

Austin:

After seeing the product video and product mock up I'd like you to answer a couple questions and ask any questions you may have.

Q1. What do you like about the app from what you have seen and heard today?

The game looks like fun and would be challenging to master.

Q2. What do you not like about the app?

The UI is a bit rough right now, maybe a little more artwork

Q3. What would you like to see from our product in the future?

I'd like to see it in the app store someday!

Q4. What would you change about the product?

I would make a 3D version at some point

Q5. How long do you think you'd use our product?

I'd use it daily as a time passing game

Q6. Are there any questions about our product that you have that we haven't touched upon today?

Q: Why did you choose the game Quarto?

My response: We chose Quarto because it is a game that not our whole team had experience in, so learning a game alongside development would be interesting.

Permission Form

I am allowing recording of myself and my answers to any questions in this focus group.

Participants Signature: _____ JC Ross _____

Date: 04/11/21

Alex:

Interview with Taylor Schildroth

After seeing the product video and product mock up I'd like you to answer a couple questions and ask any questions you may have.

Q1. What do you like about the app from what you have seen and heard today?

A. It's a different game I haven't seen before. Something different from everything else.

Q2. What do you not like about the app?

A. it doesn't seem to have something to keep me coming back for a long period of time.

Q3. What would you like to see from our product in the future?

A. Different variations of the same game, sort of like gamemodes.

Q4. What would you change about the product?

A. Better art for the pieces so they are more appealing to the eye.

Q5. How long do you think you'd use our product?

A. Probably only a couple times then I would be bored of it.

Q6. Are there any questions about our product that you have that we haven't touched upon today?

A. No, You covered most of the questions.

Permission Form

I am allowing recording of myself and my answers to any questions in this focus group.

Participants Signature: Taylor Scildroth

Date:4/11/21

Forrest:

Interview with Anna Dyer, prospective user.

After seeing the product video and product mock up I'd like you to answer a couple questions and ask any questions you may have.

Q1. What do you like about the app from what you have seen and heard today?

I like that you were disability conscious, a lot of games do not have those options available. I definitely don't see these options anywhere on games I play.

I like the idea of the board game.

I like the online competitive matchmaking, I feel like that's awesome because when I play games online it's hard to find players that are fun to play with.

Q2. What do you not like about the app?

I'm worried about the shop, because I don't like when real money comes into games. But I also don't want ads, so it seems like a necessary evil.

Q3. What would you like to see from our product in the future?

I would like to see move analysis and strategy recommendations.

Q4. What would you change about the product?

I think the design needs a better color scheme, it seems a little too busy.

Q5. How long do you think youd use our product?

20-30 minutes a day, and I would play it on and off for maybe a couple years.

Q6. Are there any questions about our product that you have that we havent touched upon today?

Nothing comes to mind.

Permission Form

I am allowing recording of myself and my answers to any questions in this focus group.

Participants Signature: _____Anna_Dyer_____

Date:04/10/20

Peter:

After seeing the product video and product mock up I'd like you to answer a couple questions and ask any questions you may have.

Q1. What do you like about the app from what you have seen and heard today?

A: The scope of the app is good in that it fulfills its objectives in providing a simple, easy to play game app. It is easy to play and offers varied gameplay.

Q2. What do you not like about the app?

A: lackluster visuals, lack of intuitive visual queues for players to know what to do when.

Q3. What would you like to see from our product in the future?

A: Extensions of board size, composition, such as a 5x5 board, or board with certain squares greyed out so players cannot place there.

Q4. What would you change about the product?

A: Add more life to the game, such as a narrative or storytelling aspect. Give the player a reason to care about the competition other than simply beating the opponent's pieces

Q5. How long do you think you'd use our product?

A: Probably about 45 minutes over the course of 4-5 days.

Q6. Are there any questions about our product that you have that we haven't touched upon today?

Yes: Is there a way to connect with social media to post interesting gameplay styles or scores et cetera?

Answer: Although that is not part of the app plans at the moment, it is a great suggestion, one that we hope to address in a future release.

Permission Form

I am allowing recording of myself and my answers to any questions in this focus group.

Participants Signature: _____ Mary_Field _____

Date: 4/10/2021

Spencer:

Interview with Brett MacMillan, prospective user.

After seeing the product video and product mock up I'd like you to answer a couple questions and ask any questions you may have.

Q1. What do you like about the app from what you have seen and heard today?

It seems like a fun and simple game. The app looks very nice and I like that you can change the colors of the pieces to better suit your likings.

Q2. What do you not like about the app?

I don't like that there are ads that you have to pay to remove. They can be very annoying and cause people to lose interest in games.

Q3. What would you like to see from our product in the future?

I would like to see more visuals telling you whose turn it is and things of that nature.

Q4. What would you change about the product?

I would just make it a little more aesthetically appealing. Making menu screens and board layout look nice and clean.

Q5. How long do you think you'd use our product?

I could see myself playing for like 30 minutes a day or so when I'm bored.

Q6. Are there any questions about our product that you have that we haven't touched upon today?

Not that I can think of.

I am allowing recording of myself and my answers to any questions in this focus group.

Participant's Signature: _____ Brett MacMillan _____

Date: 04/11/21

Summary of Findings:

Q1:

Most people said it looks fun and easy to learn but challenging to master. A new experience. People are glad to hear of our matchmaking and disability consciousness, as well as our customization.

Pros:

- Easy to learn
- Room for skill growth
- New game to many
- Disability options
- Customizability
- Matchmaking

Q2:

The UI could use work. The app needs something to keep users engaged and playing. The microtransactions need to be careful to not put users off.

Cons:

- Lackluster visuals
- Lack of longevity
- Tough to balance microtransactions

Q3:

People would like to see multiple game modes, new board options, better visual indicators, and analysis and strategy recommendations.

Desired features:

- New game modes and boards
- More visual indicators
- Turn/strategy analysis

Q4:

People would like to change our product to be a 3d version with better art, color schemes, and more "life".

Desired changes:

- 3d Version
- Art updates

Q5:

About half our users would use our product daily, the other half would grow bored of it after a short time.

Userbase:

- Long term users: 50%
- Short term users: 50%

Q6: People were curious about the game choice, and whether we could link up with social media in the future.