

**DESIGN
RESEARCH
PROJECT:
POKÉMON-GO
AR GAME**

DESIGNING TO MATCH THE POKÉMON FANS NEEDS

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ABSTRACT

On July 6, 2016 Niantic Inc. and the Pokémon Group released Pokémon Go, an Augmented Reality (AR) game featuring many fan-favorite Pokémon characters. Within days Pokémon Go became the most popular mobile game, with users spanning numerous demographics from serious gamers to casual and fitness-oriented players. The popularity of Pokémon Go pushed Nintendo market shares beyond all expectations, and server traffic far exceeded the capabilities of Niantic in the first few weeks after release.

However, while still popular, Pokémon Go began to lose players. The reasons spanned from technical in nature to expectations beyond the capabilities and design of the

game. Many avid Pokémon fans had prior experience with the Nintendo Gameboy games and/or the popular Pokémon cartoon series, and missed many of the features they had grown to expect.

The following study analyzes the drop in Pokémon Go participation, and proposes solutions to game content and mechanics that would bring player interest back to the game. Through focus group and in-depth interviews, the study presents data and changes that may not only bring gamers back to Pokémon Go, but provide the longevity needed to make the game a permanent fixture in the Pokémon brand.

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1. RESEARCHERS

YASHODHAN MANDKE

Yashodhan's research interests aim to understand how a user connects to the game and eventually retains his/her interest to keep playing it. In this case, it was interesting to analyze how people tried to connect 'Pokemon-Go' AR game with the Pokemon cartoon and what were the expectations.

He believes that new technology will surely help in to catch the new audience but not at the cost of the original content he/she is expecting. He is training to be a strategic experience designer and to understand how future game designers or new media explorers can create a maximum impact on users with the advent of new technology.

ANDREA MATEUS FORERO

Andrea Mateus' research aims to understand how people experience different design outcomes. Her background is Graphic Design, therefore she looks to combine her knowledge in graphics and aesthetics with the research methods she is currently learning.

MARK CELA

Mark Cela is a post-secondary educator with a background in graphic design, illustration, and photography. He is currently pursuing his Master of Fine Arts with a studio concentration in Experience Design, and plans to continue his career as a post-secondary educator and design researcher.

YI-FAN CHEN

Yi-Fan Chen's research interests aim to understand how users utilize mobile media to fulfill information and networking needs in everyday life. She is studying to be a design researcher in order to make more user-friendly mobile media.

2. INTRODUCTION

Augmented reality (AR) systems are user-interfaces to context-aware computing environments. AR systems integrate virtual information to physical locations and allow users to perceive the relevant information at the locations (Höllerer & Feiner, 2005, 187).

AR systems were studied for over 20 years. With smartphone and wearable communication and information technologies are ubiquitous, mobile AR systems (MARS) open various opportunities for users to experience and interact with physical location information on the move (Kourouthanassis, Boletis, Bardaki, and Chasanidou, 2015, 73). Hollerer and Feiner (2005, 191-196) indicated that MARS could be utilized in several fields, such as assembly and construction, maintenance and inspection, navigation

and pathfinding, tourism, geographic fieldwork, journalism, architecture and archaeology, urban modeling, entertainment, medicine, military training and combat, and personal information management.

MARS is also used for entertainment purposes and creates rich cultural and social consequences among users and non-users alike. Ingress, a mobile AR game, allows users to use AR to capture “portals” at places with significant cultural meanings, such as landmarks and public art. It provides users different ways to interact with places and other users (Majorek and du Vall, 2016, 685). Another MARS example is Pokémon Go. Since the release of Pokémon Go in July 2016, news stories have discussed trends, safety concerns, and controversies surrounding the wildly popular MARS. Personal websites and blogs address why the MARS is so popular/addictive; have begun to explore the social aspects of the MARS; and, reveal a wide range of emotional responses to the MARS, ranging from enjoyment and enthusiasm to grudging acceptance, to revulsion. Theorizing regarding the use of MARS is in the beginning stages, and this research project aims to explore users’ attitudes and perceptions toward the MARS.

