



Cfb+Nil

The Return of NCAA FB

UX Research Project

1 Qualitative & 1 Quantitative Study

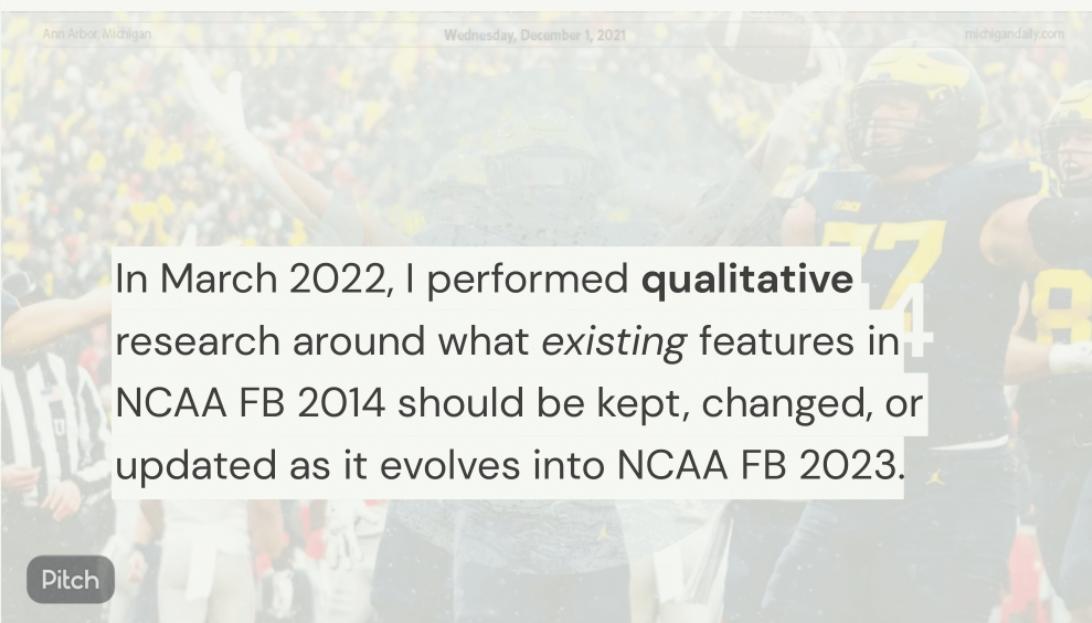
SI 311.002 & SI 467

March & November 2022

Table of Contents

This deck is split into two parts, each with its own title slide.

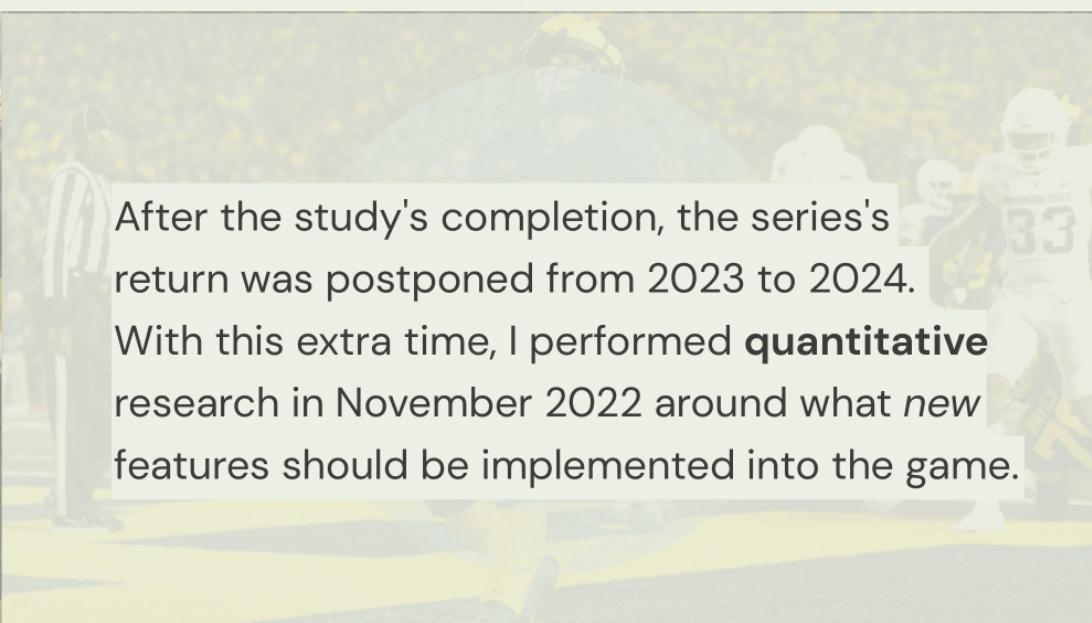
1. NCAA Football 14



In March 2022, I performed **qualitative** research around what *existing* features in NCAA FB 2014 should be kept, changed, or updated as it evolves into NCAA FB 2023.

Pitch

2. Last Chance Feature U

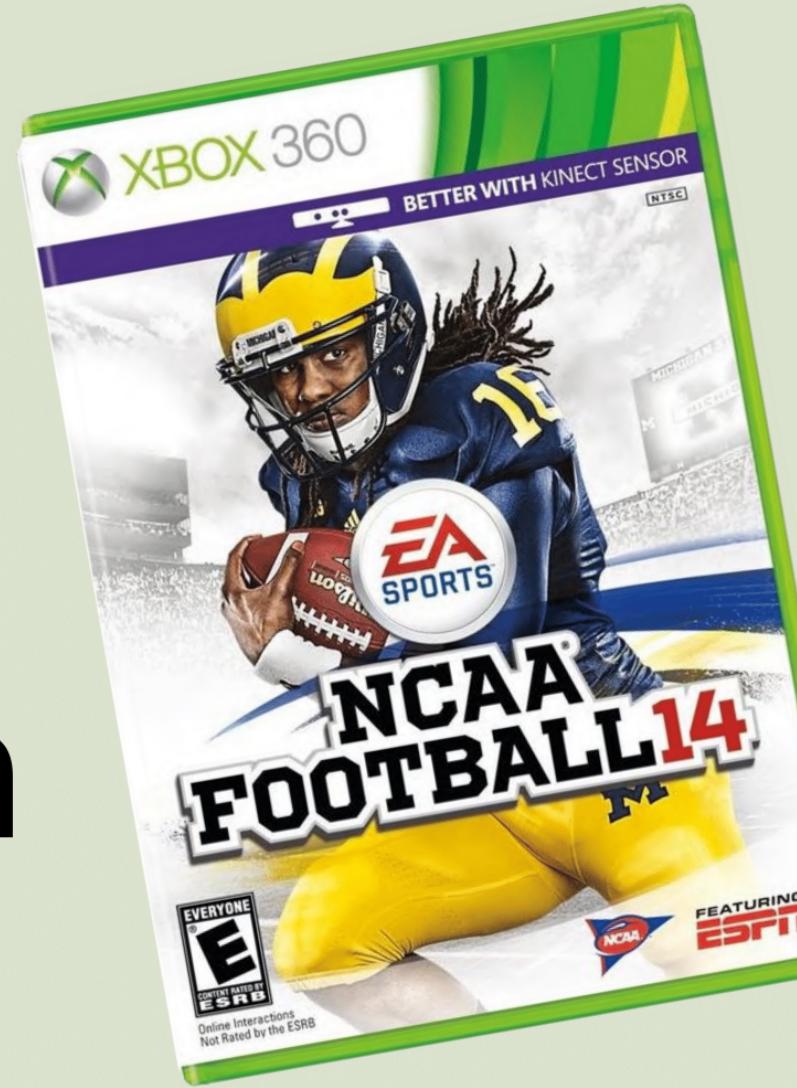


After the study's completion, the series's return was postponed from 2023 to 2024. With this extra time, I performed **quantitative** research in November 2022 around what *new* features should be implemented into the game.

NCAA Football 14

Ever since 1993, the NCAA Football Series has thrived, capturing the college football gameday experience with legendary game modes and customization.

One of the best sports video games in history.



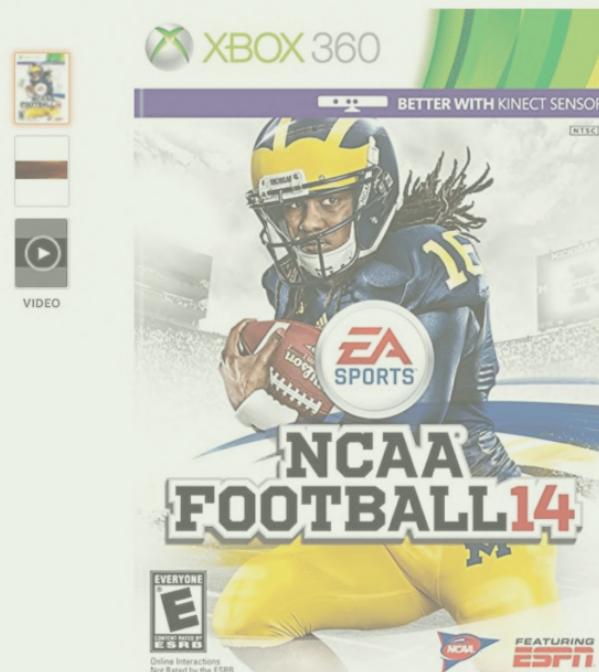
The Series was discontinued in 2014 due to a court case. This deemed NCAA FB 2014 the last of its kind, making it even more legendary.

