



Wayfarer

Product Line & Packaging

PROCESS BOOK | 2018 CAPSTONE PROJECT



Wayfarer is a card-based, strategic fantasy battle game.



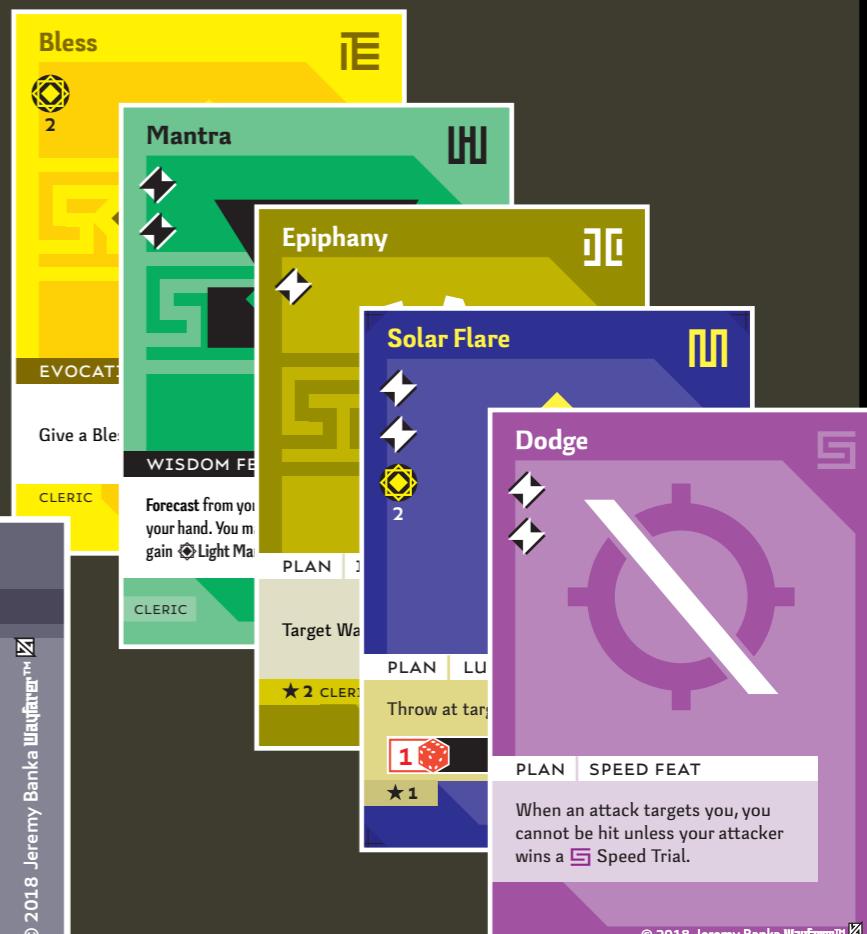
CHARACTER



HELD ITEM



OUTFIT



ACTIONS

Spring Term, I want to turn the Wayfarer content I have developed into a line of products.



Background

Audience Persona

RESEARCH

Online Survey

Customer Interviews

Visual Research

SUMMATIVE

Market Research



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Audience Persona

My initial target market is Magic: The Gathering Players. I believe the Wayfarer system can offer a similar strategic gaming experience to Magic, while providing a greater number of game formats for different numbers of players.



Image: John Bowers/CC2.0

Jeremy Banka



Ben Rasczak

Gender	Male
Age	16
Media Consumption	Reddit, PlayStation
Occupation	10th Grader
Personal Income	\$8 Weekly Allowance
Family Description	Two-Parent Middle Class
Religion	Secular Catholic
Level of Education	Parents have Bachelors'
Musical Taste	Slayer, Metallica
Hobbies + Interests	Trombone
Politics + Causes	Bernie Sanders
Identity	Fan, Gaming

Ben defines himself as a strategist, a creative thinker, and a high achiever in school. Although he cannot afford the most expensive cards, he is a Magic player who participates in tournaments as a social outlet and an exercise in mental strategy

Image: John Bowers/CC2.0





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Online Survey

For my first piece of research, I deployed a survey using Google Forms in order to gauge audience interest in various value propositions of my game and find correlations between their preferences and their general perspectives on and tendencies within gaming, especially tabletop role-playing games.

On the right is an example of a response to my survey, with freely formulated answers marked in black.

2/2/2018 16:50:06	Male	43
Do you like role-playing adventure games? <input checked="" type="checkbox"/>		
Favorite Game		Dungeons & Dragons_
Multiplayer Preference		Cooperative
Fun Factors (0 = No Importance / 1 = Important / 2 = Very / 3 = Extremely)		
Growth + Improvement		<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
Personalization		<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Easy to Learn		<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
Strategy + Challenge		<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Coop and Competition		<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
D&D Perspective		Eager to Learn
Quick-Builder		Plays D&D <input checked="" type="checkbox"/> Wants Quick-Builder
Product Preference		Customization Bundle (\$30)
Played WoW? <input type="checkbox"/>		
Played MtG? <input type="checkbox"/>		
Played D&D? <input checked="" type="checkbox"/>		
What do you like best about D&D?		
Solving problems as a character_		
If you could change one thing about D&D, what would it be?		
Character creation takes a long time_		

Online Survey Data

Timestamp	What is your age?	What is your gender?	Do you like role-playing adventure games?	What is your favorite game (of any kind) right now?	Do you prefer to compete or cooperate with other players?	Have you played any of these games? (check all that apply)	D&D players: What is your favorite thing about D&D?	D&D players: if you could change anything about Dungeons and Dragons, what would it be?	What factors make a game more fun and engaging for you? [Character growth and improvement]	What factors make a game more fun and engaging for you? [Personalization, character customization]	What factors make a game more fun and engaging for you? [Easy to learn]	What factors make a game more fun and engaging for you? [Strategy and challenge]	What factors make a game more fun and competitive mode with the same character]	"Hey, want to start a D&D adventure? Here's a blank character sheet for you [2 page form] ...and this is my copy of the Player's Handbook. You're going to want to look through here and choose a race from this section and a class from—*flips pages*—this section. Read the description first...you're going to want to roll your ability scores. Take these four d-six [normal dice] and roll them six times, each time, throw out the worst one, and write down the sum. Then choose which of your ability scores they go to, based on the sort of character you chose already. ... —What's 'Constitution'? Oh, it mostly determines how many hit points you have, and that goes over-*points*—here. After that's done we'll get your modifiers from this table, and then look through some starting equipment on this list—we'll say you've got thirty gold to spend. Write down each piece of equipment in this 1x2" zone, including ammo. —Oh, and when you're done, we should figure out your starting feats...!"	Would you be interested in a system that let you assemble a character and start playing D&D without help in 20-30 minutes?	If you were buying a starter kit for a tabletop adventure game, would you prefer to buy
2/2/2018 16:50:06	43	Male	Yes	Dungeons & Dragons	Cooperative	Dungeons and Dragons	Solving problems as a character	Character creation takes a long time	2 - Very Important	3 - Extremely Important	2 - Very Important	3 - Extremely Important	2 - Very Important	> "I'll need a little help, but I'm eager to learn!"	I already play D&D, and I would prefer a quicker character-builder for new players.	Multi-Character Customization Bundle (character-assembly required) — \$30
2/2/2018 20:52:10	22	Female	Yes	Trivia	Competitive				0 - Not Important	0 - Not Important	3 - Extremely Important	1 - Important	2 - Very Important	> "This seems like a drag."	I'm not really interested in D&D.	Multi-Character Customization Bundle (character-assembly required) — \$30
2/2/2018 23:33:13	22	Female	No	Splatoon	Cooperative	Magic: the Gathering			0 - Not Important	2 - Very Important	3 - Extremely Important	2 - Very Important	2 - Very Important	> "This seems like a drag."	I'm not really interested in D&D.	Multi-Character Customization Bundle (character-assembly required) — \$30
2/3/2018 18:11:59	23	Female	I don't know.	Catan, hearts (card game)	Both				1 - Important	2 - Very Important	3 - Extremely Important	1 - Important	0 - Not Important	> "I'll need a little help, but I'm eager to learn!"	I don't play D&D now, but this would make me want to.	Single-Character Kit (ready to adventure, progression tree included) — \$10
2/4/2018 0:05:20	21	Female	Yes	Hearthstone or Ascension or Settlers of Catan	Competitive	Magic: the Gathering, Dungeons and Dragons	Character creation	People. I've never finished a full game because of scheduling issues between players and lack of dedication or commitment.	1 - Important	3 - Extremely Important	3 - Extremely Important	1 - Important	0 - Not Important	> "I'll need a little help, but I'm eager to learn!"	I don't play D&D now, but this would make me want to.	Single-Character Kit (ready to adventure, progression tree included) — \$10
2/4/2018 18:44:39	21	Female	I don't know.	Ticket to Ride, Settlers of Catan, 7 Wonders (all board games)	Competitive				0 - Not Important	2 - Very Important	0 - Not Important	3 - Extremely Important	0 - Not Important	> "I'll need a little help, but I'm eager to learn!"	I'm not really interested in D&D.	Single-Character Kit (ready to adventure, progression tree included) — \$10
2/4/2018 19:33:37	22	Male	Yes	Divinity: Original Sin II	Cooperative	World of Warcraft, Dungeons and Dragons	The abilities	Inconsistent group meetings	3 - Extremely Important	2 - Very Important	1 - Important	3 - Extremely Important	2 - Very Important	> "Let's start a D&D adventure next week."	I already play D&D, and I like it just the way it is.	Game Master Bundle (build your own characters and adventures) — \$60
2/4/2018 19:41:33	22	Female	Yes	Zelda: Breath of the Wild	Both				3 - Extremely Important	3 - Extremely Important	2 - Very Important	3 - Extremely Important	2 - Very Important	> "This seems like a drag."	I don't play D&D now, but this would make me want to.	Single-Character Kit (ready to adventure, progression tree included) — \$10
2/5/2018 11:29:44	21	Female	Yes		Cooperative	Magic: the Gathering, World of Warcraft, Dungeons and Dragons	How the participants' personalities and strategies make each game unique		2 - Very Important	1 - Important	2 - Very Important	3 - Extremely Important	0 - Not Important	> "Let's start a D&D adventure next week."	I already play D&D, and I would prefer a quicker character-builder for new players.	Multi-Character Customization Bundle (character-assembly required) — \$30

