

CASE STUDIES:

GAME PROJECT

Overview

This case study presents an on-site qualitative research project designed to evaluate gameplay experience and player behavior among different gamer segments, with a focus on the Monster Hunter franchise and comparable 3D ARPG/MMORPG players. The study combined structured playtests with moderated group discussions to capture real-time feedback and interaction dynamics

Objectives

- To understand high-level gameplay experience across different gamer segments
- To compare engagement patterns between hardcore, light, and non-franchise players
- To observe how players interact, communicate, and share ideas in a group test environment
- To validate player authenticity and engagement through behavioral evidence and gameplay proof

Research Result

- Clear qualitative distinctions between hardcore, light, and non-Monster Hunter players
- Insights into engagement depth, play motivation, and interaction styles
- Validation of player behavior through observed gameplay rather than self-reporting alone
- Actionable findings to support product evaluation, UX improvement, and design decisions

Background

With the growing diversity of action RPG players across mobile, console, and portable platforms, understanding differences in engagement, expectations, and play behavior is critical. The challenge was to recruit clearly defined gamer segments—hardcore, light, and non-Monster Hunter players—while ensuring balanced demographics, verified gaming experience, and active participation during extended on-site sessions

Methodology

- Research Design:
On-site playtest sessions combined with facilitated group discussions
- Participants:
- Age: 18–35
- Gender quota: 7 males / 3 females per group
- Three distinct groups:
 - a. Monster Hunter Hardcore Gamers
 - b. Monster Hunter Light Gamers
 - c. Non-Monster Hunter 3D ARPG/MMORPG Gamers
- Recruitment & Screening:
- Two-step screening process
- Verification via gaming screenshots and in-game data
- Main players and backup players assigned to ensure session stability
- Execution:
- Three on-site group sessions
- Each session lasting approximately 3.5–4 hours
- Pre-session surveys completed prior to gameplay
- Data Collection:
- Gameplay observation
- Group discussion and idea sharing
- Engagement and behavioral assessment