Name Image Likeness





Ceozon PS4 Controller 2 Pack Playstation 4 Controller Wireless Bluetooth Dual Vibration Audio Function Gamepad for...

★★★★★ 41
\$54.99 [Back to results](#)

Roll over image to zoom in

Pitch

NCAA Football 14 - Xbox 360

Brand: EA Sports.

Platform : Xbox 360 | Rated: Everyone

★★★★★ 811 ratings

Price: **\$392.34** & FREE Returns

Get \$100 off instantly: Pay \$292.34 upon approval for the

Available at a lower price from [other sellers](#) that may not offer free Prime shipping.

About this item

- Infinity Engine 2: Experience real time physics and the new Force Impact system as you feel every big hit, collision and tackle; More than 30 new option pitches and improved stiff arm attempts that account for player's size and strength add to the authenticity and innovation
- Enhanced Running Game: Hard run cutting for direction changes and stop on a dime improvements add realism to the running game; Players can now recover from stumbles and fight for extra yards, hurdle over defenders or use the acceleration burst running mechanic to get to the edge
- Playbook number 2 Presentation: NCAA Football 14 gets you closer to the action than ever before and tells the story of every game; Experience the drama of college football from a whole new perspective
- Playbook number 3: NCAA Football Ultimate Team: NCAA Football Ultimate Team brings the fan favorite mode to the collegiate game, allowing you to build up an unstoppable team
- Playbook number 4: Dynasty: There's no single path to success in college football, and NCAA Football 14 allows you to build your program into a powerhouse to fit your play style and strengths by utilizing the brand new Coach Skills
- Playbook number 5 Play a Season: Focus purely on the on field action and take your team to a bowl game; No off field responsibilities, just keep winning and climbing the BCS rankings

[Report incorrect product information.](#)

I got my hands on this game by borrowing it from my friend who lives in East Lansing.

Share

Buy new: **\$392.34**

& FREE Returns

FREE delivery Sunday, April 3

Or fastest delivery Friday, April 1. Order within 3 hrs 53 mins

Only 1 left in stock - order soon.

Ships from Amazon
Sold by Odd Bookworm

Return policy: Eligible for Return, Refund or Replacement within 30 days of receipt



Pix Brix Street Fighter II Pixel Puzzle Bricks, Ken – Build Your Favorite Street Fighter – Includes 768 Pieces...

00

Come 2023, the series had looked to make a return as the NCAA has finally implemented more fair rules for players to profit off of their name, image, and likeness.

The Return.





How EA Sports College Football Will Compare To Madden NFL

by Michael Straw ⌂ Dec 1, 2021 ⌂ 11

SHARE

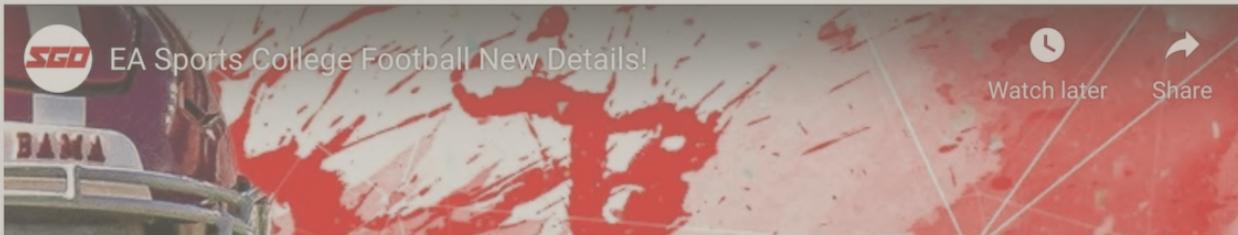
4
2



When EA Sports College Football releases in 2023, longtime players of the Madden NFL series will be right at home with how it plays. That's because the game will utilize a lot of the same core gameplay as Madden when it launches.

The game will have a separate development team to handle College Football-specific features, modes, and elements. However, the gameplay team will utilize the same technology that Madden has. That means the same engine, animation technology, and more.

Should the studio decide to change game engines down the line, the assumption is that both games will change at, or around, the same time.



Pitch



[WWE 2K22 Patch Update 1.07](#)

⌚ Mar 29, 2022

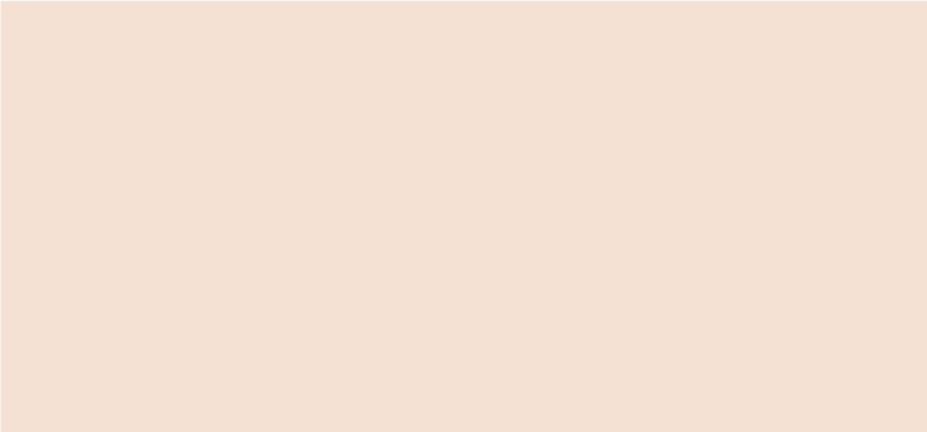
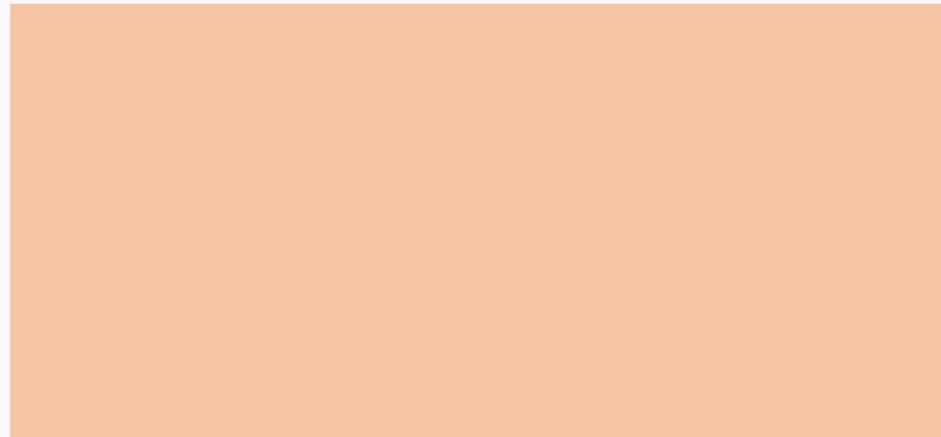
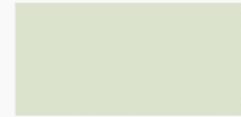


[Forza Horizon 5 Patch Notes and Details](#)

⌚ Mar 28, 2022

Die hard fans are passionate about NCAA FB staying away from Madden NFL series's technology. Since its birth, NCAA has been made with different engines and more love than Madden. In anticipation of its return, fans are pessimistic about this news. **How can we ensure that they'll be happy come 2023?**

impact.



With such a highly anticipated return, NCAA Football 2023 cannot disappoint. Whether it's a success or failure, this verdict will be in the hands of die-hard fans. To top a game as legendary as NCAA 14, we must ideate with the fans themselves; this way, we can truly grasp the question: What must we keep? change? update?

Keep. Change. Update.

What aspects of NCAA FB 14 help
create the college football
atmosphere?

In what ways can **tech advancements** improve the experience?

In what ways are the **NCAA and Madden** series different?

How has the **CFB scene** evolved since 2014?

Participants

I set out to learn from die-hard NCAA FB fans (my friends), because they're the ones anticipating its return.



Blake Evans
Lifelong MSU Fan



Alex VanNocker
Lifelong MSU Fan



Gurbaz Singh
Lifelong UofM Fan



Aayush Unadkat
Lifelong UofM Fan

Logistics

2/16-3/30

wk 1

2/16-2/22

wk 2

2/23-3/1

wk 3

3/2-3/8

wk 4

3/9-3/15

wk 5

3/16-3/22

wk 6

3/23-3/29

Research Plan

Presentation Prep

Research Scoping

Data Collection

Data Analysis

Pitch

Research Plan

Method to the madness!

01

REKINDLE Playtest

Rekindling with the game, subjects played and engaged in think-aloud protocol; meanwhile, I observed to see what keeps them on the edge of their seat.

02

THEN & NOW Video Game Trailers

Showing these short trailers helps prime subjects with how NCAA and Madden brands are different, and most importantly, how technology has changed from 2014–2022.