3. THEORETICAL FRAMEWORK

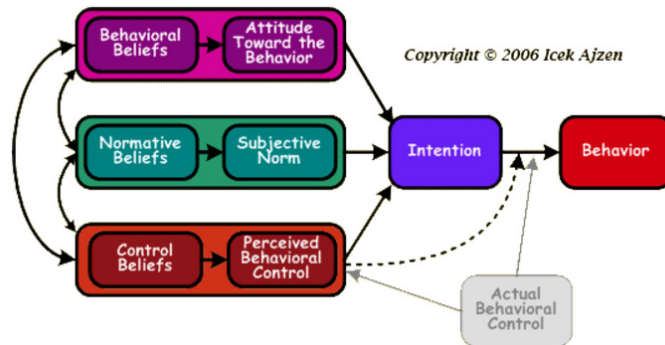
3.1 THEORY OF PLANNED BEHAVIOR

In the interview data analysis stage, Icek Ajzen's Theory of Planned Behavior (TPB) would be a good theoretical framework to predict the Pokémon Gameboy gamers' attitudes and perceptions toward to Pokémon Go usage. The Theory of Planned Behavior argues users' attitudes toward behavior, subjective norms, and perceived behavioral control, impact the user's behavioral intentions and behaviors (Ajzen, 1991, 179). Ajzen (1991) explains the attitudes toward behavior, subjective norms, and perceived behavioral control as followed:

"The first is the attitude toward the behavior and refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question. The second predictor is a social factor termed subjective norm; it refers to the perceived social pressure to perform or not to perform the behavior. The third antecedent of intention is the degree of perceived behavioral control which [...] refers to the perceived ease or difficulty of performing the behavior and it is assumed to reflect past experience as well as anticipated impediments and obstacles (188)."

In the interview data analysis stage, Icek Ajzen's Theory of Planned Behavior (TPB) would be a good theoretical framework to predict the Pokémon Gameboy gamers' attitudes and perceptions toward to Pokémon Go usage. The Theory of Planned Behavior suggests users' attitudes toward behavior, subjective norms, and perceived behavioral control, impact intentions and behavior. (Ajzen, 1991, 179). Ajzen (1991) explains the attitudes toward behavior, subjective norms, and perceived behavioral control. Behavior in this case is playing Pokémon Go. Gamer intention was based upon preconceived notions based upon experiences with the Gameboy pokemon game and/or show. Some of the players of Pokémon Go decided to play because people they knew played, and this can be taken as a

normative belief (some of them played because their kids were or friends). The control belief of the diagram below could be interpreted as when players decide if it is easy or too difficult to continue to playing the game.



Source: Ajzen, 2006

3.2 DOMESTICATION APPROACH

Domestication Approach advanced by Roger Silverstone and Leslie Haddon is relevant to considering for this research question because it explains the process in which the use of technology becomes an integrated part of everyday life (Haddon, 2003, 43; Silverstone, Hirsch, and Morley, 2005,

9). The Domestication Approach has four partial phases or processes: appropriation, objectification, incorporation and conversion (Silverstone et al., 2005, 16-17). In the context of considering the MARS being 'domesticated', the process includes:

Appropriation: It is the MARS leaves the world of a "product" and can be taken by an individual or a household and owned.

Objectification: It relates to how the MARS is given a place and role by the individual or household's aesthetic environment.

Incorporation: It is the ways in which the MARS is used and fits into the individual or household's everyday life.

Conversion: It is the process through which the relationship between the individual or the household and the outside world becomes articulated.

Prior studies on Domestication Approach found mobile media users perceived gratifications in the area of fashion, status, and sociability (Katz and Sugiyama, 2006, 326). The current research intends to utilize Domestication Approach to seek for patterns within Pokémon Go players.

4. METHODOLOGY

This project uses a triangulation research method including observations, a focus group interview, and several in-depth interviews to understand Pokémon Go users' attitudes and perceptions toward using the MARS. Using triangulation is to seek convergence of meaning from several different directions. "If data from two or more methods seem to converge on a common explanation, the biases of the individual methods are thought to "cancel out" and validation of the claim is enhanced (Lindlof and Bryan, 2002, 240).

4.1 OBSERVATIONS

Seven observations were conducted to understand how people use Pokémon Go. The researchers observed Pokémon Go users at Cincinnati, Dayton, Fairfield,

Hamilton, and Oxford in Ohio. Places with Pokéstops in city parks, shopping mall, and popular public spaces were chosen because Muratovski argued: "places often have the power to influence people's behavior (2016, 64)." Field notes were taken. The observations ranged between a half hour and 4 hours long depending on the weather condition.

OBSERVATION FINDINGS

- Family and friend activities

Many Pokémon Go users played the game with their family or friends together. The observers found that several parents took their children out to catch the Pokémon. Friends were observed walking or biking together to catch the Pokémon. Conversations within networks that the researchers observed trended towards letting friends or family know when new Pokémon appeared at locations. Sometimes, they compared their Pokédexes with their family members and friends. The phenomenon seems to fit with Domestication Approach. Those Pokémon Go users find a way to fit the MARS into their interactions and communication within their social networks.

