

January 31, 1983

Marketing Research

STAR WARS FOCUS GROUPS

RECOMMENDATIONS FOR IMPROVEMENT CONT'D.

3. Add further game play beyond the destruction of the death star. Players were not satisfied with the game coming to an abrupt end after reaching the death star, they wanted to blow it up and go on to something else.
4. Make the loss of energy more obvious to the player through some sort of visual effect. Players were not sure when they were hit by enemy fire.
5. Further development of game play depth and variety is necessary. Phases one (fighter sequence) and three (the trench) appear similar to several other space games currently on the market. Every effort should be made to differentiate STAR WARS from other games.

OTHER CONSIDERATIONS

1. Add a time factor to the game play. In the movie the death star had to be blown-up within a certain time frame or it would destroy the rebel base planet.
2. Several players requested that the game be designed in a sit-down cabinet to add to the realism and fantasy element.

LB/dlo

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