user-research

Elevator Pitch: App that sorts your wishlist to price-compare and price forecast games that includes friends libraries and hours played in-game..

Assumptions:
1. Gamers like buying games when they are on sale
2. Gamers struggle to budget gaming time and money
3. Gamers would like all this information in one place

Problem-Statement:
1. Identify what types of games people would like to play the most
2. Identify what gamers care about when they buy games
3. Describe what process gamers will go through when buying games (Research, Reviews, Peer-recommendations, etc.)
4. Identify how much gamers would be willing to spend
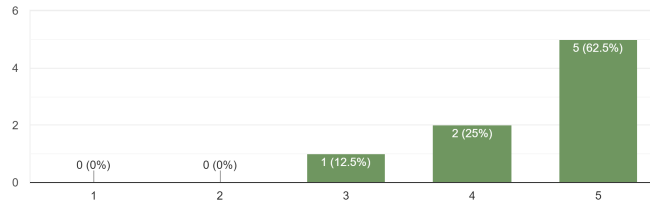
Survey questions:

1. Do you play video games?
2. What is the average price of video games that you buy?
3. How much time do you spend playing video games per week?
4. What's most important to you in buying a video game? (peers play, peers review, price, personal interest, time commitment)
5. How old are you?
6. What frustrates you the most when buying games?
7. If a game you were on the fence about went on sale, how much more likely would it be that you buy it?
8. Would you be interested in an app that sorts your wishlist to price-compare and price forecast games that includes friends libraries and hours played in-game.

Results:

- Sales are very influential on gamers making decisions

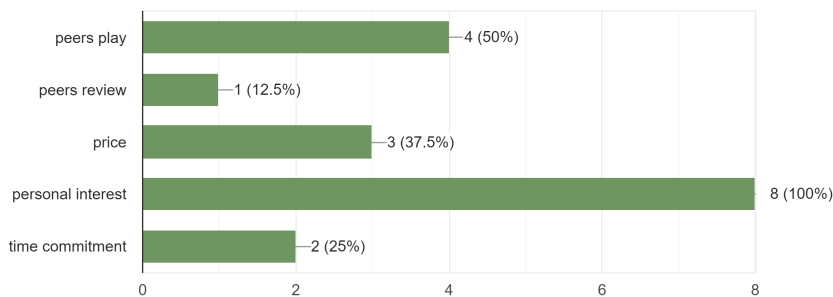If a game you were on the fence about went on sale, how much more likely would it be that you buy it?
8 responses

6	
4	5 (62.5%)
2	2 (25%)
0	0 (0%) 0 (0%) 1 (12.5%)
	1 2 3 4 5

- Most people seem to buy games based on the social aspect. (Whether or not they have someone to play with)

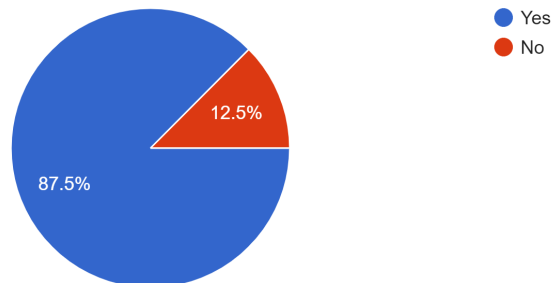What are the two most important things to you in buying a video game?
8 responses

peers play	4 (50%)
peers review	1 (12.5%)
price	3 (37.5%)
personal interest	8 (100%)
time commitment	2 (25%)
	0 2 4 6 8

- People are very interested in an app that could make recommendations based on sales and your wish list, the only user who was uninterested did not play video games

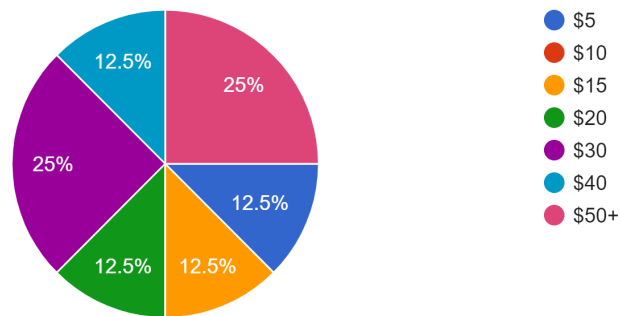Would you like to use an app that recommends games based on what is most important to you?
8 responses

Yes
No

12.5%

87.5%

We were surprised by the range of video game prices that people buy. We thought it would be more polarized rather than evenly spread.

What is the average price of video games that you buy?
8 responses

We were able to address our problem statement. There is a lot of frustration to buying games and it is a pain point. More survey responses would help dial in what is most important to rank first for users.