Online Survey Data

Timestamp	What is your age?	What is your gender?	Do you like role-playing adventure games?	What is your favorite game (of any kind) right now?	Do you prefer to compete or cooperate with other players?	Have you played any of these games? (check all that apply)	D&D players: What is your favorite thing about D&D?	D&D players: if you could change anything about Dungeons and Dragons, what would it be?	What factors make a game more fun and engaging for you? [Character growth and improvement]	What factors make a game more fun and engaging for you? [Personalization, character customization]	What factors make a game more fun and engaging for you? [Easy to learn]	What factors make a game more fun and engaging for you? [Strategy and challenge]	What factors make a game more fun and competitive mode with the same character]	"Hey, want to start a D&D adventure? Here's a blank character sheet for you [2 page form] ...and this is my copy of the Player's Handbook. You're going to want to look through here and choose a race from this section and a class from—*flips pages*—this section. Read the description first...you're going to want to roll your ability scores. Take these four d-six [normal dice] and roll them six times, each time, throw out the worst one, and write down the sum. Then choose which of your ability scores they go to, based on the sort of character you chose already. ... —What's 'Constitution'? Oh, it mostly determines how many hit points you have, and that goes over—*points*—here. After that's done we'll get your modifiers from this table, and then look through some starting equipment on this list—we'll say you've got thirty gold to spend. Write down each piece of equipment in this 1x2" zone, including ammo. —Oh, and when you're done, we should figure out your starting feats...!"	Would you be interested in a system that let you assemble a character and start playing D&D without help in 20-30 minutes?	If you were buying a starter kit for a tabletop adventure game, would you prefer to buy
2/5/2018 11:43:41	24	Male	Yes	World of Warcraft	Both	Magic: the Gathering, World of Warcraft, Dungeons and Dragons	The creative aspect of the story-telling.	3 - Extremely Important	2 - Very Important	3 - Extremely Important	2 - Very Important	3 - Extremely Important	> "I'll need a little help, but I'm eager to learn!"	I already play D&D, and I would prefer a quicker character-builder for new players.	Multi-Character Customization Bundle (character-assembly required) — \$30	
2/5/2018 11:51:08	24	Male	Yes	Destiny 2	Both	World of Warcraft, Dungeons and Dragons	Story telling	2 - Very Important	2 - Very Important	2 - Very Important	3 - Extremely Important	3 - Extremely Important	> "I'll need a little help, but I'm eager to learn!"	I don't play D&D now, but this would make me want to.	Game Master Bundle (build your own characters and adventures) — \$60	
2/5/2018 13:10:59	23	Female	I don't know. Super Mario (lol old school stuff)	Both	World of Warcraft			3 - Extremely Important	2 - Very Important	2 - Very Important	1 - Important	1 - Important	> "I'll need a little help, but I'm eager to learn!"	I'm not really interested in D&D.	Multi-Character Customization Bundle (character-assembly required) — \$30	
2/5/2018 13:33:25	19	Male	Yes	Super smash bros melee	Both	Magic: the Gathering, Dungeons and Dragons	Being able to have choices and freedom of creativity	Bit more should be up to the dm	3 - Extremely Important	3 - Extremely Important	1 - Important	3 - Extremely Important	3 - Extremely Important	> "I know what I'm doing. My character will be ready in a few minutes."	I already play D&D, and I like it just the way it is.	Multi-Character Customization Bundle (character-assembly required) — \$30
2/5/2018 17:43:27	21	Male	Yes	Divinity: Original Sin 2	Cooperative	Magic: the Gathering, World of Warcraft, Dungeons and Dragons	Ability to approach situations creatively	Simplicity without the expense of creativity and variation	3 - Extremely Important	3 - Extremely Important	1 - Important	1 - Important	2 - Very Important	> "I'll need a little help, but I'm eager to learn!"	I already play D&D, and I would prefer a quicker character-builder for new players.	Multi-Character Customization Bundle (character-assembly required) — \$30
2/5/2018 20:27:01	22	Male	Yes	Dark Souls	Both	Magic: the Gathering			3 - Extremely Important	3 - Extremely Important	3 - Extremely Important	3 - Extremely Important	3 - Extremely Important	> "This seems like a drag."	I don't play D&D now, but this would make me want to.	Multi-Character Customization Bundle (character-assembly required) — \$30
2/5/2018 23:48:19	22	Male	Yes	Dominion	Cooperative	Magic: the Gathering, World of Warcraft, Dungeons and Dragons	the versatility in story and mean in witch you interact with the world.	i would make the game much harder in terms of scaling back everything's health (including players)	1 - Important	3 - Extremely Important	2 - Very Important	2 - Very Important	0 - Not Important	> "I know what I'm doing. My character will be ready in a few minutes."	I already play D&D, and I would prefer a quicker character-builder for new players.	Single-Character Kit (ready to adventure, progression tree included) — \$10
2/6/2018 11:56:51	25	Female	I don't know. Board game called Monarch	Both		N/a	N/a	3 - Extremely Important	2 - Very Important	1 - Important	1 - Important	1 - Important	> "I'll need a little help, but I'm eager to learn!"	I don't play D&D now, but this would make me want to.	Multi-Character Customization Bundle (character-assembly required) — \$30	