03

DEBRIEF Group Conversation

This opens the floor to reflect on the in-game experience; I used informal interview questions to dig one level deeper.

04

CRAZY EIGHTS Participatory Design Ideation

This picks from the brains of die-hard fans to ideate around the next game; in particular, using MoSCoW prioritization, what's a must-have to make them happy?

Pitch

Study Design

I conducted 2 sessions on pairs of die-hard fans.
Each session demanded 1.5 hours of fun!

00:00 - 30:00

Order Food

30:00 - 1:00:00



Play 1 Game of NCAA FB 14



Trailers

1:00:00 - 1:30:00



Design Ideation

Pitch



Group Conversation Questions

Think-aloud Protocol

Here's some strategies I took to facilitate the playtest with think-aloud protocol.

Building Rapport

- Served them pizza
- What's your favorite memory of this game?
- What's your favorite thing about this game?
- What should kept, changed, or updated?

Follow-up Questions

- Earlier, you said [x]. Could you tell me more about that?
- Earlier, you were saying [x]. What did you mean by that?
- Could you be more specific?

Informal Interview Questions

These questions helped reach the heart of die-hard fans' wants and needs.

Before

- What was it like for you when you watched and listened to the pre-game presentation?
- Tell me about a time when you felt immersed in the CFB environment during the game?
- Give me an example of an aspect of the game's presentation that made you feel immersed in the game?
- What is your favorite part of the game's presentation?

After

- What's an aspect of NCAA Football 14 that is unique to the college football xp?
- How has the college football scene changed since 2014? Give me one example of how this change might be implemented in the NCAA FB.
- In what ways are the Madden and NCAA Series' different?



Themes

Playtest Think-aloud

The following themes arose from think-aloud conversation during playtests.

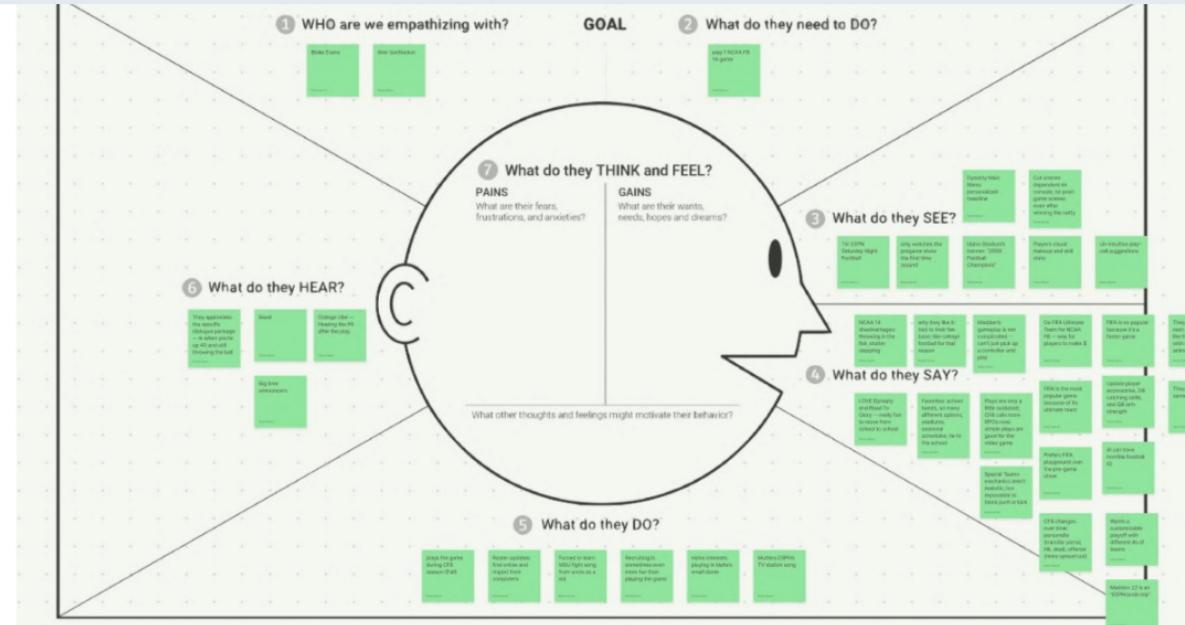
School Affiliation

Game Options & Customizability

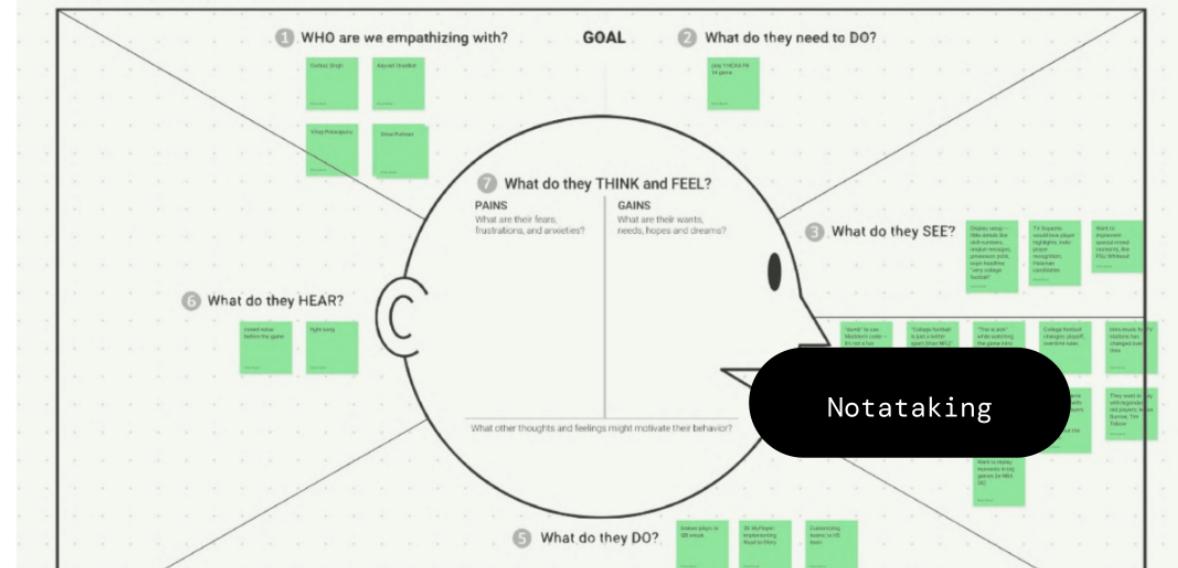
Sports Game Analogies

TV-like Experience

Audial Elements



Empathy Map Canvas



School affiliation brings heart to the game.

The NCAA Football series captures what it means to be a fan. Throughout my research, participants described their love for the game in relation to school affiliation.

First, players love hearing their school's band play. They love how every stadium is tailored to perfection. They even experiment with being fans of different schools, calling out game aspects from the school-branded dashboard for Dynasty Mode to unique banners and dome-like structure to Idaho Football's stadium.

One fan mentioned that he only plays this in the Fall season. Come 2023, this game should be released in the Fall.



The Big House

Game Modes & Customization

Another theme that makes this series "built with love" is the great extent of game modes and customization. Road to Glory, Dynasty Mode, and customized rosters all make NCAA 14 so legendary.

One player describes enjoying the recruiting portal in Dynasty Mode even more than playing the game itself. On and off the field, every game mode matters; from uploading yearly rosters to creating online sensations like "Coach Duggs", this series will continue its success via customizability.



