

Customer Discovery and Value Proposition Report

Due: Feb 15, 2022

Total 10% of the entire mark

Project Title: Stimulation

Project Acronym/Mascot: Rams

Team Members: Abigayle McVaney, Christiana Taylor, Tanner Kellogg, Sean Criswell

Experience/Lessons Learned/ Changes in Hypotheses (0.5 page: 1 mark):

Abi: Throughout my interviews I performed, I learned that people would really enjoy options for length of games. Being that ours are to max be 15 mins, we should implement 5 or 10 minute games as well. I learned that we should dive into the disability improving/maintaining games to have a decent amount of those. One interviewee of mine said that they would feel more encouraged to use the app if it had plenty of targeted games to help or maintain their disability while also being able to explore other disability games. The hypotheses that I tested were all verified so I have no changes to my hypotheses.

Christiana: I experienced people enjoying the idea of our app, and that they were honestly intrigued. I learned that not everyone would use the application just for mental training, but they would like to use it for entertaining purposes as well, so Stimulation should offer varying difficulties.. Our application could also use more competitive aspects such as earning badges. I had no changes in my hypotheses as all were verified through my customer discovery interviews.

Tanner: The feedback that I got from all of my interviewees was that they were excited about the app. They thought it would be a fun, challenging, and relaxing experience. The

feedback about advertisements and paywalls in current implementations of IQ and puzzle games matched ours, and verified some of our concerns about intrusive ads. I learned that we should aim for a length of roughly 15 minutes or shorter for each of our minigames. All of my hypotheses held up throughout the customer discovery process.

Sean: My experience is people really enjoy visual and audio feedback. They believe mtX only belongs in an experience that they deem to be a fun game while free, and if they find themselves coming back over and over they'd be willing to invest their own money. Every person I interviewed had a different preference for IQ/Memorization testing.

Team Member 1: Abigayle McVaney

Interview 1 (3 marks):

1. Pseudonym of the interviewee: Dena
2. Profession/Job/Role: Busy stay at home mom
3. Hypothesis to be verified: Work/Stay at home people would likely use this app more when they have down time to relax and exercise their minds.
4. Questions asked and the answers provided by the interviewee:

Questions	Answers
Q1. Would you be interested in using this app?	Answer(s): - Yes, she is interested in these types of apps but does not enjoy the amount of adds there are usually.
Q2. How often would you see yourself using this app?	Answer(s): - Daily, depending on the types of games that peak interest, such as word scapes, memory game, puzzles. - Wants to be able to build upon her progress, like having different levels.
Q3. Would you use this app in your downtime?	- Yes

5. Findings:

- I found that Dena would use this app and would actually play multiple times a day.
- She liked that the games would be short so she can complete in between cleaning or car rides.
- She is very interested in keeping up her mental health as well since she is approaching her elderly year.

6. Results of verifying/testing the hypothesis:

- The hypothesis was verified because she said she would use this app during her down time between different home tasks. She said she would use this app multiple times a day as she enjoys mental tasks in between doing chores, or running errands.

Team Member 1: Abigayle McVaney

Interview 2 (3 marks):

1. Pseudonym of the interviewee: Emily
2. Profession/Job/Role: Full-time Nurse and student with ADHD
3. Hypothesis to be verified: Different full-time working adults and students with different disabilities would use this app's disability games to keep their mental skills up and maintained in between their work/school duties.
4. Questions asked and the answers provided by the interviewee:

Questions	Answers
Q1. Would this app keep your attention in your down time?	Answer(s): <ul style="list-style-type: none">- Yes, depending on the types of games.- The types of games she would play would include memory, and disability targeted games.- Also would play them more if they were short games because that helps keep her attention.
Q2. How often do you think you would use this app?	Answer(s): <ul style="list-style-type: none">- 3-4 times a week
Q3. Do you think this app would benefit your disability?	<ul style="list-style-type: none">- yes, if they offer targeted games to help her disability.

5. Findings:

- Emily said she would use this app 3-4 times a week because of her busy schedule and being a student.
- She would use this app because she said it wouldn't feel like you are actually doing much besides just playing a game.
- She would use more depending on how long the games are, because she would like to use short and small games.

