, Counter-Strike 2, Rainbow Six Siege, and Forza Motorsport 7.**

6. *What does gaming provide you with?*

Players mentioned **relaxation, escape, motivation, social interaction, related to hobbies (like sports/singing/dancing), passing the time, and second chances.**

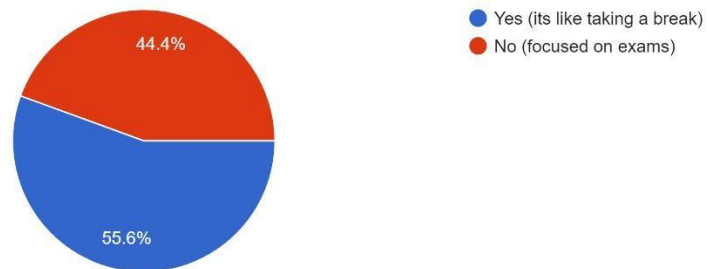


7. *Do you still find time to play when you're busy (for example: during exams)?*

Some players said **yes** (it's like taking a break) – 55.6%, while others said **no** (focused on exams) – 44.4%.

Do you still find time to play when you're busy (for example : during exams)?

9 responses



8. *Have you ever uninstalled a game due to frustration? Why?*

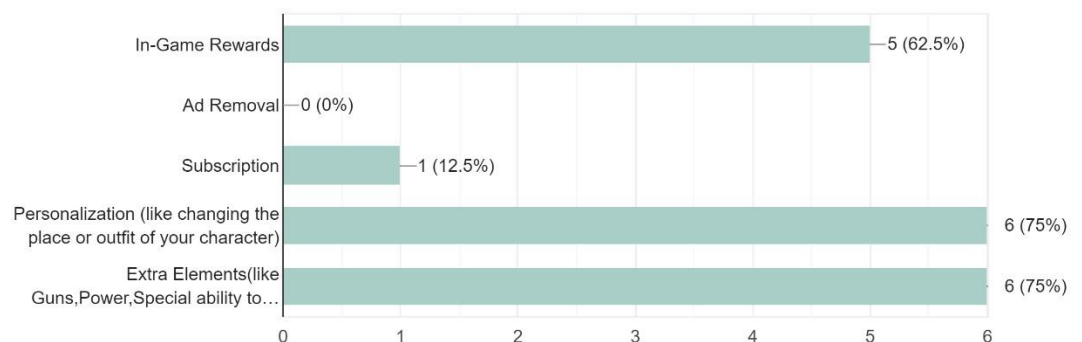
Some players have uninstalled games due to frustration, while others have just closed the application or gradually lost interest.

9. *What factors influence your decision to spend money on a game?*

Players mentioned **in-game rewards, personalization, extra elements (like guns, power, special abilities), subscription, and no ads.**

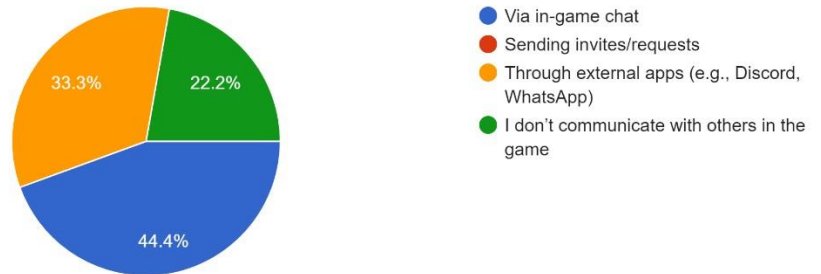
What factors influence your decision to spend money on a game?

8 responses



10. *How do you communicate with others in the game?* Players communicate via **in-game chat** or through **external apps like Discord or WhatsApp**. Some don't communicate at all.

