

Question Evaluations

1. What do you like most about our new product?

Responses:

- clean visual appeal
- The product is visually appealing
- I think that it would be a good tool for young children to learn their shapes
- it was very simple to use
- it's simple and easy to use

I think this is a very positive reaction to the game. They seem to like the overall appearance of the game and how simple it is to use.

2. What changes would most improve our new product?

Responses:

- Auditory feedback; having game modes
- Product should provide some form of challenge, goal to be achieved
- Instructions would be nice to know exactly what the purpose of the game is
- I am not exactly sure what the product was
- some of the colors could be more defined or better discerned

The feedback about "sounds" is a good suggestion. This may be incorporated into the new game. The use of modes, levels, or challenges, is outside of the current scope of the company, and therefore will not be considered at this time to be incorporated into the revision of the game. One survey taker was concerned that there were no instructions or any description of what the product was. This will be implemented into the new product. The last comment was given by a person that has a form of color blindness, so this feedback is very important to form the product so that it will benefit people with similar impairments. Colors will be taken into consideration when redesigning the product.

3. What do you like most about competing products currently available from other companies?

Responses:

- Hearing the names of the shapes and colors; playing with the shapes
- Competing products provide a start and finish point that provide measurable performance improvements
- I'm not aware of any similar products
- Competing products would hopefully have a purpose
- They use animals

Again, the sound issue has already been addressed. Also, it is brought up again that there should be a start and finish, or some sort of purpose. As it was stated earlier, that is currently outside of the scope of this company's particular product. It is simply an interactive tool. Since it is a "shapes" based game, it would not make sense to use animals. Some people are not even aware of any other games of this sort, so it is very important to make a good first impression.

4. What changes would most improve competing products currently available from other companies?

Responses:

- Keeping the screen uncluttered
- More control over the level of difficulty for various age groups
- I'm not aware of any other similar products
- No comment
- More variety

Since one person has said that keeping the screen uncluttered is important to them, our game should be very appealing to them. Some people are not aware of other games, or prefer not to answer. Others state that they would like to see more of a variety in other products and to have the option to control the level of difficulty in other products.

5. What would make you more likely to use our new product?

Responses:

- Hearing the names of the shapes and colors, playing matching or sorting games
- Added difficulty and game scenarios
- I may use it if I had a pre-school age child who needed practice on learning their shapes
- If it had a purpose that would educate or entertain
- Price

Again, sound has been mentioned. Since it will be targeted most likely towards pre-school children, who are not yet ready to read, sound would be very important. The price also seems to be a determining factor for people, so the company will most certainly, carefully determine an appropriate price. Levels, difficulty, and scenarios, are currently outside of the scope of the company's product.

6. If our product were available today, how likely would you be to recommend it to others?

Responses:

- Slightly likely
- Not at all likely
- Moderately likely
- Not at all likely
- Moderately likely

These responses seem to suggest that if the game were improved based on the suggestions, that people would be more likely to want to use the product.

7. If you are not likely to use our new product, why not?

Responses:

- Satisfied with competing products currently available
- Other: This product provides no learning or challenge opportunities
- Do not need a product like this
- Other: Not sure what the product is
- Do not need a product like this

It seems that people still feel like there needs to be a goal, and they are still unsure of what the product is. Therefore, if the product is improved with sounds and instructions/descriptions, I think they would be more likely to use the product.

8. How important is price to you when choosing this type of company?

Responses:

- Moderately important
- Quite important
- Extremely Important
- Extremely Important
- Extremely Important

I believe a correct statement in evaluating the responses to this question would be that price is an important factor in the respondents choice of a product.

9. Overall, are you satisfied with your experience using our new product, dissatisfied with it, or neither satisfied or dissatisfied with it?

Responses:

- Somewhat dissatisfied
- Extremely dissatisfied
- Neither satisfied nor dissatisfied
- Quite Dissatisfied
- Quite Satisfied

Once again, I think that after there are instructions as to how the interactive piece is meant to work, and sounds are added, that the responses to this question will improve.

