

GOOFBALLS VS TESTING

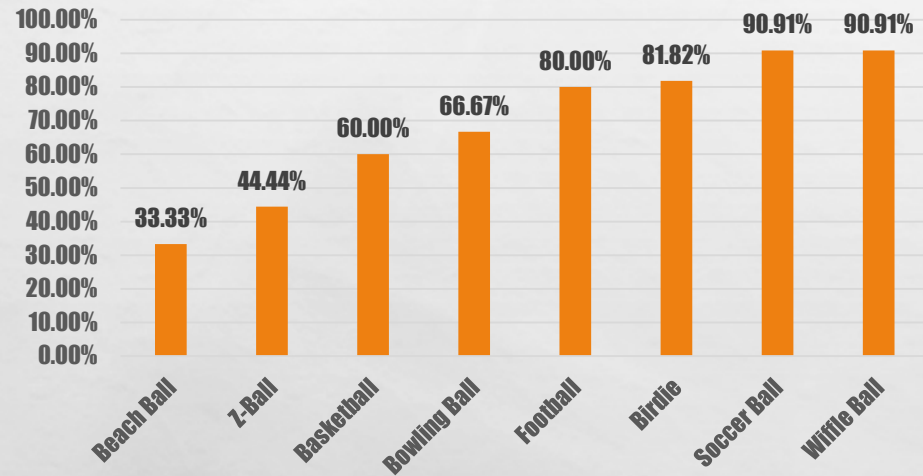


DEMOGRAPHICS

- **12 TOTAL PARTICIPANTS**
- **PLAYERS WERE ALL 18-35**
- **ALMOST EVEN SPLIT BETWEEN MALE AND FEMALE PARTICIPANTS**

BALL DISTRIBUTION

Balls that Players Played With

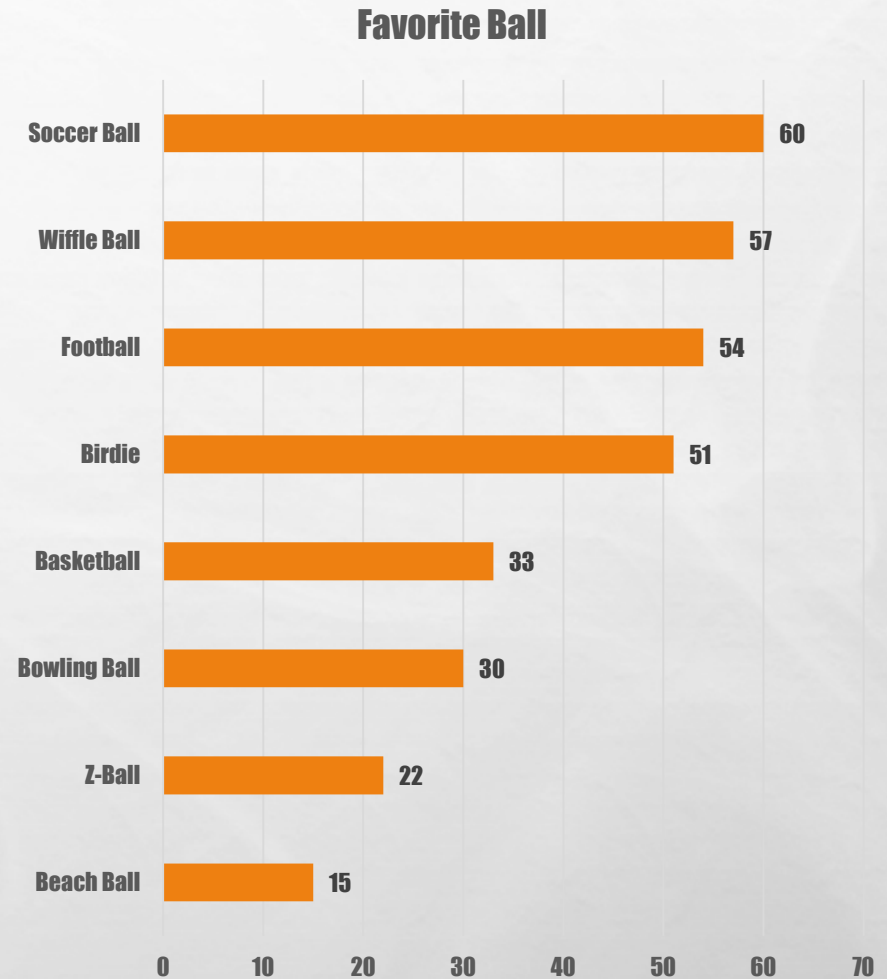


Players played with Wiffle, Soccer Balls, Footballs and Birdies the Most



Players played with Beach balls and Zballs the least

**SOCCER BALL WAS
THE OVERALL
FAVORITE, WHILE
FOOTBALL WAS #1
FOR THE MOST
PEOPLE**



WHY DID PLAYERS LIKE THEM?