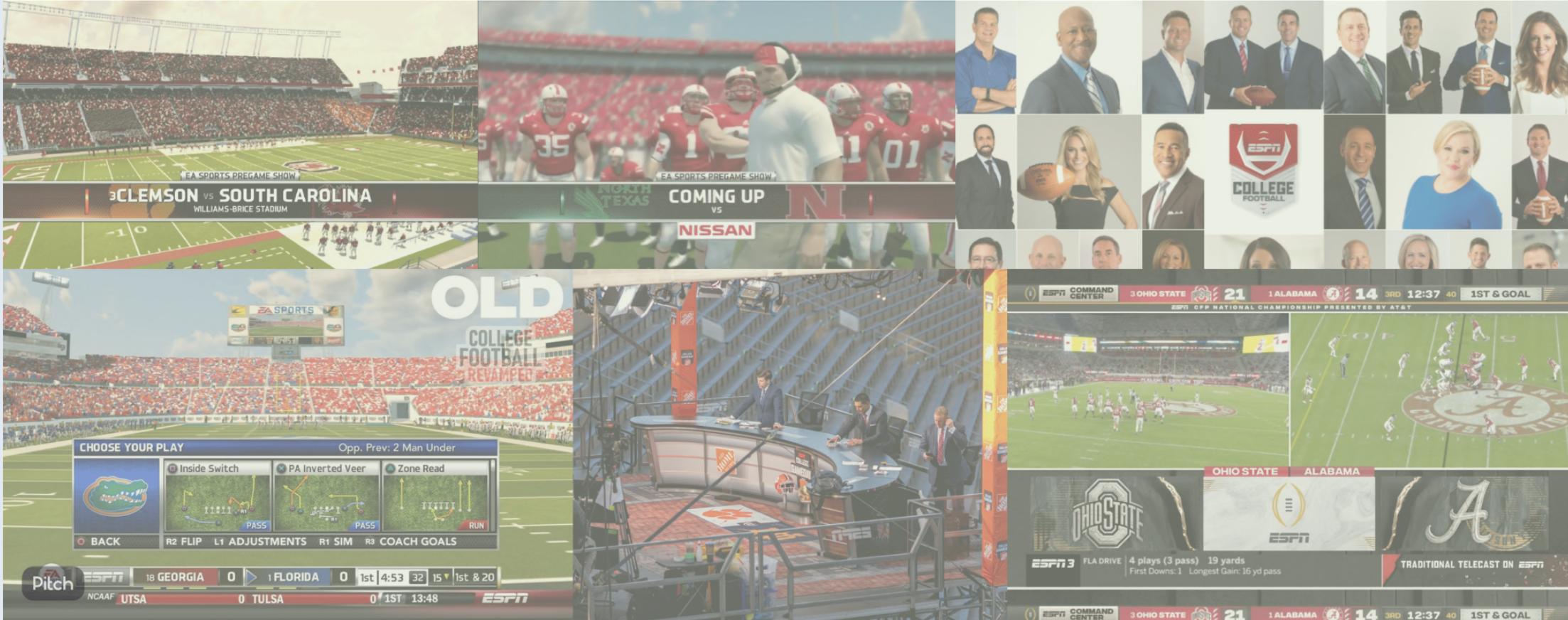
Drawing Inspiration

Participants liked to draw analogies from FIFA and NBA 2K in their ideation for NCAA FB '23.



TV-like experience

From commentary to pre-game shows and even the scoreboard, the game's presentation is essential to its brand.



Audial elements are essential to the game's presentation.

Here's a list of some things that subjects had a liking for:

- Crowd Chants
- ESPN's college football theme song (one player muttered the song after it was played)
- Pre-determined commentary or "dialogue package"
- Band playing the school's fight song
- The PA announcing what happened after the play
- Ambient noise during play-call; helps them focus on picking a play



Design Ideation

Sticky notes!

5:00

Must Have

Should Have

Could Have

Would Have

Must Have

Should Have

Could Have

Would Have

Update: add new things; live playoff, transfer portal, new styles of offense and defense
Author: Barret

Update: dynamics and graphics
Author: Barret

Add post-game content
Author: Barret

Keep same gameday presentation with up-to-date scoreboard and commentary
Author: Barret

Update: player models and accessories
Author: Barret

Update: graphics from fans because fans make college football
Author: Barret

Add targeting rule
Author: Barret

Star players spotlight
Author: Barret

Keep: game modes like Dynasty and Road to Glory that have recruiting and seasons
Author: Barret

Keep: college traditions, branding, things like rivalries, band, bowl games
Author: Barret

Add ultimate team similar to FIFA that has players and updates throughout the season
Author: Barret

Keep: simple controls and game flow
Author: Barret

Add player interview from inside their school
Author: Barret

Do something with college gameday theme
Author: Barret

Rivalry mode where UMich/ OSU, Red River, etc. are able to be played with special hype videos & commentary
Author: Barret

Update: AI/ CPU for commentary and game play
Author: Barret

Update: special teams mechanics
Author: Barret

Keep: marching band, expand to include team chants, song, fan gimmicks
Author: Barret

Implement new NIL rules + player likenesses to have customized characters + Heisman predictions
Author: Barret

Ultimate Team
Author: Barret

Half-time coaches interview
Author: Barret

Add playoffs and transfer portal to career mode
Author: Barret

Update: essentially remaster NCAA 14; touch things up
Author: Barret

Include a playoff mode that plays the last 2 weeks, conference championship, and CFP
Author: Barret

Graphics should be better obvi & gameplay similar to Madden
Author: Barret

Add the mode to replay certain memorable scenarios
Author: Barret

Use real players
Author: Barret

Mascot matchup needs to be kept
Author: Barret

Implement College Football Playoff Theme
Author: Barret

Marching Band and school tradition make NCAA
Author: Barret

Similar to 2K, be able to put yourself in iconic football moments to try to recreate them
Author: Barret

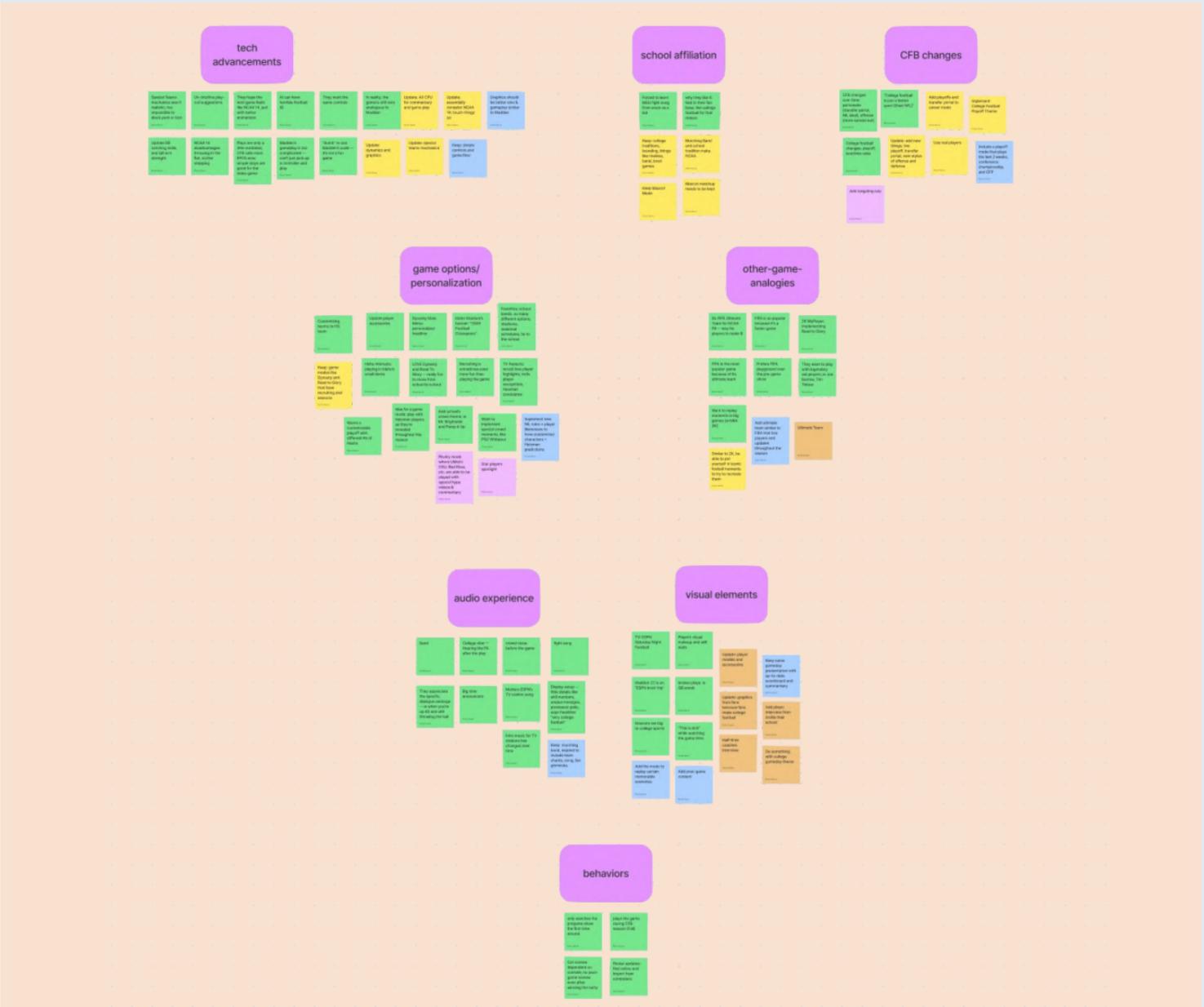
Keep Mascot Mode
Author: Barret

MoSCoW Prioritization

Affinity Diagramming & Severity

Together, the ideas generated during playtests and design ideation produced lots of data.

