Overwatch Survey

Playtest Report – December 2022

Top Findings

Finding 1: Lack Of Understanding and Player Collaboration

Finding 2: Toxic Community

Finding 3: Game Usability

Finding 4: Game Variety

Tracking Metrics

Metric	Avg Rating
Net Promoter Score	8.89
Fun rating	3.60
Interest to continue	3.64
Likelihood to play regularly	3.04

**More information in the Tracking Metrics section.*

Likes

- Players praised the game's diversity due to characters, abilities, weaponry etc.
- Players used the game as a bonding agent as they heavily preferred playing with friends
- Players praised the competitive environment within the game
- Players praised the easy to learn user interface of the game

Dislikes

- Players expressed grievances with team collaboration and team communication
- Players expressed concern with the game's balance when it came to certain characters
- Players complained about the prominence of toxicity within the community
- Players depicting that there is a constant need to maintain their skill through continued play, as if any break is taken, then the skill curve grows exponentially and the player has to work tirelessly to close the skill gap.

Report Information

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Game Platform:	PC/Xbox/PS4

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Executive Summary

This executive summary highlights the purpose of the survey and the key information including trends that were drawn from analysis. After doing careful observation and data manipulation in order to promote structure and understanding, there were 4 main findings that capitalized most player base's feelings towards the game "Overwatch". The first finding showcased the prevalence of there being a lack of understanding and player collaboration. This is where many individuals were disgruntled with the effectiveness of their team, team members not adequately pulling their weight in terms of effort, or simply team members not having chemistry or cooperation within their gameplay. This stems from more veteran players expecting team mates to constantly play at a high level and all carry the same mindset of being extremely competitive and care more for the challenge of the game, rather than having fun and finding enjoyment. Due to this, heavy complaints have been made from more serious players for there to be some divides set in place to filter players who wants to play seriously for competition and those who wish to play for fun, i.e. having a more pronounced and detailed way to establish ranked/competitive and unranked/casual playstyles.
The second finding establishes the presence of having a toxic/non-considerate community, which heavily impacts game enjoyment and even player attrition rate. Through observation, it is seen that a toxic community is not just bound to overwatch, but many games that typically feature an online/multiplayer landscape can be affected by having players who verbally, emotionally and mentally abuse others. This is not only a heavy deterrent to new players who simply would like to play the game and have a great enjoyable experience and even learn the mechanics from more seasoned players but can put a designation on the game that it is notorious for having a toxic community, which reflects negatively on the developers.
The third finding is the first positive trend that was found within the data showcased the player-base's appreciation of the game's usability. They highlighted how great the game's user interface was, how beginner friendly it was to pick up and understand its concepts, and that player to computer/machine interaction was very feasible and without any hinderances. Henceforth, having players enjoy your game, the responsiveness of the system, the user interaction and feedback in haptics, visuals and audio, really speaks well for the game's reputation and a showcase of the level of effort and detail set forth by developers.
The final demonstration of a trend that was captured within the data, showcases a positive overall reaction to the game's variety. With overwatch having its foundation in team play, it allows the chance for player diversity and playstyle through its vast number of characters, weaponry and abilities. Many players were adamant about the variety offered by Overwatch, whereby they can be comfortable with their own method of gameplay whether they would like to play aggressively, defensively or as a supporting role, having exciting and unique abilities as well as weapons, really gives each player the chance to have their own identity.

Additional information about participant demographics can be found in the Demographics section of the report.

Top Findings

Critical = Affects almost all players, Major = Issue affects most players, Minor = Affects a noticeable number of players, Neutral = Implications open to interpretation, Positive = Well-received by participants

Finding	Recommendation
Finding 1: Lack of Understanding and Player Collaboration This was a critical finding that was exposed and documented through heavy analysis of the data. This finding heavily showcases the false expectation of each player within game possessing the same mindset and wanting to do the same thing. This is where due to it being a team-based game, players must rely on each other in order to be victorious and must maintain a tolerable team chemistry in order to be effective and efficient to achieve that victory. Thus, more serious and veteran players shared their grievances with other players not participating and contributing to the team, not being objective based and fulfilling goals or not being reliable. As a result, team morale and cooperation is heavily affected and can lead to less enjoyment and serenity amongst all players.	Offering the ability for players to filter their online environment with a variety of criteria, such as play style, player level, aggressiveness, likes and dislikes, mic options etc. Due to this, it will allow a custom online experience whereby competitive players will be able to fine tune their multiplayer environment through filter options, whereby increasing the chances of them being matched up with players of the same interest/competitive level.
Finding 2: Toxic Community This was a major finding that was showcased within the data whereby many players were offput by the lack of positive influences within the community, and even being deterred from playing the game entirely. More veteran/competitive players are being inconsiderate to the fact that not everyone possesses the same skill level or possess the same competitive drive as them. Thus, players become a target of verbal, emotional and mental abuse which not only creates an unsafe and negatively fueled environment for everyone but tarnishes the game's reputation as it labels its entire online player-base as being toxic.	Being able to highlight and place an emphasis on players who have been reported for showcasing toxic actions, take into consideration how many people have reported them, and then either place these players in a subset of other toxic players, or even ban their accounts and subsequent accounts that would be created.
Finding 3: Game Usability Many players highlighted the beginner friendly nature of the game user interface and feedback systems. They observed that the statuses and various elements on the screen were easy to understand at a quick glance, feedback in terms of visuals, audio and haptics were well implemented. Moreover, due to the game's simple shooter action style mechanics it is very welcoming to players of all skill levels.	There are no definite changes that can be made regarding the game's usability. Refinements now and then to the system to make it a bit more seamless and continue promoting user interaction should be at the forefront of future actions.
Finding 5: Game Variety This was one of the most frequently shared feedback obtained by the player base, whereby they praised the game for its diverse character roster, their unique abilities and weaponry. Due to this, a new experience is granted with every new character thus offering individuality.	There is no definite changes that should be made regarding the game's variety. Through having a vast character roster and having it categorized by assault, defense, support etc., it gives each player the ability to experience the game in their own unique manner.

Detailed Findings and Recommendations

Critical Findings

[Critical] Finding 1: Lack of Understanding and Player Collaboration

Participants stated that the game lacked in player understanding when it came to objectives or fulfilling their roles, as well as finding difficulty in working together in an effective and efficient manner.

Statistical Overview

- 29% of participants negatively claimed the difficulties of Cooperation in games
- 17% of participants described grievances with the player base of the game.
- 12% of participants were negatively affected by the game's competitive landscape
- 12% of participants had negative connotations when it came to the game's balance

Analysis

This finding was one of the most frequent feedback received by the participants, whereby they explained their stresses with playing seamlessly with teammates. This finding was mainly capitalized by veteran and more competitive players, whereby they are under a false assumption that although other players or on their team, does not imply that they are all under the same mindset. Within overwatch it is mainly objective based game-modes that promote synchronous team strategy and working together to become victorious. However, due to a mismatch of playstyles as well as skill levels, it causes frustration whereby some may not choose the correct characters to fulfill their roles, possess a lack of knowledge when it comes to strategy, and even in some cases holding back the team. This causes a major divide in players who wish to learn and become better, as well as more competitive players that expect everyone to be playing at the same level. This concern also stretches to players who have a passion for the game and are purists, whereby if players deviate from the most strategic or best-fit (meta) playstyle for the game, then frustration builds and further damage team effectiveness. Lastly, there is tension and often alienation of players who simply wish to play casually and have fun, and players who simply play the game competitively to win, whereby disrespecting others player's choices and not playing relatively to each other.

