Tower Tactics Feedback Form

Oppdatert: 4. juni 2024 kl. 15:15

Svar-ID: 31602933   **Levert:** 27.04.24

Link to the prototypes:

https://istid1.itch.io/tower-tactics

What is your age? *

35

What is your gender? *

Male
Other

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Unemployed

How many hours a week do you play video-games on average? *

140

Do you mostly play video-games on Pc, Console or Mobile? *

PC
Mobile

Which version did you perfer? *

The amount of watch time is the same in both cases
"A-Test" : ad after every 2nd wave (skippable after 5 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
0

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
0

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it

Ikke besvart

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Yes
Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...

very annoying. i'd use an adblocker to remove those ads myself without paying.

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue

I'd make them available every hour with large rewards for each one

What did you think about the boss-fight? *

Ikke besvart

Link to the prototypes:

https://istid1.itch.io/tower-tactics

What is your age? *

27

What is your gender? *

Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Full-Time job

How many hours a week do you play video-games on average? *

30

Do you mostly play video-games on Pc, Console or Mobile? *

PC

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
5

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
0

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
No

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Yes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...

Ads always negatively impact my experience

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue

I have no idea

What did you think about the boss-fight? *

Ikke besvart

Link to the prototypes:

https://istid1.itch.io/tower-tactics

What is your age? *

32

What is your gender? *

Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Full-Time job

How many hours a week do you play video-games on average? *

41

Do you mostly play video-games on Pc, Console or Mobile? *

PC

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
10

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
2

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
Gammle reklame, glemte hva den handlet om.

If you got rewarded more money from watching the full ad, would you still press the skip button? *

No

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
Rather just pay for uninterrupted gameplay

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
I have no idea. Keep them in a billboard in the background? Make it more seemless into the game?

What did you think about the boss-fight? *

Ikke besvart

Link to the prototypes:

https://istid1.itch.io/tower-tactics

What is your age? *

> 21

What is your gender? *

> Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
> Full-Time job

How many hours a week do you play video-games on average? *

> 30

Do you mostly play video-games on Pc, Console or Mobile? *

> PC

Which version did you perfer? *

The amount of watch time is the same in both cases
> "B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
> 5

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
> 2

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
> Skipped all ads

If you got rewarded more money from watching the full ad, would you still press the skip button? *

> No

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
i didnt mind the ads for B-test but A-test was a little too intrusive when it shows between waves

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
i'd show the ads after every run (when the player dies) because the game is over and it wouldnt be too intrusive imo and also keeps the ads separated from the gameplay

What did you think about the boss-fight? *

I don't think I reached it, i guess my retention level dropped before the boss fight

Link to the prototypes:

https://istid1.itch.io/tower-tactics

What is your age? *

25

What is your gender? *

Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

11

Do you mostly play video-games on Pc, Console or Mobile? *

PC

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
1

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
0

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
I watched the one with the guy tackling office workers or something like that, I thought it was funny.
Otherwise, there were some ads I've seen a very long time ago and kept watching them until I got bored or
remembered what happens next.

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Yes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
It was annoying to have to wait through the long one, on the other hand, it was annoying to have to watch so many in "A". But I could get more into the groove of the game in "B".

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
I would do it like in "A".

What did you think about the boss-fight? *

I saw no boss.

Link to the prototypes:

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--Side:-11/----------

What is your age? *

8

What is your gender? *

Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Full-Time job

How many hours a week do you play video-games on average? *

19

Do you mostly play video-games on Pc, Console or Mobile? *

PC

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
0

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
0

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
Ikke besvart

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
It ruins the whole experience. I have downloaded mobile games with similar "tactics" uninstalled instantly

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
i would give the player an option to watch an ad for a reward, but not force it on the player.

What did you think about the boss-fight? *

what boss fight?