SOCCER BALL

**“PREDICTABLE
MOVEMENT. ALLOWS
FOR PRECISION.”**

FOOTBALL

**“THE BOUNCING OF THE BALL
MADE IT UNPREDICTABLE AND
WAS FUNNY TO WATCH THE
PLAYERS TRY AND CHASE IT
AROUND.”**

**“IT WAS EASIER TO CONTROL
CAUSE DIDN'T ROLL AS MUCH”**

WIFFLE BALL

**“COOL DESIGN AND
EASY TO MOVE
AROUND”**

WHY DID PLAYERS DISLIKE THEM?

BEACH BALL

**“IDK, JUST SEEMED
AVERAGE”**

ZBALL

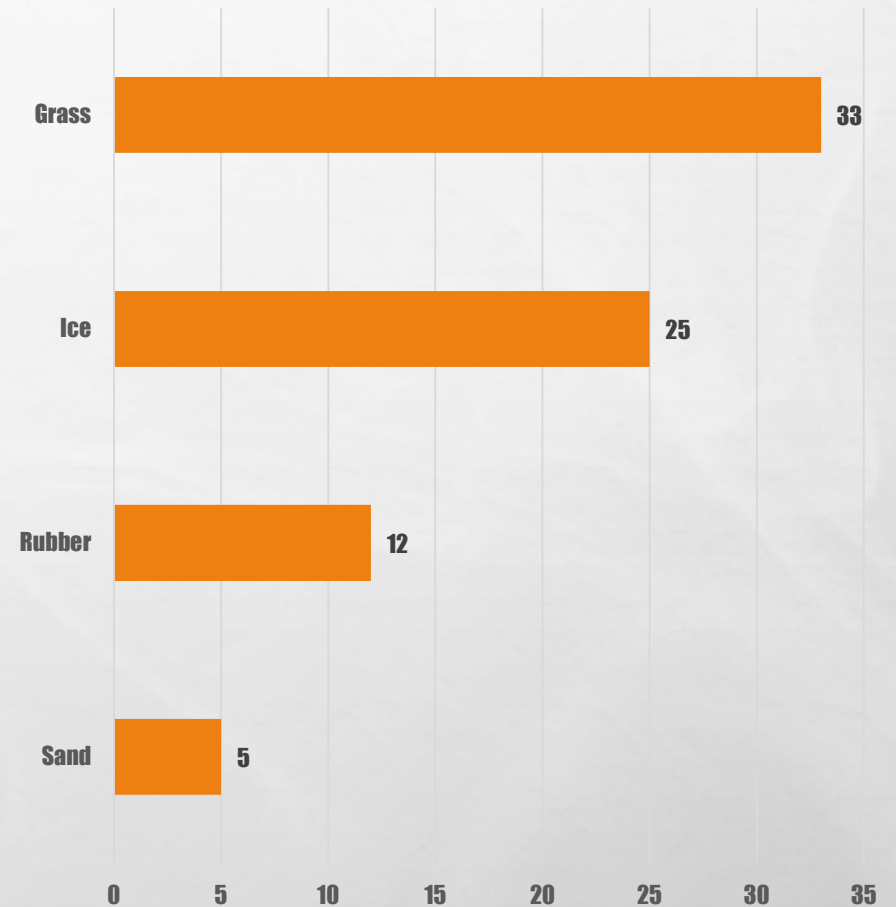
**IT WAS NOBODY’S
LEAST FAVORITE, BUT
WAS NOT PLAYED
WITH OFTEN**

BOWLING BALL

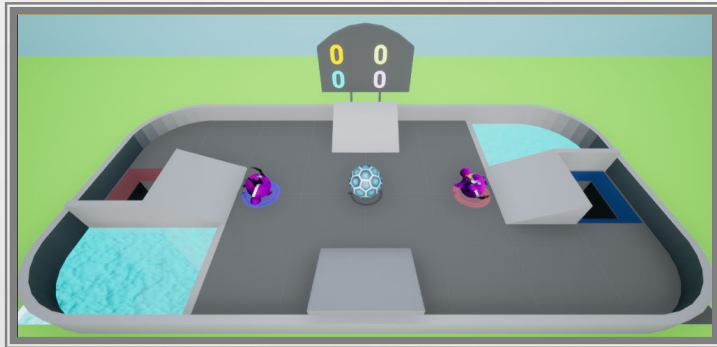
**“IT WAS HEAVY AND
HARD TO GET UP STEEP
SIDES OF ARENA”
“WAS DIFFICULT TO GET
UP THE RAMP AND
CONTROL”**