Verbatim Comments:

- ***"Teaming with people who are uncooperative"***

- ***"The game does not do a good job of facilitating proper teamwork and community engagement. To me, this game is most fun when played competitively alongside a team. So if those elements are missing or not aligned well, then the game feels incredibly frustrating."***

- ***"The teammates getting upset at you for not playing the game properly."***

Recommendation

A recommendation that may be given in order to mitigate the chances of team cooperation and having a shared understanding of objective, would be to add player/match filters that would give a customized online experience. The way this could be implemented, is by having it being an add-on to simply ranked or unranked gameplay, whereby various criteria such as aggressiveness, objective-based, game type, competitive or casual environment, player level, communication, cooperation, game playstyle whether assault/offensive, defensive, or support can be used in order to get exactly you are looking for in a match. The reasoning behind this, is that by using these tags/criteria, it is likely that seasoned, objective-based players would be matched with players of their same caliber and perspective and allowing more casual and player who simply wish to enjoy the game to match up with others who also possess those same characteristics. This would go beyond simply playing ranked/unranked matches, as it is player dependent and not game-type dependent.

Major Findings

[Major] Finding 2: Toxic Community

This finding is heavily dependent on the player-base and their behavior towards each other, whereby verbal, emotional and mental abuse are used to target other players often of a lower skill level and knowledge base, thus deterring skill growth and making it an unsafe and inconsiderate environment for everyone.

Statistical Overview

- 17% of players complained of the player-base/toxicity experienced while in gameplay.
- 29% expressed negligence by other players to work cooperatively

Analysis

This finding was observed not only within the game of Overwatch, but the majority of games that encompass a multiplayer experience, or even team-based game-modes. Many individuals showcased their grievances when it came to interacting with other players and being subject to aggression and even disrespected for simply trying to communicate. There exists players who possess the mindset of making everyone else's experience negative to somehow supplement their own negative experiences, such as placing themselves on a pedestal above other players such that they are superior above others and must express that superiority by ruining the game for others. At the end of the day, any video game should be seen as simply that a video game, a means of entertainment and an avenue for relaxation. Thus, while the competitive spirit can be exercised through gameplay, it should not go further than the game and become a personal attack on either people who are doing better than you, or people who aren't doing as well as you. Having a toxic community not only tarnishes a game's online environment, but reflects horribly on the developers and designers whereby they are blamed for either encouraging toxic behavior or being too lenient with offenders of this ordeal. As a result, if a game is labelled as having a toxic community, then there would not be any growth in terms of understanding of the game's mechanics, deters new players from having a great first experience and can even reach the point of more seasoned/veteran players leaving the game due to toxic interactions, resulting in a drop in player attrition rate.

Verbatim Comments:

- ***"Toxic Chat"***
- ***"The general chat had messages I didn't like which happens a lot sadly."***
- ***"A lot of the time the toxicity of other players"***
- ***"The community"***

Recommendation

A great recommendation that can be offered, is that people who are targeted as being toxic, once apprehended through several reports being made, can be banned permanently and would not be able to create any new accounts or profiles. Additionally, anyone seen to encourage or showcase this

behavior would be warned as soon as their first offence, and their behavior should be overviewed by humans, instead of autonomous machines that can falsely conclude toxicity.

Positive Findings

[Positive] Finding 3: Game Usability

This finding encompasses the efficacy of the user to system interaction within the game, which refers to the game's visual feedback, haptic feedback, the beginner-friendliness of the mechanics, and how little effort should be exerted to get tasks done.

Statistical Overview

- 23% of the participants found enjoyment with the game's overall mechanics
- 17% praised the game because of the experience warranted through its usability.

Analysis

This finding was observed multiple times within the results, whereby participants were impressed and welcomed by the overall user experience of the game, and how it accommodates for both a beginner and veteran/advanced player base. The game was not too visually overwhelming, whereby making it difficult for players to concentrate on the events occurring, the sound was accurate and does not overwhelm the player, the controls were intuitive with little to no learning curve, and information regarding playing the game, explanation of its mechanics and even customization to accommodate for visual or auditory impairments were made readily available to the user. The point of entry was small with Overwatch, whereby people who are accustomed with shooter, multiplayer-based games, people who are beginners at the shooter genre, and even people who are simply new to overwatch, were all able to grow and benefit effectively and efficiently from the tutorial system and training system, thus demonstrating overwatch's inclusive player model. Lastly, the game was consistent and upheld a balance of gameplay alongside comfort, to ensure not only does the game function as intended with no hinderances to the player, but ergonomically facilitates a comfortable player experience.

Verbatim Comments:

- ***"Yes. continual different gameplay based off the diff characters and settings"***
- ***"The fast game play and different heroes you can pick."***
- ***"The gameplay is easy to learn and the abilities of each character are not too complicated where they are overwhelming.***
- ***"Excellent mechanics and character feel in terms of responsiveness. This makes it feel really balanced in terms of skill levels."***

Recommendation

There are no direct recommendations that may be offered, however, some refinements of the in game systems and user interface can make the gameplay experience more accommodative to all players, as well as promote efficiency and effectiveness of user interaction systems.

Positive Findings

[Positive] Finding 4: Game Variety

This was one if not the most positive feedback observed through the participant survey, whereby they praised the diverse character roster, the visually stunning and unique abilities, as well as weapons that not only allows each character to feel unique but offer a novel and engaging experience every time a player uses a new character that suits their play style.

Statistical Overview

- 38% of the participants praised the game's character diversity
- 11% of the participants stated that due to the game's variety they would choose overwatch over other games.
- 17% of the participants claimed they enjoyed the game's experience due to being able to change their playstyle in accordance with what character they utilized.

Analysis

From the data collected, it was observed that due to Overwatch's diverse character roster, and giving every player a chance to experience the game how they would like, was one of the most positive trends that were captured. This finding also allowed Overwatch to be selected over other game, simply due to not being limited to a class or limited to everyone playing the game the same. The character roster is also divided into assault/offence, defensive and support roles, thus players were able to supplement their team chemistry in accordance with what character they chose. Lastly, by the game's developers constantly adding more characters onto the roster, doing stability and gameplay changes (buffs, nerfs) to characters, as well as introducing modes where certain characters would be more useful than others, not only highlights the developer's passion, effort and attention to the player-base, but it helps balance the roster so that no character would be too overwhelming or powerful, nor too underwhelming or weak in multiplayer scenarios.