Link to the prototypes:

https://istid1.itch.io/tower-tactics

--13/----------

What is your age? *

     31

What is your gender? *

     Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
     Full-Time job

How many hours a week do you play video-games on average? *

     25

Do you mostly play video-games on Pc, Console or Mobile? *

     PC

Which version did you perfer? *

The amount of watch time is the same in both cases
     "B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
     5

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
     0

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
     No

If you got rewarded more money from watching the full ad, would you still press the skip button? *

     Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...

Negatively

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue

Fewer longer ads

What did you think about the boss-fight? *

I didn't play that long

Link to the prototypes:

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---Side:15/------------

What is your age? *

    36

What is your gender? *

    Male
    Other

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
    Unemployed

How many hours a week do you play video-games on average? *

    120

Do you mostly play video-games on Pc, Console or Mobile? *

    PC
    Mobile

Which version did you perfer? *

The amount of watch time is the same in both cases
    "B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
    0

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
    0

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
    I didn't skip any ads. I left the ad on and went to do something else instead. I very much welcome the ads
    as needed breaks to do something else for a bit.

If you got rewarded more money from watching the full ad, would you still press the skip button? *

    Yes

Do you immediately enjoy a free-to-play game less if it has ads? *

No

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...

Quite positively. Having breaks in a game is perfect. That means I can go do something else at that time.

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue

I have no idea.

What did you think about the boss-fight? *

I didn't get that far in the game.

Link to the prototypes:

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--Side:-17/----------------

What is your age? *

22

What is your gender? *

Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

40

Do you mostly play video-games on Pc, Console or Mobile? *

PC
Console (Xbox, Playstation, Switch, other device)

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
2

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
2

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
Wanted to skip every singel 1 since the quality of the video wasn't there

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes
No

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
Didn't affect me. Hoped for more of a reward for watching instead of being forced to watch

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
1 ad per sessions, And that the player can choose to watch more to get some bonus or reward. Like a tower/tower upgrade/ or some Active bouns/Money

What did you think about the boss-fight? *

No boss here.

Link to the prototypes:

https://istid1.itch.io/tower-tactics

---19-----

What is your age? *

23

What is your gender? *

Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

30

Do you mostly play video-games on Pc, Console or Mobile? *

PC
Console (Xbox, Playstation, Switch, other device)

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
0

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
0

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
I watched one ad during the B-test to see how long it would take since there is no timer for total length.

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

No

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
When the ads came often they would interrupt my planning. The abrupt manner in which the ads start would be jarring the first few times.

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
Make ads optional but regular so they don't annoy the player, but still bring in as much watchtime as possible.

What did you think about the boss-fight? *

Didn't reach any boss fight. Game gives no indication that there is any. Do you mean the green enemy? They went down without much of a fight.

Link to the prototypes:

https://istid1.itch.io/tower-tactics

--Side: 21/----------

What is your age? *

22

What is your gender? *

Female

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

1

Do you mostly play video-games on Pc, Console or Mobile? *

PC
Mobile

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
5

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
1

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
yes, because Silje wanted too watch it

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...

interupted my game

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue

dont know

What did you think about the boss-fight? *

What boss-fight

Link to the prototypes:

https://istid1.itch.io/tower-tactics

--Side:23/----------

What is your age? *

21

What is your gender? *

Female

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

0

Do you mostly play video-games on Pc, Console or Mobile? *

Mobile

Which version did you perfer? *

The amount of watch time is the same in both cases
"A-Test" : ad after every 2nd wave (skippable after 5 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
5

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
1

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
no

If you got rewarded more money from watching the full ad, would you still press the skip button? *

No

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...

Negatively

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue

when you die

What did you think about the boss-fight? *

nei

Link to the prototypes:

https://istid1.itch.io/tower-tactics

---Side:25/------

What is your age? *

22

What is your gender? *

Female

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

2

Do you mostly play video-games on Pc, Console or Mobile? *

Mobile

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
0

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
0

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
Ikke besvart

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Yes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...

annoying

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue

when you die

What did you think about the boss-fight? *

What boss-fight?