**GRASS WAS THE
FAVORITE
SURFACE, WITH
SAND BEING THE
LEAST FAVORITE**

Favorite Surface

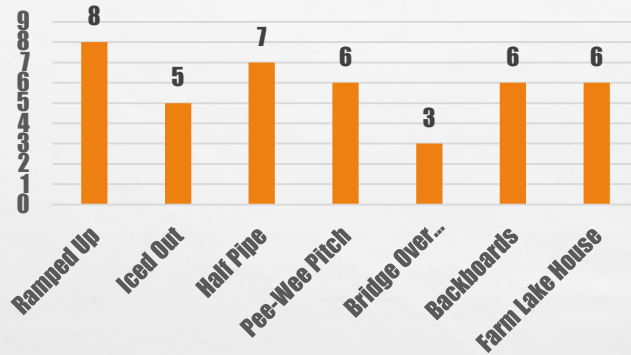


FAVORITE ARENAS?

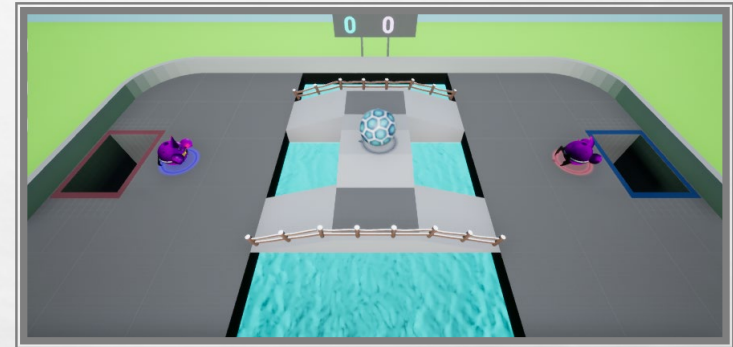


RAMPED UP

THE FAVORITE ARENA, BUT ONLY MARGINALLY



THE ARENAS WERE
GENERALLY EQUAL

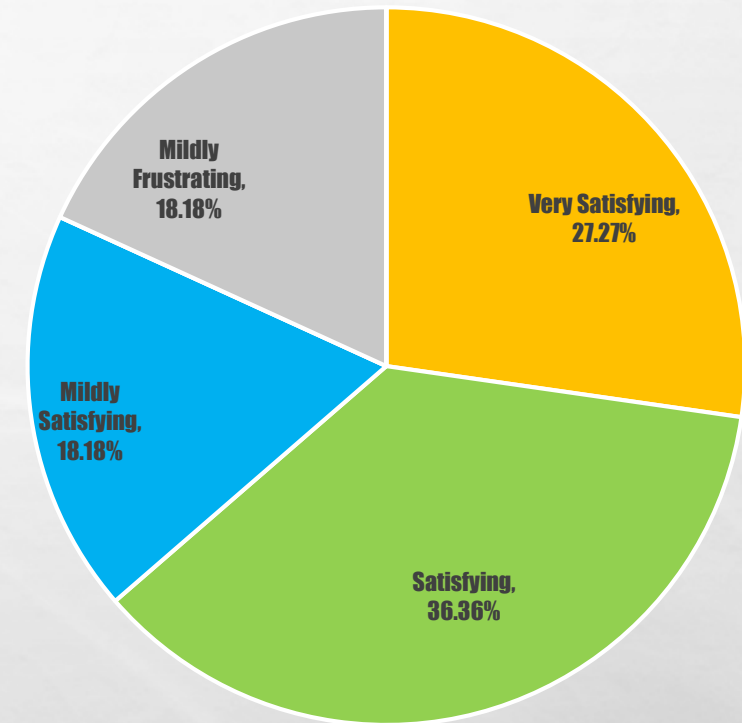


BRIDGE OVER TROUBLED WATER

BY FAR THE LEAST LIKED ARENA

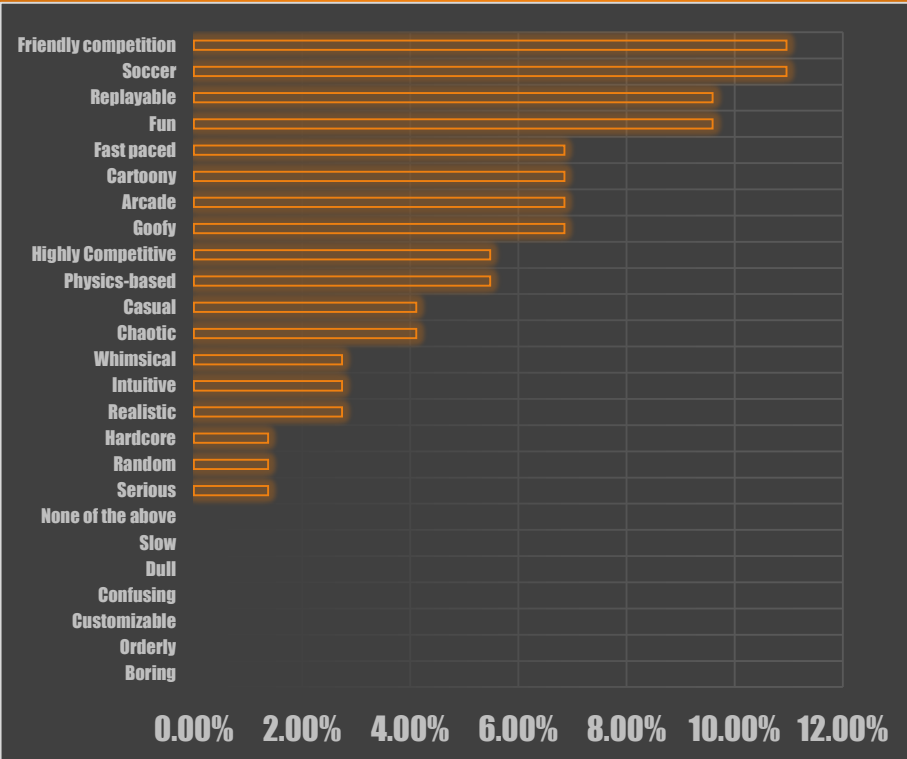
**82% OF PLAYERS
FELT THE CONTROLS
WERE SATISFYING**

Controls



■ Very Satisfying ■ Satisfying ■ Mildly Satisfying ■ Mildly Frustrating

WORD ASSOCIATION



Of the words used to describe Goofballs, 89% were the desired descriptors

'Soccer' and 'Friendly Competition' were the most used words

The game was not perceived as 'customizable' by any players

CASUAL VS. COMPETITIVE

- **OVERALL, THE GAME FELT COMPETITIVE TO PLAYERS**
- **NOBODY FELT IT WAS COMPLETELY COMPETITIVE OR COMPLETELY CASUAL**
- **THE AVERAGE WAS SLIGHTLY TOWARDS COMPETITIVE, BUT CLOSE TO THE CENTER**