10. If our new product were available today, how likely would you be to use it instead of competing products currently available from other companies?

Responses:

- Slightly likely
- Not at all likely
- Not at all likely
- Not at all likely
- Moderately likely

These responses let us know that the respondents are not likely to buy our product. However, I believe that after the improvements are made, they will be more likely to want to use the product as opposed to competing companies products.

11. What do you like most about our new service?

Responses:

- Visuals
- The product is visually appealing
- Easily Accessible from home
- The pretty colors
- The ease of use

Again, it seems that the respondents like how the product looks. They also like the ease of use, and how accessible it is. In order for the survey takers to be able to access the game with ease, and to keep them from having to add more software to their computers, I uploaded the game to a website and provided them with the link.

12. What changes would most improve our new service?

Responses:

- Having directions for it
- Product should provide some form of a challenge, goal to be achieved
- I'm not sure
- Everything
- The colors

We will be providing instructions in the future revisions of the game, which will also explain the goals of the game. The service clearly needs to be improved based on responses. The colors also need to be improved to accommodate users that may be color blind.

13. What do you like most about competing services currently available from other companies?

Responses:

- Easily accessible
- Competing products provide a start and finish point that provide measurable performance improvements
- I'm not familiar with any other competing services
- They have a worth-while product
- The use of different colors

Our company needs to offer instructions and improvements in the colors in the design of our product.

14. What changes would most improve competing services currently available from other companies?

Responses:

- Keeping them low or no cost
- More control over the level of difficulty for various age groups
- I'm not familiar with any other competing services
- N/A
- Price

Price seems to be an important factor in our respondents decision making, so our company should always keep that in the forefront of the development of our product.

15. If our new company were available today, how likely would you be to recommend it to others?

Responses:

- Slightly likely
- Moderately likely
- Not at all likely
- Not at all likely
- Quite Likely

The responses here are varied, and cannot be used to determine anything definite.

16. What would make you more likely to use our new service?

Responses:

- Offering a more complete array of products
- N/A
- I would use it if it pertained to my life or family
- N/A
- Cost

In the future, our company should consider implementing more products into its product mix, to give our customers a more complete feel for what our company has to offer. Some people would be more likely to use it if it applied more to their current situation, and others would be more likely to use it based on cost.

17. How important is convenience when choosing this type of service?

Responses:

- Quite important
- Moderately important
- Extremely important
- Quite important
- Extremely important

Based on the responses above, it appears that convenience is very important to our respondents, and the company should keep this in mind during the design process of products.

18. If you are not likely to use our new service, why not?

Responses:

- Do not need a service like this
- Do not want a service like this
- Do not need a service like this
- Do not need a service like this
- Cannot pay for a service like this

These responses lead us to believe that the product needs to be improved before customers can define their need for this product. Also, the company must keep in mind that low cost is a factor for the respondents in deciding on a product.

19. Overall, are you satisfied with your experience using our new service, neither satisfied or dissatisfied with it, or dissatisfied with it?

Responses:

- Neither satisfied nor dissatisfied
- Extremely dissatisfied
- Neither satisfied nor dissatisfied
- Moderately dissatisfied
- Slightly satisfied

The responses here, in general, seem to be indifferent or dissatisfied. The changes that have been noted to be applied to the revised game should change the future responses to this question in a positive way.

20. If our new service were available today, how likely would you be to use it instead of competing services currently available from other companies?

Responses:

- Slightly likely
- Not at all likely
- Not at all likely
- Not at all likely
- Moderately likely

According to the responses to this question, the respondents are clearly not completely satisfied with our company's product, to some degree. After the revisions to the product, the response should be more positive.

The revisions to the product will consist of:

- Adding sounds to the different mouse states
- Improving color definition
- Adding instructions and descriptions