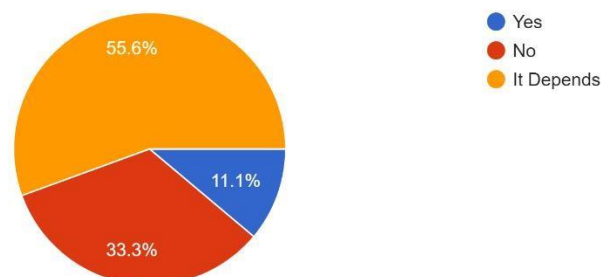
How do you communicate with others in the game?
9 responses



11. *Do you like playing mobile games more than outdoor games?*

The highest response was from **It depends** – 55.6%, and then comes **No** – 33.3%. The least response is **Yes**.

Do you like playing mobile games more than outdoor games?
9 responses

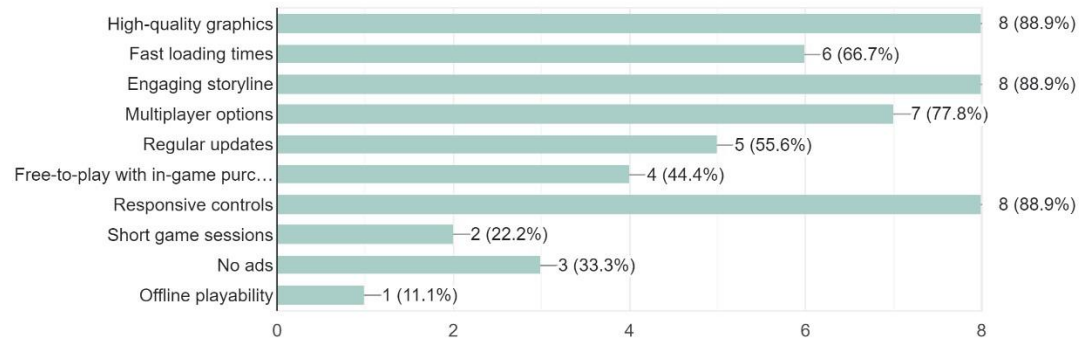


12. *What is the basic requirement that you need in a game?*

Players mentioned **high-quality graphics** (highest response), **fast loading times**, **engaging storyline**, **multiplayer options**, **responsive controls** (highest response), **free-to-play with ingame purchases**, **regular updates**, **short game sessions**, and **no ads**.

What is the basic requirement that you need in a game?

9 responses

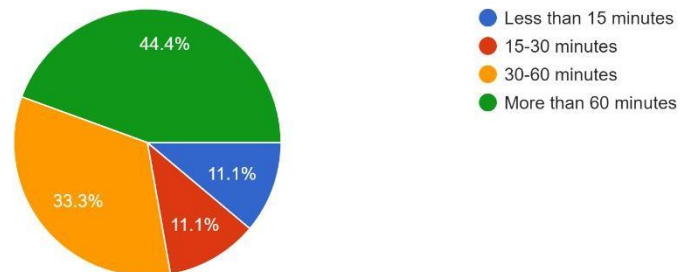


13. How many minutes do you spend in a game on average?

Players spend anywhere from **less than 15 minutes** to **more than 60 minutes** per game session but mostly 30-60 minutes range.

How many minutes do you spend in a game on average?

9 responses



Reference: Each response was taken, and I have created a google document on it

(<https://docs.google.com/spreadsheets/d/1X8xk1pMsxiA02TyODqtKxzQZ2jVAcMnXIJXcaS7AOP4/edit?resourcekey=&gid=1266884742#gid=1266884742>)

***Note:** Valorant is a PC game, however it's good to know about different games. This was to have a better understanding of my survey.

Everyone loved the graphics and UI, the wide variety of choices for weapons or attire, and the engaging gameplay with friends. Graphics play a crucial role in every game because gaming isn't just something we only do for fun. To understand this in more detail, I even asked, "What does gaming provide you with?" The responses varied relaxation, escape, hobbies like sports, etc. Each time they play a game, it's like an escape from reality. Beating a high score gives them motivation and the thrill that games always provide, with more than just second chances until you win.