Link to the prototypes:

https://istid1.itch.io/tower-tactics

---Side: 27/----

What is your age? *

21

What is your gender? *

Female

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

2

Do you mostly play video-games on Pc, Console or Mobile? *

PC
Mobile

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
5

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
1

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
The ads witht the cows, to see what it was about

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Yes
Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
interupted

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
trykker på selv for og få ting

What did you think about the boss-fight? *

i dont know, what boss-fight?

Link to the prototypes:

https://istid1.itch.io/tower-tactics

---Side:29/------

What is your age? *

23

What is your gender? *

Female

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

2

Do you mostly play video-games on Pc, Console or Mobile? *

Mobile

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
0

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
0

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
Ikke besvart

If you got rewarded more money from watching the full ad, would you still press the skip button? *

No

Do you immediately enjoy a free-to-play game less if it has ads? *

    Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
    negtively

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
    plassert det på sidene

What did you think about the boss-fight? *

    ?

Link to the prototypes:

https://istid1.itch.io/tower-tactics

--Side:-31/----------

What is your age? *

22

What is your gender? *

Female

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

2

Do you mostly play video-games on Pc, Console or Mobile? *

Mobile

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
7

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
4

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
Ikke besvart

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Yes

Do you immediately enjoy a free-to-play game less if it has ads? *

No

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...

Kjente på frustrasjon

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue

Vet ikke

What did you think about the boss-fight? *

nei

Link to the prototypes:

https://istid1.itch.io/tower-tactics

---Side: 33/------

What is your age? *

     21

What is your gender? *

     Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
     Student

How many hours a week do you play video-games on average? *

     20

Do you mostly play video-games on Pc, Console or Mobile? *

     Console (Xbox, Playstation, Switch, other device)
     Mobile

Which version did you perfer? *

The amount of watch time is the same in both cases
     "A-Test" : ad after every 2nd wave (skippable after 5 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
     3

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
     0

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
     Nope

If you got rewarded more money from watching the full ad, would you still press the skip button? *

     Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
Vil ikke si at det påvirket meg noe særig, men ads krever mere fokus på spillet

hadde mer fokus på å skippe ads

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
Vet ikke, men tenker at ads basert på antall spilleminutter er bedre

What did you think about the boss-fight? *

?

Link to the prototypes:

https://istid1.itch.io/tower-tactics

--Side: 35/------

What is your age? *

    24

What is your gender? *

    Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
    Student

How many hours a week do you play video-games on average? *

    30

Do you mostly play video-games on Pc, Console or Mobile? *

    Console (Xbox, Playstation, Switch, other device)

Which version did you perfer? *

The amount of watch time is the same in both cases
    "B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
    20

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
    1

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
    Smash-ad, because it was funny

If you got rewarded more money from watching the full ad, would you still press the skip button? *

    Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

      Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
      Negatively

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
      After you die

What did you think about the boss-fight? *

      ?

Link to the prototypes:

https://istid1.itch.io/tower-tactics

---Side:-37/----------

What is your age? *

24

What is your gender? *

Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Part-Time job

How many hours a week do you play video-games on average? *

6

Do you mostly play video-games on Pc, Console or Mobile? *

PC
Console (Xbox, Playstation, Switch, other device)

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
0

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
0

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
Ikke besvart

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

No

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...

Didn't affect me

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue

Before and after

What did you think about the boss-fight? *

Good overall

Link to the prototypes:

https://istid1.itch.io/tower-tactics

---Side:-39/----------

What is your age? *

22

What is your gender? *

Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

15

Do you mostly play video-games on Pc, Console or Mobile? *

PC

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
5

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
1

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
I found the doritos ad and the cheez doodles ad funny so I kept watching

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
Slowed down the game pace significantly, which was already a little slow to begin with (at the start of the game at least)

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
I would have the option of ads to only show when the play dies, prompting them a revive if they watch the full 30 second ad, rewarding them if they do.

What did you think about the boss-fight? *

no the game was very difficult I didnt make it to the boss fight

Link to the prototypes:

https://istid1.itch.io/tower-tactics

---Side:-41/-----------------

What is your age? *

21

What is your gender? *

Female

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

50

Do you mostly play video-games on Pc, Console or Mobile? *

PC
Mobile

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
5

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
0

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
i did not really watch a whole ad, but some left me hanging for a while after the skip button appeared because of interest.

