



SUN SLAYER

COMPETITIVE ANALYSIS SURVEY

ADMINISTERED: JULY 12, 2023

PARTICIPANTS: 37

THE SURVEY: EXAMPLE QUESTIONS



How knowledgeable are you on shooting games?

- Extremely knowledgeable
- Very knowledgeable
- Moderately knowledgeable
- Slightly knowledgeable
- Not knowledgeable at all

What shooting games (if any) do you like to play?

Call of Duty Franchise
Doom (2016)
Borderlands

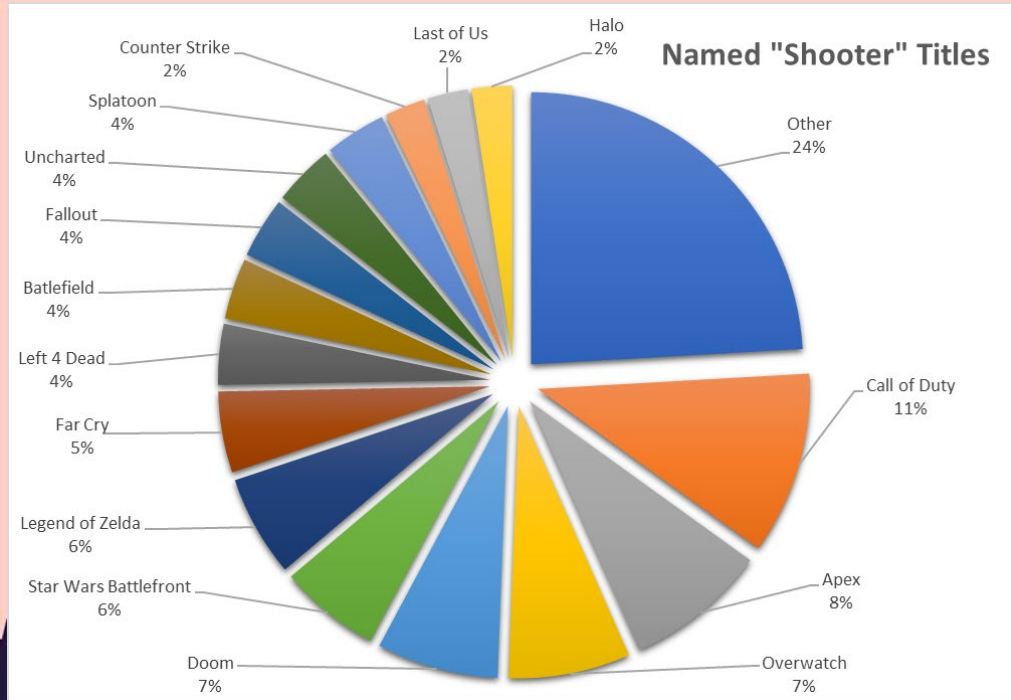
[1]

Based on previous experiences, rank the following behaviors you'd expect from enemies in a bow & arrow shooter by order of importance, with no.1 as the 'most important' item, to no.10 as the 'least important' item: (Click and drag the options to rank)

- Fast Melee (Rush/Swarm the player)
- Slow Melee
- Fast Ranged (Jump/Run around and shoot)
- Slow Ranged
- Summoning (summons other enemies)
- Exploding (explodes on contact)
- Heavy Ranged
- Heavy Melee
- Player Debuff (e.g., poisoned, burned, slowed, etc)
- Cowardice at Limited Health (e.g., enemy runs when their HP drops below a certain threshold)

[1]

COMPETITIVE TITLES: SHOOTERS



Pie Chart made by R. Devany in Excel [6]

CALL OF DUTY [2]

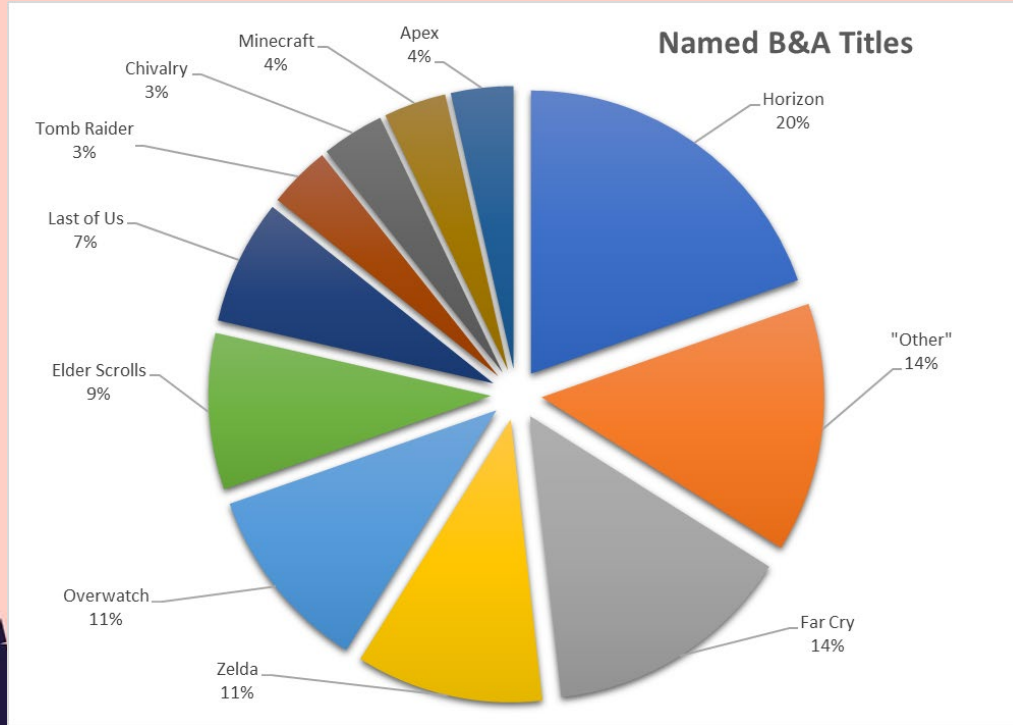
APEX [3]
— LEGENDS™ —



OVERWATCH [4]

