

Inter Office Memo



Corporate Headquarters

To: Sally Upjohn

From: Laura Sunshine *L.S.*

Subject: 5200 CONTROLLER STUDY

Date: October 8, 1982

V82/50

Background

Previous research has indicated that there may be some consumer dissatisfaction and/or confusion regarding the 5200 controllers. Consumers have commented on the lack of control, lack of resistance, and lack of self-centering of these joysticks. Marketing is concerned that the consumer reactions may vary depending on the software that is being used. Further, there may be some initial confusion regarding the benefits/advantages of the 360° analog 5200 controllers.

Purpose

The purpose of this research is to determine the extent of user dissatisfaction regarding the 5200 controllers. Specifically, the objectives of the research are to:

- o Identify specific user complaints of the 5200 controllers.
- o Determine if user satisfaction/dissatisfaction varies by the software used.
- o Determine if user satisfaction/dissatisfaction is dependent on previous game playing experience.
- o Ascertain user resistance to the controller.

Further objectives will be to determine if users prefer the 5200 controllers for some games and if any initial unfavorable reaction can be changed by some sort of preconditioning.

Methodology

One hundred respondents will be pre-recruited for the following characteristics:

- o ½ VCS owners/players
- o ½ non-owners/players; and
- o ½ teens boys and girls 13-17
- o ½ adults 18+

Qualifying respondents will be brought into a central location facility and will play five games on the 5200. Each game will represent various controller motion categories. Respondents will be asked their perceptions of the controller after several minutes of play and again after twenty minutes of play. This procedure will occur for each game.

Timing

Interviewing is scheduled to begin October 14 in San Francisco and Concord. Topline information is expected by the end of October with a final report due November 22.

Costs

Cost is estimated at \$15,400 ± 10%.

Supplier

Nova Research Group
575 Sutter Street
San Francisco, CA 94102
(415) 391-3010

cc: R. Appin
G. Blondefield
L. Kaplan
G. Kiss
N. Mohler
R. Nishi
D. Remson
R. Rowe
R. Stringari
C. Weil

LS0104BW3

Inter Office Memo



Corporate Headquarters

To: Scott Neill and Sally Upjohn

From: Laura Sunshine *L.S.*

Subject: 5200 Accessory Study V82/43

Date: August 31, 1982

BACKGROUND

Several accessories are currently being developed for the 5200. Two of these are a 2600 cartridge adaptor and a trakball controller. The adaptor, when inserted into the 5200 cart slot, will enable the 5200 to play 2600 cartridges. The trakball controllers, well received by VCS owners in previous research, could enhance the game play of the 5200 to perspective consumers. Research is being recommended to determine consumer interest in both accessories.

PURPOSE

The overall purpose of this research is to identify consumer interest in these two 5200 accessories. Specifically, the objectives are:

- . To determine consumer purchase interest and why.
- . To determine what kind of price elasticity exists for these two accessories.
- . To determine if these accessories increase purchase interest for the 5200.
- . Identify possible purchasers of these two accessories.

Additionally, this research will determine how much pre-purchase trial play effects purchase interest for the trakball controller.

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METHODOLOGY

A sample of 250 respondents will be interviewed in central location facilities. These respondents will be recruited for VCS owners/users who are advanced video game prospects. The sample rationale for interviewing all VCS owners is two-fold. One; VCS owners must be interviewed for the adaptor portion of this study, since the adaptor applies directly to that market. Two; previous research has shown that the trakball was not as impactful to non-VCS owners. The sample will be half adults and half teens. PAMs and trakball controllers will be on site for consumer use and evaluation. Since there are no working models of the adaptor, photographs of these accessories will be presented to the respondents for concept evaluation. The interviewing will be conducted in Los Angeles and Chicago.

TIMING

Field is scheduled to begin the week of September 13. Key issue results will be available within one week upon completion of field interviewing. Final report due the second week in October.

COSTS

An estimated cost is \$15,400 ± 10%.

SUPPLIER

Custom Research Inc.
10301 Wayzata Boulevard
Minneapolis, Minnesota 55426
(612) 542-0800

cc: R. Appin M. Moone
 G. Blondefield R. Nishi
 M. Ebertin R. Rowe
 B. Huang R. Stringari
 N. Mohler C. Weil

Inter Office Memo



Corporate Headquarters

To: Distribution
From: Laura Sunshine *LS*
Subject: 5200 KEYBOARD FOCUS GROUP SCHEDULE (V82/40) Date: September 3, 1982

The focus groups to explore consumer reaction and preference to several keyboards for the 5200 (see proposal dated 8/31) have been scheduled next Wednesday and Thursday, September 8th and 9th. They are as follows:

Wednesday, September 8th	4:00 p.m.	teens, male/female
	7:00 p.m.	adults, males
Thursday, September 9th	6:00 p.m.	adults, female

Each will last approximately two hours. These groups are being held at:

Landor Associates
Communications Research Center
Pier 5
Ferryboat Klamath
San Francisco, CA 94111
(415) 955-1200

Directions to Landor Associates are as follows:

101 North to San Francisco. Take the 4th Street exit; this will put you on Bryant Street. Stay on Bryant Street to the end and make a left on the Embarcadero. Stay on the Embarcadero past the Ferry Building (World Trade Center). Park on Pier 7 (on the right). Landor Associates has a yellow awning over the entrance to Pier 5.

