Alchemer
Formerly SurveyGizmo

CASE STUDY

Gaming and Alchemer

Experimental Research Yields Uniquely Detailed Results with Alchemer

The Creative Team at a major gaming and esports company engaged Alchemer (formerly SurveyGizmo) to create a new kind of survey to uncover how different art thematics affect a gamer's intention to engage with a product. The project included custom scripting, recruiting approximately 5,000 respondents in China, Brazil, South Korea, and the USA. All work was completed – start to finish – in two weeks (well ahead of schedule).

The Creative Team wanted to conduct research to discover how art thematics affected gamers' intention to engage with a product. To do this, they decided to track how people reacted to certain images and the elements contained into those images.

PROJECT SCOPE

Using a selection of more than 100 art images, the survey asked respondents to choose a word to describe how they felt about each image, and then to click on the part of the image that created that feeling. The results were compiled in a series of heatmaps for each image, depending on the words chosen to reflect the emotions that image evoked.

The 4,800 respondents were selected according to a standard core gamer profile:

• Plays more than 4 hours per week
• Engaged in core genres (MOBA, FPS, OCCG)
• Resides in Brazil, China, South Korea, or USA

RESEARCH PANELS

Alchemer offers panel services in most countries where US companies can conduct business. The Alchemer panel team also performs quality checks to ensure that customers gets high-quality results, and the team also helps with the survey to ensure that when it is fielded, it delivers the kind of results you want.

In addition, Alchemer offers self-service panels (Survey Audiences) when a customer wants to run a low-cost test or pilot before conducting larger research.

Want to learn more?

From market research to customer satisfaction, Alchemer offers the world's most flexible feedback and data collection platform, with twice as many question types and a low-code design that allows innovative thinkers across organizations to solve real business problems cost-effectively. To learn more, call 1-800-609-6480
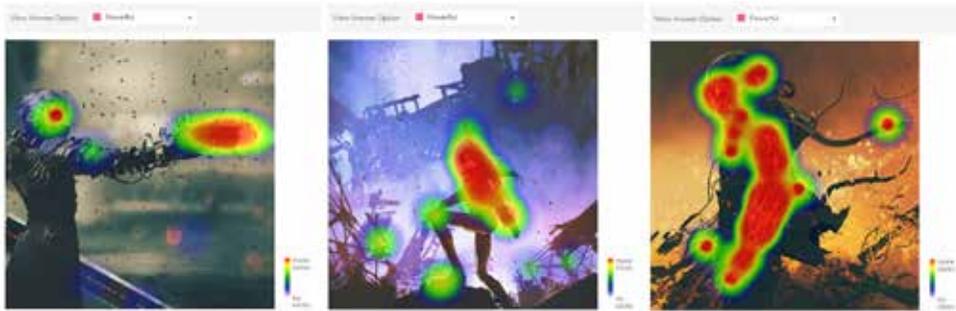

Best Meets Requirements — Enterprise — WINTER 2022
Fastest Implementation — Enterprise — WINTER 2022
Easiest Admin — Enterprise — WINTER 2022
Easiest Setup — Enterprise — WINTER 2022
Easiest To Use — Enterprise — WINTER 2022

Building Surveys With Fascinating Outcomes

HEATMAP SURVEYS

The Image Heatmap question type allows your survey respondents to provide feedback on an image. Respondents can click anywhere on that image and select answer options you provide. In this example, gamers were asked to identify the parts of each image that are stylish and the parts that are powerful. As you can see from the image on the right, you can also allow respondents to comment on their selections to provide additional context.
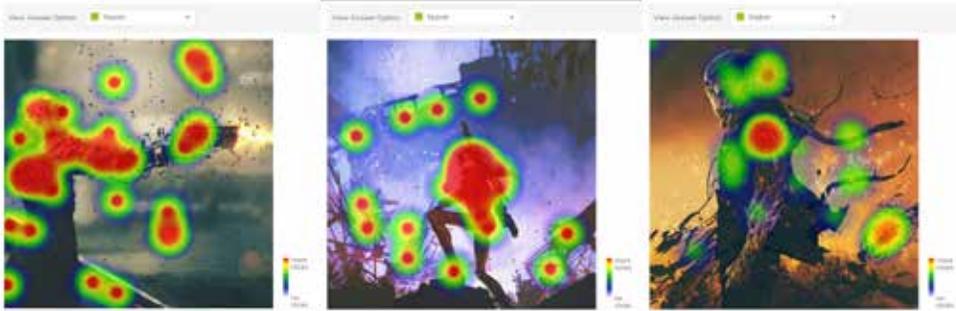
As you can see, stylish elements were much more open to interpretation than powerful.
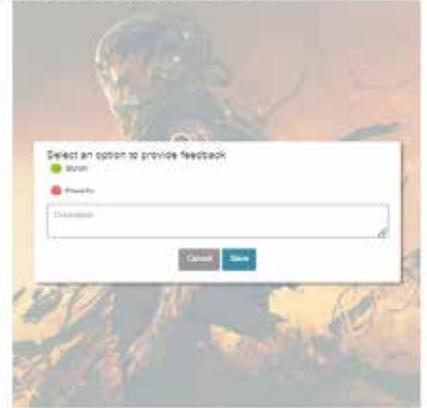

CUSTOMER SATISFACTION

Happy gamers play more often and spend more in game than those who get frustrated. One gaming company found that by moving to Alchemer from SurveyMonkey, they were able to see much more information. Information they now use to give players tips and tricks to help retain more new players.

ABOUT ALCHEMER

Alchemer (formerly SurveyGizmo) offers the world's most flexible feedback and data collection platform, with twice as many question types and a low-code design that allows innovative thinkers across organizations to solve real business problems cost-effectively. Alchemer serves more than 15,000 global customers and 30% of the Fortune 500.
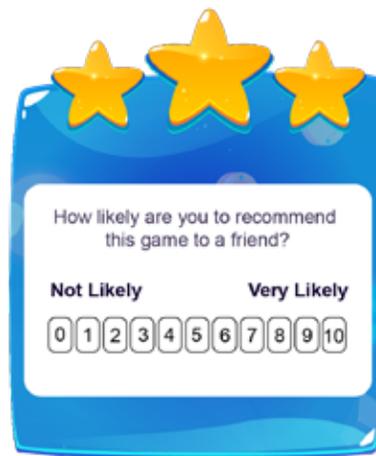
Call 1-800-609-6480 or email sales@alchemer.com for more information

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