

# Measuring Player's Perceptions of Mobile Games from Gameplay Data - A Case Study from Mobile Game Offerings from Playlab

PISAL SETTHAWONG

Assumption University, Thailand  
pisalstt@msme.au.edu

SARANPAT THANADSORNSARN

Playlab, Hong Kong  
jay@pocketplaylab.com

**Abstract:** In measuring player's perception of computer games, there are many approaches that could be utilized. The usage of questionnaires, player observation, abstract models, and other approaches have been utilized over the years in this problem domain. Though the traditional approaches have been used quite effectively, there is room for improvement. Due to better Internet infrastructure, many players are online which allows game developers to develop games that can collect gameplay data. With this gameplay data, it is possible to analyze the gameplay data for patterns that could measure the players' perception of the game. Using gameplay data can help remove certain bias that are present in traditional approaches in the measurement of player's perception. In this paper, a number of data analytics that is used to measure players' perception from game play data that is used in mobile games from Playlab, a leading casual game developer and publisher, is described.

**Keywords:** Data Analytics, Qualitative Analysis, Data Analysis, Customer Perception, Mobile Games, F2P Games

## 1 Introduction

Mobile phones are considered to be important personal communication devices that are becoming widespread in usage. Many of the present day mobile phones are classified as smart phones, devices in which in addition to providing basic voice communication, can provide additional functions such as PDA features, applications, GPS, Internet enabled services, and typically come with a touch screen. These smart phones have become quite popular as they are useful, desirable, and have become more affordable, in which leads to increased adoption rates around the world(Gartner, 2015). One of the most important activities on these devices is the usage of the smart phone to entertain the user. There are many ways that the user can entertain themselves using the mobile phone in which mobile games have been considered as the most important entertainment application(CGA, 2013) considering in the time and financial metrics.

Mobile games are games that are played on mobile phones. With the introduction of centralized application stores such as Google's Play Store and Apple's AppStore, many users can easily use these platforms to load mobile phone games into their smart phones. This arrangement has made it possible for mobile users to discover gaming on their mobile devices, and in turn made mobile games an attractive business for entrepreneurs. From the early days of mobile gaming(Tercek, 2007), the majority of games sold were considered as premium games. Premium games are games in which players buy the game outright, and have the copy of the game in their mobile devices. To help attract players to the game, many premium games also release demos in which players can try the game before buying it outright. During this generation of mobile games, many game developers aim to create fun and high quality games to attract players to buy their games.