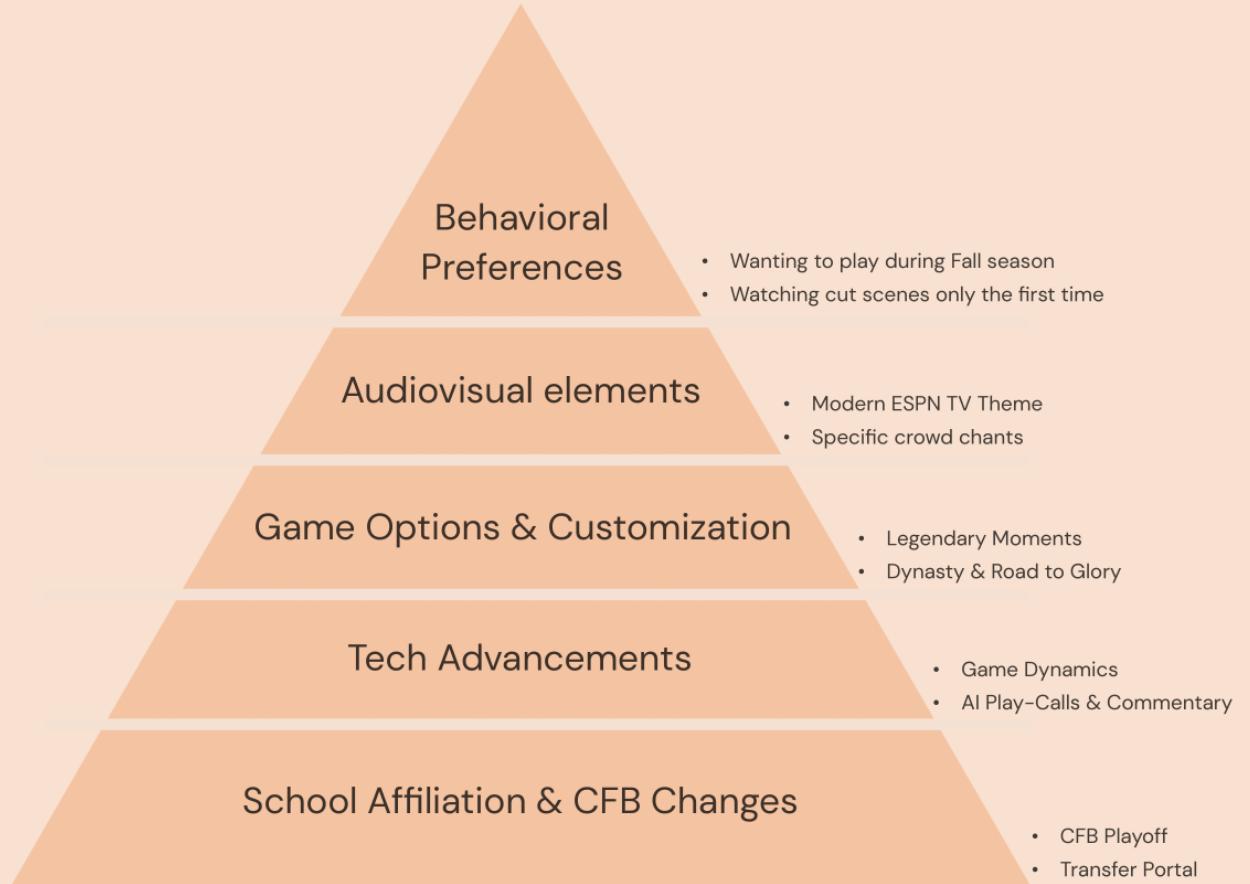
Organizing this by theme, it can be seen that different themes have different levels of severity; after all, participants' ideas in yellow and blue are more important to them than those in brown and purple.



Hierarchy of Needs

Drawing from the previous slide's prioritization, the organization of themes can be flipped on its nose to represent a hierarchy of needs.

For NCAA Football 2023, game designers should work from the bottom upwards. One by one, these themes effectively recreate the magical college gameday experience. From school fandom to crowd-specific chants, this hierarchy is a helpful guide to processing an influx of feature ideas.



School Affiliation & CFB Changes

01

keep

- School-specific dashboard in Dynasty Mode
- Emphasis on stadium design
- Asking the player what their favorite team is
- All Division I Schools

02

change

- Implement more crowd themes, like chants and colors (like PSU's whiteout)
- Add Division II and Division III
- Add legendary players for each program (like Denard Robinson, Charles Woodson)

03

update

- School traditions
- Add new in-game opportunities for players to profit from their N.I.L.
- Implement NIL Deals in recruiting

Game Options & Customization

Tech Advancements

School Affiliation & CFB Changes

01

keep

- Infinity engine of game dynamics – flows nicely into the NCAA Football Series brand
- Simple gameplay – don't make it too complicated
- Game controls

02

change

- QB intuition
 - Running from the pocket
 - Throwing in the flat
- Defensive Catching Ability
- Special Teams playcall
- Offense: spread it out and add run-pass options

03

update

- Options to share game experiences on social media
- AI-based playcall suggestions (football IQ)
- Player image quality
- Animations
- Make the dialogue package more advanced

Pitch

Audiovisual elements

Game Options & Customization

Tech Advancements

01

keep

- Road to Glory
- Dynasty Mode
- Custom Rosters
- Mascot Matchup
- "Broken plays" like wheel route and QB sneak

02

change

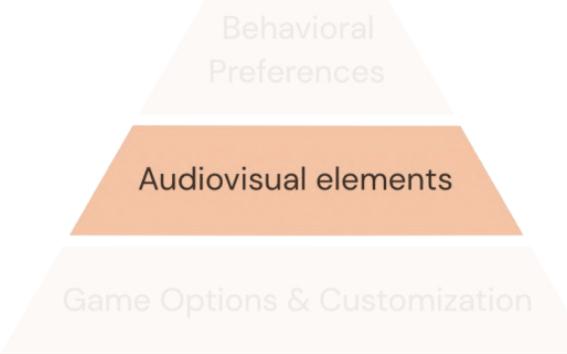
- Add the Transfer Portal to recruiting, because this has become popular over the past few years
- Add an NBA 2K-like game mode where you can replay legendary moments
- Add legendary teams, like the '20 LSU Tigers

03

update

- Add a CFB Playoff mode
 - Make a customizable playoff with 4, 8, and 16 teams
- Add conference championships
- Add Ultimate Team Mode
- Update Overtime Rules
- Live Heisman candidate highlight specials

Pitch



01

keep

- Pre-game Show
- Stadium makeup (banners)

02

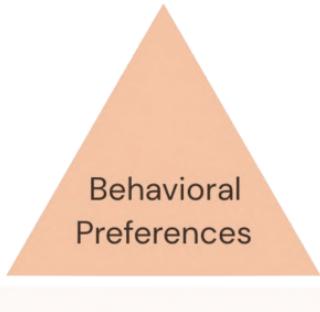
change

- Add trophy presentations after championship games
- Consider implementing a "FIFA-like Training Challenge" as the game loads
- Add school-related music to the PA system, like Mr. Brightside and Pump It Up

03

update

- ESPN's Saturday Night Football game presentation (theme song, scoreboard, interface)
- Number of commentators
- Player Accessories
- Update College Gameday theme/ branding
- Add halftime coach's interview



01

keep

- Stats & analytics – gives a college football feel

02

change

- Release the game during Week 1 of the College Football Season (September 2023)
- Focus on the first impression for cut scenes, because players only watch them the first time

03

update

- Add special cut-scenes for rivalries – players love setting up rivalry games
- Add post-game content – players tend to keep the TV on after finishing a game

Next Steps

The next steps are laid out by the pyramid, starting bottom-up. Researchers should start validating assumptions about what players want at each step.

On this note, it is important to assess the **release date** of 2023. If the game is not ready, it should **not** be sped up and released. What's most important is that the game is likable; fans have already waited for 8 years and counting, so they wouldn't mind waiting an extra year.

Behavioral
Preferences

Audiovisual elements

Game Options & Customization

Tech Advancements

School Affiliation & CFB Changes

The first step of the pyramid

Icebox

Here's a sneak peek into the surface-level of some really neat ideas that came up!

NCAA Ultimate Team

Crowd-Specific Chants

College Playoff with any number of teams (not just 4)

Road to Glory: Transfer Portal

In-Season Heisman Candidate Highlights

Conference Championships

Replay Iconic Real-Life Game Moments

Training Activities as the Game Loads

Post-Game Cut Scenes

Halftime Coach's Interview

An aside.

Normally, here's where the story would end. To my surprise, however, some exciting **news** came up on my Twitter feed...

November, 2022

This Just In: EA Sports College Football will be delayed in 2024.

Out of coincidence, EA Sports announced that they would delay the return of the College Football series another year.

Although this news is met with sadness, it's also met with an increase in hope that EA will deliver what the fans want. For this reason, I'm happy to see the news; after all, it aligns with my previous research findings! I wonder if EA Sports Researchers had a part in this.

The image is a collage of various social media posts and news articles. At the top left, there's a screenshot from ESPN (@espn) stating that EA Sports' college football video game series will return in the summer of 2024. Below it is a tweet from Joe B (@jebures) featuring a GIF of an elderly woman with the caption 'It's been 84 years...'. To the right is a post from Front Office Sports (@FOS) confirming the game's release in 2024. Further down is a tweet from Matt Brown (@MattBrownEP) about the game being delayed until 2024. On the right side, there's a full news article from ESPN titled 'EA Sports to release college football game in summer 2024' by Michael Rothstein, dated Nov 21, 2022. The article includes a photo of three EA Sports mascots and a quote from Daryl Holt.

ESPN @espn · 4h
EA Sports' college football video game series will return in the summer of 2024, EA Sports' VP and GM told @mikerothstein.
More on the story: es.pn/3GLE12w

Front Office Sports @FOS
EA has confirmed to @espn that EA Sports College Football will now release in the summer of 2024:

"That's the best date for us to bring the game that we think is going to meet or exceed our player expectations."

