Target group interview

Why am I doing this?

I'm interviewing the target group to find out what they want and don't want in a party game. Their opinion will help us shape our game and cover their wants and needs.

"What are the key preferences and expectations of the target group when it comes to party game design, gameplay, and user experience?"

How am I doing this?

I did an interview with the target group and asked them about their likes, dislikes, preferences and their expectations for a party game. To gather insights that will help shape our game.

What did I find out?

- Rulebook: must be clear and easy to understand. Lenghty and complex rulebooks are a big NO.
- Game style: party games are mostly fast paced. Simple games are highly preferred at a party setting.
- Humour: humour is essential to make it feel like a real party game.
- Involvement: they want a setting were every player feels included. No eliminations, since everyone should be involved at a party.
- Competitive games are preferred.

So?

The insights will help me and the group to make a game based on the preferences of the target group. It will help us create a game they actually want to play.

- The rulebook will be short and clear.
- A countdown will be added to make the game fast paced.
- The questions will be humorous and NSFW to make it fun.
- No player elimination, everyone stays involved.
- First to the finish line wins.

1. What do you enjoy most about playing party games?

2. Do you prefer fast-paced party games or ones with more strategic depth?

3. Do you enjoy party games that involve physical movement, or do you prefer a more relaxed gaming experience?

4. Do you prefer party games where players compete against each other or games that encourage cooperation?

5. How important is humor in a party game? Do you prefer it to be in the questions or in the gameplay itself?

6. What are some things that turn you off about party games? (e.g., too many rules, taking too long to explain, not enough action)

7. How do you feel about party games where players are eliminated versus games where everyone stays involved until the end?

8. Do you prefer playing party games with a large group or in a smaller, more intimate setting?

9. How do you feel about party games that require interaction with strangers? Does it help break the ice, or do you find it awkward?

10. Would you enjoy a party game more if you could partially customize the rules or categories?

11. What type of questions do you enjoy answering most in a social game: lighthearted, deep, funny, or personal? Why?

12. How do you feel about a mix between spontaneous questions and ones that make you think?

13. How would you feel if the game included unexpected twists, like a "wild card" where players have to do something (share a secret, complete a challenge, etc.)?

14. How important is the ability to adjust the game's intensity level (e.g., casual, deep, spicy)?How would you like the game to adapt to different groups, such as friends, family, or strangers? Should the questions change depending on the group?

15. How would you feel about a "reverse ranking" feature, where players guess how others would rank them?

16. What do you think about having a time limit for answering or discussing questions to keep the game moving?

17. Would you like the option for players to add their own questions or rankings to the game?

18. How do you feel about questions that encourage vulnerability or emotional depth?

19. How do you feel about an "opt-out" or "safe word" feature for players who don't feel comfortable answering certain questions?