6. Results of verifying/testing the hypothesis:

- The hypothesis was verified because she said she would use this app if it would help maintain or improve her disability. She noted that she would use the app more often if the games are short and especially if there are games targeted to her disability.

Team Member 1: Abigayle McVane

Interview 3 (3 marks):

1. Pseudonym of the interviewee: Micah
2. Profession/Job/Role: Competitive gamer
3. Hypothesis to be verified: Competitive people would likely want to compete with other users or friends
4. Questions asked and the answers provided by the interviewee:

Questions	Answers
Q1. Would you find this game to keep your attention?	Answer(s): - Yes
Q2. Would you likely use the competition games?	Answer(s): - Yes
Q3. Would you play with friends on this app?	- Yes, he would also like to make mini comments to his friends while competing.

5. Findings:

- I found that Micah would use this app and would like it if there were levels to complete.
- Micah said he would compete with other users and his friends.
- He also said we should include a leader board.
- He questioned how the feature of competing with others would work. Made me think about that and I thought of possibly implementing a point system based on how many games a person completes rather than how he put it, "how much logic" his friends show. I also believe that can cause discouragement if the game point system was based on how well they did that particular game.

6. Results of verifying/testing the hypothesis:

- The hypothesis was verified because Micah said he would like to play and challenge others in this game. He would like multiple levels to feel good when leveling up and again encouraging the competitive aspect of our game.

Team Member 2: Christiana Taylor

Interview 1 (3 marks):

1. Pseudonym of the interviewee: John
2. Profession/Job/Role: Deputy for Crosby County
3. Hypothesis to be verified: People will use the app for at least 15 minutes a day if the games are engaging enough.
4. Questions asked and the answers provided by the interviewee:

Questions	Answers
Q1. Do you currently engage in brain training activities?	Yeah - games on my phone like, memory games or strategic like chess and stuff like that
Q2. Do you enjoy playing games? If yes, how long do you spend playing games a day?	Yes - 1 to 2 hrs a day at most
Q3. What kinds of games keep you engaged?	FPS, action adventure
Q4. How often can you see yourself playing with our application?	At least 30 minutes a day - engages, reduces phone clutter
Q5. Would you use our application as entertainment or solely to stimulate the brain?	Entertainment mainly

5. Findings:

- People will use the application if entertained by the games.
- People who already play memory and strategy games would use the application to declutter their phone, but mainly for entertainment.
- People who play games for 1 to 2 hours a day, and can see themselves using this application for at least 15 minutes, if not more.

6. Results of verifying/testing the hypothesis:

- The hypothesis that people will play Stimulation if the games are engaging enough is verified through John's statements. Although John already plays memory and strategy games, he would use this application to declutter his phone and engage his mind.

Team Member 2: Christiana Taylor

Interview 2 (3 marks):

1. Pseudonym of the interviewee: Elliot
2. Profession/Job/Role: Multiple business owner, current project developer
3. Hypothesis to be verified: The application is worth the time invested into it.
4. Questions asked and the answers provided by the interviewee:

Questions	Answers
Q1. Do you currently play brain training games, or other stimulating activities?	A1. Not often - logic games Not normally due to lack of time or spend more time than necessary
Q2. How important is time to you, and how often do you find yourself able to relax?	A2. The most precious resource we have; I make time to relax every day because we need it
Q3. How do you find this application engaging or what would make it more engaging for you?	A3. Play within 10 minutes and the fact there are different ones that you can pick from
Q4. Due to the benefits this product provides, can you see yourself using this application every day, even if it is just for a few minutes? If so, what makes it, or would make it, worth your time?	A4. Possibly - badges for activities/achievements with points on a badge leaderboard would make it more appealing (competition)
Q5. If monetized, is this an app you can see yourself investing in?	A5. Yes

5. Findings:

- If the games are too engaging, or addictive, people may spend more time than they intend playing it.
- Busy people enjoy the fact each game is less than 10 minutes long, and that you can pick from a variety of games, instead of an auto pick.
- Having more of a competitive aspect, such as badges, would make the app more appealing to return to every day.

