Document proposal

Goals and audience analysis

Abstract

An overview of new Nintendo Switch customers with business/usability goals and an audience analysis

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Overview

Nintendo first launched the Nintendo Switch in March 2017. The hybridity of the Switch (as both a home console and a portable device) in addition to its social and multiplayer capacity is its strongest selling point. Due to recent social distancing measures, sales in video game software and hardware have increased with a new demographic joining the Nintendo family. This proposal will outline the need to emphasize the Switch's capacity as a portable social connectivity gaming device by publishing a user guide and interactive online repair guide.

Publication goals

The recent popularity of social simulation game *Animal Crossing: New Horizons* (ACNH) has contributed to an increase in Switch purchases. For these new Switch customers, the portability of the Switch along with its social connectivity capacity enhances the experience of playing ACNH. The publication of this interactive user guide aims to cater to this new customer base by readdressing a common issue with the switch console: the responsivity of the Joy-con controllers (joy-con 'drift). Currently, Google search's most popular results for the joy-con issue come from tech-news sites or public forums and videos. The overarching goal of this publication is to re-establish Nintendo as a first reference and increase user loyalty by providing a comprehensive and easily navigable end-user experience for novice users encountering the Joy-con issue for the first time.

Business goals
- Gradually reduce the number of Joy-cons that are shipped back to service centres by 10% over the next year by publishing an interactive step-by-step Joy-con repair guide
- Reduce the number of new Joy-con company replacements by 8% over the next year by publishing a user guide on how to properly attach/remove Joy-cons to/from the console without damaging either the Joy-cons or the console

Usability goals
- Decrease the time a user spends reading forums/gaming sites for technical support by 20% by reorganizing all Joy-con related articles

and guides into a "product portal" with few layers of navigation that can be easily accessed through any search engine
- Increase user 'portable' playtime by 10% by publishing a standalone chapter on charging and battery sustainability

Audience Analysis

Audience	Description	Requirement
Audience Type	70% novice 30% inexperienced The target audience is therefore novice	The target audience has a history of playing with traditional gaming consoles as children but stopped playing as they grew older. The language in the repair guide and charging guide will be free of industry jargon and will provide users with one defined path. The repair guide will be made interactive with users checking off each step as they complete it so they can keep track and be reassured. The procedures listed will be simple and with no explanations.
Audience Characteristics		
Gender	70% female 30% male The target audience is therefore female	Since the audience is primarily female and not colour blind, the guide will use light blue. To make the guide more dynamic without using too many colours, we will make use of texture. Since international users also play AC: NH, we will avoid using too many symbols.
Age	< 18yrs → 10% 19-28yrs → 60% 28yrs > → 30% The target audience is therefore young adult	To avoid confusion, the guide will use white and light blue as the design colours. The online interactive Joy-con repair guide and standalone charger chapter will use a sans-serif font for better readability. The guide will also be formatted to work well on tablets/iPads and smartphones to accommodate the portability needs of the audience.
Reading Ability	Elementary → 5% Highschool → 35% University → 60% The reading grade of the target audience is 10	With a reading grade of 10, the target audience will be able to read and understand longer sentences and difficult words. However, since the audience is also novice and might get discouraged easily, we will work to avoid longer sentences with jargon. The language used will be succinct.