# Questionnaire Results

During the questionnaire I asked 10 people in total, all within the age group of 10-20. I asked 7 boys and 3 girls, purely because game consoles are stereotypically associated as a 'boys' game, although I didn't block out the female target market totally as some girls may use game consoles. Once I had collected the data I needed, I could then begin to analyse my results and draw up conclusions from them as to what my target audience want from the product I shall be designing and producing.

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This question was asked to tell us what our product needs to include in order to attract the

1. When buying a console game or DVD, what is the first thing that attracts you to the product?
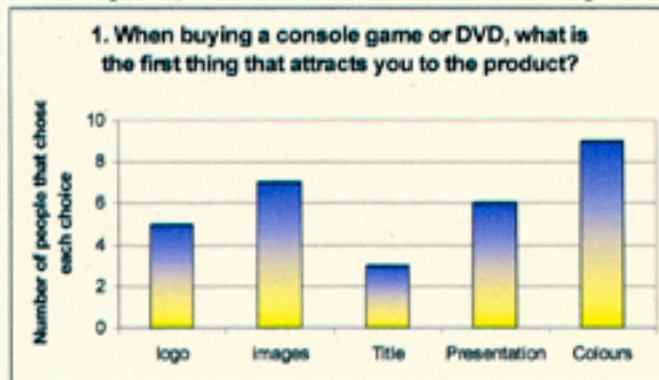
From the results it is shown to us that the main technique that is effective in attracting an audience is the use of colour. We must use bright colours that will draw attention and contrast well together, and portray the theme of the game through the use of colours. The overall presentation and the use of images are also important.

Which of the following colours would you say were eye-catching and suitable for the packaging of the product?

Now that we have established that the buyers are looking for appealing colours, this question brings into detail what colours exactly they find appealing and eye catching.

It was found that 90% of people said blue as their first choice, closely followed by black and then green. Yellow and pink were least popular.

3. Which of the following colours would you say were eye-catching and suitable for the packaging of the product?

- Blue
- green
- black
- yellow
- pink
- red
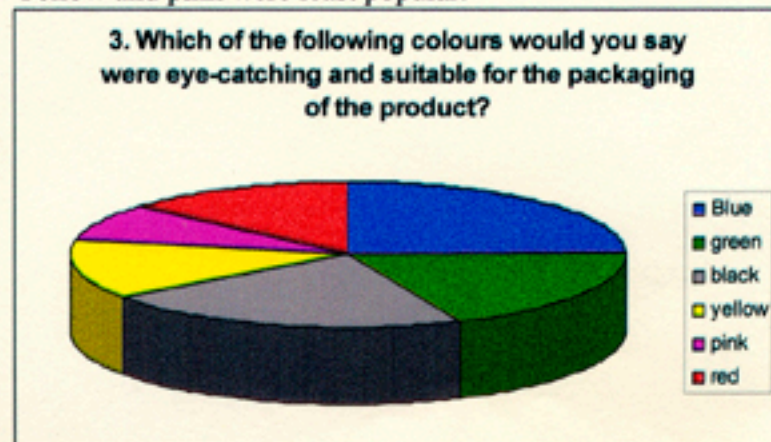
Which choice of packaging would you prefer?

Card	8
Cover sheet	2

This question asks about how they wish the game to be packaged, and 80% answered in an outer card box with the information displayed onto the card.

Do you normally read the blurb of the game?

This question was asked to find out whether it was worth including a blurb onto he back of the package. The answer came as yes, with 90% saying they did read the blurb s it informs them more into the game and allows them to decide whether it is worth buying.

What do you feel the main purpose of a point of sale is?

To hold a product securely ——————▶ 1
To display a product ——————▶ 9
To advertise a product ——————▶ 9
To educate consumers of information ——————▶ 7

From these answers it has told us that our target audience feel the point of sale should be used to display and advertise a product, and that it needn't hold huge amounts of information because the package itself can do this. It is used to entice customers. The next question:

Are you more likely to buy a product if it is professionally displayed upon a point of sale, than the same product that is just laid out as normal?

Was answered with 90% saying they were more likely to buy the same product if it was displayed on a effective point of sale, this is because it has been professionally advertised to a high standard and therefore the game should also be of a high standard.

What themes of games do you think sell more successfully?

This question was asked so that we could understand exactly what theme of game that our target audience would like to see produced. The 3 main themes that were most popular were action, violence and adventure. All of these are of a masculine theme and would attract more of a male audience.

8. What themes of games do you think sell more successfully?