

Market Research

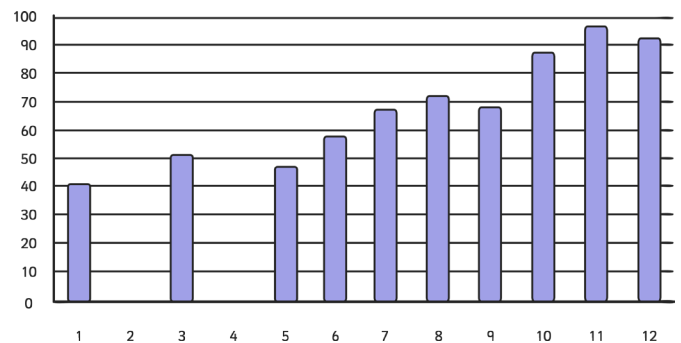
If you are planning to design and create a new computer game, what type of game would it be?

In order for it to appeal to as many people as possible, you need to find out what consumers are interested in. Organisations do this by carrying out market research.

You could create a survey or opinion poll to find out what type of new game people would like (e.g. racing, puzzle, platform, adventure).

To analyse and present your results, a spreadsheet is great for tables of information and values that can be sorted. You can also present graphs too, displaying your results clearly. For example:

game	votes
racing	7
platform	2
puzzle	5
adventure	4
sandbox	6



Can you think of other questions you might ask that will help you to make the decisions on the design of your game? Find out a sample of people's preferences in order to make a game appeal to a wider audience.

Can you think of other ways you can collect data about existing computer games where a spreadsheet would be helpful to analyse and display the data? Use the Internet for further research.

- What is the average cost for a console game?
- What are the bestselling games of the year?
- What consoles are the most popular?