Spending Money on Games: Most responses pointed to personalization (like changing the place or outfit of your character) and extra elements (like guns, power, and special abilities). In-game rewards, such as spinning a wheel to get extra credit scores, were also popular.

Social Interaction: From the whole survey, it became clear that at least 80% of players love to communicate with their friends while playing the game.

Basic Requirements: The basic requirements for a game are highquality graphics and responsive controls. What frustrates players the most are laggy servers, having to download many things, lowquality graphics, glitches, and, worst of all, advertisements after each game.

2. Creativity and Innovation

“UNITY - Let’s Unite as a team, fight as a team”

Event Overview: “**UNITY**” can be a daily/weekly event that involves creating fantasy teams by choosing the players from different generations of cricket. These legends can be earned by completing certain missions and assignments related to events, as well as purchased in the game shop. Every mythological figure has one or more special attributes that make a difference when playing the

game, **which gives the players an opportunity to customize and form an ideal squad.**

Event Time: The event is for four weeks or we can keep more than that (let's keep an extra option for **choosing the number of weeks**) with weekly missions that allow players to get new legends or upgrade the existing ones. The points can only be earned when players successfully finish some games or missions, and the points can be used to **buy some legendary players or some special items in the game.**

Challenges: Weekly challenges will consist of tasks such as winning a set number of games using a particular strategy, scoring a set number of runs with a certain legend, or completing achievements in **Test matches**. Rather than just getting some legends, these challenges are completed, they **offer players some customization where they get to determine their team's attire and color plus selecting their captain.**

Special Abilities and Rewards: Aside from achieving legends, special features can be unlocked such as the **'Freezing Ability' where the ball slows down** (this would be a good addition to the other special abilities like 2x runs, smash, Hit odds etc. which is also present in the game). Apart from the main game, players can also customize their team in terms of outfits and colors. We can also add one more special ability called **"CenterPoint"** means whenever the baller is trying to throw the ball it should have pointer so that the baller knows exactly where the ball goes (we can make this a fair game by adding this also as a special ability)

Social Interaction: To utilize the social aspect, **a new 'Social Interactive' option – 2V2 Game mode** – This is a little different from the PVP where its players vs player but here the difference instead of having only one player in a team we can add two more players like (my current team is Ninja Warriors and I want to pair up with my friend and play against a random team) .Before the

match we can choose the players - Out of 16 players of a cricket team, 4 are bowlers and 2 are wicket-keepers. A team of 11 players is to be chosen so as to contain at least 3 bowlers and at least 1 wicket-keeper – so if we can divide 8 people each from the team, we can form an amazing multiplayer game.

Influence of Personas:

According to the survey that I conducted, it has brought into my attention that players mainly focus on the graphics, UI and personalization. Along with these features most of the players communicate with other players while playing the game which increases the social interaction and Entertainment. Who doesn't like customization? From my research I was able to find that the players would love to choose the place or different outfits for their players. Social Interaction is also important, All the players that I have interviewed mentioned playing with friends .Overall, these are the main reasons which gave me the idea of the proposal called "UNITY – Let's Unite as a team, fight as a team"

- b. What metrics will you track to measure success of the proposed event?

Event Participation Rate: The participation rate would spike. We are also adding a new chat box area for communication, so friends and family can all play together.

Engagement Metrics: Duration of stay in the event, number of tasks accomplished and social activity (the number of messages posted in the chat area).

Retention Rate: To what extent do players remain active in the game post event, particularly those that received legends or made changes.

In-Game Purchases: The purchase of legendary players, special abilities, or customizations.

Player Feedback: Player feedback via questionnaires and instantaneous ratings about the event to understand what other event may be desired in the future (can be given as a pop up box).

3. Passion for Gaming

Response:

Mobile gaming has been part of my life since I was 12 years old. In the past, I recall that any time I came across a new or exciting game on the internet, I would get into it instantly. Several months ago, I realized that my focus was diminishing and that I was spending significantly more time thinking about things unreasonably. To assist in this I decided to put in a number of games.

