

Inter-Office Memo

Atari Games Corporation

To: Distribution

From: Jerry Momoda

Subject: Pit-Fighter Player Survey

Date: June 27, 1990

Being on the fast track to production, an early player survey was conducted at at AOI Eastridge. A mall arcade with numerous anchor stores, it has reasonably good traffic. The location attracts primarily a young to late teen audience. The survey was conducted on Wednesday June 20th and Thursday the 21st, from 2:00 to 8:00.

With summer vacation just underway, the location experienced strong weekday traffic. On what were previously slow days, the interviewers were able to complete 40 interviews in two days.

At times during the survey, Pit-Fighter experienced surges of very high play with crowds around the game, and at others it was quiet.

Coinage was set at \$.50/play (2 tokens), and though players mentioned price per play as a negative, Pit-Fighter still earned \$730 and was the #1 game.

The primary purpose for the survey was to evaluate comprehension and appeal to various aspects of game play since player input from the focus group on May 16th.

Pit-Fighter collections for the first two weeks at Atari Expo, Eastridge:

	6/17	6/24
PIT-FIGHTER*	\$223 a	\$730
Final Fight*	322	325
Big Choice	298	291
Galaxy Force**	318	289
Final Lap*	235	283
UN Squadron	239	251
Air Hockey*	215	239
Total	\$6,740	\$7,150

PLAYER SURVEY FINDINGS

During the survey, Pit-Fighter attracted all males (100%), who were 13 - 20 years old and played coin-operated video games at least once a week.

51% of the respondents had played the game only once. The highest number of played was 15. 32% did not get beyond the first opponent and two players finished the game.

Things players liked most about Pit-Fighter:

- *graphics
- *fighting
- *challenging
- *can choose character
- *look of characters
- *SFX

Things players disliked most about Pit-Fighter:

- *difficult - moves hard to do
 - die too quick
 - how moves are done
 - takes a while to get used to
 - too many guys to fight at one time
 - enemy takes long time to die
- *controls - controls slow to react
 - when pressing buttons it acts late
 - hard to control
 - jump button didn't work
- *not enough moves-
 - should be more moves
 - not enough moves/maneuvers
- *cost per play

Players expressed what was confusing or hard to understand:

- *Controls, how to do moves. Can't kick when you want to.
- *Sometimes hard to do Supermove. Sometimes I just jump.
- *Controls, slow, don't react too fast.
- *How to do the moves.
- *The moves, hard to control. You just have to go crazy and see what happens.
- *The moves, hard to make the moves.
- *The moves, can't do spin kick till you get up close to guy.
- *The moves, they don't have much control which move to do.
- *The moves, don't know when to press it. Don't know what to press to get different moves.
- *Not enough instructions.
- *Hard to know what skills the guy had.
- *Hard to control.
- *Jump button doesn't work. It just backs up. Have to press both buttons, jump and kick to jump.

When asked: What is the name of your favorite fighting game: _____

Pit-Fighter	9
Street Fighter	8
Final Fight	6
WWF Superstars	2

We should look at Street Fighter for ideas. This game is not even at Eastridge, but it definitely is a favorite of players.

Nine players did select Pit-Fighter as being their favorite fighting game. Those who did were asked, "compared to other fighting games...."

Would you say:

Pit-Fighter is much better	30%
Pit-Fighter is a little better	20%
They are about the same	27%
Pit-Fighter is not as good	22%

CONCLUSIONS/SUGGESTIONS

While some expressed confusion executing the existing moves, others expressed a desire for more moves/maneuvers in the game. This confusion could stem from a Pit-Fighters need to be a certain distance from the opponent for the move to even be executed. Some moves are not even possible unless the character is right up close. The downside to this method is, how close is just right and when are you too far away? Players blame the controls, say the moves are too difficult to execute and get frustrated. Its an exacting type of thing that is very difficult to communicate to the player.

Players want to do a Supermove when they push all three buttons. Whether its effective depends on the proximity of the opponent. Many other games allow such moves to be at least performed regardless of the location of player and opponent. However, to discourage overuse of a "super move" they take health away each time its used.

I believe having more moves available for the better player and overall game depth will help in longevity. Motivating factors for kids playing a game over and over is that they keep finding something new or something they can improve on. With how few quarters can I get to the end? A new move that can knockout a fighter quicker, like the elbow move in Double Dragon. We shouldn't underestimate the variety that some of those what we call "just another fighting game" offers. Often these added moves are listed and explained how to do on the monitor bezel. I realize the majority of players don't read instructions, but those who play the game several times will.

Another area that got mixed reviews was "how the game scores".

Excellent	14%
Very Good	32%
Good	44%
Fair	10%
Poor	--

This is an area that I thought players would react more positively to. They did not expand on it in open ended questions. For me it is confusing why I get more money in certain levels/rounds than others. Occasionally you win enough cash to go through the roof while at other times you only get a handful. Why is this? I imagine its just as confusing to players. Maybe players could score icons (and post by picture of their character) for each knockdown, brutal deed, etc. so they can understand the scoring system.

Perhaps When asked who their favorite fighters were, the "Karate" and "Kickboxer" were name the most often. Only two voted for the "Wrestler". They said the kickboxer had quickness - gets in more hits, has better moves, does more damage and they played better with him. Those who voted for the karate fighter said he was quick, had better moves, seemed most effective, LOOKS LIKE A GOOD FIGHTER and liked the way he fights and sounds.

For the wrestler (Bill Chase) to be a more desirable character, he needs to loosen up (flexibility) and get a flashier/dramatic fighting style. While he at first looks the most physically impressive, players notice that he is slow, rigid and has a limited repetoire of moves.