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Yes

Do you immediately enjoy a free-to-play game less if it has ads? *

No

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
It is annoying because it blocks your tempo/attention span. I have a build up high resistance to the annoyance to ads, but if they are spaced more properly i wouldn't mind it as much.

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
I would have them in a form of a flying asset, which the player can click and they can earn more rewards if they want to. Or i would have a premium currency which you can claim a small amount of daily, lets say twice per day, if you watch a full ad. I wouldnt make the flying parts invasive and half your screen, but i would still have them.

What did you think about the boss-fight? *

??? Im schizo idk

Link to the prototypes:

https://istid1.itch.io/tower-tactics

--Side: 43/----------

What is your age? *

    21

What is your gender? *

    Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
    Student

How many hours a week do you play video-games on average? *

    70

Do you mostly play video-games on Pc, Console or Mobile? *

    PC

Which version did you perfer? *

The amount of watch time is the same in both cases
    "B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
    1

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
    1

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
    no

If you got rewarded more money from watching the full ad, would you still press the skip button? *

    Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...

Annoying

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue

pace them in a way that they dont play during gameplay

What did you think about the boss-fight? *

???

Link to the prototypes:

https://istid1.itch.io/tower-tactics

--Side:-45/----------

What is your age? *

24

What is your gender? *

Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

12

Do you mostly play video-games on Pc, Console or Mobile? *

PC

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
3

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
1

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
No, I skipped all of them

If you got rewarded more money from watching the full ad, would you still press the skip button? *

No
Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
In the B-test I thought it was fine, and didn't affect me negatively. However, the A-test was to intrusive so it affected me in a slight negative way

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
Either by the players own choice, in exchange for rewards. Otherwise, I would have paced the add like in B-test

What did you think about the boss-fight? *

???

Link to the prototypes:

https://istid1.itch.io/tower-tactics

---Side:-47/----------

What is your age? *

22

What is your gender? *

Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

18

Do you mostly play video-games on Pc, Console or Mobile? *

PC

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
5

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
1

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
mr melk kind of looked like jeremy fragrance

If you got rewarded more money from watching the full ad, would you still press the skip button? *

No

Do you immediately enjoy a free-to-play game less if it has ads? *

No

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
Too frequent ads negatively affected the flow. Took me out of the game.

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
Big ad on losing. Or option to watch ad to revive yourself

What did you think about the boss-fight? *

no

Link to the prototypes:

https://istid1.itch.io/tower-tactics

--Side:-49/----

What is your age? *

22

What is your gender? *

Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

20

Do you mostly play video-games on Pc, Console or Mobile? *

Console (Xbox, Playstation, Switch, other device)

Which version did you perfer? *

The amount of watch time is the same in both cases
"A-Test" : ad after every 2nd wave (skippable after 5 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
5

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
1

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
Old ads that I found interesting to find out the brand

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
Didnt affect me

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
Good execution here after the end of the round

What did you think about the boss-fight? *

Did not see it

Link to the prototypes:

https://istid1.itch.io/tower-tactics

--Side:-51/----------

What is your age? *

20

What is your gender? *

Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

8

Do you mostly play video-games on Pc, Console or Mobile? *

PC

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
5

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
5

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
I found the add with the grandma falling on the football field to be quite fun, so I watched that a bit longer than the other ones (ended up skipping it either way, because of the skip button).

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

No

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
The one where the adds frequently appeard affected the experience quite negatively.

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
I felt like the forced ads every 10 round was the best out of the two, but all in all it is still quite annoying. I would much rather prefer to choose to watch the ads by my own decision, by for instance willingly pressing a button that says "Watch this ad to recive buff/reward/bonus".

What did you think about the boss-fight? *

???