Casual

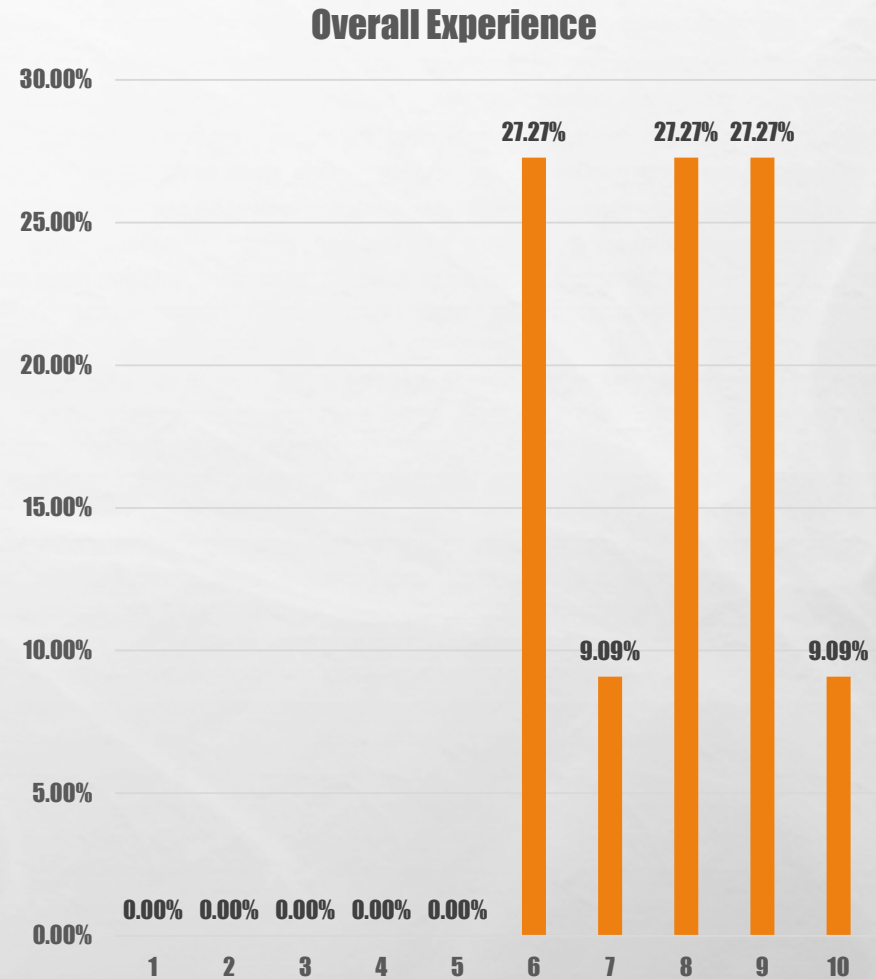
Competitive



6

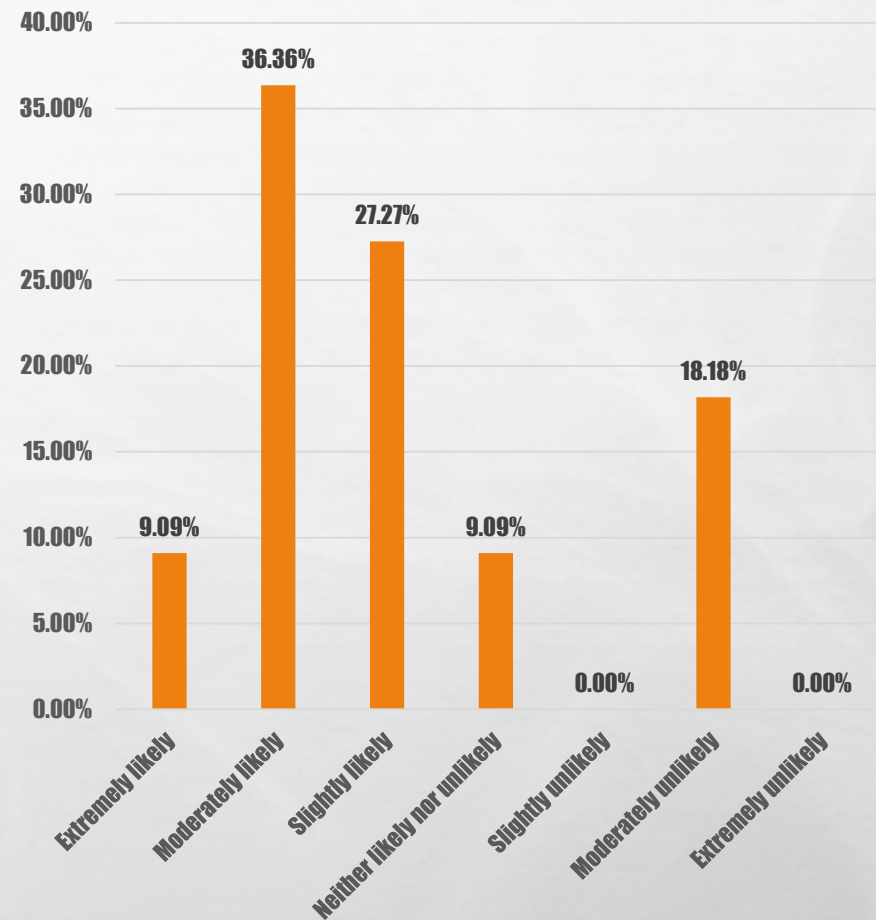
A horizontal orange line with circular endpoints at 'Casual' and 'Competitive'. A circular marker with the number '6' is positioned on the line, closer to the 'Competitive' end.

**OVERALL,
PLAYERS ENJOYED
THE GAME
(7.8 AVERAGE)**



**73% OF PLAYERS
WOULD BE LIKELY
TO PLAY THIS AT
HOME**

Would you play this at home?



OVERALL FEEDBACK

- **ZBALL AND BEACHBALL ARE SIGNIFICANTLY LESS ENJOYED BY PLAYERS**
 - **THE DATA ON THE ZBALL IS UNCLEAR AND REQUIRES MORE DATA**
- **OVERALL, PLAYERS ENJOY ALL OF THE ARENAS, EXCLUDING BRIDGE OVER TROUBLED WATER**
 - **DESPITE PLAYERS GETTING STUCK CONTINUOUSLY IN HALFPIPE, THEY HAD FUN**

QUESTIONS?