Front Office Sports @FOS · 17h
Tomorrow, EA is expected to announce that EA Sports College Football will be delayed until 2024, per @MattBrownEP.
Show this thread

Matt Brown @MattBrownEP · 17h
Hearing some EA Sports College Football news is coming very soon that i don't think the TL is going to like...

9:37 PM · Nov 21, 2022 · Twitter for Android

856 Retweets 3,433 Quote Tweets 3,298 Likes

Michael Rothstein @mikerothstein · 4h
NEWS: EA Sports to launch college football game in the summer of 2024, intent is to have real college players (who will be compensated) in the game:

College Football is coming back.

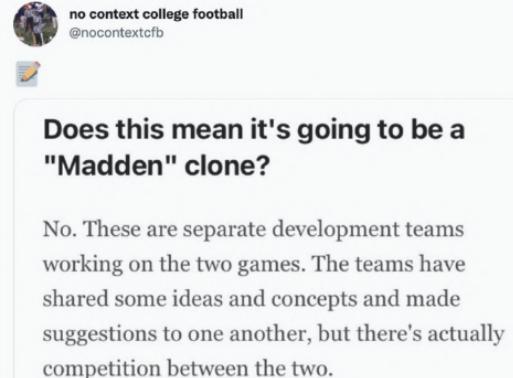
espn.com
EA Sports to launch college football game in '24
The return of EA Sports' college football video game series now has a time of arrival: The summer of 2024.

10:00 AM ET

Breaking News

Reactions

Once again... this is an emotional experience.





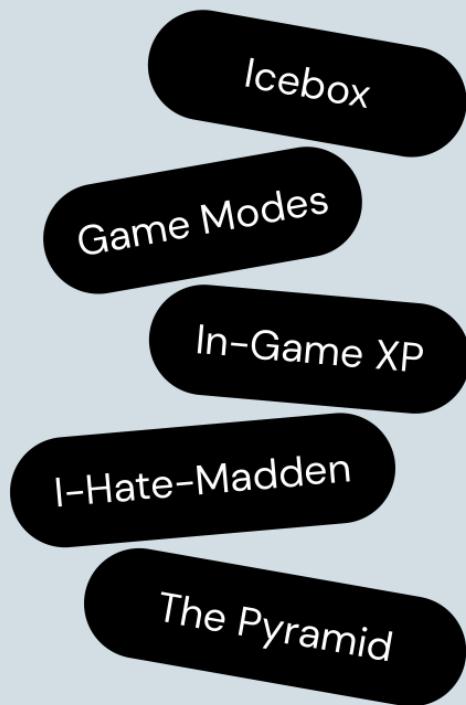
Last Chance Feature U

01

The Return of Researching the Return



Moving the Chains

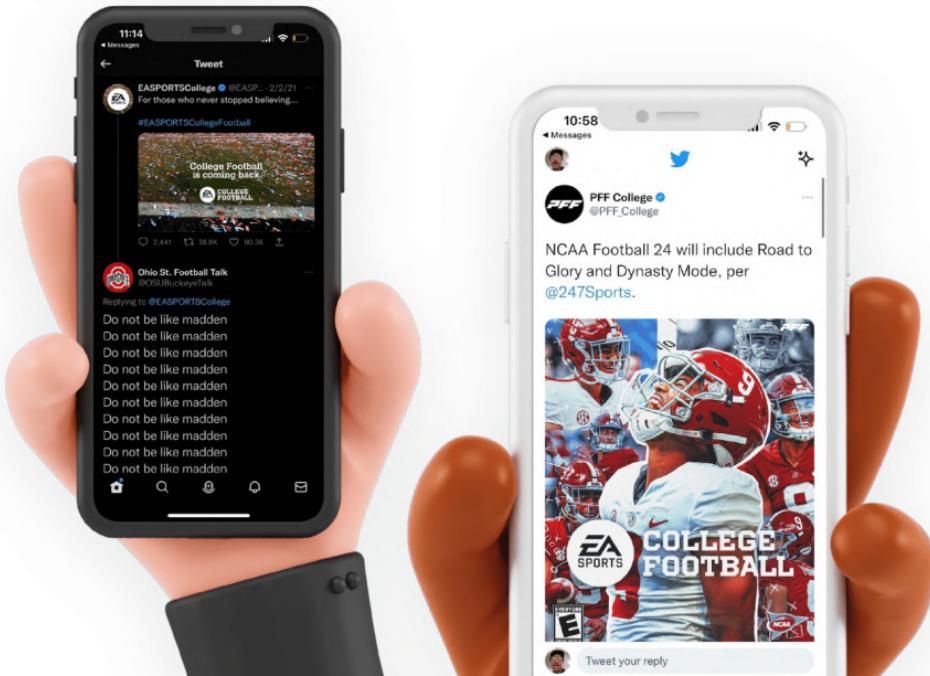


With an extra year to spare, a number of different research opportunities popped in my head. How's the menu screen's IA? Could it be restructured? Could we compare the game to Madden? Well, would it be just in-game, or also out-of-game elements?

Moving forward, I assessed different directions by their level of certainty. We know it shouldn't feel like Madden. We know the in-game experience should be nostalgic; all of the old features should be kept.

Nevertheless, there was one area left that was riddled with uncertainty. **Of all the features we can make up, which should creep into the game?** After all, an extra year may sound long, but it'll fly by one sprint at a time!

What do we know already?



If you had 5 minutes to talk to a die-hard fan,
here's what they'd tell you.

"All we want is a game with NCAA 14 mechanics, and 2023 graphics"

"I love the idea of a new NCAA game, but with how Madden has devolved over the years, I just worry that any new NCAA game is gonna be the same bullsh*t with a college skin."

We.Like.Customizability

NCAA is built with heart, and that's why we cherish it. We play it during the Fall to express our endless love for college football.

Research Question II

What *new*, non-gameplay features do die-hard fans most highly anticipate?

Method: MaxDiff Survey [feature prioritization]

Homemade MaxDiff

Starting on a sheet, I established feature quotas and began creating question combinations.

Questions	New Crowd/Sideline Traditions	The Transfer Portal	CFB playoff	NIL rules & opportunities	Training Challenge as the game loads [like FIFA]	Re-play Legendary Moments [like NBA 2K]	Story Mode Cutscenes with Player Dialogue [like NBA 2K]	Add DII and DIII Teams	Add Legendary Teams [ie 2020 LSU Tigers]	In-season Heisman Watch [rankings, highlights]	Create Your Own School [like FIFA Ultimate Team]	Unlock entertainment characters [Rudy, Coach Duggs, Red Lightning]
1	1			1		1		1				
2		1				1			1			1
3				1		1		1		1		
4	1				1			1			1	
5				1			1		1			1
6					1		1			1		1
7	1	1							1			1
8					1					1	1	1
9		1					1				1	
10												
11												
12												
...												
Totals		3	3	3	3	3	3	3	3	3	3	3

Survey Design

With our combinations, we were off to the races.

Screener

Eligible participants must be die-hard CFB fans, or simply, CFB fans for 6+ years • that have played an EA Sports game before • & would consider playing NCAA 2024.

Post-MaxDiff

Did any features sound confusing? • Did any new feature ideas come up? • Which, if any, are must-have features come 2024?

Pitch

MaxDiff

Mark which features you would most or least like to see • (x9)

- Feature X
- Feature Y
- Feature Z
- Feature A

Demographics

Age • Favorite CFB Team • Check all CFB Fan activities that apply to you • Do you know other die-hard fans that you could share this to?

The Plan The Plan The Plan

After weeks of planning, a MaxDiff survey was sent off to the masses.

MON

TUE

WED

Instagram Story

Close Survey

Implement MaxDiff into Qualtrics

Analyze findings & organize a presentation

Shoutouts to 467

/r/social-media-recruitment

Pitch

Send it!

A spontaneous Instagram story enlightened me to the positive reception of NCAA online.

