

Study Result






As I mentioned in the research proposal and research plan, the masculine design of games might have bad effects on women's gaming performance. Thus, to determine the factors in designing a female-preferable game is the main purpose of this questionnaire.

In this research, there are 28 participants in total with all of whom are female gamers(experienced playing online games before). Based on the final data of this questionnaire, the results are:

1. In terms of gaming devices and purchasing methods, Most female gamers prefer playing online games with their own PC and purchasing for new games online just as general video-game players.
2. Though casual games and games of type role-playing are most attractive to female gamers, they prioritize equipment of a specific character to other factors such as appearance.
3. Graphics and Gameplay are two main factors for female gamers to decide if they like a specific game or not.

Conclusion: A female-preferable game should be like some casual game that has an attractive design of gameplay with fancy motion graphics and original video soundtrack. Ideally, its characters should have a nice looking and plentiful equipment.

Factors in female-preferable gaming design

1. Which of the following devices do you prefer to use while playing games?							
						Response Percent	Response Total
1	Mobile Phones					64.29%	18
2	PC(Personal Computer)					75.00%	21
3	Consoles					42.86%	12
4	Laptop					42.86%	12
5	Other (please specify):					3.57%	1
Analysis	Mean:	5.32	Std. Deviation:	4.83	Satisfaction Rate:	75.89	answered
	Variance:	23.34	Std. Error:	0.91			skipped
Other (please specify): (1)							
1	27/01/18 3:52AM ID: 72393650	PS4 PSV					

2. Where do you purchase your games?								
							Response Percent	Response Total
1	online shops		<div></div>				85.71%	24
2	in store		<div></div>				35.71%	10
3	through system platform		<div></div>				53.57%	15
4	Other (please specify):						0.00%	0
Analysis	Mean:	3.18	Std. Deviation:	2.14	Satisfaction Rate:	47.62	answered	28
	Variance:	4.58	Std. Error:	0.4			skipped	0
Other (please specify): (0)								
No answers found.								

3. What types of games do you play?									
							Response Percent	Response Total	
1	First Person Shooting (e.g Csgo, Battlefield)			<div></div>			42.86%	12	
2	Action (e.g Batman)			<div></div>			39.29%	11	
3	Real time Strategy (e.g Civilization)			<div></div>			32.14%	9	
4	Educational (e.g Getting Over It)			<div></div>			7.14%	2	
5	Third Person Shooting (e.g PUBG)			<div></div>			25.00%	7	
6	Survival Horror (e.g Left for dead)			<div></div>			21.43%	6	
7	Role Playing (e.g Dark Soul)			<div></div>			57.14%	16	
8	Casual Games (e.g Candy Crush)			<div></div>			60.71%	17	
9	Other (please specify):			<div></div>			28.57%	8	
Analysis	Mean:	16.43	Std. Deviation:	20.46	Satisfaction Rate:	166.07	answered	28	
	Variance :	418.45	Std. Error:	3.87			skipped	0	
Other (please specify): (8)									
1	27/01/18 3:47AM ID: 72393559	AVG							
2	27/01/18 4:01AM ID: 72393757	league of legend							
3	27/01/18 4:09AM ID: 72393819	open world adventure							
4	27/01/18 4:15AM ID: 72393826	pixels rpg games							
5	27/01/18 4:52AM ID: 72394100	Massive Multiplayer Online							
6	27/01/18 4:52AM ID: 72394360	Massive Multiplayer Online							


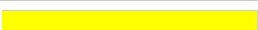



3. What types of games do you play?			
			Response Percent
			Response Total
7	27/01/18 5:28AM ID: 72394790	League of legend	
8	27/01/18 11:08AM ID: 72403669	JRPG, SLG, AVG	

4. What's your source(s) to find new games?								
						Response Percent	Response Total	
1	Friends or Family		<div></div>			85.71%	24	
2	Game sites		<div></div>			25.00%	7	
3	Online video channels		<div></div>			32.14%	9	
4	Social networks		<div></div>			64.29%	18	
5	Online advertising		<div></div>			39.29%	11	
6	Rankings in app store		<div></div>			42.86%	12	
7	Magazines		<div></div>			7.14%	2	
8	Other (please specify):					0.00%	0	
Analysis	Mean:	9.93	Std. Deviation:	11.78	Satisfaction Rate:	99.49	answered	28
	Variance:	138.84	Std. Error:	2.23			skipped	0
Other (please specify): (0)								
No answers found.								

5. On the scale of 1-5, how would you order the importance of following factors in choosing games to play? 1 being the first priority.		
Item	Total Score ¹	Overall Rank
Gameplay	114	1
Graphics	102	2
User Interface	86	3
Character customization	61	4
Video Game Music	57	5
¹ Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts.	answered	28
	skipped	0

6. If you prioritize Video Game Music, What types of music do you prefer?								
							Response Percent	Response Total
1	original music composed specifically for the game(e.g Orchestral)		<div><div></div></div>				80.00%	20
2	individual artist recordings(e.g Pop music)		<div><div></div></div>				28.00%	7
3	Other (please specify):						0.00%	0
Analysis	Mean:	1.36	Std. Deviation:	0.47	Satisfaction Rate:	14	answered	25
	Variance:	0.22	Std. Error:	0.09			skipped	3
Other (please specify): (0)								
No answers found.								

7. If you prioritize Graphics, what types of Graphics do you prefer?								
						Response Percent	Response Total	
1	Text-based		<div><div></div></div>			24.00%	6	
2	Vector graphics		<div><div></div></div>			28.00%	7	
3	Full motion Video		<div><div></div></div>			40.00%	10	
4	2D		<div><div></div></div>			52.00%	13	
5	3D		<div><div></div></div>			44.00%	11	
6	Mixed reality graphics		<div><div></div></div>			12.00%	3	
7	Other (please specify):		<div><div></div></div>			4.00%	1	
Analysis	Mean:	7.28	Std. Deviation:	5.72	Satisfaction Rate:	87.33	answered	25
	Variance:	32.68	Std. Error:	1.14			skipped	3
Other (please specify): (1)								
1	27/01/18 4:15AM ID: 72393826		As long as they fit the concept of the game well, I don't care what kind of graphics I'm getting					

8. If you prioritize Character customization , what part of character matters the most for your customization?								
						Response Percent	Response Total	
1	Appearance					65.22%	15	
2	Clothing					56.52%	13	
3	Equipments					69.57%	16	
4	Strength					43.48%	10	
5	Other (please specify):					13.04%	3	
Analysis	Mean:	6.26	Std. Deviation:	6.18	Satisfaction Rate:	94.57	answered	23
	Variance:	38.14	Std. Error:	1.29			skipped	5

8. If you prioritize Character customization , what part of character matters the most for your customization?

			Response Percent	Response Total
Other (please specify): (3)				
1	27/01/18 4:15AM ID: 72393826	Personality, or individual characteristics		
2	27/01/18 4:52AM ID: 72394100	Hitting feedback		
3	27/01/18 4:52AM ID: 72394360	Hitting feedback		