Verbatim Comments:

- ***"Yes. continual different gameplay based off the diff characters and settings"***
- ***"Absolutely! This game varies from other FPS games (Like Call of duty and Modern warfare) allowing for a unique gameplay style, accounting for the characters various abilities and the ultimate attacks of each character."***
- **"The fact that every game plays out different, making it a challenge each match."**
- **"I greatly enjoy the amount of characters possible to choose from for each different type."**

Recommendation

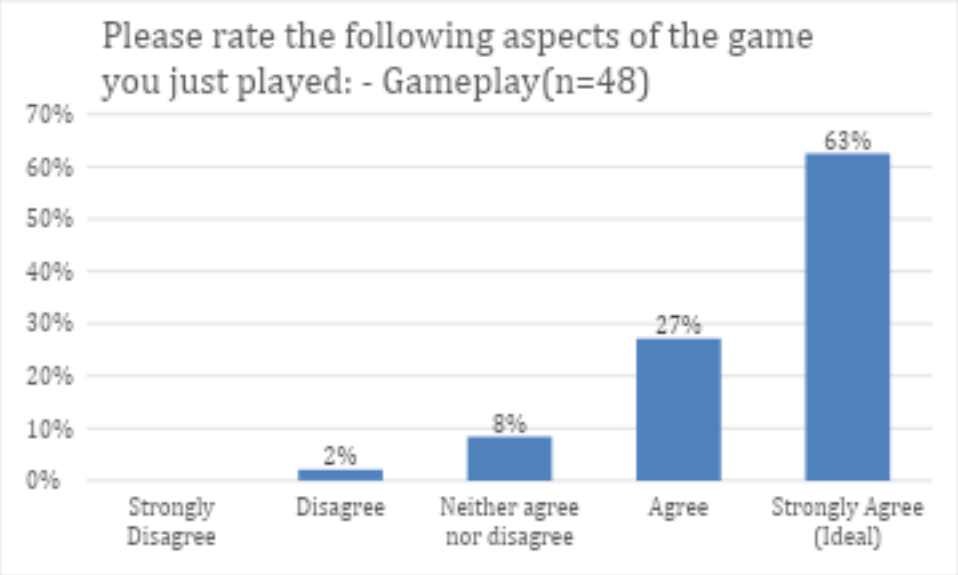
In terms of the game's diverse nature, there is no direct recommendation that can be given except carefully monitor the power and fairness of each character, implement balance changes as needed, and ensure the game remains an enjoyable experience for everyone regardless of their play style and what characters they use.

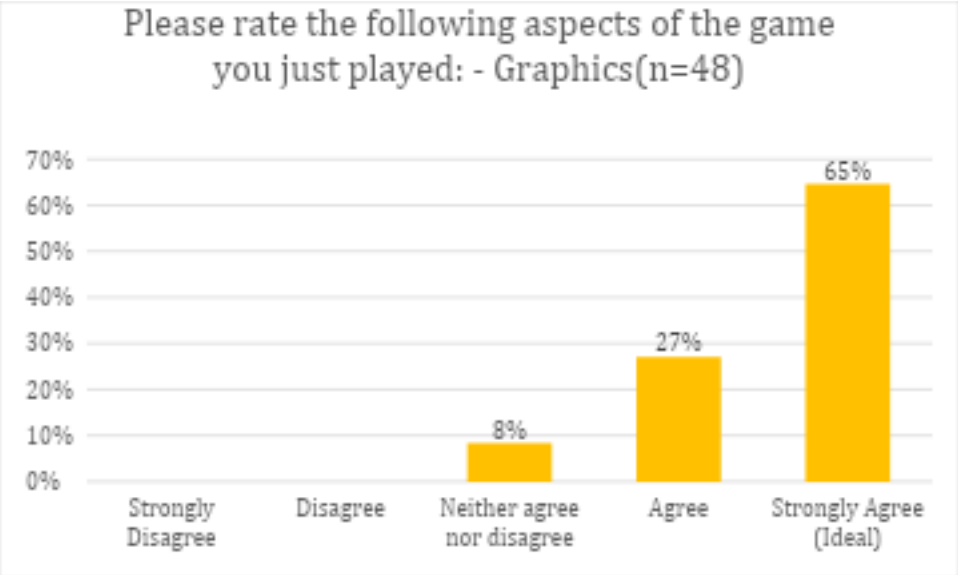
Tracking Metrics

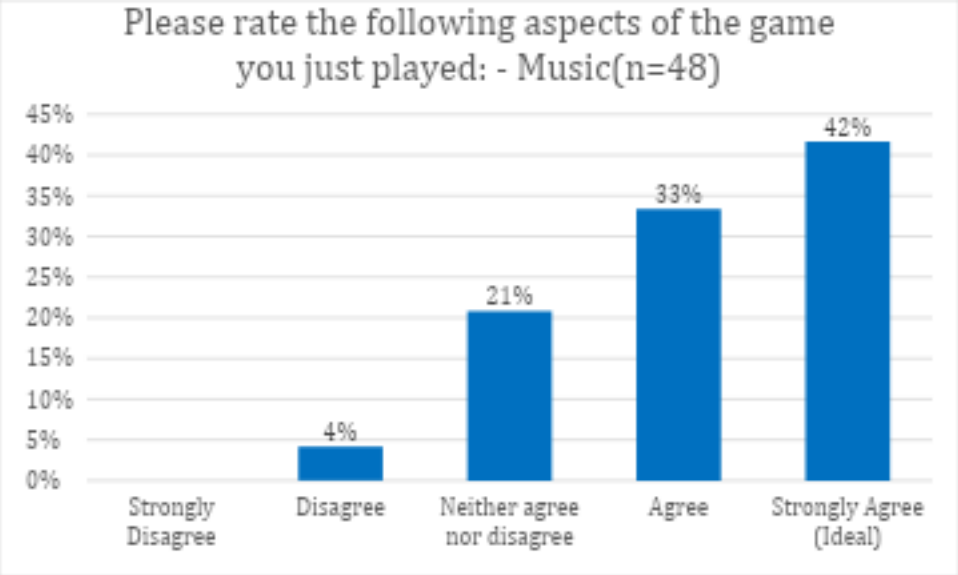
High-Level Metrics

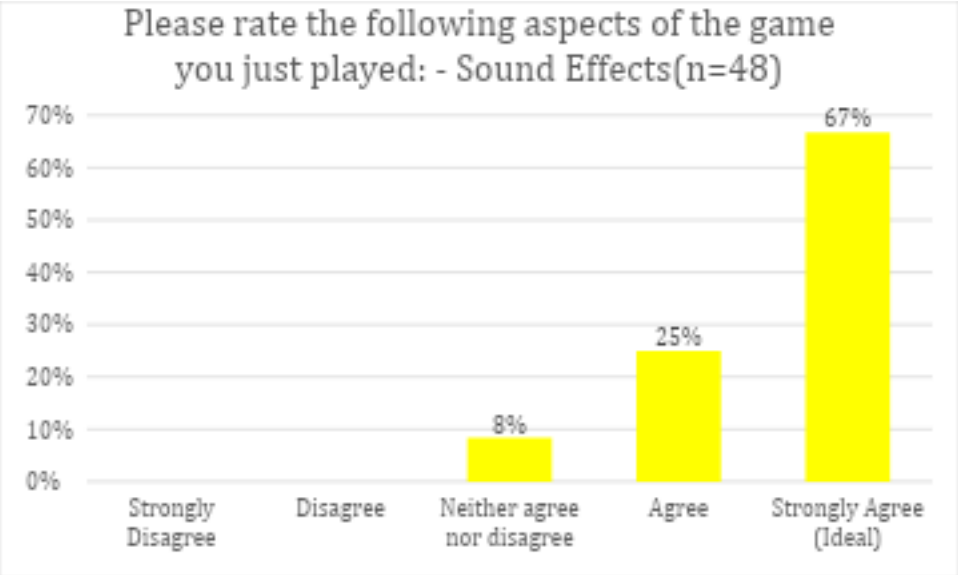
The following are the metrics used to determine current baseline tracking metrics regarding the game's performance. These metrics include Net Promoter Score, and ratings for fun, participant interest in continuing to play, and other baseline scores.

