



## Customer Discovery

**Conducted by:** Kristoffer Schindele

**Interviewed:** Kaua Lara

**When:** 2/9/17

**Consumer segment:** Tabletop RPG Players, age 20-30, who are also students.

**Interview:**

Q: "What problems do you encounter as a Dungeons and Dragons player, or gamemaster that you believe could be solved by software?"

A: "keeping track of the exact distances and positional relations of each character in combat can sometimes be confusing. I imagine that this could be solved with a dynamic gridboard that can hold simple pawns for characters/enemies as well as a way to represent walls or other obstructions. It doesn't have to be very detailed, just enough to tell where each character is and allow the gamemaster to update positions easily."

**Key insights:** Abstraction and ease/speed of use is more important than depth of detail.

**We thought:** Players would want a detailed digital environment to work in.

**We learned:** If this software is being used at the table (vs. over the internet), then it is more important that it is easy to use for the gamemaster.

**Representative quotes:** "The map should work like a minimap from other video games"

**Hypothesis validated:** Somewhat, we can pivot from our original intentions based on whether we want to cater towards online or in-person users.

**Assessment:** nice to have

**Conducted by:** Kristoffer Schindele

**Interviewed:** Jonathan Malone

**When:** 2/9/17

**Consumer segment:** Tabletop RPG Players, age 20-30, who are also students.

**Interview:**

Q: "What problems do you encounter as a Dungeons and Dragons player, or gamemaster that you believe could be solved by software? We're already planning on implementing a simple map system that keeps track of characters and obstructions. Would this be useful to you?"

A: "Yes, however, I know from my personal experience that not only are character placements sometimes confusing without a map, but the area of effect of certain abilities and spells can be hard to determine as well. As far as the map is concerned, I think a functionality that adds click and drag area of effect templates to determine which characters are affected would be useful."

Q: "Are there any other tools or features that you think you could make use of, considering your time spent as a gamemaster as well?"

A: "A system, perhaps linked to the map as well, that automatically generates an initiative order for the gamemaster so that they don't have to take the time to write everything down.

Encounters with a known number of entities could be set up so that each group of creatures has their initiative rolled by a random number generator as a batch, so that the gamemaster only has to wait for players to roll.

Additionally, when these creatures are 'defeated', the same system that keeps track of their initiative totals up the experience for the encounter in the background, so that when the encounter is over, the gamemaster has a number they can immediately give to their players.

On a different note, I would make use of an application that takes a limited amount of input from the gamemaster, and generates the details for a random non-player-character that the players can interact with. The details do not have to be very deep or complex, but just enough to provide a believable personality any time the gamemaster needs a new character."

**Key insights:** Speeding up/streamlining the gamemaster's job is primary. There is a value in random generators.

**We thought:** Providing an environment for gamemasters to create their own content from scratch is most important.

**We learned:** Providing tools that the gamemaster can use to generate random content as well as create their own from scratch is most important.

**Representative quotes:** "The NPC generate must create characters that are unique enough so that they aren't repeated."

**Hypothesis validated:** Gamemasters want tools to generate their own content.

**Assessment:** nice to have

**Conducted by:** Kristoffer Schindele

**Interviewed:** Daniel Golub

**When:** 2/9/17

**Consumer segment:** Tabletop RPG Players, age 20-30, who are also students.

**Interview:**

Q: "What problems do you encounter as a Dungeons and Dragons player, or gamemaster that you believe could be solved by software?"

A: "The right kind of music and background noises is important for immersion in my games. However, I have no good way to manage such media other than shifting between different tabs and programs on my laptop. I could make use of an application that organizes all of my music and sound effects into a soundboard so that they are easy to access. The sound board should be customizable, but it would be great if it came with sounds already."

Q: "If seamless immersion is very important to you, would it also be useful if parts of the soundboard were fully or partially voice activated?"

A: "Yes, it would be very useful to me if the controls for the soundboard could be voice-activated through game narration. However, I could also see something the players said or something I accidentally said activating a part of the soundboard I didn't intend to. Thus, the voice detection would have to be very precise."

**Key insights:** Audio elements are just as important as visual elements for both online players and in-person players.

**We thought:** The gameplay and visual assets of the application were most important.

**We learned:** Audio elements are just as important as visual elements, and ease of use is important above all.

**Representative quotes:** “These tools would have to be simple and easy to use for the gamemaster.”

**Hypothesis validated:** Players and gamemasters want digital tools, but there are other tools we may not have considered before.

