



Focus Groups & Game Testing, June 2011

Prepared for: Sydney Angels Side Car Fund

Prepared by: Paul Gray, Director of Marketing & Community Management, Bubble Gum Interactive

Key findings

These focus groups provide a solid validation of the Little Space Heroes game. Feedback from participants was unanimously positive across both age groups and both genders.

Participants told us and demonstrated to us that the game was fun, interesting and engaging.

The most highly rated aspects were the freedom in creating and personalising a Hero, action/arcade aspects such as using Jet Packs and Starjets, the open-ended story of the game, the vastness and diversity of game locations, creatures – in particular the Glows – and the mix of solo and team-based play.

Through one-on-one interviews, game observation and subsequent technical analysis as well as the group discussion, we have been able to further validate our strategy and product approach.

Moving forward with this data and our product roadmap, we are able to refine the game accordingly to make the experience even better for our players.

See inside for

- Key highlights
- Gender observations
- Age observations

***It's a fantastic game!
You go to different
worlds and explore!***

10 year old girl

***You get a jetpack and a
spaceship and you can
go to different planets!***

7 year old boy

Format

47 Participant children. An equal mix of boys and girls aged 7 – 10.

Held in Sydney, Australia in June 2011.

Research consisted of **focus groups, game testing, one-on-one interviews** with children and teachers.

Focus groups were **jointly run** by Nickelodeon and Bubble Gum Interactive.

Key highlights



Creating a boy, girl or alien hero

Participants enjoyed being able to choose their avatar and told us that customisation (hair, clothes, accessories etc.) was desired. These features are already on the development roadmap for launch.

The vastness of story fires imaginations

Participants enjoyed feeling a “part of the story” and spent time exploring the different environments and game play elements. The story driven experience is a strong differentiator to competitors like Club penguin and Moshi Monsters.



Quests give depth of play

Participants enjoyed following quests, particularly travelling to the Crystal Planet to get their virtual pet Glow. In particular, older children told us that completing missions, earning badges and unravelling the game story through quests was a compelling factor.

Space realm adds breadth of play

Participants greatly enjoyed exploring space in their Starjets. In addition to exploring new planets and wormholes, participants liked playing space mini-games, performing Starjet tricks and role-playing together in squads.



Uncovering hidden surprises

Young and old participants enjoyed features such as using their Bubble Blasters to cause environmental effects to occur. These features provide a degree of surprise and delight and can be put to great effectiveness through regular but simple updates.

Participants had few negative comments. We've noted opportunities to refine on-screen instructions, navigation and action controls and make simplifications to some quests. The desire for having multiple Glows and pets has prompted us to refine this aspect of the game. Most ideas and suggestions raised by participants matched developments we already have on our roadmap.

Gender and age appeal

Both genders enjoyed the game.

Girls preferred: Glows, chat, Crystal Planet and Treehouse locations and social interaction

Boys preferred: Using their Bubble Blasters, Exploring, mini-games in particular Starjet games.

Both genders enjoyed quests, adopting a Glow and exploring planets. When directly asked if they thought it was a game for boys or girls or both, **all participants agreed it was for both.**



*I like how you can be an alien
and not have to be a girl*

10 year old girl



*I think it was great. You
can chat, go round and
shoot bubbles.*

8 year old girl

*This is fun. You can
actually go to different
planets and do more
games.*

9 year old boy

Participants of all ages enjoyed the game.

Younger players: Focused on the more immediate entertainment aspects such as using their jetpack, shooting with their Bubble Blaster and rapidly exploring rooms on the home world. Younger players were slower to respond to instructions and some of them skipped or overlooked on-screen instructions.

Older players: Were much more focused in their game play. They read and undertook quests and other on screen instructions. They were more methodical in the way they explored the game and they showed a greater understanding of the underlying story and themes of the game. Older players were more interested in accruing coins and more likely to use dynamic chat.

The focus groups and game testing further **validated** the **strong appeal** of Little Space Heroes to our **target audience of boys and girls aged 5 – 12.**

We have used these insights to refine our **product development, brand positioning and marketing strategies.**

We will continue to engage these kids and their friends in a closed beta program, as we complete production of the virtual universe to launch.