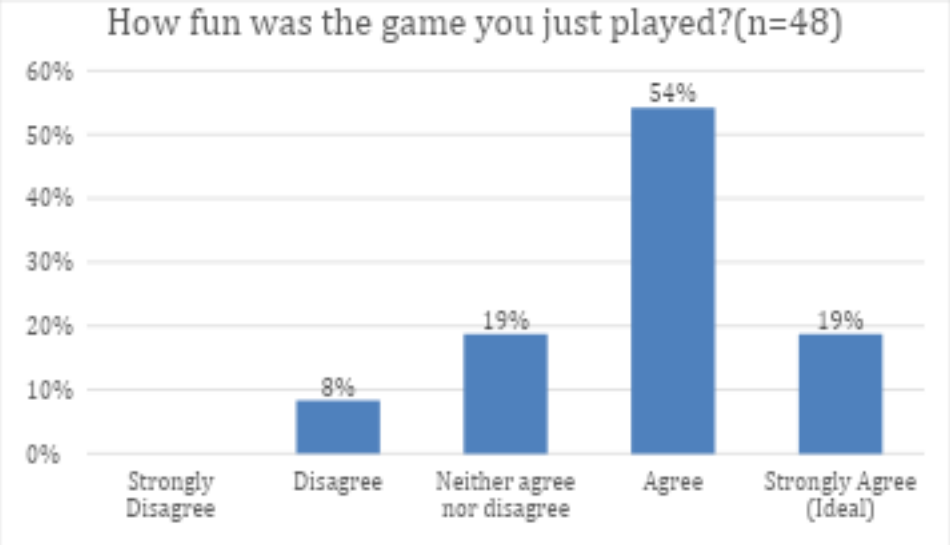
Insert High-Level Metrics and analysis here, likely with actual distribution breakdowns rather than just averages. **[this is where you add what I had you do week 1 (charts with distribution)]**

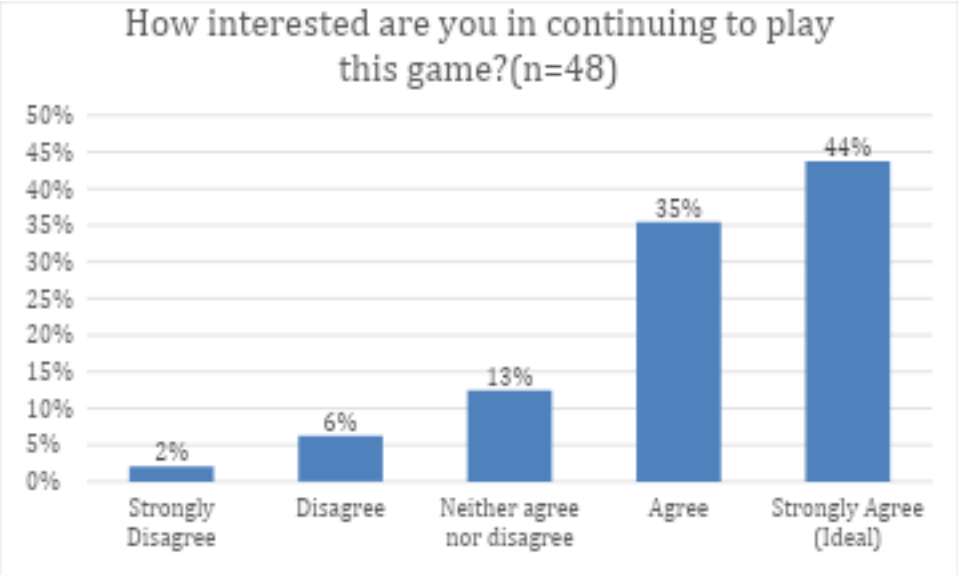


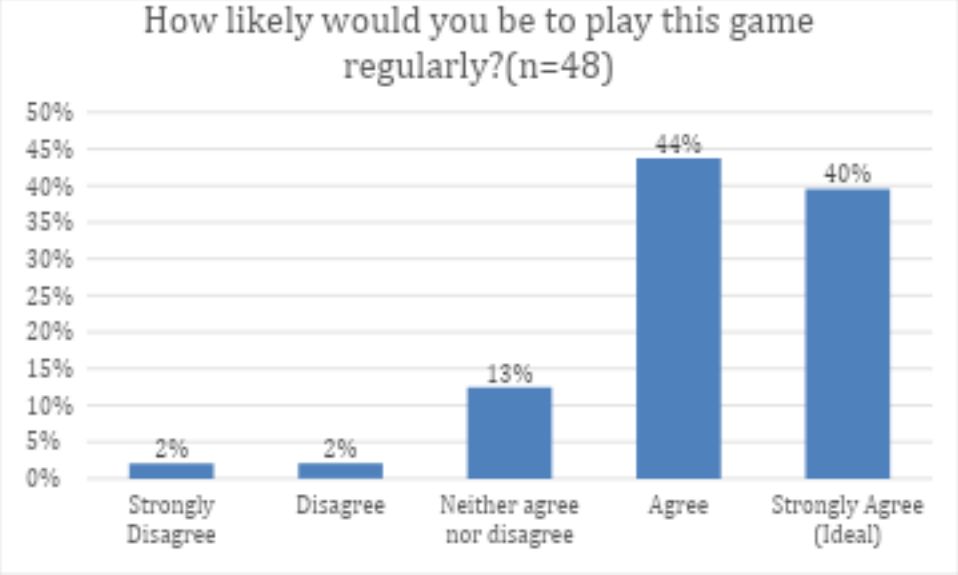

Please rate the following aspects of the game you just played: - Graphics(n=48)
70%
60%
50%
40%
30%
20%
10%
0%
65%
27%
8%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)

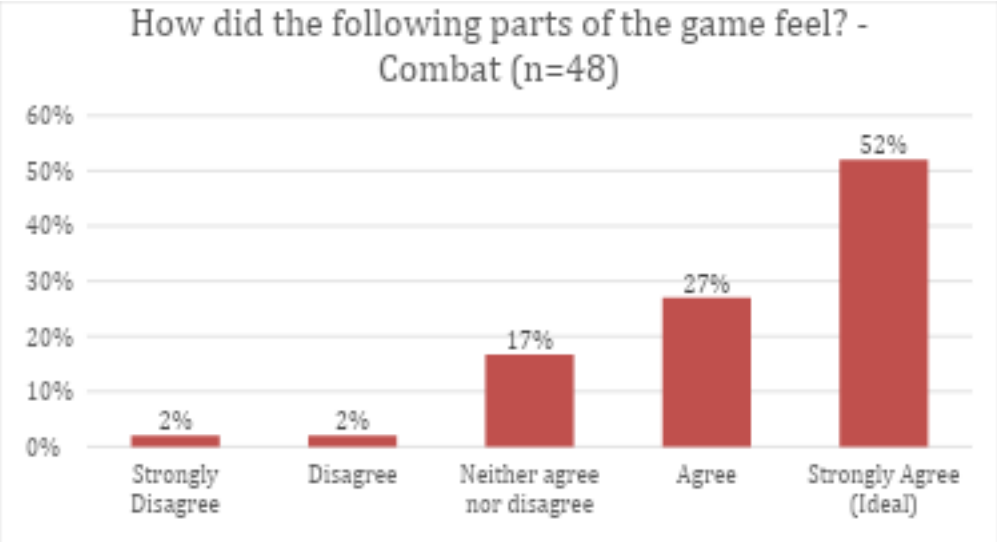

Please rate the following aspects of the game you just played: - Music(n=48)
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
42%
33%
21%
4%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)