Online Survey Data

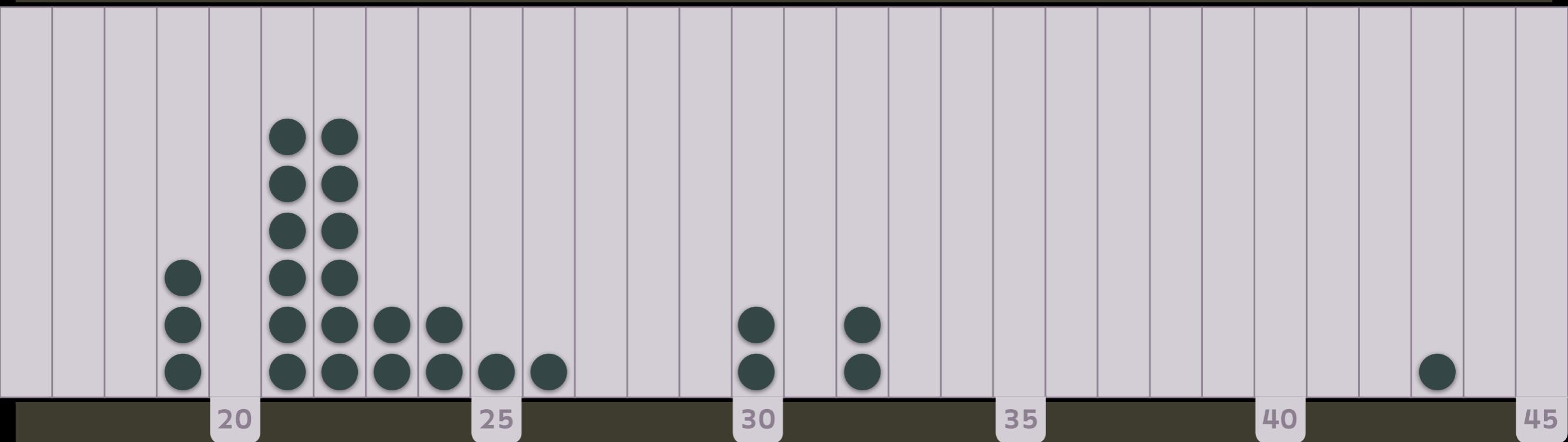
Timestamp	What is your age?	What is your gender?	Do you like role-playing adventure games?	What is your favorite game (of any kind) right now?	Do you prefer to compete or cooperate with other players?	Have you played any of these games? (check all that apply)	D&D players: What is your favorite thing about D&D?	D&D players: if you could change anything about Dungeons and Dragons, what would it be?	What factors make a game more fun and engaging for you? [Character growth and improvement]	What factors make a game more fun and engaging for you? [Personalization, character customization]	What factors make a game more fun and engaging for you? [Easy to learn]	What factors make a game more fun and engaging for you? [Strategy and challenge]	What factors make a game more fun and competitive mode with the same character]	"Hey, want to start a D&D adventure? Here's a blank character sheet for you [2 page form] ...and this is my copy of the Player's Handbook. You're going to want to look through here and choose a race from this section and a class from—*flips pages*—this section. Read the description first...you're going to want to roll your ability scores. Take these four d-six [normal dice] and roll them six times, each time, throw out the worst one, and write down the sum. Then choose which of your ability scores they go to, based on the sort of character you chose already. ... —What's 'Constitution'? Oh, it mostly determines how many hit points you have, and that goes over—*points*—here. After that's done we'll get your modifiers from this table, and then look through some starting equipment on this list—we'll say you've got thirty gold to spend. Write down each piece of equipment in this 1x2" zone, including ammo. —Oh, and when you're done, we should figure out your starting feats...!"	Would you be interested in a system that let you assemble a character and start playing D&D without help in 20-30 minutes?	If you were buying a starter kit for a tabletop adventure game, would you prefer to buy
2/6/2018 12:31:35	21	Male	Yes	Both					1 - Important	1 - Important	1 - Important	2 - Very Important	1 - Important	> "I'll need a little help, but I'm eager to learn!"	I don't play D&D now, but this would make me want to.	Single-Character Kit (ready to adventure, progression tree included) — \$10
2/6/2018 21:21:00	30	Male	Yes	Blades in the Dark	Both	Magic: the Gathering, Dungeons and Dragons	House rules	The prevalence of super basic (as in basic bro/bitch kind of basic) pen and paper stereotypes. Or how stuck people get into those things. Or the focus on combat and detail mongering analysis paralysis. Actually, I could talk about this for a long time. Email would be awesome.	3 - Extremely Important	3 - Extremely Important	1 - Important	2 - Very Important	2 - Very Important	> "I know what I'm doing. My character will be ready in a few minutes."	I already play D&D, and I would prefer a quicker character-builder for new players.	Multi-Character Customization Bundle (character-assemble required) — \$30
2/7/2018 1:36:55	21	Male	Yes	D&D	Both	Dungeons and Dragons	It is infinite. It can always be fresh provided you're playing with willing and inspired players/ DMs. It's a new experience every time I play. Getting a group together once a week and eating chips and salsa while we play D&D is one of my most sacred rituals in my life.	Sometimes it feels that combat can last forever, although I'm not too sure how to fix this, because I only notice it when it's not my turn.	3 - Extremely Important	3 - Extremely Important	1 - Important	1 - Important	3 - Extremely Important	> "I know what I'm doing. My character will be ready in a few minutes."	I already play D&D, and I like it just the way it is.	Game Master Bundle (build your own characters and adventures) — \$60
2/12/2018 11:31:07	32	Male	Yes	Lunar	Both	Magic: the Gathering, World of Warcraft			3 - Extremely Important	3 - Extremely Important	1 - Important	3 - Extremely Important	2 - Very Important	> "I'll need a little help, but I'm eager to learn!"	I don't play D&D now, but this would make me want to.	Multi-Character Customization Bundle (character-assemble required) — \$30

Online Survey Data

Timestamp	What is your age?	What is your gender?	Do you like role-playing adventure games?	What is your favorite game (of any kind) right now?	Do you prefer to compete or cooperate with other players?	Have you played any of these games? (check all that apply)	D&D players: What is your favorite thing about D&D?	D&D players: if you could change anything about Dungeons and Dragons, what would it be?	What factors make a game more fun and engaging for you? [Character growth and improvement]	What factors make a game more fun and engaging for you? [Personalization, character customization]	What factors make a game more fun and engaging for you? [Easy to learn]	What factors make a game more fun and engaging for you? [Strategy and challenge]	What factors make a game more fun and competitive mode with the same character]	"Hey, want to start a D&D adventure? Here's a blank character sheet for you [2 page form] ...and this is my copy of the Player's Handbook. You're going to want to look through here and choose a race from this section and a class from—*flips pages*—this section. Read the description first and then choose which of your ability scores they go to, based on the sort of character you chose already. ... —What's 'Constitution'? Oh, it mostly determines how many hit points you have, and that goes over—*points*—here. After that's done we'll get your modifiers from this table, and then look through some starting equipment on this list—we'll say you've got thirty gold to spend. Write down each piece of equipment in this 1x2" zone, including ammo. —Oh, and when you're done, we should figure out your starting feats...!"	Would you be interested in a system that let you assemble a character and start playing D&D without help in 20-30 minutes?	If you were buying a starter kit for a tabletop adventure game, would you prefer to buy
2/12/2018 12:04:24	30	Male	Yes	Betrayal	Cooperative	Dungeons and Dragons	Character building	More approachable	3 - Extremely Important	2 - Very Important	1 - Important	2 - Very Important	2 - Very Important	> "I know what I'm doing. My character will be ready in a few minutes."	I already play D&D, and I would prefer a quicker character-builder for new players.	Multi-Character Customization Bundle (character-assembly required) - \$30
2/12/2018 13:43:20	32	Male	Yes	tesIII morrowind	Cooperative	Magic: the Gathering			2 - Very Important	2 - Very Important	2 - Very Important	2 - Very Important	0 - Not Important	> "I'll need a little help, but I'm eager to learn!"	I don't play D&D now, but this would make me want to.	Multi-Character Customization Bundle (character-assembly required) - \$30
2/12/2018 13:54:25	19	NB	Yes	Pokemon	Both	Magic: the Gathering, Dungeons and Dragons	How creative it lets you be	Less complex/more accessible	3 - Extremely Important	3 - Extremely Important	2 - Very Important	2 - Very Important	3 - Extremely Important	> "I know what I'm doing. My character will be ready in a few minutes."	I already play D&D, and I would prefer a quicker character-builder for new players.	Game Master Bundle (build your own characters and adventures) - \$60
2/12/2018 14:21:50	26	Male	Yes	Dungeons & Dragons 5th Edition	Cooperative	Magic: the Gathering, Dungeons and Dragons	The interactivity and creativity inherent in the collaborative storytelling aspect of D&D allows me to get as close as I can to actually being in a fantasy world.	I'm not sure. I like things more or less how they are currently.	3 - Extremely Important	3 - Extremely Important	1 - Important	2 - Very Important	1 - Important	> "Let's start a D&D adventure next week."	I already play D&D, and I would prefer a quicker character-builder for new players.	Game Master Bundle (build your own characters and adventures) - \$60
2/13/2018 9:40:03	19	Male	Yes	World of Warcraft	Competitive	Magic: the Gathering, World of Warcraft, Dungeons and Dragons	Roleplaying and developing characters	nothing	3 - Extremely Important	3 - Extremely Important	0 - Not Important	3 - Extremely Important	3 - Extremely Important	> "I'll need a little help, but I'm eager to learn!"	I already play D&D, and I like it just the way it is.	Multi-Character Customization Bundle (character-assembly required) - \$30



Median Age 22



Gender Skew

35% Female

4%
Non-
Binary

61% Male



Interest in Games

Do you like role-playing adventure games?