DOOM [5]

COMPETITIVE TITLES: BOW & ARROW GAMES



Pie Chart made by R. Devany in Excel [10]

HORIZON [7]

FARCRY [8]

THE LEGEND OF ZELDA [9]

COMPETITIVE ANALYSIS BUBBLE CHART



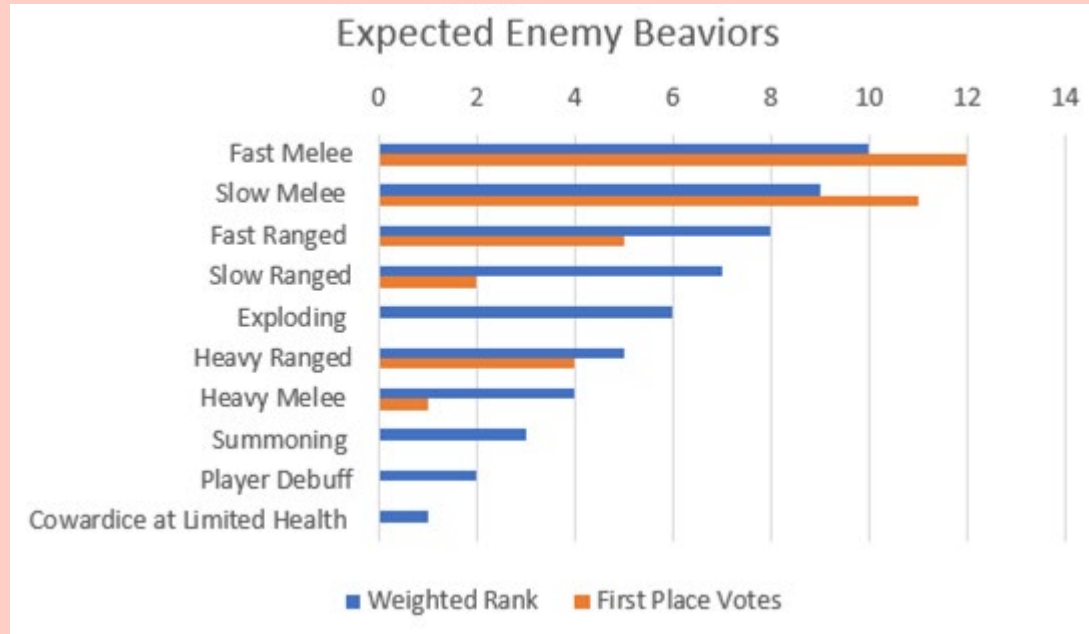
B&A v G&W Bubble Chart by R. Devany [11]

COMPETITIVE ANALYSIS BUBBLE CHART



MvR Bubble Chart by R. Devany [12]

EXPECTED ENEMY ARCHETYPES



2-Variable Histogram made by R. Devany in Excel [13]

IMAGE REFERENCES

- [1] “Sunslayer competitive analysis survey question,” qualtrics.com.
https://smu.az1.qualtrics.com/jfe/form/SV_6rRYbDnOFhBmJbE (Accessed Jul. 14, 2023).
- [2] “Call of duty logo,” logolook.net. <https://logolook.net/call-of-duty-logo/> (Accessed Jul. 12, 2023).
- [3] “Apex legends logo,” logolook.net. <https://logolook.net/apex-legends-logo/> (Accessed Jul. 12, 2023).
- [4] “Overwatch logo,” logolook.net. <https://logolook.net/overwatch-logo/> (Accessed Jul. 12, 2023).
- [5] “Doom’s - game logo,” wikimedia.org.
https://commons.wikimedia.org/wiki/File:Doom_%E2%80%93_Game%E2%80%99s_logo.svg (Accessed Jul. 12, 2023).
- [6] R. Devany, “Named ‘Shooters’ Piece Chart”, made in Excel. Jul. 12, 2023
- [7] “Logo horizon zero dawn,” wikimedia.org. https://commons.wikimedia.org/wiki/File:Logo_Horizon_Zero_Dawn.svg (Accessed Jul. 12, 2023).
- [8] “FarCry logo,” wikimedia.org. https://commons.wikimedia.org/wiki/File:FarCry_Logo.svg (Accessed Jul. 12, 2023).
- [9] “Zelda logo,” wikimedia.org. https://commons.wikimedia.org/wiki/File:Zelda_Logo.svg (Accessed Jul. 12, 2023).
- [10] R. Devany, “Named Bow and Arrows Pie Chart”, made in Excel. Jul. 12, 2023
- [11] R. Devany, “Sun Slayer Competitive Analysis Bubble Chart (Magical vs Realism)”, made in PowerPoint. Jul. 12, 2023
- [12] R. Devany, “Sun Slayer Competitive Analysis Bubble Chart (B&A vs. G&W)”, made in PowerPoint. Jul. 12, 2023.
- [13] R. Devany, “Sun Slayer Enemy Expectation Analysis Histogram”, made in Excel. Jul. 12, 2023.