Another interesting game that took my attention was PUBG Mobile game. At first, I was utterly clueless, yet as time went on I was able to increase my skill, however I would not say that I am an expert level PUBG player. This is an excellent teamwork game since you have to fight alongside others.

Therefore, what motivates me to log into the site daily? The answer is simple: communication. When the game has begun and the character is ready, the adrenaline rushes through the veins when the helicopter takes off—it's Showtime! You get inside various houses, you gather weapons and safety kits for yourself, you even plan with your friends. My first experience of playing was very discouraging since I could not get the game's dynamics, but then my friend taught me how to deal with the enemies and what the game was all about.

Still, the true lure of PUBG Mobile is in the cooperative playing. Unbelievable as it may sound, when after these motionless and excruciating experiences with an enemy during the heat of the battles, the message – “Winner Winner Chicken Dinner” comes up and that gives you the satisfaction that you have won. The game is quite fun and entertaining and rather lasts for 30 minutes as players are engrossed in it but the most enjoyable moment is when the game is played with friends. This is a clear example of how social interactions in the game improve the game. The game is played in teams, and once your team is set, all of your goals are to eliminate the other team. Voice communication helps each participant motivate and charging, and even if you lost, but your teammates are right there.

Which user type is the feature targeted towards?

Socializers: The Players like cooperation, partnership as well as developing friendships with fellow gamers. For them, socialization component is as important, if not even more important than the game component.

Why 2V2 Mode?

This mode is very suitable for Socializers since it allows them to play with friends or you can join other players. What most people don't realize is that it is all about teamwork and preferring team instead of being alone. This mode builds up camaraderie, whether it is in planning via voice chat or in their victory of a game, it makes the game more enjoyable.

Achievers:

It reaches people who want to accomplish goals and be rewarded for it, or as some may put it people who love to 'compete'. They are able to make plans, strive to achieve them and best of all are always proud of what they do.

Why 2V2 Mode?

In case of Achievers, there is the new type of the challenge as the 2V2 mode is all about collaboration but against the opposing teams. This is a chance to demonstrate individual talent while working in a team since the team's achievements matter and not the person alone. Thus, victory in this mode is especially effective because it gives additional satisfaction to players implying that it is a team's one.

How would you introduce this feature for the first time to new users?

Title:

Social Interaction: "2V2 Game Mode"

Objective:

Promote social interaction since players will be able to form teams where they can play together with friends and challenge other teams to do so hence promoting unity among the community.

Detailed Design:*How to Implement the feature:*

- One can create a team with another player as a teammate being able to invite a friend.
- Then the players will be pitted against another team of two players in the game.
- Every team will pick 11 players out of the 16 players with at least 3 bowlers being mandatory and one wicketkeeper.
- Every player within the team will select the role to play where roles will include batting, bowling, or fielding among others.

Team Formation: The concept is that before the match, the players are also able to talk, discuss and decide on the composition of each team.

Communication: The players are able to chat during the actual match and this can make them to be on the same page hence enhancing the play.

Leaderboard: A 2V2 leaderboard that displays special rankings for teams will be displayed and this will make players to try and excel as well as carry on with the gameplay.

Daily Rewards: Rewards for the players that will be involved in 2V2 matches on daily basis, for instance special items or upgraded players.

There will be a mandatory tutorial match for players that gets them acquainted with 2V2 mode in which the player is teamed up with a computer-controlled player.

Getting into the next idea, those players who are going to play for the first time will be rewarded when they finish their first 2V2 match.

Design Risks:

Balance Issues: Making it possible to balance the game when there is a formation of combined team of players of different abilities.
Matchmaking Delays: Longer wait times for finding evenly matched opponents.

References:

Inspiration from team-based modes in games like PUBG Mobile, where social interaction drives daily logins and enhances the overall experience.