81% Yes

15%
Unsure

4%
No

Standout Favorites

Dungeons & Dragons (3 mentions)

World of Warcraft (2 mentions)

Do you prefer to compete or cooperate with other players?

50% Both

35% Cooperate

15%
Compete

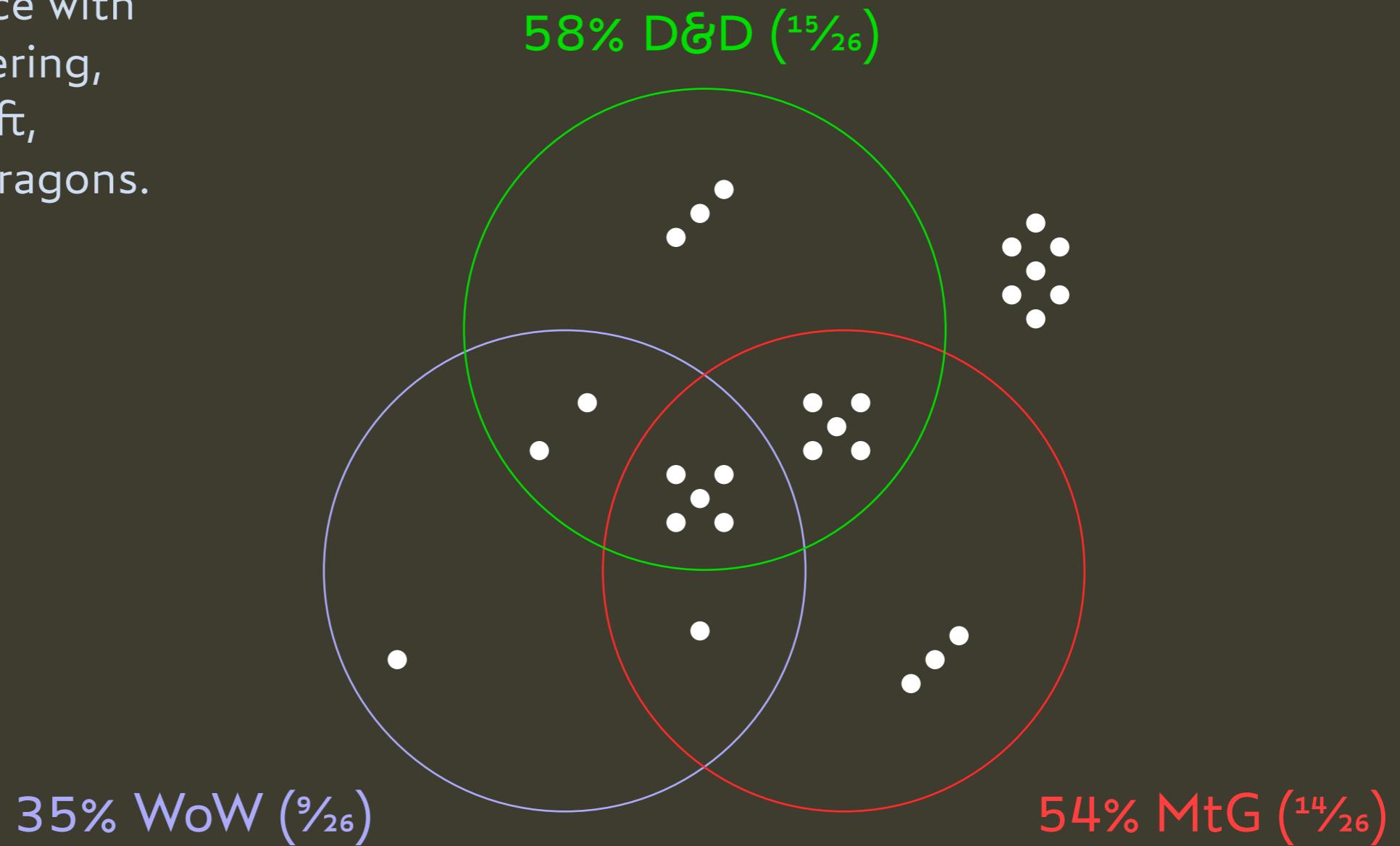
Small sample this may be, but it is pretty much a perfect pool of respondents based on this.



Experience

27% of respondents (7/26) had no experience with Magic: the Gathering, World of Warcraft, or Dungeons & Dragons.

● = 1 Person

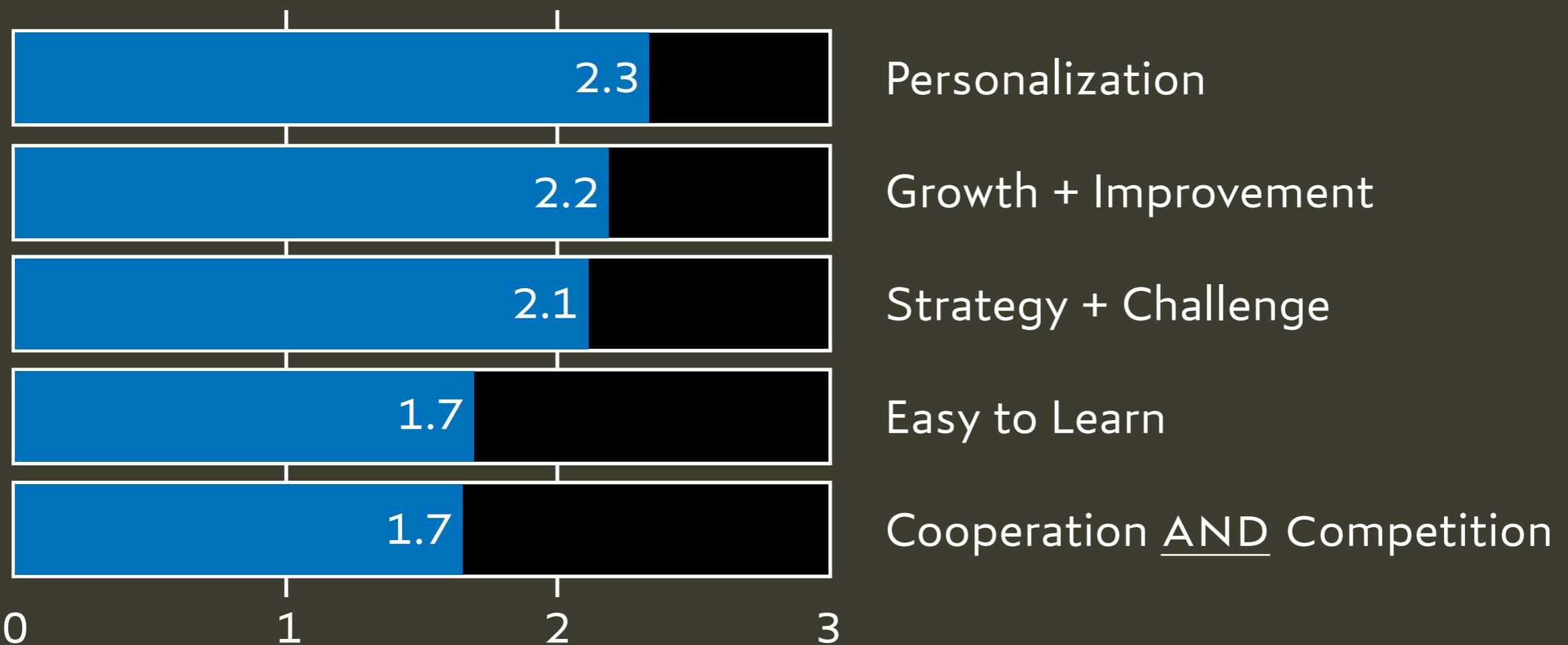


A significant majority has played either Magic: the Gathering or Dungeons and Dragons.



Fun Factors

(0 = No Importance / 1 = Important / 2 = Very / 3 = Extremely)



All of the factors were rated closest to "Very Important" overall, but personalization was the favorite. The fact that ease of learning is so low is interesting. Do people know what they want?



Would you like to make a D&D character? [Simulation]

"I'll need a little help, but I'm eager to learn!" 50%

"I know what I'm doing. My character will be ready in a few minutes." 24%

"Let's start an adventure next week." 11%

"This seems like a drag." 15%

Would you like a 20-30 minute character-building system?