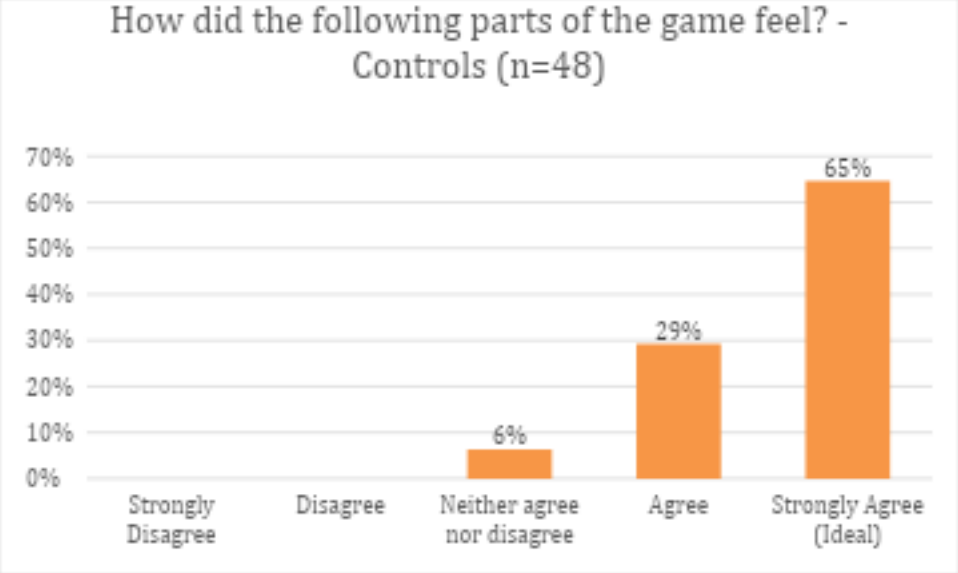

Please rate the following aspects of the game you just played: - Sound Effects(n=48)
70%
60%
50%
40%
30%
20%
10%
0%
67%
25%
8%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)

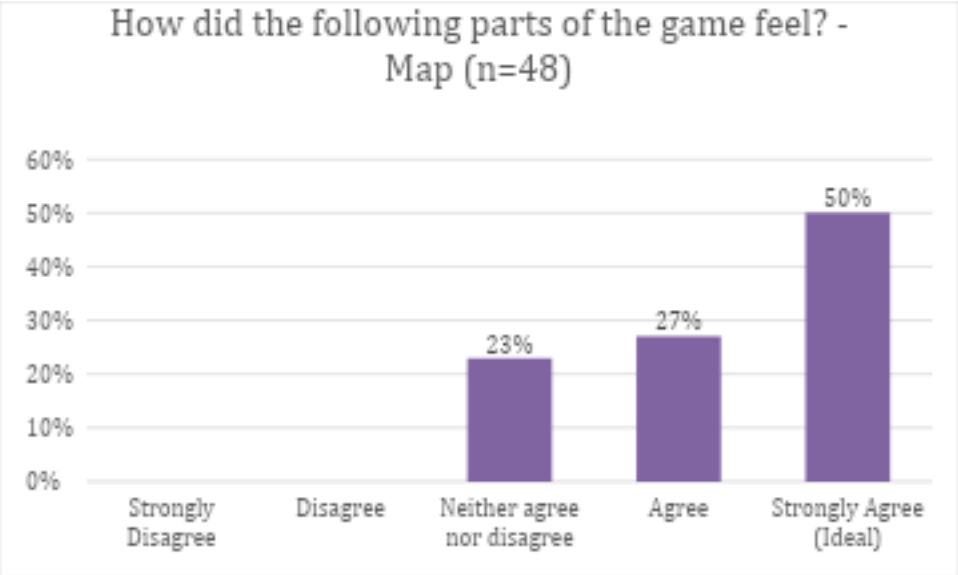

How fun was the game you just played?(n=48)
60%
50%
40%
30%
20%
10%
0%
54%
19%
19%
8%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)

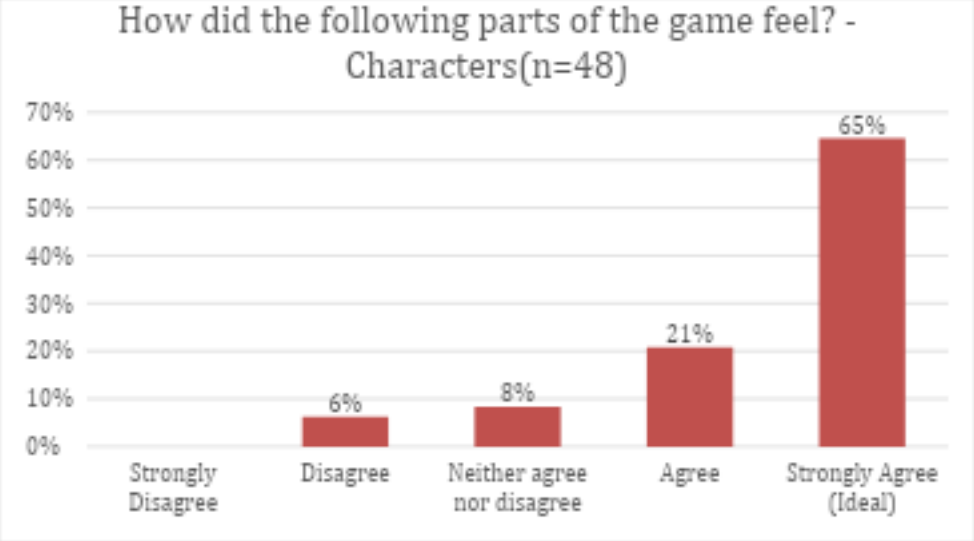

How interested are you in continuing to play this game?(n=48)
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
2%
6%
13%
35%
44%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)

