

RECEIVED FEB 1 1983

Inter Office Memo



Coin Operated Games Division

To: Distribution

From: Linda Butcher (L.B.)

Subject: STAR WARS FOCUS GROUP RESULTS

Date: 1/31/83

On Monday, January 24 three focus groups were conducted on the STAR WARS game. Groups one, two, and three consisted of 15-19 year-old males, 20-35 year-old males, and females 17-30 years of age, respectively.

A full report on the results of the focus groups will be distributed as soon as it is received from Opinion Technology during the week of 1/31. The memo will be updated and distributed after the full analysis is completed.

CONSIDERATIONS FOR GAME DIRECTION

1. Considering the early state of development of this game, players were very positive about STAR WARS. Using their imagination, players were able to fill in the gaps in game play and evaluate the game objectively, offering several creative ideas for further development.
2. Players generally liked the idea of a STAR WARS themed game and felt that the current prototype is fairly accurate portrayal of events in the movie. The question arose, however, as to why the game is being designed so long after the movie release date.
3. STAR WARS' game appeal appears to be limited to a male audience. Both the male and female respondents felt that it would not be a game that females would play. The female group agreed that they do not like space games and would not play STAR WARS if they saw it in an arcade.
4. The graphics and sounds (especially the voice) were highly favorable aspects of the STAR WARS game.

RECOMMENDATIONS FOR IMPROVEMENT

1. Players should be able to select the response mode of the joystick as part of the initial start-up procedure of the game. Players were divided as to their preference for pilot vs. non-pilot response of the control.
2. Consider changing the video screen format to a fixed cursor in the center of the screen instead of the current movable cursor. Related also to the response of the joystick, players were confused by the changing format of the game. (Currently in phase one, the player is controlling a movable cursor and firing at enemy space craft, and in phase two they are flying their own ship.)