

Game Selection App

User Survey Analysis

The goal of this survey was to discover what tools/features the tabletop gaming demographic of users need in addition to any pain points with existing products. It also sought to confirm an opportunity in the marketplace for the proposed product's features.

1.0 Features & Tools

Searching

When choosing a game to play, the top factors for selection were: number of players (89%), game duration (59%), type (92%), and complexity (59%). Most users either searched for games based on these factors from a game library by physically looking or by memory of which games met the desired criteria. Additionally, they were split on whether they wished there was a better method of searching.

Logging

81% of surveyed users were not interested in logging their game plays and the primary reason (85%) they gave was they had no interest, while a few (23%) hadn't found a system they liked.

Game Library Organizing

Most users (68%) don't organize their games. Most (41%) indicated they had no desire, while the remaining majority (19%) hadn't found a service/product they likes, and the remaining didn't own enough games to justify any sort of organization.

For those that did organize, Board Game Geek was the only service used, and they were split on using this service to help select games to play.

Motivations

93% of users indicated that socializing is a primary motivation for playing games, in addition to personal enjoyment, and making sure everyone else is having a good time.

2.0 Pain Points

Users main pain points with existing services are that they aren't visually pleasing, have a frustrating UI, are difficult to search, and are time consuming for any data entry.

3.0 Pricing

While 33% of users said they would want a game tracking/logging service to be free, the remaining 77% would be willing to pay at least \$0.99 for the service. The largest grouping of paying users fell into the \$4.99 price point at 22%. This points to the feasibility of charging for the service/app and not having to rely on advertisements for funding.

5.0 Demographics

Out of all the polled users, 77% play tabletop games once a month or more. 70% of users are male, 95% caucasian, are mostly college educated, are employed full-time, and are mostly in the 34-44 age bracket.

6.0 Conclusion

From these results a clear MVP can be developed with the top features with special attention to cover the user pain points.