6. Results of verifying/testing the hypothesis:

- The hypothesis that Stimulation is worth the time invested into it is verified by Elliot's statements. A person that makes time to relax would play our game because they find it is worth the time spent to play it. Adding more competitive incentives would make this application worth returning to.

Team Member 2: Christiana Taylor

Interview 3 (3 marks):

1. Pseudonym of the interviewee: Anne
2. Profession/Job/Role: Multiple jobs
3. Hypothesis to be verified: Busy people with repetitive jobs and work environments will use our application to keep building neural pathways and as a reprise from day to day life.
4. Questions asked and the answers provided by the interviewee:

Questions	Answers
Q1. How often do you find yourself wanting to break away from the repetition of your jobs?	all the time - stressful jobs make me want to reset my mind and take a break
Q2. Do you feel as if your jobs keep you from being able to train your mind in your own time?	in some ways - learn from jobs and when it was just one job I especially needed a break from the routine
Q3. How do you think our application can help you to find time to break the routine and help your brain?	quick games - don't have to come back, sense of completion, used efficiently
Q4. Would you want to play with our application everyday, and if so, how long would you play?	yeah - keep it to 15 to 20 min, not want to get addicted
Q5. What would keep you engaged and wanting to play?	how good the game is - mix of easy and hard games

5. Findings:

- People enjoy the fact games are quick. It leaves them with a sense of completion.
- People want a variety of difficulty in each game, for when they want an easy day or a challenging one.
- People will enjoy using this app as a reprise from every day life.

6. Results of verifying/testing the hypothesis:

- The hypothesis was verified through Anne's responses. People with a busy work schedule look forward to a few moments of relaxation, and it kills two birds with one stone if they benefit mentally from playing as well.

Team Member 3: Tanner Kellogg

Interview 1 (3 marks):

1. Pseudonym of the interviewee: Kelly
2. Profession/Job/Role: Mobile phone gamer
3. Hypothesis to be verified: Puzzle and IQ games are meant to be played in short batches throughout the day.
4. Questions asked and the answers provided by the interviewee:

Questions	Answers
Q1. What kinds of games do you play on your mobile device?	<ul style="list-style-type: none">- I play word puzzle games, idle games, Pokemon Go, and coloring games.
Q2. How often do you play games on your mobile device? For how long?	<ul style="list-style-type: none">- I play games whenever I'm bored, which is usually several times a day. Probably 3-4 times each day.- It depends on the game, for idle games usually only a few minutes to collect items and reset things. For puzzle games I usually spend at least 15-20 minutes playing although those are usually competitive against other players or an AI.
Q3. What are your biggest critiques of the games you play on your mobile device?	<ul style="list-style-type: none">- It kills my battery too fast.- There are way too many ads that interrupt the flow of the game and my concentration.- Apps that have a free level or two and then require payment for the rest of the game.
Q4. What causes you to stop playing games on your mobile device.	<ul style="list-style-type: none">- If I beat a game I'll uninstall it. I also will quit a game once I reach the end of the free content and the rest requires payment. Another reason I'll quit is excessive ads. This is the worst, it makes a fun game not worth it.
Q5. What do you find most enjoyable/rewarding while playing mobile games?	<ul style="list-style-type: none">- The puzzle games feel rewarding when I solve a hard puzzle I've been stuck on or beat my opponent. In my idle games I feel like I need to collect everything in the game, and getting closer to that is a lot of fun.

5. Findings:

- Finding 1. Puzzle and IQ games are played in roughly 15 minute sessions.
- Finding 2. Advertisements and paywalls are the primary issue with current IQ game and puzzle options.
- Finding 3. Running out of content will likely result in the app being deleted.

6. Results of verifying/testing the hypothesis:

- The hypothesis that puzzle and IQ games are played in short batches was verified by Kelly's input on her average playtime. While Kelly plays more mobile games than most users we are targeting, she still only plays roughly 15 minutes of puzzle games at a time.