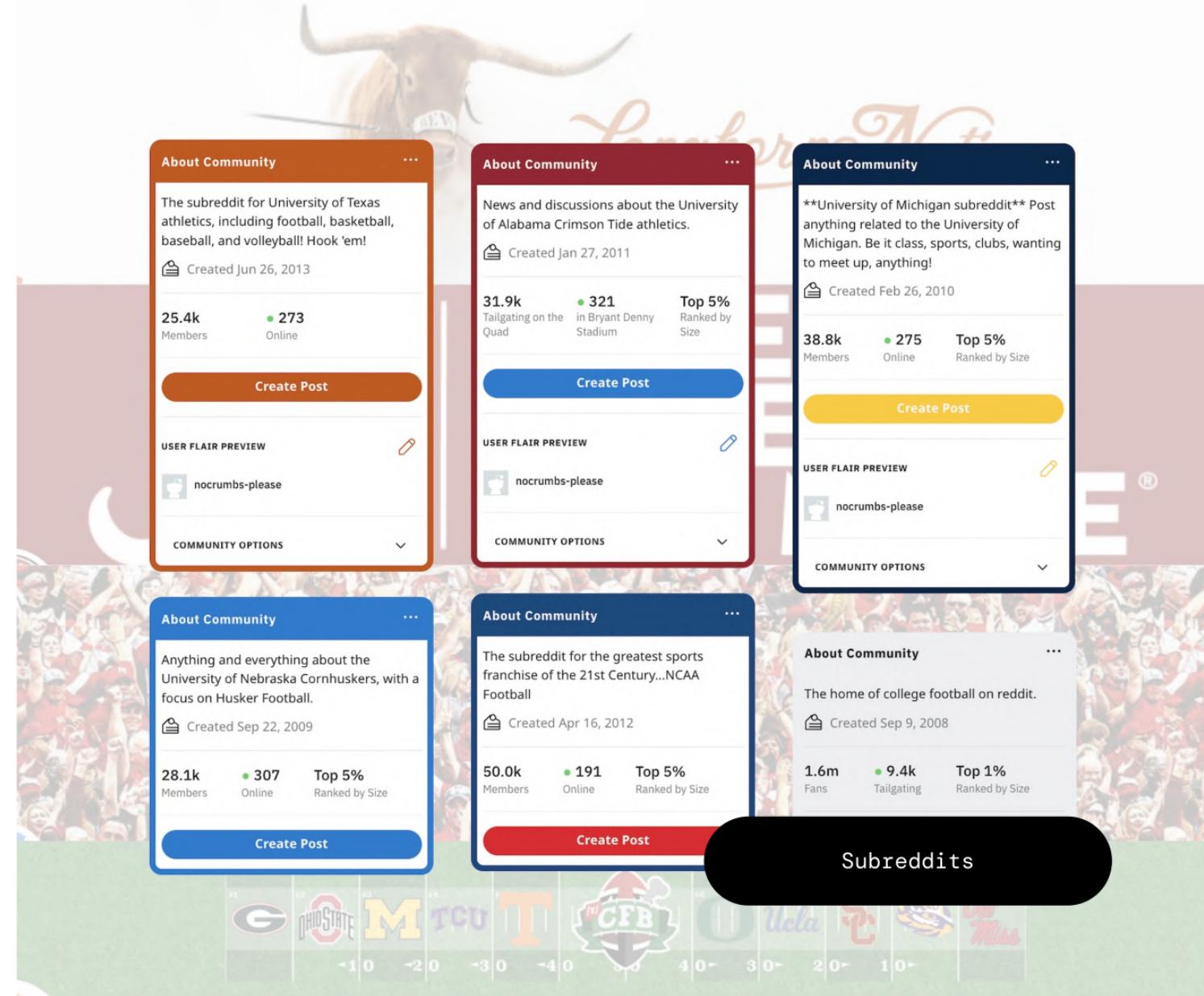


The image shows a smartphone displaying the 'r/CFB' subreddit on Reddit. The post by user 'u/nocrumbs-please' is titled 'New features for the NCAA Football video game series'. The post has been removed by moderators, with a message stating: 'Sorry, this post has been removed by the moderators of /r/CFB. Moderators remove posts from feeds for a variety of reasons, including keeping communities safe, civil, and true to their purpose.' Below the post, there is a comment from the user: 'Hello to the best fans in the world! Like you all, I'm a die-hard fan, and with some friends, we thought up some ideas for new features & game modes that the NCAA FB video game series could implement. Would love to see what y'all think about them; if you're interested and love the video game series, please check out this link & share your opinions! Appreciate your time and consideration, and can't wait for 2023!' There is also a link to 'NCAA FB Series Features: Survey'. The right side of the screen shows the 'About Community' section for r/CFB, which was created on September 9, 2008, with 1.6 million fans and 4.1k posts. The user 'nocrumbs-please' is listed as a moderator.

The story of the Trojan Horse, but on Reddit.

With the momentum from Instagram, I thought about Reddit as an opportunity to connect with my target audience even further; after all, college football die-hards love their chat forums.

Nevertheless, finding chat forums was intuitive. While r/CFB and r/NCAAFBseries were no-brainers, I was also happy to find individual colleges' fanbase forums. There, I planted the seed and let time take its course.



 StreetReporter · 1 day ago
 Clemson • Palmetto Bowl

One feature I thought we be cool is the player history and potential page that's in College Hoops 2K8. It shows the players stats, recruiting history, accolades, as well as a potential rating from F to A to show how he'll develop over some seasons

 2   Reply Give Award Share Report Save Follow

 Solid_Sell3418  · 1 day ago

Honeately more excited for a hoops game.

Everthing can be more in depth when only offering 3-5 scholorships per year.

 1   Reply Give Award Share Report Save Follow

 Daigotsu · 1 day ago


NIL deals

transfer portal

Coaching carousel

Spring games

crossroads deals

Coaching dramas, motocycle rides, [REDACTED]

Boom to booster, can your star become a future booster in dynasty mode.

 1   Reply Give Award Share Report Save Follow

  5 upvotes! · 23h

Go see your post on r/NCAAFBseries: "New features for NC..."

  1st upvote! · 1d

Go see your post on r/CFB: "New features for th..."

Sort By: Best

 bramblecult · 1 day ago

Listen, the big university of Michigan logo was off-putting. But basically all anyone wants is ncaa 13 or 14 remastered with updated teams, the ability to download updated teams, no micro transactions, and maybe a handful of new features like improvements to recruiting or streetfighting boosters who insist on trying to have a say in the program.

 7   Reply Give Award Share Report Save Follow

 thewoodlayer · 1 day ago

Gotta agree here. I love the idea of a new NCAA game, but with how Madden has devolved over the years I just worry that any new NCAA game is gonna be the same bullshit with a college skin.

 2   Reply Give Award Share Report Save Follow

 Treeeefalling · 1 day ago

NO Ultimate Teams 

 3   Reply Give Award Share Report Save Follow

 Jlock98 · 14 hr. ago

Unfortunately there is zero chance that happens. It's their biggest money maker and it was in NCAA 14

 1   Reply Give Award Share Report Save Follow

 leroyyyyyjenkinsssss · 15 hr. ago

All we want is a game with NCAA 14 mechanics, and 2023 graphics. Get rid of pay to win, get rid of in-game scripting, make it an actual football game that centers more around gambling mechanics

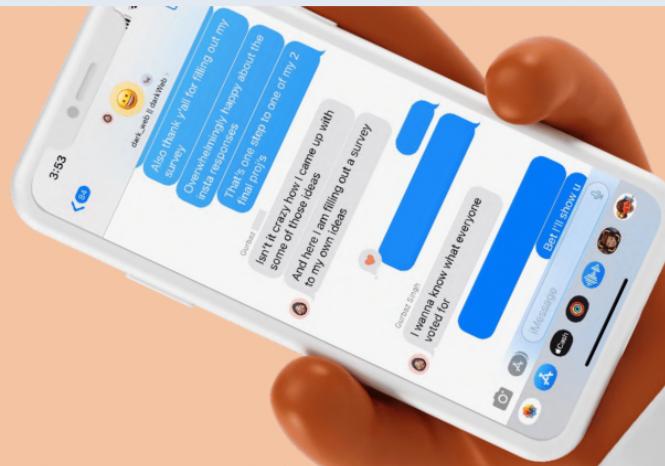
If you can manage to implement next gen features before EA turned all their franchises into P2W, then you've got yourself a game that will sell millions of copies.

 2   Reply Give Award Share Report Save Follow

Reddit Karma 

02

The results are in...



The survey received 124 responses, which filters down into 95 completed surveys.

Quick facts (*out of 95*)

- 75 responses had been CFB fans for **10+ years**
- 91 people (94%) rated at least 1 of the *new* features as a "**must-have**"
- 58 respondents were **20-23 years old**; 29 respondents were older than that range, 6 respondents were younger

Michigan, Michigan State,
Alabama, Nebraska, Kentucky,
Clemson, DePaul, Georgia,
Illinois, Indiana, Iowa State,
Jacksonville State, Miami, LSU,
Notre Dame, Ohio State,
Oklahoma State, Oregon, TCU,
Tennessee, Texas, UMD, USC,
Wisconsin

Quick Hits

28 die-hard fans were confused by at least 1 feature. For 14 of them, that feature was "**Unlocking Entertainment Characters**".

You can't judge what you haven't seen.

Quick Hits

21 die-hard fans responded "**maybe**" to whether they'll play the upcoming 2024 game.

This is where anticipation makes a difference.