15% Likes D&D,
Not interested.

37% Likes D&D,
Interested in Quick-Builder

37% Doesn't play D&D,
Interested in Quick-Builder

15% Not interested
in D&D.

Product Preference

21% Game Master
Bundle - \$60

35% Multi-Character Customization Bundle - \$30

21% Single-
Character Kit - \$10

The use of the phrase "Customization" might have been the important thing here.

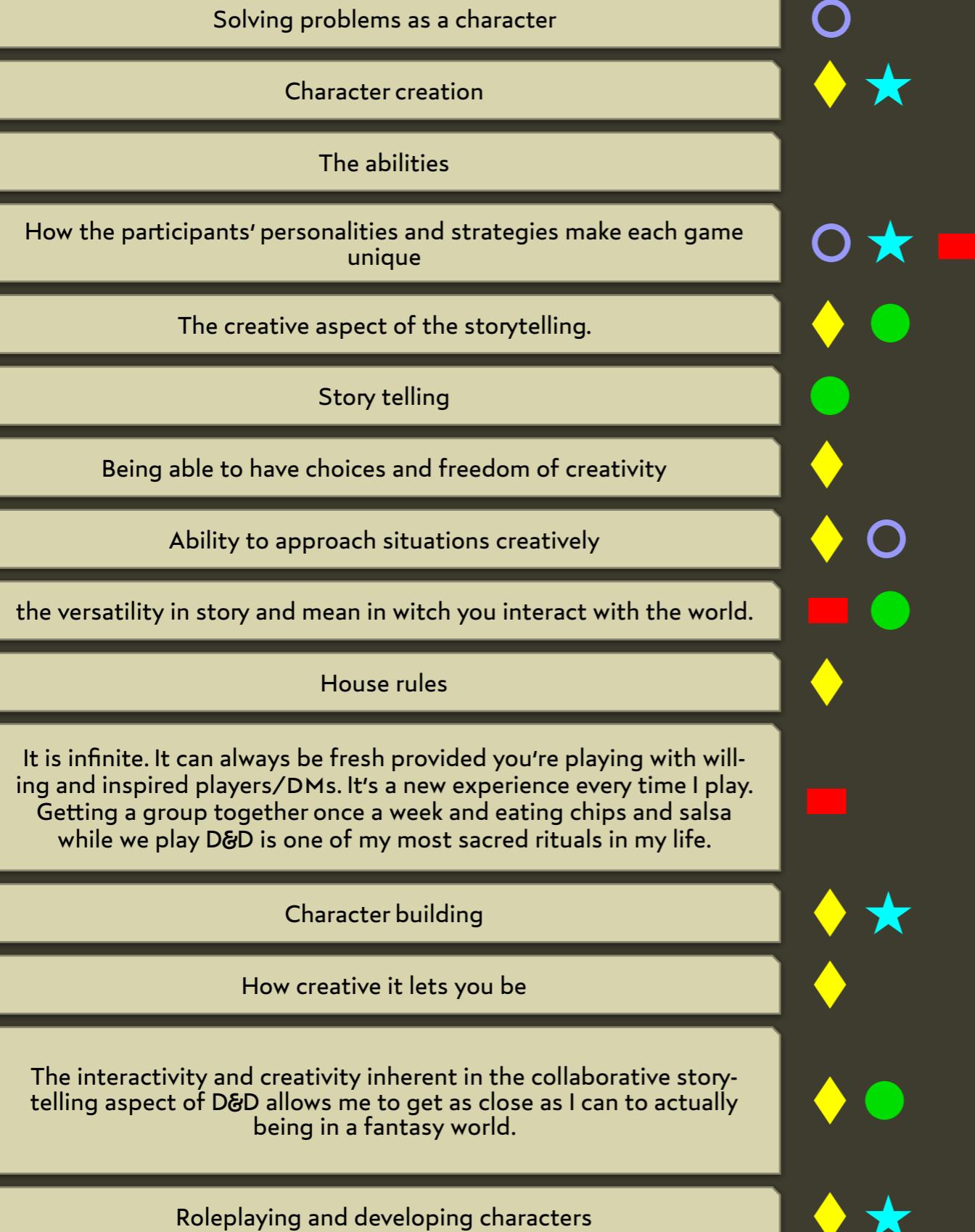


Longform Questions

What do you like best about D&D?

If you could change something about D&D...

Online Survey Analysis



● Story

■ Variety

○ Problem-solving

♦ Creativity

★ Roleplay

What do you like best about D&D?

Jeremy Banka



What do you like best about D&D?

● ● ● ● Story

■ ■ ■ Variety

○ ○ ○ Problem solving

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ Creativity

★ ★ ★ ★ Roleplay

Players crave outlets for their creativity most of all. Very few players seem to like D&D for its “gamier” qualities—such as the cool abilities character wield or the combat system in general.



Character creation takes a long time



People. I've never finished a full game because of scheduling issues between players and lack of dedication or commitment.



Inconsistent group meetings



Bit more should be up to the dm

Simplicity without the expense of creativity and variation



i would make the game much harder in terms of scaling back everything's health (including players)



The prevalence of super basic (as in basic bro/bitch kind of basic) pen and paper stereotypes. Or how stuck people get into those things. Or the focus on combat and detail mongering analysis paralysis. Actually, I could talk about this for a long time. Email would be awesome.



Sometimes it feels that combat can last forever, although I'm not too sure how to fix this, because I only notice it when it's not my turn.



More approachable



Less complex/more accessible



I'm not sure. I like things more or less how they are currently.

★ Combat Complaint

◊ Accessibility

□ People



If you could change something about D&D...

★ ★ ★ Combat Complaint

◊ ◊ ◊ ◊ Accessibility

□ □ People

The combat game of D&D seems to be unsatisfying for players. It appeals to very few, and some people actively dislike combat, one desires to rebalance it harder. But is difficulty the problem?



Background Audience Persona

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Customer Interviews

Visual Research

SUMMATIVE

Market Research



Customer Interviews

Seeking insights on how to present Wayfarer as a product, I conducted a series of interviews with players. I was mostly interested in how enthusiast tabletop gamers (who I consider my initial market) prefer to buy content.

**Quinn** (Board game designer)**INTERVIEW 1 (Disastrous Playtest)**

- Overwhelmed by complexity of cards.
- Could not easily differentiate card types
- Checks were not comprehensible
- Liked 'trap card' mechanic

INTERVIEW 2 (Good Playtest)

- Preferred positioning system to battle-grid, encouraged adding lanes.

Jun (Professor, no game knowledge, attempted to sort cards)

- Mostly successful, some hangups.
- Action cards too variant in darkness
- Cards too dark overall
- More vibrant color

Brock (Board game enthusiast)

- Overwhelmed by the complexity of enemy units, complexity of cards, reading the field.
- Liked the uniform speed of characters, as it eliminated a variable, narrowing the focus of the games strategy.
- Seemed to find the mission we ran boring overall. Did not (need to) engage with the strategy.

Michael (Board game player)

- Doesn't have the budget for expensive games. (\$50+ is out of normal price range)
- Loves the look of Wayfarer, wants to come to playtest.

Josh (Board game enthusiast)

- Did not find the game mechanically challenging or frustrating
- Except Reach mechanisms, which remain problematic
- Loved the look of the game.
- Hated the idea of breaking a class into multiple volumes
- Wanted better quality, robust materials for game items
- Said he pays more for games with good materials.
- Was unsure if it could appeal to a general audience
- Loved the one-vs-many concept of GM vs players
- Really wanted a physical rule book
- Bragged about the damage his D&D character could deal.

Ian (Board game player)

- Grasped game quickly.
- Had some trouble managing mana.
- Seconds system was not obvious.
- Wished for a visualization of the Positioning system.

**Quinn** (Board game designer)**INTERVIEW 1 (Disastrous Playtest)**

- Overwhelmed by complexity of cards.
- Could not easily differentiate card types
- Checks were not comprehensible
- Liked 'trap card' mechanic

INTERVIEW 2 (Good Playtest)

- Preferred positioning system to battle-grid, encouraged adding lanes.

Jun (Professor, no game knowledge, attempted to sort cards)

- Mostly successful, some hangups.
- Action cards too variant in darkness
- Cards too dark overall
- More vibrant color

Brock (Board game enthusiast)

- Overwhelmed by the complexity of enemy units, complexity of cards, reading the field.
- Liked the uniform speed of characters, as it eliminated a variable, narrowing the focus of the games strategy.
- Seemed to find the mission we ran boring overall. Did not (need to) engage with the strategy.