**Assessment:** nice to have

### **Additional Notes:**

After interviewing each of my three subjects, I then proposed an idea that I had for a Dungeons and Dragons utility software. Considering I have eleven years of experience playing and gamemastering for games, this was something I knew would be useful to me.

Q: “Now let me present an idea for a piece of software that we’re working on. The development is still in progress, so I’d like to know what you think, and whether or not you would use this kind of software. Imagine a tool that would allow you to create game-balanced stat blocks for non-player characters and creatures, either from scratch or using an existing stat block as a base, via a branching question based interface. Much of the questions can be abstract ideas such as: this creature will need physical combat ability. However, at any point of creation, a user can choose to enter the detailed information for a category, or use the abstract options built into the tool. This way, unique stat blocks can be created quickly as the program takes care of most of the mundane calculations. At the end of the creation process, the tool creates a formatted block of text that can be copied into another document, or imported into the existing game environment. Would this be a tool that you would enjoy using, and could see expediting the writing process for game masters?”

A: “Yes, I NEED that.”

**Conducted by:** Charles Chatwin

**Interviewed:** Cassandra Black

**When:** 2-14-2017

**Consumer segment:** Tabletop RPG Players, all ages

### **Interview:**

Q: What do you think about the idea of having an online playable D&D software?

A: I think that would be really awesome. Even with computerized it would be cool; though I’m a little iffy on the computer part. It would be really cool.”

Q: What would you like in a program like that?

A: “Random loot generator would cool to have; where the game comes up with the treasure. Also random weapon generator (for the monsters, and could be looted). From a player's perspective; a loot tracker would be cool. (keeps track of loot for the general party). I Like view switching. Ability to switch between characters on a computer.”

Q: How would you use that product?

A: "I would be day and night playing it. I would call family and friends and get them to play with me. Able to play with family and friends in other states. "And spreading D&D to the non-believers""

Q: Would this software solve problems for you?

A: "Close gap between me and family members, and letting us play together even when not close. Take away headache of generating stuff. Would be cool to have a avatar of the player by picture. Not having to roll for so many things. Would help dm's with characters that want to throw monkey wrenches at things. Overall it would help the dm's."

Q: What would your assessment of our product be? (must have, nice to have, or don't care)

A: "Must have, specially if it connected people again."

Q: What else would you like to know about our product?

A: "Are you actually going to develop it? Can I test it out? Would the viewer see how the character moves or if it would just be like a chess board."

Q: What insights do you have for our product?

A: "I would assume magic users have a listing of spells. Keeping of the weight. Would be cool if avatar showed items being worn; and if you detect magic, has screen glow; evil glows red, would be cool. DM should be in charge of crit fail and hits. Abilities for everyone to talk at once."

Q: Anything else you want to add or ask?

A: "It would be really cool to switch between views."

**Key insights:** The product could really use abilities to swap between different modes; and having it connect people in different places would be good to have.

**We thought:** That the customer liked the idea of the product.

**We learned:** People could use the product to make or reinforce connections when playing with others they don't see very often.

**Representative quotes:** "It would be really cool to have"

**Hypothesis validated:** People would use the product for online interaction, and it would save them a lot of effort to be able to run the game and have everything be easier to create; specially for the DM's

**Assessment:** must have

**Conducted by:** Charles Chatwin

**Interviewed:** Raymond Black

**When:** 2-14-2017

**Consumer segment:** Tabletop RPG Players, all ages

**Interview:**

Q: What do you think about the idea of having an online playable D&D software?

A: "I've always been interested in online d&d because all the people i play with are no longer in my immediate area."

Q: What would you like in a program like that?

A: "Having the ability to create a monster and not have players know he is there immediately, until it is within their field of view. The ability for players and dm to have 1 on 1 talks."

Q: How would you use that product?

A: "I would use it regularly; like once a week as i could."

Q: Would this software solve problems for you?

A: "yea; my current system is with skype; so being unable to properly see the board."

Q: What would your assessment of our product be? (must have, nice to have, or don't care)

A: "nice to have"

Q: What else would you like to know about our product?

A: "not that I could think of"

Q: What insights do you have for our product?

A: "no not really"

Q: Anything else you want to add or ask?

A: "nope."

**Key insights:** Making the product more appealing could be a way to advertise it better.

**We thought:** that the one being interviewed didn't think the product was that important to have; though it might make things a little easier online.

**We learnt:** That the product would not be as essential for some people that already have ways of playing from a distance; though the product could make it more efficient for them.