See pictures in the next page









- *Incorporated everyday life activities*

Pokémon Go users tend to walk routes with many Pokéstops. In Dayton, three Pokémon Go users were found exercising with their MARS on. They sometimes stopped their walking and then caught Pokémon. In Oxford, students were found to catch wild Pokémon or collect items from Pokéstops on their way to classes. In Hamilton, a young couple was running with a baby in a stroller. The wife was catching Pokémon whereas the husband was pushing the stroller. In Cincinnati, two couples were found to incorporate their dating activities with their MARS. Those are evidences to the Pokémon Go users domesticate the MARS to their everyday life.

- *Time and weather matter*

When the weather was cold, there were fewer users at the observation sites. During weekdays and mid-days, fewer Pokémon Go users were spotted at the sites. Weekends were observed to have more family and friends using the sites, whereas solo users were found during weekdays after work hours or at mid-days at the sites.

- *Making new friends*

Many conversations within networks as well as with strangers found near Pokéstops. Berger's Uncertain Reduction Theory examined the steps that people get

information from strangers to reduce the uncertainty and to develop interpersonal relationship (Littlejohn, 2002, 244). Some conversations with strangers that the researcher overheard at some observation sites began with "have you seen '(name of the Pokémon)'?" Cases were found that those initial conversations lead to exchange more information about where to find rare Pokémon and strategies to gym battles.

See pictures in the next page





4.2 FOCUS GROUP INTERVIEW & IN-DEPTH INTERVIEWS

Focus group interview. A focus group interview was conducted as a pilot study on Oct 30th. The focus group method was used because the focus group facilitated, introduced topics, encouraged participation, and probed for information in a flexible and interactive way to get more inside opinions. It increased interaction between participants with regard to discussing each others' ideas in interactive friendly settings (Morgan and Krueger, 1993, 15-19).

A recruitment note sent out to recruit participants (see Appendix A) . Based on the observation study findings, focus group interview questions (see Appendix B) were asked to provide some preliminary research directions on Pokémon Go users' use behavior. Five male and one female Pokémon Go users were recruited. Those participants were chosen because they "have had experiences, or possess knowledge and/or expertise to the research questions" (Lindlof and Taylor, 2002, 121). The focus groups used "theoretical construct sampling," which Lindlof and Taylor (2002) explained "builds a sample on the basis of the study's theoretical interests" (126).

In the focus interviews, an interviewer began by identifying herself with participants. Other two researchers were in the room to take notes and observe nonverbal cues

because "the nonverbal actions of the respondents plus the substance of the relations of group members can tell the field researcher a great deal about social relations that exist beyond the group" (Frey and Fontana, 1993, 32). The interviewer explained the research purpose, how the individual was selected to be interviewed, and the amount of time the interview might for take. A consent form (see Appendix C) was given to all participants to read and sign. If they agreed to participate in the research, they signed below, detached the signature section and returned to researchers to keep. The participants kept the information above for future reference.

In-depth interviews. Five in-depth interviews were conducted to explore opinions and experiences in more depth (Morgan, 1988, 18) in Pokémon gameboy gamers' attitudes and perceptions toward to Pokémon Go usage. In focus group findings, there was a trend that Pokémon gameboy gamers had more desirable to make changes of the Pokémon Go AR system. Based on the focus group findings, a consent form (see Appendix D) and in-depth interview questions (see Appendix E) were designed to understand Pokémon gameboy gamers' needs in more depth. Those interviews were conducted in November of 2016. Morgan (1988, 18) commented that researchers often combined the focus group and the in-depth interview together. Crabtree, Yanoshik, Miller, and O'Connor (1993, 140) argued that the focus

group and the in-depth interview were very similar and sometimes can equally answer certain types of research questions in many ways. A main difference between the in-depth interview and the focus group was that the in-depth interview provided the greater depth of research findings, whereas the focus group aimed for breadth of research findings. Crabtree et al. (1993) pointed out that interviewers in the in-depth interview seek "rapport, creating empathy, privacy, and intimacy, as a way to gather data" (143). Interviewers in the in-depth interview tried to set an agenda and participants select to tell stories that provided insights into that agenda. In this study, in-depth interviews were used to enhance the findings from focus groups.

5. DATA ANALYSIS

After all interviews were completed, the researcher transcribed recorded interviews into text for analysis. The interview transcripts, combined with the interview notes, were read several times. The researcher then found categories in the interview notes and interview transcripts. This technique, called "open coding," was the initial and unrestricted coding of data (Strauss and Corbin, 1998, 101). Strauss and Corbin (1998, 103-120) outlined open coding technique from (1) going through the texts line by line; (2) marking those chunks of the text that suggest a category; and then, (3) naming those categories and having attributes ascribed them.