Michael (Board game player)

- Doesn't have the budget for expensive games. (\$50+ is out of normal price range)
- Loves the look of Wayfarer, wants to come to playtest.

Josh (Board game enthusiast)

- Did not find the game mechanically challenging or frustrating
- Except Reach mechanisms, which remain problematic
- Loved the look of the game.
- Hated the idea of breaking a class into multiple volumes
- Wanted better quality, robust materials for game items
- Said he pays more for games with good materials.
- Was unsure if it could appeal to a general audience
- Loved the one-vs-many concept of GM vs players
- Really wanted a physical rule book
- Bragged about the damage his D&D character could deal.

Ian (Board game player)

- Grasped game quickly.
- Had some trouble managing mana.
- Seconds system was not obvious.
- Wished for a visualization of the Positioning system.



Michael (Board game player)

- Doesn't have the budget for expensive games. (\$50+ is out of normal price range)
- Loves the look of Wayfarer, wants to come to playtest.

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This shows me that I really have two important types of player to cater to. The kind that likes these games but doesn't have much money for them, and the kind who is actively engaged with games and able to pay exorbitant prices for ones that are well constructed.

This latter type (Josh) wants to buy expensive, high value sets that include a wealth of content to experiment with.



Background Audience Persona

RESEARCH

Online Survey

Customer Interviews

Visual Research

SUMMATIVE

Market Research



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Visual Research

What are the visual aesthetics of high fantasy games?

High Fantasy Aesthetics

Images: Skyrim, WoW, LotR



The aesthetic of contemporary high and epic fantasy tends to be surprisingly no-nonsense, grounded in realism and grit, or is slightly cartoonish in its exaggeration of power. (The WoW approach)



RPGs and Powerlust

As power increases, so does visual detail and contrast.
High level WoW gear is often dark with bright energy.



Images: Screencaps from a WoW Promo Video

'RPGs' (Roleplaying games, but not really) in general give players the experience of transforming their characters from weak to strong. This progression happens in concert with a player's skill progression, but is a game mechanic designed to reward time investment. This system is central to the appeal of RPGs.

Visual Research Analysis



Images: D&D Beyond



Hero and Antihero

Depictions of singular characters in dramatic poses speak to the player's aspiration to power. Brooding in darkness and spreading the arms heroically are powerful visual motifs.



Reminiscent of Black Metal bands, of which Magic players are notorious fans.



Asset Use

Wizards connects the packs to the cards through the reuse of art assets from the set





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Market Research

For the summative segment of my research, I decided to investigate the marketing and product line of Magic: The Gathering, a game that occupies a similar niche to Wayfarer, and also consists of card sets.

I stumbled upon the Wizards Play Network, a resource for the owners and staff of Wizards of the Coast's retail channels, such as comic stores.

This extensively developed website hosts in-depth explanations of how to market Magic and the niche each product occupies in the line.

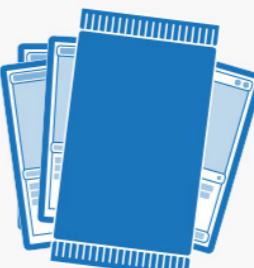
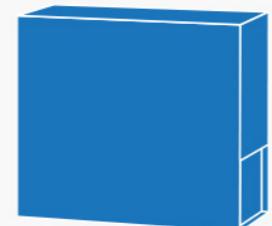
Product Path

Wizards expects players to follow a four-stage path through their product line.