**Representative quotes:** "Able to talk with the DM in a one on one conversation would be useful."

**Hypothesis validated:** That it would be useful for displaying the map (or field of view).

**Assessment:** nice to have

**Conducted by:** Charles Chatwin

**Interviewed:** Thomas Hamilton

**When:** 2-14-2017

**Consumer segment:** Dungeons & Dragons fans and players all ages

**Interview:**

Q: What do you think about the idea of having an online playable D&D software?

A: "Very desirable, would remove the time and distance barrier and open up availability."

Q: What would you like in a program like that?

A: "Reliability and an easy interface so anyone could play."

Q: How would you use that product?

A: "To play with my old group and continue our old campaigns."

Q: Would this software solve problems for you?

A: "Being able to play without everyone physically being there"

Q: What would your assessment of our product be?

A: "Must have"

Q: What else would you like to know about our product?

A: "Will it be free or under a price tag?"

Q: What insights do you have for our product?

A: "A public Q&A and customer support if any issues come up."

Q: Anything else you want to add or ask?

A: "Is there partnerships or investing opportunities?"

**Key insights:** Being able to answer questions from the public would be a good idea.

**We thought:** The idea of having investing would be interesting to take into account; if the product was able to generate revenue.

**We learnt:** That the product could be sold if completed.

**Representative quotes:** "Is there partnerships or investing opportunities?"

**Hypothesis validated:** That the product would be desirable and bring a community to play the game.

**Assessment:** must have

**Conducted by:** Michael Hartzell

**Interviewed:** Gunnar Molony

**When:** 2/14/17

**Consumer segment:** Tabletop RPG Players, age 20-30

**Interview:**

Q: What do you think about the idea of having an online playable D&D software?

A: "I think it is a really good idea. I would definitely play something like that."

Q: What would you like in a program like that?

A: "Have a way to play with other players' created stories, not only the ones you create. Be able to play with NPCs as well as actual characters."

Q: How would you use that product?

A: "As much as I can... if possible, for evil."

Q: Would this software solve problems for you?

A: "Yes I don't really know anybody who plays D&D so this would allow me to finally try it."

Q: What would your assessment of our product be? (must have, nice to have, or don't care)

A: "nice to have."

Q: Anything else that you would you like to know about our product?

A: "No"

Q: What insights do you have for our product?

A: "no insights"

**Key insights:** Some potential players have been discouraged by not knowing people who want to play. By making this software online and having a way to find other players would attract those potential customers to our product. They also may not want to wait for other players so having an offline/NPC mode could also be a way to get more consumers. Another useful tool would be a way for users to upload what they have created, so everyone can use them.

**We thought:** We thought that adding an online component might attract people who haven't played before.

**We learnt:** Making the game online might attract more customers, but it is not the only part that is important.

**Representative quotes:** "As much as I can... if possible, for evil."

**Hypothesis validated:** yes

**Assessment:** nice to have

**Conducted by:** Kristoffer Schindele

**Interviewed:** Carol Curran

**When:** 2/28/27

**Consumer segment:** Tabletop RPG Players, age 20-30

**Interview:**

Q: "Imagine that you're trying to get a group of players together for a dungeons and dragons game, but your players have moved across the U.S. since you last played. If you wanted to host a game over the internet, what tools would you need to do so?"

A: "I imagine that there would be a map, and voice chat like skype or something. Video would be important, too."

Q: "How detailed would the map be?"

A: "It would have to be very detailed, with different maps for each area, the towns, pretty much every area. It would also be great to be able to create custom avatars for the map."

**Key insights:** There is a market for users who want a plain map and users who want a great deal of detail density in their maps.

**We thought:** Users only needed the most basic map details.

**We learned:** Some users want a greater level of detail for their maps and character pieces. Something to consider for future extensions of the software.

**Representative quotes:** “It has to be user friendly.”

**Hypothesis validated:** Yes, with some small pivots as far as the variety of needs for map applications and communication media.

**Assessment:** Nice to have.

## Final Value Proposition

Our Dungeons and Dragons utility software saves players and gamemasters time and the pain of having to organize game sessions in-person. Using a virtual mapping tool that allows multiple users to play in a virtual space, players can get together for games across the world. Additionally, a set of tools including a map editor, text chat, and a creature/NPC statistic generator streamlines the process of creating content for a game session.

### Group participation:

<b>Charles Chatwin</b>	Created the document, began collaboration with other members, added 3 interview reports, edited the document.
<b>Michael Hartzell</b>	Added one customer interview
<b>Kristoffer Schindele</b>	Added four interview reports, reviewed after receiving feedback, and added the final value proposition
<b>Logan Brewer</b>	Reviewed document