Please let me know if you plan to attend.

LS:bw
LS059EW

cc: R. Appin
G. Blondefield
C. Berg
M. Ebertin
S. Mayer
N. Mohler
S. Neill
☐ Nishi
D. Remsen
R. Rowe
B. Simmeth
R. Stringari
D. Teiser
S. Upjohn
C. Weil

Inter Office Memo

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M. A. EBERTIN*



To: MICHEL EBERTIN *gf*

From: GEORGE KISS

Subject: PROPOSED 5200 KEYBOARDS

Date: August 26, 1982

I. 5200 Musical Keyboard

A. Technical

1. Four programmable octave ranges.
2. Four-eight voices.
3. Stereo output (or pseudo-stereo output).
4. 48 keys.
5. Plug into back port.
6. Optional cassette output.
7. Organ sound.
8. Sound generator chip in keyboard.
9. 1k RAM giving four independent voices.

(If the G.I. speech chip pans out the way we hope, items 7-9 would not be necessary in the musical keyboard, as they would be functions of the G.I. chip.)

B. Design

1. Keys to be at least the size of the Yamaha Porta Sound.
2. Above key overlay to be investigated.
3. Control keys to be on standard 5200 controller.

C. Potential Uses (some may require other equipment).

1. Teach music.
2. Play music.
3. Sequencing.
4. Music storage.
5. Music display.
6. Rhythm generation.
7. Interactive music generations.
8. Musical games.
9. Accompaniment.
10. Color organ.
11. Non-musical games requiring a "multi-key" keyboard.

II. 5200 Standard Keyboard

A. Technical

- 1. 64 programmable keys.
- 2. Connects through 5200 interface port on back.
- 3. Potential add-ons include modem, speech module, RAM.

B. Design

- 1. Standard typewriter keyboard layout.
- 2. (tactile) keys - If the cost is close, we would prefer to stay away from tactile keys.

C. Potential Uses

- 1. (can store data) Cannot store data without RAM. What data would be stored? The 5200 has adequate RAM already?
- 2. (can program games yourself) No!! We are not HCD!! With this feature (peripherals and development software), the 5200 becomes a 400!
- 3. (can play 800 computer games) The 5200 already does. The ones we can't play are those which require disk. Again, we don't want the 5200 to be a computer.

D. General Comments

- 1. A good idea for new categories of GAMES.

III. 5200 Deluxe Keyboard

Without copying the specs from the 5200 keyboard, it seems that the only viable addition is the built-in modem. We question if the product is reasonable with this simple addition - The same games can be played with a 5200 standard keyboard plus a modem. We feel it should be either/or but not both.

Inter Office Memo



Corporate Headquarters

To: Distribution

From: Laura Sunshine *LS*

Subject: 5200 KEYBOARD FOCUS GROUP SCHEDULE
(V82/40)

Date: September 10, 1982

The focus groups to explore consumer reaction and preference to several keyboards for the 5200 (see proposal dated 9/9) have been re-scheduled for next Thursday and the following Wednesday, September 16th and 22nd. They are as follows:

Thursday, September 16th 4:00 p.m. Teens, male/female

Wednesday, September 22nd 5:00 p.m. Adults, women
7:00 p.m. Adults, males

Each group will last approximately two hours. These groups are being held at:

Nova Research Group
575 Sutter Street/Third Floor
San Francisco, CA 94102
(415) 391-3090

LS:bw
LS067BW

cc: R. Appin
G. Blondefield
M. Ebertin
S. Meyer
N. Mohler
M. Moone
R. Nishi
D. Remson
R. Rowe
R. Stringari
D. Teiser
C. Weil



Directions to Nova are as follows:

- o 101 North to San Francisco
- o Take 4th Street exit
- o Turn left on 3rd Street
- o Cross Market Street, you will now be on Kearney
- o Take a left on Sutter
- o Nova is between Mason and Powell Streets on right.

Parking is available at the Olympic Garage which is between Mason and Taylor Streets. Be sure you tell the parking attendants that you are with Nova.

Please let me know if you plan to attend.

Inter Office Memo



Corporate Headquarters

To: Sally Upjohn

From: Laura Sunshine *LS.*

Subject: 5200 KEYBOARD FOCUS GROUPS Proposal V82/40

Date: September 9, 1982

BACKGROUND

Keyboard peripherals are being developed for the 5200. There are many configurations that the keyboard can take. The final configuration can have a major impact on the types of software that can be written for the 5200 as well as consumer acceptance. As a step in the process to finalize the 5200 keyboard product, consumer focus groups are recommended to help define those keyboards that are most appealing.