Image: Wizards Play Network



Competence in Magic game play,
eager to invest on a regular basis
ENGAGED



BUNDLE

BOOSTER PACK

Dedicated to Magic
for the long-term
SUPER FAN



COMMANDER



DUEL DECKS



FROM THE VAULT



CONSPIRACY



MODERN MASTERS

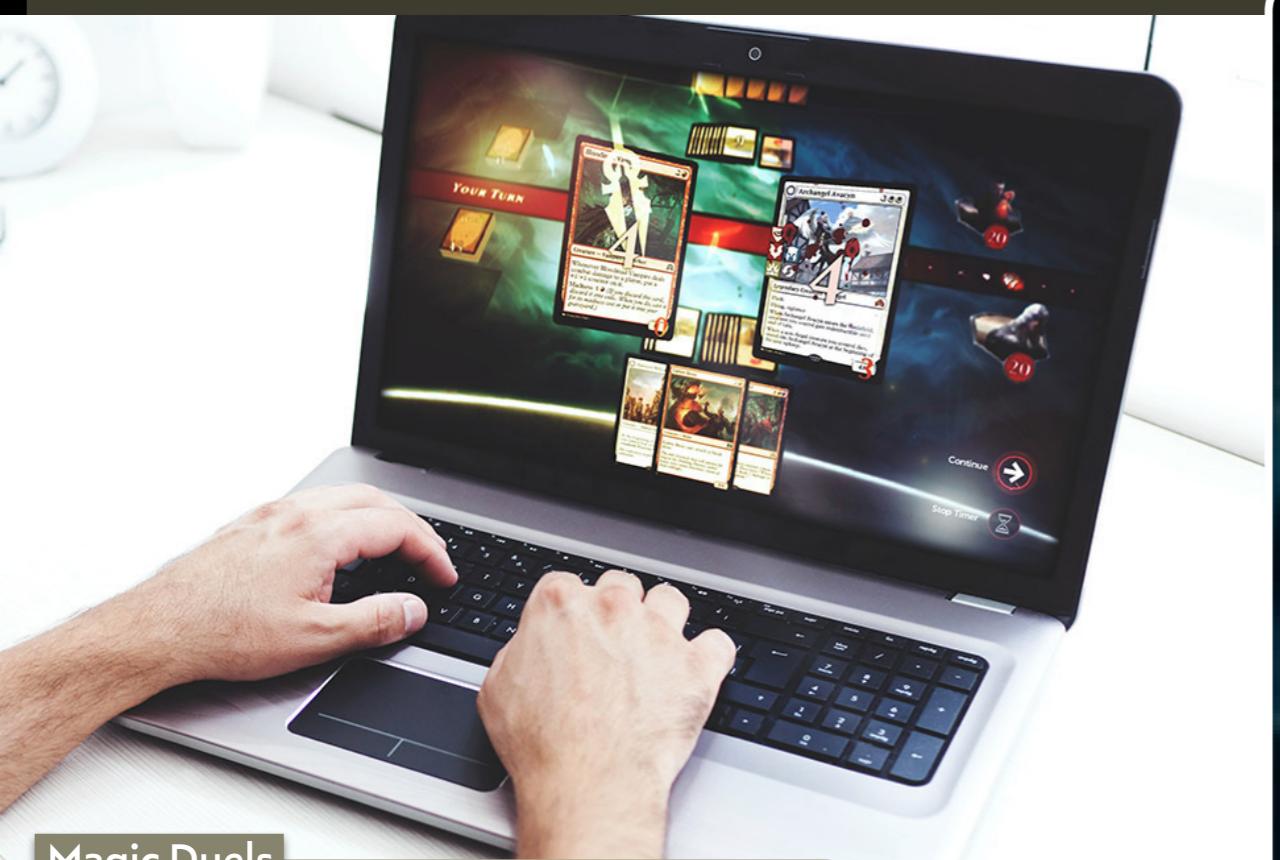


THE GIFT BOX



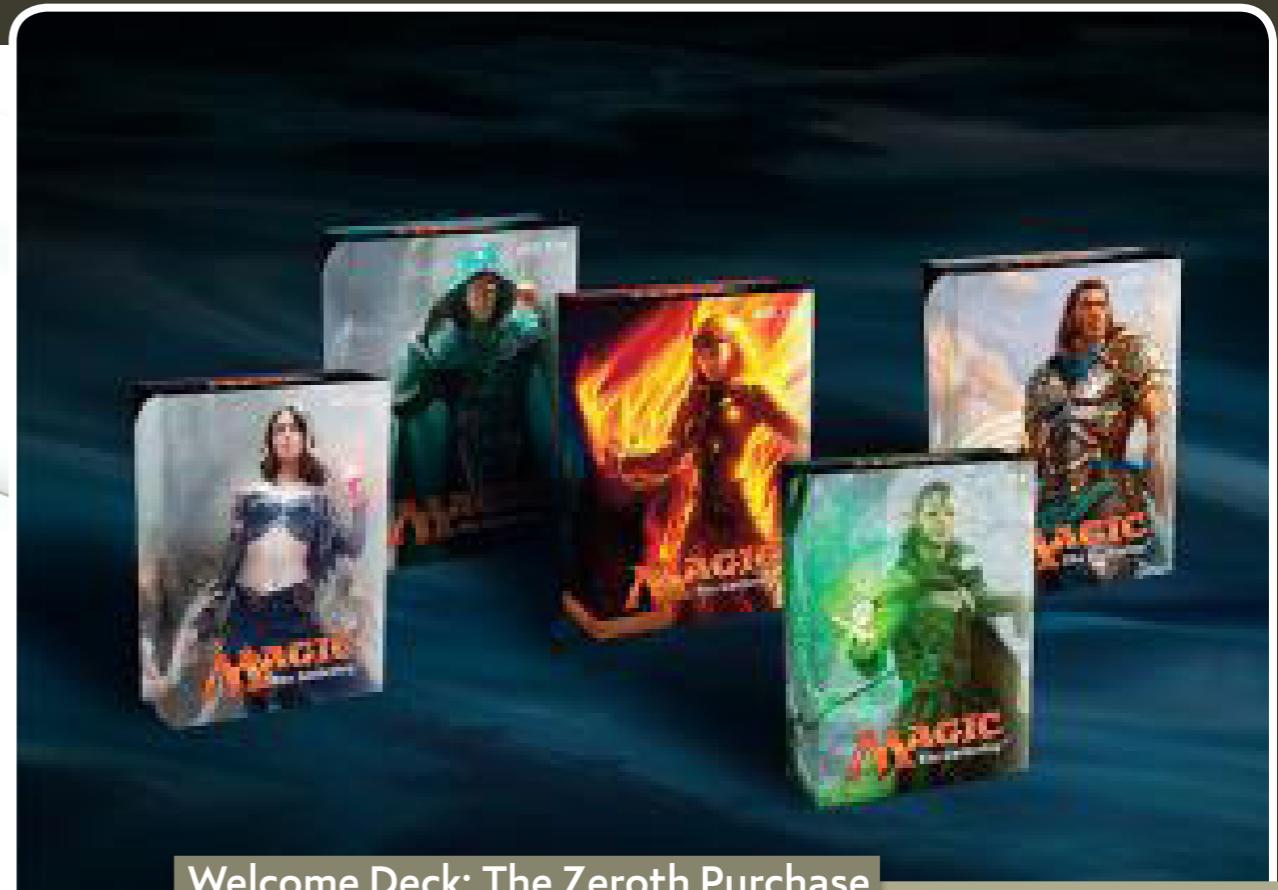
New Player Engagement

Wizards strategically deploys free content to bring new players into the game.



Magic Duels

A single-player video game that teaches the rules of Magic.



Welcome Deck: The Zeroth Purchase

ADVERTISING

2 FREE 30-card decks for a new player. Can be combined into a tournament-legal 60 card set. Wizards sends orders of these to hobby stores.



Randomized Content

Source: Wizards Play Network

In order to compete as a player, you need to buy into an expensive market of manufactured scarcity.



\$15 Planeswalker Deck



INTERESTED



\$20 Deckbuilder's Toolkit



SEMRANDOM



\$30 Booster Bundle



\$4 Booster Pack



SUPER FAN



RANDOM BOOSTERS

Wizards takes care to gradually introduce players to this dynamic.

Jeremy Banka



For Engaged Players

Source: Wizards Play Network

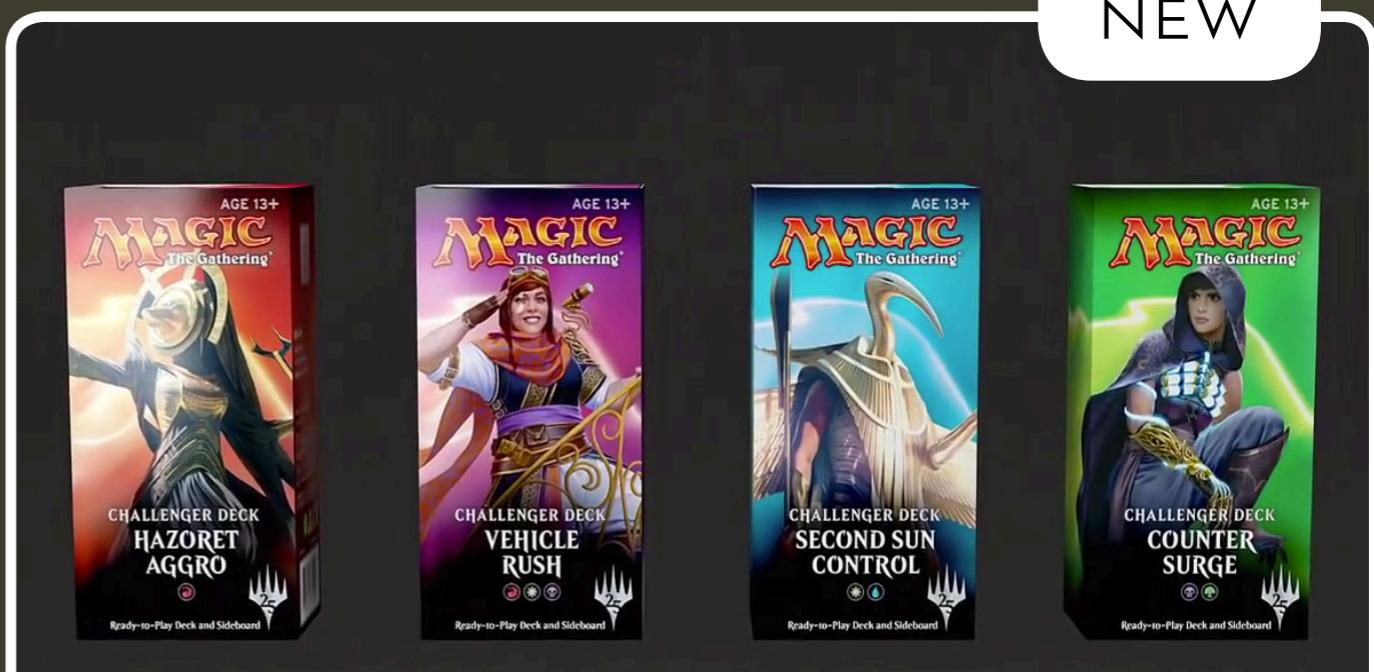


Pre-Release Pack

\$26

Prereleases are fun social events for enthusiasts.

- x6 Booster Packs
- Foil Promotional Card



Challenger Decks

\$30

Good decks to play in weekly tournaments.

- 60-Card Competitive Deck
- Full 15-Card Sideboard
- Life Counter and Rules Guide



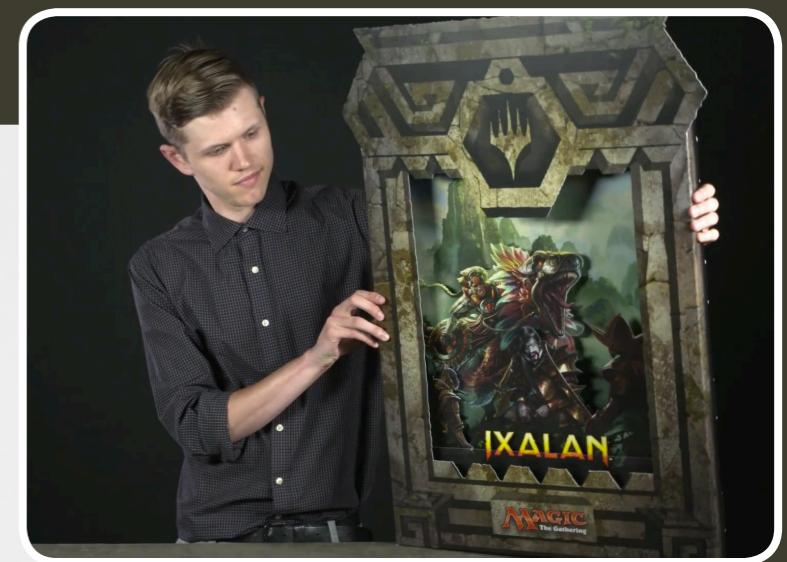
Marketing Collateral

"When a new Magic set launches, it should eclipse everything else. It's vital that players can immediately identify the current expansion." Source: Wizards Play Network



Hang on ceiling or wall

This 3D poster has three die-cut(?) layers featuring dramatic, eye-catching art. Both MtG logos are on display.