Strauss and Corbin's (1998, 123-124) qualitative data analysis recommendations, a codebook was then created to help the researcher to list all categories, and the location of

each incident in the data records. At this point, an axial coding technique was used to make connections between categories. The axial coding brought previously separate categories together into several broad themes. Once the analysis was completed, several direct quotes from interviews that highlighted those themes and discussion points were incorporated into the data analysis.

5.1 FINDINGS

The interview data reveals patterns of users' attitudes toward behavior, subjective norms, and perceived behavioral control that impact on users' Pokémon Go usage. Pokémon Go early adopters who are also Pokémon gameboy gamers are found to have higher perceived behavioral control. When they find out the new MARS does not meet their expectations, they often drop out. Both Pokémon gameboy gamers and non-gamers who treat the MARS as a socialization tool with family and friends often have motivations to keep using the system.

Results also find that both Pokémon gameboy players and Pokémon cartoon viewers have positive attitudes toward using the MARS. Because their prior experiences with either games or cartoon are positive, it seems to be a possible factor for them to have positive attitudes before adopting the MARS.

-Pokémon gameboy players and Pokémon cartoon viewers inquire more strategies and story in the MARS

Many Pokémon gameboy players enthusiastically detail how they could use strategies to catch, train and bond their Pokémon with en in gameboy games. They are often the early adopters to Pokémon Go. Because they have positive attitudes toward to the Pokémon gameboy games, they have high hopes to the MARS before the system launched (focus group, in-depth interviews). On the other hand, one Pokémon gameboy male player decides not to use the MARS because he is worried if he enjoys as much the MARS as the Pokémon gameboy games. From his past experiences, he spends too much time on the Pokémon gameboy games. He does not want to spend time on the MARS (focus group). This finding seems to fit with TPB that predicts prior attitudes could impact on attitude toward to the new MARS adoption behaviors.

In TPB, the perceived behavioral control could impact on behavior. It is an individual's perceived ease or difficulty of performing the particular behavior. Most of the experienced Pokémon gameboy players perceived the Pokémon Go from the gameboy games. Therefore, when the MARS could not perform the similar behavior to the gameboy games and meet with gameboy players' expectations, those gameboy players often drop out. In other words, the finding shows that those gameboy players ask more autonomy to control the MARS. "It (the MARS) is

only catching, catching and catching. [...] it cannot allow you to train your own Pokémon and bone with them," a female gameboy player comments (in-depth interview). "The gameboy game is so much better. Pokémon Go can only catch Pokémon and then trade them in for candies. You cannot pick a favorite Pokémon, teach them how to moves, and train them in gyms" a male gameboy player argues (focus group).

Similar finding shows that Pokémon cartoon viewer also perceives the new MARS from old storylines. One male Pokémon cartoon viewer expects equal excitements in the MARS as he does when he watches the show. He mentions several times to have more adventure functions in the MARS storyline.

He says that he catches more and more same types of Pokémon no matter which level trainer he is "what I called "junk" Pokémon which it kind of doesn't seem to make the sense." In cartoon, trainers advance as they level up. Catching Pokémon would be easier because they know more about Pokémon. They also become more powerful and more experienced and they are more knowledge in training. He thinks that the MARS could use more storylines to make the system more fun.

One note on this male participant is that he did not drop out because both his normative beliefs and subjective norms keep him to use the MARS (in-depth interview).

-Normative beliefs and subjective norms predicts the using behaviors

Some Pokémon cartoon viewers and Pokémon gameboy players start the Pokémon Go because they want to play with their family members or friends. A male participant and a female participant from the focus group interview comment that their friends introduce the MARS to them. They often use the MARS with their friends. The female participant does not use the MARS when her boyfriend is not around whereas the male participant would use the MARS to collect items from Pokéstops and catch Pokémon on the way to class. Moreover, the male participant comments that he enjoy to interact with his Pokémon buddy.

More interestingly, in-depth interviews also show that using Pokémon Go is a good tool to interact with their family members. A male participant enjoys using the MARS with his son whereas another female participant likes to incorporate the MARS to family activities with her children.

-A need for an option offline using

For the technological aspects, participants comment that their phone batteries get drained faster when using Pokémon Go because the MARS requires having the system always on. Hatching eggs seems to be an attractive

function to them. A female participant mentions how interesting to hatch eggs in the MARS so she would like to have a better way to calculating her moves (in-depth interview). Focus group participants point to the app company should have options to use the MARS offline. "Just like apple health app, you don't have to open the app but your moves will be counted," a male participant in focus group.

6. DESIGN SOLUTION

6.1 INTERVENING QUESTIONS

After the brief understanding of the data that was coded from the findings of our research, focus-group study and interviews, we came across some interesting points that we could target for the design solution. They were the intervening questions to the problems and difficulties that users had come across with their experience with Pokémon-Go.