Team Member 3: Tanner Kellogg

Interview 2 (3 marks):

1. Pseudonym of the interviewee: Cosette
2. Profession/Job/Role: Full-time college student
3. Hypothesis to be verified: IQ games have an appeal to someone who is in education.
4. Questions asked and the answers provided by the interviewee:

Questions	Answers
Q1. How much time do you spend each day doing schoolwork?	- Usually I spend anywhere between 12 to 16 hours a day depending on what day of the week it is.
Q2. How much free time do you have each day?	- I only get about 2 hours of free time every day.
Q3. What do you do in your free time?	- During my freetime, I watch youtube videos, do housework, and hang out with my pets.
Q4. Do you enjoy puzzle games and other challenging brain games?	- Yes, sometimes I'll play puzzle games on my phone.
Q5. Would you play IQ games if they were available for free?	- In between classes or when I have a few minutes but not enough time to actually do something.

5. Findings:

- Finding 1. College students are incredibly busy with school and don't have much time available to play games.
- Finding 2. Even people who don't play video games in general will occasionally play puzzle games and other IQ minigames on their mobile devices because of how little time is required to enjoy it.
- Finding 3. Cost is a barrier to most currently available IQ/puzzle games.

6. Results of verifying/testing the hypothesis:

- The hypothesis that IQ games hold an appeal to students was verified because even with a vast majority of time being devoted to school, Cosette still will occasionally play puzzle and IQ games. She also noted that she was dissatisfied with the cost that current IQ games carry, and that she would utilize them more if she was able to do so without cumbersome subscriptions.

Team Member 3: Tanner Kellogg

Interview 3 (3 marks):

1. Pseudonym of the interviewee: Craig
2. Profession/Job/Role: Software engineer (former video game developer)
3. Hypothesis to be verified: Adults are a good market for IQ based games.
4. Questions asked and the answers provided by the interviewee:

Questions	Answers
Q1. What kind of games have you made?	- Card and puzzle games
Q2. What was the primary audience of your games?	- A mix of everyone, some games targeted kids, some targeted elderly people, but most targeted either adults or all age groups.
Q3. What age demographic do you think would be interested in puzzle and IQ games?	- Adults in general, probably aged anywhere between 20 and 60 years old.

5. Findings:

- Finding 1. Puzzle and card games can be marketed for any age.
- Finding 2. Adults are likely the primary age demographic that would be interested in puzzle and IQ games.

6. Results of verifying/testing the hypothesis:

- The hypothesis that adults are an acceptable market for IQ and puzzle games was verified by Craig's interview. He talked about his professional experience making successful games for each age demographic and that to market a game to a certain demographic, you simply design the game with that demographic in mind.

Team Member 4: Sean Criswell

Interview 1 (3 marks):

1. Pseudonym of the interviewee: Pipe
2. Profession/Job/Role: Petroleum pipeline engineer / Father
3. Hypothesis to be verified: A parent would be hesitant to let their kids pay for educational games when free ones existed.
4. Questions asked and the answers provided by the interviewee:

Questions	Answers
Q1. Do you have an interest in games that focus on testing your mental abilities?	I have played them, and I would continue to play them..
Q2. Have you played memorization / IQ testing games before?	I've played games that could be considered something like that, but usually I've found myself playing a game like that as a sub component of a larger game like Mario Party or Jack Box.
Q3. Has there ever been a game that you've wanted to test yourself against, but you couldn't find a good version of it existed?	I can't think of a specific instance. Usually if theres something specific I want to play I'll jump through the hoops to do what I need to do to play that game.
Q4. Could you see yourself paying for a leaderboard system for a game like this? Would you be fine with your son or daughter paying for an educational game like this?	I would expect a leaderboard sort of system to be free. I could lose respect for that specific platform if it wasn't free. I couldn't see myself paying in any form for a game like that. As far as my kids paying for it, if it's their money, it's their decision.
Q5. What platform would be most interested playing this game on?	I'm only interested in playing them in a mobile/browser platform. When I go to play these games I'm usually on the road or out of the house.

5. Findings:

His beliefs are that his kids should spend their own money how they see fit. If it's their money, it's their responsibility. If it was them asking to spend his money, the answer would be no.

