# Video Game Streaming App Research Plan

## Study 1: Semi-Structured Interview

### Background

Since the early 2010s, streaming services have become popular with Netflix in the lead. Video game streaming subscription has become a new trend in the following years, in addition to the rise of mobile gaming. In response to this, we are developing an app (mobile or desktop) for adults to play online games with their friends for entertainment. Playing online games together were popular during the COVID-19 lockdowns and will continue to do so after, so this platform will focus on that area.

### Research Goal

We like to connect with friends online, and we also like to play games together. The goal is to find out what they may need to use to keep that connection as they play their games. Having their input would allow us to make informed decisions on how we can improve and make it different from other game streaming apps.

### Research Questions

1. What do people need to stay connected with friends as they play games together?

* Any pain points to know?

1. During what time do they use their gaming products? What devices are they using?
2. How do users feel about existing products?

* What do they like about them?
* What do they not like about them?

### Method & Recruiting

An online invite will be sent and when enough applied, a screening survey will be sent to weed out unqualified applicants.

After the applicants are chosen, a 30-minute semi-structured video interview will be held to gather relevant information. The script will be used as a guide and follow-up questions will be asked when needed.

Between five to seven participants will be interviewed.

### Screening Questions

1. In the last three months, how often do you play games online with friends?
   1. Once per month [screened out]
   2. Twice per month [screened out]
   3. Once per week
   4. Twice per week
   5. Almost everyday
   6. Everyday
   7. None, I have not used online multiplayer in the last three months [screened out]
2. Do you own a console with online capability? If yes, please list the following [checkbox question]:
   1. Nintendo Switch
   2. Nintendo Wii U
   3. Nintendo Wii
   4. Xbox 360
   5. Xbox One
   6. Xbox Series X/S
   7. Playstation 3
   8. Playstation 4
   9. Playstation 5
   10. I use a PC to play games
   11. I do not own a console [screened out]
3. In the last three months, have you used your in-built camera/headset to communicate with your friends on your console/PC?
   1. Yes
   2. No [screened out]
4. In the last three months, how often do you play games on your mobile phone, tablet, or other device?
   1. Once per month [screened out]
   2. Twice per month [screened out]
   3. Once per week
   4. Twice per week
   5. Almost everyday
   6. Everyday
   7. Whenever I can, like during my work breaktimes
   8. I do not play mobile games [screened out]
5. In the last three months, do you use any tool to communicate with your friends while playing mobile games? Whether it be camera/mic, chat, Zoom, text, etc.?
   1. Yes, I used some app/equipment to communicate with friends online when we play mobile games together in the last three months.
   2. No, I did not use some app/equipment to communicate with friends online when we play mobile games together in the last three months. [screened out]
6. Do you use a gaming app or game streaming platform? If yes, please list the following [checkbox question]:
   1. Apple Arcade
   2. Steam
   3. GeForce Now
   4. Stadia (Google)
   5. Amazon Luna
   6. PS Now (Playstation)
   7. I do not use a streaming platform to play games [screened out]
   8. If other, please write:
7. In the last three months, how often do you use these products listed in Question 6?
   1. Once per month [screened out]
   2. Twice per month [screened out]
   3. Once per week
   4. Twice per week
   5. Almost everyday
   6. Everyday
   7. None, I have not used a streaming platform to play games in the last three months [screened out]

### Script

#### **Introduction**

My name is Michelle. Thank you very much for participating in this study. The purpose of this study is to collect answers from video game players who play online with friends. We are working on a project, which is related to video game streaming and we would like to hear your experiences. You will be asked a series of questions that allow us to understand what users like you need to use as you use products to stay connected with friends while playing your games.

Do you mind if I record this session for note-taking purposes? The recording won’t be shared with anyone outside of our team. All your answers will be kept confidential.

Warm-up Questions [*Build rapport. Start with easy questions to get to know the participant.*]

1. Tell us about yourself as a gamer.
2. What games are you playing currently? Are any of them online multiplayer?
3. Can you describe what your day is like and how did you get to playing with your friends?

Questions for Needs and Behaviors (Follow Up Questions in blue)

1. When was the last time you played with your friends online? *[to understand their pattern]*

* How often do you do this?
* What time of day do you typically do this?

1. What games have you played together in the past three months? *[to understand how they may work together as teams or battle it out]*
   * [if they answered any multiplayer game on Q2] You can also include any multiplayer games you are currently playing.
   * Can you send me a link to the game(s) you’re talking about?
2. How long have you been doing this together? How did this start? *[what motivates them to get started playing together?]*
3. When playing with friends online on your game console or PC, can you explain in detail what your set up is like? Do you use any in-built camera with headset or chat?
4. When playing with friends online on your mobile phone or tablet, can you explain in detail what your set up is like? Do you use an app that uses the camera or a separate chatroom app?
5. What game streaming apps are you using currently?
   * [When they list more than one] Which one did you find using often? Is there a reason you use it more than the others?
   * [When they list only one] Does [Name of product] have an in-built camera or chat or any way to communicate with your friends?
   * If you don’t mind, can you show me how the app works for you in a screen share and point to where you can [based on participant’s answer, either “get the game started” OR “start the camera or chat”]
6. Do you communicate or get-together with your friends outside of playing games?

#### **Wrap-up**

Thank you so much for sharing your experience and insights. Your answers will help our team build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at [shean.michelle@gmail.com](mailto:shean.michelle@gmail.com). Hope you have a wonderful day.

## Study 2: Survey

### Background

[Give context for why you are conducting a survey. You are probably doing it to follow up on results from the interview—so what results are you following up on and why do they matter?]

### Research Goal

[Why do you want to conduct the study? What you want to get out of the study?]

### Research Questions

[Overarching questions]

### Method & Recruiting

[Is this a survey? An interview? What kind of people do you plan to recruit? Where will you find them?]

### Survey Questions

Questions

1. [Fill in your questions here] *[Note your reasoning—what are you trying to learn from this question?]*