1. How can we make the game more challenging?

2. Is there any way users can train their Pokémons by fighting with friends?

3. Is there a need for a player to always stay online while playing?

4. How to give users an experience of being a Pokémon trainer on an adventure?

6.2 ACTIONABLE STATEMENT

With the target in front of us to aim for, various actionables were proposed to provide a design solutions. It was interesting to look back and see our research to challenge a revolutionary game and providing design solutions in order to make it even more great. Following were the actionable statements that would make the users from our research more happy :

- 1.The design of Pokémon-Go will incorporate the story mode.

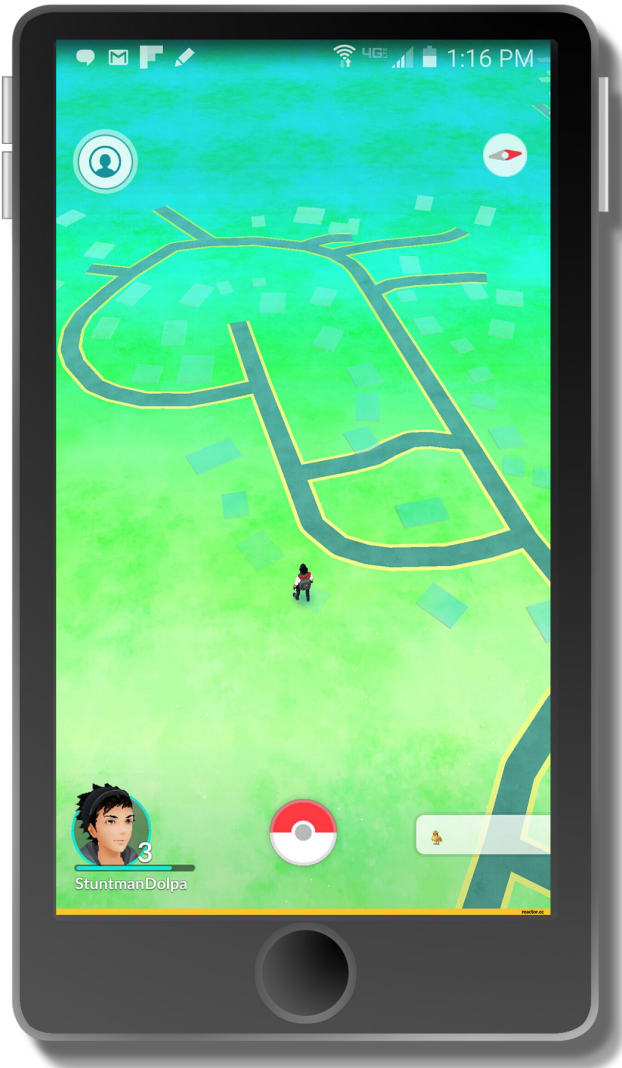
2. Incorporate the offline play

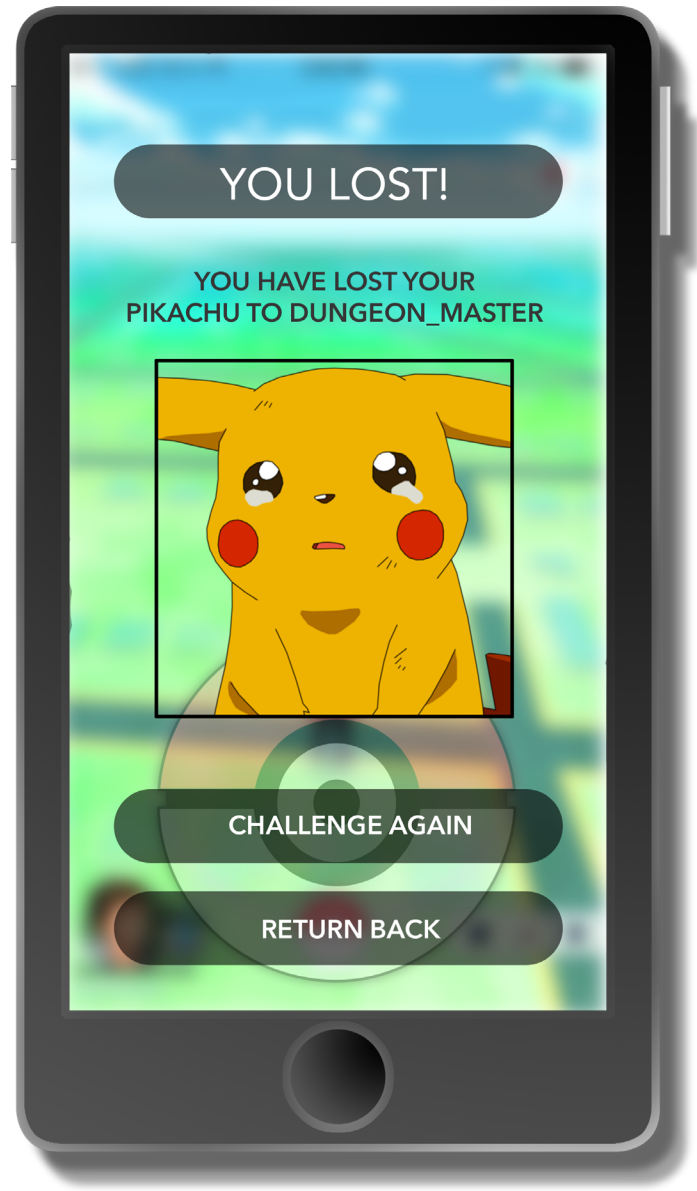
3. Battle with wild Pokémons for points.