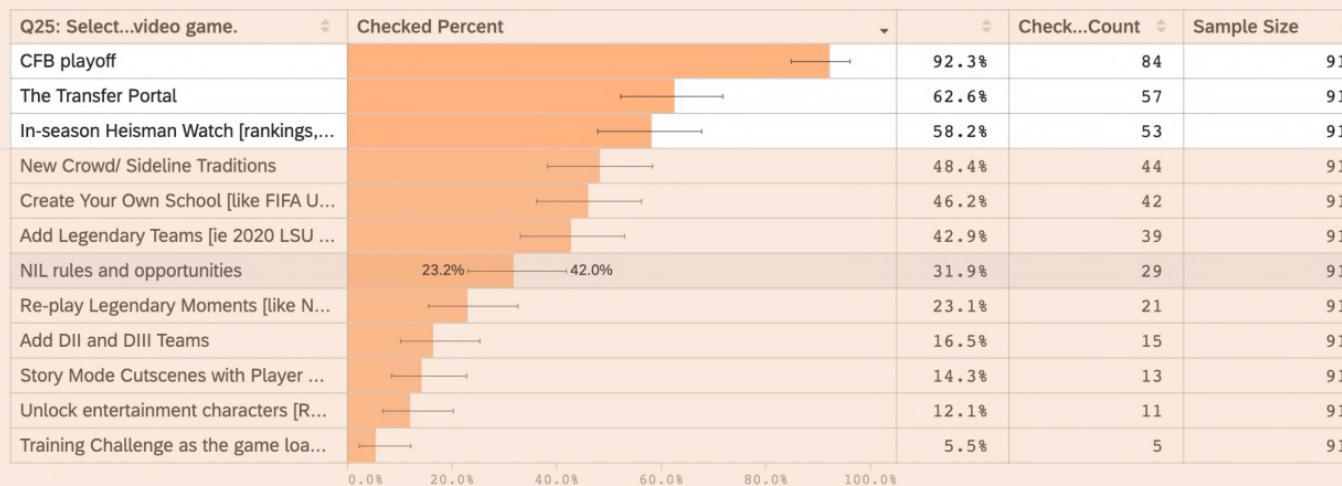
Quick Hits

Which features are a must-have come 2024?*

*leading question, but still relatively insightful

Summary of Q25: Select which features, if any, are must-have features for the next NCAA Football video game.

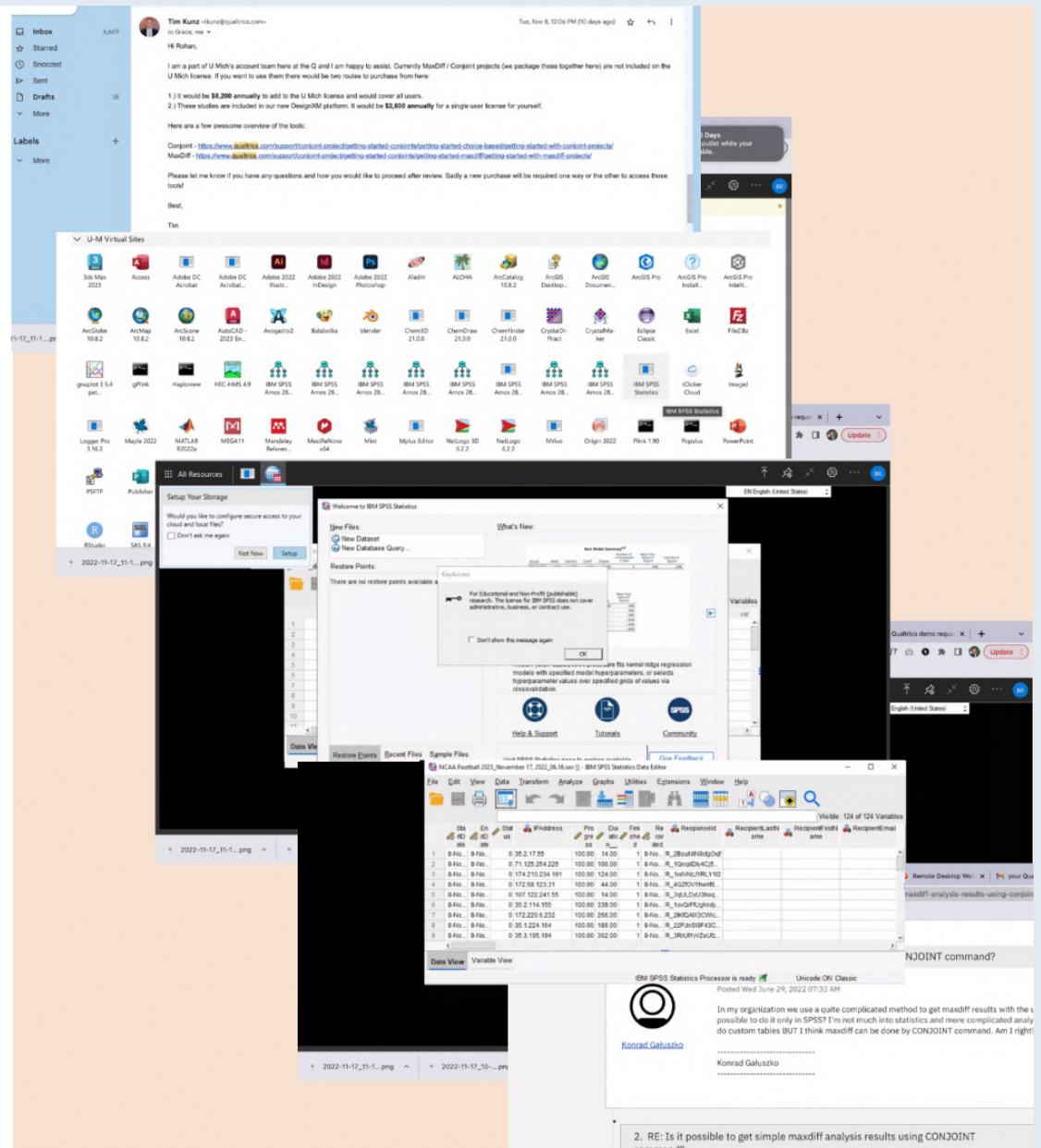
Bucketing



Into the MaxDiff of it!

Acquiring a Qualtrics license that offers MaxDiff analyses costs upwards of \$2,600, so I took it upon myself to analyze findings outside of Qualtrics.

Through the UofM Software Directory, I navigated to **IBM's SPSS Statistics** software and uploaded data from the MaxDiff survey. Unfortunately, the software was outdated and hard to use, so I had to look for alternative solutions.



Election Day

Without access to an automated system for making combinations and analyzing data, I created a makeshift, simple system for ranking these features based on MaxDiff questions.

If someone votes "most important", +1 for the feature! If someone votes "least important", -1. Each feature has three round. Add up the pluses and minuses for each round, and there we have it!

voted most important [x times] - voted least important [x times] = total score for that round (3 rounds per each question)			
not voted, not even once? 0			
feature	1	2	3
New Crowd/ Sideline Traditions	10	28	8
The Transfer Portal	32	19	26
CFB playoff	64	53	72
NIL rules & opportunities	-12	1	-17
Training Challenge as the game loads [like FIFA]	-27	-15	-23
Re-play Legendary Moments [like NBA 2K]	0	10	7
Story Mode Cutscenes with Player Dialogue [like NBA 2K]	-39	-41	-33
Add DII and DIII Teams	-29	-28	-29
Add Legendary Teams [ie 2020 LSU Tigers]	17	41	18
In-season Heisman Watch [rankings, highlights]	23	1	20
Create Your Own School [like FIFA Ultimate Team]	19	11	6
Unlock entertainment characters [Rudy, Coach Duggs, Red Lightning]	-36	-46	-47
other thoughts			
- starting to understand why every combo is so important; if you're up against the big c			
+ ≡	NCAA Football 2023_November 9, 2022_16.24		MaxDiff

Initial Reactions

We all saw it coming... congrats to the CFB Playoff feature! The world is waiting for you.

As it pertains to the rest of the features, it's interesting to see Legendary Teams neck & neck with #2! On that note, we should look into why Heisman Watch is near the middle here; what extraneous factors might be present?

Altogether, this is so useful for our roadmapping, so long as we can answer one more question: **where do we draw the line?**

Pitch

Feature	Score
CFB Playoff 🏆	189
Transfer Portal 🏆	77
Legendary Teams 🏆	76
New Traditions	46
Heisman Watch	44
MakeUrOwnSchool	36
Replay Moments	17
NIL Opportunities	-28
Training Challenge	-65
Add DII & DIII Teams	-86
Story Mode Clips	-113
Movie Characters	-122

An aside.

Here's some live MaxDiff reflections that popped in my head as I analyzed.

01

POINT DIFFERENTIAL
Understanding
the combos

After reviewing the first few MaxDiff questions, I cringed at the toll some features took when they faced up against the big dogs. It's a tough space.

02

KIDS TOURNAMENT
An even playing field.

These features are like little kids; don't hurt their feelings! If one is almost certainly a first or last place team, consider leaving them out. Or don't.

03

I LIKE MATH?
Why is counting so fun.

Informally counting the yay's and nay's felt like a video game in itself. Also, it was really neat how features generally scored the same in each of their rounds.

04

DON'T BE SAD
Maybe it's their fault!

Looking at the last-place features, it's important to remember that people can't judge what they haven't experienced. Maybe it's too hard to envision, or even fathom.

(Yet another) Icebox

Thank God we've got an extra year to get this thing right. If it ever feels overwhelming, just take a peek at the excitement out there!

Customize
conferences

Make your own
plays

Start Road to
Glory with a
few High
School games

Implement
recruiting
"capital"

Cartoon-like
mini-games
with power-ups

Official
roster updates
every year

Story Mode x
NIL

Incorporating
pressure from
boosters
during the
season

Player History
& Potential
page

Coaching
Carousel



College Football
is coming back.



**COLLEGE
FOOTBALL**