# Statement of Goals and Choices

## The Purpose of the Podcast Episode

I made a brief introduction about myself in the podcast that I am a mobile game developer for years and I have developed a couple of good games, Facebook recommended my game in world wild market twice. I chose this topic because I am curious about how foreign game players think when they play games, their feedback is significant considering it can improve game retention. The game retention measures how many people who started playing your game on a given date are still playing it after some time, it's very important to the game developer because many game platforms use it as a crucial aspect to place your game and even put your game on the main page. Due to the reason that I need interviewee's feedback about the games they have played, I designed some questions and picked several different type players to take this survey. Since the limitation of the number of interviewees, I hope the limit feedback can give a hint to find a new way to improve my game's retention.

## Organization of the Podcast

My topic is not a common concept in our daily life also my experience as a game developer and a college student. In order to convince the audience that I have the knowledge to talk about this topic, I should make a brief introduction about myself and the terminology involved. So, in the audio, I talk about my topic at the opening, then I introduced myself and what is game retention. After that, I explained why game retention is important, and how to improve my game retention by using the information I get from the interviews. Follow the monolog is my first interview with Chris. I put his interview before Yi's because he is the first person I interviewed. He was busy during that time, and we cannot do this one more time, but I recorded Yi's interview twice, that's why she answers the question without hesitation compare to Chris. I also added a brief transition aside between the two interviews. In the end, I made a summary about how those two conversations are helpful and what is my conclusion about game retention improvement.

## The interviewee I choice

Chris and Yi are my friends, and they both play mobile games and video games. I surveyed eight people before I go to Chris and Yi, and I pick them in the end. The reason I pick my friend rather than random people because of many reasons. First of all, not everyone I interviewed plays mobile games, maybe they play rare or they were not willing to take this survey. Secondly, the sound noise is out of control especially during stranger interview on the street, and you cannot invite them to a nice and quiet place to do that, because not everyone has the time. Thus, I have to look for some candidates from my friends. Another important reason I pick Chris and Yi is that they come from different country also different gender because I am trying to get more information with limited interviews. I got different opinions from a U.S. male player and a Korean female player by just did two interviews.

## Music and Sound effects

In this part, I was planning to add background music to smooth the entire audio. However, I listened to a couple of free sound on the website, and they are horrible. So, I quit that thought and decided to add nothing in my audio; Plus, I heard my audio several times after putting each section together, and it sounds not bad without BGM.

## Ending

I put a short ending in my audio to conclude my interviews. The information I gathered from two conversations is useful for a game developer to analyze the player's mental process. For instance, I used to believe that the in-game advertisement is annoying to players, but Yi can tolerate it, and her feedback will change the way I design our game. From their feedback, I also conclude that the player's feeling can be varied dramatically due to their income, education, and gender. Virtually, I asked Chris and Yi a few more question regarding mobile game experience, like "How do you feel the same game with a different appearance coming on and on, like the game you like, after one year or a couple of months, another game comes out with the same logic but different appearance?". Such questions are very helpful for developers because we do these kind things all the time, we have to make sure how players feel about this. I had to admit that this project has an impact on my decision making in the future.