4. Battle between the individual players without the gym.

6.3 THE SOLUTIONS

- Fighting Trainers

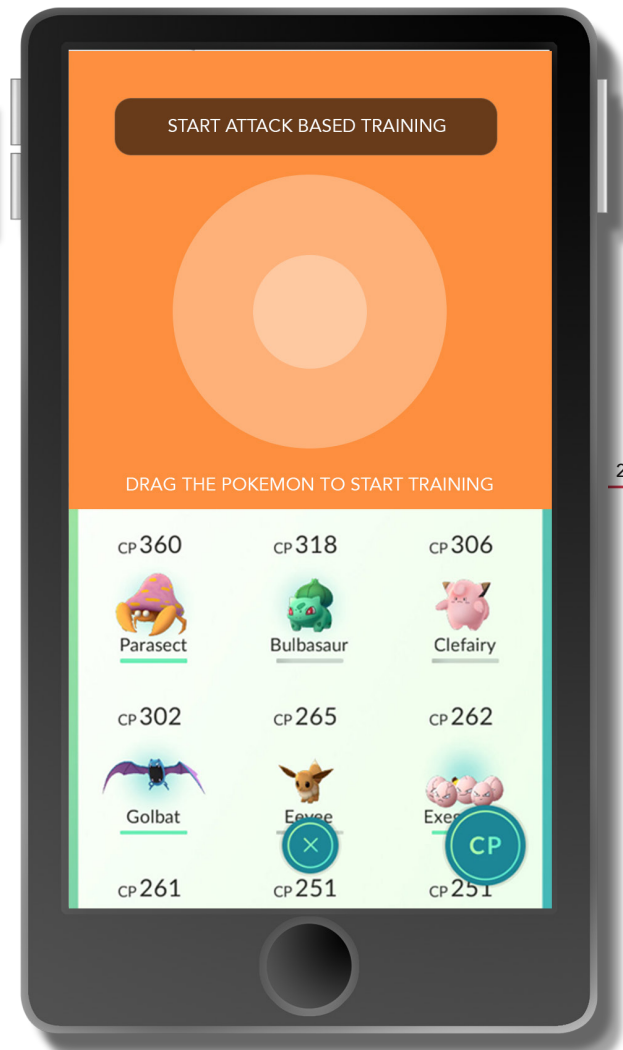




- Fighting wild Pokémons



- Fighting wild Pokémons / Pokecenters



7. CONCLUSIONS, IMPLICATIONS, LIMITATIONS AND SUGGESTIONS FOR FURTHER STUDIES

The interviews findings show that Pokémon Go could serve as a game or a MARS for entrainment and socialization tool. When Pokémon gameboy players and Pokémon cartoon viewers treat the MARS as a game device, they ask more control of the MARS in how to collect and train their Pokémon. On the other hand, when participants perceived the MARS is an entrainment and socialization system, they enjoy the collecting and interaction with their family, friends and Pokémon.

7.1 THEORETICAL IMPLICATIONS

Silverstone's the Domestication Approach (Haddon, 2003, 43; Silverstone, Hirsch and Morley, 2005, 9) explains how Pokémon Go is domesticated into users' everyday life. The MARS users first download the system (appropriation from the app store); try it by themselves or with family members or friends

(objectification); use it to network with their family members or friend or to fit into their exercises or commutes (incorporation); and finally make the MARS into their everyday life (conversion).