He doesn't seem to be interested in paying for IQ based games. He doesn't have a desire to compare himself to others, rather just test himself to see his own results.

6. Results of verifying/testing the hypothesis:

The hypothesis was **not verified**. His beliefs were that kids should develop their own responsibility for their own money and what they value spending their own hard earned cash on.

Team Member 4: Sean Criswell

Interview 2 (3 marks):

1. Pseudonym of the interviewee: Sweaty
2. Profession/Job/Role: Professional Climber
3. Hypothesis to be verified: People would be hesitant to invest in an IQ based game with a monthly subscription, unless they get something to compare themselves to others with.
4. Questions asked and the answers provided by the interviewee:

Questions	Answers
Q1. Do you often pay for items in video games you play?	Yes. I purchase something maybe once or twice a month. Dry spells often.
Q2. Do you prefer a one time payment for a game? Or a monthly subscription. 5 a month for a total of 60 a year or a one time payment of 60	One time payment.
Q3. Does having an option within a game to pay for unlimited access to certain features devalue that game to you?	Kind of. Depends on the quality of the gameplay. If it's a fun game I could see myself investing in that experience. For example the game Star Wars the old republic is free but I paid a flat number for a more full experience.
Q4. If you've ever paid for an item in a game, what was it?	Most of the time it's a cosmetic upgrade. Like league of legends skins.
Q5. Do you think a subscription fee has a place in an IQ based game platform?	Depends on the actual quality of that game. There are a lot of options for IQ based games. It would have to be a fun game that I'd like to keep playing as an actual hobby to continue paying for it.

5. Findings:

- He would be willing to pay a subscription for a game that had a lot more of a return value. It also may depend on that person, because he seemed to believe he had friends that would pay a subscription for a game like that.
- If the game could be played as an actual pass time hobby that he looked forward to opening everyday, and could co-operate or generally interact with friends, it would most likely be something he could see himself eventually paying for.

6. Results of verifying/testing the hypothesis:

- I believe the hypothesis would be **verified** because it would take a bit of playing and seeing if he could interact with his friends before he would commit to a payment. It would not be outright accepted.

Team Member 4: Sean Criswell

Interview 3 (3 marks):

1. Pseudonym of the interviewee: Matt
2. Profession/Job/Role: Networking Engineer for Game development
3. Hypothesis to be verified: Typically people like to compare themselves to others in IQ and Memorization based games.
4. Questions asked and the answers provided by the interviewee:

Questions	Answers
Q1. Have you ever played an IQ based or memorization based game?	Yes.
Q2. What kind of IQ based games would you be interested in? Memorization? Reaction test? Puzzle?	My main interest is Reaction based. As well, Type racers. Linux came with pattern memorization games that was really fun and difficult pass times. Puzzles are great too. I don't play them every day, but they have their place in my life.
Q3. Could you ever see yourself investing in an IQ/Memorization based game? Like with a one time fee or subscription?	If it's not anything incredibly serious, like being provided to doctors for feedback on users, then I think it would be fine for a game like this to have micro transactions. While cosmetics are more appealing to me over a subscription fee.
Q4. Do you think sound feedback is important in a game like this? Or visual feedback? Or do you prefer a more technical and statistical interaction?	A mixture of both would be the best in my opinion. I do prefer when games provide well made audio queues. You can memorize whats happening in games like this based off of pure audio queues and such. I would prioritize satisfying audio queues and feedback over an extremely in depth system.
Q5. Do you value a leaderboard in games like these? Where after you complete a brief game you could immediately compare your percentile to the mass population that's played the game before?	I think a leaderboard system is really important in a game like this. Comparing yourself to the mass population is a fun experience, while sometimes it can be negative. It can bring the worst out of people, but maybe that it brings out someones true nature is the fun part.

5. Findings:

He values audio feedback over any other form of feedback. Statistics are important along with visual queues, he would like to have all three. If he had to settle on one specifically though it would be audio queues.

He believes that leaderboards are important. They're part of the nature of testing yourself in order to compare yourself to others. He just dislikes it whenever people take it too seriously and put others down for lower scores.

6. Results of verifying/testing the hypothesis:

Hypothesis **verified**.