

## **Market Research Survey**

This survey had 10 different participants and is being used to research preferences of my target audience for my game.

### **Question One: "Do you currently study at the University of Glasgow?"**

- This question was to get the demographic information for participants
- 100% of respondents said yes, which is good as it confirms all participants are students at a University which is my target audience

### **Question Two:**

- **Question: "What is your age?"**
- This question was also asked to get demographic information for participants
- 100% of respondents said they were 16-25 years old.
- Again, this confirms that the participants are students at University as the majority of students are between 16 and 25 years old.

### **Question Three:**

- **Question: "I am planning to create a browser based multiplayer game which allows users to explore an extensive map. They can communicate with other players via a chat function. The game will have a series of quests in which users have to solve a riddle or complete a task to be rewarded with an item (e.g. a new skin for their avatar). Players will be encouraged to help other player complete their quests, as they might have already completed the same quest or might also be trying to complete it. The game will also be non-linear, where users will have to explore to find quests, but there will not be a strict order. Once the player has completed all the quests they will be rewarded with a special item and then will be free to explore the map, meet new people and help anyone who is stuck.**

**What would you rate this proposal out of 10 stars?"**

- This question got the average response of 8.5/10, which I take as a positive.
- Everyone was very positive, so I think my research into requirements prior to this survey paid off.

### **Question Four:**

- **Question: Would you be interested in playing this game?**
- All respondents said answered yes to this question

- Again, emphasises the positive response, that my end user demographic is interested in playing the online game.

#### Question Five:

- **Question: What features do you like the most about this game proposal?**
- One thing highlighted is people really liked that people would work with other people to complete tasks by communicating with them. 4/10 responses highlighted this:
  - “The co-operative puzzle aspect of the game”
  - “I like the gamification aspect to communicating with other people”
  - “Players helping out each other”
  - “The community aspect of helping others who have yet to complete quests”
- Participants also seemed to really like the idea of having a non-linear quest/task format. 5/10 different responses highlighted this:
  - “Non-linear exploration format.”
  - “The lack of a strict order in which to do things.”
  - “Non-linear game, award for helping.”
  - “Non-linear quest line.”
  - “The nonlinear aspect - being able to do whichever quest you like at any time sounds like a good way of preventing the game from becoming stale.”
- One response highlighted how they liked the exploration idea of the game and also highlighted how they like to find different things in the game:
  - I like to explore in MMOs. Finding Easter eggs, treasures are always a good way to encourage players to stick to the game. Also, sometimes the in-game environment can be shockingly beautiful and detailed, and that kind of motivates me to keep playing the game.
- Overall this again highlights to me I have a very solid basis to the game as everyone features they liked were core components of the project proposal.

#### Question Six:

- **Question: What features do you think could be added to the game or what features would you change?**
- Only 8/10 participants responded to this question
- One person suggested to implement different player branches: “Player have different classes.”
  - This idea would be nice to have, but with the scale of the project already if this was to even be considered I would have to get a significant amount of development done very quickly. Might revisit this if I do get ahead of schedule.

- One participant suggested to create quests that need cooperation: “Maybe quests that NEED cooperation? Such as having to chat to another player to complete a quest.”
  - Again, this idea would be nice, but I want the game to be able to be completed by a player themselves. This is because in research for my literature review I found when I make tasks very hard people are likely to cooperate and help anyway.
- One participant suggested a strict quest line along with the non-linear: “Perhaps a more linear quest line to give a sense of narrative, alongside the more free-range system.”
  - I quite like this idea. I do however think this will have to be a stretch goal as I have a lot to implement for this project to work off of the original game proposal. I would be very keen to implement this, so hopefully I will be able to make the time.
- “Seasonal quests” was another suggestion.
  - It is a nice idea, but I then run the risk of over complicating the game, which I don’t want to do. I want all the quests to be available all year round and not new ones just every so often.
- “TBH even though the quests are supposed to be non-linear, it would be still good to mark them on the map. If there’s no indication on the map at all, it can be exhausting to try to talk to all the NPCs in the game just to trigger some hidden quests. By adding the markers to the map, players can decide whether they want to do these side quests and learn more about the world/story background.”
  - This idea is nice, but I don’t want to mark where the quests are on the map as it will make the challenge harder, and when a challenge is harder players are more likely to cooperate to complete it.
- “Have multiple objectives in quests, so people helping wouldn’t get too bored at redoing the quests”
  - This idea is actually a very good idea. I think I will most likely use this approach so users have to complete multiple objectives to complete a quest to get rewarded.
- “Allow people who are stuck to send out a request for help, and people who then go on to help the player can be given additional rewards”
  - This is a very good idea. I will probably implement something like this, by putting a question mark above user’s head if they press a “Help” button. Hopefully when other users see other users in need of help they will be more likely to help them with this feature.