On the other hand, Pokémon Go for gamers demonstrate Ajzen's Theory of Planned Behavior (TPB) (Ajzen, 1991, 179). A majority of the Pokémon gameboy players expect the MARS as an extended game from Pokémon gameboy games. Therefore, they use their prior experiences and attitudes to adopt the MARS. When they find that they do not have the same controls of the MARS as their gameboy games, they tend to ask the MARS to be modified. In addition, they often are the early adopter of the MARS as well as the early drop out of the system. Because they are exciting about the MARS, they adopt it as soon as the MARS launches. Because they are disappointing about the lacking of control to the MARS, they often give up the system. Similar patterns also find in Pokémon cartoon viewers. They use prior experiences to ask the MARS to have more storylines and more adventure functions.

7.2 LIMITATIONS AND SUGGESTIONS FOR FURTHER STUDIES

-Research method

This study uses observations, a focus group interview and in-depth interviews to understand the Pokémon

Go users' perceptions, needs, and desirabilities. The findings show that some users utilize the MARS to be socialization and entertaining system in their everyday life whereas many Pokémon gameboy players demand to make the MARS more similar to the gameboy games. This study uses convenience samples techniques to recruit participants.

The convenience samples are participants who are willing to participate to the study. While the findings are very valuable to understand the Pokémon gameboy players' needs, the biases of convenience samples including the samples cannot represent the whole Pokémon Go user's population (Stangor, 2014, 113-114).

Further studies could consider having a better sampling technique, such as interviewing more people and using random sampling (Stangor, 2014, 111-112), to get a better understand the whole population.

-Design research

Based on the primary research findings, the current design of the Pokémon Go focuses on making the MARS to fulfill the Pokémon gameboy gamers' needs and desirabilities. Pokémon training centers, fighting with wild Pokémon, fighting with other trainers, and offline eggs hatching are new improvement.

For future design, having fighting and training instructions for Pokémon gameboy gamers and increasing holiday events which award twice candies, double stardusts, and double trainer's experiences for all Pokémon Go users are possible directions. Releasing rare Pokémon in special events or Pokémon Conventions might also be possible design for all MARS users.

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8.1 APPENDIX A

Recruitment Notice

Hello! We, Mark Cela, Andrea Mateus Forero, Yashodhan Mandke and Yi-Fan Chen, are a group of Master of Fine Arts in Experience Design graduate students at Miami University in Oxford, Ohio. We are going to conduct focus group studies to understand Pokémon Go uses. We are asking volunteers to participant in our study.

In this study, you will be asked questions regarding your experiences to play Pokémon Go. Your answers will help us to gain a better understanding how you use and your values, opinions, and attitudes toward to Pokémon Go. Pizzas and refreshments will be provided.

If you are interested in our study, please contact us at celama@miamiOH.edu, mateusad@miamiOH.edu, mandkey@miamiOH.edu, and chen96@miamiOH.edu. Thanks in advance for your time and interest.

8.2 APPENDIX B

Focus Group Interview Questions

What trainer level are you in Pokémon Go?

When do you start to play Pokémon Go?

- Why did you decide to play Pokémon Go?
- How often do you play Pokémon Go?
- In what day of the week that you play Pokémon Go?
- Does weather affect your decision to play Pokémon Go?
- Examples?

Where do you play Pokémon Go?

- Have you do research before you go to the location?
- If so, where did you search for the information?

Who do you play Pokémon Go with?

- Why do you go with those people?
- Have you communicate or share information with other Pokémon Go players? If so, some examples, please?

Why do you continue to play Pokémon Go?

- Have you/ others who you know done in-app purchase in Pokémon Go? What you/ others buy and why?

Tell us things that you found Pokémon Go annoying/ frustrating

Tell us things that you found Pokémon Go fun/ enjoy

Tell us things that you like Pokémon Go company to change/ modify the game for you.

How many Pokémon do you have on your Pokedex?

Finally, any last points or stories about Pokémon Go that you like to share with us.

8.4 APPENDIX C

Focus Group Consent Form

Consent Form for participation in a focus group interview study on Pokémon Go.

You are invited to participate in a focus group study that is designed by Mark Cela, Andrea Mateus Forero, Yashodhan Mandke and Yi-Fan Chen, Master of Fine Arts in Experience Design graduate students at Miami University in Oxford, Ohio. The purpose of this focus group interview study is to understand Pokémon Go players' experiences.

Mark Cela, Andrea Mateus Forero, Yashodhan Mandke and Yi-Fan Chen, the Principal Investigators of this study, are interested in studying the Pokémon Go players' attitudes and perceptions

toward to the mobile game. This focus group interview study is completely confidential and your participation is entirely voluntary. The focus group interview will take less than 30 minutes of your valuable time. Focus group interview data will be collected by audio recording and note taking. You understand that no compensation will be offered. You will be asked to questions regarding your experience on the Pokémon Go mobile game. The recording and notes from all participants will be strictly stored in a secured location and only the principal investigators have the access to it.