A question added to the survey on the second day asked players their preference in length of games. The question read:

Which do you prefer:

- A. Games you can play from beginning to end in a short amount of time.
- B. Games that take much time to finish from beginning to end.
- C. Games that have no ending (go on and on).

Of the 12 surveyed:

- A. 1
- B. 9
- C. 2

With these results, we should consider the possibility of adding more levels/rounds to the game. Players acknowledge that it is more challenging and more of a feeling of accomplishment. These added levels could be something different than the regular fighting. Something that breaks it up, poses a new challenge other than normal Pit-Fighting. Perhaps break things up in a room for added bonus dollars, prove your brutality by battling through people in the crowd. Someone in the crowd could have something of value, only attainable by hitting and finding the randomly selected crowd member. If a couple of crowdmembers could come out and pick a fight and help your opponent, it might make it more interesting. After all, this is Pit-Fighting, where no rules exist. Another idea could be to have a "Violence Round", where the object is to break down, through, and destroy objects with super moves, one after another in a limited amount of time for a "super violence bonus".

Another way make the entire game longer might be to make each fight longer, meaning it takes more quarters to get from beginning to end. Many fighting games require that you spend much more than one quarter to just beat one character. If certain enemies are given given this treatment it creates more peaks and valleys rather than one level of difficulty. Tougher enemies will be viewed as intermediate "boss" characters in the overall game.

As fight after fight becomes repeditive with no end in sight, giving players sight of their ultimate goal at least shows something to strive for. Like "Maboo" in Rolling Thunder, the "Masked Champion" could taunt you from his throne. Such segue screens can be used to entice players to play more than they normally might. Plus, it gives the game a storyline structure.

PLAYER SURVEY COMPARATIVE RATINGS

GAME	PIT- FIGHTER	STUN RUNNER	HARD DRIVIN	CYBER	TOOBIN	ROAD BLASTERS
N=	40	43	22	13	41	14
<u>OVERALL PLAY:</u>						
EXCELLENT	25	12	45	31	17	14
VERY GOOD	30	57	50	38	56	50
GOOD	25	26	5	31	24	36
FAIR	15	5	0	0	3	0
POOR	0	0	0	0	0	0
DID NOT ANSWER	5	-	-	-	-	-
<u>PLAY AGAIN:</u>						
DEFINITELY	45	44	64	61	54	79
PROBABLY	22	47	36	31	37	21
MIGHT	30	7	0	8	7	0
PROBABLY NOT	2	2	0	0	2	0
WOULD NOT	0	0	0	0	0	0
<u>COMPARISON:</u>						
MUCH BETTER	40	26	82	23	24	21
A LITTLE BETTER	22	53	14	69	49	64
SAME	32	19	0	0	24	14
NOT AS GOOD	5	2	5	0	3	0
MUCH WORSE	0	0	0	0	0	0
<u>OVERALL RATING:</u>						
(5 PT. SCALE)	3.86	4.01	4.59	4.18	4.08	4.12
<u>CONTROLS:</u>						
EXCELLENT	20	14	36	23	27	14
VERY GOOD	24	30	41	54	27	50
GOOD	34	35	9	23	36	29
FAIR	20	19	14	0	5	7
POOR	2	2	0	0	5	0
<u>SOUND EFFECTS:</u>						
MUCH BETTER	56	9	55	15	no ask	no ask
A LITTLE BETTER	24	33	32	62		
SAME	17	46	14	23		
NOT AS GOOD	0	7	0	0		
MUCH WORSE	2	5	0	0		
<u>MUSIC:</u>						
MUCH BETTER	22	7	14	15	no ask	no ask
A LITTLE BETTER	27	14	18	8		
SAME	37	50	41	62		
NOT AS GOOD	12	22	14	0		
MUCH WORSE	2	7	0	0		

	PIT- FIGHTER	STUN RUNNER	HARD DRIVIN	CYBER	TOOBIN	ROAD BLASTERS
<u>SCORING:</u>						
EXCELLENT	14	7	14	8	10	0
VERY GOOD	32	35	23	53	35	36
GOOD	44	35	32	23	50	57
FAIR	10	23	18	8	5	7
POOR	0	0	0	0	0	0
<u>PICTURES ON SCREEN:</u>						
EXCELLENT	78	54	41	31	61	29
VERY GOOD	12	23	32	54	27	57
GOOD	10	21	18	15	12	14
FAIR	0	0	9	0	0	0
POOR	0	2	0	0	0	0
<u>AMOUNT OF SKILL:</u>						
TOO MUCH	46	21	9	15	5	14
ABOUT RIGHT	51	77	86	85	87	86
NOT ENOUGH	2	2	0	0	8	0
NO RESPONSE	-	-	5	-	-	-
<u>OVERALL LOOKS:</u>						
EXCELLENT	56	26	50	38	34	36
VERY GOOD	24	37	36	54	56	29
GOOD	17	21	14	8	10	29
FAIR	2	14	0	0	0	7
POOR	0	2	0	0	0	0
<u>FREQUENCY OF PLAY:</u>						
FIRST TIME	12	9	0	0	0	0
LESS THAN 1X/MO	5	12	9	0	12	0
ONCE X 2 WEEKS	5	19	18	15	29	7
1-2 X WEEK	39	21	55	46	39	50
2-3 X WEEK	15	19	5	15	15	21
3-6 X WEEK	12	7	5	15	2	0
DAILY	12	9	9	8	2	29
<u>AGE:</u>						
UNDER 10	2	0	0	0	2	0
10-12	7	12	14	0	22	7
13-15	44	26	14	8	24	36
16-20	39	48	45	46	29	50
21-30	5	14	18	46	20	7
OVER 30	2	0	9	0	2	0
<u>SEX:</u>						
MALE	100	100	86	100	98	100
FEMALE	0	0	14	0	2	0