Hang on shelves

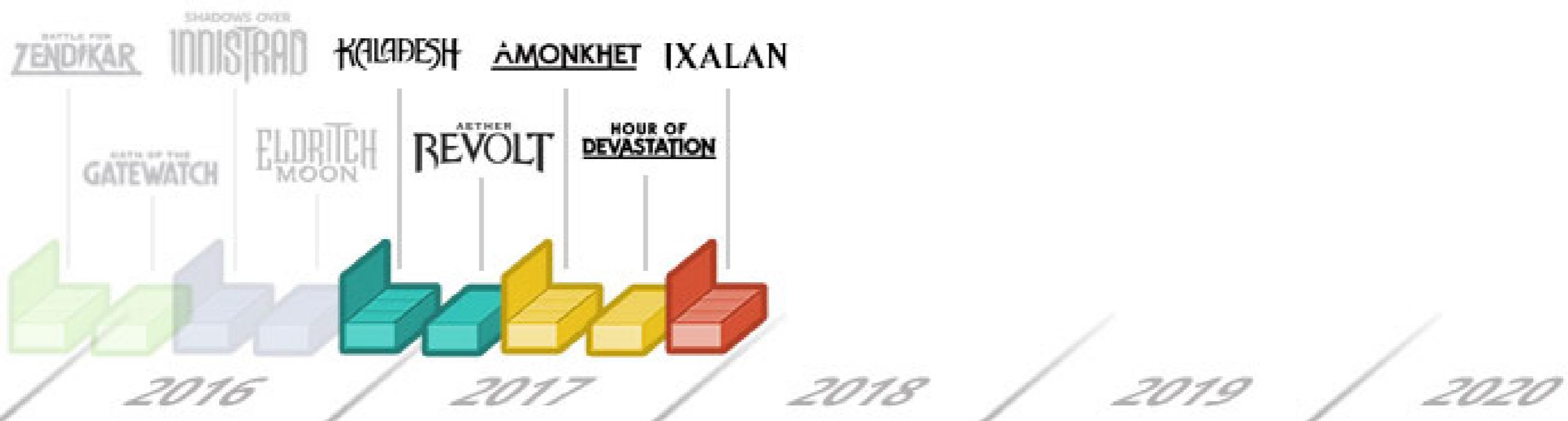
Strong branding fosters confidence.





Leveling the Playing Field

The Standard Rotation keeps too many cards from being in the pool of choices for typical games.



Smart Business

Only the last five or six sets are kept in Standard. Not only does this drive sales of new materials, it keeps new players from being overwhelmed by and insanely complex and expensive metagame



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Conclusion



Conclusion

Wayfarer needs a wide array of products with a clear progression path for new and interested players. Game materials should emphasize the CREATIVE/customization aspects of the game's character-building system, as well as depict the satisfaction of POWERLUST.

Game products should be unified through the retreatment of art assets. "Champions" should be chosen for each set that give a sense of the theme for this chapter of the game.

Product Line

Based on the learning here, create a product line with content for players at each of the phases of the progression path.

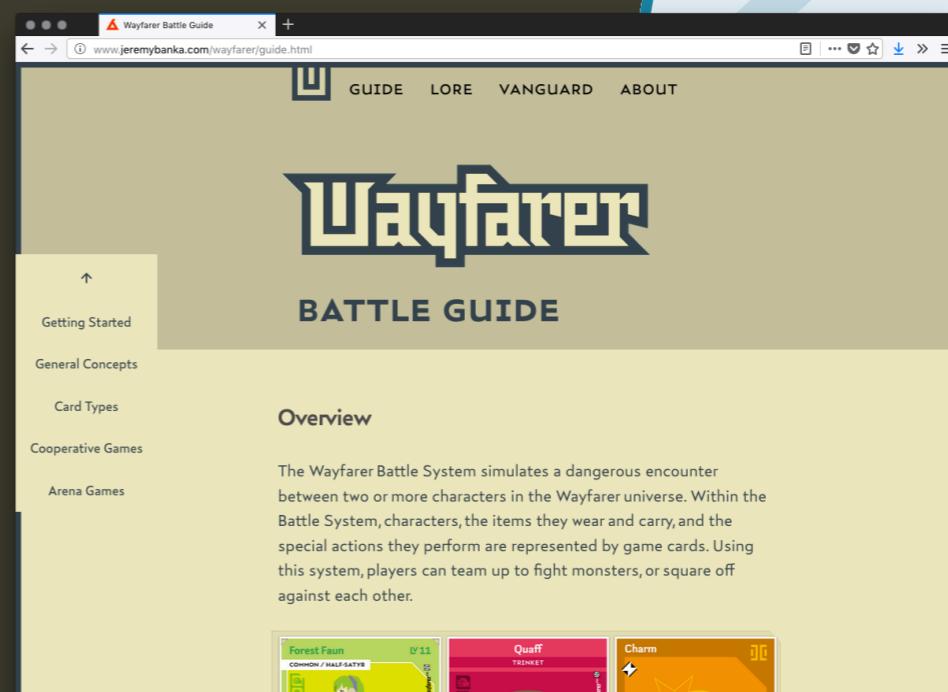
- **New Player Kits** (Free handout—the minimum you need to play the game, plus)
- **Interested Player Sets** (\$10-20 a library of ready-to-play themed content, or a core set with a broad array of materials)
- **Engaged Player Sets** (\$20-30 "Advanced" decks. Test player reactions to cheap booster packs—designed for drafting, events.)
- **Superfan Sets** (\$80+ complete editions with advanced rule-book and bonus pack-ins)



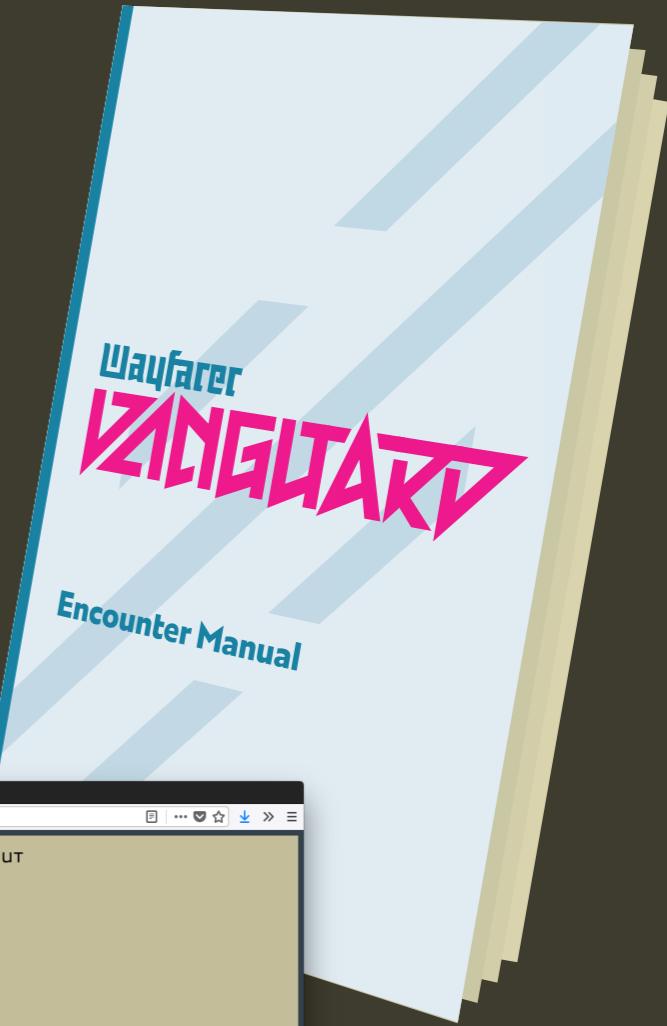
Rulebooks

Based on the learning here, create a product line with content for players at each of the phases of the progression path.

- **The Basics** (Strategy inserts, Comes with all products, flipside gives rules by class)
- **Comprehensive Rules Website** (No purchase necessary)
- **Comprehensive Rulebook** (Physical edition of the website for \$10? Comes with complete editions)



Thankfully, I've already got a solid start on this stuff.





Marketing Materials

Create a set of physical marketing collateral featuring character art from the game.

- **Large Poster** (Set champions, gives flavor of the set)
- **Shelf-Talker** (General Logo)
- **Art Book** (Contains illustrations, fonts, etc.)
- **In-game faction pins?**



HANK
you