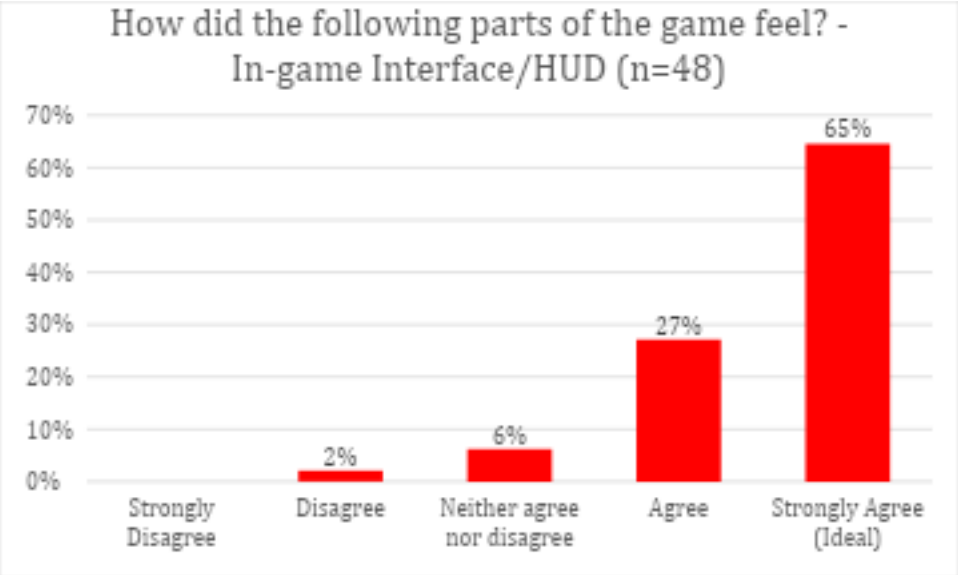

How likely would you be to play this game regularly?(n=48)
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
2%
2%
13%
44%
40%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)

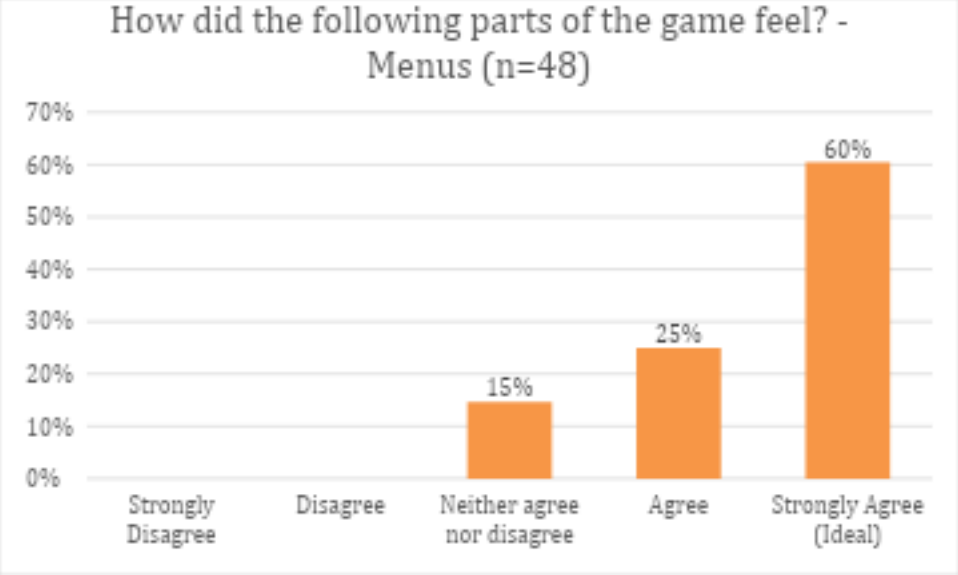

How did the following parts of the game feel? - Combat (n=48)
60%
50%
40%
30%
20%
10%
0%
2%
2%
17%
27%
52%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)

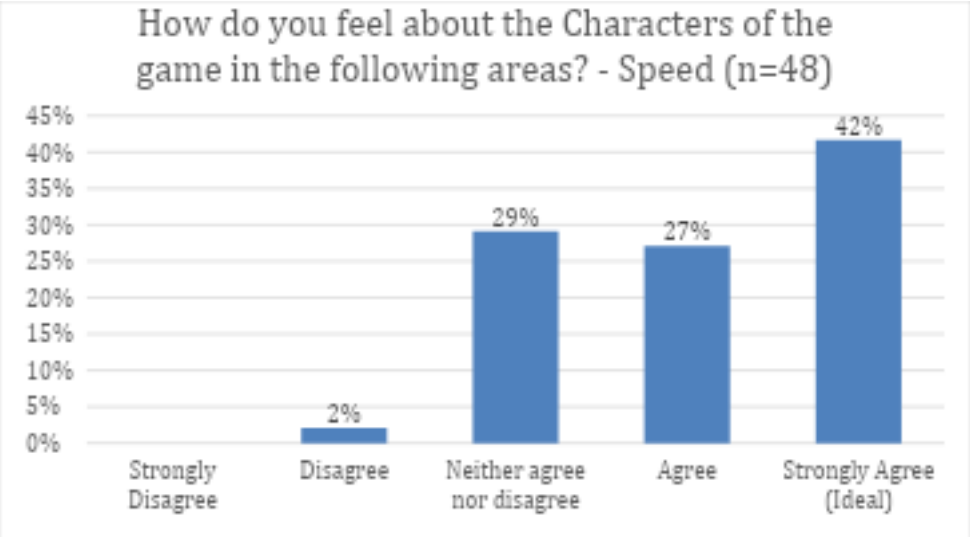

How did the following parts of the game feel? - Controls (n=48)
70%
60%
50%
40%
30%
20%
10%
0%
6%
29%
65%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)

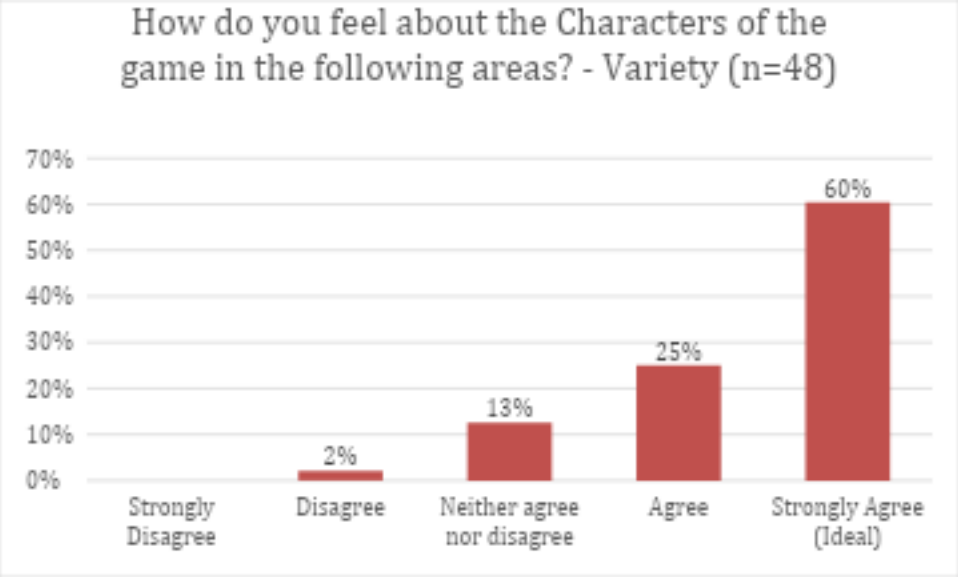

How did the following parts of the game feel? - Map (n=48)
60%
50%
40%
30%
20%
10%
0%
50%
27%
23%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)