Link to the prototypes:

https://istid1.itch.io/tower-tactics

--Side:-53/----------

What is your age? *

19

What is your gender? *

Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

25

Do you mostly play video-games on Pc, Console or Mobile? *

PC

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
10

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
10

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
Ikke besvart

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

    Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
    Annoying when building gets canceled.

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
    No

What did you think about the boss-fight? *

    ???

Link to the prototypes:

https://istid1.itch.io/tower-tactics

---Side:-55/----------

What is your age? *

21

What is your gender? *

Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

55

Do you mostly play video-games on Pc, Console or Mobile? *

PC

Which version did you perfer? *

The amount of watch time is the same in both cases
"B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
5

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
3

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
i skipped all of them

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
i feel like ads take from the main game experience and that it interupts my flow of the game experience

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
if i implemented ads i would make it so the player has the ability to watch ads for useful rewards to them, if
i was more desperate to survive i would probably have more annoying ads pop (depends on situation).

What did you think about the boss-fight? *

?????

Link to the prototypes:

https://istid1.itch.io/tower-tactics

---Side:-57----------

What is your age? *

21

What is your gender? *

Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Part-Time job
Student

How many hours a week do you play video-games on average? *

35

Do you mostly play video-games on Pc, Console or Mobile? *

PC
Mobile

Which version did you perfer? *

The amount of watch time is the same in both cases
"A-Test" : ad after every 2nd wave (skippable after 5 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
10

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
0

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
no

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
didn't affect me, some were funny

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
after levels

What did you think about the boss-fight? *

? your mom

Link to the prototypes:

https://istid1.itch.io/tower-tactics

---Side:-59/----------

What is your age? *

    20

What is your gender? *

    Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
    Student

How many hours a week do you play video-games on average? *

    13

Do you mostly play video-games on Pc, Console or Mobile? *

    PC

Which version did you perfer? *

The amount of watch time is the same in both cases
    "B-Test" : ad after every 10th round (skippable after 25 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
    0

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
    0

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
    I skipped all of them

If you got rewarded more money from watching the full ad, would you still press the skip button? *

    Yes

Do you immediately enjoy a free-to-play game less if it has ads? *

No

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
NOt much in the B test but more in the A test, i didnt finish the A test because of it

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
An optional one every 5 waves for extra coins

What did you think about the boss-fight? *

What boss fight?

Link to the prototypes:

https://istid1.itch.io/tower-tactics

---Side: 61-----

What is your age? *

24

What is your gender? *

Male

What is your current employment or student status? *

If you're a student with a part-time job, please select "Student"
Student

How many hours a week do you play video-games on average? *

20

Do you mostly play video-games on Pc, Console or Mobile? *

PC
Console (Xbox, Playstation, Switch, other device)

Which version did you perfer? *

The amount of watch time is the same in both cases
"A-Test" : ad after every 2nd wave (skippable after 5 seconds)

How much would you be willing to spend on a game that you like, to remove the ads? *

In American Dollars ($)
6

How much would you be willing to spend to remove the ads in this game? (Tower Tactics) *

In American Dollars ($)
6

Was there any ads that you didn't "Skip"? if so, what was the reason you watched the whole ad?

Example: I found the ad about Cheese Doodles funny so i watched all of it
I recognized some of the ads and felt nostalgic so watched the whole ad. Like the Laban Seigmann one.

If you got rewarded more money from watching the full ad, would you still press the skip button? *

Sometimes

Do you immediately enjoy a free-to-play game less if it has ads? *

Yes

How did the ads affect your overall gameplay experience? *

Example: Negatively, Didn't affect me, positively, etc...
In Test A it did not really at all, they were quickly skippable so I got into a rythm of "phasing them out". In Test B it completely took me out of it and felt more "punishing" so I really did not like that.

Imagine you're the developer, how would you've paced out the ads in game? *

In this scenario, your only income comes from your ad revenue
Probably very close to how you guys did it in Test A, as I kind of got into a more flow state that did not negatively affect my gameplay experience.

What did you think about the boss-fight? *

There was a boss fight? I got to round 27 on both tests and then it crashed afterwards. :(The flying enemies scared me for a bit though.