PURPOSE

The purpose of this research is to gain consumer reaction and preference to several computer keyboards. The keyboards will be different in size and from a variety of manufacturers. Each keyboard will be evaluated on its human factors; i.e., key size and shape, key action (feedback), number of keys, keyboard size, keyboard weight, etc. Further, expected consumer use and desire for a keyboard peripheral will be explored. Price expectancy will also be discussed regarding a keyboard peripheral.

METHODOLOGY

Three focus groups will be conducted. These groups are set up as follows:

- 1 group male 18+
- 1 group female 18+
- 1 group teens, male/female 14-17

All group members will be users and/or prospects of low-end computers or advanced video games. Some respondents will be typewriter keyboard knowledgeable for comparative feedback. No respondent will be recruited that works with a computer at his place of employment. The respondents will first be shown how a keyboard works. Then, they will be shown a series of non-working keyboards for their evaluation. These groups will be conducted in San Francisco. Each group will last approximately two hours.

TIMING

These focus groups will be conducted Thursday and Wednesday, September 16th and 22nd. Topline will be issued within one week and the final report early October.

COSTS

An estimated cost is \$7,000 + 10%

NEXT STEPS

These focus groups will be followed up by quantitative research to be determined at a later date.

SUPPLIER

Nova Research Group
575 Sutter Street
San Francisco, CA 94102
(415) 391-3090

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D. Teiser
C. Weil

Inter Office Memo



Corporate Headquarters

To: Sally Upjohn

From: Laura Sunshine *L.S.*

Subject: 5200 KEYBOARD FOCUS GROUPS

Date: August 31, 1982

PROPOSAL - V82/40

BACKGROUND

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- 1 group female 18+
- 1 group teens, male/female 14-17

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TIMING

These focus groups will be conducted Wednesday and Thursday, September 8th and 9th. A report will be issued by the end of September.

COSTS

An estimated cost is \$6,000 \pm 10%

NEXT STEPS

These focus groups will be followed up by quantitative research to be determined at a later date.

SUPPLIER

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R. Stringari
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Inter Office Memo



Corporate Division

To: Riley Rowe

From: Laura Sunshine *LS.*

Subject: COLECOVISION

Date: October 25, 1982

Background/Purpose

Coleco Industries has just introduced its new home video game system, ColecoVision. Research was conducted to explore consumer reactions to ColecoVision versus the 5200. Comparative strengths and weaknesses were obtained to assist in any possible advertising positionings and marketing planning for the 5200.

Methodology

A series of four focus groups, featuring play of both video game systems, was conducted. The focus groups each included approximately half VCS owners and half VCS non-owners. All participants expressed an interest in trading up to an advanced video game system. The composition of the four groups was as follows:

- o Two groups - teens/mixed 14-17
- o Two groups - adults/mixed 18+

These groups were conducted in Ridgewood, New Jersey, on September 20 and 30.

Summary

Reactions

Prior to Game:

The appearance and styling of the 5200 was a clear advantage over the ColecoVision. The 5200 seemed modern and appeared to communicate quality while ColecoVision was perceived as being more toy-like. Brand reputation also favored Atari. Respondents believed Atari was the leader in video games, had a greater variety of games, and was responsible for introducing video game "classics" like Space Invaders, Asteroids, and Pac-Man.

Response to the controller at this point in the group discussion also indicated Atari had the preferred design. The slanted key pad was liked and the size seemed to fit well in the hand. The ColecoVision controllers seemed too large and, again, more child-oriented.

Reactions

After Game Play

Directly comparable software was not available for the two systems. Pac-Man, Missile Command, and Centipede were played on the 5200. Donkey Kong and Venture were used on the ColecoVision. The 5200 games were perceived as being very similar to the arcade games. Game play, graphics, and sound were stated as being arcade-like. The respondents were also very impressed with the games played on ColecoVision. Overall, consumer reactions after game play was that ColecoVision performed somewhat better than expected. The 5200 did not come out as definitely superior to ColecoVision despite some initial expectations that it would be a better system.

5200 Joystick

Since the software was dissimilar for each system, a lot of the discussion centered on the hardware. The 5200 joystick was termed to be:

- o hard to use, no "feel" to it, loose
- o did not "pop back" to the center, making it hard to stop when you want to.

These comments were more prevalent when playing Pac-Man which requires precise right-angle turns. Some respondents did feel they could get used to this joystick and in fact could see advantages to the 360° analog controller. However, game control and software played had some impact on system preference.

Next Steps

Based on these groups and other research, a 5200 controller study has been designed and fielded. The purpose of this research is to define the severity of consumers dissatisfaction with the controller and if this dissatisfaction is dependent on the type of software used. Some possible decisions that could be made from the projects results are:

- o design an alternative controller
- o redesign the current controller
- o withhold selected software until after the 5200 introduction

LS0136BW4

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G. Talmadge
S. Upjohn
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