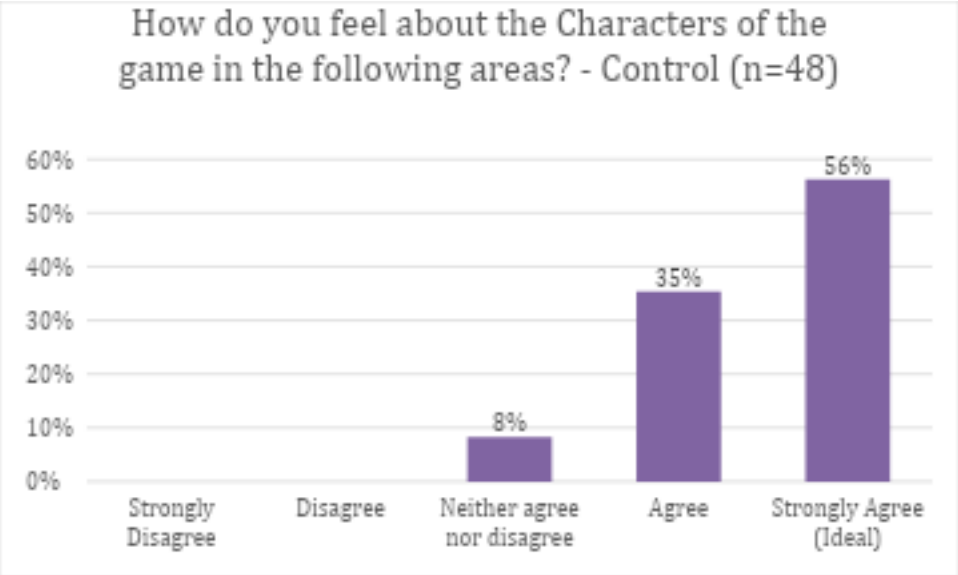

How did the following parts of the game feel? - Characters(n=48)
70%
60%
50%
40%
30%
20%
10%
0%
65%
21%
6%
8%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)

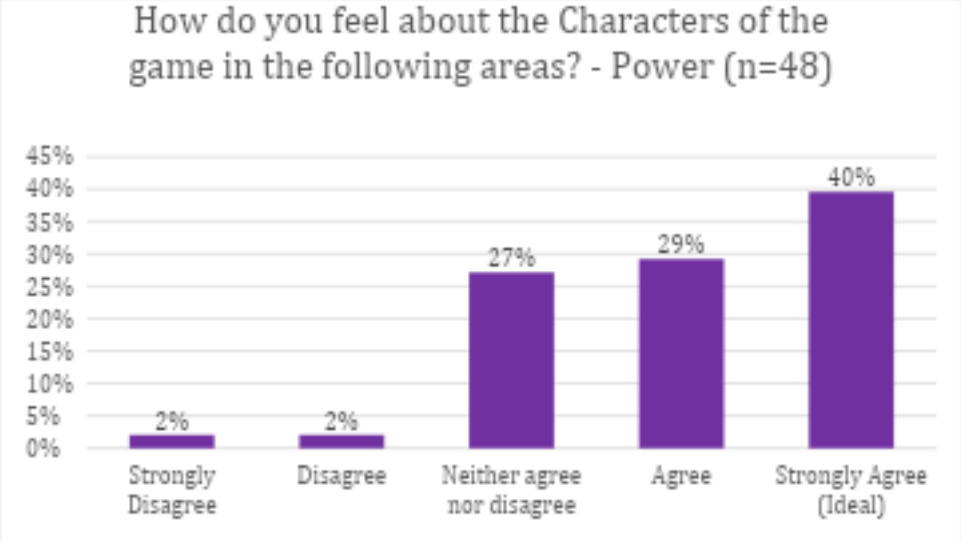

How did the following parts of the game feel? - In-game Interface/HUD (n=48)
70%
60%
50%
40%
30%
20%
10%
0%
2%
6%
27%
65%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)

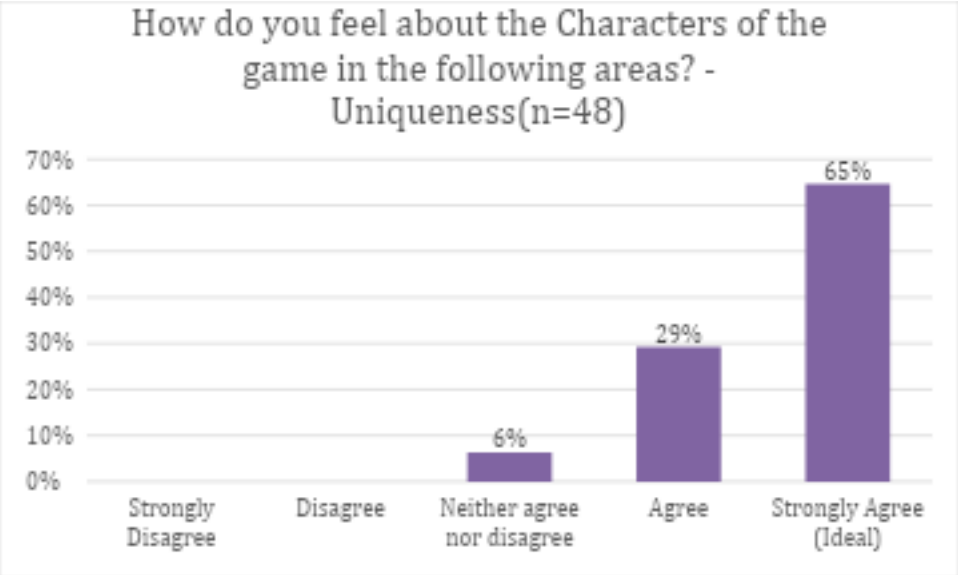

How did the following parts of the game feel? - Menus (n=48)
70%
60%
50%
40%
30%
20%
10%
0%
15%
25%
60%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)

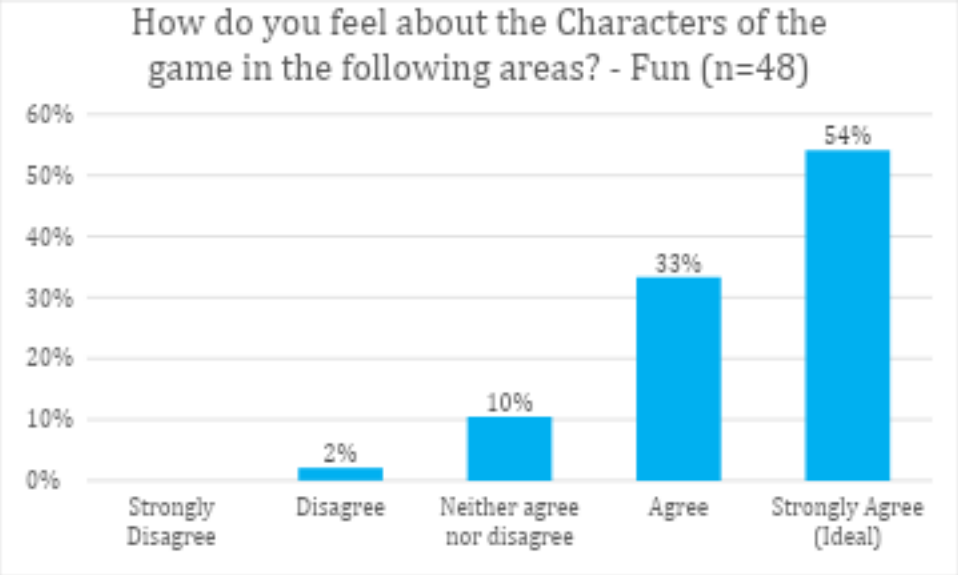

How do you feel about the Characters of the game in the following areas? - Speed (n=48)
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
2%
29%
27%
42%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)