No reference will be made in oral or written reports, which could link you to this study. The data will be analyzed for all subjects and presented in aggregate summary format. Though no discomfort is anticipated while participating in this study, you can withdraw your participation at any time during the focus group interview study without penalty. You can refuse to answer any question that you are not comfortable with. In order to participate, you have to be at least 18 years old.

If you would like to have additional information regarding this study, including data processing, findings, etc, before or after this focus group interview study, please contact Mark Cela (celama@miamioh.edu), Andrea Mateus Forero (mateusad@miamioh.edu), Yashodhan Mandke (mandkey@miamioh.edu), or Yi-Fan Chen (cheny96@miamioh.edu) or our faculty advisor, Professor Dennis Cheatham, (dennis.cheatham@miamioh.edu).

For questions or concerns about the rights of research subjects or the voluntariness of this consent procedure, please contact the Research Compliance Office at Miami: (513) 529-3600 or humansubjects@miamioh.edu.

Sincerely,
Mark Cela | Andrea Mateus Forero | Yashodhan Mandke | Yi-Fan Chen
Principal Investigators
MFA in Experience Design
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513-529-2900 | celama@miamioh.edu | mateusad@miamiOH.edu | mandkey@miamioh.edu | cheny96@miamiOH.edu

If you agree to participate in this research, please sign below, detach the signature section and return to us. Please keep the information above for future reference.

Signature of subject agreeing to participate
Date

With my signature I affirm that I am at least 18 years of age and have received a copy of the Consent Form to keep.

Signature of the Principal Investigators
Date

8.5 APPENDIX D

In-depth Interview Consent Form

Consent Form for participation in an in-depth interview study on Pokémon Go.

You are invited to participate in an interview that is designed by Mark Cela, Andrea Mateus Forero, Yashodhan Mandke and Yi-Fan Chen, Master of Fine Arts in Experience Design graduate students at Miami University in Oxford, Ohio. The purpose of this interview study is to understand Pokémon Go players' experiences.

Mark Cela, Andrea Mateus Forero, Yashodhan Mandke and Yi-Fan Chen, the Principal Investigators of this study, are interested in studying the Pokémon Go players' attitudes and perceptions toward to the mobile game. This interview study is completely

confidential and your participation is entirely voluntary. The interview will take less than 30 minutes of your valuable time. Interview data will be collected by audio recording and note taking. You understand that no compensation will be offered. You will be asked questions regarding your experience on the Pokémon Go mobile game. The recording and notes from all participants will be strictly stored in a secured location and only the principal investigators have the access to it.

No reference will be made in oral or written reports, which could link you to this study. The data will be analyzed for all subjects and presented in aggregate summary format. Though no discomfort is anticipated while participating in this study, you can withdraw your participation at any time during the interview study without penalty. You can refuse to answer any question that you are not comfortable with. In order to participate, you have to be at least 18 years old.

If you would like to have additional information regarding this study, including data processing, findings, etc, before or after this interview study, please contact Mark Cela (celama@miamioh.edu), Andrea Mateus Forero (mateusad@miamioh.edu), Yashodhan Mandke (mandkey@miamioh.edu), or Yi-Fan Chen (cheny96@miamioh.edu) or our faculty advisor, Professor Dennis Cheatham, (dennis.cheatham@miamioh.edu). For questions or concerns about the rights of research subjects or the voluntariness of this consent procedure, please contact

the Research Compliance Office at Miami: (513) 529-3600 or
humansubjects@miamioh.edu.

Sincerely,
Mark Cela | Andrea Mateus Forero | Yashodhan Mandke | Yi-Fan
Chen
Principal Investigators
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8.6 APPENDIX E

Please tell me about your experience with Pokémon Gameboy Game.

- How long do you play it?
- What kept you playing?
- How much do you enjoy the game? Why? **How do you feel?
- With whom do you play the game?
- Please tell me about your favorite Pokémon.

Please tell me about your experience with Pokémon cartoon.

What do you think about the Pokémon Go AR game?

- Have you played the Pokémon Go AR game?
- If yes

- When did you start to play it?
- Please tell me things that you found Pokémon Go annoying/ frustrating
- Please tell me things that you found Pokémon Go fun/ enjoy
- If no: Why don't you give it a try?

Please tell me what could make the Pokémon Go better for you to continue to play it.

COMPARISON

-Do you prefer the Gameboy versions of Pokémon or the Pokémon Go AR experience? Why?

-What aspects of the Gameboy games feel similar or dissimilar to the Pokémon Go AR experience?

-Which of those would you like to see incorporated into the Pokémon Go AR experience?

-Do you prefer to play on a phone device or on a gameboy device a Pokémon game? Why?

-Finally, any last points or stories about Pokémon Go that you like to share with me.