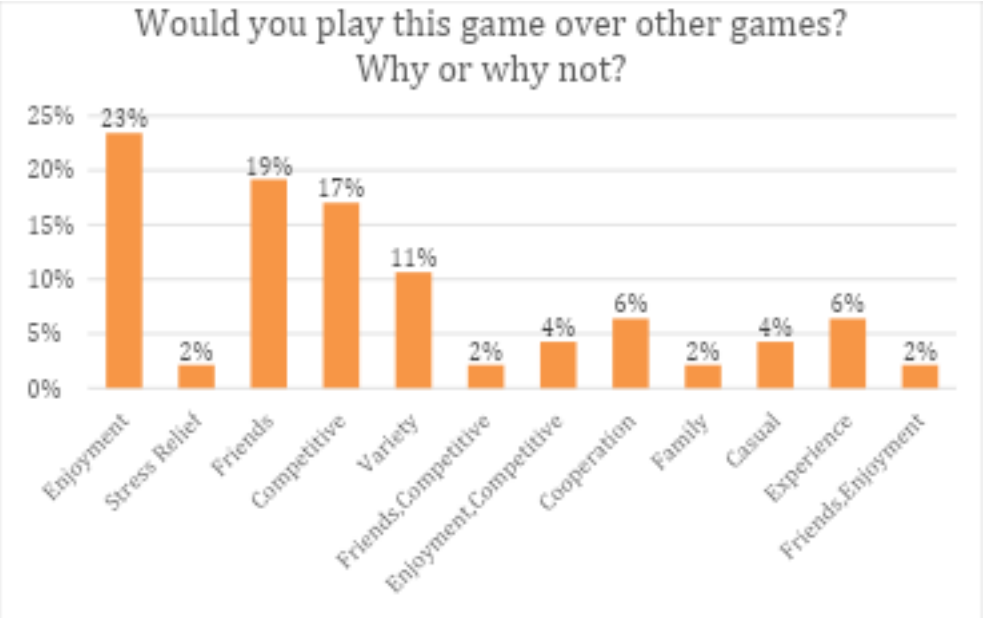

How do you feel about the Characters of the game in the following areas? - Variety (n=48)
70%
60%
50%
40%
30%
20%
10%
0%
2%
13%
25%
60%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)

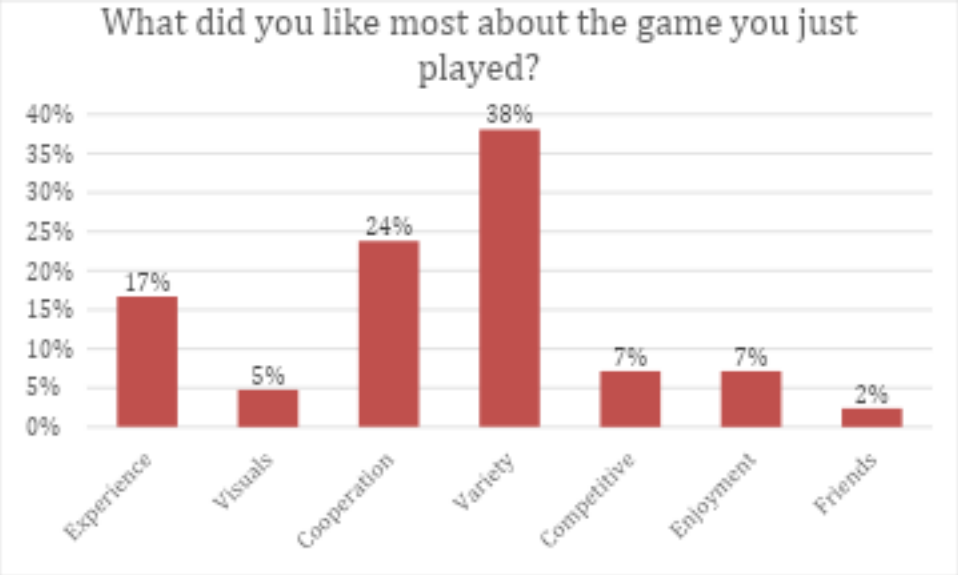

How do you feel about the Characters of the game in the following areas? - Control (n=48)
60%
50%
40%
30%
20%
10%
0%
56%
35%
8%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)

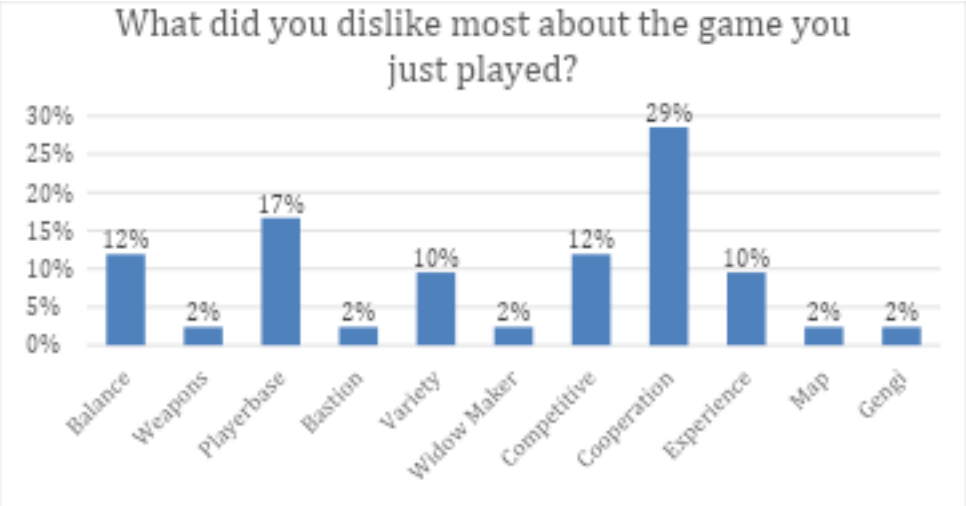

How do you feel about the Characters of the game in the following areas? - Power (n=48)
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
40%
29%
27%
2%
2%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)


How do you feel about the Characters of the game in the following areas? - Uniqueness(n=48)
70%
60%
50%
40%
30%
20%
10%
0%
6%
29%
65%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)


How do you feel about the Characters of the game in the following areas? - Fun (n=48)
60%
50%
40%
30%
20%
10%
0%
2%
10%
33%
54%
Strongly Disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree (Ideal)


Would you play this game over other games? Why or why not?
25%
20%
15%
10%
5%
0%
23%
2%
19%
17%
11%
2%
4%
6%
2%
4%
6%
2%
Enjoyment
Stress Relief
Friends
Competitive
Variety
Friends,Competitive
Enjoyment,Competitive
Cooperation
Family
Casual
Experience
Friends,Enjoyment


What did you like most about the game you just played?
40%
35%
30%
25%
20%
15%
10%
5%
0%
17%
5%
24%
38%
7%
7%
2%
Experience
Visuals
Cooperation
Variety
Competitive
Enjoyment
Friends



Additional Information

Extended Demographics

This section should include a thorough enough breakdown of demographics that you could hand it to a different research team and they could recruit an identical set of participants. **[optional as either table or chart]**